
Colour your office:

What colours

can do in a

modern workspace





DAW SE, © Caparol

Iserlohn, June 2019

Drab white as far as the eye can see? That was yesterday – monochromy in European offices has come to an end. “Colour is not just a visual design element – it has an effect on our health and comfort, ability to concentrate and creativity at the workplace”, explains Martina Heiland, PR Manager at the modern work specialist DURABLE. So targeted use of colour really makes sense, something which has also been confirmed by latest scientific findings. According to a study conducted by the University of Texas, workers get tired more quickly and make more mistakes in a white environment than in an interior with elements of colour.

“Using colours has become standard”, confirms Eliane Ernst, designer and product manager at Création Baumann. Green is the trending choice of colour – for good reason. “Green represents a refuge”, explains Eliane Ernst. In modern workspaces where there are no longer any fixed individual offices, areas of refuge with green colour highlights are particularly effective in promoting focus and creative thinking processes at work. Green was also the trendiest colour at the

Salone del Mobile 2019 in Milan, one of the most important trade fairs for interior design trends worldwide. All shades of green are popular – from lime green and olive to more intense nuances of green.

In areas meant for interaction, broken red and delicate nude tones are being used more and more often, an ideal choice of colours for all communicative parts of work. Going blue? Not advisable for rooms used for business. “Depending on the lighting, people quickly tend to look rather pasty if too much blue is in the surroundings”, says Eliane Ernst. What is recommended instead is using complementary colours such as blue and yellow, or red and green. Human beings love harmony – only then will the brain be content and able to concentrate on its other tasks, according to the Austrian designer and colour consultant Johannes Broinger.

What are the available options for effective colour design in offices that are easy to apply? DURABLE has put together various examples in this trend paper.

PSYCHOLOGICAL EFFECT OF COLOURS

Shades of red

Especially good for promoting
attention, stimulation

Negative effects when the colour is too dominant
agitation, distraction

Natural shades

Especially good for promoting
comfort, harmony

Negative effects when the colour is too dominant
If the colour is too dark: gloominess

Shades of yellow

Especially good for promoting
communication, appetite

Negative effects when the colour is too dominant
eye fatigue, frustration

Shades of blue

Especially good for promoting
clarity, analytical capability

Negative effects when the colour is too dominant
pasty look

Shades of green

Especially good for promoting
concentration, creativity

Negative effects when the colour is too dominant
If the colour is too dark: discouragement





Wall design

Bringing colours to the wall – this is common practice in private life since long ago. But now, coloured walls are also find their way into European companies. Into the IT office building of DAW SE in Ober-Ramstadt, for example – one of the largest emulsion paint manufacturers in Europe. “Colour provides balance, gives impetus and enlivens things. A great variety of lighting systems with different colour temperatures make colours stand out and boost their functional effects”; says the paint manufacturer and specialist Caparol, whose wall paints were used in this project.

Which shades of colour are particularly well suited for offices? Caparol recommends defining a clear design objective that takes both functional and aesthetic aspects into account. “Most people feel particularly good when they are in natural surroundings. This is why colour moods with natural connotations are very popular”, says Martina Lehmann from Caparol Farb-Design Studio. But don’t overdo it! Using too much of vibrant colours will cause overstimulation and problems with concentration.

© Caparol



DURABLE DURAFRAME® WALLPAPER

Red for more attention, green for harmony We can take advantage of the findings of colour psychology to reinforce messages. This does not mean it is not necessary to paint the entire walls, however. For example, notices or information leaflets can be designed using various colours and placed in DURAFRAME® info frames from DURABLE.

Simply place DURAFRAME® at the desired spot, design the contents using the colours accordingly, insert them into the frame, then close the frame – that's all. Starting now, the info frames are also available in a version for rough surfaces such as woodchip, textured and/or photo wallpapers, concrete, wood and plaster surfaces.



Welle 7 in Bern, © Création Baumann



Textiles

Dare to use colour – textiles give companies an opportunity to approach colour schemes without resorting to permanent structural alterations. Case in point: textile room dividers. These are design and functional elements rolled into one. They offer privacy, absorb sound and give people a feeling of cosiness. They can also be placed anywhere, making them ideal for co-working spaces and multifunctional working areas. In addition, you can use them to brighten up the workplace with vibrant accent colours, as has been done at “Welle 7” (Wave 7) in Bern, Switzerland.

The urban centre at the main railway station of the de facto Swiss capital was opened in 2016. In addition to shops, restaurants and educational institutions, it also contains 10,000 square metres of workspace with 111 working zones. More than 3,000 metres of fabric were used for visual and acoustic interior design as well as anti-glare protection and thermal insulation. Fast and flexible: open spaces and areas are divided into small, individual workplaces or conference rooms thanks to textiles.



Welle 7 in Bern, © Création Baumann

The planners of the Swiss textile company Création Baumann purposefully made the interaction between light, space, design and colour an important element in their concept of textile design. The colour worlds of green, blue and red had already been specified by the architects at an early planning stage. They also have a

psychological effect: green for areas of concentration and refuge, blue for zones of analytical work and red for communication areas. “The curtains deliberately set colour highlights and convey different moods – ranging from a warm atmosphere of comfort to cool clarity”, explains Eliane Ernst.



Furniture and accessories

“It is extremely easy to bring colour into the office by using workplace furniture and equipment”, explains Martina Heiland from DURABLE. But it is important that the colours harmonise with each other and fit into the office environment. Especially in modern workspaces, where various functional areas are all located in one (large) open space, the office equipment should not

only be flexible and fit for mobile use, but also be suitable for visual integration into all of these areas. With its clear-cut design and high functionality, the new VARICOLOR® MIX drawer box from DURABLE is a good example of combining a trendy colour scheme with functionality.



DURABLE VARICOLOR® MIX



DURABLE QUADRO® Multi Trolley

Furniture as colour highlights? “You don’t have to use a large wall unit for this. Small pieces of furniture can also be used effectively as elements of colour. Ideally, they should be mobile and fit for multi-purpose use so that they can satisfy the requirements for flexibility

in modern offices”, says the DURABLE PR Manager. DURABLE QUADRO® Multi Trolley, for instance, offer a range of modern multi-purpose trolleys that set elegant colour highlights thanks to their stylish colouring in yellow, ice blue or light brown.

DURABLE – THE STYLE OF SUCCESS



About DURABLE:

With its intelligent solutions, DURABLE Hunke & Jochheim GmbH & Co. KG helps professionals succeed in today's and tomorrow's working world. DURABLE boasts almost 100 years of expertise in professional presentation and organisation concepts, which are used in many lines of work around the world. The forward-looking company identifies work trends and develops innovative concepts to meet the needs of the changing professional world.

DURABLE's product lines in the premium segment stand out with their excellent quality, design and functionality. DURABLE currently has a staff of about 700 employees at its headquarters in Iserlohn/Germany and its overseas subsidiaries in Europe and the USA.

For more information, **see www.durable.de**

Press contact



Martina Heiland

PR Manager

DURABLE, Hunke & Jochheim GmbH & Co. KG

Westfalenstrasse 77-79, 58636 Iserlohn

Tel.: +49 (0) 23 71 66 22 65

Fax: +49 (0) 23 71 66 23 55

[martina.heiland@durable.de](mailto:martina.heiland@ durable.de)

www.durable.de

Menyesch Public Relations GmbH

Claudia Twelsiek, Friederike Müller

Kattrepelsbrücke 1, 20095 Hamburg

Tel.: +49 (0) 40 36 98 63 17

Fax: +49 (0) 40 36 98 63 10

durable@m-pr.de

The DURABLE Trendpaper can be downloaded free of charge at

<https://www.durable.eu/service/downloads/trendpaper.html>

For journalists:

You can request picture materials by writing to durable@m-pr.de.

www.durable.de

pictures shutterstock:

S.1 © Africa Studio

pictures fotolia:

S.3 © www.ccdi.de

S.8 © fotomek