



Reminder! Closing Date May 10th!

Logo Competition for the International Colour Day!

Context

An international day of colour and light has been considered as appropriate since colour is, thanks to sight, one of the most influential phenomena in people's lives and also one of the channels that contributes most greatly to the perception of reality. All around the world we will create memorable colour activities during the same colourful day!

Why March 21st?

March 21 every year is the "equinox" – *aequus* (equal) and *nox* (night). Around the equinox, the night and day are approximately equally long, symbolically relating to the complementary nature of light and darkness, light and shadow expressed in all human cultures.

Activities and Events that could be unfolded on an International Colour Day

- Arts exhibitions, architectural projects, design, decoration, fashion....
- Meetings, debates, scientific events.....
- Workshops on the use of colour and light for both adults and children.
- Contests on colour and light design.
- Decide on your identity colour, wear it and use it during the International Colour Day!
- Put it on your web sites!
- These are some examples....

Objective

The adoption of this day has been agreed among the members of AIC. We are now opening a competition for the creation of a logo, to provide an image to be a focus of attention. The AIC seeks an attractive logo for branding and promotion of the International Colour Day. The logo should be colourful, eye-catching, and show the excitement of such a day.

It should be adaptable for use at various scales in print, stationery, presentation graphics and on the Web. It should also be effective in grey-scale or black-and-white for monochrome copy. Visit our web site to see other examples of logos used within AIC www.aic-colour.org

Entry Conditions

The logo should be designed digitally and submitted in JPG image file format, attached to an email message. The longer dimension of the image should not exceed 1,000 pixels. Entries should be sent to berit.bergstrom@ncscolor.com and clearly marked in the subject line the "International Colour Day".

The closing date is **Thursday 10th May 2012**. Only one entry may be submitted per person. The panel of judges will assess the designs by viewing at full-screen size on an LCD flat-panel display, without knowledge of the identity of each entrant. The judges' decision will be final. The judges reserve the right not to make an award. The winner will be asked to supply the digital design in origination format (such as AI, PSD, EPS, BMP).

The winning design will remain the intellectual property of the designer, who will grant a license to the AIC EC committee to use it for all purposes associated with the AIC International Colour Day.

This is an equal-opportunity competition, with no restrictions on nationality, age, affiliation, or any other aspect of the identity of entrants, except that members of the AIC EC committee are not eligible.

Prize

The winning designer will get a free participant's fee to AIC Interim Meeting including free hotel nights during the AIC Meeting. The winning design and the winner will be announced at the AIC Interim Meeting 2012 on 22-25 September, 2012 with the theme "In Color We Live: Color and environment" at Chinese Culture University, Taipei, Taiwan, organized by the Color Association of Taiwan (CAT)

The winning design and the designer will be featured in publications and web pages of the AIC. The winning design will be adopted immediately and used in all promotional materials for the International Colour Day over the coming years.

Berit Bergström, AIC president 2010-2013

AIC Interim Meeting 2012, Taipei, Taiwan



In Color We Live

Theme: "In Color We Live: Color and environment"

Date: 22-25 September 2012

Venue: Chinese Culture University, Taipei, Taiwan

Organizer: Color Association of Taiwan (CAT)

Info: www.aic2012.org

Contact: service@aic2012.org

Understanding the effects of colors in natural and man-made environments contributes to creating healthier living spheres through color applications. The aim of the conference is to explore and examine how color interacts with or influences our daily life.

Remember! Last date for early registration June 30th 2012!

JAIC – The journal of AIC is now on-line!

JAIC - Journal of the International Colour Association is now on-line at <http://aic-colour-journal.org/>
JAIC is an on-line, free-access, peer-reviewed journal devoted to all aspects of colour. Multidisciplinary papers are particularly welcome and authors are encouraged to avoid the use of discipline-specific jargon and nomenclature where at all possible.

The journal is published exclusively in digital form: full-text articles may be accessed for free via the internet. The journal encourages the effective use of colour, multimedia, hyperlinks, and other digital enhancements.

Editorial team:

Editor-in-Chief: Professor Stephen Westland, School of Design, University of Leeds, United Kingdom

Associate Editors:

Dr Vien Cheung, School of Design, University of Leeds, United Kingdom

Kevin Laycock, School of Design, University of Leeds, United Kingdom

How did you celebrate the International Colour Day March 21st 2012?

Send your reports to berit.bergstrom.ncscolour.com and we will publish it in the next AIC e-news!

John Gage 1938 - 2012



Art historian John Stephen Gage died on February 10th, 2012. He was (and will be) best known for his admirable *Colour and Culture* (1993), one of the most important books in the history of colour literature. It didn't necessarily break new ground but did bring together and place in context an enormous number of visual and documentary sources from art and science history, from antiquity to Minimalism, in a way no single volume had done before. Though the internet was unavailable, Gage had access to the several hundred specialist books in the RCA's Colour Reference Library, brought together in the late 1970s by Stuart Durant and Hans Brill. Histories of colour had been written, for example by Robert Byron (1930), Faber Birren (1941, 1963, 1965) and Don Pavey (1956, published 2003), but no one else sustained such a single-minded effort in finding and cross-referencing the myriad of systems of exploring, interpreting and ordering colours. His volume has 2,400 bibliographical references. Gage had previously studied at the Courtauld Institute of Art, eventually completing a PhD on Turner, and publishing his insights in *Colour in Turner* (1969) shortly thereafter. In addition to the Mitchell and

Sikkens Prizes, he was aptly awarded the Turner Medal of the Colour Group (Great Britain) at the RCA in 2009. His principal teaching was at the University of East Anglia (1967-79) and the University of Cambridge (1979-2000), though (despite a stammer) he was frequently in demand elsewhere as an erudite and charming speaker. (My last lecture with him, in Sherborne in 2006, was at a symposium organised by Ros Marchant and Andrew Hanson.) In the wake of his publishing success, Thames & Hudson issued 21 of his essays as *Colour and Meaning* (1999), before inviting him to write *Colour in Art* (2006) for its prestigious 'World of Art' series. Unexpectedly, this starts with Albers and ends with aboriginal art, but emphasizes artists' viewpoints and includes usually neglected references to theatrical colour. Two of his exhibition catalogues should also be noted: *George Field and His Circle* (1989), on early Victorian art, and *Masters of Colour: Derain to Kandinsky*, with Stephanie Rachum (2002), published to accompany the Royal Academy of Arts presentation of the Merzbacher Collection.

Roy Osborne

AIC meetings and congresses beyond 2012



2013 AIC 12th Congress, Newcastle, Great Britain

Date: 8- 13 July 2013

Venue: The Sage Gateshead

Organizer: The Colour Group of Great Britain

Info: www.aic2013.org

Sponsorship opportunities are now available on the web! sponsorship@aic2013.org



2014 AIC Interim Meeting, Oaxaca City, Mexico

Theme: Colors, culture and identity: past, present and future

Date: 29 October – 1 November 2014

Organizer: The Mexican Color Researchers Association (AMEXINC)

Info: www.amexinc.org.mx



2015 AIC Midterm Meeting, Tokyo, Japan

Theme: Color and Image

Date: May 2015

Organizer: The Color Science Association of Japan

Info: www.soc.nii.ac.jp/color



2017 AIC 13^h Congress, Jeju, Korea

Date: 16 – 20 October 2017

Venue: International Convention Center Jeju

Organizer: Korea Society of Color Studies

Info: www.color.or.kr

Other related meetings

CGIV 2012

6th European Conference on Colour in Graphics, Imaging and Vision
May 6-9, 2012. University of Amsterdam in Amsterdam the Netherlands
More info: www.imaging.org/ist/conferences/cgiv/

International Interdisciplinary Conference on Colour and Pattern Harmony

5th Colour Specialists International Conference in Hungary
June 11-13, 2012, Budapest, Hungary
More info: <http://csic2012.kvk.uni-obuda.hu>

VIII Color Conference

Aim of the conference is to encourage multi and interdisciplinary aggregation of the research centres and people that deal with color and light from a professional and scientific point of view.

Organizer: Gruppo del Colore

September 13-14, 2012 in Bologna, Italy

Università di Bologna, Engineering Faculty

More info: www.gruppodelcolore.it

25th International Union of Architects Congress 2014

The conference and exhibition will be held in Durban on 4 – 9 August 2014 at the International Convention Centre. The congress is being held in Southern Africa for the first time and is expected to attract a rich blend of more than 500 architects from all parts of the world.

The main goal of the congress is to provide architects with an opportunity to participate in a series of culturally and professionally enriching events based on a specific theme and establish or re-establish contact with colleagues from different countries, particularly from the country hosting the congress.

The African Union of Architects (AUA) has been co-opted as a partner for the congress.

More info: www.ecospecifier.co.za

CIE meetings

AISV:IAVS 2012

10th Congress of the International Association of Visual Semiotics AISV-IAVS 2012, Buenos Aires, Argentina

September 4 – 8, 2012

Venue: Faculty of Law, University of Buenos Aires Figueroa Alcorta Av. 2263, Buenos Aires, Argentina

More info: www.aisv2012.org

More info: www.aisv2012.org

Coming CIE Meetings:

CIE 2012 "Lighting Quality & Energy Efficiency"

September 19 -21, 2012 in Hangzhou, China.

CIE Division 1 Meeting

September 26-27, 2012

National Taiwan University of Science and Technology, Taipei, Taiwan.

Colour in the 17th and 18th centuries

Connections between science, arts, and technology

International conference, Technische Universität Berlin, 28-30 June 2012

More info: <http://arthist.net/archive/2457>

CIE Celebrating its 100th Birthday/CIE Midterm Meeting

April 12 -19, 2013 in Paris France.

More info: www.cie.co.at

Colour Group of Cyprus newly established!



Berit Bergstrom meeting with members of the Committee of the Colour Group of Cyprus, established in 2011 at the Dept of Architecture, University of Cyprus. Berit Bergstrom President of AIC, was the Guest of Honour to give the annual lecture in March 2012 to members of the Group. The lecture was attended by architects from all over Cyprus who found the lecture on Scandinavian colours and Design, very interesting and informative. Next event of the Colour Group will be on Friday 27th April 2012 about The Colour palette of Cyprus, using the NCS, photos and samples from buildings and nature.

Byron Mikellides

TEXTILE RE-DESIGN

Russian historical decorations and Italian contemporary design

by Renata Pompas

The exhibition **TEXTILE RE-DESIGN Russian historical decorations and Italian contemporary design** took place in December in Milan (Italy) with great success, presenting to large numbers public come in the headquarters of the "Associazione Italia Russia" (Italy Russia Association), "Fondazione Centro per lo sviluppo dei rapporti Italia Russia" (Foundation Centre for the Development of Italy Russia relations) and "Camera di Commercio italo russa" (Russian Italian Chamber of Commerce), the works of students of Digital Textile Design course, AFOL Milano with AFOL Moda. This educational training is part of the project "La Città delle idee" (The City of ideas), within the regional program "Lombardia Eccellente" with the purpose of increasing and strengthening the planning and technical-digital skills, exercising the historical-cultural analysis of the Italian commercial tradition relating to its authority in well recognized Italian high quality sectors such as Textile, Fashion and Interior Design.



The exhibition has achieved the appreciation of the numerous professionals: executives of important textile companies, responsible for trade shows, stylists, designers, consultants, journalists, PR, teachers, and has been requested by other sites.

It was realized through a partnership between the AFOL Milano with AFOL Moda and Associazione Italia Russia, and has been possible thanks the generosity of the following sponsors: *Clerici Tessuto* (one of the most important silk fabrics producer and high quality textile accessories manufacturer) has printed the fabrics. *Tre-P&T-Più* (a leading Company of inside doors division) has organized the exhibition fitting with specific panels. *Casa di Minea* (a jewels and accessories brand) has realized the accessories including fabrics. *Illumiluce* (a service Company dedicated to photovoltaic, biogas, to power consumption and lighting consultancy with Led lights) has provided the light installation. *Spazio Orti 14* (a photo studio in the hearth of Milan) has realized the photo feature.

The **TEXTILE RE-DESIGN Russian historical decorations and Italian contemporary design**

exhibition has been proposed by Renata Pompas, the teacher of Digital Textile Design, annual Course in AFOL Milano with AFOL Moda, who has involved her students in an important, international experience with Russian Federation in order to create an interesting synchrony between Italian and Russian Cultures. (A small sample of these tissues was exhibited at the Museum of Kaunas, by *TEXERE* events).

On the occasion of 2011, "The year of Italian language and culture in Russia and Russian language and culture in Italy", the young designers of Digital Textile Design, have been invited to reconsider in a contemporary key some of the most important fabrics of the "Agitational textiles", derived from the different textile Russian Collections. So a small textile collection emerged from this interpretation that represents not only a simple pattern repeated texture or quotation, but proposes a real, modern reinterpretation aiming to a rich commercial application into markets.



This initiative had the patronage of the "Committee for The year of Russian culture and language in Italy and Italian culture and language in Russia, of Ministero dei Beni Culturali (Ministry of Cultural Heritage)", Provincia di Milano (Province of Milan), Regione Lombardia (Lombardia Region) and Comune di Milano (the city of Milan).

The **TEXTILE RE-DESIGN** exhibition continues its tour in Maniago (Italy) with new designs and a new version, host of the event Intenazionale Fiber Art "Valcellina Award"

More info: Associazione Italia Russia, Via Sivlio Pellico 8, Milano

www.associazionetailiarussia.it

The Color Labyrinth

Silvia Rizzo has created a great "Color Labyrinth" in Genoa.

"The Color Labyrinth" is a color design project on tarmac. It is 60 m long and 10 m wide. This is the outcome of previous projects presented by Silvia Rizzo at IUAV Conference in Venice, AIC Zurich, and Gruppo del Colore Rome, in which I had investigated the intuitive choice by children and teenagers of their favorite colors, as well as the synergic relation between color and light.

Therefore, in this work, her previous project experience and color research have merged together into a harmonious composition project which also becomes an educational work focused on color and emotions associated with it.

The Color Labyrinth is also a playing and educational space for children of different ages. Colors are selected in relation to shapes and are harmonized into a composition sequence.

Large swaths of solid color on the floor divide street spaces into long pathways inviting young kids to a joyful and free discovery, and promoting their sense of direction and orientation.

Colors are also shapes to be freely interpreted.

Colors with their visibility offer suggestions that become creative perceptions fostering the development of early knowledge elements.

A deeper and more mature reading of portrayed elements is targeted on a more precise learning phase: for example, a yellow axis, bright and clearly visible like a sign across the street, fosters awareness of measures and sizes.

A large chromatic circle right at the end of the path stimulates reflections on the knowledge and harmony of colors.

The project color design is based on dynamic - never static - shapes which stretch like ellipses in the space, while offering out-of-the-box perceptions and fantasies proper of the magic age of childhood.

The Color Labyrinth, qualified also as an art work, is a UNICEF Project.

A new product with a beautiful range of colors, manufactured and supplied free of charge by DOCCHEM, based in Pavia, was used for this project.



New Literature

"On the Interacting visual and non-visual effects" a bibliographical review by Lucia Ronchi.

The present bibliographical review aims at discussing the distinction between two terms, basic laws of visual functionality and visual performance. The former is currently used in the specialized psychophysical visual laboratory. The latter is familiar in Lighting Science and in Lighting Technology for instance, with reference to office work and to some industrial tasks. However, in Experimental Psychology, in Human Factors, and in various applied fields various working definitions are used, the performance seems to have various meanings often referred to behavior and not specifically for the visual response, which is indirectly involved by tasks as an ingredient and a tool.

