

Case Study 1

Vidya Manoharan

Age: 40

Occupation: Homemaker

Education: Diploma in Electrical Engineering

Vidya spends most of the time at home, doing household chores. She likes to go to the temple in the evenings. Her favourite spot in the house is the entrance, where she makes a point to sit out in the evenings and at night. Most of her time though is spent in the kitchen.

Her colour decisions are generally based on whether one colour matches with another and whether it appeals to her. She says she generally likes all colours

Brought up in Tanjore district of Tamil Nadu, she seems to take naturally to places with a water body.



She has limited exposure to the world outside Tamil Nadu, and therefore also to different styles of living.

Kit 1: Order of Preferences

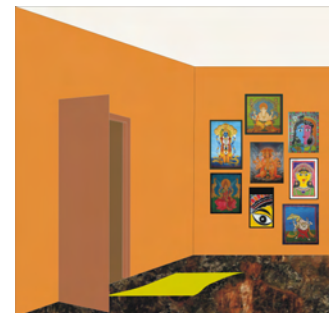
The following table shows the respondent's order of preference of the 11 colours of the cultural colour set, along with the shade of most and least preferred colour and associations to each of them

position	colour	association/ feelings	feelings associated with colour in a particular space
1	green	leaves, trees, fertility, happiness	calm
2	yellow	flowers, auspicious	dark yellow-ordinary light yellow-spacious, exciting
3	orange		light orange-cheerful, dark orange-cramped
4	pink	attractive in clothes for children, baby pink	luxurious, cosy, romantic
5	red	red apples	disturbing, unromantic
6	white	purity, peaceful, calm, birds	austere, inspiring, calm
7	blue	uniforms, doesn't like or hate it, sky blue- close to nature	
8	grey		

9	brown	dark colour	disturbing, cramped
10	purple	does not like the colour, unable to explain	unsheltered
11	black	inauspicious	boring, depressing, uninspiring

Kit 2: Interior Colour Aspirations

Here are the respondent's colour aspirations for different interior spaces of the house.



Kit 3: Outdoor Test

Here are the respondent's colour aspirations for ideal exterior environment.



like the mountains and river, the sky blue is so close to nature.



want my house to stand out

Background

Family, travel, education, hobbies, experiences and influences



Madurai house was big, with lots of space and balconies from which you could look outside.

One Kumbakonam house had a bad kitchen, which was cramped and inconvenient.



Brought up in Ayyempettai, a small town in the district of Tanjore, Tamil Nadu. Set on the banks of a stream, it is surrounded by palm trees and has a beautiful natural environment.



Elementary school had lots of ponds around with lotus flowers. Liked the moat around the college.



Have lived in Madurai, Tanjore and Chennai, Likes the temples of Madurai, the cool climate of Tanjore. Dislikes the heat of Chennai.



Used to paint as a child.



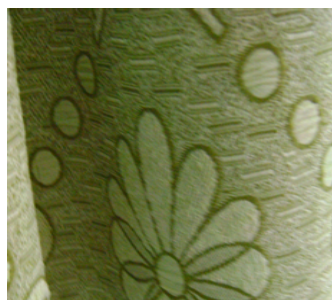
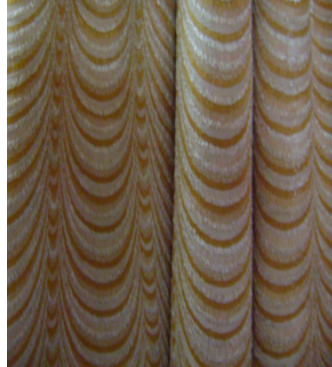
Car aspirational colours: White



Has been to Mysore, Bangalore, liked the Brinda van Gardens. Has not travelled abroad.

Existing Home Decor

Preferences, inspiration, beliefs and spending patterns



65, Dr. Vimala Nagar
1st Street
Medavakkam, Chennai

Paint the house once in 6 years. Have changed the room colour once.

Would paint the house for an occasion like a wedding

Use Asian Paints

Top factors considered while painting the house: Budget, Paint Company, Desire for change in Decor

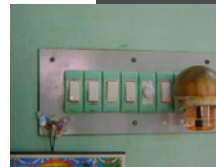
Have spent most on the bedroom in terms of painting.

Heart's Desire is the main influence on colour decisions.

Decide on home decor based on consensus, consider black to be inauspicious.

Believe in Vaastu

House Type: Independent
Number of rooms: 1 bhk
Have lived in the house for 8 years.



Case Study 2

Johnsy Joseph

Age: 44

Occupation: Homemaker

Education: PUC

Johnsy is a Christian, married. She is a homemaker and thus spends most of the time in the house. Her favourite spot in the house is the sit out where she likes to spend some free time in the evenings.

Brought up in a village in Tamil Nadu, Johnsy has fond memories of her home and neighbourhood. Her exposure to life outside Tamil Nadu is limited.

She misses her life in the village, the large home, the gardening, the neem trees on the street she used to live in.

As a child she seems to have inculcated the principle of Unity. This has a bearing on



her lifestyle and even on her colour choices.

There is a basic lack of awareness about home decor ideas and possibilities. This may be due to her limited exposure.

There is immense scope for development of these sensibilities, but for this the stakeholders must target at a very basic level of making this group aware of different possibilities.

Kit 1: Order of Preferences

The following table shows the respondent's order of preference of the 11 colours of the cultural colour set, along with the shade of most and least preferred colour and associations to each of them

position	colour	association/ feelings	feelings associated with colour in a particular space
1	white	jasmine flower	
2	green	green saris	
3	brown	chickoo	
4	red	attractive	
5	orange		
6	yellow		
7	blue	sky	
8	grey		
9	purple	brinjal	
10	pink	rose	
11	black	don't like black clothes, darkness	

Kit 2: Interior Colour Aspirations

Here are the respondent's colour aspirations for different interior spaces of the house.



The principle of unity inculcated as a child seems to have a strong bearing on this respondent's colour choices.

She was quite decided in using only an off white or beige for her home interior walls. Her reason for this choice had little to do with expected parameters like taste, space and colour, extent of usage, combinations etc.

Instead, she attributed her choice of wall colour to the fact that while living in apartments, it was best to go in for a uniform and simple colour.

When questioned further about the rest of the existing home decor, she replied that while they were doing up their house, someone had told them that it was ideal to go in for a similar colour for the floor and walls and to go in for dark contrasting upholstery for the sofa. They liked the result and kept to it.

On the question of using different colours for the interiors and exteriors, the respondent said that using different colours for interiors and exteriors comes across as an expensive affair.

On probing further she said that she might use a different or contrasting colour in the interior as a decoration or motif on the wall but not as a plain application.

Kit 3: Outdoor Test

Here are the respondent's colour aspirations for ideal exterior environment.



like the mountains and river, the sky blue is so close to nature.



I appreciate unity and uniformity in everything.

Background

Family, travel, education, hobbies, experiences and influences



Good memories include an earlier house which had a garden in front of it, liked it a lot.



Brought up in a village in Tamil Nadu. My family was engaged in Agriculture, people were hardworking. Those were the happiest moments,

Ours was a big house, white inside, always looked clean. The exterior of the house was green and there was a lotus flower on top.

People would meet each other at the temple everyday in the evenings.

Every house on our street had a neem tree outside. It was a beautiful street.



Did a lot of SUPW at school. Did gardening, learnt to do things on my own, practised unity as a principle.



Have lived in Coimbatore for 6 years, apart from Chennai.



Used to make fishing nets.



Car aspirational colours: Ash colour



Have not travelled abroad. I have been to Bangalore, Mysore, Ooty, Kerala, Nagarcoil, Cochin, Kanyakumari, Trivandrum. I liked the Padmabapuram palace in Trivandrum, the sunrise in Kanyakumari and the gardens in Ooty.

Existing Home Decor

Preferences, inspiration, beliefs and spending patterns



51A, Kaveri Flats
Dr. Vimala Nagar
Medavakkam, Chennai

Paint the house once in 5 years. Use the same colour.

Would paint the house for an occasion like a wedding

Unaware of the brand of paint.

Top factors considered while painting the house: Budget, Taste

Spend the same on all rooms in terms of painting.

House Type: Apartment
Number of rooms: 2 bhk
Have lived in the house for 10 years.

Case Study 3

Vaidehi Periannan
Age: 35
Occupation: Homemaker
Education: MBM

Vaidehi, a homemaker spends all her time in the house, catering to the needs of the family. Her favourite spot in the house is the living room.

Brought up in Karaikudi district, the Chettinad hub of Tamil Nadu, and having lived in Chennai post marriage, Vaidehi has little exposure of the outside world, even different prevalent cultures within India.

Her life revolves completely around the home and household chores.

Vaidehi is not very assertive about her decisions, her husband does most of the selection of items for the house.



She does not seem to participate much in the decision making.

She likes all colours. Her main association is to clothes and things used in the house. On much probing, related blue to the sky.

When given mood- word cues, she was able to relate different moods to different colours in a space.

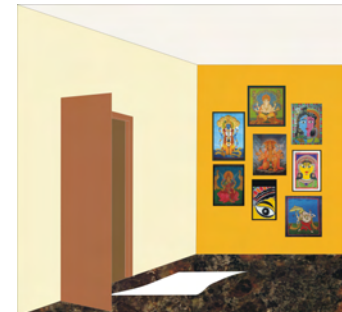
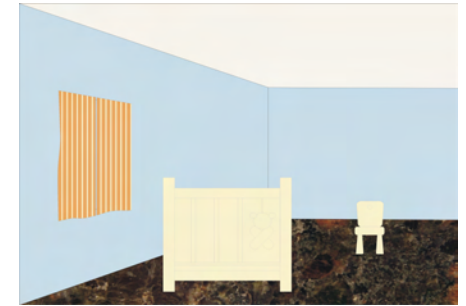
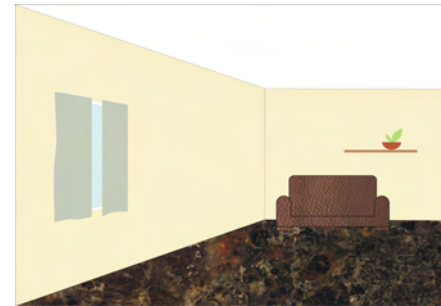
Kit 1: Order of Preferences

The following table shows the respondent's order of preference of the 11 colours of the cultural colour set, along with the shade of most and least preferred colour and associations to each of them

position	colour	association/ feelings	feelings associated with colour in a particular space
1	black	I like to wear saris in black.	serious
2	green	vegetables, I'm a housewife, so daily cooking is a basis for this.	calm
3	red	clothes	disturbing
4	brown	clothes	dark brown: boring
5	purple	clothes	happiness
6	pink	clothes	exciting light pink: romantic
7	blue	clothes	dark blue on the exteriors: unsheltered
8	orange	clothes	dark orange: unromantic
9	yellow	clothes	cosy
10	grey	clothes	depressing
11	white	I don't wear white. It looks good on children and gents.	off white: luxurious simple

Kit 2: Interior Colour Aspirations

Here are the respondent's colour aspirations for different interior spaces of the house.



Kit 3: Outdoor Test

Here are the respondent's colour aspirations for ideal exterior environment.



good atmosphere, pollution free, fresh, breezy, green
Would like to live in a sloping roofed house as it is different from my current dwelling.



Like the street with all different coloured homes.
all red homes looks like low cost quarters

Background

Family, travel, education, hobbies, experiences and influences



Nothing specific to share



Brought up in Devakottai in Karaikudi district. Lived in an independent house. Liked it.



Nothing specific to share



Nothing specific to share



Reading, watching T.V, cooking, doing quick stitch



Car aspirational colours: metallic shades, light gold



Nothing specific to share

Existing Home Decor

Preferences, inspiration, beliefs and spending patterns



5, Vasanth Apartments
Lloyds Road
Gopalapuram, Chennai

Paint the house once in 4 years.

No particular occasion for painting the house

Not totally aware of the brand of paint used.

Top factors considered while painting the house: Budget and Colour

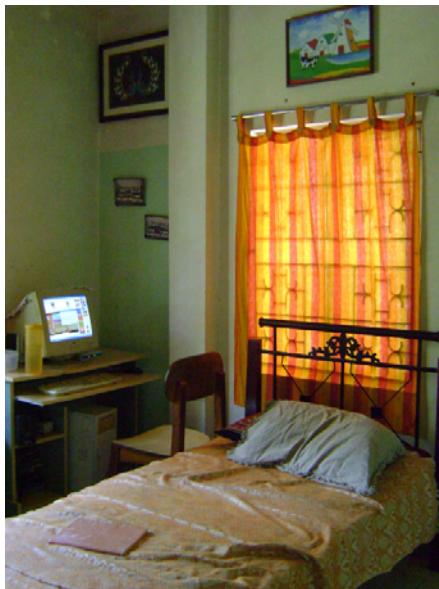
Have not spent more on any particular room.

People's homes and matching one colour to another are main influences on colour decisions.

Husband is the decision maker on most issues, including home decor

No inauspicious colours.

Have not followed vastu as of now.



Case Study 4

Rashmi Ashok
Age: 39 yrs
Occupation: Homemaker
Education: BE Electrical

Being a homemaker, most of Rashmi's time is spent at home taking care of the household. Her favourite spots in the house are her garden and room.

Brought up in Chennai, Coimbatore, Trivandrum and Nigeria, she has influences from multiple cultures. Add to this the exposure from her travels and the keenness to absorb from what she observes, she sure has many ideas for home decor.

She is quite vocal about the various associations she has related to different colours.

She mentions that her preferences have changed over time.



Inspired from what people like, from people's houses, magazines, hotels, she feels that the decor must be socially acceptable, not very different.

Her husband's opinion on colours and finishes matters a great deal, as he is highly opinionated.

She mentions that availability is another factor which influences choice.

Kit 1: Order of Preferences

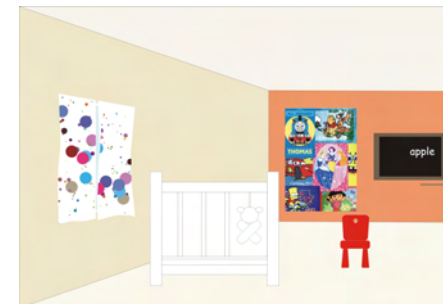
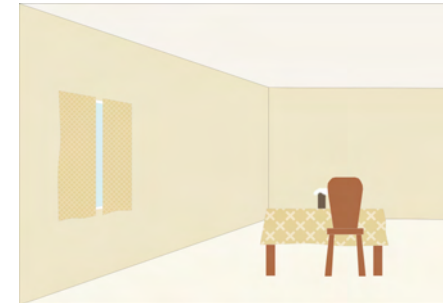
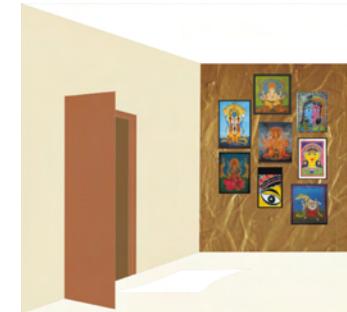
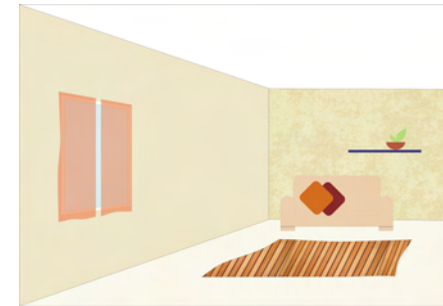
The following table shows the respondent's order of preference of the 11 colours of the cultural colour set, along with the shade of most and least preferred colour and associations to each of them

position	colour	association/ feelings	feelings associated with colour in a particular space
1	blue	sky- light blue, multivarious blue and green of the sea, peaceful, calm, quiet, can just about sit anywhere.	calm- light blues magical- blue and silver
2	purple	purple velvet, orchids different, elegant and sophisticated if used well, royal, vibrant, a little purple with a whole lot of other colours.	bold- purple and pink
3	pink	tired of seeing girly pink everywhere. purply pink, or fuschia is nice.	exciting- bright fuschia calm- light pinks
4	black	elegant- old black and white photographs- slightly tinted gives a comfortable feeling, arresting if stark. black and white with a dash of red is nice. Universal	have not been in a black and white space in a long time, might get gnawing if you had to stay within it for long. cramped

5	white	ref.to black	unconfined, seems to set the mind free spacious: white and mild cremes
6	red	arresting, compels you to look at it. red and orange	our house always had some red, beige walls with some red to add brightness, moving away from it gradually.
7	orange	likeable, not wow, not yeek, just around.	exciting: bright orange, red and peaches on a base of cream or grey.
8	yellow	like the grassy yellow and green, don't like neony yellow sarees	playful- green and yellow
9	green	grass	romantic, pale green and blue
10	brown	off late, I like brown too, woody brown is appealing, as a dress, okay if in conjunction with other colours	cramped creme, brown and gold- elegant and subtle, serious
11	grey	dull, grey clouds, gloomy, doesn't appeal to me.	at best as a background with something in front. cramped,dull uninspiring

Kit 2: Interior Colour Aspirations

Here are the respondent's colour aspirations for different interior spaces of the house.



should I do things as I would differentially like to do them as it is just a paper?

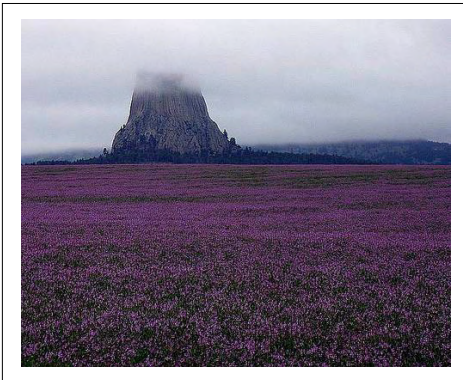
would not use a bright colour everywhere as that would look unnatural.

My preferences keep changing, at one point I would have made the kid's room colourful with all primaries, but now my kids have such diverse tastes

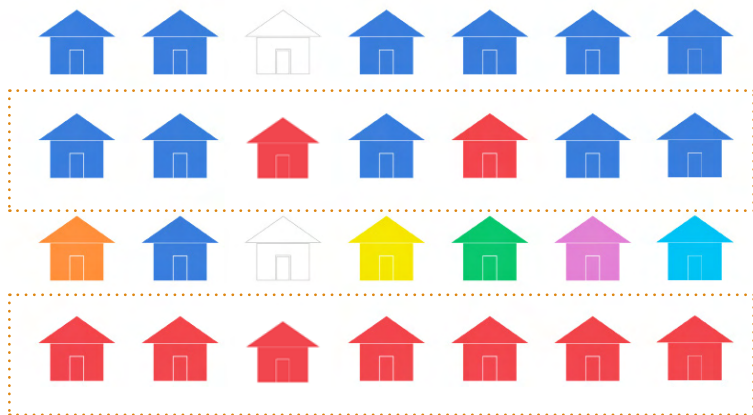
Kids want to see their favourite characters, and for these to stand out, the background should be appropriate- not very bright. They don't take to many themes that you might suggest.

Kit 3: Outdoor Test

Here are the respondent's colour aspirations for ideal exterior environment.




beautiful





all red or
or a couple of red
houses
in a line of blue
doesn't
stand out in an
obtrusive
manner


Background


Family, travel, education, hobbies, experiences and influences

 Good memories include breezy- cross ventilated homes with trees around, a garden in the house and a cosy family space with a T.V, wooden flooring, big windows and natural light. Bad memories include a particular bathroom with rusted pipes and paint peeling off; looking at tree roots; hot and stuffy spaces with closed windows and doors.


 Brought up in Chennai, Coimbatore, Trivandrum and Nigeria. Mostly in Trivandrum; Life was centred around home and school rather than the city, Family was the base of life.

 The school was down to earth, academically inclined and strict. Engineering College was a typical government college where one meets different types of people, grows up and learns to work in a group.

 Have lived in Trivandrum and Chennai, Trivandrum was quiet and green with a pleasant weather most of the year, But not a happening place. I like Chennai's adaptability- you can be conservative or forward and still fit in. Dislike the heat and the roads.

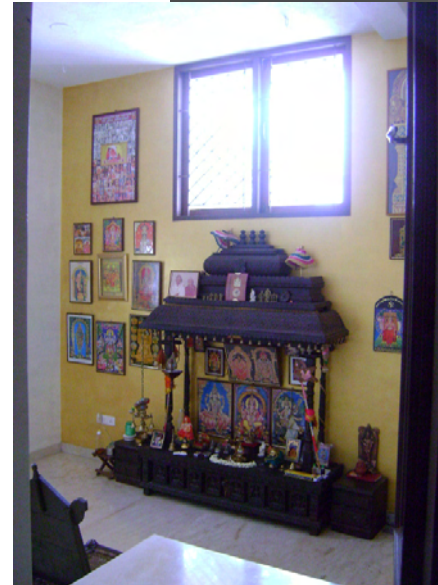
 Photography, movies, badminton, cards, travelling, food

 Car colours: Electric Blue, Champagne Swirl

 Europe, US, Bangkok, Bali. Loved Bali, the Swiss Alps, and the Lake District Of UK. Like the way the Balinese have kept their culture intact without getting stuck to it.

Existing Home Decor

Preferences, inspiration, beliefs and spending patterns



31CD Abhiramapuram
5th Street
Chennai

Paint the house once in 3 years. Use the same colour always.

No special occasions to paint the house.

No standard brand of paint, only standard colour

Factors considered while painting the house: Budget, Desire for change in Decor

Would spend the same on all spaces, might do a texture in the living room alone.

Decide on home decor based on feelings and mutual agreement. Everybody participates in colour choices.

No auspicious or inauspicious colours.

Believe in Vaastu

House Type: Independent
Number of rooms: 4 bhk
Have lived in the house for 19 years.

