

Eva Heller

# Wie Farben wirken



Sachbuch

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**FARBPSYCHOLOGIE · FARBSYMBOLIK · KREATIVE FARBGESTALTUNG**

Ein umfassenderes Buch über die Wirkung von Farben gibt es nicht. Hier werden alle Farben in all ihren typischen Wirkungen beschrieben.

Psychologische Wirkungen: die Farben von Gefühlen und Eigenschaften – von den Farben der Liebe bis zu den Farben der Eifersucht, den Farben des Glücks bis zu den Farben des Giftigen

Weibliche und männliche Farben

Symbolische Wirkungen: Farbsymbolik in alter und moderner Malerei

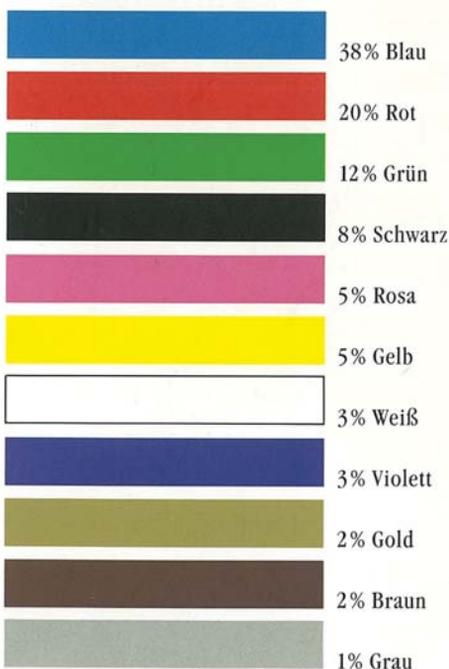
Farbsymbolik in der Sprache

Kulturell unterschiedliche Farbwirkungen

Kreative Farbgestaltung

Mit 150 Abbildungen der typischen Farben von Gefühlen und Eigenschaften und 90 Bildbeispielen zu den Farben der Malerei, der Mode und kreativer Farbgestaltung.

## DIE LIEBLINGSFARBEN



## DIE UNBELIEBTESTEN FARBEN



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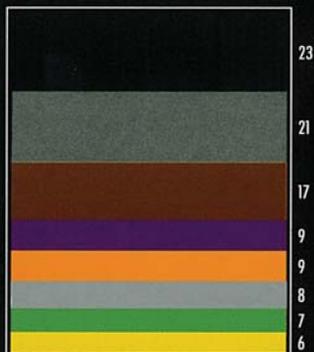
## Die Lieblingsfarben<sup>1</sup> und die Reihenfolge der Kapitel

- 38 % Blau
- 20 % Rot
- 12 % Grün
- 8 % Schwarz
- 5 % Rosa
- 5 % Gelb
- 3 % Weiß
- 3 % Violett
- 2 % Gold
- 2 % Braun
- 1 % Grau
- <sup>1</sup> – Silber
- Orange

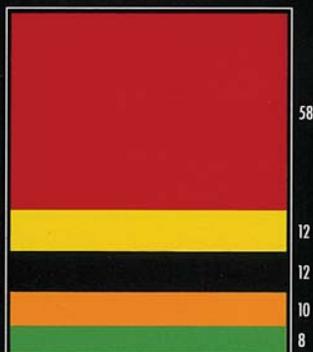
<sup>1</sup> Umfrage bei 1888 Frauen und Männern aller Altersgruppen.  
Durch Abrundungen summieren sich die Nennungen auf 99%.

# Die meistgenannten Farben von Eigenschaften und Gefühlen

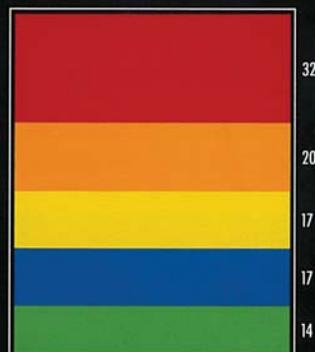
## 1. Das Abweisende



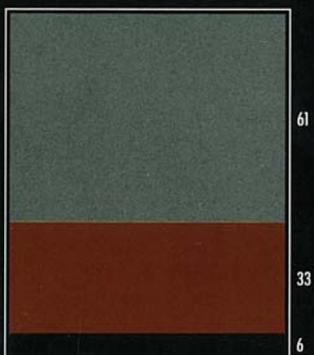
## 2. Die Aggressivität



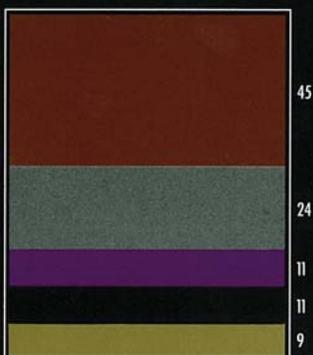
## 3. Die Aktivität



## 4. Das Alte



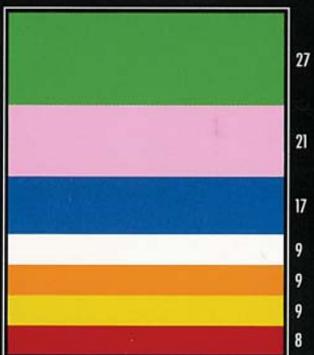
## 6. Das Altmodische



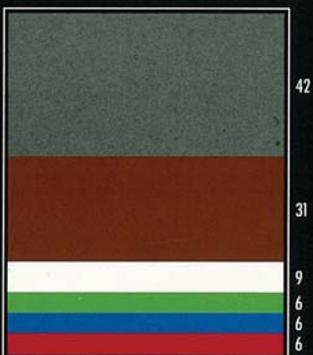
## 8. Die Angeberei



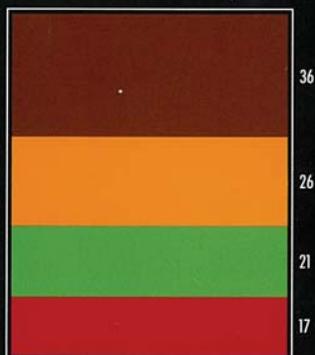
## 9. Das Angenehme



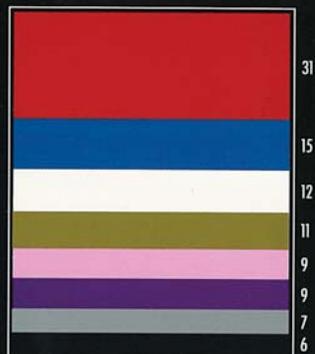
## 10. Das Angepaßte



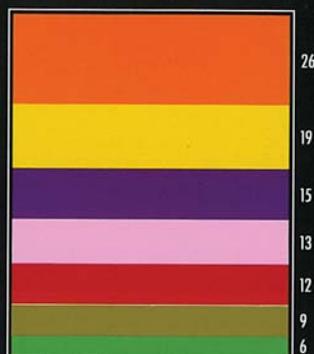
## 11. Das Aromatische



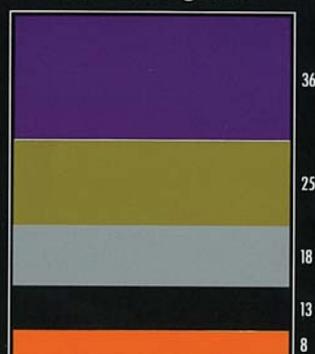
**12. Das Attraktive/  
Das Anziehende**



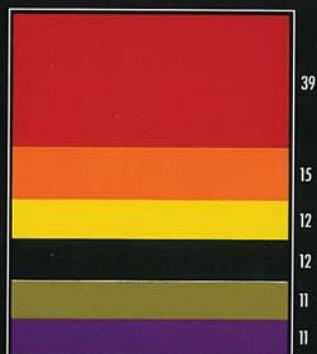
**13. Die Aufdringlichkeit**



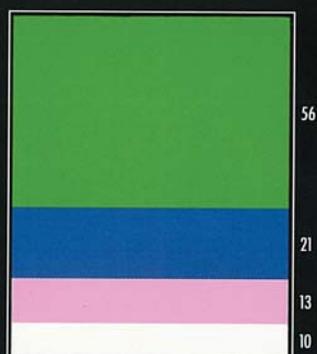
**16. Das Außergewöhnliche/  
Das Extravagante**



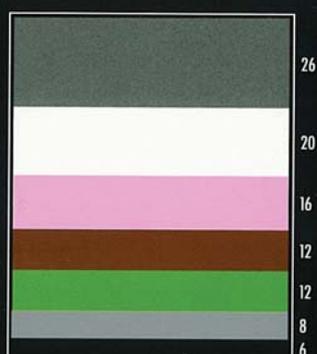
**19. Die Begierde**



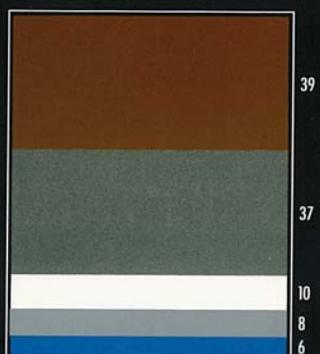
**20. Das Beruhigende**



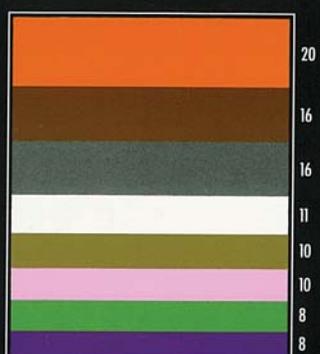
**21. Die Bescheidenheit**



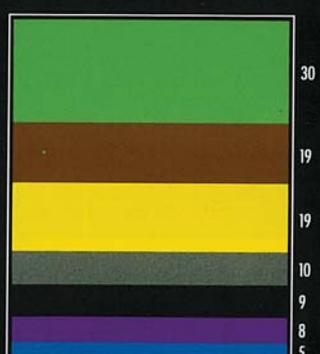
**22. Das Biedere/  
Die Biederheit**



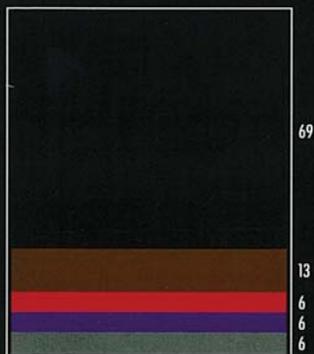
**23. Das Billige**



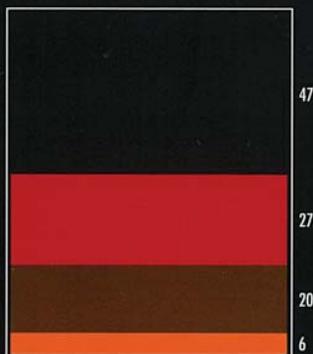
**24. Das Bittere**



### 25. Das Böse



### 26. Die Brutalität



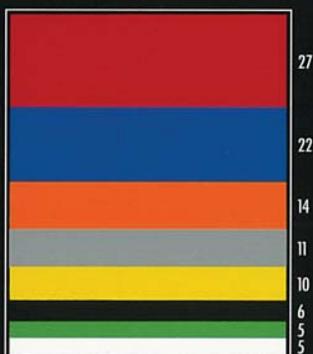
### 27. Der Charme



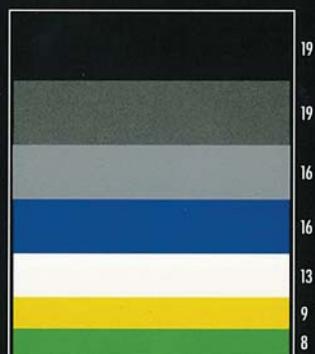
### 28. Die Dummheit



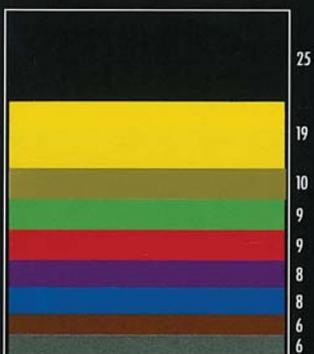
### 29. Die Dynamik



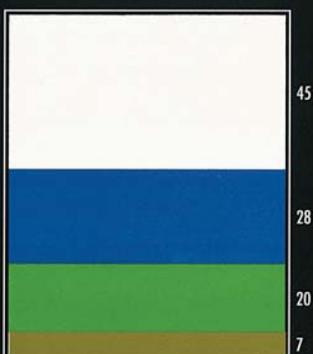
### 30. Das Eckige



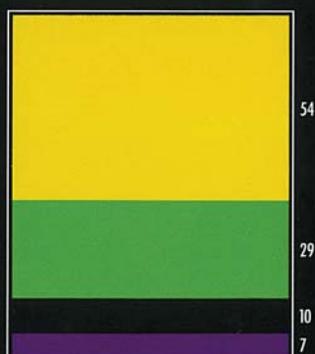
### 31. Der Egoismus



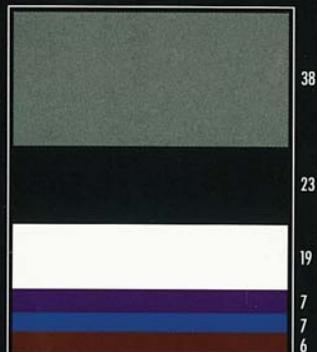
### 32. Die Ehrlichkeit



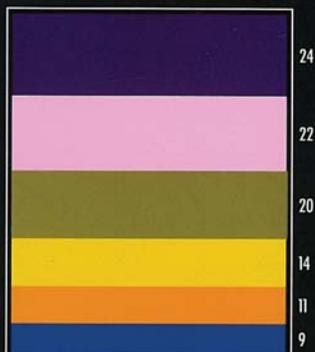
### 33. Die Eifersucht



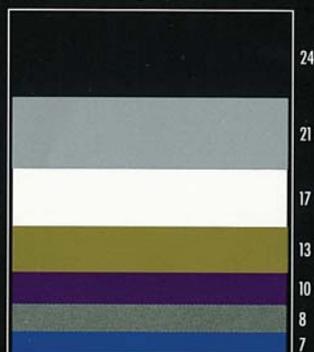
36. Die Einsamkeit



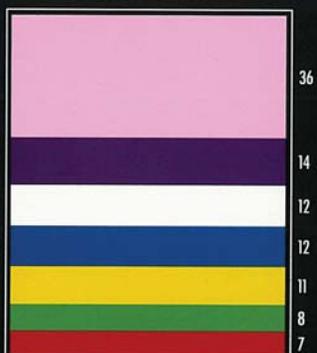
37. Die Eitelkeit



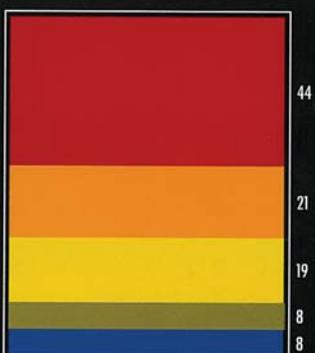
38. Die Eleganz/  
Das Elegante



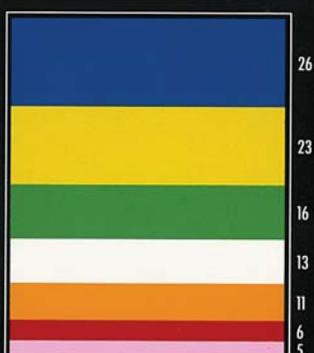
39. Die Empfindsamkeit/  
Die Sensibilität



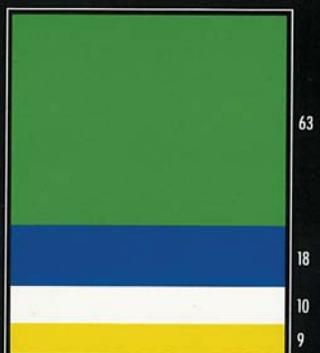
41. Die Energie



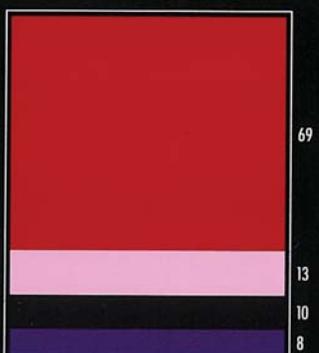
44. Das Erfrischende



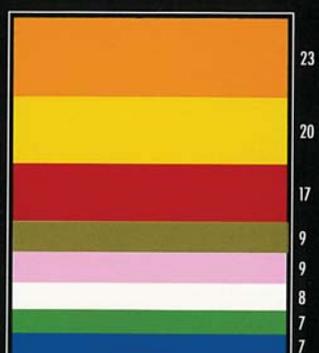
45. Die Erholung



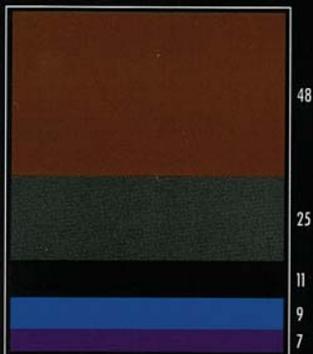
46. Die Erotik



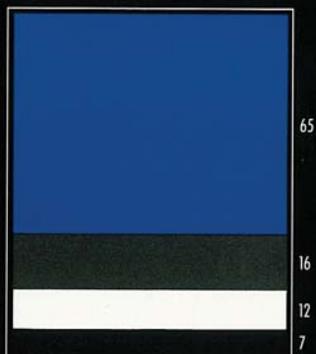
48. Das Extrovertierte



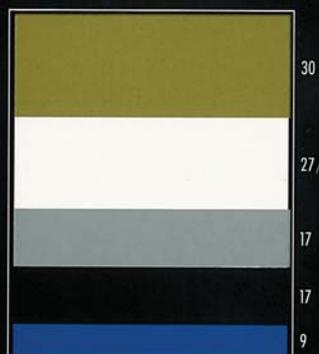
49. Die Faulheit



50. Die Ferne



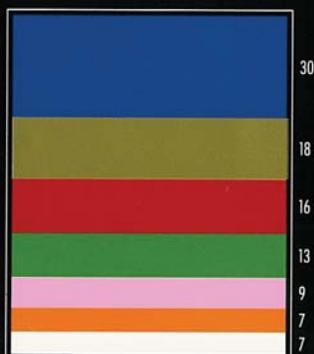
51. Die Festlichkeit



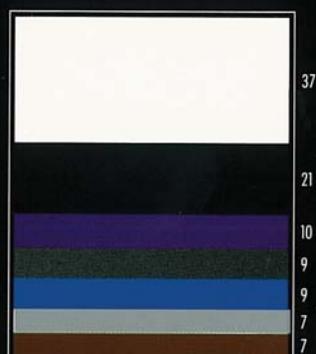
52. Die Freundlichkeit



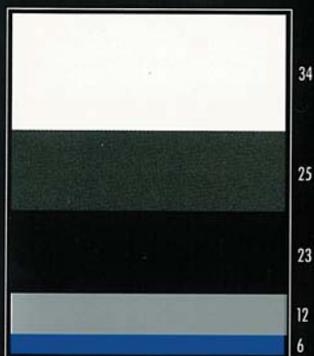
53. Die Freundschaft



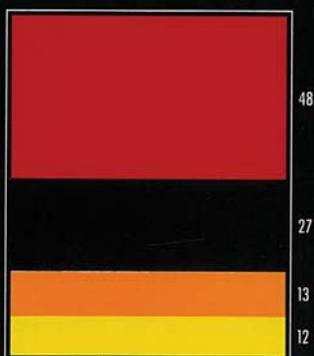
55. Die Frömmigkeit



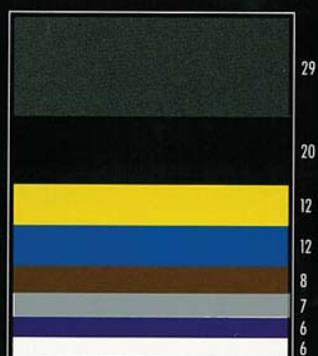
57. Die Funktionalität/  
Das Funktionale



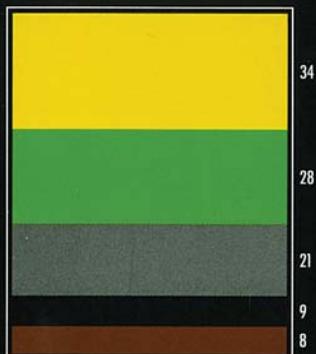
59. Die Gefahr



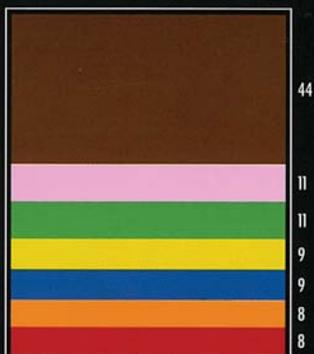
60. Die Gefühllosigkeit



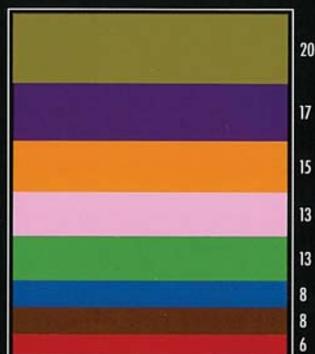
61. Der Geiz



62. Die Gemütlichkeit



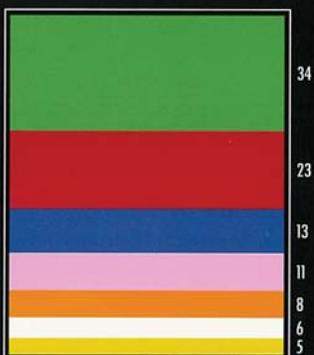
64. Der Genuß



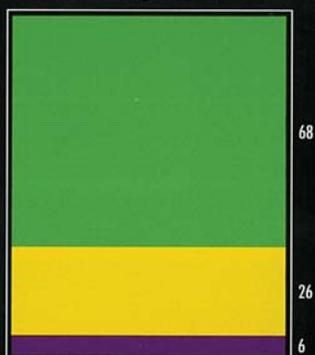
65. Die Geselligkeit



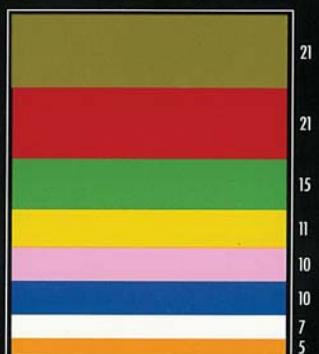
66. Das Gesunde



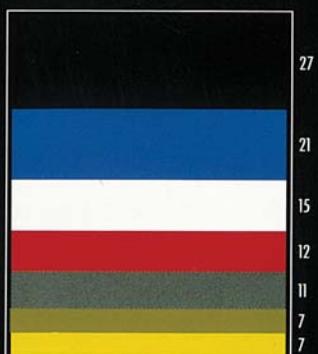
67. Das Giftige/  
Die Giftigkeit



70. Das Glück



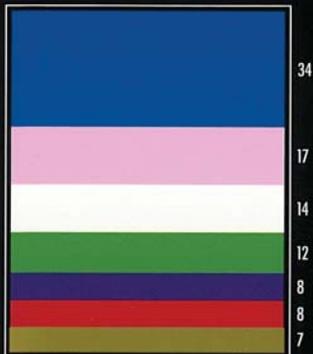
71. Etwas Großes



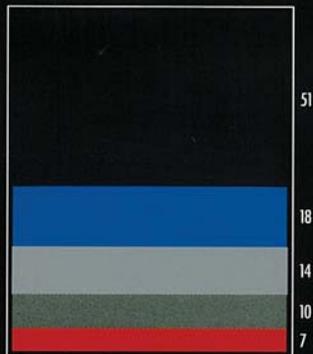
72. Das Gute



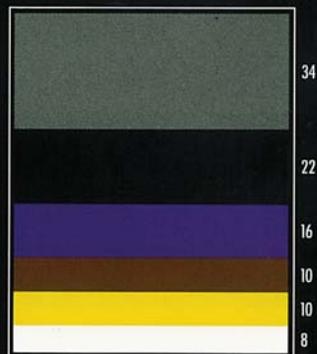
### 73. Die Harmonie



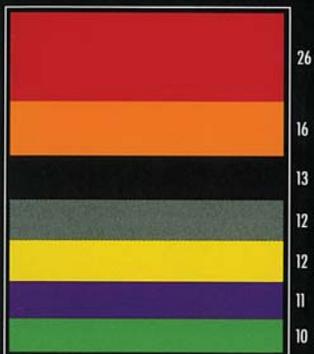
### 74. Das Harte/ Die Härte



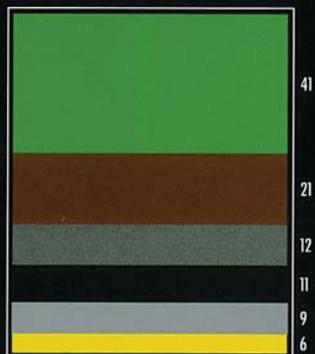
### 76. Die Heimlichkeit



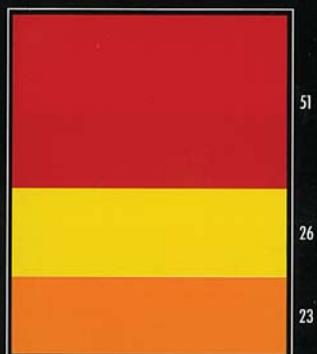
### 77. Die Hektik



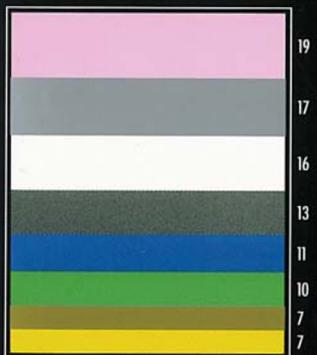
### 78. Das Herbe



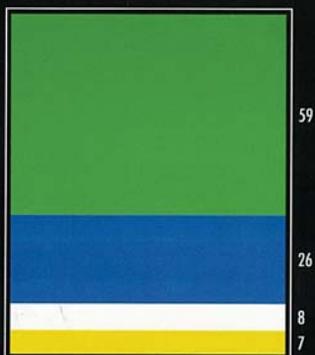
### 81. Die Hitze



### 82. Die Höflichkeit



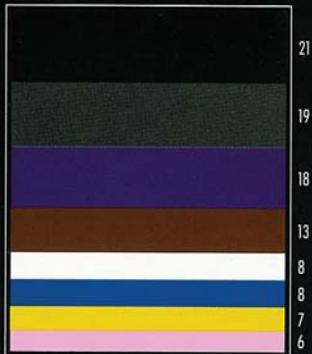
### 83. Die Hoffnung



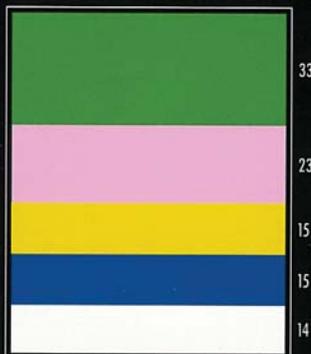
### 84. Das Ideale



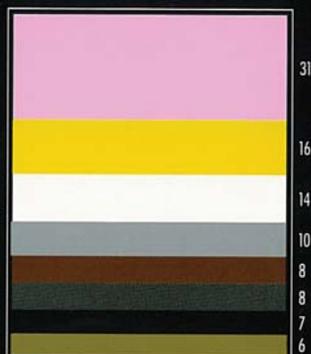
86. Das Introvertierte



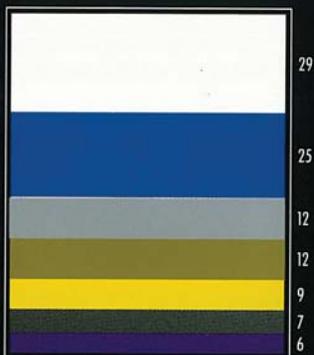
87. Die Jugend



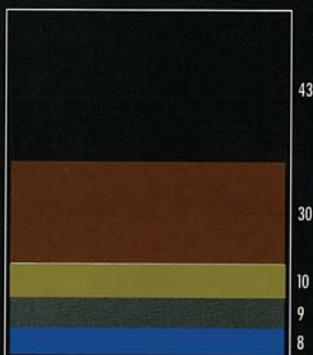
90. Das Kleine



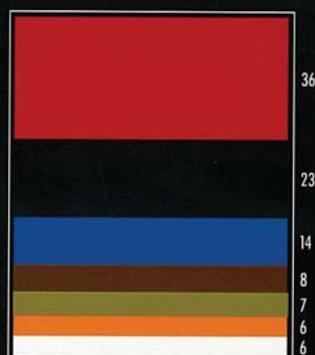
91. Die Klugheit



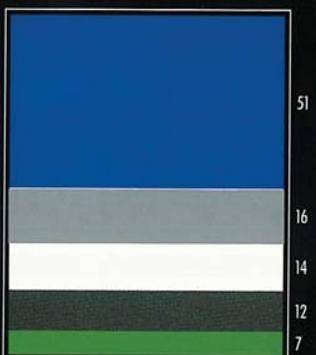
92. Das Konservative



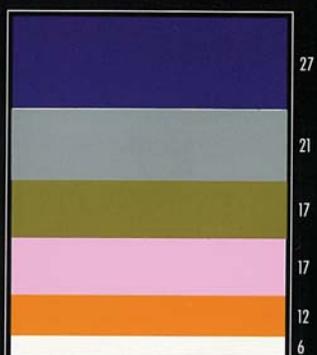
94. Die Kraft



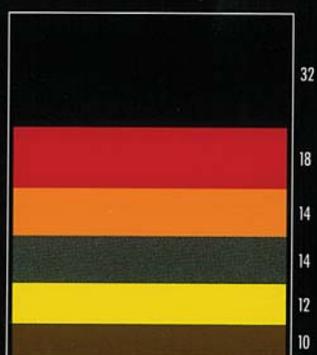
95. Die Kühle



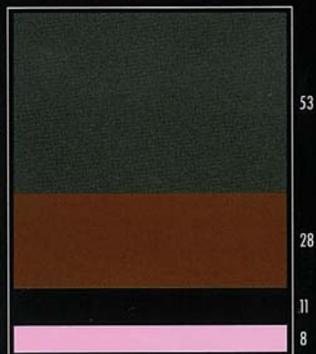
96. Das Künstliche



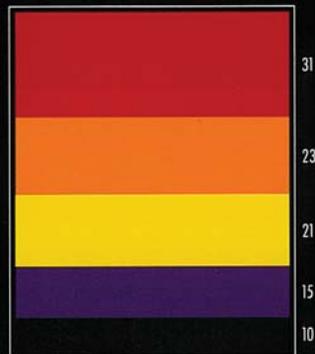
97. Der Lärm



98. Die Langeweile



99. Das Laute



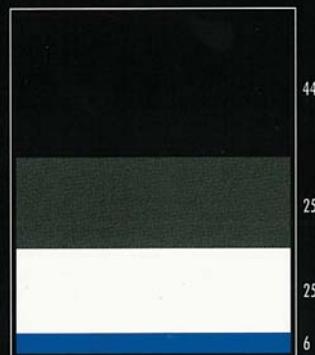
100. Die Lebendigkeit



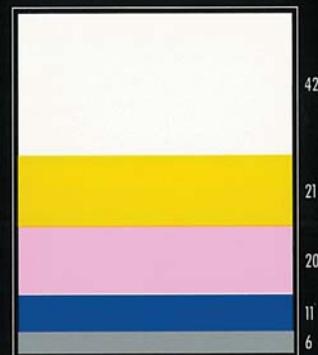
101. Die Lebensfreude/  
Die Freude



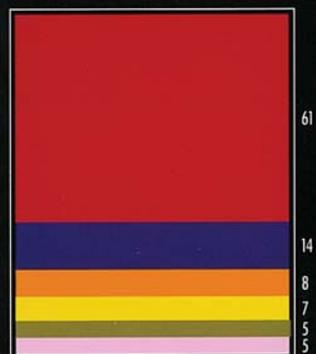
102. Die Leere



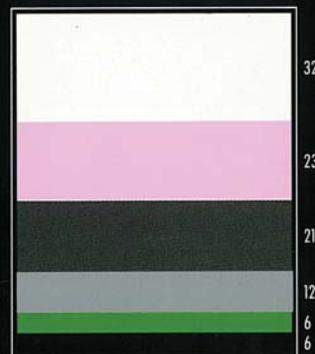
103. Das Leichte



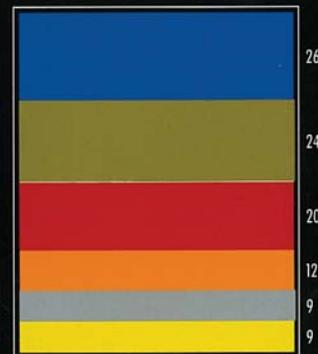
104. Die Leidenschaft



105. Das Leise



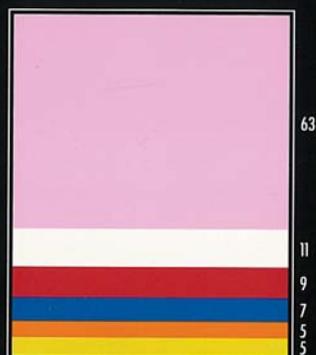
106. Die Leistung



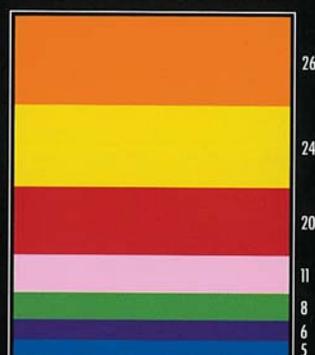
107. Die Liebe



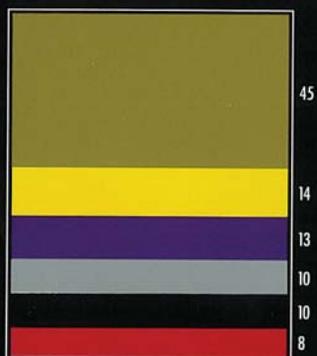
108. Das Liebliche



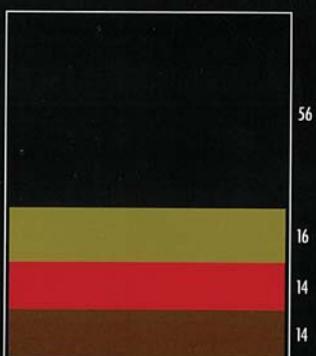
111. Das Lustige



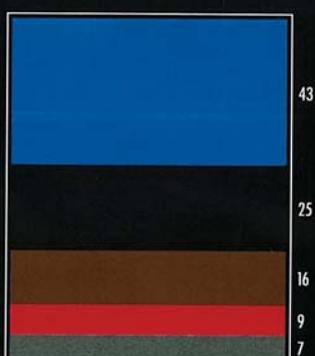
112. Der Luxus/  
Der Überfluß



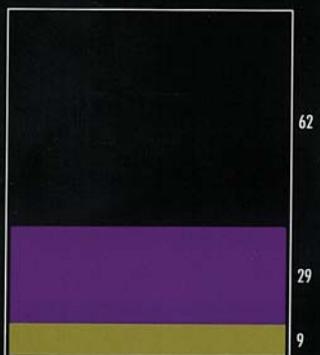
113. Die Macht



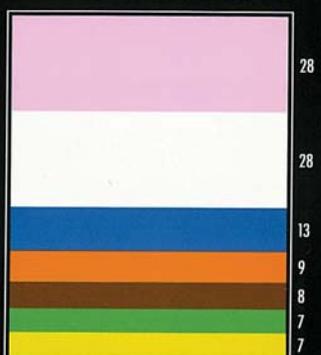
114. Das Männliche



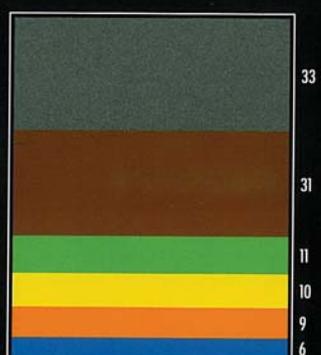
115. Die Magie



116. Das Milde



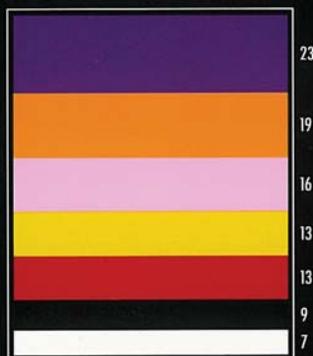
117. Das Mittelmäßige



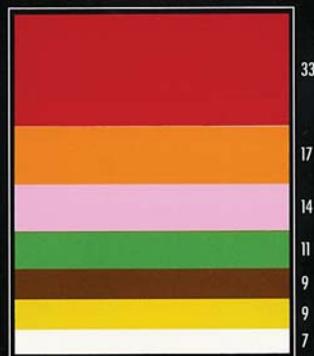
118. Das Moderne



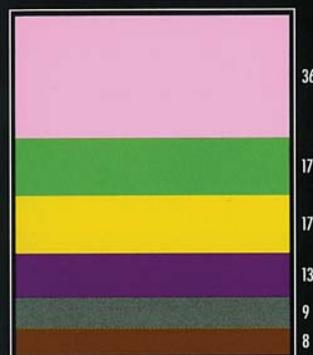
119. Das Modische



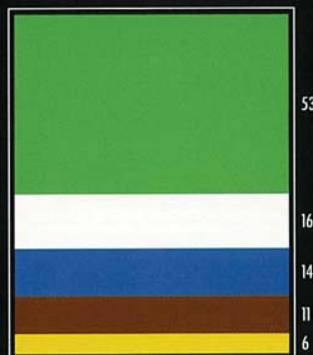
122. Die Nähe



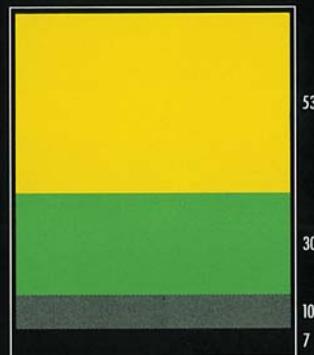
123. Die Naivität



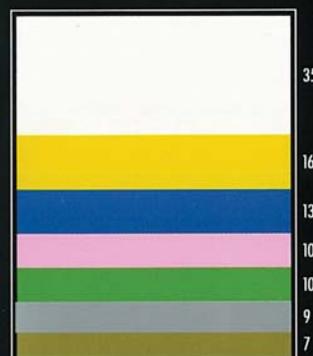
124. Das Natürliche/  
Die Natürlichkeit



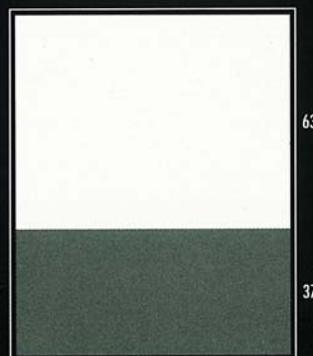
125. Der Neid



126. Das Neue



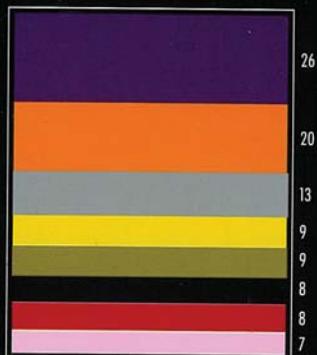
127. Die Neutralität



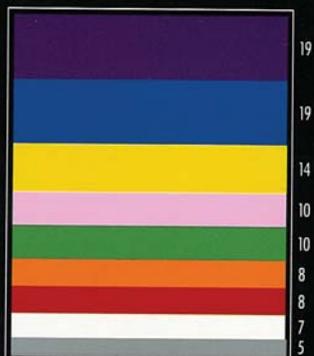
128. Der Optimismus



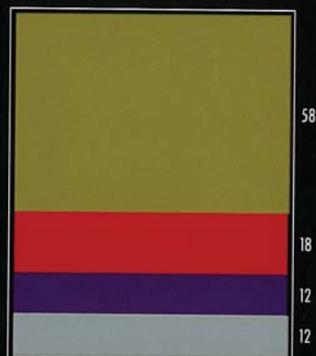
129. Das Originelle



130. Die Phantasie



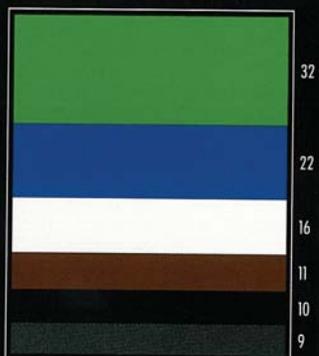
131. Die Pracht



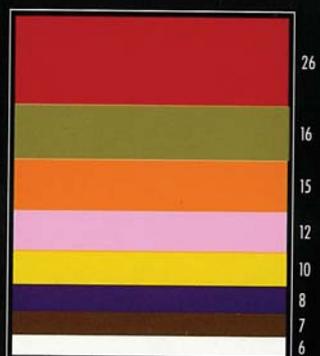
134. Die Romantik/  
Das Romantische



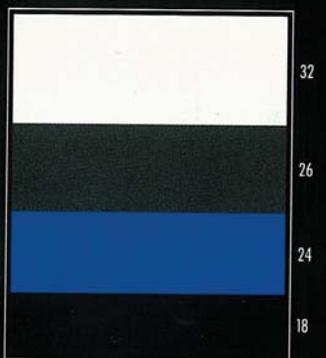
135. Die Ruhe



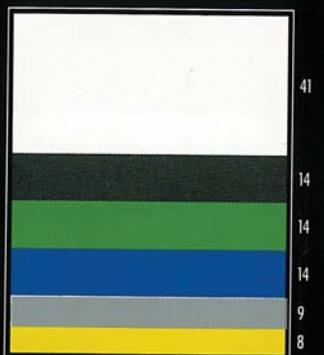
136. Etwas Rundes



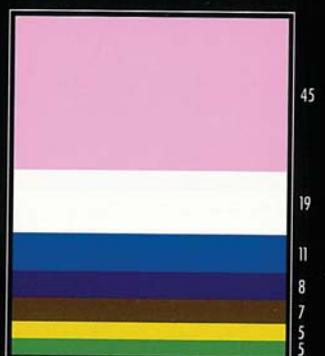
137. Das Sachliche/  
Die Sachlichkeit



138. Das Salzige



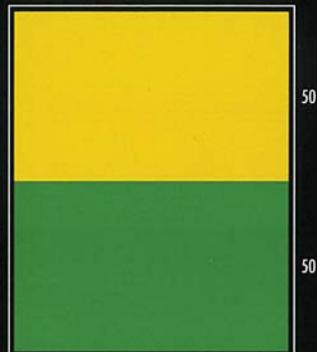
139. Die Sanftheit



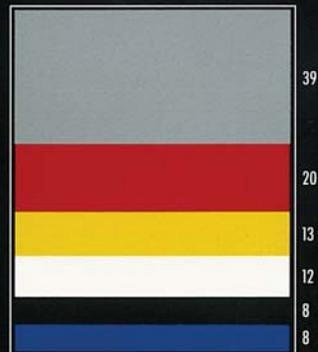
140. Die Sauberkeit/  
Die Reinheit



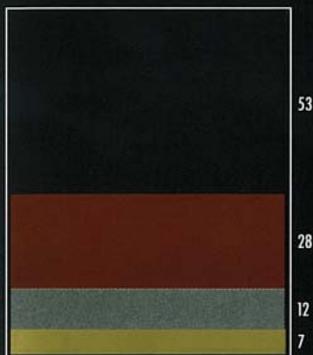
141. Das Saure



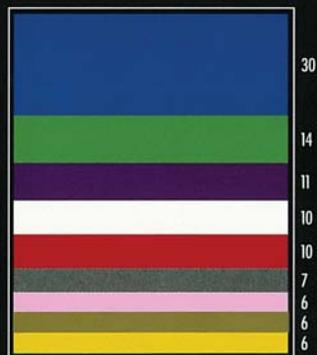
143. Die Schnelligkeit



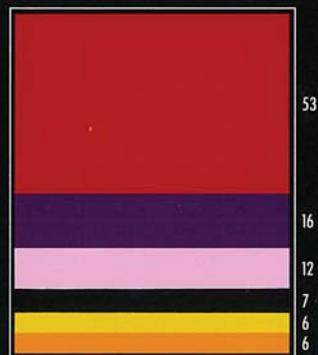
146. Das Schwere



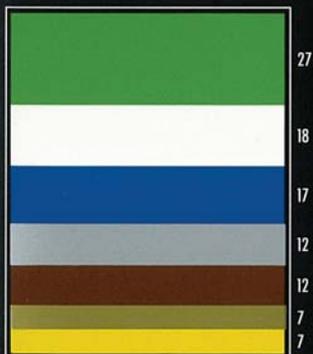
147. Die Sehnsucht



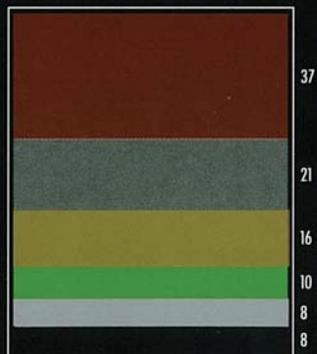
149. Die Sexualität



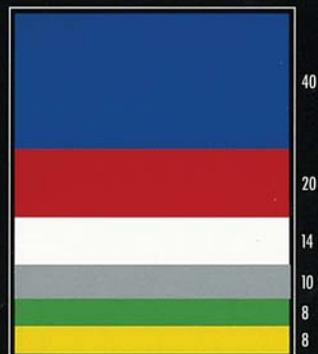
150. Die Sicherheit



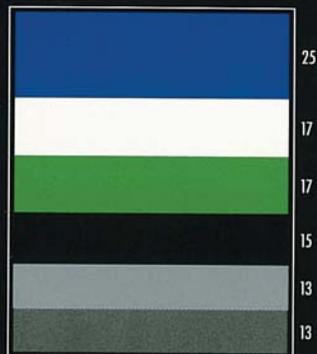
152. Das Spießige



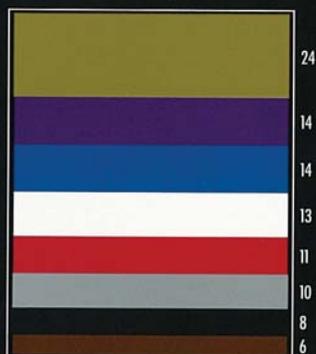
153. Die Sportlichkeit



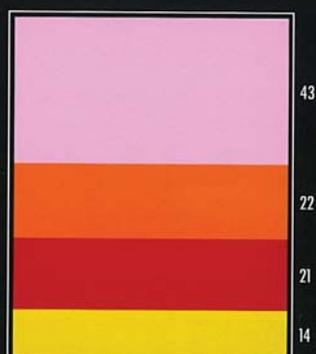
155. Die Stille



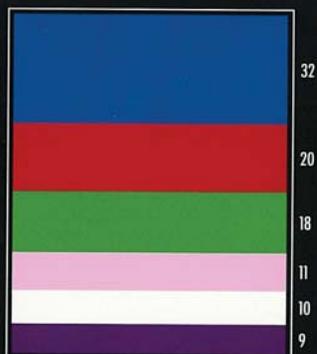
156. Der Stolz



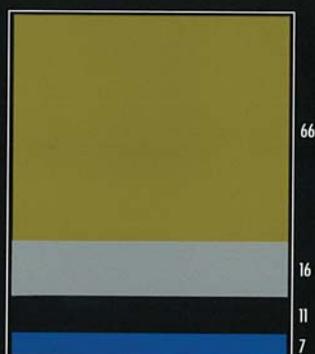
157. Das Süße



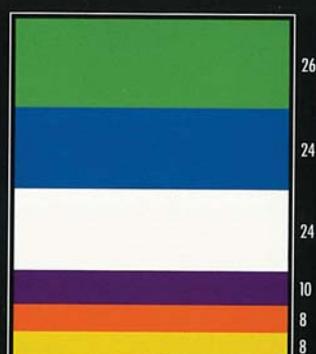
158. Die Sympathie



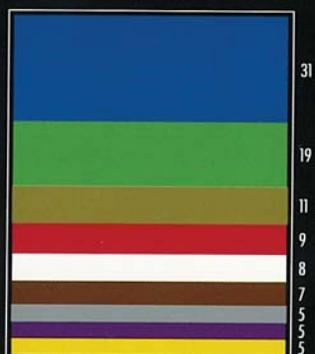
159. Das Teure



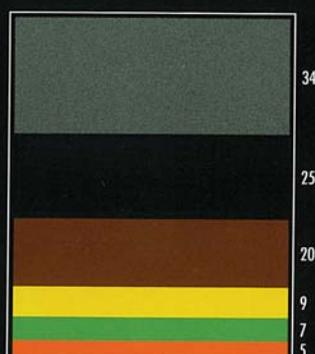
160. Die Toleranz



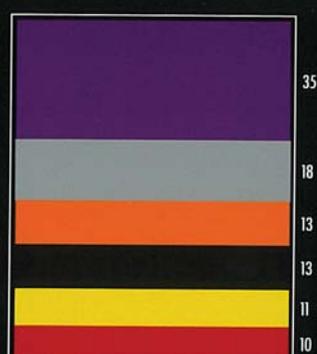
163. Die Treue



167. Die Unfreundlichkeit



169. Das Unkonventionelle



172. Das Unsachliche



173. Die Unschuld



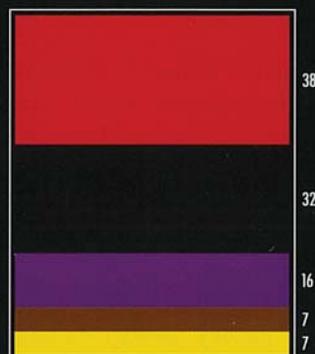
174. Die Unsicherheit



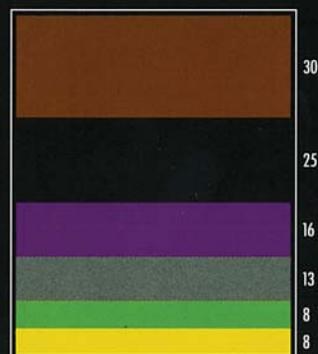
175. Das Unsympatische



177. Das Verbotene



178. Das Verdorbene



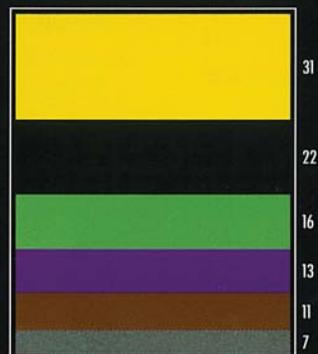
179. Das Verführerische



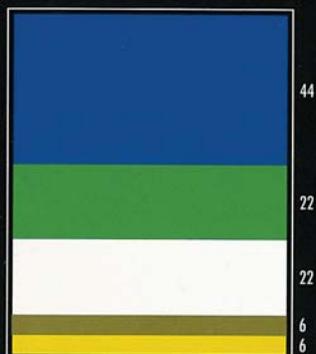
180. Das Vergnügen



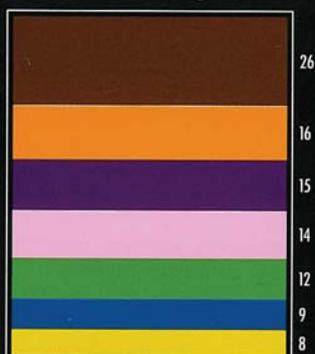
182. Die Verlogenheit



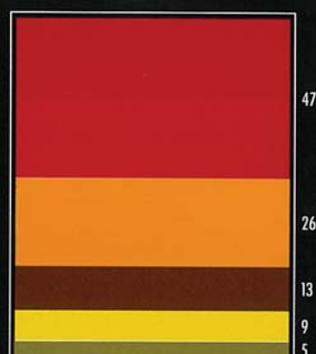
183. Das Vertrauen



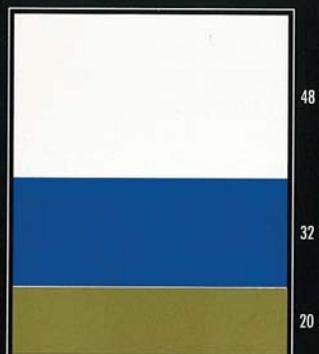
184. Die Völlerei/  
Die Unmäßigkeit



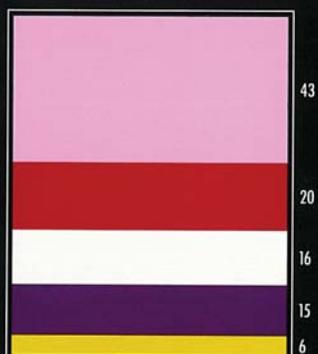
186. Die Wärme



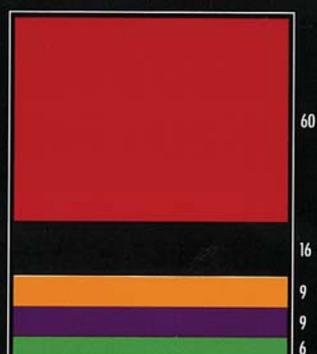
187. Die Wahrheit



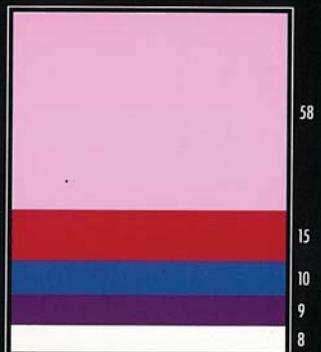
188. Das Weibliche



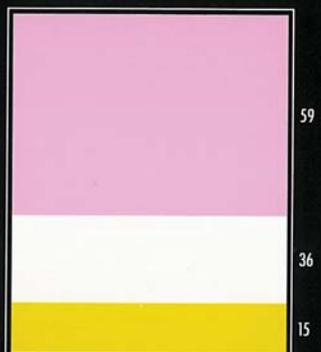
194. Die Wut/  
Der Zorn



195. Die Zärtlichkeit



196. Das Zarte



200. Zwischen nah und fern

