



**AIC
FUTURE EVENTS**

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The Brazilian Color Association (Associação ProCor do Brasil) is hosting AIC 2024 Midterm Meeting, in partnership with ESPM University, which will be the conference venue. The Conference Theme is **Color Design, Communication and Marketing**. The conference dates are 17 - 19 September 2024, when it is Spring in São Paulo, Brazil. The conference chairs are Paula Csillag (ESPM and ProCor), Vien Cheung (Univ Leeds), Carolina Bustos Raffainer (ESPM), and Ricardo Zagallo Camargo (ESPM).

Selected papers presented in the conference will be invited to produce extended versions for a special issue for the AIC 2024 in **Color Research and Application**, **Color Culture and Science Journal**, or **Journal of the International Colour Association (JAIC)**.

Three best poster presentations will be awarded by The Colour Group (Great Britain)'s Robert W. G. Hunt International Poster Awards.





AIC2024 Venue Auditorium

Best student papers will be awarded with the AIC's Student Paper Awards. The goal of this scheme is to encourage students to present their work at the AIC meetings and to benefit from interaction with the international color community. Applications must be substantially related to the subject of color, but may be based in any discipline or mix of disciplines. Both research-based and practice-based work will be considered. There are six awards given, with a money prize for the winning, first runner-up and second runner-up. An additional three papers will be awarded as honorable mention. All six winners will be guests at the Conference Gala Banquet and will have their papers published in a special issue of the JAIC. For more details please refer to the AIC Student Paper Awards guidelines.

On behalf of the International Color Association, the AIC 2024 Organizing and Scientific Committees, invite you to participate and submit abstracts in English, related to the conference theme, **Color Communication and Marketing**.

The theme covers different aspects and can fit into the following conference topics:

- Color in Interior Design and Architecture
- Color in Design and Visual Communication (all forms of Design)
- Color in Branding and Marketing
- Color and Consumer Behavior
- Color Semantics and Semiotics
- Color and Psychology
- Color and Physiology
- Color and Physics
- Colorimetry and Color Control and Color Order Systems
- Color and Consumer Products
- Industrial color application (Cosmetics, paints, textiles among others)
- Color Education
- Color in Art, Culture, and History

We will be glad to see you in AIC 2024!

Come visit Brazil with its wonderful colors!

For more info visit: www.aic2024.org

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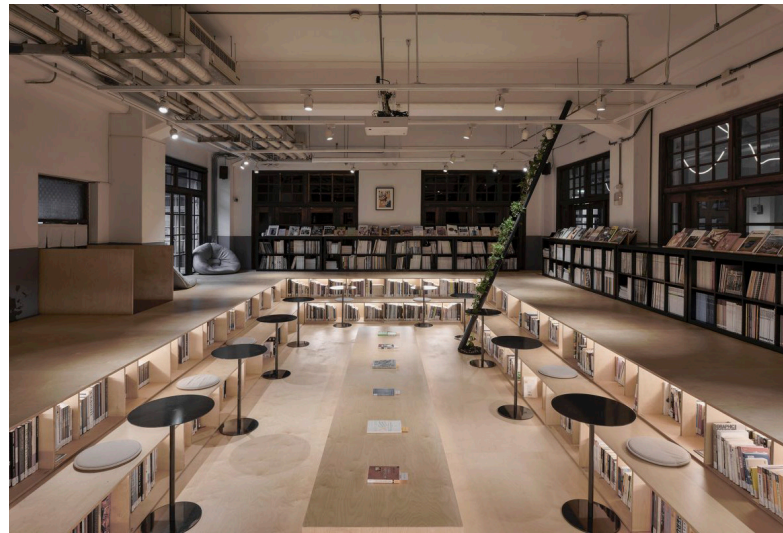


The Taipei New Horizon building in the Songshan Cultural and Creative Park



PREPARATION OF AIC 2025 TAIPEI-COLOR FOR FUTURE: A COLLABORATIVE AND INNOVATIVE APPROACH

The stage is being set for AIC 2025 Taipei, an event that promises to be a landmark in the world of color and design, scheduled from October 20 - 24, 2025, in Taipei. The Taiwan Design Research Institute is actively engaged in negotiations to co-host this event at the Taipei New Horizon, situated in the Songshan Cultural and Creative Park, a center of creativity and innovation in Taipei.



The tentative venues of AIC 2025 Taipei

A significant feature of this conference is the integrated support from various academic and governmental institutions, including numerous leading universities. This collaborative effort aims to foster a multidisciplinary dialogue and exchange of knowledge, enhancing the conference's scope and impact.

The event has sparked considerable excitement among industries and practitioners from the color and design sectors, who are keen to support and participate in the AIC conference. This enthusiasm is indicative of the conference's growing significance in the realms of color technology and application, and highlights its potential for offering invaluable networking and collaborative opportunities.

Currently in development are the event's distinct logo and Corporate Identity System (CIS) design. These

are being meticulously crafted to reflect the essence of the conference and establish a compelling visual identity that aligns with the theme "Color for Future" and ethos of AIC 2025 Taipei.

Additionally, the formation of various committees, integral to the organization and success of the conference, is nearing completion. These committees, comprising a blend of experts and color enthusiasts, will oversee critical aspects of the event, including the organization of a color exhibition and a color application award competition.

The Color Association of Taiwan (CAT) is extending a warm invitation to color enthusiasts worldwide to join this grand event. With its extensive planning and collaborative initiatives, AIC 2025 Taipei-Color for Future is poised to be a pivotal and transformative event in the color and design landscape.