

Does Color Have a Gender?



Ulrich Museum of Art

Objects:

JeongMee Yoon *Emily and Her Pink Things*, 2005, 2008 (Date of printing). Chromogenic color print on paper, 38 x 38 inches. Ulrich Museum of Art, Museum purchase

JeongMee Yoon, *Yerim and Her Pink Things*, 2005, 2008 (Date of printing). Chromogenic color print on paper, 38 x 38 inches. Ulrich Museum of Art, Museum purchase

Description:

Students will learn about JeongMee Yoon's series *The Pink and Blue Project*. They will explore notions of gender in color, their preferences, and the objects they own, much like Yoon does in her series exploring gendered consumerism.

Grade Level: 3-5 grade

Subject: Art, Ethics

Length of Lesson: Independent worksheet, 1 hour

Standards:

VA: Re7.2.3 Determine messages communicated by an image.

VA: Re7.2.4 Analyze components in visual imagery that convey messages.

VA: Re7.2.5 Identify and analyze cultural associations suggested by visual imagery.

VA:Cn11.1.5 Identify how art is used to inform or change beliefs, values, or behaviors of an individual or society.

Materials:

Worksheet

Resources:

Ulrich Museum of Art collection portal of the artworks: <https://de1.zetcom-group.de/MpWeb-mpWichitaUlrich/v?mode=online&objectId=9791>

<https://de1.zetcom-group.de/MpWeb-mpWichitaUlrich/v?mode=online&objectId=7736>

More on Yoon's series: <https://www.itsnicethat.com/features/jeongmee-yoon-the-pink-and-blue-project-photography-040319>

Does Color Have a Gender?

What is your favorite color?

Why?

When you think of the color pink, what do you think of it?

When you think of the color blue, what do you think of it?

Do you think blue is for boys and pink is for girls? A lot of people do—many girls like the color pink, and many boys like the color blue. An artist named JeongMee Yoon noticed this when her daughter refused to wear anything that was not pink. She decided to photograph children with every pink or blue object they owned. She photographed kids from the United States and South Korea to show that this obsession with pink or blue reaches across nations.

Jeong Mee Yoon sees these two colors as gendered. She is interested in how little girls have so many pink things, and little boys have so many blue things. Is our gender tied to the objects we own?

What is your gender?

What about you makes you that gender?

What objects do you own that you think you would not like if you were a different gender?

Here are two examples of JeongMee Yoon's work:



JeongMee Yoon
Korea, born 1969

Emily and Her Pink Things, 2005
Chromogenic color print on paper
Ulrich Museum of Art, Museum purchase



JeongMee Yoon
Korean, born 1969

Yerim and Her Pink Things, 2005
Chromogenic color print on paper
Ulrich Museum of Art, Museum purchase

Look through your belongings. Notice their colors. What color do you notice the most? Is it blue, pink, or your favorite color? Why do you have more of this color than others? If you can, try laying out these objects as JeongMee Yoon does. Laying out items can make us realize how much of something pink or something blue we own.