

Anders Hård  
Chalmers University of Technology  
Dept. of Architecture/ Basic Design  
S- 412 96 Göteborg  
Sweden

Private address:  
Ånäsvägen 27  
S-416 68 Göteborg  
Sweden

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1989-02-02

Mr. Rolf G. Kuehni  
Mobay Corporation  
Dyes and Pigments Division  
Rock Hill Industrial Park  
P.O. Drawer 2855 CRS  
Rock Hill, South Carolina 29731  
USA

Dear Rolf,

As you may know I am- principally- retired and thought that it would mean a less hectic working situation. In a way I have the opposite feeling, maybe a result of the fact that I work more slowly now than in younger days. This is also my excuse not having answered your letter regarding the question from the society dealing with colour vision deficiency. And just now I cannot find yours and Peter's letters but think I have grasped the question.

As I see it the publishers of COLOR have to make up their minds regarding the choice of way for the future:

1) COLOR can continue in the direction of a more and more sophisticated scientific and highly qualified journal dealing mainly with the chemical, physical and physiological aspects of what will cause color percepts  
or

2) another ambition could be to become a journal presenting in a much more popular way research results and how they might be applied in society and industry and emphasizing that color is perception and how of color is used in environment (I guess that I have in mind something like Scientific America or Popular Mechanics)

If the first way is chosen it seems relevant to welcome the new group with the risk that the content will become still more "technical" and less understandable for those who are less interested in *how colors are produced* and more in *how to chose and use colours*. From that point of view there will be a certain risk that we lose readers (architects, designers, artists, psychologists, some "practical" technicians within

paint, dying and printing industry etc), those who already now find many, or maybe most, of the articles too specialized and theoretical. People from those groups already now think that the cost of the journal is too high for what they get out of it.

If the "popular" approach is taken I can see that we have to find ways to encourage those categories to contribute to a much higher degree than today. This, on the other hand, might do it necessary to change the role of the reviewers because most of what those contributors have to say is more based on empiricism and less on scientific experiments, what in this country sometimes is known as "silent knowledge".

As an example of what I mean I can mention the comments on Sven Hesselgrens rather philosophical article. If they had said that the quality of it as such an article was dubious I would have agreed-the format gave the impression that he was giving a lecture to students. But as a philosophical document from an old architect who have studied and made research around color as a phenomenological concept and where to it had led his thinking I believe that a better rewritten version would have been interesting although "*there is no new information*" as one of the reviewers said. New information for whom??? It might be as adequate to ask for whom is Dave's article in 5/13-88 new and/or of interest??

If we want the popular approach to be a success I believe that we have to solve the "circular" problem that we, for instance receive no manuscripts from architects because they do not find anything of interest in the journal and consequently there will not appear anything of interest for an architect so that group will ask themselves why to subscribe and so the merry goes round and round. As far as I understand one way to solve this would be to have different sections in the journal dealing with different topics and have topical editors to search for interesting authors for articles. Maybe we also have to consider the necessity to pay for manuscripts ordered by the editors. This will certainly result in a raise in production costs but it might be so that it lead to many more subscribers.

There is a big interest in the use of color in environment. An example of this was the meeting in Winterthur on Environmental Color Design with nearly 200 attendants, many of them complaining that we don't have any forum for communication in that field. If we look at the program for the Color 89 congress, on the other hand, we find that this, and other topics related to a humanistic approach to color, is very little covered. And many have a feeling that this is mirrored in the COLOR today.

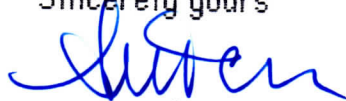
Imagine that there would be 1000 new readers possible at a POPULAR COLOR concept it would mean more than 100 000 new US\$.

Another aspect is if it possible to give it more of an international image than what it has today when many see it as an American journal

I guess that we can continue this pro et contra discussion about the choice of way concept when we meet in Buenos Aires. I am prepared to spend some time on that. By saing so I also want to say that it is a pity that you have decided to withdraw as editor although I can understand why. I have always liked your interest both in the technological and the cultural approach in color.

Looking forward seeing you in a couple of months,  
with best regards to you and your wife.

Sincerely yours



Anders Hård