



AIC2024
MIDTERM MEETING

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The AIC2024 Midterm Meeting was held from 16th to 19th September 2024. The conference main theme was Color Design, Communication and Marketing. It was hosted by ProCor, the Brazilian Color Association in partnership with ESPM University, in São Paulo, Brazil.

The conference received 119 abstract submissions from 26 regions. A total of 228 reviews were conducted by members of the Scientific Committee which comprises of over 60 colour experts from around the world, who generously offered their valuable time as volunteers to support this critical task. Through full paper submission and registration processes, the conference consisted of 88 papers with 70 oral and 18 poster papers, with 21 entries for the AIC Student Paper Award, and 18 entries for the Colour Group (GB)'s Robert W G Hunt International Poster Awards.

Under the conference theme “*Colour Design, Communication and Marketing*” the oral and poster presentations in the Technical Programme were organised into 14 topics: Colour in Branding and Marketing, Colour and Consumer Behaviour, Colour in Design and Visual Communication (all forms of Design), Colour and Consumer Products, Industrial Colour Application (Cosmetics, Paints, Textiles among others), Colour in Interior Design and Architecture, Colour Semantics and Semiotics, Colour and Psychology, Colour and Physiology, Colour and Physics, Colorimetry and Colour Control and Colour Order Systems, Colour Education, Colour in Art, Culture, and History, and



Colour in Toys and Games. The Technical Programme also featured a total of 9 keynote speakers via the Plenary Sessions over three days and the AIC Study Group meetings on Tuesday evening.

The plenary sessions were:

- *Color Strategy in the Age of Artificial Intelligence*, by **Prof. Ph.D. Anat Lechner**, Professor of business management, Stern School of Business, NYU
- *The Crossover Colors: Utilizing Nature's Most Abundant and Versatile Hues in All Areas of Design*, by **Leatrice Eiseman**, Executive director, Pantone Color Institute
- *Color Trends for 2025*, by Patricia Fecci, Marketing Manager, Sherwin Williams
- *S/S 26 Key Colours and Colour of the Year 2026*, by **Urangoo Samba** Head of Colour, WGSN
- *Natural Pigments from the Brazilian Rainforest*, by Designer **Ciça Costa**, Founder, Laboratorio de Cores da Floresta.
- *Ecology of Color in Urban Environment*, by **Prof. Ph.D. Larissa Noury**, Professor of Colour in Art and Architecture, ITECOM, Art&Design Paris. President-founder “Colour-Space-Culture/ Couleur-Espace-Culture » France, Centre Français de la Couleur
- *Chromatic Design Cases*, **Polar Design Studio**, LAD Awarded as Best Design Studio in Brazil. Former Design ESPM Students
- *Colour Design for a Sustainable Future*, by **Dr. Ingrid Calvo Ivanovic**, Professor, Design Department, Universidad de Chile



AIC2024 Chair, Paula Csillag at the Meeting's Opening Event.



AIC2024 Attendees with Conference's Chair, Paula Csillag



Elisa Cordero-Jahr presenting at the Color in Art, Culture, and History Conference's Session

The study groups occurring were:

- Colour Education (SGCE)
- Art and Design (SG AD)
- Environmental Colour Design (SG ECD)
- Games and Toys (SG CGT)

The conference workshops were: *Watercolour Painting of Brazilian Plants and Landscapes*, offered by the Brazilian Watercolor Association, and *Amazon Pigments*, offered by Laboratório de Cores da Floresta.

Out of the 88 papers, corresponding authors are from 20 regions:

	Corresponding authors
Argentina	1
Australia	1
Brazil	42
Chile	1
China	7
Finland	1
Germany	1
Hungary	1
Israel	1
Italy	5
Japan	6
Portugal	4
Russia	1
Spain	3
Sweden	1
Switzerland	1
Taiwan	1
Thailand	1
UK	1
USA	8

This conference was an amazing network of color enthusiasts!