

# HYPOTHESIS

*The pigment colour yellow is supposed to have a negative meaning in western cultures/religion and a rather positive meaning in eastern cultures/religion.*

*Can this be applied to yellow coloured light too?*

## RESEARCH – SOURCES

Main source was the internet page: [www.farbeundleben.de](http://www.farbeundleben.de) by Marlene Stadler where different graphs and texts concerning the meaning and effects of colour are analysed in view of religion, culture and history. Our hypothesis is based on this information given in these descriptions and explanations, e.g. on the table below:

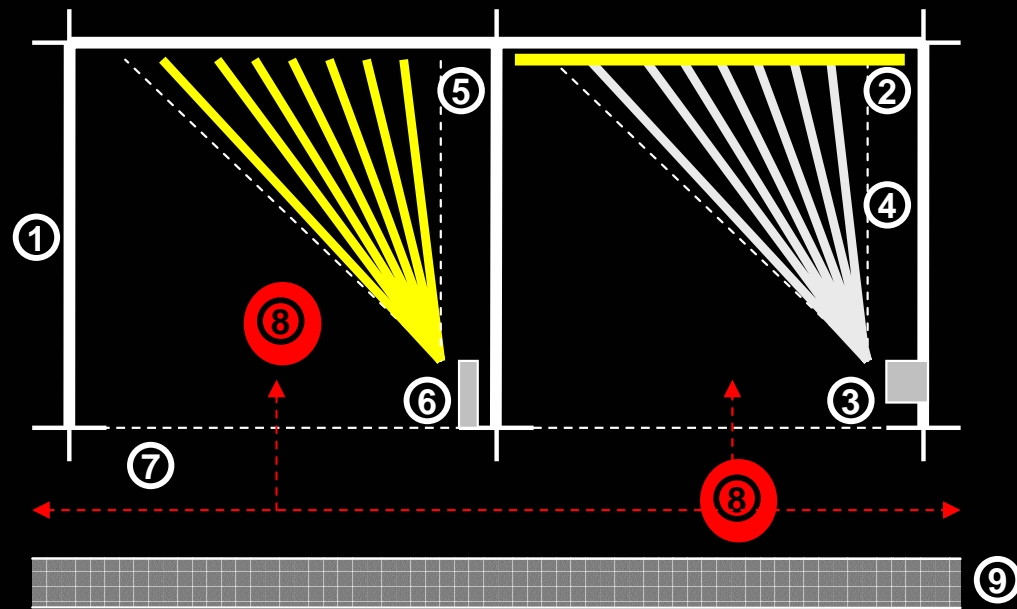
Westeuropa	Schwarz	Weiss	Rot	Grün	Blau	Gelb
<b>Deutschland Österreich</b>	Tod Trauer (auch USA)	Unschuld Reinheit Tugend	Ärger Liebe Feuer Gefahr	Hoffnung Sicher Neid	Treue Männlichkeit Kälte Autorität	Eifersucht Vorsicht Feigheit
<b>Dänemark</b>	Sorge Trauer	Unschuld Reinheit	Liebe Feuer Gefahr	Hoffnung Langeweile Gesundheit	Qualität	Gefahr Falschheit Neid
<b>Finnland</b>	Sorge Eifersucht	Unschuld Sauberkeit	Ärger Liebe Leidenschaft	Hoffnung Neid	Kälte ohne Geld unschuldig	Kein besonderer Ausdruck
<b>Frankreich</b>	Sorge Trunkenheit Eifersucht Pessimismus	Reinheit jung	Ärger Hitze Vergnügen Schüchternheit	Jugendlich Furcht	Ärger Furcht	Krankheit
<b>Italien</b>	Depression	Unschuld Furcht erfolglos Liebesaffäre	Ärger Gefahr Feuer	Neid Jugend Geldknappheit	Furcht	Ärger

Asien	Schwarz	Weiss	Rot	Grün	Blau	Gelb
<b>China</b>	Macht Geld nachdenken	Trauer Tod	Freude Glück Ruhm Kraft Reichtum festliche Stimmung	Ruhe Hoffnung Frische	Sorgfalt Umsicht auch Glaube und Treue	Toleranz Geduld Weisheit
<b>Japan</b>		Trauer Tod	Aggression Gefahr Farbe der Frauen	Zukunft Jugend Energie		Würde Adel
<b>Malaysia</b>				Angst		
<b>Pakistan</b>	Trauer Hilflosigkeit	Trauer Nüchternheit Eleganz	Ärger Heiratszusage (Frauen)	Glück Ewiges Leben		Jungfräulichkeit Schwäche

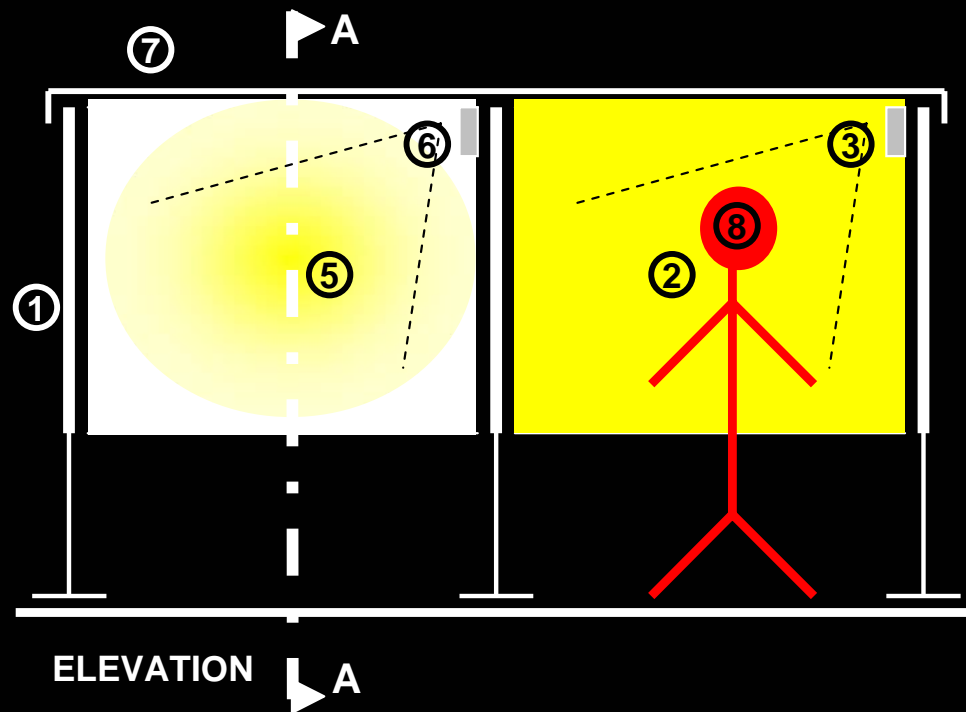
	Schwarz	Weiss	Rot	Grün	Blau	Gelb
<b>Arabische Länder</b>				Fruchtbarkeit Stärke	Tugend Vertrauen Wahrheit	Glück Wohlstand

## INSTALLATION - DRAWINGS

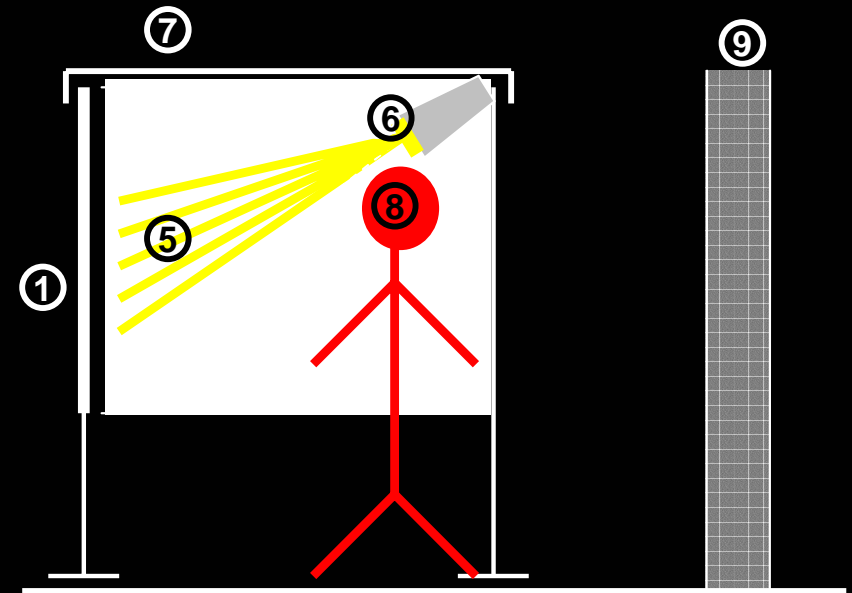
- 1 - MOBILE SCREENS
- 2 - YELLOW PAPER
- 3 - WHITE LIGHT FIXTURE (HALOGEN)
- 4 - WHITE LIGHT
- 5 - YELLOW LIGHT
- 6 - YELLOW LIGHT FIXTURE (HALOGEN)
- 7 - GAZE (ABOVE)
- 8 - PERSON
- 9 - WALL



FLOORPLAN



ELEVATION



SECTION A-A



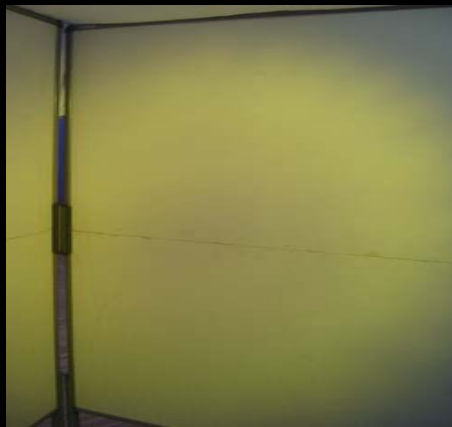
1



2



3



4



5

## INSTALLATION – DESCRIPTION

**DATE:** 25. November 2003

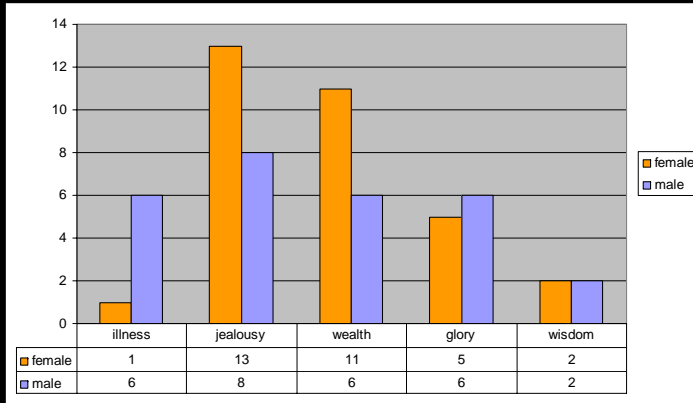
**WEATHER CONDITIONS:** ap. 10-12 ° Celsius  
misty, rain showers,  
partly cloudy,  
partly sunny

**TIME:** 12.00 – 13.30

**PLACE:** Mensa, Dish Return  
University of applied  
Sciences, Wismar

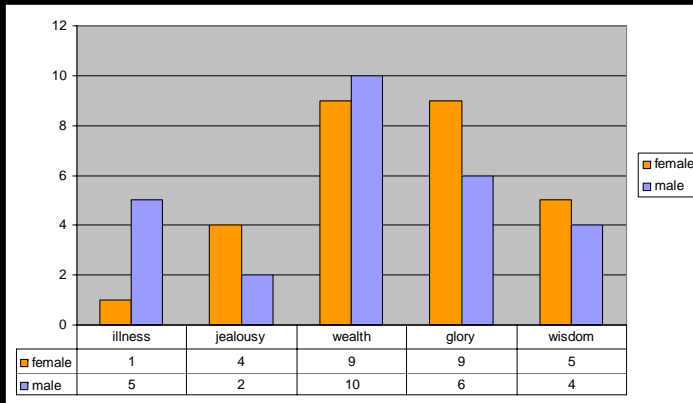
**NUMBER OF PARTICIPANTS:** male -> 32 persons  
female -> 32 persons;  
mostly students from all  
different faculties in  
Wismar

- 1 – side elevation
- 2 – view inside
- 3 – front elevation
- 4 – yellow coloured light on white screen surface
- 5 – white light on yellow paper fixed to screen



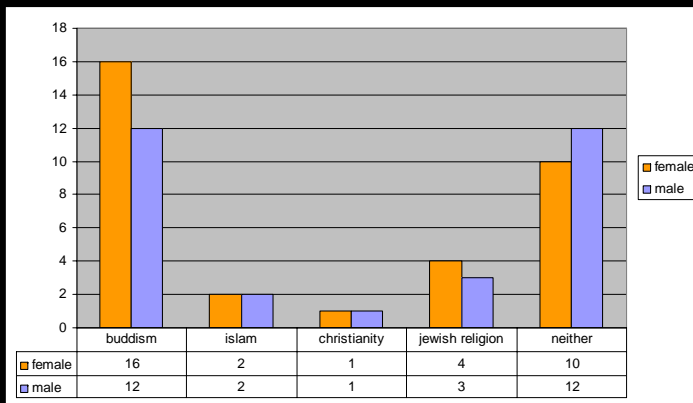
## Cultural/religious association with the colour yellow

- Culture and religion have been influencing strongly the meaning of colour.
- In Christianity it clearly is associated with jealousy.



## Personal association with the colour yellow

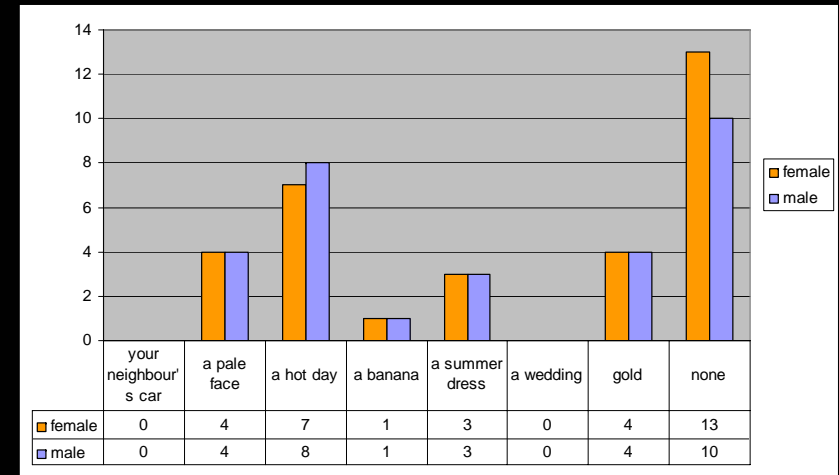
- Personally people connect wealth or glory with yellow – a status symbol of richness and power.



## Association of the colour yellow with certain religions

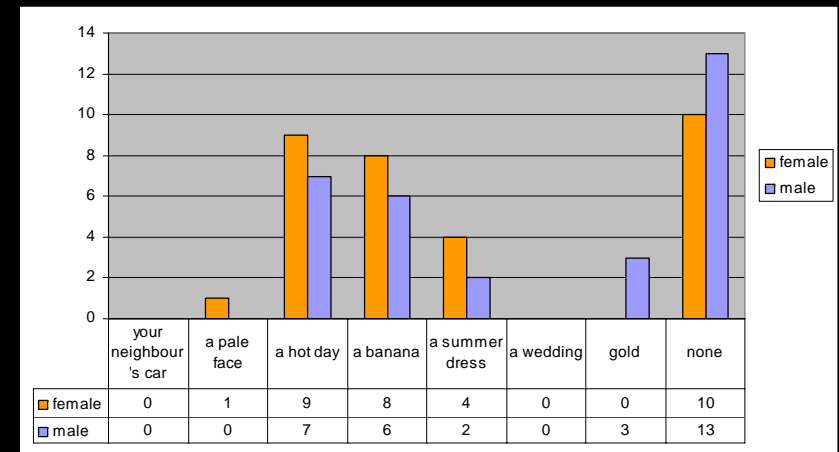
- Generally Buddhism is known to be in close relation with yellow.
- However the colour yellow is represented in every religion.

# A. First association with the yellow colour and the yellow light.



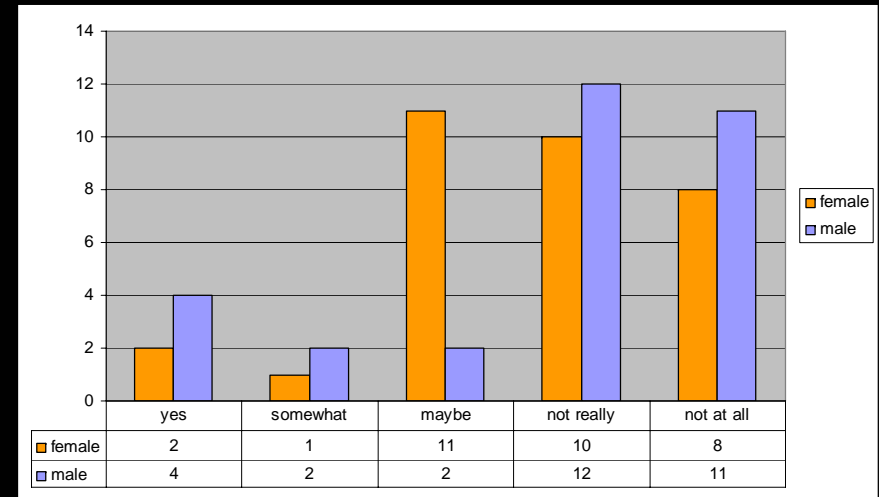
Pigment colour

Looking at the most deferring results yellow paint is associated most with an object. Yellow light on the other hand is connected with a condition or atmosphere. Gold was clearly associated with light, which shows that it can bring out brilliance, because of the reflections.

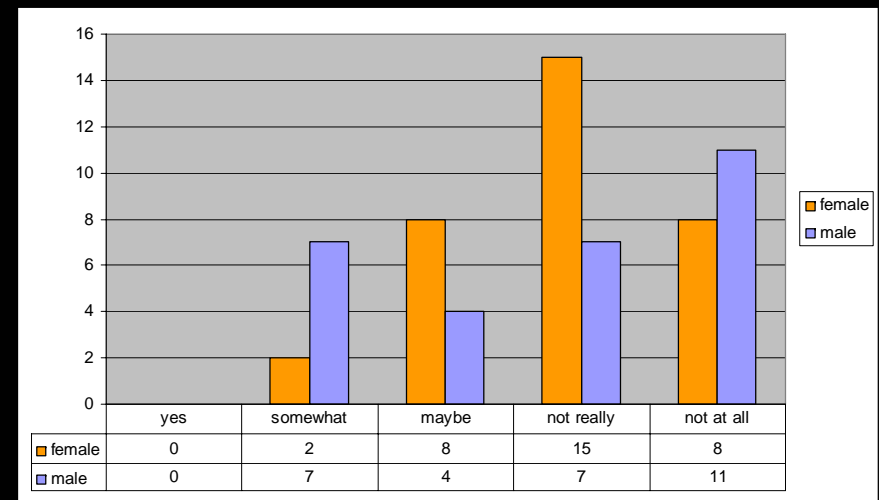


Colour of light

## B. Painting the room with yellow colour or using yellow light.



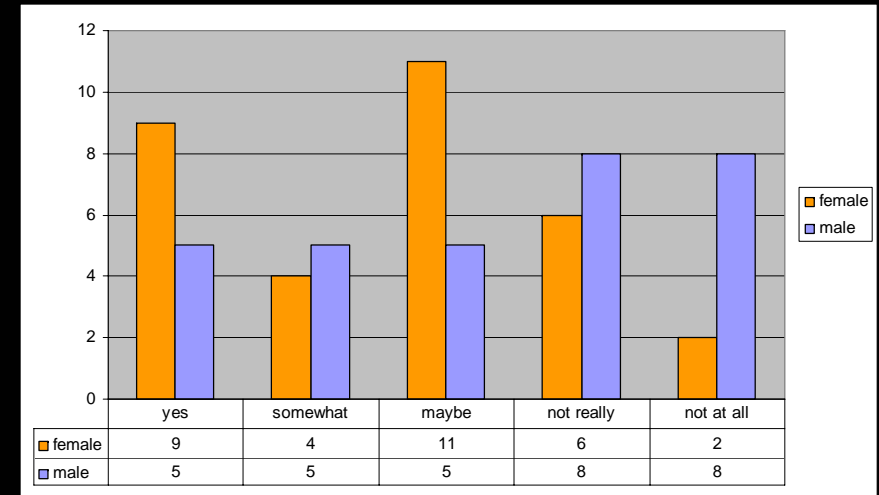
Pigment colour for bedroom



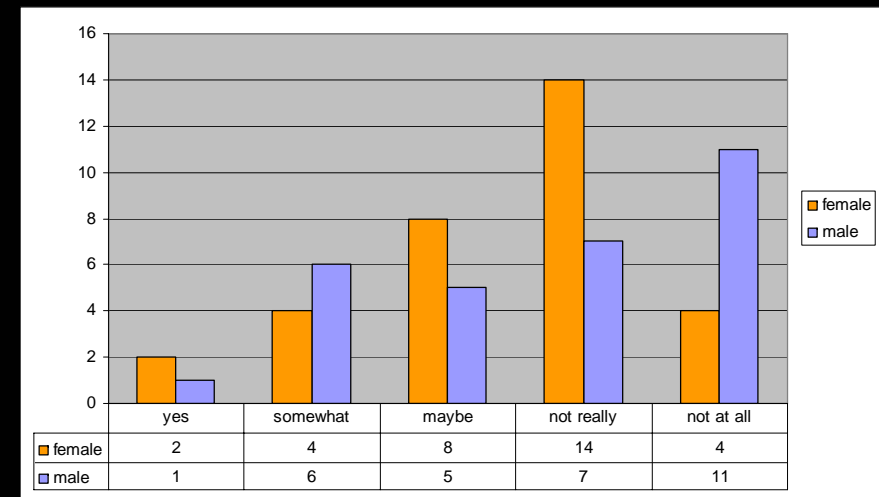
Coloured light for bedroom

Most of the male and female participants would use neither yellow paint nor yellow light in their bedroom...

## C. Painting the room with yellow colour or using yellow light.



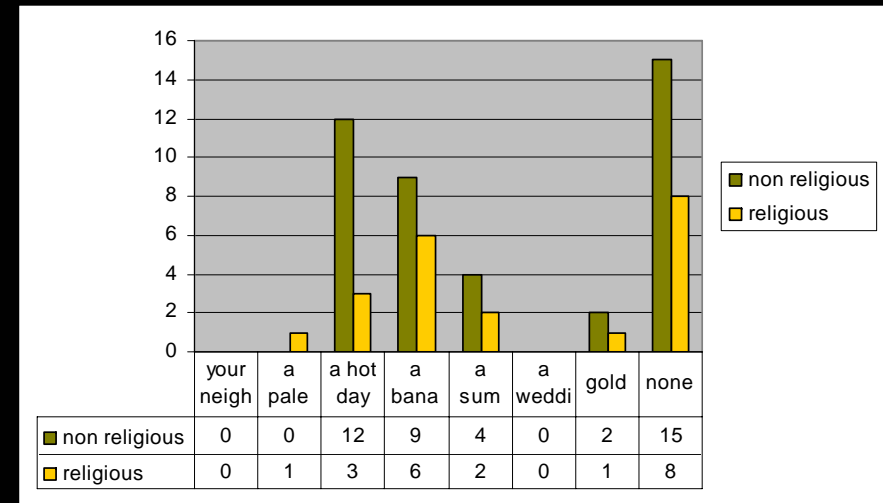
Pigment colour for living room



Coloured light for living room

...whereas in the more public area of the house the majority can imagine to apply yellow paint, especially the women. Yellow light, however, seems to be uncomfortable for living spaces.

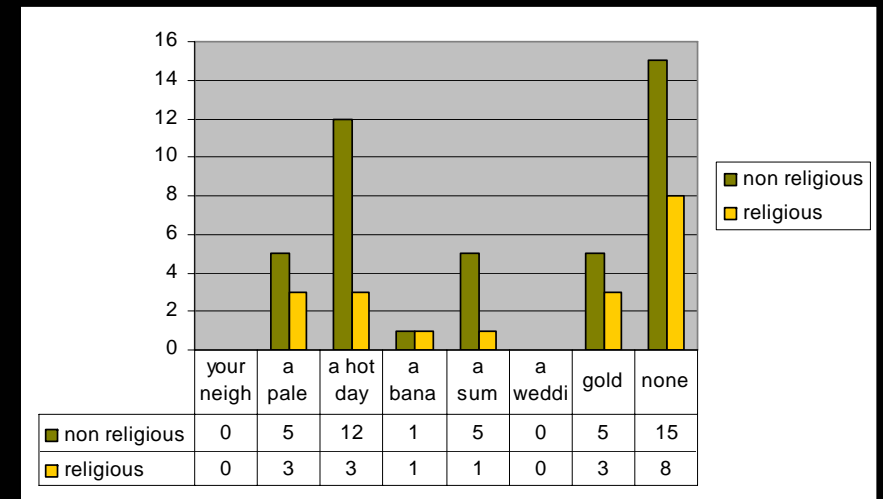
# A. First impression of the yellow colour and light.



Pigment colour

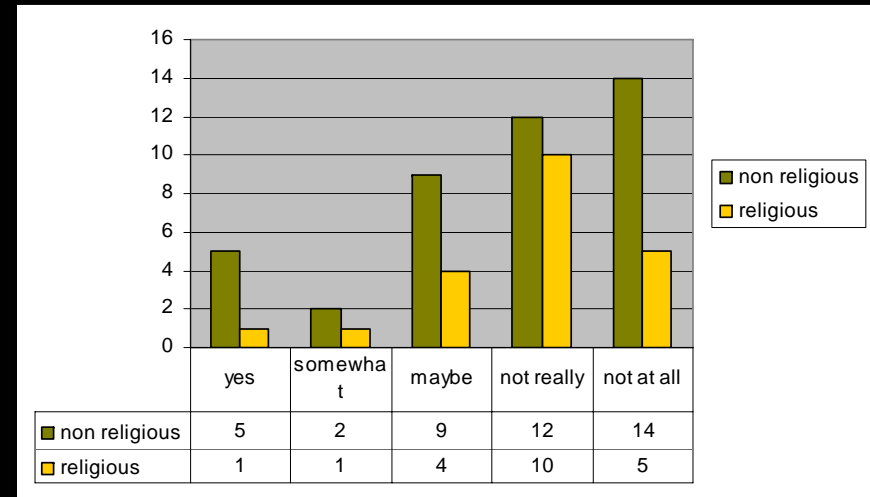
Most non-religious participants associated the yellow coloured room with a cheerful/positive feeling. Concerning the yellow lit room many of them didn't feel any difference.

For most of the religious people neither the colour yellow nor the yellowish light had any effect.



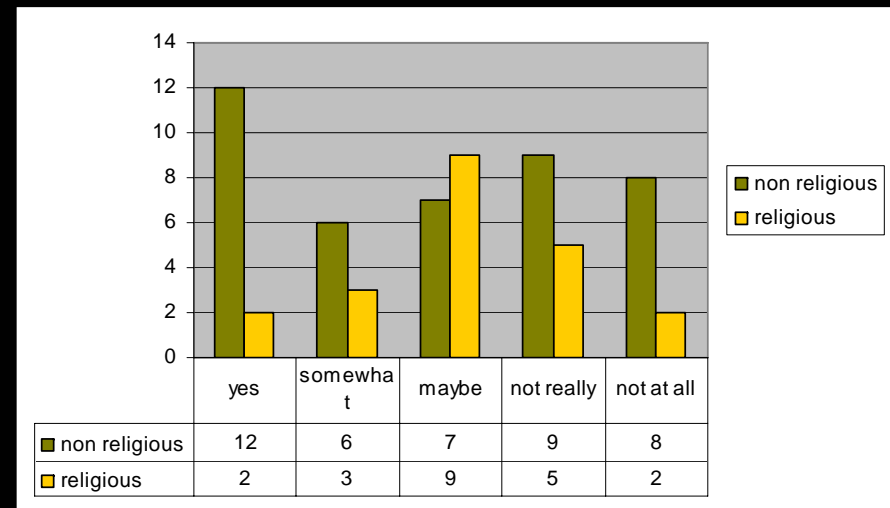
Colour of light

## B. Painting the room with yellow colour or using yellow light.



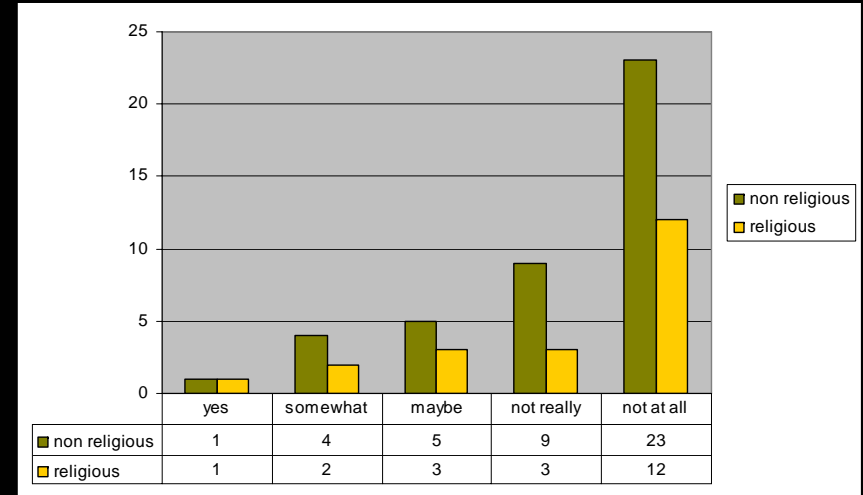
Pigment colour private area

**Both religious and non-religious people would prefer to use yellow in the public space than for the private part of their house. This applies to pigment colour as well as coloured light.**



Pigment colour public area

# C. The negative feeling for the yellow colour and yellow light

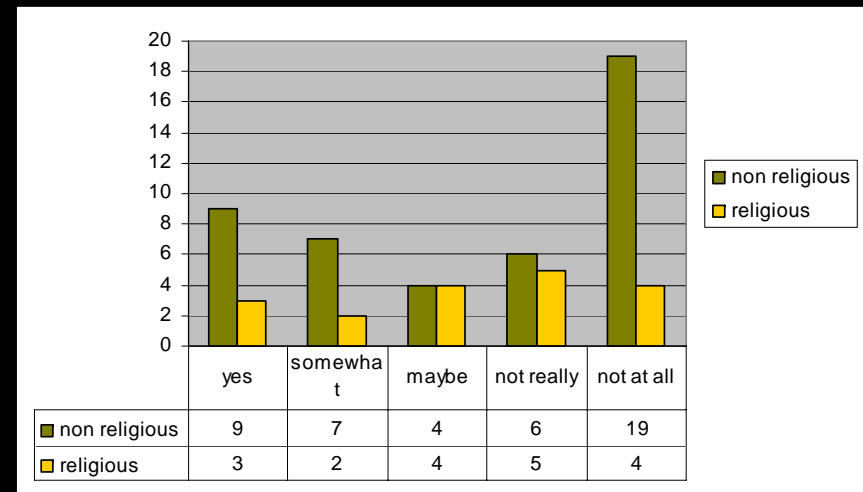


Pigment colour

We asked:

“Does this space make you think of an ill person?”

Most people agreed when entering the yellowish lit space but disagreed when seeing the coloured wall.



Colour of light

*CONCLUSION - general tendency in response*

COLOURED LIGHT



negative



„atmospheric“

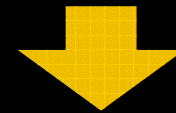
impression of space

translucent

PIGMENT COLOUR



positive



„tangible“

object related

saturated

# CONCLUSION

## Comparison Male/ female

According to our results there is surprisingly little difference between male and female perception of colour, whether it is pigment colour or coloured light.

## Comparison Religion/ non-religion

Non-religious participants seemed to be freely associating with the colour yellow.

Most religious people could not connect any of the given objects with yellow and ticked the box “neither”.

# OUTLOOK

Looking back to our initial hypothesis our small experiment was not sufficient to evaluate the difference between Western and Eastern culture/religion in colour perception.

In order to evaluate our hypothesis it would be important to find a location that provides a wider range of participants with all backgrounds, in culture and religion. Another interesting aspect could be to perform the test during the evening in the dark hours of the day. People might be even more receptive for light.