About the Exhibit
Color is a very powerful element in the world and in art. Color has a profound effect on the human brain. We see color and perceive it subconsciously. Color can have an affect on our mood, hunger, and energy level. We see the power of color in advertising and marketing. Humans are obsessed by color. Color was present even at the birth of art. Archaeologists have discovered solid smears of pure pigment placed on ancient cave walls.

Color is a very complex element and we preserve it in different ways. Color is defined as an element of art that is produced when light striking an object is reflected back to the eye. There are three properties of color - hue, intensity, and value. These three properties provide us with a full range of expressive colors that transform meaningless things into art.

Art is created from a theory of mixing colors to produce other colors and values. A basic color theory is mixing what are called primary colors to achieve a range of colors found in nature. The three primary colors are yellow, red and blue. From these three colors, one can change the intensity and the value to create a full color map.

This exhibit explores the vast range of expressiveness artists can produce by using a primary hue as a main compositional subject. These artists used one or more of the three primary colors to produce art in a way that color itself is a major player within the artwork. The power of color is on full view! The richness of the value and saturation of color can be seen and enjoyed.