



Colour me Happy

Surround yourself with the right shades and you'll radiate energy, says **Rin Hamburg**

What's your favourite colour? You probably know the answer without having to think about it, but do you know why? What factors have influenced your choice? According to colour psychology there are many, including culture, personal associations and the inherent nature and energy of colour itself.

Pretty as it may be, colour is in fact light, part of the electromagnetic spectrum that also includes X-rays, TV and radio waves, microwaves and even gamma radiation. When light strikes an object, the object absorbs or reflects the different wavelengths depending on its atomic properties. The reflected light, as it reaches our eyes, is translated into electrical impulses and transmitted to the hypothalamus, the part of our brain responsible for sleep and behaviour, appetite, reproductive function, body temperature and many other important functions.

No wonder colour psychologists are so convinced that colour can affect us emotionally, mentally and even physically.

“Such is the power of colour’s energy that we can actually sense it without using our eyes”

“Everybody seems to recognise that wavelengths like X-rays and microwaves affect us and we treat them with great care and respect – the radiographer always leaves the room before doing an X-ray,” says colour psychologist and founder of Colour Affects, Angela Wright. “It’s amazing to me how completely colour lost its position in the scientific hit parade. It has such a powerful effect on us and many people are not really aware of it.”

Such is the power of colour’s energy, says Angela, that we can actually sense it without using our eyes. During the 40

years she has been studying the subject, she has often conducted experiments using flash cards to see if people can distinguish between different colours while blindfolded.

“Everyone can differentiate colour using their fingertips, but because most of us don’t have to, we don’t realise it,” she says. “I get people to hover their fingertips over the card or touch them lightly.