

The psychological and physiological effect of "Cool Down Pink" on human behavior

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Abstract & Overview

The relaxing effect of Cool Down Pink is not only scientifically highly interesting but also includes effective solutions for a social problem: the increasing aggressivity in many domains, ranging from the penal system to schools, medical institutions and public security zones (airports, state borders, stations etc.). After four years the application of Cool Down Pink in the penal system in Switzerland has shown positive results. According to the statements of the prison directors, the prisoners aggressive behavior has been greatly reduced. Even the aggressive prisoners are relaxing in a significantly shorter period. This means there is an efficient improvement in situations of arrest as well as an optimization of security. Cool Down Pink has also been employed in various schools, psychiatric hospitals and institutions for mentally handicapped peoples. The evaluation is not yet completed. Especially remarkable with the Cool Down Pink is that the effect becomes effective after only a few minutes and that it is based on an unconscious action and hence can be converted into an inconspicuous intervention measure.

Methods

As security for the results a methodic triangulation of the subtypus across-method with a normed colour (Cool Down Pink) has been used.

1. Measurement of the change of blood pressure and pulse rate before entrance and after the departure of the cabin.
2. Observations of aggressive prisoners behavior change in Cool Down Pink cells in form of an unstrutive, hidden and notparticipating observation as knowledge generating evaluation method.

Test situation in the colour cabin

The colour cabin has a base of 1 m² and a heigh of 2 m. Three walls as well as the ceiling are painted with Cool Down Pink. Illumination is with Osram Biolux full spectrum light. The cabin has been placed in various shopping centers. The participation was voluntarily. The duration was optional because some people react very strongly and violently to colours. Therefore a normed period of the time in the cabin has not been possible to establish. On average the duration of stay (period) ranged between 1 to 5 minutes. Before going into the colour cabin some particulars were noted (age, sex, state of health, favourite and refused colours). No detailed explanation of the test progress was provided to avoid influencing the probant. The blood pressure and pulse rate has been measured and noted. The probant entered the cabin and sat down facing the coloured wall. After leaving the cabin the blood pressure and the pulse rate measured once more and he or she was asked after his or her health.

Evaluation procedure in the penal system

The evaluation has been used as an explorative method to research the interventional process. It is also usable as a hypothesis proving method to support the efficiency. The observations in the penal system (approximately ten prisons in Switzerland) were taken by the penal institution officers during their normal work. As a comparison the behavior in white cells was also noted. Beside the aggressive behavior (verbal attacks, violent attacks, damage to property, screaming, staining the walls with eces) it has been observed how quickly the prisoners relax. Studies on the effect on drunken persons in cells and how quickly they become sober as well as in other spheres are still currently being evaluated.

Results

The statistical shows highly significant results. As well as the systolic blood pressure the diastolic blood pressure sank in the Cool Down Pink cabin within 1-5 minutes with the above mentioned average values. Subanalysis concerning the sex, age or medical diagnose (blood high pressure) has not been carried out.

Preliminary results of the evaluation in the penal system

In the high security section of the prison Pfäffikon ZH, Switzerland four cells are since 2007 in Cool Down Pink installed. These cells are especially reserved for prisoners with a specially high aggression potential. According to the statement of the prison's director the aggressive behavior of the concerned prisoners has greatly decreased. In police station cells it has been observed that the aggressive prisoners become quick much more relaxed than in the white cells and that they can return earlier to the normal police prison. The evaluations are finished in many places not yet. The interim findings support the present evaluation. Negative behavior changes or side effects have not been observed. Based on the evaluation lasting four years the high security tract of the prison in Pfäffikon ZH the aggression depression effect of Cool Down Pink in the penal system can be confirmed.

List of institutions working or researching with Cool Down Pink

Johannes-Gutenberg-University professorial chair of general and experimental psychology Mainz (Germany), Prison Pfäffikon (Switzerland), Prison Schaffhausen (Switzerland), Prison Hagen (Germany), Prison Lenzburg (Switzerland), Prison Wauwilermoos (Switzerland), Prison Sugiez (Switzerland), Prison Burgdorf (Switzerland), Police Airport Zürich (Switzerland), Police Biel (Switzerland), Police Zürich (Switzerland), Police Luzern (Switzerland), Police St. Gallen (Switzerland), Psychiatric Hospital Königfelden (Switzerland), Psychiatric Hospital Aargau (Switzerland), Centre Hospitalier Neuro-Psychiatrique Ettelbruck (Luxemburg), Stiftung Bühl Wädenswil (Switzerland), Primary School Cham (Switzerland), Mansio Wellenspiel Münsterlingen (Switzerland), Primary School Wädenswil (Switzerland). The list is not completed.

Ranges of application of Cool Down Pink

- Penal system (Cells, deportation prisons, arrest cells)
- Emergency (ambulances, rooms for people who have suffered a shock, intensive medical care, first aid)
- Catastrophe protection (protection rooms)
- Security (private panic rooms, airport security)
- Therapeutical and psychiatric facilities (safe rooms)
- Scholastic environments (room creation) as violence prevention
- Violence (force, domination, control) prevention in the urban building (decriminalisation of violent zones)
- Management (Cool Down areas in the architectural design of enterprises)

Acknowledgements



Paracelsus - Spital
Richterswil



Lacke und Farben

Cause of presentation

AIC Midterm Meeting 2011
*Interaction of Colour & Light in
the Arts & Sciences*

