

What is one thing that is most commonly associated with Valentine's Day? Besides the stupid rose-petal pathways to the dumb bathtubs full of ridiculous candles and bubbles. And hardcore raw-dog boning in the name of love and romance.

YOU'RE WRONG IT'S THE COLOR PINK. and red. But mostly pink.

Let's talk about the history of the color pink.

Pink first ***rose*** (get it) to prominence as the favored color of Madame De Pompadour, a mistress of Louis XV. A specific shade of the color was created and named for her by the Sevres porcelain company, who enjoyed her favor. Their fine porcelain was a prized status symbol in the 18th century, and this rich hue of pink came to be associated with the opulence of the royal court and all its trappings, though it was not assigned to a particular gender.

Fast forward to 1927. Time Magazine printed a survey of several US stores on gender-appropriate colors. The results showed that 60% of those surveyed said the color pink was fit for boys. During this period, it was not unusual for fashion and department store editorials to run stories on colors and how they should be used.

Publications of the time also recommended blue-eyed babies be swaddled in blue because it's flattering (as if anyone cares what a fucking baby looks like fresh out of the oven), and

brunettes looked best in pink. Which is absolutely true I look fucking amazing in pink thank you very much.

Pink is technically a shade of red. Red = masculine. Masculine = boys only.

Blue on the other hand? Represents gentleness and is a symbol of virginity. ONLY GIRLS CAN BE VIRGINS. obviously. So there are a few debated reasons for the shift in colors being assigned to genders:

(We're gonna get really sad for a second but just bear with me, it's important.)

1. The holocaust. The Nazi's had a system of marking to identify the different populations that were in the concentration camps. The pink triangle was assigned to sexual criminals, which included homosexual and bisexual men, as well as transgender women. The use of the pink triangle did not become public knowledge until the 1970's when the symbol was reclaimed by gay rights activists. Long story short - fuck the Nazi's.
2. World War II. Many believe that pink was assigned to women as part of a post WWII effort to reestablish traditional, Western gender roles. As women were pushed out of the workforce and back into the home, advertisers decided to refeminize them. (I refeminize myself every night when I peel the XL t-shirt and sneakers off of my body after a long day of hating men.) So the housewife wore the frills and colors while the men wore simple neutral colors, reflecting the uniforms of their recent military service.
OK bad shit over.

This didn't extend to baby clothes until the 1980's. Why? Because the first ultrasound that could identify fetal sex was invented in the 80's. Once people started figuring out what kind of genitals their kid had, it was all over. Pink aisles in the target for girls toys. There better not be a speck of pink in the boys aisle or the local Karen will. Flip.

So now we're here. Pink has been reclaimed by gay rights activists in the 70's, breast cancer survivors, or worn as knitted pussy hats at the 2017 Women's march.

And now everything is millennial pink. It was Pantone's Color of the year in 2016. So good for pink. She's come a long way. So let's talk about my favorite pink. Baker-Miller Pink.

Now I'm sure you're asking, Sierra, what the fuck is Baker-Miller Pink? And why is it so special?

Well lemme tell ya.

We're going back in time now. Get back in the fucking time machine or i'm leaving without you.

It's the late 60's. There's a man, his name is Alexander Schauss. He operates the American Institute for Biosocial Research in Tacoma, Washington. Schauss was very interested in color-theory news and research. He read studies done by a swiss psychiatrist Max Luscher, who believed that color preferences provided clues about one's personality.

Luscher noticed that color preferences shifted according to psychological and physiological fluctuations in his patients. Luscher asserted that color choice reflects emotional states. He theorized that one's color choices reflect corresponding changes in the endocrine system, which produces hormones. Schauss then postulated that the reverse might also be true; color might cause emotional and hormonal changes, and various wavelengths of light could trigger profound and measurable responses in the endocrine system.

LONG STORY SHORT: Colors that you see throughout your day and/or surround yourself with can influence the way that hormones are produced in your body.

So our boy Schauss. He starts running some tests. In 1978, he observed that color did affect muscle strength, either invigorating or enervating the subject, and even influenced the cardiovascular system. Which is SO FUCKING COOL. Schauss then begins to experiment on himself. Which is so not ok in today's research world, but go off king. He discovered that a particular shade of pink had the most profound effect. He labeled this tone of pink, P-618. Schauss noted that by merely staring at an 18x24 inch card printed with this color, especially after exercising, there would result "a marked effect on lowering the heart rate, pulse, and respiration as compared to other colors."

So Schauss is pumped. He's so pumped that he convinces the directors of a Naval correctional institute in Seattle, WA, to paint some prison confinement cells pink in order to determine the effects this might have on prisoners. Like a

fucking psychopath. Prison officials, like the rest of culture at the time, had absorbed the switch in pink's gender affiliation. Since pink was a fucking wimp ass pussy color, Schauss named the color after the correctional institute's directors, Baker and Miller, to commemorate the bravery of having their prison painted pink.

That's where Baker-Miller Pink comes from.

So the inside of this prison is literally bubblegum, techno-dream, pepto-bismol pink. Fucking lit. The rates of assault before and after the interior was painted pink were monitored. According to the Navy's report "Since the initiation of this procedure on March 1 1979, there have been no incidents of erratic or hostile behavior during the initial phase of confinement." only fifteen minutes of exposure was enough to ensure that the potential for violent or aggressive behavior had been reduced.

This research gets published, and people are collectively losing their minds. PAINT EVERYTHING BAKER-MILLER PINK ASAP AS POSSIBLE.

Literally everything. Like war tanks used in Desert Storm! Seriously. They painted actual war tanks Baker-Miller Pink. I don't know if it worked, don't ask me.

So now BMP is getting studied by a team at Johns Hopkins University, where appetite suppression was observed. Researchers there confirmed the now-familiar stress-reductions effects, but the corresponding appetite

reduction was an unexpected side effect because the team was also searching for alternative means of weight loss.

BMP then makes its way to California. Good for her. The Santa Clara county jail gets a little too excited about P-618, and in a fucking hurry for some unknown reason, they painted a holding cell pink and immediately placed several inmates there for a few hours. This resulted in the prisoners scratching the paint off the walls with their fingernails. The color was also used at a California VA psychiatric hospital and a San Bernardino youth clinic. One implacable patient, whose behavior seemed to show no signs of improvement under normal conditions, was placed in a pink seclusion room as a last resort. "Within six minutes he calmed, was heard crying, and seen sitting in the middle of the room." Idk what the fuck that is all about, but that's cool i guess.

News about BMP continues to spread. In the early 1980's, visiting team locker rooms at Iowa and COLORADO FUCKING STATE UNIVERSITY were painted pink until a rule was passed by the Western Athletic Conference that both visiting and home team's locker rooms had to be painted the same color. Iowa State even went as far to have pink lockers and pink urinals. There is a huge crux in this controversy though. Opponents of the practice say that the implication that the color - with it's feminine associations will somehow reduce aggression is, in and of itself, sexist and discriminatory. Some opposing players reported being more fired up by the perceived insult of the pink locker rooms. Dude, get over it. It's one color. Go play ur stupid sports ball game.

Color is basically becoming a controlled substance at this point.

Now. Go back in time a little bit. Back to the 80's again. I'm sorry I know we're jumping around a lot. Get over it.

News is taking off about BMP, and a few years after his initial research, Schauss decided to repeat the experiments only to find that Baker-Miller Pink didn't have a calming effect on inmates after all. In fact, after conducting a test in an actual pink cell, he noticed no difference in inmates' behavior. He was even concerned that the color could make them more violent.

Big oopsie on his part.

30 years go by. Psychologist Oliver Genschow and colleagues repeated Schauss' experiments. They carried out a rigorous experiment to see if BMP reduced aggressive behavior in prison inmates in a detention center cell. Like Schauss' later work, they found no evidence that the color reduced aggressiveness.

Oopsie confirmed.

2011 comes around. Someone Like You by Adele is taking over the airwaves. Obama is president. Charlie Sheen is fired from Two and a Half Men. Game of Thrones premieres. Things are great.

A Swiss psychologist named Deniela Spath wrote about her own experiments with a different shade of pink paint. She called her shade 'Cool Down Pink' and applied it to cell walls in 10 prisons across Switzerland. We love comprehensive research.

Over the next four years, prison guards reported less aggressive behavior in prisoners who were placed in the pink cells. Spatch also found that the inmates seemed to be able to relax more quickly in the pink cells. She suggested that Cool Down Pink could have a variety of applications beyond prisons like airport security areas, schools, and psychiatric units.

A British newspaper reported that while the prison guards were happy with the effects of CDP, prisoners stated that it felt degrading to be held in a room that looked like a 'little girl's bedroom.' Get over it, you probably murdered someone.

So BMP had tons of studies done on it, and it's shown that the calming effect only lasts for a duration of 15-30 minutes.

Also, a county jail in Arizona had BMP on the walls, and after inmates grew noticeably more aggressive when confined to these environments for extended periods of time, the jail was quick to repaint the cells a different color and make the prisoners wear pink underwear. Silly rule-breaker boys get cute silly pink underwear.

Here's my favorite conspiracy about the color pink.

Pink was marketed, post WWII, by men to women as a girly color in a secret effort to restrict gains made by women in the workforce during the war, to turn the newly independent earners back into passive consumers. This was decades before the BMP research, but one might go so far as to assume that the pink effect was unconsciously or instinctively known.

Long story short - BMP is a fucking lie. But that doesn't stop people from being stupid! Kendall Jenner painted her living room BMP in 2017 and raved about how it made her feel much calmer. Good for you, confirmation-bias-Jenner.

<https://graf1x.com/color-psychology-emotion-meaning-poster/>

COLOR PSYCHOLOGY

WHAT COLORS COMMUNICATE

INFLUENCE

COLOR IS THE FIRST THING PEOPLE WILL NOTICE ABOUT YOUR WORK OR PRODUCT.

STUDIES HAVE SHOWN THAT



OF THE SNAP JUDGEMENTS ARE INFLUENCED BY THE COLOR ALONE.

FACTS

FIRST COLOR THAT WE DISTINGUISH AFTER BIRTH IS COLOR RED, HOWEVER, COLOR BLUE IS THE FAVORITE ONE AMONG HUMANS WORLDWIDE.

PEOPLE WHO ARE COLD PREFER WARM COLORS LIKE RED AND YELLOW WHILE PEOPLE WHO ARE HOT PREFER COOL COLORS LIKE BLUE AND GREEN.

THE LOWER THE MEAN SATURATION OF SUBJECT, THE MORE COMFORT IS FELT WHEN BEING AROUND IT.

PROPERTIES

COLOR

COLOR IS PROPERTY POSSESSED BY ANY OBJECT. EACH OBJECT REFLECTS OR EMITS LIGHT AND IS PRODUCING DIFFERENT SENSATIONS ON THE EYE. OBJECTS REFLECT LIGHT IN DIFFERENT WAVELENGTHS WHICH WE RECOGNIZE AS COLOR.

COLOR	WAVELENGTH
RED	700 - 635 nm
ORANGE	635 - 590 nm
YELLOW	590 - 560 nm
GREEN	560 - 520 nm
CYAN	520 - 490 nm
BLUE	490 - 450 nm
VIOLET	450 - 400 nm

COLOR PROPERTIES

COLOR PROPERTIES ALLOW US TO DISTINGUISH AND DEFINE COLORS.

HUE IS ACTUAL COLOR OR COMBINATION OF COLORS (RED, YELLOW, ORANGE)



VALUE IS HOW LIGHT OR DARK IS IT (TINTS AND SHADES)



CHROMA POINTS TO THE COLOR'S INTENSITY OR SATURATION.



12 COLORS AFFECT HOW WE ACT AND FEEL SUBCONSCIOUSLY. PROVIDED ARE 12 HUES WITH MEANINGS AND USES IN ART, DESIGN AND LIFE.

	EMOTION	INDUSTRY	USED TO
RED	EXCITEMENT ENERGY PASSION COURAGE ATTENTION	ENTERTAINMENT FOOD SPORT FIRE PROTECTION CHILDREN PRODUCTS	STIMULATE CREATE URGENCY DRAW ATTENTION CAUTION ENCOURAGE
ORANGE	OPTIMISTIC INDEPENDENT ADVENTUROUS CREATIVITY FUN	ART ENTERTAINMENT FOOD SPORTS TRANSPORTATION	STIMULATE COMMUNICATE FUN DRAW ATTENTION EXPRESS FREEDOM FASCINATE
YELLOW	ENTHUSIASM OPPORTUNITY SPONTANITY HAPPINESS POSITIVITY	FOOD SPORTS TRANSPORTATION TRAVEL LEISURE	STIMULATE ENCOURAGE RELAXATION AWAKE AWARENESS ENERGIZE AFFECT MOOD
LIME GREEN	GROWTH HARMONY FERTILITY KINDNESS DEPENDABILITY	ENVIRONMENT LEISURE ALTERNATIVE ENERGY ENTERTAINMENT EDUCATION	RESTORE ENERGY PROMOTE GROWTH NUTURE REJUVENATE
KELLY GREEN	SAFETY HARMONY STABILITY RELIABILITY BALANCE	ENVIRONMENT BANKING REAL ESTATE FARMING NON PROFIT	RELAX BALANCE REVITALIZE ENCOURAGE POSSESS
SKY BLUE	FREEDOM SELF EXPRESSION TRUSTWORTH WISDOM JOY	ENTERTAINMENT COMMUNICATION CHILDRENS PRODUCTS TECHNOLOGY AEROSPACE	DRAW ATTENTION INSPIRE TRUST SUGGEST PRECISION COMMUNICATE CONSCIOUSNESS STIMULATE PRODUCTIVITY
ROYAL BLUE	TRUST RESPONSIBILITY HONESTY LOYALTY INNER SECURITY	SECURITY FINANCE TECHNOLOGY HEALTH CARE ACCOUNTING	REDUCE STRESS CREATE CALMNESS RELAX SECURE CREATE ORDER
VIOLET	IMAGINATION SPIRITUALITY COMPASSION SENSIVITY MYSTERY	HUMANITARIAN PSYCHIC RELIGION	ENCOURAGE CREATIVITY INSPIRE COMBINE WISDOM AND POWER CREATE IMPRESSION OF LUXURY INTUITION
PINK	COMPASSION LOVE IMMATURE PLAYFUL ADMIRATION	CHILDRENS PRODUCTS WOMANS PRODUCTS BEAUTY FASHION	COMMUNICATE ENERGY INCREASE PULSE MOTIVATE ACTION FASCINATE ENCOURAGES CREATIVITY
BROWN	RELIABILITY STABILITY HONESTY COMFORT NATURAL	AGRICULTURE CONSTRUCTION TRANSPORTATION LEGAL FOOD	STABILIZE IMPLY COMMON SENSE SUPPRESS EMOTIONS CREATE WARMTH
GRAY	NEUTRAL PRACTICAL CONSERVATIVE FORMAL QUIET	ALL INDUSTRIES * MOSTLY USED IN COMBINATION WITH OTHER COLORS	CREATE SENSE OF COMPOSURE DEPRESS ENERGY ASSOCIATE TIMELESS COMMUNICATE MATURATION
BLACK	POWER CONTROL AUTHORITY DISCIPLINE ELEGANCE	ALL INDUSTRIES * MOSTLY USED IN COMBINATION WITH OTHER COLORS	HIDE FEELINGS INTIMIDATE RADIATE AUTHORITY CREATE FEAR ASSOCIATE WITH MYSTERY