

Contents

Acknowledgements vi

Introduction **THE RAINBOW'S GRAVITY** 1

1 **THE TEXTURE OF CAPITALISM** 21

Oil Painting and Industrialisation in the Nineteenth Century

2 **THE COMPLEXION OF THE CHROMOLITHOGRAPH** 47

Colouring Skin in Late Victorian Print

3 **MODERN WOMEN, MODERN COLOURS** 77

Madame Yevonde and the Feminisation of Photography between the Wars

4 **DECOLONISING IN TECHNICOLOR** 113

Chromatic Imperialism and Post-war Colour Cinema in Britain and India

5 **THE BBC'S COLOUR PROBLEM** 147

Race, Migration and Colour Television in the 1960s

Coda **NEON FUTURES** 177

Notes 183

Selected Bibliography 206

Photograph Credits 214

Index 215