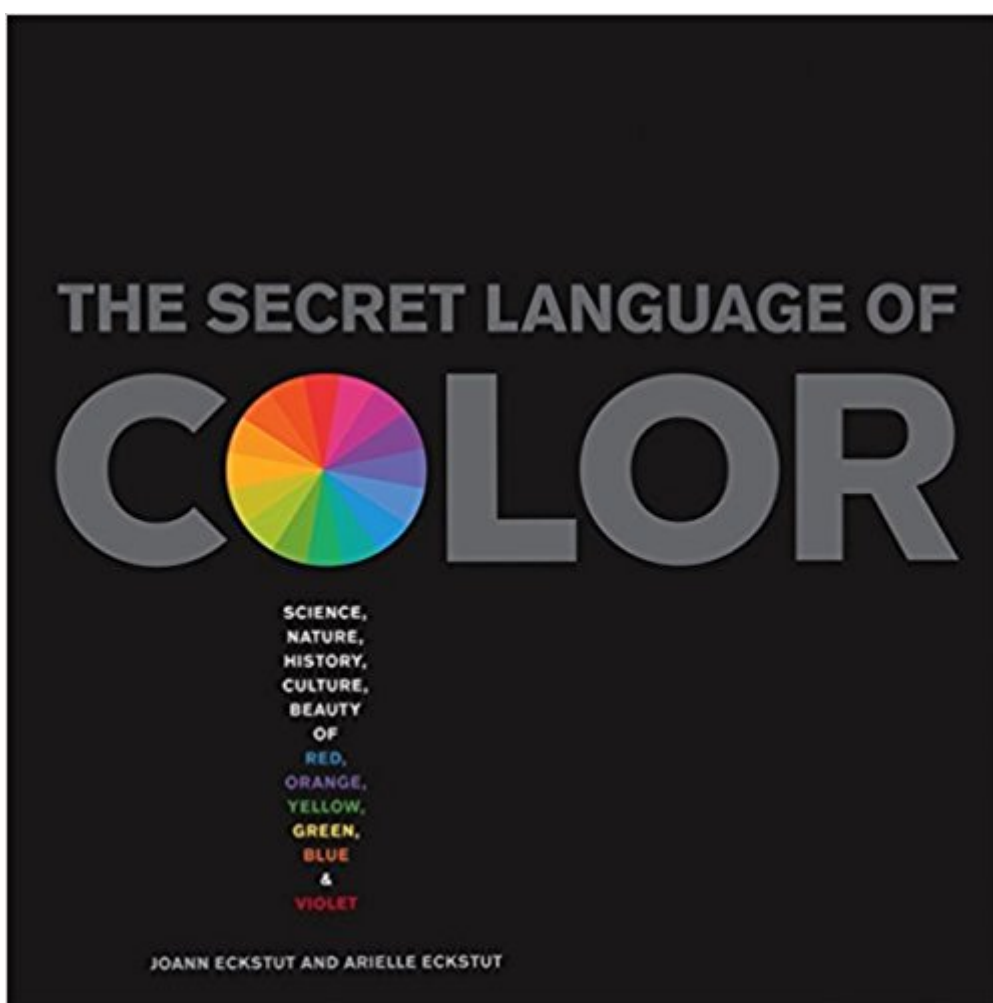


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# Secret Language Of Color: Science, Nature, History, Culture, Beauty Of Red, Orange, Yellow, Green, Blue, & Violet



## Synopsis

In this beautiful and thorough investigation, *The Secret Language of Color* celebrates and illuminates the countless ways in which color colors our world. Why is the sky blue, the grass green, a rose red? Most of us have no idea how to answer these questions, nor are we aware that color pervades nearly all aspects of life, from the subatomic realm and the natural world to human culture and psychology. Organized into chapters that begin with a fascinating explanation of the physics and chemistry of color, *The Secret Language of Color* travels from outer space to Earth, from plants to animals to humans. In these chapters we learn about how and why we see color, the nature of rainbows, animals with color vision far superior and far inferior to our own, how our language influences the colors we see, and much more. Between these chapters, authors Joann Eckstut and Ariele Eckstut turn their attention to the individual hues of the visible spectrum—red, orange, yellow, green, blue, and violet—presenting each in fascinating, in-depth detail. Including hundreds of stunning photographs and dozens of informative, often entertaining graphics, every page is a breathtaking demonstration of color and its role in the world around us. Whether you see red, are a shrinking violet, or talk a blue streak, this is the perfect book for anyone interested in the history, science, culture, and beauty of color in the natural and man-made world.

## Book Information

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## Customer Reviews

Starred Review. Where does the phrase blue blood come from? Why do most doctors wear green scrubs? These and other questions are answered in the Eckstut's fascinating study of color. After

throwing readers into the deep end with scientific explanations about how our brains process information and declarations like wavelengths of light do not exist as color until we see them, the authors move on to more accessible and lively examinations of colors and the roles they've played in history as well as evolution. Each hue gets a biography of sorts, as the authors examine its cultural (the Egyptians placed a high value on blue and it was one of the first synthetic pigments) and in some cases biological significance (different colors attract different animals). The science behind rainbows and why they never appear the same way to two people; why the grass is always greener across the street (you're not seeing the imperfections); and a litany of other color-related trivia round out the book. The book's dynamic design and short entries make it easy to skim, but it's likely that those intending just a casual perusal will find themselves engrossed by this terrifically entertaining and informative volume. Illus. Agent: Jim Levine, Levine Greenberg Literary Agency. (Oct.)

The evanescent phenomenon of colour has gripped great minds from Plato to Isaac Newton, all the way through to researchers who now probe the links between blue light and circadian rhythms. In this many-hued tome, Joann and Arielle Eckstut zip through optics and electromagnetism. They then explore colour in art, such as the pointillist work of George-Pierre Seurat, and in nature, from minerals to nebulae. Fact-filled and flamboyantly illustrated. -- Nature, October 2013

In *The Secret Language of Color*, Joann and Arielle Eckstut offer a thorough survey of social and cultural lore, with bright daubs of science along the way to add information and fun. The "secret" they set out to celebrate is that the language of color is irreducibly subjective—its expressive power a product as much of slippery psychology as of intricate physics and chemistry. The retina, as they explain, discriminates among millions of light-wave combinations, converting radiant energy into electrochemical energy. The brain then synthesizes and interprets the stimuli as colors. So external conditions, such as lighting and texture, aren't the only factors that cause color to behave in the bizarre ways it does. What happens in our heads makes all the difference: there is no such thing as color independent of the human system of visual perception. And that system encompasses everything from optical quirks (like contrast effects) to emotional, cultural, and even political associations. (Why are English speakers "green with envy," while Germans are not just green but also yellow, and Chinese speakers are red?) Glossy primers destined for coffee tables, these are guides guaranteed to trigger delight and surprise in all ages. -- The Atlantic, December 2013

We tend to think of aesthetics and science as two separate paths of thought. Artists vs Engineers. Humanities vs Technology. But this book brings the two together in an unexpected and eye-opening (so to speak) way. One amazing explanation after the next as to how plants, earth, heavens, evolution, and the human brain come together to bring us the perception of color. You can read this book and try to wrap your mind around the science, and you'll be a better person for it. Or you can go through page after page of gorgeous images and be awakened and more aware of what you see. Highly recommend for anyone who is a designer or artist as well as science types.

I had to buy this for a class but I really enjoyed reading it.

Wonderful book but not as technical as I expected. It is more towards the history and of course, the secret language of colours itself. If you are looking for colour wheel or how to pair which colour to which, this is not the book for you. Still, I enjoyed reading it in my free time.

This is one of the more interesting color books out there. It won't teach you to design with color if that is what you are looking for, but this is a fun and fascinating read. I plan to re-read it on plane or a beach.

This is such a lovely book. From the innovative cover to the lovely photographs to the history and detailed information, it is inspiring as well as pleasing to the eye. I was intrigued to find little hidden treasures in the circles of spots that introduced each "color chapter". Bravo to the authors, publisher and all the many who made the book possible.

Fascinating book with great design work to communicate the message in vibrant text and pictures. While I loved the content, it became clear that either my copy was an odd ball or the editors never reread the final print before ordering mass print. There are plenty of errors and even one place where an entire paragraph cuts off on one page then repeats every word on the following page. Again, the content was great. I'm going to reread the whole thing. But it seems proofreading never happened.

This is an excellent guide to color.

Interesting and informative.

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