

The Power of Color Psychology in Design

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Ryan Hughes Design Build

In outdoor living design, leisure and tranquility or entertainment and fun can be achieved physically as well as mentally through educated color selections. A sense of peace and serenity is found in the use of softer tones and colorations complementing the natural hues in the outdoors. From soothing blues or aqua to ivory and sand, each selection can be applied to multiple areas of the outdoor room including building materials and surfaces. Bolder colors also can play a part in setting the desired vibe in outdoor living designs. "Excitement and an entertaining flavor can be added with the bright colors available in unique tiles to decorative pillows;" said Sozan Hughes, vice president/creative director, Ryan Hughes Design. "With today's performance fabrics, we are able to add a fun state of mind to outdoor decor as upholstery can be just as vibrant and design-rich as that found indoors. We are also elevating the outdoor psyche through color created via smart exterior lighting features delivering on demand bright colors for parties or soothing mood lighting for quiet gatherings."