

COLOR PERSPECTIVE:

EXPLORING THE IMPACT OF COLOR, CEU

APRIL 23, 2020 / 5:30 PM- 8:30 pm

In visual perception a color is almost never seen as it really is—as it physically is. This fact makes color the most relative medium in art. In order to use color effectively it is necessary to recognize that color deceives continually.
- Josef Albers

JOIN US!

Enjoy an evening of **COLOR!**

Color is a measurable and scientific phenomenon.

It's also personal, ambiguous, and evocative. The **IIDA Rochester City Center** and **AIA Rochester** invite you to a panel discussion with experts sharing their perspectives on how we perceive color.

In addition, the **RIT Cary Graphic Arts Collection** will be offering a look into their archives and discuss how they can assist our local design community.

<http://cary.rit.edu>

LOCATION:

Bergmann
280 E. Broad St., Rochester

Food
Drinks
Raffles!

Limited to 50 guests
RSVP today!

<https://www.aiaroc.org/events>

THIS EVENT WILL PROVIDE

0.2 IDCEC CEU
2.0 AIA LU



OUR PANEL



Mark Fairchild

Professor and Graduate Program Director, Color Science/ Munsell Color Science Laboratory, RIT



Rebecca Aloisio

Artist, Lecturer
School of Design
College of Art and Design, RIT



Kendall Ace

Eastern Division Designer
Marketing Manager for The Sherwin-Williams Paint Company

RIT | Rochester Institute of Technology

This event is sponsored by

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