

# aísthima



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Fabricademy

WHAT IS

*colour?*

*Actually...*

Although we all experience colour,  
We know it doesn't exist.

It's **electromagnetic energy** that bounces off objects and hits the eye.

Colour is a **personal, subjective** experience.

how often do we stop &  
consciously experience colour?



WHAT IF EVERY HOUSE  
HAD A “MOOD ROOM”  
WHERE THE WALLS  
WOULD HOLD VAST  
NATURAL MONOCHROME  
COLOURS THAT COULD  
BALANCE, CALM, SOOTH  
& HEAL?



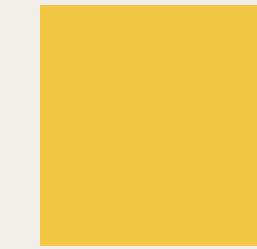
ROTHKO CHAPEL, HOUSTON



YVES KLEIN, CALIFORNIA (IBK 71)



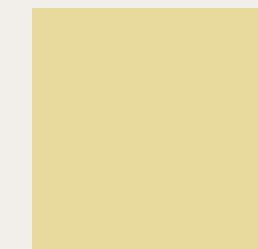
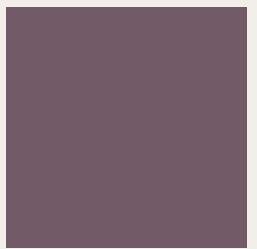
SUSAN MAGSAMEN, IMPACT OF COLOUR



## W H A T

Can we feel closer to nature by being surrounded with natural colour within our own homes? How will this change us in our day to day lives?

A research based exploration of the concept of colour, how it impacts us and how it can influence our mood and behaviour. To further understand, discover and document the extraction and application of biochromes. Analyse and compare the influence of natural colour to synthetic colours.



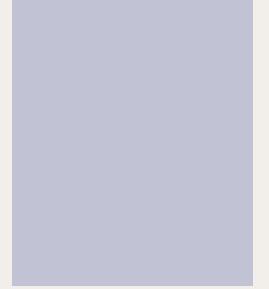


WHO

you, me & everyone.

## W H Y

Our disconnection from nature has deepened over time, while mental wellbeing has consequently suffered. We need a moment to slow down, reflect, re-balance.



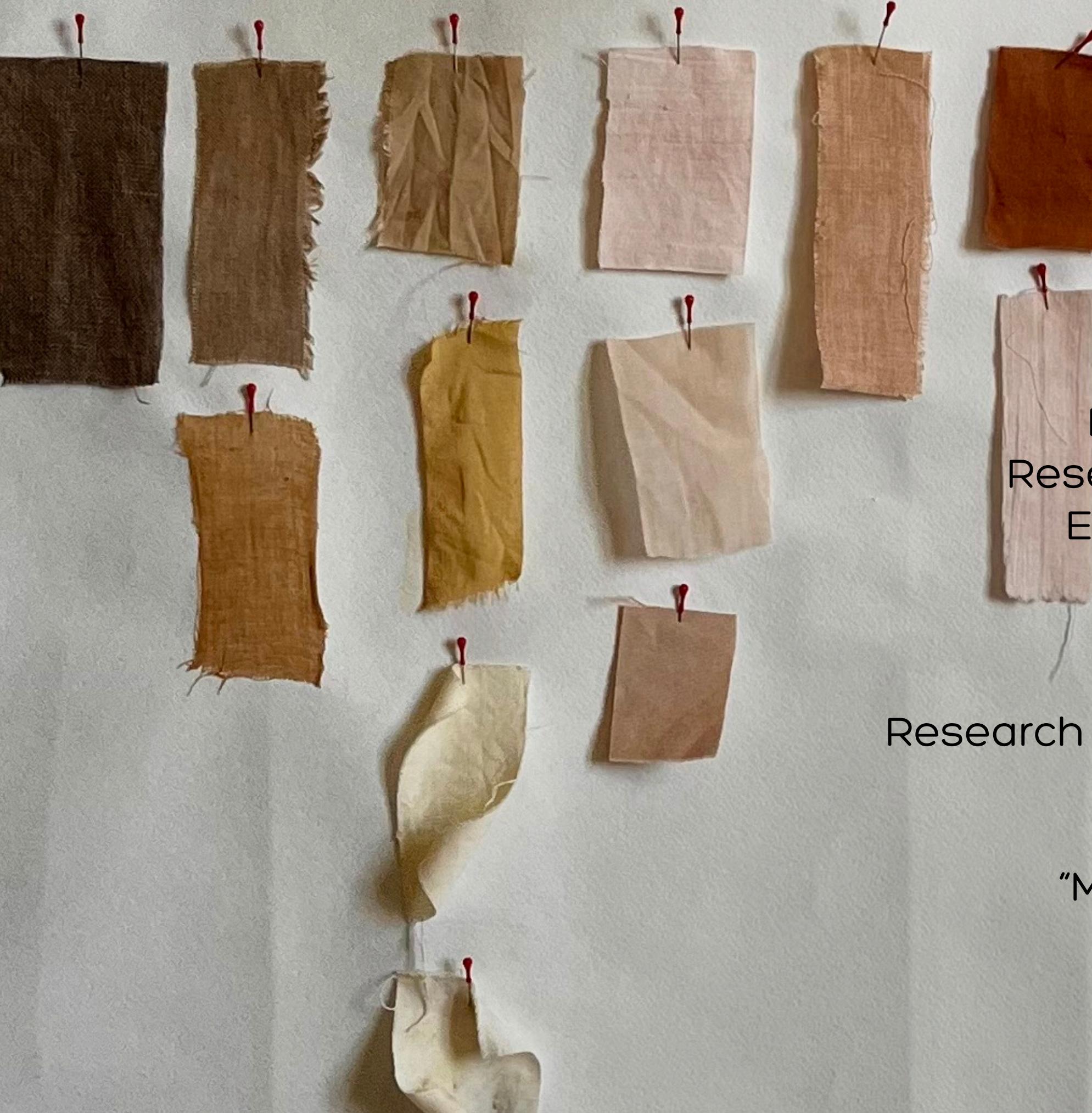
## HOW

Deep research and exploration of natural colours and its application.  
How can we use the findings of this research in designing the world around us?

**Phase One** Colour research, extraction & experimentation.

**Phase Two** Document the impact of colour on behaviour and moods.

**Phase Three** - Build a mood room around positive emotions.



## WHEN

**Phase One** - December to February  
Research and Deep Dive into Colour Theory  
Experiment, Extract, Apply, Document  
Prepare "Nature Swatch Book"

**Phase Two** - February - March  
Research & Document using the "Nature Swatch Book"

**Phase Three** - March - April  
"Mood Room" with its dedicated textile

Thank You

