

# COLOR

Pixels  
Palettes &  
Perception

MARCH 2-3, 2018

HF DeLuca Forum, Discovery Building, University of Wisconsin – Madison

## SCHEDULE

### Friday Morning, March 2<sup>nd</sup>, 2018

**8:15 – 8:30**      **Check-in and Coffee**

**8:30 – 8:45**      **Opening Remarks**

Theresa Kelley, Department of English, UW–Madison

Ullrich Langer, Director, UW Institute for Research in the Humanities, UW–Madison

**8:45 – 9:25**      **Keynote I. Communicating through Color**

Karen B. Schloss

Department of Psychology, Wisconsin Institute for Discovery, and McPherson Eye Research Institute, UW–Madison

**9:25 – 9:30**      **Brief Break**

**9:30 – 10:45**      **Session 1: Aesthetics and narrative**

*Moderator: Theresa Kelley, Department of English, UW–Madison*

**9:30**      **Modern Enchantment and the Advent of Color in Children’s Picture Books**

Erica Kanesaka Kalnay

English, Literary Studies, UW–Madison

**9:45**      **Neural Processing Underlying Color Preference Judgments**

Chris Racey<sup>1</sup>, Ruyuan Zhang<sup>2</sup>, Kendrick Kay<sup>2</sup>, Karen B. Schloss<sup>1</sup>

<sup>1</sup>Department of Psychology and Wisconsin Institute for Discovery, UW–Madison, <sup>2</sup>Department of Radiology, University of Minnesota

**10:00**      **Color in Metaphor**

Brooke A. Alexander<sup>1</sup>, Bret R. Shaw<sup>1</sup>, and Timothy B. Campbell<sup>2</sup>

<sup>1</sup>Life Sciences Communication, UW–Madison, <sup>2</sup>Environmental Resources Center, UW–Madison

**10:15**      **Pylades and the Amazing Technicolor Dreamcloak: Seeing the Ancient Greek Theater in Color**

Mali Annika Skotheim

Institute for Research in the Humanities, UW–Madison

**10:30**      **Color Commands Commitment: Capturing the Attention of New Audiences to Initiate Action on Environmental Issues**

Judith L Waller<sup>1</sup> and James A. Brey<sup>2,3</sup>

<sup>1</sup>Art Department, UW–Fox Valley, <sup>2</sup>Geography and Geology, UW–Fox Valley, <sup>3</sup>Education Division, American Meteorological Society, Washington D.C.

**11:00 – 2:00**      **Lunch and Afternoon Break**

**Print in Color, Color in Print -- Exhibit in Special Collections, UW Memorial Library**

Created for this Symposium, this exhibit displays books and documents on the history of color making and printing. See back of program for directions/map for UW Memorial Library and for lunch options nearby.

## Friday Afternoon, March 2<sup>nd</sup>, 2018

- 2:00 – 2:40**      **Keynote II. A Painter's Color: Seen, Sampled, Suspended**  
Christopher Campbell  
Independent artist, basIColor Ambassador
- 2:40 – 2:45**      **Brief Break**
- 2:45 – 3:45**      **Session 2: Visual Communication**  
*Moderator: Marisa Otegui, Botany and Laboratory of Cell & Molecular Biology*
- 2:45**      **Color under the Microscope: From Chromosomes to Brainbows**  
Steve W Paddock  
HHMI, Laboratory of Cell and Molecular Biology, UW–Madison
- 3:00**      **Modeling Color Inference: A Study of Color-coding Systems in Recycling**  
Laurent Lessard<sup>1,2</sup>, Kathleen Foley<sup>2,3</sup>, Charlotte S. Walmsley<sup>4</sup>, and Karen B. Schloss<sup>2,3</sup>  
<sup>1</sup>Department of Electrical and Computer Engineering, UW–Madison, <sup>2</sup>Wisconsin Institute for Discovery, UW–Madison, <sup>3</sup>Department of Psychology, UW–Madison, <sup>4</sup>Termeer Center for Targeted Therapies, Massachusetts General Hospital Cancer Center
- 3:15**      **Imaging the Color of Cancer**  
Joseph Szulczewski, Dave Inman, Kevin Eliceiri, and Suzanne Ponik  
Cell and Regenerative Biology, Laboratory for Optical and Computational Instrumentation, UW–Madison
- 3:30**      **Data Visualization: Applying Perception to Design**  
Michael Gleicher  
Department of Computer Science, UW–Madison
- 3:45 – 4:00**      **Coffee Break**
- 4:00 – 5:00**      **Session 3: Color Substrates: Colored Threads**  
*Moderator: Gail M. Stirr, McPherson Eye Research Institute and Wisconsin Institutes for Medical Research, UW–Madison*
- 4:00**      **Color in Print in Word and Deed**  
Robin E. Rider  
General Library System and History Department, UW–Madison
- 4:15**      **Coloring the World in Wonder: The Poetic Pigments of Master Dyers in Early Modern India**  
Sylvia W. Houghteling  
Department of Art History, Bryn Mawr College
- 4:30**      **Spectrophotometric Color Measurement for Textile Industry & the New Fluorescent Pink Hunting Clothing**  
Majid Sarmadi  
Department of Design Studies and Materials Science, School of Human Ecology, UW–Madison
- 4:45**      **The Power of Light**  
Marianne Fairbanks  
Department of Design Studies, School of Human Ecology, UW–Madison
- 5:00 – 5:05**      **Brief Break**
- 5:05 – 5:50**      **Session 4: Nature's Secrets**  
*Moderator: Andreas Velten, Dept. of Electrical and Computer Engineering, Biostatistics and Medical Informatics, UW–Madison*
- 5:05**      **Spot the Imposter: Beyond the Surface of insect Mimicry**  
Jacki Whisenant  
Department of Integrative Biology, UW–Madison

- 5:20 A Molecular Secret of Beet Red**  
Hiroshi Maeda  
Department of Botany, UW–Madison
- 5:35 Rapid Adaptive Camouflage in Cephalopods : Linking Science and Art to Bio-inspired Materials and Engineering**  
Roger Hanlon  
Marine Biological Laboratory

**5:50 – 6:15 Break**  
Coffee/tea option: *Prairie Fire, Union South (across from Discovery Building)*  
Bar options: *The Sett, Union South (across from Discovery Building), Steenbocks (Discovery Building)*

**6:15 – 7:15 Public Plenary Lecture: Color: In the Brain of the Beholder**  
**Bevil Conway, National Institutes of Health**  
*Moderator: Karen McPherson Eye Research Institute loss, Psychology, Wisconsin Institute for Discovery, UW–Madison*

## Saturday March 3<sup>rd</sup>, 2018

- 10:00 – 12:00 Saturday Science: The Science of Color**  
This event is open to the public, featuring interactive exploration stations for kids and families. Exhibits will focus on how light colors our world and is essential to science. Discover how to use color to study stars, learn how colors are mixed to make new shades, explore how fluorescence is used in research, mix light to create your own colors and more.
- 12:00 – 12:40 Saturday Science Color Keynote: The Ocean’s Most Spectacular Color Change Artists**  
Roger Hanlon  
Marine Biological Laboratory  
*Moderator: Kevin Eliceiri, LOCI, Morgridge Institute for Research, McPherson Eye Research Institute, UW–Madison*
- 12:40 – 12:45 Brief Break**
- 12:45 – 1:45 Session 5: Color Perception**  
*Moderator: Adam Steinberg, ArtForScience, Wisconsin Institute for Discovery and McPherson Eye Research Institute, UW–Madison*
- 12:45 How Language Changes Color Perception**  
Gary Lupyan<sup>1</sup> and Lewis Forder<sup>2</sup>  
<sup>1</sup>Department of Psychology, UW–Madison, <sup>2</sup>Department of Psychology, University of Sussex
- 1:00 Enhancing Human Color Vision by Breaking Binocular Redundancy**  
Bradley S Gundlach<sup>1</sup>, Michel Frising<sup>1,2</sup>, Alireza Shahsafi<sup>1</sup>, Gregory Vershbow<sup>3</sup>, Chenghao Wan<sup>1,4</sup>, Jad Salman<sup>1</sup>, Bas Rokers<sup>5,6</sup>, Laurent Lessard<sup>1,7</sup>, and Mikhail A. Kats<sup>1,4,6</sup>  
<sup>1</sup>Department of Electrical and Computer Engineering, UW–Madison, <sup>2</sup>Department of Mechanical and Process Engineering, ETH Zurich, <sup>3</sup>Department of Art, UW–Madison, <sup>4</sup>Department of Materials Science and Engineering, UW–Madison, <sup>5</sup>Department of Psychology, UW–Madison, <sup>6</sup>McPherson Eye Research Institute, UW–Madison, <sup>7</sup>Wisconsin Institute for Discovery, UW–Madison
- 1:15 Ephemeral Process (EP) Photography—A New Way to Make Color Pictures from Old Black and White Emulsions**  
John Beaver  
Department of Computer Science, Engineering, Physics and Astronomy, UW–Fox Valley
- 1:30 Fifty Shades of Blue**  
Thomas Littrell  
*ETC, Inc. Stage Lighting company using LED fixtures, Middleton, WI*

- 1:45 – 2:00**      **Coffee Break**
- 2:00 – 3:00**      **Session 6: Physical Properties of Color**  
*Moderator: Susan Barribeau, Memorial Library, UW–Madison*
- 2:00**      **Optical Paleothermometry Using Nacre**  
 Jad Salman<sup>1</sup>, Chang-Yu Sun<sup>2</sup>, Alireza Shahsafi<sup>1</sup>, Bradley S. Gundlach<sup>1</sup>, Michel Frising<sup>3</sup>, Chris Draves<sup>4</sup>, Steve Weibel<sup>4</sup>, Yuzhe Xiao<sup>1</sup>, Gabor Kemeny<sup>4</sup>, Pupa Gilbert<sup>2</sup>, Mikhail A. Kats<sup>1,2</sup>  
<sup>1</sup>Department of Electrical and Computer Engineering, UW–Madison, <sup>2</sup>Department of Physics, UW–Madison, <sup>3</sup>Department of Mechanical and Process Engineering, ETH Zurich, <sup>4</sup>Middleton Spectral Vision, Middleton, WI
- 2:15**      **Color: Physics and Perception**  
 Pupa Gilbert  
 Department of Physics, UW–Madison
- 2:30**      **Color, Clocks, and Gravity**  
 Shimon J Kolkowitz  
 Department of Physics, UW–Madison
- 2:45**      **Flesh and Blood: The Vibrant Matter of Medieval Color**  
 Lisa Cooper  
 Department of English, UW–Madison
- 3:00 – 3:10**      **Brief Break**
- 3:10 – 3:50**      **Keynote III. Studio Notations: Color in Play**  
 Derrick Buisch  
 Department of Art, UW–Madison
- 3:50 – 3:55**      **Closing Remarks**  
 Kevin Eliceiri, LOCI, Morgridge Institute for Research, McPherson Eye Research Institute, UW–Madison

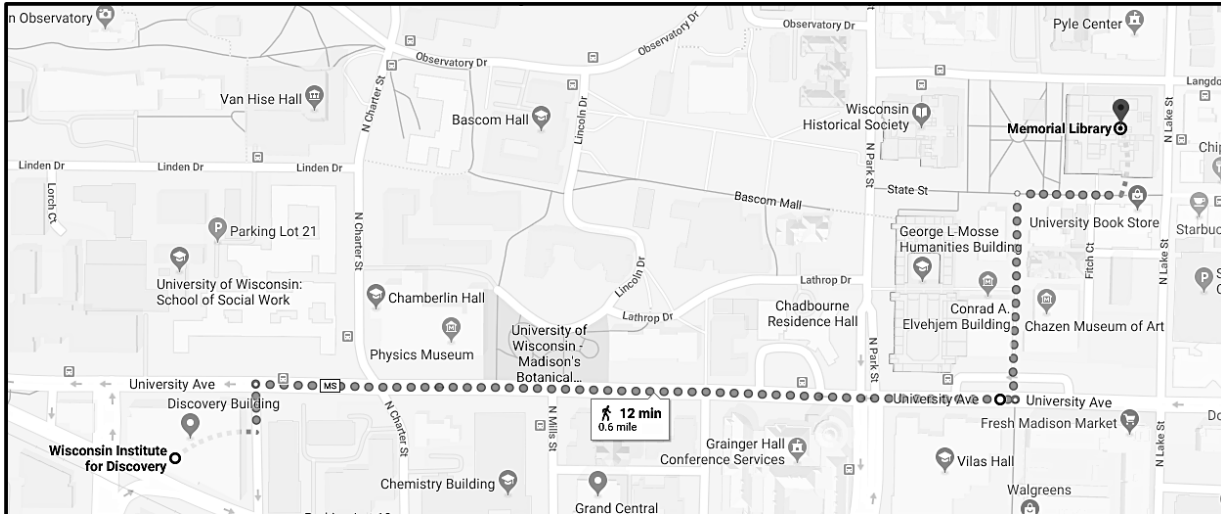
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Center for Visual Cultures, the Departments of Art, Art History, Psychology, and English, and the School of Human Ecology

# *Print in Color, Color in Print*

**Special Collections Exhibit  
976 Memorial Library, 728 State St.  
9AM-5PM**



## **Special Collections Location and Directions:**

The Department of Special Collections is located on the 9th floor of Memorial Library. We welcome members of the University of Wisconsin community as well as visitors from near and far. To enter Memorial Library, you will need either a valid UW ID or a day pass obtained at the entrance. To obtain a day pass you will be asked to present a current form of identification (driver's license, passport, etc.) with current address.

To reach Special Collections on the 9th floor of Memorial Library, take elevator 5 (marked Special Collections and South Stacks) to floor 9R. Alternatively, take one of the bank of 3 elevators in Memorial Library to the 7th floor, take the stairs to the 9th floor, then follow the signs to Special Collections. If you have questions, please call Special Collections at 608-262-3243 or ask at the Circulation Desk on the 1st floor of Memorial Library.

To reach Memorial Library from University Avenue, turn north onto Lake Street. Memorial Library is at the corner of Lake Street and State Street, and faces the University Bookstore building. The closest public parking is the City of Madison State Street Campus Ramp on North Lake Street between State Street and University Avenue.

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## **Where to Eat**

### **Near WID--**

Steenbock's (in WID)  
UW Union South  
Library Café & Bar

### **Near UW Memorial**

**Library on Library Mall--**  
University Club  
Amazing Food Carts

### **On lower State Street East**

**of Library Mall--**

Mediterranean Cafe  
Kabul  
Einstein Bros.  
...and many more.