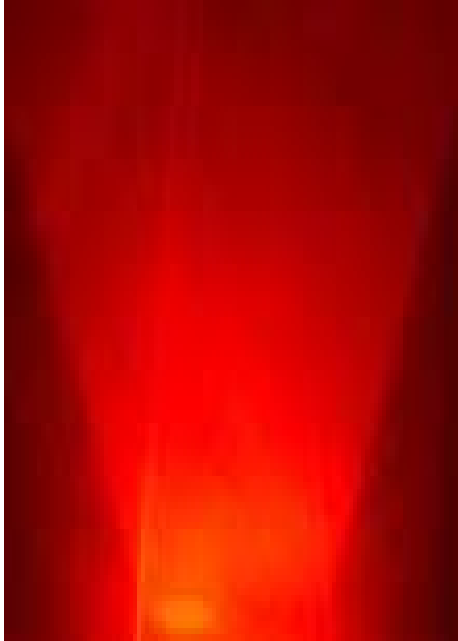


# red



fast powerful exciting hot



romance love valentine hearts roses passion

Red is often associated with love - we link red hearts and red roses with Valentines Day, the traditional symbol of love.

Red is a very powerful colour and it evokes strong feelings. In using powerful colours it is always important to remember that red is a stimulating colour; while it increases passion it may be difficult sleep in a red bedroom for instance. A tint or tone of a powerful red may be a more appropriate and a less demanding choice.

A powerful red can be used in an analogous colour scheme with red-violet and orange-red, and although still very lively the related colours will tone down the primary red.

Romantic reds are sometimes tinged with violet or pink and looking at the Resene The Range 2005, examples of these are **Resene Sensual Red** and **Resene Geronimo**, while **Resene Pirate Red** is a good example of a powerful red.



red light area red carpet red glamour

Red for some may have negative associations when it is seen to portray sex and scandal. Such areas have been branded the “red light district” in cities around the world. Red lace and underwear continue to evoke sensual thinking and will always be popular.

On the other hand the “red carpet” treatment is for the rich and famous, royalty, film stars etc. The red carpet is rolled out for them to walk on, as seen in the Academy Awards coverage or when overseas VIP guests are visiting a country. It was probably a practical issue many years ago when the streets were cobblestoned and difficult to walk on in formal attire. However, today it is the symbolism of special treatment that is more important than the practicality.

Redheads have been called sexy or bad-tempered, and red lipstick and fingernails have been called fashionable or classified as “tarty”.

Whatever your thinking, red certainly demands attention.



deep rich burgundy antique aged elegant

Blackened red is very rich as seen in ancient Asian antiques, red timber furniture and old crockery. We are talking more about the colour of beetroot, red cabbage, plums. Deep, rich red with aged elegance.

In the Resene The Range 2005 colours such as **Resene Verve**, **Resene Zibibbo** and **Resene Attitude** fall into this category.

They combine well with old gold, olive green and mahogany wood, and provide a richness to a space. They are almost jewel-like in some instances, such as garnets and rubies, or the colour of a good red wine such as burgundies and clarets.



**vital healthy nutritious juicy delicious hot**

Everyone has had the pleasure of biting into a crisp and juicy red apple, and our summer would not be complete without red berries.

Equally as important in our daily diet are tomatoes and capsicums, and chillies for the more adventurous. Red and green harmonise in a salad as well as they do in nature, for example red berries against green foliage.

**Resene Roadster**, **Resene Bombshell** and **Resene Havoc** are very vital and powerful reds which would need to be used with great care in a colour scheme as they are advancing colours that could overpower a space with their potency.

They are however perfect shades for graphic design to capture immediate attention.



**attention demanding visual strong**

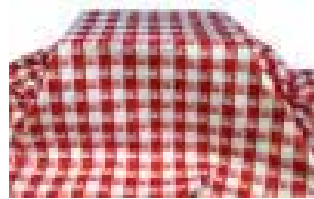
Red is often seen in visual communications, one of the most famous being Coca Cola.

Other New Zealand based companies who select red for their branding are the “red shed where everyone gets a bargain” and of course Westpac to mention a couple.

The reason red is selected is because it has a longer wavelength giving it the focal point.

Yellow and red are the first colours we see against other colours, and you will note that they are used together for Burger King, Pizza Hut and The Warehouse.

Incidentally the human eye can distinguish over 10 million different colours therefore in advertising the fight is on to attract our attention visually by colour selection.



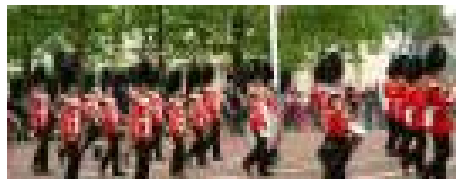
**increased appetite intimate dining**

Red is known to increase the appetite so it is not a coincidence that many cafes and restaurants use red for table settings and décor, as they obviously want to sell their patrons as much food as possible. You will notice that restaurants and cafes also use red in their advertising for the same reason.

In homes and hotels red is a colour suited to dining rooms both for its intimacy and warmth. It is not a space one is in for more than two or three hours and with the lowered lighting levels of formal dining it is one of the most congenial colours for dining and entertaining.

Being such a powerful colour red also increases the heartbeat and blood pressure so is not the best colour for a person with serious heart disease!

Sociable reds for dining from the Resene The Range 2005 are **Resene Pohutukawa** and **Resene Raspberry**.



**cultural celebrations rituals traditions**

Red, like many other colours, means different things to different cultures. Symbolic ways of sensing colour are tied to specific objects - white mourning clothes in Japan and white wedding dresses in New Zealand. To Europeans for example black is a symbol of death, yet a chair upholstered in black leather suggests affluence and sophistication.

Our human need to develop symbolism for colours, as reflected in fashion, culture and tradition, is matched by our need to experience the sensations that colour brings to us.

Weddings in Asia or India may be themed in red, and the changing of the guards at Buckingham Palace just wouldn't be the same if they wore blue coats!

The store "The Tie Rack" surveyed British men to choose tie colours to suit several formal occasions. Red was the favourite colour for wearing when taking a woman out to dinner for the first time, but they reverted to a blue tie when it came time to meet her parents!



christmas red sox lantern festival

Festivities celebrated in New Zealand include Christmas - ivy wreaths, Santa suits, red and green wrapping paper and ribbons, pine trees and decorations, cranberry sauce and port jelly with our meat, summer berries with our desserts. Christmas wouldn't be the same without a splash of red.

And remember the power of the "red sox" when Peter Blake and his crew were racing in the America Cup. So many New Zealanders entered into the spirit of his belief that the red sox were lucky, and the sale of red sox skyrocketed overnight.

In Asian cultures red lanterns and decorations are seen in various celebrations and festivities, often teamed with yellow and gold. These festive reds are often strong and tinged with orange such as **Resene Havoc**.



aggressive danger alarming visual speed

Red can be aggressive and is not a good colour to clothe an overactive and angry child in. A phrase used is "we see red" when angry. It was always believed that this is why bullfighters use red cloaks to antagonise the bull, but apparently cattle cannot see in colour. Another common saying is "like red rag to a bull" also suggesting aggression.

Because red is alarming it is often used to signal danger and emergency, such as the Red Cross. Also because of its strong visual properties, it is the colour of emergency services such as fire engines, and red flashing lights on ambulances.

Red is sometimes said to be the colour of life because it being the colour of our blood. It is also used as branding by the Heart Foundation - the red tick on healthy foods. It is the colour used in colour healing to treat anaemia and fragility



### homewares leather plastic tiles enamel

Red may be used quite successfully within the home and office as long as the proportions are managed. A red sofa in a neutral room advances into the space and will actually look much larger than the sofa really is.

Black, grey, white and red are popular colour combinations, especially in modern and minimal spaces or those with a slightly industrial edge to them by incorporating elements of steel, glass, leather and stone.

In the kitchen below, red has been used in horizontal bands with concrete and stainless steel quite effectively. One mistake some people make when decorating is to have red objects dotted around a room rather than grouped together to make a single statement.



### buildings red brick red barn phone box

Red is seen rarely as an overall exterior colour (except for The Warehouse) but there are numerous reddish toned bricks and building materials, which always portray architectural strength.

Many wooden farm sheds have traditionally been painted in a red oxide stain to contrast with the green paddocks surrounding them. Even corrugated iron sheds were painted in a rustic red colour.

Yesteryear when one was driving along the road looking for a phone box or post-office box (before cellphones and couriers) they were always painted red so they were easy to spot!

When you first learned to draw stick figures you probably drew square houses with a red roof and a black chimney. Today there are numerous colours to select from in roofing materials, and most harmonise with the landscape rather than contrast with it.

Resene roof colours **Resene Venetian Red** and **Resene Red Oxide** are both examples of brown-reds that tend to blend into the environment.



**textiles tartan pacific asian**

Red textiles have always been part of our lifestyle, either in clothing or furnishing, and many uniforms include a red jacket.

Think of all the old Persian rugs that have dark red as the dominant colour, or the berry stained tapa cloth of Polynesia.

Asian attire often includes red silk, while royalty and gentry were seen in red velvet, both being a little more formal.

The other popular use for red textiles is in sports attire - think of soccer and football or basketball. It is a colour of power and was thought to reduce the confidence of opponents, both in sports and warfare.

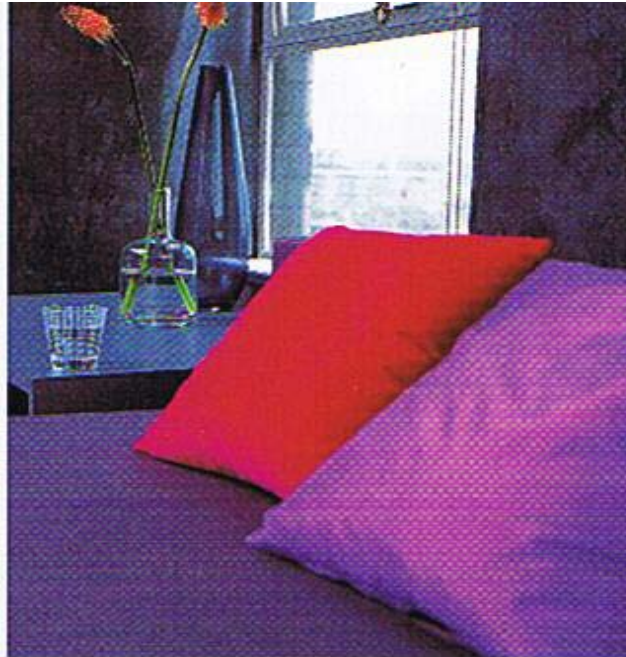
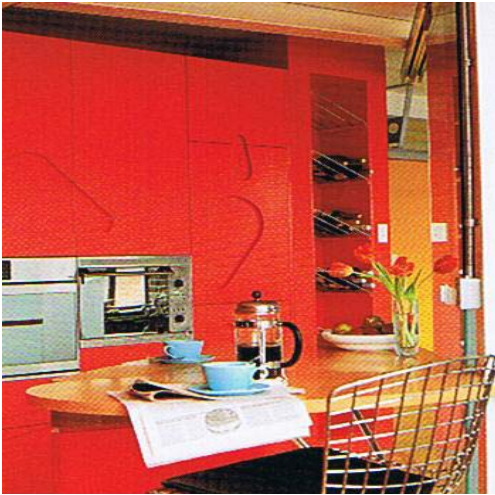


**lacquer vintage antique**

Old red is refined and revered, like an aged red wine. Many antique rugs, fabrics and even vintage cars will be found in maroon or crimson. It signifies richness, luxury and decadence.

The use of this colour in Persian rugs was to ward off evil eyes, and in Chinese folklore a front door painted red brings good fortune. In Feng Shui it is believed that red brings good luck and wealth.

Ancient Chinese and Japanese furniture was lacquered for centuries and was one of the great luxury products of the Far East. As many as 20 coats of the raw oriental lacquer were applied to intricately carved pieces.



Not everyone could live in this bright red kitchen! It is said that people who love red enjoy expressing themselves with zest and have lots of self confidence. These people love to manipulate their environment and like to be able to touch, see, smell and hear it simultaneously. These personalities are practical, realistic, hard-working, action-orientated and they like to see immediate results for their efforts. They are energetic, courageous, full of stamina and endurance, and have a lust for life. Success is measured tangibly, they like to be in control, and often work in courageous or dangerous occupations.

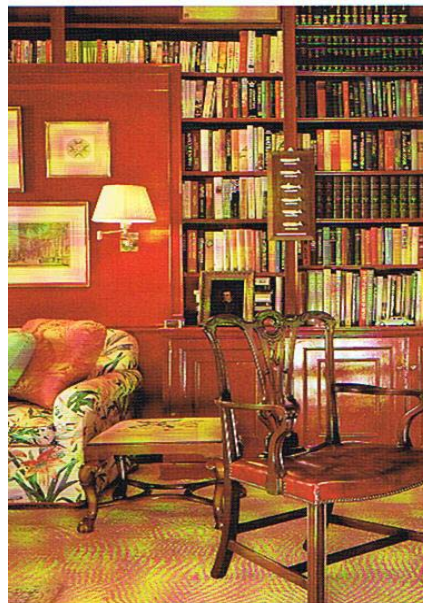
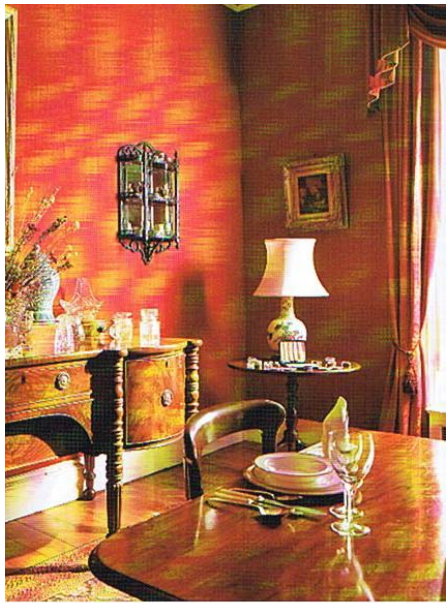
While this red kitchen may be too overpowering, note how the red loses power when alongside purple.





A red horizontal stripe has been painted on the wall in this study to define the pin-board area for art and notes. It is an effective way to bring in a small amount of red without it controlling the entire space.

A red feature wall works well in this living room because all the other surfaces are fairly neutral, but the timber furniture and floor does provide warmth and the contrast with the red is not too severe.



These traditional rooms look rather splendid with their rich red walls and antique styled furniture.

The dining room is elegantly furnished and complemented with gold framed mirrors and art, giving a sense of luxury and formality.

Red is a great colour for a study or library - warm and cosy. If the room was too small it would not work because it would be too intense. However the walls are broken up with bookshelves and windows in this particular traditional styled study.



The red wall in this stairwell gives a dramatic effect alongside the industrial steel handrail and stairs.

The floor is natural timber and the bicycles suggest that it might be an apartment owned by energetic residents who prefer a fairly minimal environment.

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**Resene**

the paint the professionals use