



100%  
colors

**SaieDue Living 2006 presents 100% COLORS, an event dedicated to Colour Project to be held at the Bologna exhibition centre from Tuesday, March 14, through Saturday, March 18, 2006**

With this exciting new initiative, visitors to SaieDue Living will take part in a unique experience for the senses, embarking upon an amazing quest in which colour is used to radically alter the way we see reality all around us.

Organized by SaieDue Living, in conjunction with Giulio Bertagna and Aldo Bottoli of B&B Colour Project and teachers of Colour & Perception at Politecnico di Milano, the initiative will open debate on the role of colour design in modern society and will involve the contribution of experts in neuroscience, physics, philosophy, psychology, semiotics, and colorimetry, as well as historians, designers, and journalists. It will be a unique opportunity to document the latest knowledge in the field of perception and to get a feel for how much the worlds of design and business are aware of the potential markets that could be made available with this knowledge.

As it was for the great special events of past editions – 100% Calpestable (SaieDue Living 2004) and Verticalia (SaieDue Living 2005) – 100% COLORS will be held in Pavilion 35 and will include a show-catalogue and a series of seminars.

The show has been designed in such a way that visitors will experience the specific scientific content through the senses, with the materials, objects, and products on display becoming characters that, in accordance with their particular role or colour, show the many professional visitors how a deliberate use of colour can improve the quality of our lives, whether it be at work, at home, or around town.

## **The Show**

Following a brief descent into the BLACK of night, visitors are reawakened by blinding WHITE, which purifies them before re-entering the world of variegated colour, a world made of substance, of life, and of hot and cold. Then sudden bursts of colour punctuate the intense white to at last give this light meaning and create a pathway leading visitors towards an understanding of how things really are: the greens of nature, the blues of water and the air, the vibrant reds of life.

Upon entering the various zones of colour, visitors are welcomed by a range of *ambient sounds*. In the *white room*, there are the sounds of traffic, alarms, and telephones; in the green *woods*, sounds of rustling leaves, a gentle breeze, and the distant murmurings of animals. In this way, each transition from one realm of colour to another calls upon us to listen to all of our senses.



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**100% COLORS** goes beyond substance and form to evoke a variety of ways of perceiving reality, and gives new order to objects based on their level of emotive power. The show is organized by colour into areas in which all of the products and materials on display belong to the same frequency –the high-frequency blues, the mid-range frequencies of green, the low frequencies of yellows and reds – all accompanied by a highly evocative musical soundtrack.

Continuing along the tour, the Color Bar gives visitors the opportunity to *taste* colour: the sweet blues; the salty greens and yellows; the strong flavors of orange and red. Further on, visitors can take the test of the Four Colored Corridors, in which the path chosen results in a fun psychological profile to be enjoyed at the end of the tour.

The tour continues with evocative images, descriptions of methodology, scientific curiosities, practical examples, and other information.

There is also extensive coverage of the tools needed in managing colour design, and the tour comes to a close with a presentation of the projects implemented by the network of labs of the Department of Industrial Design, Art, Communication and Fashion (INDACO) at Politecnico di Milano.

## The exhibitors

ABET LAMINATI, ALBERANI PARKETTI, ALBERTINI, ALFACHEM, ANTICO E', ARPA INDUSTRIALE, ASTEC, BABINI, BECCHETTI ANGELO BAL, BESANA MOQUETTE, BRAENDLI & C., BTICINO, CAP ARREGHINI, CELEGON, CITYTILE'S, COLEMA, COLORIFICIO MP, COTTO D'ESTE, CREATE, EDILCO, EFFEITALIA, ERRETI ESTFELLER, EUROPAMETALLI, FALEGNAMERIA TONDIN, FARAONE INFISSI, FMN MARTINELLI, FOA, FRATI LAMINATI, FRIULPARCHET, GARDESA, GAZZOTTI, GIDEA, GRAPHIC REPORT, GREPPI ANTONIO, GUARDINI PIETRE, HENRY GLASS, INDUSTRIE COTTO POSSAGNO, INFINITO, INGLAS VETRI, INPEK, ITALCROM, IVAS, KRONA, LA BORGHIGIANA, LA CALCE DEL BRENTA, LEA CERAMICHE – PANARIA, LUALDI, MAPEI, MARTINELLI, MASCAGNI, MATHERSON, MAXY COLORS, METALCROM, MISTERSTEP, MOVI, OIKOS, OIKOS-VENEZIA, OMNI DECOR, ORAZIO BRIGNOLA, ORION, P.L., PARQUETS MARTY ITALIA, PB GROUP, PBA, REZINA -, ROSADA, WINDOW SYSTEM, SCRIGNO, SIGMA COATINGS, SKEMA, STONE ITALIANA, TABU, TANGO, TAVAR, TCG GHELCO, TESSITURA TELE METALLICHE ROSSI O. & C., TRE P & TRE PIU', UNIFORM, VALLI & VALLI, VERMEISTER, VIVA, ZECCA PREFABBRICATI.



## The Seminars at 100% COLORS



**Tuesday, March 14th – 14:00**  
Fair Services Center – D Block – *Sala Concerto*

### **From Colour Plans to the Project to Requalify the Way We Perceive Our Cities**

Organized by 100% Colors SaieDue Living and Osservatorio Colore Liguria

A presentation of the results of the first three years of work done by the research center Osservatorio Colore Liguria with regard to colour design on an urban scale and as it applies to architecture. This project is the first concrete attempt to create a forum for research and planning, and for the collection and exchange of techniques and experiences related to changing the way in which we perceive colours in the urban landscape.

### **Emotion and identity in the urban sprawl, the perception requalification project**

- *Aldo Bottoli*, Founder, teacher of Colour & Perception, Department of Design, Politecnico di Milano

### **The Osservatorio Colore Liguria – an example of public-private cooperation**

- *Michele Malfatti*, Mayor of Mignanego and President of the Colore Liguria Foundation
- *Orazio Brignola*, Sole Director of Brignola SpA and member of the board of the Colore Liguria Foundation

### **A new approach to Colour Project – the research center's philosophy**

- *Giulio Bertagna*, Director of the research center Osservatorio Colore Liguria and teacher of Colour & Perception, Department of Design, Politecnico di Milano

### **Case studies**

- AMGA/Genova Acque venting column, Genoa
- School buildings, Rapallo, Chiavari, Rozzano
- Building in Piazza Cavour, Genoa
- Adriatico square, Genoa
- Akzo Nobel, Cernobbio, Como
- Purification filters, Rozzano, Milan
- Regional law no. 26, Region of Liguria

### **Tirana – a city of colours**

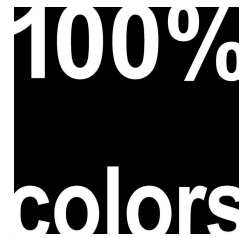
- *Ivan Drogo*, Secretary of the General Union of Albania

### **Presentation of the competition "*Accendi la Tua Voglia di Colore*" (Turn on your desire for colour)**

- *Orazio Brignola*, Sole Director of Brignola SpA
- *Gianluca Cristoforetti*, contest curator



**Wednesday, March 15th, 2006 – 14:00**  
Pavilion 36 – *Sala Sinfonia*



### **Neuroscience and Colour Design**

From anthropometric ergonomics to psycho-perceptive ergonomics to increase wellbeing and enhance the quality of life in both public and private spaces.

Organized by 100% Colors SaieDue

This seminar faces three issues – the social context and the role of universities and associations, the experts involved in colour design, and the tools available to them – and provides an opportunity for reflection and sharing so as to lead to further studies and testing.

### **Colour – new knowledge, technologies, and primordial sensitivities**

- *Aldo Bottoli*, Executive at the Associazione Design Industriale (ADI), teacher of Colour & Perception, Department of Design, Politecnico di Milano

### **Design – the challenge of training for the colour project**

- *Alberto Seassaro*, Dean of the Department of Design, Politecnico di Milano

### **Design – emotion between the market and society**

- *Carlo Forcolini*, President of the Associazione Design Industriale (ADI)

### **Colour Designer – designing for perception and colour**

- *Giulio Bertagna*, Director of Osservatorio Colore Liguria and teacher of Colour & Perception, Department of Design, Politecnico di Milano

### **Polysensoriality – a blueprint for the project**

- *Salvatore Zingale*, teacher of Semiotics, Department of Design, Politecnico di Milano

### **Synesthesia and colour: ideas for Colour Project**

- *Dina Riccò*, Department of Industrial Design, Art, Communication and Fashion (INDACO), Politecnico di Milano

### **Texture Design and the biology of perception**

- *Daniela Calabi*, Department of Industrial Design, Art, Communication and Fashion (INDACO), Politecnico di Milano

### **Towards an ergonomics of emotion**

- *Luigi Bandini Buti*, teacher of Ergonomics, Department of Design, Politecnico di Milano

### **Reading information and the neuro-/physio-/psychological response**

- *Tulio Bandini*, Neurophysiologist, ..... Genoa



**Friday, March 17th, 2006 – 10:00**  
Pavilion 36 – *Sala Armonia*

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**Ongoing research for Colour Project in public spaces**  
**Hospitals and healthcare centers** as the next frontier in design.  
Organized by 100% Colors SaieDue

Research in hospital construction has grown, and we are becoming increasingly aware that building and their environments are themselves important therapeutic tools. This seminar documents a number of ongoing experiences in the field of healthcare and involves designers, directors, doctors, therapists, the heads of technical units, and small businesses.

**Applied research into colour and light in healthcare spaces – Vicenza case**

- *Cristina Boeri*, Colour Lab, Department of Industrial Design, Art, Communication and Fashion (INDACO), Politecnico di Milano
- *Aldo Bottoli*, teacher of Colour & Perception, Department of Design, Politecnico di Milano

**Case studies with hospital district ULSS no. 6 in Vicenza**

- *Antonio Nardella*, Property & Technical Office, Projects and Logistics, ULSS no. 6, Vicenza
- *pain therapy department*
- *hospital rooms*
- *hallways and other common areas*
- *employee nursery*
- *lobby and bar*

**Healthcare project experiences**

- *Fabrizio Astrusa*, Politecnico di Torino
- *Enrico Desideri*

**Designing healthcare spaces**

- *Enzo Angiolini*, Laboratorio di Architettura, Trieste

**The Gentlecare Approach**

- *Elena Bortolomiol*, Italian Gentlecare representative

**Multisensorial spaces**

- *Giovanni del Zanna*, HB Group
- *Paola Bucciarelli*, HB Group



**Saturday, March 18th, 2006 – 10:00**  
Pavilion 36 – *Sala Sinfonia*

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**Ongoing research for Colour Project in public spaces**  
**Schools, public offices, urban areas** as the next frontier in design.  
Organized by 100% Colors SaieDue

**Multi-disciplinarianism – a role for the colour lab**

*Mario Bisson*, Colour Lab, Department of Industrial Design, Art, Communication and Fashion (INDACO), Politecnico di Milano

**Colour planning and management in urban design – a blueprint for Milan**

*Cristina Boeri*, Colour Lab, Department of Industrial Design, Art, Communication and Fashion (INDACO), Politecnico di Milano

**Requalifying teaching spaces – the difficult convergence between architecture and education**

*Silviai Gardino*, Education Services, City of Milan

- Projects for preschools in the city of Milan
- Two projects being launched: Scuola Professionale Greppi in Via Amoretti Quarto Oggiaro, Milan; the Paolo Grassi School of Dramatic Arts in Via Salasco, Milan

**Public Administration – a new dialogue with the public**

*Patrizia Bergomi*, Office of Citizens' Rights, City of Rozzano

Case studies

- Elementary and middle schools – routine maintenance and new construction

*Ambrogio Baldi*, Office of Territory Planning, City of Rozzano

**Tax Offices, Monza**

*Francesco De Rosa*, Office of Public Building Maintenance, City of Monza

*Laura Tagliabue*, Office of Public Building Maintenance, City of Monza

**Presentation of the new Osservatorio Colore Brianza research center**

*Michele Faglia*, Mayor of Monza

*Vincenzo Ascrizi*, Councilor for Communication and Urban Design, City of Monza

*Flavio Sangalli*, Managing Director, Sviluppo Brianza

The seminars will also involve the participation and contribution in various forms of designers, research centers, universities, associations, public agencies, manufacturers, and industry publications.