

Title: The pink tax

Speaker: Vien Cheung

Abstract:

Colour is a powerful vehicle which latches significantly onto perceptions through its extensive associations with culture, history, symbolic meanings, psychological effects and many others. Gendered colours have been an established part of societies and engrained within consumers for a long time due to their use as navigators, identifiers and differentiators. Today, the colour pink stands for femininity, in all its positives and otherwise, while a century ago was it viewed as masculine. The term “pink tax” refers to gender-based pricing disparities – specifically an upcharge on products and services intended for female consumers. What is the connection between pink and binary? Could debate such as ‘nature versus nurture’, which considers particular aspects of thinking and behaviour are outcomes of either inheritance or learning, shed light on the answers? This talk discusses the history and coding of the colour pink, and presents a philosophical analysis on the gender equality, diversity and inclusion.



Biography:

Vien Cheung, an academic in the UK, has authored more than 100 refereed publications in the areas of color vision, color science, color imaging and color design. Her ethos on integrity and diversity takes her to explore how colour can be used as a vehicle to shift our ‘black and white’ judgements into a more variegated and expansive perception of the world. Vien is also active in charitable and educational colour organisations including the International Colour Association (AIC) and the Colour Group Great Britain in which she is the Immediate Past President and Chairman respectively.