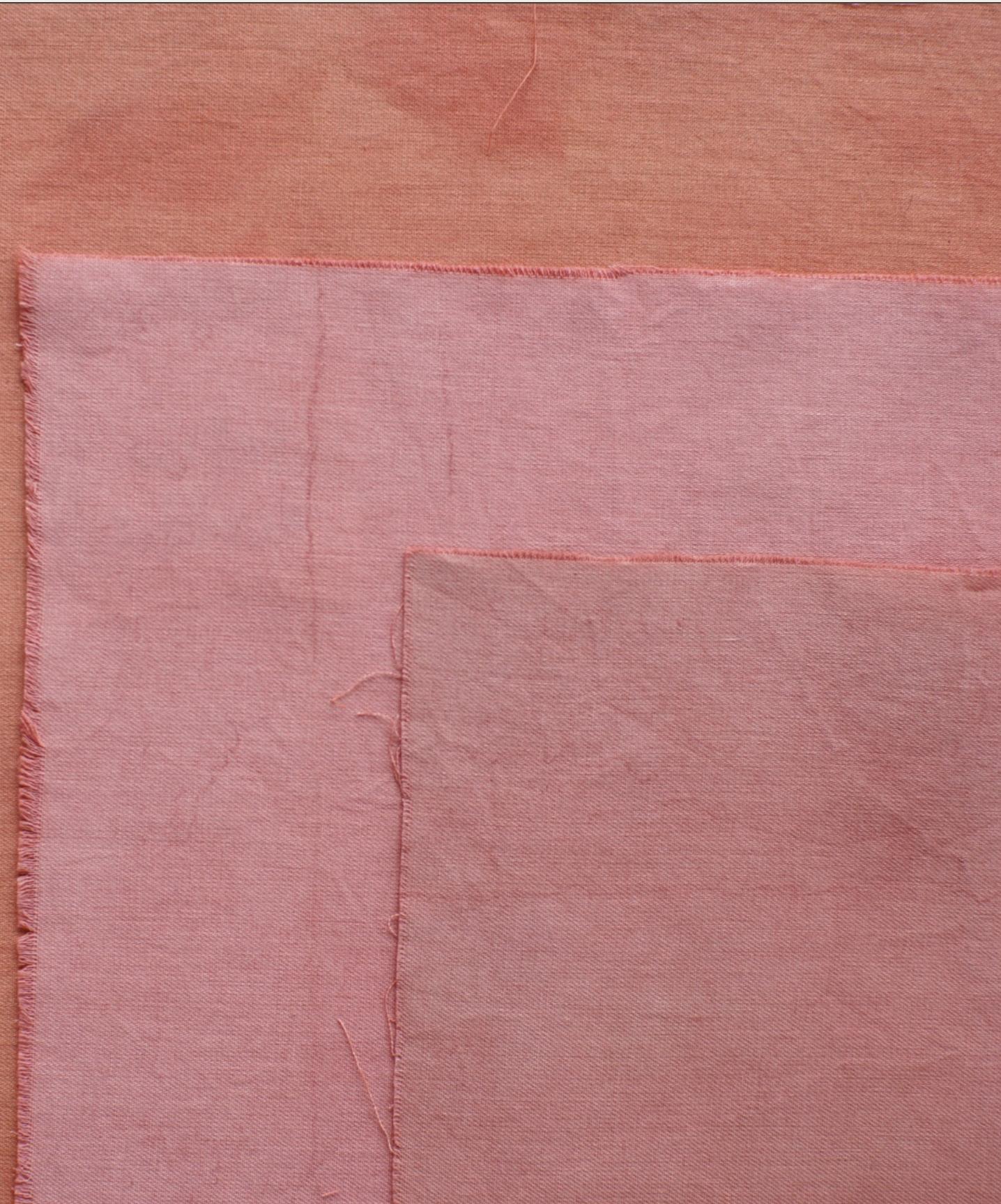




# aísthima

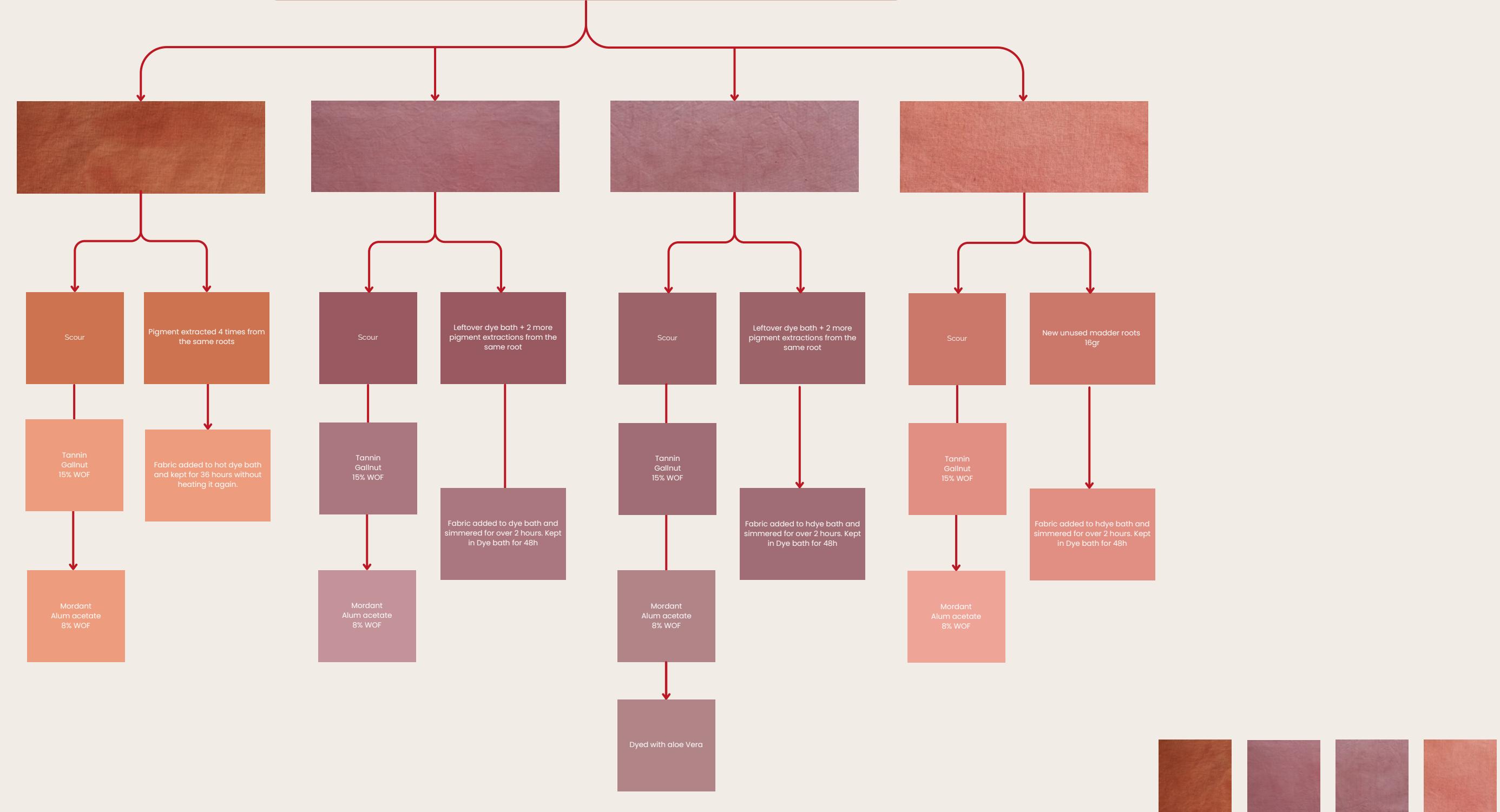
stories of natural colour



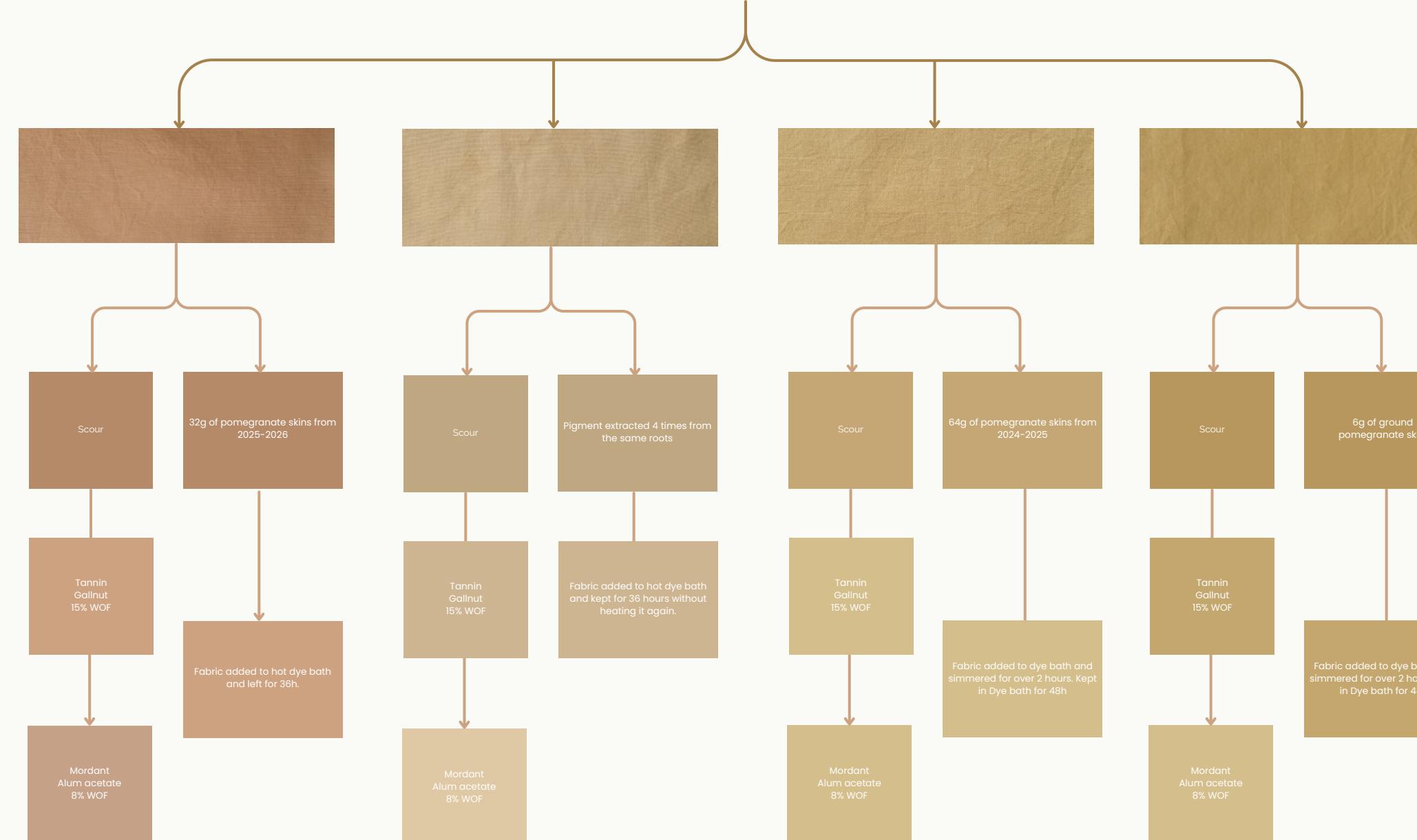
**WHAT IS COLOUR?**



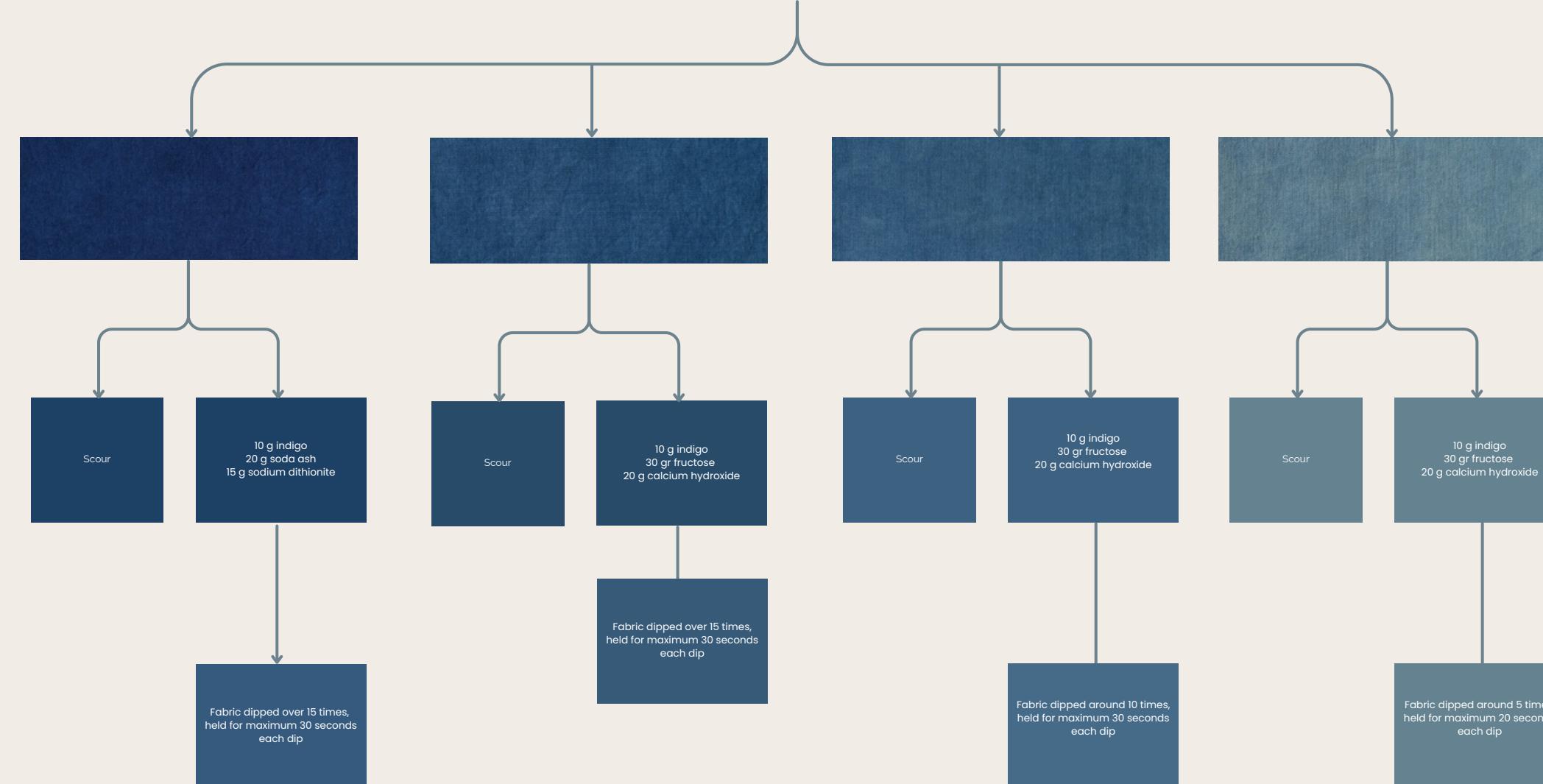
## Madder Roots



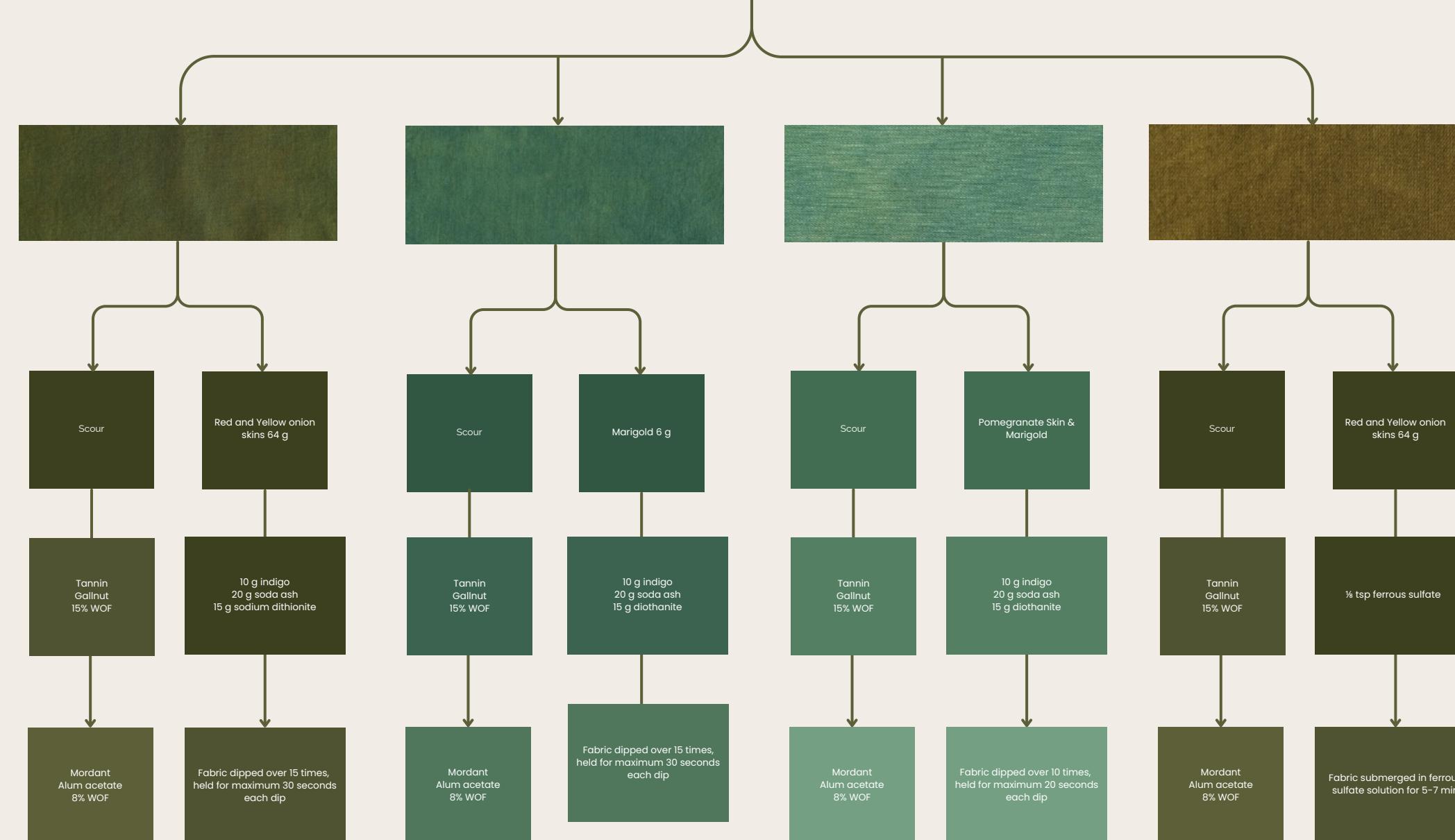
## Pomegranate Skins



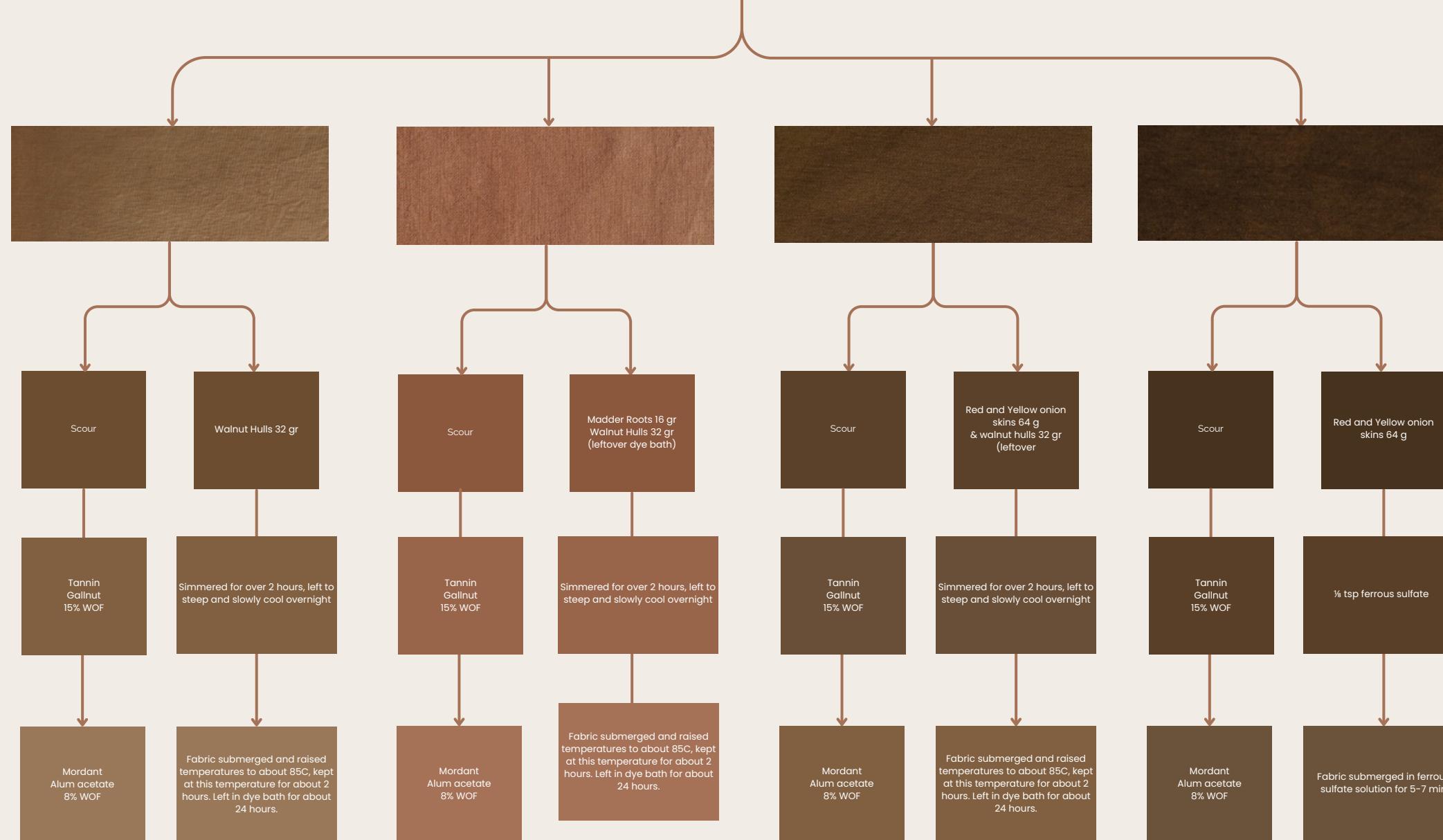
# Indigo



## Greens



## Browns



# Phase One

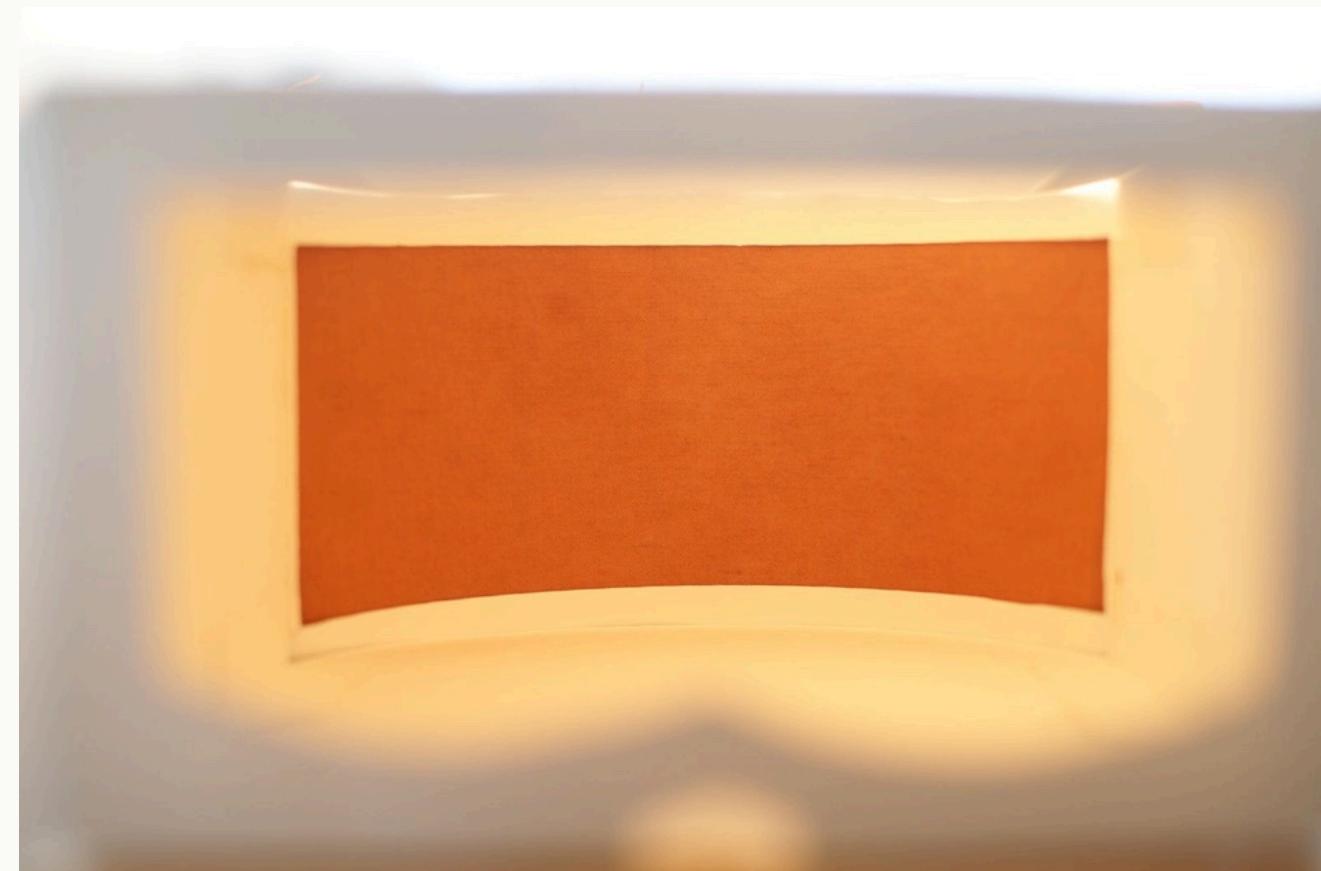
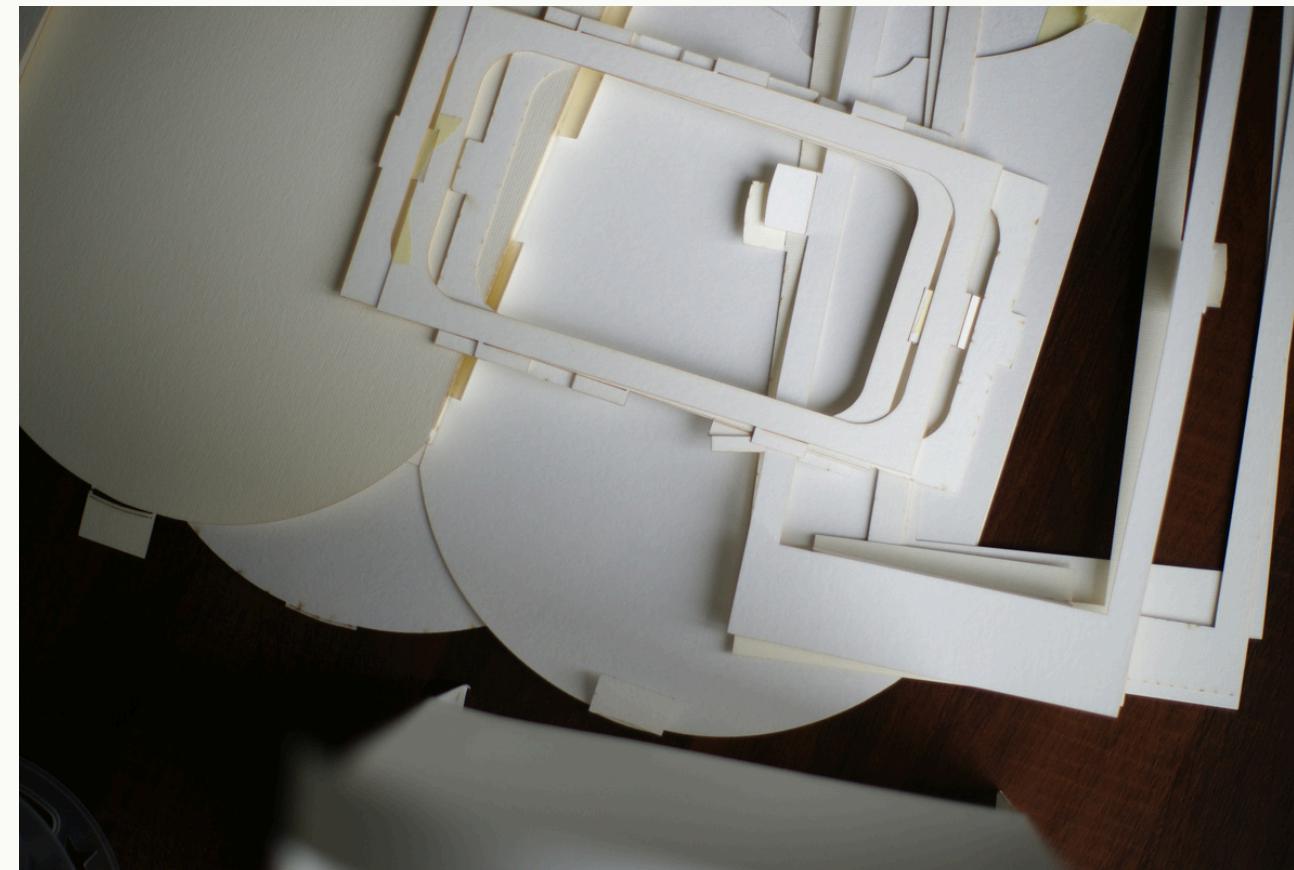
FOUR SWATCH BOOKS - EACH CONTAINING **FIVE** COLOURS

QUESTIONNAIRE

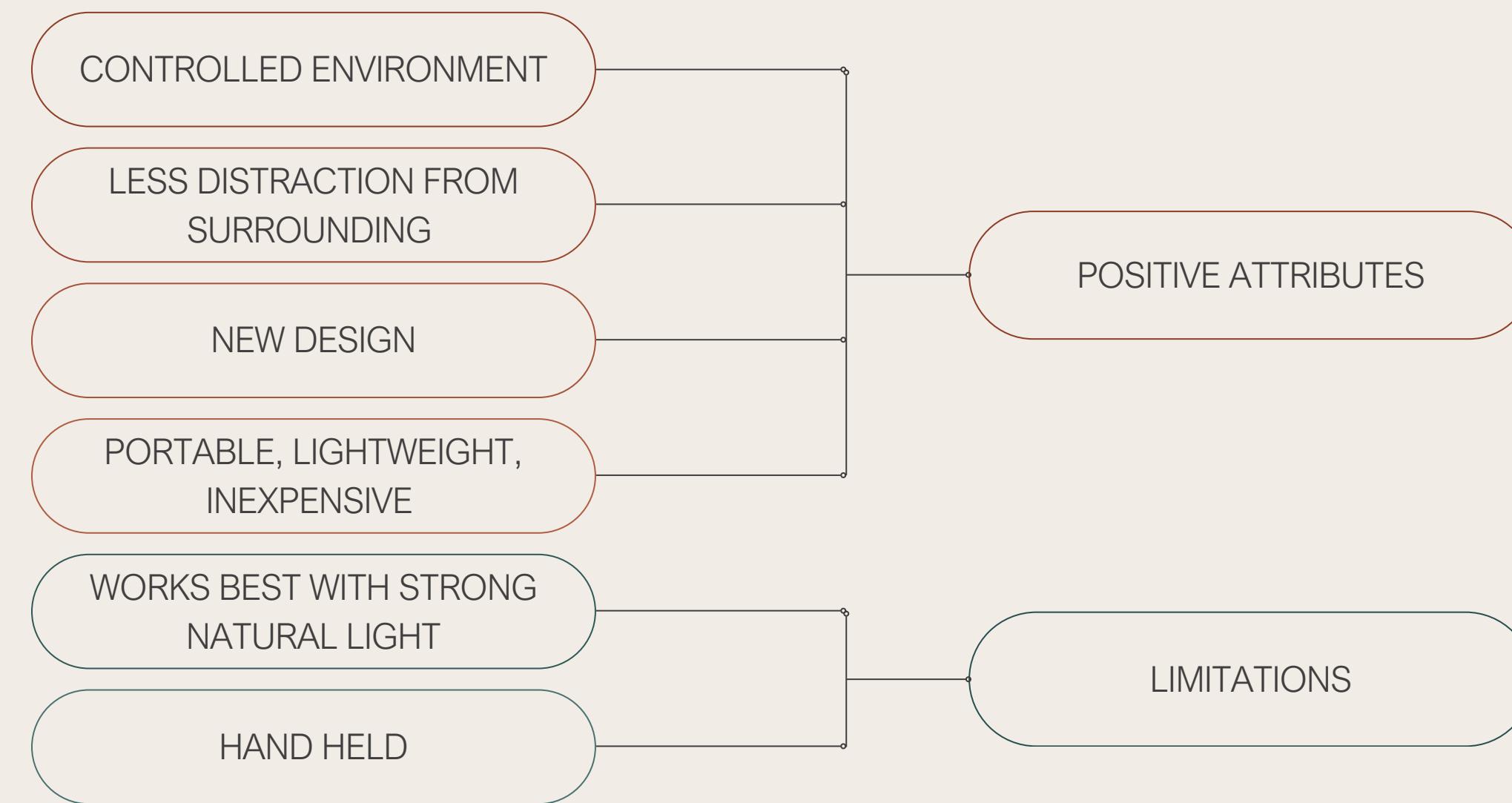
COLOUR IMMERSION APPARATUS

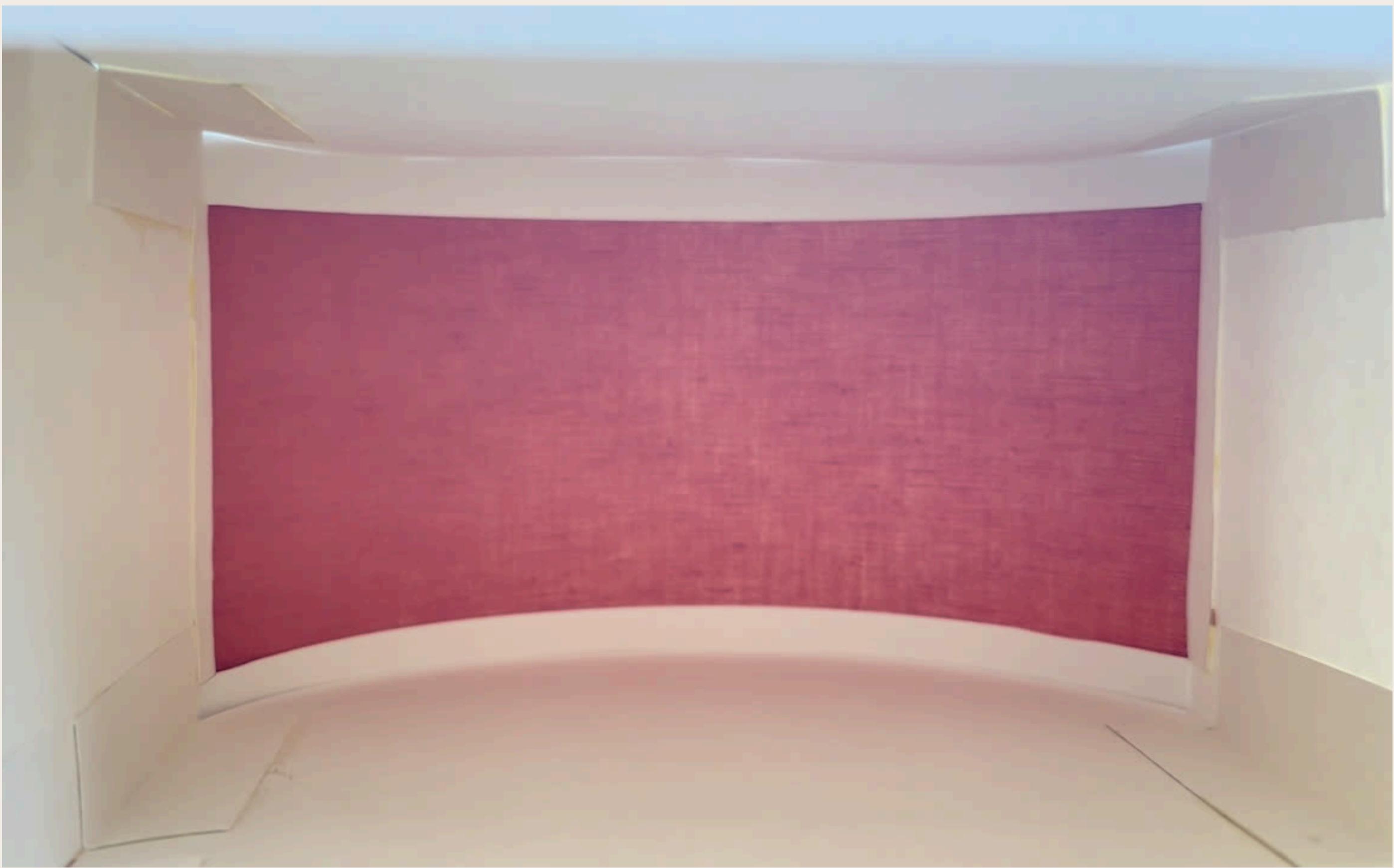


# PROTOTYPE

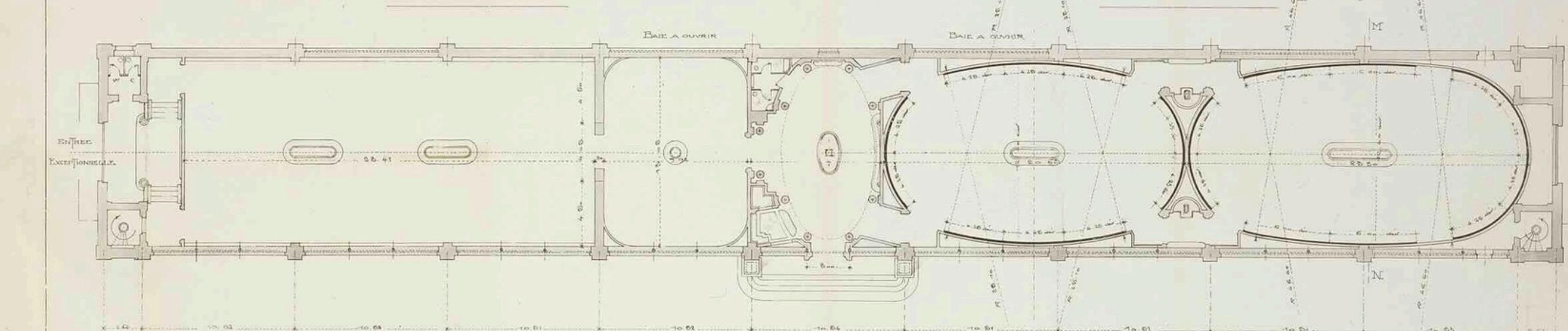


# COLOUR IMMERSION









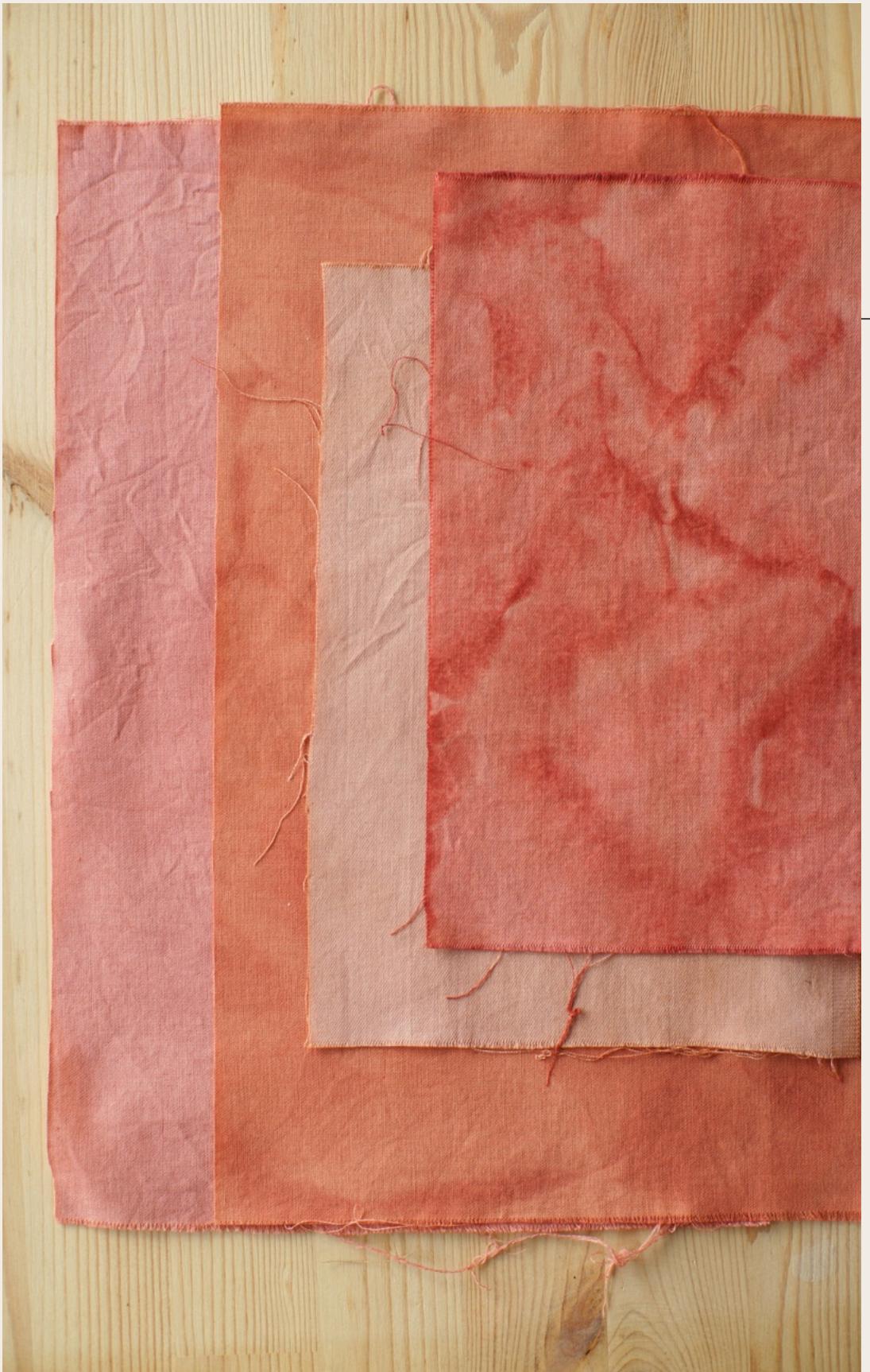
ECHELLE 0.01 P

CÔTE DE LA SEINE

MESSIEUR L'ARCHITECTE DES PALAIS

DU JOURNAL ET DES TILLEURS

EXERCISE 1232



# FORMALISING THE LANGUAGE OF COLOUR

“COLOUR” IS AN **ELECTROMAGNETIC WAVE** THAT HAS A FREQUENCY

COLOUR IS A **SUBJECTIVE** EXPERIENCE

In fact, when we are reacting to colour- we are basically reacting to a certain frequency...

# FROM THE INTERVIEWS..



INITIALLY FEELING UNSETTLED & CONFUSED, BY THE END  
HE FELT CALMNESS AND WOULD SPEND "A DECENT  
AMOUNT OF TIME" IN A ROOM DOMINATED WITH THAT  
COLOUR BECAUSE IT WAS COMFORTING.

Pow  
Skin  
128 g.

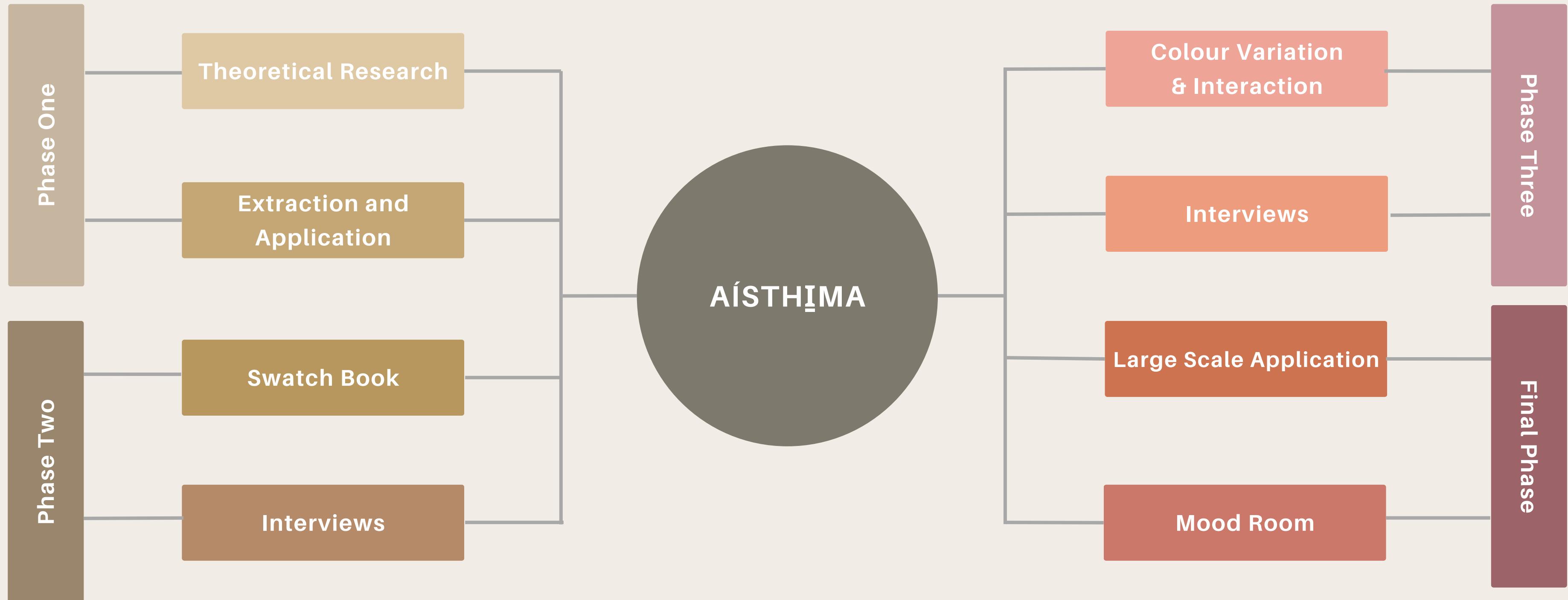
Walnut  
hulls

Walnut  
+  
Madder

H  
Madder  
Roots

Pow skin  
+  
Indigo

Pow  
Skin  
+ madder  
+ indigo





THANK YOU