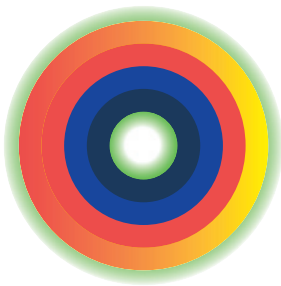


ad chroma

ad chroma,

- a young association
- a goal: to develop interests in using „colour,“ colour's „material,“ revealed through „light“
- a networking of professional competencies
- an availability

you are a **PROFESSIONAL**
who



- knows about technical matters or theories
- identifies the clients aspirations
- stays abreast of current trends
- or, ensures a vivid preservation of traditional 'savoir-faire'

During 2004,

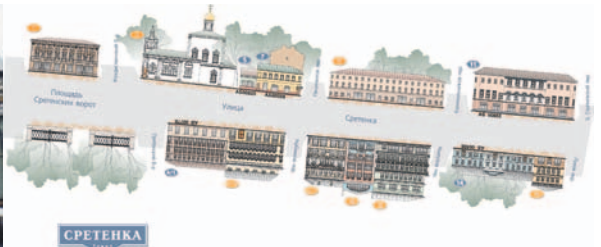
ad chroma, a recently created association aiming to address colour concerns on a number of different levels, organized some special events:

Identifying and Reproducing Colour, April 2004, in Paris

- From Colour to Colour Measurement. Alain Chrisment, 3C, Paris, France
- Visual Colour Identification. Karl Johan Bertilsson, NCS, Stockholm, Sweden
- Reproducing Colour: From Theory to Serial Application. Pascal Régén, Communis, Bessé-sur-Braye, France
- The Graphic Chain: From Original to Copy. Gérard Niemetzky, Color Academy, Paris, France

Moscow's Urban Colour Policy, October 2004, in Paris and Bourg en Bresse

- Moscow's Urban Colour Policy. Tatiana Sergeevna Semenova, The Colour Centre of Moscow, Moscow, Russia
- ... Much More Than a Simple Colour Card. Karl Johan Bertilsson, NCS, Stockholm, Sweden
- Major Turns in Colour Culture in Twentieth-Century Moscow. Margareta Tillberg, Växjö University/Stockholm, Sweden
- The Natural Colour System (NCS) and the 200 New Colours. Kristina Holmberg, NCS, Stockholm, Sweden



Moscow: Colour application in the historic centre. Urban colour concept, designed by the Colour Centre of Moscow.

ad chroma communicates:

ad chroma contact

- Number 0: Statements of the ad chroma Chart - presentation of the associations „ôkhra” and „matériO”
- Number 1: Identifying and Reproducing Colour
- Number 2: Moscow's Colour Policy

ad chroma brèves

- information, made accessible by e-mail, about the activities and events of associations, galleries and institutions

ad chroma website

- ad chroma began with www.cyberzingue.com, a website by Group Idoine
- ad chroma has opened a window for its own website, now under construction

ad chroma was present :

University of Nantes, France

- Colour Appearances: Perception and Interpretation: Looking for a Common Language. Christian Gérard-Pigeaud, Paris

Alliance Française des Designers, Paris

- Light, Texture, and Colour. France & Michel Cler, Paris

AIC Congress, Porto Alegre, and GAC Congress, Buenos Aires

- Le Corbusier's Colour Keyboards, and Colour Culture in European Architecture. Verena M. Schindler, Zollikon/Paris

Salon du Meuble, Paris, January 2005

- Red: Space, Light, Material. Concept and realization by Group Idoine, Paris



Creation of a red space, by Group Idoine. Assemblage of aspects of light, material and colour, on the theme „The Red Colour.“

ad chroma partners

Archinov, CSTB (The Science and Technology Centre for the Building Industry, France), Ain CAUE (District Council of Architecture, Urbanism and the Environment, Ain Region), ESA (Ecole Spéciale d'Architecture), MFI (Meubles et Fonction International); the associations: matériO, ôkhra, Prescrire; UNSFA (National Union of French Architecture Syndicates), Zolpan, and the magazine „Sol, Mur, Plafond.“



Become a member of **ad chroma**

Subscribe as an individual member for 50 Euros per year

You will benefit from

- an international network of professionals concerned with the use of colour
- an open-minded exchange with professionals addressing colour across domains
- news and information related to the theme of „light, material and colour“

You wish to

- confirm your know-how
- increase your knowledge of the material „colour“ and its diverse aspects
- affirm the professional conception of colour ranges
- stimulate your personal approach in constructing chromatic proposals
- provide a client with chromatic studies considering urban and architectural spaces and the environment

becoming **a specialist** in proposals dealing with „light, texture and colour“ which are even more elaborated, adapted and diversified, in the fields of urban and architectural design, environmental design, lighting, textile design, packaging, graphic design, communication and the food industry... as well as enhancing the qualitative value to satisfy the client's tacit intentions

becoming **a professional** furthering future developments which include the perceived experience of sight, hearing, touch, taste, and smell in the fields of communication and information, and in the way using colour which can be understood under a variety of conditions, in long-term processes and in historical, social and cultural contexts.

You wish to

- transmit information concerning „light, material and colour“
- increase awareness about colour
- further research and practical issues
- support **ad chroma** and its goal to provide an extended space for developing, vertically and transversely, new relationships in a spirit of cooperation.

We invite you to contact us at:

ad chroma 64 rue vergniaud 75013 paris / telephone: +33 (0)1 45 80 91 15
c o n t a c t @ a d - c h r o m a . c o m **w w w . a d - c h r o m a . c o m**

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Translation: Verena M. Schindler, Linda Cassens Stoian, Brian Funt. Graphic Design: Melanie Yonge, Stephan Cuber.