

**CHROMATIC LANDSCAPES AND INFORMAL ARCHITECTURE: COLOR IN THE CONFIGURATION OF URBAN IMAGE IN BOLIVIAN CITIES**

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**ABSTRACT**

Color in exterior architecture and the urban landscape is a key component that influences the aesthetic, emotional, and functional perception of cities. This article examines the chromatic patterns of façades in three Bolivian cities (Cochabamba, Quillacollo, and Sacaba), analyzing how socioeconomic, cultural, and economic informality dynamics shape their urban image. Through qualitative and quantitative methods, the study identified the predominance of monochromatic colors such as red, yellow, white, and gray, influenced by construction materials and economic activities. In commercial areas, color is linked to marketing strategies, while residential areas display a more uniform palette, reflecting local traditions and economic conditions. The research highlights the lack of chromatic regulation as a factor contributing to visual diversity, revealing how aesthetic decisions are not only shaped by individual preferences but also by macroeconomic and cultural phenomena that define the visual identity of cities.

**Keywords:** Urban Color, Chromatic Patterns, Urban Image.

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