



The Goldstein Museum of Design  
241 McNeal Hall | 1985 Buford Avenue  
St. Paul, MN 55108 | 612.624.7434

<http://goldstein.che.umn.edu>

## NEWS ALERT

For additional information contact:

Jean McElvain, Public Relations  
612.625.2737  
[jmcelvai@che.umn.edu](mailto:jmcelvai@che.umn.edu)

Mary Larson, Executive Secretary  
612.624.7434  
[mlarson@che.umn.edu](mailto:mlarson@che.umn.edu)

### FOR IMMEDIATE RELEASE

### Digital Images Available

September 1, 2004

#### **Exhibition**

*Seeing Color: Color Across the Collections*  
**October 3, 2004 to January 9, 2005**

**Opening Reception: October 3, 2004 1:30-4:30 p.m.**

**Opening Lecture: October 3, 2004 2:30 p.m.**

Speaker: Margaret Walch, director of the Color Association of the United States and author of *Living Colors*, and the *Color Compendium*.

*Seeing Color: Color Across the Collections* is an exhibition that investigates the ways in which we see color every day. The show explores human reaction to color as both a personal response and as part of a larger social context. We use color to guide us through traffic intersections, to signal dawn and twilight, and to decide what shirt to wear with which pair of pants. Curated by Barbara Martinson, the Buckman Professor of Design Education in the University of Minnesota's Department of Design, Housing, and Apparel (DHA), *Seeing Color* features an array of objects from the collections of The Goldstein Museum of Design.

Co-curated with graduate students, *Seeing Color* is an exhibition that not only reveals complementary and competing relationships between colors, but also highlights the depth of the collection and how objects are integrated with each other through color. This collaborative venture is intended to raise the viewer's awareness of color and underscore the language of color theory and symbolism. For example, we are affected subconsciously by colors, whether it is through advertisements and marketing strategies (we now associate the color red with Target stores) or a personal history that sways our reactions to certain colors in specific ways.

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DHA graduate student curators include Kim Bowden, Kate Bukoski, Sarah Hustoles, Beth Koch, Jessie Luhman, Rebecca Noran, and Kathy Reiley.

### **General Information**

The Goldstein Museum of Design at the University of Minnesota is a museum that supports teaching and research while fulfilling a vital public outreach function through interpretive exhibitions, publications, off-site programs, and community partnerships. The Goldstein celebrates the diverse cultures of the people of Minnesota through its collections and programs by promoting the appreciation and interpretation of design within its social, cultural, aesthetic, and historic contexts.

**The Goldstein Museum of Design is located at 241 McNeal Hall, 1985 Buford Avenue, St. Paul, MN 55108**

#### **Gallery Hours:**

Monday-Wednesday, & Friday	10:00 a.m. - 4:00 p.m.
Thursday	10:00 a.m. - 8:00 p.m.
Saturday-Sunday	1:30 p.m. - 4:30 p.m.

*Admission is free!*

This exhibition and programming is funded by Coca-Cola, the Minnesota State Arts Board in cooperation with the Minnesota State Legislature, the College of Human Ecology, the Department of Design, Housing, and Apparel, and the Friends of The Goldstein.

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