

## CIC29 COLOR SCIENTIST MEETS BARTENDAR/BARISTA

*As we all know, this year's CIC is a virtual event which poses a challenge on physically meeting in the same room. Nevertheless, this should and will not stop us from having some nice gatherings with drinks to cheer, even though only virtually. Now, we are all color experts, and we don't want to just show up with a 'boring' cocktail, coffee, or beer. There are so many more properties that a drink made by a color expert can entail.*

*We don't want to influence your creativity too much but here some inspiration: Make a drink with the largest color volume (would it clip colors on your new HDR TV?), does it have a particular color theme or texture, or will your colleague see completely different drink colors due to metamerism errors. And obviously, artistic context is also valuable - make it flamboyant! And whatever you come up with, don't limit yourself... the drinks can be alcoholic or not, hot, cold, frozen, gaseous? Or drinkable and not... (but stay safe and don't sip on anything that doesn't comply with your tummy), or add light sources (inside or outside of the drink).*

*Obviously we would all love to see the real drink, but if you can't mix the actual thing, **make a video or slide show pitch to all of us**, e.g., by showing some drawings or ingredients that convince us why this would make an extraordinary drink (we know that sourcing that pint of liquid mercury is both dangerous and expensive).*

*And did we mention that there will be awards? We won't lock us in yet what the award categories are, but we invite you to **suggest what you think the prize category** your drink should be awarded in should be.*

*With that, get those creative juices going and come up with a drink that will potentially shine and dazzle your peers (and we mean that literally). Submit your suggestion why you should win and what prize you should be awarded.*

Send submissions to: [color@imaging.org](mailto:color@imaging.org) (if the file is large, please provide a link for downloading)