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Pick a Favorite

Scarlet. Hands down. There's no question which color reigns king of the crayon box.

Oooh, but pacific blue is nice in its own light — or goldenrod, for that matter, has a place on the palette.

Before most children enter preschool, they are charged with a task that eludes many adults: picking a favorite color.

It seems elementary, but can be overwhelming. The rainbow is divided into seven colors, but millions of others have been identified and even more remain unnamed. Think for a moment of every "favorite" color you've reported — maybe there's just one, or perhaps you've professed undying love for the whole spectrum by now.

So don't pick a favorite. How could you? How could anyone choose lavender or mahogany or cornflower blue at age 5 and be expected to stick with it for life?

Instead of agonizing over kindergarten questions, consider the potential for flexibility in our color-drenched world. Embrace the impossibility of cookie-cutter colors. Ditch black-and-white answers and recognize every value has, well, value. Be indecisive about the perfect pigment.

But if you must choose — really, scarlet's the best.

— VH

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DAUBS AND DYES

Local shop makes sensational stains, pretty pigments

Story by Chloe Rambo, Photos by Hayden Crosby

Whether you're sporting swirls or splotches of color, tie-dye clothes are eye-catching and unique, said Arlene Falcon, owner of Tye-Dye Everything in downtown Moscow.

It all started with a few T-shirts and a trip to a 20th anniversary celebration of Woodstock in Spokane, Wash. She said she took a stack of tie-dyed shirts, set up a booth and sold each and every one.

"Each garment gets individually folded," Falcon said. "Most tie-dye garments are folded in a combination of a spiral pattern, a crinkle pattern or an accordion pattern."

Spirals are the most popular style, especially in classic rainbow, Falcon said as she smoothed the wrinkles from a freshly washed, stark white bandana on a small area called the "folding table."

"We have to keep the place for folding and dying separate," Falcon said. "Or you'll have ink all over everything."

The front of Falcon's shop is bursting — nearly exploding — with color. Bikini tops, shorts, socks and a myriad of colored tees decorate the

small shop from floor to ceiling. Really, the only things void of color are the white shirts and bandanas, overalls and baby bibs, waiting for a splash of dye.

"The rainbow spiral pattern is always the most popular," Falcon said. "Out of everything, if we don't have enough rainbow spirals we have to make more."

Mixing the dye is a simple process, Falcon said. After pulling a tub off the shelves above the large double sink, she measures a small amount of powder dye into an empty Gatorade bottle, adds warm water, and shakes well to mix. Falcon said two spoonfuls of dye to a cup of water is the perfect ratio.

"We only try to mix what we'll need for the day or for the week," Falcon said.

Conserving dye is good for business, but can take more time when Falcon and her staff have to mix multiple batches of dye at the beginning of the week.

After folding the garment and securing it with rubber bands, Falcon carries the white bandana to the dying table. She applies yellow



dye first, as the lighter stains often get lost under darker, more saturated colors.

"It's all very easy," Falcon said of dying the rainbow spiral bandana. "You're basically coloring in the lines."

Falcon squirts dye from various bottles onto the garment, flips it over, and then dyes it again. After dying both sides, she said it is best to leave the garment untouched overnight to set.

Falcon has owned her store in Moscow for more than 20 years, and her shop is known nationally and internationally thanks to its website and online store.

"I have one customer that calls from Ireland, and she always says, 'It's prom-boy's mom,'" Falcon said.

After dying formal wear for the customer's son's prom, she said the woman stays in touch and continues to order from her shop.

"I have another great customer from Norway that loves our rainbows," Falcon said. "She always says she's so happy she found our 'rainbow store.'"

Making tie-dye is an unpredictable process. She said each item turns out differently depending on the style of folding and securing.

"That's the beauty of tie-dye — it's so forgiving," Falcon said. "And really, that's meaningful."



Owner of Tye-Dye Everything, Arlene Falcon, tie dyes a T-shirt in the work shop in the back of the store. Arlene's love of tie dye was inspired in the '60s by the Grateful Dead.



It's forgiving in the sense you can fix mistakes, but it's also for giving. It's a gift to whoever receives it."

Tie-dyeing is a process of bringing colors together, Falcon said, and can express the wearer's favorite colors and patterns.

"Sometimes someone will pick a shirt that we think is the ugliest," said Annie Fletcher, one of Falcon's employees. "But that's the one they fall in love with the most."

Falcon said people often resonate with colors that correlate with their chakra level, or the level of vital life-energies their body relates with and responds to. Falcon said these colors are more than personality cues — they're lifelines and connections to the way various colors stimulate the mind and body.

"People need to wear different collections of colors," Falcon said. "There's a tie-dyed item and colors for everyone." ■

HOPE AFTER THE STORM

Rainbow flag history still reaches community today

Story by Lindsey Treffry

Illustration by Ethan Kimberling

■ It's on bumpers, buttons and stickers. It hangs from buildings and businesses, and is displayed in the University of Idaho Lesbian, Gay, Bisexual and Transgender office. The rainbow flag is even tattooed on Julia Keleher's arm.

Keleher, the UI LGBT Office and Programs Coordinator, got the tattoo at 19.

"Our LGBT community back in the '70s ... had the idea of pride," she said. "It's all about pride. It's being proud of who you are."

In 1978, the San Francisco Gay and Lesbian Pride Parade commissioned artist Gilbert Baker to design a new symbol for its marches. Baker taught himself to sew and began crafting the banner.

"The rainbow is a part of nature and you have to be in the right place to see it," Baker told a CBS Chicago reporter in June 2012. "It's beautiful, all of the colors, even the colors you can't see that really fit us as a people because we are all of the colors ... all the genders, races and ages."

Paige Davies, the AmeriCorps women's mentoring, service learning and volunteer coordinator, said Baker probably chose rainbow colors because they are obnoxious.

"It's in your face. There's no hiding it," she said.

Davies' interpretation has changed throughout the years.

"To me, now it's annoying," Davies said. "Everything has to be rainbow-colored."

But Davies said the loud colors led her to Inland Oasis, a volunteer organization that serves LGBT communities.

"The logo had rainbow flag colors. Now it says 'open, accepting, affirming,' but it

used to only have the rainbow," Davies said. "I knew, then, that that was a place I could go. It was reassuring."

She said it was just as reassuring to see rainbow flag stickers in UI professors' offices — part of the UI Safe Zone project.

"They didn't have to tell me that it was OK to be gay," she said. "I just knew."

Katie Noble, UI Women's Center administrative assistant, said the flag represents a unity of all differences in the community.

"Before coming out, you're hiding who you are. But with the flag, you're not gonna hide from that anymore," Noble said. "The flag is so vibrant and solid."

And each vibrant color has a meaning.

Red means life. Orange, healing. Yellow, sunlight. Green, nature. Blue, harmony. And purple for spirit.

The flag once had pink for sex, and turquoise for art or magic, but the colors were later dropped to simplify production.

"The flag is our connection to our history," Keleher said. "There are symbols (like the flag) and it's important in understanding where (they) come from."

Noble said interpretations aren't always positive.

— Katie Noble

"For those who are not supportive (of the LGBT community), they're like 'Oh, there's another rainbow flag,'" she said. "There are two sides of it."

Davies said she might understand why the rainbow was chosen.

"It's happy, rich and full of life-colors," she said. "It's the hope after the storm." ■

**Look online for a student-submitted photo and thoughts about the rainbow flag.*



GO YOUR OWN WAY

Color designations in wayfinding say more than words

Story by Madison McCord

■ Hop in your car and roll down the road. When you reach an intersection, it isn't the word "STOP" that makes you slam your brake pedal to the floor, but the vibrant use of red.

Colorful signs, markers and symbols indicate when to stop, go, use caution and which side to stay on — often without words.

Ray Pankopf, University of Idaho director of architectural and engineering services, has led construction and renovation projects that update signage to clearly communicate the rules of the road.

"Color in wayfinding symbols gives the message an identity," Pankopf said. "It's a focus point for all transportation that has conditioned us to react in certain ways outside of reading the message."

The uniformity of these traveling colors and what they mean can be attributed to the Manual on Uniform Traffic Control Devices, which was created in 1935 to regulate the shape

and size of signage and markings. The manual has since been updated to mandate previously excluded monikers — including that stop-sign red.

So next time you take a stroll, trek or drive, keep an eye out for the colors that indicate why you're

going a certain way and think about how much different it would be if street lines were green instead of yellow.

"If we as a society had decided 100 years ago that a stop sign should be green, then today it wouldn't seem odd," Pankopf said. "But if we all of a sudden tried to change those colors today, it would cause a lot of confusion even though the messages would stay the same." ■

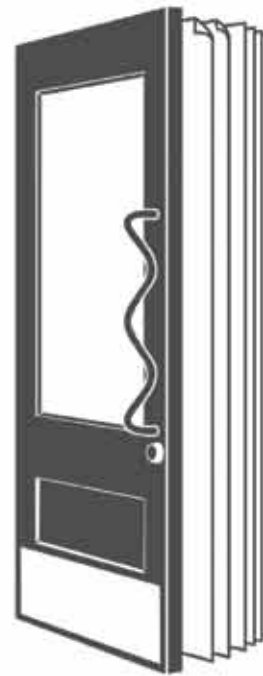
"Color in wayfinding symbols gives the message an identity."

— Ray Pankopf

Stop sign — The most recognizable colored sign on the road has always been an octagon, but its distinctive red color was not mandated until a 1954 MUTCD revision. Prior to the change, the signs were yellow with black letters. The change was made because yellow indicated caution, not stop.

Street lines — Without them, transportation would be a mess. Lines painted on the street signify lanes and directions of travel, and their yellow hue is no mistake. Introduced on Oregon's Columbia River Highway in 1917, the yellow line was meant to signify caution. Yellow remains on median lines to keep traffic moving safely in each direction.

Exit signs — In case of a freeway emergency, the first thing to look for is the exit sign — the color of which varies from region to region. Either red or green, emergency exit signs vary across the globe. The color green, which is required by law in some cities or states — such as Los Angeles — is easier to see in the dark since our optical rods receive the wavelength better, according to a 1980 "Journal of Physiology" article. Most European and Asian countries use a running male symbol instead of the word "EXIT."

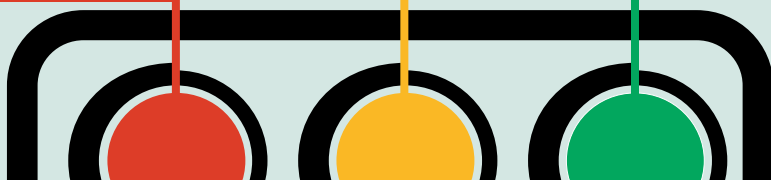


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CATWALK COLORS

Some fashion rules are made to be broken

Story by Britt Kiser

Photos by Amrah Canul and Philip Vukelich

■ No white after Labor Day. Don't mix neutrals. Redheads can't wear red.

Old-school rules governing color choice in wardrobe don't stand up to today's trends, said Lori Wahl, University of Idaho clothing, textiles and design instructor.

She pointed to style icons in television and pop culture who make a habit of breaking the rules. Rachel Bilson and Victoria Beckham are among many stars who step out in winter white. Brown leather accessories mix with navy and black garments on runways around the world. And as for the redhead rule:

"Madmen has finally squelched the whole 'redheads don't wear red' thing," Wahl said. "Because Christina Hendrix is seen many times wearing red and looks absolutely amazing."

Some rules are made to be broken, but the fashion industry remains anything but wishy-washy when it comes to good and bad color choice.

Retail and industrial influences also affect the hues that appear in stores and on the runway said Sandra Evenson, UI professor of clothing, textiles and design. Experts at every level of the fashion business contribute to color trends.

"There's something in it for everybody," she said.

Colors often look different in combination with one another, or depending on the material they're used in, Wahl said.

"If a pair of pants is satin, the color is going to look different than if they were dyed cotton," she said.

Wahl said color in textiles is always examined based on the fabric and product's end use.

"You know, white does not work well for women's pants," she said. "We love it, but it's not a strong selling color because it could potentially get dirty as you sit down during the day."





In putting together a product line, Wahl said several basic colors sell reliably. For example, she said women wear a lot of black because it's slimming and matches everything.

When a designer puts together a product assortment with pants in it, Wahl said it's crucial to include a neutral pair.

"So if you want to have a green pant in there that you know is fashion fabulous and might be featured in a magazine, that's fine, but you still have to generate sales with some basics," she said.

On the other hand, Wahl said it's important for designers to stray from putting an entire line of basics together, so mannequins have something to wear.

She said mannequins generally sport more innovative, brightly colored products to better catch consumers' attention.

Wahl said many colors that appear in retail premier on the runway.

"Let's say Chanel debuts this fabulous blue and then all of a sudden it starts to trickle down so eventually, you can buy it at Old Navy," she said.

From a manufacturing standpoint, just because something is a good idea, doesn't mean it will sell.

"You're depending on a retailer to sell your merchandise, so you have to convince them of your color strategy and they must have confidence in you," she said.

When people purchase clothing, Wahl said they are buying from a subset the retailer selected from the available products. Retailers choose products and colors they think their customers should buy, she said, which is why consumers often return to the same stores or boutiques — because the retailer has similar aesthetic preferences.

Color is a risk, Wahl said.

"At the end of the day, you have to make money," she said. "You can throw a color out there that you think is amazing, but if the retailer doesn't like it, it's a lost cause."

Some perceptions of color are relative, but approved colorists within the textiles industry are real authorities, Wahl said. To become certified, applicants must put a series of color samples in the correct sequence from lightest to darkest or shade to shade.

Colorists examine color segments, approve colors and make recommendations for changing test dyes.

Wahl said some people have more sensitivity to color in certain lights and settings, so colorists approve segments under a cool white fluorescent light for consistency.

Industry professionals hire color services or trend houses, that offer expert opinions. Most color services recommend a range of colors, Wahl said. For example, if pinks are trending, the service might suggest a variety of pinks that fall on the peach side of the spectrum.

Wahl said one of the industry's best color services, Pantone, offers color matching. Each color is assigned a number or code to make colors more universal. Pantone also chooses a color of the year and centers a large marketing campaign on it, Wahl said. This year's color is emerald green.

But don't feel pressured. Write your own rulebook. ■

COLORS OF CULTURE

Every culture views color in a different way, but Evenson said color in rites of passage is particularly intriguing. When she travels, Evenson said she notices each country's different color or pallet preference.

She said color is the core of Indian culture, which she has experienced first-hand. India has a long history of using vegetable dye for clothing, so colors such as madder red, indigo blue and monte green — vegetable colors — are tied to traditional Indian values.

She said Americans associate black with funerals and the loss of light from somebody's life, while in India, the color of mourning for widows is white.

"The idea is that when their husband dies, all the color of their life has been drained away," Evenson said.

In America, weddings are associated with white, but in India it's red.

In Asian culture, Wahl said a heavy emphasis is placed on patterns, within color.

Wahl said it is common in Japan to see several colorful plaids, prints and stripes worn in combinations. The bold pairing stems from the kimono, a traditional Japanese garment layered with different patterns.

Wahl also said purple is a consistent symbol for royalty in European culture, and red is a lucky color in China, related to the scarcity of the dyes. She said purple dye is derived from the murex shell, while red dye is made from crushed cochineal insects.

Evenson said although colors have different meanings in different cultures, they are usually associated with life, reproduction or good luck.

"If you understand the meaning of color in different societies, that's a little gateway to understanding more about the culture in a larger sense," she said.

COLOR ACCORD TO DOC

Figment or pigment?: One chemist's hunt for the origin of color

Story by Victoria Hart

Photos by Tony Marcolina



■ Tom “Doc” Bitterwolf is always animated, but today he’s almost bouncing. As he settles into the packed office he’s occupied for 24 years, his voice and eyebrows reach their upper limits.

Doc can’t wait to talk about color — where does it come from, how do we perceive it, does it even exist outside our imagination? The University of Idaho chemistry professor addresses every technicality of the biological, physical and chemical systems that create color before posing the same question he’s been asking himself for decades: “To what extent does your brain make up color?”

“Isn’t that just a wonderful question?” Doc said.

And he isn’t the first scientist to ask.

THIS GUY

Isaac Newton conducted his first experiments with prisms in 1666, and Doc said the young prodigy was probably already aware of theories regarding light and the spectrum. The 24-year-old Cambridge graduate closed his blinds and cut a hole in them so a sliver of sunlight shot into the room.

“Now, if you’ve ever been there, you know that the sun doesn’t shine a lot in Britain,” Doc said. “The fact that he was able to pull this off is just incredible.”

Newton waited in his darkened room, and when a beam of light entered and hit the opposite wall, he placed a prism in front of it. Doc said other scientists had worked with prisms before, but none were as bright as Newton.

“He was the first one to recognize what was really going on here,” Bitterwolf said.

He recognized that the prism divided white light into a rainbow of colors that had everything to do with the properties of light and little to do with the prism’s powers. Chandeliers and rainbows had long since revealed the rainbow, but Newton understood its origin more clearly.

Color has always been shaped by perception, and Doc said Newton’s mysticism led him to divide the spectrum into seven definite colors — resulting in the ROYGBIV rainbow we understand today.

EYES

Bitterwolf said perception of color begins with biology.

At the most basic level, color is produced when receptors behind the eye respond to light and send a signal to the brain, which deciphers the image.

“This is where things get really cool.”

Doc moves from his desk to another chair and leans forward, elbows on his knees and long, gray hair curling behind his ears.

Humans, he said, have three receptors for light. Rods sense outlines, movement and distance in high resolution to create what Doc called an HD, 3-D, live-action coloring book. Cones detect color information and deliver a less well-resolved image to the brain. At the same time a third receptor picks up light and shadow, triggering chemicals that activate our sleep-wake senses.

Bitterwolf described a Picasso painting of a mother and child that consists of a thin, black outline with color smeared haphazardly across the image. Facial features and hair textures are drawn clearly, and filled with blue, brown and green smudges. The mixture seems sloppy at first, but after a few minutes the picture becomes more definite.

“Your brain colors between the lines,” Doc said.

Each cone contains three molecules, each of which detects a different wavelength of light. Bitterwolf sketched a nanometer scale on a small grid-paper notepad that began with blue/violet on the left at 400 nm, and extended to red at 700 nm. He drew three arcs that intersected along the spectrum, one in the middle and one on each end, all reaching across one another’s boundaries. The middle section represents yellow/green color information.

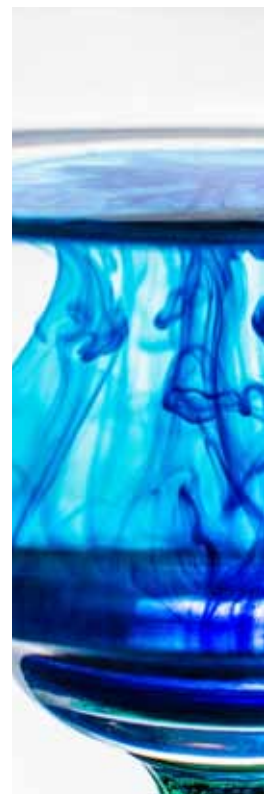
When certain voltages of light hit the cone, that combination is sent to the brain and interpreted as color.

DYES

The sun produces visible, infrared and UV light, and when its rays collide with anything — from a backpack, to a flower, to someone’s purple hair — compounds in those materials reflect and absorb different areas of the spectrum. The colors we see are reflected, and those we don’t are absorbed.

So a flower that looks red consists of molecules that reflect red light and absorb the shorter blue and green wavelengths. As it happens, those molecules are larger and more common in nature. Flowers with blue or purple hues tend to grow in the shade because their molecules are more sensitive to light.

The first pigments and dyes were made from natural materials such as plants and shells, but color revolutionized chemistry when one man created mauve.



ING



Bitterwolf said modern chemistry exploded — the pun may or may not have been intended — when British chemist William Henry Perkins created a color-fast dye that wouldn't fade with wear. Instantly, mauve was the color of 1856.

Chemists were among the first creators of colorful paints as well, and Bitterwolf said he finds the “hideously toxic” paints and dyes of the Middle Ages especially interesting. He said many colors were derived from poisons such as lead, mercury and cadmium.

Doc supposes the scientific tendency for experimenting with pigment may stem from an inherent preference many chemists share. He said it isn't unusual for groups of professional scientists to leave a national convention and visit an art museum.

“Chemists tend to be incredibly visual,” Doc said. “We're thinking in terms of images.”

His own research revolves around organometallic compounds.

“My colors are pretty boring ... mostly yellows and browns,” Doc said. “Basically we shine light on molecules and see how they behave ... they do all sorts of interesting things.”

Despite centuries of research across the globe, color perception still raises questions with uncertain answers. Do one person's cones interpret voltages the same way others' do? How much does color perception rely on language, culture or even genetics? Does color always exist or is pigment a perpetuated figment of our collective imagination?

“The brain takes the information, and at that point,” Doc said, “... it's magic.” ■



Melissa Appel's tattoo represents one of her favorite bars of music and the corresponding colors as she sees them.

CAN YOU HEAR THE SNOW?

Story by Katy Sword, Photo by Amrah Canul

*“The” is golden to represent the way Alan Hendricks sees letters.

■ Melissa Appel can tell you what falling snow sounds like. She knows when her younger sisters are listening to Taylor Swift even when it is not audible to **the** average ear.

She sees music as color.

Appel has synesthesia, a rare neurological condition when one or more senses stimulate another.

Music, for example, stimulates color for Appel. When she hears music, or anything really, she said she sees a corresponding color.

“Jazz comes in **the** form of blue, occasionally green or red, kind of **the** deeper, darker spectrum,” she said. “Where in marching band it’s a lot brighter and kind of across **the** board depending on what we are playing.”

She said it’s kind of like **the** Northern Lights — except **the** light show is placed over everything she sees.

“It’s almost like taking plastic wrap in different colors, but without **the** gloss over it, and just seeing **the** colors through that and seeing objects through that,” she said.

Her love for music, led Appel, a wildlife resources major, to music groups at **the** University of Idaho. She said sometimes it’s like a secret weapon because she uses her condition to memorize music and keep herself and her band section in tune.

“It comes in **the** form of while **the** colors stay **the** same, sharp is a little more brighter, flat is pretty dull, and in tune would be that inner mix of, ‘I like looking at this color,’” she said. “Where out of tune is like, ‘Ew, I don’t like looking at this color.’”

But Appel said like all secret weapons, synesthesia has its flaws.

“Sometimes I might be a little off,” Appel said. “Synesthesia — it is fallible. **the** way I’ve understood it, it’s in **the** eye of **the** beholder and what you see.”

Appel said she wasn’t always aware she had synesthesia.

“When I was a kid I didn’t really pay much attention to it. I was one of those kids hell-bent on being a writer and thought it was a part of my imagination,” she said. “I started figuring out what it was when I was in high school.”

She said she started playing **the** clarinet in fifth grade and occasionally saw some color when she practiced.

“There came one day where I was in choir and I kind of started getting attuned to what I was seeing and correlating it with what I was hearing,” Appel said. “**The** whole time I was thinking, ‘Am I going insane?’ I didn’t know what was happening.”

She said **the** first time she heard of synesthesia was at UI, when she overheard a fellow marching band member describing her experience of **the** song they had just played.

“I thought, ‘This is weird, that’s kind of what I’m seeing,’ so we got together and started talking about it,” she said. “She gave me some websites to look at and it reassured me that I wasn’t crazy.”

Alan Hendricks, a UI student studying English literature, realized he had synesthesia a little differently.

“In sixth grade I remember writing down personalities and gender of single-digit numbers and they had a story with them,” Hendricks said. “But my mom has (synesthesia) too so I never thought it was weird. In high school I stumbled across **the** word, and thought, ‘That’s me they are describing.’”

Hendricks feels gender for letters, numbers and inanimate objects and sees color when he hears music, but for him, colors and letters have a much stronger tie.

“For example letters, numbers, words all have different colors depending on what makes them up. Each letter has a different color,” he said.

But depending on **the** word, sometimes he sees an overall color instead of one for each letter.

“Most words that start with ‘t’ are gold because it’s **the** strongest color of letter,” Hendricks said. “Like ‘**the**’ is yellow even though ‘h’ is green.”

He said “l” is dark teal, “r,” emerald green, “b” is periwinkle blue and “m” is an odd combination of magenta and lime green. He said somehow they don’t clash and **the** letter appears sort of marbled.

But his favorite letter is “n.”

“I’m usually not big fan of orange, but it’s very auburn-orange, a true redhead color,” he said. “I don’t have others colored like it. Most are repeated in **the** alphabet.”

He said “a” is a close second because it’s a bright candy-apple red — her favorite color.

To him, **the** colors don’t appear as a hologram or a saran-wrap layer as they do for Appel.

“I look at a letter and that’s not necessarily what I see, it’s what I feel,” Hendricks said. “Kind of in my mind’s eye.”

While both agree their experiences with synesthesia are similar to a secret weapon, they also both have felt like a “party trick,” when others discover their uniqueness.

“Occasionally, I’ll be like, ‘Dude, I feel like a party game,’ but I suppose if it entertains I’ll share and not keep it a secret to keep people from thinking I’m on drugs or lost my mind. But **the** look of awe on their faces when I tell them, ‘This is what I see. This is what snow falling looks like.’ It’s heightened my appreciation for life,” Appel said.

Hendricks said when his high school psychology class found out he had synesthesia, he felt like an exhibit.

“I like answering questions, but **the** reaction I would get wasn’t that good,” he said. “They would say it was freakish and weird.”

But, Hendricks said he wouldn’t have it any other way.

“I’ve had people ask before if I could get rid of it, if I would,” he said. “And no, I can’t imagine going through life without it. Life would be so boring.” ■



BEYOND BLACK AND WHITE

Athletics embrace diversity, bring people together

Story by Kaitlyn Krasselt, Photo by Philip Vukelich

■ The University of Idaho Athletic Department hosts 36 international student-athletes from 12 countries. These student-athletes join hundreds of Americans from a range of backgrounds and cultures for one reason: the love of the game.

"When you're on a team you don't care if the guy on your left or right is from a different race or whatever. It doesn't matter if your family says you are not supposed to hang out with them," said Abid Akbar, a member of the UI men's tennis team. "When you're on the field you don't care who's who. When you're on a team you don't care who's by your side. You hold their hand and take them with you."

Karlene Hurrel, a sprinter for Idaho track and field, is from Edmonton, Alberta, Canada. Hurrel, whose mother is Scottish and father is Trinidadian, was selected to represent Alberta at the 2009 Canada Games.

From left to right: Vandal athletes Maxx Forde, Betty Flores, Karlene Hurrel and Abid Akbar. Australian athlete Stacey Barr is not pictured because she was on the road with the women's basketball team.



"It was exciting because I could see that there were other athletes around the world that were doing the exact same thing I was ... training day in and day out ... all for the love of one thing. So that's what I love about diversity in sports is you don't have to speak the same language, but you can love the exact same thing and train for it."

Akbar, Hurrel, Stacey Barr (women's basketball), Betty Flores (women's tennis), and Maxx Forde (football), came to UI to pursue athletics, but their varied cultures led them on different paths to becoming Vandals.

THE BEGINNING

"I wouldn't even be here ... I wouldn't be in the U.S. if I wasn't playing sports," Akbar said.

In Pakistan, Akbar said, sports are discouraged in the lower and middle classes and young people focus on school.

Akbar's father began playing tennis around age 10 and is the reason Akbar pursued the sport.

"(My grandfather) didn't discourage him or anything. He let him play. But when he wanted to pursue it more ... his dad didn't really encourage him with that," Akbar said. "When he got to the U.S. and got this opportunity ... he believed and he realized how important sports are for people."

For this reason, Akbar said, he knew at age 12 he would end up playing tennis in the U.S. someday.

"I knew my dad really wanted me to and he would make it happen someday," Akbar said.

Unlike Akbar, Flores needed time and support to convince her family she could come to the U.S.

Tennis, though, was always part of her life.

"It's funny how I started playing tennis because actually it is my mom's fault," Flores said. "She was pregnant with me, eight months, and she won a tournament."



MAXX FORDE

DEFENSIVE END

YEAR: JUNIOR

MAJOR: FINANCE AND MARKETING

MINOR: STATISTICS

HOMETOWN: WOODINVILLE, WASH.

"You just learn to get along with people from different backgrounds and it's fun. You grown as a family even though it's 105 guys ... it's a big family but it's a family. It's a cool dynamic."



FOOTBALL

MAXX FORDE

DEFENSIVE END

Flores said because she is the youngest child and the only girl, her parents were reluctant to let her attend college in America. But she knew two players from Mexico already on the UI team and they encouraged Flores to contact their coaches.

"My parents were more OK with that ... because there were people they knew, they knew I would be OK," Flores said.

When Akbar decided to attend UI, he had never heard of the university, or even the state, but he trusted his dad and committed to play Vandal tennis. Akbar left a region geographically smaller than Alaska, but with a diverse population of 4 or 5 million.

"I went straight to Spokane, Wash., ... and didn't see anything ... just a couple of deer," he said.

Barr, of Melbourne, Australia, began playing basketball at age 4 and joined competitive club teams at 7 years old. She said playing in the U.S. was the only way to reach the next level.

"Our system is just different there. We don't have college sports," Barr said.

Hurrell and Forde discovered their sports as pre-teens. Hurrell tried track and field for the first time in eighth grade, and Forde, a Seattle area native and Vandal defensive end, didn't start playing football until junior high.

"My parents didn't want me to get burnt out and not like it anymore, or pick up bad habits from playing at that age," Forde said.

A NEW PLACE, A DIFFERENT RACE

Akbar said he knew what to expect in the U.S. thanks to Hollywood, but he was nervous about arriving in 2009 when prejudice and discrimination toward those from the Middle East was at its peak. To his surprise, the transition was much easier than he anticipated.

"I was told ... that there is racism and people will look at you with different looks ... but I sort of felt my first few weeks that people were extra nice to me because I was from outside. That's what I felt here and that made me so comfortable," Akbar said.

He said he likes to tell people about where he is from and how life is in Pakistan because he believes the media does not paint an accurate picture of his country. Akbar said the biggest misconception is that Pakistan is an Arabic country.

"I don't even know Arabic," he said. "What the media shows ... I won't say it's wrong. There are parts that are doing bad, the economy is not doing well, there is some violence there ... but the thing is, a lot of people here are only shown that part. We have a lot of culture. We have a lot of history. We have a lot of good things going on."

Flores said she has had similar experiences in the U.S. when people ask questions of her culture.

"It's funny some people think we are still having those traditional dresses all the time with the big hats and the guys with mustaches, or that we drink a lot. But no, no, no we are not that way," Flores said. "Many people think they cannot go to Mexico because they are going to get shot. But no, no, no that is not true. If you are not in that business you are going to be fine."

Hurrell said she appreciated the diversity of her hometown in Canada, but enjoys being different in the U.S.

"When I first came here, I definitely felt like I was a minority. Not that it's a bad thing, but I never felt like that in Edmonton because I feel like there's diversity everywhere," Hurrell said. "It didn't make me uncomfortable, but it did make me aware that I was different."

Hurrell agreed with Akbar and Flores that the welcoming feel of Moscow made the transition easier.



STACEY BARR

POSITION: GUARD

YEAR: SOPHOMORE

MAJOR: DIETETICS

HOMETOWN: MELBOURNE, AUSTRALIA

"I think sports plays a big part in international (relations) because back home ... it's a little bit different. When you go to college ... you don't really have sports teams like this so to come over to America and have the opportunity to be on a scholarship and go to school and play basketball is a really big opportunity for me and something I wouldn't have had back home in Australia."



BASKETBALL

STACEY BARR

POSITION: GUARD



KARLENE HURRELL

SHORT SPRINT

YEAR: SOPHOMORE

MAJOR: DIETETICS

HOMETOWN: EDMONTON, ALBERTA, CANADA


"I love traveling with my team and wearing Vandal colors. I will always travel in my Idaho gear when I go back home to Canada ... and when I'm here sometimes I like wearing a Canadian shirt or I have Canadian mitts I sometimes wear. I like doing that, I like representing where I'm from and what I do."



TRACK + FIELD

KARLENE HURRELL

EVENT: SHORT SPRINTS



ABID AKBAR
SINGLES AND DOUBLES

YEAR: SENIOR
MAJOR: ADVERTISING
HOMETOWN: ISLAMABAD, PAKISTAN

"I just feel like everybody should live and let live and love each other and just be peaceful. There's only one life and it's a pretty short life. You've got to live it to the fullest."



BETTY FLORES
SINGLES AND DOUBLES

YEAR: SOPHOMORE
MAJOR: BUSINESS
HOMETOWN: GUZMAN, JALISCO, MEXICO

"The colors of my flag — which are green, white and red — those are the first colors that come to my mind when I lived in my country. But then I can relate those colors to the nice weather, the biodiversity that we have. Living here has been a very important experience for me ... now I remember Mexico and the first thing (I remember) is blue sky. Blue, blue, blue."

"Everyone here is really nice and they like that I'm different, and I like that too because I can learn different things," Hurrel said.

Hurrel said although everyone is accepting, there is some truth to the racial stereotypes she has heard.

"I know people make jokes about it, but they just assume that because you might be of a certain race that you might be more athletic than other athletes," Hurrel said. "When we travel ... in my events specifically, you'll never see white people in the finals and as the distances go up you see more white people. Next time you watch a track meet, just watch that."

Forde said as a mixed-race football player in a predominately white community he has experienced racism at various times, but it's never affected him or the way he views the world.

"It is what it is," Forde said. "My parents always told me to remember that old nursery rhyme, 'Sticks and stones will break my bones but words will never hurt me.' You can't let anyone else's words affect you."

COMING TOGETHER

Forde said he likes the way sports bring people together and thinks the connections are beneficial on an international level.

"You're all working together for one objective," Forde said. "You can't worry about what color somebody's skin is. You learn to get along with people from different backgrounds."

Akbar said sports, particularly cricket, have helped ease tensions between Pakistan and India and he wishes athletics could be more important in his area of the world. He said sports make great ambassadors.

"Not everybody's the same, you have to talk different to people ... some people get angry quicker, some people don't take offense to anything," Akbar said. "Some people may say something in a way that you might not like but the thing is it teaches you about other

people's cultures and where they come from, how they talk. Even the simple things are so different."

A WORLD DIVIDED, JOINED BY ATHLETICS

His experience in the U.S. and belief that sports can solve international discrimination led Akbar's father to start his own non-profit organization The organization encourages sports in poor villages of Pakistan and the country as a whole and around the world.

"If not the best, I feel it's close to the best way to bring people together ... it brings unity and clears all those races and culture ...

everybody's the same when you're out there," Akbar said. "When you look at the world from the top you don't see any barbed wires ... I feel like you can't as humans. It should be more peaceful and more positive and people should be more open to different cultures."

Akbar said he believes national borders cause racism and the formation of international sports can help combat that, if not solve it.

-Maxx Forde

"I think it happens when you don't know somebody. When you don't know where they're from or what they're like it's easy to start pointing fingers," he said.

Akbar said his experience in the U.S. has taught him to be accepting, and that because of it he agrees even more with his father about the importance of athletics. He and other international athletes agreed they wouldn't trade their experience as a Vandal for anything.

"It's just been a ball," Akbar said. "I couldn't have asked for something better." ■

LIVING SPACE

How colored spaces shape our emotions, actions

Story by Andrew Deskins

Illustrations by Ethan Kimberling

■ Someone who is sad might be “blue,” and someone in a rage is probably “seeing red.”

The field of color psychology deals with how color influences people's thoughts and emotions, and how it can be used to manipulate behavior.

Shauna Corry, UI interior design program coordinator, described the emotional effects of color on interior design choices.

“Emotional responses to color can be powerful,” Corry said. “Color can ruin a space for people if they have strong negative associations with it.”

Color can elicit psychological and physiological responses. Red can lead to elevated blood pressure, while blue and pink can lower it. Corry said pink has a history of being used in prison holding cells, and even locker rooms of opposing sports teams. But pink's calming effects are temporary, because as people become accustomed to pink, it can cause agitation.

Color also influences how spaces are perceived.

Red rooms feel warmer than blue rooms, even if they are the same temperature. Corry said this is a possible explanation for why several coffee shops in Moscow are painted red.

“They want you to stay for a while so they paint their spaces red to make you feel comfortable,” Corry said. “They want you to stay and buy more coffee.”

Sister's Brew employee Christine Locker said while she had didn't know why the exact shade of red was chosen, she did notice the cafe's dark color palette.

“I think the darker colors make it feel cozier,” Locker said. “I feel like I'm in my own living room. I worked at Moxie Java in Twin Falls and because the walls were painted orange it felt a little manic.”

Just down the street, Moscow resident Travis Morgan said the peaceful atmosphere of One World Cafe encourages him go there often and read. He said the colors are peaceful, unobtrusive and meld well. He said none of the colors are too heavy.

“Nothing weighs you down,” Morgan said.

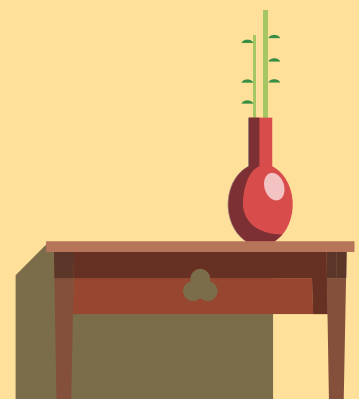
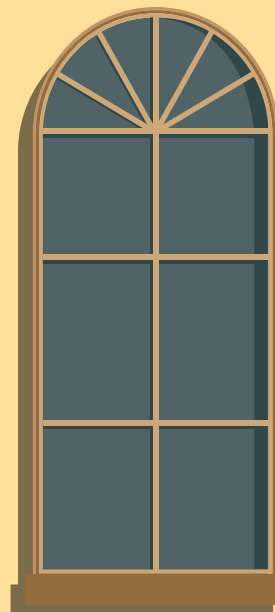
When asked about the colors in Einstein Bros Bagels, Morgan said they are very bright.

“The yellow creates an environment that is more in-and-out. It's kind of a loud place too,” Morgan said. “But here it can be noisy, but it isn't ever loud. I think that's partially because of the colors here.”

Corry said yellow spaces, such as the UI Student Union Building ballroom, seem more energetic.

“After they painted the ballroom yellow I think it feels more energetic when they have events there,” Corry said. “It doesn't work for every space, but the ballroom is big enough to handle it.”

Corry also said a lot of restaurants use red because it pulls out colors naturally found in food, but said restaurants tend to avoid blue.



"Think about meat," she said. "A red cut of meat is good, but if your meat looks blue, you aren't going to eat it."

But blue does have a calming effect on most people, which can make it a good choice for high-stress environments. This may be why The Argonaut offices are painted a light blue.

"It would make sense to paint The Argonaut offices blue because journalists have a lot of deadlines and consequently a lot of stress," Corry said.

Green can also be calming, and television guests are sometimes put in green rooms to relax, Corry said. Linda Moser, reception and referral specialist for UI's Academic Support and Assistance Program, said the green accent wall helped contribute to the soothing environment in ASAP's office in the Idaho Commons.

"Green, and particularly this shade, is pretty calm," Moser said. "It isn't radical like a red or a purple might be. I think that's a good thing because we help a lot of students with various physical and emotional difficulties and we don't want an environment that evokes a strong emotional response."

But sometimes color choice is purely aesthetic.

"I have a green wall to add depth and to pull color out of my painting," Corry said. "I like the way it affects this environment."

Moser also commented on the green wall in the ASAP offices.

"This shade is very unique," Moser said. "It looks more expensive, custom even. I think it makes the office feel more professional and I like the way it looks."

Corry said color can also influence purchasing decisions by triggering people's socio-economic attitudes toward color.

"Burger King initially positioned itself in the market as the cheapest burger. Orange is perceived to be inexpensive. It also leads to quick turnover. Both are excellent for a fast food restaurant," Corry said.

When the economy is down people like to see bright colors, as Corry said yellow was popular during the Great Depression. However, there is one place you won't ever see bright colors such as orange.

"You will never see orange in a bank," Corry said. "Banks are supposed to be solid, firm and capable, so they are usually painted with blue and gray color palettes."

Corry said color has definite psychological effects, but personal associations with color make it impossible to predict an individual's exact response. Corry said color psychology research has dropped off in recent years because findings weren't conclusive.

"Businesses that were paying for this research couldn't find a lot of conclusive evidence that would lead to influencing the bottom line," Corry said. "Consequently, they stopped paying for it and the research has slowed down dramatically."

"They want you to stay awhile so they paint their spaces red to make you feel comfortable."

-Shauna Corry

Sometimes color choices are made simply because they look good in the environment. Corry said light always changes how color looks and can make or break any color palette.

"I have a colleague in Seattle who did a design for a space in Arizona," Corry said. "She put it together in Seattle and it looked great. Unfortunately, the more intense sunlight in Arizona wasn't flattering to the design."

Corry said this explains why popular colors vary by region — what works in Seattle doesn't work in Arizona. She said color is also cultural. Moscow is home to a rainbow of color palettes because a variety of cultures coexist in the same space. The high education level of the community also contributes to its array of hues.

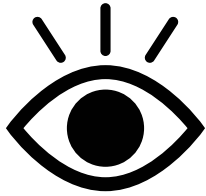
"Educated individuals prefer more sophisticated colors," Corry said.

Color selection could be driven by a shop owner's desire to welcome customers, a corporation's effort to target a demographic or a designer's hope to invoke psychology.

However, sometimes it is really quite simple.

"Sometimes a space is painted a color because the person choosing just liked it," Corry said. ■





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Our perceptions of color distinguish the nuances of the world around us, but do we need them?

*Story by Dylan Brown,
Photo by Jesse Hart,
Illustration by Avery Worrell*

■ If a rose was not red would it still smell as sweet?
Or would you just have a hard time finding it in a green field?

For the colorblind, until they know otherwise, a rose is a rose. So this story, like most, begins with a visit to the optometrist.

"I had no idea up until I needed glasses," said Brady Lubenow, a geology graduate student and teaching assistant at the University of Idaho.

He wondered if he had gone wrong in kindergarten.

"Do I just not know my colors very well?" Lubenow said he remembers thinking when family, friends and teachers frequently corrected him.

No one suspected his color perception was physically deficient, until after a visit to the eye doctor in ninth grade.

"Until it was diagnosed, no one even guessed," Lubenow said.

The optometrist told Lubenow he was "red-green" colorblind, which explained his problems distinguishing between certain colors.

Dr. Randall Cummings of the Moscow Vision Clinic said many people find out this way.

"People very seldom come in for color vision problems," he said. "They might come in and I find it."

Other times, a parent or teacher connects the dots when a student struggles with an assignment or simple tasks such as matching their socks.

Cummings treats many optical problems — motion sickness, dyslexia and attention deficit disorder — through behavioral eye therapy at his clinic because these problems are literally in your head. Training your brain with a gambit of visual exercises can alleviate some problems.

"The eye is just the outpost. The brain is where it is happening," Cummings said.

However, colorblindness cannot be trained away.

"There is not a whole lot you can do about it," he said.

This is because colorblindness stems from a physiological deficiency in the color receptors of the eye, called cones.

When light passes through to the back of the eye it hits two kinds of color-receptor cells: rods and cones. While rods react only to black or white light, the less-plentiful cones, especially those located in the center of a tiny indent in the retinal layer called the macula, allow us to perceive color.

Humans typically have three types of cones, long, medium, and short — abbreviated L, M, and S — and each respond to different wavelengths of light. L-cones absorb shorter wavelengths such as reds, M-cones respond to greens, and S-cones to high-frequency wavelength colors like blue.



Wearing a sweater that matches his maps, geography major Joe Perotti sees the world's colors differently.

A deficiency of a certain type of cone leads to a decreased ability to see colors associated with that cone. So fewer L-cones, as in Lubenow's case, causes red to blend with green, the next-closest frequency. Completely, black-and-white-movie color blindness, while exceedingly rare, is possible if none of the cones are present or functioning.

Color blindness is passed genetically from parent to child on the X chromosome. Because it is a recessive trait, it is predominantly found in men who only have one X chromosome while women have two, allowing for a dominant X chromosome to cancel out the recessive trait. Therefore, Cummings said, 1 in 12 men but less than 1 percent of women have some sort of color vision problem, with Lubenow's "red-green" being the most common. Color blindness can also develop as the eye ages or is affected by disease.

Cummings said color 'blind' is a misnomer, and until society says differently, "you don't know what you're missing."

The colorblind find ways to cope. They adapt to a world where colors have been through a washing machine too many times.

"I notice it the most in what I study: geography information systems — making maps and things," said Joe Perotti, a senior in geography. "The problem is the way you make maps typically. You use lots of colors ... to distinguish between (them) becomes painful."

Perotti's optometrist also broke the news that he was red-green colorblind.

"That's how I've always been. I would not know any different," he said. "I was getting an eye check-up and 'Hey, you're colorblind.' I guess that (made) sense."

For the most part, Perotti said, he survives the daily barrage of colors in class, relying on symbols and shapes when the colors run together.

"Being colorblind, you also rely a lot more on textures, shades, lightness — you learn to look at more at once," he said.

Sometimes though, you just have to ask.

"Depending on how bright or dim they are ... you just cannot tell. The reds will just look yellow or the yellows will look green," Perotti said.

When he is in front of his 101 classes, Lubenow said he usually does not rely on color to identify minerals because isolating one color in the midst of another is difficult for him.

"When there's a lot of one, a little of another one," he said. "There's a whole wall of red and a couple little dots of green. It'd all look red."

This becomes critical when he hits the disc-golf course. "I avoid certain colors of discs. If I get a red disc, I can't see it at all in the grass," Lubenow said.

When a toss ends up in the tall grass, Lubenow said he has to be right on top of it to find it, relying on directions from friends such as "You are standing on it."

"I got a couple of hot pink ones because I thought they were cool," he said. "But I realized that was a terrible idea."

He now plays with blue.

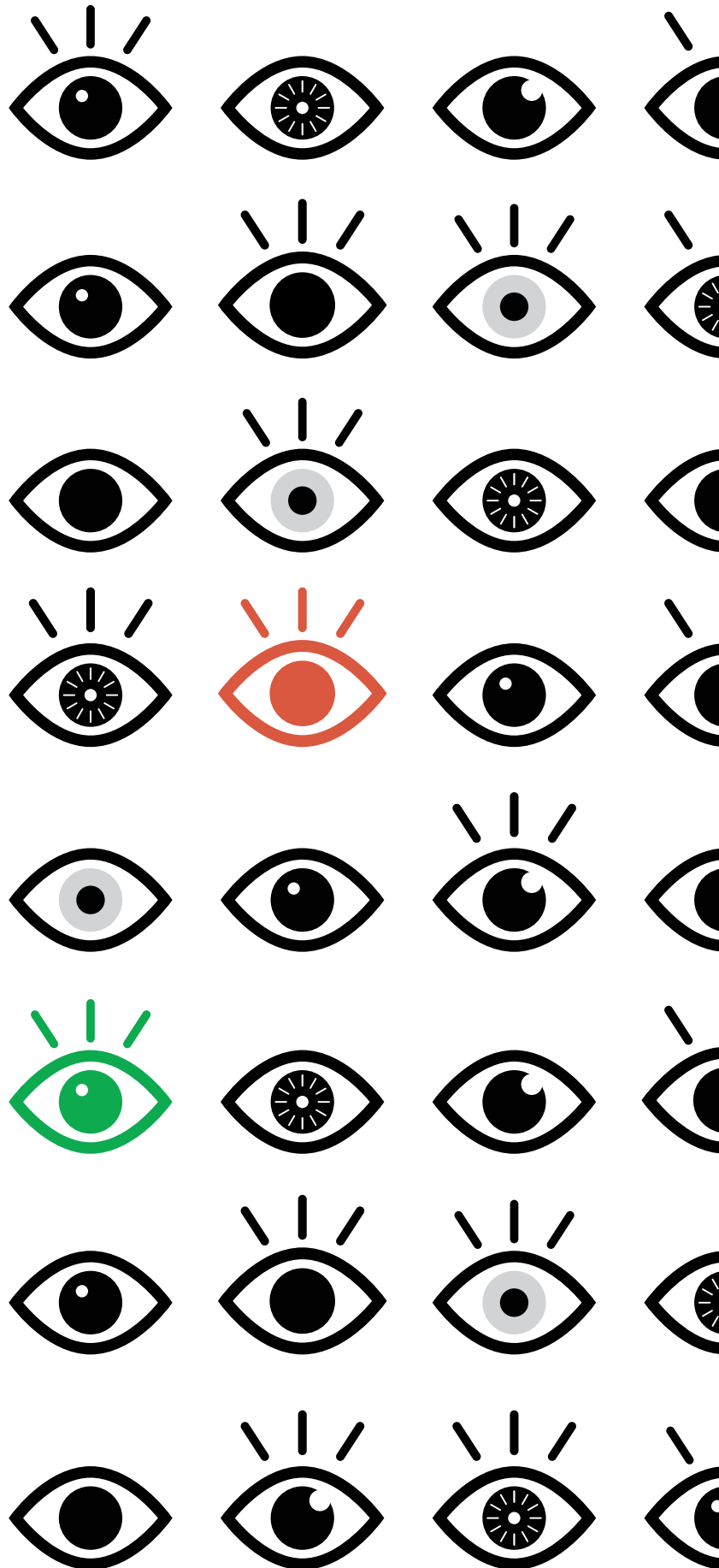
Lubenow and Perotti said most people assume colorblind life is black and white like Dorothy's before she leaves Kansas. Yet, given the opportunity would they take the chance to see a more colorful Oz?

"For me, everything is duller from what I understand — duller and browner. The idea of things being more vivid and sharp is kind of exciting," Perotti said.

Both said they might consider a correction.

"It would depend on what the risks were, if there was no harm in it and it was cheap I'd probably do it, but at the risk of losing my sight? Definitely not," Lubenow said.

Currently, the optometrist won't offer a fix for colorblindness, but neither seemed that concerned. A rose may still be a slightly greenish-brownish-red rose, but it smells just as sweet. ■



DIGGING THAT SILVER AND GOLD

*Dean of Students Bruce Pitman
weighs in on UI's iconic colors*

Photo by Philip Vukelich

■ “Silver and gold in the sunlight blazes” are words that have lifted the hearts of UI alumni since the Alma Mater has been our song. Vandals have taken our colors to mountain tops, into earth orbit on shuttle missions, to the sands of Middle East combat zones, U.S. Congress, the hurricane-ravaged Gulf Coast and to our communities. “Vandal gold” also looks remarkably like Olympic gold worn by Vandals as they step to the top of the award platform.

Silver and gold are the beautiful and precious metals that brought settlers to Idaho. These colors also appropriately symbolize the beautiful and precious educations that are gained at the University of Idaho.

Vandals proudly carry these colors wherever they go as they display their pride in being Vandals. Silver and gold remind alumni of the special moments that marked their time on campus and the wonderful relationships that they still enjoy as a part of the Vandal Family.

My favorite memories of silver and gold images come from widely different situations.

In December 2009, the Vandal football team won the Humanitarian Bowl in Boise. Typically Boise is covered in blue and orange but for a few days it became transformed with silver and gold. The football stadium was mostly silver and gold — except for the blue turf — and Vandal fans wore their gear everywhere. Every time Vandals encountered other Vandals wearing silver and gold, the standard greeting of “Go Vandals” filled the air. It was a great silver and gold moment.

Silver and gold show most brightly when they are covered with mud, sweat and dry wall dust. I have savored moments on Alternative Service Break trips when our students wear Vandal gear to do hard and often dirty work trying to help other people. Our silver and gold colors have been to the Gulf Coast, places of urban poverty and in villages located in South America, Cambodia or Central America. Vandals wearing silver and gold change lives in these hard places.

One more silver and gold image sits on my desk. There is a picture of my son and daughter standing on the summit of Mt. Rainier holding a Vandal flag. Everyday, I smile at that picture knowing that our family has been deeply touched by the silver and gold of the University of Idaho.

Go Vandals!

— BP





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