Why do two colors, put one next to the other, sing?

-Pablo Picasso
Colors are all relative. In fact, two colors placed together will affect each other in a variety of ways.

This effect is called **Simultaneous Contrast**.
COLOR THEORY – Simultaneous Contrast
In some ways your eye acts like a camera. It has to balance the color it is viewing to prevent overexposure (washed-out colors). The eye is very efficient at this task and you rarely notice the effect. Sometimes it is visible, as when you walk out of a dark theatre into a bright day.

**Afterimage**
The eye adjusts to color by automatically creating the compliment of the hue being viewed.
Simultaneous means existing at the same time. The contrast can take on many forms.

The hue of a color can be altered.
The value of a hue can be altered.
Color temperature is alterable.
Hues can become more or less intense.
The Bezold Effect
A hue surrounded by a dark color will appear more intense than the same hue surrounded by a light color.
Simultaneous Contrast is not limited to color. The shape or size of a form can be altered as well. In this image the red circles are the same size and hue.
COLOR THEORY – Simultaneous Contrast