



International Colour Association
Association Internationale de la Couleur
Internationale Vereinigung für die Farbe

Announcement for AIC Newsletter

Dear Members of the International Color Community,

We are excited to announce that starting 2021, the International Association of Color will launch a quarterly newsletter for its members and others interested in activities around the theory and practice of color.

Color encompasses a wide field including science, design, art, psychology, marketing, education and many other disciplines. Many of these form communities with their own tightly knit and often very insular networks which address news and upcoming activities, yet often there is little discourse between these different specialized groups.

While each of these groups have more or less well developed email list-serves, members of other groups often do not hear much about the activities outside their own area and might miss opportunities to participate in interdisciplinary projects or in a wider discourse on color in general.

The AIC Newsletter will endeavor to close some of these gaps. It will have a two-fold function:

- Broadcast information about the fascinating research and activities happening within AIC amongst the membership
- Provide a space to check-in on news and upcoming activities planned by color organizations and individuals outside AIC

The newsletter will announce upcoming activities, but it should also become a forum for reporting on very recent events of individuals involved in the AIC and also will reach beyond its membership to other color communities outside of AIC.

Needless to say, some information might be redundant regarding, for instance, activities of the individual study groups within AIC, but it will give non-members a glimpse into what's being discussed in these groups. We are excited to learn about what your organization or you personally have done recently, what you are currently working on and what your plans are for future activities. Some of you share activities on platforms such as LinkedIn and Instagram, so why not in the AIC Newsletter as well.

The first newsletter will be published in the beginning of March, please send us information by February 14th:
Content may include:

- upcoming conferences
- calls for papers
- new research
- recent activities
- your recent publications; link to articles
- funding sources
- courses you offer
- study group activities
- links to sites about color you recommend

Submission Format: text (Microsoft Word, OpenOffice, Apple Pages, images (jpeg 300dpi), author, association name, country, email address, comments for editor

We look forward to developing and growing this new communication tool to strengthen the AIC community and its members.