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Mesa Contemporary Arts Museum and the Gallery at Tempe Center for the Arts teams with EnChroma to Enhance Experience for Color Blind Visitors

FOR IMMEDIATE RELEASE

Nov 1, 2021 (Mesa, AZ)— Mesa Contemporary Arts Museum and the Gallery at Tempe Center for the Arts are excited to announce a collaboration with EnChroma, creators of patented eyewear technology for colorblindness to assist guests affected by red-green color vision deficiency.

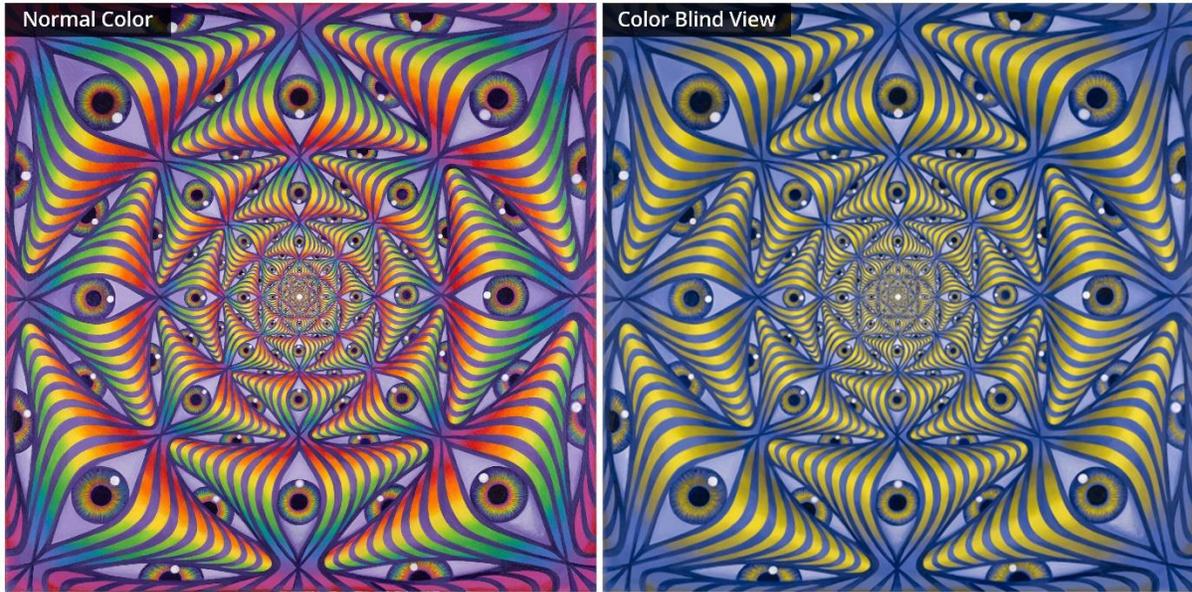
“Mesa Contemporary Arts Museum is thrilled to make the EnChroma glasses available to all our guests! This season, which highlights the Visionary Art Movement, seemed like the perfect time to launch this program. It provides another level of sight and understanding for those unable to behold the vibrancy captured by these artists. It also serves as a good reminder that experiences are not universal and a variety of factors, including how we see color, will have an impact on how we interpret art and interact with our physical world,” said Tiffany Fairall, Chief Curator for Mesa Contemporary Art Museum.

Beginning Nov 5, 2021, visiting guests to both venues will be able to borrow EnChroma Glasses to enhance their museum and gallery experiences through seeing an expanded range of colors more clearly and distinctly. EnChroma’s color blind glasses are engineered utilizing a light filtering technique to give those with color blindness the ability to see more of the broad spectrum of colors.

“One of the most important goals of the TCA’s arts programs includes making experiences accessible to all. Including EnChroma kits in our spaces helps us take one more step towards creating more dynamic arts opportunities that are relevant to our community members’ daily lives,” said Michelle Dock, Visual Arts Curator for Tempe Center for the Arts.

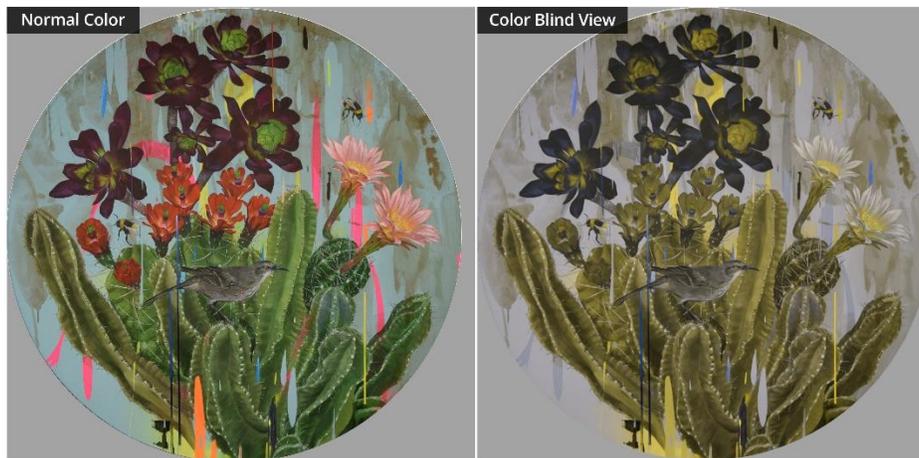
One in 12 men (8%) and one in 200 women (.5%) are color vision deficient; an estimated 13 million in the United States and 350 million worldwide. While people with normal color vision see over one million shades of color, those with red-green color vision deficiency only see an estimated 10% of hues and shades. As a result, many colors appear dull, muted, washed out, indistinct and difficult to discern.

“The mission of EnChroma is to enable those with color vision deficiencies to access more of life’s colorful experiences through our specially engineered eyewear,” said Erik Ritchie, CEO of EnChroma. “We are excited to collaborate with Mesa Contemporary Arts Museum to make its colorful works accessible to those with color blindness”.



Alex Grey & Allyson Grey, *Rainbow Eye Ripple*, 2019.
 Courtesy of the artist and Mesa Contemporary Arts Museum.

Color blind view conversion by:  enchroma.



Frank Gonzales, *Melodrama*, acrylic on canvas, 2019.
 Courtesy of the artist and the Gallery at Tempe Center for the Arts.

Color blind view conversion by:  enchroma.

EnChroma continues to lead in advocating for “color accessibility” through its EnChroma Color Accessibility Program. The program helps public venues, schools, state parks, libraries, museums and other organizations purchase and loan EnChroma glasses to color blind students and guests to help make schoolwork that involves color, colorful exhibits, attractions and/or experiences accessible to the color blind. Test your color vision in under two minutes at enchroma.com.

About Mesa Arts Center

Mesa Arts Center, owned and operated by the City of Mesa, is a unique, architecturally stunning, international award-winning facility located in the heart of downtown Mesa. Arizona's largest arts center is home to four theaters, five art galleries, and 14 art studios. Guests, patrons, and students come to Mesa Arts Center to enjoy the finest live entertainment and

performances, world-class visual art exhibitions, and outstanding arts education classes. The facility is an architectural showpiece and a destination for visitors to the Phoenix area. Mesa Arts Center's mission is to invite all people to create and discover entertaining, challenging, and diverse art and arts experiences within joyous, dynamic and welcoming environments.

About Tempe Center for the Arts

Tempe Center for the Arts, owned and operated by the City of Tempe, is one of the finest venues in Arizona - a jewel in the crown of a city known for its support of the performing and visual arts. Opened in September 2007, the strikingly magnificent venue houses a state-of-the-art 600-seat proscenium theater, Sculpture Garden, a 200-seat studio theater, a 200-seat multi-purpose Lakeside room, a 3,500 square-foot art gallery, as well as an outdoor amphitheater with capacity of 1500. Patrons come to experience, engage, and connect through diverse performances, activities, special events, educational exhibitions, and programs. Tempe Center for the Arts is an inclusive space and embraces art in all forms and all voices.

About EnChroma

Based in Berkeley, Calif., EnChroma produces leading-edge eyewear for color blindness and low vision, and other solutions for color vision, sold online and through Authorized Retailers worldwide. Invented in 2010, EnChroma's patented eyewear for color blindness combines the latest in color perception, neuroscience, and lens innovation to improve the lives of people with color vision deficiency around the world. EnChroma received an SBIR grant from the National Institutes of Health (NIH). It earned the 2016 Tibbetts Award from the U.S. Small Business Administration in recognition of the firm's innovative impact on the human experience through technology, and the 2020 Innovation Award in Life Sciences from the Bay Area's East Bay Economic Development Alliance. For more information call 510-497-0048 or visitenchroma.com.

Mesa Arts Center

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