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CHARACTERISTIC OF COLOR IN THE INTERIOR

Colors are main feature of the visual environment. They are also a subject of long-standing philosophical interest. The actuality of research lies in the fact that in the modern conditions, design of the interior is a relevant subject, which is in the focus of many researchers.

Thus, the subjects of the functioning of color in interior was investigated by the following researchers such as: M. Portillo, S.O. Marberry, L. Zagon , J. Poore, S.L. Ragan , Ch. Grimley, M. Love , D. Sickler, S. E. Dean.

In our research work we describe the nature of color and give the characteristic of color in the interior.

1. The nature of color. Color is a sensation that occurs in the human brain after light radiation of various spectral compositions, reflected from colored surfaces, falls on the retina of the eye. A similar effect is produced by light radiation directly emitted by luminous bodies. The color is characterized by lightness, color tone, and saturation [2, p. 2].

In 1666, Isaac Newton has paid attention to the rainbow color of images of stars in the telescope and put an experiment. As the result of this experiment he has discovered the dispersion of light and invented a new instrument – the spectroscope.

Dispersion is the dependence of the refractive index of a substance on the wavelength of light. Due to the dispersion of white light is decomposed into a spectrum when passing through a glass prism. This is why this spectrum is called a dispersion spectrum. Colors are divided into two categories: achromatic and chromatic. Achromatic colors include white, gray, and black differ only in their

lightness, i.e., in their quantity. They do not differ from each other qualitatively and irritate all groups of receptors in the same way [3, p. 23].

Chromatic colors are defined by both lightness and chroma. Chroma, in turn, has two characteristics: saturation and color tone. The color tone determines the essence of the color (red/blue/yellow), and the saturation, which allows assessing how “deep” and “pure” a color is, that is, how different it is from achromatic. Color is characterized by three parameters: lightness, tone and saturation.

Lightness is defined as the degree of difference from black. Lightness is a quantitative characteristic of a color, measured by the number of differential thresholds between a given color and black [2, p. 10].

The color tone is the actual color, determined by the wavelength of the radiation that dominates the spectrum of a given color. Color tone – a qualitative characteristic of a color, in relation to which this color can be equated to one of the spectral or purple [4, p. 29].

In achromatic colors, all spectral colors are present in equal proportions.

Characteristic of color in the interior. The study of color is complex and can be understood in both subjective and objective terms. The subjective response to color is intuitive and varies from individual to individual. The objective response to color is rational and consistent, factual and standardized. Color research and knowledge, however, recognize both objective as well as subjective aspects of this design element. For example, the subjective naming of hues in a rainbow varies by culture, but its light wavelengths can be objectively measured in nanometers [6, p. 54]. The understanding of objective and subjective dimensions of color has been advanced in the following fields with particular relevance to the design of interiors: art- color interaction and contrast; anthropology: cultural and historical color symbolism; design - color planning narratives; marketing - color and arousal, branding, and product differentiation physics - color and light properties and measurement psychology - color sensation, perception, and response [5, p. 2].

An aspect of experiencing an interior is the intangible dimension of color. It is well-documented that color is not inherent in the object. Instead, color is created by the integration of light source, path, or medium through which light passes, the object's surface properties, the pathway or medium between the object and the observer's eye, as well as the characteristics and experiences of the interpreter. The color, therefore, is an experience, although it may be described as an entity or attribute of something.

Colors, when alone, do have spatial dimensions, and yet a particular color's ability to appear to move forward, to retreat, to expand, or to contract can be challenged or altered dramatically by adjacent colors, the extent of each color, the level of contrast, and/or the opacity or reflectance of the surfaces involved.

G. Brooker and L. Weinthal note that color is a crucial means by which the interior designer reads three-dimensional space and through that reading delivers a rendering of the disposition of the architectural structure with an exactitude that produces an ideological result [1, p. 9].

Architectural and interior design consists of the manipulation of many interrelated elements including space, form, structure, light, texture, and color. The one ingredient in the interdependent mix of design elements that is most often overlooked or left as an afterthought is color.

The most successful interior color design is responsive and appropriate to the design goals. Some of the important roles color can play include: 1) setting the emotional tone or ambiance of a space; 2) focusing or diverting attention; 3) modulating the space to feel larger or smaller; 4) breaking up and defining the space; 5) unifying the space or knitting it together [3, p. 24].

The use of color in the interior is necessary for solving utilitarian, compositional and artistic tasks. The utilitarian functions of color are determined by the task of creating visual, psychological and functional comfort of the living environment, taking into account the specific and functional specialization of the interior.

The artistic and aesthetic function of color in interiors is expressed in creating a harmonious color environment that evokes aesthetic experiences, associations and imaginative representations. The harmony of the interior environment is determined by the beauty of the color scheme and the harmonious interaction of the color composition with the architectural form. The coloristic solution also depends on the content of the subject interior design, which is primarily determined by functional specialization. It should create the impression of stylistic unity [3, p. 26].

In the interior, color acts as a compositional tool that determines the figurative characteristics of the room, creates accents, corrects the perception of form in accordance with the designer's plan. Similarly, the utilitarian role of color is very significant. Using the possibilities of color to create a symbolic system of psychological impact of color contrasts clearly separates the subject and background, allows a person to navigate well in space, simultaneously find the desired object or detail and determine their quality and functional purpose. At the same time, color acts as a means of organizing all functional processes in the interior, whether it is a residential apartment or a production room [3, p. 27].

It is possible to identify the main factors that need to be taken into account in the color scheme of interior designing: characteristics of types of functional processes and related features of actions in the interior; sanitary and hygienic standards; approximate time of a person's stay in the interior and time of consumption of objects related to functional processes; color preferences of consumers; structure, shape and size of the internal space; dimensions of the visible part of the enclosing surfaces; the nature, dimensions, degree of concentration of the subject content of the interior; a combination of the texture of the finishing of the enclosing surfaces and the texture of all elements of the subject content of the interior; relations of spatial plans; climate and features of the construction zone; indoor climate; the nature of lighting and the degree of illumination by natural light; type of artificial light sources and their

compositional placement; color environment (the nature of polychromy, spatial and functionally related with the design of the interior) [2, p. 41–42].

Conclusions. Thus, it is possible to make a conclusion that color is an important mean by which the interior designer reads three-dimensional space and through that reading delivers a rendering of the disposition of the architectural structure with an exactitude that produces an ideological result. Color plays the following roles in the interior: sets the emotional tone, ambiance of a space; focuses or diverts attention; modulates the space to feel larger or smaller; breaks up and defining the space; unifies the space or knitting it together. Also, color acts as a compositional tool that determines the figurative characteristics of the room, creates accents, corrects the perception of form.

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