

Exhibition Design

Spring 2019

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Class Intros

- What's your name and major / year?
- What is the last exhibition you visited?
- What do you think Exhibition Designers do?
- What are your expectations of the class?

To get started, and to get to know each other,
let's curate and display a small exhibition.

Warm Up Exercise: 15 Minute Show

As a group we'll create and display an exhibition in 15 minutes.

The premise is simple, the show is based on our interests, relationship as a class, and the Tabloid paper format.

1. Choose 1 piece of artwork to enter into the show. It can be your favorite piece, a significant work to your artistic development, your least favorite work, etc.
2. Represent this work using a tabloid sheet of paper. Do you print and hang a photo of the piece? Create a sculpture of the piece using advanced paper craft?
3. Write a 'wall label' text, which you will read to the class explaining the piece and your relationship to it.

Submit a digital copy of your work (a photo, or PDF, JPEG, etc.) and the text from your wall label to chris.

This semester will compose of 2 primary tasks:
curating and displaying the GD Spring
Exhibition Series, and defining a gallery inside
of the GD Studio.

GD Spring Exhibition Series

This semester we'll work with practicing graphic designers/studios to curate, promote, and display 3 solo exhibitions on their work.

At the end of the semester we'll exhibit a group show based on those designers works and more contributors.

Part of our task this semester is connecting these subjects practices in a meaningful way leading up to the group show.

Solo shows will take place in the Graduate Center's Atrium Gallery Space.



The group show takes place at the
Hubbell Street Galleries





In addition to the “GD Spring Exhibition Series” we’ll also establish a Graphic Design Gallery within the GD Studio in collaboration with the Letterform Archive. Over the course of the semester we will also display 3 tabletop shows.

Letterform Archive



GD Studio



We'll split into 3 groups of ~5 students, each group working on one of the solo shows, and one of the tabletop shows.

However, we will function as one larger team – assisting each other throughout the semester to make all shows successful.

These shows will be timed so you have as much time as possible to work on each of them. However not all amounts of time will be equivalent for each part of the exhibition for each group.

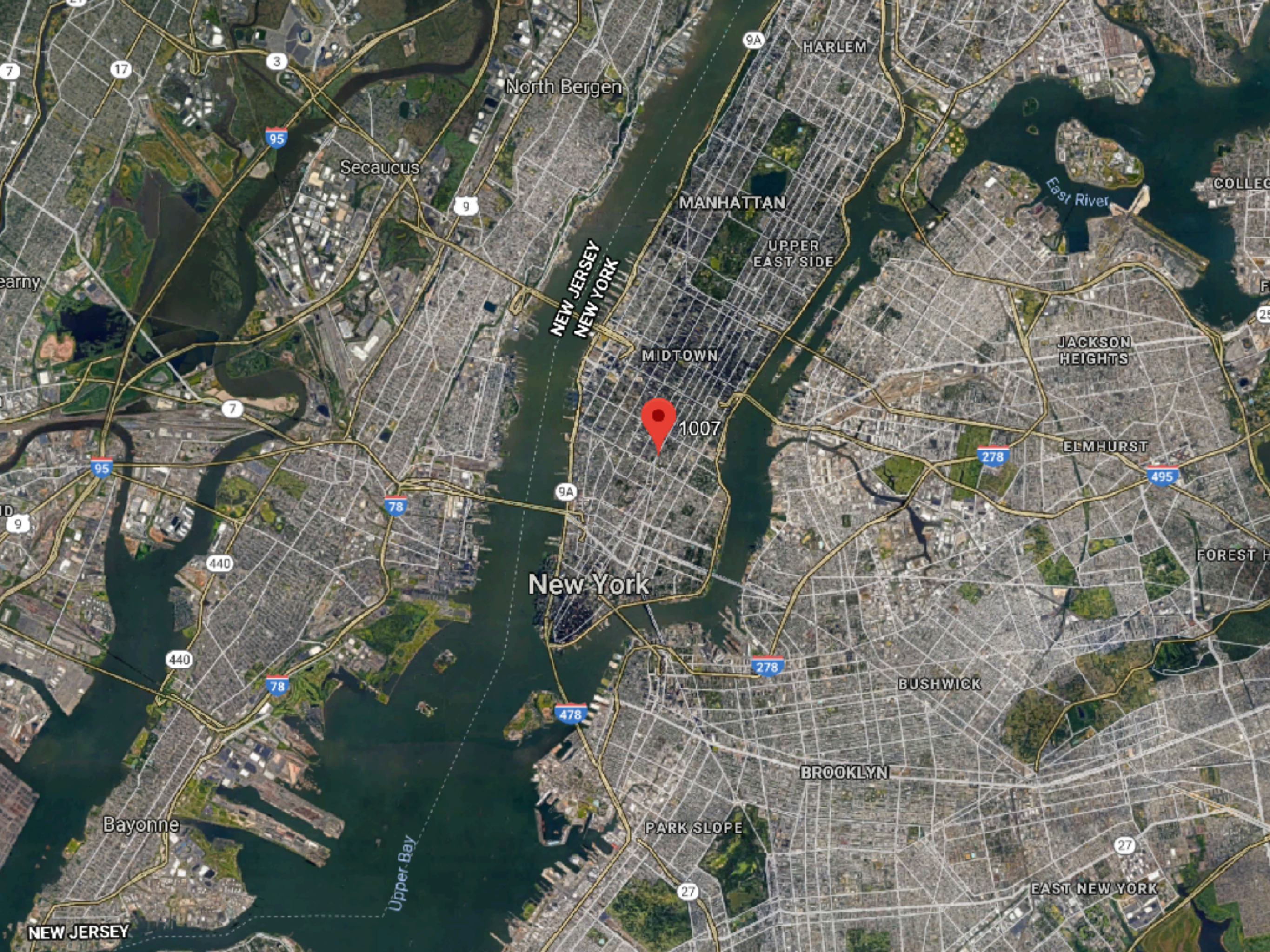
Let's walk through the class website...

exhibition.designing.tools

Spring Exhibition Series Interface

E Roon Kang
Feb 28 – Mar 7

E Roon Kang lives and works in New York, where he operates Math Practice – an interdisciplinary design and research studio, with interest in studying, evaluating, and criticizing complex systems and its pursuit of efficiency.



North Bergen

Secaucus

HARLEM

MANHATTAN

UPPER
EAST SIDE

East River

COLLEGE

NEW JERSEY
NEW YORK

MIDTOWN

JACKSON
HEIGHTS

1007

ELMHURST

New York

FOREST H

BUSHWICK

BROOKLYN

PARK SLOPE

EAST NEW YORK

Bayonne

NEW JERSEY

Upper Bay



Roon



APAP



APAP

4회 안양공예술프로젝트
THE 4TH ANYANG
PUBLIC ART PROJECT

안양파빌리온
경기도 안양시 동안구
석송로180 180-430-012

Anyang Pavilion
180 Yeudongwon-ro
Mianju-gu, Anyang-si
Gyeonggi-do
South Korea, 430-012

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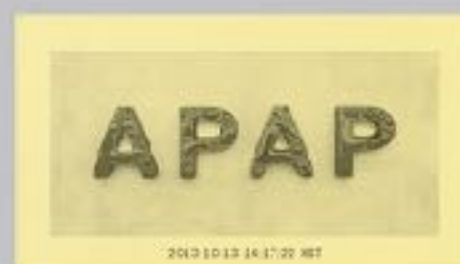
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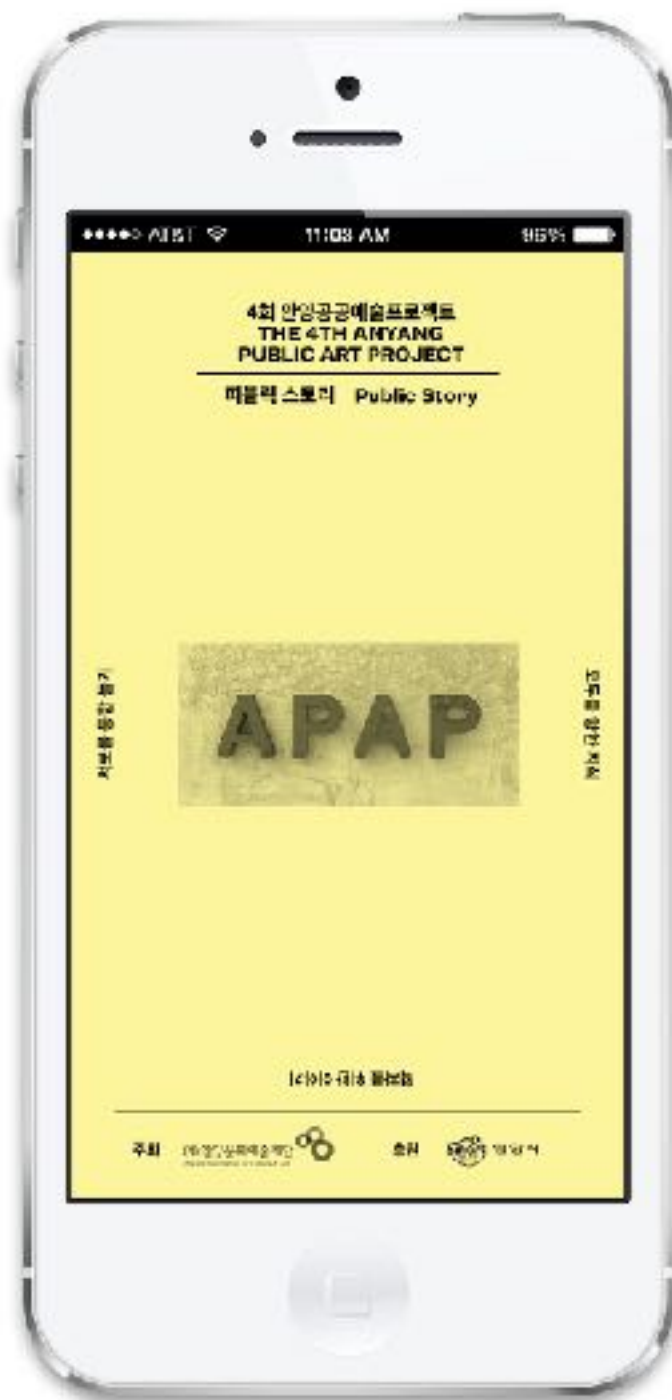
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APAP



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포지션을 위한 이야기

지식 이야기 기

서로를 위한 이야기

모두를 위한 지식



4차 산업혁명 대응을 위한
THE 4TH INDUSTRIAL
REVOLUTION ART PROJECT
주최: 서울특별시
2014. 1. 28 - 2014. 6. 30
신정미술관 2층 특별전시실

개막식
2014. 4. 27 일요일 오후 2시
주최: 서울특별시 문화재단
2014. 4. 27 일요일 오후 2시
117면 (1층) 140-171

대형 그림
1호선 신정역에서 서울역까지의 구간을
연결하는 길, 신정역에서 서울역까지의 구간
1호선 신정역에서 서울역까지의 구간
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신정미술관

포지션을 위한 이야기

모두를 작자를 서로를

서로를 위한 이야기

모두를 위한 지식



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모두를 향한 지식

퍼블릭 스토리

서로를 통한 듣기

각자를 위한 이야기

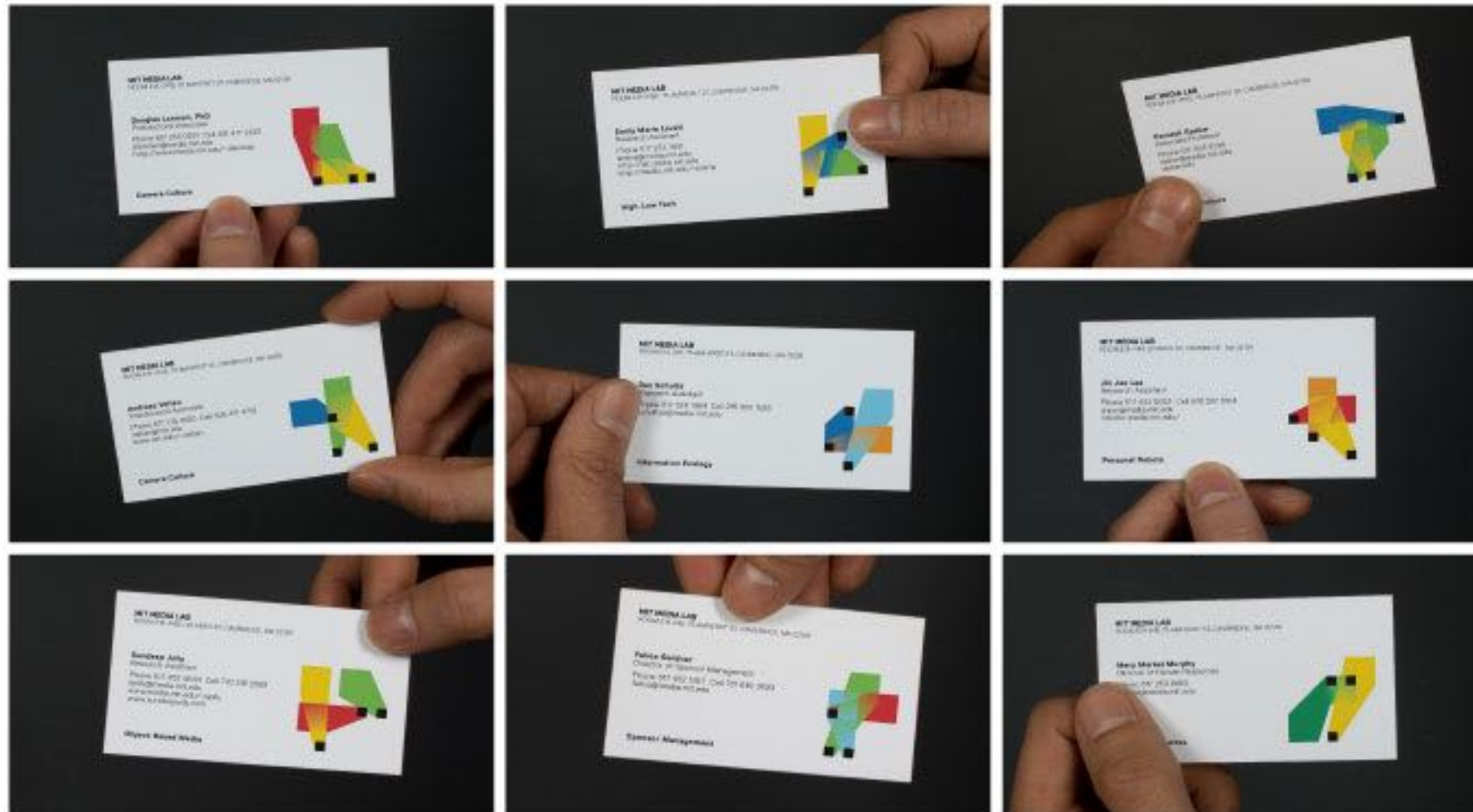




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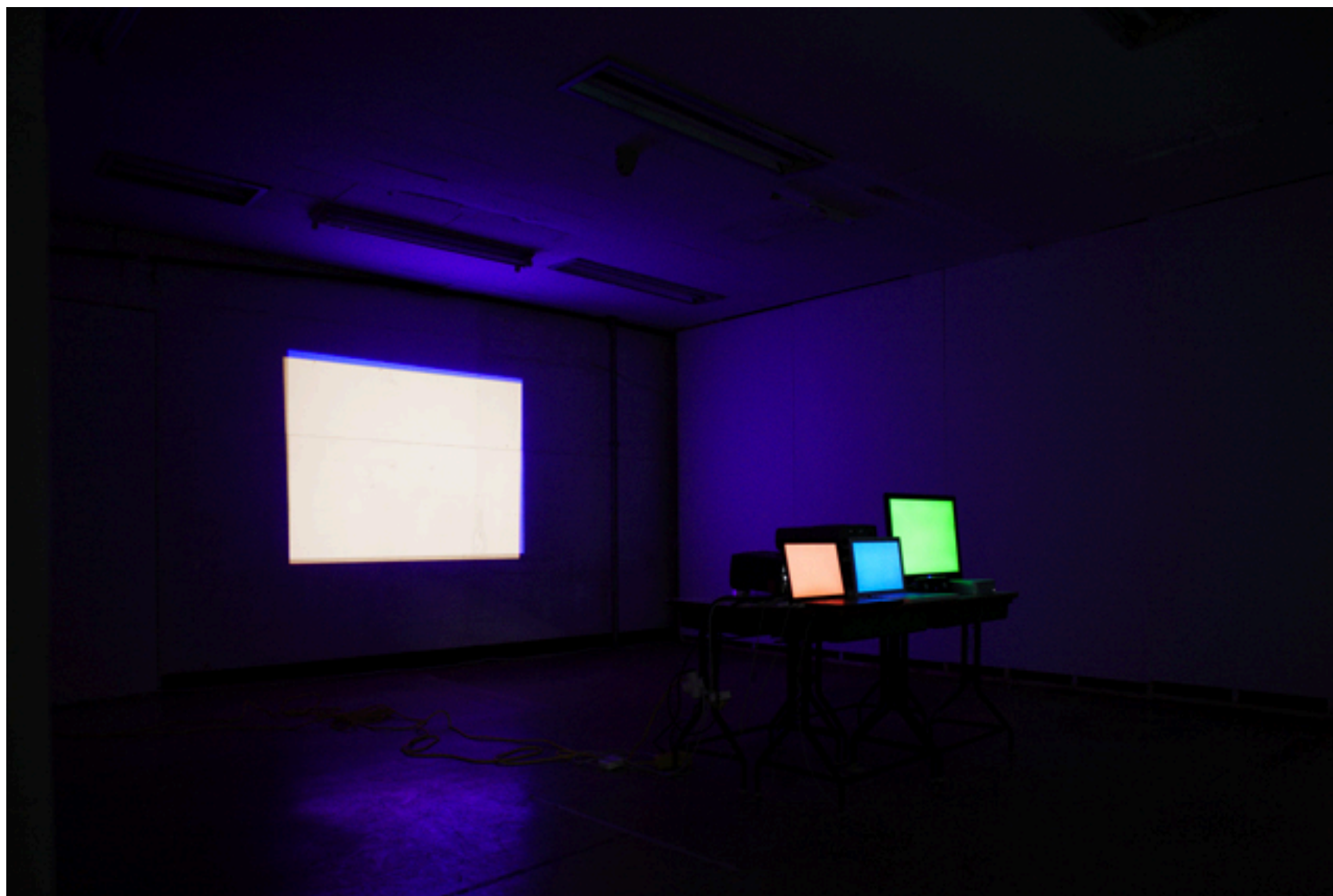


Active Matter

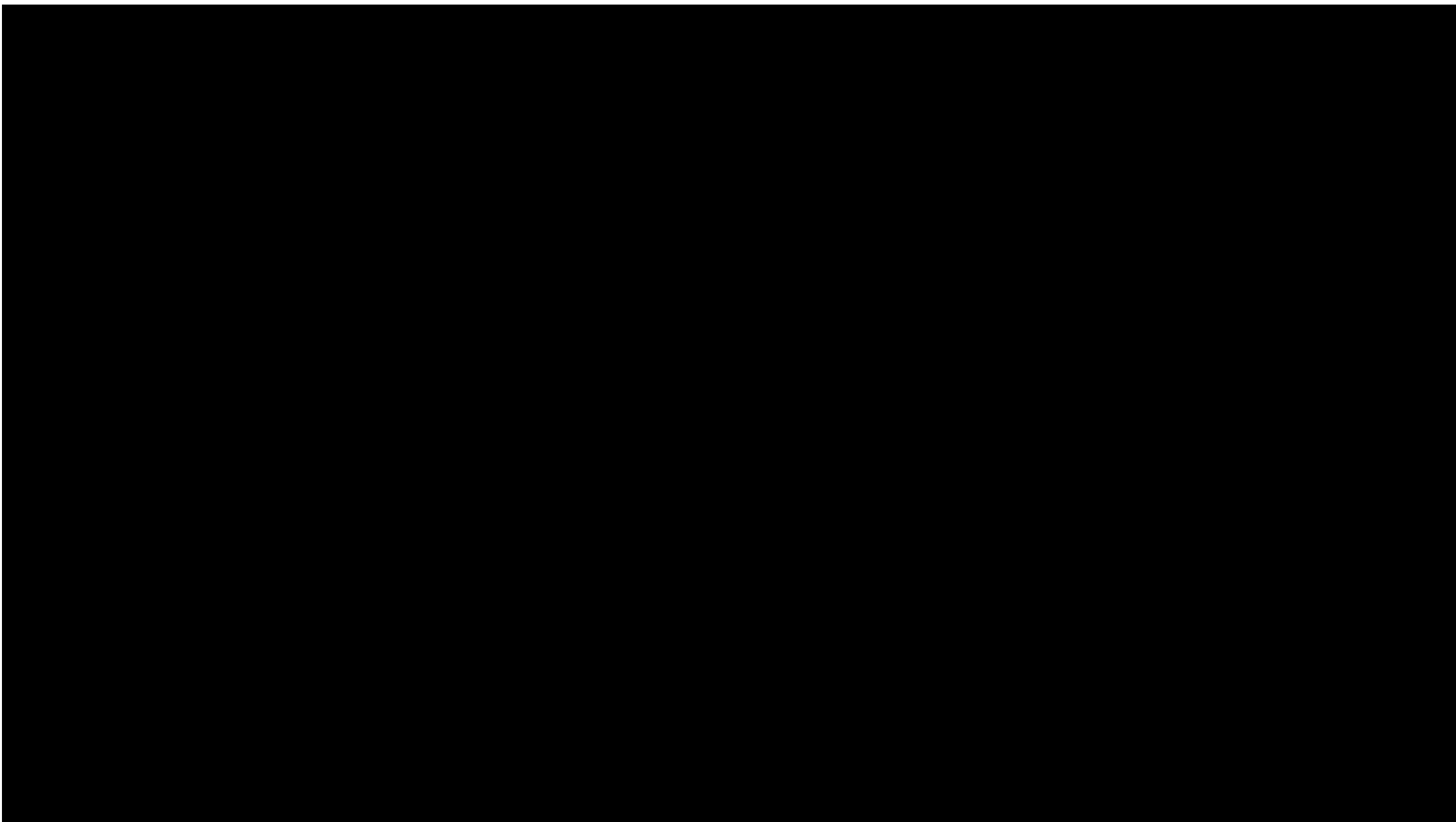




Study: Additive White



Study: Additive White



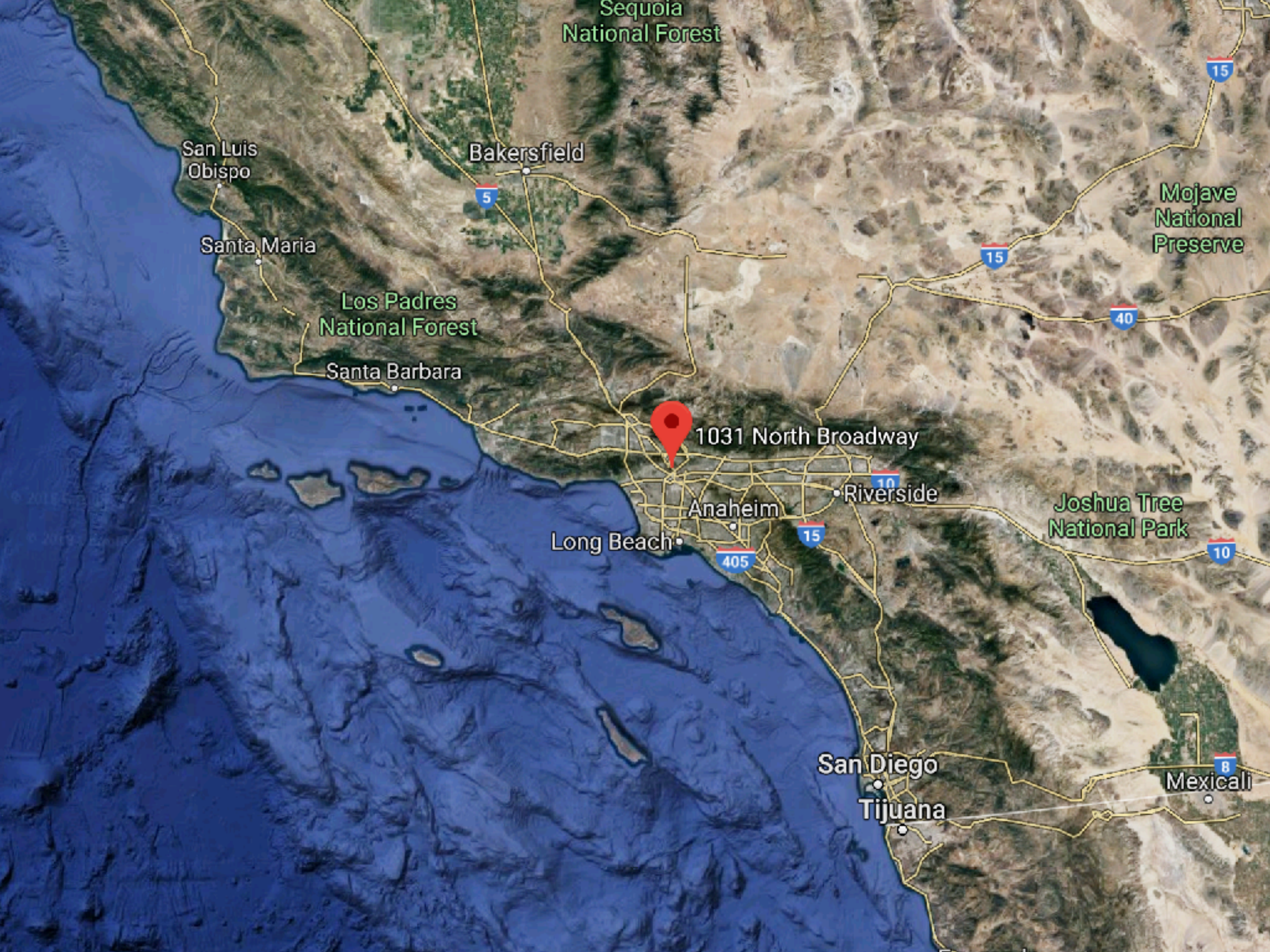


Study: Additive Circle

Folder Studio

Mar 14 – 21

Folder Studios specializes in visual identities, websites, publications and other printed and digital matter for cultural and commercial clients. Founded in 2013 by Jon Gacnik, Takumi Akin, and Wesley Chou.



Sequoia
National Forest

San Luis
Obispo

Bakersfield

Santa Maria

Los Padres
National Forest

Santa Barbara

1031 North Broadway

Anaheim

Riverside

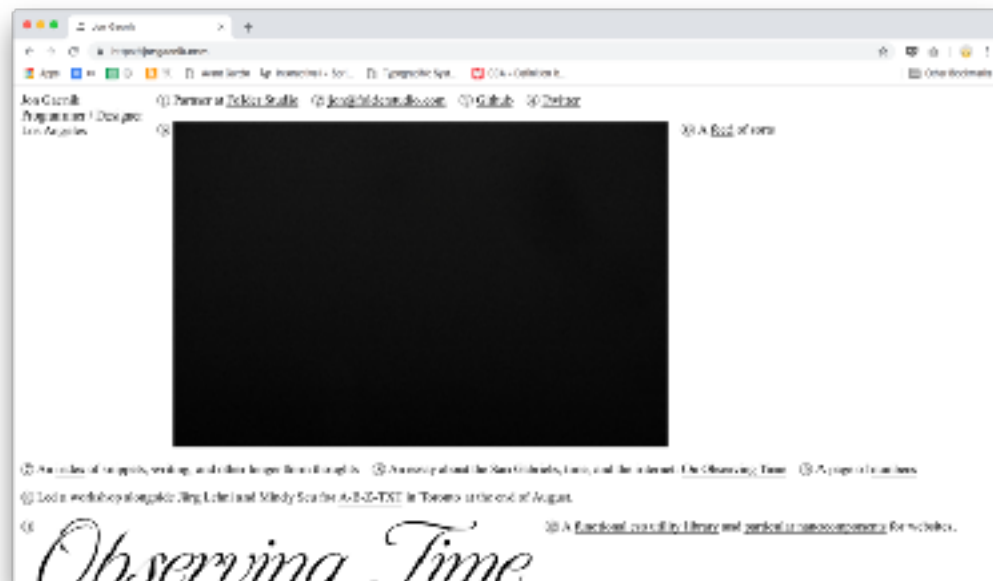
Long Beach

Joshua Tree
National Park

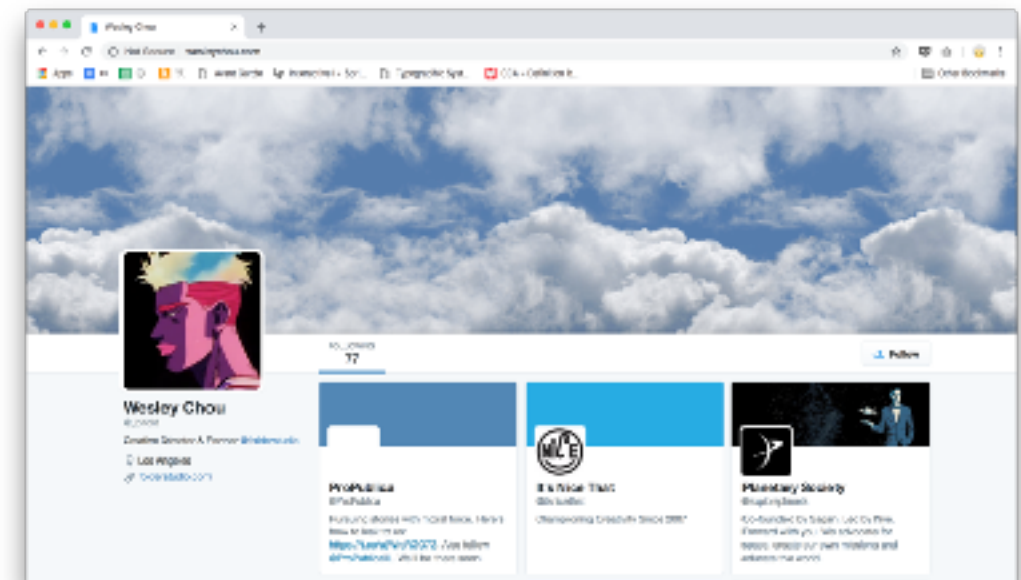
San Diego

Tijuana

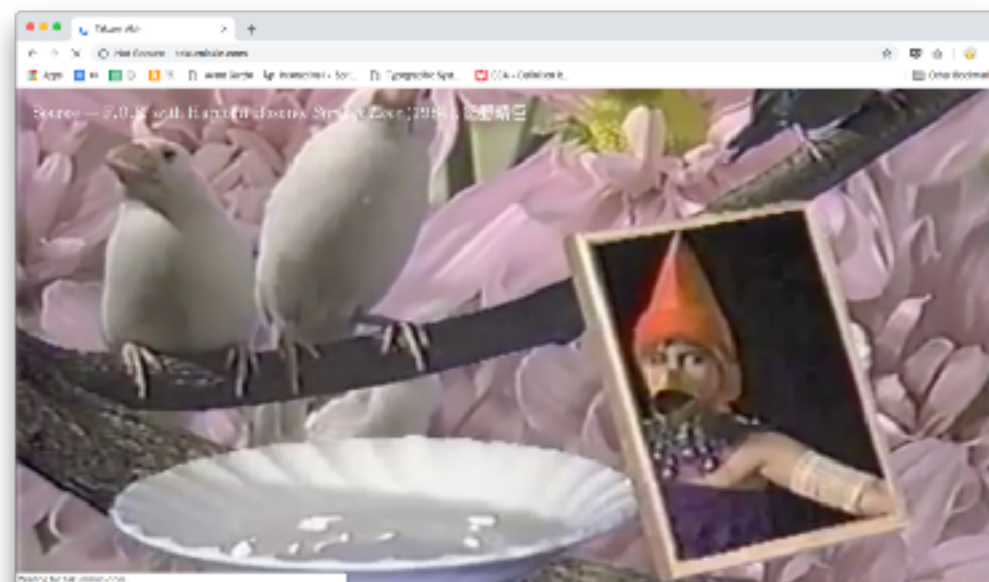
Mexicali



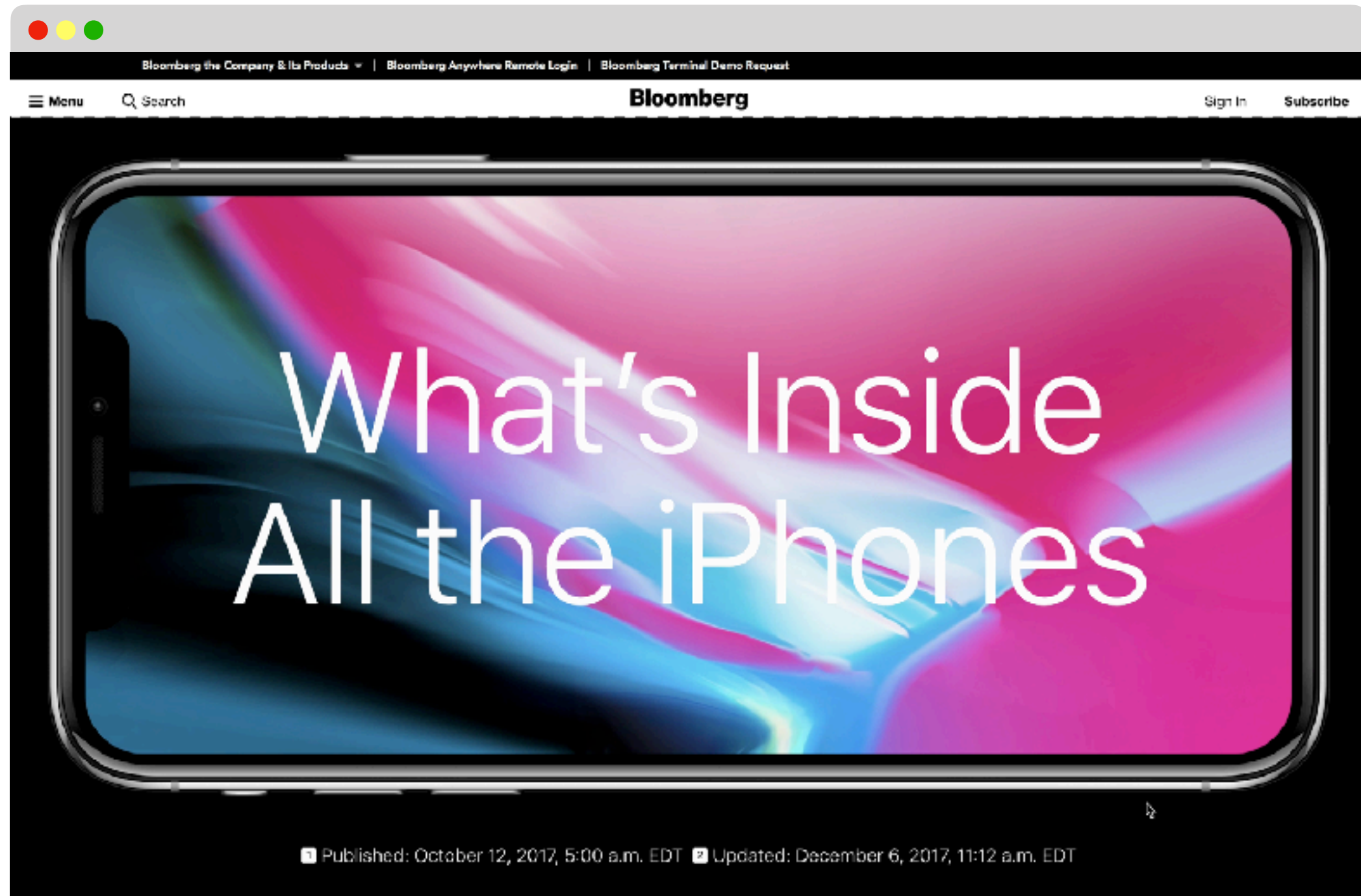
Jon



Wesley



Takumi



Bloomberg: What's Inside All the iPhones



November 18, 6pm



**Michael
Joaquin Grey**

UCLA Design Media Arts Lecture Series

UCLA DMA 2014–2015


October 14, 6pm → **Michael Govan** 

October 20, 12:15pm → **Victoria Vesna** 

October 23, 5pm–8pm → **Graduate Exhibition Opening** 

November 10, 12:15pm → **Rebeca Méndez** 

November 17, 12:15pm → **Christian Moeller** 

November 18, 12:15pm → **Michael Joaquin Grey** 

January 15, 5pm–8pm → **Undergraduate Exhibition Opening** 

February 3, 6pm → **Judith Donath** 

February 17, 6pm → **Jake Elliot** 

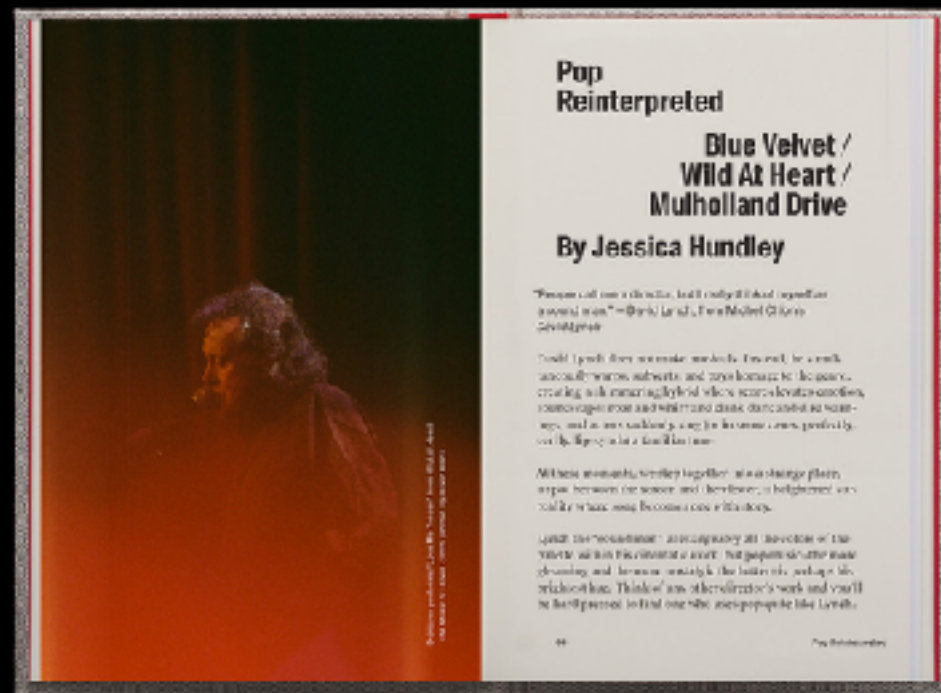
April 14, 6pm → **Kathy High** 

April 21, 6pm → **Louis-Phillipe Demer** 

May 14, 5pm–8pm → **MFA Final Exhibition** 

June 4, 5pm–9pm → **Senior Exhibition** 

UCLA Design Media Arts (DMA) is a program of the UCLA School of the Arts and Architecture. The program is dedicated to the exploration of design and media arts through interdisciplinary collaboration and research. The DMA is a leading center for the study and practice of design and media arts, and is home to some of the most innovative and talented students and faculty in the world. The DMA is a dynamic and ever-evolving program, and we are proud to be a part of it. For more information, please visit our website at ucla-dma.org.



Beyond the Beyond: Music from the Films of David Lynch

Informational Affairs 001-100

1. 60. *United in South America*. 61. *Excavations in Continuity*. 62. *Continuity in Continuity*. 63. *Continuity in Continuity*. 64. *Continuity in Continuity*. 65. *Continuity in Continuity*. 66. *Continuity in Continuity*. 67. *Continuity in Continuity*. 68. *Continuity in Continuity*. 69. *Continuity in Continuity*. 70. *Continuity in Continuity*. 71. *Continuity in Continuity*. 72. *Continuity in Continuity*. 73. *Continuity in Continuity*. 74. *Continuity in Continuity*. 75. *Continuity in Continuity*. 76. *Continuity in Continuity*. 77. *Continuity in Continuity*. 78. *Continuity in Continuity*. 79. *Continuity in Continuity*. 80. *Continuity in Continuity*. 81. *Continuity in Continuity*. 82. *Continuity in Continuity*. 83. *Continuity in Continuity*. 84. *Continuity in Continuity*. 85. *Continuity in Continuity*. 86. *Continuity in Continuity*. 87. *Continuity in Continuity*. 88. *Continuity in Continuity*. 89. *Continuity in Continuity*. 90. *Continuity in Continuity*. 91. *Continuity in Continuity*. 92. *Continuity in Continuity*. 93. *Continuity in Continuity*. 94. *Continuity in Continuity*. 95. *Continuity in Continuity*. 96. *Continuity in Continuity*. 97. *Continuity in Continuity*. 98. *Continuity in Continuity*. 99. *Continuity in Continuity*. 100. *Continuity in Continuity*.

Education — 100 How to Recognize Roman Art



Education — 100 How to Recognize Roman Art

199

Culturally Rome's extensive brought her into contact with Greece. The Romans saw that Greek culture was superior to their own, and assimilated to Roman uses. They met in Etruria, in the Greek colonies, townships of south Italy and Sicily, and in Greece and Asia Minor. From the second century BC onwards Greek artists, the finest contemporary of artists, looked to Rome. But their Roman patrons were Italian: the resources and ideas of Italy deeply influenced them, and they boldly refashioned earlier traditions.



The life-size statue of the emperor Augustus in the Roman Forum, Rome, Italy. The emperor is shown in a heroic, idealized manner, reflecting the Roman desire for a strong leader.

The equestrian statue of Marcus Aurelius in the Roman Forum, Rome, Italy. The emperor is shown in a heroic, idealized manner, reflecting the Roman desire for a strong leader.

19. *Collegio, Marston, Boston, Massachusetts, Rome, Italy*. New York: Penguin Books, 1995.

Reference — 101

192

Rabbits Breeding Lovebirds



Breeding

Although it is very nice to possess a single caddy pet rabbit, one cannot achieve complete satisfaction in rabbit-keeping until one has attempted breeding. What can be more exciting than the inspection of a first litter or seeing the young rabbits emerge from their nursery for the first time?

Rabbits are not difficult to breed, in fact they are quite prolific, hence the saying "they breed like rabbits."



Reference — 101 Availability

193

Lovebirds come from two sources — those caught in the wild and those bred in aviaries either in the United States or abroad. Cockatiels are being raised commercially in great numbers in Africa and in some aviaries in Brazil. Lovebirds are also being bred on a large scale. Some breeders use huge flights for the birds being bred in the aviary system. This does not always prove a good method, as it affords no way to control matings and breeding. Generally, if birds are raised commercially, numerous pairs with many nesting boxes are introduced and allowed to breed indiscriminately with each other. More exacting breeders house two or three pairs to a flight and control the matings.

The number of birds actually removed from their natural habitat is small when considering the breeding potential of a flock. Some governments regulate the number caught and sold.



Lovebirds are bred in aviaries, and the birds are sold to pet owners.

19. *United in South America*. Boston: City T/F Publications, 1995. 94 pp. New York: Boston. *Breeding Lovebirds*. Boston: City T/F Publications, 1995.

Information — 100

200

China



Tourism — Tourism Resources
China is a land of mystery and charm. Its glorious history, spectacular landscapes, splendid culture and intriguing national customs offer a panorama of color and excitement for visitors.



19. *United in South America*. Boston: City T/F Publications, 1995. 94 pp. New York: Boston. *Breeding Lovebirds*. Boston: City T/F Publications, 1995.

Information — 100 China

207



China is a land of mystery and charm. Its glorious history, spectacular landscapes, splendid culture and intriguing national customs offer a panorama of color and excitement for visitors.

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Informational Affairs

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47

Informational Affairs



Archival Club Workshop with Mindy Seu at CCA / BAMPFA

The Rodina

Apr 11 – 18

The Rodina (Tereza and Vit Ruller) is a post-critical design studio with an experimental practice drenched in strategies of performance art, play and subversion. Both in commissioned work and in autonomous practice, they activate and re-imagine a dazzling range of layered meanings across, below and beyond the surface of design.



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Bremen

Frans de Wollantstraat 58

The Hague

Netherlands

Dortmund

Antwerp

Düsseldorf

Ghent

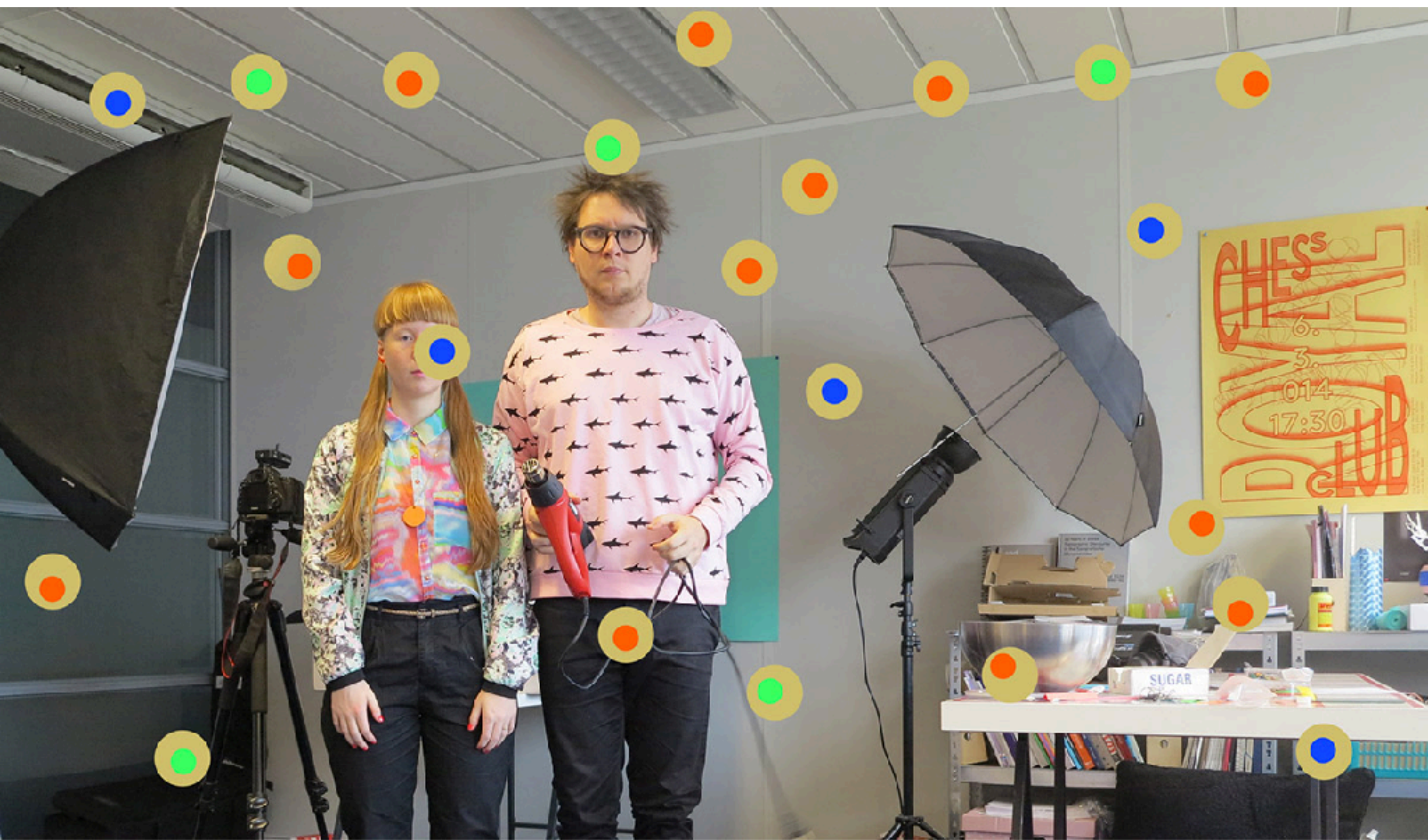
Cologne

Brussels

Lille

Belgium

Frankfurt



Tereza and Vit Ruller



Mass Makeup: Freckles



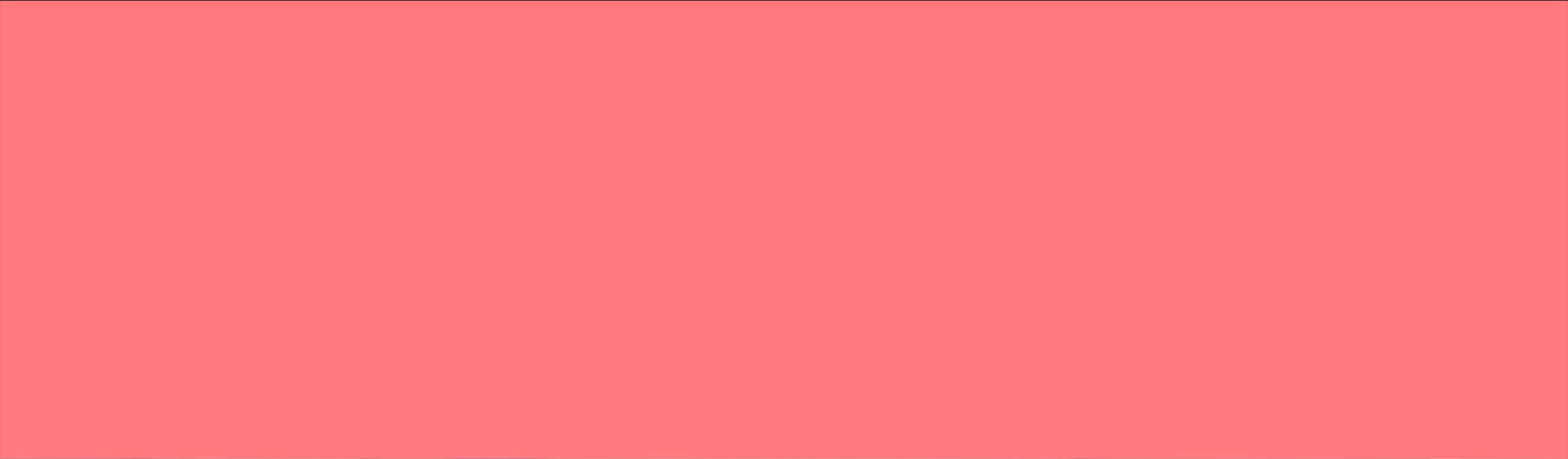
Mass Makeup: Freckles



Mass Makeup: Freckles



Playbour: The New Workaholism



Playbour: The New Workaholism



Playbour: Roleplay Reality



Playbour: Roleplay Reality



Keep Smile

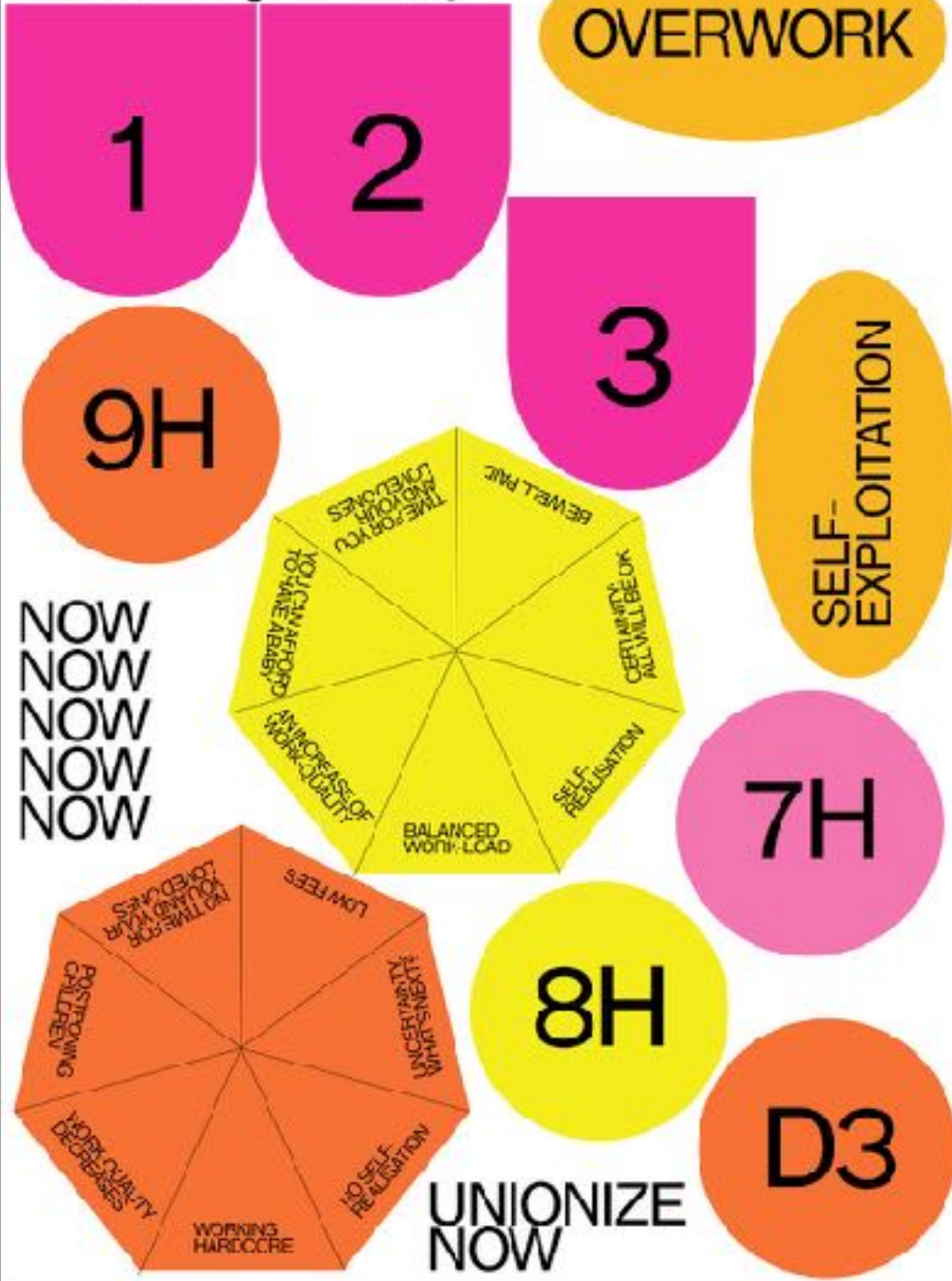


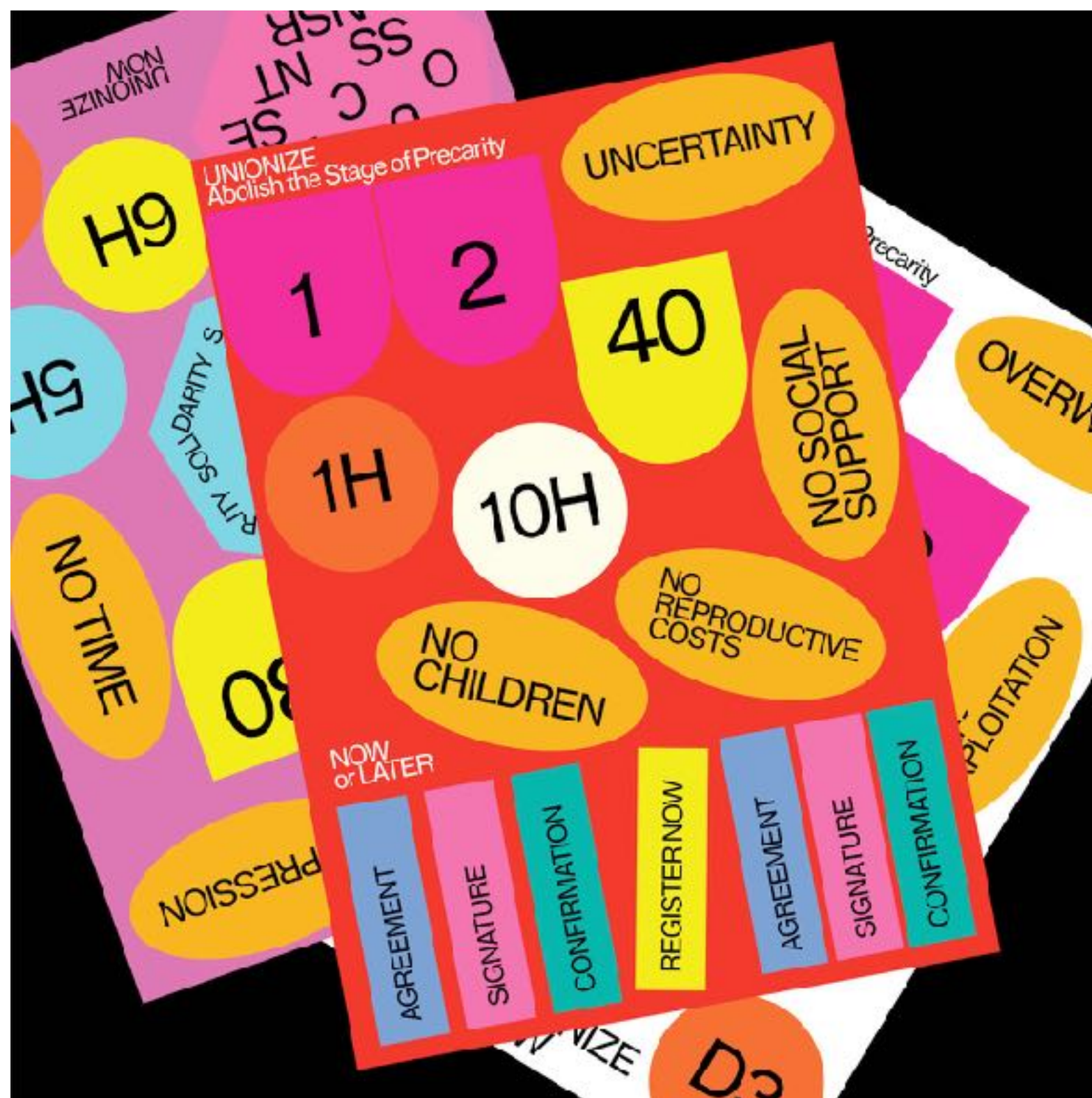
Keep Smile



Keep Smile

UNIONIZE
Abolish the Stage of Precarity







On Performative Design 2018

The Rodina
The Chamber of Transformation

NOW
or later

UNIONIZE

ABOLISH THE
STAGE OF PRECARIETY

bodies • action • eventness

transformative power
chance

Each group will work with one of these designers this semester.

Remember: you'll have limited access to your subject, and we'll spend the first few weeks of the semester researching, synthesizing and preparing to interview them.

As a reminder; each group will be responsible for the following:

1. The Exhibition
2. Publicity
3. Presentation
4. Documentation (due at end of semester)

And will be responsible for self-organizing.
Each group will have a self-appointed
'manager' to help things run smoothly.

By Thursday we'll decide our groups.

Consider how each of these designer's practices relates to your own interests. Does the spirit of a small studio working with cultural clients appeal to you? Do curatorial projects, and CA design culture map to your interests? Are you excited about performance in design?

For Next Class:

- Read: *P!DF (introduction)*
- Research the exhibition subjects and think about the show you'd most like to work on.
Email me your preference as a ranked list by 4pm Wednesday (tomorrow) afternoon.