

KOIAS-Lecture 19

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**Pink and Nostalgia:  
The Imaginary Color That Makes Us**

Abstract

Contemporary pink represents modernity and its connection to the past, linking the historical red and the rebellious violet as an intermediate colour. The influence of cultural transfers, orientalism, and soft power provide insights into this worldwide phenomenon, which sits at the intersection of cultural history and international relations. This presentation aims to explore the unique qualities of a colour that dominates current trends. A pink colour dropped from the sky, which we struggle to see. But not just any pink: the shade of Sakura and nostalgia, the fictional one.

16:30-18:00, November 7, 2023

Student Hall, Building A

Graduate School of Humanities, Kobe University.

No advanced registration required.

Free Admission.



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