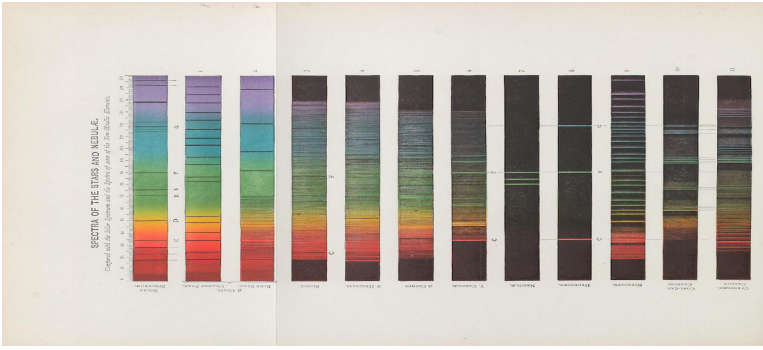
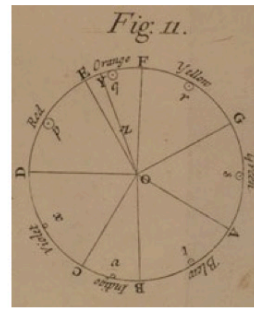


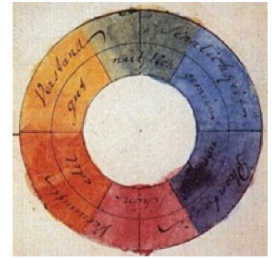
The Story of Color Wheels



Newton's Wheel



Goethe's Wheel



When most people think of color, the first thing that comes to mind is the color wheel we were shown in elementary art class. This abstract representation is meant to show the relationships between certain colors in the wheel, and denotes the “primary”, “secondary”, and “tertiary” colors, which can be combined in various ways to create a broader spectrum.

What most people do not know is the vast history behind the color wheel and the discoveries which were integral to its invention and standardization.

The first color wheel was presented by Sir Isaac Newton in the 17th century when he first discovered the visible spectrum of light. Around this time, color was thought to be a product of the mixing of light and dark, with red being the “most light”, and blue the “most dark”. Newton saw that this theory was flawed, and while in isolation as the bubonic plague ravaged Europe, began testing the properties of white light and “to try therewith the celebrated Phenomena of Colour”. In his classic prism experiment, he noted that white light is composed of a variety of colors. He then mapped these colors into an octave schema as the first color wheel and the original ROY G BIV. His experimentations also led to the discovery that all secondary colors can be made by mixing primary colors. The mixtures of colors in varying ratios resulted in different “hues” of novel colors from the classic ROY G BIV baseline, and resulted in the first hue wheel, which is likely the color wheel we are most used to seeing.

The Discovery of Color Wheels!

Well after Newton’s publication of *Opticks* in 1704,

Johann Wolfgang von Goethe began his own experiments with color. Like Newton, Goethe attempted to “conceive nature in her simplest, most conspicuous creations,” although he proposed to do so “without the aid of mathematics”. His experience as a painter and artist led to a fascination with the phenomena of color much like that of Newton’s, though he fervently disagreed with Newton’s idea that darkness was just an absence of light.

Instead, he insisted that darkness was an active ingredient in the production of color. This questioning of the science behind Newton’s discovery led many to believe him to be an opponent of the sciences in general. However, Goethe himself claimed that “nobody can appreciate [mathematics] more highly than I,” but that “to understand the phenomena of color nothing is required but unbiased observation and a sound head”. Strikingly, Goethe’s investigation of color mirrored that of Newton’s. The 1810 publication *Theory of Colours*, although not strictly scientific, was monumental in its breadth of data and investigation. Goethe conducted numerous experiments with color to address the gaps he perceived in Newton’s theory, a holistically scientific approach similar to the rigor of Newton’s prism experiments. Perhaps due to his background in poetry and the arts, Goethe also went into detail about the psychological aspects of colors and their relationship to human emotions and behavioral traits.

What is The Color of The Day?

Wednesday, March 30, 2022



Sunday

Hindus believe it is auspicious to wear red on Sunday. People also offer red flowers to Surya or the Sun God. Many keep a fast on this day eating just one meal, before sunset.

Monday

As per Hinduism, Monday's color is yellow, though people who fast also wear white on this day. Lord Shiva is the deity associated with this day of the week so people often offer white flowers to this God. Monday is also associated with the moon and colors linked to it are silver, light gray or blue.

Tuesday

Pink is the color linked with Tuesday. In Hindu culture, this day is associated with the Monkey God or Lord Hanuman and people who fast and pray to this Lord can also wear red. The day is also linked with Mars – the angry planet – which can be appeased by wearing pink.

Wednesday

Green is the color of the day for Wednesday. Wednesday is associated with Lord Vitthal as well as Budha (not Buddha) which is the deity linked with Mercury. Both Budha and Vitthal like green.

Thursday

People wear orange or yellow on this day. As per Hindu culture, this day is the day of Lord Vishnu who is known to wear these colors. Orange is associated with Jupiter.

Friday

Fridays color is blue (sea green or aquamarine are also acceptable). It is associated with Venus. The day is also associated with Goddess Shakti who prefers white. So Hindus wear either color on these days.