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CURRENT PROBLEMS OF COLOR CHARACTERISTICS IN MODERN ARCHITECTURE AND ARCHITECTURE

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Annotation: This article is based on the actual problems of color properties in architecture, and presents the color concepts of different eras and the period of color application to the present, and also reveals the trends of color solutions, including the influence of colors on human emotions and perception of the whole world. secret issues are covered.

Keywords: color, architecture, color effect, design, color concepts, use of color.

INTRODUCTION

It is known that the concept of colors plays a big role in architecture. This process creates the character of the space, helps to divide it into zones, increase or decrease the value of individual elements. Of course, color is an emotion...

Until the beginning of our century, the facades of buildings were not multi-colored. For many years, many architects have been fascinated by natural materials and sustainable technologies: wood, metal, concrete and glass were considered beautiful in themselves without extra decoration and decoration. Simplicity, compactness and naturalness are the characteristics of the architecture of our time, and bright shades are unfairly "chased out" and deleted from the most used palette. However, over time, new technologies and advances in science have revealed previously unknown properties of old materials. It opened some radically new ones to the world, which inspired designers to create bright and unusual projects.

Working with shape and space is important in building design, but color plays an important role as well. Because it is the main factor in the formation of the artistic and architectural image that determines our perception. Also, the general feeling of architecture - that is, this feeling determines the result of the architect's work. As an architectural "tool", the color of the building has several important properties. With its help, you can choose a building from the general mass, without resorting to complex volume and design actions. Color is a unifying agent. Nothing else is able to bring buildings together in a simple and organic way, and one color palette does this task better than others.

Color affects emotional and figurative properties[1]. The street, consisting of gray facades, high-rise buildings, looks dull and gloomy in low light. Buildings of bright

[1] 1. Giacinta Jean. A century of modern color in architecture / Preservation of color in 20th century architecture. -Ed. Lugano: SUPSI, 2013;

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colors and light shades remain sunny even on cloudy days. Therefore, different color schemes are used to make the street or the whole city more attractive and cheerful, which also helps to overcome the monotony in construction.

It should also be taken into account that the color of the designed building is chosen based on the purpose of the building, the visual work performed in it and the value of the overall composition of the complex. For example, museums. A vivid example of an unusual color scheme is the Frank Gehry Center in Panama, its unusual plastic roofs, secluded spaces and various metal plates of all colors of the rainbow emphasize the main idea of the museum with their unusual architectural image. The biological diversity of our planet also plays a key role in this. The projects of buildings for large corporations and business centers are not as grandiose as museums and similar entertainment and cultural facilities, but often these buildings play a dominant role. plays It casts a shadow around them. Such large architectural buildings are a link that unites the entire composition of buildings and structures. To achieve such an effect, you can create a "miracle of design ideas" or you can go a simpler and more democratic way and use the possibilities of color, which in the end is wonderful and not ordinary. Some buildings, due to their functional purpose, should be colorful and bright. For example, hospitals and clinics. In places where people spend weeks and months sometimes not in the healthiest state of mind and body, it is important to surround them with an atmosphere of cheer and inspire hope for recovery. Many hospitals of the past generation contradict these principles, so it is necessary to break stereotypes and breathe new life into the construction of these facilities.

At the same time, some buildings, for example, stadiums, sports facilities designed for certain world competitions, universities, markets and other public buildings are a characteristic of the city, its "healing". For many decades, when building these objects, they were mainly based on functionality and a limited budget, often things did not reach beauty and aesthetics. But again, recently, science has not stopped and allows builders to create radically new architectural structures that are several times superior to the previous ones, without going beyond the given parameters of the future building and the budget. This can be clearly seen in places like the Santa Catarina covered market in Barcelona or the arena in Bilbao. These are not isolated examples at all, modern architecture has "stepped forward" and expanded its horizons.

Today, we ourselves see that such buildings appear from time to time in different cities of the world, attracting millions of views and becoming a magnet for tourists. Most importantly, it is often arbitrary. Against the background of the environment, such a bright object enlivens the entire urban complex, makes it more alive and dynamic. In our time, this is perhaps what is needed. Bright colors are an inspiration first for the architect, and then for everyone who sees the result of his work.

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Unusual colors change the feeling of architecture and life in general. Therefore, we can logically conclude that color is very important in architecture, and playing with shades and tones not only changes the appearance. The current appearance of the building, however, creates completely different architectural images. Perhaps, before proceeding to the design of complex forms, it is necessary to remember a good assistant for any designer - a bright, saturated color. What is needed for a good use of color in architecture? Many people say that the choice of color is simply a matter of taste, which means that everyone is equally qualified to express and practice their own views on color. Others emphasize the need for artistry and argue that color can only be expressed poetically. But in architecture, color has always had a special importance, both in the construction of individual buildings and in the creation of the overall architectural image of neighborhoods and cities. Psychologically, it is used to influence us through our behavior and mood, making us move faster or slower, o makes you feel free, eat more, be more productive and even spend more money.


Color is usually considered an insignificant aspect of architecture, but in the early 20 th century it became a clear topic of debate, inspired by the experiments of scientists and born of the close interaction of the artistic and architectural avant-gardes. In a broad sense, the origin of modern color is associated with the continuous improvement of scientific theories of color perception in the 19th century and the amazing development of technologies for creating new colors and colored materials. Previous color practices were shaped by a limited palette of available colors and limited by slower rates of innovation and growth. The new possibilities met on different fronts and involved feedback between artists, scientists and manufacturers. The revolution in modern painting - from Turner to impressionists, neo-impressionists, Cezanne, cubism, etc. - was directly related to their reading of new theories of visual perception and encounters with new colors and color production techniques.

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Beginning with the monochrome contrasts of the 1830s, architects experimented with color effects and techniques in design through the "age of color." What architects lack, however, is the precise color palette used by painters that provides not only a physical canvas for paint mixes and selections, but also a picture-independent conceptual space in which color logic can be considered. .

Color perceptions are shaped by many factors, from memorable visual color differences to material production, climate, geographic location, and culture, including specific commercial market dynamics and cultural evolution. Documenting such diversity can be difficult, but for architecture it starts with exploring the relationship between form and color.

In today's society, the role of architects and designers in creating comfortable environments is becoming increasingly important, as cities become more crowded and we reduce the time we spend in contact with nature. They can often directly affect the lives of millions of people every day through the colors they create. Color tone, combination, proportion and placement are fundamental to human behavior and overall impact in any project. Even if you use the right color, but use the wrong tone, you can have a negative effect.

In some countries, we have reached a point where more people live in cities than in the countryside. We are now moving from rural to urban and by 2050 this will be a global phenomenon. The role of architects and designers will become more important and vital in helping the health and well-being of the world's population. Therefore, the ongoing color research is important and we are responsible for it. In particular, empirical observations and scientific research in the last eleven decades have proven that the response of humans and the environment in the built environment is a large percentage based on the sensory perception of color. is enough. These studies include psychology, architectural psychology, color psychology, neuropsychology, visual ergonomics, psychosomatics, etc. In short, it confirms that the human relationship to color is complete and that it affects us psychologically and physiologically.

Color is a sensory experience, and like any sensory experience, it is symbolic, associative, synesthetic, and emotional with such effects. This apparent logic has been proven by scientific research. Since body and mind are one entity, neuropsychological aspects, psychosomatic effects, visual ergonomics and psychological effects of color are components of color ergonomics. Therefore, architects and designers must solve the important task of creating the best conditions for human well-being. It is of great importance for medical psychiatric institutions, offices, industrial and manufacturing enterprises, educational institutions, nursing homes, correctional institutions, etc. Each of them has different tasks and functions.

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For example, pastel-yellow gamma gives the impression of a sunny, friendly, soft environment. The feeling in the interior stimulates, provides brightness, comfort. Red color excites in a passionate, provocative, fiery, aggressive way. The feeling in the interior is aggressive, forward, dominant. Green balances, it is natural, calm with a sense of simplicity, security, balance. White represents an open, spacious, neutral, sterile environment. Emotions are represented by purity, barrenness, emptiness and indecisiveness.

Obviously, this is a very small example, because all colors change their character when they change in brightness factor (from light to dark) and saturation. In addition, color is often used to organize the building as a whole. An example of this approach is painting the posts in a multi-storey car park in different colours, for example red on one floor and blue on the second, making it easier for drivers to remember where they parked their cars. Color is often used in the same way in public buildings where there are many visitors who need to find the right way. However, the most important and widespread way of using color in architecture is still the indicator is to use it not as an element, but to provide the necessary atmosphere and comfort.

The frequent use of color and shape is used by various companies and firms to emphasize their personality and products. A vivid example of this is the facade of the "breathing building" in Milan, for which a colored "skin" support system was presented. The unusual, climate-sensitive facade is the architectural equivalent of the Geox shoe brand's "breathable sole." There seems to be an unwritten but implied rule for the use of color in architecture: the more visitors there are to a particular building or place, the more intense the colors. Thus, in an environment that many people visit often, but less frequently, colors are often brighter (reception) than in an environment where people spend a long time (an office). Artificially created the trend to add color to environments is felt everywhere. How many red, blue or green buildings could you find 20 years ago and how many today? The number of such buildings has increased dramatically. Churchill once said: "We shape our house, and then it is ours." In other words, by bringing shape and color to the environment we create, we bring color and shape to our lives.

CONCLUSION

In short, we can conclude that color is an integral element of our world not only in the natural environment, but also in the artificial and architectural environment. Color has always played a role in human evolution. The environment and its colors are perceived, the brain processes and judges what it perceives on an objective and subjective basis. Psychological influence, communication, information, and exposure to the psyche are aspects of our perceptual processes. Therefore, the purposes of color design in architectural space are not only related to decoration.

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