

## **Connecting disciplines to ground a design study. An emotional response to clothing and colour.**

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This paper aims to present the research project for a PhD degree presently being carried out for the Doctorate in Design at the Faculty of Architecture, Technical University of Lisbon, on the subject concerning the relationship between Colour, Clothing and Emotional Response, from the standpoint of the neurological findings namely using fMRI-functional magnetic resonance images studies.

The fact that looking at a piece of clothing involves a perceptual process wherein senses and cognition are intertwined and constitute an experience associated with an emotional network. For that purpose the understanding of the neurological process is required in terms of mapping the neural activations induced by the act of seeing a piece of clothing, completed with the enquiry of the content of the feeling expressed by the experienced.

The disciplinary founding the presentation discloses a complex system of data collection that integrates an extensive literature review pertaining to the neurological process of visual perception of artifacts, and emotions as well as to the meaning of affective relations established between human beings, clothing and colours.

Seeing, identifying and feeling something about a piece of clothing is an associate process. The process that leads to the brain is multi-layered and comprises the signals that are sent through the eye and the retina to the brain where images are identified, interpreted and meaning associations and feelings are constructed and evolves a multiple array of areas of the neural system.

We may anticipate that the neurological process involved in the identification of a piece of clothing is different from the one induced by other objects, and hence demonstrate that the cognitive dimension of our relation with clothing probably identify the feelings we associate with it.

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