



This study is about an attempt to conclude that the beauty of the application of color recognition is effective in the design and development of the product and creates new methods in product design. The aesthetic is a reply action about color mixture and interaction between features, balance, and correspondent. How to experienced color is something rare. This research has the ambition to know the applied color and their features can be the effect on developing products and make a connection between designer as a messenger and users who received this message. In addition, filling the gap between producer and users is the other issue and achieving color method as individual elements in industrial design and its products have been survived.

The results might be helpful for producers as Falleros with analyzing and transforming colors into colonies. Also in this process, the results present there might be a direct link between color's features and user's emotions. And the main point of this survey is how we can extract something common in color between artists to improve and develop the products, especially in the Fallas Festival.

THE FALLAS OF VALENCIA

Applied Color Design In Art And Industrial Design: Cultural Festivals (The Fallas of Valencia)

The present study is accompanied by the study of available sources and the design of theoretical discussions. It is mainly based on experience and analysis of factors affecting aesthetics, color, and design to move from the mental structure of the discussion to the applied structure. Also this research project aims to examine industrial design products to find a way to solve the aesthetic problem of color in industrial design, product design and development. Specifically for cultural arts and events like Fallas Festivals.

Let's Talk About Colors

Benyamin Soleimani, Larisa Dunai

Programa de Doctorado en Diseño
Fabricación y Gestión de Proyectos
Industriales



UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA

