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COLOR SYMBOLISM IN INTERIOR DESIGN

Known cases when people complained about the cold in the rooms were painted in blue or dark green, although the temperature in them was within the normal range. After repainting the premises in light orange and red-yellow tones, dissatisfaction disappeared. Dark colors, as a rule, cause a cheerful mood - they are often called active, cold colors, on the contrary, calm, they are called passive. The high intensity of the color, acting on a person for a long time, tires eyesight, bright coloring bothers and annoys. In addition, with blue lighting, visual acuity and speed of visual perception decrease, which increase with yellowish and white light. It was found that among the conditions of normal functioning, the psychophysiological effect of color plays an important role. The summarizing result of such effects is usually manifested in varying degrees of physical and emotional state, a feeling of alertness or fatigue, elation or depression. The emotionality of perception in relation to color is manifested through its associative influence. The connection of certain phenomena and objects with their characteristic colors was transformed in the human mind into certain sensory sensations arising from the perception of color - a symbol. So, the sun, fire - yellow and red colors created a feeling of warmth and became "warm"; sky, air, ice - blue, blue colors became "cold" [1].

On this basis, new associations formed: joyful - sad, light-heavy, loud (sonorous) - quiet, dynamic - static, etc. Optical illusions with retreating became stable (cold) and approaching (warm) colors.

For the purposeful use of color, it is necessary to know the stable connections between color and the psychological response of a person. In this aspect, a number of

patterns have been established - according to the preference of the color tone, according to the figurative associatively of colors, and the harmony of color combinations.

The preferred attitude to certain colors is noticeably manifested in different age groups. In general, warm colors of bright saturation (pure color) are preferred for children, cold colors of medium saturation and more mixed are preferred for adults, achromatic colors of pastel tones are for older people. Color can soothe and excite, delight and sadden. Color can be treated, cause a feeling of hunger and cold, lightness and heaviness.

Color Problems in the Interior

The problems associated with the use of color in the interior can be divided into functional, aesthetic and compositional-artistic. A number of factors affect the color scheme: the purpose of the room, its size and configuration, lighting and orientation, the length of time a person stays in the room.

Polychrome interior must meet utilitarian and technological requirements and psychological comfort of a person.

The psychological comfort of a person consists of the comfortable conditions of visual work and the comfortable conditions of the functional organization of space.

Comfort of visual work is determined by the color of the object of observation and the background color. The workplace has two varieties of background: flat, located next to the object of working attention, and spatial created by components of the immediate environment. The color characteristic of a flat background is determined when creating a workplace and the color characteristic of a spatial background is a compensator for the tiring effect of color in the workplace.

The comfort of the functional organization of the process in the interior depends on such a color scheme, in which physical fatigue is reduced, the psychological mood is activated and the emotional tone is increased.

The color scheme can also compensate for the unfavourable microclimate of the room, improve sanitary and hygienic conditions and orientation in space.

Depending on the spatial orientation of the room to the north or the south uses either warm or cold colors. The use of light color tones ensures the maintenance of sanitary conditions associated with the cleanliness of the room. Color provides the convenience of orientation in space using the color allocation of functional areas - through communication movement, technology groups with a specific process.

The duration of a person's stay in help depends on his productive activity, which may be accompanied by collateral hazards: the release of excess heat, cold, noise. In this case, the role of color is to compensate for an unfavourable factor (for example, warm colors reduce auditory sensitivity) [2].

Color is a means of creating an interior composition, and the main color carriers are architectural surfaces: walls, floor, ceiling. Coloring items and items of equipment (additional color carriers) is solved in color harmony with respect to the primary colors.

The planes enclosing the inner space do not fall into the field of vision of a person at the same time: first, walls are constantly observed, then attention is attracted to the floor and, last, the ceiling.

An active role in the color composition is played by the walls. They can be monophonic, but creating a monophonic interior is difficult. Since in conditions of natural illumination, the walls are not lit equally. With the help of color, you can select one wall, making it the main one in the composition. By arranging the colors on the wall, you can adjust the proportions of the room (expand it or narrow it), as well as divide the room into horizontal and vertical levels [3].

The color of the walls affects the choice of floor color. Sex, the same brightness with walls, gives the impression of a unity of internal space. If the walls are solidly color-coded, the floor can be ornamented. At the same time, a small ornament creates

the impression of a monotonous pattern and its integrity, and a large one gives the illusion of an expansion of the floor area.

The choice of color of the ceiling is determined by the norms of illumination of the room. If high levels of illumination are required, then white coloring of the ceiling is recommended, since the ceiling is not only a protective wall, but also a main reflective surface. The ceiling can be decided in the color of the walls or in contrast to them. The ceiling and part of the wall adjacent to the ceiling can be solved in one color.

For the perception of space, the location of the prevailing color on the architectural surface matters: above or below, on horizontal or vertical surfaces.

Color is a characteristic of the material basis of the architectural environment. The color of some materials is their natural quality and can be used in the interior composition in a pure form; for others, color is given in various ways of decoration or painting [4].

Conclusion

The logical complement and completion of the composition is color. Color is the property of bodies to evoke certain visual sensations in accordance with the spectral characteristics of the reflected or emitted visible radiation. Color should be linked to the volumetric-spatial structure of the tool and the room. The background color should contrast with the color of the processed materials. Color has two functions, being a source of information and a factor of psychological comfort.

The selection of colors for painting rooms and interiors is essential, since color very strongly affects the human psyche. It was found that long-wave (red) colors act excitingly, and short-wave (purple) colors cause a depressed mood, while simultaneously contributing to the greatest visual fatigue. Medium-wave colors have a beneficial effect on the nervous system and contribute to fatigue reduction. With the natural arrangement of color, a person feels more confident and calm. And if you change this natural order, then, for example, an earthy-brown ceiling will be

perceived as a plate that presses heavily and emphasizes the fencing off from the surrounding space. The dark ceiling always seems lower, and with a light ceiling, dark walls make the room higher. The same color on different surfaces creates a different psychological effect. So, the brown color on the floor instills confidence, gives the impression of stability; on the wall the same color gives the impression of earthiness, materiality, room limitations. Blue walls cause a sad mood, the blue floor resembles ice or water, and the blue ceiling enhances the impression of cold. The light yellow floor gives the impression of sand, blue - the convenience of walking, and pink seems less suitable for walking than red.

The color sphere allows you to choose the psychological hormones of joy, peace, sadness, consisting of a unity of contrast and similarity in tone, color, line: tone - light or dark; color - warm and cold; line - direction up or down with respect to the horizontal.

Joy arises in a light tone, warm color and movement above the horizontal. Peace is created when there is a balance between light and dark, warm and cold, when oriented horizontally. Sadness arises in a dark tone, a cold color, and in movement below the horizontal. The choice of color design is determined by the nature of work. For work with physical or nervous loads, with a high temperature regime, the interiors of the premises must be painted in bright colors of blue, gray-blue, green-blue and other cold colors of low saturation. Periodic physical and mental stress is more easily performed in warm colors, which increase the activity of the body.

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