

AUGUST 2021

## YELLOW IN YELLOW



Yellow is the least loved primary colour in our culture despite not having a negative impact on our senses.

Yellow is light that we need for living; yellow is brightness that keeps our soul healthy; yellow is intellect which probably didn't get evenly spread; yellow is the smile of the wise.

But yellow is very ambivalent; yellow is positioned on the boundary in between warm and cold light.

By mixing a tiny bit of red into primary yellow the hue will become warm, the tone of the colour will become harmonious, pleasantly melodious.

We speak of 'golden yellow' remembering ripe, golden fruit; or we think of the proud yellow of sunflowers, of golden coloured wine, of yellow fields of wheat.

Yellow is approaching us like a warm, summer wave.

Makes us feel optimistic, benevolent, secure.

If we added a trace of white to the brilliant yellow, the hue will become glaring, merciless and cold.

The colour 'tastes' acidic, ranging to unpleasantly caustic.

That kind of yellow stands for jealousy, betrayal, cynicism and cunning.

But is this all true?

In medieval times yellow was the 'devil's colour' for the church. It's not coincidence that Judas wears a yellow coat; in many places the Jews had to wear yellow pointed hats; the yellow Jewish star was not coincidentally yellow; one supposedly turns yellow with envy; the plague flag was yellow...

And in China yellow is the colour of the middle, of wisdom, erudition and composure; it is the colour of the Emperor.