

WEN News

Waterford County Enterprise Board Women's Enterprise Network

The Hardworking Network for Women In Business

Insights on Colour

By Nina Kati

Colour affects the atmosphere and the perceived temperature of a room. For instance, blue is calming but cool, pink is warm and welcoming, and orange is stimulating. Colour can also be energizing or tiring or inspire mental activity and creativity. Bear in mind that dark and light stripes and strongly spotted patterns cause arguments because they are tiring and confuse the brain. Dark ceilings shrink our energy field causing us to feel depressed, and 'hospital green' makes us ill.

- **White** The colour of purity and innocence in the West but in the East it is used to clothe the dead and worn for mourning.
- **Black** Associated with death and mourning in the West, but in the East it is associated with money and power but used sparingly.
- **Grey** The colour of vagueness, things that are hidden and people or situations cannot be trusted. Because it isn't actually a colour, we cannot really judge it so therefore we cannot judge a situation in which it has been used or trust a person wearing it.
- **Green** The most balanced colour of all because it falls in the middle of the colour spectrum and is the colour of nature and healing. It represents balance, harmony and peace.
- **Red** Considered a lucky colour and in the East is often used for protection. It represents importance and emotion and is associated with enthusiasm, activity and passion.
- **Blue** The colour of trust and reliability. Much used in the corporate world (e.g. uniforms and corporate colours) to give consumers the impression that a company is considerate, caring and stable. Blue is recommended to wear for an interview as it gives the impression the prospective employee will be loyal, trustworthy and reliable.
- **Yellow** The colour of the sun and therefore is associated with joy, summer and warmth. It stimulates the intellectual side of the brain and is also thought to aid digestion.
- **Purple** The colour of sacrifice so use sparingly and is associated with emperors and martyrs, wealth and power, suffering and sacrifice.
- **Pink** The first colour we ever see - the colour of the interior of the womb - welcoming and soothing we associate it with love and comfort. It has the effect of calming us even when angry.
- **Orange** The colour of communication so it is a social and creative colour. People become more talkative when they see it!
- **Brown** Associated with steadiness, stability and practicality but people who use or wear it too much will be seen as boring by others!
- **Peach** is a fire colour so use with care - never use it in a master bedroom as it will bring too much fire energy to the relationship and then sparks will fly!

Nina Kati of Working Wonders is an interior designer, feng shui consultant and tutor. She specialises in combining feng shui with interior design to create balance and harmony. Nina trained under a Chinese master to learn authentic feng shui, which concerns the relationship between our homes and us, and is about matching people to their homes and workspaces. In 2009, she won the Businesswoman of the Year Award (South Tipperary). This year she celebrates 10 years in business. Her interior design and feng shui services range from an hour's advice to one day services and from small schemes to full projects. She also runs interior design and feng shui workshops. Visit www.workingwonders.ie or contact T: 051 646 273, M: 086 812 6730.

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