

# Travelling exhibitions



**2022  
/25**



# Color.

## The knowledge of the invisible

### Sections

- From the visible to the invisible spectrum
- Cartography of color
- Color as invention
- Technology in color
- Achromatics
- Color and emotion

Color is omnipresent, a concept we take for granted, so obvious that it doesn't seem to require further reflection. But what if reality were not so simple? Color has been attracting the attention of philosophers, artists, historians and scientists for centuries. In recent times, the most advanced developments in artificial intelligence, neuroscience and psychology have been added to make our machines capable of understanding what for us is intuitive. The exhibition *Color. The knowledge of the Invisible* explores the different facets of this apparently universal phenomenon, establishing an interesting dialogue between science, art and technology.

The exhibition's journey begins in the early 17th century with Newton's foundational discovery and continues with the attempts at chromatic mapping that began in the 18th century, leading up to the technological innovations that have made it possible to capture and reproduce new colors. Leading scientists tell us about the application of color in pioneering research in the fields of photopharmacology and neurology, and a collaboration with the University of Waseba in Japan shows the coloring of historical black-and-white films using artificial intelligence techniques.

### Category

Knowledge and Digital Culture

### Curators

María Santoyo y Miguel Ángel Delgado

### Exhibition design:

Smart & Green Design

### Area

400 – 900 m<sup>2</sup>

A selection of textiles, works of art and objects from popular culture, the exhibition also explores the cultural conventions of color, focusing on a range particularly affected by stereotypes and historical conditioning factors: from blue to red, including very significant shades from a cultural point of view, such as pink and purple. In the last section, a reflection on the relationship between color and emotions is proposed through contemporary pieces such as *The Warmth* by Rosellena Ramistella or a large immersive installation by the Onionlab studio created ad hoc for the exhibition.

## General conditions

### Venue responsability Costs

- Rental fee for the exhibition
- Curatorship
- Exhibition design adaptation
- Round trip shipment
- Nail to nail insurance
- Storage of empty packaging
- Production of materials
- Packing and unpacking
- Rental of audiovisual equipment
- Fundación Telefónica  
coordination travel
- Management of rights, if applicable

## Further information

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