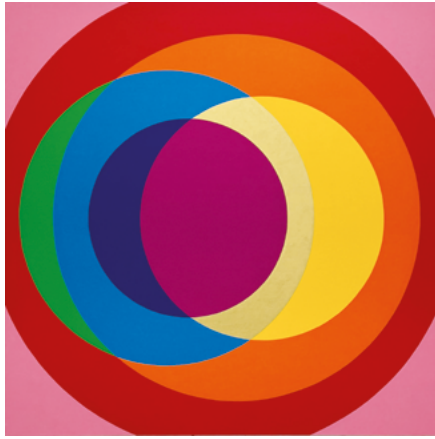




Workshop

THE LANGUAGE OF COLOUR

by Laura Rota

A workshop on colour perception and non-verbal communication.

Colour is an immediate language that influences perception and emotions in everyday life, often without our conscious awareness.

The Language of Colour is an experiential workshop that invites participants to observe and explore the role of colour, the way it shapes perception, and the influence it exerts on our emotional responses.

OBJECTIVE

The workshop offers a hands-on experience designed to:

- **understand the relationship between colour and emotion**
- **develop perceptual awareness**
- **observe colour as a tool of non-verbal communication**
- **experiment directly with the expressive potential of colour**

PARTICIPANTS

The workshop is suitable for young people and adults interested in creativity, observation, and perceptual processes. **No artistic experience is required.** It can be delivered both within companies and in a variety of other settings. The experience provides a valuable pause from the demands of daily life and the digital environment, encouraging calm, reflection, and emotional exploration through a simple and accessible approach.

WORKSHOP STRUCTURE

The workshop alternates moments of practical experimentation, observation and discussion.

- **Practical Experience:** hands-on exploration of different colours through the drawing of simple shapes, allowing participants to observe how colour influences perception.
- **Guided Observation:** analysis of images drawn from art, communication, and everyday life to stimulate colour awareness and perception.
- **Discussion and Reflection:** group sharing of impressions and responses, followed by visual presentations dedicated to individual colours, offering insights into their meanings and their perception within contemporary society.

DURATION

- **2 hour format:** introduction and Practical exploration of 3–4 colours
- **3 hour format:** introduction and Practical exploration of 5–6 colours

Website link: <https://www.laurarota.art/workshop>

Link to a video from a previous workshop: <https://youtu.be/BoqM0mA9W6g>

