

CONTEMPLATING COLOR

<https://youtu.be/OM4fXB23pCQ>

It's 101° outside and your house doesn't have air conditioning. Do you dive in a pool? Do you chug glasses of ice water? You might want to sit very quietly in a room that is painted blue. People generally feel cooler in a blue room than they do in a room painted red. Blue, like other colors, affects the way we think and feel. In fact, an experiment conducted in Norway showed that people placed in a blue room set the thermostat four degrees higher than those placed in a red room. Red, the hottest of what are called warm colors, actually speeds up a person's breathing, increases one's heart rate, and raises body temperature. To make time fly while studying your least favorite subject, try working in a green room. People placed in a green room thought time passed twice as quickly as those placed in a red room. Green has other color advantages. Known for its soothing and healing effects, hospitals once painted their rooms this color.

Maybe you don't care about how color affects us. Perhaps purple has been your favorite color for as long as you can remember and you don't have any plans to change it. Color consultants believe that favorite colors reflect our personalities. Purple for example, combines the passion of red with the serenity of blue. Those who love it are said to be creative and intuitive. Blue and green, both cool colors, indicate introverted personalities. Known for drawing attention inward, they help people concentrate. People prefer blue over any other color and associate it with wisdom, loyalty and honesty. This peaceful hue evokes limitless sky and water. Red and its warm neighbors—yellow and orange—suggest outgoing, extroverted personalities. Lovers of red are often passionate and energetic. Yellow fans are said to be curious, optimistic and intellectual. Orange is the color of individualists. Those who like it, though few and far between are often freethinking and independent. Do you prefer pink?? Then sensitivity and kindness may be among your character traits.

What your favorite color says about you . . . <https://youtu.be/5Ju5-Sfni30>

People are not the only creatures drawn to certain colors . . . insects have favorites too. Mosquitoes are drawn to deep colors and find blue especially enticing. Consider wearing light pink and yellow to repel these pests. Just make sure there are no houseflies in the vicinity. For them pink and yellow signal lunch.

Whether people or insects like it or not, color fashions do change. How do manufacturers of things such as clothing, housewares, accessories, make-up, paint colors, sneakers and shoes know which colors to promote each year?? Color trends are not accidental or simply the result of people's changing tastes. A group of 8-12 people actually decide two years in advance which colors will be in fashion or trending. Known as the Color Association of the United States (CAUS), this small group has been meeting since 1915. They claim to "forecast" upcoming colors, but their predictions are actually influential decisions. Soon after CAUS meets closely with the International Color Association and The Pantone Color Institute, manufacturers get busy mass-producing and mass-marketing the CAUS color selections that will be trending two years into the future. The Pantone Color System is the most important color matching system in the world. The system originated in 1963 to solve the problem of complicated color matching in the printing industry.

Pantone Colors of the Year 2000-2022 <https://visme.co/blog/pantone-color-of-the-year/>

2023 Pantone Color of the Year <https://time.com/6238112/pantone-color-of-the-year-2023/>

2000- 2023 Slideshow <https://www.housebeautiful.com/uk/decorate/g25463774/pantone-colour-of-the-year/?slide=1>

Are colors really so complex? Think about your favorite shirt . . . the color of your bedroom or living room. Its color may affect how others feel about you while also revealing something about your personality. Whether the shade is your all-time favorite or the latest trend, it has a story all its own to tell.

ACTIVITY: Read article then watch the imbedded videos. Answer the questions on the other side of this handout. Complete a survey by asking 10 friends, family members or even your teachers their favorite colors. Then determine if you think their favorite color is a good indicator of their personality and WHY.

