

# THE COLOR RED

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This chapter focuses on the color red. The research shows that the animal kingdom most often uses red for attraction and warning. Humans continue these uses of red in their own world as result of social conditioning and evolution. My research explains the relationship between the effects of red to attract & warn and architecture.

It first studies the principles of how red is used in proportion to other colors to create attraction or warning and then applies these findings to an intervention in Carpenter Hall. The results show that using 20-30% red in proportion to 70% black or white is ideal for creating attraction. This dynamic is utilized in Carpenter Hall to bring both emphasis to the building, its students, and their work, while create a stimulating learning environment for the students.

