

TURNING PINK

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Turning Pink: Transforming Carpenter Hall into a Pink Paradise

"The qualities we associate with the pastel color pink are quite diverse. They range from sensitive, tender, youthful, artificial, or unreal to eccentric, sweet, vulnerable, and pleasurable. The color is at home in both "high" and "low" culture. Pink may be perceived as unpleasant, perhaps even embarrassing at times, or as appealing and enjoyable. And it is quite simply associated with the idea of beauty."

-Barbara Nemitz

For a color with so much versatility and power, pink is painfully underused in architecture. The history of Washington State University, the environment in which it rests, and the people it serves, all demonstrate strong connections to the color. By immersing Carpenter Hall in cherry blossoms and sunsets, I hope to revitalize an unloved and banal building, celebrate the beauty of life on the Palouse, and reaffirm the school's mission to educate and elevate its students.

