

# Reports

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## THE INTERNATIONAL CONFERENCE OF THE COLOR SOCIETY OF RUSSIA

(The Second Russian  
Congress on Color)



SMOLENSK STATE  
UNIVERSITY

1-5 DECEMBER

SMOLENSK 2020

The International Scientific Conference of the Color Society of Russia (RUcolor2020, The Second Russian Congress on Color) was held online 1–5 December 2020. The conference was co-organized by Smolensk State University; the Research and Education Center “Color Lab”; the Institute of Scientific Information for Social Sciences of the Russian Academy of Sciences; the AIC Study Group on Environmental Color Design; and, the Soglasiye publishing company in Moscow.

The conference was attended by 182 color researchers from twenty-seven different countries and seventeen regions of the Russian Federation. It brought together a wealth of topics that reflected the scope of work being undertaken within color theory and color research. RUcolor2020 provided a unique opportunity for researchers, educators, designers, and industrialists from all over the world to meet each other, cooperate, exchange experience, and learn about advanced technologies.

A key feature of the event became the shift of its focus from the relationship between color and individual perception and experience, which is traditionally studied within the framework of the humanities, to the relationship between color and society, the analysis of the social differentiation of color codes in culture, and the identification of the relationship between the structure of color space and social structures. The work of the conference took place in five sections: (1) Psychology of Color; (2) Sociology of Color; (3) Color in Communication; (4) Color in Art and Design; and, (5) Color in Science and Technology. Abstract and paper Submissions were evaluated by fifty-two members of the Scientific Committee, who were renowned researchers from twenty-two countries.

The daily schedule of the conference included invited talks, oral presentations within the thematic sessions, presentations of the study groups of the International Color Association (AIC), Meeting of the AIC Study Group on Environmental Colour Design, and a virtual tour around Smolensk. The conference also included a discussion of the books on color published during the past five years by the conference participants

The Conference was funded by the Presidential Grant Foundation, which helped to create an amazing platform for sharing and discussing color research findings from around the world. The technical center of the online conference was located at Smolensk Nuclear Energy Information Center and the presentations were streamed live on YouTube. The sessions were moderated by Dr. Vassily Dvoinev and M.A. Anastasia Larchenko. Technical support and live video streaming of the conference were provided by Pavel Derevyanko, Alexey Delov and Karina Tsygankova. Videos of all five days of the conference are available on YouTube:

Day 1: <https://youtu.be/yi0-1vYr9BI>

Day 2: <https://youtu.be/0gxwjI7XXA4>

Day 3: <https://youtu.be/qExuyvBX1mU>

Day 4: <https://youtu.be/dBiuuMaRtR8>

Day 5: <https://youtu.be/155XTaV-UGw>

The results of the conference is fourfold:

Two publications include Russian and English contributions: *The International Scientific Conference of the Color Society of Russia Book of Abstracts* (Smolensk: Smolensk State University Press, 2020) and *The International Scientific Conference of the Color Society of Russia Selected Papers* (Smolensk: Smolensk State University Press, 2021), which includes fifty papers, fourteen in Russian and thirty-six in English.

Two additional publications *The Scientific Notes of the Color Society of Russia*, Vol. 2, 2020, a special issue on colour design for the elderly, and *The Sociological Studies* 1(3), 2020, a special issue for young scientists, further include nineteen papers written in Russian or translated from English.

The publications are freely available at [color-lab.org/publikacii/](http://color-lab.org/publikacii/).

Dr. Enrique del Acebo Ibáñez was an Invited Speaker at RUcolor2020.

# RUcolor2020 Conference Program

Day 1: <https://youtu.be/yi0-1vYr9BI>

9:30 – 10:00                      Opening ceremony  
Mikhail Artemenkov – Rector of Smolensk State University  
Nina Rozanova – Research Director of Smolensk State University  
YuliaUstimenko – Chairwoman of the Scientific Committee  
Verena M. Schindler – Co-Chairwoman of the Organizing Committee  
YuliaGriber – Co-Chairwoman of the Organizing Committee

10:00 – 10:30    Invited talk in Russian  
Olga Lavrenova (Moscow, Russia)  
“Mountains with the colors of roses and honey”: color semantics of the cultural landscape.

10:30 – 11:00    Invited talk in Russian  
Yuriy G. Burykin (Surgut, Russia)  
Computer stabilometrics in a assessing the postural stability of individuals in the visual perception of color information.

## **Color Psychology and Color Sociology (in Russian)**

11:00 – 11:20    Elena V. Nikolaeva (Moscow, Russia)  
Semantics of purple in postmodern culture  
11:20 – 11:40    Igor B. Krasilnikov (Smolensk, Russia)  
Colors of the revolution  
11:40 – 12:00    Alexandra V. Frolova (Moscow, Russia)  
Color and age in the peasant environment  
(based on the materials of the Arkhangelsk North)  
12:00 – 12:20    Olga A. Pushkareva (Smolensk, Russia)  
Folk color didactics in Russia  
12:20 – 12:40    Faina M. Kremen, Sergey A. Kremen (Smolensk, Russia)  
Color representations of different professions by young people  
12:40 – 13:00    Tatyana A. Sidorchuk (Smolensk, Russia)  
Psychological impact of color on learning ability of elderly people

13:00 – 13:20 Alexey S. Timoshchuk (Vladimir, Russia), Ruchi Tyagi (Dehradun, India)

Color and the problem of qualia

13:20 – 13:40 Boris A. Bazyma (Kharkiv, Ukraine)

Color as a diagnostic tool for mental disorders in schizophrenia

13:40 – 14:00 Break

### **Color Psychology (in English)**

14:00 – 14:20 Déborah Da Silva, Christine Mohr, Domicela Jonauskaitė (Switzerland)

Why do you like these colors and dislike others? Reasons for colour preferences

14:20 – 14:40 Ibrahim Elaraby (Saudi Arabia), Ossama A. Abdou (Egypt)

Improving performance of IQ test for children with neurodevelopmental conditions by prolonged exposure to blue color

14:40 – 15:00 Puja Kumar, Carla Lobo (Portugal)

Depression to expression: color as visual language to communicate complex emotions

15:00 – 15:20 Mark Wentworth (United Kingdom)

Colour profiling: a visual archetypal blueprint for the process of Jungian individuation

15:20 – 15:40 Joyce C. Cavallini, Paula Csillag (Brazil)

Visual grouping: a study on preponderances of color or shape in match-three games

15:40 – 16:00 Ellen Divers (United States)

Beyond hue: the affective response to value and chroma

16:00 – 16:20 Razieh Jafari, Kamaladin Gharanjig (Iran)

Effect of illuminant UV component on colorimetric attributes of eco-friendly dyed wool yarns

16:20 – 16:30 Break

16:30 – 17:00 Invited Talk

Jose Luis Caivano (Argentina)

Color order systems, color mixtures and the role of cesia

17:00 – 17:30 Invited Talk: Enrique del Acebo Ibáñez (Argentina), *Antarctica as the white continent: color, values and magic*

**Day 2:** <https://youtu.be/0gxwjJ7XXA4>

9:00 – 9:30 Invited Talk in Russian: Nicolay V. Serov (Saint-Petersburg, Russia), *Color and “colors” of dye*

9:30 – 10:00 Invited Talk in Russian: Mikhail Yu. Shishin, Sophia M. Belokurova (Barnaul, Russia), *Semantic color analysis in Mongolian art culture*

### **Color in Communication (in Russian)**

10:00 – 10:20 Break

10:20 – 10:40 Oxana D. Fais-Leutskaja (Moscow, Russia)  
*Black in the context of Sicilian folk culture: traditions of interpretation*

10:40 – 11:00 Irina V. Romanova, Larisa V. Pavlova (Smolensk, Russia)  
*The color palette of the lyrics of Vladimir Nabokov*

11:00 – 11:20 Tatyana V. Sivova (Grodno, Belarus), *Color concept in the floristic space of Konstantin G. Paustovsky's prose*

11:20 – 11:40 Yulia A. Marinina, Vladislav V. Shalaev (Nizhny Novgorod, Russia), *The role of color symbolism in Oscar Wilde's Drama “Salomé”*

11:40 – 12:00 Dzhavdet Sh. Sulejmanov, Alsu F. Galimova (Kazan, Russia), *On the issue of forming the color conceptsphere in the Tatar language*

12:00 – 12:20 Roman V. Belyutin (Smolensk, Russia), *Implementation of humorous key in sports communication through the “color” concept (on the example of football fans' discourse)*

12:20 – 12:40 Alexandra I. Chivarzina (Moscow, Russia), *Color names for blue and its shades on the material of the Balkan languages*

12:40 – 13:00 Olga V. Kramkova (Nizhny Novgorod, Russia), *The phenomenon of isosemy in color naming*

13:00 – 13:30 Break

13:30 – 14:00 Invited Talk: Balaganapathi Devarakonda (India), *Colour symbolism in Indian tradition*

14:00 – 14:30 Invited Talk: Domicela Jonauskaitė (Switzerland), *Colour-emotion associations in trichromatic and dichromatic participants: the role of conceptual mechanisms-*

### **Color in Communication (in English)**

14:40 – 15:00 Galyna McLellan (Australia): *Rethinking the role of technologies in teaching colour design*

15:00 – 15:20 Xavière Ollier (France): *The role of the colour training in industrial environment*

15:20 – 15:40 Banu Manav (Turkey): *Color as a way of communication in design education*

15:40 – 16:00 Ingrid Calvo Ivanovic, Francesca Mattioli (Italy): *A colour is worth a thousand words! A colour-based tool to foster communication in culturally-plural teams*

16:00 – 16:20 Gabriele Simone, Alice Plutino, Alessandro Rizzi, Maurizio Rossi (Italy): *The experience of the Master in Color Design and Technology during COVID-19 lockdown*

16:20 – 16:40 Milena Quattrer, Anna Paula Silva Gouveia (Brazil): *Basic parameters for color education: a proposition of concepts on color theory for Brazilian elementary and middle schools*

16:40 – 17:00 Break

### **Color in Art and Design: Light (in English)**

17:00 – 17:20 MarjanKooroshnia, Jan Tepe (Sweden): *Using coloured lights in physical and immersive VR environments as material for design*

17:20 – 17:40 EglėProkopavičiūtė (Lithuania): *Unveiling the role of light and color in the ambience designing process*

17:40 – 18:00 Markus Reisinger (Germany): *Unique experiential benefits that multispectral lighting may provide*

**Day 3:** <https://youtu.be/qExuyvBX1mU>

8:50 – 9:10 Invited Talk in Russian: Andrey V. Efimov (Moscow, Russia), *The theory of urban color environment*  
9:10 – 9:30 Invited Talk in Russian: Natalya G. Panova (Moscow, Russia), *From color theory to practice in architectural design*  
9:30 – 10:00 Invited Talk in Russian: Vladimir L. Kagansky (Moscow, Russia), *Colorful corporeality* and incorporeal colorlessness: two poles of semiotic systems

### **Color in Art and Design (in Russian)**

10:00 – 10:20 Yulia S. Gubar, Lyudmila V. Lbova (Novosibirsk, Saint-Petersburg, Russia): *Dyes on tusk items in the collection of the Upper Paleolithic site of Ust-Kova (Eastern Siberia)*  
10:20 – 10:40 Maxim S. Petrenko (Novosibirsk, Russia): *Color in the Soviet urban interior at the turn of the 1950s and 1960s: style transformation*  
10:40 – 11:00 Tatyana V. Kartashova (Saratov, Russia): *Color symbolism in the South Indian Kathakali Theater*  
11:00 – 11:20 Alexandra V. Pankratova (Moscow, Russia): *Color characteristics of the flat design*  
11:20 – 11:40 Vladimir E. Karpenko (Vladivostok, Russia): *Light and color in painting and light design*  
11:40 – 12:00 James W. Mantet (Arroyo Seco, California, USA): *Color solutions in two portraits of Dmitri Shostakovich*  
12:00 – 12:20 Svitlana V. Pryshchenko (Kiev, Ukraine): *Author's vision of the monograph "Visual language of color: culture, art, design, advertising"*  
12:20 – 13:00 Break

13:00 – 13:30 Invited Talk: Axel Buether (Germany), *Assessment of the psychological and medical effects of the environmental factors colour and light on patients and staff in the department of intensive-care medicine*  
13:30 – 14:00 Invited Talk: Juan Serra Lluch (Spain), *Evidences about warm and cool colors in interior architecture for the elderly*



### **Color in Art and Design: Architecture and Environment (in English)**

14:00 – 14:20 Justyna Tarajko-Kowalska (Poland): *Yellow colour in European architecture and built environments: traditions and contemporary applications*

14:20 – 14:40 Dragana Vasilski (Serbia): *Color as a sign in minimalist architecture*

14:40 – 15:00 Alena Grigorash, Davide Bossi (Italy): *Phenomenology of white in contemporary art and design*

15:00 – 15:20 Diana Soeiro (Portugal): *Understanding the built environment through colour use: how can Japanese woodblock prints inform urban design?*

15:20 – 15:40 Silvia Cejpkova, Andrea Urland, Samuel Rosa (Slovakia): *Colour design in healthcare institutions: preferences and objective principles*

15:40 – 16:00 Italo José de Medeiros Dantas, Heloisa Mirelly Ferreira Alves, Mariana Nunes do Nascimento, Aline Gabriel Freire, Lívia Juliana Silva Solino (Brazil): *The construction of the chromatic sign in the Brazilian political and social environment*

16:00 – 16:20 Galen Minah (United States): *Color tectonics: enhancing and modifying form and space with color*

16:20 – 17:00 Break

### **Color in Art and Design: Art and Culture (in English)**

17:00 – 17:20 Maria João Durão (Portugal): *Colour folds: representation systems and colour innovations in Italian Renaissance painting*

17:20 – 17:40 Mostafa Alibeigi (Iran): *The semiotics of color in Iranian art*

17:40 – 18:00 Tania Eréndeni Fuentes Villa, Claudia Ayari Fuentes Villa (Mexico): *Color in Prehispanic Mexico: worldview and impact of Spanish colonization*

**Day 4:** <https://youtu.be/dBiuuMaRtR8>

9:00 – 10:00 Invited Talk in Russian: Olga A. Lavrenova ((Moscow, Russia), *Philosophy of color and light in the Roerich's creative heritage*

### **Color in Science and Technology (in Russian)**

10:00 – 10:20 Olga D. Fesunova (Smolensk, Russia): *Color value in geology*

10:20 – 10:40 Andrey A. Grigoryev, Georgiy V. Boos, Victoria A. Rybina (Moscow, Russia): *Comparison of the colorimetric red-green-blue system of dichromats and humans with normal color vision*

10:40 – 11:00 Alexei A. Delov, Karina Yu. Tsygankova (Smolensk, Russia): *Applying machine learning methods to modeling the boundaries of basic color categories*

11:00 – 11:20 Margarita V. Shumskaya, Vladimir Yu. Snetkov, Nikolay P. Eliseev (Moscow, Russia): *Using color contrast in the selection of LED radiation spectral characteristics for operating rooms*

11:20 – 11:40 Svetlana V. Roslyakova, Viktor T. Prokopenko (Saint-Petersburg, Russia): *Analysis of urban color dynamic lighting*

11:40 – 12:00 Break

12:00 – 12:30 Invited Talk: Jean-Philippe Lenclos (France), *Colour Design and “The Geography of Colour”*

12:30 – 13:00 Invited Talk: Verena M. Schindler (Switzerland), *The philosophy of colour in the French period of environmental colour design*

### **Color in Art and Design: Philosophy, Literature, Film, Photography, Visual Art (in English)**

13:00 – 13:20 Rui Grazina, Fernando Moreira Silva (Portugal): *Colour, extensive and intensive approaches*

13:20 – 13:40 Ítalo José de Medeiros Dantas, Ramon Bastos Cordeiro, Camila Assis Peres Silva (Brazil): *Color as a narrative tool in the tale *The Yellow Wallpaper* by Charlotte Perkins Gilman: a discursive semiotic analysis*

13:40 – 14:00 Arianna Brivio, Alice Plutino, Alessandro Rizzi (Italy): *The colors of “Touteunenuit”: a study of color restoration in film*

14:00 – 14:20 Elizaveta Kushnirenko (Italy): *Color as a visual language: exploring the chromatic palette in Suzan Pitt’s animation*

14:20 – 14:40 Kazim Hilmi Or (Germany): *In arts: Why are black and white photos more impressive than colour photos?*

14:40 – 15:00 Ashraf Youssef .Ewais (Egypt): *Analytical study of pigments (colors) of the Wildlife Scene at Rasbepses Burial Chamber (Saqqara, Egypt)*

15:00 – 15:20 Camila Assis Peres Silva, Rebeca Fernandes Leal (Brazil): *The contribution of color for packaging and brand identity: a case study of Brazilian medicines based on historical documents*

15:20 – 15:40 Break

### **Color in Science and Technology (in English)**

15:40 – 16:00 Manuel Melgosa, Daniel Vázquez, Lourdes García Ureña (Spain), Changjun Li (China), Michal Vik (Czechia): *Quantifying colors of traditional academic gowns in Spain*

16:00 – 16:20 Ana Sutlović, Martinia Ira Glogar, Anita Tarbuk (Croatia): *Cochineal colored cotton as UV shield: UV protective properties of cotton material dyed with cochineal dyestuff*

16:20 – 16:40 Anahí López, Alejandro R. Di Sarli (Argentina): *Surface quality evaluation in cementitious mixtures: the gray color of mortars and concrete from a qualitative-quantitative point of view*

16:40 – 17:00 Martinia Ira Glogar, Ana Sutlović, Ivana Beritić, Silvija Bešlić, Vedrana Peček (Croatia): *Analysis of natural dyes color characteristics: subjective vs. objective*

17:00 – 17:20 Lorena Pepa, Silvio Rodríguez, Cristina dos Santos Ferreira, María del Pilar Buera (Argentina): *Characterization of the full-scale of browning degrees in liquid food models*

**Day 5:** <https://youtu.be/l55XTaV-UGw>

### **Short Oral Presentation Session (in Russian)**

9:30 – 9:40 Kristina V. Vorontzova (Siedlce, Poland): *Coloristics of the Polish artistic space in Russian poetry of the second half of the 20th century*

9:40 – 9:50 Rimma R. Fatkullina, Lyudmila N. Abutalipova, Dilyara D. Mukhamadiyeva (Kazan, Russia): *Environmental motifs in the stage clothing design*

9:50 – 10:00 Elena A. Solovyova (Saint Petersburg, Russia): *The associative potential of color symbols*

10:00 – 10:10 Mikhail M. Krasikov (Kharkiv, Ukraine): *Color in the traditional Ukrainian folk culture: symbolism and pragmatics (some observations)*

10:10 – 10:20 Svetlana I. Leneva, Irina G. Zhakhova (Smolensk, Russia): *Specifics of professional work with color of “Architecture and Environmental Design”* (MSc students)

10:20 – 10:30 Irina G. Zhakhova, Natalia V. Ponzazheva (Smolensk, Russia): *Working with color at the stage of preparing an architectural project for presentation*

10:30 – 10:40 Yulia A. Griber, Alexei A. Delov, Karina Yu. Tsygankova (Smolensk, Russia): *Color-name clustering algorithms for determining semantic proximity and analyzing semantic relationships*

10:40 – 10:50 Sergey A. Pilyak (Smolensk, Russia): *Smolensk Kremlin: color representation of Russian cultural identity*

10:50 – 11:00 Yulia A. Griber (Smolensk, Russia), Svetlana A. Malyutina (Moscow, Russia): *Color vocabulary of native Russian speakers over 70 years old*

11:00 – 11:10 Alena A. Nankevich (Smolensk, Russia): *Review of research on color categories published over the past 15 years in the Google Scholar, eLIBRARY.RU and Cyberleninka*

11:10 – 11:20 Leonid F. Chertov (Saint Petersburg, Russia): *Psychosemiotics of color codes*

11:20 – 11:30 Break

### **11:30 – 12:50 Presentation of the Study Groups of the International Colour Association (AIC)**

#### **Meeting of the AIC Study Group on Environmental Colour Design (ECD)**

Theme: *Color in space and time – a virtual journey to places around the world*

12:50 – 13:00 Break

#### **13:00 – 14:30 Book Presentations**

Juan Serra (Spain)

Jinghong Wang (China)

Stefanie Wettstein, Marcella Wenger-Di Gabriele (Switzerland)

Diana Soeiro (Portugal)

Renata Pompas, Lia Luzzatto (Italy)  
Maria João Durão (Portugal)  
Veronica Conte (Portugal)  
Maurizio Rossi (Italy)  
Ibrahim Elhady (Egypt)  
Paula Csillag (Brazil)  
Rossana Llanos (Colombia)  
Axel Buether (Germany)  
Tom R. Chambers (United States)  
Verena M. Schindler (Switzerland)  
Yulia A. Griber (Russia)

### **Short Oral Presentation Session (in English)**

14:30 – 14:40 Tom R. Chambers (United States): *Color and the primordial pixel*

14:40 – 14:50 Ana Paula Pinheiro, Rui Duarte (Portugal): *Blue in Alentejo: authenticity and sustainability*

14:50 – 15:00 Gianluca Guarini, Maurizio Rossi (Italy): *A practical procedure for using real material colors in CAD systems*

15:00 – 15:10 María Marta Mariconde, Adriana Incatasciato, Paola Trettel (Argentina): *Technology in the walk: experiential reading of color of urban landscape*

15:10 – 15:20 Kazim Hilmi Or (Germany): *Plasmonic colours: used for centuries, being reused through nanotechnology*

15:20 – 15:30 Mahdi Safi, Keivan Ansari, Seyedeh Farokh Hosseini Shekarabi (Iran): *A color performance comparison of LCD and CRT monitors: considering black offset, white point and linearity*

15:30 – 15:40 Carlos Esteban Prause (Argentina): *The color as a distinctive quality in visual identity: analysis of dominant color in brand identity in relation to the perception of the recipient*

15:40 – 15:50 María Marta Mariconde, Eugenia Vidal, Octavio Viotti, Lucas Aisama, Micaela Echenique (Argentina): *Augmented reality in interactive color experience: commemorating Bauhaus 100*

15:50 – 16:00 Gisele Melo de Carvalho, Camila Brito da Cruz (Brazil):  
*Colors of social housing in Recife, Brazil*

16:00 – 16:10 Omid Reza Baghchesaraei, Soheila Peyrovi Cheshnasar,  
Alireza Baghchesaraei (Australia): *Investigation on conceptual features of colors in  
Iranian historical buildings*

16:10 – 16:30 Yulia A. Griber (Russia) and Verena M. Schindler  
(Switzerland): **Closing ceremony: summary and future perspectives**