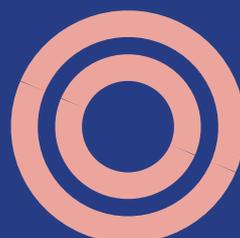


ENVIRONMENTAL
COLOR
DESIGN

2024
Online
Seminar

 **LORFUL**
LANDSCAPE

*/vibrant
city*

MARCH 13
4:00-6:00PM (GMT)



PROGRAM

PART I: INVITED TALKS

- **MIRA ENGLER**

PH.D. EMERITA PROFESSOR OF LANDSCAPE ARCHITECTURE

Color Concepts in Landscape Architecture, from Camouflage to Activism

- **ZENA O'CONNOR**

PH.D. COLOUR CONSULTANT, RESEARCHER AND DESIGNER

Linking Heritage and Contemporary: Managing Heritage Values with Contemporary Color Palettes

- **BEICHEN YU**

PH.D. RESEARCHER, DESIGNER AND LANDSCAPE ARCHITECT

Towards Urbanisms of Color: Exploring New Color Trends in Landscape Architecture

- **LEAH ROSENBERG**

INTERDISCIPLINARY ARTIST AND COLORIST

This Is The Color Of...

PART II: DISCUSSION

MODERATORS

*CHAIRS OF THE STUDY GROUP
ON ENVIRONMENTAL COLOUR DESIGN
OF THE INTERNATIONAL COLOUR ASSOCIATION*

JUAN SERRA LLUCH

PH.D. ARCHITECT, ASSISTANT PROFESSOR AT UPV

VERENA M. SCHINDLER

ART & ARCHITECTURAL HISTORIAN

CELEBRATING INTERNATIONAL COLOR DAY



We warmly invite you to join us!

Celebrate International Colour Day with us!

Please click on the direct link below to participate in the Online Seminar
Colorful Landscape / Vibrant City

Microsoft Teams Meeting:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZGYyOTFiYWQzZjE0Ni00MGFkLWFjNjgtYTAyM2YxMzhhMTE3%40thread.v2/0?context=%7b%22Tid%22%3a%22be4655df-ac73-401f-a7ae-198c3b72d0c6%22%2c%22Oid%22%3a%22ac5560e7-d0ab-4620-977d-4cdd6b1b7e1c%22%7d

ID: 373 204 837 13

Password: 58GirD

Date: Wednesday, 13 March 2024, 4:00 PM - 6:00 PM GMT

Contact E-mail: ecd.studygroup@yahoo.com

Organized by Beichen Yu jointly with the Chairs of the Study Group on Environmental Colour Design (SG ECD) of the International Colour Association (AIC) Verena M. Schindler and Juan Serra Lluch and the Universitat Politècnica de València, Spain.

Poster Design: Beichen Yu

Speakers' Biographies

Mira Engler, Ph.D. Emerita Professor of Landscape Architecture, earned her Ph.D. in Architecture from the University of California, Los Angeles. Engler has taught the theory, history, and design of landscape architecture and urban design and has published extensively on public art, landscape aesthetics, waste landscapes, and urban design and consumer culture. She has been involved in public art installations and landscape design competitions and exhibitions in the US, Israel, and Britain. Her third book, *Landscape Design in Color: History, Theory, and Practice 1750-Today* (Routledge, 2023), explores the roles that color has played throughout history; its capacity to strengthen design ideas, produce special effects, and envision landscape and culture anew. It emphasizes the importance of color as a design instrument to conceal undesirable elements or accentuate desirable ones; display social status; enhance the perception of space, create different affects and moods and produce surprise, joy, and humor; construct identity and attachment to places; and critique stereotypes about color.

<https://miraengl.wordpress.com/>



Zena O'Connor, Ph.D., Colour Consultant, Researcher and Designer, investigated responses to color within the built environment (University of Sydney, Faculty of Architecture, Design and Planning, 2007). She established Design Research Associates in 2006, which focuses on research consultancy projects relating to color in the built environment, design, environmental visual literacy, data visualization, and branding. In addition, she has published 60+ peer-reviewed books, book chapters, conference papers and academic publications that focus on color theory and application. She is an emeritus member of the Environmental Design Research Association, and an individual member of the International Color Association (2009–2022), Design Institute of Australia, Inter-Society Color Council, AIC Study Group on Environmental Color Design, Foundation Member of the Art Gallery of NSW (2001–2022) and co-founded the Color Collective Sydney in 2017.

<https://zenaoconnor.com/>

Beichen Yu, Ph.D. Researcher, Designer and Landscape Architect, is a color researcher and designer specializing in environmental color studies and multidisciplinary color design. She holds a Master of Arts in Urban Design from the University of Sheffield and a PhD in Landscape Architecture from the University of Edinburgh. With expertise in the social semiotic of color and quantitative analysis of color data, her research explores the changes in color design within global urban spaces over the past 20 years, particularly under the lens of Urbanisms of Color. She has made significant contributions through publications in conferences, journals and books, sparking discussions on the use of saturated colors in contemporary urban environments. She actively engages in the academic community as a member of the AIC Study Group on Environmental Colour Design and The Colour Group (Great Britain) and serves as a reviewer for Color Research and Application Journal, Routledge publications and other journals.

Leah Rosenberg is an interdisciplinary Artist based in San Francisco. Her art practice spans painting, installation, sculpture, printmaking and food, focusing on the role of color in our lives, as well as its emotional and psychological impact. Her work has been presented in both local and international exhibitions. She has worked as an artist in residence at Vermont Studio Center, Project 387, Facebook, Google, Bemis Center for Contemporary Arts and McColl Center for Art + Innovation. *Everywhere A Color*, a permanent installation at SFO's International Terminal, and her book *The Color Collector's Handbook* published in 2018 by Chronicle Books, invite all people to connect through myriad hues. Rosenberg's passion for full spectrum color led to her appointment as the Creative Director for Color Factory in San Francisco (2017) and NYC (2018), for which she orchestrated installations and collaborated with internationally recognized artists.

<http://www.leahrosenberg.com/bio>