



**International Colour Association  
Internationale Vereinigung für die Farbe  
Association Internationale de la Couleur**

**International Colour Day – March 21<sup>st</sup>**

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?**

The adoption of this day has been agreed among the members of AIC. March 21<sup>st</sup> 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...

**Logo**

There was an international competition for the design of the logo, and the winner was announced at AIC 2012 in Taipei. The selected design was created by Hosanna Yau, Kowloon, Hong Kong. The logo can be downloaded for use from the AIC website.



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**21 MARCH**

ESTABLISHED BY AIC – INTERNATIONAL COLOUR ASSOCIATION