
THE PERCEPTION AND IMPLICATION OF COLOR IN SCIENCE, ART AND DESIGN.

COLOR HAS RADICALLY DIFFERENT MEANINGS IN VARYING CULTURES. WHAT WOULD IT MEAN TO UNDERSTAND COLOR THROUGH A SHARED LENS?

TESSERACT

TESSERACT
INAUGURAL
EVENT

MARCH 6
2023
6:00 PM

USC MICHELSON CENTER FOR
CONVERGENT BIOSCIENCE (MCB 101)

Please join the inaugural Tesseract event that brings together experts David Goodsell, Ben Fry and Thomas Albright to discuss color and hue as communications and design tools. Traditionally, color is approached from a distinct disciplinary background, whether it be neuroscience, psychology, structural biology, data visualization, the arts, or narrative design. By telling their respective stories and experimentations with the color

spectrum, our invited panelists will challenge one another to learn new facets of how it can create meaning or even emote in ways that differ from their familiar understanding. These experts will collaborate with their audience to imagine new narratives, inviting all present to consider radical reinterpretations of how color can impact messaging and understanding to audiences.



DAVID GOODSSELL

THE SCRIPPS RESEARCH INSTITUTE.
RCSB PROTEIN DATA BANK.



BEN FRY

FATHOM INFORMATION DESIGN
MASSACHUSETTS INSTITUTE OF
TECHNOLOGY



THOMAS ALBRIGHT

VISION CENTER LABORATORY
SALK INSTITUTE



JEN STEIN

MODERATOR
DESIGN LEAD, EXPERIMENTAL
DESIGN / RECOVERING PROFESSOR

TESSERACT CHALLENGES THE ESTABLISHED TRADITION OF SPECIALIZED SILOS OF LEARNING AND IS BASED ON THE ESSENTIAL NOTION THAT PROFOUND CHANGE COMES ONLY FROM THE DISRUPTION CAUSED WHEN DIFFERENT DISCIPLINES ARE BROUGHT TO BEAR ON COMPLEX PROBLEMS. TESSERACT RECOGNIZES THAT THE GRAND CHALLENGES OF THE CURRENT AGE REQUIRE THE PROLIFIC SHARING OF KNOWLEDGE ACROSS THE BOUNDARIES OF DIFFERENT CULTURES, DISCIPLINES, AND LIVED EXPERIENCES. THE TESSERACT INITIATIVE IS IMMERSIVE, TRANSDISCIPLINARY, EVOLUTIONARY, HOLISTIC, AND COLLABORATIVE. IT ASSUMES NO BORDERS AND EXPECTS TO STIMULATE NEW MULTIDISCIPLINARY CO-CREATION. IT IS A COLLABORATIVE INITIATIVE OF THE USC WORLD BUILDING MEDIA LABORATORY, THE BRIDGE INSTITUTE AND THE SCIENCE & ENTERTAINMENT EXCHANGE.

WORLD BUILDING INSTITUTE

The World Building Institute is founded on the beliefs that storytelling is the most powerful system for the advancement of human capability; that stories emerge logically and intuitively from the worlds that create them; that new technologies powerfully enable us to sculpt the imagination into existence; and that we are moving into a

landscape where art and science, design and engineering are inseparable. World building employs narrative design systems within a framework of deep research, holistic storytelling, and arts/science collaboration to envision, design, and experience preferred futures – and to take the stable steps now to realize these futures.

THE BRIDGE INSTITUTE

Exploring the interplay of molecules, cells and tissues through inclusive Team-Science and Art-Science frameworks to create new mechanistic insights that impact biomedical research, support science training and improve the human condition. The Bridge serves as a launchpad for projects,

drawing on disparate disciplines of science, engineering, medicine and the arts – leveraging the strengths of individual departments and schools by providing an umbrella that trains fearless researchers, supports convergence and empowers collaboration.

THE SCIENCE & ENTERTAINMENT EXCHANGE

The Science & Entertainment Exchange, a program of the National Academy of Sciences, connects the entertainment industry with experts in science, technology, and medicine

in order to enhance the portrayal of science and scientists in film, television, and new media, and to make science more accessible and inspiring for all audiences.

TESSERACT