AIC Interim Meeting “Color and Food”

12-15 October 2010, Mar del Plata (Argentina)

organized by the Argentine Color Group

Stephen Westland

School of Design, University of Leeds (UK)
Email: s.westland@leeds.ac.uk

Volume 10 of the Journal of the International Colour Association is devoted to publishing four papers from the Interim Meeting of the AIC (AIC2010 – http://www.aic2010.blogspot.co.uk/) that took place in Mar del Plata in Argentina. The theme for AIC2010 was Colour and Food: From the Farm to the Table. In the first paper, Juan Serra, Salvador Gilabert, Jorge Llopis, Ana Torres and Ángela Garcia discuss colours of the Palimpsest of Barcelona’s Santa Caterina Market. In the second paper Jodi Sandford and Valter Gosti describe an art installation that explores aspects of the Munker-White illusion. In the third paper Maria de la Paz Cox and Maria Rosa Domper make some recommendations about colour use in a “5 a day” programme in Chile. In the final paper Paula Csillag presents a case study for food package chromatic design.

Hope you will find it interesting.

Stephen Westland
(Editor-in-Chief)

Published online: 23 April 2013