



PRESS RELEASE

VIEW POINT COLOUR 2024



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CONTRIBUTION

WE ARE NOW FACING A BIG CHALLENGE, A BIG OPPORTUNITY TO GROW FROM ANTHROPOCENTRISM TO SIMBIOCENE

"It consists of living in harmony with the rest of nature, realising that our lives depend on other animals and plants and that their lives depend on us. Symbiotic relationship."

— Eco-philosopher Glenn Albrecht
(professor of sustainability at
Murdoch University in Australia)

As we begin shaping a utopian Symbiocene we revisit the mistakes of the past, highlight the dichotomies of the present and evaluate sustainable action for the future. In review, the events that have led to 'Anthropocene' were misguided; they misled us with a notion that human beings alone possess value, that all life as we know it centres around humans. The current 'nature-technology-human' relationship has answered fewer questions than it has raised. Where are we exactly with AI? How have humans responded to gene technology? Are we good with neural electronics or were better off without it? What are the possible threats or risks of AI on society and on the planet? We currently face a big challenge but along with it a big opportunity to grow.

The anticipated solution can be drawn by understanding this as a paradigm shift and transition from competitiveness to conscious collaboration.

Humans can continue to evolve with the help of machines, while machines can become increasingly empathetic with the understanding of what is creative thinking. Where humanity is driven by the purpose to develop and adapt with new technological solutions while protecting the co-inhabitants of the biosphere, and machines can transform civilisation positively during this construct. The sooner we move from individual to collective thinking, the sooner we can heal our relationship with nature, technology, and ourselves.

Symbiosis comes in context to this proposed solution. It is an anticipated union. After co-existence, interdependence, the to-and-fro in nature-human-technology for dominance and subordination, what remains to be seen is an ideal union, the nature of this union and how effortlessly these aspects can come together as one.

SYMBIOSIS

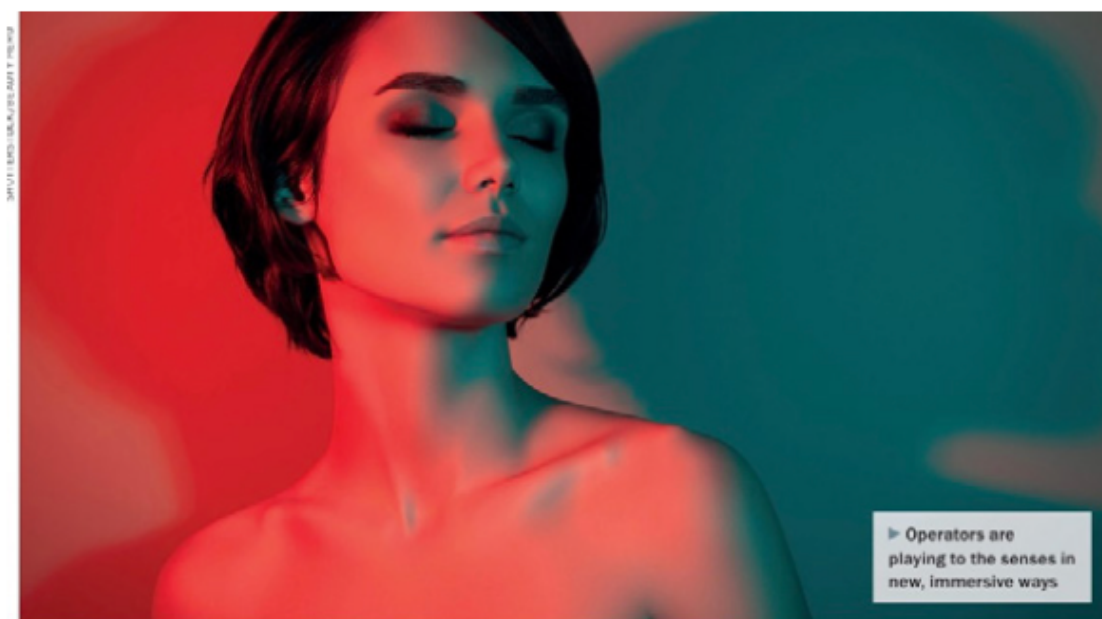
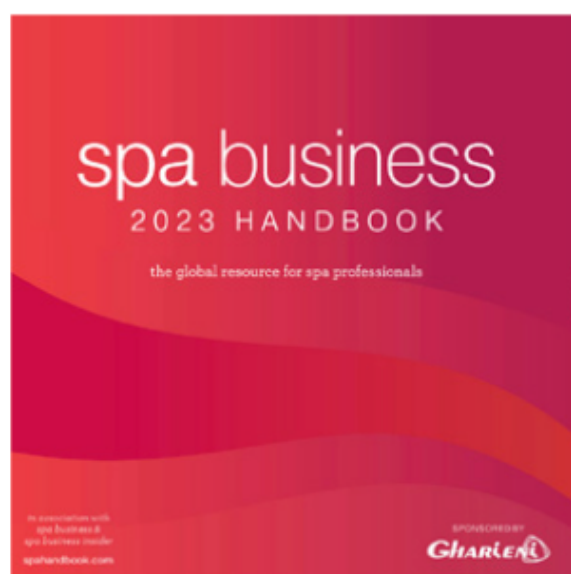
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CHROMAVERSE
by MYCOOCOON

The symbiosis between color and human beings is a intricate relationship where colors can evoke emotions, influence perceptions, and impact mood. Humans often associate specific meanings with colors, creating a dynamic interplay between visual stimuli and emotional responses on a subconscious level.

Image: My Cocoon



SENSE-IBLE

10. SENSE-HACKING

For years, spas have used the senses to influence how guests feel. From ambient lighting and relaxing music to aromatherapy and heated stones for massage, spas involve the senses of sight, hearing, smell, and of course, touch, to guide people into a state of blissful relaxation.

But now, there's greater scientific inquiry into how senses affect mood and evidence-based 'sense-hacking' programming and treatments are on the rise.

Companies are bringing a new level of sensory impact to their offerings. This includes Edeniste, a fragrance brand infusing active molecules that offer a 'psycho-physiological effect' to improve

emotional wellbeing and spa veterans. Aura-Soma, who use colour theory in their Equilibrium collection of scents.

Gharleni has built binaural sound into its Weinamis treatment table to reduce stress and German skincare brand Dr Barbara Sturm worked with White Mirror, which creates multisensory design and content, to tackle skin inflammation through sensory treatments and the creation of soundscapes to amplify the anti-inflammatory effects of its treatments.

Meanwhile, cutting-edge spa locations are using the senses in new ways in their programming. In Italy, Preidlhof uses synesthesia concepts in its

programming to open new emotional and neurological pathways and help guests find fresh perspectives. At Six Senses Douro Valley in Portugal and Six Senses Kaplankaya in Turkey, the wellness hospitality brand teamed up with mycococon – which uses colour to inspire wellness and create connection – to offer a sensory-based weekend, where guests took part in a colour digital sensory reset meditation, chroma massage and colour immersive dinner.

As science continues to evolve in this area and consumer interest grows, we 'sense' that spas will be using elements of sight, sound, scent and colour in entirely new ways

| CIÊNCIA |

Como a ciência e a tecnologia das cores podem ajudá-lo a melhorar o equilíbrio emocional

Descubra a ligação entre as cores e as nossas emoções à medida que exploramos tecnologias emergentes que utilizam as cores para melhorar a saúde mental e elevar o humor.

POR FILIPA COUTINHO |
PUBLICADO 17/09/2021, 09:07

Tal como as mágicas águas azuis de uma praia tropical ou um vibrante pôr-do-sol laranja, a cor desempenha um papel crítico no que entendemos como “calmante” ou “estimulante”. Cada cor que vemos também pode transportar-nos para um momento diferente no tempo, ou para um estado de espírito, ou influenciar como reagimos a algo. A cor é emocional, comportamental e está diretamente relacionada com a nossa memória. A cor é um aspeto poderoso da luz, frequentemente mal interpretado, que desempenha um papel profundo em como nós, como humanos, experienciamos os nossos sentidos e o mundo ao nosso redor.

A complexa relação entre os organismos vivos e a cor pode ser observada em todos os exemplos da natureza. Algumas flores mudam de cor para anunciar a sua abertura, alguns animais têm a capacidade de mudar de cor para atrair presas ou distrair predadores. A cor também está presente nas culturas. Em alguns países, existe uma tradição antiga que leva as viúvas a vestirem-se de preto por um determinado período após a morte dos seus maridos – por vezes até ao final das suas vidas.

Vermelho, azul, verde, amarelo, laranja ... Estas são algumas das primeiras palavras que aprendemos, mas o que não aprendemos tão cedo é como as cores podem ter um efeito profundo no nosso temperamento. Se regressarmos às mágicas águas azuis, que sensações lhe desperta esse cenário tropical? Sente-se relaxado? Inspirado? Sorridente? Será que as cores podem ajudar-nos a sentir?

As cores têm um impacto intrínseco no nosso estado de espírito e emoções. Embora cada um de nós possa ter uma conexão emocional diferente com uma cor, a nossa biologia humana e a forma como compreendemos o espectro visível são bastante semelhantes. Podemos considerar algumas cores desanimadoras e outras inspiradoras. Em estudos recentes, algumas cores foram analisadas pelo seu efeito calmante na mente, na criatividade e em outras atividades cognitivas.

Para imergirmos no mundo da cor, tivemos uma conversa elucidativa com [Valerie Corcias](#), [Pierre Van Obberghen](#) e [Ari Peralta](#), da [mycoocoon](#), uma empresa dedicada ao desenvolvimento de soluções de bem-estar utilizando dados emocionais das cores e terapias de meditação com cores, sediada em Lisboa.

Uma abordagem moderna de uma arte antiga

A cromoterapia ou terapia da cor é a ciência que utiliza as sete cores do espectro visível para melhorar a nossa saúde e bem-estar mental, com base na teoria das cores (da Psicologia) e nos fenómenos eletromagnéticos. Estas técnicas terapêuticas podem ser aplicadas em todo o corpo ou nos circuitos energéticos formados pelos meridianos de acupuntura.

O professor Pierre Van Obberghen, autor de *“Treatise on Color Therapy Practice”* e *“The Oracle of Rainbow”*, ensina cromoterapia, psicologia e simbolismo das cores há mais de trinta anos, formando cromoterapeutas e consultores de cores na Europa, Ásia e nos Estados Unidos. Segundo Pierre Van Obberghen, as sete cores têm a capacidade de afetar as vibrações do corpo nas frequências que afetam a saúde, o bem-estar e a harmonia.

Cada cor tem frequências próprias, que criam a sua vibração única. A energia das cores tem as mesmas características da energia eletromagnética das ondas de rádio e televisão. À semelhança dos rádios e televisões que recebem radiofrequências, os humanos também recebem “ondas energéticas” das cores. A cromoterapia é uma arte antiga usada na Ásia há mais de mil anos. Os terapeutas da medicina Ayurveda acreditam que, se a cor de cada chakra se desequilibrar, podem ocorrer doenças e outros problemas físicos. Pensa-se também que usando a cor adequada, o equilíbrio e os problemas de saúde podem ser restaurados.

Atualmente, a cromoterapia é uma das áreas da saúde natural com uma “explosão” de desenvolvimento científico. Os tratamentos de luz são utilizados, com sucesso, no alívio de casos de depressão, ansiedade, náuseas, alterações de humor, letargia e esgotamento.



BrainBo



創業者 ヴァレリー・コルシアス、アリ・ペラルタ

創業年 2022年

所在地 英ロンドン

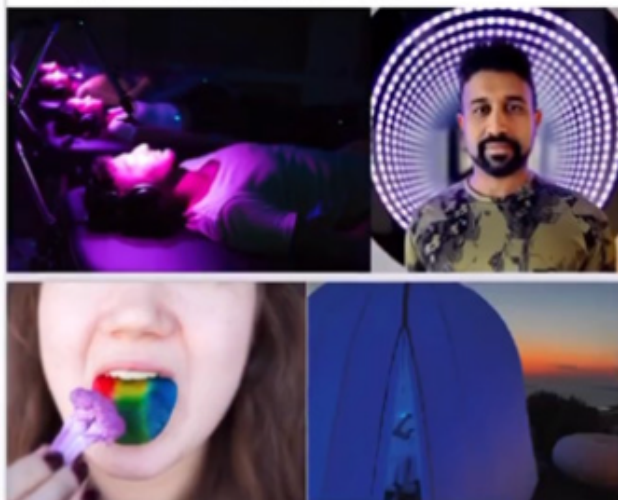
色 (視覚) をテラーメイド

使用者のリラックスできる色・元気が出る色などを分析し、色をパーソナライズすることでより高次元の瞑想体験を提供する。人間の記憶や認知に潜在意識で結びついている色を活用することで、感情の平静やストレス軽減が期待されるのはもちろん、人の発想力を刺激する。

gastrology. The concept brings together Regent chefs and artists from across creative disciplines—from fashion designers to film producers to musicians—where together they go beyond fine dining to create true multisensory culinary moments. Let atmospheric changes such as

light, the world has experienced an unprecedented level of trauma in the last few years and it only seems to be escalating. These conditions are having a devastating impact on the health of humanity. Drug addiction, alcoholism, mental health conditions and suicide rates have sadly

Sensory wellness center and digital neurofeedback lab based in Santa Monica



A common question is, "What is the difference between multisensory design and synesthetic design?"

syncretized. The simple fact is that people need help and healing. We help take a person out of "fight or flight" through a combination of synchronized light, sound and vibration. When the body is in a rest and recovery state instead, it dramatically reduces the need for pharmaceuticals and any other substance. Our frequency therapy devices are a personal and public health solution.

Realty Center has incredible success treating a wide variety of people, ranging from Olympic athletes to special operations soldiers. The big question is, what if this was covered by insurance? What if a struggling single mom in an inner-city could jump on one of our devices for 20 minutes, unwind and get a comparable amount of rest to good night's sleep naturally? Our families would be closer, we could see significant decreases in domestic abuse and substance abuse. That's how big this is.

Illustrating this approach is sensory experience

neurofeedback is no stranger to testing our senses and is known for transforming guest experiences into multisensory quest rituals.

Q. In your own words, what is synesthesia?

A. Not everyone experiences the senses in the same way. Some people have certain senses crossed, in other words they hear color, they taste color, etc. This phenomenon fascinates me and my team and inspires us artistically to design experiences that break the barriers. Most of our experiences come with expectations, for example we often associate colors with flavors... what if we throw in something different and unexpected? Taste the colors, hear the brain and ultimately drive the experience to a deeper level. That's what we do.

Q. Can you share examples of some of the synesthetic-inspired experiences created at



The Brainbo app by mycoocoon is also experimenting with color as an anchor for meditation and for deeper mindfulness. Photo, mycoocoon

Another group experimenting with color as an anchor for meditation and to deepen mindfulness is the **Brainbo** App by **mycoocoon**. Users are invited to discover their color mood of the moment—a psychological color test that in less than 90 seconds helps users discover the emotional

PODCAST THE CONSCIOUSNESS OF COLOR
GLOBAL COHERENCE PULSE

Global Coherence Pulse The Consciousness of Color

July 15th, 12pm PT, 3pm ET, 8pm GMT

with MyCocoon Co-Founder
Valerie Corcias
& musical guest Dr Ivy Hilton



Beyond Trends: Applied Color Science Anchors Personalized Retail Experiences

July 15, 2022 at 7:22 AM EDT By Ari Peralta, mycococon



RETAIL TOUCH POINTS

According to Corcias, we must evolve design from prescriptive to personalized color. We have a unique opportunity to bring together scientists, technologists and designers with brands, to innovate in ways that make a difference in people's lives. Personalized color is more about the feeling, mood and color that resonates with your customer. Similar to data, the context you're working with is an essential consideration. Mycococon supports its partners with evidence-based design principles that result in experiences to elicit wellness outcomes, such as meditation.

"Retailers want to be part of the healing process of its customers. When done authentically, it can significantly elevate the brand recall from superficial to transformational. We use color to achieve that," said Corcias.

Designers and consumers alike are discovering that color is very personal and it can be an answer from our inner and emotional world. This is where data comes in and helps us evaluate what we think we know. From smart mirrors that enable color swaps in real time to algorithms linking changing consumer color preferences with changes in weather, color design has never been so dynamic.

Personalized Color Drives Engagement

Consumers are seeking personalized experiences that offer more than just the inspirational, product-idolizing campaign. Retail design needs to evolve into dynamic spaces driven by personalized experiences and multifunctionality.

Color is a language full of meaning and vibrational properties that express a wide range of design elements. We can explain almost everything with colors. Up to now, spotting future trends was much like detective and guess work, making it very difficult to make an accurate analysis of the present moment.

To design experts like Melissa Gonzalez, CEO of **The Lionesque Group** and Principal at **MG2**, it's no surprise that personal experiences and storytelling determine how customers interpret colors.

From **Victoria's Secret** to **Nordstrom**, Gonzalez is no stranger to creating blockbuster pop-up retail activations. She strongly believes that personalization sends the message that "this" is for you. One standout project was a personalized nail salon that changed its store lighting color to match the color of nail polish being dispensed most often that hour. "The ability to channel and match an individual's persona can be a powerful way to establish a deeper connection with your customers," said Gonzalez.

Embed Color Data into Your Design Practice

Color is everywhere in design. We use it in branding, interiors, immersive spaces, architecture and products, but color is so much more than all of this. About **90%** of the information our brain transmits is visual and this is the first step into our communication system. Before we even learn how to read, we begin to associate colors with shape.

The senses signal pixels of data to the brain, which are then processed to paint a unified experience we call reality. Sensory design paired with meaningful context to the individual, creates a deeper and richer experience for the brain.

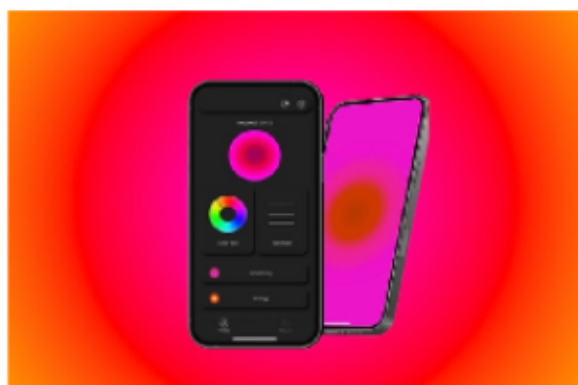
Thanks to the work led by research pioneer and author of *Sensehacking: How to Use the Power of Your Senses for Happier, Healthier Living*, Dr. Charles Spence, the scientific community has gained insight into how our brains manage to process information from each of our different senses to form the extraordinarily rich multisensory experiences that fill our daily lives. Spence's research focuses on how understanding of the human mind will lead to the better design of multisensory foods, products, interfaces and environments in the future.

Several of Spence's studies, conducted at the [Crossmodal Research Lab at the University of Oxford](#), indicate that color may have a strong influence on our perception of taste, smell and sound, often overriding our actual sensory experience. The research leads us to ask:

- Are we seeing the color being presented to us or are we perceiving what our brain wants us to see?
- How much of this process is subconscious? and
- Is personalization even possible?

Using Technology to Capture Color Preferences

While advances in neuroscience play a significant role in helping us understand the impact of color, so does technology. In fact, technology has driven and expanded color since the introduction of color television. **Jump several decades into the present and you'll find solutions** such as [ManiMatch by Sally Hansen](#), which uses augmented reality technology to allow customers to try a polish shade before they buy it.



The technology senses and analyzes the pigments in a person's hand and then matches polish shades, based on what will be most flattering with the skin tone. All customers have to do is download the app and scan their hands.

Sensory agencies such as [mycoococon](#), have used

technology to help manufacturers and brands such as [Kimball International](#), [Bloomingdales](#) and [VDL](#), deliver personalized experiences. Mycoococon co-founders are the husband-wife duo Dominique Kelly and Valérie Cordias who previously launched [Pantone's](#) consumer brand.

RETAIL TOUCH POINTS

New software platforms like **brainbo** are making it possible for brands to measure, analyze and design color experiences that use data to drive personalization. Approaching color as dynamic data, allows designers to remove the preference bias and expand ways customers can connect within and with one another.

Color is a data anchor from which more meaningful retail experiences can be built. Computers and smartphones are able to adapt and deliver color faster than anything else – faster than printed material, clothing, or furnishings. Similar to other types of sensory stimuli, such as sound and scent, color plays a primary role in memory recall and world building.

To designers, remember that color goes far beyond intuition alone. The design process can evolve by creating solutions in which customers are invited to participate and personalize their products, environments and settings, using color choice as the main key to deliver personalized sensory experiences that are both engaging in the present and worth remembering in the future.

Forbes recognized innovator and award-winning sensory designer, Ari Peralta, is one of the world's leading voices in neuroscience and the senses. Peralta has led innovative projects that empower wellness in the space, hospitality, retail, healthcare and automotive sectors. Through his research and applied insights, Peralta continues to champion new ways we can use the senses to enrich experiences and promote self-awareness in physical spaces, web3 and beyond.

Colour-healing menu: checking in to Six Senses Douro Valley

WRITTEN BY HAMISH KILBURN

April 4, 2022



We are only just scratching the surface of understanding sensory design's role in fuelling the next chapter in hotel design and hospitality, as Editor Hamish Kilburn learns following a transformative nature- and colour-inspired visit to Six Senses Douro Valley...

For years, designers, architects and hospitality businesses have seen (and used) colour to create profound design schemes that challenge conventional approaches, inject purposeful sense of place and improve – even influence – the overall wellness experience in hotels around the globe.

In 2022, with design trends emerging left, right and centre, the impact contrasting tones can have on consumers is undisputed, but the science behind how and why different colours make us feel is a whole new conversation – one that, to even start to understand, required a collaborative effort. My journey to explore sensory design in hospitality took me to the heart of Portugal's Douro Valley, a UNESCO World Heritage Site, which is the oldest wine-producing region in the world.

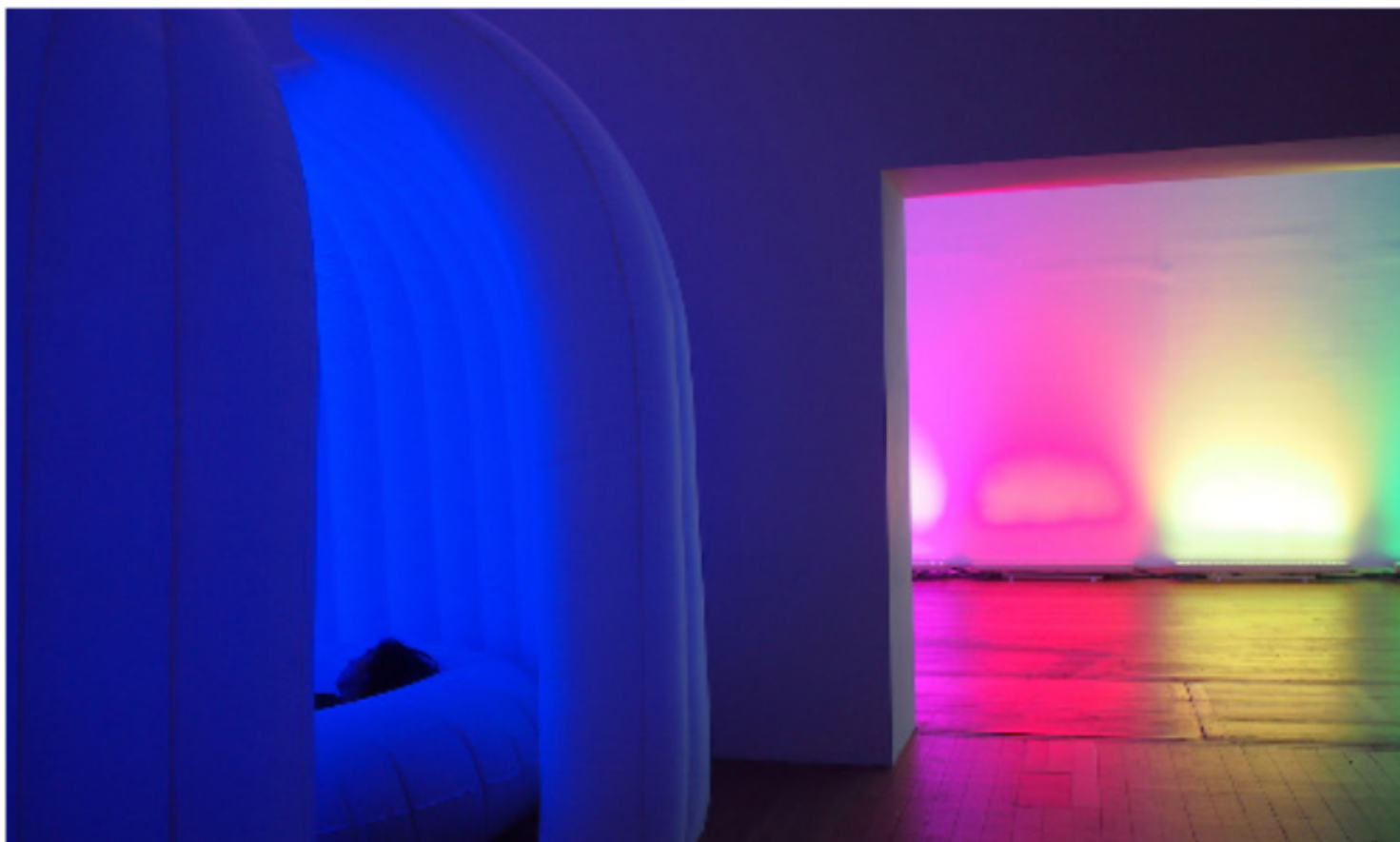
Once the immersive experience began, for the first time that day I was able to stop, fully disconnect, and release unwelcome tension to allow light and sound to guide me inwards. After just a few minutes, I felt my shoulders slacken as my body and mind embarked on the wellbeing journey. "Colour is this computation that our brains make that enables us to extract meaning from the world," Peralta explained. "The fact that colour judgments are constrained because most humans have similar visual systems is what makes it possible for colour to be a useful metric in science."

Did you know that...

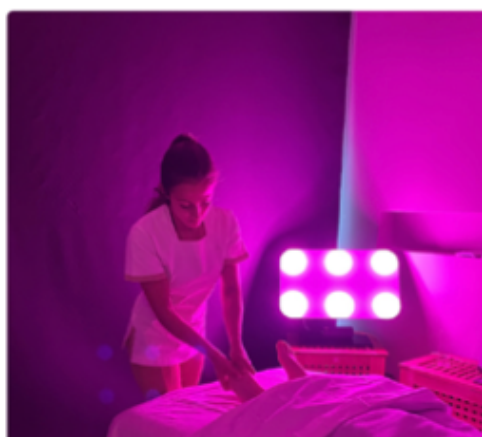
- Colours directly target the Autonomic Nervous System (ANS) that functions and operates under involuntarily and subconscious control?
- Colour can elicit memories and influence other senses, that go on to activate our emotional responses?
- According to research, we are often deprived or overexposed to certain wavelengths (Colours)?
- Specific Colour Combinations can induce specific psychological responses?

In addition to the meditation session, mycoocoon also installed a dome-like structure on the terrace, which became a popular 'colour cloud'. Guests were able to, at their own leisure and after taking colour tests to make the experience that bit more personal, sit and

unwind inside the cloud-like bubble with music curated by sound artist, Ricardo Peralta.

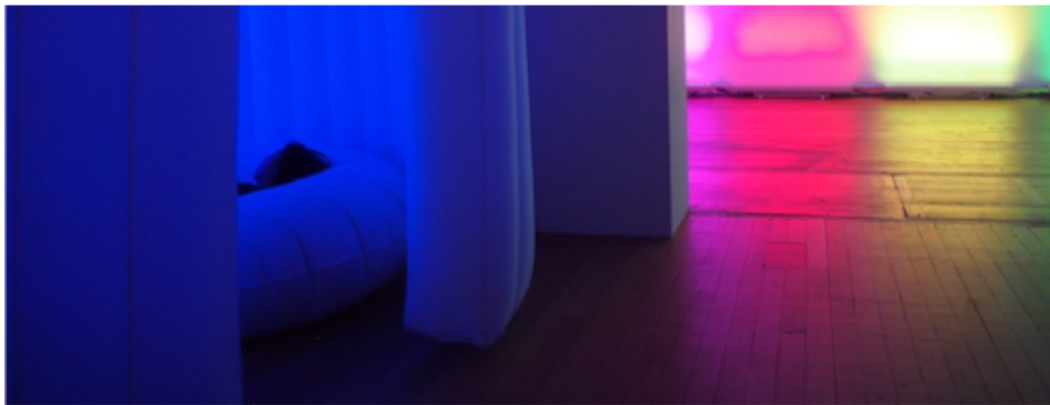


In the spa, meanwhile, the team adopted the technology, which was overall curated by Peralta, Valerie Corcias and Dominique Kelly, to offer personal treatments, with the aim to enhance the hotel's already award-winning, innovative therapies. "We use specific combinations of colours to elicit different types of behavioural responses such as sleep, focus and creativity," Peralta added. "Our software makes it easy for guests to meditate, and our algorithm learns guest preferences over time, creating a sensory profile that can personalise future wellness communications, room settings and suggested programmes."



Color Therapy in Healthcare Environments: It's Personal Now

Home / Healthcare design / Color Therapy in Healthcare Environments: It's Personal Now



A few weeks ago, I got a dose of color therapy by taking a "color bath" at the Kimball showroom during NeoCon in Chicago.

Designed by neuroscientist and sensory designer Ari Peralta and his colleagues at [MyCocoon](#), the color bath is a video projection installation that uses light and sound to elevate the way we perceive color. The image above is an example of such an installation.

It's kind of hard to describe, but Kimball's color bath was in a small room with white walls, a few plants, and comfortable furniture. Three other people and I sat and watched the 10-minute "show" as it unfolded on the three walls in front of us.

I probably needed another 10 minutes to take away my NeoCon stress, but I think I felt a little more relaxed and happy after my color bath. Likely, the same effect can be achieved by watching [The C.A.R.E. Channel's](#) nature and music video programming (i.e., a "nature bath") but this dynamic use of color has many design applications.

Color is Perceptual

According to Ari, who was featured on Kimball's [Alternative Design Podcast](#) recently, color is light, but it is really perceptual. "Because of perception, we have different experiences," he said on the podcast.

Ari also believes that color is a "code" that each person carries and that the human body is a vessel of light that needs to be in balance.

For those reasons, it is possible to create customized color experiences in the places where we live, work, play, and heal that support health and wellness.

Color Therapy in Healthcare Environments

Since my focus is healthcare, I reached out to Ari and asked him what specific applications are there for color therapy for patients and staff in healthcare environments. When we spoke, he told me that color can be used in healthcare environments to create micro-interventions that stimulate healing.

This is possible because there is new technology that allows for the refraction of different colors in materials and surfaces. By using this technology, designers can personalize the color experience for each patient to achieve certain outcomes, like lowering heart rate and blood pressure or reducing the need for pain meds.

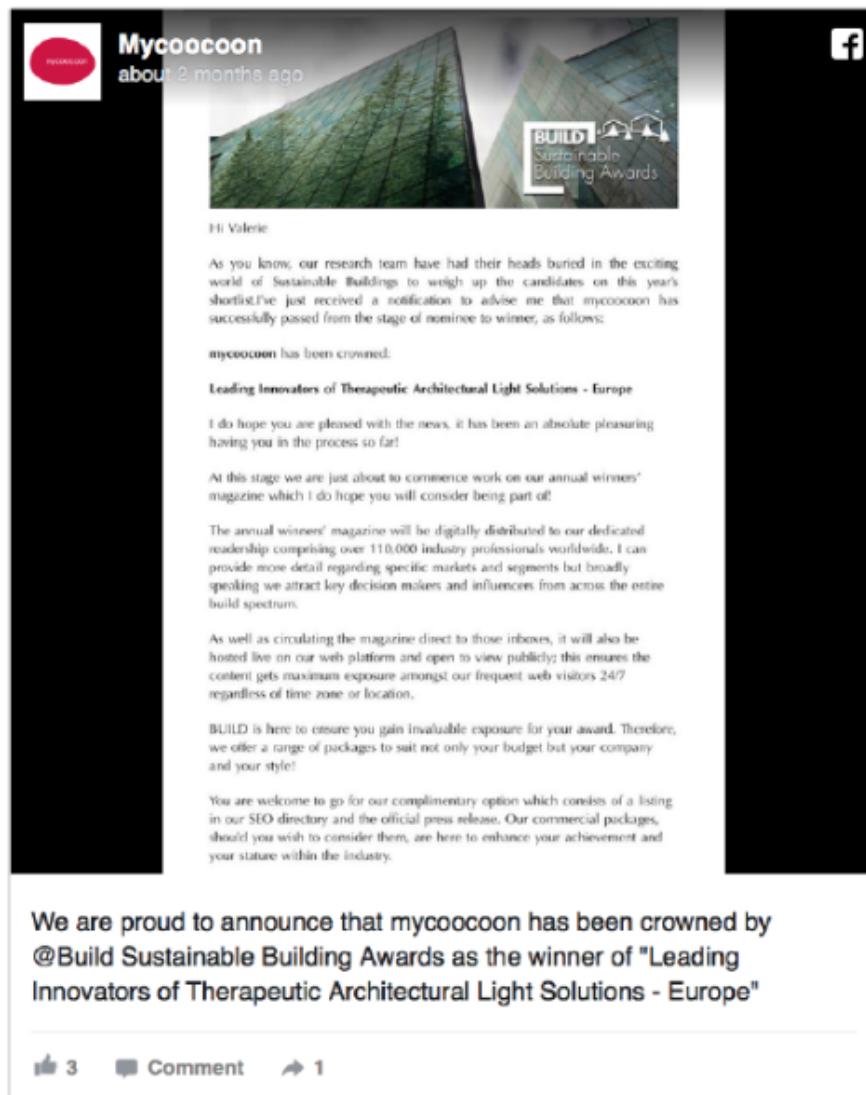
News flash: Ari and his colleagues at MyCoocoon and [Arigami](#) are partnering with Kimball in a research project to explore how furniture could be leveraged to support personalized color experiences in commercial environments. Expect to hear more about this soon.



French company mycoocoon receives recognition for its innovation in well-being



To provide well-being to city-dwellers around the world using the power of color is the challenge that the French couple Valérie Corcias and Dominique Kelly embarked on with **mycoocoon**, a concept that promotes chromotherapy via innovative supports, and targets companies, hotels, or department stores. In April, the London-based company won the “Sustainable Building Award” for the Therapeutic Architectural Light Solutions. Mycoocoon, already established internationally, intends to multiply its projects in the city of London and encourage more and more large companies to invest in the well-being and mental health of their employees.

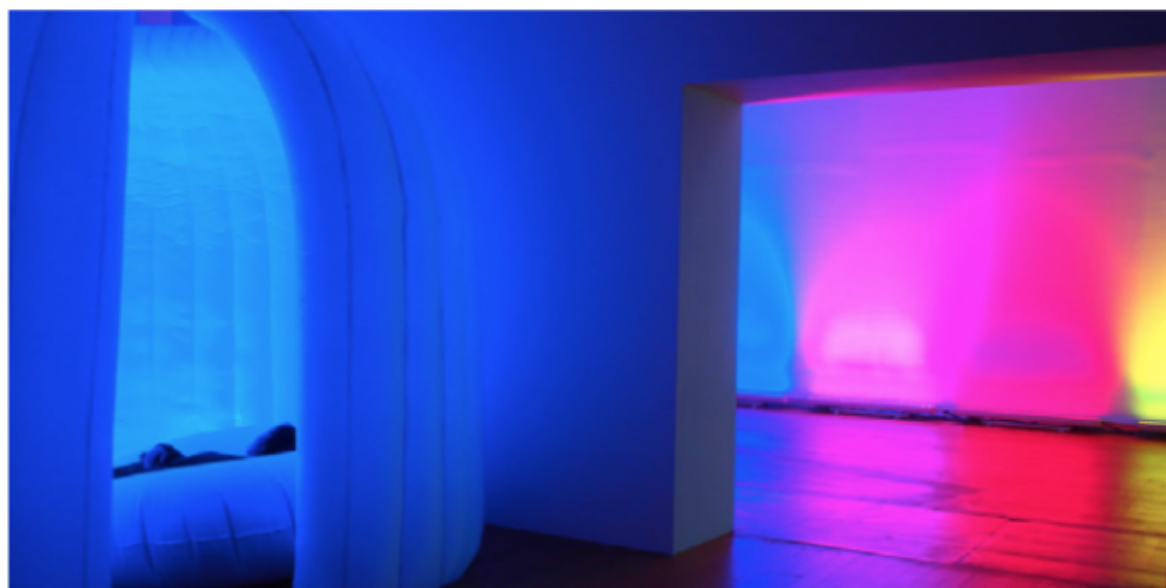


At mycoocoon there are no directors or co-directors, the two founding partners simply define themselves as “agitateurs de symboles” [literally agitators of symbols], a nickname given to them by sociologist colleagues. He is Franco-Brazilian and she is Franco-Argentinian. After launching **Pantone Universe** in 1999 (Pantone’s retail products), which has since become a reference in color theory as well as a supplier of color schemes and technology systems, Valérie Corcias and Dominique Kelly travelled to Brazil. With a strong social and environmental focus, the couple became involved in a local community project dedicated to women’s education.

A bubble of well-being in an urban setting

In Brazil they delved into “the relationship between humans and nature’s rhythms”, explains the co-founder of mycoocoon. “The project was born from that - saying to oneself: “let’s stop running, let’s give ourselves 20 minutes a day to take care of oneself and recharge our energy sources”.” They wanted to bring this state of mind into urban environments, which are often hostile to well-being and relaxation. With the help of aromatherapists, chromotherapists and a gong master, the duo has launched mycoocoon “ a combination of ancestral care and the latest technology”. The underlying concept is that colors and well-being are closely linked. The co-founders moved to London because “everything is simple and effective here, we appreciate the way people work. In addition, the English are curious and love new things. “

The company offers immersive walls, relaxing bubble spheres, and “cocoon” tents. Valérie Corcias explains the beneficial effects of these installations: “A 20-minute Power Nap in one of our Cocoon Pod is equivalent to 2 hours of sleep!” Most recently, mycoocoon inaugurated a **yoga room** in the **X + Why** co-working space in the Whitechapel that offers yoga, meditation, and color immersion sessions. The company has also launched an application that allows users to know their “color of the moment” according to a precise algorithm that analyzes energies and emotions.” The co-founders elaborate: “Our approach uses the body’s energy and chakras to soothe the ills of the 21st century like winter depression, jet-lag, stress...”



Beneficial Lighting

But the real innovation of the project, and the reason for winning the "Sustainable Building Award", lies in working with flicker-free lights. "Today we are surrounded by frequencies - on our phones or halogen lights, especially in offices, which can give headaches. All flicker-free lights have been removed from the market and we are now being offered reduced consumption lights (LEDs), much cheaper but very bad for your health." Mycoocoon has therefore partnered with the only English company to work with flicker-free lighting and are having "incredible results" in bringing users into "a state of total well-being". For example, the company has recently installed the immersion walls at a dental clinic in Lisbon to be used before and after surgery to relax patients. Just goes to show that mycoocoon products and installations can be used in a variety of situations, whether in the businesses, retail stores, wellness and healthcare centers or in hotels.

Thoughts to Actions

Valérie Corcias believes that even though more and more companies are advocating mental health and well-being, there is still a long way to go before these are concretized. "Most companies out there know that we have to take care of our employees, Human Resources departments communicate interest in wellness but then budgets do not follow the line of thought," she says, hoping that, given the increasing number of burn-outs suffered by big company employees, this will soon change.

In October 2019, the company will participate in the **Mad World Summit**, and this June at the **London Luxury Think Tank** organized by the French Chamber of Great Britain in London. The subject of this conference is sustainability. For Valérie Corcias and Dominique Kelly, this notion involves dealing primarily with the human experience. "We say we are #H2H, human to human". In the coming years, they intend to "generate new energy cells in the city where people can come to relax," as well as further develop concepts of well-being for Sales and Fashion departments.

Amélie Tresfels



mycoocoon

Leading Innovators of Therapeutic
Architectural Light Solutions - Europe

BUILD



Drawing on the theory of colour therapy, mycoocoon offers a creative well-being technology solution. Celebrating the firm's win in this year's Sustainable Building Awards we profile it and share the secrets behind its unique concept.

S ince its inception in 2015 mycoocoon has flourished thanks to its unique approach and innovative solution.

The mycoocoon solution aims to rebalance those leading an active lifestyle, bringing them into perfect harmony with themselves and their environment, thanks to the energy that colours transmit.

Originating in Asia over a thousand years ago, the concept of chromotherapy uses light in the form of colour to balance physical, emotional, spiritual or mental energy levels in a person's body.

Over the years, mycoocoon has worked with a variety of leading chromotherapists, aromatherapists, nutritionists, and yoga teachers to create a holistic healing solution for the 21st Century.

Among these experts is Pierre Van Otterghem, a chromotherapist who has been working into colour test and well-being for 30 years. Additionally, mycoocoon works also with a light company that manufactures flicker-free lights.

Thanks to these collaborations, mycoocoon is now able to bring wellness to people with an active lifestyle thanks to the energy that



colour transmits. The colour heals on an emotional, psychological and spiritual level. With mycoocoon the team recreates the effects that are created when people are connected with nature.

The way this works is through the mycoocoon Colour Institute app. This app creates a user's own colour profile with a colour test, then sends this profile information to the mycoocoon device, acting as the remote control for the lights. This colour test is based on the algorithm of colours selection, which determines your energy balance and your colour needs. The colour light immersions are designed for specific needs such as jet lag, seasonal disease, stress, balance and many others.



Building on this unique approach, over the years mycoocoon has come to install colour light cabins to allow people to rest, and also design multi-sensorial workshops and journeys to generate links through colour which will help users to find peace and recharge.

Within the hospitality market the solution is ideal as it is the ideal dry solution for spas and hotels. The mycoocoon team can design colour cross selling within the hotel to increase engagement with the clients and the hotel team.

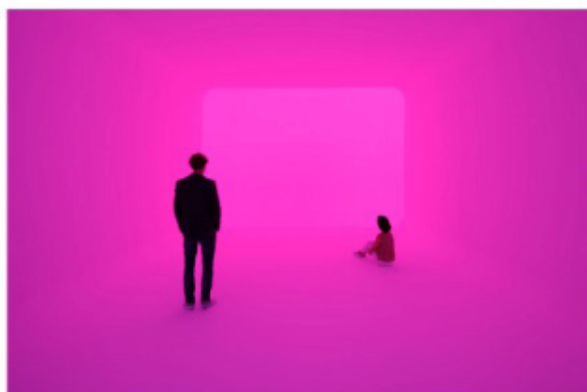
For corporate clients mycoocoon can be used as a power nap solution, or creating yoga or meditation rooms. For health purposes it can be used before or after intervention to relax the patients.

A unique solution, mycoocoon is sustainable as it uses flicker-free lights to reduce the amount of electricity used, and these are specially designed to last for longer than other brands.

Looking ahead, the mycoocoon team envisage a future where Colour Energy Hubs will enable people in cities to re-energise themselves during the day. The Hubs will support and promote the mental health and emotional wellbeing of the users around the world, and the team are excited to start working on installing them and working with new clients throughout 2019 and beyond.

Company: mycoocoon
Name: Valerie Correas & Dominique Kelly
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St, London WC1V7JH
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BUSINESS WORLD - START-UP PROFILE



True Colors

Co-nekt, an agency that specialises in colour and its applications to brands, consumers and retail spaces, speaks to INFO about the influence that colour can have on consumers

What does your agency do?

We are a premier colour brand experience agency. We empower brands with the development of meaningful colour experiences. We design a series of innovations as well as interactive and multi-sensorial communication concepts. By capturing this sensitivity, we capture key information on what builds the personality, the profile and the specific customer's tastes.

Who are some of your clients?

L'Oréal, WGSN, Bloomingdales, The Conran Shop, PANTONE, Louis Quatorze Paris, The Set Hotel, and more.

Where did the idea for an agency that specialises in colour come from?

Color has been our field of expertise and is part of our DNA. We are the original creators of the PANTONE consumer brand, PANTONEUNIVERSE.

Why is colour important for companies and branding?

Colour's power influence mood and evoke feelings can make a significant impact on purchasing behaviour. For a long time, colour played an important role in trends prescribing/forecasting and its updates. Today, new colour usage offer new perspectives in establishing relationships of proximity, trust and

loyalty. Managing colour offers the opportunity to give another dimension to the relationship brand/customer, to be able to re-enforce and assist the client at every stage of this sensorial marketing.

What is the most surprising thing you have learned about colour?

The power of colour. As a universal language conveying emotions, colour speaks to the sensibility of everyone with a direct influence on the state of mind, the mood and what we feel.

What kind of results have you achieved for you clients?

The colour sensorial marketing offers the opportunity for a brand to interact with the ability to advice, propose, orientate, direct each client, influence his behaviour, and reassure him, making him feel comfortable, identify and create a purchasing desire based on non-intrusive and meaningful relationship.

What are the priorities for the development of the business?

The goal is to prioritize human relationships. We want to create spaces where the dialogue between brands and their clients is optimized. We do this by creating unique colour-immersive and multi-sensorial experiences, which will deliver a new type of behavioural analysis and colour emotional data. ■

“The power of colour influences mood and evokes feelings that can make a significant impact on purchasing behaviour”

INDUSTRY INSIGHT: THE IMPACT OF COLOUR

In a recent article, the Industry London underlined the five emotional triggers to help increase sales including the power of colour. Colour's powerful influence on our mood can evoke feelings that can make a significant impact on customers purchasing behaviour. They found that:

93 percent of purchasing decisions are based on visual appearance.

85 percent of consumers cite colour as the primary reason for choosing a product.

source: Co-nekt / Industry London

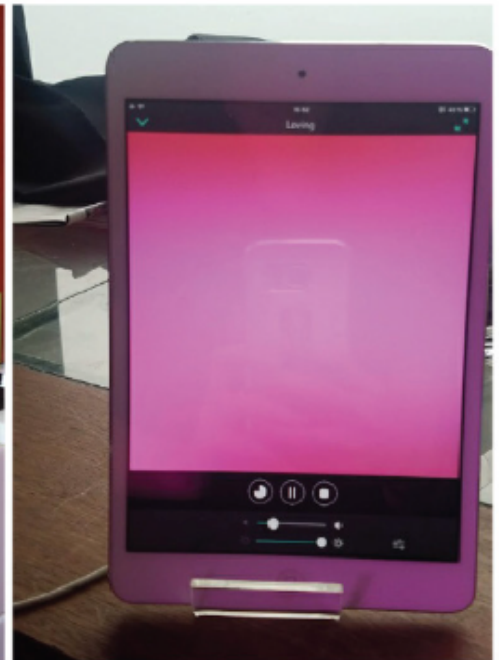
Personalised Wellbeing: London brand experience agency Co-nekt's Mycoocoon concept aimed to improve wellbeing via a personalised and mood-based chromotherapy and 'sound-bath' session. The "colour energy hub" encouraged people to choose colours that matched their current mood via a visually led digital questionnaire, with an algorithm crafting a unique code based on their selection. The visitor then bathed in the resulting spectrum for two minutes while listening to colour-associated music in an inflated tent on-site. Able to add a sensorial layer to products, Co-nekt already works with beauty giant L'Oreal in Seoul, and brought its lipstick hues to life via sound and colour baths during Paris Fashion Week



Mycoocoon, Co-nekt



Mycoocoon, Co-nekt



Mycoocoon, Co-nekt



Colour therapy can help with Brexit blues



by Valérie Corcias and
Dominique Kelly

Brexit has opened up a lot of unknowns and as the situation changes, there are certain levels of uncertainty in respect to the transition period that triggers stress and anxiety. Data has shown that people lost sleep after the referendum. The news cycle can affect people in different ways from overwhelmed, powerless and despondent feelings.

In ancient times and in different cultures such as in Egypt, India, and China, colour was used for healing.

Colour is a property of light and a form of energy; each shade has a specific rhythm and wavelength giving it a unique vibration. Each colour stimulates different emotions. When light falls upon the photoreceptor cells of the retina, it is converted into electrical impulses.

The colour of light influences the way the brain processes emotional stimuli. Magenta helps boost energy and confidence while blue is calming and helps for jet lag, green relieves migraine pain.

Too much of one colour can literally make us feel 'off colour', and we need to redress the balance.

What is my colour mood?

My company app – the mycoocoon colour institute app – allows you to create your own colour profile based on your natural instinct.

The colour test determines your colour of the moment, your energy balance and your colour needs. The app sends your profile information to the mycoocoon devices (lounge seat and immersion wall) and acts as the remote control for the lights. mycoo-



"The colour of light influences the way the brain processes emotional stimuli. Magenta helps boost energy and confidence while blue is calming and helps for jet lag, green relieves migraine pain."

coon chromatest has been conceived by the chroma therapist Pierre Van Obberghen, the test has been presented at Cambridge University during the the symposium Light, Colour and Sound for Health in the 21st Century.

How do I immerse myself into colour?

People stressed out by uncertainty and changes can turn to 'colour therapy pods' to lift their moods and reconnect.

The pods and mycoocoon immer-

sion walls which we have developed are, based on the principles of chromotherapy to improve well-being.

Each person is drawn to the colour that best balances energy levels and stimulates the senses coming together to create a full sensorial relaxation experience with lights, sounds and aromas. "We wanted to create an experience colour journey to rebalance your mind & body. mycoocoon is a full offer combining products, cares and services based on ancestral beliefs and

new technology" comment mycoocoon founders Valérie Corcias and Dominique Kelly.

We have gathered a multi-disciplinary team with chromotherapist, aromatherapist, gong masters, and nutritionist. The fluorescent lights that are commercially available generate radic frequency radiation and flickering. They are harmful and unnatural stimuli that seriously impact our health. The lamps used for mycoocoon are biocompatible, which means they are harmless to living tissue.

With their background in art, interior design and fashion, Valérie Corcias and Dominique Kelly grew to understand the importance and the effect of colour in people's lives and this sparked the birth of mycoocoon.

www.mycoocoon.com

New solution for stressed Londoners? Relaxing 'colour therapy pods'



Londoners stressed out by their daily commute can now turn to "colour therapy pods" to lift their moods.

The pods, which have been developed by French company Mycocoon, work on the principles of chromotherapy to improve well-being.

Colour therapists claim that, as every colour falls into a certain vibration and frequency pattern, they can be used to alter the frequencies of the body to make people feel more relaxed.

They say each colour stimulates different emotions. For example, magenta helps boost energy and confidence while blue is calming.

From tomorrow, a pod will be based in the Jubilee Mall in Canary Wharf. Users complete a questionnaire, based on a scientific algorithm, to see which colour they are apparently lacking.

They then relax in the pod, which retails for about £19,000, for 30 minutes while listening to Tibetan bowl music. The sessions are free.

Research conducted by Canary Wharf Group suggested that 77 per cent of Londoners would feel happier if they lived closer to work — with 55 per cent saying half an hour was their optimum travel time. More than a quarter say they have lost their temper while commuting while 30 per cent find it "extremely stressful."

The findings come as the Canary Wharf Group announces the opening of the registrations for the first homes to be available on the Estate.

Valerie Corcias, from Mycocoon, said: "Our installation illustrates how to bring wellness to people with an active lifestyle, providing a harmonious balance that you can get if you did live closer to where you work. It also aims to awaken the senses and creates a strong sense of wellbeing."

Sessions can be booked by tweeting @yourcanarywharf with the hashtag #wakeupincanarywharf. The pod is open Thursday to Saturday 12-4pm.

Canary Wharf Group harnesses colour therapy to launch residential registrations

12:32, 24 April 2015 | By **Beth Allcock**

The landlord will open registrations of interest for initial apartments on Monday

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Discover
wakeupincanar...

Jess Bancroft @Jess_Bancroft 37m
@yourcanarywharf
#wakeupincanarywharf Please can I book a session? I love colour therapy and this would be fantastic. Thank you!

mycoocoon @mycoocoon 58m
COME AND MEET US !
We are waiting for you at Jubilee Mall #CanaryWharf
#WakeUpInCanaryWharf
#MyColourEmotion...
fb.me/7oN4G9Jpg

Kay Westrap @kaywestrap 1h
@mycoocoon Can I book a session please? #wakeupincanarywharf @yourcanarywharf

Tweets
People

Mycoocoon cofounder Valerie Corcias added: "Our installation supports the launch of Canary Wharf's residential and illustrates how to bring wellness to people with an active lifestyle, providing a harmonious balance that you can get if you did live closer to where you work."

Additional facilities include a new primary school as well as retail and office space as well as the arrival of Crossrail services in 2018.

A chunk of homes in the tallest tower will also be dedicated for families.

Talking of the marketing suite, decked out with light-up models and TV screens, Brian said: "There are 105,000 people working here - I'm sure they would like to know what opportunities there are for investment, pied-a-terre or living on the estate.

"We are not opening it 20 minutes before we start selling, and while the brochures are still wet.

"Because we manage everything we are in control of the same space and this unit became available for us to use now."



The Twitter activated colour therapy installation, located in Jubilee Place Mall, aims to help workers relax during the daily commute and to place a higher emphasis on overall wellbeing.

Commuters can tweet @yourcanarywharf using the hashtag #wakeupincanarywharf to book a relaxation session either today or tomorrow, where they can spend half an hour meditating or simply relaxing and watching the world go by in a stress-free setting.

Valérie Corcias of mycoocoon says; "Chromotherapy or Colour Therapy healing is the science that uses the colours of the spectrum to improve our mental wellbeing and the health of our bodies.

"Our installation supports the launch of Canary Wharf's residential and illustrates how to bring wellness to people with an active lifestyle, providing a harmonious balance that you can get if you did live closer to where you work."

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Where the Heart is: Londoners want Office Accommodation close to Home



Posted on 24 April, 2015 by Kirsten Kennedy under [Industry](#)

[News](#)

While the daily commute may be a fact of life for many, a new study by Canary Wharf Group finds it is having a negative impact on the wellbeing of London office workers. As a result, the group has teamed up with colour consulting agency mycoocoon to... [Read More](#)



As a result, the group has teamed up with colour consulting agency mycoocoon to deliver a colour therapy installation allowing Londoners to see what life might be like without their daily commute. The move coincides with Canary Wharf Group's launch of the first homes on the Estate.

According to the study, a mammoth 77 per cent of Londoners admit that they would be happier if their workplace was closer to their home, with a further 56 per cent saying they currently commute for longer than their ideal time. On average, London workers spend 5.7 days a year on the Tube, bus or train.

Unfortunately, this situation is having a severe impact upon the wellbeing of workers in the capital, with almost a third of respondents finding their daily commute "extremely stressful".

STORY BEHIND MY COOCOON POD

Daily Mail 21 déc. 2018 JENNY COAD

N WHAT IS IT? Good question. It's a colour therapy pod.

N I'M NO CLEARER: You lie inside, cocooned, and the colours change around you. It's based on chromotherapy, which suggests you are drawn to the colours you need to re-balance your energy levels.

N EH? Colour energy is a thing. In Switzerland, they painted prison cells pink to calm the inmates. And in Tokyo, blue lights have been installed in stations to deter people from jumping in front of trains.

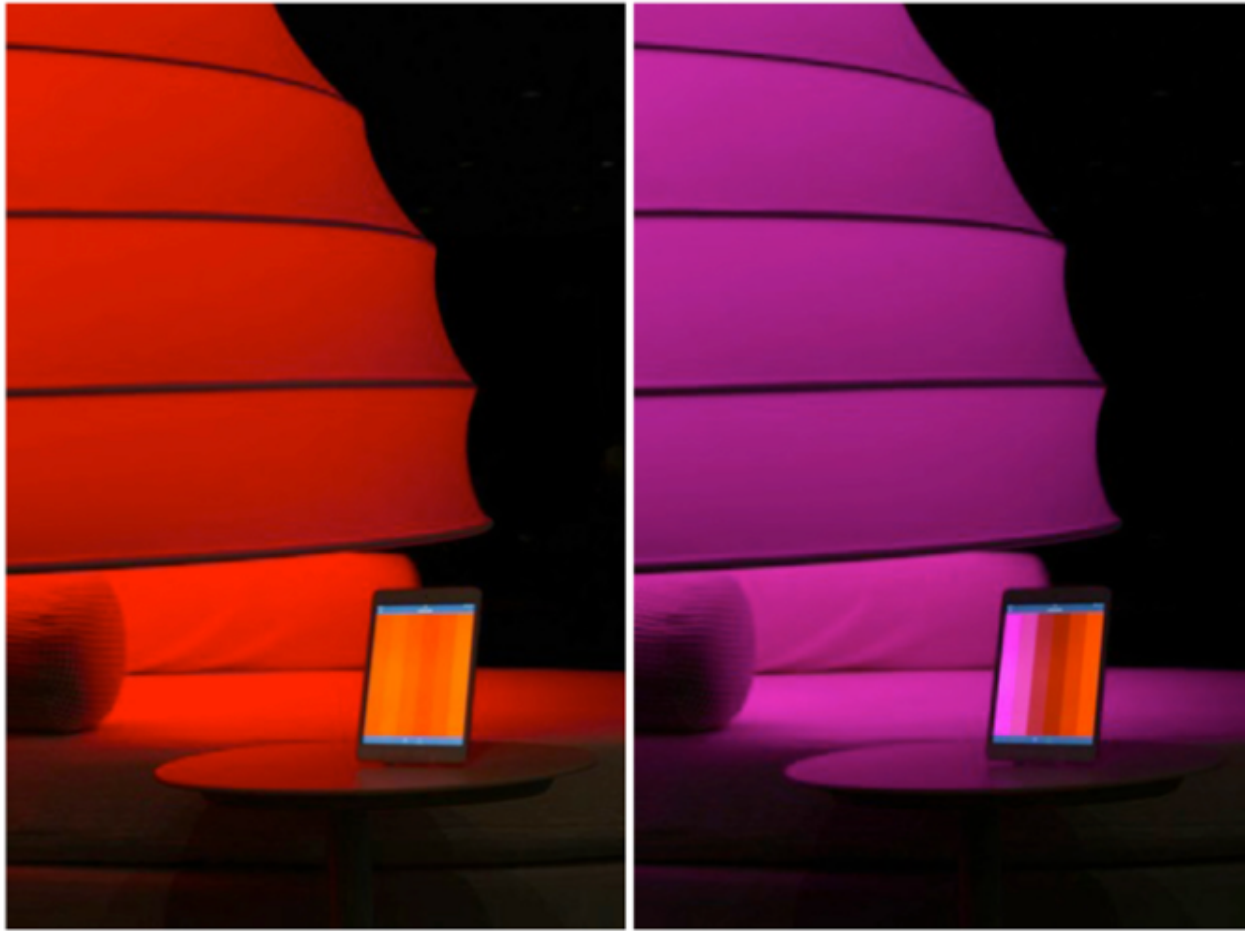
Pantone Universe founders create a chromotherapy pod for sensory stimulation and relaxation at London restaurant Sketch

by Caroline Kinneberg



Experimental chef Pierre Gagnaire's [Sketch](#) restaurant, a London design haven currently featuring work by beloved artist [David Shrigley](#), has welcomed a new installation—a color therapeutic pod called [mycoocoon](#), designed by [Lanzavecchia + Wai](#) and [Marine Peyre](#).

Before entering the pod, visitors are instructed to choose the color they're most attracted to on an iPad. Another set of three colors appears, and they're again asked to select one. After one more set, a final color is revealed: red (representing passion, vitality and enthusiasm), orange (extroversion, creativity, cheerfulness), magenta (love, kindness, emotion), yellow, green, turquoise, blue or purple. Next they hop into the pod, splaying out on the super-soft leather lounge. Users are removed from their surroundings by the overhead hut and bluetooth headphones that play soothing natural sounds, singing bowls and vocals. Six light sources are hidden behind the headrest, enveloping the visitor in nuances of the chosen color.



"We wanted to create a relaxing and energizing experience that associates ancestral techniques with today's technology," mycoocoon co-founder Valérie Corcias tells Cool Hunting. Color, she explains, has been used for healing and spiritual strengthening around the world, from Egypt to India and China. Color is a form of energy, and each shade has a specific rhythm and wavelength, giving it a unique vibration. Chromotherapy specifically revolves around the theory that each person is drawn to the color that best balances the individual's energy levels and stimulates the senses.

Corcias and her partner Dominique Kelly, who launched the [Pantone](#) Universe licensing brand together in 2000, united a team of notable experts in furniture design, color therapy, music and lighting to create mycoocoon. After three years in development, the prototype at Sketch—priced at £37,000—is the only one in existence. An "immersion wall" of lights (£7,000) is also available for smaller spaces or massage salons. Corcias and Kelly are exploring different environments for the pods, including airport lounges, hotels and offices. The pod can also be rented for events, where guests receive a pin button of their color. According to Corcias and Kelly, the experience makes an easy icebreaker by connecting people via their colors.

COOL HUNTING

mycoocoon: Color Immersion Pod – Cool Hunting



Their ideas for mycoocoon are expansive. "In the long run we want mycoocoon to involve all five senses," explained Kelly. The team has worked with aromatherapists to produce scents and are talking with nutritionists to develop color-coordinated foods and juices. A portion of mycoocoon's profits will go toward [Contramundo](#), an incubator for sustainable projects involving women and education founded by Corcias and Kelly in a Brazilian fishermen's village. Corcias says the inspiration for mycoocoon comes in part from Contramundo. "It's about taking the time to reenergize."

As the guestbook attests, visitors at Sketch have enjoyed the immersion pod. The only complaint was from someone who fell asleep for 20 minutes—and missed his dinner reservation.

Images courtesy of mycoocoon

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COLOURFUL BITES:
MYCOOCOON BRINGS
CHROMOTHERAPY
TO THE DINING
EXPERIENCE

By Alex Jordan
27 : 11 : 2014
Sketch Restaurant : Mycoococon : New Foodscapes

London – Sketch, experimental chef Pierre Gagnaire's Mayfair restaurant, is offering its diners a pre-course chromatherapy experience.


The restaurant is now hosting **mycoococon**, a colourful therapeutic installation from designers **Lanzavecchia + Wai** and **Marine Peyre**, that offers a multi-sensory experience based on the energy of colours.

The experience consists of an immersive pod in which visitors are invited to choose from a series of colours on an iPad, going through three rounds to determine whether they are red (representing passion, vitality and enthusiasm), magenta (love, kindness and emotion), orange, yellow, green, turquoise, blue or purple.

Once their colour has been decided, diners can lay on a soft leather lounger, removing themselves from their surroundings under an overhead hut and with the aid of bluetooth headphones that play soothing natural sounds.

The team at mycoococon are looking to build on the current experience, working with aromatherapists and nutritionists to produce scents and develop colour-coordinated foods and juices.

For more on how brands can facilitate and enhance the sensory pleasure of food, read our **New Foodscapes** microtrend.



Mycoococon colour immersion at Sketch, London

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BREAKING IT DOWN: THE NEW

chromotherapy havens with mycoococon

By Jessica Cooper

In ancient times and in different cultures, like Egypt, India or China, colour was used for healing and spiritual strengthening. But soon you might be finding this centuries-old belief popping up in hotels, spas and airport lounges.

Now known as "Chromotherapy," colour therapists believe coloured lights can balance the energies our bodies are craving, transmitting energy "chakras" in hopes of awaken their individual senses and spiritual healing. Based on chromotherapy, mycoococon is an experience that aims to create a strong sense of well-being to those who live an active lifestyle. As someone who is constantly checking her e-mails and flitting from one end of the town to the other, this sounded tempting.

In my wardrobe, you'll find only black clothes: black shoes, black jackets, black bags. So when I was sent to "the mycoococon colour experience," I chuckled at the irony. I met with the mycoococon founders (Valérie Corcias and Dominique Kelly) who told me I was about to be re-energized and rebalanced.

Before I stepped into the mysterious pod, I had to take the mycoococon chromatest: to "establish my own chromatic profile and determine my energy balance and needs." I ended up getting some sort of red/orange hue – apparently my body was craving ENERGY, VITALITY, STRENGTH (red) and SENSUALITY, EMOTION, ENTHUSIASM (orange). I don't know whether this test is just telling me to cheer up

or pick up a Red Bull, but I trust Valérie and Dominique. These two know a hell of a lot about colour; they initiated the PANTONE UNIVERSE brand, so I knew I was in good hands.

Finally, I got to see this mysterious pod. Designed by Lanzavecchia+Wai and Marine Poyne, I wouldn't mind one of these at home. Into the mycoococon pod I went and the non-harmful LEDs switched on, bathing me in an orange/red light. Lying back, I put on the headphones and gave myself a chance to relax. The colours changed subtly in a cycle of complementary colours, and I have to say it was very hypnotic. Water drop sound effects and some African inspired music enhanced the experience. It was soothing and I was suddenly overcome with a sensation of tranquil bliss – it really did feel indulgent.

I have to admit, I was a bit sceptical at first; but when I put on those headphones and the shade went down, I literally could lie there all day until my phone rings and I'm brought back to the real world.

Learn more and discover pop-up dates at mycoococon.com



Tinctured Technologies

creatives talk about using the latest innovations in colour to please consumers and update industrial practices.

020



— HOSPITALITY —

Valérie Corcias and Dominique Kelly

are the founders of Mycoocoon+, a network for colour experts, and the initiators of the Pantone Universe licensing brand

With today's digital technology, we can transmit information through the colour pixels of an image. Chromotherapy allows people to fully immerse themselves in colour. It can be used in offices, homes, hotels, spas and airport lounges. The potential is huge.

We work with emotional colour, which is related to memory and therefore very personal. We are testing the personal aspect of chromotherapy for public spaces with the use of virtual glasses. People want to be actors, and we're trying to give them the opportunity to express themselves in real time. The idea is to allow people to create personal experiences based on their emotions.

Innovations in colour, which include multisensory products, are interesting when they respond to the need for personal involvement. One example is the British Airways 'happiness blanket'. Thanks to fibre optics woven into the fabric, the blanket changes colour to reveal how a passenger is feeling during a flight.

Emotional colour has nothing to do with trends. What we do is very different from working two years ahead, as colour forecasters do. We look at emotional colour on a day-to-day basis. Our research includes images, sounds, smells and more. We collect data from people all over the world, in search of links between emotional responses to colour and specific cultures. Companies and brands could benefit from this information by adapting the colours they use to the emotions of their clients.

mycoocoon.com



— NATURAL INSTINCT —

Enlightened

Lanzavecchia + Wai's Mycoocoon gives users a spot of light therapy

Sculpture on the outside, wellness sanctuary on the inside, Mycoocoon is a colour-immersion 'pod' that promises to awaken the senses and uplift the mind through chromatic light stimulation. Designed by Lanzavecchia + Wai and Marine Peyre, the LED-illuminated object comprises a lounge chair, a canopy, a tablet and Bluetooth headphones. A retreat from the hectic pace of everyday life, Mycoocoon demonstrates a holistic approach to design and wellbeing. — K&G

lanzavecchia-wai.com
marinepeyre.com

design



Total immersion

Created by Valérie Corcias and Dominique Kelly, the mycoocoon wellbeing concept can provide an innovative wellness space combining colour, light and sound

[Interview by Sarah Todd]

Organic light energy of different shades has long been said to help rebalance and reharmonise the body. This makes mycoocoon, an 'immersive colour experience' tailored to each user's physical and emotional needs, ideal for use in spa relaxation areas. Powered by a multi-sensory app, mycoocoon uses chromotherapy, aromatherapy and sound to engage the senses, drawing on ancient wisdom from Egypt, India and China, where colour has been used to aid the healing process for centuries.

From a concept by Valérie Corcias and Dominique Kelly, mycoocoon's pod and wall design came courtesy of a collaboration between Francesca Lanzavecchia and Hunn Wai of Lanzavecchia+Wai,

with a seat by Paris-based designer Marine Peyre.

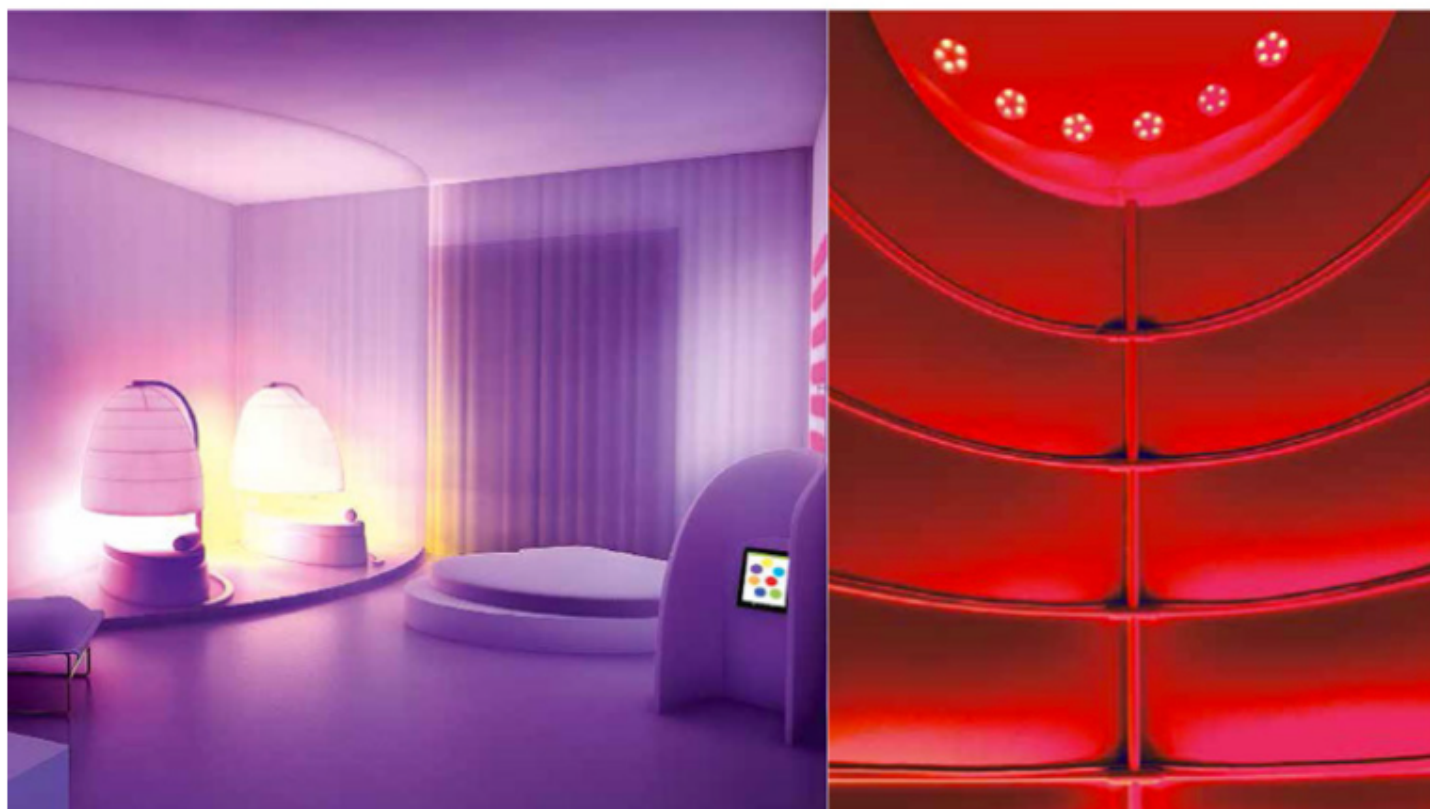
Users first take a 'chromatest' to establish their chromatic profile in order to assess which colours will best balance their energy levels and stimulate their senses. The mycoocoon pod and immersion wall's bio-compatible lamps then provide a 'light bath', immersing the whole body in key colours through a pre-arranged sequence. We asked Corcias and Kelly how mycoocoon works in a spa setting.

Where did the mycoocoon idea come from?

Having launched the Pantone Universe consumer brand in 2000, we decided to continue the development of our concept linking colour and emotions through the five senses by creating

Above from left: The mycoocoon pod experience is controlled via a multi-sensory app; entire rooms can be transformed to provide restorative colour immersion therapy; the interior of a mycoocoon pod

Valérie Corcias & Dominique Kelly mycoocoon



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mycoocoon. This combines ancient beliefs with the latest technology in order to bring colour-associated wellness to a wider audience.

What specialities were involved in its creation?

We have gathered a multi-disciplinary team to work on this project, from an expert chromotherapist and aromatherapist to Tibetan gong masters. Our chromatest, or colour test, was created by Pierre Van Obberghen, founder of the International School of Color Therapy and Color Psychology.

What can mycoocoon add to spas?

We have a range of ideas from different colour light fixtures that project no harmful frequencies, to an entire mycoocoon immersion room which can be installed in an existing room. For spas in development, we can integrate our concept into the architecture, so an entire room becomes a cocoon.

How is the experience unique and beneficial?

Our 'chromatest' is crucial as colour is related to memory. If you immerse yourself in the wrong colour it can have adverse effects, but the right choice of colour has the potential to greatly enhance wellness. Each colour immersion is an

organic interaction with non-harmful frequencies and mycoocoon enables guests to relax very deeply.

What current wellness projects interest you?

Multi-sensory colour projects such as British Airways' 'happiness blanket' and Philips's hue lighting are very interesting. However, the ability to select a colour according to individual needs is not integrated into either of these concepts.

In terms of immersion, we've seen virtual reality, head-mounted display units such as Facebook Oculus or Samsung Gear which enable users to immerse themselves at any time of day and in any place. In addition, the iPhone now offers the ability to send scent by SMS.

Why is colour immersion important?

Modern city living is stressful. People are competing against time in high-pressure environments with no space to switch off. We all unconsciously associate colours with certain emotions, be they blue skies or orange sunsets, and mycoocoon injects that association with nature into urban living. Colour light immersion helps you slow down, rebalance, re-energise, reflect and de-stress, gently bringing your emotions and senses back into focus. ●●●●●



Meet the expert

Valérie Corcias and Dominique Kelly launched the Pantone Universe consumer brand in 2000. Moving to Brazil, they helped grow sustainable projects involving women and education before creating the mycoocoon concept, which uses colour to soothe and balance wellbeing.

+33 6 85 11 61 29

www.mycoocoon.com

This month we tried...

Mycoocoon Immersion

The lowdown: Based on chromotherapy, Mycoocoon was created by the founders of organic accessories brand Hantone Design – Valerie Cordas and Dominique Kelly. It involves a bed with a cotton draped hood and coloured lamps, which are bio-compatible and don't flicker like normal bulbs.

The client makes a series of choices to decide on the colour cycle and start needed to balance their wellbeing, then lies on the bed for the 'immersion'. Developed in 2014, the system has been used in corporate offices but is now being promoted as

an option for the spa and wellness market following a pop-up at London's Alysia Wellbeing.

The experience: To decide on the sequence of colours I'd see, I was handed a tablet and asked to choose one image from a selection, then one specific point in a multi-tonal image and so on until my spectrum was complete. I was predominantly drawn to orange shades, which Cordas said related to mindfulness and energy. I asked to pick between three fragrances.

Once Cordas had loaded my programme, I laid back on the bed and stared up at the white hood where coloured lights began cycling. The hood doesn't extend as low as the couch, so at first I was distracted by the activity below, but when I tilted my head back further it completely transformed the experience.

The colours soon sent me into an almost trance-like state as they gradually faded into one another, completely filling my vision. Afterwards, I felt relaxed and calmed but alert. I was given a corresponding tea to drink and an orange baqa to act as a trigger to continue the connection throughout the day.

Business benefits: With a cost of £15,000 to buy outright, and a small six-lamp unit for the wall coming in at £1,700, Mycoocoon is targeting the luxury spa market.

Cordas says the chromotherapy options found in most spas, such as coloured lights in saunas, could actually do more harm than good because the colours are indiscriminate rather than matched to each individual's need, plus the bulbs flicker. Mycoocoon could present spas with the USP of more authentic chromotherapy.

Mycoocoon recommends charging £30 for a 30-minute Immersion. Call the brand on 07931 508341.

Tried by Eve Oxberry PB



EXSPACE

dla wystawcy

design dla szkół

dla biznesu

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My Cocoon: A colourful igloo of calm in your office

BY KITTY KNOWLES 24 FEBRUARY 2016



SUMMARY

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My Cocoon app.



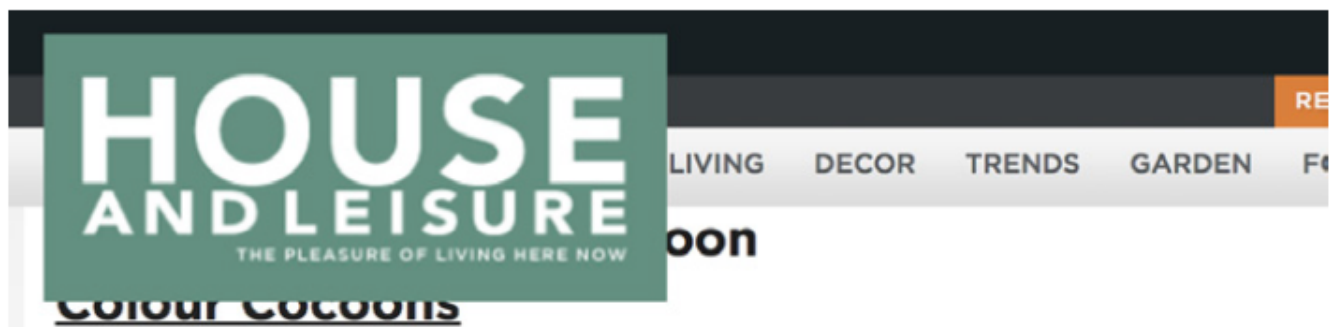
The future

MyCocoon is not the only way that Kelly hopes to spread wellbeing through colour.

“We are working on using VR,” he explains. “I don’t know if it will work – we are testing it – but if it works we’d like to use it to give everybody a solution.”

The inventor also envisages a time where the simple lights in our houses can perform the same job as My Cocoon.

“My dream is one lamp, one normal light on the ceiling, but which could shine colour everywhere. Everyone could have a light in their room that is attuned to them.”



Immerse yourself in colour! A light-therapy pod is the latest office chill-room fixture. **Mycoocoon**, whose founders created the **Pantone Universe** brand, partnered with chroma- and aromatherapists to create the colour cocoon experience: take a chromatest, then relax in the dome for a light bath with sounds and aromatherapy scents. The founders ultimate aim being to launch a worldwide project to improve well-being by balancing energy through colour experiences and natural elements that awaken the senses. Sounds wonderful, right?!

When asked who would benefit more from **Mycoocoon**, chroma therapist **Pierre Van Obberghen** answers "Kim Jong Hill, Vladimir Poutine, Barak Obama and Silvio Berlusconi! They absolutely need to have one at home in order to relax! And it may be good if they can take a colour bath together, after that I recommend that they make a big hug!"

MBS Circle Network

For New Age videos, articles, interviews, extracts, reviews and card readings. Administrator: Wendy Stokes

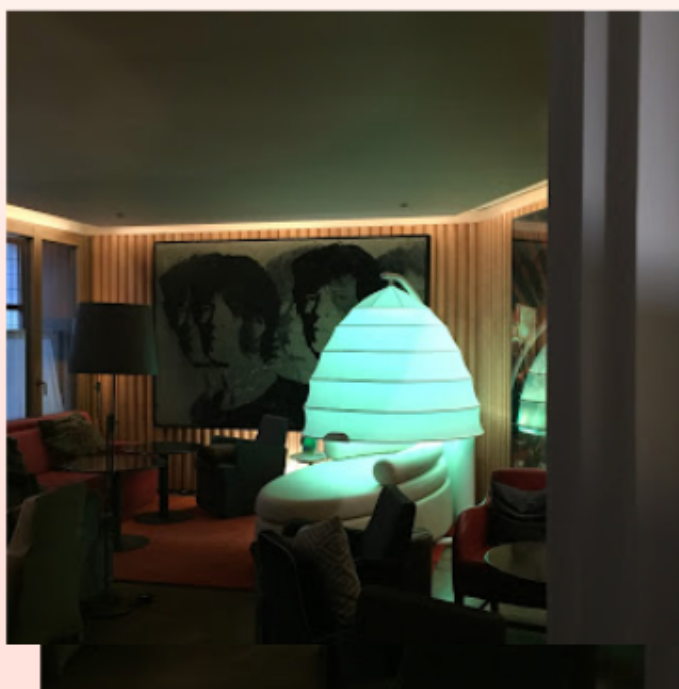
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Thursday, 13 October 2016

Mycoocoon Colour Immersion Therapy

Mycoocoon is an amazing opportunity for a combined experience of aromatherapy, music, and colour immersion therapy. The colour therapy is conducted in one of two ways, either lying down on a comfortable sofa under a specially designed light canopy (which costs £16,000) or there is a specially designed wall unit which dispenses high density and high quality coloured light. Colour therapy has been well researched and scientifically documented and has a highly beneficial effect on the mind; aiding relaxation, reducing stress and improving energy levels.



My own experience was exciting and profound. I was asked to choose a sequence of different colours from a downloadable chart which is available from the app store (see below). I was asked to choose between several scents; each one evocative of a past life experience and these were added to my colour preferences and music was chosen to compliment these. I laid down on the soft sofa within the cocoon canopy and ear phones were placed on my head to deliver the music. I held in my hand a sample of the scent I had chosen and the colours of the canopy began to change, moving through rainbow colours of great purity and beauty. Soon I was transported, as if into another world. I saw a Japanese garden, full of different coloured azaleas, all of which had a slightly different scent, but their colour was vibrant and reaching out to me with their petals. Then I saw the most beautiful girl in the world. She was Japanese, with dark eyes and shiny black hair, but within the shiny blackness, all the colours were reflected. She wore a beautiful silk gown which also reflected an array of amazing colours. I think I drifted off into this heaven and did not want to wake up when the time had elapsed. There is all kinds of merchandising for colour enthusiasts and the equipment is being promoted to high end hotels, spas and health centres.

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«Codere è un'opera d'arte ispiratrice è un buon modo per connettersi con la propria armonia interna. Usiamo gli occhi e le orecchie per farla nostra e ciò si riflette sul sistema nervoso. E così, quando osserviamo il bello al di fuori di noi, osserviamo qualcosa di bello dentro noi stessi. Esserne consapevoli è un'esperienza fantastica». Pierre Van Obberghen, light designer di MyCocoon

Good vibrations by Federico Geremei

Tra fisica, arte e musica. L'armonia delle vibrazioni sonore crea ambienti sensoriali in grado di migliorare la qualità di vita



Sopra e in senso orario. Gong del Borneo malese pronti per essere suonati (foto Federico Chiara). Il "Bosco che suona", in Val di Fiemme (foto Federico Modica). Il sistema MyCocoon (mycocoon.com). "Canto sottovoce", un'installazione sonora di Michelangelo Lupone. Artwork per la cover di "Wow. The most minimal record ever made", del berlinese Bad Gastein e Friedrich Liechtenstein per HeavyListening.

Reali o metaforiche, invisibili eppure percepibili, le vibrazioni popolano l'orizzonte in cui il benessere percepito passa per l'immersione sensoriale. Vibrante, appunto, e partecipata. È un parterre eterogeneo: ospita pratiche non scientifiche e suggestioni intimiste, innovazioni e mode in campi sempre diversi, miscelando tradizioni millenarie e nuove sfide hi-tech. Lasciamo gli echi del Big Bang agli studiosi di Harvard che hanno appena "ascoltato" le onde gravitazionali primordiali, teniamo il new age sullo sfondo, dribblando le (controverse) discipline della cosiddetta "vibration medicine", e concentriamoci invece su come facilitare la fruizione di "risonanze emotive" e di consapevolezza dei sensi. Il tour inizia - anzi, si propaga, no? - dalla "Foresta dei violi-

ni" di Paneveggio, nella Val di Fiemme. Qui crescono i rari abeti di risonanza, chiamati così perché il loro amalgama di cellulosa e fibre diffonde le onde in modo armonioso, come dimostrano la liuteria di Stradivari e i pianoforti d'eccezione. Provare per credere, magari con un concerto del festival I Suoni delle Dolomiti (isuonidelledolomiti.it). Dai tronchi montani ai "pianofoni" di Michelangelo Lupone. Ideate vent'anni fa, queste opere d'arte sono sistemi vibranti che consentirebbero di rendere percettibili le qualità vibrazionali della materia, si tratti di legno, carta, rame o acciaio. E, con le loro superfici dalla geometria implacabile, diventano "organismi sonori" in cui la vibrazione è al centro dell'esperienza. Per una fruizione più intima e personalizzata, in cui il contesto non è solo un ambiente allestito, ma una sorta di «guscio emotivo e vibrazionale» da creare per se stessi, è possibile cullarsi nei micromondi di MyCocoon: uno spazio per meditare, rigenerare i sensi e predisporre a una ricerca di armonia sinestetica. O esplorare i benefici di un respiro consapevole abbinato all'esperienza della somministrazione sonora dei "binaural beats" proposta da Vibraria.



BAD GASTEIN
Friedrich Liechtenstein



Oppure farsi recapitare a casa qualche copia di "Wow", un vinile che contiene un'unica nota a bassissima frequenza. Prodotto da due berlinesi per HeavyListening, il «disco più minimal mai prodotto» consente di creare un ecosistema sonoro ai limiti dell'udibile, in cui le pulsazioni subsoniche producono effetti vibrazionali imprevedibili e suggestivi, ridefinendo il concetto di ascolto passivo. Con le percussioni, le opzioni sensoriali possono amplificarsi, perché, quando le vibrazioni si combinano con il ritmo in speciali sessioni prolungate, la complessità sonora dà nuovo senso alla consapevolezza d'ascolto. I terreni della psicoacustica sono in fermento e indicano inedite strade di fruizione interattiva con "strumenti aumentati" e ambienti ad hoc. Ma chi alla new wave ipertecnologica delle risonanze 2.0 preferisce il richiamo ancestrale di drum healing & co ha l'imbarazzo della scelta: tamburi sciamanici, bagni di gong, campane tibetane, massaggi musicali vanno per la mag-

HOT SPOT

È al Macro di Roma (fino al 7/9) la scultura sonora-sensoriale di Michelangelo Lupone «in grado di mutare comportamento in funzione degli accadimenti al suo interno».

giore. Su una cosa, comunque, tutti (o quasi) sono d'accordo: prima di entrare in sintonia con l'esterno, ci si deve accordare con se stessi. Il vibe più importante compone la predisposizione alle "frequenze" altrui con l'esplorazione di quelle personali.





أنت مدعوّة إلى أن تختبئي في شرنقة خاصّة بك من Mycocoon، وهي عبارة عن سرير مزوّد بغطاء عالٍ، شكله يشبه الشرنقة إذ يلتف بشكل مميز حول الجزء العلوي من جسمك، والهدف الرئيسي منه هو تأمين العزلة والراحة والاسترخاء لك وأخذك في عالم من الأحلام السعيدة والتجّدّد. هذه الشرنقات متوفّرة بستة ألوان، ويهدف كل لون إلى تقديم علاج مختلف عن الآخر، فتجدين لونك الخاص مهما كانت شخصيتك وحالتك النفسية. تبدو هذه الشرنقة مجرد فراشة لم تفتّح بعد، لكنها أكثر من ذلك بكثير، فهي تعمل بتقنيّة إعادة التوازن إلى الجسم والعقل بواسطة العلاجات بالأضواء الملوّنة والروائح وأصوات الأبواق التيبّية. تهدف بعض الألوان إلى مدّك بالطاقة، ويختار كل شخص لونه المناسب الذي يمدّه أكبر قدر من الطاقة والنشاط.



وأخيراً نصل إلى اللون الأرجواني الصارخ الذي يعتبر اللون المثالي لاستعادة النشاط والطاقة وللعلاج. تجتمع في هذه الشرنقة الرائحة واللون المريح والموسيقى المهدئة، وهو من مشتقات الأحمر المختلط مع الأصفر، لذلك يمنحك التجدد والطاقة والحيوية. تشعرين بعد تجربتك لهذا اللون وكأنك أنهيت لتوك صف يوغا.

身体を癒すカラーを、全身に浴びてリラックスしよう

J'aime 0

ツイート 0

2015年02月17日

大昔から信じられている色のちから。カラーセラピーは色のちからを利用して、人々に癒しやエネルギーを与えるもの。

mycoocoonは名前の通りコクーン（繭）のようなかたちをしていて、オーガニックの優しい色のひかりで全身を包み込んでくれます。



出典：<http://www.roomie.jp>

色のちからの効果は、色によってそれぞれ。mycoocoonで浴びられる色と効果は以下のものがサイトに挙げられていました。

マゼンダ：若返り-病気に効く-再生する

赤：刺激する-リフレッシュする-回復する

Mycoocoon is a super cool color immersion experience that is meant to relax and revitalize you. Not only does it actually *look* like a butterfly cocoon, it apparently rebalances you through the use of chromotherapy, aromatherapy, and the sounds of Tibetan bowls. Certain colors are meant to give off different energies and a person will be drawn to the color that matches their energy the best.

"In ancient times and in different cultures such as in Egypt, India, or China, color was used for healing," stresses the company. "Color is a property of light, which is made up of many different waves of energy. When light falls upon the photoreceptor cells of the retina, it is converted into electrical impulses. The color of light influences the way the brain processes emotional stimuli."



Equilibra tu nivel de energía con Mycoocoon

🕒 3 months ago 👤 Eva Pérez

Ya en la antigüedad había culturas que mantenían la creencia de que los colores ayudaban a sanar, a equilibrar y a fortalecer el cuerpo y el espíritu. Pues bien atendiendo a esa creencia, la firma de diseño Lanzavecchia + Wai y Marina Peyre han creado **Mycoocoon**, una vaina de inmersión de color que equilibra el nivel de energía.

Esta vaina de inmersión se basa en el principio de que toda persona es **atraída por el color** que necesitan su cuerpo y su mente para encontrar el equilibrio en su nivel de energía, de esta manera se despiertan los cinco sentidos y se mejora el bienestar general utilizando para ello **experiencias de luz cromáticas**.



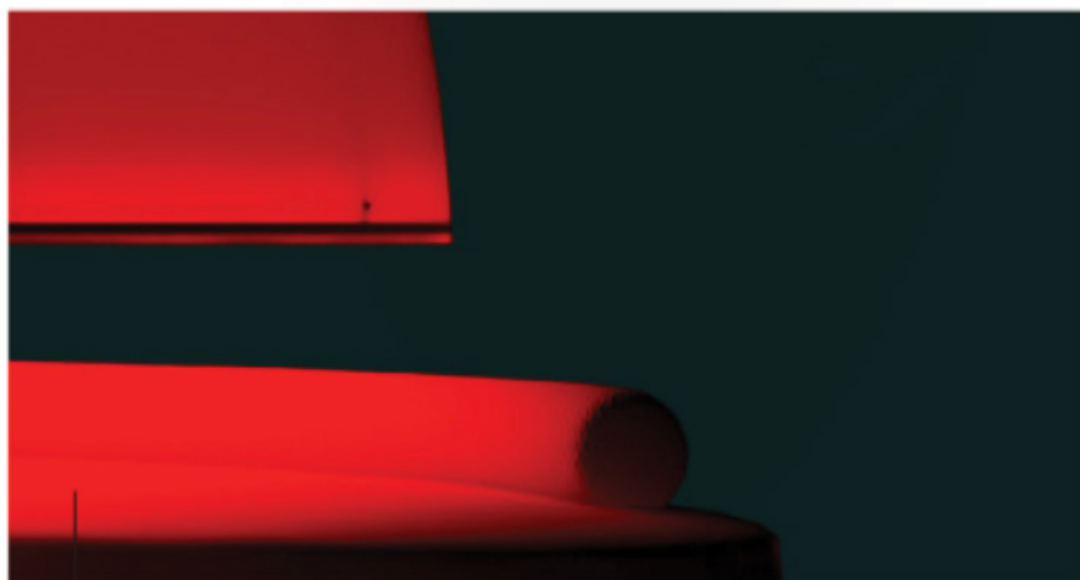
Mycoocoon está compuesto por un chaise longue realizado en cuero suave y una vaina hecha de material ligero con **LEDs biocompatibles** incorporados, que sumergen el cuerpo en una secuencia de colores clave y ritmo predeterminados, utilizando de esta forma la cromoterapia y la música para relajar, revitalizar y equilibrar el cuerpo y la mente del usuario.

Non solo casa: anticipazioni dalla Milano Design Week



Lampada mycocoon - Courtesy of Press Office

Durante la Milan Design Week, lo storico hotel milanese Boscolo fa da cornice al favoloso mondo colorato del nuovo brand francese mycocoon, un concept elaborato da Valérie Corcias e da Dominique Kelly per un modo nuovo di essere e di vivere il benessere. A Milano viene presentato un prodotto inedito e all'avanguardia, progettato da Lanzavecchia + Wai and Marine Peyre e realizzato grazie ad un network di esperti provenienti da diversi settori, dalla cromoterapia al design, dalla musica all'illuminotecnica.



EXPÉRIENCE SENSORIELLE : MY COOCOON

Première mondiale pour ce nouvel espace d'immersion chromatique. Mycoocoon provoque le bien-être et éveille les sens. Chaque personne est attirée par la couleur qui équilibre ses niveaux d'énergie. Plongez vous dans l'expérience unique d'un bain de lumière sous des lampes «bio compatibles» permettant d'immerger le corps tout entier dans des couleurs clés, dont la séquence et le rythme ont été prédéterminés. Pour un bien-être optimal, ce moment de relaxation est accompagné de sons et d'arômes qui complètent l'expérience.



La chromothérapie : du bien-être par la couleur et l'énergie

INNOVATIONS

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Envoyer par mail

Publié le 24/09/2014



Pour lutter contre le quotidien et son tumulte incessant, un projet baptisé mycoocoon propose une expérience hautement immersive en couleurs.

Entre détente et zénitude, on prend enfin le temps de se retrouver avec soi-même. C'est ce que propose mycoocoon, un projet qui interpelle. A l'occasion de « **L'Evènement 1.618 2014** », **Valérie Corcias** et **Dominique Kelly** ont présenté une idée innovante : **mycoocoon**. Cette vision holistique du bien-être propose un nouveau style de vie. Objectifs ? Revenir à une harmonie avec soi-même et prendre le temps de se sentir bien. Un luxe essentiel offrant une source instantanée d'énergie de vitalité par la couleur.

