



PRINT'S COLOR CONFERENCE

10/04/2011

5:30 pm - 8:30 pm **Print's Color Conference Kickoff Event - Annual Fall Paper Expo - Presented by Art Directors Club**

10/05/2011

9:00 am - 10:00 am **Registration and Breakfast**

10:00 am - 10:30 am **Welcome Remarks and Introduction of event emcees**

10:30 am - 11:30 am **Refocus**
Leatrice Eiseman, Executive Director of the Pantone Color Institute®, Pantone

11:30 am - 12:30 pm **Colorful Codes, Collections and Cities**
Bill Moggridge, Director, Cooper-Hewitt's National Design Museum

12:30 pm - 1:30 pm **Lunch on your own and exhibit demos**

1:30 pm - 3:30 pm **Interactive Workshop #1: Your Brain on Color** **Interactive Workshop #2: Color Theory** **Interactive Workshop #3: Color Dyeing**
Annegret Falkner, PHD Neuroscience, Columbia University **Workshop** Max Goodman, Founder, UpRoar Art

1:30 pm - 3:30 pm **Interactive Workshop #4: Color Analysis w/Processing** **Sponsor Activity #1: Paint With Pantone** **Sponsor Activity #2: Create your own color palette with COLOURlovers**
Matt Richard

3:30 pm - 4:30 pm **Living Color**
Jessi Arrington, Co-Founder, Creative Director, Workshop

4:30 pm - 5:30 pm **Panel Discussion - Color and Controversy**

5:30 pm - 7:00 pm **CMYK Color Cocktail Party**

10/06/2011

9:00 am - 10:00 am **Breakfast and Exhibit/Sponsor Demos**

10:00 am - 11:00 am **Color Creates Brand Identity**
Gael Towey, Chief Creative and Editorial Director, Martha Stewart Living Omnimedia

11:00 am - 12:00 pm **Does Color Kill?**
Eddie Opara, Partner, Pentagram

12:00 pm - 1:00 pm **Lunch on Your Own and Exhibit/Sponsor Demos**

1:00 pm - 2:00 pm **Immersive Color: Shades of Light**
Leni Schwendinger, Lighting Artist/Designer, Leni Schwendinger Light Projects LTD

2:00 pm - 4:00 pm **Interactive Workshop #1: Your Brain on Color** **Interactive Workshop #2: Color Theory** **Interactive Workshop #3: Color Dyeing**
Annegret Falkner, PHD Neuroscience, Columbia University **Workshop** Max Goodman, Founder, UpRoar Art

2:00 pm - 4:00 pm **Interactive Workshop #4: Color Analysis** **Sponsor Activity #1: Paint With Pantone** **Sponsor Activity #2: Create your own color palette with COLOURlovers**
w/Processing Matt Richard

4:00 pm - 4:30 pm **Special presentation: "Using color to transform students, schools, and communities" by Ruth Lande Shuman of Publicolor**
Ruth Lande Shuman, Founder, Publicolor

4:30 pm - 5:00 pm **Closing Remarks**

5:00 pm - 6:00 pm **Book Signing - Darius Monsef**