

Implementation and Influence of Colours in Our Life and Vaastu Shastra – A Review

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Abstract

Light is life. Each of the colour in the rainbow gives out a different wavelength and vibration. Colour is a powerful force in our lives, it effects on our bodies and mind. We can easily introduce the colour therapy in our life. We see colours everywhere, all of the time. Wearing particular clothes, looking at specific images, and coloured light bulbs can make a difference in our mood and disposition throughout the day. Colour therapists argue that each colour elicits particular changes, therefore colours used throughout treatment to enact different results. Certain colours have been associated with physiological changes, including increased blood pressure, increased metabolism, and eyestrain. Colour has been found to influence memory performance by increasing our attentional level and arousal.

Keywords: Visible light, Vaastu Shastra, Colour therapy, colour psychology, Memory performance.

Introduction

The appeal of colour is universal. Colour play an important role in our life, it is the source of pleasure for everybody. It can change our moods, stimulates our mind, reduces or increases tension, cause excitement and sometimes have a soothing effect for a tired person. In Vaastu Shastra, an ancient Indian science, colours play a significant role in creating a harmonious and balanced living environment. By understanding the influence of colours according to Vaastu principles, we can harness their power to enhance positive energy and promote a sense of well-being. The colour Psychology is relatively new, but in ancient cultures, colours were often used to treat different conditions and influence emotions.

Science of colours

In 1665, English physicist and mathematician Isaac Newton began a series of experiments with sunlight and prisms [1]. He demonstrated that when white light passes through a prism, it separates into all visible colours hence it is clear white light was composed of seven visible colours fig.(1). In nature we see the violet, indigo, blue, green, yellow, orange and red (VIBGYOR) colours [2]. By scientifically establishing the visible spectrum, Newton laid the path for others to experiment with colour in a scientific manner.

Light is the only energy which can be seen in the form of colour. However, light in itself has no colour but it has various wavelengths, some of them are invisible to us and some are visible. The light is a large spectrum of energy field that include other electromagnetic energy such as Micro waves, Ultraviolet rays, Infra-red rays and x-rays. The rainbow colours are related to visible light forming a part of spectrum of light with a wavelength region 400-700 nano-meter. A typical human eye can detect

wavelength in visible region in this range only. In other words, light is energy and the phenomenon of colour is a result of the interaction between this energy and matter.

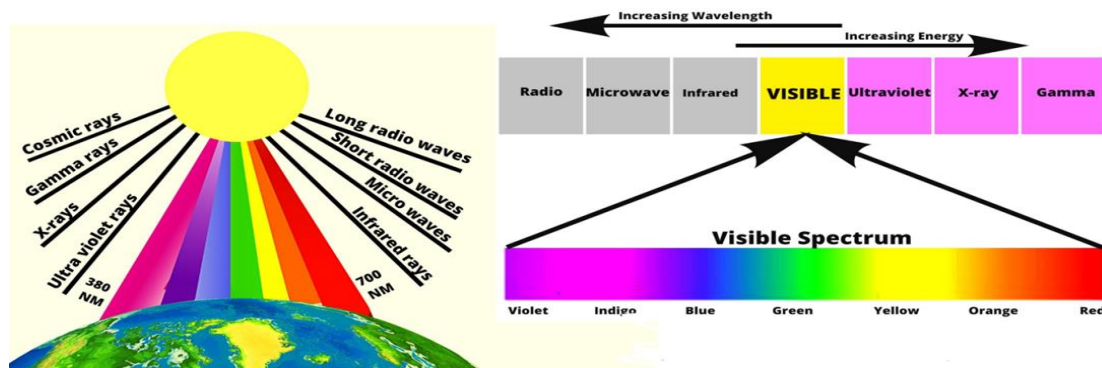


Fig.(1) The visible light spectrum[2]

Vaastu shastra and colours

Vaastu Shastra is an ancient Indian science that unifies science, art, astronomy, and astrology to help make people's lives better. The word Vaastu is derived from the roots 'Vass' which means 'to reside' or 'dwelling' in original Sanskrit literature. In nature we see seven colours (VIBGYOR), these seven ray primeval formative forces of nature. Their presence and their combination indicate tangible information. These are the important tools to study vaastu shastra.

In Indian Vedic 'KARMA PURANA' chapter 43, it is mentioned as follow:

'These rays that compose his body are omnipresent and illumine the limitless words in the universe and among them seven are the best and highest because they form the matrices of seven planets'. Even Bible also says the same thing that 'Seven coloured rainbow is covenant between God and Earth'. It conforms that these rays and their radiation make every tangible thing. As per Hindu believers, it is created by rays (the Brahma) maintained by rays (the Vishnu) and ultimately destroyed by rays (the Shiva). We call these three quantities as OMNISCIENCE, OMNIPOTENCE and OMNIPRESENCE [3].

The use of colour can influence the energy flow, increase good vibes and help to create a harmonic and balanced environment. According to Vaastu Shastra, the 5 elements — fire, water, earth, air, and space are a combination of cosmic energies [6]. If any of these elements are in balance then it can attract tons of positivity at home. The elements have a specific direction of energy to balance them properly. By following a few principal guidelines of Vastu Shastra, homeowners can efficiently escalate their standard of living, financial stability, peace, and prosperity at home. As per Vaastu Shastra, every direction is governed by a particular planet and certain gods and every element has a particular direction. According to Vaastu shastra every element is associated with human body senses organ and every direction has a particular colour which is associated to the element. The application of right colour in the right direction can help to remove the negative energy of a space. Every colour has a particular energy according to its wavelength. The fig. (1) is the representation of nine directions available in any premises and the elements associated with the particular direction and colour. In Vaastu every element is associated with our body senses organ and a particular colour [11] and every direction is also has a particular colour as given below:

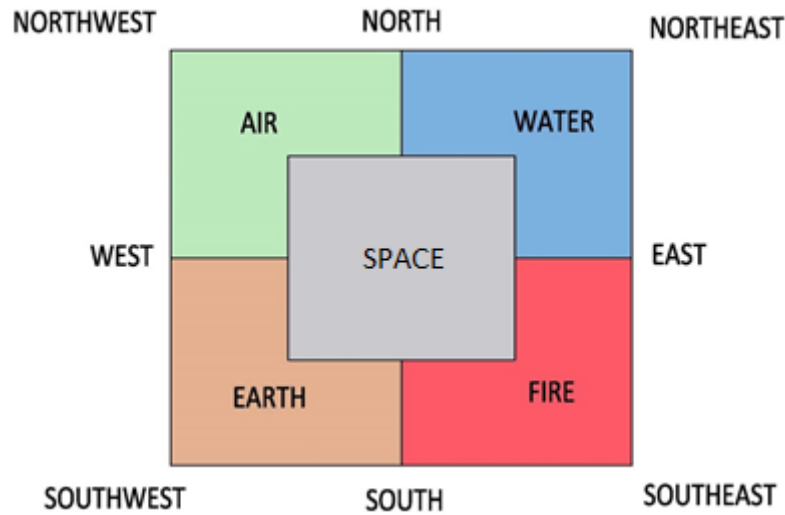


Fig.(2) Five elements and their direction with colours[5]

Element	human senses	colour
Air	smell (nose)	green, silver, white, light grey
Fire	sight or vision (eyes)	orange, red, bright yellow
Earth	touch (skin)	brown, yellow, beige, peach
Space	sound (ears)	white, gold
Water	taste (tongue)	blue and black

Directions and Colours

Colours are based on directions represented by various planets. For example, north rooms of a house, represented by the planet ‘Mercury’ can be painted in light shades of green, as the green is representative colour of Mercury. The colours of the planets govern directions as follows:

Direction	Planet	Colour
East	Sun	White
West	Saturn	Blue
North	Mercury	Green
South	Mars	Pink, Coral Red
North-East	Jupiter	Yellow, Cream
South-West	Rahu	All Greens
South-East	Venus	Silver White
North-West	Moon	White

NW White	N Green	NE Any Yellow
W Blue		E White
SW Any Green	S Red	SE Silver White

Fig.(3) Directions and related colours [4]

The colours that should be chosen for various areas of the house for well-being and peace is shown in fig. (3). Generally, colours have a significant emotional effect on people. Few particular colour stimulate some characteristic emotions in people. It is important to have appropriate Vaastu colours for our home to have a happy and healthy life. By colour, one should not restrict to the colour of the walls only. The colour should be applied to the furnishing, flooring, upholstery, finishes and other such areas possible.

According to Vaastu Shastra, each colour has its own special qualities and associated with particular elements. Red, which is linked to the fire element, stands for strength, passion, and vigour. It generates passion and energies in people. Yellow is the colour that symbolize the earth element and is linked to intelligence, optimism, and creativity. The colour blue is linked to the water element and stands for emotional harmony, tranquilly, and peace. The colour green stands for the wood element and denotes development, harmony, and balance. It is connected to nature. Colours greatly influence our feelings, overall health, and the energy of our environment.

Components of a colour

As per the Munsell system [13] colours contain three main components:

Hue – Hue is the overall colour name such as red, yellow, orange etc.

Value – Value is the level of darkness or lightness of a colour. It is the brightness.

Chroma – Chroma is the saturation of a colour.

Selly Augustin [14] also pointed out three basic components of colours: hue, saturation and brightness.

Hua refers to the name i.e; the wavelength of the colour.

Saturation is, how “pure” is the colour. The colours that are less pure are more greyish.

Brightness refers to how much white is the colour.

Types of colours:

The way we respond to colour depends on its brightness, shade or tint, and whether it’s cool or warm-toned. There is a small but important difference between different shades of a colour. Saturation and brightness inform our respond to colour. colours can be divided in to mainly two categories [16]:

Warm colours

Red, orange and yellow are all warm colours and are generally thought to evoke feelings of happiness, optimism, energy and passion. Yellow sunshine might lift our mood, while red roses might get us in the mood. Warm colours can signal danger or make us to take action, like the colour of stop signs or caution tape. Red also makes us hungry hence it is favourite in fast food advertisements.

Cool colours

Green, blue and purple are cool colours. They can be seen as calming, soothing, nurturing, subdued or even sad. They are often popular with brands promoting health, beauty or security.

Implementation of Colours according to Vaastu

According to vaastu Shastra, the colours which we apply in our house and we chose for our clothes effect on our seven body chakras. White is a combination of all colours. So when we wear white, we feel light and energetic because our all chakras get energy. The colours are also associated with the days because the seven days are related to the particular planet. According to this one can wear the following colours for positive changes [3].

Day	colour
Sunday	Red
Monday	White
Tuesday	Orange
Wednesday	Green
Thursday	Yellow
Friday	Pink
Saturday	Blue and Black

Our standard of living is affected by the energy flow in our home or office. When there is a good colour scheme in the space, it seems welcoming and energises all the space. The fundamental principles of vaastu colour scheme for home is as follows [6]:

Bedroom: Pink is an auspicious colour for bedroom. Light blue and light green are also good for bedroom. Choose green colour for children's bedroom because it can help in study of children.

Living Room: Yellow, blue, green, tan and beige are best colours for living room as these colours are pleasant for guests.

Kitchen: The white is the best colour for kitchen. Yellow is also good colours for kitchen.

Bathroom: It can be of white or a mix of black and white or grey colours.

Dining Room: The Pink, green and blue colours are good for dining room as this place needs to be painted in refreshing colours.

Influence of colours

Colour can play an important role in conveying information, creating certain moods, and even influencing the decisions people make. Colour preferences also exert an influence on the objects people choose to purchase, the clothes they wear, and the way they adorn their environments.

Colour and emotions

Colour and emotions are closely connected with each other. Different colours can evoke different emotions, depending on the use in our home and other things. On the basis of emotions the colours are divided as [16].

Happy colours—yellow, orange, pink, red, peach, light pink and lilac

Happy colours are usually thought to be bright, warm shades, like yellow, orange, pink and red, or pastels, like peach, light pink and lilac. The brighter and lighter the colour, the happier and more optimistic it can make we feel. Combining lots of colours together can feel joyful and exuberant, like the Holi festival or an overcrowded city street.

Sad colours—grey, brown, beige and dark blue

Sad colours are usually dark, muted and neutral, such as grey, brown, beige and certain shades of blue and green. In Western cultures, black is often considered the colour of mourning, whereas in some East Asian countries, it is white.

Energizing colours—bright red, yellow, neon green, turquoise, magenta and emerald green

Strong, bright, highly pigmented and neon colours can have an energizing effect on our emotions. They are bold and stand out from their surroundings, which is why they can make us feel that way too.

Symbolic meaning of colours

Each colour has association with a response of our mind, when we see or touch it. Every colour has a meaning as given below [8,9,15]:

Red—passionate, energetic, angry, dangerous, lucky, excitement, love

Orange—energetic, enthusiastic, lively, happy, kindness, warmth, joy, sunshine, success

Yellow—happiness, spontaneous, cheerful, optimistic, hope, honour

Green—health, compassion, balanced, calm, freshness, growth, nature, life, harmony

Blue—secure, relaxed, spiritual, calm, cold, wisdom, trust, idealistic, peace, concentration

Purple- dignity, wealth, royalty, power, luxury, sophistication, arrogance, mysterious, noble glamorous

Pink – soft, reserved, youth, love, vulnerability, innocence, joyfulness

Brown – reliability, stability, friendship, sadness, comfort, organic, nature

Achromatic colour:

Grey – cool, elegant, balanced, conservative, natural

White – purity, cleanliness, innocence, goodness, light, simplicity, truth

Black – aggression, authority, evil, emptiness, sorrow

Our feelings about colour are often deeply personal and rooted to our culture and also depends on situation. For example, white colour is used in many Western countries to represent purity and innocence but it is a symbol of mourning in many Eastern countries. Similarly, red can represent romance in flower shop (red rose) and danger on some other place.

ANCIENT COLOR THERAPY OR CHROMO-THERAPY

Colour therapy is a technique of restoring imbalance by means of colours [11]. It is also known as chromo-therapy, incorporates colour into treatment, whether through coloured lights, specific daily colour choices (i.e., clothing, paint colours, etc.), or coloured imagery. Chromo-therapy or colour therapy is an ancient form of healing that was prevalent in several ancient cultures. Some of them are as follows

- India (Ayurveda)
- Egyptians
- Greece
- Chinese

According to Indian Ayurvedic medicine, specific colours can stimulate our body's chakras and correct their imbalance. They can boost our mood, improve hormonal secretion, and reduce stress. Colour therapy is a holistic therapy that uses the visible spectrum (colours) of Electromagnetic Radiation to treat various physical and mental health issues. We can see the hints of practicing this therapy in the ancient Egyptian era, which used sun-filled rooms and coloured glasses for healing. In the past few years, it has gained popularity as an alternative therapy, but many have abandoned this therapy for therapeutic use.

Chromo-therapy is also known as the light therapy and light is considered to be one of the most effective and purest healing force. Light affects physical as well as etheric. According to colour therapy, when the colour balance is disturbed, psychological and physical problems occur. The diseases caused by the imbalance of the colour can be cured by restoring the proper balance of colour energies. Many chromo-therapists suggest using different colours to restore a person's physical, emotional, mental, or spiritual energy. Different colours evoke different emotions in people, such as we often believe in stability and healing whenever we come in contact with green.

Different techniques of colour therapy

Colour therapy can be introduced via one's sense of touch and sight [17]. This is because natural light wavelengths directly influence these two senses within the brain. Colour therapists use warm colours for stimulating effects and cool colours for calming effects. There are two techniques of colour therapy:

- 1. By Reflection or through eyesight:** Experts reflect specific colours on body parts to benefit the recipient. This may be done by exposing a person to specific colours throughout the day, such as the paint colours in their home, the clothes they wear, or the colour of light bulbs in their workplace. Looking at a particular colour can elicit the desired response in your body.
- 2. Skin contact:** Colour therapy may be introduced as face masks, sleeping bags, or other products that utilize coloured LED lights. These amplify the appropriate colours in treatment on the desired outcome.

Colour Psychology

Colour psychology is the study of how different colours affect human mood and behaviour. Colour psychology means and how colours affect the mind and body. It also explores research on the effect of colour and the psychological reactions people may experience. Certain colours have been associated with physiological changes, including increased blood pressure, increased metabolism, and eyestrain.

Colour Psychology as Therapy

Colour therapy incorporates coloured light and imagery to help combat symptoms of numerous mental health conditions. Colours have a profound effect on our subconscious mind. Studies in the field of psychology, architectural psychology, chromo-therapy, neuropsychology shows that human response to colour is total. It influences humans psychologically as well as physiologically [9]. The human response to the colour is in fact a response to the electromagnetic energy of the light waves.

Types of colour therapy

According to chromo-therapists, all our organs have a particular energy frequency. The organs work best with certain energy levels, and any alterations in these frequency levels can cause disease or other pathological conditions. The organ's functioning energy frequency can respond to similar frequency colours. Therefore, colour therapy restores the appropriate energy levels of our body organs, such as red colour can improve circulation while yellow reduces inflammation. The following are some types of colour therapy:

- **Red:** The chromo-therapists describe the red colour as an energy stimulant. They use vibrant colours to boost energy in physically exhausted people. They also recommend red colour therapy for circulatory disorders, paralysis, and rheumatic ailments. It increases respiration rate, raises blood pressure and metabolism.
- **Blue:** The different shades of blue improve mood and have a soothing property for various organs. The chromo-therapists use blue colour for headaches, stress, depression, nervous instability, sciatica, and other inflammatory conditions. Blue colour helps the body to produce chemicals that are calming. It also helps in improving the concentration level and productivity.
- **Yellow:** The yellow colour therapy uplifts one's mood and makes you enter the world of happiness. Yellow chromo-therapy is beneficial in anxiety, stress, and bronchial difficulties. It makes you feel optimistic because the brain releases more serotonin (feel good chemical in the brain) when you are around yellow colour. It also provides mental clarity. Though it can have disturbing effects if it is overused. According to some studies babies cry more in yellow colour rooms.
- **Green:** The nature-influenced colour is helpful as a stress-buster and immediately calms tense nerves. Green colour is thought to have a calming effect. It slows our metabolism. Green colour has a great healing power.
- **Orange:** According to chromo-therapists, the orange colour stimulates happy emotion, appetite, and mental activity. orange colour Increases mental activity, optimism and creativity. You will find your heart beating a little faster when around red colour. This colour must not be overused in the house
- **Pink colour:** Pink colour calms our mind and it is very helpful in reducing violent behaviour of someone. Pink colour calms the blood pressure and heart beat. It also fills up our bedroom with harmony and romance.
- **Purple colour:** Purple colour stimulates the brain activity which helps in problem solving. Since it is also considered the colour of imagination, it increases creativity.

- **White colour:** White gives us a sense of peace and hope. It creates a sense of order and professionalism. White colour is immensely helpful in inner cleansing and purification of your emotions

Colour therapy can be helpful in the treatment of:

- Anxiety and stress
- High blood pressure
- Depression
- Skin infections
- Sleep disorders
- Certain cancers

To understand the mental and physical effects of colours, more research is needed.

Colour influence on Memory Performance

Studies have also shown that certain colours can have an impact on performance. Colour has been found to influence memory performance by increasing our attentional level and arousal. The studies indicate that colour can have a positive influence on attention and memory performance [7]. The right combination of colours is important because it can produce higher level of contrast, and this can influence memory retention. It was predicted that higher level of contrast will attract more attention and better visibility of an object or information. The use of a white colour background with black colour foreground has a better contrast level for memory retention for both short-term and long-term.

Negative consequences and effects

There are some negative influence of colours also, hence we must avoided the following wall paints in our home [12].

- Red paint should avoid in kid's room because it causes emotional stress.
- Excessive red in the kitchen must be avoided as it increases the blood pressure of the one who cooks food.
- Using yellow in excess causes hypertension and anxiety.
- The master bedroom or the guest bedroom must not have dark or too bright colours.
- The colour yellow can create irritation and anger when present in large quantities.
- Dark blue shades evoke sadness.

Necessity

To understand the mental and physical effects of colours, more research is needed, because many factors are included in case of colour therapy.

Conclusion

Colours are important in our daily lives. Using appropriate colours in the appropriate place has the power to create happy, blissful, and positive energy that encourages joy in life. Utilizing colours to get the desired results or outcomes is easily possible we you follow the given colour principles. Painting the walls as per Vaastu shastra can do wonders in generating wealth, bringing peace, and maintaining well-being in

the house. With the help of Vaastu shastra we can harness the healing, refreshing, stimulating, and nurturing properties of colours in our home. Many believe that the hypothesis that colours elicit specific emotions does not hold for most, as each individual is unique. These set of people believe that the effects of colours may range from person to person. The colours that are calm and soothing for some may be depressing or anxiety-inducing to others. Still, since the last few decades, colour therapy has been gaining momentum as a boost to physical and mental health, providing benefit.

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