

ART PROJECT: This is Not RED and Other Color Truths

PURPOSE: A Multi-modal Approach to Seeing Color - Visual, Verbal, & Virtual.

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October 13, 2014



What are color truths?

Truths about color exist in context: they depend on who we are, what we see, and how we perceive our world. Truths are personal, seldom universal. In creating this project, my process of finding and revealing color truths illustrates how individual differences not only exist but also co-exist, interacting with one another. I believe when we try to see the possibility of interactions that connect individual truths we make forward strides towards universal awareness.

My project is a visual, verbal, and virtual collection of color truths for viewers to consider. For each alphabet letter, text and images read like a dictionary to re-define color in context. Linked Internet sites point to traditional, contemporary, literary, musical, philosophical, spiritual, local, global, scientific, artistic, and otherwise **geeky and creative** pieces of evidence. My chosen evidence varied not only in content, but also in contextual formats: YouTube and other videos, writings and news articles, cartoons and characters, pop stars and music groups, books and movies, art and artists, community events and sports, design and technology, businesses and advertisements, and more.

How do color truths *lie* (i.e. *deceive or become situated*) within our perceptions?

When I considered the word **color** as a label with assumed definitions based on personal perceptions* I began to re-consider the idea of color to include many labels (definitions). I focused my search for labels by selecting 25 A-to-Z words with one to spare, for a made-up label. Next, to support and/or challenge my re-definitions, I looked for visual, verbal, and virtual examples to include as evidence. I included web-based sources from my initial research finds and other links of contemporary visual/popular culture. Finally, as I reflected on these chosen color truths, I put pen to paper to present my thoughts and findings in art form as mixed-up quirky letters, words, and meanings.

As viewers peruse my lexicon of color truths, consider, "**What other color truths exist?**" Each A-to-Z word has a "See" prompt (e.g. Zenottawerd has "See Imagination") to connect with another word. Start with any letter, move with (or without) the prompts, and you'll eventually travel the entire collection. Finally (but not conclusively), **Let's talk** at the end connects my re-search with "master" artworks in order to re-consider, re-configure, and re-present icons in art history as my re-mastered work in art form.

Color is...

Attitude (n) a way of behaving or thinking when influenced by color. See Imagination.

Snoopy is Joe Cool

<http://immatureentrepr.hubpages.com/hub/joe-cool>

Miley Cyrus, "Pink isn't just a color, it's an attitude!"

<http://www.brainyquote.com/quotes/quotes/m/mileycyrus409350.html>

Black (adj) a non-color resulting from subtractive color mixing. See Math.

"Is black a shade or color?"

http://www.answers.com/Q/Is_black_a_shade_or_a_color

Three Custom Color Specialists - Nude Attitude

<http://www.threecustom.com/home.php?cat=408>

Culture (n) a collection of beliefs and values reflected in color. See Symbol.

Color me confused: Color and meaning in Chinese culture.

<http://www.theworldofchinese.com/2011/12/color-me-confused-colors-and-their-meaning-in-chinese-culture/>

PBS News Hour – Conversation, Chuck Close, Christopher Finch

<http://www.pbs.org/newshour/art/conversation-chuck-close-christopher-finch/>

Design (n) the purposeful use and display of color. See Kinetic.

Why all designers need to understand colorblindness.

<http://99designs.com/designer-blog/2013/04/17/designers-need-to-understand-color-blindness/>

Visolve – what is Visolve?

<http://www.ryobi-sol.co.jp/visolve/en/visolve.html>

Emotion (n) expressed feeling associated with color. See Race.

Color Emotion Guide

<http://visual.ly/color-emotion-guide>

Judy Pfaff: Making & Feeling – art 21 video

<http://www.art21.org/artists/judy-pfaff>

Fashion (n) a trend in style when color makes it popular. See Ubiquitous.

Pantone Fashion Color Report Spring 2014

<http://www.pantone.com/pages/fcr/?season=spring&year=2014>

New Attitudes – Stylish Sunglasses

<http://www.amazon.com/NEW-ATTITUDES-Stylish-Sunglasses-Lenses/dp/B001N7NO70>

Gender (n) the state of being male or female regardless of color. See Yin-yang.

When did girls start wearing pink?

<http://www.smithsonianmag.com/arts-culture/when-did-girls-start-wearing-pink-1370097/>

Uncaged: Coco Fusco and Planet of the Apes – art 21 Magazine

<http://blog.art21.org/2014/08/05/uncaged-coco-fusco-and-planet-of-the-apes/#.VBxVL8ZRFg0>

Harold (n) the children's book character that uses color to visit spaces beyond. See

Attitude.

Harold and the Purple Crayon

<https://www.youtube.com/watch?v=G8yqeDDQPok>

Martha Weston – Colorblind artist, wrote kids books - Illustrator

<http://www.sfgate.com/bayarea/article/Martha-Weston-colorblind-artist-wrote-kids-2573734.php>

Imagination (n) an uninhibited ability to form an idea or image with color. See Black.

Neurotiq – Brain Animating Fashion

<http://sensoree.com/artifacts/neurotiq/>

National Visual Arts Standards/National Core Art Standards

<http://www.arteducators.org/research/national-standards>

Jazz (n) music with color. See Emotion.

The Color of Jazz – radio

<http://thecolorofjazz.com>

Neil Harbisson: I listen to color.

http://www.huffingtonpost.com/neil-harbisson/hearing-color-cyborg-tedtalk_b_3654445.html

Kinetic (adj) of or pertaining to movement with color. See White.

Philips Color Kinetics

<http://www.philipscolorkinetics.com/esb/>

<https://www.youtube.com/user/PhilipsColorKinetics>

How We See Color – TED-Ed video

<http://ed.ted.com/lessons/how-we-see-color-colm-kelleher#review>

Light (n) electromagnetic wavelengths that exist regardless of color. See Quantized Energy.

Colm Kelleher - What is color?

<http://ed.ted.com/lessons/how-do-we-see-color-colm-kelleher#review>

RTI: Program of Color Science/Munsell Color Sense Laboratory

<http://www.rit.edu/cos/colorscience/>

Math (n) addition or subtraction of color often confused in theory. See Theory.

7 Simple Facts for Understanding Color Theory

<http://99designs.com/designer-blog/2012/08/29/the-7-step-guide-to-understanding-color-theory/>

The Physics Classroom – Color Subtraction

<http://www.physicsclassroom.com/class/light/Lesson-2/Color-Subtraction>

Non-sense (n) a concept that color exists un-exclusively to one sense. See Jazz.

What Color is Tuesday? Exploring Synesthesia – TED-Ed lesson by

<http://ed.ted.com/lessons/what-color-is-tuesday-exploring-synesthesia-richard-e-cytowic#review>

The Color of Blind - YouTube video by Trina Bacon

<https://www.youtube.com/watch?v=ze2GoW9SiZA>

Opinion (n) a non-fact truth about color. See Visualized.

Vsauce - Is your red the same as my red?

<https://www.youtube.com/watch?v=evQsOFQju08>

The Dilemma of Color Deficiency and Art

[http://www.surveyophthalmol.com/article/S0039-6257\(00\)00192-2/abstract](http://www.surveyophthalmol.com/article/S0039-6257(00)00192-2/abstract)

Personal (adj) related to an individual's sense of color. See Gender.

Yoav Brill – Ishihara (animation - English version)

<http://vimeo.com/15888296>

Number of colors distinguishable by the human eye.

<http://hypertextbook.com/facts/2006/JenniferLeong.shtml>

Quantized Energy (n) the science of light labeled as color. See Zenottawerd.

Is light a particle or wave?

<http://ed.ted.com/lessons/is-light-a-particle-or-a-wave-colm-kelleher#review>

The National Gallery - Making Color

<http://www.nationalgallery.org.uk/channel/making-colour/>

Race (v) to run with color. (n) a group of people recognized by color. See Personal.

The Color Run – Be a color runner.

<https://www.youtube.com/watch?v=4EERSfHiqT8>

Blue Man Group Experience the Phenomenon

<https://www.youtube.com/watch?v=CnGlsQUhqlg>

Symbol (n) an image or idea signified, codified, or represented by color. See Xeno-

The evolution of the symbolism of green in Western culture.

<http://www.colormatters.com/color-symbolism/color-and-culture-matters>

The Giver – Focus on the Family

http://www.focusonthefamily.com/parenting/protecting_your_family/book-reviews/g/giver.aspx

Theory (n) a view of color as non-existing. See Non-sense.

No such thing as color – what it's like to be color blind.

<https://www.youtube.com/watch?v=AUsups6Mk3I>

How the Colour-blind see art with different eyes.

<http://www.bbc.com/news/entertainment-arts-27884975>

Ubiquitous (adj) characterized as everywhere and nowhere in color. See Design.

Exploring the ubiquitous through the unusual...

<http://www.jstor.org/discover/10.2307/3557067?uid=3739776&uid=2129&uid=2&uid=70&uid=4&uid=3739256&sid=21104647198657>

The world's finest guide to watercolor painting.

<http://www.handprint.com/HP/WCL/water.html>

Visualized (adj) that which is seen as color. See Culture.

Dan Kaminsky's blog on DanKam Colorblind Fix (app)

<http://dankaminsky.com/dankam/>

<https://itunes.apple.com/us/app/dankam-colorblind-fix/id406739331?mt=8>

Color Universal Design

<http://jfly.iam.u-tokyo.ac.jp/color/>

White (n) a non-color resulting from additive color mixing. See Light.

HTML color code for #FFFFFF (white)

<http://www.computerhope.com/cgi-bin/htmlcolor.pl?c=FFFFFF>

Crayola-fication of the World...

<http://www.wired.com/2012/06/the-crayola-fication-of-the-world-how-we-gave-colors-names-and-it-messed-with-our-brains-part-i/>

Xeno- (adj) of or related to what people do with color. See Fashion.

Pinterest – one of many search results for colorblindness.

<http://www.pinterest.com/search/pins/?q=color%20blindness&rs=ac&len=14>

Dr. Oliver Sacks on "Island of the Colorblind" – his book.

https://www.youtube.com/watch?v=VNZh_VG5mls

Yin-yang (n) black and white philosophy balanced in color. See Opinion.

Dragon and Phoenix – original acrylic painting by G. Yang.

<https://www.hoyangfineart.com/archived.html>

Art & Brain Files – art21 Magazine

<http://blog.art21.org/2013/01/03/the-art-brain-files/#.VBxP5sZRFg1>

Zenottawerd (n) a cool word with no search findings when Googled (September 17, 2014). See Harold.

What other color truths exist?

Let's Talk: What do you see? What do you think?

How would you re-define (re-think, re-search, re-present, etc.) the work of past master artists to reflect your perceptions about color and art?

- ❖ **Consider Rene Magritte's work "This is Not a Pipe" (1929).**

The Treachery of Images <http://collections.lacma.org/node/239578>

- ❖ **Consider Josef Albers' work "Homage to the Square" series.**

Homage to the Square: With Rays (1959)

<http://www.metmuseum.org/toah/works-of-art/59.160>

<http://albersfoundation.org>

How Magritte and Albers contributed to my project.

While conducting research, I downloaded several apps on my smart phone to simulate how colors may appear to people who are colorblind. Simulated "red" seen as "murky green" is only relevant to me. Out of context, "red" is just another word (label) with the potential of being re-defined, like "color."

Magritte's work reminds viewers to see in different ways. But how do I grapple with the notion that *we all see color and art in different ways*? How do I connect the very large notions of color, vision, and art? As previously noted, I see perceptions as personal and contextual. Using my perceptions of color truths, I began to re-define¹ *words*. Then, Albers' series on squares moved my re-definitions beyond *words* and into *text*: verbal, visual, and virtual. Sketches and art in mixed media transform my A-to-Z words into art that matters.

How I created new words, art, and meaning.

For mind-boggling relief from research, I played around on Google in search of new words. The key to finding a cool new word relies on a solid new definition. I made up "zenottawerd" (see list above). Then, I used my initials (GWH) and invented "gwhoozify."

Gwhoozify – (v) to re-define a word (or work of art) through re-search of truths.

Gwhoozification - (n) a process of re-defining a word (or art) through re-search of truths.

Gwhoozificator – (n) an individual who uses gwhoozification.

Gwhoozification is a flexible process, capable of probing those nagging notions. Use gwhoozification to re-define one word or one idea, as one investigator or as a group. And the final presentation for sharing may take any form (e.g. virtual booklet, music video, interactive exhibition, etc.). Other **words/ideas to Gwhoozify?** ART, BEAUTY, CULTURE, IDENTITY, NATURE, RELATIONSHIPS, VISION, PERCEPTIONS, etc.

Invent your own ZENOTTAWERD:

Define it – provide part of speech...what does it mean?

Create it – describe, design, draw...how does it appear?

Use it – put it in context...how do you think it might catch on?

¹For discussion on definitions and codes related to art, I recommend *Engaging Visual Culture* by Karen Keifer-Boyd and Jane Maitland-Gholson (2007): chapters 2 ("Definitions") and 5 ("Codes").