

OF BLUE

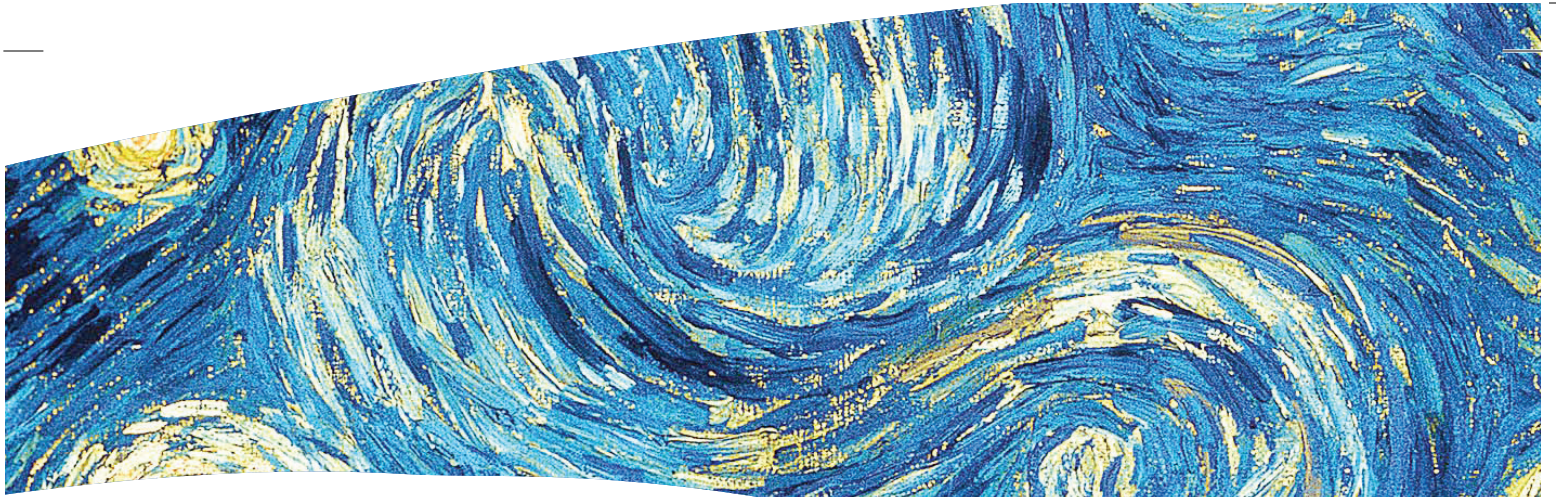


COLO R W H E E L

with color awareness







BLUE

the color story

Although BLUE is a latecomer of colors being used by human, there is a story behind the color which is even longer than the history of human.

The image the color BLUE gives me is a sense of DEPTH. Some believe that the cold colors have more spatial aspect than warm colors. BLUE, as the only primary color which is cold, evoke a stronger feeling of this kind to me.

What's interesting is, either do we raise our head to see the starry night sky, or look down into the deep ocean, we find blue. The color is so quiet, serene, and eternal. The phenomena of distance adds more mystery to it, along with indispensable attraction. People long to learn about the story behind the BLUE, either above or below. The two directions, surprisingly, both have an amazing world with breathtaking spectacles.

Its attraction even travel through time, causes a depth of history and culture. Different cultures

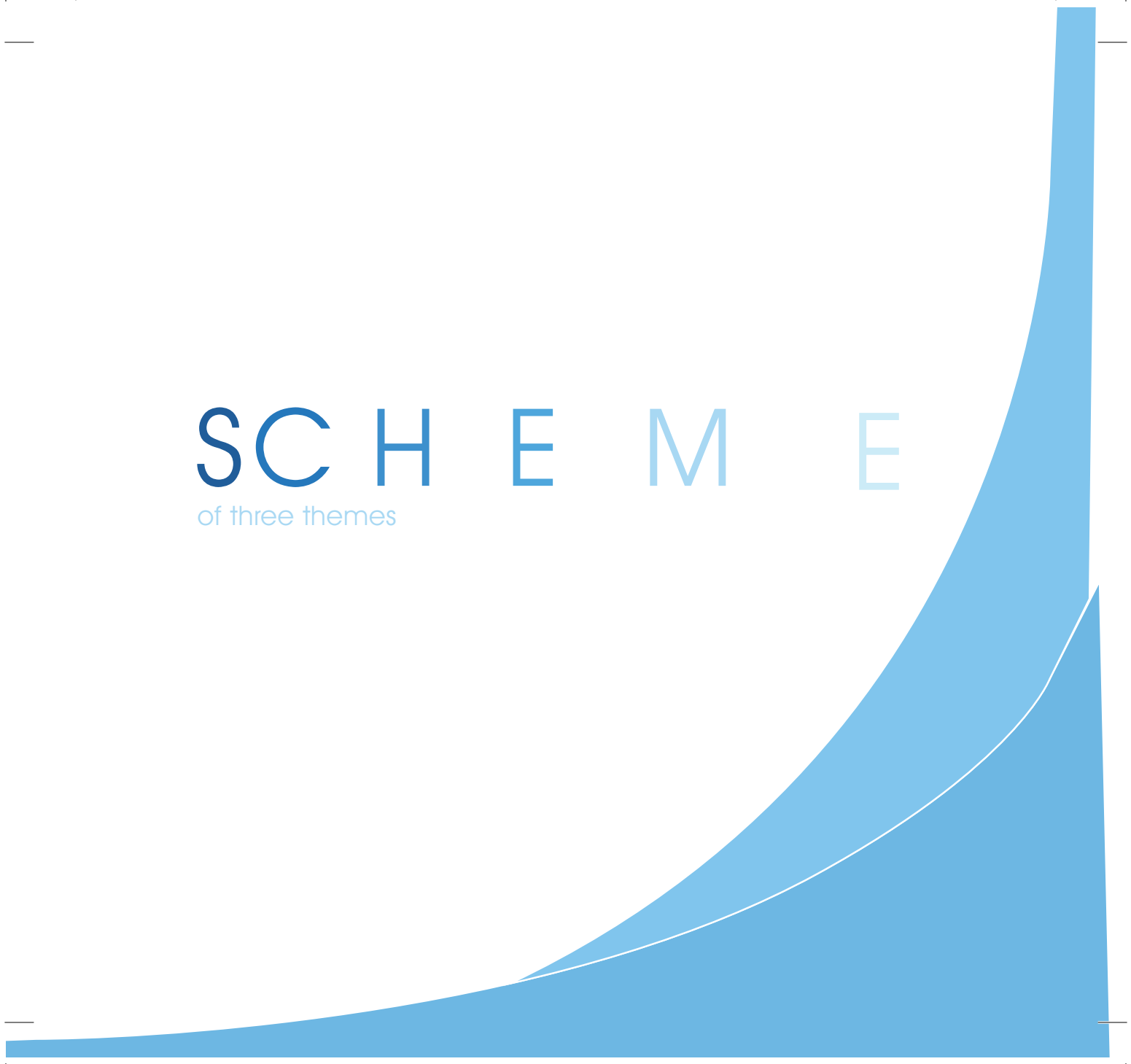
adopt this certain color to show masculine, boldness, almighty, ubiquity, and eternity. It is a color of stability, of things rigid and won't be changed or destroyed easily. Some use the word "depth of the character" while speaking of their opinion towards a person with a stable mind.

Less people would take blue as a natural color. It's not a color can be often "seen" in the nature, but a color takes up the most part of the nature; it's a color from the bigger nature, from the unknown, respectable, and fearsome part of the nature. Silent is it, it can be the best background for the fanciest beauty to happen. It allows a space for thinking, wondering and meditating. If there is a color which can touch the deepest part of human heart, it would be BLUE.

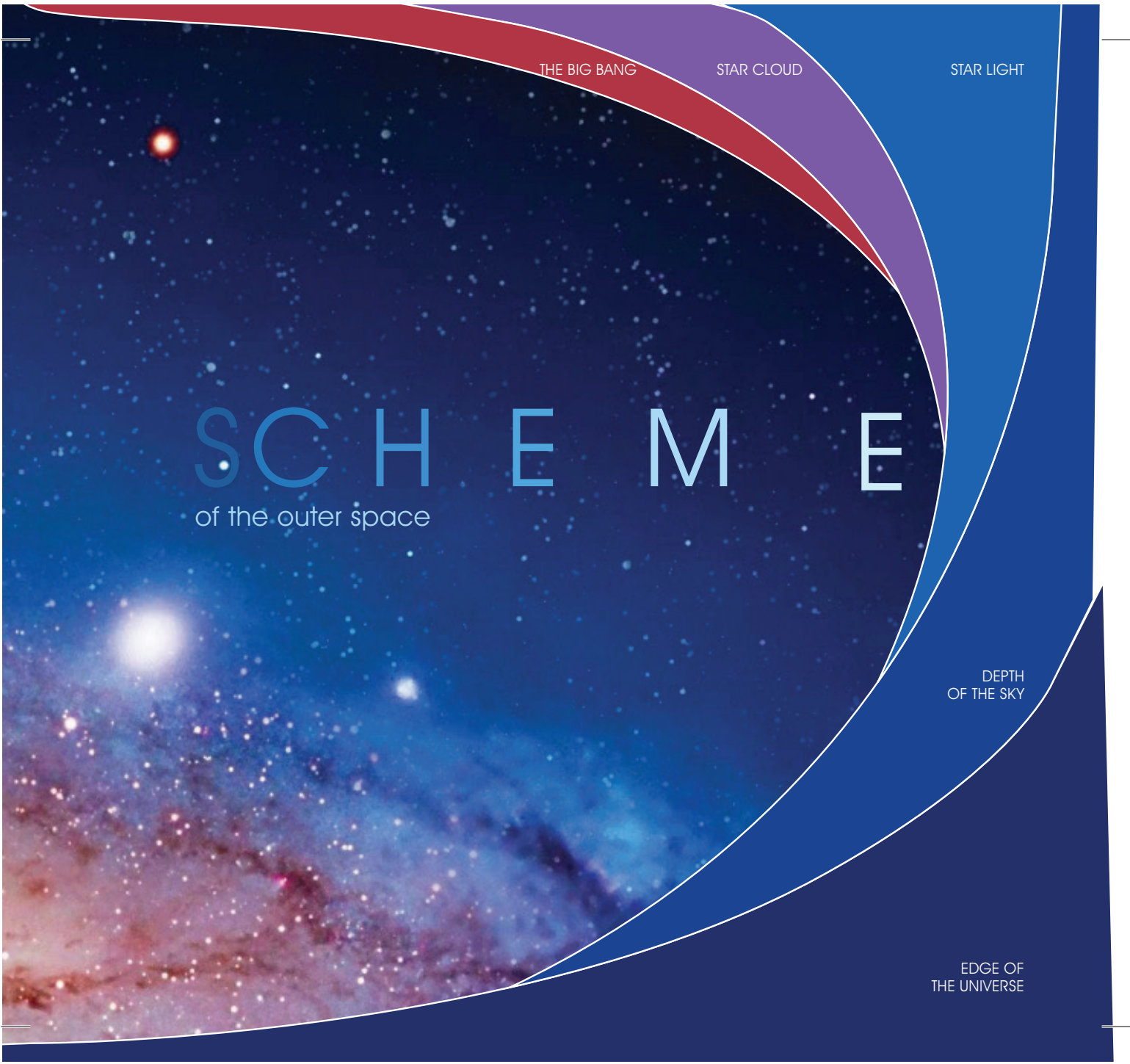


SCHEME

of three themes







THE BIG BANG

STAR CLOUD

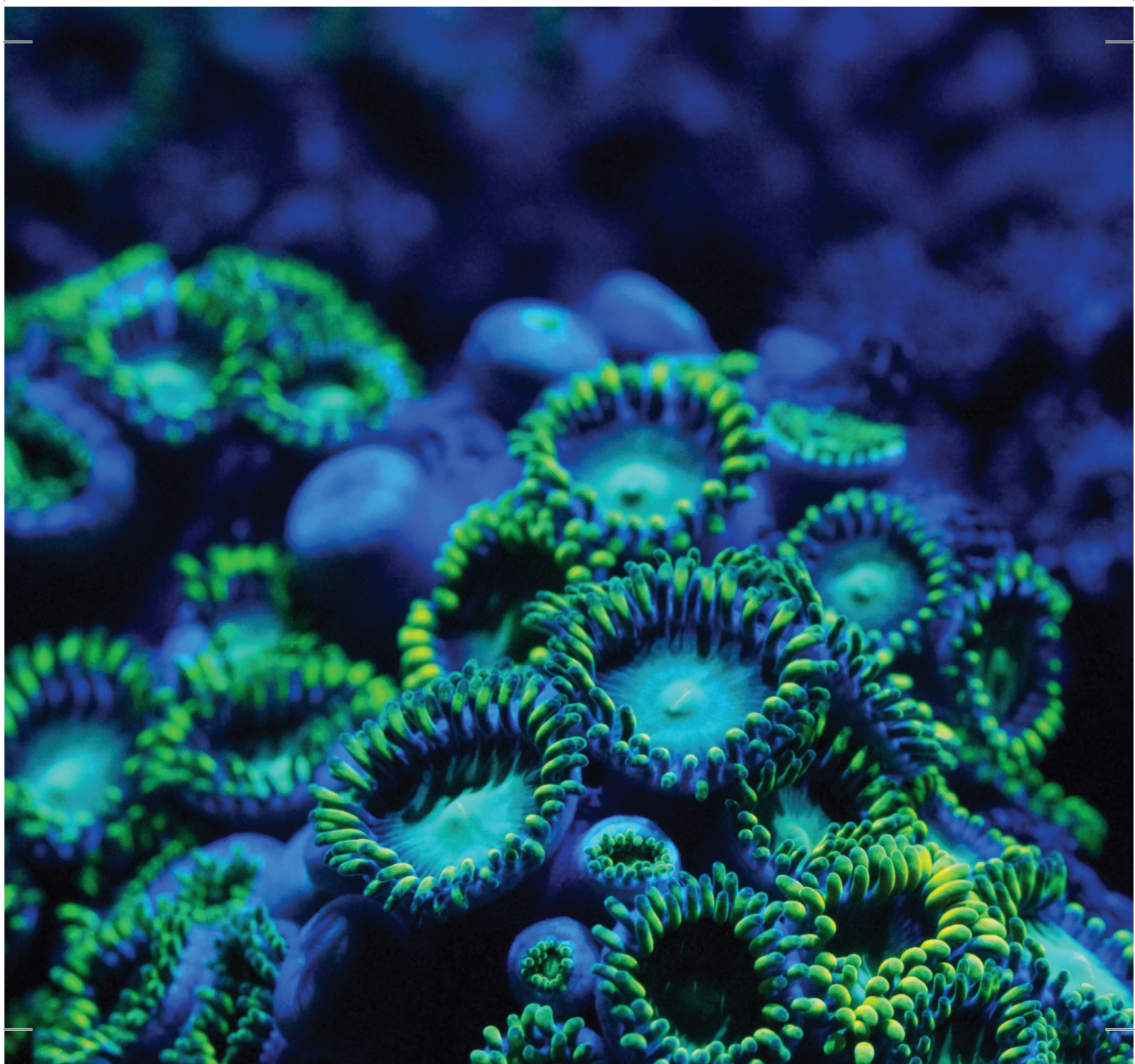
STAR LIGHT

SCHEM E

of the outer space

DEPTH
OF THE SKY

EDGE OF
THE UNIVERSE



DEEP SEA FLORA

LABYRINTH OF
SEAWEEDS

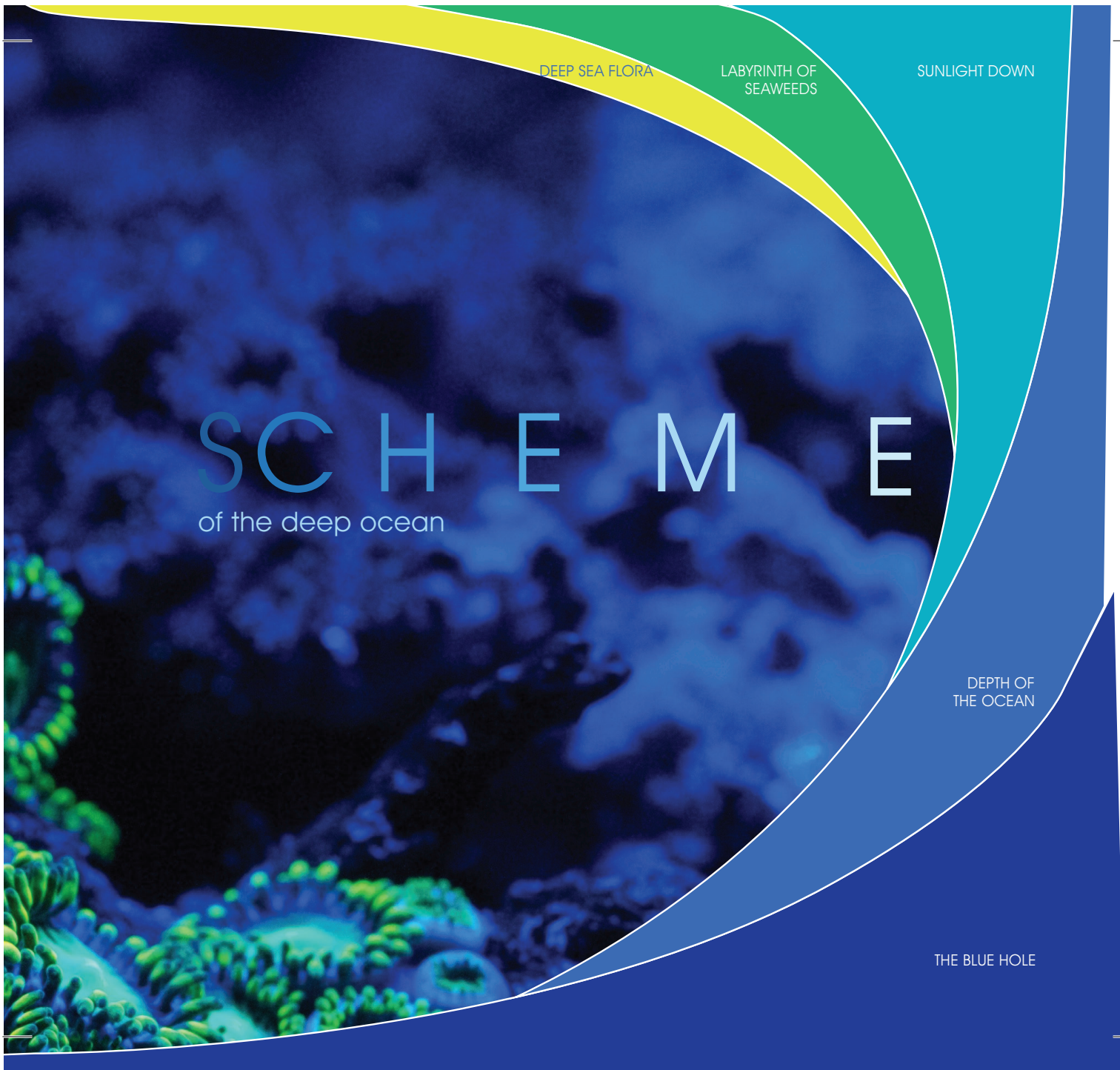
SUNLIGHT DOWN

SCHEM E

of the deep ocean

DEPTH OF
THE OCEAN

THE BLUE HOLE





WINDOWS OF
HEART

DEEPTHOUGHTS

DREAMS

SCHEM E

of human mind

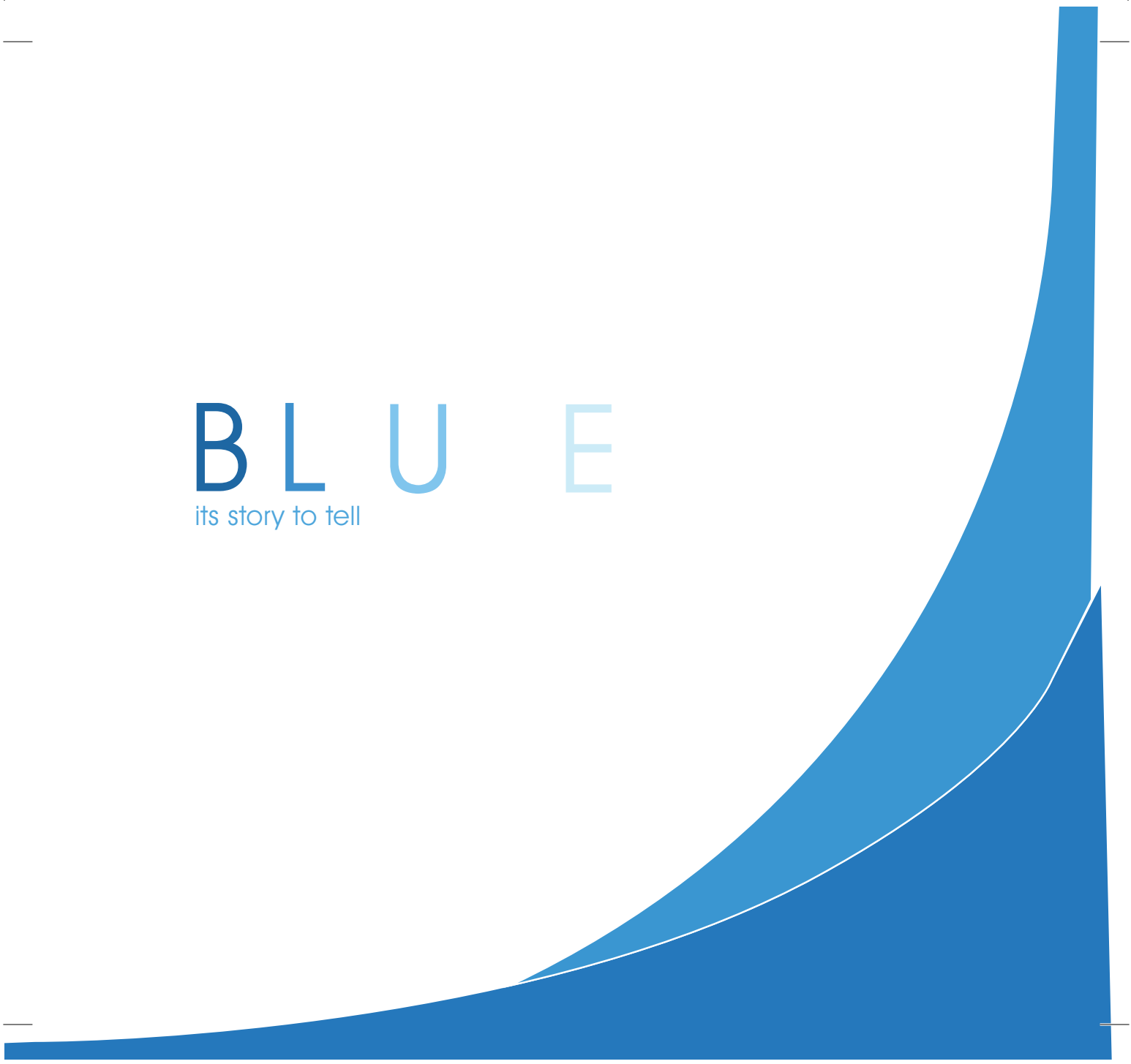
SOFT
MEMORIES

DEPTH
OF MIND



BLUE

its story to tell







BLUE

in the outer space

Blue in space is the mysterious background for all the amazing light effects given by the stars. Silent is it, the blue extends beyond the edge of the world, if there's any, and beyond any imagination. As I look into the starry sky at a serene summer night, I always feel absorbing in by its eternity and beauty. Millions of years have passed by, yet this same blue still stands above us, witnessing all the changes and remains. This blue, must be the color of the eyes of the god, who watches us from the above always.





BLUE

in the ocean

Take me to the ocean blue
Let me dive right into
Anything I'll ever capture

You can wait up all night
Waiting for wrong or right
I always knew where I had you

Living on the edge of peace
Knowing that water can freeze
Do you still want me to open

Can you wash me away
Will you dry me one day
Take me to the place where I came from

If I had a open heart
Would you tear that apart
Why do I feel that you're lonesome

Come on into my waves
You can sleep in my caves
Let me know that you will hold me
Till the tides take my soul

We belong to the sea
To the waves you and me
Living in the ocean so blue
We belong to the sea
Open wide being free
A minute everlasting with you

And as soon as it stops
We'll all be a drop
Coming down on your wide open sea

There's a thunder inside me
That your silence will kill
And I know that you forced me
To get rid of what I feel

– Lyrics, "We Belong to
the Sea"





BLUE

in the face

Director James Cameron once mentioned the image and inspiration of *Avatar* had a relationship with the Hindu gods. One of the most famous ones related to blue is called Vishnu, who is often pictured as blue-skinned with yellow dress. Some believe that it is because blue is the maximum in the nature, thus has a meaning of eternity and ubiquity. The deity is given the color blue representing his brave, manly and resolute characteristics.

The phenomenon also exists in other cultures. Blue has a meaning of straightforwardness, valiancy and sometimes resourcefulness in Peking Opera masks. The characters using blue as a main tone more or less share the manly characteristics, which have similarity to the representation of blue in hinduism.

Julius Caesar mentioned Celts used to dye themselves blue in face in the fights to scare the enemies. This interestingly also related to masculine characteristics.

There are also some recent blue faces. One of them is the "Blue Man Group". Their identity of blue went famous after featured in Intel commercials. The question of why they chose blue to be their signature shade had been asked in an interview with Michael Quinn, the Artistic Director. He answered: "Blue just felt right on all counts. All other colors had some sort of connotation that we didn't want... Blue was perfect. It represents serenity, calmness. It represents water, the stuff of life. It is neutral, vibrant, and simple."



TEXTURE

for three color schemes







TEXTURE

of tropic

What would you think about while seeing this palette? Won't it be the golden beach under the endless blue sky and the smile on the face of a Hawaiian girl?

Blue with red orange makes such a passionate palette. This combination always evoke a feeling of happiness and dynamic. Interesting is that this color palette often appears on tropical animals and even plants, and that might be the reason the tropical cultures use this palette the most. Fabrics, house paints and even drinks, we find it everywhere in these cultures.





TEXTURE

of light

Blue tends to have a cooler feeling while putting in its extended palette. This palette with transition of shades resemble the image of seeing lights passing through some blue medium, which is most commonly, ice or water.

This effect is often used in the architectural psychology to make people calm down quickly. Something transparent like glass and gems can also give out this kind of feeling. And we can find the palette on things used in summer too, either on clothes or jewelries we're wearing for summer vacation and hot weather.





TEXTURE

of modesty

While coming to the daily use, blue can be seen everywhere like clothes, accessories, bags and so on. It is a color shows modesty and humbleness. It's mild and low-key with lower saturation. It can be said to be the most versatile color in our everyday life.

It is also interesting that blue appears to be a color stands for intelligence, science and rationality. It seems to have a very close relationship to human thoughts, thus could be a reason why it shows up so often in technologic industries



PATTERN

for depth effect





A modern dining room scene with a vibrant blue wall. In the center, a white round table is surrounded by two white chairs. On the table are two white teacups. Behind the table is a white cabinet with decorative items: a green vase, a white vase with calla lilies, and a white vase. A white spherical pendant light hangs above the table. The right side of the image is overlaid with a large circular graphic containing a repeating pattern of blue and white teardrop shapes.

PATTERN

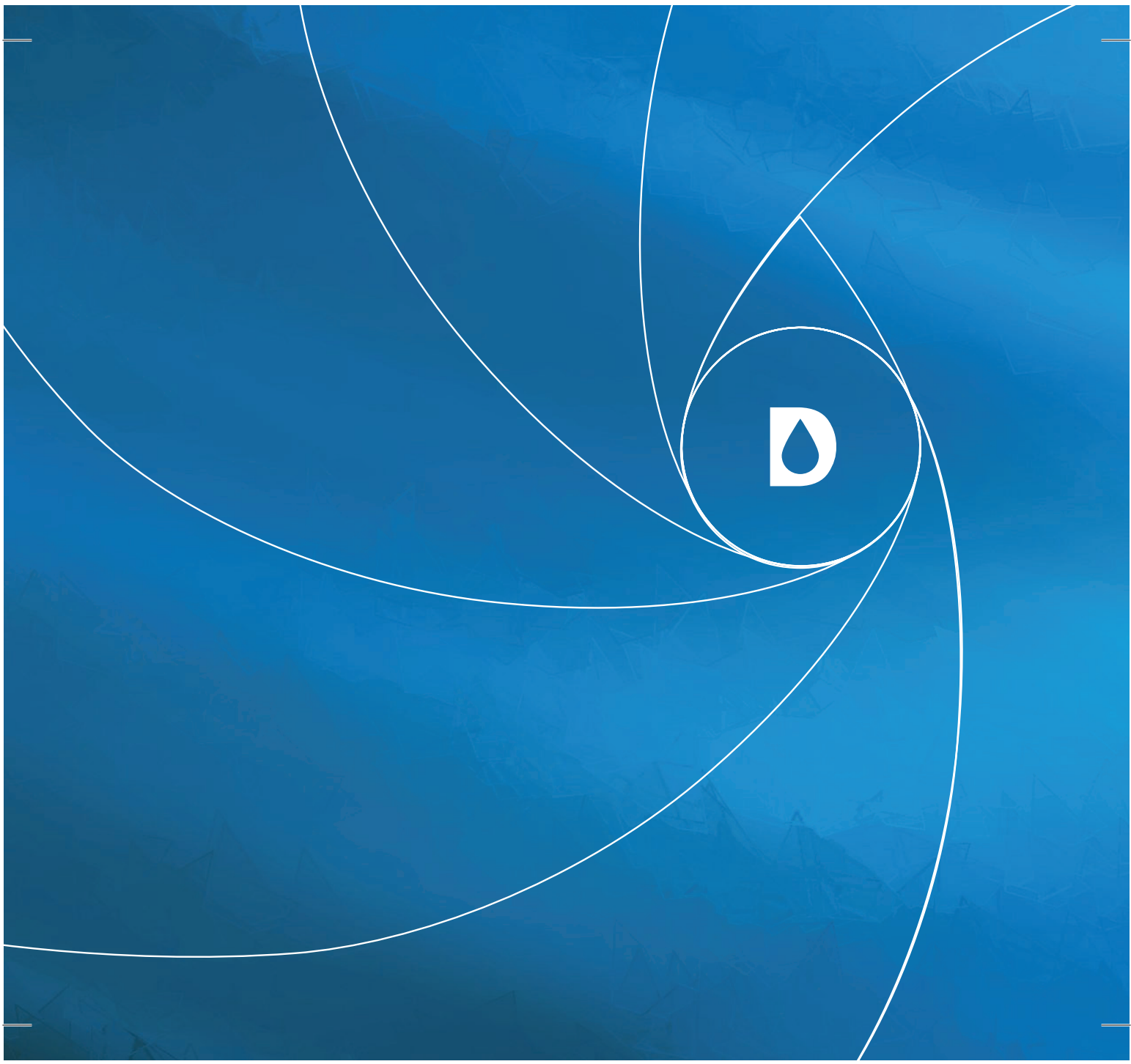
in daily life





PATTERN

in daily life



CONCLUSION

of the experience with blue

Playing with color blue is like realizing a new attitude of life to me. The color is so serene and calm, and silent with mysterious attraction. Like Goethe had written, "...a blue surface seems to recede from us ... it draws us after it". Also, into it. It's the rarest color in nature, yet the widest when we look up into the sky and standing on the shore of the sea. This whole journey and adventure with blue, opens such a wide world in front of me, magnificent without words can tell.

