THE ROLE OF COLOR THAT CREATE ROOM ATMOSPHERE ON THE DESIGN OF SMALL OFFICE HOME OFFICE ALAIA

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ABSTRACT

During this time, work remotely or Work From Home (WFH) is still applied in several business sectors. Due to the policy to work from home, some people become more interested to have their own workspace at home. Small Office Home Office properties are in great demand, especially in urban areas. Nevertheless, SOHO should be designed well as a workspace. Interior elements inside the room also affect the atmosphere of the room. One of the elements that play an important role is color. Colors are useable to create a room atmosphere that could excite human behavior. All data was collected using the literature research method to be used as references for further research. Besides that, the design of SOHO for the Alaia project was made using the design process sourced from Rosemary Kilmer. The overall design of SOHO is dominated by yellow and brown colors. The colors will give warm, cheerful, and relaxing atmosphere for the user. This color combination also regards the aesthetic aspects of the room and is used so that users feel comfortable when working in this area.

Keywords: Home office, User, Room atmosphere, Color

1. PREFACE

Society at this time are urged to be able to adapt on surrounding growth. Within two years, people have managed to adjust themselves into the new normal era. However, there are still several business sectors that still implement Work From Home (WFH) or work by hybrid to reduce the spread of the corona virus. With the implementation of work remotely from home is quite beneficial for employees so that they can save their time and transportation costs.

The existance of work from home makes some of them choose to create their own workspace at home. In fact, according to Franciscus Lugito (2022) since the implementation of work from home by some business sectors, home properties of Small Office Home Office (SOHO) type are in high demand, especially in the urban areas [8]. Small Office Home Office (SOHO) is a residence in the form of apartment or house, which is equipped with office facilities inside it [1]. But still, the design of home office also needs to be considered in order to create a cozy atmosphere to increase our productivity while working.

Taufan Hidjaz (2014:79) argues that the room atmosphere which is formed in the interior space is a behavior setting that provides stimulation to human perception and behavior [4]. Through these argument, it could be concluded that the whole interior elements impact to human behavior. Elements in the interior space contain various aspects, such as layout, furniture selection. All of these interior elements can form the room atmosphere because of relationship between interior space and human behavior.

Color is convinced to be the most important thing that could provide a visual experience for human [3]. As one of the most imporant visual elements in interior, color is closely related to

psychology and user behavior [3]. Therefore, color affects the coziness and mood of the user in their activities. As a designer, choosing the right color for interior design of SOHO will create a cozy and conductive atmosphere for the user to working.

2. RESEARCH METHOD

In the interior design process of SOHO for the Alaia residential project goes through few steps which are based on Rosemary Kilmer's theory about design process. These theory includes two design processes, namely analysis and synthesis (Kilmer & Kilmer, 2014). The analysis process is the first step of programming to analyze problem, starting from physical and non-physical data, literature, and other data related to the design. The second known as synthesis, that is design process to produce design with various alternative solution of problems that found at the programming. From several alternatives, one of the best design will be chosen to solve the problem.
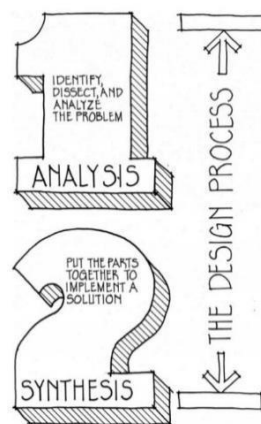

Figure 1 Illustration of The Design Process (Source: Kilmer & Kilmer, 2014, p.178)

Those two steps of design process from Kilmer were divided into a few more detailed phase. The design process consist of 8 process, that is commit, state, collect, analyze, ideate, choose, implement, dan evaluate.
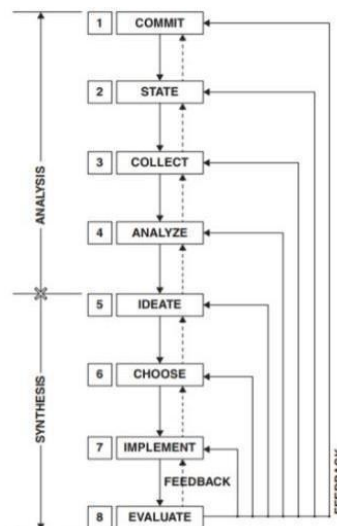

Figure 2 Sequence of The Design Process. (Source: Kilmer & Kilmer. 2014, p.178)

a. Commit

Commit is a process to deal with the existing problems and manage time as good as possible. In this case, interior design of SOHO for the Alaia Project were designed with considering client's desire and problem that faced by the client.

b. State

State is a process for designer to manage the definition of problems on design process. One of the problem discovered on the design process was concern about selecting color whics is necessary to affect the room atmosphere. Color as interior element itself is important, particularly for working area. The right color selection will create a cozy atmosphere for the user to work optimally.

c. Collect

Collect is about collecting facts with various methods. In this design process, physical data, non-physical data, and literature were collected to complement the research. The physical and non-physical data obtained by doing interview and field observation, whereas the literature were collected within library research.

d. Analyze

Analyze is a phase of analyzing the problem based on the literature data that have been obtained before. Thereafter discovering the data that relevant to color selection on the interior design of SOHO, we are required to analyze the problems. Literature data about colors have to be adapted to the workspace that would be designed. As a designer, we need to consider the psychological effect that could affect the user. Also, the right colors have to be implemented in the interior design of SOHO because colors will affect the room atmosphere as well.

e. Ideate

Ideate is pouring out the ideas by generating the design alternatives as solutions to solve the problems in the design process. In this phase, designer have to discover design ideas through the reference source on the internet to generate the interior design of SOHO. All of these ideas were written down by means of a mood board with alternative materials or colors that are suitable to the design theme as preliminary illustration. Designer could make some 3D design alternatives as consideration to choose the best design to solve the problems. The colors are applied on 3D design in order to show the room ambience and look more realistic that caused by the use of colors.

f. Choose

Choose is step to pick out one of the few design alternatives that have been made. While designing the interior of SOHO, designer should consider the use of color selection carefully. Moreover, we need to conform between the design theme that is desired by client and the use of colors in the design process. Designer have to choose the color in accordance with the design theme and the room ambience itself.

g. Implement

Implement is a phase by way of improving the preliminary design to be the final design. The design process was implemented with draw all of the furniture objects and other compliment objects on the SOHO design. These design are made in detail with representative 3D visual to show the application of colors and material could be seen realistically.

  h. Evaluate

Evaluate is a phase to reviewing the design based on the previous design phase. In the interior design of SOHO for Alaia project, evaluation is carried out to review the suitability between the design that have been made with the problems that stated before. Certainly, the color selection for SOHO that is applied in the design needs to be considered in order to create a cozy room atmosphere for work, also review the suitability design with client's desired design theme.

In the problem solving process, it is necessary to have data as a reference to find solutions for the problems. The data were collected using literature research method. Literature research method is activity which related the method of collecting literature data, read and write down note, also processing the research data [10]. All of the data that used in the research were collected within the journals, books, and articles related to the topic. Those data are collected as the reference for the further research.

3.   RESULT AND DISCUSSION

In the realm of interior, colors became one of the important visual elements. As we know, colors are affect human's psychology and behavior. According to Cyr et al. (2010), the color psychology is a field which related to the research between color interaction, cognition, the effect, and human behavior within cultural consideration [2].

Color is not only about decorative aspect, but it is necessary and could affect to how the human sense and react their environment, also stimulate human visually or emotionally [6]. Colors are included as interior elements that provide aesthethic in the interior. Some of the purpose of colors are to create atmosphere, indicate unity or diversity, reveal the character of materials, define form, affect proportion and scale, and give an impression of weight [9].

Commonly, each colors have certain meanings that affect human psychology. These are phsychological of colors that affect human.

Table 1. The Physiological of Colors that Affect Human

No	Kind of Colors	Physiological of Colors that Affect Human	
1	Red	-	Tends to make objects seem closer
		-	Physically can impact to increase blood pressure, pulse, and respiratory
		-	Can give a warm ambience, but tend to increase agressiveness
2	Yellow	-	Generates exuberant and optimistic feeling
		-	Can give a friendly impression when used properly
		-	Increase creativity
		-	Tend to work up self-confidence
3	Green	-	Give a refreshing impression
		-	Identical with plants and nature
		-	Give a secure, balance, and harmony feelings
		-	Suitable for use in the resting room because it gives a sence of calmness
		-	Excessive use of green can lead to boredom
4	Blue	-	Tends to have a calming effect
		-	Often associated with sky or sea's color
		-	Deep blue color could give a peaceful sense
		-	Light blue color could improve consentration
5	Black	-	Show a glamorous and elegant impression
		-	Tends to give a serious atmosphere
		-	Can cause fear of the dark or insecurity feelings

6	White	-	Identical to purity or holiness
		-	Gives a hygienic and sterile impression
		-	Can show an illusion of a taller room
		-	Excessive use of white can show an unfriendly impression

Each color can provide a different impression. Indirectly, the application of color in the interior could affects the room atmosphere. The room atmosphere automatically can affect human behavior as the user. Specifically in the workspace, the use of color can affect to user's mood while they were working. Therefore, choosing the right color will give the user a comfortable feeling in the room.

The interior design of SOHO for Alaia project was made with modern minimalist theme as the client's desired. The design is made quite simple, but still looks cozy and elegant at the same time. This workspace dominated with the color of white and brown to give a warm ambience for the user.

Figure 3 Perspective of SOHO Design for Alaia Project. (Source: personal document)

The shelves and cabinets in the workspace with white color give an impression of cleanliness and neat. The built-in working desk was designed using white terrazzo and wood textured HPL materials. However, within the different materials, the overall of SOHO interior still looks well-suited. HPL material with wood texture could add a warm impression, whereas the white terrazzo material gives a clean and spacious look.

The wall is designed using linen textured HPL material with brown color. The application of a textured brown color on the wall makes the workspace stand out and gives a warmer atmosphere. The fusion of white and brown color make the workspace impressed cozy and relaxing. SOHO is designed with combination of some different materials, but the application of materials use brown and white as the main colors. In the theory of color psychology, excessive use of white could give an unfriendly impression. Therefore, the application of color needs to be combined to make it looks well balance.

Figure 4 Perspective of SOHO Design for Alaia Project. (Source: personal document)

In addition to the work desk area, SOHO is equipped with a large storage cabinet on the opposite side of the work desk. The storage cabinet is designed using white that gives an impression of the clean and spacious room. The wall on the storage cabinet is made with the same material as the work desk. Then, the ceiling design is used a white color that makes the room looks brighter.

As a decoration and window covering, curtains is used a brown color that look match with the overall room. The color selection is chosen to make the entire interior of SOHO looks unified. Using various colors excessively will make the room too contrast and the user lose focus while working.

4.   CONCLUSIONS AND RECOMMENDATIONS

In interior design, color has become one of the most essential elements. Color is closely related to human psychology and the behavior of the user. Each color has a psychological that can affect the atmosphere of the room which indirectly also has an impact on the user. Therefore, the workspace design needs to be considered carefully. Choosing the right color will create a cozy atmosphere for users while they were working.

When designing the Small Office Home Office (SOHO) for the Alaia project, the color selection is adjusted to the design theme and considers the psychological effect caused by the use of those colors. The color applied in the SOHO design are combining brown and white colors. Overall, the brown color is used in order to provide a warm and cozy atmosphere for the user when working. The brown color is combined with white color which creates a clean and spacious impression. Both colors give a relaxing atmosphere and look unified when applied to the interior. As a designer, we better design a workspace with the right color that are not too excessive or contrasting because it could make the user lose focus while they were working.

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