

Inter-Society Color Council *News*

1982 MACBETH AWARD — CALL FOR NOMINEES

The Macbeth Award Fund was established by Mr. Norman Macbeth, Jr., in honor of the memory of his father, Norman Macbeth. The award is usually, but not necessarily, presented biennially, in even-numbered years.

The Macbeth Award is to be given for one or more recent outstanding contributions in the field of color. It is to be presented to a member or a former member of the Council. The contributions shall have advanced the field of color, interpreted broadly, as in the objectives of the Council defined in Article II of the Constitution. The merit of a candidate shall be judged by his contributions to any of the fields of interest related to color, whether or not it is represented by any of the Member-Bodies. The contribution to color may be direct, it may be in the active practical stimulation of the application of color, or it may be an outstanding dissemination of knowledge of color by writing or lecturing. The candidates for the Macbeth Award need not have been active in the affairs of the Council.

The Macbeth Award Committee for 1982 is calling for nominees for the Macbeth Award. According to the ISCC handbook, the information required for the Macbeth Award follows:

1. Name and address of nominee.
2. Professional affiliation (company, institution, etc., if any).
 - a. Present.
 - b. Recent (past 10 years).
3. Title (present or more recent) and duties.
4. Other professional society affiliations and any positions held.
5. Nature of interest and activities in color.
6. Evidence of the contribution made in encouraging the scientific, artistic or industrial use of color.
 - a. In own organization (for company or employer).
 - b. In own aspect of color expertise in own industry or professional group.
 - c. In outside-interest contributions in color (other industries, for example).
 - d. In national activities.
 - e. In international activities.
7. Writing or speaking done in support of scientific, artistic or industrial use of color. (Attach list of publications, talks, patents, etc., if possible — the list should be representative, not necessarily complete.)
8. Additional general background information.
9. Source of nomination.
 - a. Member-Body — Give name of person in Member-Body who prepared the nomination.
 - b. Individual Member — Give name.
 - c. Award Committee.

Please submit all recommendations to William Benson, Robert Bassemir, Leo Hurvich, F. Joseph Vontury, or Richard S. Hunter (Chairman). Nominations will close on June 1, 1981.

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MARCH-APRIL 1981

IN MEMORIAM

Carl Z. Draves, Sr., an Honorary Member of the Council, died February 15, 1981, in New Hyde Park, N.Y. Draves retired from GAF Corp., was employed for 20 years as a textile chemist and editor of dye literature. After his retirement he taught chemistry at Brooklyn College, Nassau Community College, Queensborough Community College, and York College, all in the New York City area. Draves was national president of the American Association of Textile Chemists & Colorists 1940-41.

ARE YOU RETIRED OR ABOUT TO RETIRE?

Individual members of the Council who are retired are entitled to a reduction in dues accompanying a change to IMGR (retired member) status. If you are retired, or will retire soon, please so advise the Secretary. Your dues will be reduced to those for IMGR members, \$7.00 per year, at the next billing period.

ERRATUM

In the January/February 1981 *News* (Number 270), the change of address given on page 2 for Mr. J. Flynn is incorrect. The state should be changed to New York.

NEWS OF MEMBER-BODIES

American Society of Interior Designers (ASID)

ASID's 1981 National Conference and International Exposition of Designer Sources to be held in St. Louis, Missouri during July 23-27 is rapidly taking shape. A logo which reflects the theme "Celebration '81: The First Fifty Years" has been commissioned and approved.

"This is a year of celebration for the American Society of Interior Designers . . . celebration of the incredible progress our Society has made over the last half-century since the founding of AID in 1931," said President Jack Lowery, FASID, as he described the principal focus of the conference. "The conference theme is very appropriate since it aims to pay tribute to the years we've devoted to establishing and defining our role in shaping the interior spaces of our nation's built environment. Interior designers have made a vital contribution to the quality of the American lifestyle and it's time to celebrate that fact."

COLOR MARKETING GROUP (CMG)

The CMG is looking to the "Future for Color" in its Spring Meeting, to be held this year at the Dutch Inn at Lake Buena

Vista, Florida, May 16-19. It promises to be a very full and exciting meeting. The program will be as follows:

Sunday, May 17 – Afternoon

“The Affective Value of Future Lighting”

James L. Nuckolls, I. A. L. D.
Incorporated Consultants Ltd.

Design Directions – Market Reports:

David Byers – By Design

Sharon Clarke-Fodor – L. E. Carpenter

Robert Dale – Karastan Rug Mills

H. Josie Harkness – J. P. Stevens & Co.

Ann Tamura – Burlington Industries

David Wheeler – Ford Motor Co.

This is to be followed by a reception and a dinner dance.

Monday, May 18

Monday morning will be spent in Color Directions Workshops, for members, and a special introductory program for non-members.

Monday afternoon, following lunch and regional meetings, a tour has been arranged – “Examination of colorful applications of marketing and design at nearby facilities” – I do believe that means Disney World.

Tuesday, May 19

There will be a continuation of Color Directions Workshops, for members and non-members.

Tuesday Afternoon will feature Directions Committee Meetings. These are open to all – choose from:

Design, Education, Marketing, and Technical.

There will then be reports from the Color Directions Workshops.

The Meeting will close with a reception and dinner. Our dinner speaker will be Robert T. McCall, futuristic artist, who will present his view of life and color thirty years from now.

Ann Dillon

Dry Color Manufacturers’ Association (DCMA)

The Dry Color Manufacturers’ Association (DCMA) will hold its 1981 Annual Meeting – the Association’s 51st – June 14-17 at The Greenbrier, White Sulphur Springs, West Virginia.

Speakers from the Reagan Administration have been invited to detail their programs, specifically those concerning regulation, energy and the economy.

Inasmuch as the Association’s Ecology Committee activities are the heart of the DCMA programs, the Annual Ecology Forum is being supplemented by a special Board of Governors meeting with all Ecology Committee chairmen to present individual reports on the work of the DCMA Committees, special areas of concern, and projections of future areas of endeavor. This special Board meeting is open, and all meeting participants are encouraged to attend.

The format for this year’s program has also been changed with the Keynote Presentation at the President’s Breakfast Monday morning, preceding the Annual Business Meeting, an improved schedule of recreational activities, and a new Trap Shooting Tournament and Early-Bird Doubles Tennis Tournament. Also featured this year will be the DCMA Film Library – viewing of films and tapes of interest to pigment manufacturers – all available through DCMA.

This year’s meeting will see increased educational sessions, more varied recreational activities, and social programs including the annual awards banquet and the Kate’s Mountain Lodge barbeque buffet.

DCMA President Paul Papillo will preside at the annual business meeting, which will feature a mid-year legislative update, the election and installation of new Board members, and an antitrust program.

The DCMA is an industry trade association representing small, medium, and large pigment color manufacturers throughout the United States and Canada, accounting for approximately 95% of the production of color pigments in this country. Foreign pigment manufacturers with sales in the United States and Canada and domestic suppliers of intermediates to the pigments industry are also members of the Association.

Entomological Society of America

The Entomological Society of America will hold its annual meeting from 19 November to 3 December 1981 at the Town & Country Hotel, San Diego, Calif. The deadline for the submission of papers is 12 June 1981.

If more information is needed, please contact either the ESA National Office at the above address, or:

Program Chairman, Dr. Vahram Sevacherian, Department of Entomology, University of California, Riverside, CA 92521, (714) 787-3588.

Industrial Designers Society of America (IDSA)

‘Performance’ is Theme of IDSA National Conference

Five hundred (500) industrial designers representing national and international consulting firms, corporations and educational institutions are expected to attend the 16th Annual Conference of the Industrial Designers Society of America (IDSA) to be held at the Century Plaza Hotel in Los Angeles, California, October 31 to November 4.

There, through plenary sessions and workshops, participants will explore the conference theme, “Performance.” The agenda is aimed at helping all designers develop increased insight, skill, and creativity along with providing tools and techniques to improve individual performance in the workplace.

Highlights of the conference include a special luncheon to honor the winners of IDSA’s Industrial Design Excellence Awards along with an exhibit of 20 booths featuring the products and services offered industrial designers by suppliers.

For further information, including registration forms and fee schedules, please write to IDSA, 1717 N St., NW, Washington, DC 20036.

IDSA Seeks Consumer Product Designs for Awards Program

The Industrial Designers Society of America invites submissions of consumer product designs introduced from January 1980 to April 1981 to compete for the 1981 Industrial Design Excellence Awards.

Over 500 entries from across the United States are expected representing ten categories in this second Awards program sponsored by IDSA.

Besides Consumer Products, remaining categories are: Equipment; Instrumentation; Business and Office Products; Furniture and Furnishings; Transportation; Packaging and Merchandising; Corporate Identification Programs; Exhibit

and Signage; and Patents, Inventions and Unique Design Contributions.

IDSAs presents these Awards to recognize outstanding achievements in industrial design and to foster greater awareness by business and the public of the value of industrial design.

All competition entries will be on view at the IDSA Annual Conference, October 31 to November 4, 1981, at the Century Plaza Hotel, Los Angeles, California. The ten award-winning industrial designs will be honored at a special luncheon, November 1.

All interested parties are invited to call or write to IDSA in order to obtain an application form and copy of contest rules: Industrial Design Excellence Awards, IDSA, 1717 N St., NW, Washington, DC 20036, (202) 466-2927. All entries must be received by 5 PM, July 15, 1981.

Optical Society of America

The 1981 Annual Meeting will be held at the Orlando Hyatt Hotel, Kissimmee, Florida, October 26-30, 1981. Monday, October 26, is reserved for meetings of committees, the semi-annual meeting of the board of directors, and the presentation of nine short courses. Two short courses are scheduled for Wednesday afternoon. The technical portion of the meeting will begin Tuesday, October 27, and will continue through Friday, October 30.

SYMPOSIA

Measurements and Evaluation of Acquired Color-Vision Deficiencies.

This symposium will deal with clinical measurement, diagnosis, and research on color-vision deficiencies acquired from visual-system pathology, injury, and age.

- *Evaluation of Mechanisms Underlying Acquired Color-Vision Defects*, Anthony J. Adams, University of California, Berkeley.

- *Methodological Considerations in the Clinical Evaluation of Macular Color Vision*, Vivianne Smith and Joel Pokorny, University of Chicago.

Remote Sensing in the Marine Environment.

Passive optical methods and recent advances with laser systems are being used for bathymetry, fluorosensing, and other remote sensing applications. These techniques will be discussed, along with optical transmission and scattering effects near the air-sea interface and in the water column.

- *Airborne Hydrographic Surveying Using Active and Passive Electro-Optic Sensors*, Michael T. Cooper, Naval Coastal Systems Center.

- *Surface Water Phytoplankton Concentration Derived from Satellite Measurements of Ocean Color*, Howard R. Gordon, University of Miami.

- *Recent Airborne Laser Fluorosensing Experiments in Marine and Estuarine Waters*, Frank E. Hoge, Wallops Flight Center.

The Colour Group (Great Britain)

Chromatic Clerihews for Jubilee Year.

W.D. Wright
Measured some coloured light.
When asked, 'What do you see?',
He referred them to the C.I.E.

James Clerk Maxwell
Made a Top and a Box as well.
What with his Triangle and Spot
He did rather a lot.

For W.S. Stiles,
Colour's Laws caused only smiles.
To him, the inner workings of the eye
were simply easier than π .

Before Deane B. Judd
Colour Space was clear as mud.
Now with his corrections
We can see the connections.

Dorothy Nickerson
Cotton did pick upon.
She rendered its colour
Above any other.

Pour Yves le Grand
La couleur, c'est si bon.
But French grammar so bad
Would make him quite sad.

Sir Isaac Newton
Put his best suit on.
Now in his wig and his coat
He's on the pound note.

The last is certainly a clerihew, but it's not colourful.
Any suggestions?
A clerihew *must be biographical*, and of two 'rhyming' couplets. There are no apparent rules as to metre and line length.
David Palmer.

Here is one try.

Sir Isaac Newton used a prism
To effect in white light, an awesome schism.
Instead of a single color, a chromatic,
A rainbow spread, quite dramatic.

Anyone else care to have a try?
Ed.



Council for Optical Radiation Measurements (CORM)

International Conference on Optical Radiation Measurement of Fluorescent and Retroreflective Materials

June 17-19, 1981

Thunderbird Motel, Bloomington, Minnesota
(Near the Minneapolis-St. Paul Airport)

The importance of fluorescent and retroreflective materials for signs, signaling, traffic control, warning devices, and other high conspicuity applications is well known. The accurate determination of the reflective and retroreflective properties of these materials, under a variety of practical conditions such as daytime (daylight) and nighttime (incandescent, retroreflective) viewing, poses some of the most serious problems of measurement, standardization, and specification in the field of optical radiation measurements. The purpose of this Conference is to provide a forum for the in-depth discussion of these problems and the present state of the art for their solution.

For more information, call Dr. Fred W. Billmeyer, 518-270-6458.

BOOKS NOTED

Glossary of Color Terms

A compilation of more than 400 color-related terms and their definitions (extracted from the *Paint/Coatings Dictionary*). Included are color difference equations, as well as terms for such topics as optical phenomena, gloss, hiding, and color instrumentation. Definitions are not restricted to the coatings industry. Also included are a thesaurus and bibliography. 96 pages, \$6.00.

Available from Federation of Societies for Coatings Technology, 1315 Walnut Street, Philadelphia, PA 19107.

Human Factors in Lighting by P. R. Boyce

This book provides a comprehensive, up-to-date and critical review of what is known about people's responses to the lighting of buildings and roads. The book is divided into four parts. The first part deals with the fundamentals of light and vision, part 2 is concerned with the interaction of lighting and work, part 3 covers the influence of lighting on impression, comfort and health, and the final section discusses the factors influencing lighting standards.

This compilation and assessment of existing knowledge has been produced for two purposes. The first is to encourage greater understanding of what is known about people's responses to lighting and hence what lies behind lighting standards in current use. The second is to indicate those areas where more information is needed and to suggest fruitful approaches to obtaining it.

Of interest to: Engineers concerned with the research specification and design of lighting, lighting equipment manufacturers, architects, ergonomists and building scientists

Contents: *Part 1:* Foundations. 1. Light. 2. Vision. *Part 2:* Light and work. 3. Methods, models and results. 4. Specifics. 5. Uncertainties. *Part 3:* The appreciation of lighting. 6. Revealing impressions. 7. Avoiding discomfort. 8. Wider horizons. *Part 4:* Consequences. 9. Standards, codes and guides. 10. The way ahead. Index.

Applied Science Publishers Ltd., Ripple Road, Barking, Essex IG11 0SA, England. 420 pages, £26.00.

ROCHESTER INSTITUTE OF TECHNOLOGY

In a general expansion of services for the graphic arts industry, the Graphic Arts Research Center (GARC) at Rochester Institute of Technology will now concentrate on its technical and education services, including industry testing programs, seminars, information dissemination and developing quality control tools for graphic arts applications.

GARC has changed its name to the Technical and Education Center of the Graphic Arts (TEC/GA) to reflect this new emphasis of service.

TEC/GA Seminar Schedule: July through September, 1981

The Technical and Education Center of the Graphic Arts at the Rochester Institute of Technology has scheduled these seminars for the third quarter of 1981.

Please add these listings to your publication's calendar of events. More information about these or any other TEC/GA seminars can be obtained from Mr. Val Johnson at (716) 475-2758. Individual seminars will be highlighted in future news releases.

July:

- 13-15 Commercial Web Offset Workshop
- 20-23 Color Seminar for Pressmen
- 20-24 Screen Printing Update
- 27-31 Photo Science
- 28-31 Color Stripping

August:

- 24-26 Preservation of Photographic Images

September:

- 01-03 Understanding Bindery Operations
- 01-03 Screen Printing for the Electronics Industry
- 01-04 Phototypesetting for In-Plant Managers
- 21-23 Commercial Web Offset Workshop
- 21-24 Color Control for Cost & Quality

**This space reserved for contributions from
ISCC Member Bodies.
Editor's address on back page.**

CALENDAR

ISCC Annual Meetings

1982: April 19-20 – Charlotte, N.C.

Williamsburg Conferences

1982: February 7-10 1985: February 9-13
1983: February 6-9 1986: February 7-12
1984: February 12-15

Dry Color Manufacturers Association

1981: The Greenbrier, White Sulphur Springs, WV, June 14-17

Federation of Societies for Coatings Technology

1981: Cobo Hall, Detroit, MI, October 28-30

Deadlines for submitting items to be included in the Newsletter are: February 15, April 15, June 15, August 15, October 15, and December 15, in other words, the fifteenth of the even-numbered months.

Send Newsletter items to Editor:

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1. Any person interested in color and desirous of participating in the activities of the Council for the furtherance of its aims and purposes . . . shall be eligible for individual membership (By-Laws, Article I, Section 2). Application forms for individual membership may be obtained from the Secretary (address given above).
2. The Council re-affirms its community of interest and cooperation with the Munsell Color Foundation, an independent private foundation devoted solely to the advancement of color knowledge in science, art, and industry. It serves as Foundation Associate of the Inter-Society Color Council. The Council recommends and encourages contributions for the advancement of these purposes of the Munsell Color Foundation. For information, write to S. L. Davidson, NL Industries, P.O. Box 700, Hightstown, N.J. 08520.
3. The Council promotes color education by its association with the Cooper-Hewitt Museum. It recommends that intended gifts of historical significance, past or present, related to the artistic or scientific usage of color be brought to the attention of Christian Rohlfing, Cooper-Hewitt Museum, 9 East 90th Street, New York, New York 10028.