

CHROMAPOST

Outgrowths 2015 - 2017

Aleksandar Maćašev

www.chromapost.com



Chromapost is an ongoing nano-blogging online diary where every post consists of a single color picked with the RGB color picker. Each color is an attempt to summarize a day in the author's life.

The main assumption of the project is that color generates a complex network of meanings, and that human attachment to color is emotionally charged. In this regard Chromapost delves into the realm of negotiation between the social and the personal. To what extent can I express myself with color in a unique and personal way that ignores aestheticizing and the cultural constraints about the meaning of color?

The selected sequences of such colors are used in "Chromapost outgrowths", a series of artworks where the colors contained in the online diary are translated using different media. Since the original color is basically computer data, every manifestation of the color is a translation, and will appear differently in each medium through which it has been manifested. The outgrowths are grouped into three sets of artworks depending on the approach used for color translation.

One set of artworks uses color in its original manifestation, on screen. A second set is "Reproductions" with outgrowths that reproduce colors in different media as accurately as possible through printing or careful mixing of pigment or paint. In a third set, "Translations", the original Chromapost colors are translated with limited and predefined sets of colors in various materials, from art supply sets to stationery, craft materials, toys and magazines. In this third case, colors are not mixed, but approximated through the manufacturer's color choice. The outgrowths in the below portfolio contain examples from both "Reproductions" and "Translations".

All of the outgrowths are sequences of colors from the Chromapost blog in chronological order. The elements of a sequence are either arranged linearly (from left to right or top to bottom), in a grid (from upper left corner to lower right corner), or based on calendar distribution of dates.

Some of the compositions are based on the data analysis of colors (RGB or HSB values).

Chromapost rules:

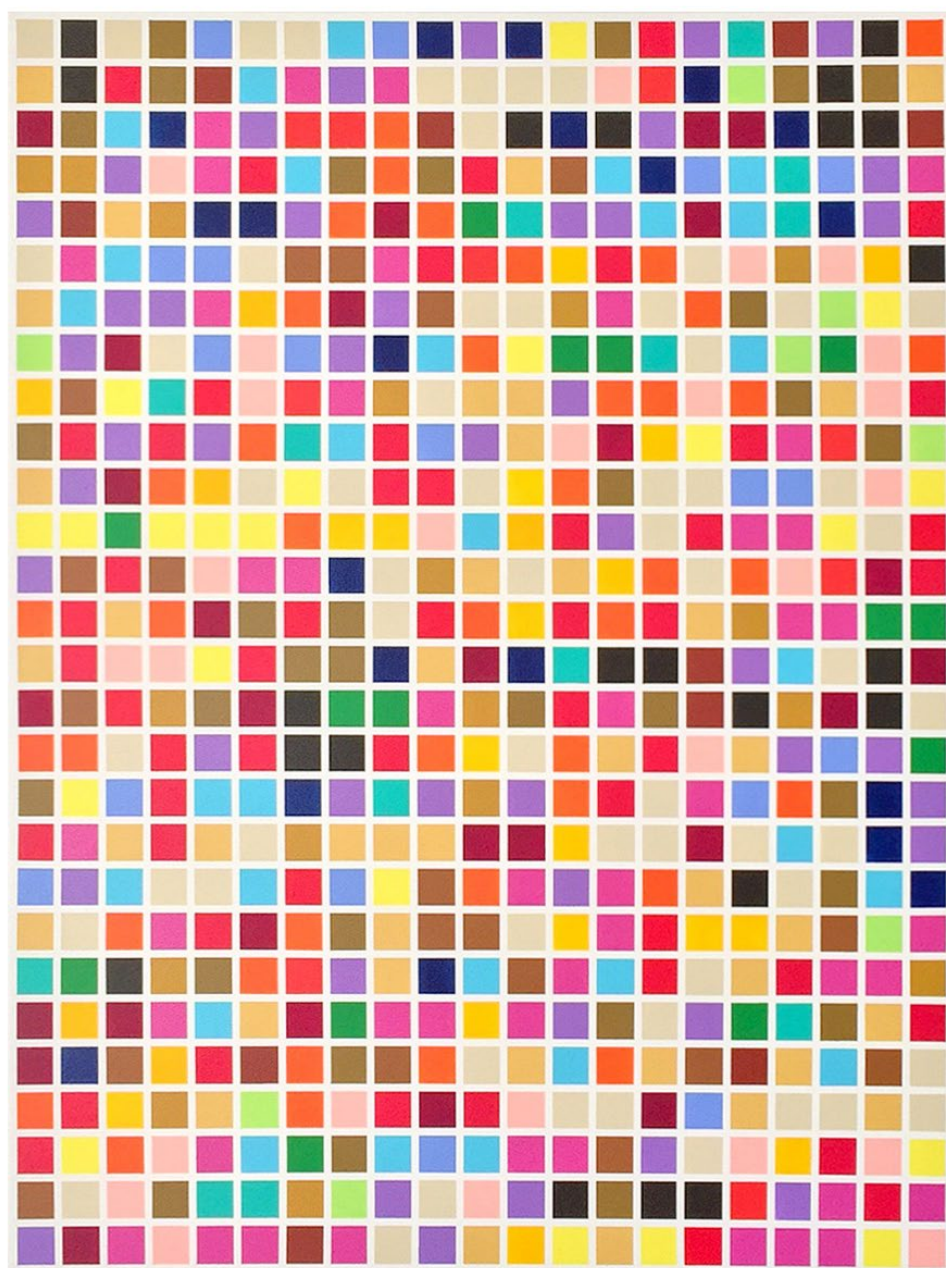
One chromapost per day, every day.

No white (FFFFFF) or black (000000).

The title of every post is the hexadecimal code of the color.

The first Chromapost: 1 April 2009

Chromapost Liquitex Translations



Chromapost Liquitex Translation (1 Jan 2014 - 11 Aug 2015)

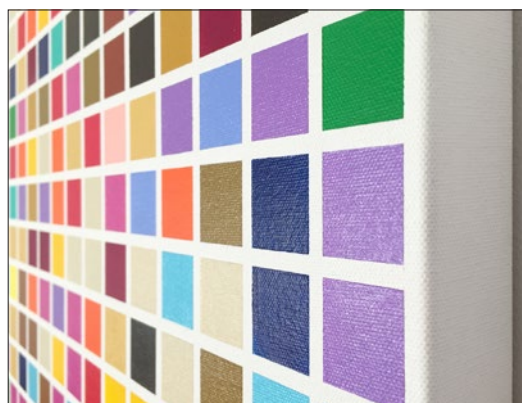
Acrylic paint on canvas

unframed

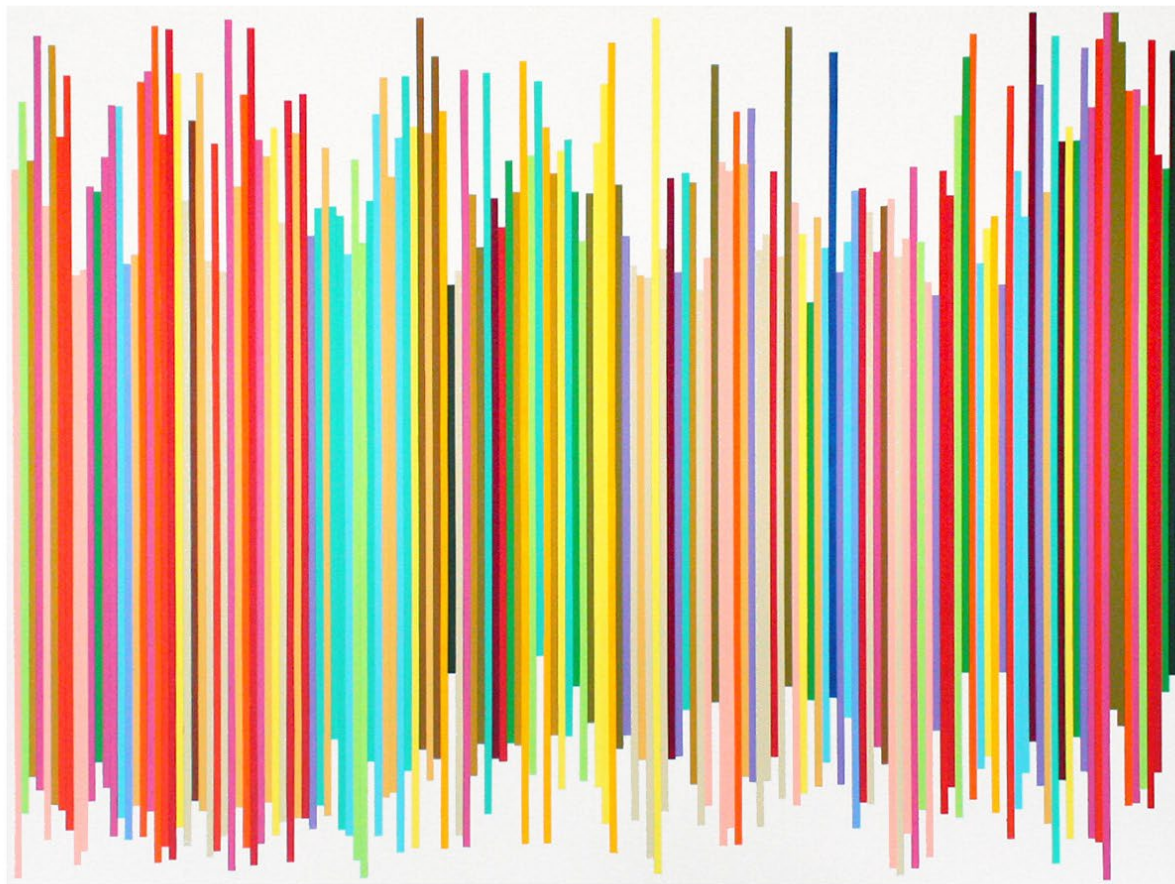
30" x 40"

2016

details



A sequence of chromaposts starting from the upper left to the bottom right corner. Translation with a set of 24 Liquitex Basic Acrylic unmixed paints.



Chromapost Liquitex Translation (1 Sep 2011 - 5 Feb 2012)

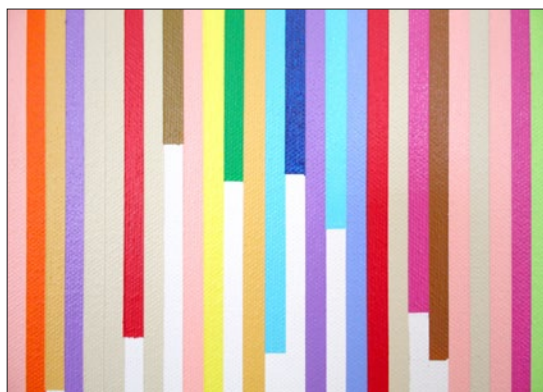
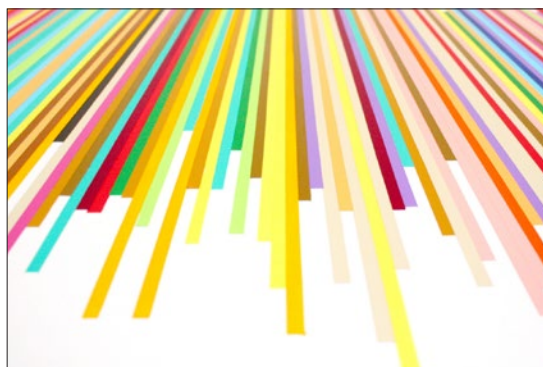
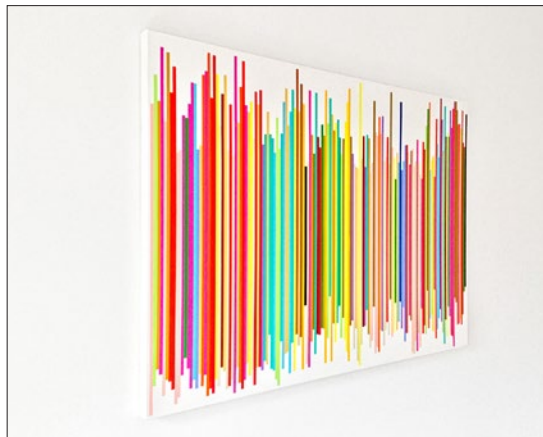
Acrylic paint on canvas

unframed

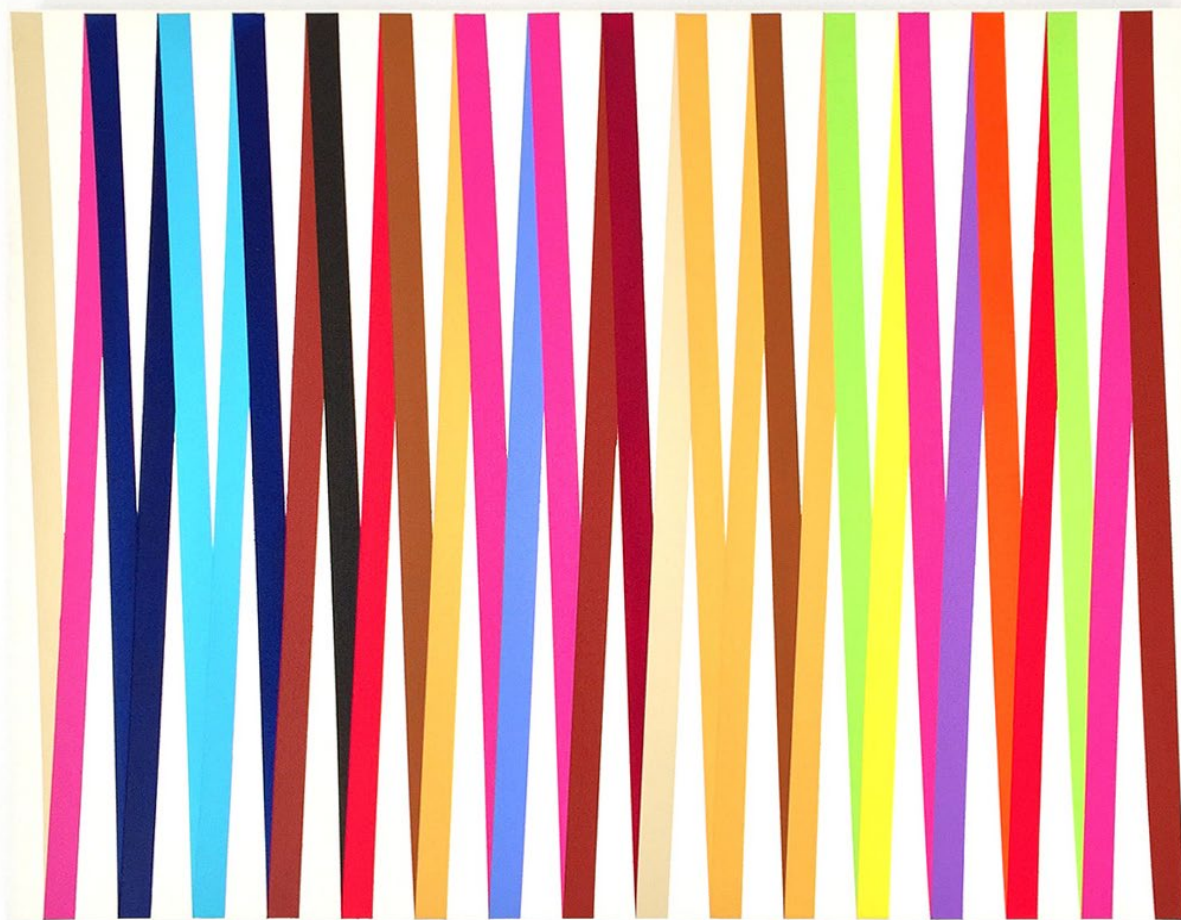
40" x 30"

2017

details



A sequence of chromaposts starting from the left-hand side.
The length of each line is based on the saturation (top) and brightness (bottom) values of the original chromaposts.
Translation with a set of 24 Liquitex Basic Acrylic unmixed paints.



Chromapost Liquitex Translation (1-31 Aug 2016)

Acrylic paint on canvas

unframed

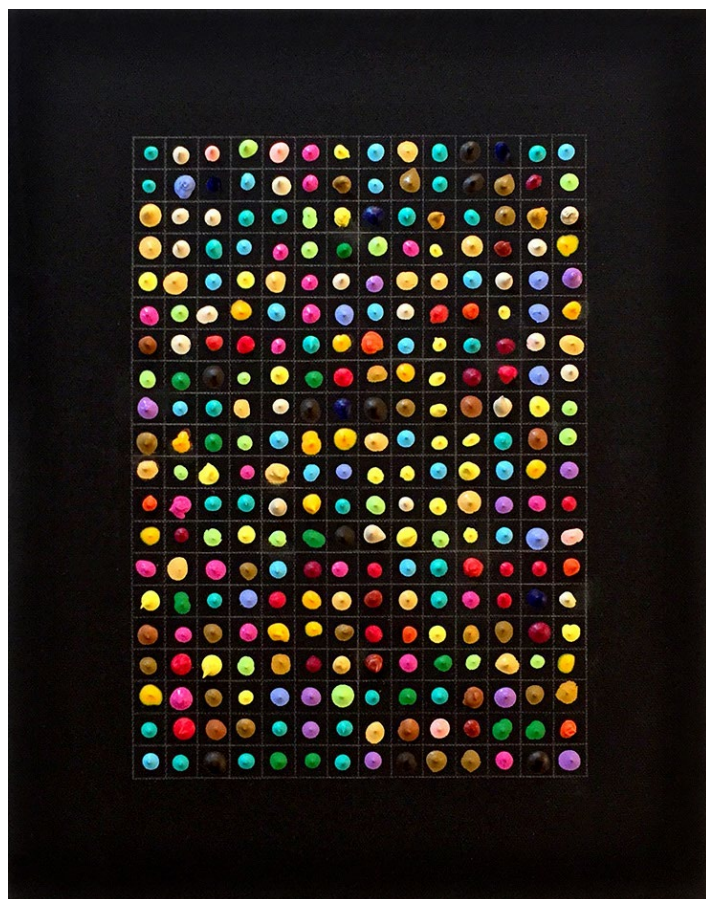
30 " x 24"

2016

details



A sequence of chromaposts starting from the left-hand side.
Translation with a set of 24 Liquitex Basic Acrylic unmixed paints.

**Chromapost Liquitex Translation (1 Apr 2010 - 5 Jan 2011)**

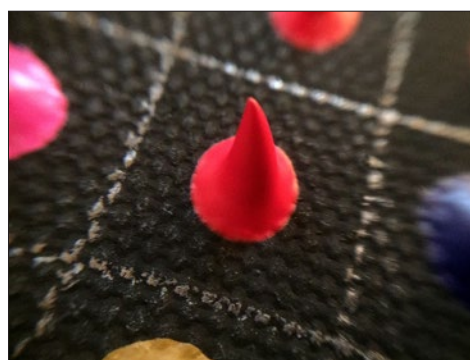
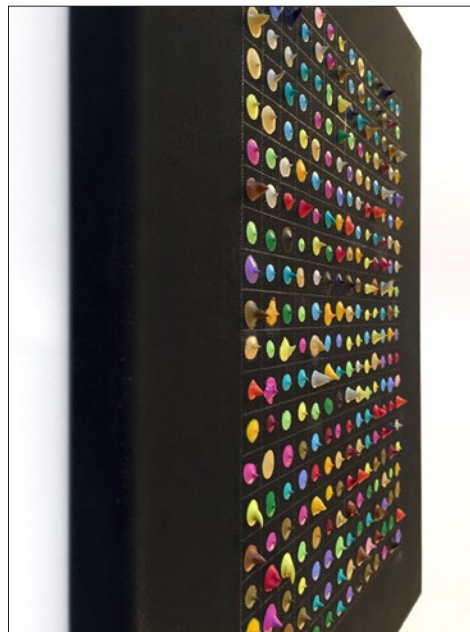
Acrylic paint, pencil and black gesso on canvas

unframed

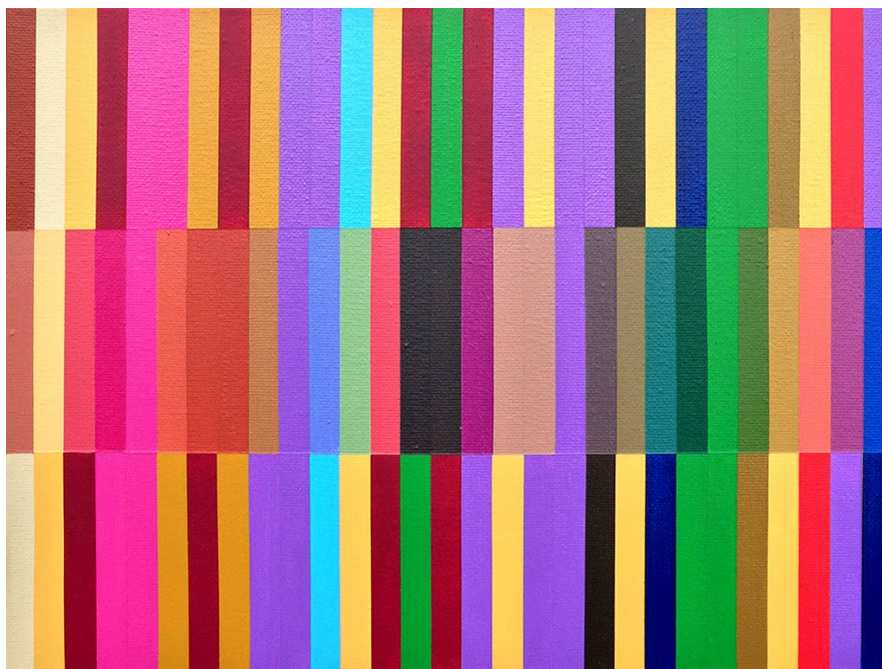
11" x 14"

2016

details



A sequence of chromaposts starting from the upper left to the bottom right corner.
Translation with a set of 24 Liquitex Basic Acrylic unmixed paints.



Chromapost Translation With Transitions Between Days (1-30 Apr 2015)

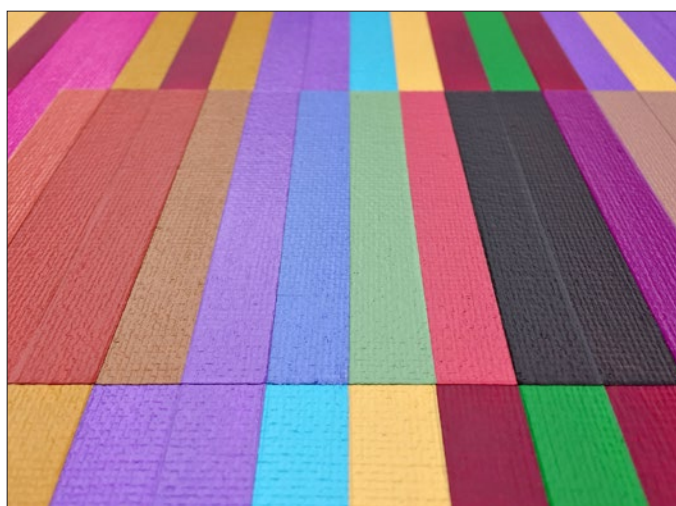
Acrylic paint on canvas

unframed

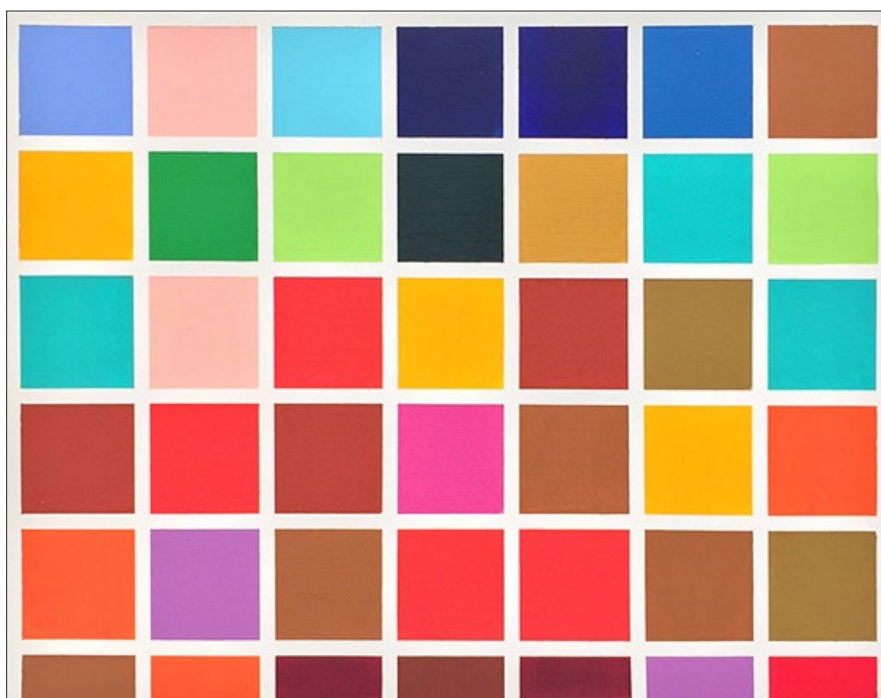
14" x 11"

2016

details



A sequence of chromaposts starting from the upper left to the bottom right corner.
Translation with a set of 24 Liquitex Basic Acrylic unmixed paints.
Transitions are a mix between the upper and lower colors.

**Chromapost Liquitex Translation (1 Jun - 12 Jul 2014)**

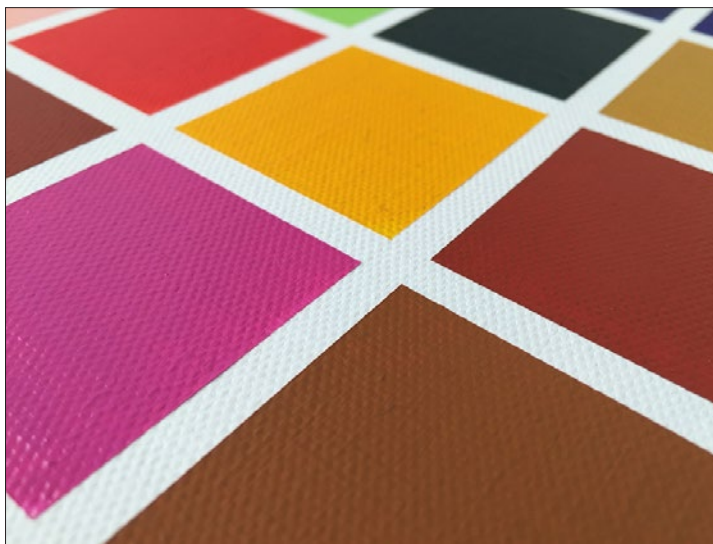
Acrylic paint on canvas

unframed

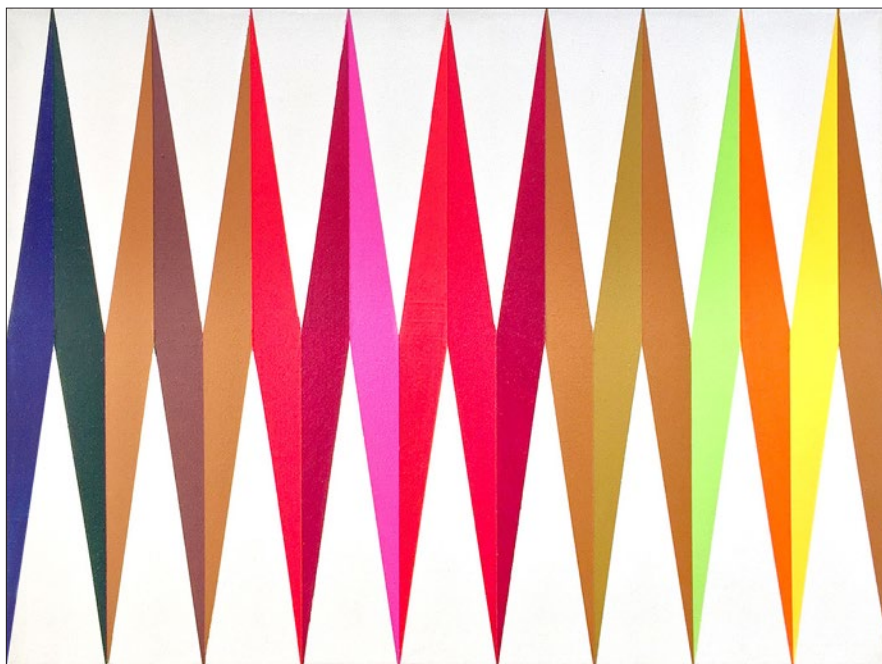
14" x 11"

2016

details



A sequence of chromaposts arranged in a calendar layout.
Translation with a set of 48 Liquitex Basic Acrylic unmixed paints.



Chromapost Liquitex Translation (22 Feb - 10 Mar 2016)

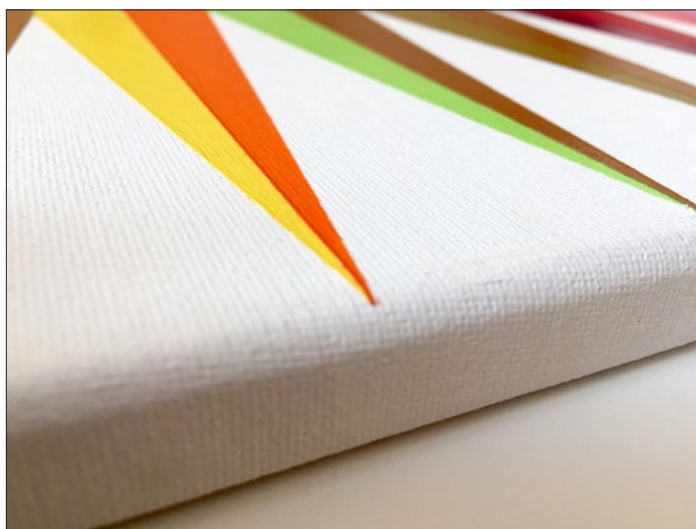
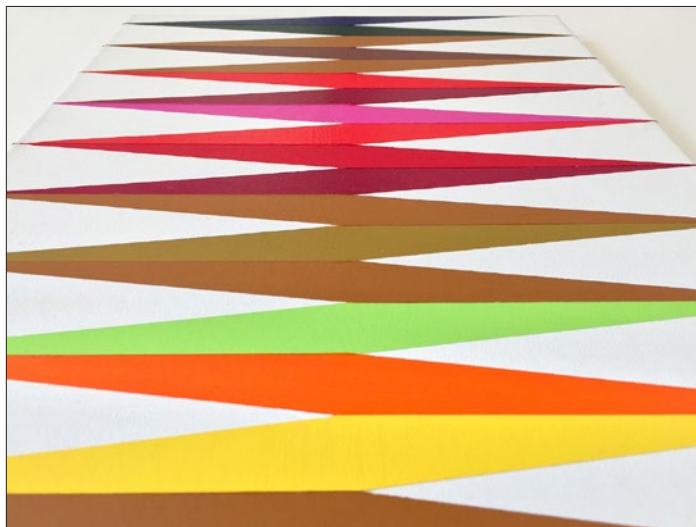
Acrylic paint on canvas

unframed

16" x 12"

2016

details



A sequence of chromaposts starting from the left-hand side.
Translation with a set of 48 Liquitex Basic Acrylic unmixed paints.

Chromapost Reproductions



Chromapost Transitions Between Days (1-31 Oct 2015)

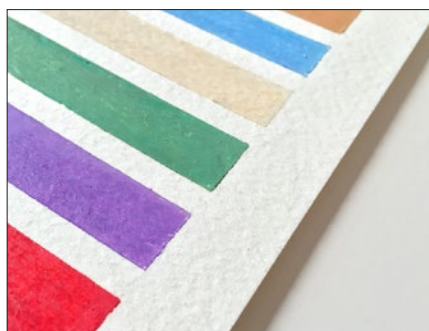
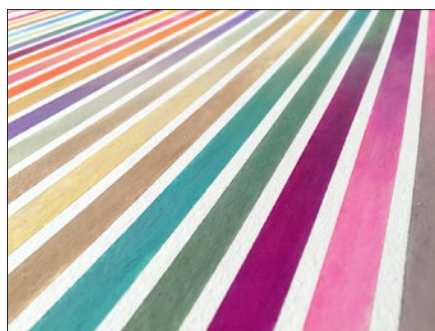
Oil pastel on paper

framed

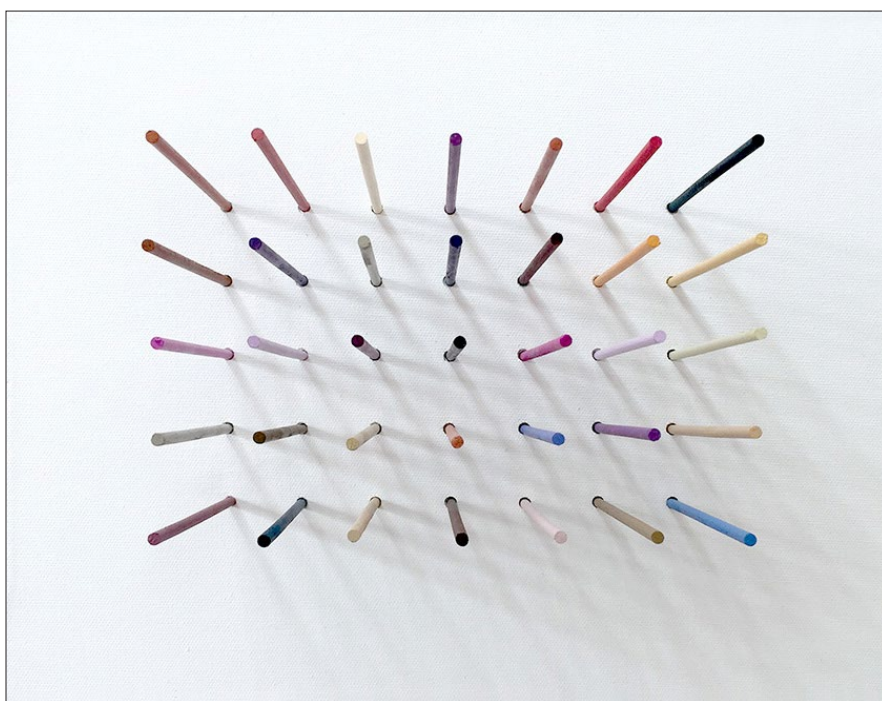
31" x 25"

2015

details



A sequence of chromaposts starting from the upper left to the bottom right corner.



Chromapost (2 Dec 2013 - 5 Jan 2014)

Acrylic paint on wood and canvas

unframed

14" x 11" x 6"

2015

details



A sequence of chromaposts arranged in a calendar layout.



Chromapost (December 2013)

Acrylic paint, wooden sticks, black scratchboard
framed
10" x 13"

2015

details



A sequence of chromaposts starting from the left-hand side.
Sticks are arranged based on the brightness value of the original chromaposts (HSB scale).

**Chromapost (1-30 Apr 2015)**

Dry powder pigment, plastic, wood
framed
15" x 12"

2016

details



A sequence of chromaposts arranged in a calendar layout.



Chromapost Leftover Paint 1 (3 Sep - 7 Oct 2013)

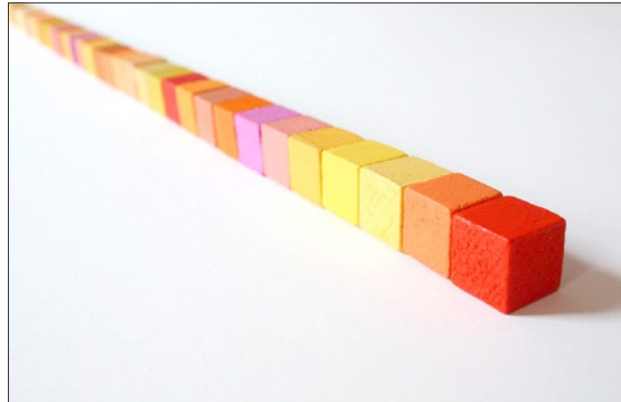
Acrylic paint on 35 wooden blocks

unframed

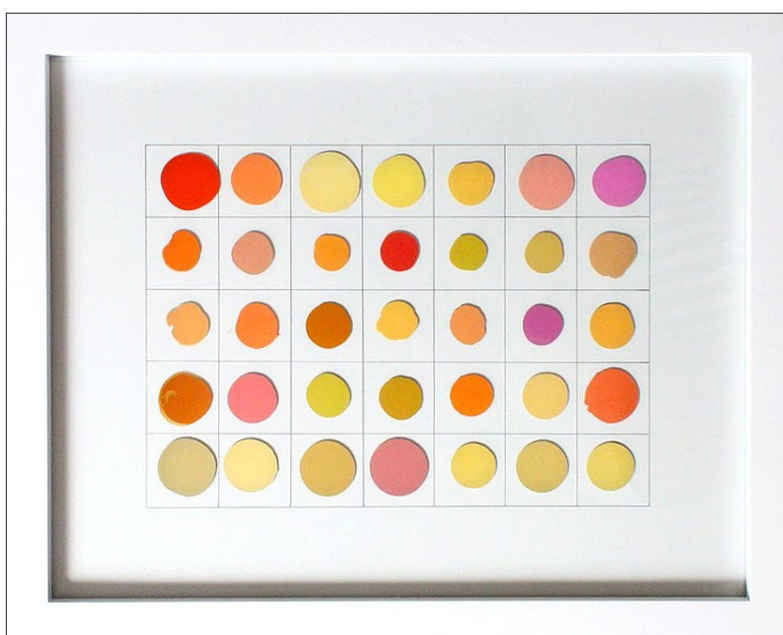
0.5" / 17.5" / 0.5"

2015

details



A sequence of chromaposts starting from the top.
Made with leftover paint from Chromapost (3 Sep - 7 Oct 2013) painting.

**Chromapost Leftover Paint 2 (3 Sep - 7 Oct 2013)**

Acrylic paint on glass

framed

15" x 12"

2015

details



A sequence of chromaposts arranged in a calendar layout.
Made with leftover paint from Chromapost (3 Sep - 7 Oct 2013) painting.



Chromapost Leftover Paint 3 (3 Sep- 7 Oct 2013)

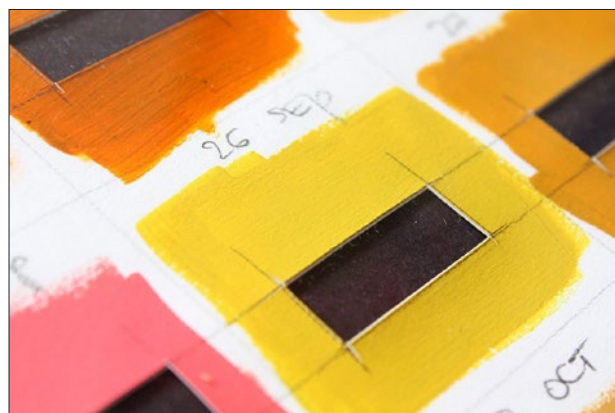
Acrylic paint and pencil on paper

framed

15" x 12"

2015

details



A sequence of chromaposts arranged in a calendar layout.
Made with leftover paint from Chromapost (3 Sep - 7 Oct 2013) painting.



Chromapost Leftover Paint 4 (3 Sep - 7 Oct 2013)

Wood and acrylic paint in 35 plastic containers

framed

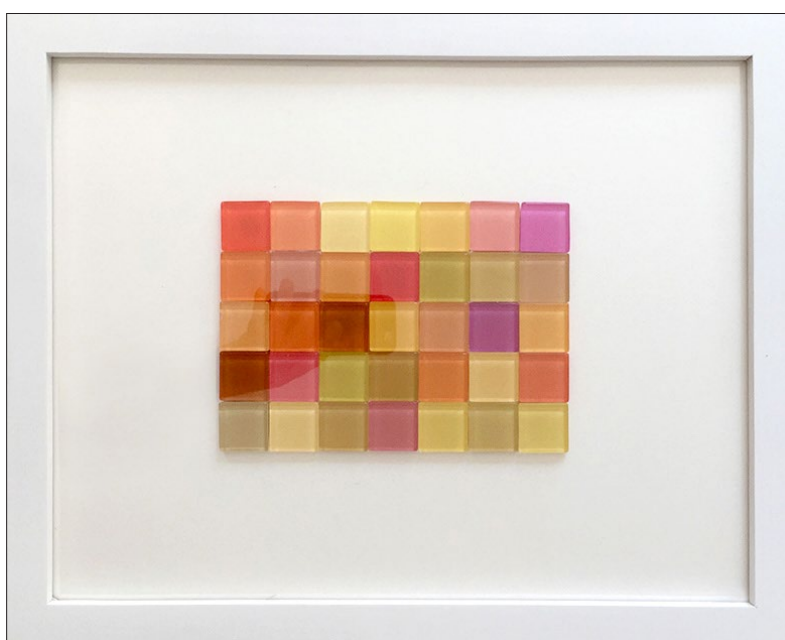
15" x 12"

2015

details



A sequence of chromaposts arranged in a calendar layout.
Made with leftover paint from Chromapost (3 Sep - 7 Oct 2013) painting.



Chromapost Leftover Paint 5 (3 Sep - 7 Oct 2013)

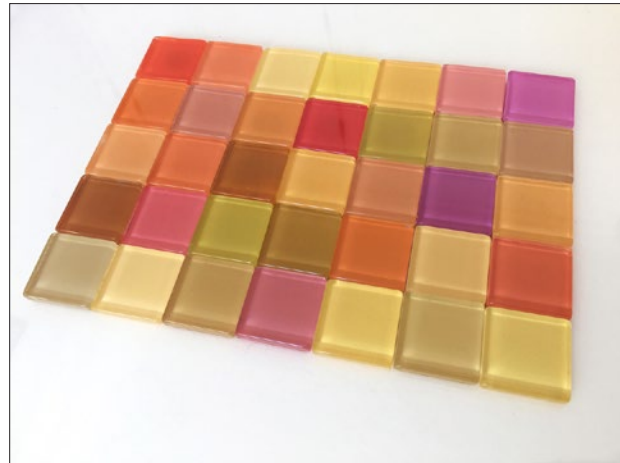
Acrylic paint on glass tiles

framed

15" x 12"

2015

details



A sequence of chromaposts arranged in a calendar layout.
Made with leftover paint from Chromapost (3 Sep - 7 Oct 2013) painting.

**Chromapost Leftover Paint 6 (3 Sep - 7 Oct 2013)**

Acrylic paint and pencil on canvas
framed
15" x 12"

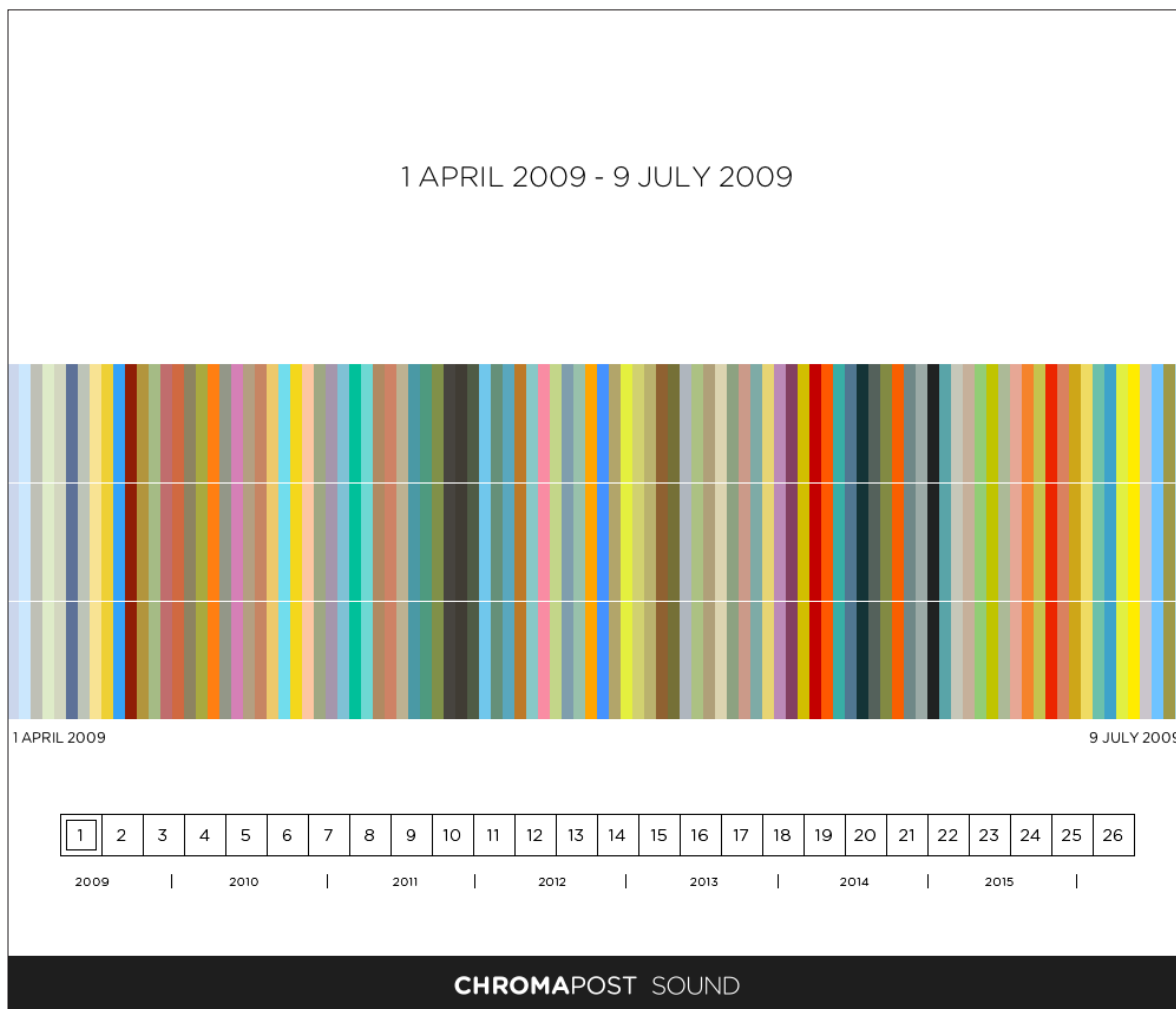
2015

details



A sequence of chromaposts arranged in a calendar layout.
Made with leftover paint from Chromapost (3 Sep - 7 Oct 2013) painting.

Chromapost Translations

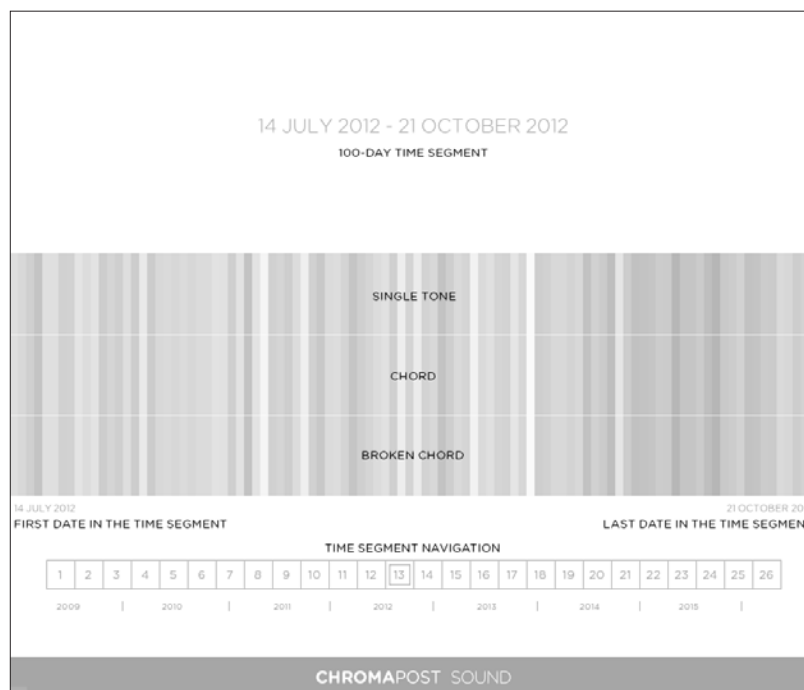


Chromapost Sound

Java application

2016

details



Desktop Java applet that translates color into sound.

The translation is based on converting red, green and blue color values (0 - 255 each) to MIDI values (21 - 108). There are three types of conversion: a single tone (based on the approximated lightness of color), a chord (red, green and blue values are translated into tones that are played at the same time), and a broken chord (same as a chord, except that the tones are played in quick succession).

www.chromapost.com/sound



Chromapost Electrical Tape Translation (22 Dec 2015 - 27 Feb 2016)

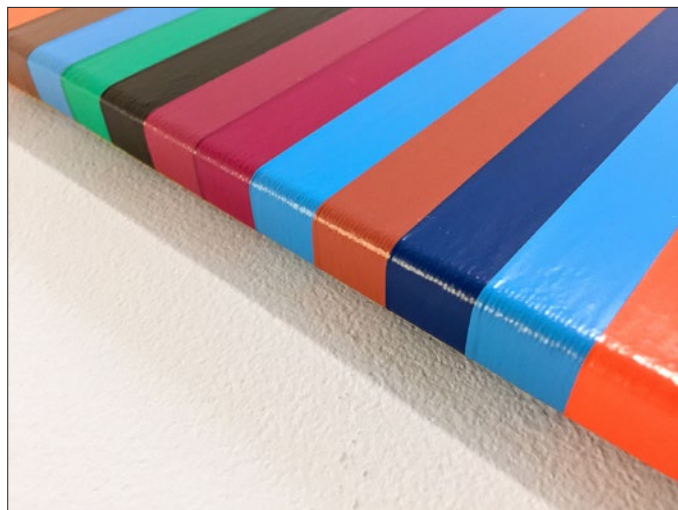
Electrical tape on canvas

unframed

42" x 42"

2016

details



A sequence of chromaposts starting from the upper left corner.
Translation with a set of electrical tape in 24 colors.



Chromapost Electrical Tape Translation (1 Jan - 8 Mar 2015)

Electrical tape, wooden dowel rod, ink

unframed

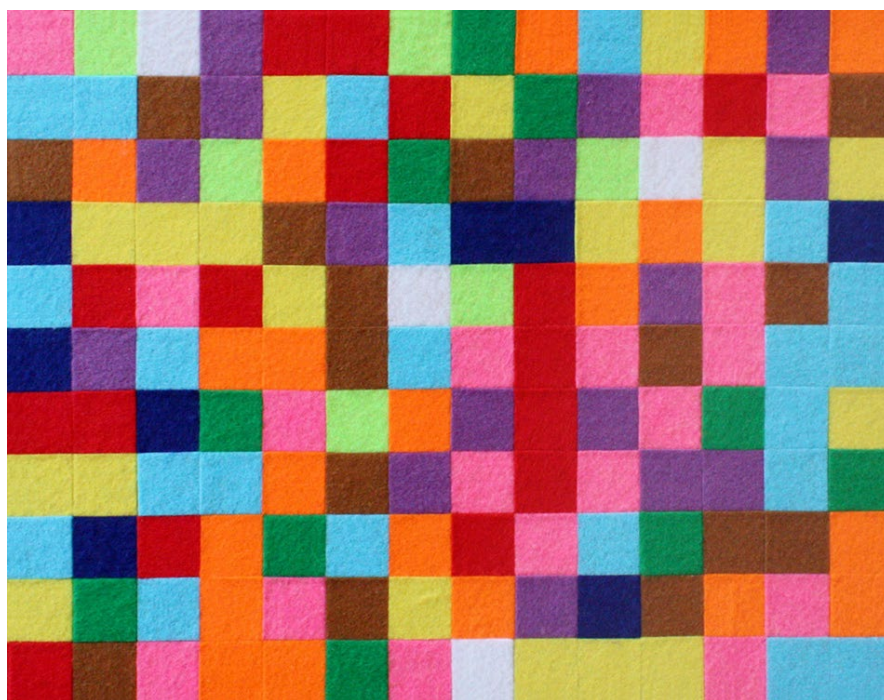
Diameter: 1", length: 48"

2016

details



A sequence of chromaposts starting from the top.
Translation with a set of electrical tape in 24 colors.

**Chromapost Colored Felt Translation (1 Jan - 2 Jun 2012)**

Colored felt on wooden board

unframed

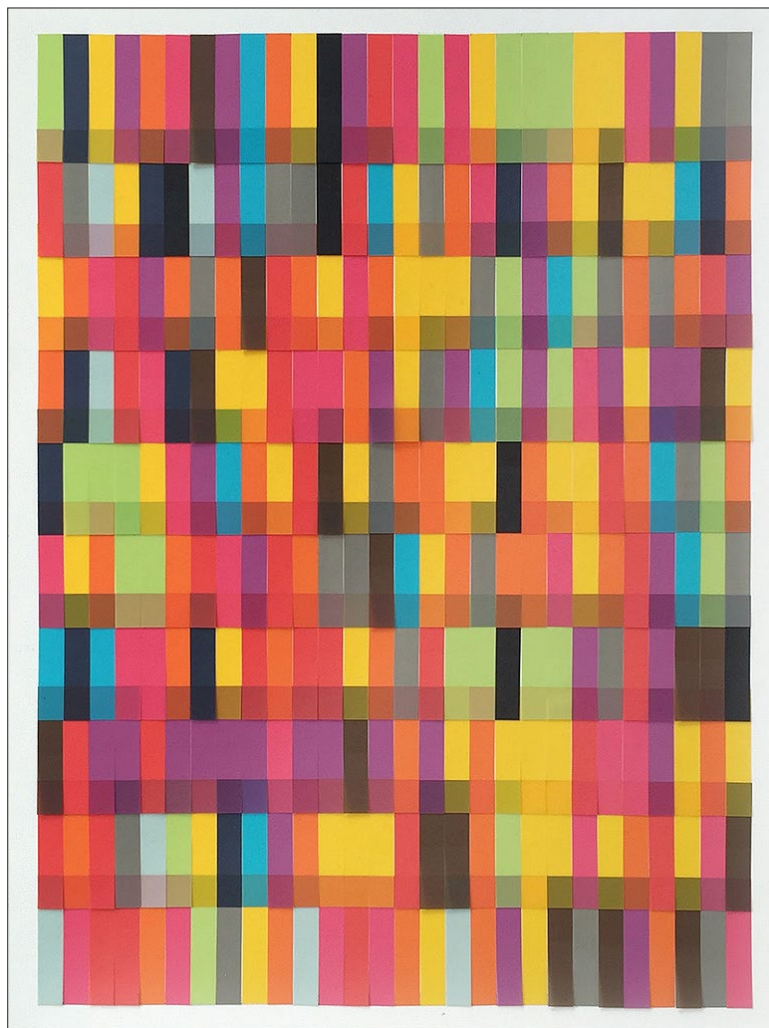
14" x 11"

2016

details



A sequence of chromaposts starting from the upper left to the bottom right corner.
Translation with a set of 12 colors in colored felt.

**Chromapost Page Markers Translation (1 Jan - 7 Oct 2015)**

Page markers, gesso, wooden board

unframed

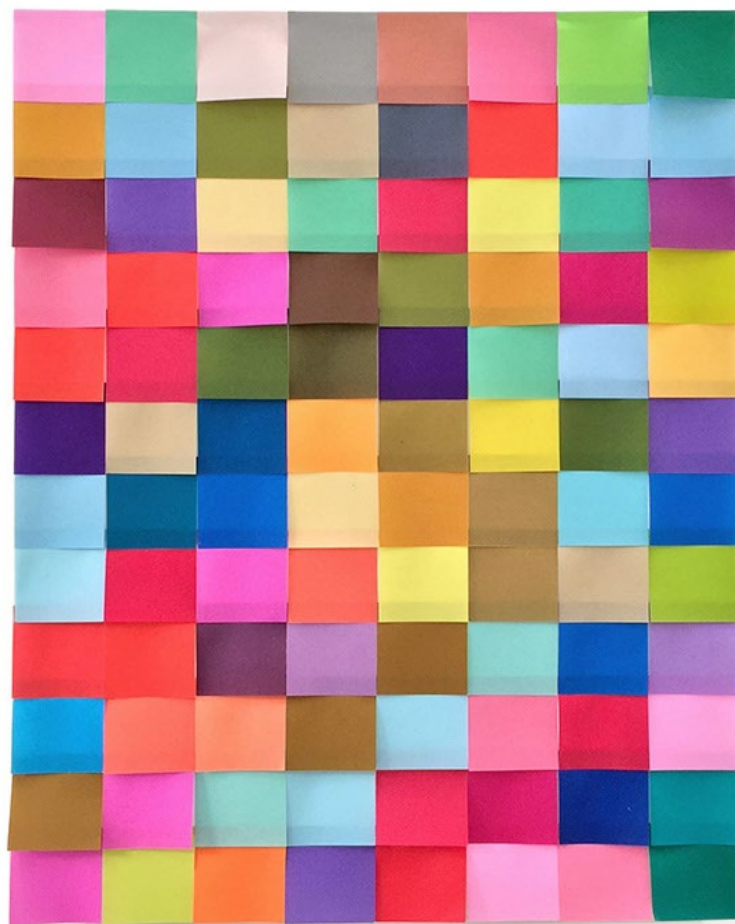
12" x 16"

2016

details



A sequence of chromaposts starting from the upper left to the bottom right corner.
Translation with a set of 12 colors (Semikolon Sticky Page Markers).

**Chromapost Origami Paper Translation (1 Jan - 5 Apr 2012)**

Origami paper, gesso, cradled wood board

unframed

16" x 20"

2015

details



A sequence of chromaposts starting from the upper left to the bottom right corner.
Translation with a set of 100 colors (origami paper).

**Chromapost Color Dot Dice Translation (26 Mar - 13 May 2012)**

Wood, foam board and 49 Color Dot dice
framed
15" x 12"

2015

details



A sequence of chromaposts arranged in a calendar layout.
Translation with a set of 6 colors (One Dot Dice).



Chromapost Craft Matchsticks Translation (1 Apr 2009 - 31 Mar 2010)

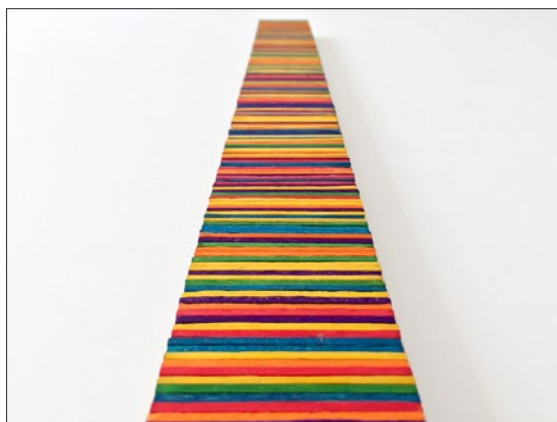
Colored craft matchsticks, balsa wood, craft wood dowels, ink

unframed

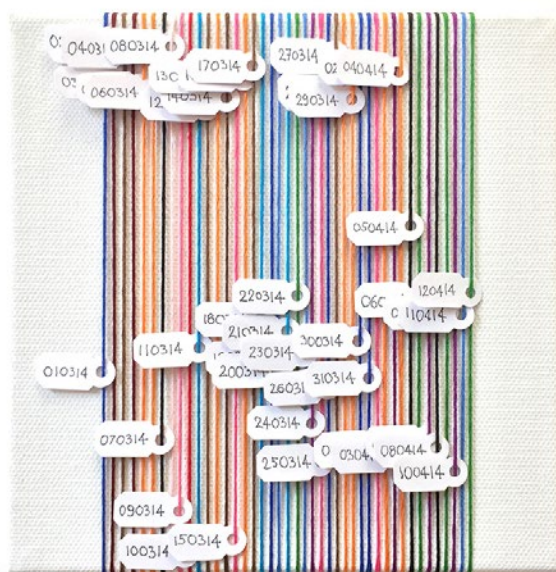
36" x 2" x 1/2"

2015

details



A sequence of chromaposts starting from the left-hand side.
Translation with a set of 6 colors (Colored craft matchsticks).

**Chromapost Embroidery Floss Translation (1 Mar - 12 Apr 2014)**

Embroidery floss, paper tags and ink on canvas
unframed
6" x 6"

2015

details



A sequence of chromaposts starting from the left-hand side.
Translation with a set of set of 32 colors of embroidery floss.
Date tags are positioned based on the original hue value of each chromapost.

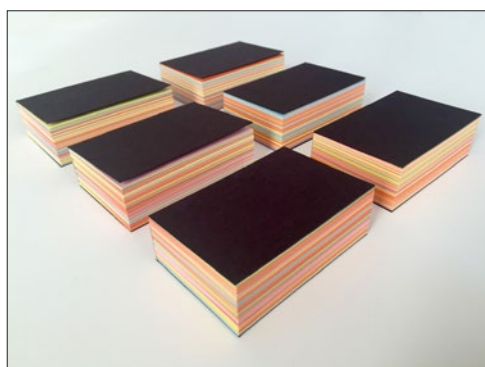
**Chromapost Books (1 Jan 2014 - 23 Aug 2015)**

Single book: 100 cards, black covers, printed dust jacket, 1" x 2" x 3"

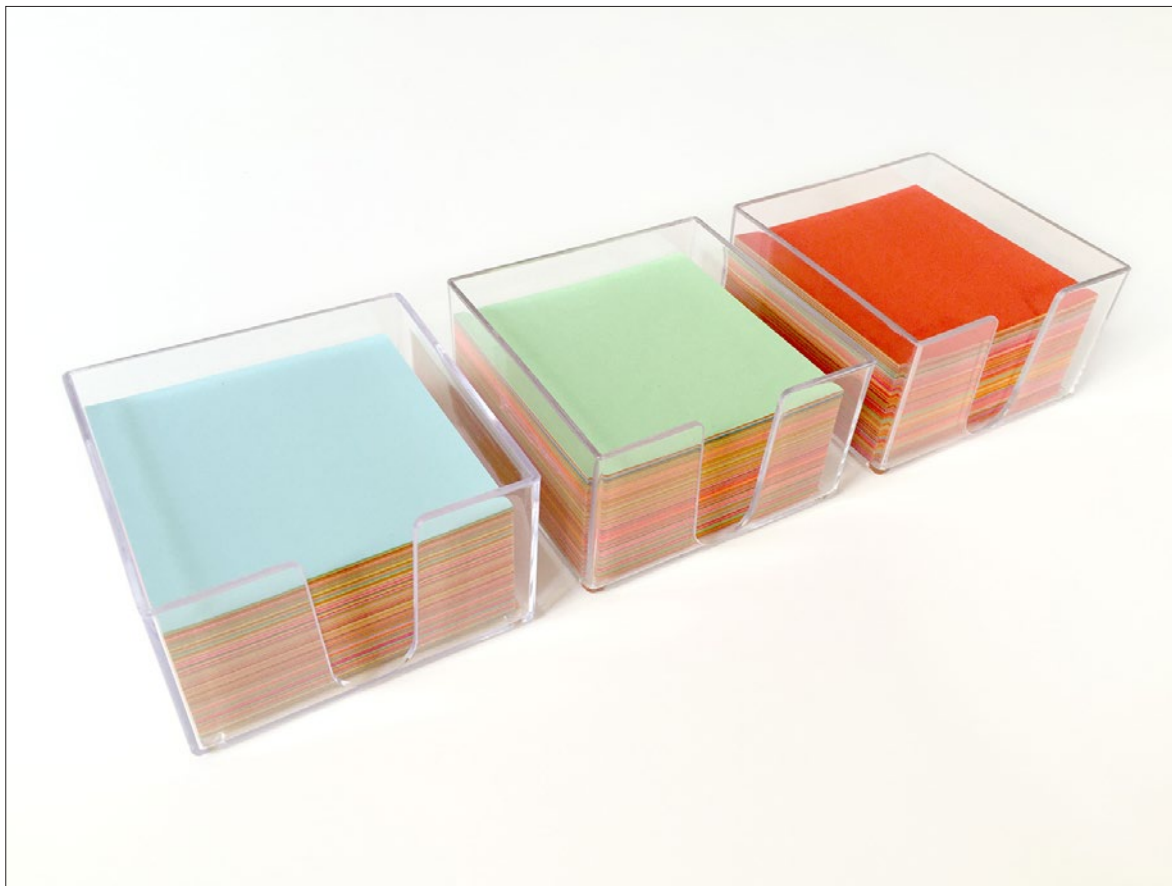
Set: 6 books, balsa wood case, 6" x 2" x 3"

2016

details



Handmade books.
600 days in 6 volumes.
Six hundred days/colors are rendered with blank flash cards (5 color set, Pacon).

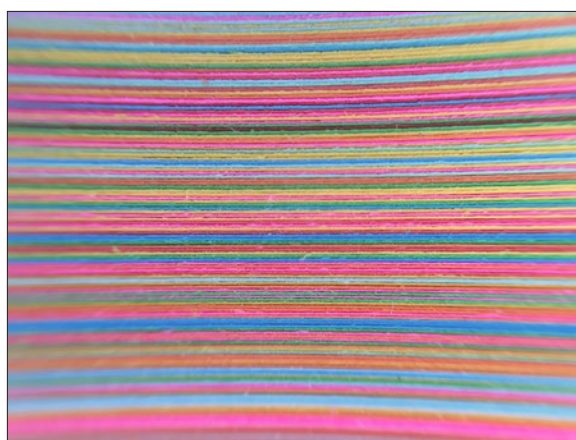
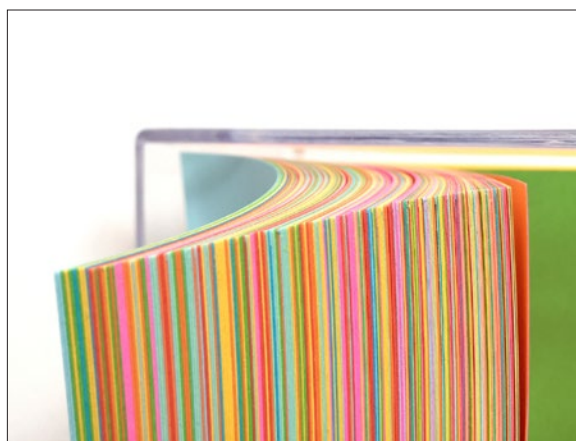
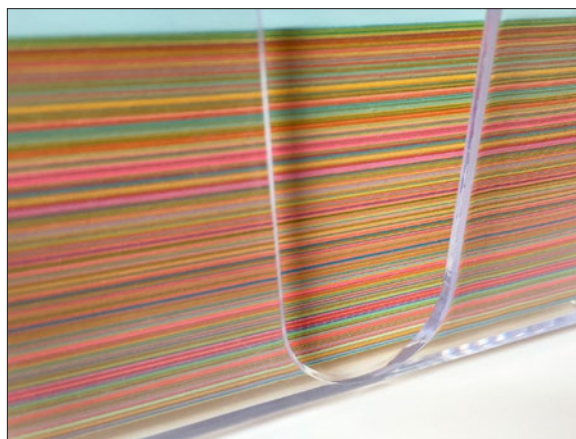
**Chromapost Staples Memo Pad Bloc-Notes Translation (1 Apr 2009 - 31 Mar 2012)**

1096 bloc-notes in three plastic containers

13" x 4" x 2"

2016

details



The first three years of Chromapost are rendered with Staples memo pad bloc-notes (8 color set).
Chronological order from top to bottom.
One year per container.



Chromapost Lego Translation (1 January - 30 June 2013)

245 Lego pieces (181 colored, 64 white)

5/8" x 7/8" x 57"

2016

details



A sequence of chromaposts starting from the top.
Translation with a set of 19 colors (Lego bricks).



Stalogy Translation (11 Oct 2009 - 10 Jun 2010)

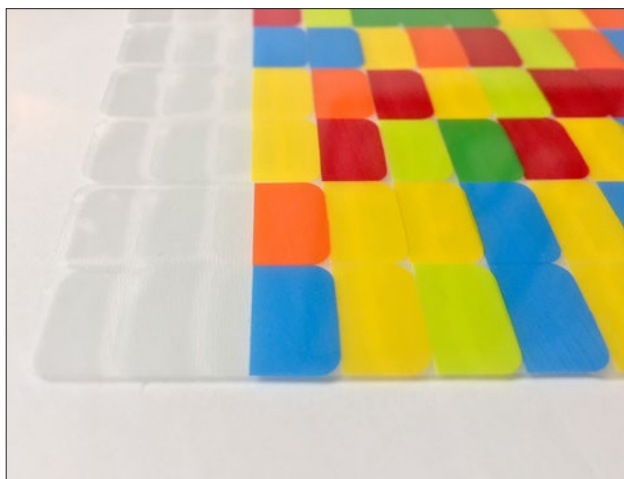
Sticky notes, glass, wood, paper

framed

15" x 12"

2016

details



A sequence of chromaposts starting from the upper left to the bottom right corner.
Translation with a set of 6 colors (Stalogy short sticky notes).



Chromapost Megaplast Translation (1 June - 16 August 2016)

Mosaic pins toy

unframed

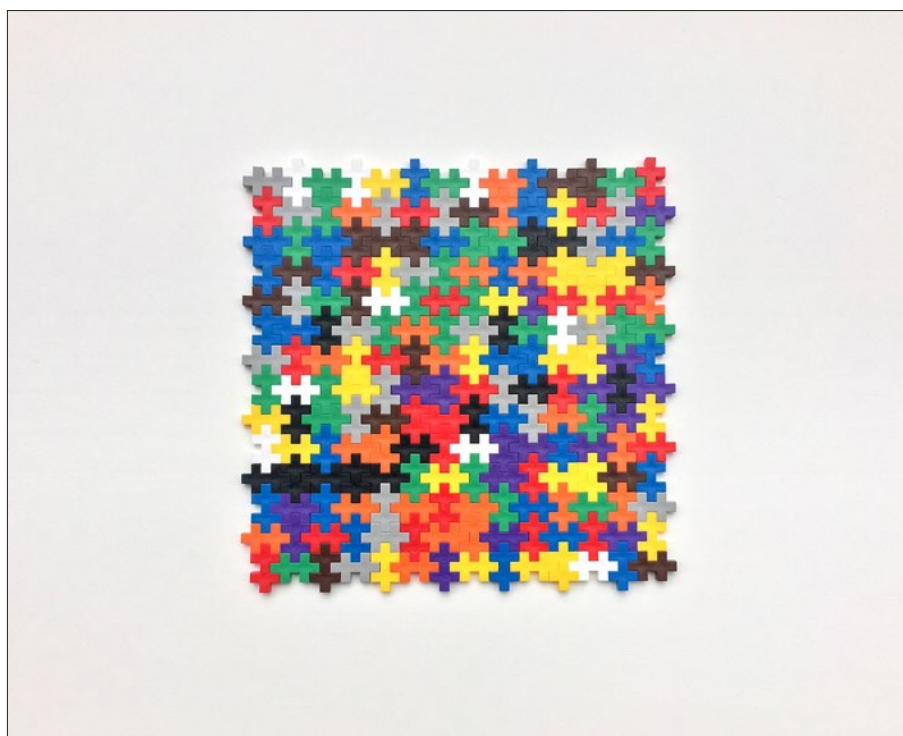
7" x 9"

2016

details



A sequence of chromaposts arranged in a calendar layout.
Translation with a set of 6 colors (Mosaic pins toy made by Megaplast from Indija, Serbia).



Chromapost Plus-Plus Translation (1 April - 13 October 2009)

Plus-Plus toy
unframed
7" x 7"

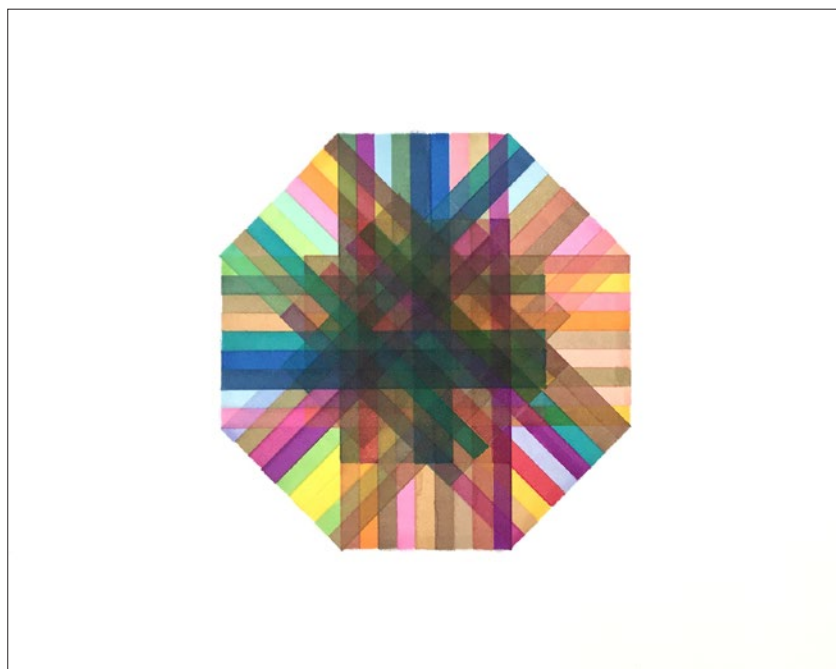
2017

details



A sequence of chromaposts starting from the upper left to the bottom right corner.
Translation with a set of 10 colors (Plus-Plus toy)

Chromapost on Paper



Chromapost Prismacolor Markers Translation (9 Apr- 19 Jun 2014)

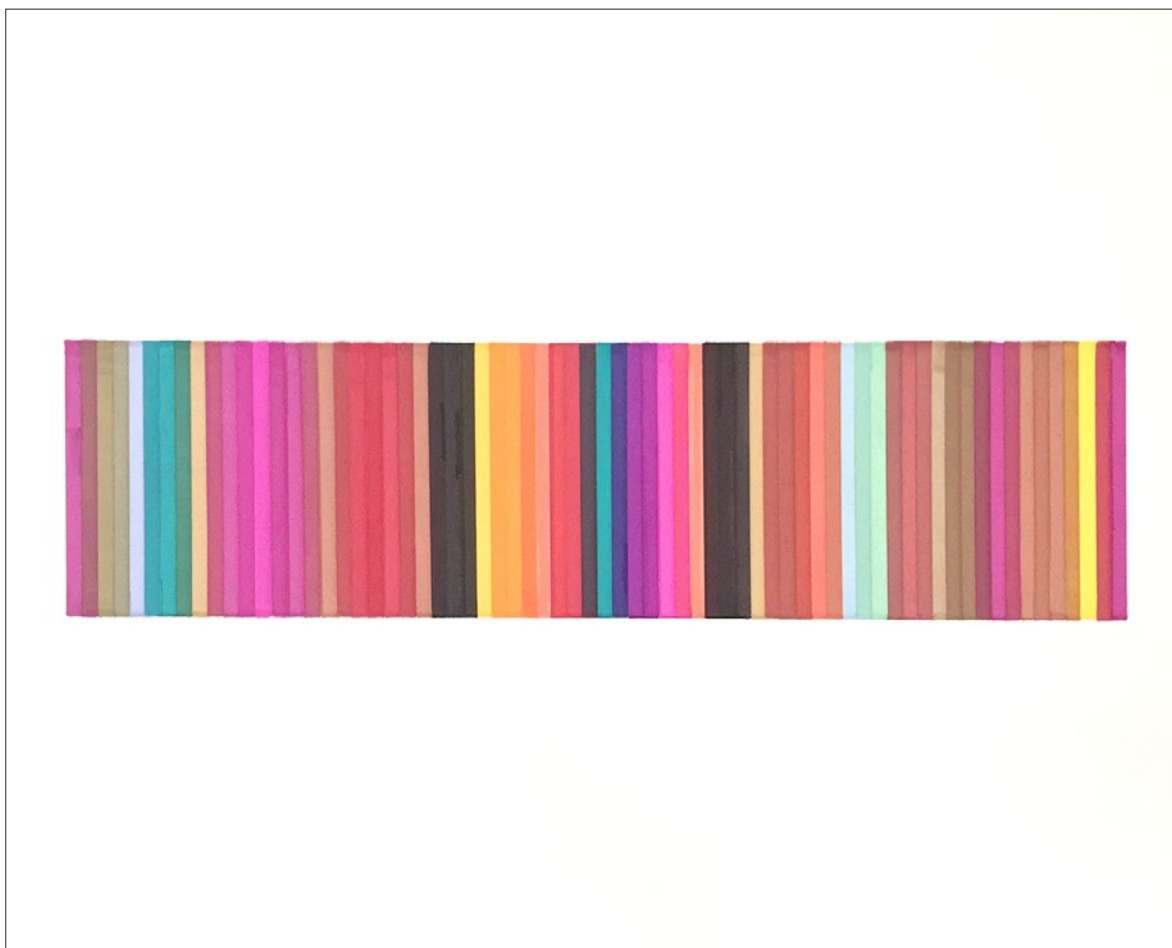
Markers on paper

unframed

14" x 11"

2016

Set of 32 Prismacolor markers.

**Chromapost Prismacolor Markers Translation (1 Nov - 5 Dec 2013)**

Markers on paper

unframed

24" x 19"

2016

Set of 32 Prismacolor markers.

**Chromapost Prismacolor Markers Translation (Dec 2010 - 7 Feb 2011)**

Markers on paper

unframed

24" x 19"

2016

The angles are based on the original hue values (HSB).
Set of 32 Prismacolor markers.

**Chromapost Prismacolor Markers Translation (23 Dec 2013 - 17 Feb 2014)**

Markers on paper

unframed

19" x 15"

2016

Set of 32 Prismacolor markers.

**Chromapost PrismaColor Markers Translation (21 Apr - 31 Aug 2011)**

Markers on paper

unfarmed

24" x 19"

2016

Set of 32 PrismaColor markers.

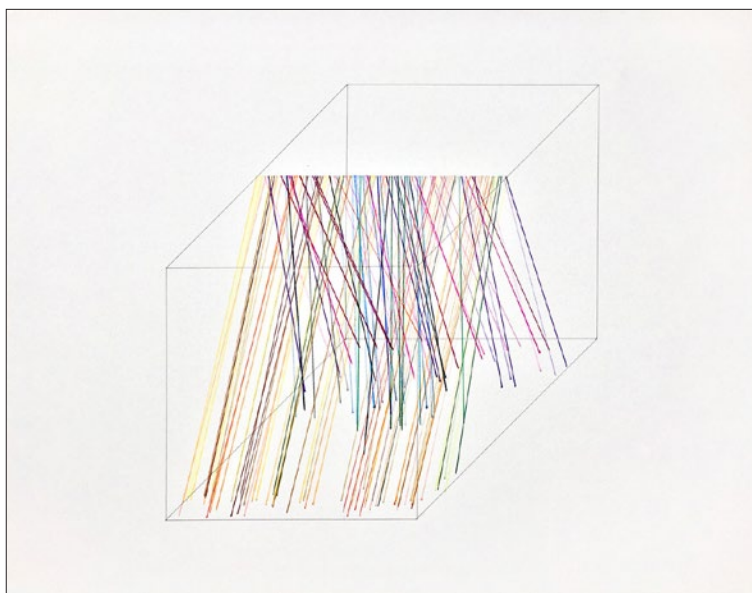
A sequence of chromaposts arranged in a calendar layout.



Chromapost (1 May - 9 June 2014)

Winsor & Newton Pigment Markers on paper
unfamed
24" x 19"

2016

**Chromapost Bic Markers Translation (1 Feb - 31 May 2014)**

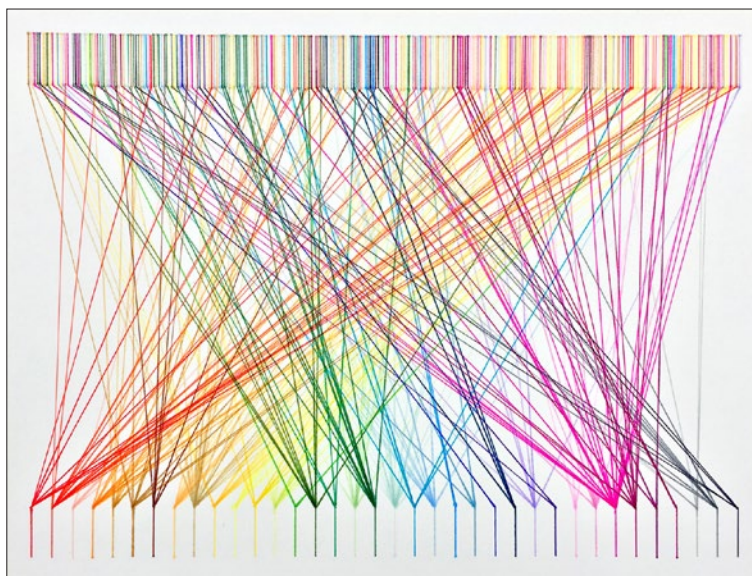
Markers on paper

unframed

14" x 11"

2016

Data visualization: top - time, bottom - hue position (HSB system).
Set of 36 colors (Bic permanent ultra fine markers).



Chromapost Bic Markers Translation (1 January - 12 October 2011)

Markers on paper

unframed

14" x 11"

2016

Sorting based on the marker color.
Set of 36 colors (Bic permanent ultra fine markers).