



CHROMOLOO

WELCOME TO CHROMOLOGY, UK'S FIRST COLOUR ANALYSIS CONSULTANCY BASED ON THE 12-TONE SCIART™ METHOD.



CHROMOLOO

01. HOME PAGE

About Chromology
Contact Us
FAQs

02. ABOUT COLOURS

The Power of Colour
The Sci\ART™ System

03. SERVICES

Personal Colour Analysis
Guided Shopping

04. T

What

THE SCI\ART™ PERSONAL COLOUR ANALYSIS SYS™

Sci\ART™ assigns colours into 12 harmony groups, each of which is focused on different predominant colour groups contain all the colours of the rainbow, but all 12 tones get their versions of primary hues such as

The personal colour analysis system we use at Chromology is called Sci\ART™. Developed in 2000 by the late Kathryn Kalisz, Sci\ART™ is a state-of-the-art colour analysis method designed to accurately identify a person's natural colour tone, positioned within a three-dimensional colour space.

KATHRYN KALISZ



Kathryn Kalisz – Tampa Bay Times

Kalisz was an outstanding artist and scientist who dedicated her life to the study of colour and its use and affect on human beings. Employed as a colourist at the Munsell Institute, she quickly became fascinated with the science of colour; it was this fascination that led her to study colour and psychology and eventually develop the Sci\ART™ 12 tone personal colour analysis system.

Kalisz's work was influenced by 2 great colourists, Johannes Itten (1888 – 1967) and Albert H. Munsell (1858 – 1918).

Itten, a Swiss expressionist painter, designer and theorist, is known for his teachings on colour and his work is said to be a primary inspiration for seasonal colour analysis. **Munsell**, an American painter and

art teacher, created the Munsell Colour Ordering System which gained international acceptance and is considered to be the standard for worldwide colour communication.

MUNSELL COLOUR ORDERING

The Munsell System is an essential reference point in Sci\ART™, because its theories on three-dimensional colour space form the basis of the '12 colour tones' Sci\ART™ concept. It's vital to understand the language of colour in order to fully gauge the process of your personal colour consultation – we've outlined the basics for you in brief:

In the Munsell System colours are placed in relation to each other in three-dimensional space, as opposed to representing colours in a two-dimensional colour wheel that is still commonly used in traditional art and colour teachings. The arrangement of colours inside the Munsell Ordering System are set out to flow according to the order in which they visually appear to flow in nature.

Since Munsell organises colours into three-dimensional space, to accurately communicate the characteristics of a single colour we must define it via the three dimensions: hue, value and chroma.

HUE is the characteristic by which we distinguish one colour family from another, such as blue from green or yellow from red. Hue is also considered the "emotional" dimension because it carries the most psychological associations.

VALUE is the attribute that allows us to differentiate between the various lightness and darkness levels of colours. Of the three dimensions value carries the most informational content of colour because our visual perception is most sensitive to changes in lightness

Itten linked 'subjective colour' to the seasons, with Winter, which in turn influenced **Suzanne** who ultimately led her to develop the four seasonal colour analysis system.

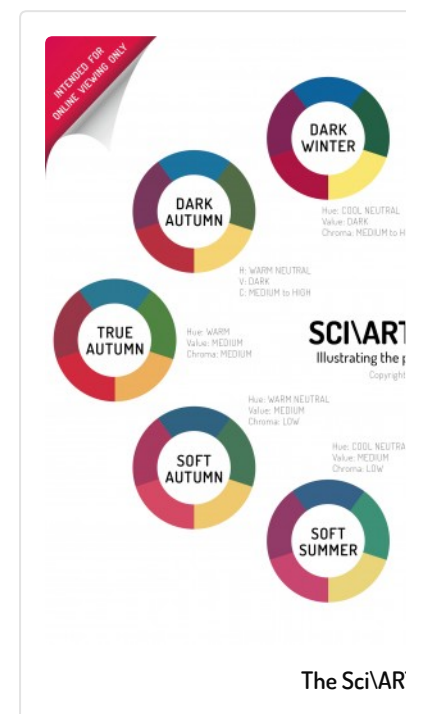
Caygill categorised people into one of four seasonal groups: Spring, Summer, Autumn and Winter. In her book *Color: A Practical Guide to the Art and Science of Colour*, she defined a range of sub-groups within each season, such as 'Dynamic Winter', each with its own set of harmonious colours.

Recognising the need for further definition, **Kathryn Kalisz** introduced a 'science method' personal colour analysis system called Sci\ART™.

SCI\ART™

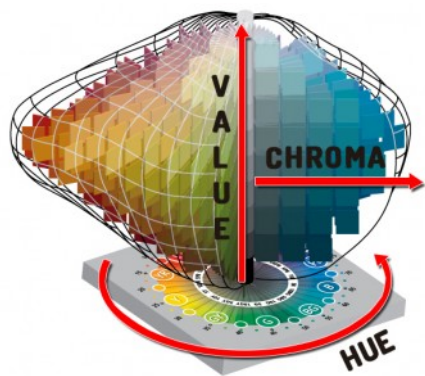
Sci\ART™ is the most highly advanced seasonal colour theory we have today.

The millions of colours we see are assigned to one of 12 seasonal colour groups, each attributed with different predominant colour values and chroma. Colours assigned to each group are harmonious when viewed as a whole. This system is a departure from the traditional four season colour analysis system, which follows:

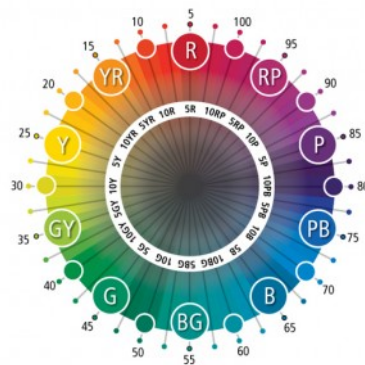


In Sci\ART™ a single colour can only belong to one seasonal group. A colour of yellow will only belong to a particular colour's tonal home is determined by how the colour appears, or 'behaves' when placed next to other colours.

In traditional colour analysis a person's natural colour tone is determined by their personal colour tone



The Munsell colour solid illustrating the 3 colour dimensions: hue, value and chroma



and darkness. This is the quality that communicates highlight and shadow and helps define shape, form and proximity.

CHROMA is the dimension by which we identify the strength or intensity of a colour, such as distinguishing a vivid colour from a dull colour. If hue provides the emotional content of a colour and value gives most of the informational content, then chroma can be considered the “attracting” quality.

COLOUR ANALYSIS SYSTEMS

Seasonal colour analysis has evolved out of the impressionistic art movement of the 19th century. **Itten** proposed the notion of ‘subjective timbre’ to describe one’s distinctive personal tone, something he discovered whilst teaching a class on colour harmony. To paint the same subject, his students chose colours, lines and orientation based on how they were as an individual. The 2 key connections he made were:

1. Our subjective colour choices are indicative of our personality.
2. Our physical colouring is a directing factor in our choices of pleasing colour combinations.

For example, a high contrast brunette would often choose dark colours and compose more intense, high contrast art whilst a fair person of low contrast would more than likely choose less vivacious softly blended harmonies and opt for hue contrast over value contrast – loosely referring to the contrast difference between true summers and true winters.

the end result is based on the analysis, eliminates stereotypical colouring data; as such, the tools we use and conclude an accurate and repeatable.

Unlike more traditional methods of colour analysis, which held a distance away from the person, this system appears harmonious with the person’s natural environment, use full spectrum. This eliminates stereotypical assumptions and allows the analyst to measure the physical effects of colour projected onto the person’s face.

Large colour samples are crucial because they provide a reference if the colour size to scale and is adjacent to the person’s personal clothing colours, the very least make sure our advice is well reasoned and repeatable results.

Kalish teaches that “Beauty will always be found in the personal colouring is as individual and unique as the person, why did she develop a system of colour groups?

The answer lies within the practicalities of life. The time we need to carry out a large number of colour analyses, noting the various colour affects a person’s dimensional colour tone. Simply put, it’s about finding the Munsell System, and accurate results.

Comparing sets of pre-defined colour tones and recurring patterns and consistency in tone were to try and navigate our way through the complexity of colour.

Feeling inspired? Take a look at the [benefits of ‘getting you’](#) summarised the

CONTACT US

How to get in touch

Chromology UK

1 Walnut Tree Cottages
Townsend
Grove
Oxfordshire OX12 0AX

+44 (0) 7753 350 734

gabi@chromology.co.uk

FACEBOOK POSTS

Like us on Facebook

PINTEREST

Check out our pins

TWEET

Follow

T
@



R.I

Re



Chromology
663 likes



Like Page

Be the first of your friends to like this



Chromology



에서 팔로우

[Contact us](#) | [Privacy Policy](#)

Copyright © 2015 Chromology. All rights reserved.

Chromology

Chromology offers state-of-the-art, science based personal image transformations to both men and women. Services include Sci\ART 12-tone personal colour analysis, body shape analysis. We'll show you how beautifully designed you are so you can finally learn to accept and love the body that you're in. You will look fresh, beautiful and radiant. Your improved confidence will

Walnut Tree Cottages, Townsend OX12 0AX Grove, Oxfordshire