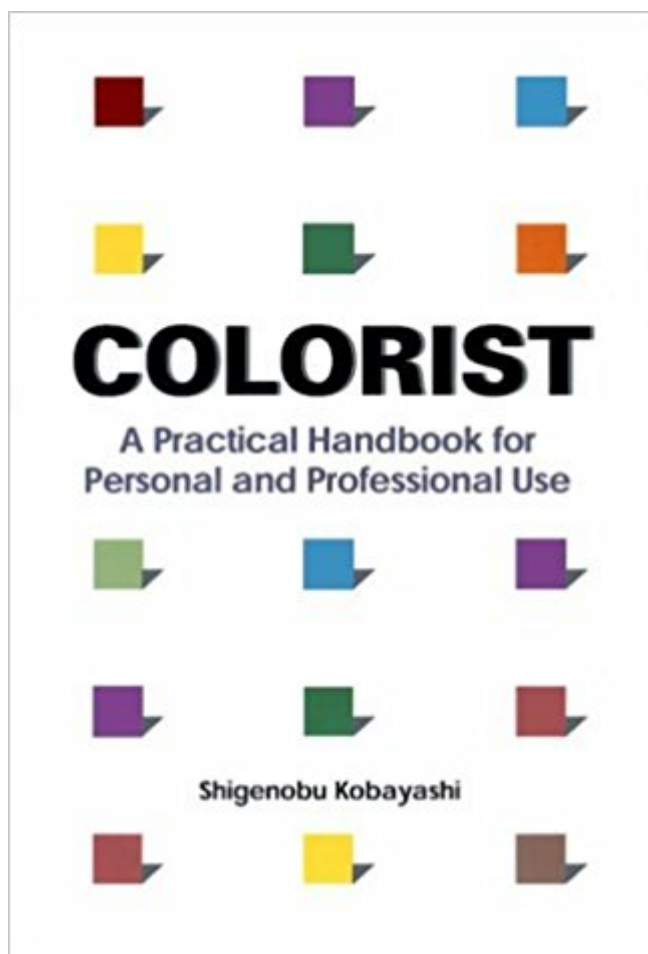


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# Colorist: A Practical Handbook For Personal And Professional Use



## Synopsis

The Colorist seeks nothing less than to demystify color aesthetics. After three years of extensive travel and research, color specialist Shigenobu Kobayashi has devised a stunningly simple method for pinpointing personal color preferences. A series of clear-cut exercises allows you to accurately define your color sense and then locate it on an "image scale" in order to select compatible color schemes for home or office, or even wardrobe. Next, Kobayashi illuminates the underpinnings of color in everyday and ornamental settings, revealing the hidden technique beneath each successful color scheme. He introduces a full range of colors for all moods and tastes, then presents eight psychological color types to assist you in putting your own color profile to practical use in the bedroom, den, playroom, or office. With over 500 color photographs, 50 charts, and hundreds of sample "color-scale chips," the Colorist not only delivers a unique method of defining color sense but provides invaluable insights into the art of using color, making it an indispensable guide for home owners, decorators, artists, and designers-indeed, anyone who works with or enjoys color.

## Book Information

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## Customer Reviews

SHIGENOBU KOBAYASHI graduated from Hiroshima College of Technology and received his master's degree from Waseda University for his work in the field of color psychology. In 1966, he founded the Nippon Color & Design Research Institute (NCD) and has since become a leader in the field of color psychology. Kobayashi is the author of over 30 books on color in the Japanese language, with total sales in excess of 400,000 copies. Colorist is his third English-language

publication, following *A Book of Colors* (1967) and *Color Image Scale* (1991). Kobayashi is also an active participant of the International Color Association (AIC) and a lecturer at the graduate school of the Musashi Institute of Technology. THE NIPPON COLOR & DESIGN RESEARCH INSTITUTE (NCD) acts as a color and design consultant firm to over 300 major Japanese corporations in fields as diverse as automobiles, home appliances, cosmetics, food, department stores, and home construction. Along with its theories on the psychology of color, the institute's Color Image Scale has been applied to numerous projects, and software based on the image scale has been developed.

This is an excellent book for appreciating color in terms of narrowing down your preferences and of course your style, the grid is very well thought out and expressed in color and in words. It teaches how a colorist develops an effect by the choosing color. The only downside is that I wish the book was bigger format. I have all three of the author's books translated into English. There are many more in Japanese that I would enjoy reading in English.

Color choices may not be easy but they are doable if you follow the process outlined in this book. 'Colorist' is a fascinating insight into how and why color affects us and our impressions of the world. It abounds with images from nature, architecture, art and products. It is not a simple book to immediately apply but it offers a workable process which relies on an excellent understanding of what is required from the color scheme being prepared. By applying the book's principles it is possible to develop both appropriate color schemes and the rationale behind why these are the right color choices! I felt that some of the language suffered from being translated from Japanese but on the whole the book is well written and follows a logical progression identifying the various elements that need to go into making successful color choices. If color is an important element of your life, whether at home or work, this book will help you identify your color prejudices and the right color combinations for a particular project. Overall a good buy!

I've used this professionally for recommending color schemes to clients. To my knowledge, there is no other book like it.

Excellent Practical Handbook!

I keep replacing my existing book with another as I give the one I own away to a new neighbor or

friend getting married. A great way to get to know someone based on their color tastes. May solve your marital decorating issues!

This is a designers reference and self help book. It was referred to me by one of my professors. From what I can see, the book has an interesting concept to try and get a designer to "see". Cons: This is a small book and therefore the print and images within it are very small. It isn't a book that you would sit down to read cover to cover and even for reference, you had better get out the magnifying glass.

Two other reviewers suggested, "Might have been better in the original Japanese," and I discounted what they said. After all, it's a color book, right? Not quite. Truly, it might have been more clear in the original Japanese, which I don't read. Also, it's tiny--5x7--and the example pictures and swatches and some of the text is tiny, which together make it hard for me to enjoy this book the way I had hoped to. The "favorite color test" in the beginning is interesting and worth the price of the book. I couldn't follow the rest. (Incidentally, I just noticed that the author's choice of illustrations for October and November colors (Central NC; would be Sept-Oct north of here) is VERY different from what we would use as "typical" colorways.

Japan and Japanese have their own view & style in writing and this book shows what's the style & view. The author says about 'European-style-usage of color and the underlying reasons and schemes' through eyes of a famous Japanese professor, so that it's somewhat unique and interesting. However, if you can read Japanese, I think it would be better trying to buy and read the original (Japanese) version. In a word, it's scrupulous and acceptable book.

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