

## Understanding Perceptual Differences and Preferences of Urban Color in New Taipei City

**Authors :** Yuheng Tao

**Abstract :** Rapid urbanization has brought the consequences of incompatible and excessive homogeneity of urban system, and urban color planning has become one of the most effective ways to restore the characteristics of cities. Among the many urban color design research, the establishment of urban theme colors has rarely been discussed. This study took the "New Taipei City Environmental Aesthetic Color" project as a research case and conducted mixed-method research that included expert interviews and quantitative survey data. This study introduces how theme colors were selected by the experts and investigates public's perception and preference of the selected theme colors. Several findings include 1) urban memory plays a significant role in determining urban theme colors; 2) When establishing urban theme colors, areas/cities with relatively weak urban memory are given priority to be defined; 3) Urban theme colors that imply cultural attributes are more widely accepted by the public; 4) A representative city theme color helps conserve culture rather than guiding innovation. In addition, this research rearranges the urban color symbolism and specific content of urban theme colors and provides a more scientific urban theme color selection scheme for urban planners.

**Keywords :** urban theme color, urban color attribute, public perception, public preferences

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