

# NON-FICTION

Prof. Dr. Axel Buether

## The Mysterious Power Of Colours

- Colours greatly influence our well-being and health
- With the newest research findings from science and culture  
An entertaining book of very useful knowledge



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### The 13 basic colours of emotions - how colours affect us

When we open our eyes, we see...colours! The world is colourful, yet colours only make up one percent of what we consciously process. Prof. Dr. Axel Buether, Germany's leading expert on colours, investigates the secret of colours. He reveals them to be the greatest communication system on Earth, shows how they shape our culture, secretly control our behaviour and influence our health. Above all he reveals how colours influence our psyche. In addition, Buether decodes the effects of the 13 basic colours on our emotional and social life. An informative and exciting colour panorama with surprising findings from the most recent colour research.

#### The author:

Prof. Dr. Axel Buether, born in 1967, studied architecture and gained a doctorate in the topics of neuropsychology and environmental design. In 2006, he became chairman of the Deutsche Farbenzentrum e.V. (German colour centre), and from 2006 to 2012 he taught at the Burg Giebichenstein University of Art and Design Halle. Since 2012, Buether has been professor of didactics of visual communication at the University of Wuppertal.