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CHAPTER 7

COLOUR PSYCHOLOGY IN A MALAY FEMININE ARTIST INSTALLATION; HER EMOTION TOWARDS COLOUR SHADES

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7.0 Abstract

This research paper is a part of an art appreciation for the Sri Iskandar and Shah Alam Art Exhibition recently, that only focus on Miss Salawati oeuvre entitle *Warna-warna Kehidupan*. This research emphasize on the colour psychology in A Malay feminine artist installation. In another way, colour of an object in daylight is intuitively regarded as one of its physical characteristics, and human brain realign for the condition of illumination whenever the correction is necessary and possible. We are surrounded by colour for every single tiny things. There are few things in design that are more subjective, even more important than the use of colour. Implementing the right choice of colour can evoke one reaction of a person may arouse another opposite reaction. Colour bring major message and personality from the person itself or by the observers. It's used for decorative elements since long time ago. The colour prism found by Sir Isaac Newton in a beam of sunlight portray seven solar spectrum, they are red, orange, yellow, green, blue, indigo, and violet. This colour dispersion form a spectrum similar to seven colours of rainbow. This research aim to discuss on the feminine artist emotion portray towards her oeuvre. That lays in a mother and daughter bonding; as a research theme. In a nut shell, researcher found that artist tend to play around in three colour shades, they are lively shades, sentimental shades and sombre shades. Overall, this research will provide an invaluable source of information about Malay feminine artist psychology that will benefited to the local art scene and many art critics that subject to the feminine artist personality.

Keywords: Colour psychology, lively shade, sentimental shade, sombre shade, local artist.

7.1 Introduction

The understanding of colour involves not only physics but physiology and psychology of the viewer. In a simpler mode experiment, a white canvas appear to be just plain white canvas under candle light as it does under daylight vision. But the real vision, the fact that the light reflect on the canvas thru the viewer's eye is actually as yellow as the candle flame itself. Our eyes sight failed to capture the canvas as yellow as the candle flame is the result of a tacit assumption by the brain in concerning on the constancy of the physical characteristic of the things- the candle. Human brain perceives the size of a constant object after correcting the initial perception for the distance of candle itself. In another way, the colour of an object in daylight is intuitively regarded as one of its physical characteristics, and human brain realign for the condition of illumination whenever the correction is necessary and possible. We are surrounded by colour for every single tiny things.

There are few things in design that are more subjective, even more important than the use of colour. Implementing the right choice of colour can evoke one reaction of a person may arouse another opposite reaction. Colour related to culture, association, sexes, and community or even on a personal preferences. Colour bring major message and personality from the person itself or the by the observers. It's used for decorative elements since long time ago. The colour prism found by Sir Isaac Newton in a beam of sunlight portray seven solar spectrum, they are red, orange, yellow, green, blue, indigo, and violet. This colour dispersion form a spectrum similar to seven colours of rainbow.

Colour basic comes in three phases. The primary colour, secondary colour and also tertiary colour. The primary are red, yellow and blue. By mixing these primary colours derive the next secondary colour code. Meanwhile, the tertiary colour code is by mixing the primary and secondary colour code in resulting the tertiary colour code. Mixing each colour group making new shade and the study keep go on. These have come out another perspective of we see colour.

- Aim
This paper discuss on a feminine artist emotion portray towards her artwork.
Artwork by Cik Salawati Haji Abdul Wahab for an exhibition of Seri Iskandar Shah Alam; SISA 2020.
- Theme
Mother and daughter bonding.

7.2 Literature

Colour psychology is a study on the colour hue that can depicting on the human behaviour. Colour influences human thinking, human perceptions and human feelings. Colours have its own qualities can caught human emotions that enhance the moods of a personality. For examples, red or orange colour depicting alarming for certain symbol like fire. But how a specific colour hue influences the people mind may vary depending on the observer gender, age, culture and emotion. For example, pink is love by the kids because of the cuteness character, a girly colour that commonly for girl toys – Barbie.

Carl Jung is a prominent scholar with the pioneering stages of colour psychology. His theory of colour symbolism cover a wider range of study from the mandalas to the works of Picasso and many other painters and his work has historically informed the modern field of colour psychology.

Different colour are perceived to mean a different thing. Red is very hot colour. This colour bring an annotation of fire, violence, lust and warfare. But, red is also associated with love, and passion and it's been shown to enhance human lust and metabolism. In other words, red can be powerful accent colour. The hue colour of red to white, there's come a subtle colour code of pink. In psychology colour means pink is sophistication, sincerity and feminine.

Move aside to colour psychology. The four primary colour psychology are red, yellow, blue and green. These colour represent body, emotion, mind and the essential interdependence and harmony between the elements. Red is a strong colour. It coordinate the physical attitude. Yellow in colour psychology is regarded with emotional stimulator. People emotions are unpredictable. Yellow can indicate apprehension, sadness, irrational thinking and emotional vulnerability, unrivalled self-esteem, optimism and artistry. Blue colour shade is define has a capacity to rouse human intellectually. Commonly this blue shade gained positive interpretation, such as coldness, isolation and calmness. Meanwhile the green colour psychology facilitates the harmony between the red, yellow and blue shades. Green able to emanate striking appearance without being overly imposing yet have a subtle shades. Humankind endeared to green due to the love of the Mother Nature. It's meaning unity in diversity and harmony.

7.3 Artist Influence

- What inspired your artwork?
A likely source of inspiration are the living thing that surround you. Peoples around you, family and nature. In this artwork artist is fully inspired from the beauty of the flower that catches the artist eyes. The petals and the layering petals of the flower surround her.
- Artist references
The artist has an advantage of she is a “green hand”. She love to plants flower and decorated them at the artist balcony. The beautiful shade of petals play a synchronise ton that the artist wrap up in her oeuvre entitle “Warna-warna Kehidupan”.

The artist grab the anticipating beautiful flamboyant colour of tiny petals that aroused her mood to come out with that frame beautifully composed flower petal in a frame. Artist combine two colour hue of fabric in creating the colour combination of each petals inspired from the flower that covers her little balcony.

7.4 Methodology

Artist compose the little petals in a beautiful combination of two colour shade of fabric into respective little boxes in a big frame. The boxes are divided into 121 pocket on a same size. She combine two tone fabric and twisted them to form a spiral and bond together. The proportion become unity in a whole installation.

7.5 Studio Research & Analysis

- Process of artwork making
The artist come out with number of sketches. She have an idea of composing little flowers that grow at her tiny balcony. She compose them in a sketches. She come out into making a big box, with number of 121 little boxes in equal size.

Instead of making painting, artist get an idea to come out with an installation for this SISA collection. She love to play with mix elements of medium. She come out to combine soft and hard medium in this installation.

- Studio investigations
Artist come out with sketches of petals in different colour shades. Shade of red, yellow, pink, and brown. The idea of collecting and arrange everything align equally.

Artist study on the petals layering and flowy. The flower proportion, unity and complexity of twisted form have given a spark to the artist to combine and twist fabric into a new form. Artist start to collect, uses fabrics such as cotton, chiffon, habutai and lycra.

- Techniques
This involved muscular and feminine work load. For the big frame, artist choose to make a big size that have 121 tiny pockets inside.

Meanwhile, for the feminine task, the artist combine, sew and compose two colour tone that represent each flowers from her balcony. She sew them together, twist and compose the colour respective into three colour code of little pockets.

- Medium
Woods, colour of cotton fabric, paint, glue. (Mixed media)

7.6 Findings

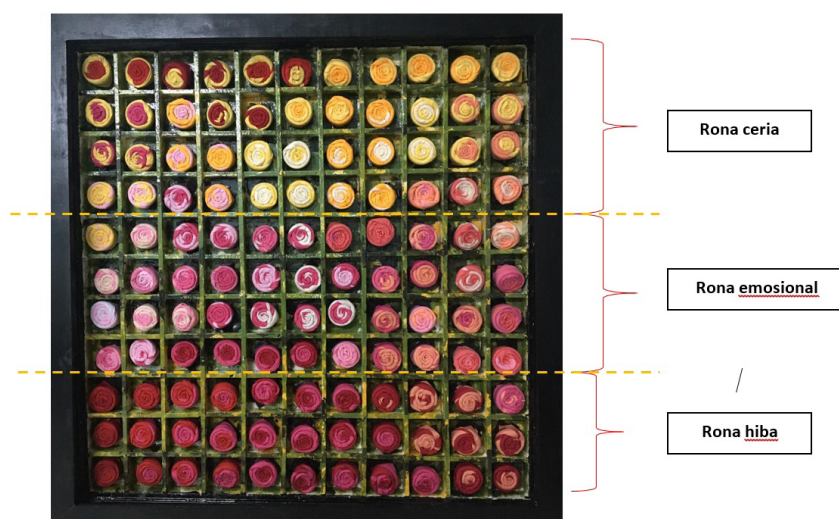


Figure 22: *Warna - warna kehidupan*

Warna-warna kehidupan; Life is a celebration of shades, and these shades are aplenty. Joy, excitement, setback, tears; they are our companions in this journey called life. And this art interpretation is a sentimental expression of the artist through her own distinct style and perspectives of life.

This oeuvre is building on the blend of soft shades of fabrics, the mixture of different tones of color has successfully produced a combination that is both harmony and eye-catching. These fabrics are enticingly placed in a black wood frame. This conspicuous union of colors represents a woman's mood. The shades of pink are dominating this work of art, perhaps symbolizing the feminine sides of the artist. She is indeed a sensitive and caring persona, not only to those who are close to her heart, but also, to her surroundings. The fabrics used in this creation are alluringly moulded

into floral shapes, while the blend of two shades of smooth fabrics carries its own implicit context and appreciation.

This creation is cleverly divided into three distinct shades, which are the lively shades, the sentimental shades, and the somber shades. This distinction could be the artist's way in expressing her potpourri of emotions. The lively and the sentimental portions are adequately represented, while the somber shades are kept to a minimum.

The upper side of this creation is filled with the lively shades, which could embody the artist's joyful, funny, happy-go-lucky, 'everything goes', yet independent traits. The sentimental shades then take the center stage. It could personify just how emotionally sensitive the artist is towards her surroundings, despite her colorful personalities.

7.7 Conclusion

One important figure in the artist's life is her late mother. She is an exceptional figure, supporting the artist in every step of her way, believing in her, cheering on her. And as the focus moves to the lower side of this creation, the somber shades seem to characterize the artist's feelings deep in her heart; the indescribable longing of spending time with her late mother again.

The artist once confessed that her late mother was her closest companion, the one who was always there for her, the one who inspires her floral-themed creations, and the one who will stay with her until her creation is beautifully produced. The diverse tones of color used in this creation could be the apt portrayal of the wonderful moments spent together with her late mother all these years. Now, these shades continue to pleasingly grace her late mother's resting place, symbolizing the eternal love of a mother, with all its delicate warmth and bliss. 30 December 2020

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