

IMPORTANCE OF BLACK

White is the presence of all colors. Black is the absence of any color. Black provides the greater contrast. This explains not only why any color will seem least vibrant in a white context but also why it will appear the most vibrant in a black context.

Black traditionally symbolizes both evil and the inevitable absence of life; both constitute the overall contexts of our lives. If there's no evil, then no action can be heroic. If there is no death, no life can have meaning. Black makes the difference.



