

WET PAINT

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Color Defines the Space

Color is of primary importance in our day-to-day life and influences us psychologically and physiologically. It can soothe, irritate, raise or lower blood pressure, affect appetite or cause a host of other reactions. Color subliminally conveys information, and as a silent form of communication, it gets our message across powerfully – think of red stop signs, green lights, pink or blue baby clothes and how clearly we understand the message with the use of color alone.

In both interior and exterior architectural spaces, the right colors support the intention of a space. The wrong colors can undermine its function. These ideas are the basis of “visual ergonomics”. Visual ergonomics uses applied color psychology to produce a specific visual ambiance. Think of the different functions of spaces such as the reception lobby, biotech research and development labs, or a hospital recovery room. Within each setting, a different set of visual ergonomic rules apply.

When selecting color, begin by asking questions, such as:

- What tasks are carried out here?
- What kind of image do you want to project?
- What ambiance do you want the space to have?
- What kind of first impression do you want to create?

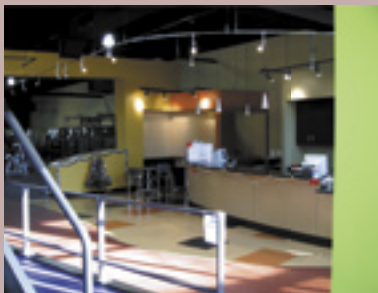
Our spaces should feel good to us and enhance our sense of well-being and support the tasks we perform in those spaces. Whether you want to create drama and elegance in your reception lobby, calm and comfort in the employee’s lounge or any other ambiance you wish, an informed use of color lets you achieve your goal.

Call Virginia Jarvi at Ahern Painting for a color consultation on your next project.

Each of the 11 basic colors in the chart below has a specific psychological association and elicits a predictable emotional response. Use this understanding of color to guide your choices to produce the desired end result. Remember to think about the goal of the space.

» Colors Create Ambiance

Red	passionate, strong, warm, erotic, exciting, red grabs attention, advances	Green	refreshing, quiet, calming, good for tasks involving concentration
Pink	feminine, gentle, delicate, comforting	Blue	peaceful, truthful, relaxing, most popular color
Orange	cheering, welcoming, warm, energetic	Purple	sensual, dignified, mystical
Yellow	high-spirited, friendly, happy, hopeful	Black	powerful, elegant, sophisticated, rich
Brown	comfortable, dependable, secure	Gray	conservative, quiet, calm, mimics adjacent color
		White	hope, innocence, clean, stark



Gold's Gym

Gold's Gym needed to create an energizing look for their workout space. The use of bright, contrasting colors -- yellow, orange and spring green -- infuses the area with high energy. The combination is uplifting and invigorating - just the right look for a gym.

Please Contact Us!



Painting That's Engineered To Last

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» News

- July 29, 2005 Chuck Deering retired to a Florida golf community after nearly 23 years of service.
- December 31, 2005 The Company completed 368,512 consecutive work hours without a lost time accident.
- February 14, 2006 David Comeau joined the Company as shopman/driver.