

[A General Overview of the Role of Colour in the 21st Century –](#)

It's important for **EVERYONE** – regardless of their gender, age, race, religious persuasion, etc. etc.

Basically, if you have a pulse, your mind & body need some regular colour input via your eyes! Colour has been stimulating humans – either consciously or subconsciously - ever since we first appeared on the planet.

Originally, it was when we first lived out in the wilderness – consciously, guiding us on sources of life and nourishment, danger or safety with certain food choices, changing seasons, etc. etc. – but *subconsciously*, when to sleep with different colours emitted from the sun/moon/atmosphere, etc. etc., our state of minds and whole host of other things but possibly most importantly; was that exposure to colour stimulated our internal healing systems.

Consequently, our minds would encourage us to seek out colour...create a sort of 'thirst' for it; and when we were near colour, it would enter the eyes and pass through a dedicated channel to the hypothalamus in the brain – controlling our hormones, etc., and rewarding us with many 'feel good' sensations.

(See website link – '**Download Westland, Pan & Lee**' – 4th Page, in particular; re: official, scientific, published material about such...Optic Nerve has 2 channels – to the Hypothalamus as well as to the Visual Cortex. Research in last 20+ years has made some new findings!).

However, even in modern times, our brains still have that same desire and thirst for colour and, subconsciously, the brain even prompts us to seek colour out. For example, people enjoying days out in the countryside – surrounded by lots of natural colours – or attending some outdoor event; or gardening; or walking in the park; or watching a football game (with a green pitch); or simply enjoying a bunch of Coloured flowers; etc. etc.

Plus, every year, millions upon millions of people all around the World go out and purchase a coloured tree, (e.g. green), and then adorn it with lots of coloured decorations and lights. (And not simply for religious reasons). It will then become the focal point for all their celebrations and happy festivities.

Towns & Cities, everywhere, will also erect huge, multi-coloured light decorations on the buildings and through the streets.

All of this will be to try and raise people's mood & help them feel better, (in addition to recognising the spiritual significance of Christmas, of course).

Why should this only be at Christmas time; or Easter time; or Diwali, or a Jubilee, or a Carnival, or some other occasional celebration? Don't we all want to feel good and try and stay healthy and positively minded the rest of the time?!

A few other obvious examples of how colour is used to help make people feel happy, and enjoy themselves, include –

The movie industry is well aware of this desire that we have for colour, and the inclusion of different colours in the filming process can really affect our sensations and enjoyment of a particular film when we watch it at the cinema. One of the biggest suppliers of film-making equipment to the global movie industry is **Panavision**. They have a division of their organisation whose main responsibility is to produce a vast selection of coloured filters for the spotlights used in making popular films & shows by different companies all around the World.

That division is [LEE Filters Gels | Colour Gels for Lighting - LEE Filters](#) who are actually based in the UK and liked what we were setting out to do – i.e. help improve people's mental health & wellbeing with colour in their everyday indoor environments – and were very helpful and supportive in experimenting with different coloured films to achieve the right colours/hues for the new product.

Another example, can you imagine watching the BBC's v.popular '**Strictly Come Dancing**' or '**Dancing On Ice**' programmes with the colour turned off with your TV? Same dancers, same costumes, same settings but all in black & white? Would it be so enjoyable? The set-designers are also well-aware of our innate desire/need for colour!

If the BBC suddenly announced that they were going to have to stop broadcasting the programmes in colour from now on but people can still watch them in black & white; viewing figures would soon plummet, dramatically!! Likewise, with programmes like '**The One Show**', and Saturday night game shows, Sports and numerous other programmes. The same with ITV and all the other channels.

How many black & white TV's do you think Curry's/PC World, etc., currently sell each week?!

Furthermore, have you ever been to the theatre, a concert, a disco/nightclub or even just to a local fair or village fete; without any coloured lights? All used to help make people feel happy and enjoy themselves and set a good mood. Would plain white lights create the same feelings?!

People even used to take bunches of coloured flowers into hospital for friends & loved ones; in order to try and raise their spirits and so aid their recovery, (...until new Health & Safety Rules came along, about possible bugs in such?!).

The list of coloured things in life, goes on and on. If you think about it, virtually all wildlife and plants/flowers, etc. are coloured? Why do we enjoy watching David Attenborough's wildlife programmes so much? It's all amazing camera work, and provides a fascinating insight into the natural world but would it all be so enjoyable to watch if it were all just in black & white? David Attenborough, himself, was truly delighted when colour TV was first launched, many years ago; and his work with pictures could then finally be enjoyed, properly! (Yes, people used to have to watch it all in black & white, back in the day...?!).

Whenever we see tribes of fellow human beings on TV living in some deep, remote, wild part of South America or Africa, or wherever; whilst some of their customs might appear a little strange to us, (as some of ours do to them, probably?!); they all look quite happy & healthy with no sign of Dementia or Arthritis, for example; or Obesity or Diabetes; or Autism or Anxiety; or Depression or ADHD; etc. etc. etc.??

Is it just coincidence that they are all surrounded by great swathes of colour in the natural world, all the time?!

In the bigger picture of life itself; as previously mentioned, all humans, and most other living creatures, want & need to see colour regularly...it's part of our biology...which is why our minds subconsciously try and seek it out; and when they don't find it, they get into a negative state; that then affects our various biological and neurological processes, leading to various mental health issues, (and some physical issues).

Why should people be deprived of a full dose of such an important health need in life whilst at work – for most people, that being an average of **HALF** of their waking lives, (can they really be expected to then perform at their best?); or, whilst they're trying to recover from some medical situation when they're in hospital or wherever; or, whilst they are trying to learn at school or college; or, even whilst they're simply trying to keep motivated at the gym to achieve their fitness goals?!

Well, it doesn't have to be like that, anymore...

Also see: An interesting & enjoyable 14-minute 'TED Talk' given by a very intelligent lady called Ingrid Fetell Lee about the importance of more Colour...and Circles...in our everyday environments. The talk, and a fabulous, best-selling book called '**Joyful**', were the result of her sort of 10-year research mission into how to make people more joyful through their everyday physical environments. Previously, she was a Director of a global, Design Agency in New York for some major, global brands. Her website is: www.aestheticsofjoy.com Simply scroll down a short way to the TED Talk link.