

# NWSID Designer Insider

February 2009

**Special points of interest:**

- Briefly highlight your point of interest here.
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## Johannes Itten "The Art of Color"

By: Sarah Van Arsdale with The Sheffield School of Interior Design  
Published by: deZignare'

Every generation has its share of those who want to impose order on the natural world, to arrange and clarify things. For example, the 1700s saw Linneaus and his taxonomic order for living creatures; today, we say a giraffe is a mammal and a snake is a reptile because over 200 years ago Linneaus drew up his elaborate scheme for classifying everything from mice to eagles. These kind of systems - at least the successful ones - quickly become invisible because they make sense, and they soon become an accepted part of our world

view. In the mid 1900's, Johannes Itten developed a new kind of color wheel that changed the way color was seen, influencing artists and designers right up to the present moment. The Bauhaus in Weimar, Germany was home to many artists whose influence is still felt today in the worlds of art and design. It was there that Itten developed his book, "The Art of Color," which was the definitive compilation of what was taught in the Basic Course which Itten oversaw, at the Bauhaus. Itten's color wheel took into consideration the subjective

feeling that's associated with objective color, and the psychic and emotional values of colors. Today, we're used to saying that "blue is cold" for example; each time we do, we should perhaps credit Itten and his color theory. "Color is life, for a world without color seems dead. As a flame produces light, light produces color. As intonation lends color to the spoken word, color lends spiritually realized sound to form," he wrote.

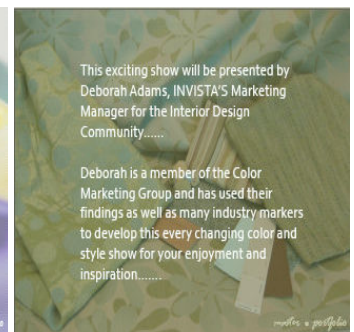
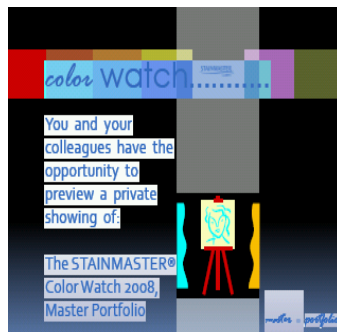


## NWSID February Chapter Meeting

**WHERE:** Contract Furnishings Mart  
500 South Brandon St.  
Seattle, WA 98108

**WHEN:** Tuesday February 17th  
5:15-6:15 Greet & Eat  
6:15-6:30 NWSID Update  
6:30-8:00 Presentation

**COST:** \$20.00 with an RSVP  
\$30.00 at the Door  
**RSVP:** NWSID 206-763-8799 or @  
nwsid@nwsid.net



## The Art of Color Continued

**"Itten discovered that color harmony is quite individual"**



Itten was born in Switzerland, and his first training was not as a painter but rather as a school teacher in Berne, where he learned about psychoanalytic theory. Like that of many artists, his path to becoming a painter was not a straight shot. He enrolled at Ecole des Beaux-Arts in Geneva, but became frustrated with his education there, and returned to Berne. There, he developed an interest in religion and mysticism, and later returned to Geneva to study with Eugene Gilliard, a Swiss painter who was teaching about the geometric elements of art. Itten's early education in geometric elements can be seen throughout his later work, in his interest in the geometry of the color wheel. It was when Itten joined up with other avant-garde artists of the early 1900's in Weimar, Germany, that his diverse interests were able to come together and allow him to create his color theory.

Founded by the architect Henry van de Velde in 1906, the School of Applied Arts in Weimar later drew in Walter Gropius, and from then on

the school was known as "Bauhaus." These were the halcyon days of art in Germany, with Kandinsky, Klee, and Itten among the eminent Expressionist painters teaching there. The Bauhaus marked a new moment in art history, cutting through the elaborate, ornate style of the previous era. The designs, in buildings, paintings and sculpture, were simple and functional.

It was under this influence that Itten expanded upon the color wheel developed by Adolf Hozel. Itten took this color wheel another leap forward, inventing a color circle and seven contrasts, and looking at color from every angle philosophic, religious, psychic, psychological and physical.

Itten looked also at how color affects a person psychology and spiritually; he believed that there were certain characteristics inherent in particular colors that would have a direct influence on how the viewer felt.

At the Bauhaus, Germany's unequalled artists' mecca in the early part of the Twentieth Century, Itten taught his

students about color harmony, which to him meant more than simply appreciating colors shown together with similar chromas, or different colors in the same shades. "Harmony implies balance, symmetry of forces," he writes, and goes on to say that such a balance would be expressed when the colors used together would produce not another color (such as when mixing yellow and blue to produce green) but when the colors mixed together produced gray. This was because "medium gray matches the required equilibrium condition of our sense of sight," he writes.

But Itten also discovered that color harmony is quite individual, and that an individual will, if given free reign and a little knowledge, find his or her own "subjective colors." To prove his theory, Itten first taught his students about color in general, and then asked his students to develop their own palette of subjective colors. He found that there was great variety not only in the colors chosen, but also in the ranges of colors.

## Welcome To Our NEW Members



Kristi Knott	HCC Student
Sally Ross-Addabbo	HCC Student
Cristi Aigner	Designer
Junko Davenport	PRA Kitchen Craft
Terence Tung	PRA Kitchen Craft
Clint Noyes	PRA Kitchen Craft
Charann Poyorena	PRA Siena Faux & Mural Design

# NWSID

HAS A NEW EMAIL ADDRESS

[nwsid@nwsid.net](mailto:nwsid@nwsid.net)

Please make note of it.

## The Art of Color Continued

"There are subjective combinations in which one hue dominates quantitatively, all tones having accents of red, or yellow, or blue, or green or violet, so that one is tempted to say that such-and-such person sees the world in a red, yellow or blue light. It is as if he saw everything through tinted spectacles, perhaps with thoughts and feelings correspondingly colored."

In his groundbreaking book, *"The Art of Color,"* Itten essentially gives the color course he gave at the Bauhaus. If you somehow weren't able to make it there, for example, because you weren't even born then, this is the next best thing, as the book begins with Itten's 12-hue color circle, and moves through exercises for the putative student to complete in color combining.

The book also includes 28 color plate reproductions of paintings; in these, Itten points out the use of colors, sometimes in quite surprising ways. For example, in the plate of a section from *Apocalypse de Saint Sever* by L'Eglise d'Ephese, Itten

points out that the red dress of the angel "signifies fiery activity," and the blue and green of St. John, recipient of the angel's message, is "passive."

Itten doesn't limit himself to paintings of the 11th century; in this same section of the book, he looks at Piet Mondrian's *Composition* from 1928, and finds that the colors used, yellow, red, blue, white and black, each "has its unique character and special weight."

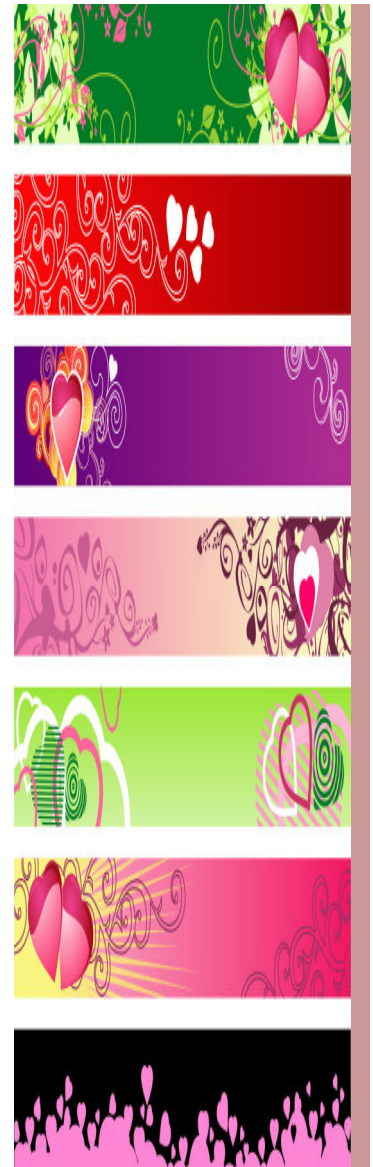
"Mondrian can create a stable equilibrium with a small blue area and a large white area, or intensify the whole with a slender horizontal yellow area at the bottom," he writes. "Great stability and clarity are achieved by dividing the field with broad black lines."

In his color sphere and color star, Itten attempted "to provide a clear and complete map of the world of color." Finding that the 12-hue color circle was insufficient, he went on to develop the color star, a more complicated way of looking at hues and their interactions

with one another. But for all his work trying to explain color, the essential mystery of color and its influence on its human cohabitants of the world eluded Itten, and he admitted this.

"If it be imagined that this systematic classification of colors and contrasts banishes all difficulties, I should add that the kingdom of colors has within it multidimensional possibilities only partly to be reduced to simple order. Each individual color is a universe in itself. We must therefore content ourselves with an exposition of fundamentals." Is it any surprise that many of us feel deeply influenced by the colors around us, and have more than one favorite?

*"The Art of Color,"* is published by Wiley Books, and it usually has to be ordered through your local bookstore, as it costs about \$100. It is a worthwhile investment if you plan on spending a lot of time studying color, and it is certainly worth looking up at the library.



## Women In Transition Update

NWSID created Women In Transition as our community service project 8 years ago. Since that time, we have helped over 150 women and families fleeing from domestic violence with furniture and household goods to make their homes more comfortable. We especially want to thank all of you who have donated or referred your clients about our project. We appreciate the designers and PRA's help in previewing the donations to be sure they are gently used and smaller scale (ie: you would be happy to give them to someone in your own family) We accept upholstery (not badly soiled or torn), casegoods - especially dressers, dining sets, occasional tables, lamps, etc. Mattresses and box springs are always needed. The past donations have been in very good condition and have made these families very happy!

We have partnered with over a dozen organizations including: Snohomish County Center for Battered Women, DAWN, YWCA, Broadview Emergency Shelter, Eastside Domestic Violence, Catholic Community Services, Valley Cities Counseling, Noel House, Chaya, New Beginnings, Pathways for Women, Shalom Bayit, and Jewish Family Services.

We really want to thank our pick up and delivery volunteers; Rodney Stratton of CFM in Redmond and Ron Best of Protection Services. If not for you we would not be able to offer this wonderful service! Thank you, Thank you, Thank you! And a Very big Thank You to CFM in Georgetown for giving us storage space for our donations before they are delivered.

If you or your client has any donations or you can help pick up or deliver, please call Cara Fleming at: or Robin Kmet at 360-435-4440.

# CALL TO ACTION! WA-PPDF Members

## CALL TO ACTION! WA-PPDF Members

**YOU NEED TO MAKE SOME PHONE CALLS TODAY TO MEMBERS OF THE SENATE LABOR, COMMERCE AND CONSUMER PROTECTION COMMITTEE!**

**IT APPEARS THEY ARE GOING TO HEAR SB 5514, THE INTERIOR DESIGN LICENSING BILL, ON FEBRUARY 12th. THIS IS TWO DAYS AFTER WA-PPDF'S LOBBY DAY AND ON THE SAME DAY THAT THE BILL'S PROPONENTS WILL BE DOWN FOR THEIR LOBBY DAY.**

- **WHEN YOU CALL, URGE THE SENATORS TO OPPOSE SB 5514 BECAUSE: There is no threat to public health and safety from interior design.** In 2005, the Washington State Department of Licensing did a sunrise review of interior design legislation and found that no threat existed and that no licensing of interior designers was necessary.
- **The state, the economy, homeowners and small businesses can't afford this legislation.** This legislation is a direct threat to the survival of many small businesses, putting jobs at risk – something Washington cannot afford. Customers of interior design services will see costs go up as competition decreases and designers will have to pay unnecessary fees if they actually do qualify. Established firms will go out of business, not because they do poor work or have done something wrong – but simply because they do not meet a very specific set of criteria.
- **There is no gap in protection.** An umbrella of governmental oversight already protects the public and ensures that those involved in design projects follow the appropriate building codes and laws. Plan reviews, building inspectors, code enforcement officials and licensed professionals (architects, engineers, plumbers, contractors, electricians and others) all verify that any work specified by interior design professionals meets the code and safety requirements enacted to protect the public.

**ALSO URGE THEM, IN THE INTEREST OF FAIRNESS, TO HEAR THE BILL ON A DIFFERENT DAY SO BOTH SIDES WILL HAVE THE ABILITY TO BRING PEOPLE DOWN TO TESTIFY.**

Here are the Committee Members to contact:

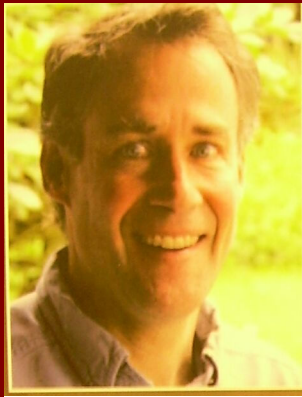
Senator	Room	Phone
<a href="#">Kohl-Welles, Jeanne</a> (D) Chair	JAC 219	(360) 786-7670
<a href="#">Keiser, Karen</a> (D) Vice Chair	JAC 224	(360) 786-7664
<a href="#">Holmquist, Janéa</a> (R) *	INB 106B	(360) 786-7624
<a href="#">Franklin, Rosa</a> (D)	LEG 312	(360) 786-7656
<a href="#">Honeyford, Jim</a> (R)	INB 107	(360) 786-7684
<a href="#">King, Curtis</a> (R)	INB 205	(360) 786-7626
<a href="#">Kline, Adam</a> (D)	JAC 223	(360) 786-7688

THANK YOU FOR YOUR HELP! IT IS TIME TO GET FIRED UP TO DEFEAT SB 5514!  
WA-PPDF Washington Professionals Protecting Design Freedom

*Respecting the many paths to interior design professionalism.*

<http://www.protectdesignfreedom.com>

# 3rd Thursday @ the SDC



**SDC will Present  
Bruce Morser  
February 19th  
10:30 am—12:00 pm  
Plaza Conference Center**

**Jump Start Your Creativity—Discovering and Enhancing Your Creative Voice**

Everyone is creative, accessing that creativity is the trick! Often, it is simply a matter of understanding your own natural creative style, plus adding a few new skills. Award winning illustrator and educator Bruce Morser will discuss the roots of creative thinking and lead exercises to help define personal creative styles and identities. Techniques will be introduced to enhance the access to, and power of, your personal creative voice. We'll discuss, examine, puzzle and solve together to find insights into the elusive nature of creativity.

Bruce Morser is a freelance illustrator living and working from Vashon Island. Using a combination of pencil rendering and digital manipulation, he creates images for a variety of clients. Bruce received an MFA in painting from the University of Washington in 1988.

**NORTHWEST  
SOCIETY  
OF  
INTERIOR  
DESIGNERS**

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Phone: 206-763-8799

Email:  
nwsid@nwsid.nt

**We're on the Web  
www.nwsid.net**

*Letter from the President Fran M Hazel*



*Members*

*I would like to encourage all of you to attend our next chapter meeting. This will be such a great seminar on the 2009-2010 color forecast. By attending we will be better able to inform our clients as to what is available to them with color.*

*On another note I cannot express enough how important I feel it is to fight the legislation that is being pushed though the Washington State Senate and House. They are proposing that a 5 person commission would determine who could or could not be grandfathered in. Since this panel would be hand picked by the opposition, is this not putting the fox in the hen house? As one who has been in the business for 25 years with a degree in design, this bill would put me out of business. I feel the opposition is trying to restrain trade to hold down competition vs. their stated goal of health and safety of the public, a ploy at best. We know that there are many ways that the public is kept safe. When doing drawings, we need to have them stamped by an engineer and permits in place before any work can begin. The opposition feels that the only true way to test if one "knows their stuff" is through the NCIDQ test. We know that there are also many other ways to prove competence. NKBA has done it with their CKD classes and testing. The market place also can determine who is good and who is not. If you don't know your stuff, no one will hire you. This is called a free market system. I implore you to read the information that comes to you and make an informed decision about this and if you agree, please help us fight it. This keeps coming up to us every year. We need to be on our guard and ready to have an answer when asked why we opposed this legislation.*

*I hope to see all of you soon.*

*Fran M Hazel*



**Remaining Schedule for  
NWSID  
Chapter Meetings**

March 17th Iris Window  
Coverings  
April 21st Palace Rugs  
May Embellish  
(Our Fund Raiser)  
June 16th Special Tour &  
Dinner Out

We will be having educational speakers at these meeting as well as our PRA hosts giving us a overview of their businesses.

We will keep you informed on the subjects we will cover.

**NKBA Has Invited NWSID To:**

**MANAGING FOR PROFIT IN 2009  
ECSTATIC FUN!**

**Pental Granite & Marble - NEW Trade Showroom**  
February 11, 2009

Building value - for the customer and the company - into every project is essential to sustaining a successful business. With over 27 years of professional experience building his business, Dave will share his million dollar checklist as well as a wealth of other tips and takeaways for managing not only the customer, but also your business, for profit. The presentation will include a discussion on hearing what they are saying. President and Owner of Dave's Cabinet Inc., David Alderman, CKD, started the business in 1980 in his garage as a design-build kitchen and bath business. Today he and his partner also manufacture custom moldings, millwork, radius stairways and solid surface tops. A member of the NKBA since 1984, Alderman served the Virginia State Chapter as Treasurer, Vice President of Professional Development, Vice President of Programs, President and Chapter Representative. He has served on the National level for nine years, including the Chairman of the Chapter Leadership and Development Committee, Chairman of the Membership Committee and the Board of Directors. He received the Certified Kitchen Designer National Merit Award three times. **(0.1 CEU CREDITS)**  
9 5:30PM

For more information link on to: [http://www.nkbapugetsound.org/events/09\\_NKBA\\_ManagingforProfit.pdf](http://www.nkbapugetsound.org/events/09_NKBA_ManagingforProfit.pdf)