

Light Art

“In visual perception a color is almost never seen as it really is—as it physically is. This fact makes color the most relative medium in art. In order to use color effectively it is necessary to recognize that color deceives continually. ”

— Josef Albers

This activity will demonstrate the relativity of color in relation to their interaction, particularly how this color information is translated into different digital messages and devices. Based on Albers’ theory of the interaction of color, we will test perceptual differences and analyze the different combinations. In this demonstration, we will be using a data-based approach to color mixing instead of paint.

The artist Esteban Garcia Bravo will show how he uses LED technology, mixing colors interactively to create interactive public art. Participants will be able to see the actual art medium and manipulate it.

Device for demo:

<https://youtu.be/lue1K5HbdzI>



Learn more about Esteban Garcia Bravo’s work here: <https://snebtor.org/>

