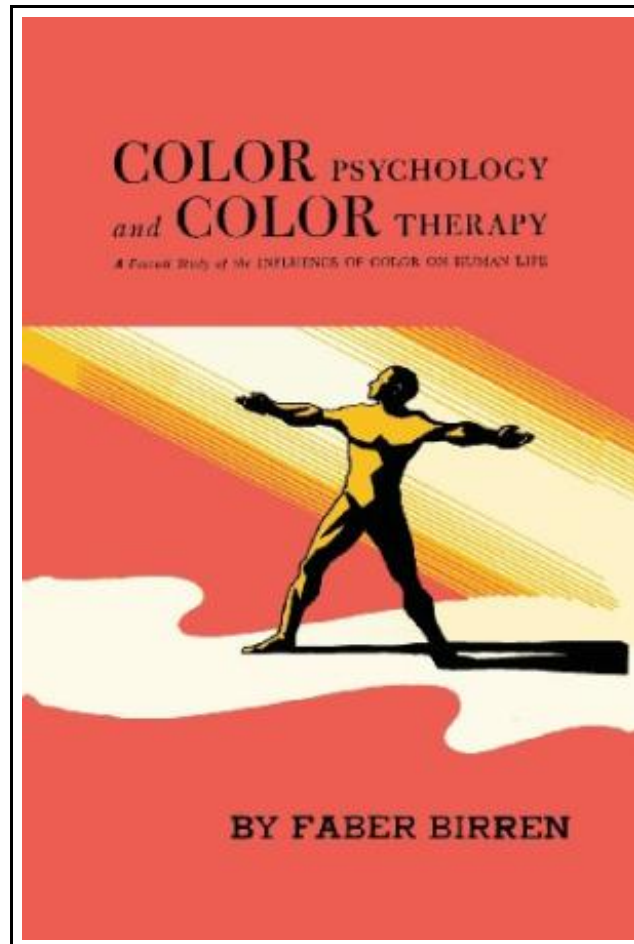


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(Zora Koch IV)

COLOR PSYCHOLOGY AND COLOR THERAPY: A FACTUAL STUDY OF THE INFLUENCE OF COLOR ON HUMAN LIFE

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Martino Fine Books, United States, 2013. Paperback. Book Condition: New. 234 x 160 mm. Language: English Brand New Book ***** Print on Demand *****.2013 Reprint of 1950 Edition. Full facsimile of the original edition, not reproduced with Optical Recognition Software. American writer Faber Birren devoted his life to color and it s effects on human life. After writing around 25 texts on the topic, it would be safe to say his work is considered highly among color experts and psychologists around the world. Birren s work has a strong focus on linking how humans perceive colors to how it makes them react. He writes, Good smelling colors are pink, lilac, orchid, cool green, aqua blue. Birren explores the work of several physicians, scientists and doctors, mainly the German psychoanalyst and physician Felix Deutsch, whose findings throw important light not only on medical practice with references to color but on the whole psychology of color. Birren states that if a person prefers warmer colors such as hues of red and oranges, they are likely to me more aware of their social environment. He labels these as warm color dominant subjects. On the other hand, those preferring cooler colous such as blues and greens, are categorized generally as cold color dominant subjects and are recognized as finding it challenging to adapt themselves to new environments and situations. By splitting people into separate categories, based on their color preferences, Birren finds himself able to establish a greater understanding of their personalities and characteristics. One experiment Birren explores in his text, courtesy of Kurt Goldstein, involves a subject standing before a black wall with his eyes shut and arms outstretched to touch the wall in front. When the subject is influenced by a warm color such as the color red, his arms deviate away...



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