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Sommario/riassunto	"Is color a necessity of life, in the same manner as food, water and air? The answer is no, but try to imagine a world without color. Nature would bear no brightly colored flowers, no green grass, no festively colored birds or fish. The blue of sky-rich and deep one day, only to yield a softer sky blue the next-would not be there. How could we call it sky without those colors? What would the word, the idea, sky even mean? There would also be no colorful man-made objects: automobiles gleaming red, silver, piercing black; brightly colored newspapers and magazines whose purpose is to give image and substance to ideas, concepts and actions; children's toys and all that is implied by the joy given by their colorfulness; packaging materials that excite and endorse; the very houses we live in and countless other objects that make up the world as we know it."--