

THE LOVE OF COLOR

By **Nathalie Pagels**

My parents used to have a house on the golf course, in Lehigh Acres. 25 years ago I saw Miami Beach the first time and fell in love at once. So many buildings in that kind of architecture made me speechless. I love the architecture and I loved the different view of how to deal with color and form. On the one hand I was fascinated of the light and the seaside, on the other hand I was curious about what mentality prevails. I saw a lot of elderly Jewish people. (Also a part of my family lived there). And I saw fancy, younger people. Nothing in between.

The same time I started to study color-consulting in Germany. Three years later I did my masterwork and I dug out the Miami Beach idea again. I had good luck and we found a little apartment from a friendly woman we knew. For six weeks. 1390 Ocean Drive.

The first thing I learned was extraordinary hospitable people. Everyone tried to give me a helping hand no matter what the problem was. One lent me his bike, which was very helpful. And I also had to borrow a camera, because mine was broken in the first days. And then, for six weeks, I was hunting, looking, took pictures, talked with people, hotel managers and visitors, sellers, employees, asked questions, visited offices, watching everything. In six weeks I was not once in the Atlantic.

In the beginning of my work I did not know what conclusions I will draw. As a youngster I thought one could explain the world, if one just observe.

As a greenhorn I thought there might be rules to define how to use colors.

Ever since I worked with color. First I stood on the ladder and painted myself, because I learned one year at the scenery off the German Opera of the Rhein. And then I recognized, that people want consultation. Nowadays I work as a "color-conceptualist" and as a lecturer. I invite you very much to look at my homepage.

What I learned in 20 years experience, I implemented in the "Color Consulting Guide." What my attitude is, I put in an article, a lecture

to the theme: Is there an ethic of color consultation? (the fraunhofer Institute has it in its portfolio now).

What my conviction is: Colors can change people and the way we live and feel and act. To influence in the best way

of humanity the only important thing is the MOTIVATION.

Horowitz's motivation was to preserve. The love of color has nothing to do with profit. And that is the running joke of my life :)

Nathalie Pagels (www.pagels-farbkonzepte.de) is a certified color consultant and has worked for over twenty years in the field of color. She lives and works as a freelance color designer in Düsseldorf and is active for companies, public authorities, private individuals and industry. She gives lectures and gives seminars in which she wants to help color and its application to the place in the society to which it belongs. In conversation, she explains to us her "guidebooks of color design" and our general understanding of the phenomenon of color.



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