

Exhibition Design

Spring 2019

chris hamamoto

chamamoto@cca.edu

TA: Juan Pablo Rahal Soto

juanpablор@cca.edu

IA: Ivan Chen

ichen4@cca.edu

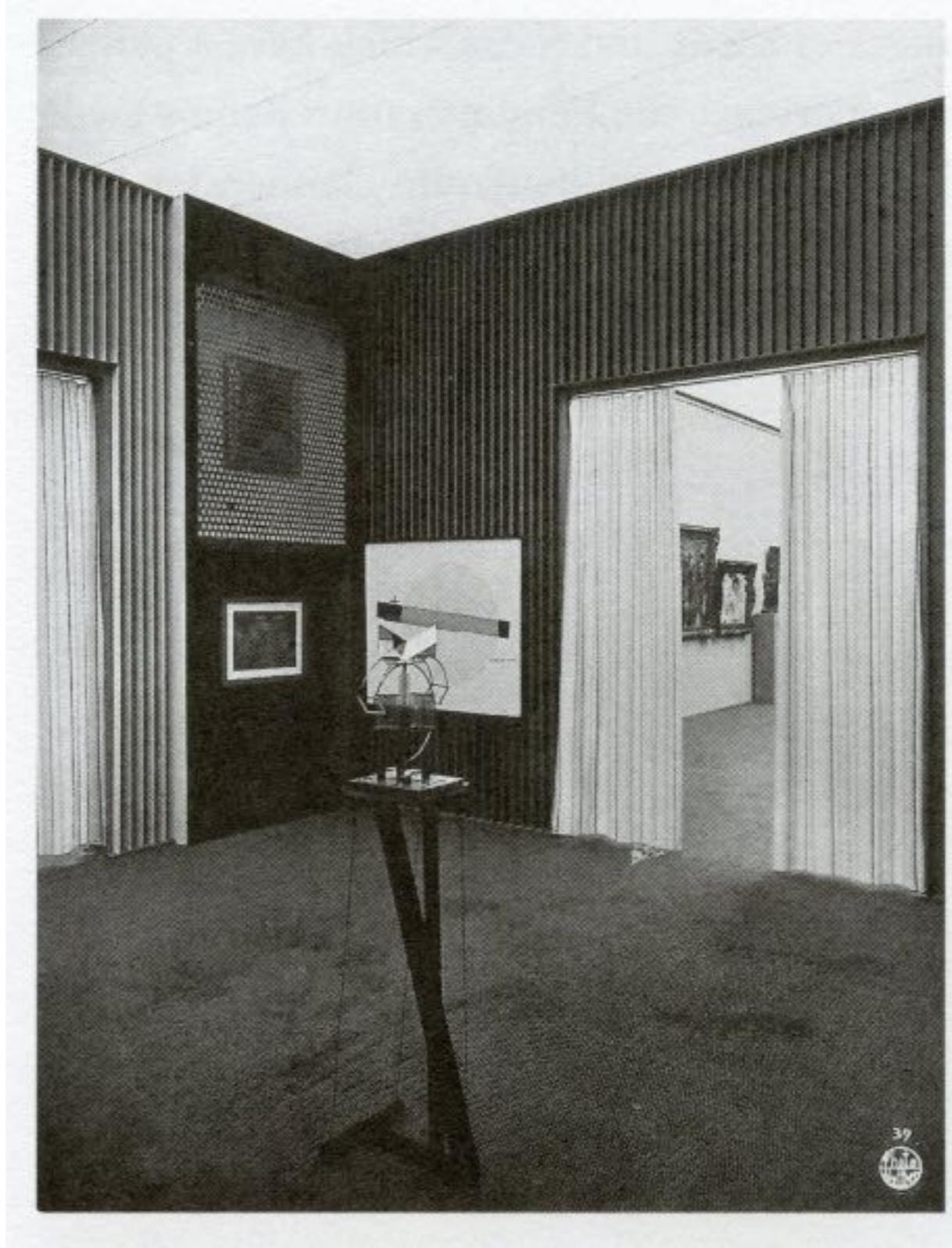
Reading Recap

Exhibit A: The Exhibitionary Apparatus

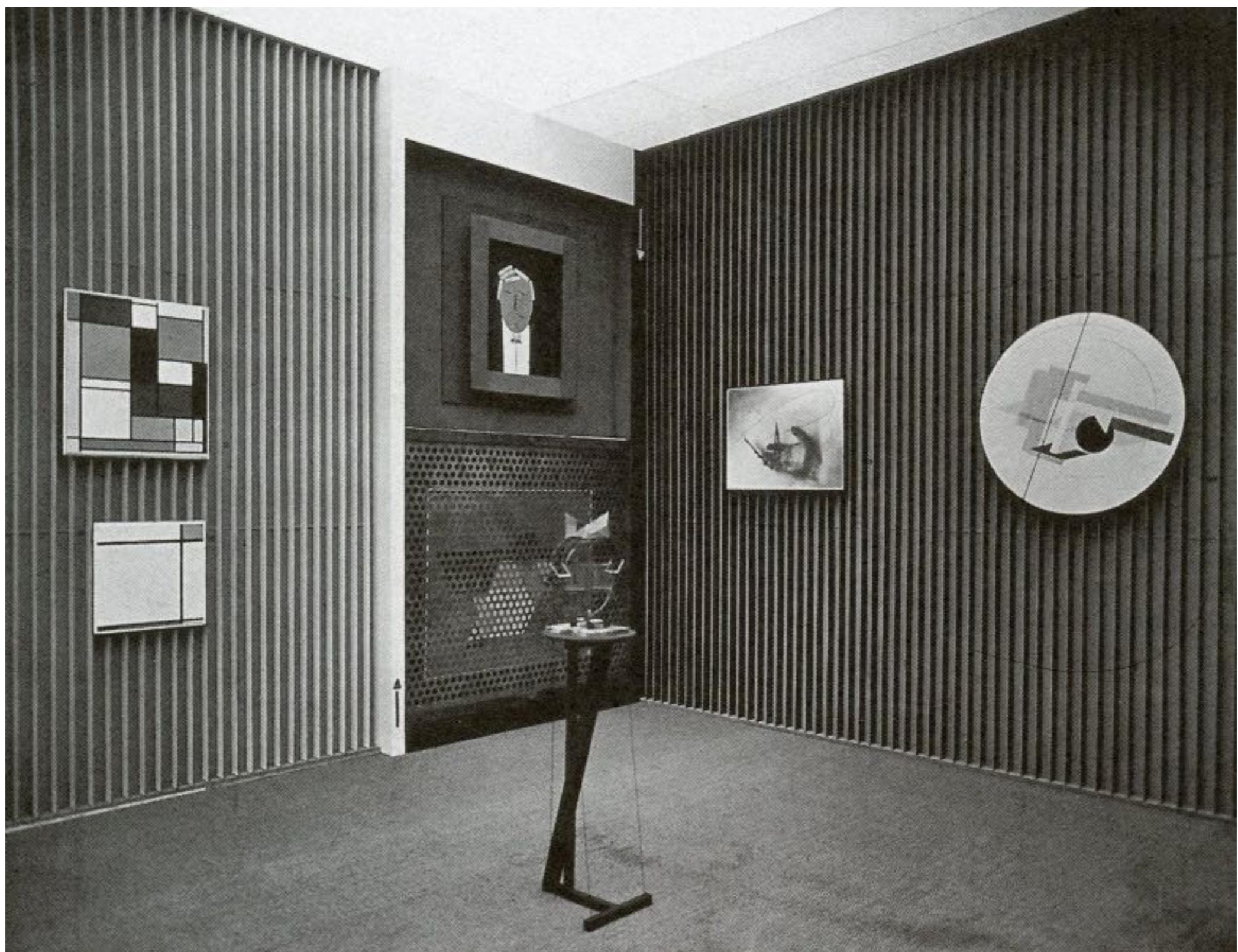
Andrew Blauvelt



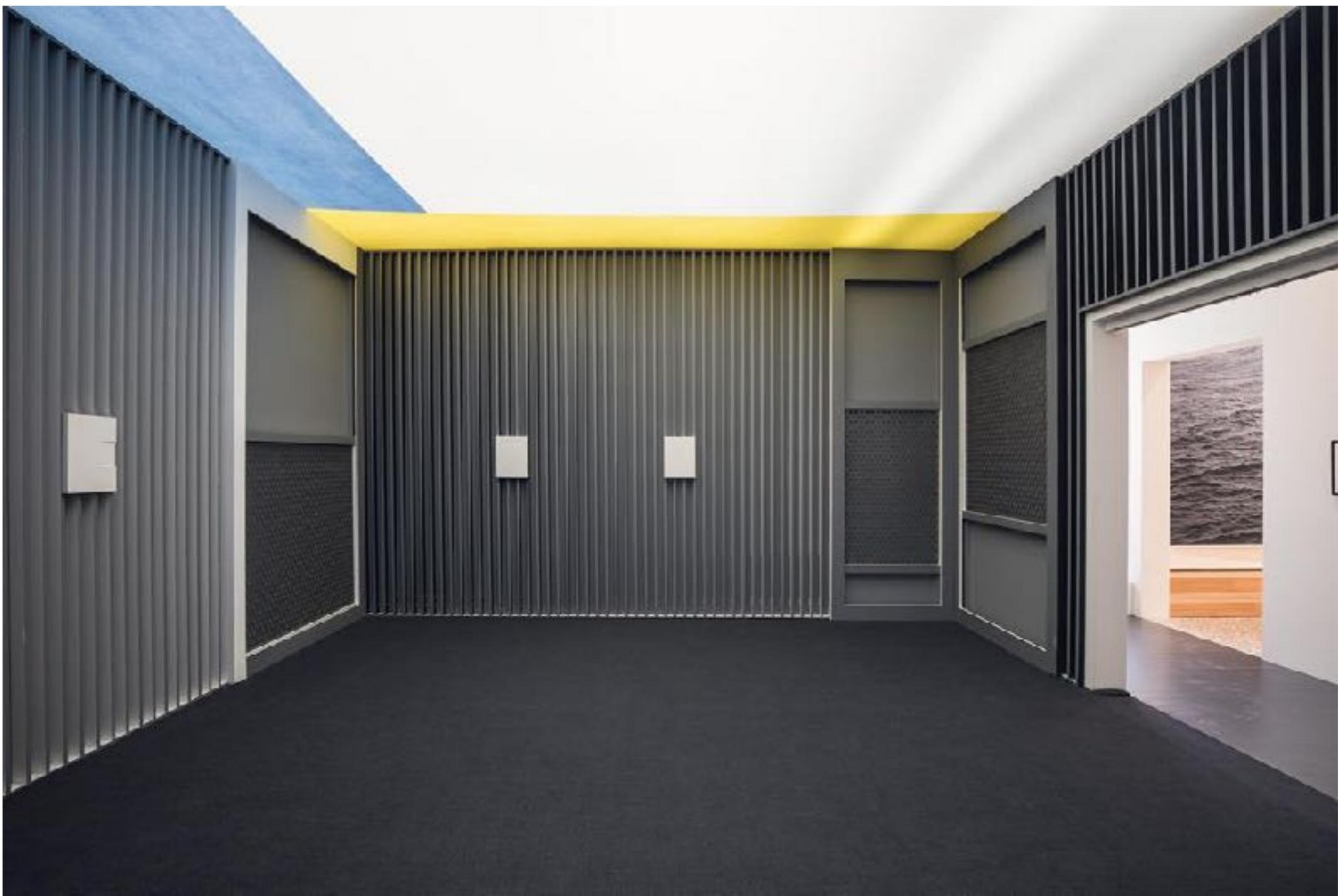
Parallel Life of Contemporary Art



El Lissitzky, Room for Constructive Art, Internationale Kunstausstellung, Dresden 1926



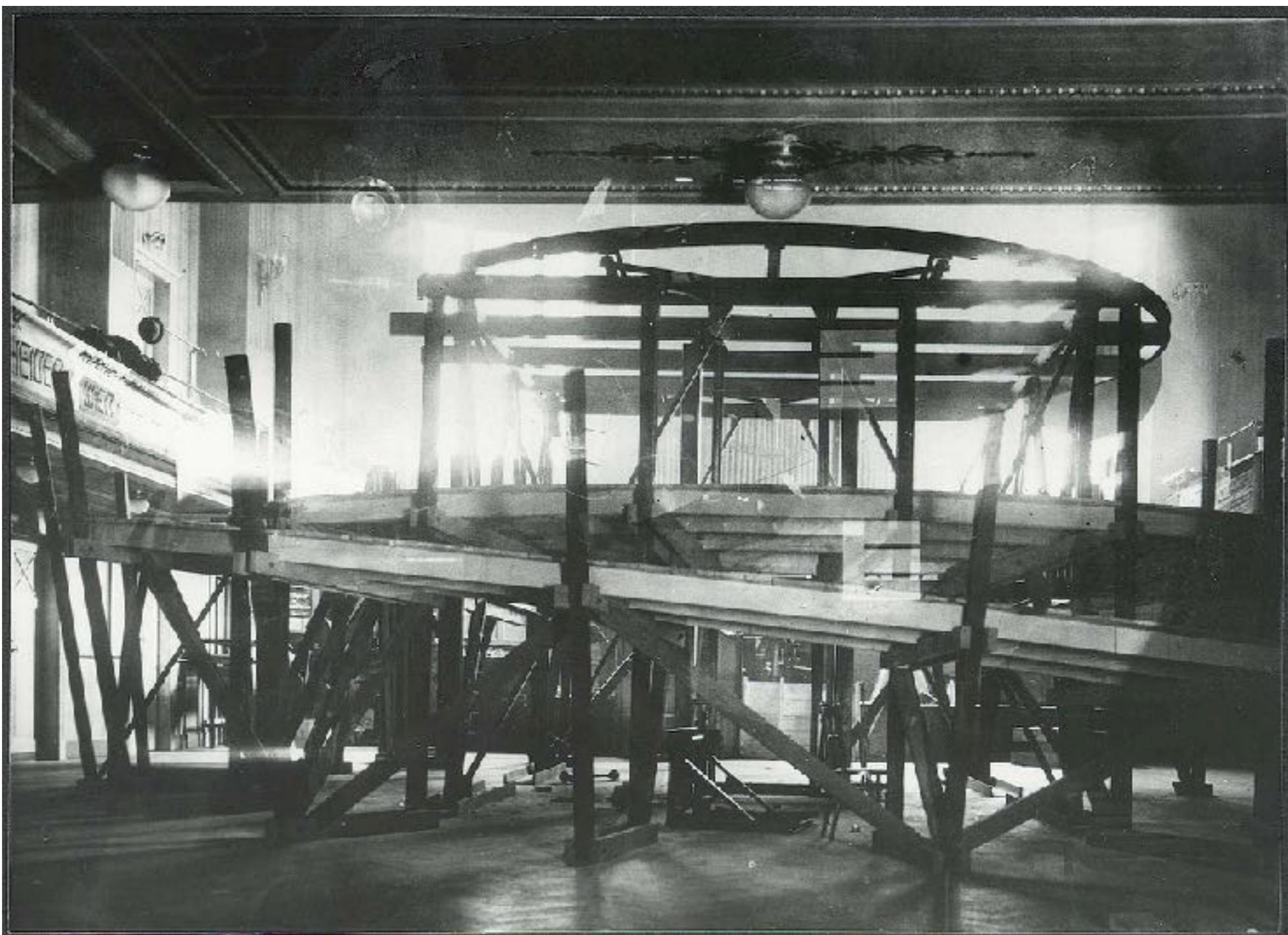
El Lissitzky, Room for Constructive Art, Internationale Kunstausstellung, Dresden 1926



Replica constructed 2017



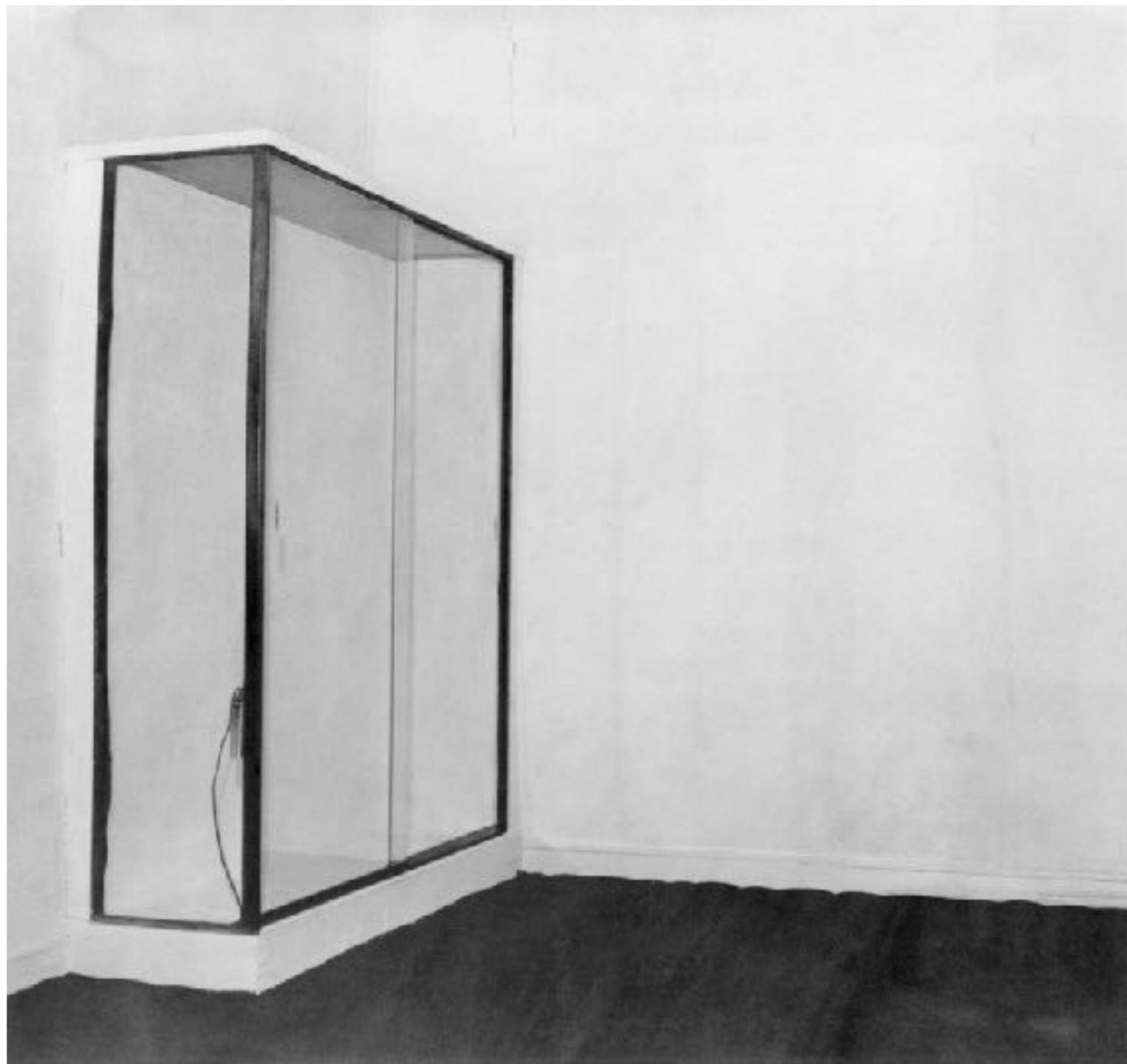
Frederick Kiesler, New Theatre Techniques, 1924



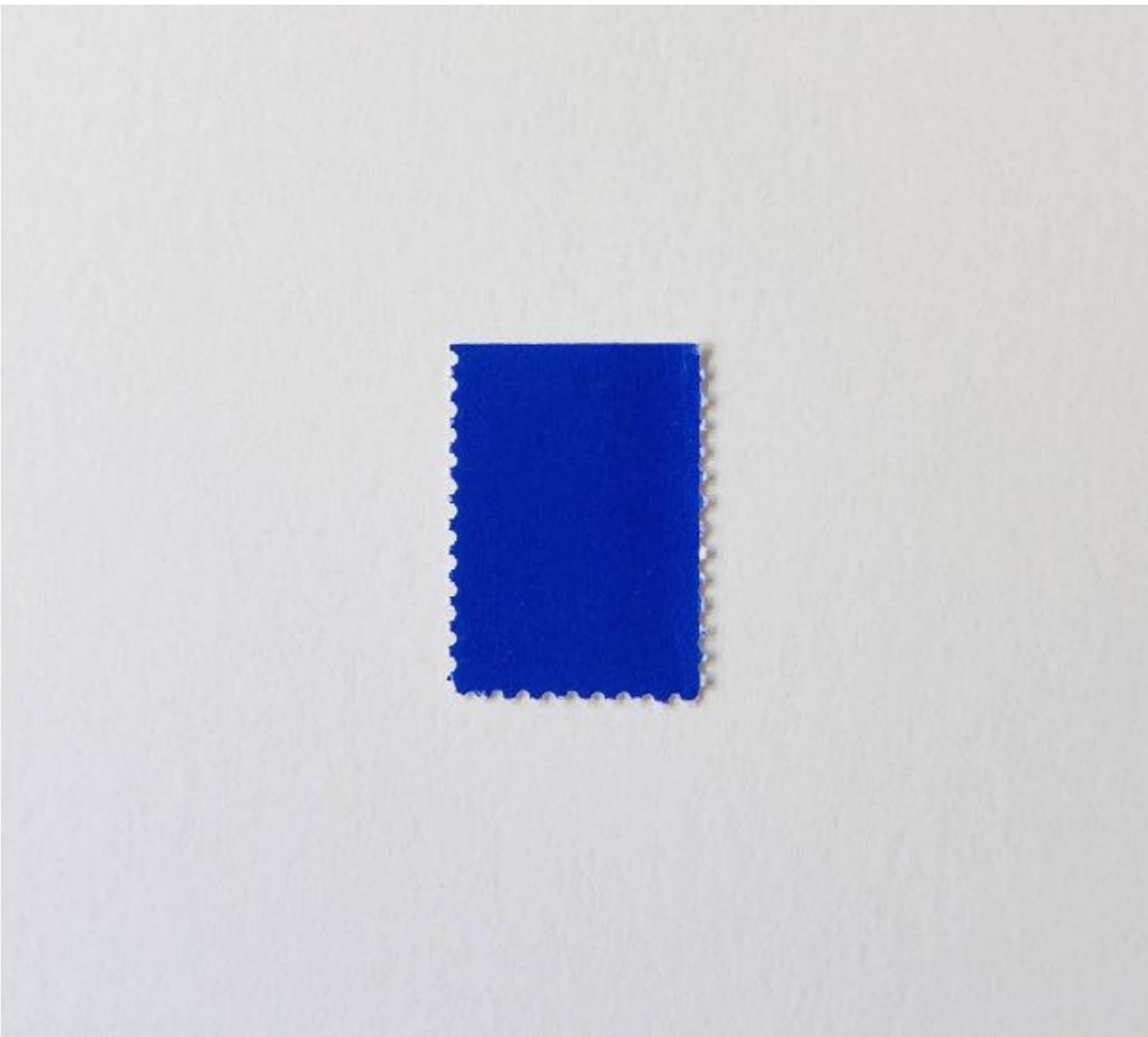
Frederick Kiesler, New Theatre Techniques, 1924



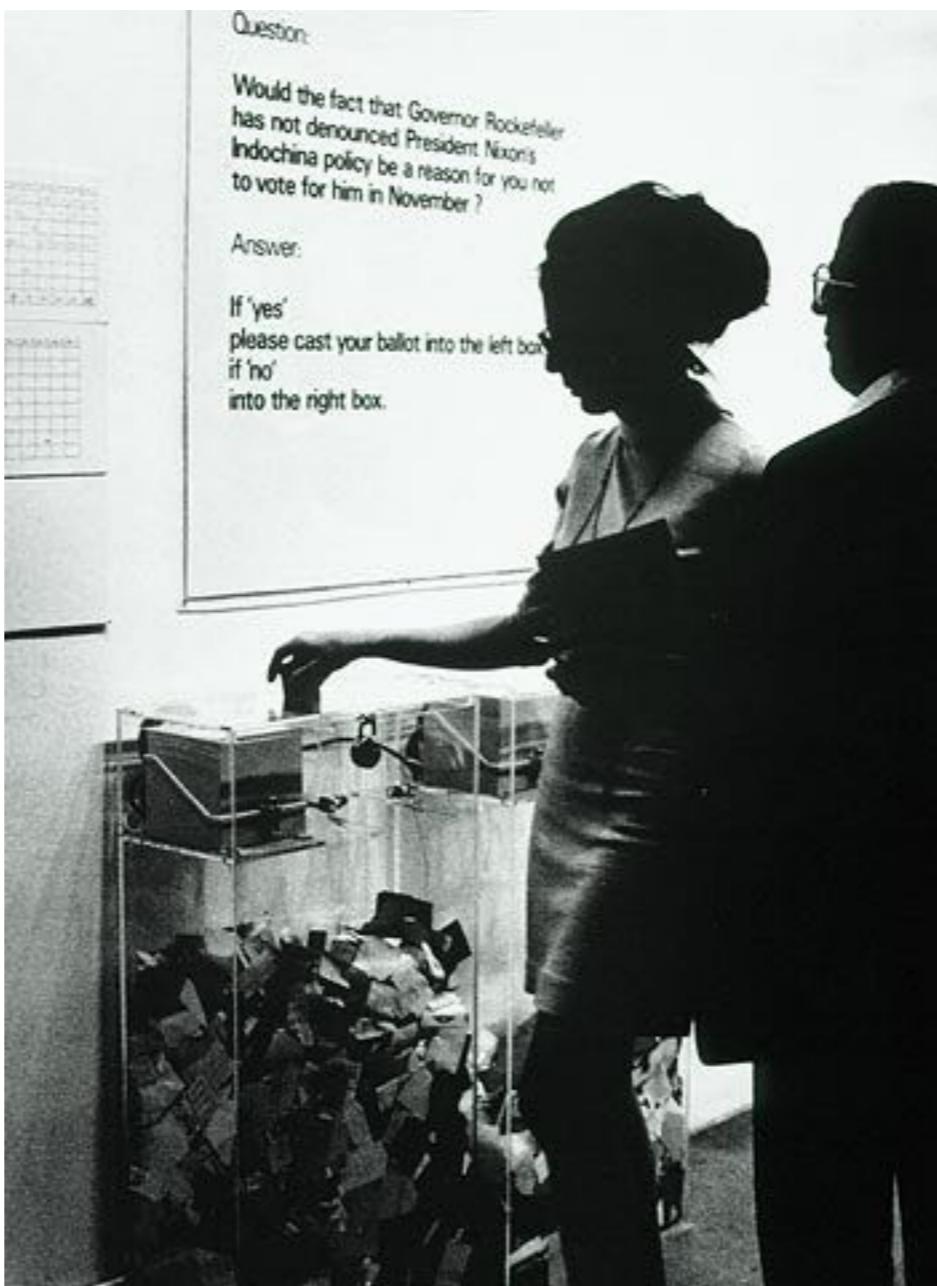
Marcel Duchamp, International Surrealist Exhibition, 1938



Yves Klein, La sensibilité picturale a l'état matière première, spécialisée en sensibilité picturale stabilisée



Yves Klein, Blue Stamp



Hans Haacke, MOMA Poll [1970]



Julia Scher, Security by Julia II, 1989



Janet Cardiff, Audio walk, 12 min., 1991



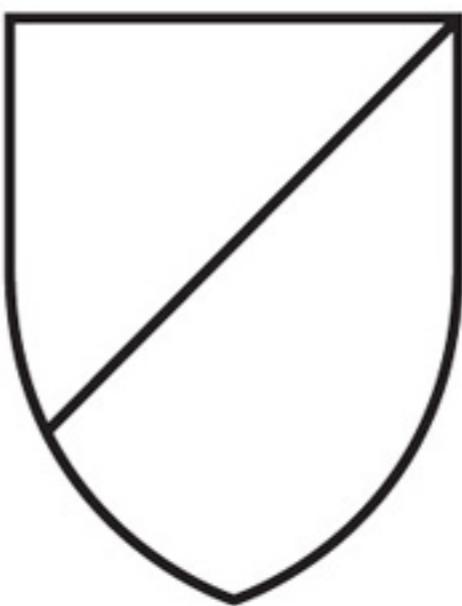
Janet Cardiff, Audio walk, 12 min., 1991

Janet Go towards the brownish green garbage can. Then there's a trail off to your right. Take the trail, it's overgrown a bit. There's an eaten-out dead tree. Looks like ants.

sfx of footsteps then stopping then hand brushing tree bark. walking starts again.

Janet Walk up the path. I haven't been in this forest for a long time ... it's good to get away from the centre, from the building noises, to idyllic nature. Ok, there's a fork in the path, take the trail to the right.

sfx of walking, stopping, bending down.



Dexter Sinister, Whitney Biennial, 2008



Peter Bil'ak, Graphic Design in the White Cube, 2006

c'e
estric,
si pac,
dit chic,
Tajik.

△
AS
KAPITAL
VILL

Designprijs Rotterdam

Boijmans in het land
van Hoboken

Het ontstaan der ongen

David Claerbout

George Belzer

ROBBRECHT EN DA
Gemeentemuseum
COLLECTIE

Ulysses verbeeld. Richard
Hamiltons illustraties bij
James Joyce

WIS THE
DZEN

ARMONI
KUUN
KUUN



Zak Kyes, Forms of Inquiry, 2008



Zak Kyes, *Forms of Inquiry*, 2008

FORMS OF INQUIRY:
THE ARCHITECTURE OF CRITICAL GRAPHIC DESIGN



EDITED BY ZAK KYES & MARK OWENS
ARCHITECTURAL ASSOCIATION LONDON

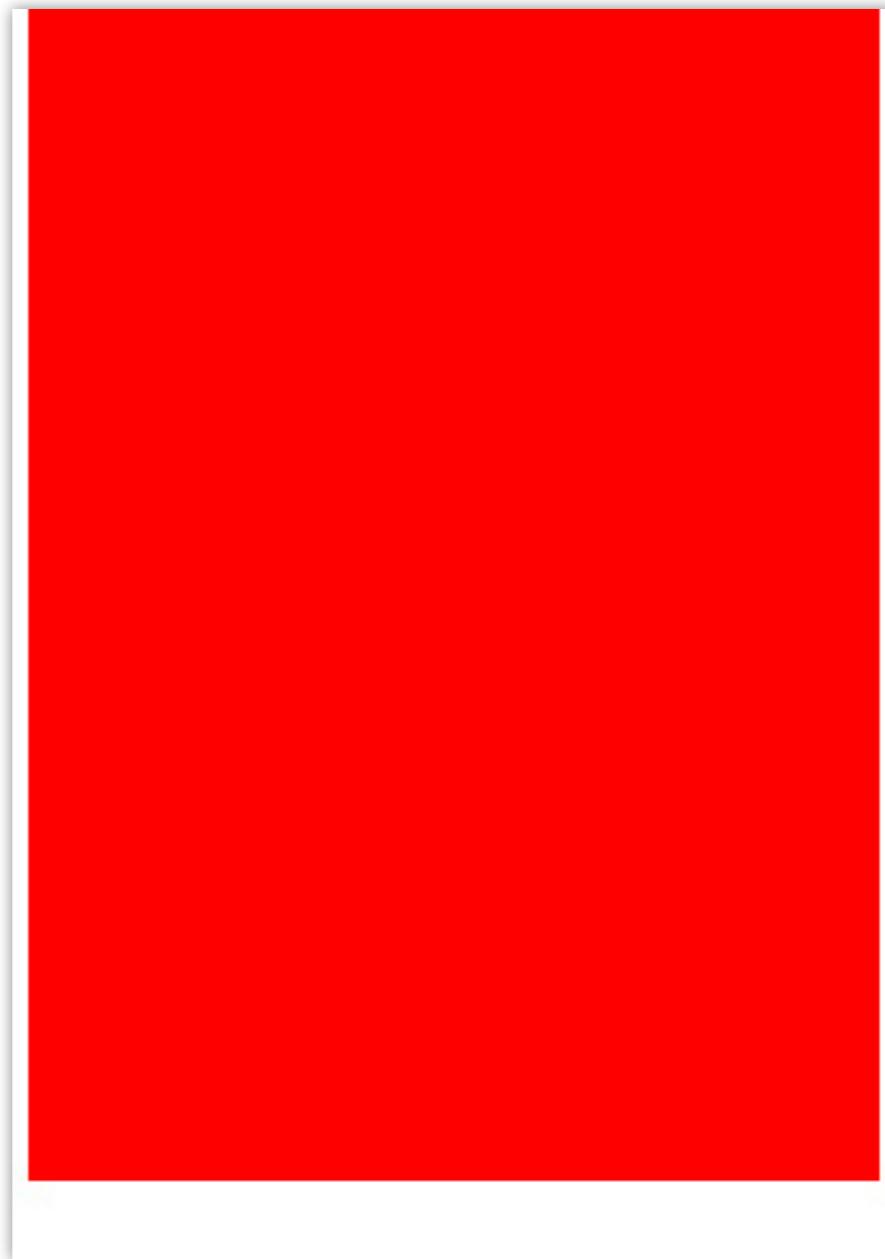
Zak Kyes, *Forms of Inquiry*, 2008

This work draws the designer out from behind the screen, in the process dissolving the traditional client/designer relationship in favor of the designer reconfigured as editor, publisher and distributor. By utilizing new modes of production, these designers expand the limits of a studio practice (Dexter Sinister, Åbäke), distribute their own information through self-initiated publications (TASK, deValence) and present a matrix of new critical positions through the use of archival and curatorial projects (Project Projects, Will Holder).

3 Projects

Vier5

Signage of the 22nd Poster and Graphic Design
Festival of Chaumont



Vier5, 22nd Poster and Graphic Design, 2011

22nd Poster and Graphic
Design Festival International

May 28-29, 2011
AFFICHE ET DU GRAPHISME
DE CHAUMONT

Week-end:
May 28-29, 2011

21 MAI - 05 JUIN, 2011

WEEKEND INAUGURAL
28-29 MAI 2011
DU GRAPHISME
DE CHAUMONT

21 MAI - 05 JUIN, 2011

WEEK-END INAUGURAL:

28-29 MAI, 2011

22E FESTIVAL INTERNATIONAL
DE L'AFFICHE ET DU GRAPHISME
DE CHAUMONT

22e Festival International de l'affiche et du graphisme de Chaumont. Organisé par l'Office de tourisme de Chaumont. Financé par la Communauté de communes du Pays de Chaumont, le Conseil Général de l'Aube et la Région Champagne-Ardenne.

Visitez-nous

Official Poster



Special Poster During the exhibition



Special Poster During the exhibition



slowdown



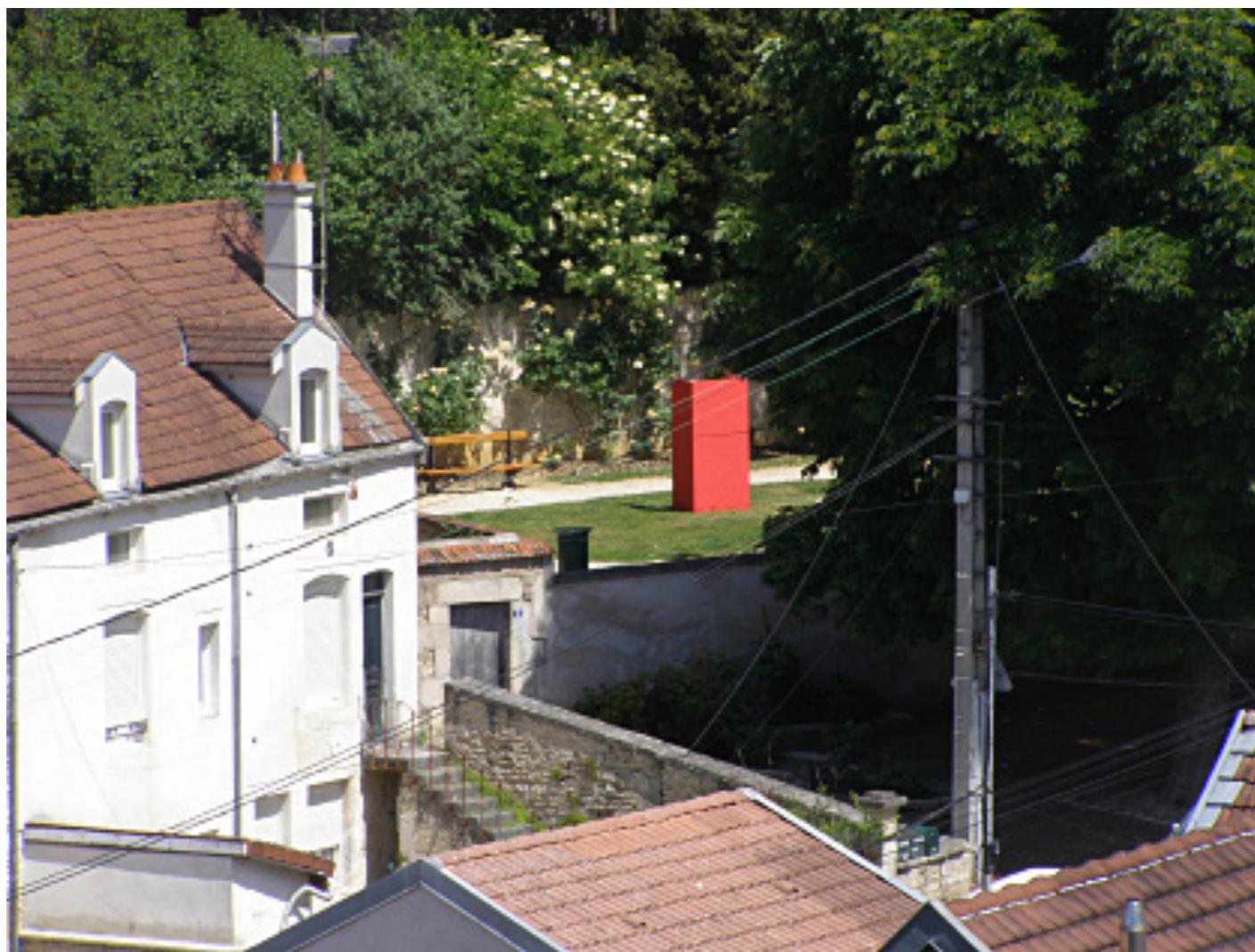
slowdown



slowdown



slowdown



boxes



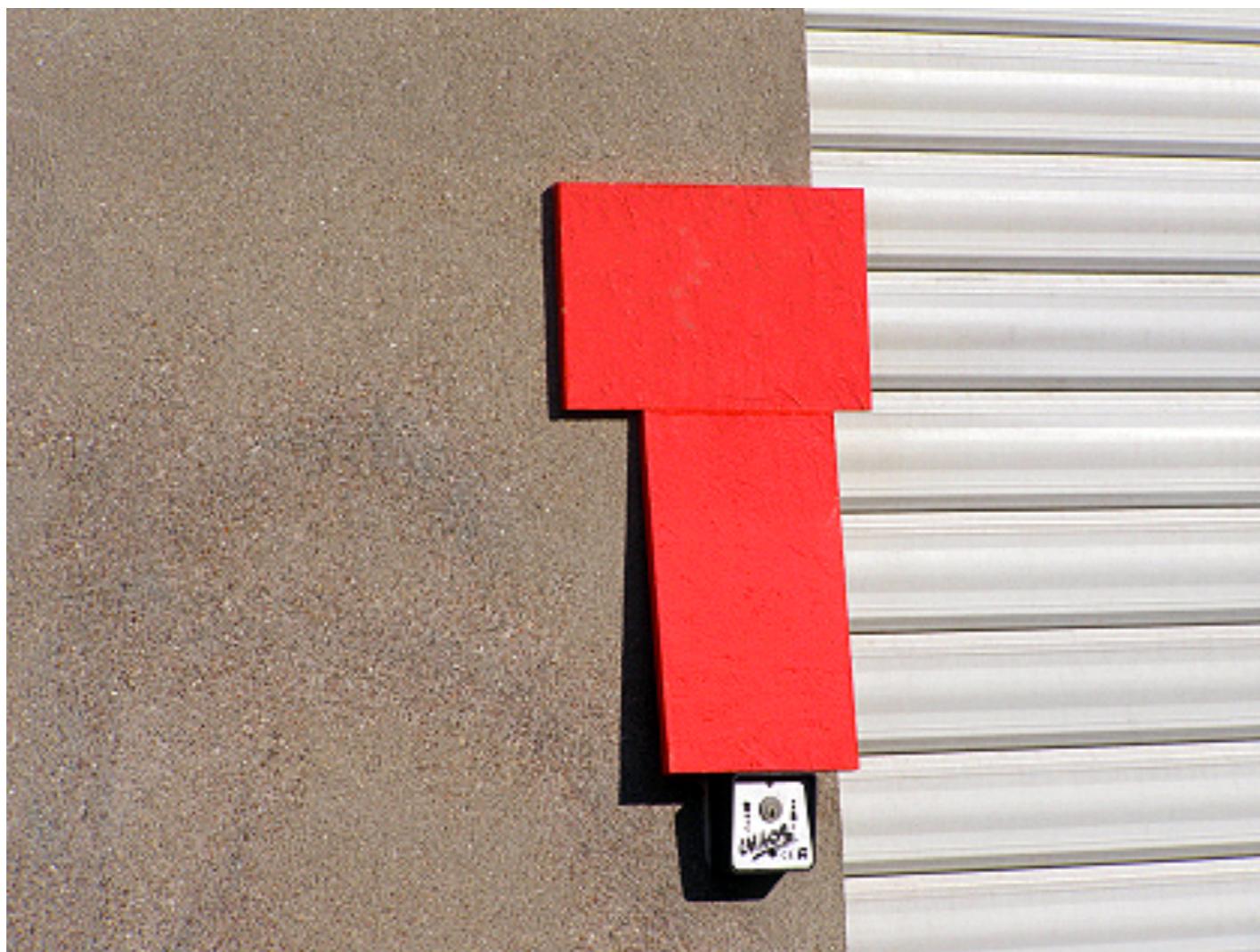
boxes



boxes



wood panels



wood panels



grid



grid

RISD MFA 2013

Shop>Show



risd graphic design 2013

graphic design as product and process occupies territories of the studio, the gallery, and the marketplace; our exhibition demonstrates design's hybrid character, functionally linked to commerce while producing expressions of cultural and aesthetic value.

Shop displays work created by the 18 graduates in the program, produced in multiples, available for purchase. Shop highlights graphic design as distributed and circulated in books, posters, products, videos, and other spheres.

Shop relates to a catalogue of the same graduate works displayed in hypothetical space and time. Here, the work is represented in the white page as white cube, with the 18 students as curators, designers, artists, narrators, and publishers.

These two ways of seeing the same work explore the complicated status of contemporary design at the intersection of "fine art" and "commercial art" by simultaneously framing graphic design in the everyday and the curated encounter.

All goods presented here are available for purchase, as is the catalogue for the show.

andy chayen (system) (2003) (2004) (2005) (2006) (2007) (2008) (2009) (2010) (2011) (2012) (2013) (2014) (2015) (2016) (2017) (2018) (2019) (2020) (2021) (2022) (2023) (2024) (2025) (2026) (2027) (2028) (2029) (2030) (2031) (2032) (2033) (2034) (2035) (2036) (2037) (2038) (2039) (2040) (2041) (2042) (2043) (2044) (2045) (2046) (2047) (2048) (2049) (2050) (2051) (2052) (2053) (2054) (2055) (2056) (2057) (2058) (2059) (2060) (2061) (2062) (2063) (2064) (2065) (2066) (2067) (2068) (2069) (2070) (2071) (2072) (2073) (2074) (2075) (2076) (2077) (2078) (2079) (2080) (2081) (2082) (2083) (2084) (2085) (2086) (2087) (2088) (2089) (2090) (2091) (2092) (2093) (2094) (2095) (2096) (2097) (2098) (2099) (20100) (20101) (20102) (20103) (20104) (20105) (20106) (20107) (20108) (20109) (20110) (20111) (20112) (20113) (20114) (20115) (20116) (20117) (20118) (20119) (20120) (20121) (20122) (20123) (20124) (20125) (20126) (20127) (20128) (20129) (20130) (20131) (20132) (20133) (20134) (20135) (20136) (20137) (20138) (20139) (20140) (20141) (20142) (20143) (20144) (20145) (20146) (20147) (20148) (20149) (20150) (20151) (20152) (20153) (20154) (20155) (20156) (20157) (20158) (20159) (20160) (20161) (20162) (20163) (20164) (20165) (20166) (20167) (20168) (20169) (20170) (20171) (20172) (20173) (20174) (20175) (20176) (20177) (20178) (20179) (20180) (20181) (20182) (20183) (20184) (20185) (20186) (20187) (20188) (20189) (20190) (20191) (20192) (20193) (20194) (20195) (20196) (20197) (20198) (20199) (20200) (20201) (20202) (20203) (20204) (20205) (20206) (20207) (20208) (20209) (20210) (20211) (20212) (20213) (20214) (20215) (20216) (20217) (20218) (20219) (20220) (20221) (20222) (20223) (20224) (20225) (20226) (20227) (20228) (20229) (202210) (202211) (202212) (202213) (202214) (202215) (202216) (202217) (202218) (202219) (202220) (202221) (202222) (202223) (202224) (202225) (202226) (202227) (202228) (202229) (202230) (202231) (202232) (202233) (202234) (202235) (202236) (202237) (202238) (202239) (202240) (202241) (202242) (202243) (202244) (202245) (202246) (202247) (202248) (202249) (202250) (202251) (202252) (202253) (202254) (202255) (202256) (202257) (202258) (202259) (202260) (202261) (202262) (202263) (202264) (202265) (202266) (202267) (202268) (202269) (202270) (202271) (202272) (202273) (202274) (202275) (202276) (202277) (202278) (202279) (202280) (202281) (202282) (202283) (202284) (202285) (202286) (202287) (202288) (202289) (202290) (202291) (202292) (202293) (202294) (202295) (202296) (202297) (202298) (202299) (2022100) (2022101) (2022102) (2022103) (2022104) (2022105) (2022106) (2022107) (2022108) (2022109) (2022110) (2022111) (2022112) (2022113) (2022114) (2022115) (2022116) (2022117) (2022118) (2022119) (2022120) (2022121) (2022122) (2022123) (2022124) (2022125) (2022126) (2022127) (2022128) (2022129) (2022130) (2022131) (2022132) (2022133) (2022134) (2022135) (2022136) (2022137) (2022138) (2022139) (2022140) (2022141) (2022142) (2022143) (2022144) (2022145) (2022146) (2022147) (2022148) (2022149) (2022150) (2022151) (2022152) (2022153) (2022154) (2022155) (2022156) (2022157) (2022158) (2022159) (2022160) (2022161) (2022162) (2022163) (2022164) (2022165) (2022166) (2022167) (2022168) (2022169) (2022170) (2022171) (2022172) (2022173) (2022174) (2022175) (2022176) (2022177) (2022178) (2022179) (2022180) (2022181) (2022182) (2022183) (2022184) (2022185) (2022186) (2022187) (2022188) (2022189) (2022190) (2022191) (2022192) (2022193) (2022194) (2022195) (2022196) (2022197) (2022198) (2022199) (2022200) (2022201) (2022202) (2022203) (2022204) (2022205) (2022206) (2022207) (2022208) (2022209) (2022210) (2022211) (2022212) (2022213) (2022214) (2022215) (2022216) (2022217) (2022218) (2022219) (2022220) (2022221) (2022222) (2022223) (2022224) (2022225) (2022226) (2022227) (2022228) (2022229) (20222210) (20222211) (20222212) (20222213) (20222214) (20222215) (20222216) (20222217) (20222218) (20222219) (20222220) (20222221) (20222222) (20222223) (20222224) (20222225) (20222226) (20222227) (20222228) (20222229) (202222210) (202222211) (202222212) (202222213) (202222214) (202222215) (202222216) (202222217) (202222218) (202222219) (202222220) (202222221) (202222222) (202222223) (202222224) (202222225) (202222226) (202222227) (202222228) (202222229) (2022222210) (2022222211) (2022222212) (2022222213) (2022222214) (2022222215) (2022222216) (2022222217) (2022222218) (2022222219) (2022222220) (2022222221) (2022222222) (2022222223) (2022222224) (2022222225) (2022222226) (2022222227) (2022222228) (2022222229) (20222222210) (20222222211) (20222222212) (20222222213) (20222222214) (20222222215) (20222222216) (20222222217) (20222222218) (20222222219) (20222222220) (20222222221) (20222222222) (20222222223) (20222222224) (20222222225) (20222222226) (20222222227) (20222222228) (20222222229) (202222222210) (202222222211) (202222222212) (202222222213) (202222222214) (202222222215) (202222222216) (202222222217) (202222222218) (202222222219) (202222222220) (202222222221) (202222222222) (202222222223) (202222222224) (202222222225) (202222222226) (202222222227) (202222222228) (202222222229) (2022222222210) (2022222222211) (2022222222212) (2022222222213) (2022222222214) (2022222222215) (2022222222216) (2022222222217) (2022222222218) (2022222222219) (2022222222220) (2022222222221) (2022222222222) (2022222222223) (2022222222224) (2022222222225) (2022222222226) (2022222222227) (2022222222228) (2022222222229) (20222222222210) (20222222222211) (20222222222212) (20222222222213) (20222222222214) (20222222222215) (20222222222216) (20222222222217) (20222222222218) (20222222222219) (20222222222220) (20222222222221) (20222222222222) (20222222222223) (20222222222224) (20222222222225) (20222222222226) (20222222222227) (20222222222228) (20222222222229) (202222222222210) (202222222222211) (202222222222212) (202222222222213) (202222222222214) (202222222222215) (202222222222216) (202222222222217) (202222222222218) (202222222222219) (202222222222220) (202222222222221) (202222222222222) (202222222222223) (202222222222224) (202222222222225) (202222222222226) (202222222222227) (202222222222228) (202222222222229) (2022222222222210) (2022222222222211) (2022222222222212) (2022222222222213) (2022222222222214) (2022222222222215) (2022222222222216) (2022222222222217) (2022222222222218) (2022222222222219) (2022222222222220) (2022222222222221) (2022222222222222) (2022222222222223) (2022222222222224) (2022222222222225) (2022222222222226) (2022222222222227) (2022222222222228) (2022222222222229) (20222222222222210) (20222222222222211) (20222222222222212) (20222222222222213) (20222222222222214) (20222222222222215) (20222222222222216) (20222222222222217) (20222222222222218) (20222222222222219) (20222222222222220) (20222222222222221) (20222222222222222) (20222222222222223) (20222222222222224) (20222222222222225) (20222222222222226) (20222222222222227) (20222222222222228) (20222222222222229) (202222222222222210) (202222222222222211) (202222222222222212) (202222222222222213) (202222222222222214) (202222222222222215) (202222222222222216) (202222222222222217) (202222222222222218) (202222222222222219) (202222222222222220) (202222222222222221) (202222222222222222) (202222222222222223) (202222222222222224) (202222222222222225) (202222222222222226) (202222222222222227) (202222222222222228) (202222222222222229) (2022222222222222210) (2022222222222222211) (2022222222222222212) (2022222222222222213) (2022222222222222214) (2022222222222222215) (2022222222222222216) (2022222222222222217) (2022222222222222218) (2022222222222222219) (2022222222222222220) (2022222222222222221) (2022222222222222222) (2022222222222222223) (2022222222222222224) (2022222222222222225) (2022222222222222226) (2022222222222222227) (2022222222222222228) (2022222222222222229) (20222222222222222210) (20222222222222222211) (20222222222222222212) (20222222222222222213) (20222222222222222214) (20222222222222222215) (20222222222222222216) (20222222222222222217) (20222222222222222218) (20222222222222222219) (20222222222222222220) (20222222222222222221) (20222222222222222222) (20222222222222222223) (20222222222222222224) (20222222222222222225) (20222222222222222226) (20222222222222222227) (20222222222222222228) (20222222222222222229) (202222222222222222210) (202222222222222222211) (202222222222222222212) (202222222222222222213) (202222222222222222214) (202222222222222222215) (202222222222222222216) (202222222222222222217) (202222222222222222218) (202222222222222222219) (202222222222222222220) (202222222222222222221) (202222222222222222222) (202222222222222222223) (202222222222222222224) (202222222222222222225) (202222222222222222226) (202222222222222222227) (202222222222222222228) (2022222222222222



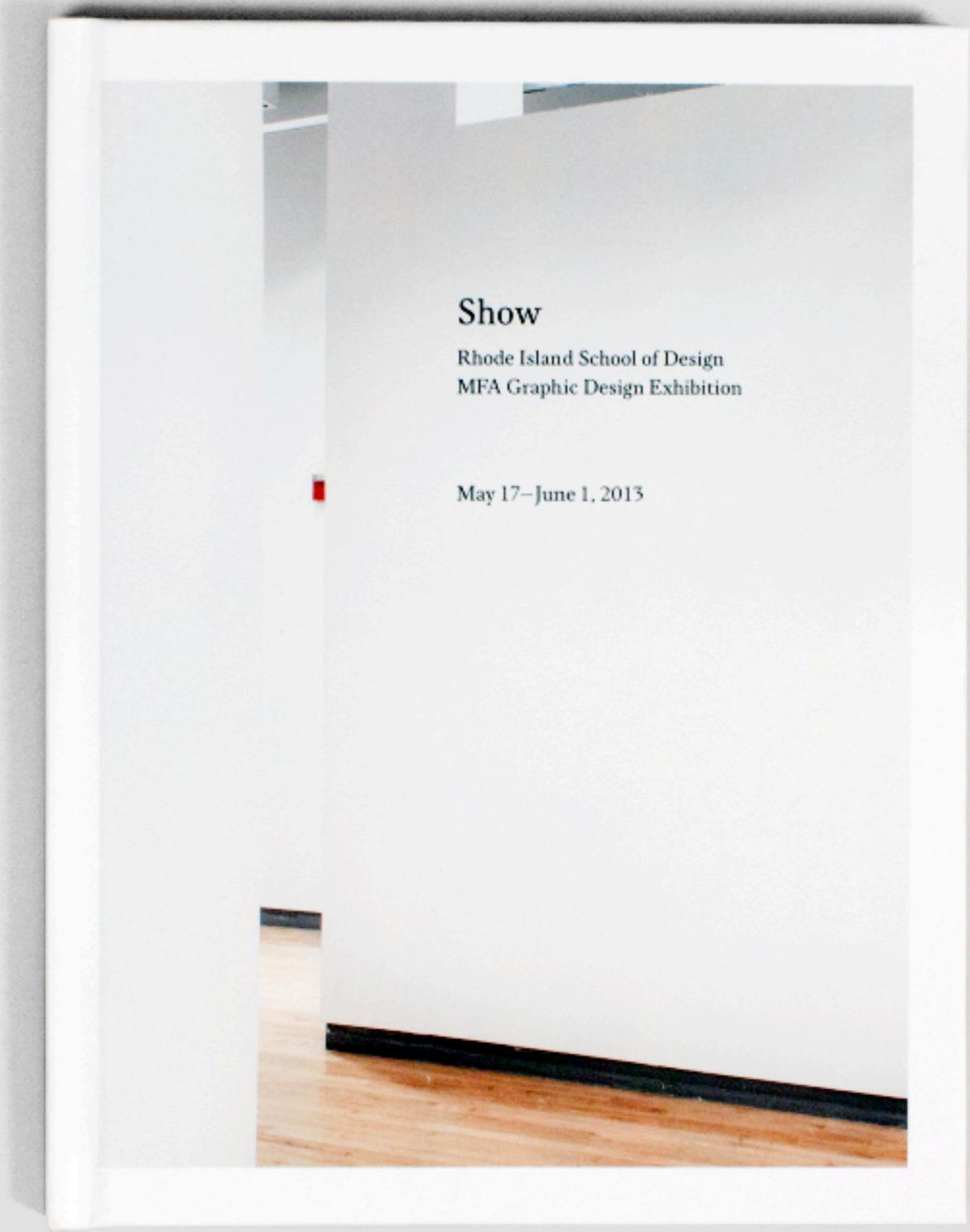
RISD MFA, Shop>Show, 2013



RISD MFA, Shop>Show, 2013



RISD MFA, Shop>Show, 2013



Show

Rhode Island School of Design
MFA Graphic Design Exhibition

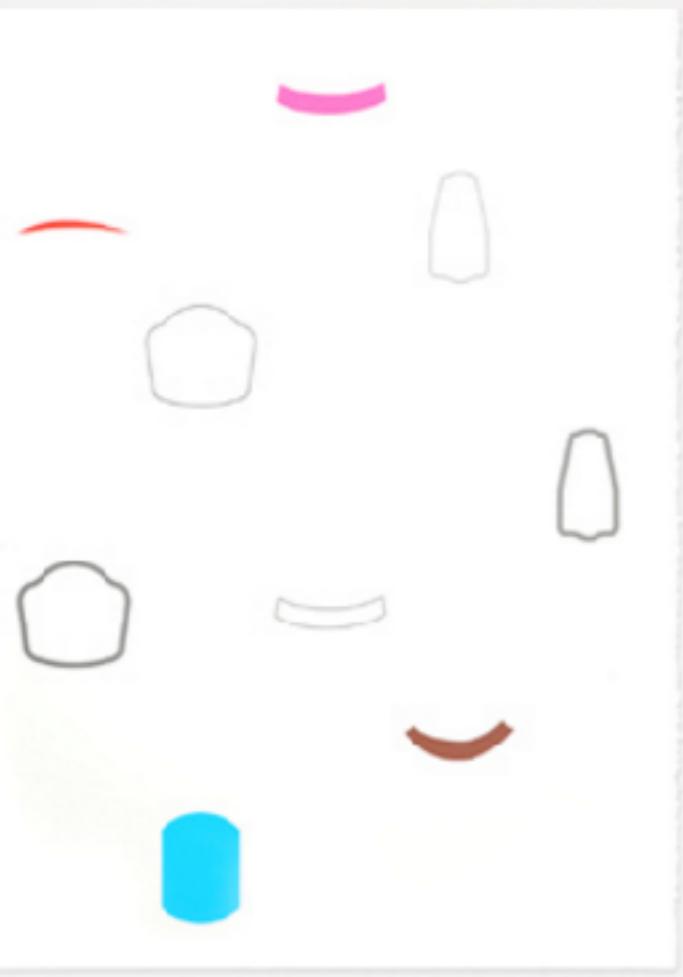
May 17–June 1, 2013

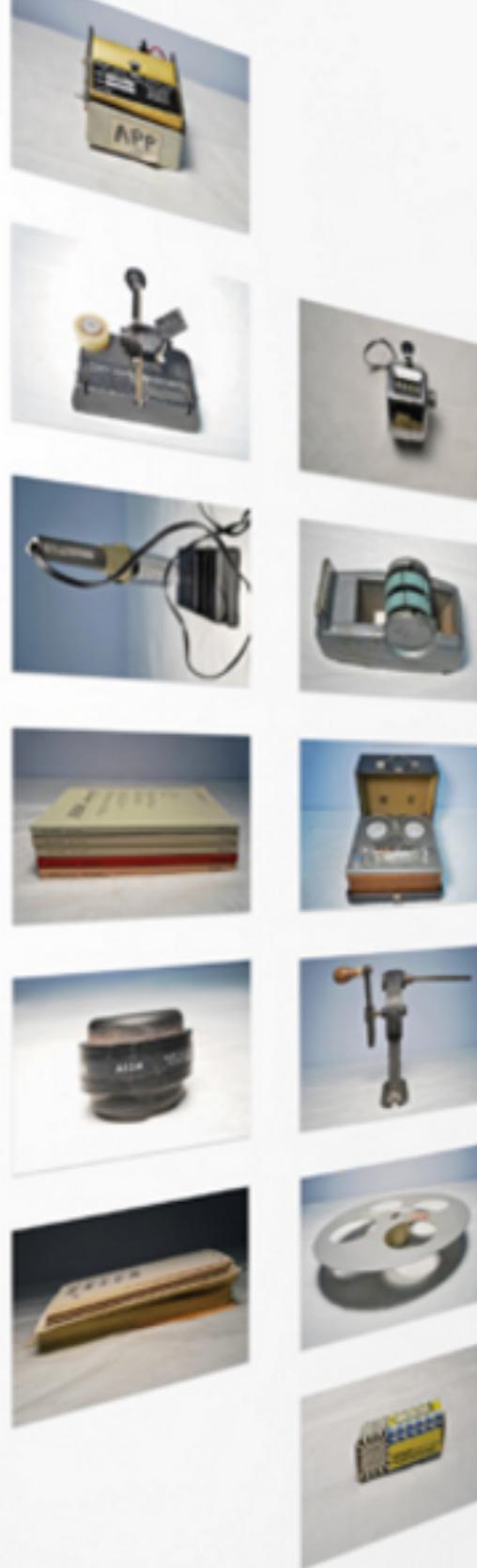


RISD MFA, Shop>Show, 2013



RISD MFA, Shop>Show, 2013





RISD MFA, Shop>Show, 2013



RISD MFA, Shop>Show, 2013

Åbäke

Victoria and alferD museum



Victoria and alferD museum

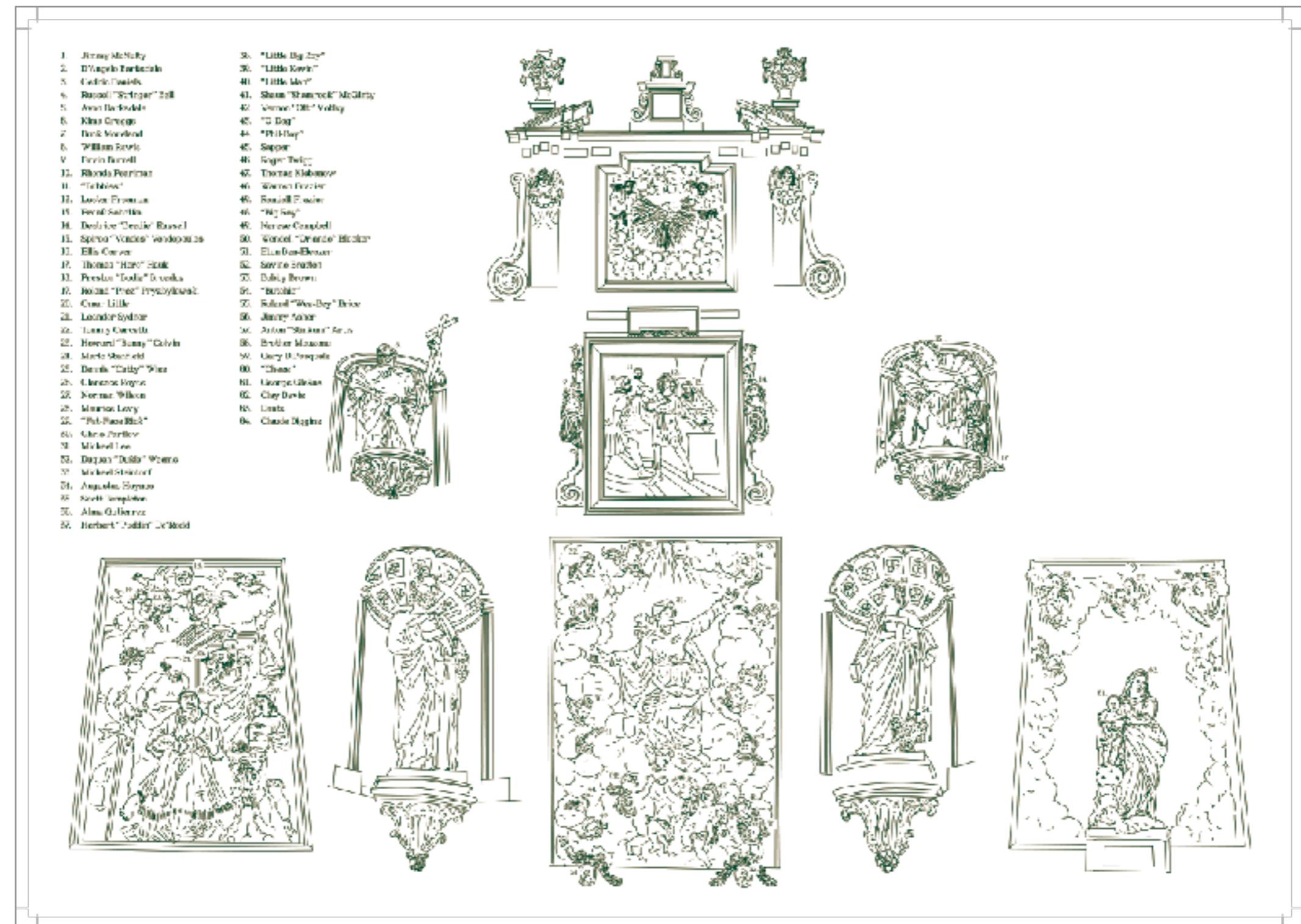
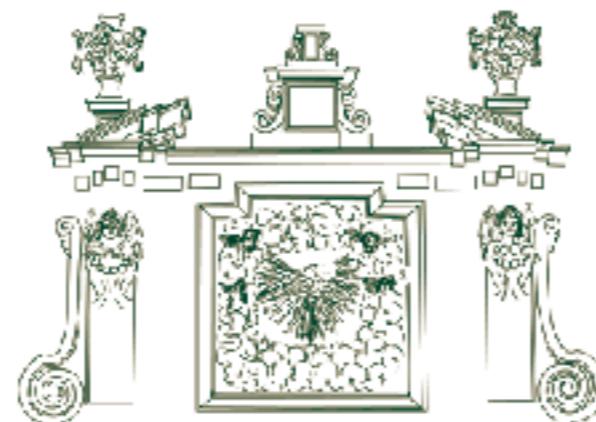


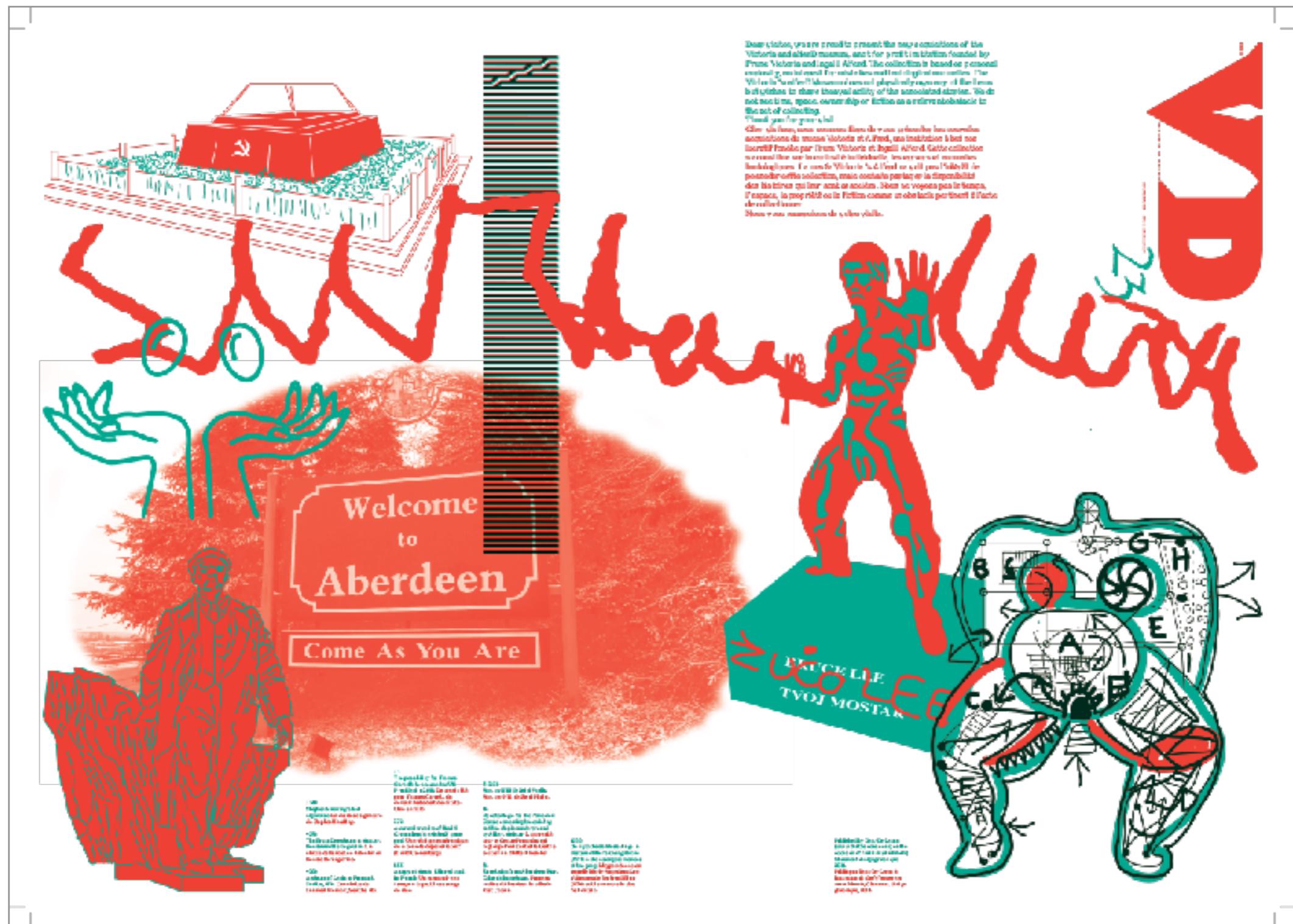
VICTORIA
& ALFERD
MUSEUM

Victoria and alferD museum

1. Jimmy McNulty
2. Angelo Tamburino
3. Cedric Daniels
4. Russell "Stringer" Bell
5. Avon Barksdale
6. Kima Greggs
7. Bunk Moreland
8. William Scurll
9. Devin Rorrell
10. Rhonda Portman
11. "T-Bone"
12. Lucifer Prentiss
13. Revell Santella
14. Deon Irie "Deonie" Russell
15. Simeon "Venice" Vendopius
16. Ellis Carver
17. Thomas "Horn" Hank
18. Prentiss "Duke" Deonika
19. Roland "Prest" Prybylewak
20. Cane Little
21. Lexington Sydnor
22. Tommy Crenshaw
23. Howard "Bunny" Colvin
24. Mario Sheppard
25. Dennis "Dally" Wies
26. Clarence Rogers
27. Norman Wilson
28. Monroe Levy
29. "Pee-Pee" Black
30. Charlie Partlow
31. Michael Lee
32. Dequan "Dolla" Wiens
33. Michael Steward
34. Augustus Rogers
35. Scott Campbell
36. Alton Gulliver
37. Herbert "Hobie" McRae

38. "Little Big Zay"
39. "Little Kevin"
40. "Little Mo"
41. Shaw "Shawcock" McGlynn
42. Vernon "Dell" Valley
43. "D Dog"
44. "Phil Dog"
45. Sopur
46. Roger Twiss
47. Thomas Klobasew
48. Warner Trotter
49. Russell Frazier
50. "Wiz Ray"
51. Nervous Campbell
52. Wanda "Orange" Blacker
53. Elba-Bon-Bon
54. Savine Broder
55. Bubba Brown
56. "Bubba"
57. Roland "Wee-Dey" Brice
58. Jimmy Carter
59. Anton "Stonkers" Arlo
60. Brother Mazzoni
61. Gary D. Jacqueline
62. "Chase"
63. George Gleason
64. Clay Davis
65. Lantz
66. Claude Duglass





Victoria and alferD museum

Dear visitor, we are proud to present the new acquisitions of the Victoria and alferD museum, a not-for-profit institution founded by Prune Victoria and Ingalil Alferd. The collection is based on personal curiosity, an interest for mistakes and tautological anomalies. The Victoria & alferD Museum does not physically own any of the items but wishes to share the availability of the associated stories. We do not see time, space, ownership or fiction as a relevant obstacle to the act of collecting.

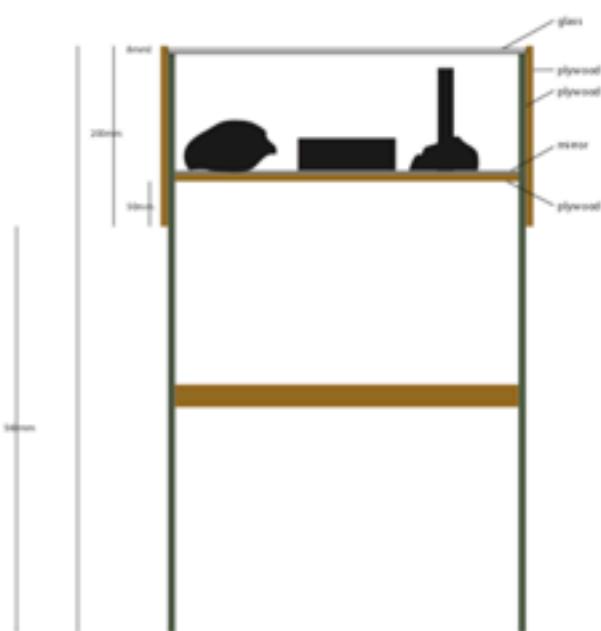
Thank you for your visit.



Victoria and alferD museum



Victoria and alferD museum





Victoria and alferD museum

References:

formsofinquiry.com

vier5.de

archive.risd.gd/MFA/2013/

abake.fr

readingforms.com

Letterform Archive / Tabletop Exhibitions

Each group will be responsible for the following:

1. One tabletop exhibition consisting of 2 or more objects
2. Label text for each object
3. A mission statement installed in the gallery space
4. 11 × 17 inch takeaway describing the show
5. 11 × 17 inch poster promoting the show

For Next Class:

- Read The Yale MFA Graphic Design Show by Rachel Berger
- Finalize Interview questions, for your subjects. Share them with chris via email before class (and before sending).
- Determine 3 concepts for your show, and pair them with reference imagery / graphic elements (photos, type, color, etc. like a moodboard). Present your concepts to the group on Tuesday.

How can an exhibit have a concept?

Concepts:

In her essay, Rachel recommends three approaches when determining an exhibition:

1. Question all assumptions
2. Let a concept drive
3. Impose restrictions

Follow these tenets when coming up with your three exhibition concepts.

Concepts:

Each member of your group should contribute:

- Curatorial and Content
- Identity Design and Communication
- Spatial planning exhibition
- Catalog and documentation

To creative three cohesive ideas.