

# Exhibition Design

## Spring 2019

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# Reading Recap

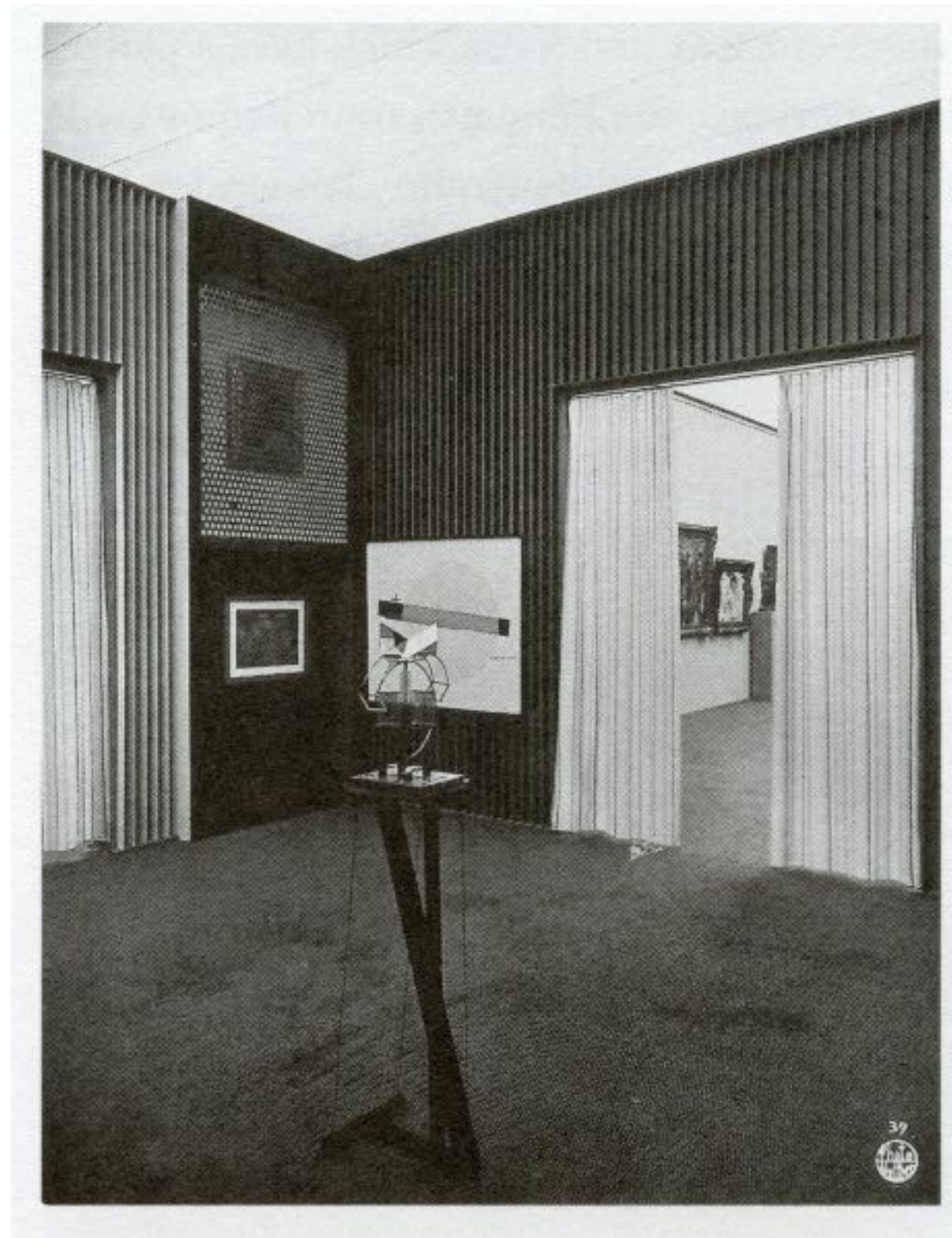
*Exhibit A: The Exhibitionary Apparatus*

Andrew Blauvelt



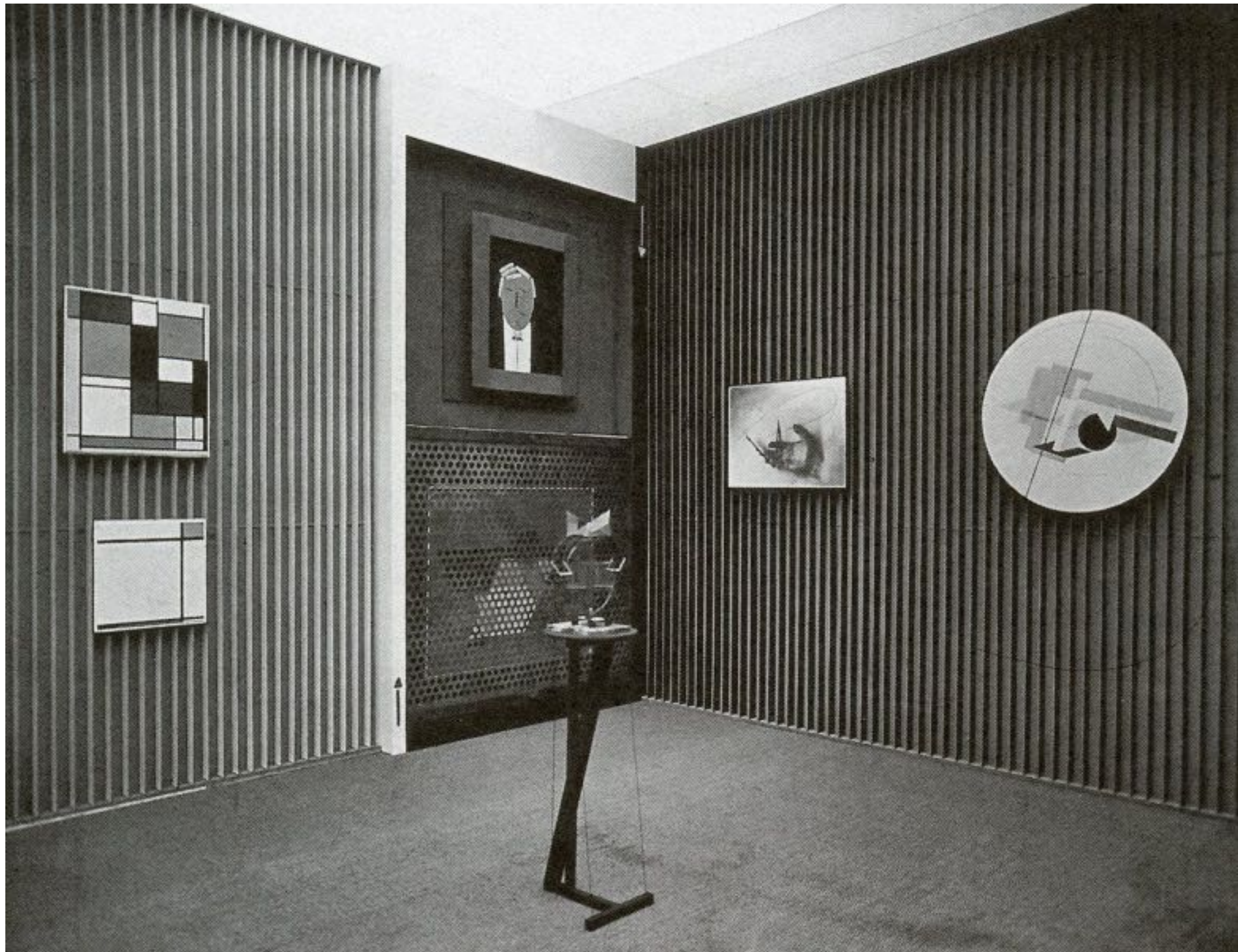
**Parallel Life of Contemporary Art**





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



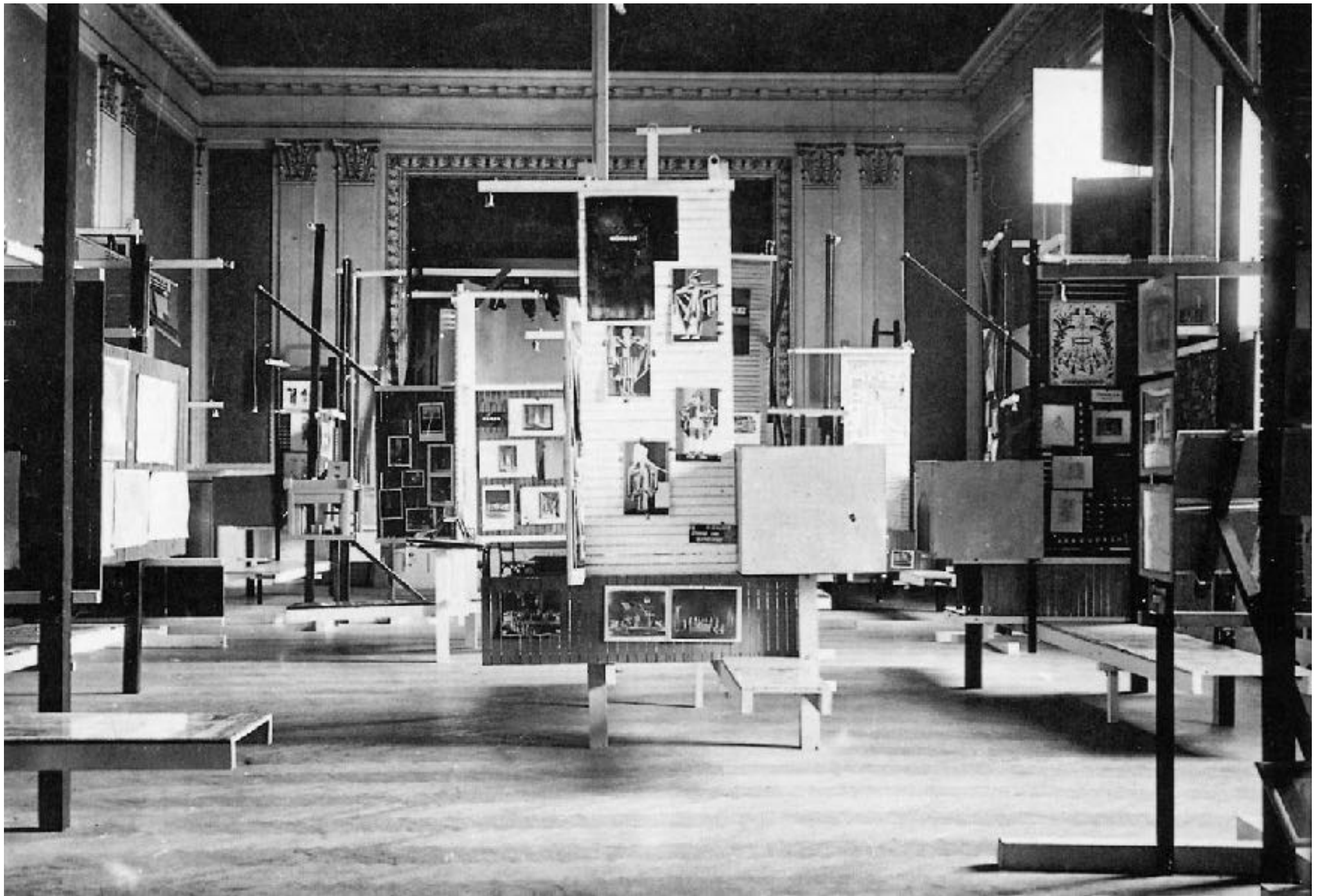


**El Lissitzky, Room for Constructive Art, Internationale Kunstausstellung, Dresden 1926**

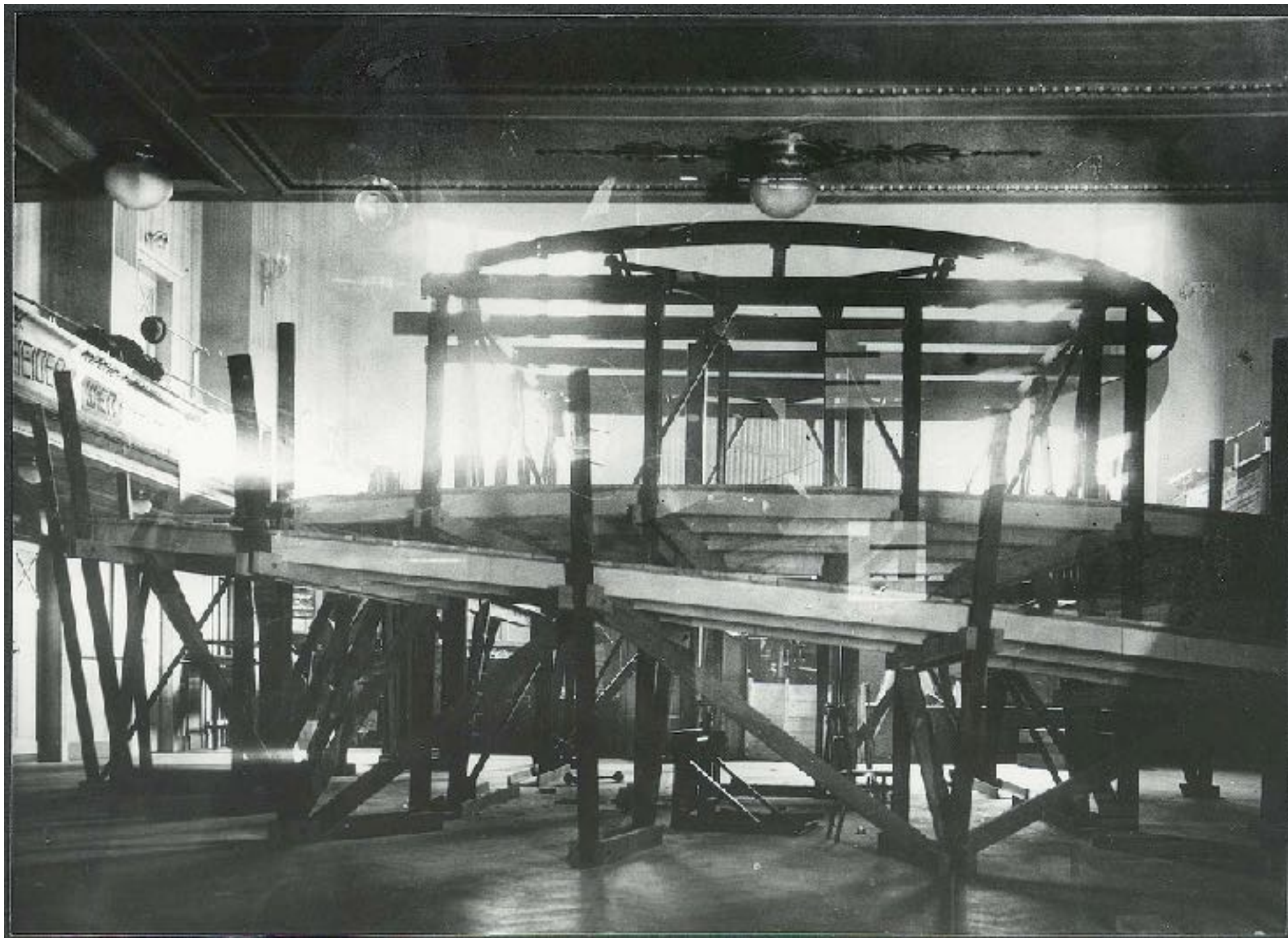


**Replica constructed 2017**





**Frederick Kiesler, New Theatre Techniques, 1924**

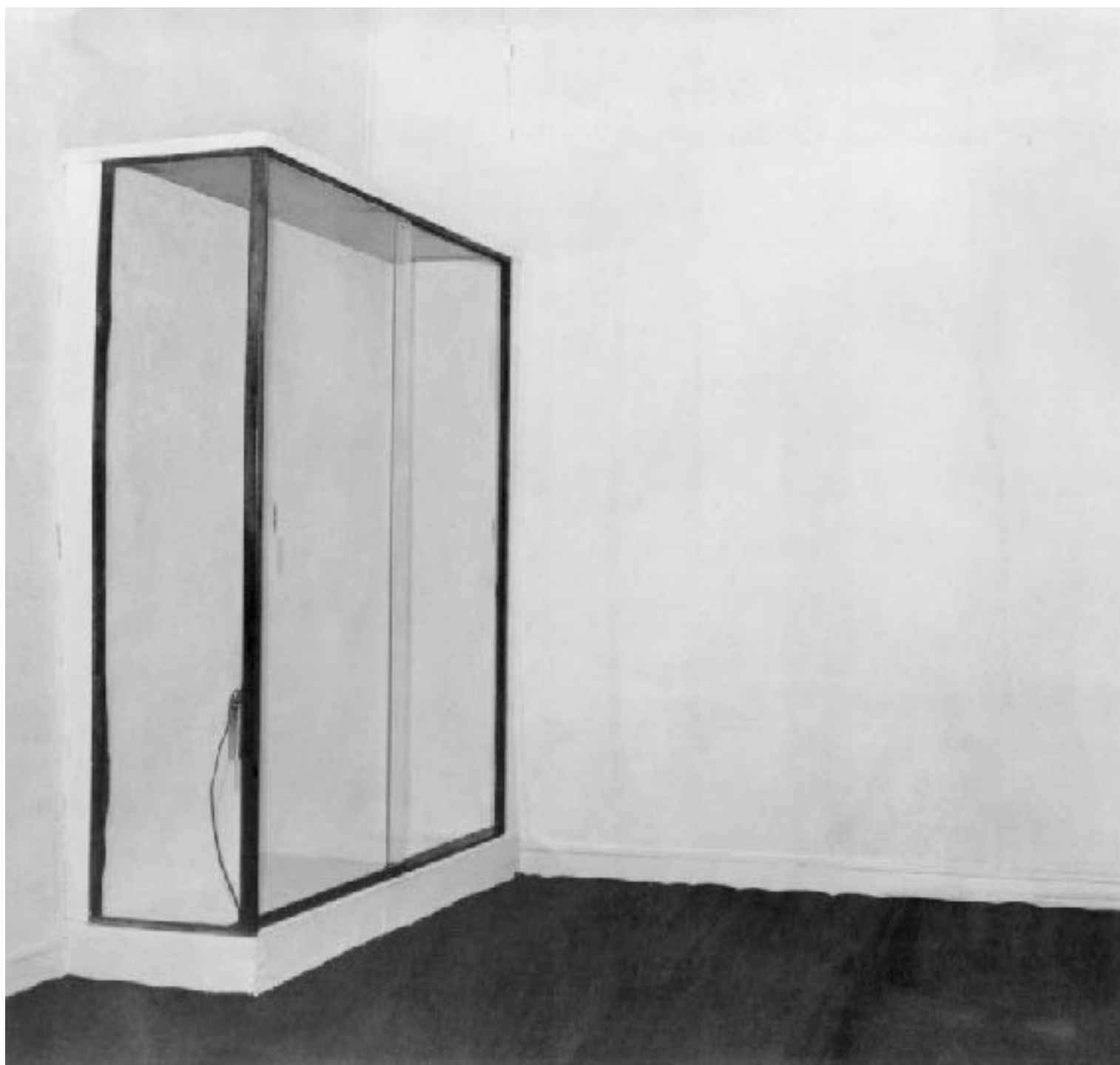


Frederick Kiesler, New Theatre Techniques, 1924

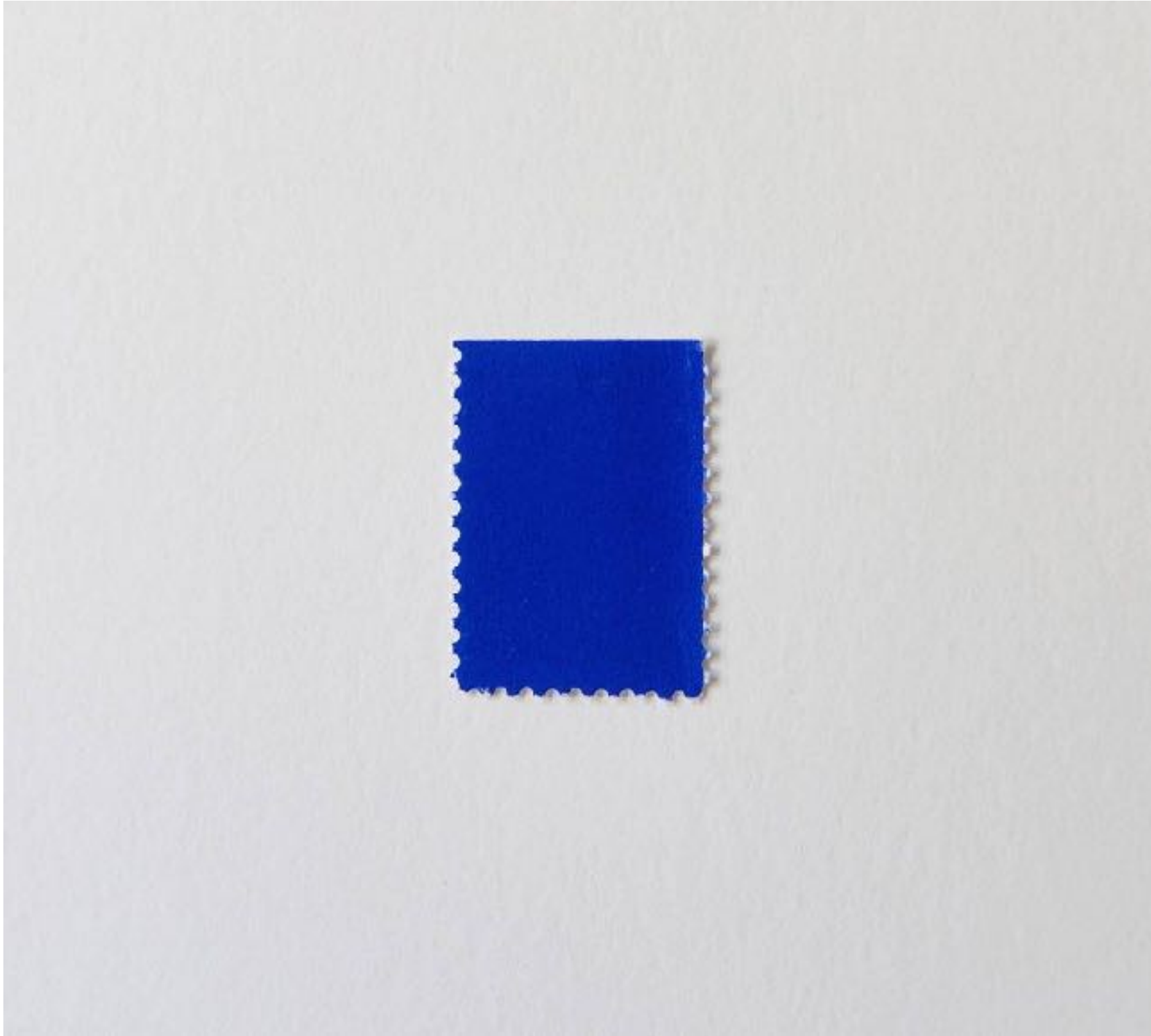




**Marcel Duchamp, International Surrealist Exhibition, 1938**

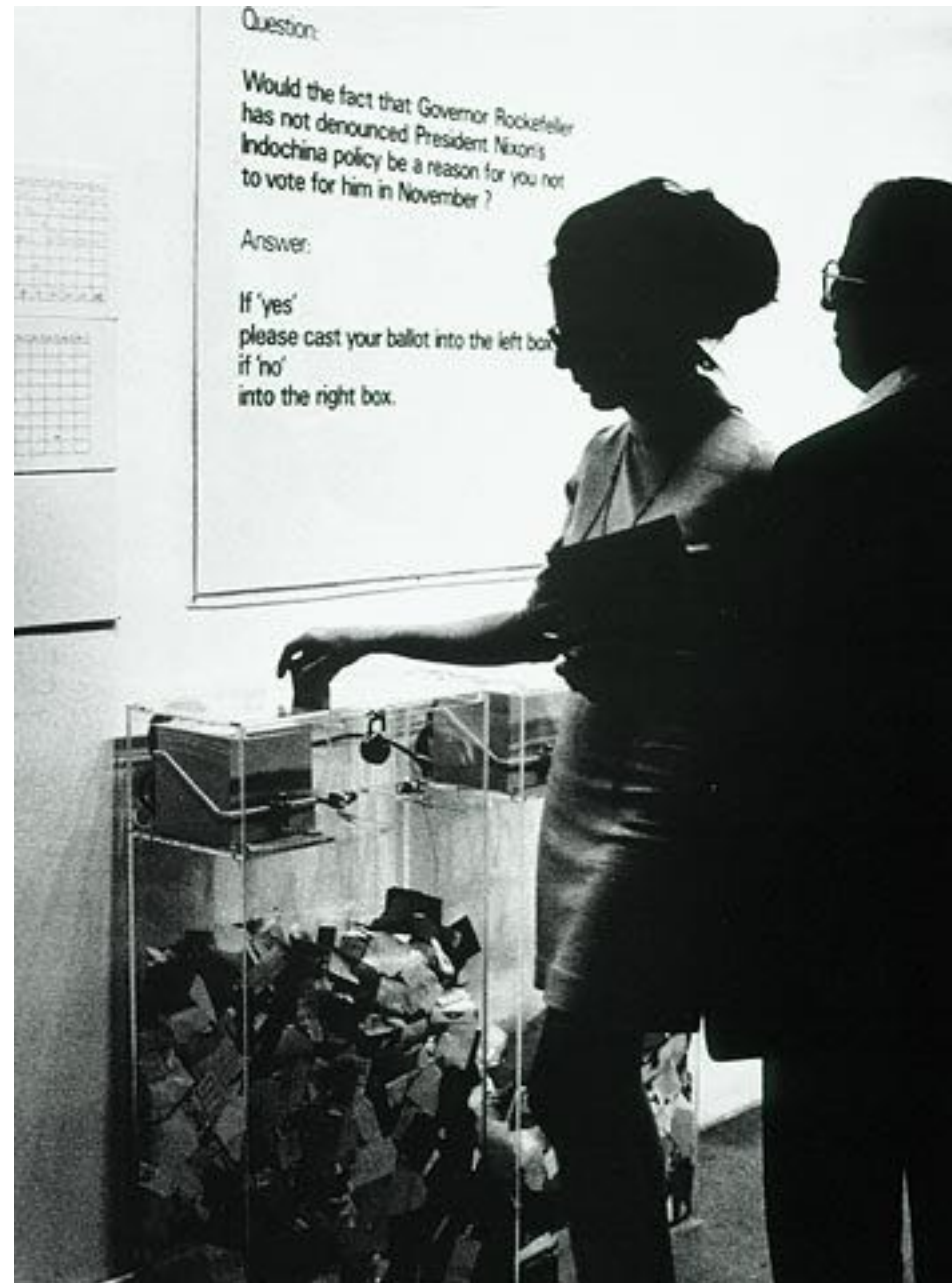


**Yves Klein, La sensibilité picturale a l'état matière première, spécialisée en sensibilité picturale stabilisée**



**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**

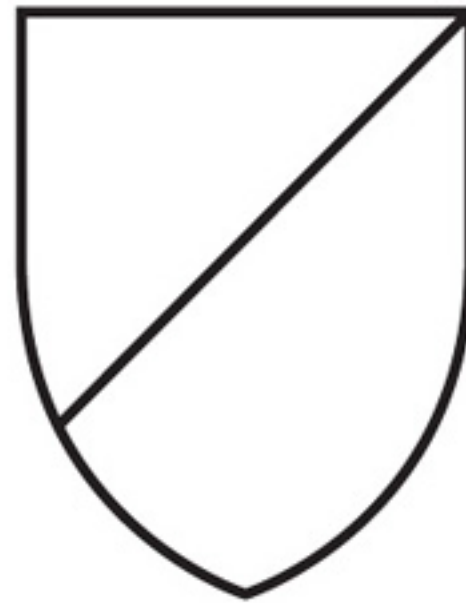
**Janet** Go towards the brownish green garbage can. Then there's a trail off to your right. Take the trail, it's overgrown a bit. There's an eaten-out dead tree. Looks like ants.

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**





Zak Kyes, Forms of Inquiry, 2008





Zak Kyes, Forms of Inquiry, 2008





Zak Kyes, Forms of Inquiry, 2008





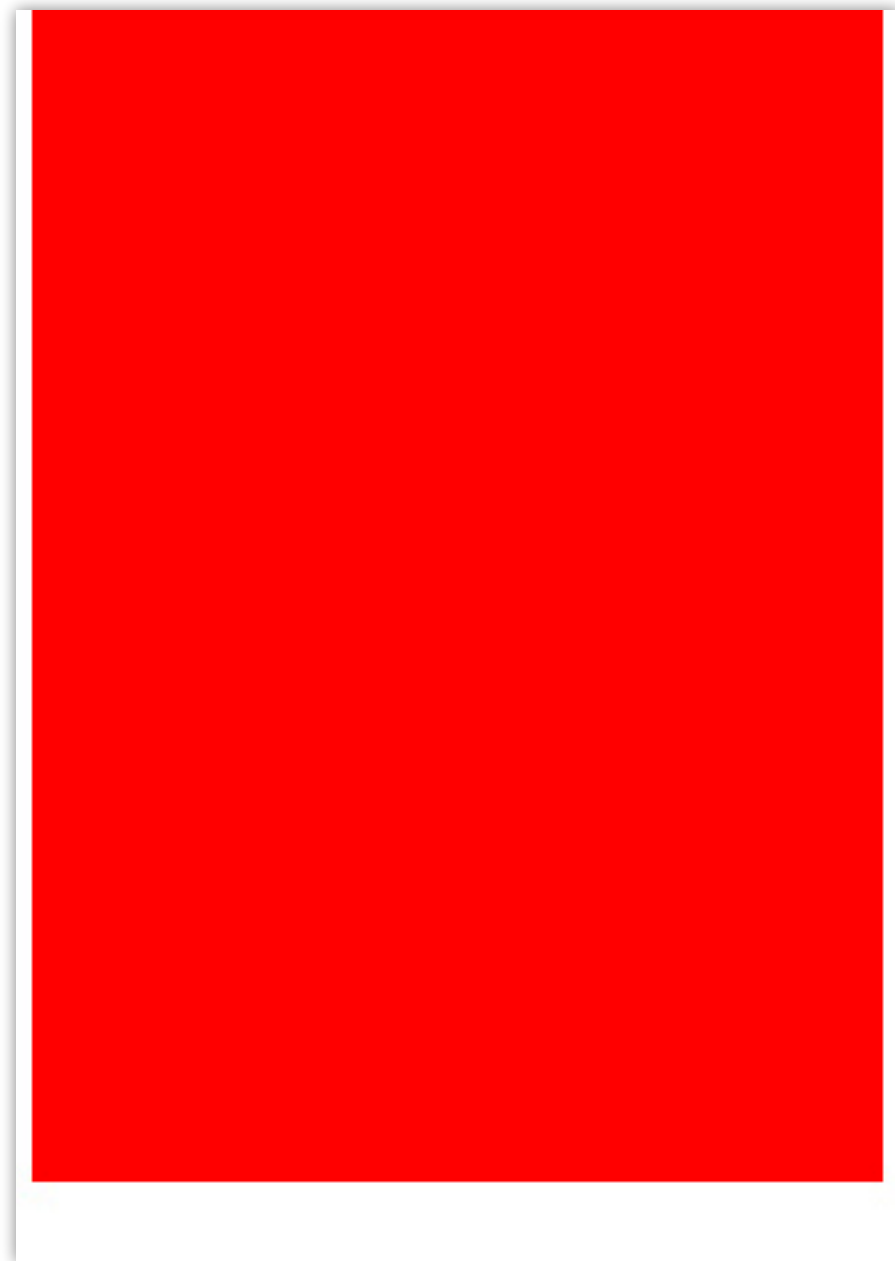
**Zak Kyes, Forms of Inquiry, 2008**

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 of Chaumont  
May 21-June 05, 2011  
AFFICHE ET DU GRAPHISME  
DE CHAUMONT  
Inaugural week-end:  
May 28-29, 2011  
21 MAI - 05 JUIN, 2011  
WEEK-END INAUGURAL:  
28-29 MAI, 2011  
22E FESTIVAL INTERNATIONAL  
DE L'AFFICHE ET DU GRAPHISME  
DE CHAUMONT

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Voies de Chaumont, 10000 Chaumont, France  
Tél. 03 25 81 11 11 - Fax 03 25 81 11 12 - Email: info@festival-affiche.com

V J P S

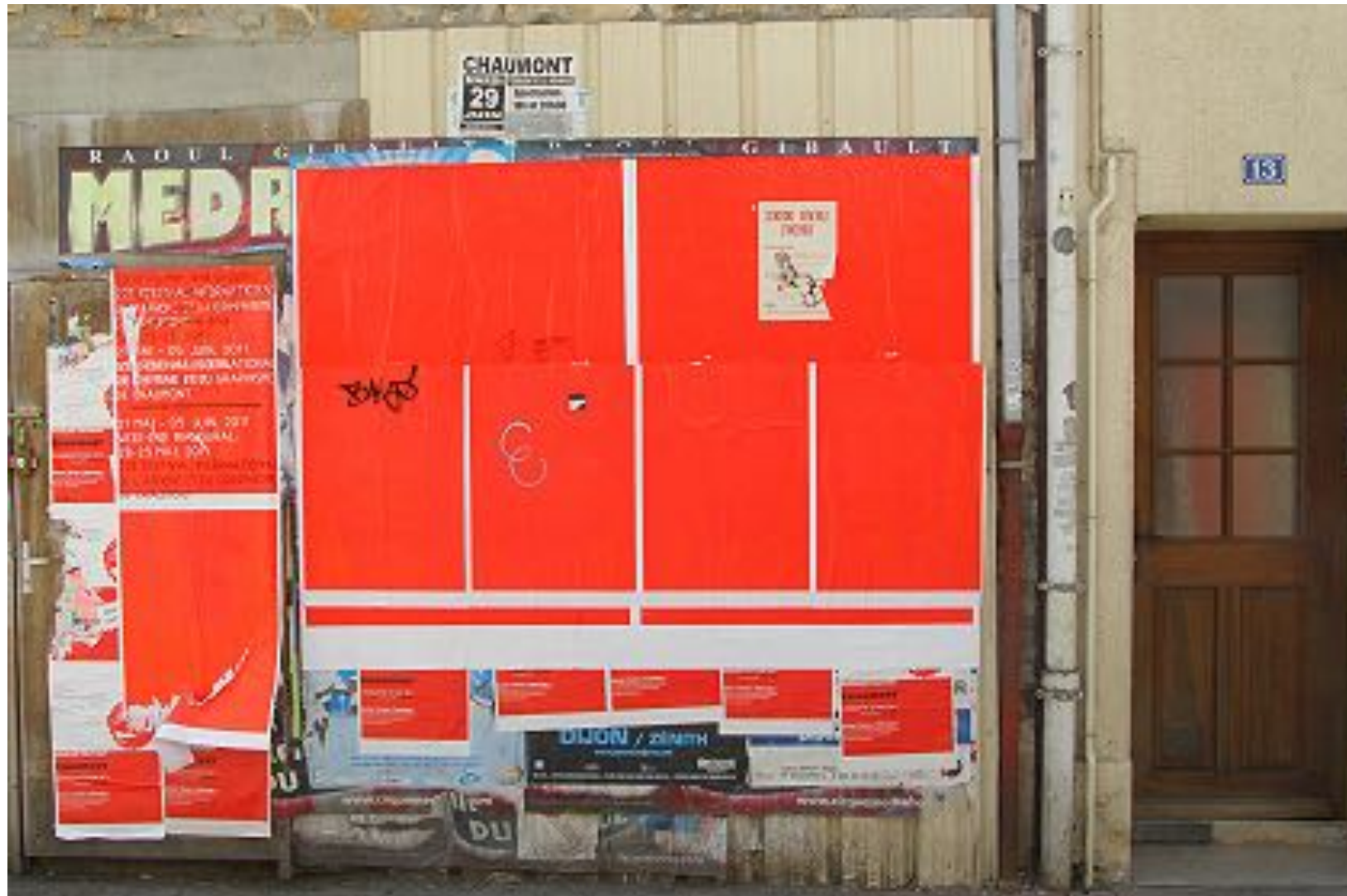




Special Poster During the exhibition



Special Poster During the exhibition



slowdown





slowdown



slowdown





slowdown



boxes





boxes



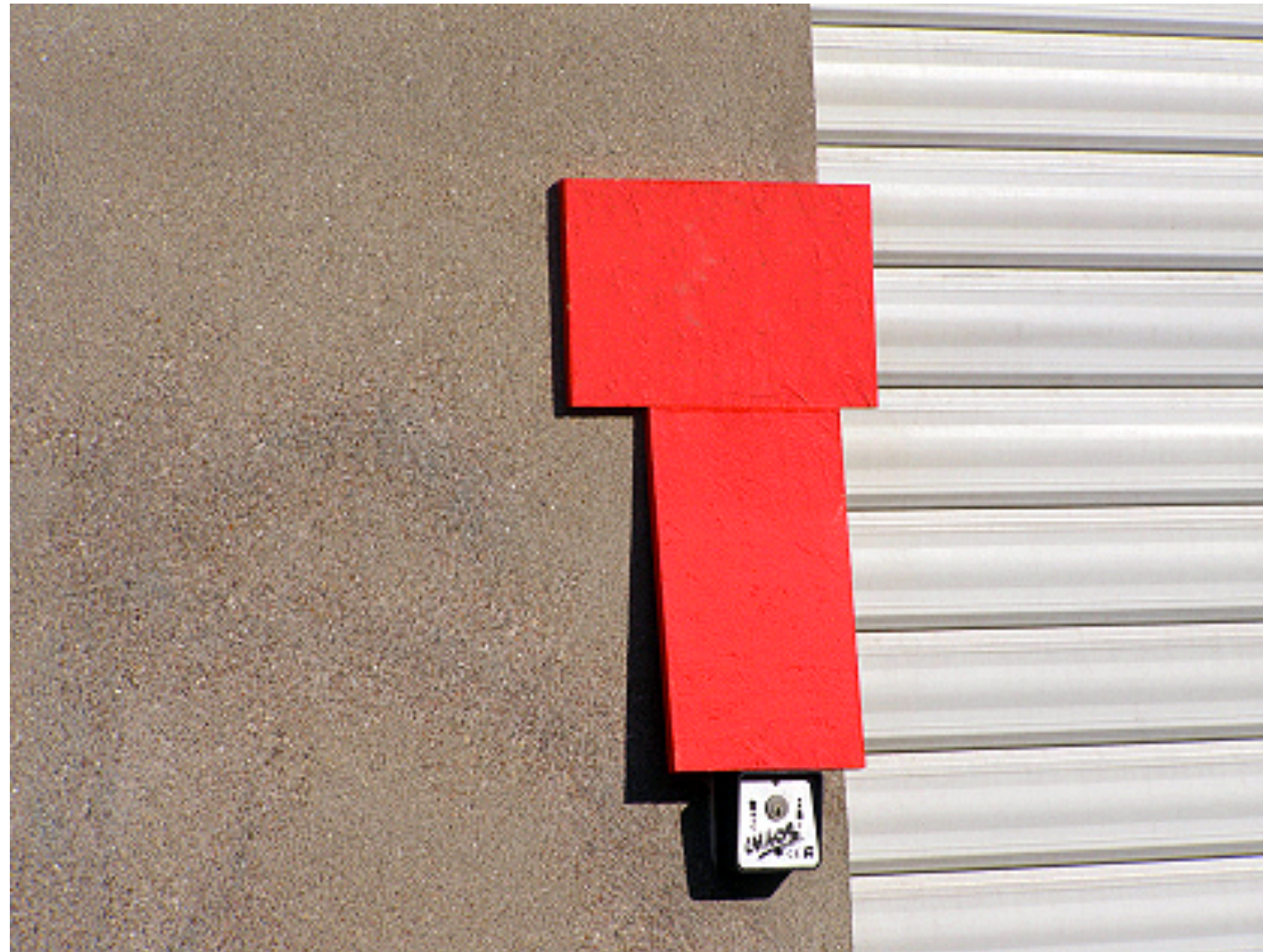


boxes



wood panels





wood panels





grid



grid

RISD MFA 2013

Shop/Show



**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, video, and other ephemera.

**Index** exists as a catalogue of the same students' works displayed in hypothetical space and time. Here, the work is represented in the white page as white cube, with the 18 students as counters, 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

00 andy chan justin chan yalin cho catharine chawwong | alison ho | collin feier |  
 anthony wiley | nia li | ke | alisa manson | wael mousa | ruyang hu | gail | alex | gail |  
 chris kassamaki | caroline | amanda xia | fadhila staller | federico | jared | william |  
 jonathan | yanahel | **rand**





RISD MFA, Shop/Show, 2013





RISD MFA, Shop/Show, 2013





RISD MFA, Shop/Show, 2013





**RISD MFA, Shop/Show, 2013**

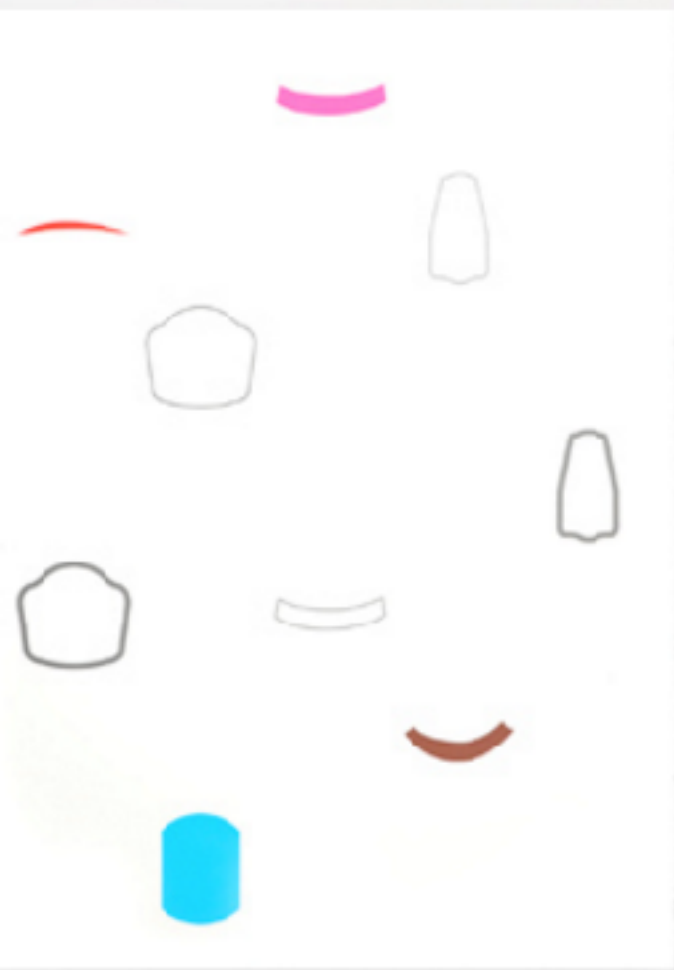


RISD MFA, Shop/Show, 2013





RISD MFA, Shop/Show, 2013







RISD MFA, Shop/Show, 2013





RISD MFA, Shop/Show, 2013



Åbäke

Victoria and alferD museum



Victoria and alferD museum

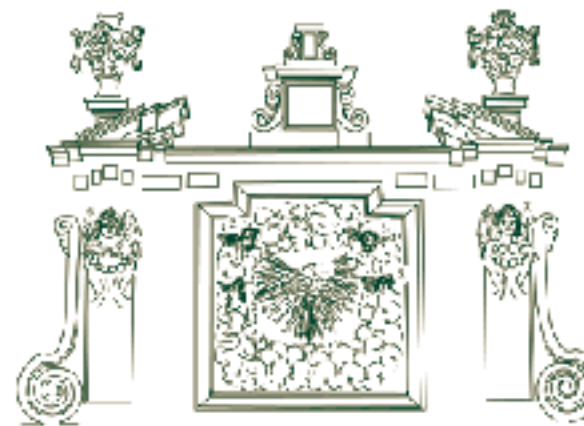




Victoria and alferD museum



1. Jimmy McNulty
2. Dr. Angelo Barbarella
3. Gabriel Cassidy
4. Russell "Stranger" Bell
5. Anna Barbarella
6. Nina Greene
7. David Woodard
8. William Revere
9. David Russell
10. Rhonda Peartman
11. "Tobias"
12. Lucius Freeman
13. David Santora
14. Deshae "Dessie" Russell
15. Spiro "Vince" Vondopoulos
16. Ella Carter
17. Thomas "Hank" Hank
18. Presley "Gus" Gussie
19. Robert "Pete" Prydzynski
20. Cass Little
21. Leonard Sydney
22. Lenny Cavalli
23. Howard "Bunny" Galt
24. Mark Sheffield
25. David "Cody" Pike
26. Clarence Wayne
27. Norman Wilson
28. Marissa Levy
29. "Pat-Pat" Black
30. Adam Barber
31. Michael Lee
32. Dorian "Duke" Weiss
33. Michael Stroud
34. Augustus Wayne
35. Keith Campbell
36. Alma Galt
37. Herbert "Laddie" LeWood
38. "Little Big Boy"
39. "Little Kevin"
40. "Little Man"
41. Shaun "Shamrock" McGinty
42. Vernon "Duke" Voth
43. "D. Day"
44. "Phil Day"
45. Sapper
46. Roger Twigg
47. Thomas Kibben
48. Warren Foster
49. Russell Fowler
50. "My Guy"
51. Harlow Campbell
52. Vincent "Orange" Hinder
53. Eliza Doolittle
54. Savvy Graham
55. Dolly Brown
56. "Buddie"
57. Robert "Wee-Wee" Drake
58. Jimmy Taylor
59. Arden "Sharon" Arden
60. Brother Mason
61. Gary Doolittle
62. "Diane"
63. George Galt
64. Clay Davis
65. Laddie
66. Charles Higgins







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



Victoria and alferD museum



## References:

[formsofinquiry.com](http://formsofinquiry.com)

[vier5.de](http://vier5.de)

[archive.risd.gd/MFA/2013/](http://archive.risd.gd/MFA/2013/)

[abake.fr](http://abake.fr)

[readingforms.com](http://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 create three cohesive ideas.