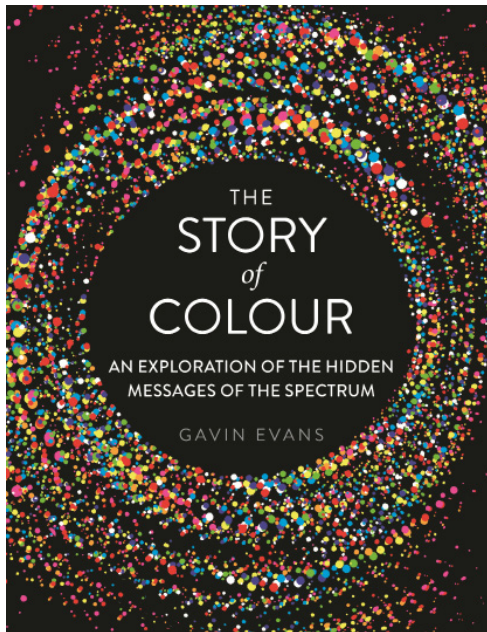


THE STORY OF COLOUR

AN EXPLORATION OF THE HIDDEN MESSAGES OF THE SPECTRUM

GAVIN EVANS



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Michael O'Mara Books

Why do we 'paint the town red'? How could Napoleon's green wallpaper have hastened his death? Why is the colour of jealousy green, black, yellow or purple in different cultures? Was it always pink for girls? Why is the White House white?

When we look at or talk about a colour in a particular setting, we are as likely to see its cultural or symbolic meaning as the shade itself. Why?

The Story of Colour is a fascinating, lively and anecdotal look at the cultural history and mysteries of colour. It tells the story of how we have come to view the world through lenses passed down to us by politics, fashion, sport and, not least, prejudice. Gavin Evans addresses our perceptions of image, race, language and identity, uncovering fascinating anecdotes and hidden histories for every hue. Lavishly illustrated and crammed with beguiling detail, the book dips into art, science, history, linguistics and pop culture to paint intriguing pictures of what colour has meant to people, when, and why.



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 Michael O'Mara Books

 @OMaraBooks #TheStoryofColour

GAVIN EVANS lectures in Cultural and Media Studies and teaches at Birkbeck College, University of London and is a senior lecturer at the London School of Journalism. He has worked as a journalist for 32 years, broadcasts for *BBC World Service* and writes for publications including *The Times*, the *Independent*, *The New York Times*, *Esquire*, the *Guardian*, *The Financial Times*, the *Telegraph* and *The New Statesman*, among many others. He is the author of seven books, including the memoir *Dancing Shoes is Dead* (Doubleday and Black Swan) short-listed for the Alan Paton non-fiction prize. He co-wrote the screenplay for the forthcoming (hopefully) film *Prince of the Ring* (Focus Features).

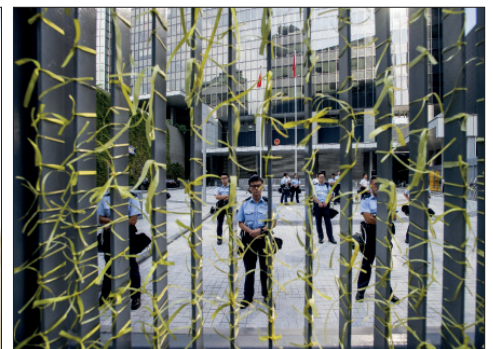
He was born in London but grew up in Cape Town, Port Elizabeth, Johannesburg and San Marcos, Texas. Along the way, in addition to working as a journalist and campaigning against apartheid, he completed an honours degree in Economic History and an LLB, MA and PhD in Political Philosophy.

Media Opportunities:

- Serial and extract rights are available
- Gavin is available to write exclusive pieces and quiz features for publication
- Gavin is an experienced broadcaster and available for interview
- A stunning gift for Christmas round-ups

Features and discussion points could include:

- Our cultural and historical perception of colour: symbolism, belief, time and place
- Rainbow feature: fascinating facts for every colour
- Colour me bad: the sinister history of colours of oppression
- Colouring childhood: the changing status of blue and pink
- The mystery dress: blue and black or white and gold?



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