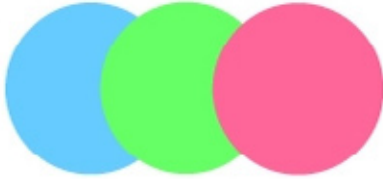
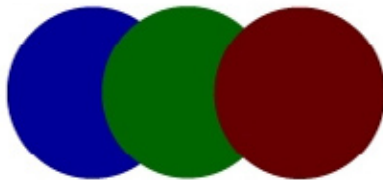




The Fehrman Study:
People prefer *tints* of blue, green,
red over dark shades of them:



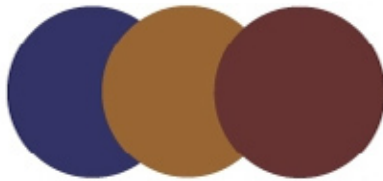
dark shades:



People prefer *saturated* colors:



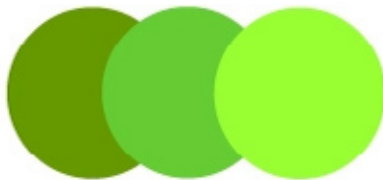
over unsaturated colors:



People prefer *blue-greens*:



over yellow-greens:



Favorite Colors and Other Malleable Absolutes

by Margie Deeb

February 2006

Why is orange such an unloved color in our culture? I enjoy it - working with it, wearing it, painting with it.

Of all the areas in the color field, color preference is one of the most intensively researched. For over a hundred years we've investigated it, sloppily and haphazardly. Part of the problem in this area of research is determining exactly what is being studied. Its a broad field, and "who prefers red" is just too open ended. We're capable of discerning thousands of variations of red. And the term "prefer" is too broad as well. Like most, I prefer red for some applications and detest it for others.

With computers and the internet we have a whole new crop of ways to research color preference. We also have a whole new set of confusing variables that render surveys ultimately inaccurate. Color varies greatly depending on which operating platform, monitor, and browser you use. I promise you, the purple you see on my website is not the purple I see. Add to those variables the lighting conditions -- the kind of light, the intensity, and the position--

and you've altered the color again.

All that said, I still get a kick out of browsing color surveys and poll results, both online and in print, to see what I can glean about color, its implied meaning, and personal preference. I'm even conducting a new color survey on the site, unlike any you've taken.

Since 1997, Jill Morton of ColorMatters has been gathering data from over 60,000 people worldwide. The current Global Color Survey Results database is a compilation of demographic information about color symbolism and color preferences. It's become the first database of its kind. Though innaccurate because of the reasons mentioned above, it's a fun and informative study.

<http://express.colorcom.com/color-survey/>

What's your favorite color to drive in? In 2001, a DuPont study ranked Silver as the most-sought color in the sports/compact category, the luxury class, and the full/intermediate categories. Although white remained the favorite color among sport utility

MARGIE'S MUSE

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vehicle and minivan buyers, silver followed in a close second. In 2002, the top two most popular colors were silver and black.

What's your favorite color to brush your teeth with? The March 2004 issue of "House & Garden" magazine published a study which said that blue is America's first choice for toothbrushes. The runner-up? Romantic lilac. (I buy bright lime green toothbrushes when I can find them.)

When asking people's colors preference, I begin with groupings of color. I ask whether they like saturated brights or complex muted tones, lights or darks. Its easier to think more general, then hone in on specific colors. It also takes the pressure off of having to neglect favorite colors when answering. I feel certain that not one person reading this has only one favorite color.

I sense people in colors or color groupings like this. I have a friend that, in my mind, is yellow. Its not that I see her as yellow - its more an association that is always there. For me, yellow is her essence. I didn't consciously realize this until one day I was surprised to hear her say she wasn't particularly fond of yellow. I wanted to say "but you *are* yellow!" Out of respect, I refrained. Others I think of in terms of soft pastel shades. I've one friend who my mind "sees" as shades of bronzed browns with gold streaks. Another is muted, soft, cloudy corals and

beiges. Sometimes this has to do with what they tend to wear, or their skin or hair color, but most often its an intuitive sense that has no basis in the physical.

In their book *Color - The Secret Influence*, Kenneth and Cherie Fehrman published results from controlled studies they conducted. They found that light tints of blue, green, and red were preferred over darker shades. Saturated colors were preferred over unsaturated colors. (Count me in on that finding!) Blue-greens are the most preferred colors, while yellows and yellow-greens are the least. (But don't they all work wonderfully together in the right hand picture at the bottom of the page?) In general, people responded more favorably to brighter colors.

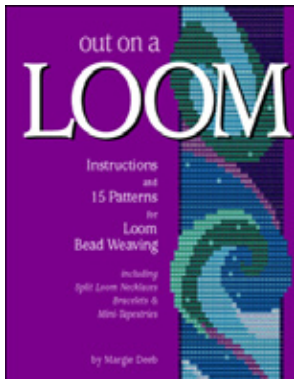
Artist and author Faber Birren points out that most people prefer specific shades to vague ones, and I've found that to be true, too. We are more comfortable when we can say "this is a coral color" rather than "its a kind of orangey-salmony-brownish-grey-oh-its-too-hard-to-describe-you- just-have-to-see-it."

In our studies of color preference we won't find absolutes. That intrigues me all the more. Humanity is a sprawling mosaic made up of individual pieces, each one utterly unique. That we each sense and feel color differently speaks to the beauty of humans. That certain colors have universal appeal and can rouse similar reactions speaks to the beauty of color.

For more issues of Margie's Muse, visit MargieDeeb.com/muse

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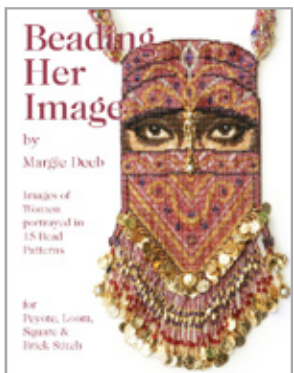
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Out On A Loom is a creative journey through color, design, and form for the beginning to intermediate level seed bead artist.

The softcover book features 32 full-color pages of detailed instructions, patterns, illustrations, and diagrams for creating loom woven bracelets, mini-tapestries and split loom necklaces. Professional and creative finishing techniques are provided so each finished project can be a work of art.

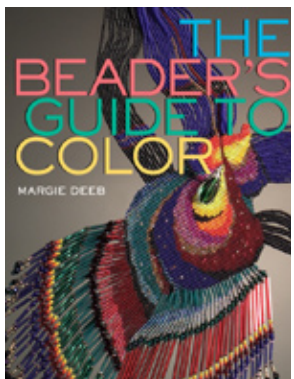
\$19.95 US Dollars



Beading Her Image illustrates the power and beauty of the feminine in 15 seed bead patterns for **peyote, brick, square stitch, and loomwork**. Women from a wide range of times and cultures are woven into tapestries, necklaces, and bracelets. The stunning and gorgeous color palettes that artist Margie Deeb is known for adorn each piece.

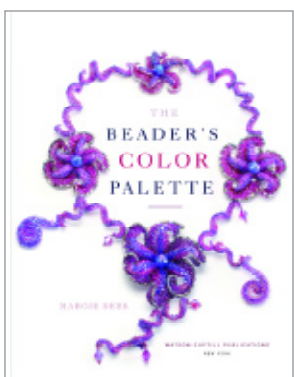
Includes loom building instructions, finishing split loom necklace instructions, and peyote, brick, and looming instructions. (Paperback, 44 pages)

\$19.95 US Dollars



The only book of its kind written specifically for bead artists, *The Beader's Guide to Color* teaches bead-ers of all levels everything they need to know about color to create unique and vibrant bead-work designs. Margie discusses psychological and symbolic color associations, and ways in which color can be used to create and accentuate pattern, rhythm, and movement. 21 color schemes are described and illustrated in detail with accompanying projects for all skill levels. (Paperback, 144 pages)

\$21.95 US Dollars

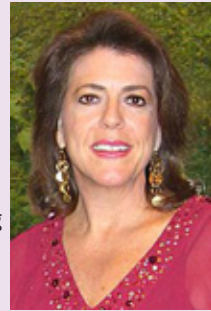


The Beader's Color Palette: 20 Creative Projects and 220 Inspired Combinations for Beaded and Gemstone Jewelry opens the door to worlds of color inspiration. Gather colors from around the planet and to create stunning color schemes for beaded creations. Gorgeous beaded jewelry illustrating 220 specific palettes for glass and gemstone beads make *The Beader's Color Palette* a coffee table book of inspiration for color lovers working in every medium. Includes detailed instructions for stringing, finishing, looming, and off-loom stitches. (Paperback, 192 pages)

\$24.95 US Dollars

Artist, designer, musician, and color expert

Margie Deeb is the author of several beading books, including the popular *The Beader's Guide to Color* and *The Beader's Color Palette* (Watson-Guptill, 2008).



She teaches color courses for artists, interior designers, and bead-ers and her free monthly color column, "Margie's Muse," is available on her website. She produces a free graphically enhanced podcast, "Margie Deeb's Color Celebration," available on iTunes.

Her articles have appeared in *Bead & Button* and *Beadwork* magazines, and she writes a regular color column in *Step-by-Step Beads*. Visit Margie's website for her books, patterns, jewelry, inspiration, and more:

www.MargieDeeb.com

Also available at MargieDeeb.com:

- Exquisite **seed bead patterns** in peyote, brick, square stitch, and loom available as downloadable PDFs or hardcopies
- **CMY Color Wheels** (the ones that Margie uses for herself and in her classes)
- **Accessories** for beading, such as tapestry rods, and unusual findings
- **Gallery of extraordinary bead art**
- Information about **classes/events**
- **Gallery of Your Work**
- Graphically enhanced **podcasts**

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