

ASTEK 1050 COLORS



What is colour?

Colour is an illusion. When light reflects off the surface of an object, we perceive it as colour. Our environment only appears coloured to us. However, if there were no light, the world around us would be completely colourless.

Metamerism

Colour and light are inseparable. In the absence of light colour cannot exist. The sensation of colour depends on the brain's interpretation of signals coming from the eyes. Sunlight or daylight is the ultimate natural light source and became the standard by which colours are measured. But as we know, a colour may appear totally different in daylight than in the artificial light in the shop. This phenomenon is called metamerism. Two colours that are metameric look alike in daylight, but once the light changes, they no longer match! Sunlight or daylight remains the ideal lighting condition. Colour is constantly changing because light is constantly changing.

The Power of Colour

The psychology of colour explains how colour affects our moods, emotions, sense of well being. We all react to colour in some way. Just by entering into a room, without noticing any colour in specific, we feel uplifted or depressed, energised or flat. In fact, we all have our colour preferences that change along with our feelings and attitudes.

Every colour, with the exception of black, reflects energy, and logically that energy affects us. But the way either of us reacts to colour is individual. When we love a colour, we tend to inhale it and go "ahh" as though drinking it in! If we do not like certain colours, they can make us feel uncomfortable and sometimes even sick or unwell. Just be careful next time you see a colour that you love or do not like, it will tell you quite a lot about yourself!

The influence of colour

Cool colours, like blues, cool greens and greys, can reduce the intensity of a person's vibrations, while some believe that red is exciting and raises blood pressure.

Let's try to identify each colour and its effects.

Red

Red is a very powerful colour. It makes us feel adventurous, daring, courageous, sexy - no wonder so many beautiful sports cars are red! Red is a colour that seeks attention, it has a tendency to dominate others. Red excites our basic instincts and stimulates action before thought. Red can stimulate appetite and it is possible to lose track of time when surrounded with this colour: theaters, fast food restaurants, bars and casinos may deliberately be decorated in red for this reason. Red has formidable energy and should be used with care. Red is commanding, whatever its shade. But red will never be ignored! Red can be used beautifully in any room in the home; it will always be sensational. But be careful, it is not so much where it is used, but how much.

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Pink

When we are happy, we look at the world through "rose coloured glasses", we see "la vie en rose" like Edith Piaf was singing. Pink tempers passion with purity, it has an aura of innocent romance. It is gentle, soft and innocent. It is the colour of romanticism, a lot of flowers, laces, country style houses and peaceful nature surroundings made some brands famous by selling only that type of product and shades. Light pink stands for innocence and babyhood: sweetness, tenderness, maternal love, softness and baby girls. Brighter, clearer pinks are youthful and fun: little girls' favourite colour and favourite doll brand colour... But pink can also be sexy and shocking: fuchsias can have the same dynamic as vibrant reds. The lighter, softer pinks are still considered to be a pleasing colour to live with and are used frequently in interiors. Light pinks are soft, tender, romantic and cute. Dusty pinks are soothing, cosy, rosy, subtle, yet sophisticated. Bright pinks are seen as exciting, happy, hot, trendy, attention-getting, energetic, youthful, fun!

Yellow

Yellow is the colour of sunshine. Yellow is a warm and expansive color, which activates the mind and opens us up to new ideas. Yellow is thought as joyful, outgoing, open and friendly. People who feel good about themselves usually love the colour. It is associated with happy mood and playfulness. Little children also are attracted to yellow colours. It is the colour of the sun, it is a colour for lifting the spirits and letting the sunshine in! For those suffering of seasonal affective disorder, lack of sunshine during winter, it is more than recommended to paint the walls with this sunny colour as a medicine: it is healthy, simple and easy.

Orange

Anyone will tell that orange is the colour of sunsets. It is linked with radiant energy, heat and glowing presence of the setting sun. Cool orange colours simply do not exist. Everything about orange is luminous and hot. It is perceived as the hottest of all colours, taking its heat from two radiant sources: yellow and red.

Green

Green is the colour of life. It is the calmest colour to the eye. In its artificial form, green can be either peaceful or oppressive. Green is also a colour that links with our self-esteem.

Blue

Blue is the colour of truth. It is the colour of the sky. It is a colour that can be either peaceful and relaxing or cold. It is the colour that has always carried both positive and negative associations. Physiologically, it is reducing your blood pressure and heartbeat, respiration rate, and blue has a calming effect. Very often the colour is used for bedrooms as a relaxing place to be at the end of the day. Most people love blue. It is a very healing colour, soothing, calming and cooling. Depending on the blue, we associate it with loyalty, integrity, respect, responsibility and authority. Always combine blue with a warm colour as it can create a cold environment.

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Play with Colour

Fear stops so many people to play with colours. Motivated by this fear, some surround themselves with an accepted palette of neutrals, earth tones, or pastels enlivened by small amounts of the one or two bright colours with which they feel comfortable. The best way to overcome fear and to expand awareness is to work directly with colour. Experimenting with colour is great fun! Learning colour mixing is basic to any artist or designer and so helpful in everyday life, whether you are painting your house, your car or simply colouring the decoration of your birthday's cake.

With tinting systems the range of colours available is endless, almost any colour can be matched, formulated and dispensed into the base material. The formula can then be saved into the file and reproduced anytime, anywhere.

The colour wheel

When we see a rainbow arching across the sky, the resulting sequence of hues is red, orange, yellow, green, blue and violet. The red end of the spectrum can be joined to the violet so that a complete circle is formed. This colour continuum includes all the intermediate hues produced as each hue overlaps the adjacent hue. For practical purposes this forms the basis of a standard twelve-hue colour wheel. The twelve basic hues can be divided into what are called 'primaries'.

- * These divisions of a twelve-hue colour wheel are broken down into:
 - * Three primary colours: blue, red, and yellow;
 - * Three secondary colours: a combination of any two primaries such as violet, a combination of red and blue; orange, a combination of red and yellow; and green, a combination of yellow and blue.
 - * Six tertiary colours: a combination of a secondary colour with any additional quantity of one of its constituent primaries (commonly accepted tertiaries are blue-violet, red-violet, red-orange, yellow-orange, yellow-green, and blue-green).

In order to communicate accurately with colour, it is essential to recognise the three main qualities of colour:

- o The relative position on the colour wheel of the particular hue being selected indicates the hue family, which is the first of the three qualities of colour.
- o The second quality of colour is referred to as value: the lightness or darkness.
- o The third quality is the degree of purity, intensity, or saturation, sometimes referred to as chroma.

ASTEK 1050 COLORS SYSTEM is designed from a global perspective, it flows naturally from bright, vibrant hues to subtle, muted tones. A balanced selection of off-whites and true neutrals complete the offering. Colors are arranged by family, in a logical and harmonious sequence. To make color coordination easy ASTEK 1050 COLORS is comprised of eight different Atmospheres. An icon identifies each Atmosphere. The Atmospheres include: tropical kids, mediterranean, relaxing moods, bohemian, country home, elegant, european interiors and latino spices.

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To create a designer palette, or the perfect color harmony, combine colors featuring the same icon. It's an easy way to color with confidence.

Whether it's "local color" or a personal favorite, ASTEK 1050 COLORS is broad enough to address regional tastes or specific end-use needs. The versatility of the color palette makes it perfect for virtually any project, for example: regional and local settings, children's rooms, historical buildings, kitchens and baths, interiors and exteriors.

Of course that's just the beginning. Colors from ASTEK 1050 COLORS are at home in just about any space you can imagine. ASTEK 1050 COLORS, colors to fit your lifestyle and enhance your environment.