



Cappelen Damm 2017
176 pages
Original title: *Farger til folket!*
Arkitektur, interiør, mote

FOREIGN RIGHTS

Cappelen Damm Agency
Contact: ingvild.haugland@cappelendamm.no
m: +4741410647
www.cappelendammagency.no

RIGHTS SOLD TO

Finland
Iceland
Poland

Dagny Thurmann-Moe

Colors to the people !

Architecture, interior design and fashion

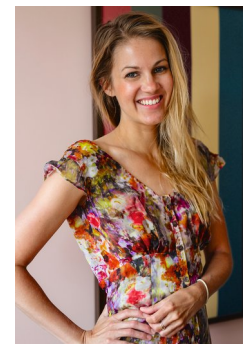
Did you know that gray cars crash the most and that red cars crash the least? That white, which is used more and more often in both institutions and schools, increases stress, decreases concentration and is a catalyst for headaches? What are colors, why do we need them and what do we use them for?

In this book, color expert Dagny Thurmann-Moe battles against an increasingly more colorless existence. She shows us how Norway has gone from being colorful and full of impressions to being a landscape of gray and white, even in the summer.

In the first part of the book, she gives an introduction to what colors are, why people need colors, and what we use them for. She explains what a color palette is and how you use it. In the second part, she tackles the use of color in architecture, public spaces, public institutions and cars. Finally, she shows how we can use colors ourselves, inside our houses and in our closets, and that colors have a natural place – no matter what style you wish to have.

Dagny Thurmann-Moe

Dagny Thurmann-Moe has worked as a creative director for the chain of color shops Fargeglede, and now operates Dagny Color Studio, where she works with color and trend forecasting, lectures, and color and concept development for different brands.



Cappelen Damm Agency

www.cappelendammagency.no/