

Lars Sivik, 330608
Curriculum vitae 2005

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Examinations and educations

- 1957 Licenced teacher
- 1970 Licenced Psychologist
- 1974 PhD., (diss.: Studies of color meaning in general and in built environments).
- 1975 Res. Professor
- 1982 Licenced Psychotherapist

Some of the positions held:

- 1957-62 Teacher (+university studies);
- 1963-68 Psychologist (clinical psychology) + consulting in information, PR and marketing.
- 1967- Participation in the development of the NCS-system, first at the Swedish Foundation of Color Center, then as university researcher with grants mainly from The Swedish Foundation of Building Research.
- 1968-1972 University Lecturer at Dept of Psychology, Goteborg (half time) and Researcher at KTH (Royal University of Technology) Stockholm (half time) Environmental Psychology.
- 1972- Researcher at Univ of Goteborg with own grants from the Government, mainly concerning perception of the visual environment, its impact and ergonomic aspects. Further the studies have concerned evaluations of habitats, visual aspects of merkantile and industrial environments, effects of signs in industries as well as perception of environments on-board large ships. Founder of a private "Research Institute of Visual Environment", with grants from the Swedish Government.
- 1972 - Consulting University Lecturer at Dept of Psychology, Goteborg, in courses such as personality theory, Environmental psychology and Theory of science.
- 1972 - Invited Lecturer at various Universities in Sweden as well as abroad (e.g. Oxford, Guildford, Cambridge, Glasgow, Berlin, Ulm, Freiburg, Salzburg, Troy, Syracuse, Baltimore, Princeton, Irvine, Taipee, Kyoto, Tokyo, Oslo, Bergen, Trondheim, Copenhagen, Helsinki, Bratislava, Padua, Florence, Perth, Sidney, Leningrad, Moskva, Cape Town.
- 1993-96 Associate professor at KTH, Dept. of Architecture, Stockholm..
- 1993-2002 Director Institute of Psychosomatic Institute, Goteborg
- 2002- Director of Hultafors Health Center AB, Hultafors

Participant at over 20 scientific conferences and congresses, all with paper presentations or as invited lecturer. Often lecturer at companies and architecture offices.

Responsible and manager for the following conferences:

- AIC (Association Internationale de la Couleur) Int. Conference on Color Order Systems, Kungälv 1983 (together with Anders Hård)
- AIC International Conference "Colour and Psychology" Göteborg 1996.

Scientific award:

AIC (Association Internationale de la Couleur) Scientific Award (together with Anders Hård and Gunnar Tonquist) at the AIC Congress in Kyoto 1997 (For development of the NCS Colour Order System and for "extinguished theoretical and applied research on color perception and usage").

AIC Tutorial Lecturer vid AIC Congress in Kyoto 1997: NCS - "Reflecting the Color Sense as a perceptual system"

Among external works can be mentioned:

- Chairman. i ISO/TC187/WG1 Terms and Definitions of Descriptive Color Notations,
- Swedish expert in ISO/TC 159/SC 4/WG 2,
- Member of SIS/STG TK7 Färgbeteckningar (1985 -96) Standardization of Visual display terminals used för office tasks - Ergonomic requirements.
- Secretary of AIC-Study group of Environmental Color Design (AIC = Association Internationale de la Couleur)
- Expert consultant for Common Health Authorities in Goteborg for the planning and color design of new and old hospitals (during the 70ties)
- 1993-96 Member of the Executive Board of the AIC
- Board Member of the Swedish Color Centre Foundation

Consulting:

- Volvo Data (colors of computer screens). ARLA (Color of packaging of diary products), Perstorp AB (color array of high pressure laminates), Traffic Office of Goteborg (Design of streetcars and buses of Goteborg – still in use), Volvo Lorries (Exhibition in Paris), Volvo Cars (interior of plants), Kodak (series of lectures in connection with introduction of color printers). Many consulting jobs concerning products and packaging, corporation image, etc. e.g. AEG (Stuttgart) color on products.

Around 100 publications (articles, research papers in Scientific Journals, book-chapters etc) mostly on psychological aspects of the physical environment in general and specifically of colors - and on scientific and psychological methods.