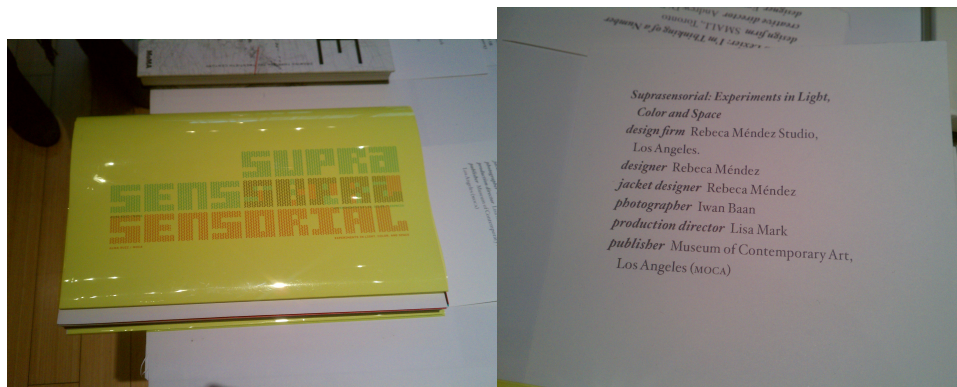


## **50 Books/50 Covers AIGA exhibit Summary**

The book I chose from the AIGA exhibit was “Suprasensorial: Experiment in Light, Color, and Space.” This book was design to reflect the participatory nature of the exhibition as the reader is invited to participate actively in order to fully experience the book. The specific inspiration came from Carlos Cruz-Diez, who, in the documentary *Life in Color: Cruz-Diez*, by Cine Archivo, explains how he was able to produce a whole solar spectrum using only red and green: “If the two colors are side by side, a third color is generated.” By turning a “rectangular” module into a linear one and engaging in a specific action, he was able to generate a third color (yellow) where the two lines touch: “I destroyed the original form and eternal binomial form-color.” Cruz-Diez’s realization that “color is an autonomous event that does not require form” became the platform and core of all his subsequent work.



The red- and green-colored gels included in this book function by absorbing their own color wavelength in the spectrum, thus revealing other colors. Place the red gel over the text to read the green text (Spanish), and place the green gel over the text to read the red text (English). The design of this catalogue pays homage to the work of Thomas Widdershoven and Nikki Gonnissen of the Amsterdam design firm Thonik, who conceived of tinted reading gels for *The Best of Wim T. Schippers* (Centraal Museum

Utrecht, 1997). The yellow keeps surprising me, as it changes completely from day to night and under different light conditions. So do the gels inside. It's definitely an object that goes beyond expectations of an exhibition catalogue, and demands a different—more interactive and playful—relationship. At the same time, its typographic design is quite simple, therefore one always has a familiar point of entry. The book is not just a documentation of the exhibition but also an extension of 'Suprasensorial' and an experiment on light, color and space." This book is from the collection of the 50 Books/50 Covers of 2010. The designer is Rebbeca Mendez. She was born in Mexico City and received her MFA from Art Center College of Design. She is currently a professor in the department of Design | Media Arts at UCLA. The trim size of this book is 8.375 X 13.5. The number of pages the book contains is 152 pages and the quantity printed is 1,500.