



USM modular world of colours 2024



The impact of colour?

Colour in space

Colour & USM

Humans can distinguish up to 2.3 million colours

Colour has an emotional effect.

We don't just think about how we like colour, we feel it.

Colour affects the body

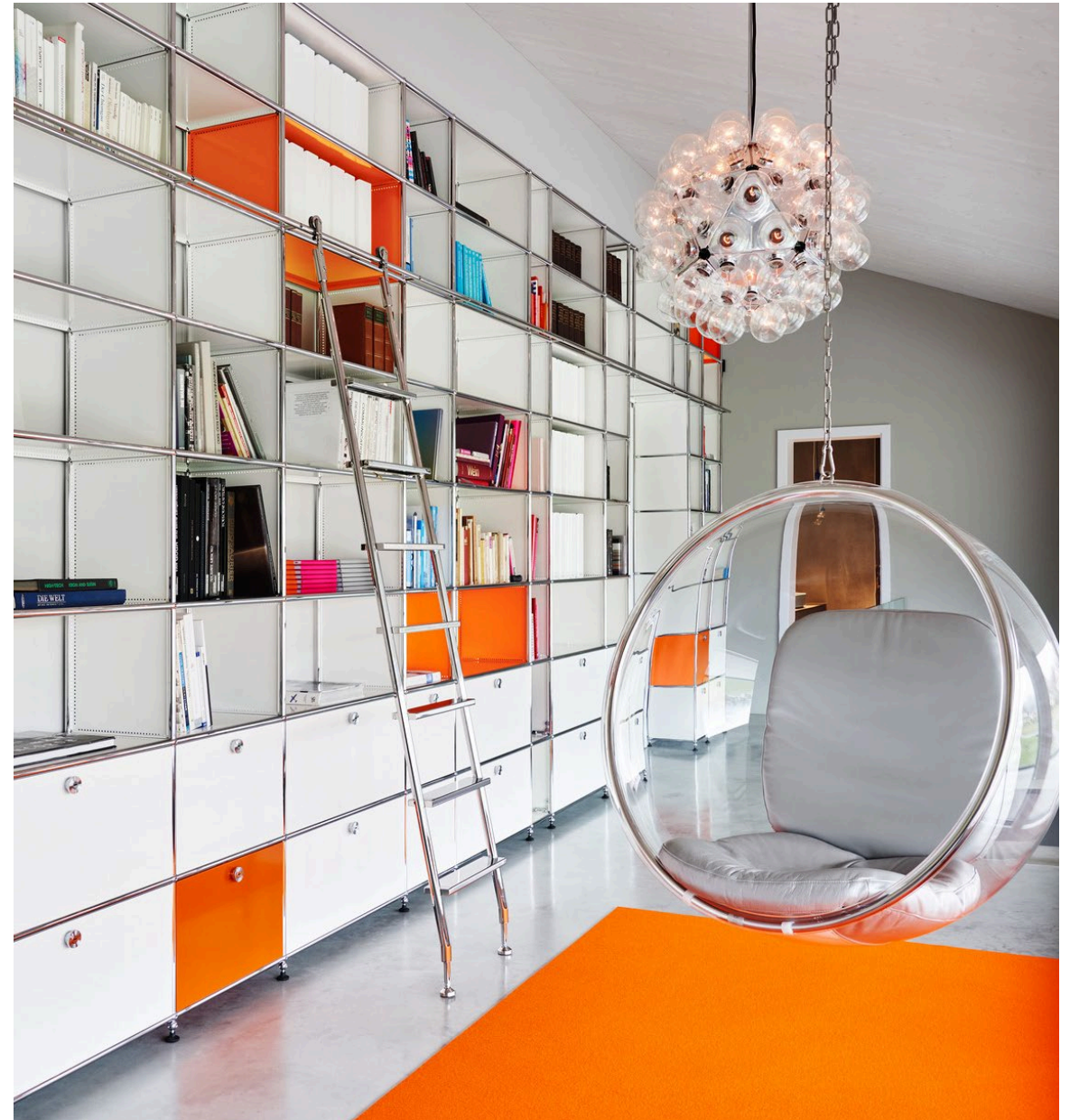
and can influence how we feel.

Colour stimulates our senses.

Colours can be perceived as warm or cold, loud or soft.

Our perception of colour is shaped by cultural experiences,

including age, social environment and gender.





Colour in a space



Rooms radiate an atmosphere and usually influence us subconsciously.

The interplay of colour, form and material, along with the quantity and arrangement of these elements, shapes the sense of space and mood of a place.

What factors are important for a harmonious colour scheme?

Spatial conditions

Architecture, materials, light, environment

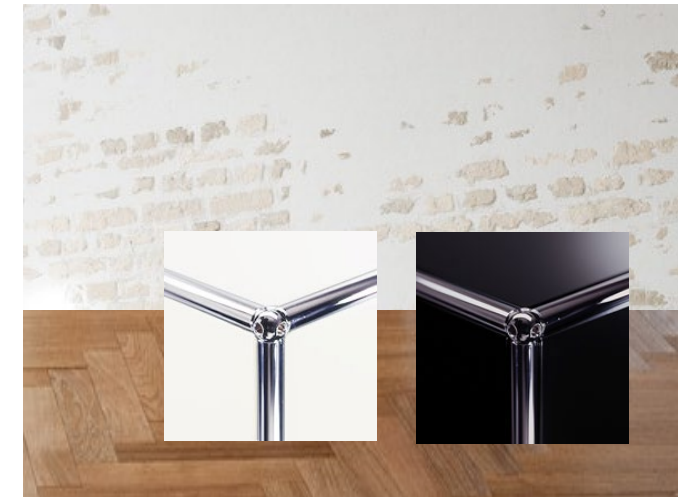
Function / utilisation

Communication, socialising, relax, recreation, work, etc.

Mood

Cosy, homely, inviting, elegant, representative, calming, stimulating, modern

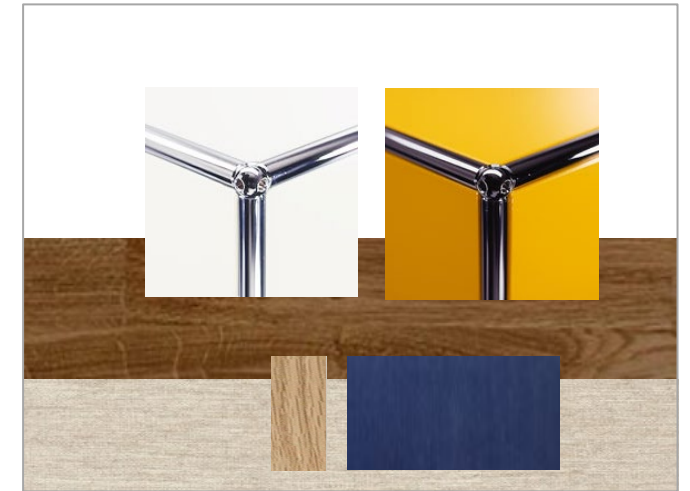




White pure, minimalist
Black sophisticated, powerful

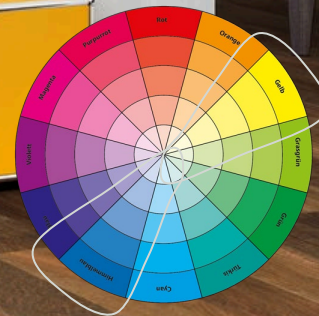
Warmth Wood, natural materials

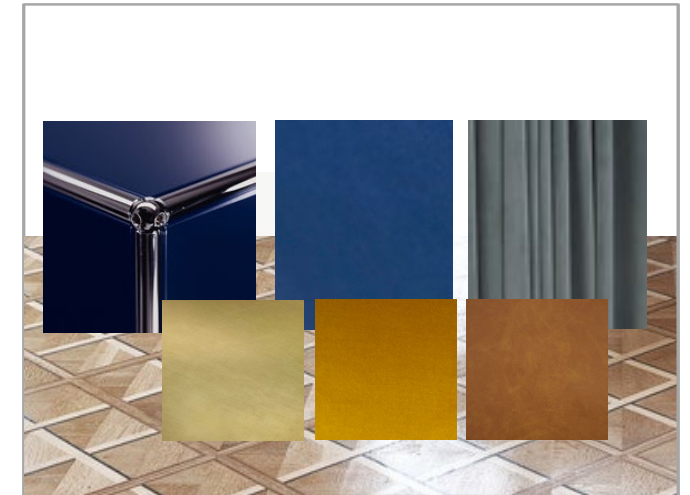
Light / dark contrasts



White	pure, crisp, fresh
Yellow	cheerful, vibrant
Blue	serene, tranquil
Warmth	Wood, natural materials

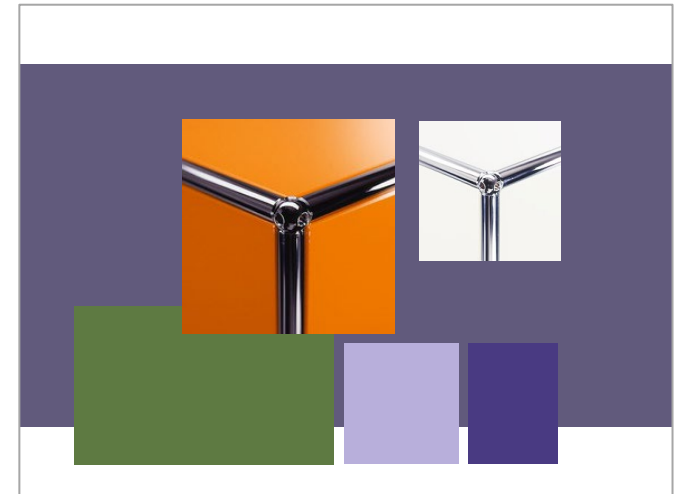
Complementary colours: yellow - blue
Warm / cold contrasts





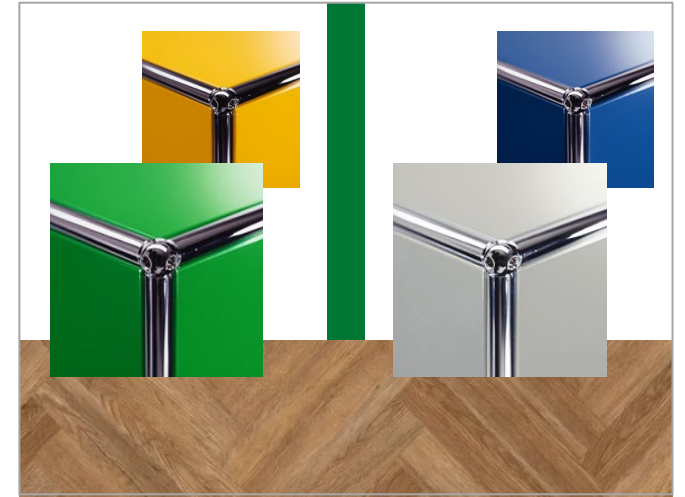
Steel blue noble, elegant, refined
 Beige neutral, comfort, soft
 Warmth wood, brass, yellow velvet

Complementary colours: beige - blue
 Warm / cold contrasts



Orange invigorating, vibrant, energising
Violet enchanting, luxurious
Green balanced

Complementary colours: Triad
Light / dark contrasts



Green	soothing, natural
Yellow	inviting, cheerful
Blue	fresh, harmonic
Light Grey	neutral, understated

Neighbouring colours: yellow - green - blue
Light / dark contrasts

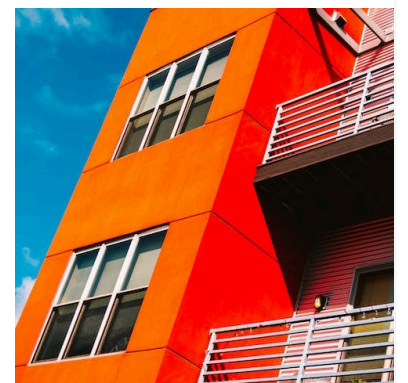
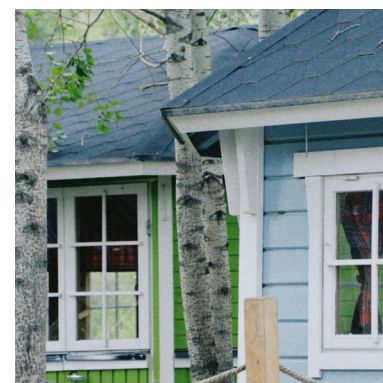
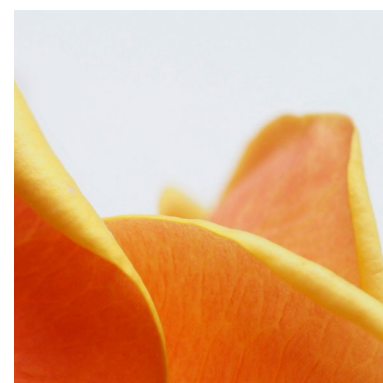
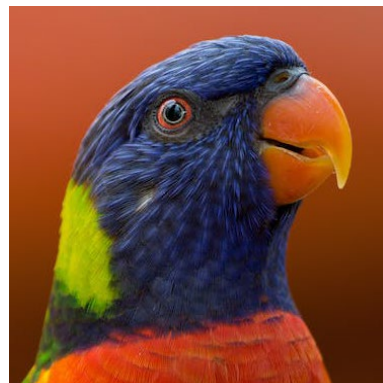
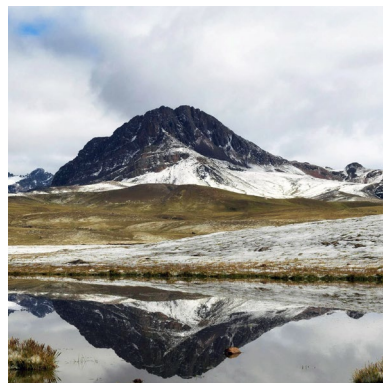
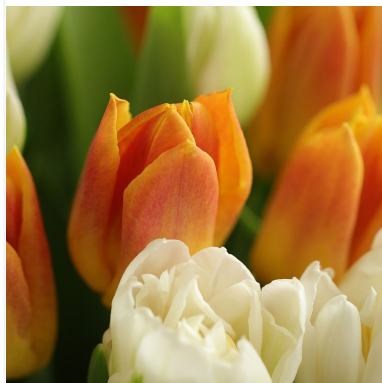
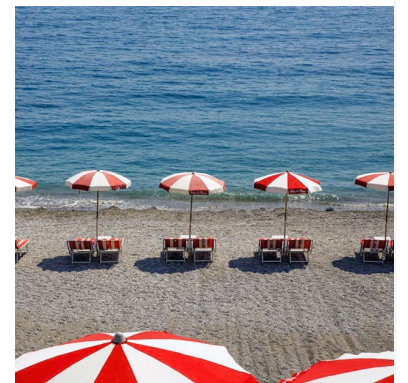
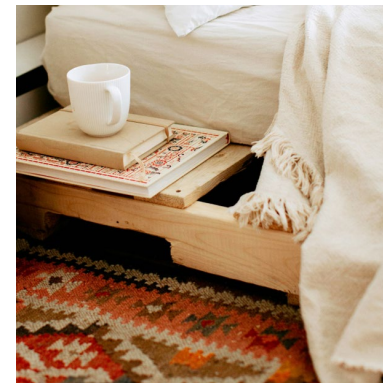
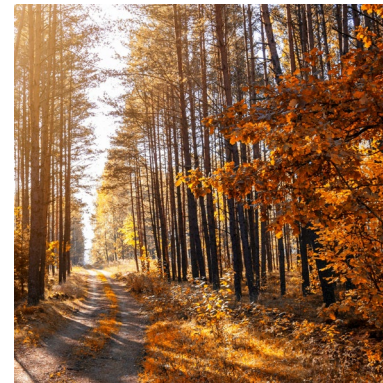
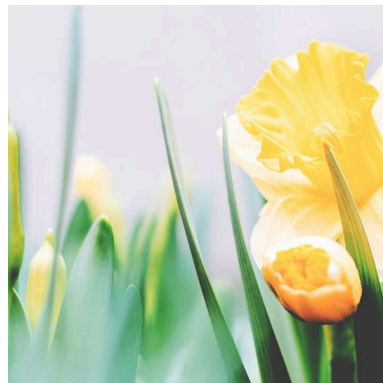
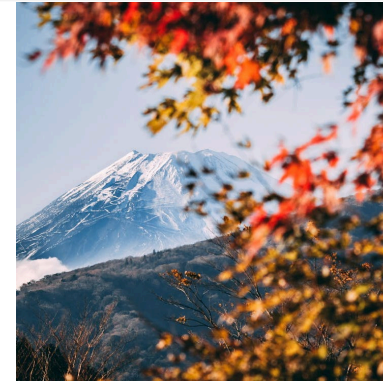
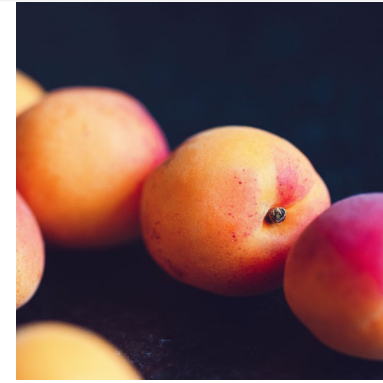
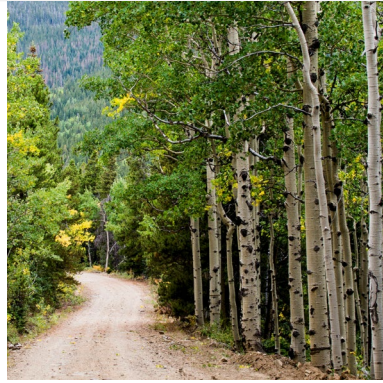
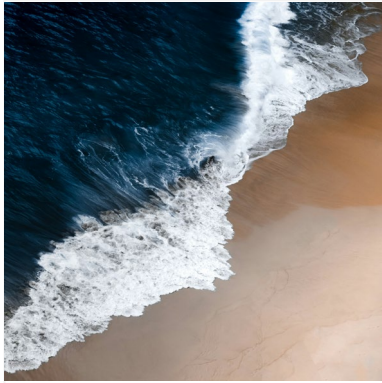


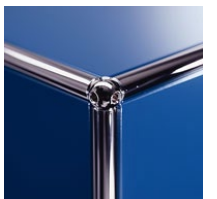
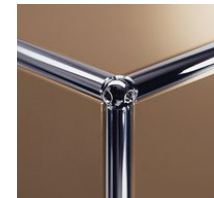
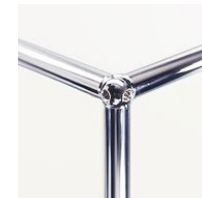
Colour & USM

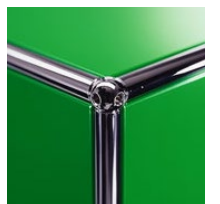
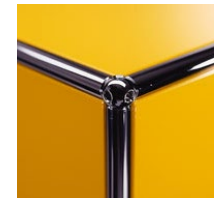
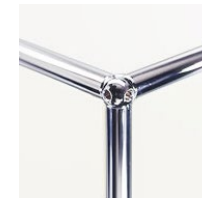


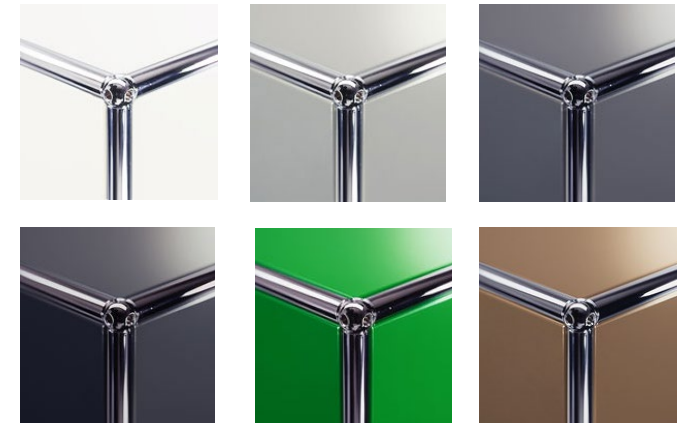
Colour has an emotional effect.
We don't just think about how we like colour, we feel it.

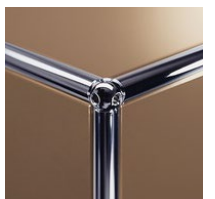
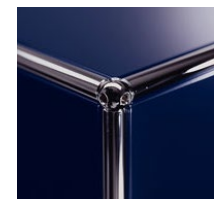
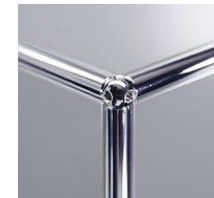
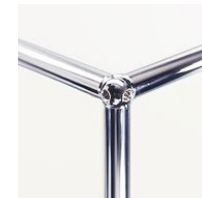
The moods evoked by colours in nature or our daily experiences can inspire us emotionally.

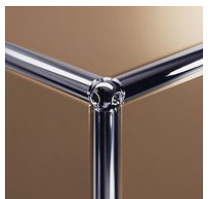
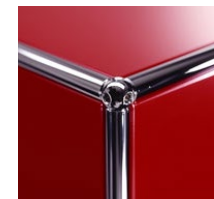
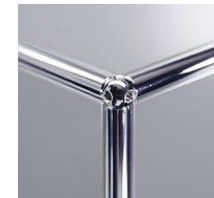
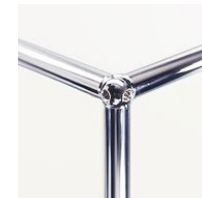


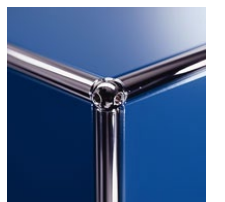
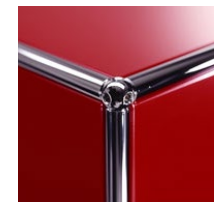
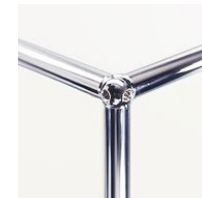


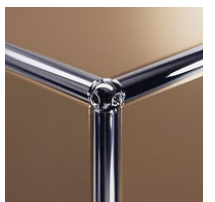
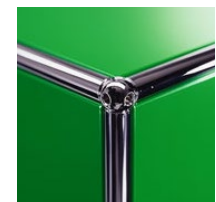
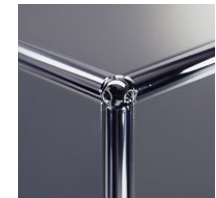
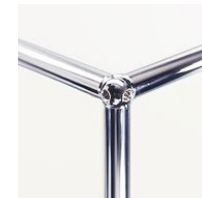


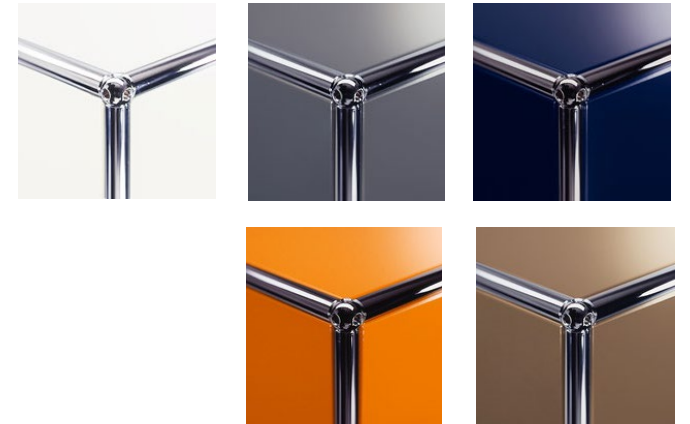


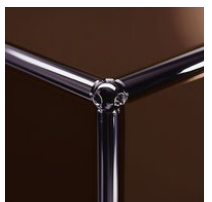
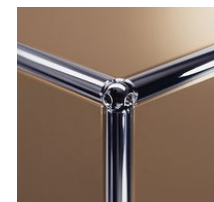
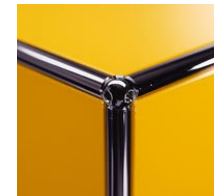
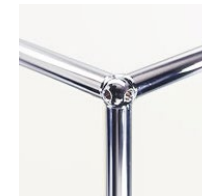


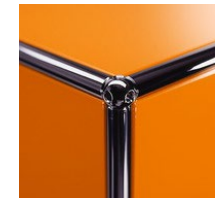
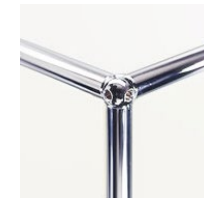


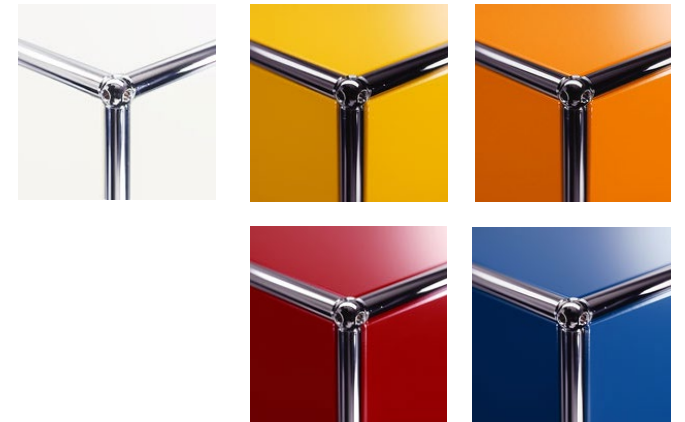


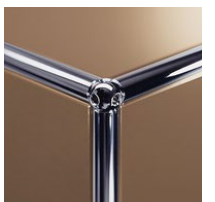
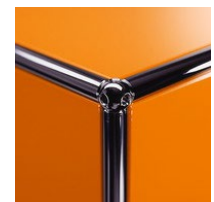
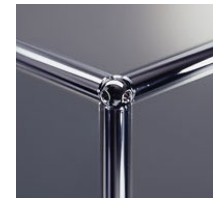
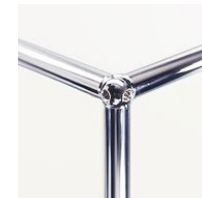


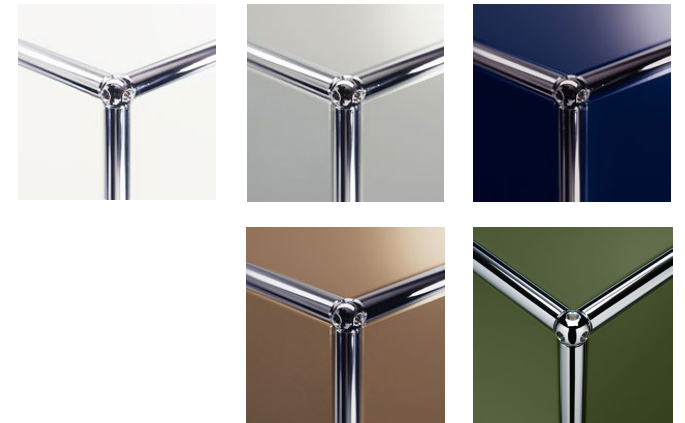


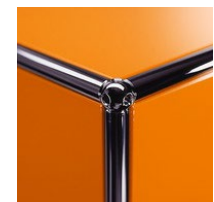
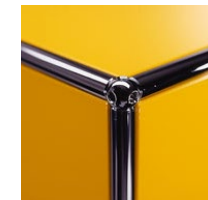
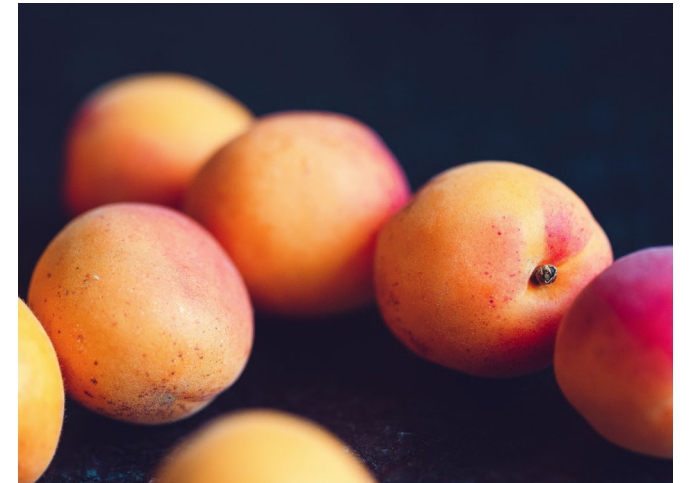


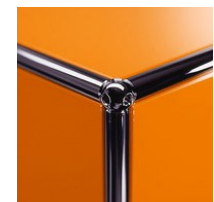
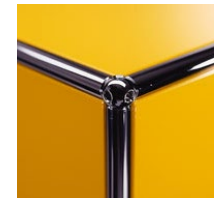
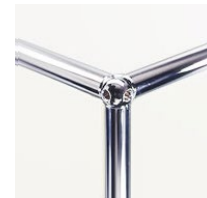


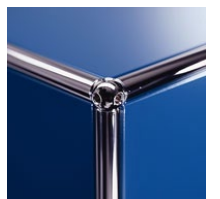
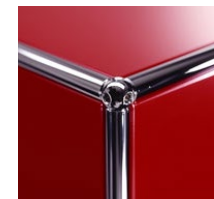
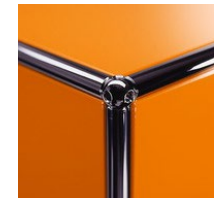
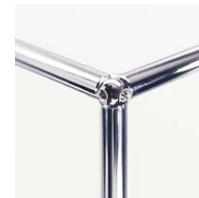


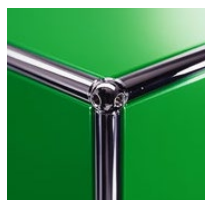
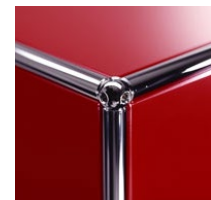
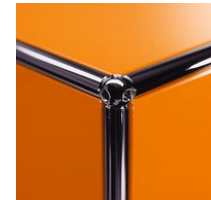
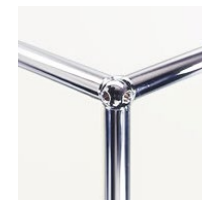


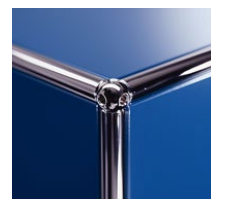
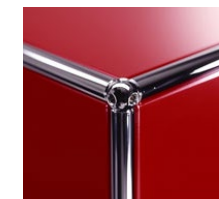
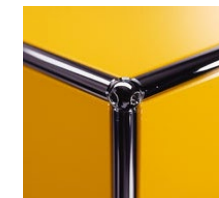
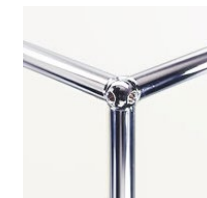


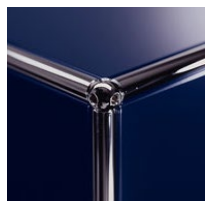
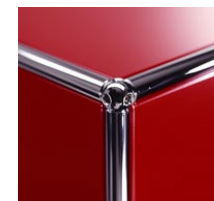
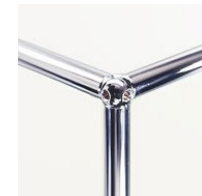














Rights of utilisation

USM U. Schärer Söhne AG retains the rights of use and copyright to the material provided. All photographs, renderings and texts are intended solely for the addressees or their companies and may only be used in the context of this presentation. This presentation may not be reproduced in any form or distributed to other persons or published in whole or in part for any purpose.

Credits photography

Alexandre Moulard: page 16

N. Kazakov: page 20, 22, 24

Sources

http://www.colour.education/wp-content/uploads/2018/05/Leben-in-Farbe_Maike-Schorradt_kleiner.pdf

Switzerland

USM U. Schärer Söhne AG
Thunstrasse 55, 3110 Münsingen
Phone +41 31 720 72 72, info.ch@usm.com

Germany

USM U. Schärer Söhne GmbH
Siemensstraße 4a, 77815 Bühl
Phone +49 7223 80 94 0, info.de@usm.com

France

USM U. Schärer Fils SA, Showroom
23, rue de Bourgogne, 75007 Paris
Phone +33 1 53 59 30 37, info.fr@usm.com

United Kingdom

USM U. Schaerer Sons Ltd., London Showroom
Ground Floor, 49 – 51 Central St., London, EC1V 8AB
Phone +44 207 183 3470, info.uk@usm.com

USA

USM U. Schaerer Sons Inc., New York Showroom
28 – 30 Greene Street, New York, NY 10013
Phone +1 212 371 1230, info.us@usm.com

Japan

USM U. Schaerer Sons K.K., Tokyo Showroom
Marunouchi MY PLAZA 1 · 2F
2-1-1 Marunouchi, Chiyoda-ku, Tokyo 100-0005
Phone +81 3 6635 9420, info.jp@usm.com

All other countries

contact USM Switzerland.