

The IACC Anniversary: A Success and a Time for Reflection

by Lise Michaud

ON September 4, 2008, the IACC celebrated 50 years of excellence, 50 years of art and scientific knowledge and education, 50 years of care for humanity. I had the tremendous privilege of assisting the IACC Academy Salzburg Anniversary Ceremony and Exhibition, and of witnessing the feeling of the immeasurable contribution IACC has brought to the world of architecture throughout those years. For the past 50 years—in different countries and continents—IACC has been educating thousands of designers, architects, and other profession-


als related to the built environment, and they turn have been contributing to the enhancement of the quality of life of millions of people around the world.

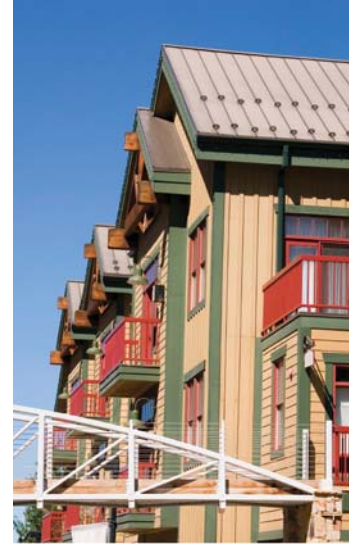
All elements of the high-protocol ceremony were representative of the scope of the international organization. The event was launched in a beautiful room—an impressive architectural space, full of history and tradition—called the *Old Library*, where Mozart gave his first concert at seven years of age. Speeches were given in German from Professor Edda Mally, International IACC VP, and from

International President Frank Mahnke, and were much appreciated. The guests came from different parts of the globe, not only from many countries

in Europe, but also from Asia, the USA, and Canada. Music of Mozart was performed by two highly professional violinists. The ceremony was certainly an appropriate time to recognize the immense contribution of Frank Mahnke, who received a gold honorary IACC Diploma.

The exhibition hall benefited from a large amount of daylight, and was an exceptional space. It was very interesting to see the assignments and the work of IACC members from around the world. I was proud and impressed to see how the work of the IACC-NA members was all very well represented—and I also enjoyed discovering the very fine work accomplished by IACC-NA members.

To me, this event was a time of reflection that represented both the past and the future of the organization. The anniversary underlined the past 50 years of IACC, how it first started from the will of a group of interdisciplinary professionals, and how it grew over the years to become this unique international color organization, well-represented in many parts of the world. Now, looking at the future, IACC will certainly continue providing excellence, art and scientific knowledge, and education—and will most certainly keep increasing its international scope—all this translating into the continued enhancement of the quality of life for people around the world. As IACC-NA members, we are invited to bring our contribution to this inspiring future. 



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Above—Exhibition Halls: 1st Floor, Europe; 2nd floor, USA and Japan. Below—IACC on top of the world in Salzburg.

50th IACC Anniversary Speech

by Frank H. Mahnke, President, IACC International

DEAR IACC Colleagues,
IACC Members, dear
Students, dear honored
guests—

Thank you for being here to participate in the 50th Anniversary of the International Association of Color Consultants/Designers. Some of you have traveled far to be here from so many countries, including the United States, Canada and South Africa. Thank you! This is a very special moment for me since it is also the 20th anniversary of my service to this distinguished organization as its president.

IACC Color Consultant / Designer. What does it mean; what is it they represent; what is their historic background? These are questions often asked by many not familiar with our work. Let me start from the beginning of the creation of the profession of color consultant. In 1934, my mentor, the American Faber Birren—often called the father of applied color psychology—was the first to place a sign on his

Chicago office door: Faber Birren – Color Consultant.

Birren, during the 2nd World War was able to reduce the accident rate in American factories for war production equipment by a significant percentage. The reason was that most men were fighting in the war and the factory workers who were recruited to fill the gap were inexperienced. This led to the famous OSHA colors, now still in existence and adopted internationally

Birren also paid attention to the many faceted uses of color in marketing, art, and especially its use in the man-made environment. He said: “Color is like politics and religion—everyone has their own opinion. I, however, try to understand how humans actually react to their environment, paying close attention to research.”

The studies he concerned himself with were in the fields of psychology, color psychology, physiological effects, visual ergonomics, psychosomatic and many other relevant aspects.

This brings us to the question: should the color consultant/designer not be trained on an interdisciplinary basis regarding human response to the architectural environment? Does human reaction have only to do with mere decoration, or the belief that the complex psychological, physiological and technical requirements needed to specify color, can be solved by personal interpretations of what is appropriate, or by the following of color trends and design idioms in current fashion? Of course not! Sensible color design—one that understands the ultimate goal of creating human oriented design— can only be solved by

Frank Mahnke honored for his 20 years of service for the IACC.



the integration of art and science. This, by the way, is the professional philosophy of the IACC.

Architecture, especially interior architecture, should serve humans and not humans architecture. Is it not of extreme importance to know whether in schools, the workplace, industry, hospitals etc., that the consideration of psychological, physiological, visual ergonomic, neuro-psychological, and psychosomatic aspects of human response is largely influenced by color?

Let us take facilities for the elderly as an example. Should it not be taught that the elderly have special needs regarding color vision, light, contrast factors; orientation that serves their needs? Is it not important to understand there is also a psychological component involved? In any environmental design regardless of what it is, these questions are never truly asked, understood, or taken into consideration. Faber Birren, I, and many others made the quest to find answers by taking an interdisciplinary approach to the creation of the positive environment by paying close attention to research.

Until 1985, I did know that in Europe there existed an association called the IACC which was founded in 1957, in Hilversum, Holland by 50 architects, interior architects, educators, psychologists, color psychologists, educators, and scientists from 12 countries. The motivating force was an

acute shortage of truly professional color consultants / designers, and an absence of competent training in the field. Their first President, the eminent Dr. Heinrich Frieling, founder of the 1948 Institute for Color Psychology, Marquartstein, Germany and a prolific author since the 1920's on the subject of color, psychology, psycho-diagnostic testing, art, marketing, philosophy, biology, (even ornithology)—in short the universal genius as was Goethe—was asked in collaboration with recognized experts in architecture, interior architecture, psychology, art, design and so forth, to establish an interdisciplinary training program that would lead to an “IACC Diploma.”

The education program was first known as the “International Independent College for Color and Environment. After a short time Salzburg, called the heart of Europe, became its home and IACC education courses were designated the “Salzburg Seminars for Color and Environment. Today, it known as the IACC Academy (for Color and Environment).

Perchance, in such a small insignificant event as buying a local paper that had an article on color, I found out about Dr. Frieling and the work of the IACC. I had the pleasure of meeting him for the first time in 1986 at his institute in Germany. We talked much about the subject of color, of course, but what struck us both was that there was such an agree-



Surprise tribute for Danielle Mahnke presented by the IACC for her work behind the scenes to support Frank's efforts of the last 20 years for the IACC.

ment in the professional philosophy between IACC and those few of us in the United States who unfortunately had never joined together to form an association as the Europeans did, but who worked, wrote, and tried to bring the message across independently on an individual basis.

To build a bridge across “the big pond” as Frieling called it, I was nominated IACC Vice-President for my country, the USA. I introduced the IACC through the press, radio, and television media. In 1988, Frieling after 30 years of presidency, as a great surprise to me, asked if I would continue the IACC as their new president since he was going to retire on this date.

With the guidance of Dr. Frieling we set out to change the IACC education and curriculum to adapt itself to the changing times which entailed a new structure, and changes in some subjects of the curriculum. This under the leadership of the Education Committee consisting of myself, Dr. Phil. Bettina Rodeck, Dipl. Pedagogue, Dipl. Interior Architect, freelance interior architect, and color designer; Prof. Edda Mally, internationally renowned color theorist, artist, graduate of the Kokoschka School of Seeing, and founder of the First Vienna Institute for Color Design, and Prof. Gerhard Meerwein, professor at the University of Applied Sciences in Mainz, Germany, architect and interior architect. All of the latter three had received their IACC diploma under Heinrich Frieling. Besides us, the permanent lecturers in Salzburg, we added national and internationally known names in various fields presented in the IACC curriculum.

In 1988, Dr. Frieling and I pleaded for the BDF (German Association of Color Consultants) to be renamed with new duties into a BEF (European Association of Color Consultants) since the establishment of a European Community had started.

In 1991 we established the first IACC Education/ Accreditation Program in North America that was to be the open to all English-speaking people in the world, not just from the USA or Canada. Students came from Europe, Japan, Korea, Malaysia, Australia, South Africa, Ethiopia etc. Many of the students from these various countries are now members of the IACC-North America which was founded in 1993.

The year 2000 brought us to Japan – thanks to Prof. Toshiya Hashimoto with the establishment of the IACC School of Japan for Color and Interior Design. A branch was established in Fukuoka in 2004 and further branches just recently in Tokyo, Kyoto, Hiroshima and Sapporo.

We also extended our relationship with other organizations and our involvement became part of their education program. The AIED associazione per l'educazione demographic, Milano, Italy held IACC introductory courses in the late 1990's. The Technical University Lisbon, Portugal, Faculty of Architecture, established a masters program of “Color in Architecture” where the curriculum was based on much of the IACC curriculum, and I had the pleasure of teaching some of the subjects.

The IACC program has also received accreditation as continued education units (CEU) by IIDA, ASID, AIA. Some of our students are now teaching in educational institutions such as the Boston College for Architecture, postgraduate courses in Berkeley etc.


All in all the IACC has—and is leaving—its professional mark internationally. For a non-profit organization it is remarkable how the enthusiasm of our professional message has permeated the design world. To thank are the many individuals who serve the IACC, whether they are the lecturers, the various executive committees or the graduates and students whose enthusiasm never ceases to

amaze me.

The future holds much promise for the IACC since we are constantly working to establish more schools, constantly try to engage the design community (architects, interior designers, color consultants, etc) and make it aware of the necessity of taking an interdisciplinary approach to their profession and we also work with other color associations. Most important is that we always update our curriculum to include new findings on a scientific level.

Ladies and gentlemen, in my many decades of experience I am proud to say that the IACC also fulfills another obligation. In our way, through our profession, we try to help the human condition. Our philosophy is “humans are the center of concern in the design of the architectural

environment.” To quote from my 1996 book: “To the aesthetic dimension of their profession designers must now add an approach that acknowledges human response to the environment. If this challenge is accepted, the man-made environment and the profession creating it are headed for a brilliant future together.”

Thank you Ladies and Gentleman for your attention. Let the exhibition of the work of our students give you more visual insight of the words I just said. 



International attendees enjoyed the variety of presentations in the program.

LETTER FROM THE PRESIDENT

Our Mission and Strategic Goals

Dear IACC-NA Colleagues, We hope you enjoy this newsletter which is focused on the IACC's 50th Anniversary Exhibition in Salzburg. Congratulations to those of you who took advantage of this prestigious stage for your work in color. I regret that I could not attend, but my thesis arrived in time and I am grateful for the wonderful venue!

October was an eventful month in the life of IACC-NA. We held a Strategic Planning weekend in Denver October 16-19. Your entire Board—and Frank, as President of IACC International—were there,

and we were professionally facilitated by Marylu Dykstra of Sirius Resources (www.siriusresources.net). We think this intense exercise was ground-breaking for the organization, as we have now grown to a size that needs new and broader vision and strategic goals.

As we revisited our mission and goals, we simplified and redefined that we exist for the mission of: Enhancing the human experience through the beneficial use of color in design.

We discussed a tag line to go along with this, but did not make a decision at that time. This will

require further work. The six “Key Strategies” that were defined in the planning are to:

1. Develop and maintain effective internal communications.
2. Develop and nurture a high-performance Board.
3. Develop and nurture strategic alliances.
4. Develop sustainable funding sources.
5. Ensure and protect our leading edge position.
6. Promote our “value-add” to the world.

We intend to implement this Strategic Plan over a two to three-year time period, beginning immediately. Your Board has already begun work on each one of these strategic areas with tasks that we also defined in our weekend of work. If you have additional input on the strategies, please contact our secretary, Lise Michaud, and she will direct you to the proper leader for each strategic goal. It is our intention to report our progress fully to you at the Annual Meeting May 2, 2009 in Park City, Utah.

Due to the major on-going time commitment this year for strategic goals, while in Denver we changed the location for our annual meeting in 2009 from Atlanta to Park City, Utah. Park City was an easier-to-plan location, and Pattie Heaton generously volunteered to host the Utah location.

Perhaps we can re-consider Atlanta for the following year (volunteers are welcome!)

Please keep in touch via the web site, let us know what you are doing, and we hope to see you in Park City next May! 

—Respectfully,
Marcia Walter, ASID, IACC
President, IACC-NA



Japanese Exhibition—partial view.

A NOTE FROM THE EDITOR


IACC-NA—50th and Beyond!

THE long-awaited opening event of the IACC 50th Anniversary Celebration, held in the library of the older section of the University of Salzburg, was attended by over 110 international IACC members and other individuals representing a wide variety of industry professionals and other color associations. Throughout the days of the event in general, many other interested people came in to see the exhibits. Planning this event was a significant feat with numerous contributors. Even arranging and setting up the exhibitions was an extraordinary commitment.

Many of our own IACC-NA members submitted work that was accepted for the exhibition. These members are, in alphabetical order: Jacqueline Anderson, Rebecca Bushner, Paulette

Diamond, Randal Ehms, Cornelia Grunseth, Kirsten Haevner, Charlotte Iseldyke, Barbara Jacobs, Lelani LeMaat, Laura Mercurio, Lise Michaud, Dr. Van Aardt du Preez, Karen Thomas, Vera Westergaard.

So, thanks to you all for helping our organization create a significant presence in the international IACC community!

The next newsletter will be all about whatever you want it to be about, so please continue to send me your ideas about color, business stories, and inspirations. Since we are now going to this online pdf format, and not expecting to be printing as we have done in the past, your images can be 150 dpi but no more than 6 mb each, in .jpg format. Your written contributions should be in Word.doc format. You can email me the content or send a cd. I look forward to all your contributions! When we have enough material for the next newsletter, we will put it together for you. 

—’Til next time,
Barbara Jacobs

IACC: Anniversary Experience

by Karen Thomas

WHAT a wonderful experience! The IACC’s 50th Anniversary Exhibition was an incredible opportunity to see works by color consultants from around the world. Interacting with international members of the IACC, both at the ceremony and throughout the week, was an encouragement to me as a student.

Salzburg, Austria was the perfect location for the IACC. It is a beautiful city rich with color and history. The trip was quite motivating and I’m grateful that I had the chance to go!

First Row (l to r): L. Iseldyke, C. Iseldyke (USA), L. Michaud (Canada), H. Gurura (South Africa), K. Thomas (USA), Danielle and Frank Mahnke. Second Row (l to r): T. Hashimoto and Japanese colleagues. Other Rows: academy lecturers, students, and guests from eleven countries.





Partial view of the IACC-NA exhibition space.



European Exhibition—partial view.



A musical interlude—very festive!

IACC 50th Anniversary— Salzburg, Austria

by Charlotte Iseldyke, IACC-NA Associate

ON September 3, my husband Len and I arrived in Salzburg, Austria. We had the good fortune to be staying at the charming Hotel Elefant, which was recommended by Frank. It is a cozy hotel in the heart of Historic Salzburg. IACC occupied most of the rooms. This enabled us to meet at the breakfast buffet before taking off for the day. We had the pleasure of meeting Danielle Mahnke who was a very gracious hostess. Frank, Danielle, and Edda Mally made sure that all of us visiting from IACC-NA had the opportunity to see the best parts of Salzburg as well as enjoy the most wonderful food.

Salzburg is rich with culture, excellent food, beautiful shops, splendid history, and incredible scenery. We shared quality time with other IACC members from around the world as well as meeting many of the instructors of the IACC Academy in Salzburg. Dr. Bettina Rodeck who coauthored *Color: Communication in Architectural Space* with Frank was among the instructors that we had the opportunity to meet. Toshiya Hashimoto and his representatives from Japan were most interesting companions. Our last evening in Salzburg we dined by the river with IACC members from no less than ten countries.

The University of Salzburg was beautiful. We were honored to

attend the presentation that took place in the Historic Library where Mozart gave his first piano recital at age seven. There was an engaging musical interlude that was part of the event. The most recent IACC graduates were fortunate enough to receive their diplomas in this elegant setting. Frank and his wife Danielle were both honored for their work with IACC.

The works from North America and Japan were displayed on the second floor, which was the location for the reception that followed the ceremony. The food and



Left to right: K. Thomas (USA), C. Iseldyke (USA), L. Iseldyke (USA), M. Tanner (Switzerland), L. Michaud (Canada), and F. Mahnke.

the conversations were quite excellent. I was delighted to have 4 of my works chosen for display. Edda Mally and Frank took care of the evening's events with exceptional style.

It was great to meet Karen Thomas from the US and to reunite with Lise Michaud from Canada and Helen Gurura from South Africa. This was an opportunity that was well worth the effort to attend both for the chance to see this intriguing city and for the opportunity to be part of the larger whole that is IACC. 🎨

Beautiful Memories of Salzburg 2008

by Helen Gurura, IACC-NA Member, South Africa

ONE could not have asked for a better setting for the IACC's 50th Anniversary celebrations. Salzburg, the fourth largest city in Austria is famous for its picturesque Alpine setting and proudly boasts its Baroque architecture in Salzburg's "Old Town" quarters, named a UNESCO World Heritage Site in 1997.

The city of Mozart's birth is richly glazed in the nectar of Europe's finest arts, architecture, culture, religion, and philosophy, and has an eternal romantic nostalgia that mystically lingers in its air. Walking down Old Town's beautifully cobbled stone pavements that have been so well preserved echoes centuries of European culture and outstanding social finesse.

The evening of the IACC's 50th Anniversary was punctuated by so many beautiful events, but two notable highlights of exception were noteworthy.

The first was a special tribute of thanks to Danielle Mahnke—the "First Lady" of the IACC, whose remarkable support to Frank Mahnke (IACC President International) over the years was undoubtedly a contributory factor to the global success of the organisation. To honour her on that evening, Professor Edda Mally (IACC Vice President International)

and Mrs. Lise Michaud (IACCNA Secretary) presented this exceptional lady with a colourful bouquet of flowers and expressed their heartfelt thank you speeches on behalf of all IACC global members.

IACC President Frank Mahnke was in for a surprise on this very special evening! Little did he know that he would be honoured with a unique award in recognition of his lifetime dedication to the cause and philosophy of the IACC. His outstanding achievements and phenomenal contribution to the advancement of colour in architecture and the built environment was rewarded with an IACC Honorary

Colour Diploma in Gold. Professor Edda Mally and Miss Helen Gurura (IACC's Representative in South Africa) gave their speeches in Austrian-German and English respectively, with the latter expressing her profound thanks to a man who has made many personal sacrifices to realise a global colour dream for the IACC Academy. Being the "man of colour," the event would have lacked chromatic refinement had Frank not received a floral bouquet showcasing several burgundy blooms that so elegantly matched the tie he wore on this memorable evening! 



Left to right: VP-Japan Toshiya Hashimoto, Deputy President Edda Mally, and President Frank H. Mahnke.

THINK ABOUT THIS

Think About This is a new feature of our IACC-NA newsletter. I will kick it off with a couple of questions for our IACC members. I encourage you to create your own submissions...as well as responses...for our next newsletters. Any color-related question or topic will be considered!

Have you, as a color consultant, ever been asked to comment about trends? If so, how do you handle the subject? Product colors both come from trend forecasts and help contribute to them.

Have you, as a color consultant, been asked to comment on the popular question: "What's the best color for ... [fill in the blanks!] ...?" If so, how do you handle this loaded question?

Now it's YOUR turn!— Barbara Jacobs, Editor



IACC-NA ANNUAL MEETING 2009 MAY 1-3, 2009: PARK CITY, UTAH Stein-Ericksen Lodge

The meeting will take place Saturday morning, May 2nd. We have a full day planned, including the meeting in the morning, lunch at the Lodge, thesis presentations and networking in the afternoon, and strolling around Park City with dinner at the Purple Sage restaurant. Park City is about 30 minutes from Salt Lake City, up in the mountains, so we'll need to coordinate arrivals and departures. Hotel cost is \$139 per night, single or double.

Please make reservations at 1.800.453.1302 with the Stein-Ericksen Lodge (see www.steinlodge.com).

RSVP and general questions: contact Brianna Adams, one of our Utah members, at brianna.adams@mynoaahs.com, or by phone at 801.631.3891.

IACC-NA COMMITTEES

COMMITTEE	MEMBERS	E-MAIL ADDRESS
Membership	Carolyn Richardson, Chair Corinne Wetten Gillian C. Rose	cmr11@cox.net colormyhouseahome@gmail.com gillianrose@msn.com
Marketing	Gillian C. Rose Rosamond Shee Kathleen Hope	gillianrose@msn.com r.shee@sbcglobal.net hope@coloure.net
Nominating	Rebecca Bushner, Chair Stephanie Hahn Brianna Adams Pattie Heaton	colorguru@gmail.com colorqueen@digitalputty.com brianna.adams@mynoahs.com colordesign@earthlink.net
Event Planning	Maria Killam, Chair Corinne Wetten Judi Laird	killiamm@yahoo.com colormyhouseahome@gmail.com info@jlgmandesign.com
Special Events	Elizabeth Brown, Chair	ebrown@eb-color.com
Newsletter	Barbara Jacobs, Chair Stephanie Hahn Hollie Jackson	bjacobs@integralcolor.com colorqueen@digitalputty.com momagirl72@msn.com
Website	Rachel Perls, Chair Kirstin Havnaer Art Bemis Laura Deubler-Mercurio Vera Westergaard	rachel.perls@gmail.com kristin@hearthstone-interior-design.com bemisresourcegrp@aol.com ldmercurio@optonline.net vw.gh@sbcglobal.net
Speaker	Brianna Adams, Chair Rebecca Bushner	brianna.adams@mynoahs.com colorguru@gmail.com
Executive Committee	Marcia Walter, President Paulette Diamond, President-Elect Randal Ehm, Vice-President Lise Michaud, Secretary Treasurer [open] Rebecca Bushner, Immediate Past President Pattie Heaton, Exec. Cmmttee Vice-President Laura Deubler-Mercurio, Exec. Cmmttee Vice-President Frank Mahnke, President, IACC International	crayon22@aol.com pdiamondinteriors@comcast.net randal@ehmarch.com centreccecl@sympatico.ca jane@nemke.com colorguru@gmail.com colordesign@earthlink.net ldmercurio@optonline.net mahnke_aicce@att.net

IACC-NA

Marcia Walter
President, IACC North America
2600 South Race Street
Denver, CO 80210

Email crayon22@aol.com

www.iaccna.org