



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

Annegret Falkner, PHD Neuroscience, Columbia University

1:30 pm - 3:30 pm

Interactive Workshop #4: Color Analysis w/Processing

Matt Richard

Interactive Workshop #2: Color Theory Workshop

Max Goodman, Founder, UpRoar Art

Sponsor Activity #1: Paint With Pantone

Interactive Workshop #3: Color Dyeing

Sponsor Activity #2: Create your own color palette with COLOURlovers

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 Annegret Falkner, PHD Neuroscience, Columbia University	Interactive Workshop #2: Color Theory Workshop Max Goodman, Founder, UpRoar Art	Interactive Workshop #3: Color Dyeing
2:00 pm - 4:00 pm	Interactive Workshop #4: Color Analysis w/Processing Matt Richard	Sponsor Activity #1: Paint With Pantone	Sponsor Activity #2: Create your own color palette with COLOURlovers
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		