



WORKS FOR YOUR HOUSE  
*Art tailored to your décor*

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Wall A



Wall B

### **ELLERFIELD VALUES BOARDROOM ART**

The Ellerfield Financial Planning boardroom is a light filled space with a beautiful curved red orange timber boardroom table and 'crocodile leather' look designer chairs with silver trim. The space is as yet unadorned and desperately needs colour and texture to warm it. A caring, family owned business, its envisioned that 8 panels in total of digitally created art, printed on canvas with a geometric design will enhance the décor. Single words from the companies PILLAR values will add corporate message and feel while use of colour psychology will aid energy, synergy and help solve issues brought to the table.

The panels will be custom printed by Works For Your House speciality canvas printer to house sound proofing insulation by Ellerfield's supplier at Ceilings By Design.

#### **The idea proposed is:**

**Wall A** - 4 panels of 5cm deep of printed canvases stretched over 1200mm high x 914mm frames. A design made up of various squares and rectangles in blacks and greys with some textured, some plainer finishes. Vignettes of single colours all travelling in the same direction, i.e. light to dark and left to right in red-orange, yellow-green and blue violet as a Traidic colour formula will match the existing décor and boost it. The colours will balance over the entire space of the artwork, leaving darker sections at the extremities.

**Wall B** – same, but a 3 panel piece.

**Supplier** – The Works For Your House supplier will custom print the designs and supply a 85 year guarantee on the canvas, the UV inks and the laminating. Your supplier will be creating the frames and managing the sound proofing.

Kevin, my canvas stretcher will hand stretch the 7 frames with considerable care taken to match the designs seamlessly, this will be done on site at your offices or if easier due to the tight deadline, at his premises at Art House Direct, Deagon. As he is away and I am on holidays, a fee for this service is yet to be determined but I can assure you he is very reasonably priced having worked with Kevin for 2 years now.

### **The Colour Psychology for Ellerfield values**

A complimentary 3 colour triadic colour system will be used: Yellow-Green, Blue-Violet, and Red-Orange.

**BLUE-VIOLET** - This intense colour will provide the artwork it's zest being the colour not found in the existing décor. It's main purpose for this artwork is that Blue-Violet has a special ability to allow others to express their point of view in difficult situations and then deduce a result out of the different points of view, with all agreeing. It helps with clear and differentiated thinking, and so, it is an ideal colour for a board room.

Blue-Violet is good for spaces used for meditation and yoga; it's a colour for interpreting dreams and therefore, appropriate for places where peace and calm is required. It encourages discipline, devotion and patience.

Physically, Blue-Violet helps with headaches, reflexology (feet), ear, nose, throat and eye problems, hyperthyroidism, lung trouble, facial paralysis and nervous ailments.

**Black** – There is a lot of Black in the artwork. Black is about will power and control of information. The Blue Violet will help soften this. Black is also about control, being in charge of situations and hence a favourite business colour. The Yellow Green, which is all about new beginnings, will help balance this.

**Red-Orange** – will tie in the boardroom table colour. It is the colour for wisdom on all levels and accepting yourself for who you are. Spiritually, it is about waking up. Red-Orange also relates to spontaneity and the ability to accept joy and love in your life. It is associated with the subconscious and unconscious, and independence; so I think a good colour for thinking about business issues from the gut, and going with your deep intuition.

**Yellow-Green** – relates to hope and peace, i.e the olive branch. It is the colour of the Dalai Lama's energy - the colour of space, truth and wisdom; and is the colour for feminine leadership or of someone who leads with passion and from the heart and who trusts feminine intuition. Yellow Green is about truth and integrity – excellent for your particular business! It relates to groundedness, clarity on the path, new life and rebirth.