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

THIS EVENT WILL PROVIDE
0.2 IDCEC CEU
2.0 AIA LU

Limited to 50 guests
RSVP today!
https://www.aiaroc.org/events

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

This event is sponsored by