

# COLOR

*The memory of Sadism*

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## Note

Before we go into this text, we need to make sure that we have a **Safety Word**. To protect the reader's fragile mentality, here below is the sign which you can see on every paragraph, which indicates brutality, this for your safety, not mine, that you might feel uncomfortable to handle.

## The safety word

: Cucumber 🥒<sup>1</sup>

= 오이 [oi]<sup>2</sup>

- A creeping vine that roots in the ground and grows up trellises or other supporting frames, wrapping around supports with thin, spiraling tendrils.
- In botanical terms, the cucumber is classified as a pepo, a type of botanical berry with a hard outer rind and no internal divisions. However, much like tomatoes and squashes, it is often perceived, prepared, and eaten as a vegetable.

This is our agreement that if there is cucumber sign 🥒 before a paragraph, readers can refuse to read those parts, or they can be prepared, and I, as a writer of this text, can avoid the responsibilities for you as a reader's mental wounds.

오이 is cucumber in Korean, which is pronounced as [oi]. In Scandinavian countries, "oi" is one of the most common interjections. Scandinavian say "oi!" whenever they are surprised, impressed, or whenever they are excited, similar to "Oh my god" in English.

So 오이 [oi] is perfect for our safety word. The shape of 오이 (cucumber) is perfect. The pronunciation of 오이 [oi] is perfect especially for Scandinavians, easy to speak, nutritious, delicious, allergic etc.

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<sup>1</sup> <https://www.emojiall.com/ko/emoji/> 🥒

<sup>2</sup> <https://en.wikipedia.org/wiki/Cucumber#Description>

# The hierarchy in the relationship

## Sadism, Sadist

*"Sadistic tendencies don't just exist in serial killers, but in everyday people and are strongly-linked to greater aggressive behavior," - David Chester (Virginia Commonwealth University)*

As long as we are involved in this society, we are all sadist. Not only in a sexual way. You perves! but also in a psychological way. All the racism matter that are discussed by white people, the "real feminism" defined by guys are same line with sadism. All the campaigns about donation and voluntary works for "poor people" are spent as poverty porn. Do they know it is Christmas time at all??

Those are still existing apparently even today, when we are reading this text. The friendly smile of the old white man who stared at me from the bus until I made eye contact, a sincere apology in Japanese from one stranger in a bar, and a friendly explanation of how to eat butter from the guy who seat next to me in airplane. While they are giving me these all kindness, they might feel an orgasm, that they want to show how kind they are, EVEN toward this Asian girl. Me. What a porno.

It is about ME, who is living as an Asian girl in western society. These are my personal and general stories. The stories are not easy for people to imagine. The stories are not part of their routine. I am not comfortable with the old white man's smile. I do not want to be well treated just because I am an Asian. I do not want to be judged on my Asian appearance. Perhaps the person in the bar wanted to apologize sincerely, but it seems like someone just wanted to catch the chance to use Japanese. I know what the butter is. Is that really going to be happening to a person from a western country? We do not need to go so far. We do not need to make it as a political or serious social issue. I just want to be treated NORMALLY.

## Friends with Sadism

Dear friends, I am sorry to say that you guys are the same. Not because you are a bad person, we all do the same mistake. And for me, it is also quite sadistic, it is totally okay because I am enjoying the benefit of forgiving all of you. You are welcome. You are welcome that I forgive you even if I have been removed, ignored, judged by you. Even if you all are giving me a huge burden that I should be OK always.

## Color and Race

There are three women dancing together in the installation from **Niki de Saint Phalle** from France. In this sculpture, three glamorous women without face are dancing together. Niki is showing the harmony of the different ethnic groups through these three women of different colors. According to her, those three colors are representing three races<sup>3</sup>. This is her point of view of harmony among three difference skin colors. However, it is quite simple idea to be considered as respect for diversity. Each of those dancing women would be satisfied about being together with the other two. But is it truly harmony that only being in one space separated by their symbolic colors? Does it really make sense to divide people around the world into just three groups? It is three decades ago from now on when she was working for this sculpture. However, now is 2020 and colorizing people, for example "black face" is obviously considered as a racism.<sup>4</sup>



**[figure 1] Les Trois Graces, Niki de Saint Phalle** English: *The Three Graces, 1994*<sup>5</sup>



Caucasian = white, Asian = yellow, African = black? **Angélica Dass**, Brazilian photographer based in Madrid, has shown how various colors we, human being, are containing. Angélica has been travelling the world and taking photo of various people. In her project '**Humanae**', she records the faces with their skin color with the code from PANTONE® Guide<sup>6</sup>. The color code according to PANTONE is following the scientific measurement using special light and digital color comparing system<sup>7</sup>. Even if the society is getting more diverse but the hierarchy inside of racism is still existing and "white" is the top and standard at the same time of this system. However, the truth is, no one is black, yellow, or white. It is just different effects of melanin decided by genetic reason.

**[figure 2] Angélica Dass, project Humanae, since 2012**<sup>8</sup>

<sup>3</sup> Blake Gopnik (April 28, 2010). "Sculptures add color to New York Avenue, but are they art?". Style. Retrieved February 8, 2011.

<sup>4</sup> Brownface. Blackface. They're all offensive. And here's why - article in CNN, Kendal Trammell

<sup>5</sup> [www.artnet.com/artists/niki-de-saint-phalle/les-trois-graces](http://www.artnet.com/artists/niki-de-saint-phalle/les-trois-graces)

<sup>6</sup> PANTONE® Colours <https://www.pantone-colours.com/>

<sup>7</sup> <https://www.pantone.com/color-systems/pantone-color-systems-explained>

<sup>8</sup> "An Artist Finds True Skin Colors in a Diverse Palette". Magazine. 12 March 2018. Retrieved 24 July 2019.

The basic idea of Angélica's work is the colors of people, not the colors of race. It is not deniable that everyone has their own different genetic characteristic. In the objective sense, the skin color is representing nothing but just the biological color itself.

This is general bias inside this society, still now on, that we are taking genetic difference as a standard of social statement. Even in this 21st century, the skin color decides the impression how the person would be related in social hierarchy. Although this situation is getting better from imperialist society, people in now days still have different social expectations for different races and they have difficulty understanding different racial groups. What we call "mistake" is from a lack of knowledge of the group that we are not included in.



***[figure 3] 'Normal' Caucasian Shirley Card, 1978***



***[figure 4] Kodak's Multiracial Shirley Card, North America. 1995***

Shirley Card is implying the basic bias of racism<sup>9</sup>. Shirley Card was for calibrating colors of screen in the old film industry. The "white" woman, called Shirley, was the standard "suitable" color of a human face inside movies. It was 1970's and did not get better even after two decades later. This is such an old definition of the color in race. Kodak, the American public company producing film, suggested Multiracial Shirley Card. There is three women including Asian and African, and later they add a Latina model. Still, it could not be a general standard of skin color. From the beginning, one person of each is not able to be enough to represent the biological standard! Moreover, the world is too wide to divide the groups of people by race.

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<sup>9</sup> The Racial Bias Built Into Photography - Sarah Lewis in New York Times

# Personal color project

**Step 1.** - Testing personal color of people.

**Step 2.** - Making portrait images, using the color that tested in previous step.

**Step 3.** - Gift giving from me to them.

**Step 4.** - Interviewing after granting the gift.

It is time for having a roll play. This is an agreement of relationship between me and the experimenter. I am pleased to let people be under my control. I will analyze people's skin color, and attempt to replicate it. All will be analyzed your color with my way to test you. Everyone's identity in their own portrait is going to be decided by my judgement. They need to accept all the way they have been defined by me and they will put my judgement nearby their neck and face. After all, I will give them a chance to talk about their feelings. Still, I cannot promise that I am considerable as much as their expectation.

## Personal Color

- The biological colors that individual people have from when they were born. In general, these are colors of skin, hair, eyes.
- The colors which is getting along the best with people's biological color. With all differed biological colors, every individual has their own specific personal color.

## Munsell Color system

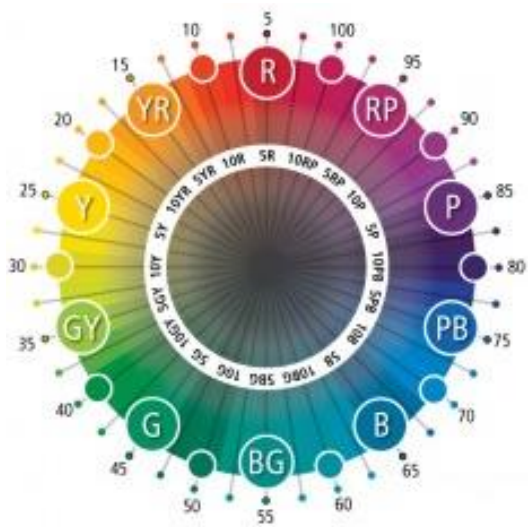
Before I was planning this test personal color project, I have organized the color system for my process based on **Munsell color system**<sup>10</sup>. In Munsell's color system, there is 10 basic colors in color circle, which is similar to rainbow color when we saw in the textbook in primary school. These colors are further subdivided according to their brightness(value) and saturation(chroma). This theory has been the most popularly used in color industry, including personal color testing.

With Munsell's color arrangement, the color system in the process of personal color testing is divided by certain mood (cool, warm, summer, autumn, etc) of the colors for esthetical purpose. For instance, the color which is dark and greyish is included in "autumn" color, light blue with vivid tone is "summer" and "cool" color. Munsell was also concerned of this different effect of colors. Even if he was a scientist who measure the colors with numbers, he had collaborated with other artists who are using color and let them to adjust his color theory for their own effect in the art works. Therefore, his theory is not only for or from scientific methods, also for people who wants to use the effects of the colors for visual methods.

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<sup>10</sup> Albert H. Munsell, "A Pigment Color System and Notation"



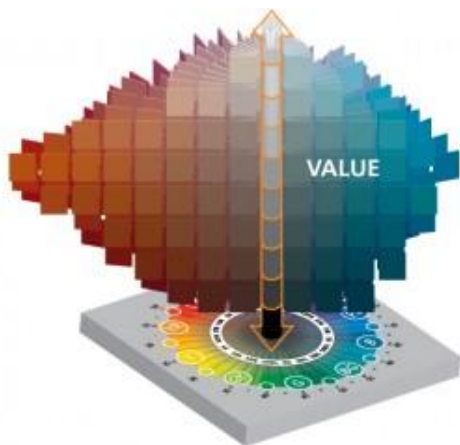
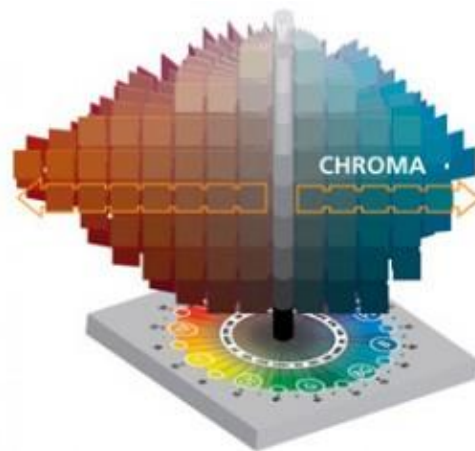


**[figure 5] Munsell color system - Munsell Hue<sup>11</sup>**

According to Munsell color system, the basic colors are 10 (red, yellow red, yellow, green yellow, green, blue green, blue, purple blue, purple, red purple). This color circle is called Munsell Hue, and hue means the color itself. Between two colors of each basic colors, there are infinite levels are existing depending on the ratio of the mixed two colors. Also, the two colors which are placed in opposite side of each other in this circle, have complementary color contrast relationship. There is also temperatures between color zone. From GY to RP, it is defined warm zone, from P to BG is cold zone, and the neutral colors are P and G.

**6] Munsell Value<sup>12</sup>** is brightness. Munsell believed that there is no perfect white and perfect black because it is invisible with human's eyes. So, there is no 10 and 1 inside this scale. Even if there are colors with same purity of hue in Munsell Hue, each of the colors have their own brightness(value). For example, pure yellow is brighter than pure purple. That is why the brightness of all colors in a black and white movie looks different.

**[figure**



**[figure 7] Munsell Chroma<sup>13</sup>** Chroma means the intensity of color. A pigment contains more amount of white, it gets brighter, but the intensity of the color would be lower. On the contrary, there is more amount of black in a pigment, the color gets less pure same as whitish color, but it gets darker. This intensity of the colors can be recognized precisely when we see the color in white background. White does not bother the color with other reflection of light. Black may also prevent the color itself from being distorted, but makes colors appear more vivid and strong.

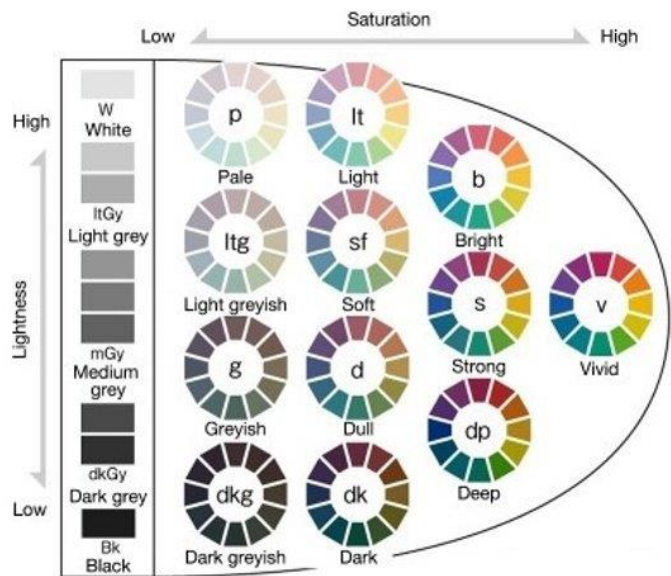
<sup>11</sup> <https://munsell.com/about-munsell-color/how-color-notation-works/munsell-hue/>

<sup>12</sup> <https://munsell.com/about-munsell-color/how-color-notation-works/munsell-chroma/>

<sup>13</sup> <https://munsell.com/about-munsell-color/how-color-notation-works/munsell-value/>

**[figure 8] PCCS(Practical Color Coordinate System)<sup>14</sup>** is based on Munsell color system.

All the basic tone is circled in each of the tone (pale, light grey, greyish, dark greyish, light, soft, dull, dark, bright, strong, deep, vivid), arranged inside the scale of lightness. This is the most common theory in the personal color industry in Asian countries. Each of color circles is placed on different places according to their Saturation and Lightness. The circle of low saturation with high lightness is Pale tone, and the circle of high saturation with low lightness is deep tone. Among this graph, the color circles that are included in low saturation zone have wider boundary of its lightness. This is because of the own brightness in the original color. Every single color has their unchangeable lightness, and this lightness is more difficult to be changed if the color is more vivid with high saturation.



**Creating Own Color Graph**



**[figure 9]** The organization of color above is **my own color graph**. It is based on Munsell and PCCS, but still more simplified. Ironically, I am using Munsell the “white” guy’s theory for claiming my rights as minority. He may did not know that his system is going to be used for my whining for sadistic purpose with anti-racism. But for sure, regardless of his gender and race, his theory is based on scientific measurement, not about gender or racism issue. Plus, the rainbow of the Hue Circle is quite political in a way to support sexual minority even if he did not mean to from the beginning. With this system, I test people’s personal color and use the color to make my judgmental portrait images.

<sup>14</sup> Japan Color Research Institute. 1964



## Step 1. - personal color testing

The motivation of this color testing performance is originally from fashion and cosmetic industry. It is used for people who want to choose the most suitable color for esthetical purpose, or for people who wish to make certain image of their outlook in special occasion with proper color. However, this test is my method for playing people and society. Color in this project is the standard for measuring the people's biological character. People who participate in the project would be tested their personal color, which is based on specific color system. This is the first step to be judged from one side, which means that the agreement of being dominated by me, following my decision and the color result. With this process, the participants will get the result of their personal color. The test is based on the color system that I created based on Munsell and PCCS's color theory.

*[figure 10]*



**First**, You need to be **covered with white**. Because white makes colors being recognized more precisely. Regardless of race, white fabric is necessary for the accurate result. Which means, white protect our face from being disturbed by other colors from hair and clothes. Colors are so mean so they shouldn't be bothered during their processes. And white will reveal your real ego and that would be recognized by your colors.

For accuracy, you need to be in best body condition. Avoid heavy drinking and sunbathing. Taking vitamin A and keratin, which affect melanin pigments are also not recommended. The best time for the test is between 10 am and 3 pm, when natural light is at its best. Color makeup, skin makeup, and colored lenses that can interfere with biological colors also affect the exact result.



**[figure 11] Ex) original tone**

vs



**[figure 12] Ex) black tone**

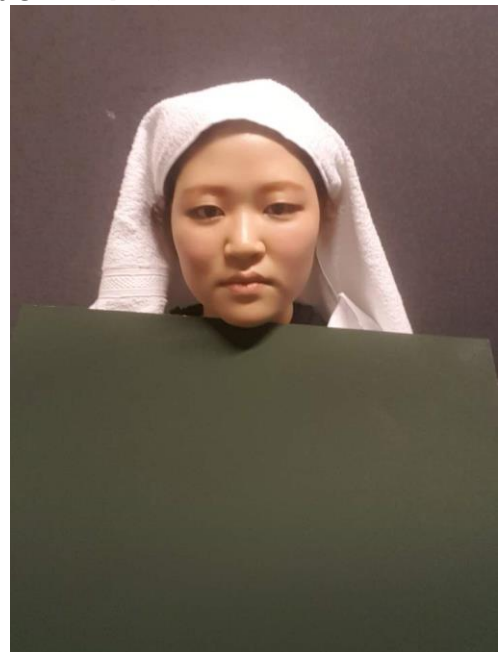
**Second** is **tone testing**. Personal tone is mostly affected by skin tone. And mostly the skin tone and skin color are decided by proportion of hemoglobin(red), melanin(brown), keratin(yellow). And we can find the tone which makes our skin tone looks brighter and healthier. Especially people, who has thicker skin containing melanin more hemoglobin and keratin, would be matched with colors in darker tone in highly chance compare to others.

**[figure 13] Ex) Red in Original Tone**



vs

**[figure 14] Ex) Green in Black Tone**



**Third**, now the **color is to be tested** based on the tone test in the previous step. And inside the personal tone, we can find the best color to make our skin looks healthier and pop the eye color up more. This is example for people who contains less melanin, and less hemoglobin. Green with dark tone can make this face looks like dead person. So, Red in the vivid original tone is the solution. It makes the dark eye color more visible, and make skin looks blushing with light reflection.

However, the result of this step can be affected by subjective opinion or purpose. For instance, it would be proper for me to choose green in black tone instead of red in original tone when I need to be in special occasions like funeral. Or I would not choose red in original tone if my own preference is pale and calm image. Because of the effect from the color, people can change the mood of their outlook following to certain situation or taste. That is why this test is not totally free from subjective judgement.

## Step 2 – making portrait images.

Like I mentioned before, the original purpose of this color testing is esthetical purpose, which is superficial inside the social beauty standard. I want to make sure that I do not want to adjust the general way of being beautiful like red lip stick and high eyelashes. Still, the way of creating a portrait in this project is also superficial but in different way. The testing process is based on biological colors of human being, which is not changeable naturally. I am making image from their random belonging, objectifying them with objects which I choose with my own judgement.

However, this superficial way does not imply any of social hierarchy. The portraits from this process are not revealing their gender, race, outlook, or social statements. This color combinations inside the portrait images (which is far from the real 'skin color') are the truth of people's color. Basically, the people who participated to this project know about the color that are suits to them from their experiences. For instance, there are people who know that they look sick with pink lip stick. Or someone may feel that their face looks grey when they wear light blue T-shirts. Even if they get different the result after the test, the participants can see the difference of how they look in different colors during the test. Therefore, there are small possibility that subjective methods which can affect to the test result could be existed and it is only based on the opinions of me and the tester.

**[figure 15] portrait image sample**



**[figure 16] portrait image sample**



These are two of portrait images of **step 2 - making portrait images** in the personal color test. Comparing these two results, I could find that similarity of skin colors does not make similar result of personal color. The two images above are the results of two people. Except only one light purple, they have two same colors (light red, light magenta). The right image is the result of my friend, who from Norway. She has pale skin, blue grey eye color, dark brown hair. The left image is from one of my fellow students. She is from Iran. She has black hair, dark skin color and black brown eye color. This is the real equal. Everyone who is looking at these two images can figure out the only one difference between them. Purple. This purple is not representing where they are from. It does not speak the hierarchy of race.

### Step 3 – gift giving

#### Undesirable Gift Paradigm<sup>15</sup>

The image of the portraits will be printed on fabric to become the scarves. The method of printing can be silk screen or digital printing. The images happen to be scarves because scarf is used to be places close to the person's face. The person who received this scarf as a gift wraps his unilateral judgment around his neck and talks with me with a smile.

From the childhood, people learn how to lie. In the examination of Undesirable Gift Paradigm, the children from 3 to 11 years of age tend to lie about the gift they received. Even if the children are not satisfied about their gift, they give a positive respond to be polite. This burden of etiquette is a natural behavior learned from childhood socialization. The basic desire to protect themselves from being hated make people kind in general situation. Indeed, the person who give the gift can keep their pride as a 'provider', thanks to this polite white lie.

#### Gift Giving between Sadist and Masochist

It is usually a kind gesture. A person prepares the gift for another person, covering it with cute paper. A person who gets the gift makes adorable reaction. Both people are happy. I can see that the relationship between these two people in the situation is not so equal. It is difficult for the person who receives the gift to refuse. In the bridle of the concept of "kindness," a power imbalance is formed between the person who shows kindness and the person who answers kindness. Indeed, the intention of the present is not so featured as long as the receiver does not count it. However, giving the gift can be action with a purpose to attack the other side. There is a lot of attack which is wearing the mask named gift. Yes, it is just covered as a mask. Therefore, it is potentially an attack behind the mask.

Obviously, I am judging people during the project. I am making portrait of people with their own stuffs and I decide what am going to put in the images. I check their color, sneak inside their private place, steal some belongings and put it back after I scan the image. In my portrait, there is no face but only some stuffs. This is not abstract image. And each of these portraits is my gift for the people. I am so looking forward their reaction! But I do not mind even if they do not like this. They cannot realize that I am forcing them to receive my judgement, because it is hidden behind my kindness. Therefore, if they do not want to ruin the relationship with me, they will receive it.

During the all process, my role is to enjoy this kind way to control people, and people would be under my control kindly.

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<sup>15</sup> White lie-telling in children for politeness purposes  
Victoria Talwar, Susan M. Murphy, Kang Lee, First Published January 1, 2007

## Step 4 - interviewing

### Privilanguage

A Language can become a privilege. Every of visual, auditory and tactile methods used for conversation; we call it language. A Language is an agreement in the society that the language is used. This means that all the members need to follow this agreement, or the society will isolate them. Majority of the members are following this rule in this society. In Norway, where I am living right now, people speak in Bokmål, Nynorsk, Samisk, Kvensk. Most people living in Norway are speaking in Bokmål. Therefore, people who do not speak Bokmål are having difficulty of being a part of this society naturally. This means that Bokmål is the power in Norwegian society, and the group without this power will get ignored.

To the listener who does not speak the language, the conversation in the language is just a sound without delivering any expression. Not everyone can be sure whether it is not humiliation or not if the language is not the possible option for everyone<sup>16</sup>. 이거 끝나고 파스타에 매운 고추를 엄청 뿌려먹을거예요. 배고픈데, 지금 몇시인지 아나요?

What I said just right now is nothing.

### Interview

This step is a performance which is inviting the performers as it's audiences. Each of participants in the previous steps will take interview with me regarding about the portrait scarves that they received already. The person being interviewed should use only English and keep pace with whatever reaction they get from me. I, as an interviewer, also should speak mainly in English. However, the balance of the language ability is not equal because I would use my mother tongue, Korean, whenever I feel to be naughty toward the interviewees. The interviewees who do not have knowledge about Korean would be mocked by me in front of their face.

### Interview example

#### with Rurik. G. Sjösten

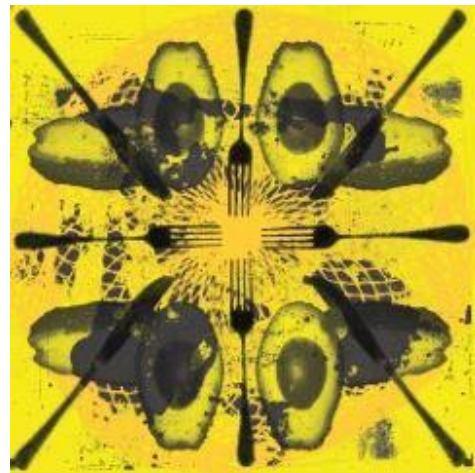
HAKKYUNG : Hi, Rurik.

RURIK : Hello, Hakky

H : Yes, so this is your image,

R : Yeah.

*(skip)*



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<sup>16</sup> PK - Blindfold (Stand Up Comedy), Laugh Factory



H : What is the strongest image for you in this image?

R : The knife and fork.

H : Knife and fork?

R : Yeah

H : Because you are always eating.

(laughing)

And the way you eat, is so impressive for me, that is why I put the cutleries.

R : Ok... why is it impressive?

H : 돼지 같아서(*Because you are like a pig*)...?

R : Ok wow.

H : 적당히 좀 먹어(*Just eat proper amount*)....

R : Then I guess the avocados are also food related. Cause you said we have been eating a lot of thing and we both love avocado.

H : Yeah. Especially the avocado pasta that you cooked for me was so amazing.

R : But I wonder if there is something else without avocados that sort of representing this portrait or it is just tasty...Taste or...

(both laughing)

H : Yeah it is tasty 그리고 너도 그래(*and so do you*). And also about the seed, there is giant nut inside your brain.

R : Ok yeah!

H : So that is why I put that in here.

R : Ok. So, it is also a bit sarcastic almost?

H : 아 들켰네(*Ah, I got caught*).. Is it bad?

(skip)

H : We should do this one more time because you got tanned during summertime. 못생겨졌어(*You look uglier*).

R : That is true but now I am back to Tromsø paleness.

H : Thanks for your time and see you later.

R : See you!

H : 안녕(*bye*)!

# This is a performance

**[figure 18] The Artist Is Present**<sup>17</sup>



In the performance of a Serbian artist **Marina Abramović**, all the audiences were performers at the same time. In her performance project **The Artist Is Present** in the Museum of Modern Art (MoMA), in 2010, Abramović was sitting in front of the rectangle table, looking into the eyes of each people who were participated to her performance. Even she was not the person who could expect how the situation was going to be, especially when her ex-husband **Frank Uwe Laysiepen**, as known as Ulay, appeared. The whole atmosphere in the

area was changed when Ulay sat down in front of her with a smile, looking into his ex-wife's eyes. The audiences started making a murmur with delight mood and they finally clapped when Marina and Ulay held their hands of each other. It was not a performance only for Marina. She is not the only one performer. Every single unexpected method from audiences were adding spices for this performance.

The interaction between both artist and audience in a performing art is meaningful because it allows us to be in unexpected position outside the artist's plans from the beginning. When I happen to have exhibition with this project, I am planning to fill the exhibition room with my performance with the physical results. Every process from **Step 1**. (*Testing personal color of people*) to **Step 4**. (*Interviewing after granting the gift*) in **Personal Color Project** will be performed in the place with the audiences spontaneously. I wish the audiences to volunteer for the color testing and this privilage interview with a prepared spot inside the exhibition room.

The people who visited my exhibition are my potential co-performers. All the process including personal color testing and interview are my art performance and this have same amount of duty as much as the participants do. The first participant among the audiences would be the starting of the performance. I will through all my wondering issues to the person. The way how the audiences react to my manipulation would be the biggest part for consisting the performance. When we finish polishing the physical result together, the performance will be done. But there is no certain scenario between us. It is more worth it to see how it was, rather to see where we ended up.

Hence, the whole process of my **Personal Color Project** is a one big art performance.

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<sup>17</sup> Abramović, Marina (2016). *Walk Through Walls*. New York: Crown Archetype. pp. 298–299. ISBN 978-1-101-90504-3

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