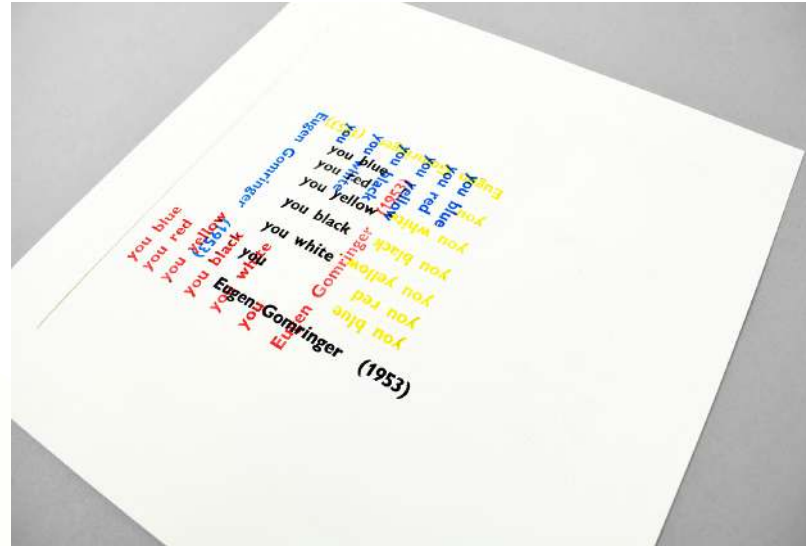
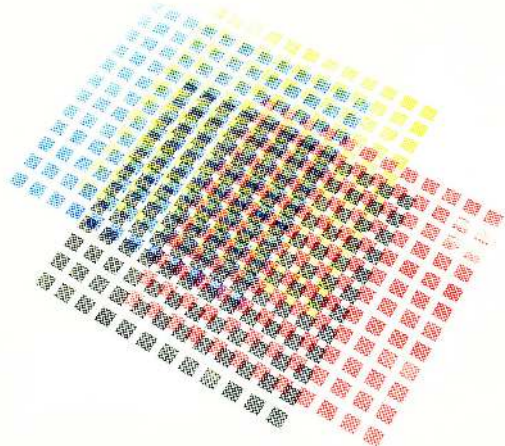


CONCEPT

"You..." is a qualitative research-based exploratory project.

I conducted interviews with people from different cultures to examine the theme "identity" and the role colours play in it. My questions included aspects of cultural, subcultural, and personal narratives, examining associations, memories and perceptions.

Colours are prominent in identity politics, flags, different communities and teams (...); they signify a sense of connectivity and belonging, as well as serve as a tool for distinction. They are powerful in both attracting or diverting people. We all attach different thoughts and connotations to different colours, while overall, there are certain reoccurring associations.



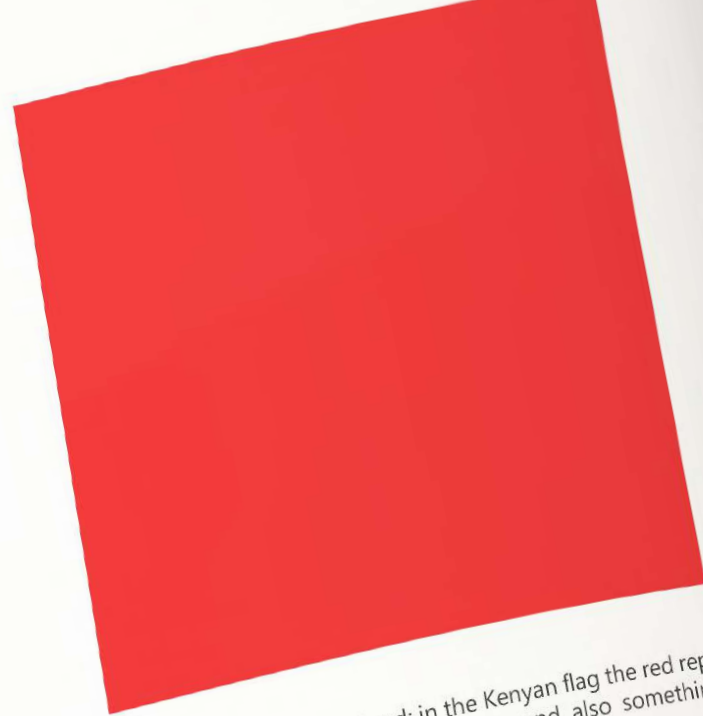
"You"

BOOK

The book reflects on the diversity of life, showcasing a variety of personal associations, thoughts and reflections. Each page is dedicated to an interview excerpt associated to a certain shade of colour.



"You"



"I associate red with blood; in the Kenyan flag the red represents the blood of the people... and also something slightly nationalistic, that I just don't like about it.


But the fact is, that everybody has red blood. And everybody can be completely undistinguished if they all have the same matter flowing inside of them."

/Daniel Mwangi

"You"

ood; in the Kenyan flag the red represents the people... and also something I just don't like about it.

ody has red blood. And everybody distinguished if they all have a bit of them."



"Blue is power, authority, royalty. (...) And a lot of it is how the colonising countries were always successful in the 18th-20th centuries. It's because there were technological advances, and because of that they gained power.

But when that Indonesian man ripped off the blue part of the flag, it meant that we were free of the power that had confined us for three-hundred years, because they had their power and technology and everything, and we were rebelling against it with red and white, which we as Indonesian refer to as blood and bones."

/Deryll Reminton

"I used to just not think about white until I've read this essay by a Japanese writer called Jun'ichirō Tanizaki. He talks about how vivid white can be if you have a white room with the sunlight that goes and moves across the wall. White in that way I find beautiful. He also talks about fresh bedsheets - I like the idea of cleanness."

/Abby Bayani