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Color & Human Response: Aspects of Light and Color Bearing on the Reactions of Living Things and the Welfare of Human Beings

Faber Birren

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Color & Human Response: Aspects of Light and Color Bearing on the Reactions of Living Things and the Welfare of Human Beings Faber Birren
"Birren presents a kaleidoscopic view of color information that has been a source of fascination." -- Color Research and Application "Keeps up with the latest developments in biology and psychology where light and color are involved." -- AIA Journal Here is a major work by one of the best-known color authorities in the world. Faber Bitten pioneered in the field of "functional" color, using color properties to promote human welfare psychologically, visually, and physiologically; in this volume he has assembled a wealth of information on the subject. Color and Human Response offers intriguing factual and hypothetical observations on the influences of color in life, supported by historical references and the latest scientific data. Birren explores the biological, visual, emotional, aesthetic, and psychic responses to color -- referring both to ancient symbolic uses of color as well as its application in the modern environment. His specifications for color in homes, offices, hospitals, and schools are geared toward relieving modem tensions and anxieties. Complete with drawings, color photographs, and a chapter on the personal meaning of color preferences, Color and Human Response will fascinate anyone concerned with the human environment, including scientists and psychologists. It has become a basic reference for architects, teachers, and interior and industrial designers.

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