

NEDERLANDSE VERENIGING VOOR KLEURENSTUDIE

Colour Café, our first colour event of 2009, was held on the 31st January at “Toonkamer, centre for interior design”, formerly known as the furniture factory “Pastoe”. The Dutch Society for Study on Colour now has its offices at the centre as well as its library. We had a colourful introduction to the New Year with an interactive program, inspiring lectures, the AGM and, of course, a toast to 2009. It was a moment to meet again, pass on new developments and plan our strategy.



Toonkamer – the new headquarters of the Dutch Colour Society

Caroline Houthuysen and co-writer Lia Vos presented their new book entitled *Kleur ben je zelf* (You are Colour), illustrated in full colour. The book is filled with background information, practical tips and exercises.

Our second colour event of the year was held at the School of Arts in Utrecht on 13th November. Our theme was “Hoezo Groen?” (What about green?). The many facets of the colour green were highlighted and greatly appreciated by the eighty people who attended this successful green event. Nowadays the colour green is omnipresent and represents durability, change, rejuvenation and an urge towards a healthier living. According to Lukas Stofferis, the colour green has two main schizophrenic facets: threatening and tranquilising. In order to prove his statement, Lukas read a stanza from Frederico Garcia Lorca's poem *Romance Sonambulo*. Biologist and Colour Advisor, Kim van der Leest, described the importance of greenery in our living environment and its contribution to the quality of life. Our brains have hardly evolved and need to be immersed in a green environment. She stated: “Green is not a hype, it is part of us.”



Hans van Kampen, architectural historian, spoke on the nostalgic and traditional use of the colour green in the province of “Noord-Holland”. With a touch of humour throughout, we learned that historians distinguish three different greens in this province: West-Friesgroen, Zaansgroen, and Amsterdamgroen – the darkest green of all. During the break we had the chance to learn how to incorporate or use the colour green successfully in an outfit.

Publications

In 2009 we published two editions of our magazine, *Kleurenvisie* (Vision on Colour). While the first edition had a scientific approach, we chose for the second to linger on the theme “Green” in a printed version of the event in November. Articles noted that people living in green surroundings are healthier. William Visser wrote on “Colour and Psychology” – do males and females have different preferences regarding most and least favourite colours? We interviewed the artist Jos van Merendonk, who primarily uses green in his paintings. Lukas Stofferis contributed an article on colour in art – the observation and recognition of colour and light, as well as the physical properties of colour.

Media

Our association cooperated with several media publishers. Amongst others we supplied articles to *ArchitectuurNL*. For instance, Kim van Savooyen, interior designer, colour specialist and member of the board, wrote on “Red”. If there is one colour inextricably linked to blood and passion it certainly would be red. The attraction to this colour is simultaneously heart-warming and heart-breaking. It would be interesting thoroughly to investigate architects' use of red.



The red dye Rubia Red is extracted from roots of the madder plant.

Rubia Pigmenta Naturalia is a Dutch company, which manufactures and sells vegetable dyes. The company Rubia has accepted the challenge to be the first factory in the world set up specifically for production of natural dye from madder on an industrial scale. The factory opened its doors especially for our members. The natural production process of the dye Rubia was explained and demonstrated step by step. Painting materials with the derivative red, orange, brown nuanced dye is gaining in popularity and is used more and more in a variety of applications such as fashion and the carpet industry.