





**AIC 2014  
INTERIM MEETING**

**TERCER  
ENCUENTRO MEXICANO  
DEL COLOR**

*Color, culture and identity:  
past, present and future*  
Color, cultura e identidad:  
pasado, presente y futuro

October 21-24, 2014  
Oaxaca, México

**PROCEEDINGS**

Editors

**Dra. Georgina Ortiz  
Lic. Citlali Ortiz  
Dr. Rodrigo Ramírez**

Preferencia De Colores En Electrodomésticos De Lujo En Poblacion Mexicana De La Zona Metropolitana De Guadalajara (ZMG)	643
<i>Ibarra, G. Laura; Rosales, C. Rosa; Prado, L. Lilia.</i>	
The Human Skin Colorimetric And Evaluation Way Applied Spectral Imaging And Analysis Of Optics Structure	660
<i>Masayuki Osumi</i>	
Influence of Colours in the Perception of Emotions	670
<i>Simone Thereza Alexandrino Maffei, Maria João Durão, Marizilda dos Santos Menezes</i>	
White Colour in Architecture and Built Environment – Facts, Myths and Contemporary Application.	683
<i>Justyna Tarajko-Kowalska</i>	
A Study on Color Emotions of Two Color Combinations Using Achromatic Colors as Main Color.	704
<i>Wen-Yuan Lee, Shi-Min Gong</i>	
Color Naming of Deutranomals Largely Influenced by Luminance and Size of Light	710
<i>Yoko Mizokami, Saeko Oishi and Hirohisa Yaguchi</i>	
Optical Design of Sunglass Lenses for Archery Competitions Using CIECAM02	717
<i>Ichiro Katayama, Kenta Noda, Noboru Kawanishi</i>	
<b>TOWN PLANNING</b>	
Please, No More White At Workplace Environments	723
<i>Cristina Caramelo Gomes and Sandra Preto</i>	
The Chromatic Project as a Proposal to Reappraise the Urban Image, Co-management Experience Between the Municipal Government and the University	738
<i>Adriana Incatasciato, Inés Girelli, Marcelo Balián, María Marta Mariconde, Darío Suárez</i>	
Image Of The City: Colours, Cultures, Architectures	747
<i>Larissa Noury</i>	
The Colors of Belém, Pará. A Quest for an Urban Chromatic Identity	756
<i>João Carlos de Oliveira Cesar</i>	
Color and Place: New Ways of Expression in the Contemporary City	766
<i>Darío Suárez</i>	
Traditional Color of Cities in Central-Eastern China	770
<i>Yi Zhuang, Sari Yamamoto</i>	
Adaptive Urban Chromatic Control Method. Case Study in Bucharest, Romania	791
<i>Veronica Maria Zybaczynski</i>	

## **The Chromatic Project as a Proposal to Reappraise the Urban Image, Co-management Experience Between the Municipal Government and the University**

---

**Adriana Incatasciato, Inés Girelli, Marcelo Balián, María Marta Mariconde, Darío Suárez**

Institute of Color – Faculty of Architecture, Town Planning and Design National  
University of Córdoba

### **ABSTRACT**

The contemporary city is expressed in the building of complex scenarios, and thus inhabitants find it more and more difficult to represent, understand or signify it. In this context, color, textures, cesias and other components of urban language become essential in the structuring of the physical environment and in the construction of memorable spaces.

The traditional perception and familiarity with the public space is replaced by new experiences that bring about new ways of communication and experimentation. It is therefore necessary to recover a coherence principle which allows the construction of a contemporary urban reality and its all-embracing image. (Améndola, 2000).

The public management of towns sets as an objective the search for specific urban instruments with the aim of reinforcing local identity.

Within the Institute of Color of the Faculty of Architecture, Town Planning and Design of the National University of Córdoba a proposal is shaped up to reappraise the image of the public space in the micro-area “Center West” in the city of Villa Carlos Paz. The municipal management, with the participation of the university and neighbors, works towards the reappraisal of the image expression of this area, mainly by means of chromatic design of facades and other language components to foster in residents experiences of belonging, remembrances and construction of the sense of urban living.

Concerning this and taking into account the landscape and the architectural, urban, touristic and commercial values that distinguish the hilly village, the chromatic project sets out a palette of colors with a clear aim to contributing to the reinforcement of the area’s identity.

In this way, the urban color plays the role of a leading instrument that structures and defines the environment allowing the residents to signify it and in time make it their own.



