



2008 SDA St. Louis Board

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SDA – St. Louis Chapter Monthly Meeting Minutes

Wednesday, March 26, 2008

Engineer's Club, St. Louis, Missouri

Members Present:

Julie Finocchio – Arcturis
Julie Harms – SCI Engineering
Kim Hughes – Mackey Mitchell
Bobbi Litton – Mackey Mitchell
Cindy Risman – HERA Inc.
Sheila Dumayne – SCI Engineering
Jean Tedesco – Tarlton
Cindy D'Anna – OWH
Al Thomas – Shively Geotechnical
Danielle Weston – McClure Engineering
Karen Dahl – Mackey Mitchell
Diane Klug – Parsons Brinckerhoff
Katheryne Morschl – McClure Engineering
Nancy Light-Lampert – Shannon & Wilson

Guests Present:

Lisa Deterding – Arcturis
Robyn Hofmeister – SCI Engineering
Becky Boehm – Tech Electronics
Bob Winters - OWH

1. The meeting began with informal networking and Danielle Weston opened the meeting at 12:00 p.m., welcoming everyone including our guests – Robyn Hoffmeister, SCI; Lisa Deterding, Arcturis; Becky Boehm, Tech Electronics; and Bob Winters, OWH.
2. Danielle also introduced the new membership chairman, Katheryne Morschl, McClure Engineering. She will be making a presentation at the AIA meeting on May 22, 2008.
3. Sheila Dumayne, 2008 Bylaws Chair, sent the bylaws and standing rules to National for approval. SDA members will receive a notice when this information is ready for review on the website. We will vote on the bylaws at the April meeting.
4. Danielle Weston introduced our Speaker, Bob Winters, Principal at Ottolino, Winters, Huebner. Bob Winters holds a Master of

Architecture Degree from Washington University and a Bachelor of Arts from Grinnell College. He has been licensed as an Architect since 1987 and a past President of the St. Louis Chapter of the American Institute of Architects, currently serving on their Board of Directors. Mr. Winters provides design and interior architectural services for a variety of private and public sector clients.

5. Bob presented the “Color” presentation to SDA 4 years ago. He covered:
 - Color History
 - Color Theory - Meaning
 - Color Assembling – Color Wheel
 - Color Forecasting – Predictions by two international groups of what we will like in 2008, 2009 and 2010. They set color direction across the industry.

6. **HISTORY AND MEANING**
Color goes back to what we find in the earth. Many of the minerals found in the earth from which color was derived - color dyes, paints, etc.

DaVinci thought there were only six colors: White/black – lightness and dark; yellow – earth; green – water; blue – air; red – fire. These were not uncommon associations.

Karl Jung thought – blue equated to thinking being a more passive, cooler color; red - more feeling, more evocative color; yellow – intuition; green – sensation.

People who study the physiology of color find that when we see color, it does evoke physiological, biological responses. We also know that color has “cultural” meaning; however, there are universal meanings. Examples

RED (Excitement, Alarm, Struggle, Fanaticism, Warmth);

ORANGE (Common, Earthy, Natural, Warm);

YELLOW (Envy, Fresh, Sunny, Airy);

GREEN (Soothing, Warm, Cool, Restful);

BLUE (Fidelity, Constant, Motionless, Longing, Purity, Coolness, Timelessness);

PURPLE (Violence, Regal, Unadulterated, Unalloyed, Regal, Royal);

BLACK (Night, Death, Magic, Wealth, Elegance);

WHITE (Purity, Virginity, Peace);

GRAY - Makes rooms seem refined and exclusive. The only color that leaves no after image.

7. COLOR WHEELS

- Color - reflection/absorption of light
- 10 million hues
- Primary, secondary, tertiary colors
- Warm to Cools
Visual warmth expands
Cooler recedes

8. COLOR FOR POPULARITY

Color goes through trends. Up to about 2000, DuPont has documented color selection. Green has been the longest lasting color for automobiles. Now the color is silver:

Silver	27%
White	24%
Black	16%
Gray	12%

This is particularly true in the luxury market and now in the global market (India, Asia, and South America) where 27% of the cars are silver

Color choice: We are now running parallel to the late 50s and early 70s with pretty incredible colors such as coppers, reds, yellow, and oranges. Smaller cars are the ones that have the color. The larger cars and luxury cars follow the monochromatic colors.

9. COLOR FOR PROFIT

Color increases brand recognition up to 80%, color improves reading by 40% and color accelerates learning from 55% to 78% and comprehension by 73%. Color ads are read up to 42% more than similar ads in black and white. Color can be up to 85% of the reason as to why people will buy.

10. COLOR FORECASTING

There are people who get together 1 time per year from all around the world. They set the color direction for two years out. Color czars study trends, color use, inspiration, and travel around the world. Then they come back together in one room (50 people do color presentation) and debate and come to a consensus about the color trends for next season.

- **COLOR PREDICTIONS**

2008 – Greening – People want things they wear and to be “green” no matter what color they are. Stylish means the material needs to be:

Natural	Hand-Made
Undyed	Unbleached
Texture	Imperfections
Off-White	Sandy Color
Rock/Soil	Natural

Blue – The color blue reminds us of sky, water and again inspires environmental issues. The trend is for a much blacker, blacker blue.

Specialized Finishes – Warmer metallic. Advances in technology adds shimmer and sparkle.

Ethnic accents – coming from a more global market – India, China, Latin America – red, glowing oranges, rosy pinks, yellow, turquoise.

2009 – This moves you a little more into fashion. Fashion Marketing Group – Casual.

Colors will change based on our economy. Deeper purple – light still neutral, earthy,
Classic – brown, coffee used in a whole variety of ways.

2010 – Darker Grayer is a little more subdued, which is not unusual for a post-recession period. We are not optimistic yet and not quite ready to use the really bright colors. Keep quiet classic.

11. COLOR FOR DESIGN

Colors do have predictable outcome: Evoke feelings; names change but color has not. Subjective (cultural): What we like or don't like is open to interpretation depending on culture.

When deciding on colors, Bob gave a few general rules to help in decision making:

- What are you trying to achieve
- Know your space
- Light Source – Direct/Florescent
- Know your purpose
- Stimulate space
- Visual
- Background
- Shades before hues
- Vary shades
- Use compatible hues
- Limit number of colors
- Use familiar colors
- Use natural colors
- Have fun

12. COLOR COMBINATIONS

Then presented us with color combinations using descriptive words: Urbane, Sophisticated, Resolute, Earthy, Sensible, Alluring, etc. (See attached presentation).

Socioeconomics affects color such as coming out of depressions.

CANSTRUCTION – Vickie Hayden will give a presentation at the April meeting. 53,000 cans were donated which is 15,000 more than last year. Pictures are not yet available on the website.

Danielle closed the meeting at 1:00 PM. The next meeting will be April 30, 2008.