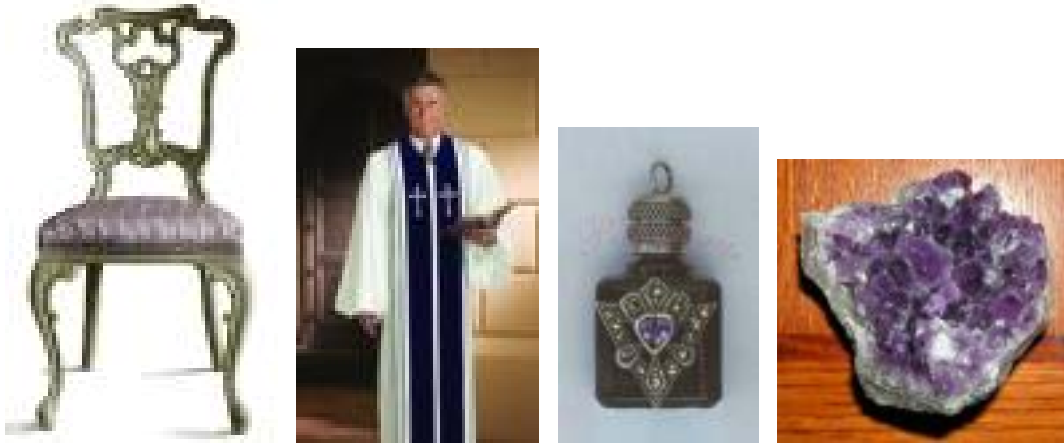


purple



wealth regal religious jewels

Purple, or violet as it is referred to on the colour wheel, has been associated with power for many centuries. It is a colour that is authoritative, strong and courageous.

It brings to mind the plush velvet cloaks of nobility, gold embroidered silks and taffetas. Blue violet is the darkest hue on the colour wheel and combines well with metallic gold, yellow-orange or fresh lemon hues.

Regal colour schemes imply ancient wealth, sometimes with a slight Eastern flavour, such as in precious carpets, textiles and paintings.

Blue-violet is the colour of the finest sapphires and there is a gem like quality to this colour that adds richness to wherever it is applied.

Resene regal purples include **Resene Paua** and **Resene Blackcurrant**.



reverence royalty supremacy

For graphic design, the richest papers support a regal colour scheme, such as those that include a fleck of metal. Think of the wrapping of Cadburys chocolate - a rich purple

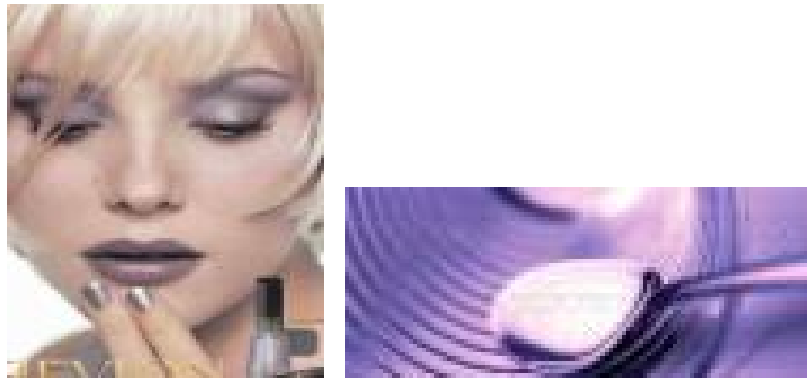
Resene

the paint the professionals use

background with gold writing. A more modern application for graphic design may be to use a greyed purple with aluminium coloured graphics.

In interior design a blue-violet room will diminish the contrast of its architectural details and make it seem darker - it would require plenty of natural light to avoid becoming 'heavy'.

Purple has been worn by royalty, often leading the way to fashion. When the Queen Mother died, women gravitated to fashion clothing in the paler shades of purple.



seductive passionate elegant

Purple can indeed be seductive and passionate, and in order to retain its elegance it may be slightly pearlised. Some of the greyed neutrals infused with purple are very popular in interior design. These shades are chameleon, moving from greyed lilac to mole or mouse colours.

The cool grey neutrals are warmed by the injection of violet and they look luminous when combined with white or touched by surrounding lightwaves.

An elegant living room may be quite evocative if furnished in shades of aubergine, mushroom, greyed-mauves, pearly grey tints and charcoal.

Seductive Resene purples include Resene Enigma or Resene Meteorite.



spiritual intuitive imaginative

Purple has always been associated with the spiritual world, and through the eyes of children the world of fairies, butterflies, magic and potions. Violet or purple is identified with the 'Third-Eye' and intuitive knowledge.

People with a strong affinity to violet are usually charismatic personalities who are leading us into the New Age - they are taking on roles as leaders and joining forces to work for causes such as Greenpeace, Farm-Aid, Relief for the Homeless and International Wildlife Protection. They are quite visionary and love to travel, explore other cultures and expand their horizons, and respond to the violet vibrations of music.

Mystical purples from the Resene range are **Resene Rhythm** and **Resene Amethyst Smoke**.



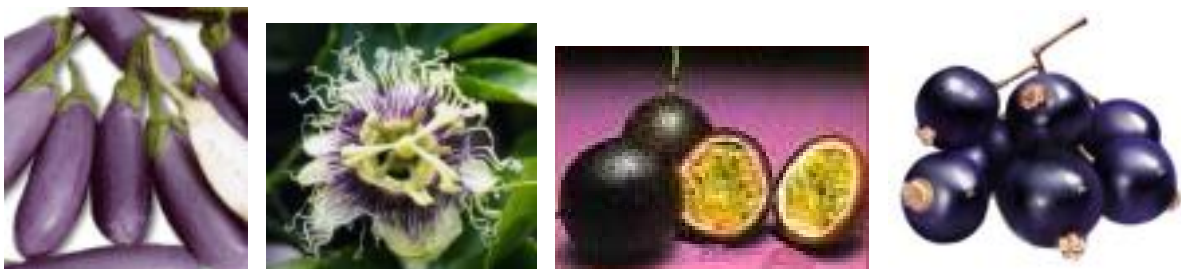
weird gothic heavy punk

When a dark purple is combined with black it feels heavy and gothic, suggestive of delving into the unknown - the house of horrors, heavy music and punk rock.

Supernatural, odd, weird are other adjectives to describe a very dark violet and black combination.

Do not confuse these connotations with purples softened with brown, such as the aubergine colours, which are more "grounded" and used in arts and crafts from the South Pacific.

Heavy purples from the Resene range might be **Resene Blackcurrant** or **Resene Toloopa**, while a brown-infused purple is **Resene Aubergine**.



fruit berries luscious

Rich and opulent berry colours may be used together or singly, as a main theme or to add a touch of luxury to a scheme. The vineyard shades of grape purple and dark grey-green is more usually seen in textiles and looks stunning in interior design.

Summer berries and flowers provide a more luscious feel to a scheme - juicy berries and ice-cream, fruit sorbets and smoothies conjure up crisp and refreshing tints of purple.

Resene

the paint the professionals use



violets lavender lilac heather

Like hills of heather or fields of lavender, the softer shades of violet are receding and are peaceful, healing and tranquil.

These more pastel hues evoke images of innocence and gentle optimism, the perfect antidote for turbulent times.

Add a touch of grey to lavender or taupe to lilac for a modern look. **Resene Rugged Lavender**, **Resene Mamba** and **Resene De Janeiro** are good examples.



induce sleep antiseptic relaxant

Pastel shades of violet are soothing, calming, restful and healing. Burning fragrant oil of lavender is said to induce sleep and have antiseptic properties. Last century bed linen was hung on outdoor clotheslines over beds of lavender flowers so that the sheets were sanitised and scented with the fragrance to combat insomnia.

Soft lavender and lilac shades are for this reason selected for decorating nurseries and convalescence homes. When used with white these shades look crisp and clean.

Pale mauve and sea green, or lilac and turquoise, can look quite chic. Add a touch of grey to the pastel shade and it becomes restrained and subtle.

Resene Chalk Lavender, **Resene Moon Raker** and **Resene Sonique** are relaxing shades of pale lavender or lilac.



cosmetics sophisticated stylish

The combination of violet and silver, purple and aluminium, mauve and titanium provide a sophisticated and stylish effect.

Looking at some of the Resene colours, **Resene Alaska** or **Resene Maltese** would work well with the silver based metals, perhaps **Resene Cherry Pie** cabinetry with stainless steel in the kitchen for example.

Packaging is sometimes a good place to look for inspiration when putting together a colour scheme for a building or interior. Aluminium joinery, louvres, feature cladding and roofing looks fantastic with moody greyed violet exterior paintwork.



misty moody pearlised

Diffused purple is very mysterious and moody, and when used with related colours from the blue palette it evokes a sense of anticipation as one enters a space.

The pearlised lilacs and mauves are sophisticated and understated, especially when tinged with grey. It is a way to achieve translucent effects similar a scheme teamed with silver metals.

The popularity of the black pearls from the Pacific Ocean has increased the acceptance of colour pearls with violet undertones.

Resene metallic effects in moody purples include **Resene Zodiac**, **Resene Aurora** and **Resene Nitro**.



health herbs nutrients

Like the health-giving properties of the fragrances from purple flowers, foods like kale and cabbage, or herbs like basil and sage, are considered to be highly nutritious as well as flavoursome.

Vegetables and herbs are being specifically bred in colours of deep violet for culinary design, so that they contrast or co-ordinate with other ingredients within the salad or vegetable dish.

Other purple foods include aubergines, radicchio, beetroot, onions, purple broccoli, shellfish, figs, dates and plums. They are claimed to alleviate stress, balance the nervous system and ease insomnia.



rich exotic fun frivolous outrageous

There is most definitely a fun side to purple, the brighter shades are often selected for items of shorter lifespan, such as inflatable plastic furniture, party invitations, summer clothing, cushions and so on. This is more likely to be expected from the magenta-infused purples that have more red in them and are not always as easy to live with for long periods of time.

Resene colours that may fall into this category are **Resene Windsor**, **Resene Belladonna** and **Resene Daisy Bush**, which should be used with care in large proportions.

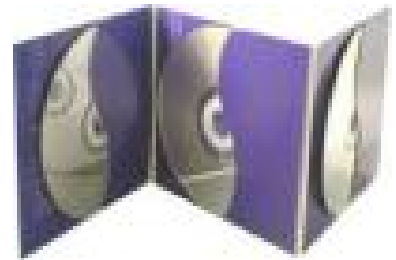


electric lightwaves magnetic

There is an energy associated with purple and violet light is used in colour healing to treat headaches, low self-esteem and stress.

Violet light is calming and gently uplifting, it soothes the soul and also awakens higher mental processes. A violet wall or accents in a room will lift the spirits of somebody sitting in the room.

Blues and violets are electric colours while reds and oranges are magnetic colours. Magnetic colours are linked to the earth while electric colours are associated with the sky and beyond. Blind people can sense the vibrations of the electromagnetic spectrum and can often tell magnetic colours from electrical colours by touch alone.

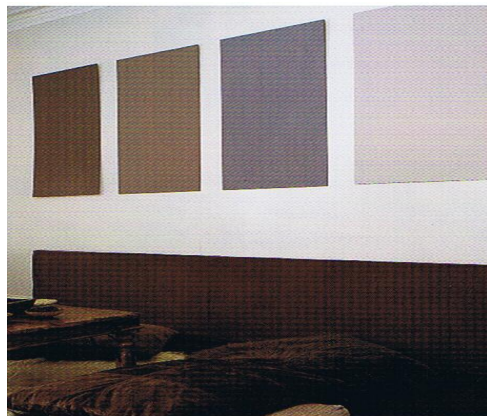


greyed muted diffused

Here are some examples of muted violet-greys that look quite sophisticated, expensive but also understated and diffused.

It is these more neutral shades of purple that people feel comfortable with for longer periods of time. They can be used in residential homes - living or sleeping areas, or in commercial interiors - offices and restaurants. They are moody yet non-confrontational, receding and sedated.

Some of the Resene neutrals with these characteristics include Resene Jimmy Dean, Resene Grey Suit, Resene Shadowy Lavender, Resene Flotsam and Resene Monsoon.



modern understated

Above are three further examples of understated shades in modern interiors. These colours, while reasonably saturated, also recede rather than advance into the space. Resene Dotcom and Resene Tarot are examples of saturated modern purples.