

Wednesdays > Spring 2020

6–8 pm

Art Building, 1.110

2301 San Jacinto Blvd

Free and Open to UT
and the Public

Wednesday Evening Color Salons



***Color Literacy is
Visual Literacy***

Presented as part
of the course
The New Color (ART 350C)

COURSE INSTRUCTOR

Luanne Stovall

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

JAN
29

The Meta/Physics of Color in the Italian Renaissance

In the 15th and 16th centuries, color and light were primarily spiritual concepts, with hues usually existing on an uncodified spectrum between nothingness (black) and God (pure light or ether). But for artists, color was also a practical tool to be mastered and manipulated. By focusing on Renaissance techniques, material economies, and theories of embodied viewership—especially those ushered in by Leonardo da Vinci and the revolutionary switch from tempera to oil paint around the year 1500—Christine Zappella argues that, in an age before Isaac Newton discovered a science of light, artists drove the development of a science of color through their careful observation of the natural world and material innovations in paint.

Christine Zappella is the inaugural Blanton Fellow of European Art (Painting and Sculpture) at the Blanton Museum of Art. She is finishing her dissertation, "Monochrome Painting and the Construction of the Renaissance Self: Andrea del Sarto in the Scalzo," at the University of Chicago. Christine has held curatorial fellowships at the National Gallery of Art, Washington, the Frick Collection, the Art Institute of Chicago, and was a research fellow at Harvard University's Institute for the Technical Study of Art. Christine holds Master's Degrees in Art History from both CUNY Hunter College and the University of Chicago as well as a Master's in Teaching from Pace University.

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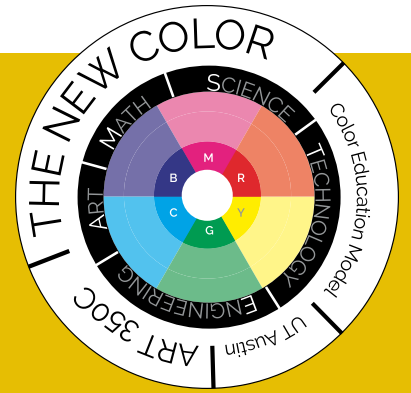
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FEB
5

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*.

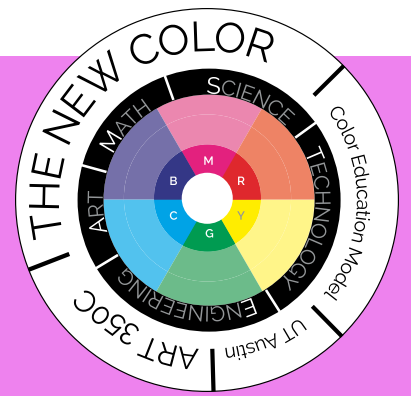
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Color Vision: Why Isn't Purple in the Rainbow

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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Reinventing the Wheel: Mapping 21st Century Color Space

Why do certain colors work better together? Have you ever wished there was another way to pair colors beyond using your intuition or just guessing? Join Nader Sadoughi for a deep dive into the color space with the next generation of color tools. Learn why the Red, Yellow, Blue Color Wheel was reinvented in the 20th century. This salon shines light on a universal numerical language of color used for decades in industry, where choosing the right color can make or break a company. Nader will introduce you to CIELAB, a perceptually inspired system designed to communicate aesthetic preferences more efficiently. Discover how to combine color science with art and design skills to build aesthetically pleasing palettes—and expand your color literacy tool kit in the process.

Nader Sadoughi is a senior BFA Design student at The University of Texas at Austin who is passionate about color literacy. He has guest lectured numerous times at UT on the value of adopting CIELAB as a fundamental tool in design/art education and practice. He is writing a book on critical color thinking, using CIELAB as a means of communicating color preferences. This approach to color education has yet to be seen in critical literature. Nader believes that anyone who takes time to learn CIELAB is capable of becoming fluent in numerically describing color—and that this skill can be a vital tool for artists, designers and other creatives working in both traditional and digital media.

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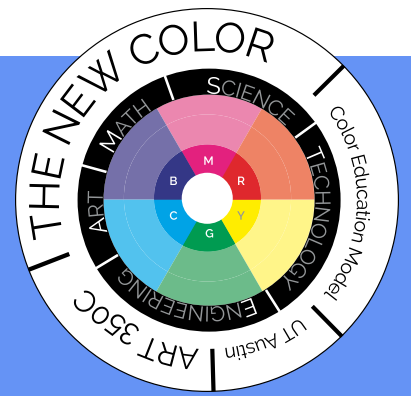
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The Color of Fashion: Cracking the Cultural Color Codes

What is it about blue that makes it a crowd favorite? Why not wear that bright red dress to your next job interview? Colors are emotional triggers, weaving complex social, cultural, and political messages into the clothes we wear everyday—our second skin. From white for mourning loved ones to the gendering of pink and blue in the early 20th century, the symbolism and significance of the colors varies greatly across world history. Join fashion industry professionals Michelle Washington and Xitlalt Herra–Salazar to explore the ever-evolving stereotypes for gender, age, race, and class—and crack open the color codes of fashion.

Xitlalt Herrera–Salazar is the President and Founder of X Level Inc. based in San Antonio, Texas, and the former Public Relations Manager for Neiman Marcus. In addition to her extensive work curating, styling, and covering fashion shows and events, she is the Regional Director for Fashion Group International, Inc. Her mission is to grow the fashion industry in our region by creating economic development through the cultivation of the fashion industry.

Michelle Washington is a seasoned fashion industry professional based in Austin, Texas, with experience in fashion design, fashion retail, fashion marketing, technical design and product development with companies such as Nike, Ralph Lauren, and Abercrombie & Fitch. She is currently a TV Style Expert and Fashion Stylist with companies such as Netflix, and a GQ Magazine Insider with appearances on FOX, CBS, NBC, ABC, and Spectrum News.

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MAR
4

Beauty & Danger: Color-Coded Nature

Are humans the only animals with a taste for the beautiful? What is the science behind hidden aesthetic preferences for partners and savvy camouflage strategies? We all use our eyes to navigate through the world, but some also use color vision to choose mates. From iridescent hummingbird 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 biologist Alex Wild 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 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.

Alex Wild is a Texas-based biologist who started photographing insects in 2002 as an aesthetic complement to his scientific work on ant taxonomy and evolution. Alex holds a Ph.D. in Entomology from The University of California/Davis and is Curator of Entomology at The University of Texas at Austin. His photographs appear in numerous natural history museums, magazines, books, television programs, and other media.

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MAR
25

Storytelling in Color

Colors are emotional triggers. In the age-old art of storytelling, color influences audiences, furthers plot and scene development, and symbolizes the inner workings of a character. Certain colors are associated with different characteristics or ideas—like red for passion or blue for melancholy. Come to this salon to learn how color's hue, intensity, and light level can be used to communicate powerful psychological messages and foreshadow important events. Join filmmaker Nancy Schiesari and transmedia strategist Erin Reilly to explore color as an essential component in storytelling—and to use color more clearly and purposefully in your own life.

Erin Reilly, MFA Maine Media Workshops + College, is the Director of Innovation and Entrepreneurship for Moody College of Communications at UT Austin and the former Research Director for Project New Media Literacies at MIT. She is an entrepreneur, educator and strategist with 20 years of experience inventing new approaches, products, services and experiences about storytelling, engagement and learning through emergent technology. Erin consults with private and public companies in the areas of audience engagement, creative strategy and transmedia storytelling. She has been a frequent guest lecturer worldwide at universities and industry conferences such as SXSW, Sandbox Summit, and Nintendo Marketing Summit.

Nancy Schiesari, MFA Royal College of Art, London, is a professor at UT Austin in the department of Radio-Television-Film, and a director, producer, and cinematographer on broadcast documentaries and award winning independent films. Her latest full-length documentary *Canine Soldiers, the Militarization of Love* premiered at the Austin Film Festival and aired nationally on PBS. Feature length documentaries she has directed and produced includes *Cactus Jack*, *Tattooed Under Fire* and *History Man*, a half hour profile on Martin Scorsese. Nancy has filmed in Europe, the USA, Africa, India, Pakistan, Iceland, and Latin America, and was nominated for a Television Emmy for outstanding cinematography on *The Human Face* (producer John Cleese).

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APR
8

Theatre of Color: Storytelling with Light

As a component of light, colors are emotional triggers. In the age-old art of storytelling, color influences audiences, furthers plot and scene development, and symbolizes the inner workings of the characters. Certain colors are associated with different characteristics or ideas—like red for passion or blue for melancholy. Come to this salon to learn how color and light can be designed intentionally to communicate powerful psychological messages and foreshadow important events. Join Projection designer Sven Ortel to explore the evolving role of projection design as a key element in storytelling on the stage.

Sven Ortel is a projection designer and Associate Professor at the Department of Theatre and Dance at UT Austin. He grew up in Cologne, Germany lighting theater shows and working as a movie electrician. Studying theatrical lighting design in London, he developed a keen interest in digital technologies and their potential for the live arts. Sven works internationally creating projections for theatre, opera, dance, musicals and beyond. His work was recognized with a Tony Award nomination for Disney's *Newsies* (2012) and a Drama Desk nomination for *A Midsummer Night's Dream* (2014). He's worked at the National Theatre, London's West End, Broadway, European Opera Houses, pub theatres, Las Vegas and regional theatres around the globe. For more info. visit www.svenortel.com.

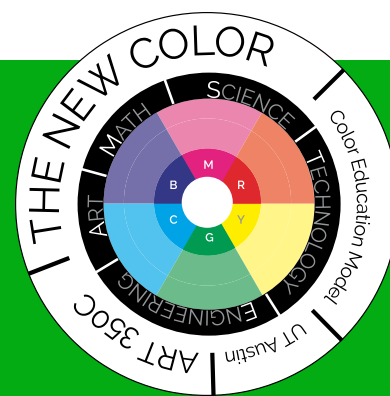
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15

Color in Architecture: Sunlight, Materials & Wellness

Why are our emotions and behavior influenced by the places we inhabit? How does exposure to sunlight, geographic location, colors, materials, and surface textures impact our quality of life? Come to this color salon to learn why architectural decisions impact what we do and how we feel. You'll discover why adopting holistic design practices can relieve stress, increase productivity, and enhance personal wellness in the process.

Meeta Morrison is the owner and principle of Meeta Morrison Designs LLC. She received her Masters of Architecture at the University of Texas, and is a licensed architect in the State of Texas. Her practice is devoted to creating unique architectural solutions that serve the specific needs of its occupants, and incorporate the principles of sustainability—including waste management strategies to reduce, reuse, and recycle. Meeta draws on her background as a studio artist to design beautiful spaces informed by color harmonies, balance, composition, and the modeling of light and form.

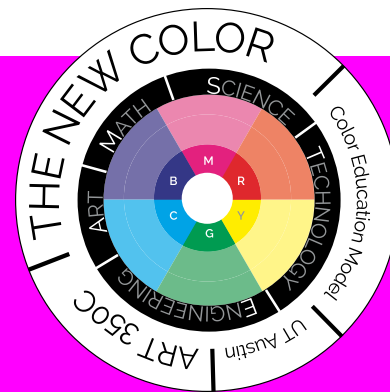
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Color Marketing & Psychology in Popular Culture

How do brands choose their signature color palette? Why does it matter, and what is at stake? As an emotional trigger, color is fundamental to communication, weaving complex social and cultural messages into everything we see. Be part of this color salon to learn about the strategic design process at work behind the scenes. Marty Butler and Sharon Miller will shine light on this deeply collaborative process, and guide us through the steps involved in establishing a memorable visual identity that resonates with specific target audiences.

Sharon Miller, Principal/Strategist at Fire Studios, has 28 years of brand strategy experience. She merges business acumen, behavioral insights and creativity to design focused roadmaps for success. A social scientist at heart, Sharon specializes in behavior change and how to integrate social impact with business goals. She is also the CMO of social impact brand skinisskin, a skincare company with a mission to end discrimination. Brands she has worked with include ESPN, Apple, Nike, Capital Metro Transportation, Freebirds World Burrito, Whole Foods, and Rolling Stone Magazine.

Marty Butler co-founded The Butler Bros in 2002. As the creative leader, Marty's deep background in art direction, storytelling, graphic design and film allows him to guide and sculpt branding that connects. Marty is adept at leading teams to translate strategy into work that solves business challenges and sends the proper signal to the audience. Butler Bros work has been featured in The New York Times, Fast Company, USA Today, CBS, Communication Arts, Print, and CNN. Clients include Austin FC, The Clif Bar Family Foundation, Maui Brewing Co., The College Board, Tequila 512, Real Ale Brewing Co., The Thinkery, and Sweet Leaf Tea.