

blue

Positive – Blue is the colour of intelligence. Strong hues denote clear thought; lighter ones, mental focus. It improves productivity, and so might be a good choice for a study. Certain shades of blue relax, soothe and make us feel calm. Blue is also considered to be clean, and so works well in bathrooms and laundry areas.

Negative – Blue can exude coldness and aloofness. In kitchens, it is sometimes less desirable, possibly because of our primitive instinct to avoid blue foods – in fact, it can act as an appetite suppressant.

So you thought blue was just for the boys? Think again. Apparently it's the least gender-specific colour around. It's also one that inspires a feeling of trustworthiness, sincerity and peacefulness. It stands proudly for moderation and dependability, which is why many uniforms are blue and why more conservative institutions often choose it as their branding colour.

Blue often gets a bad rap as a cold colour but depending on the shade, blue can be very welcoming and soothing, especially in dark inky tones or in soft eggshell shades. Because of its calming qualities, it's a great colour in sunny rooms, and in pale versions, it will 'open up' a room, making it appear more spacious. It's a popular choice for bedrooms.

Blue is a classic choice for bathrooms because of its feeling of cleanliness (there's a reason most packaging for cleaning products is blue).

Combinations to try:

- Soft grey blues, like Resene Duck Egg Blue, used with palest sand tones for a bachelorette, seaside feel.
- Retro teals, like Resene Blumine, with other zingy brights against a background of cleanest white or deepest black. Unapologetic and fun.
- Deep blue, like Resene Indian Ink, for a rich and sophisticated living room, teamed with soft metallic coppers, or even pops of mustard and blush.
- Pretty vintage blues, like Resene Time Out, teamed with antique white and pretty sorbet shades.

Right: Walls in Resene Indian Ink. **Far right, top:** Walls in Resene Jordy Blue. **Far right, bottom:** Wall in Resene Bermuda Grey.



