

A General Overview of the Role of Colour in the 21st Century -

It's important for **EVERYONE** – regardless of their gender, age, race, religious persuasion, etc. etc.

Basically, if you have a pulse, your mind & body need some regular colour input via your eyes!

(See website links re: official, scientific, published material about such...Optic Nerve has 2 channels - Hypothalamus as well as Visual Cortex. Research in last 20+ years has made some new findings!).

Subconsciously, your mind even prompts you to seek colour out. For example, every year, millions upon millions of people all around the World go out and purchase a coloured tree, (e.g. green), and then adorn it with lots of coloured decorations and lights. (And not simply for religious reasons). It will then become the focal point for all their celebrations and happy festivities.

Towns & Cities, everywhere, will also erect huge, multi-coloured light decorations on the buildings and through the streets.

All of this will be to try and raise people's mood & help them feel better, (in addition to recognising the spiritual significance of Christmas, of course).

Why should this only be at Christmas time; or Easter time; or Diwali, or a Jubilee, or a Carnival, or some other occasional celebration? Don't we all want to feel good the rest of the time?!

A couple of other obvious examples of how colour is used to help make people feel happy, and enjoy themselves, include –

Can you imagine watching the BBC's v. popular '**Strictly Come Dancing**' programme with the colour turned off with your TV? Same dancers, same costumes, same settings but all in black & white? Would it be so enjoyable? The set-designers are well-aware of our innate desire/need for colour!

If the BBC suddenly announced that they were going to have to stop broadcasting the programme in colour from now on but people can still watch it in black & white; viewing figures would soon plummet, dramatically!! Likewise, with programmes like '**The One Show**', and Saturday night game shows, Sports and numerous other programmes. The same with ITV and all the other channels. How many black & white TV's do you think Curry's/PC World, etc.; currently sell each week?!

Ever been to a disco/night club, the theatre, a concert, or even just to a fair; without any coloured lights? All used to help make people feel happy and enjoy themselves and set a good mood. Would plain white lights create the same feelings?!

People even used to take bunches of coloured flowers into hospital for friends & loved ones; in order to raise their spirits and so aid their recovery, (...until new Health & Safety Rules came along, about possible bugs in such?!).

The list of coloured things in life, goes on and on. Why are virtually all wildlife and plants/flowers, coloured? Why do we enjoy watching David Attenborough's wildlife programmes so much? It's all amazing camera work, and provides a fascinating insight into the natural world but would it all be so enjoyable to watch, if it were just in black & white? David Attenborough himself, was truly delighted when colour TV was first launched, many years ago; and his work with pictures could then finally be enjoyed, properly! (Yes, people used to have to watch it all in black & white, back in the day...?!).

In the bigger picture of life itself; all humans, and most other living creatures, want & need to see colour regularly...it's part of our biology...which is why our minds subconsciously try and seek it out; and when they don't find it, they get into a negative state; that then affects our various biological and neurological processes, leading to various mental health issues, (and some physical issues).

Why should people be deprived of a full dose of such an important health need in life whilst at work – for most people, that being an average of **HALF** of their waking lives, (can they really be expected to then perform at their best?); or, whilst they're trying to recover from some medical situation when they're in hospital or wherever; or, whilst they are trying to learn at school or college; or, even whilst they're simply trying to keep motivated at the gym to achieve their fitness goals?!

Well, it doesn't have to be like that, anymore...
