

COLORFACTORY

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RICE COLOR WALK

Color Factory is a collaboratively produced, immersive experience designed to awaken audiences to the everyday yet brilliant presence of color in our lives. Rice Color Walk pays special homage to the colors that make Rice and Houston unique. The palette was created through a collaboration between the Color Factory's creative team and members of the Rice community. Each color in the striped walkway corresponds to a special place at Rice or in the city of Houston, such as the red of Rice's signature tile roofs and the brown of Buffalo Bayou. The collection of colors creates a unique portrait of Rice and Houston that contributes to a sense of community and shared experience during this critical time.

