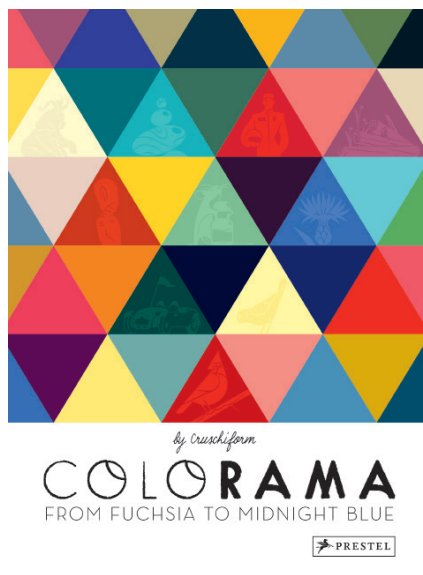


When is a blue dress not blue but navy, indigo, denim, or lapiz lazuli? With this fascinating and informative book in hand, young readers will be able to identify the colours that speak to them—and understand the reason there are so many subtle differences between shades.



COLORAMA FROM FUCHSIA TO MIDNIGHT BLUE

CRUSCHIFORM

What is the colour white? The serenity of a snowfall? The peace of a dove? The purity of alabaster? This original and captivating exploration of colour delves into the nuances of the universal palette while also explaining the history behind some of the terms used to describe certain hues. Elegantly designed it offers two-page spreads for 133 different shades. Each full-page of brilliant colour faces a charming explanatory illustration and text of technical, scientific, historic, etymological, or linguistic terms. Two helpful indices present the colours in the order in which they appear in the book and also sorts them thematically in categories such as “Birds,” “Cloth,” “Modes of Transport,” and “Formulas.” The book also offers inspiration and guidance to painters and illustrators. Young lovers of art can understand why artists chose a particular shade over another. As fun to peruse as it is informative, this unique, cleverly designed, high quality book offers a wealth of surprises about the colours around us.

CRUSCHIFORM is a Paris-based creative studio that specializes in illustration and graphic design. It was founded in 2007 by Marie-Laure Cruschi.

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