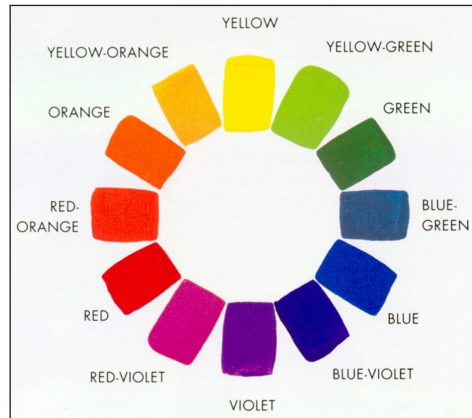


Module 4

House planning

A • The science of colour

The colour wheel explains how colours relate to each other, whether they are side by side or diametrically opposite. Each of the twelve segments represents a colour. Those on the left are warm, those on the right cool. Reds, yellows and oranges are warm colours because they remind us of fire and heat and tend to energize us. Blues, greens and purples are cool colours, playing on nature and the outdoors, which calm and relax us.

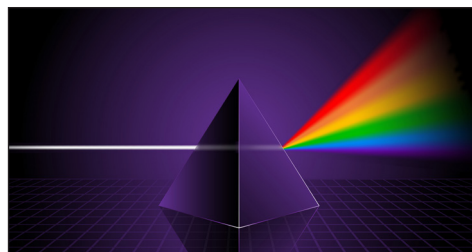


- **Primary colours.** Every colour we see is made up of a combination of three colours: red, yellow and blue. They are called “primary” because they exist alone and can’t be made from any other colour.

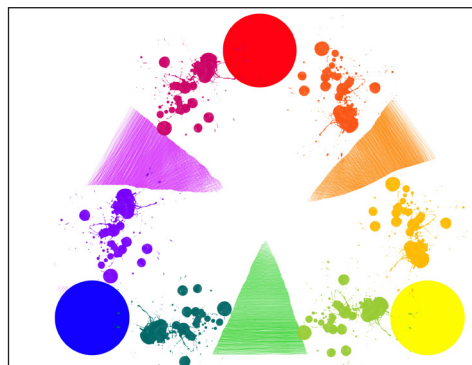


- **Secondary colours.** These sit between primary colours, and are made by mixing equal amounts of their adjacent primaries:

red + yellow = orange; yellow + blue = green;
blue + red = purple.



- **Tertiary colours.** These are intermediate colours, the result of mixing adjacent primary and secondary colours in a ratio of 2:1.



1. Answer the following questions.

1. What does the “colour wheel” explain?
2. What do the segments represent?
3. Where are warm colours on the colour wheel?
4. Where are cold colours on the colour wheel?
5. Why are red, yellow and blue called “primary colours”?
6. What colours are mixed to form orange, green and purple?
7. What are intermediate colours usually called?

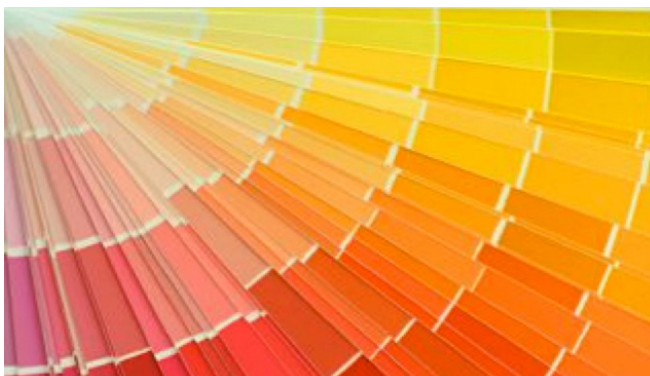
B • Colour theory

Colour theory includes a multitude of definitions and design applications. We may instinctively know which colours go together, but understanding the science of why certain combinations work is a real challenge. There are three main logical and useful approaches of colour theory: the **tonal scheme**, the **harmonious scheme** and the **contrasting scheme**.

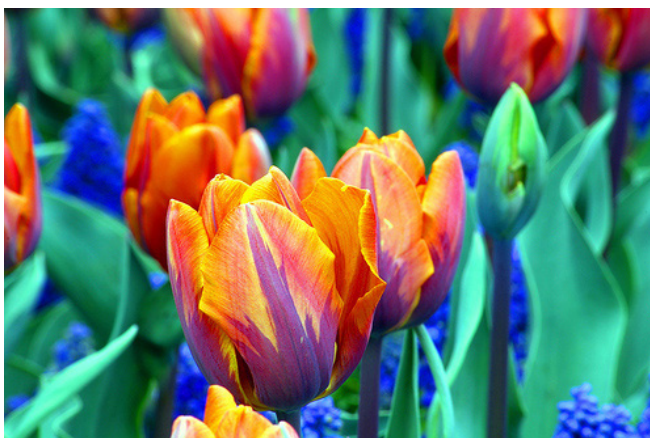
✓ **Tonal scheme:** also known as “tone on tone”, this scheme is the simplest of all the colour recipes as it uses only tones (both lighter and darker) of one colour.



- ✓ **Harmonious scheme:** these are shades that sit next to each other. The harmonious colours are the most widely used in interior design because they produce a colour scheme that looks attractive.



- ✓ **Contrasting scheme:** the colours are directly opposite to each other on the wheel – purple and yellow, for example. They are often referred to as “complementary colours”.



Hue, tint & shade

These are the three key words used in relation to colour. Often used interchangeably, they are actually three different things:


- **Hue:** this is the purest form of any colour, whether primary, secondary or tertiary. Hues are very intense and probably too strong for most decorating schemes, so they are usually lightened or darkened to create a tint or a shade.
- **Tint:** if you add white to a hue, you create a *tint* and go lighter.
- **Shade:** if you add black to a hue, you create a *shade* and go darker;

2. Refer back to the text above and complete the chart.

WHAT	DEFINITION
	It includes a multitude of definitions and design applications.
	It uses only lighter or darker tones of one colour.
HARMONIOUS SCHEME	
CONTRASTING SCHEME	
	The purest form of any colour.
	White is added to a hue.
SHADE	

C • Find colour personality

The interior design of a room will influence the effect it has on people. By understanding how this works, you can then deliberately select the interior design colour to get your desired effect.

3  Read about Colours in home decor. Are the statements below true (T) or false (F)? Correct the false statements.

Red represents passion, fertility and energy. It encourages the appetite so it is good in small doses for dining rooms. Red works to neutralise cooler colours like greens and blues, giving a sense of warmth to the room. You can easily introduce red to a room with flowers, sofa cushions, vases or other accessories.

Yellow livens up a grey day, making us feel happy and recharged. Nothing has dazzled human civilisation like our bright yellow sun. Warming, energizing, the source of life and sustenance on earth, it's a natural choice for bringing beauty and brilliance into the home. It's a great choice for a hallway, kitchen or study.

Orange has the power to produce good cheer and happiness. In the kitchen, orange tones are great, in the dining room, dark, earthy oranges are wonderful to stimulate conversation and eating while creating a more intense environment.

Blue is the colour of intelligence and serenity. Almost everyone loves a shade of blue, which is no surprise considering we're surrounded with brilliant blue seas and skies; but too much blue can make your home seem cold and less appealing. It also suppresses our appetite, probably because there aren't too many blue foods.

Green is the colour of life, peace and harmony. Green is so versatile it can be found in both warm and cool shades, but finding the "right" green for your individual rooms can be very difficult. Choosing green for a north-facing room might not be a good idea because it may make the room seem cold.

- | | |
|--|---|
| 1. Red is an energizing colour. | <input type="checkbox"/> T <input type="checkbox"/> F |
| 2. You can decorate a room with a touch of red. | <input type="checkbox"/> T <input type="checkbox"/> F |
| 3. Yellow is the colour of the Sun, but it had no influence on human civilization. | <input type="checkbox"/> T <input type="checkbox"/> F |
| 4. Yellow is a good colour for bedrooms. | <input type="checkbox"/> T <input type="checkbox"/> F |
| 5. Orange helps you to feel happier. | <input type="checkbox"/> T <input type="checkbox"/> F |
| 6. In the dining room, a soft light orange is best. | <input type="checkbox"/> T <input type="checkbox"/> F |
| 7. Blue stimulates the appetite. | <input type="checkbox"/> T <input type="checkbox"/> F |
| 8. Everybody likes blue, but be careful not to add too much to your home. | <input type="checkbox"/> T <input type="checkbox"/> F |
| 9. Green can be found in different shades. | <input type="checkbox"/> T <input type="checkbox"/> F |
| 10. The best choice for north-facing rooms is green. | <input type="checkbox"/> T <input type="checkbox"/> F |



4. PAIRWORK. Look at the images carefully and talk to your partner.


1. Do you like this home décor? Which of the two do you prefer?
2. Compare the photos. Is one the mirror of the other?
3. What pieces of furniture are there in both photos?
4. What would you suggest to soften the strong effect of the red or blue?
5. Would you like the same colours in your house? If not, give reasons.
6. What could you do to make your home more colourful?



Source: Ideal Home magazine



D • Housing

5  Complete the text below with the words in the box.



conditions • concerned • countries • important • local • needs • prices •
question • residential • where

Housing is an issue that affects every one of us. We all know how (1) having a decent home is. The place (2) we live has an enormous impact on our lives. A home is a place that provides security, privacy, decent living (3), and links to a community.

House building was a major goal in most (4) in the 1950s and 1960s to reduce housing shortage after the Second World War. So it was mainly (5) with the number of units built and quality was a minor (6) Little attention was devoted to the (7) environment or any link with the (8) economy and the local community.

A home must be suitable for the (9) of its residents, providing adequate space at a reasonable cost. In recent years, the gap between income and housing (10) has continued to widen across Europe, making housing less affordable.



6   Match the words and their definitions.

- | | | |
|---------------|--------------------------|--|
| 1. housing | <input type="checkbox"/> | a. A person's right to be free from intrusion or interference by others. |
| 2. privacy | <input type="checkbox"/> | b. An insufficiency of something. |
| 3. community | <input type="checkbox"/> | c. The money that people earn. |
| 4. shortage | <input type="checkbox"/> | d. The buildings that people live in. |
| 5. income | <input type="checkbox"/> | e. Reasonably priced. |
| 6. affordable | <input type="checkbox"/> | f. A group of people who live in a particular area. |

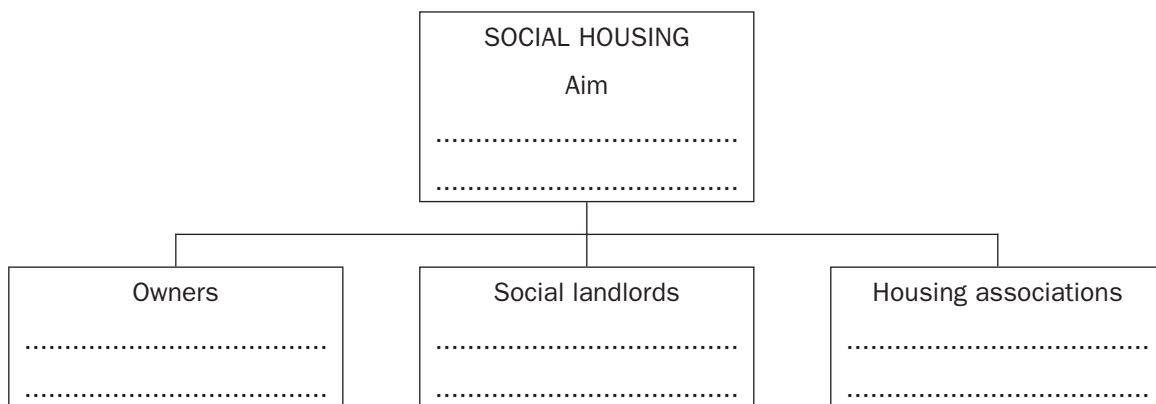
E • Social housing


7  Read the information below and fill in the chart.

Social housing is an “umbrella term” referring to rental housing which may be owned and managed by the state, local authorities, non-profit organisations or a combination of them, usually with the aim of providing reasonably-priced housing.

Social landlords are the bodies that own and manage social housing. They tend to be non-commercial organisations, such as local authorities or housing associations.

Housing associations are independent, non-profit organisations that maintain existing homes and help finance new ones.



8  Answer the following questions.

1. What is the key function of social housing?
2. How are rents kept low?
3. What is social housing sector governed by?
4. What kind of guidelines do the landlords have to follow?
5. What should the government set clear?



SOCIAL HOUSING IN ITALY

At the beginning of the 1900s, the lower and disadvantaged classes needed affordable houses and their needs were met by the creation of a body which had the goal of building and managing social housing. In 1903, the “Istituto Autonomo Case Popolari” (IACP) was established in Rome. The first social housing was built there, in the Flaminio, Trionfale and San Saba neighbourhoods. After the Second World War, in 1949, the INA-CASA was established according to the Legislative Decree of 28 February (Legge Fanfani). Today, the public-sector organisation, which builds and manages social housing (ex IACP), has different names, e.g., in Piedmont, it is the ATC. Overall responsibility for social housing lies with the regions, as stipulated in Legislative Decree No. 112 of 31 March 1998. However, the Government is still responsible for determining principles and general objectives, as well as establishing (with the regions and administrations) social housing programmes of national interest. The duties of the regions and local authorities include planning financial resources, selecting allocation criteria for social housing and rent.



Social housing in Rome (1970s)

SOCIAL HOUSING IN THE UNITED KINGDOM

The United Kingdom has a long tradition of promoting affordable rented social housing. Local authorities are the main providers of social housing for people who cannot afford to buy their own homes. Rents are based on the household's ability to pay. In 1980, the Conservative government of Margaret Thatcher introduced the Right to Buy scheme, offering council tenants the opportunity to purchase their housing at a discount of up to 60%. More than two million council tenants took advantage of it. Social housing is mainly managed by the local authorities, housing associations and, in Northern Ireland, the Housing Executive. The 2011 Social Housing Assessment regulations prescribe how housing authorities should handle applications for social housing.

	MANAGEMENT	OBJECTIVES	LEGISLATION
ITALY			
UNITED KINGDOM			



Social housing, Robin Hood Gardens, Poplar, East London (1970s)