

# COLOUR YOUR LIFE!

Colour permeates all aspects of our lives. It shapes how we perceive the world, it's an essential part of our cultural identity, and it even benefits our health and mind.

Text: Chow Ee-Tan Images Courtesy of iStockphoto



Anita Madnani, colour therapist

**"When you understand colours, you will know how to use colours to your benefit. The most common way to benefit from colours is by wearing them or using them as furnishings and decorations around your home."**

– Anita Madnani

Colours can play an important role in conveying information, creating certain moods, and even influencing the decisions people make, notes Anita Madnani, a colour therapist who uses the medium of colours for emotional healing and improving one's mental state.

Also known as chromotherapy, colour therapy is largely seen as a complementary or alternative medicine therapy. It is based on the theory that colours and coloured lights can affect both a person's mind and their body and treat their physical and mental health. Each colour in the rainbow has different properties that can change or help you control your moods.

"I use colour therapy to heal emotions and move people forward, so that they feel better about themselves and their lives. There are people who are broken and down, and colours can help elevate our moods, to feel happier," says Anita.

She says people tend to select objects in colours that evoke certain moods or feelings, such as selecting a car colour that seems sporty, futuristic, sleek, or classic. Room colours can also be used to evoke specific moods, such as painting a bedroom a soft green to create a peaceful mood.

"Each colour vibrates and

operates at a certain frequency, and each frequency resonates with your energy and emotions. Thus, colours emit or radiate the frequency of the energy," she says. "For instance, certain colours bring back memories of the past. All our senses also operate in the same way as they are influenced by certain colours."

Anita counsels her patients based on understanding people at a level of their perception of colours. Depending on what her patients need, she uses colours to help them tap into the energies that colours bring. The colours she uses depend on each person's personality type and how the colours resonate with different people.

"When you feel a certain way, it is because certain colours resonate with you more. If you're feeling you are in the background for instance, you would choose more subtle colours that would resonate with your feelings," she says.

Anita says people tend to see colours only on the surface, visually. "To go deeper into colours, I would ask, what do

Colours and emotions are closely linked, and they can hold an immense amount of power over us. Certain colours are associated with lifting one's mood while others are known to be serene and peaceful. Indeed, it is quite commonly believed that colours can impact our moods and even behaviours.

There have been some important discoveries and observations about the psychology of colours and its effect on our emotions. Colour psychology aims to understand why and how different hues affect our feelings, behaviour, and decision-making processes. This can be used in many fields, from branding and marketing to interior design, art and more.

# IN SEARCH OF MEANING



**Nell Ng**  
Artistic Director of PAN Productions



**Lee Khoon Hooi**  
Fashion Designer

**What do colours mean to you and are you particular about the colours you choose?**

**Nell:** Colours are like mood fillers. Colours are an extension of our feelings. Colours holds energy. I sometimes choose colours depending on my mood and the kind of energy I want to charge up for the day.

**Khoon Hooi:** Colours mean fashion to me. Colours play an important role in my design. I can't present my creation well if colours are wrongly chosen.

**How do different colours influence your lives, interactions, emotions, and even your subconscious mind?**

**Nell:** I believe that colours are magical. Colours are able to brighten up our days. I like using colours not only for my clothes, but also for objects as well as social media posts. I prefer them bright and colourful. However, I also like black because it is both convenient and elegant. In my opinion, black is a representation of all colours coming together as one. When you need to be grounded and have courage, wear black.

**Khoon Hooi:** The use of colours in my creations can affect the finishing result. And I am always very sensitive and conscious when it comes to colours. For instance, certain colours are more appealing to be worn at night while some other colours are only suitable for day wear.

**Do you see your life being defined by certain colours? How so?**

**Nell:** My life is not defined by colours, but more of me being associated with certain colours. For example, a particular colour would remind my family and friends of me. When they see those colours, you might hear, "That's so Nell!"

**Khoon Hooi:** White is a colour that I relate and like to be close to. In my busy schedule and when I'm handling many things in my daily life, I always like to see the colour white around me. White will always make me calm.

**What colour(s) make you happy? Why?**

**Nell:** Pink! It is girly yet feminine. It is sweet yet sensual. It is often associated with love and affection, yet it can be a colour of power with heart, not as fierce and harsh as red. I also like blue as it can be an alternative to black. Blue is stable, trustworthy, and loyal. Blue is serious yet more approachable than black. Blue is also versatile; it goes with the flow, it calms the storm, and it is reassuring.

**Khoon Hooi:** Red always makes me happy because it is bright and cheerful, and it represents festivities.

**What are some of the things/colours that you like to surround yourself with?**

**Nell:** Sparkles. Glitter. Pink. Everyone can sparkle and shine. So, bring your own sparkles wherever you go, however you feel, and bling bling away!

**Khoon Hooi:** As mentioned, I like white. I feel calm when I am surrounded by white ambiances. White is clean and uncluttered; it gives more spaces for me to breath and relax myself.





Graph's Signature Blend Coffee  
Image Credit: Pavilion Bukit Jalil

## Red

(Positive)  
Passion, adventure, energy, activity.

(Negative)  
Anxiety, panic, restlessness.

AGAPE HANDICRAFT's Games Stone Earrings  
Image Credit: Agape Handicraft



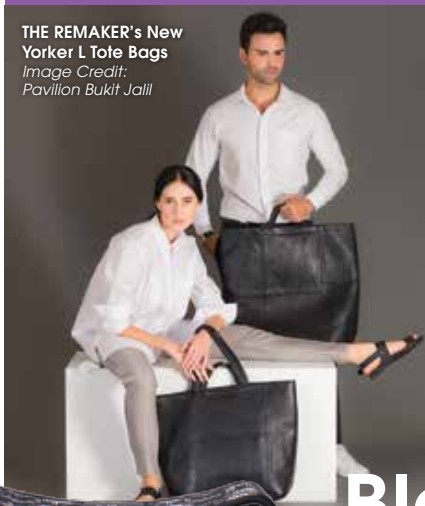
Tropical Wallpaper and Violet Colours/  
Marie Chair & Vinicius Table  
Image Credit: Essential Home



## Violet

Royal, healing, higher peace.

THE REMAKER's New Yorker L Tote Bags  
Image Credit: Pavilion Bukit Jalil



KIT TA KHON's Kaanso BW Stool  
Image Credit: Pavilion Bukit Jalil

## Orange

Joy, happiness, exuberance.

Hill Interiors orange giraffe lamp - Top Drawer S/S20 Exhibitor  
Image Credit: Top Drawer



## Green

Peace, love, harmony.

SUE's WRAP Pants S/Print Paisley  
Image Credit: Pavilion Bukit Jalil



## Yellow

Joy, happiness, self-confidence, high level of self-esteem, ambition.

Illuminatin Yellow Pantone Color Moodboard  
Image Credit: KOKET



## Dark blue

Serious, sombre, melancholy, thinking.

REPLANETME's Reusable IzyCool Blue Ice Cubes  
Image Credit: Pavilion Bukit Jalil



# SOME COMMON COLOURS AND THEIR ENERGIES

## White

Purity, cleanliness.

LA JEWELRY's Necklace  
Image Credit: La Jewelry



## Pink

Childhood, innocence, unconditional love.



Kasual Collection by Karim Rashid  
Image Credit: Karim Rashid X Essential Home



## Black

Secrecy, seriousness, wanting to be alone.



TA. THA. TA's Jam Bag  
Image Credit: Pavilion Bukit Jalil

you feel when you see a certain colour. And from there, you come to understand why you choose and are gravitated to certain colours.”

She says most of us have underplayed the power of colours. Some may not be aware that our minds and our senses gravitate to certain colours and thus we are drawn to them. And the colours we choose reflect our psychology and our state of mind.

“When you understand colours, you will know how to use colours to your benefit. The most common way to benefit from colours is by wearing them or using them as furnishings and decorations around your home,” she says.

“For instance, when one wants to attract attention, he or she will wear bright colours. Or when they want to be seen as more serious, navy blue is the colour to wear. But if you’re already depressed, you should not wear blue,” she says while giving a few examples of colours and their significance.

“Yellow gives hope and confidence as well as cheers you up during a bad day. It is also good for mental activities. Emerald green exudes peace

and happiness in the heart. Red gives energy and speed, and if one is aggressive, one should not use red in dressing or have red things surrounding them.

She adds that colours are sometimes used by some companies to influence their customers and clients. For instance, fast food restaurants tend to use yellow or red in their décor, which unknowing to their customers, make them eat their meals faster and leave quicker.

“If we understand the energy of colours, we can all use colours to our advantage, that would benefit us in our everyday lives,” says Anita. ☺