

November 30th, 2019

ACA 2019 特別講演会

11月30日(土)午前(予定)

金丸克司 トヨタ自動車 カラーマネジメント室 主査

Inside the Minds of Automotive Color Designers

Mr. Scott Kanamaru

What is automotive color design?

How are the colors created?

What inspires the designer to create a new automotive color?

According to a study, "Color" is often ranked highly when consumers are asked the important factors when purchasing a vehicle. In recent years, variation of automotive body colors are increasing, further challenging new innovative expressions. All of these colors are specifically designed by automotive Color Designers, and there is a story to each and every color that is available in the market. Find out how automotive color designers actually create these colors, and how color / material / finishing have the power to change the image of automotive design.



PROFILE

Scott Kanamaru

Toyota Motor Corporation

Color Management Department

Project General Manager

Born in Japan, and moved to the United States during childhood.

Received B.A. in Economics, and pursued a certificate program in Visual Art (UCLA).

Grew up in Los Angeles, and have over 20 years of experience in automotive color design.

第5回アジア色彩学会 ACA2019 Nagoya

<http://www.color-science.jp/ACA2019/top/index.html>

会期: 2019年11月29日(金)~12月2日(月)

会場: 名城大学 ナゴヤドーム前キャンパス(名古屋市)

主催: ACA2019実行委員会

共催: 日本色彩学会

後援: 愛知県、名古屋商工会議所、名城大学

問合せ: info_ACA2019@color-science.jp



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