

## International Conversation Cafe

Lifestyle Topic: Color Psychology

Fortunately, we live in a world of color. Can you imagine how boring it would be if we lived in a world of only black, white, and gray? We enjoy looking at colorful things, but have you ever thought about how colors make you feel? Why do we feel more relaxed in a green room rather than a yellow one?

The color wheel shows the three primary colors: blue, red, and yellow plus three secondary colors: green, purple, and orange.

Let each person in your group choose 1 of the 4 questions to answer. Then, they may call on someone else in the group to contribute.

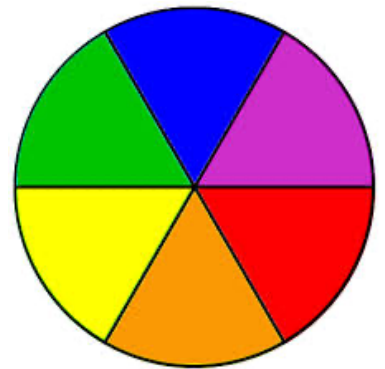
*What color would you paint a kitchen, bedroom, or living room?*

*What colors do you feel most comfortable wearing?*

*What do the colors of your flag symbolize?*

*Are there certain colors that are important in worship?*

Read through the following article, "Color Psychology," by David Johnson. After each description, tell the significance of this color in your country or culture.



In Western societies, the meanings of various colors have changed over the years. But today in the U.S., researchers have generally found the following to be accurate.

### **Black**

Black is the color of authority and power. It is popular in fashion because it makes people appear thinner. It is also stylish and timeless. Black also implies submission. Priests wear black to signify submission to God. Some fashion experts say a woman wearing black implies submission to men. Black outfits can also be overpowering, or make the wearer seem aloof or evil. Villains, such as [Dracula](#), often wear black.

*What is your experience with this color?*

### **White**

Brides wear white to symbolize innocence and purity. White reflects light and is considered a summer color. White is popular in decorating and in fashion because it is light, neutral, and goes with everything. However, white shows dirt and is therefore more difficult to keep clean than other colors. Doctors and nurses wear white to imply sterility.

*What is your experience with this color?*

### **Red**

The most emotionally intense color, red stimulates a faster heartbeat and breathing. It is also the color of love. Red clothing gets noticed and makes the wearer appear heavier. Red cars are popular targets for thieves. In decorating, red is usually used as an accent. Decorators say that red furniture should be perfect since it will attract attention. The most romantic color, pink, is more tranquilizing. Sports teams sometimes paint the locker rooms used by opposing teams bright pink so their opponents will lose energy.

*What is your experience with this color?*

- Blue** The color of the sky and the ocean, blue is one of the most popular colors. It causes the opposite reaction as red. Peaceful, tranquil blue causes the body to produce calming chemicals, so it is often used in bedrooms. Blue can also be cold and depressing. Fashion consultants recommend wearing blue to job interviews because it symbolizes loyalty. People are more productive in blue rooms. Studies show weightlifters are able to handle heavier weights in blue gyms.  
*What is your experience with this color?*
- Green** Currently the most popular decorating color, green symbolizes nature. It is the easiest color on the eye and can improve vision. It is a calming, refreshing color. People waiting to appear on TV sit in "green rooms" to relax. Hospitals often use green because it relaxes patients. Brides in the Middle Ages wore green to symbolize fertility. Dark green is masculine, conservative, and implies wealth. However, seamstresses often refuse to use green thread on the eve of a fashion show for fear it will bring bad luck.  
*What is your experience with this color?*
- Yellow** Cheerful sunny yellow is an attention getter. While it is considered an optimistic color, people lose their tempers more often in yellow rooms, and babies will cry more. It is the most difficult color for the eye to take in, so it can be overpowering if overused. Yellow enhances concentration, hence its use for legal pads. It also speeds metabolism.  
*What is your experience with this color?*
- Purple** The color of royalty, purple connotes luxury, wealth, and sophistication. It is also feminine and romantic. However, because it is rare in nature, purple can appear artificial.  
*What is your experience with this color?*
- Brown** Solid, reliable brown is the color of earth and is abundant in nature. Light brown implies genuineness while dark brown is similar to wood or leather. Brown can also be sad and wistful. Men are more apt to say brown is one of their favorite colors.  
*What is your experience with this color?*

### **Food for Thought**

While blue is one of the most popular colors it is one of the least appetizing. Blue food is rare in nature. Food researchers say that when humans searched for food, they learned to avoid toxic or spoiled objects, which were often blue, black, or purple. When food dyed blue is served to study subjects, they lose appetite. Green, brown, and red are the most popular food colors. Red is often used in restaurant decorating schemes because it is an appetite stimulant.

*What colors are most appetizing for you?*

Read more: <http://www.infoplease.com/spot/colors1.html#ixzz3Q37Slfaw>

