

Mon 16/9		Tue 17/9			Wed 18/9			Thu 19/9			Fri 20/9 - Sun 22/9
		TEATRO ESPM (ESPM THEATER)	AUDITÓRIO CASTELO BRANCO (CASTELO BRANCO AUDITORIUM)	SALA CIVITA (CIVITA ROOM)	TEATRO ESPM (ESPM THEATER)	AUDITÓRIO CASTELO BRANCO (CASTELO BRANCO AUDITORIUM)	SALA CIVITA (CIVITA ROOM)	TEATRO ESPM (ESPM THEATER)	AUDITÓRIO CASTELO BRANCO (CASTELO BRANCO AUDITORIUM)	SALA CIVITA (CIVITA ROOM)	
08:00		08:00	Registration opens			08:00		08:00			Optional Tour Foz do Iguaçu
08:15		08:15				08:15		08:15			
08:30		08:30	Opening Ceremony			08:30	Registration opens				
08:45		08:45				08:45					
09:00		09:00	Plenary Lecture: Color Strategy in the Age of Artificial Intelligence, <i>Anat Lechner (Stern School of Business, NYU)</i> [Session Chair: Paula Cillag]			09:00	Plenary Lecture: Color Trends for 2025, <i>Patricia Fecci (Sherwin Williams)</i> [Session Chair: Paula Cillag]				
09:15		09:15				09:15				AIC General Assembly	
09:30		09:30				09:30					
09:45		09:45				09:45					
10:00		10:00				10:00					
10:15	Workshop 1: Watercolor Painting of Brazilian Plants and Landscapes	10:15	Color in Branding and Marketing [Session Chair: Jeannette Hanenburg]		Color in Psychology and Physiology (I) [Session Chair: Pichayada Katemake]	10:15	Color Semantics and Semiotics [Session Chair: Yuh-Chang Wei]		Color in Interior Design and Architecture (I) [Session Chair: João Carlos de O Cesar]		
10:30		10:30				10:30					
10:45		10:45	Coffee break [11:15-11:45]			10:45	Coffee break [11:00-11:30]				
11:00		11:00				11:00					
11:15		11:15				11:15					
11:30		11:30				11:30					
11:45		11:45	Colorimetry and Color Order Systems [Session Chair: Pei-Li Sun]		Color in Psychology and Physiology (II) [Session Chair: Alessandro Rizzi]	11:45	Color in Art, Culture, and History (II) [Session Chair: Larissa Noury]		Color in Interior Design and Architecture (II) [Session Chair: Andrea Siniscalco]		
12:00		12:00				12:00					
12:15		12:15				12:15					
12:30		12:30				12:30					
12:45		12:45				12:45					
13:00	AIC EC Meeting	13:00	Lunch [13:00-14:00]			13:00	Lunch [12:30-13:30]				
13:15		13:15				13:15					
13:30		13:30				13:30	Color in Design and Visual Communication (II) [Session Chair: Mahshid Baniani]		Color in Interior Design and Architecture (III) [Session Chair: Juan Serra Lluich]	Color in Art, Culture, and History (III) [Session Chair: Maria João Durão]	Color and Consumer Behaviour [Session Chair: Nicole Hartmann]
13:45		13:45				13:45					
14:00		14:00	Color in Art, Culture, and History (I) [Session Chair: Eva-Lena Bäckström]		Color Education (I) [Session Chair: Maggie Maggio]	14:00	Plenary Lecture: Natural Pigments from the Brazilian Rainforest, <i>Cica Costa (Laboratório Cores da Floresta)</i> [Session Chair: Paula Cillag]				
14:15		14:15				14:15					
14:30		14:30				14:30					
14:45		14:45				14:45					
15:00		15:00	Plenary Lecture: S/S 26 Key Colours and Colour of the Year 2026, <i>Urungoo Samba (WGSN)</i> [Session Chair: Paula Cillag]			15:00	Plenary Lecture: Ecology of Color in Urban Environment, <i>Larissa Noury</i> [Session Chair: Vien Cheung]				
15:15		15:15				15:15					
15:30		15:30				15:30					
15:45		15:45				15:45					
16:00		16:00	Coffee break [16:00-16:30]			16:00	Poster Session [Session Chair: Vien Cheung]				
16:15		16:15				16:15					
16:30		16:30	Color in Design and Visual Communication (I) [Session Chair: Ingrid Calvo Ivanovic]		Color Education (II) [Session Chair: Robert Hirschler]	16:30					
16:45		16:45				16:45					
17:00	Registration opens PCA AREA	17:00	Plenary Lecture: Chromatic Design Cases, <i>POLAR Design Studio</i> [Session Chair: Paula Cillag]			17:00	Workshop 2: Brazilian Rainforest Natural Pigments ATELIER				
17:15	Welcome Reception with Samba Percussion Show PCA AREA	17:15				17:15					
17:30		17:30				17:30					
17:45		17:45				17:45					
18:00		18:00				18:00					
18:15		18:15	Study Group Meetings			18:15					
18:30		18:30				18:30					
18:45		18:45				18:45					
19:00		19:00	Color in Education - TEATRO ESPM (ESPM THEATER)			19:00					
19:15		19:15	Color in Art and Design - AUDITÓRIO CASTELO BRANCO (CASTELO BRANCO AUDITORIUM)			19:15					
19:30		19:30	Environmental Color Design - SALA CIVITA (CIVITA ROOM)			19:30					
19:45		19:45	Color in Games and Toys - Álvaro Alvim Bloco B Sala de aula-B217 (DE AULA BUILDING B ROOM B217)			19:45					
20:00		20:00				20:00					
20:15		20:15				20:15					
20:30		20:30				20:30	Optional Gala Dinner at SELVAGEM Restaurant in Environmentally Preserved Rainforest Area				
20:45		20:45				20:45					

AIC 2024 Program at a Glance

last update 13.09.2024 (08:00 São Paulo)



## AIC 2024 Color in Design, Communication and Marketing

### Technical Program

Tuesday 17 September 2024

	TEATRO ESPM (ESPM THEATER)	AUDITÓRIO CASTELO BRANCO (CASTELO BRANCO AUDITORIUM)	SALA CIVITA (CIVITA ROOM)
08:00 - 08:30	<i>Registration opens</i>		
08:30 - 09:00	<b>Opening Ceremony</b>		
09:00 - 10:00	<b>Plenary Lecture: Color Strategy in the Age of Artificial Intelligence</b> <i>Anat Lechner (Stern School of Business, NYU)</i>		
10:00 - 10:15			
10:15 - 10:30	<b>Colour in Branding and Marketing</b>	Showing the brochure true colors: the interplay of color emotions and cultural values in the cosmetic market <i>Antônio Costa Alves; Flávio Santino Bizarrias; Edson Crescitelli; Fábio Pereira; Evandro Lopes</i>	<b>Color in Psychology and Physiology (I)</b>
10:30 - 10:45		Color interplay with online's shopping attribute's structure and channel strategy: an investigation on consumer experience <i>Flávio Santino Bizarrias; Marcelo Gabriel; Evandro Lopes; Vivian I Strehlau; Jussara Cucato</i>	
10:45 - 11:00			Cues in color: may profile image imply users' personality traits? <i>Leyan Huang; Rongjin Tian; Yaqing Cai; Yuxuan Bai; Lina Xu; Pan Hui; Luwen Yu</i>
11:00 - 11:15			Characteristics of Japanese skin color and its associated factors in comprehensive health checkup examinees <i>Tomoko Kutsuzawa; Wakana Toya; Yuki Akizuki; Satoshi Iwamoto; Fitoshi Ohyama; Shinji Takashimizu</i>
11:15 - 11:45	<i>Coffee break</i>		

11:45 – 12:00		Colorimetry and Color Order Systems	Identification of quarries in the Cuzco Valley for the extraction of inorganic pigments to produce local artisanal paints <i>Carlos Guillermo Vargas Febres; Juan de Rivera Serra Lluch; Anna Torres Barchino; Edwin Roberto Gudiel Rodríguez</i>	Color in Psychology and Physiology (II)	Chromaticity contrast thresholds and sufficient illuminance of multi-channel LED for the simulated low vision eyes <i>Pichayada Katemake</i>
12:00 – 12:15	Uncertainty evaluation of color measurements for color control and color communication <i>Erkki Ikonen; Yasaman Rezazadeh; Anders Nilsson; John Seymour; Juha Peltoniemi</i>		Chromatic analysis in coming of age movies <i>Milena N Dias; Paula Csillag</i>		
12:15 – 12:30	Color in personal image: for a decolonization of the seasonal color analysis based on the Brazilian skin color <i>Aliana Barbosa Aires; Josenilde Silva Souza; Josivan Pereira Silva</i>		Palette politics: balancing empathy and self-expression in color design <i>Ellen R Divers</i>		
12:30 – 12:45	Translating Albers to CAM16: a case for next-generation color pickers <i>Nader Sadoughi</i>		Color and light in the birth environment <i>Monique Denoni; Natalia Naoumova</i>		
12:45 – 13:00			Investigate the preference and the expectation of Chinese male skin colour for Generation Z <i>Jiapei Chen; Mengmeng Wang</i>		
13:00 – 14:00	<i>Lunch</i>				
14:00 – 14:15		Color in Art, Culture, and History (I)	The colors in the axós of the candomblé terreiro Axé Ilê Obá <i>Aymê Okasaki</i>	Color Education (I)	Colour Literacy Project beta-testing: report from St. Teresa partner school <i>Colette Harrison; Maggie Maggio; Robert Hirschler</i>
14:15 – 14:30	Color over volume in contemporary 3D Animation <i>Carlos Nogueira</i>		21 <sup>st</sup> century colour education – a student’s point of view <i>Josué C Neves; Gisela CP Monteiro; Pedro Viana; Robert Hirschler; Camila A. P. Silva</i>		
14:30 – 14:45	Contemporary poetics with natural paints <i>Taís Monteiro; Taís Monteiro; Bianca Stella</i>		21 <sup>st</sup> century color literacy pilot course at University of Texas <i>Luanne L Stovall; Honoria Starbuck; Maggie Maggio</i>		
14:45 – 15:00	Gaudi’s chromatology: a cross-comparative analysis of colour surface qualities <i>Maria João Durão</i>		Pursuing terminological consistency of colour attributes in the Portuguese language <i>Gisela CP Monteiro; Robert Hirschler; Camila A. P. Silva; Josué C Neves</i>		
15:00 – 16:00	<b>Plenary Lecture: S/S 26 Key Colours and Colour of the Year 2026</b> <i>Urangoo Samba (WGSN)</i>				

16:00 – 16:30	<i>Coffee break</i>			
16:30 – 16:45	<b>Color in Design and Visual Communication (I)</b>	Revitalizing public spaces: a guide for chromatic interventions with augmented and virtual reality technologies <i>Anamaria Amaral Rezende</i>	<b>Color Education (II)</b>	Reinforcing colour literacy with colour games <i>Paul Green-Armytage; Maggie Maggio</i>
16:45 – 17:00		Limits and possibilities of using color as information on medicine packaging in the Brazilian market <i>Camila A. P. Silva; Patrícia Peralta</i>		Teaching color in a transdisciplinary approach between physics and the arts <i>Paloma Oliveira Carvalho Santos; Maria Lima; Kim Ramos; Paula de Chiara; Teo Senna; Leandro Silva; Jorge Chaves; Laura Jeunon; Larissa Cysne; Palloma Dreher; Carolina Pacini</i>
17:00 – 17:15		Influence of wall color on performance in university offices <i>Mahshid Baniani</i>		The seminars “Why did we forget Goethe when we teach optics?” <i>Kim Ramos; Paloma Oliveira Carvalho Santos; Maria da Conceição Barbosa-Lima</i>
17:15 – 17:30				Research on the correlation and implementation path of children's sense of belonging in color education <i>Qian Huang</i>
17:30 – 18:15	<b>Plenary Lecture:</b> Chromatic Design Cases <i>POLAR Design Studio</i>			
18:15 – 20:15	<b>Study Group Meetings</b>			
	Color in Education - TEATRO ESPM (ESPM THEATER) Color in Art and Design - AUDITÓRIO CASTELO BRANCO (CASTELO BRANCO AUDITORIUM) Environmental Color Design - SALA CIVITA (CIVITA ROOM) Color in Games and Toys - Álvaro Alvim Bloco B Sala de aula-B217 (DE AULA BUILDING B ROOM B217)			

Wednesday 18 September 2024

	TEATRO ESPM (ESPM THEATER)	AUDITÓRIO CASTELO BRANCO (CASTELO BRANCO AUDITORIUM)	SALA CIVITA (CIVITA ROOM)
08:30 - 09:00	<i>Registration opens</i>		
09:00 - 10:00	<b>Plenary Lecture: Color Trends for 2025</b> <i>Patricia Fecci (Sherwin Williams)</i>		
10:00 - 10:15			
10:15 - 10:30	<b>Color Semantics and Semiotics</b>	Inclusive beauty: a multidisciplinary approach to designing a nail polish collection - Colorama introduces 'nude da sua cor' <i>Ana Paula P Nascimento; Pâmela França; Selma C Miranda; Elir Guatiello Palermo; Robson Jandyroba; Erick Malfei; Isis Provençano Souza; Luana Tomaz; Sandra Damas Da Silveira; Ana B Mattos; Leticia F Pereira; Luiza Bessa Lins; Taisa N Veiga</i>	<b>Color in Interior Design and Architecture (I)</b>
10:30 - 10:45		The effect of reading background colour on human cognitive performance based on multi-modal data analysis <i>Lina Xu; Dehan Jia; Zhongyue Zhang; Leyan Huang; Guobin Xia; Luwen Yu</i>	
10:45 - 11:00			
11:00 - 11:30	<i>Coffee break</i>		
11:30 - 11:45	<b>Color in Art, Culture, and History (II)</b>	Anish Kapoor: the use of red and black between materiality and the void <i>Lucas P. O. Tolotti</i>	<b>Color in Interior Design and Architecture (II)</b>
11:45 - 12:00		The colors of the movie Poor Things: yellow is power <i>Pedro Felipe P Souza</i>	
12:00 - 12:15		Cultural landscape and urban polychromy: analysis of the landscape's chromatic identity <i>Gustavo M Gonçalves; Ana Paula Neto de Faria; Natalia Naoumova</i>	
			Effectiveness of real appearance images and characteristics of building images that alter impressions <i>Kiwamu Maki; Sari Yamamoto</i>
			The communication of colors in interior design: an analysis of the covers of the world of interiors magazine from the 1990s, 2000s and 2010s <i>Rebecka M.M. Pires</i>
			Chromatic metaphors: red as green among Bahrain's Sunni and Shi'a Landscapes <i>Gareth G Doherty; Maria Vallas</i>
			Material and color mood boards for birth space designs <i>Juan Serra; Javier Cortina; Ana Torres</i>
			Chromatic survey methodology: case study of the Planalto by João Artacho Jurado <i>Bianca MT Fonseca; Maria Fernanda Brandi; Joao Carlos de O Cesar</i>
			Color in architecture in the 21 <sup>st</sup> century, and the manifestoes and programs of architects in the 20 <sup>th</sup> century <i>Joao Carlos de O Cesar</i>

12:15 – 12:30			<p>“Los Ríos en Colores”: color chart from the south of Chile <i>Elisa Cordero-Jahr; Victor Gerding; Eréndira Martínez; Carlos Rojas; Ingrid Calvo Ivanovic; Catalina García</i></p>		<p>Immersive space of coloured light <i>Nicole Hartmann</i></p>
12:30 – 13:30	Lunch				
13:30 – 13:45		Color in Design and Visual Communication (II)	<p>Color, design, and poison dart frogs <i>Jada K Schumacher</i></p>	Color in Interior Design and Architecture (III)	<p>Dorothy Draper: a Brazilian chromatic palette - case study of the Quitandinha hotel <i>Josivan Pereira Silva; Leonardo P. C. Toni</i></p>
13:45 – 14:00			<p>(Post)humans and technology: exploring the colour palette in the visual narrative of Metaverse images by international media outlets <i>Lina Schmidt</i></p>		<p>Color studies in trauma-informed design in spaces <i>Esther Hagenlocher; Rene Berndt; Morning Star Padilla</i></p>
14:00 – 14:15			<p>Color in cultural landscape: cross-cultural differences in strategies for constructing harmonious color combinations <i>Yulia A. Griber</i></p>		<p>Urbanisms of color: exploring communicative roles and evolutionary trends <i>Beichen Yu; Gareth G Doherty</i></p>
14:15 – 14:30			<p>The role of aesthetics and color in sustainable textile practices <i>Marjan Kooroshnia</i></p>		
14:30 – 15:30	<p><b>Plenary Lecture:</b> Natural Pigments from the Brazilian Rainforest <i>Cica Costa (Laboratorio Cores da Floresta)</i></p>				
15:30 – 16:00	Coffee break				
16:00 – 16:45	<p><b>Plenary Lecture:</b> Ecology of Color in Urban Environment <i>Larissa Noury</i></p>				
16:45 – 17:30	<p><b>Poster Session</b> (see Page 8 for the list of posters) <b>PCA AREA</b></p>				
17:30 – 19:00	<p><b>Workshop 2: Brazilian Rainforest Natural Pigments</b> <b>ATELIER</b></p>				
19:00 – 21:00	<p><b>Optional Gala Dinner at SELVAGEM Restaurant in Environmentally Preserved Rainforest Area</b></p>				

**Thursday 19 September 2024**

	<b>TEATRO ESPM (ESPM THEATER)</b>	<b>AUDITÓRIO CASTELO BRANCO (CASTELO BRANCO AUDITORIUM)</b>	<b>SALA CIVITA (CIVITA ROOM)</b>
08:30 - 09:00	<i>Registration opens</i>		
09:00 - 11:00			AIC General Assembly <i>[Required: AIC Executive Committee and AIC Regular Members' representative]</i>
	<i>Coffee available [10:30 – 11:00]</i>		
11:00 - 12:00	<b>Plenary Lecture:</b> The Crossover Colors: Utilizing Nature's Most Abundant and Versatile Hues in All Areas of Design <i>Leatrice Eiseman (Pantone Color Institute)</i>		
12:00 - 13:00	<i>Lunch</i>		
13:00 - 13:15		Colors and meaning making - a rhetorical perspective <i>Sharon Avital</i>	The effect of colors on quiet luxury consumption: the role of uniqueness and xenocentrism <i>Flávio Santino Bizarrias; Evandro Lopes; Suzane Strehlau; Kelly Parnwell; Jussara Cucato</i>
13:15 - 13:30		The color chart of Jalpan de Serra, Querétaro, Mexico <i>Maria A Dorantes Lambarri; Ana Torres-Barchino; Irene de la Torre Fornés</i>	The influence of age on the color perception and judgment: a color meaning study with mouthwash packaging <i>Ana Laura Alves; Luis Carlos Paschoarelli</i>
13:30 - 13:45		Color in between art, technoscience and politics: the Vantablack controversy <i>Yuri Gabriel Campagnaro; Luciana Silveira</i>	Visual elements in organic products communication: The impact of yoghurt packaging material and color on consumer perception <i>Luisa M. Martinez; Ana Bento; Luis Martinez; Filipe Ramos</i>
13:45 - 14:00		Contemporary Landscape Color Design and Its Origin in the Work of Roberto Burle Marx <i>Mira Engler</i>	The use of colors as an element of customization of the surface of myoelectric upper limb prostheses <i>Juliana Harrison Henno; Monica Tavare; Chi Nan Pai</i>
14:00 - 15:00	<b>Plenary Lecture:</b> Colour Design for a Sustainable Future <i>Ingrid Calvo Ivanovic (Design Department, Universidad de Chile)</i>		

15:00 – 15:30	<i>Coffee break</i>				
15:30 – 15:45		<b>Color in Design and Visual Communication (III)</b>	A critical analysis of in-car lighting design and its impact on driver alertness under nocturnal conditions <i>Qian Cheng; Guobin Xia; Philip Henry; Luwen Yu; Peter Rhodes</i>	<b>Special Session: Color in Games and Toys</b>	A board game for the education of young hair colorists <i>Simone Liberini; Marco Tarini; Giannantonio Negretti; Roberta Suardi; Alessandro Rizzi</i>
15:45 – 16:00			Evolution of the 'under new direction: performatic catwalk' methodology: exploring the neutrality of gray color in design, art, and fashion <i>Antonio A Rabàdan; Ione Maria Ghislene Bentz</i>		Visual grouping: a study on preponderances of color or shape in match-three games <i>Joyce C Cavallini; Paula Csillag</i>
16:00 – 16:15			The subconscious of color in the case study, Senso Book: a methodological process for fashion event production <i>Antonio A Rabàdan</i>		Color vision deficiency in video games <i>Andrea Siniscalco; Alessandro Rizzi</i>
16:15 – 16:30			The role of colors for digital three-dimensional materials: using colors as a parameterization tool to obtain advanced shaders <i>Henrique Sobral</i>		Board games for early screening of color blindness in Italian primary schools <i>Alessandro Rizzi; Liliana Silva</i>
16:30 – 16:45					Enjoy learning for wonder of colors and color vision diversity <i>Tsukasa Muraya; Momoka Nagatomi; Taiju Inoshita; Shoji Sunaga</i>
16:45 – 17:30	<b>Awards Presentation and Closing Ceremony</b>				

## Posters

P01	Color harmonies and playful interactions a quantitative analysis of the impact of colors on the design and behavior of the game Trine 4 The Nightmare Prince	<i>Fabio Augusto A Rodrigues Pereira</i>
P02	Fresh Appearance and Color in Green Vegetables	<i>Pablo R Ixtaina; Agustín Pucheta; carlos colonna</i>
P03	Colors, ideologies and meanings in the 2022 Brazilian elections	<i>Carla Pereira</i>
P04	Calibracor: a novel and free software for digital image color calibration	<i>Luiz Henrique Romanhol Ferreira; Alexandre Cruz Leão; Maria Cecília Almeida Marques; Rennan Neves de Oliveira; Carlos Antônio de Souza Perini; Renato Antônio Celso Ferreira</i>
P05	The role of colour in the visual narrative of video games	<i>Josefa Queupuán; Ingrid Calvo Ivanovic</i>
P06	Color in the city: an analysis of chromatic interventions in the pavement of urban space	<i>Lauren N G Duarte; Natalia Naoumova</i>
P07	Color, environment, and sustainability: Faculty of Law, Universidade de Lisboa	<i>Ana Paula Pinheiro</i>
P08	ColorApp: technology to educate, inspire and help women make the best color choices for their personal image	<i>Kisley S Gomes</i>
P09	Beyond awareness: stimulating pro-environmental actions through colour-driven web interfaces	<i>Lingxue Tong</i>
P10	Study of the correlation among mineral contents, instrumental and sensory color of brown sugar	<i>Vinicius P. M. Xavier; José Luis Godoy; Claudio Ueno; Lyssa Sakanaka; Marta Verruma-Bernardi</i>
P11	Understanding the use of colors and characters in snack packaging sold in Brazil	<i>Carla Pereira; Carolina Souza</i>
P12	Methodological proposal for signage design project: chromatic, ergonomic and spatial orientation analysis of the regional council of medicine of the State of São Paulo (Cremesp)	<i>Jade B Longo</i>
P13	Warm colors x cold colors – analysis of the preferences of teenagers in a playful business game	<i>Luiz C Barçante; Bernardo Fajardo</i>
P14	Cultural factors impacting car color choice: an analysis in the Brazilian market	<i>Fabio Ferrero</i>
P15	The subjective use of color: in creative practices with alternative materials	<i>Antonio A Rabàdan</i>
P16	Study on reproduction of spatial brightness on a high-luminance large LED display - effects of image color and texture on subjective evaluation	<i>Kazuto Takase; Mayu Nomoto; Hinako Kage; Kazuyoshi Harimoto; Nozomu Yoshizawa</i>
P17	Urban polychromy: an experimental methodology tested in Belo Horizonte, Minas Gerais, Brazil	<i>Bianca M T Fonseca</i>
P18	A study of utilizing mixed reality (MR) to establish environmental color schemes	<i>Yuh-Chang Wei; Monica Kuo; Ya-Ping Kuo</i>