

**COLOR FAIR**

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**BERLAGE STOCK EXCHANGE, AMSTERDAM, 2005**

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For three days the Berlage Stock Exchange was a focal point of color. The Color Fair was organized on the initiative of the Sikkens Foundation in order to promote an interest in color and its use.

At the Color Fair, the visitor was introduced to artists, designers, architects, writers, scientists and producers of a high standard who are consciously working with color in a special way. This took place in an overwhelming environment with both permanent and temporary presentations. For example, there were a large number of stands where producers (such as Forbo, Pastoe, Talens, and Philips Lighting), associations and foundations (the Dutch Association for the Study of Color, the Color Outside Foundation) presented their innovations and research in the field of color. These spaces were manned by specialists who were able to talk to the visitors at all times.

In addition, House of Orange organized a studio where stylists, image visualizers and photographers were able to produce photo reports on the topic of color in situ. At Verfmolen de Kat, there was a demonstration of the art of paint making through the ages. The Instituut Kleurenpuntuur Nederland was represented and Blind Color focused on color blindness. There was an exhibition of artists, designers and architects who exhibited their work here for these three days. When they entered, visitors were led through an installation by Fransje Killaars and in the Great Hall, Irma Boom, Twan Janssen, Willem de Ridder and Petra Blaisse, amongst others, presented their work.

A dynamic programme was organized in the auditorium and on the stage. For example, a film programme was shown in the auditorium at set times, alternating with a programme of different lectures every day. The relationship with color was focused on from different (often scientific) perspectives. José Teunissen gave a lecture on color in relation to the globalization of fashion, Eugene Bay focused on the role of color in branding, and Paul Mijkse-naar looked at the use of color in routing systems. In addition, there were lectures, amongst other things, on the medieval use of color, colorants in foods and color in stores.

The stage was used for temporary presentations and performances. Student presentations, product presentations and artist's contributions alternated. In addition there was a video lounge at the event, where documentaries and artists' films on color were shown throughout the day. There was also a study

corner which provided the visitor with background information on a wide range of different subjects, as well as a colorful shop.