



originalhome
100% ECO DESIGN

Trend S/S 2022

LIGHT UP

WITH COLOURS

How colour influences your well-being at home

A bright and cheerful colour palette can contribute to a peaceful environment at home. Colours can have a greater impact on your body and mind than you think! Before choosing a colour palette, you should consider the emotions and associations certain colours could bring up. Prepare for a fresh, new year full of vibrant colours and read about the influence of colours below.

Colour evokes emotions

Colours are thought to affect our feelings, moods and behaviour. Certain colours can even induce physical reactions such as increased blood pressure or increased metabolism. Although there is no extended scientific research on the psychological effect of colours, researchers and experts have made a few important discoveries and observations about the psychology of colour.

One of these findings is that feelings about colour are personal and rooted in our own experience or culture. For example, the colour white represents purity or innocence in Western countries while it is a colour of mourning in most Eastern Countries. Even within European countries colour has a different meaning in English, you are green with envy, in German yellow (*Gelb vor Neid sein*).

Cross-cultural similarities of warm and cool colour associations

In colour psychology, one differentiates between cool and warm colours. Colours in the red area of the colour spectrum such as red, orange and yellow are known as warm colours. They are said to evoke emotions ranging from feelings of warmth and comfort to feelings of anger and hostility. Cool colours consist of colours on the blue side of the spectrum. Those include blue, purple, and green. They are often associated with calmness or trust but also with feelings of sadness or indifference.

Colour influences the perception of temperature

After learning all this, it is not surprising that there are temperature-related associations with colours as well. Feeling warm or cold in a room can depend on the colours in this environment. A room painted in a warm colour might feel warmer than a cool-coloured room that shows the same temperature on the thermostat.

To give an example: Blue ubiquitously represents winter, ice, water, freshness, rain and wind. Therefore a blue room could make us feel either refreshed or cold and uncomfortable. Warm colours like red or yellow are associated with fire, sun, and summer in your mind. However, a red room could

either make you feel passionate and warm or trigger anger. What is most important in the end, is that the right colour choice for a space depends on individual associations and preferences.

Colour done right

Colour can be very influential and should be implemented with care. Colour can influence our performance, our perception of time, our decisions and our emotions. However, we should always keep in mind that the results differ between personal contexts and cultures. If chosen wisely, colour can create a significant impact on your well-being and the overall atmosphere in a space.

It is not necessary to paint whole walls because small details can already make a difference! Candles or cushions in bright colours spice up your living space with little effort. For an instant uplift, get a bouquet of bright coloured flowers or a green indoor plant to bring some positivity and growth into your space. Invite bright, energizing colours into your home and you will immediately feel lightened up!

Our colour palette for spring/summer 2022 (and how they affect your mood)

Lavender: Pantone colour of the year 2022 very peri, originalhome calls it lavender. This colour is a mood booster, encourages personal inventiveness and creativity. As part of the purple colours family, it can emit feelings of calm and cosiness.

Sky: This light blue tone evokes feelings of calmness or serenity and relates to the fresh crisp blue skies we see in the springtime. It is also described as peaceful, tranquil and secure.

Blossom: this pale warm pink is described as relaxing and relates to the blossoming springtime evoking joy and happiness. This colour stands also often for creativity

Yellow: Yellow is an energetic colour that relates to happiness, clarity, energy and warmth. It is a cheerful colour that can evoke happiness. To avoid overstimulation it is advised to use yellow in small doses rather than painting a whole room in bright yellow.

Green: Symbolizes growth, nourishment, health, nature and represents tranquillity. It is thought to relieve stress and help to heal. Some researchers think our positive association with green is "hard-wired" in our brains from evolution: The colour green indicates a place where food, water and shelter can be found. Using shades of green in your home could bring balance to your mind.

About originalhome

We love living green and design our products with respect to the planet and its people by putting planet and people before profit. We solely use earth friendly materials that are quickly renewable and from organic waste. We ethically collaborate with small entrepreneurs in rural areas in developing countries to create more job opportunities. The mainly manual production processes have a low impact on the environment and we give back 30% of our profits to communal projects.

Our collection is based on the principle of biophilic design by emanating nature and preserving the authentic character of the materials in our organic and minimalistic designs. Our collection fits any style, any time and increases your wellbeing, inspires you to be creative and emphasizes your uniqueness. Our products may not be perfect, but are 100% original, just like you!