



Psychology of Color

by Lynn Hockemeyer

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People gravitate to color. Everyone wants to know the latest trends and “hot” colors for the coming season. And while this is certainly relevant information to have, we believe that selecting a color for your home should be driven solely by you and your objectives for the new living space.

In order to ensure the right *feeling* is created in your home, it is important to understand the impact color can have on your mood and attitude. Research has consistently proved that we are in fact subconsciously affected by color. It is widely accepted that colors on the red side of the spectrum are warm and stimulating, while their counterparts on the blue end are cool and relaxing. It follows then that color has an effect on whether we feel hot or cold in a room or whether we're happy or gloomy. Look around and notice the color of the walls the next time you're unexpectedly chilly at a restaurant or a friend's house.

Color can also be finicky so you have to be careful. As an example, a nice yellow evokes feelings of happiness and warmth, but the wrong shade can make people feel uneasy. Every color group and shade affects us differently.

My job as an interior designer is to match your objectives for the new room to the appropriate color palette to ensure the space *feels* right. The effect a color has on your mood and behavior is subtle but it is not to be underestimated because that color will surround you everyday.

Perhaps what's best about color, especially paint color, is that it is an easy and cost effective way to update your space. You can have a whole new room by simply opening a can of paint.

Be adventurous. Try something new. Start with how you want to *feel* when you're in the room and go from there.

Please don't hesitate to contact us. Our Interior Design Team is available to you at any time for consultation.

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The homeowners of this open kitchen/eating area wanted their new space to be the central point within the home—a place of activity, where things happen. As such, it was important that the room be high energy and not muted or subdued. This strong red tone creates excitement, stimulates the heart rate and sustains passion within the room.

This is a smaller, cozy kitchen on a tight city lot with little room for expansion. The family wanted their kitchen to be a comfortable place to spend time together without feeling like they were constantly on top of each other. This yellow was selected because it helps the space to feel larger and more open while encouraging conversation and harmony.

In this Owner's Bath the aim was to create a relaxing spa-like atmosphere. We incorporated texture with a color palette of seafoam green and earth tones to bring about a sense of calm and serenity while ensuring a Spring-like attitude and connection to the environment—especially important during our long, white Minnesota winters.