AESTHETIC ASSOCIATIONS MAP

COLORS

Positivity　Vitality　Passion　　Mystery　Nature　Safety

Warm　　**Cold**

Chromatic

COLORS

Achromatic

Purity　Refinement　Neutrality

SHAPES

SHAPES

Dynamism　Safety　Life cycle　Extension

TYPOGRAPHY

TYPOGRAPHY

A　A　**A**　*A*

Sans serif　**Serif**　**Slab**　**Calligraphic**

Safety　Elegance　Force　Refinement

MATERIALS

Technology　　Artificiality　　Nature

Metals　　**Plastic**　　**Wood**

MATERIALS

Ceramics　　**Fibers**　　**Glass**

Handmade　　Softness　　Cleaning

PHOTOGRAPHY

PHOTOGRAPHY

Black and white　　Colors

　　　Warm light　**Cold light**

Historicity　Emotionality　Technology

ILLUSTRATION

ILLUSTRATION

Descriptive　**Representative**

Technical field　Summary of concepts