Friday, March 29th 11am–1pm Art Building, 1.120

2301 San Jacinto Blvd

Free and Open to UT and the Public





Be Color Fluent Not Color Blind

Presented as part of the course

The New Color (ART 350C)

Luanne Stovall
Artist, Color Theorist,
UT Department of Art
and Art History

MAR **29**

Reinventing the Wheel: Challenging the Basics of Color Theory

How do we sense color, and what does that have to do with how we can use it more intelligently? Is the wrong color wheel being used in every art classroom on earth? How can we combine the science of color with artistic practice to create harmony? In this lecture, we will go into a new approach to color that has largely been ignored by the artistic community for over a century, with an inductive approach that will be a primer for the beginner and a new take for the expert.

Nader Sadoughi is a student at the University of Texas at Austin studying for a BFA in Design, a BS in Textiles and Apparel Design, and is a part of the Polymathic Scholars Honors program. He is passionate about art and science, and believes that the two are not mutually exclusive, but can in fact inform one another. He is currently writing an instructional text on 21st century color theory, and will be focusing on it in his Polymathic Scholars Honors thesis.

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Not Color Blind

FEB

Flatland, Color in Early **Modern Art**

Linda Henderson shines light on the changing approaches to color in painting in the late 19th and early 20th century, when color came into its own as a means for artistic self-expression. Instead of simply describing the visible world, color became a tool for artists to develop new goals for painting. Beginning with Post-Impressionists like Gauguin and Van Gogh, the lecture concludes with Wassily Kandinsky, who left behind the visible world completely to make totally abstract paintings intended to "set up vibrations" in the soul of the viewer—visually and with the sound he associated with specific colors through his synaesthetic perceptions.

Linda Henderson, Ph.D. Yale University, David Bruton, Jr. Centennial Professor in Art and Art History, University of Texas in Austin, focuses on twentieth-century European and American art, with emphasis on the period 1900-1930; the interdisciplinary study of modernism: art in its cultural context, including the history of geometry, science and technology, philosophy, mysticism, and occultism. Most recently, her research investigates the cultural history of the "fourth dimension" through the 20th century. Books she has authored include The Fourth Dimension and Non-Euclidean Geometry in Modern Art and Duchamp in Context: Science and Technology in the Large Glass and Related Works.

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Wednesda Evening
Color
Course In Artist



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FEB **13**

Color Vision: Why Isn't Purple in the Rainbow

Neuroscientist Xaq Pitkow will take you on an informal tour through our visual system, showing how our eyes change light into color. Out there in the world, what we know as color doesn't exist. Instead, color is created by our eyes in two amazing steps. Xaq explains the neuroscience behind this magic in a way that is geared toward artists and other non-scientists, illustrating the concepts with lots of pictures, metaphors, and optical illusions. At the end of the talk, you'll understand why primary colors come in threes, why some pairs of colors are complementary, and why rainbows don't have purple.

Xaq Pitkow is a theoretical neuroscientist who aims to understand the principles that account for what the brain computes and why it computes this way. He received a Ph.D. in biophysics from Harvard University and completed postdoctoral research at the Center for Theoretical Neuroscience at Columbia University and in the Department of Brain and Cognitive Sciences at the University of Rochester. Currently, Pitkow is an assistant professor at Baylor College of Medicine in the Department of Neuroscience and at Rice University in the Department of Electrical and Computer Engineering.

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FEB

Color Marketing & Psychology in Popular Culture

Color is an emotional trigger—weaving complex messages into the clothes we wear, the environments we navigate, and the games we play. Join us to explore behind-the-scenes psychology operating at the intersection of color and popular culture, where custom palettes resonate with specific target audiences. Learn how Elizabeth Foster colorcodes video game worlds, Michelle Washington tracks color palettes across diverse fashion platforms, and Leana Shefman and Matt McCutchin manage carefully constructed retail brand experiences vital to the success of companies from Diesel, Nike, and YETI, to Home Depot and Baskin Robbins.

Elizabeth Foster, BA in Architecture from Texas A&M University, is a Senior Environment Artist with Armature Studio in Austin, which has worked on legendary game franchises such as Borderlands, Batman and Metal Gear Solid and developed original IPs, such as ReCore, Dead Star and Fail Factory.

Michelle Washington, TV Style Expert, GQ Magazine Insider, and Instructional Coordinator of the ACC Fashion Incubator in Austin, is a seasoned fashion industry professional with experience in fashion design, marketing, and product development with companies such as Nike and Abercrombie & Fitch.

Matthew McCutchin, Advertising faculty at UT Austin, has over two decades of experience as a copywriter and creative director. Matt has created awardwinning brand and effective integrated campaigns in many diverse categories such as Automotive, Retail, Technology, Banking, and Packaged Goods.

Leana Shefman is a Retail Brand Experience leader for Diesel, Nike and YETI, with expertise in Visual Merchandising, Marketing, and Store Design. Leana's top skills include maintaining brand consistency and integrity on multiple channels and understanding global marketplace trends.

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FEB

The Theatre of Color

Color has been used by humans to tell stories since we left our handprints on cave walls. Visibility, focus, mood, location, time of day, plot, composition, drama! This Color Salon offers an eyeopening tour of the theatre where color plays center stage. Join us as set designer Bill Bloodgood shines light behind the scenes, costume designers Nanette Acosta and Cait Graham bring the characters to life, and lighting designer Michelle Habek illuminates the colorcoded world unfolding before our eyes.

Nanette Acosta has taught at University of Illinois, Loyola University, University of Washington and Seattle University. She's been designing, building and teaching costuming for theatre, film and television across the country for 20 years. Design credits include award-winning costumes for numerous theatres in the US.

William Bloodgood, MFA in Theatre Arts, Pennsylvania State University, designs sets for many regional theatres in the US and abroad, including Oregon Shakespeare Festival where he served as resident scenic designer for 32 years. He complements his theatre work with exhibit design and space planning.

Caitlin Graham, MFA in Design and Technology from UT Austin Theatre and Dance, is a costume designer and personal stylist. She creates original fashion-inspired concepts and design presentations and costumes for live theatre and opera.

Michelle Habeck, MFA in Lighting and Scenic Design from Northwestern University, is a freelance lighting designer whose work has been seen at many of the nation's leading regional theatres including The Steppenwolf and Centerstage (Baltimore). She also works on Broadway and pre-Broadway projects and museum exhibit collaborations.

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MAR

Beauty & Danger: Color-Coded Nature

Why do all animals yearn for beauty? From iridescent dinosaur feathers and peacock spiders to a male bowerbird's dazzling bachelor pad, color signals beauty, sex, danger, and death. Michael Ryan, a leading researcher in the field of sexual selection and evolutionary biologist and "Paleo Sleuth" Julia Clarke guide us through color's fundamental role in the evolution of life on planet earth. You'll discover why we can't resist the taste of beauty and why color is never "merely decorative".

Michael J.Ryan, Ph.D., Cornell University, is the Clark Hubbs Regents Professor in Zoology in the Department of Integrative Biology at UT Austin. Dr. Ryan studies animal behavior and addresses the mechanisms and evolution of animal communication. Most of his work has addressed sexual selection and communication in frogs and fish. Dr. Ryan has been a pioneer in the field of sensory ecology, which focuses on the information that animals gain from their environment, including what they obtain, how they acquire it and what they do with that information. His most recent book, A Taste for the Beautiful, The Evolution of Attraction, was published by Princeton University Press in 2018.

Julia Clarke, Ph.D. from Yale University, Department of Geology and Geophysics, is a paleontologist and evolutionary biologist who studies birds and other theropod dinosaurs to better understand major transitions in the history of life. She is the John A. Wilson Professor in Vertebrate Paleontology in the Jackson School of Geosciences at UT Austin and a Howard Hughes Medical Institute Professor. The Clarke Lab seeks new data to inform how avian diversity and distributions have changed across their deep histories. International collaborations and fieldwork (Peru, Chile, New Zealand, Antarctica, Mongolia and China) provide new fossil data to approach these questions.

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MAR

Your Color Field Guide Tool Kit: **12 Chromatic Strategies**

Join Artist and Color Theorist Luanne Stovall on a tour through the living color field. where dense networks of color codes signal complex messages and operate as emotional triggers. Explore techniques to crack the color codes for more effective communication skills. Along the path, discover practical ways to build your own Color Field Tool Kit, stocked with 12 Chromatic Strategiesessential for navigating color relationships, sharpening color competencies, and structuring impactful color palettes tuned to your target audience.

Luanne Stovall, Skowhegan School of Painting & Sculpture, MFA Tufts University, School of the Museum of Fine Arts, Boston, has given color lectures, workshops, and courses in many locations including the University of Texas, Austin, Wellesley College, School of the Museum of Fine Arts, Boston, Sloan School of Management, MIT, and The Contemporary Austin. Color courses she developed at UT Austin include Living Color, Freshman Signature Course, Advanced Color: Strategies & Solutions, and THE NEW COLOR. Currently, Luanne is writing a 21st Century Field Guide to Color as a multidisciplinary STEAM (Science, Technology, Engineering, Arts, Math) Learning Model. Her paintings and color cut-outs are in collections that include the Blanton Museum of Art; Art Museum of South Texas, El Paso Museum of Art and the Estee Lauder Collection.

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Everyday Chemistry: Living, Wearing & Eating in Color

Why eat in color? Which insects sacrifice their lives so we can wear their colors? How do we coat our buildings and prized monuments to endure the test of time? Join this color salon to investigate the real life drama behind color's everyday chemistry. Plan your multicolored menu with Charlotte Herzele, discover secret cloth dying recipes with Astrid Runggaldier, and travel back in time with Fran Gale to explore dynamic color codes hidden just below the surface in our built environment.

Charlotte Herzele has a PhD in Nutritional Sciences from UT Austin and a Master of Public Health from the Medical College of Wisconsin. She is an Assistant Professor in the Department of Nutritional Sciences at UT Austin. Charlotte's research focuses on sustainable agriculture, locally grown foods, farmers' markets and universal healthcare. Courses she teaches include Issues in Nutrition and Health and International Nutrition: Social & Environmental Policies, exploring everything from the radioactive waste dump in W. Texas and immigration to sustainable agriculture in the US and abroad.

Francis Gale, MS in Historic Preservation from Columbia University, has been the Director of the Architectural Conservation Laboratory in the School of Architecture at UT Austin. She was a founding member of Columbia University's Center for Preservation Research where her projects included restoration work on the General Electric Building and the Main Reading Room at the New York Public Library. Fran has provided consulting services on numerous projects across the US including the restoration of the Statue of Liberty Historic Monument and Texas Heroes Monument in Galveston, Texas.

Astrid Runggaldier, PhD in Archeology from Boston University, is the Assistant Director for the UT Mesoamerica Center and manages the UT Art and Art History's Collection of Pre-Columbian artifacts and ethnographic textiles. She has extensive field experience in Guatemala and Belize, and has been leading study abroad programs in Central America for UT Austin and other US institutions for several years. Astrid is a Mesoamericanist with a focus on Maya culture and anthropological approaches to architecture, households, and built environments in the context of the ancient civilizations of the Americas.

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APR

Color in Everyday Design: The Arts & Crafts Movement

How do powerful design ideas change our lives? What can we learn from one of the most transformative design movements of the 19th and early 20th century? What role does color play in the process? Join us at this Color Salon to 'meet' the artists. designers, and activists who understood the importance of making quality household goods that were both useful and aesthetically pleasing. Against the dehumanizing backdrop of the industrial revolution, the Arts & Crafts Movement expanded the concept of Art + Design by adding new value to the "minor arts", celebrating the idea of Gesamtkunstwerk the Total work of Art. Visit UT's Harry Ransom Center to see The Rise of Everyday Design, the Arts & Crafts Movement in Britain and America, curated by Monica Penick and Christopher Long.

Monica Penick, BA Stanford University, PhD in Architectural History, UT Austin, is an Associate Professor in UT's School of Design and Creative Technologies. She is a design historian, researcher, educator and storyteller interested in helping our next generation of designers change the world through good design. Monica is the author of numerous books including The Rise of Everyday Design, The Arts & Crafts Movement in Britain and America, co-written with Christopher Long and published in 2019. This book offers a fresh look at the this influential design movement, from its origins in reformist ideals to its ultimate place in everyday households. It is the companion volume to the current exhibition at the Harry Ransom Center.

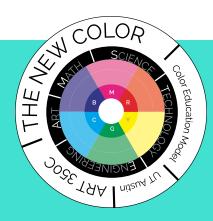
Jessica Douglas-Home trained at the Chelsea School of Art and the Slade School of Art as a painter, etcher, and theatre designer. She has had solo exhibitions in London, Washington, and Brussels and designed productions for the National Theatre and other West End Theatres. Jessica is the author of The Lives and Loves of Violet Gordon Woodhouse; A Glimpse of Empire; Once Upon Another Time, an account of her travels behind the Iron Curtain; and most recently, the biography William Simmonds, The Silent Heart of the Arts and Crafts Movement.

Leslie Ernst, BA Studio Art, UT Austin, MFA in Photography, California Institute of the Arts, is the Creative Director at the Harry Ransom Center at The University of Texas in Austin. She was formerly the Executive Director of the Los Angeles Center for Photographic Studies, has worked with graphic arts, art direction, and user interface design as an independent designer, and has been an Art Director, Senior Designer, and Web Designer at UT Austin before her current position at the Ransom Center.

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Coming to Our Senses: Color, Behavior & Wellness

How are our emotions and behavior influenced by the spaces we inhabit? What difference does the color and intensity of light, textures, sounds and scents make? Why can good design ease stress and help us concentrate? Learn how the design of spaces, objects, and services can significantly impact what we do and how we feel. Come to this Color Salon for new insights into cognitive psychology and wellness design. You'll discover why adopting powerful design options can increase productivity, enhance creativity and make lives better.

Sally Augustin, PhD Claremont Graduate School, is a practicing environmental/design psychologist and a principal at Design With Science. She has extensive experience integrating science-based insights to develop recommendations for the design of places, objects, and services that support desired cognitive, emotional, and physical experiences. Her clients include manufacturers, service providers, and design firms in North America, Europe, and Asia. Sally's work has been published in the New York Times, Wall Street Journal, The Guardian, Forbes, and Psychology Today. She is a contributor to the online version of the Harvard Business Review. As the editor of Research Design Connections, Sally has written widely on sciencebased design for a broad audience of people interested in the designed world. She is the author of Place Advantage: Applied Psychology for Interior Architecture and The Designer's Guide to Doing Research: Applying Knowledge to Inform Design.

Harmony Edwards, BS Interior Design, Western Michigan University, is a Principal at Edwards+Mulhausen Interior Design based in Austin, Texas. She has over 17 years of design and project management experience in healthcare, higher education, and corporate interiors as well as facilities management. Harmony has worked for the Seton Healthcare Network as a Construction Project Manager and Network Interior Designer, and spent 2 years in residence at the Intel Corporation as their Austin Tactical Space Planner. She is a LEED Accredited Professional and Certified Healthcare Interior Designer and worked for the Seton Healthcare Network on the Dell Children's Medical Center of Central Texas, the first LEED Platinum Healthcare facility in the world.

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Hidden in Plain Sight: Industrial Strength Color

Spoiler Alert — Color's best kept 'open secret' is hiding in plain sight! From our socks, shoes, cups, computers, toys, tables, bikes and beds to rockets, planes, trains, and automobiles, color performs a significant role in our everyday lives. Come to this color salon to discover how color scientists, textile chemists, industrial designers and color managers harness new technologies to create our polychromed world. Explore industrial strength color with Harrie Schoots, tour behind the scenes landscapes of PPG Architectural Coatings with Tina Marti, and learn about the UT School of Architecture's extensive collection of architectural materials with Jen Wong.

Harrie Schoots, BS Textile Chemistry, North Carolina State University, MBA Suffolk University, Sawyer School of Management, is the Business Development Manager for Ascend Performance Materials and the President-Elect of the American Association of Textile Colorists and Chemists (AATCC). His previous experience includes being a Shift Dyer for Mastercraft Fabrics, Process Engineer for Vernon Plastics, Field Tech Service for Rohm & Haas Company, and Technical Manager for Apparel for Celanese Emulsion Polymers.

Tina Marti, BA Interior Design, University of Incarnate Word, is a LEED-AP certified registered and licensed Interior Designer and IIDA Professional. She is the regional Specification Team: Architect + Design Manager for PPG Industries based in San Antonio. Tina is an experienced Account Executive with a demonstrated history of working with varied clients. She is skilled in Sales, Client Development, Corporate Account Growth, Negotiation, Design, and Finishes.

Jen Wong, BS Architecture, University of Cincinnati, Masters of Architecture, UT Austin, is an architectural researcher, educator, and writer. She is Director of the Materials Lab at UT Austin, where she conducts and supports material investigation in design, oversees multidisciplinary programming and education efforts, and curates an extensive collection of architectural materials and assemblies. Her research interests concern the role and impact of materials on built and natural environments from a systems standpoint, with a focus on low-impact, highperformance materials.

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Cracking Cosmic Color Codes: The White Shaman Mural

For the finale of our spring guest speaker series, we are delighted to host an authentic 'Rock Star'! Join us for a journey through one of the most spectacularly complex, colorful and enduring rock art murals of the ancient world. Drawing on archeological research and iconographic analysis, Archeologist Dr. Carolyn Boyd cracks ancient color codes to reveal one of the oldest pictorial creation narratives in North America—a story of the birth of the sun and the beginning of time. Here, the color palette and graphic vocabulary are rigorously designed to communicate multiple levels of meaning vital to this cosmic worldview.

Carolyn Boyd, B.A. and Ph.D. from Texas A&M University, is an artist, archaeologist, and Shumla Endowed Professor in the Department of Anthropology at Texas State University. Her primary interest is the documentation and interpretation of Pecos River Style rock art in southwest Texas and Coahuila, Mexico. Dr. Boyd's research examines the role of huntergatherer artists as active participants in the social, economic, and ideological fabric of the community and the function of art as communication and a mechanism for social and environmental adaptation. She is the founder of the Shumla Archaeological Research and Education Center, a nonprofit corporation with a mission to preserve the prehistoric art of the Lower Pecos. Dr. Boyd is the author of Rock Art of the Lower Pecos, and The White Shaman Mural: An Enduring Creation Narrative, winner of the 2017 Society for American Archaeology Scholarly Book Award. She has been published in numerous peer reviewed journals including Antiquity, American Antiquity, Latin American Antiquity, Archaeometry and has contributed chapters in several edited volumes.

Wednesday, May 8th 6pm-8pm DFA, 1.103

2301 Trinity St.

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A Dada Dinner

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MAY 8

DADA

An early 20th century art movement of the European avant-garde. DADA artists rejected the logic, reason, violence, and nationalism of modern industrial society -instead, expressing nonsense, irrationality and anti-bourgeois protest in their multidisciplinary works.

Join us for this Color Happening, the final event of our Spring 2019 season. **The New Color** students are hosting a **DADA Dinner** to showcase their edible color menus in each of the 12 Chromatic Strategies. Color pairing is a fusion of Art + Science, blending a trained eye and educated mind with a healthy dose of sharpened intuition. Bring your appetite and wear your favorite colors.

ART 350C Students

Adan Aguilar Margaret Amberson Joseph Bakowski Julian Brown Jarrod Chatham Parker Chatham Aaron Curry Luisa Gonzalez Ann-Marie Halovanic Megan Kemp Rae Kim Clay Kogut Christina Ludonova Audrey Marlett Allison Nguyen Marcella Pastrano Makenna Prey Rebecca Regueira Nader Sadoughi Weatherly Sawyer Tiffany Tang Isabel Waggoner Madison Ward Alexis West Mateo Whelton Devin Wilkins Malyne Wilkins Stephanie Zeller

TA

Lauren Bechelli

