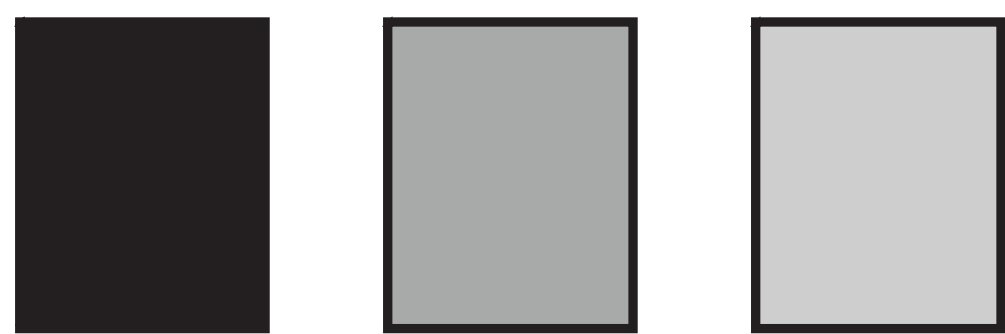


# Impact | Classification of Colour Spaces

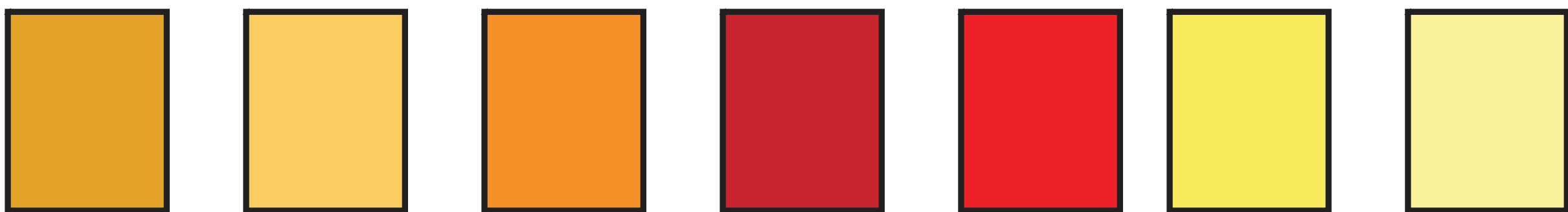
Defined colour ranges are very important for building up a visual guidance system of the several rooms and spaces in a company's building.

## Non-colours



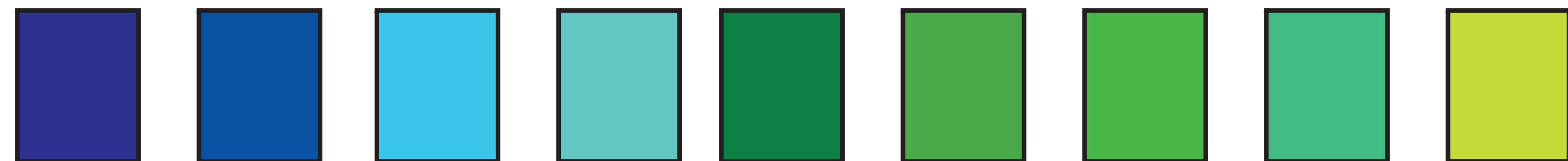
Non-colours (black and white – in framing also the metal colours) as main colours project clarity, strength, distance, intellect, precision and concentration and so on. Metal colours from gold to silver bare the emotional quality between empathy and objective, sober coolness.

## Brown, red and yellow as main colours



Brown, red and yellow in this function project devotion, empathy, binding, joviality, creativity, frankness but also straightness and agility.

## Blue and green as main colours



Blue and green mean sustainability, accurateness, contemplation but also beeing defensive. The combination of main colours of the picture and the main colours of the frame give the possibility to combine different meanings as claims. As for example a blue picture with a silver frame projects a combination of meanings from the blue range and the meaning of non-colours on a meta-level.



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# Impact | Classification of Motives and Art Styles

## Very colourful and strong and loud art

unorthodoxy  
Courage to be unconventional  
Earnestness  
The will and the power to change things

## Constructive Art, but also computer graphics

Constructive serial art works in a more graphic range (computer graphics as well) project the fascination of realizing before impossible solutions. Hence this art is suitable for forward looking companies.

Technology  
Special knoweledge  
Denying reality as a corset

## Material based Art

Solidity  
Earthing  
Accuracy before celertiyArt showing objectives (landscapes, figurative art)  
Turned to the world and the people  
Simpleness  
To produce and to create goes before planning

## Art Showing Objects *landscapes, figurative art*

Turned to the world and the people  
Simpleness  
To produce and to create goes before planning

## Concrete Art

Simpleness  
Strength of purpose  
Strictness  
Substance of thinking skills  
Creativity by iteration  
Performance by networking

## Light, aerial and abstract art

To see what others don't see  
Contemplation  
Reflectiveness  
Beeing lucid  
complexity



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