

# Exhibition Design

## Spring 2019

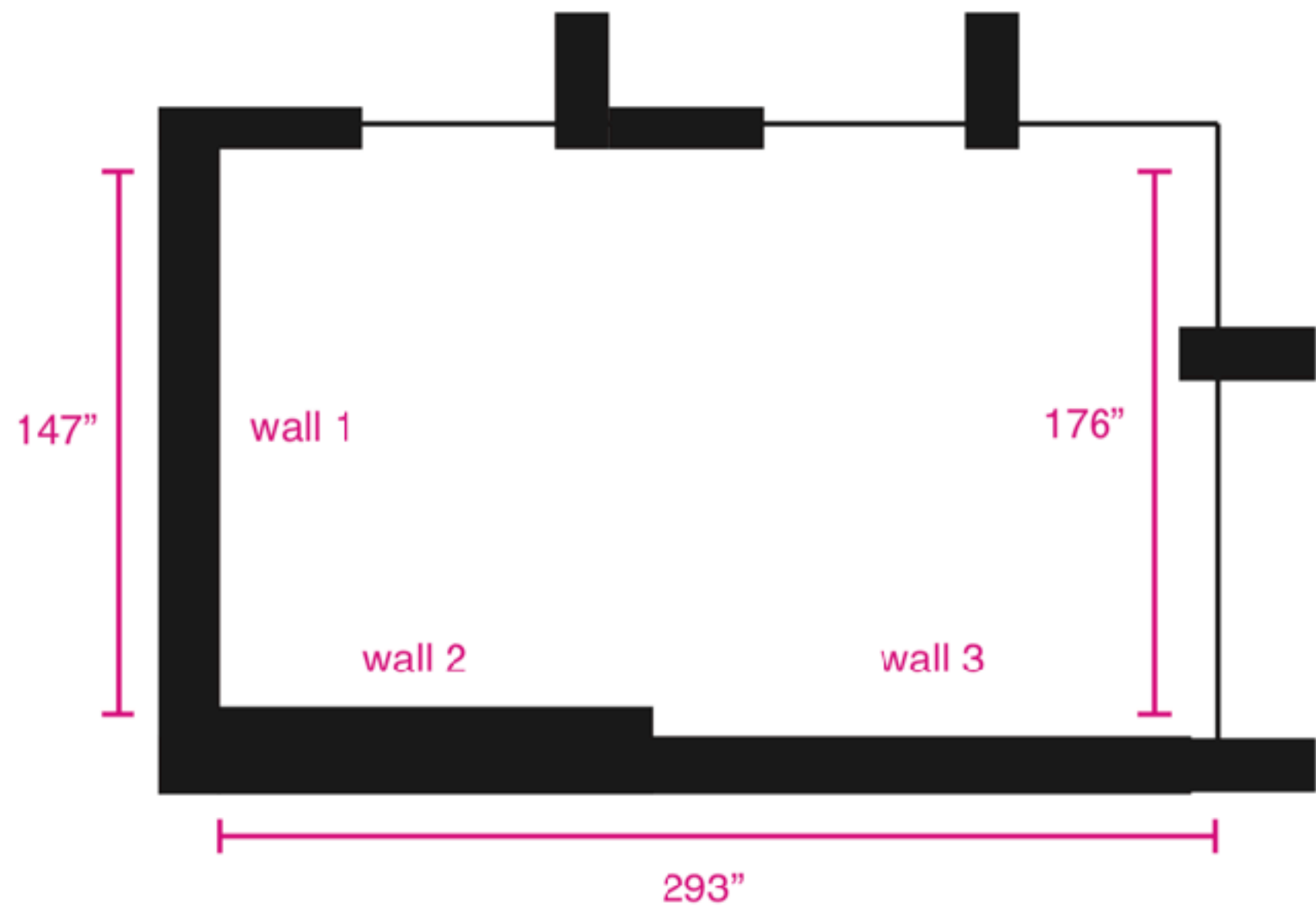
chris hamamoto  
[chamamoto@cca.edu](mailto:chamamoto@cca.edu)

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[juanpablors@cca.edu](mailto:juanpablors@cca.edu)

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[ichen4@cca.edu](mailto:ichen4@cca.edu)

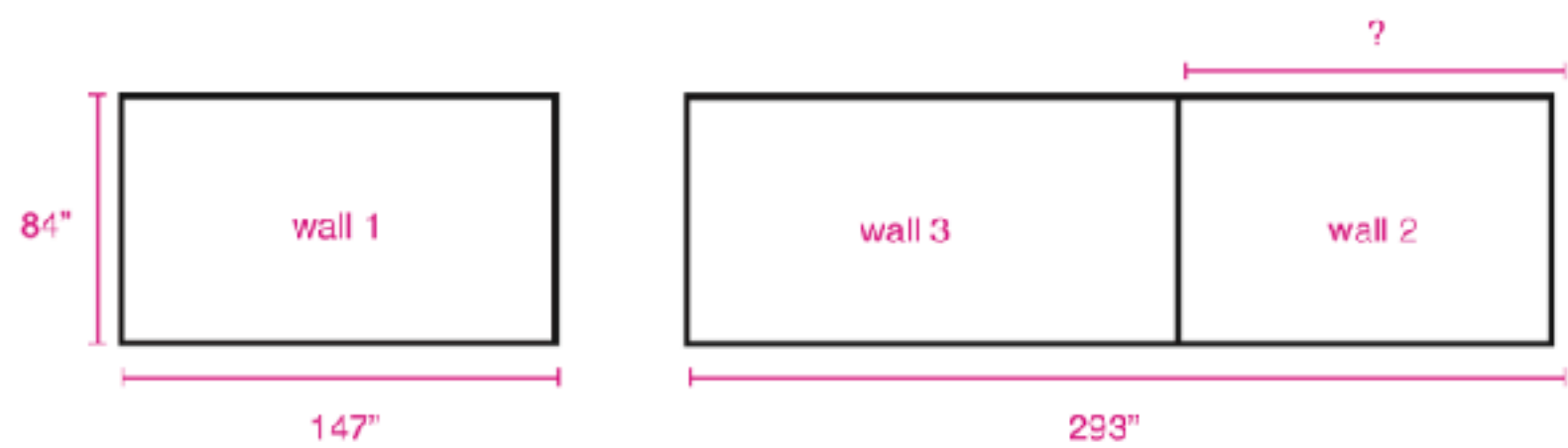
# Rendering the Space

# Schematic





# Elevations



- 1 wall vinyl (3.5 x 4.5')
- 3 floor vinyl (3.5 x 3.5')
- 2 printed vinyl for panels (3'x4')
- 1 printed vinyl for panel (9'x6')

panels 1, 3



3' x 6'

panel 2



9' x 6'

wall vinyl

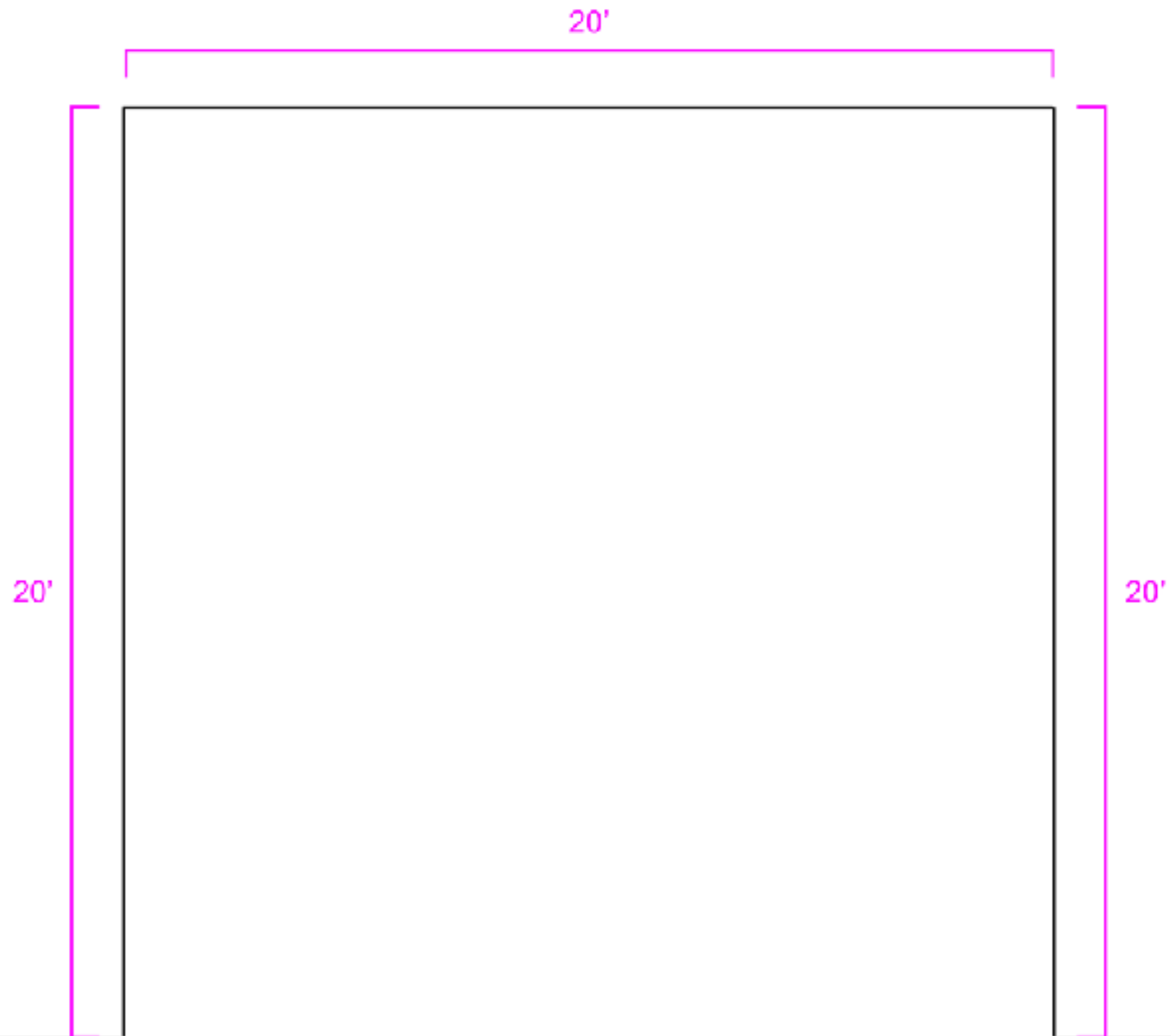


3.5' x 4.5'

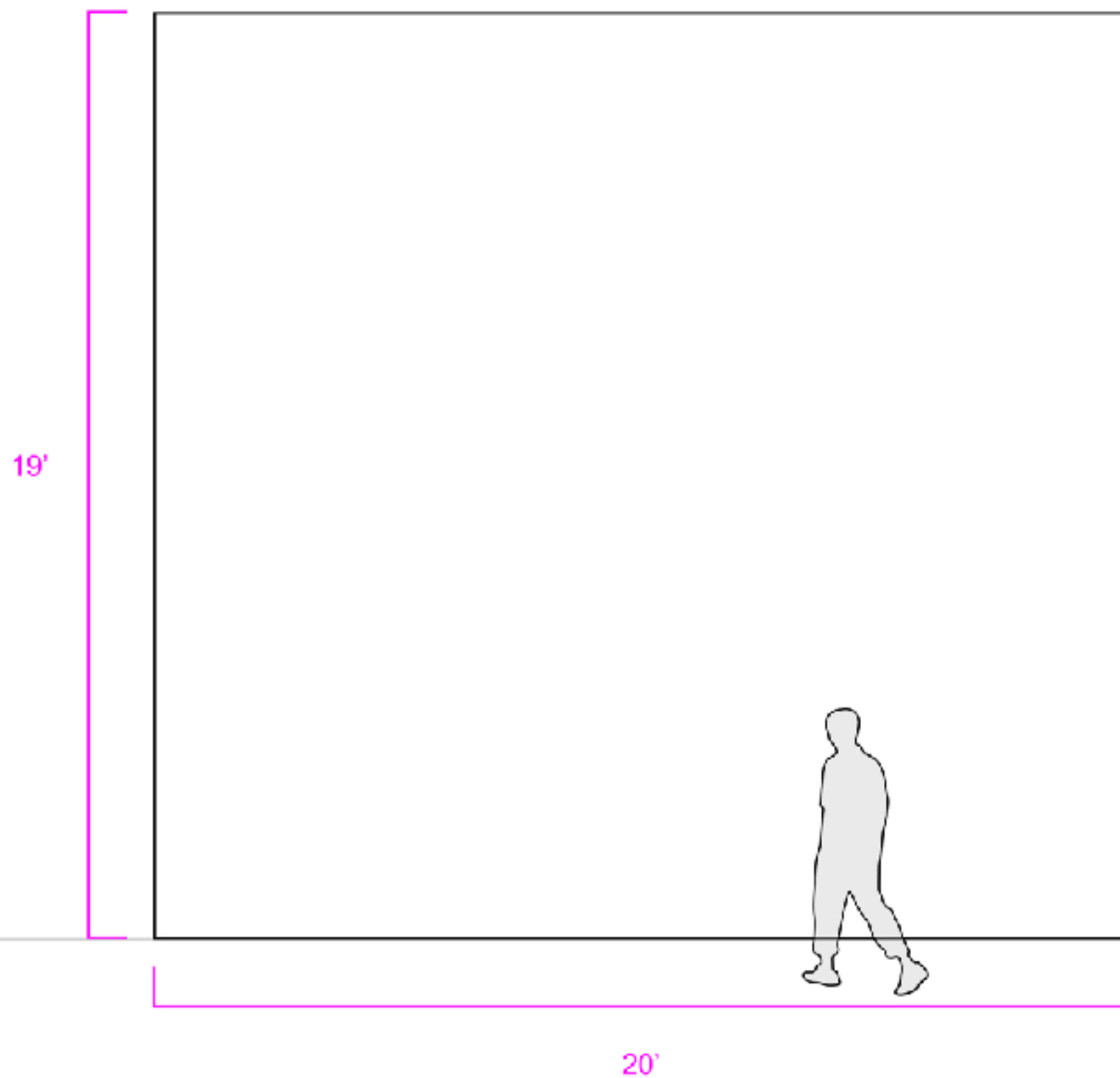
floor vinyl



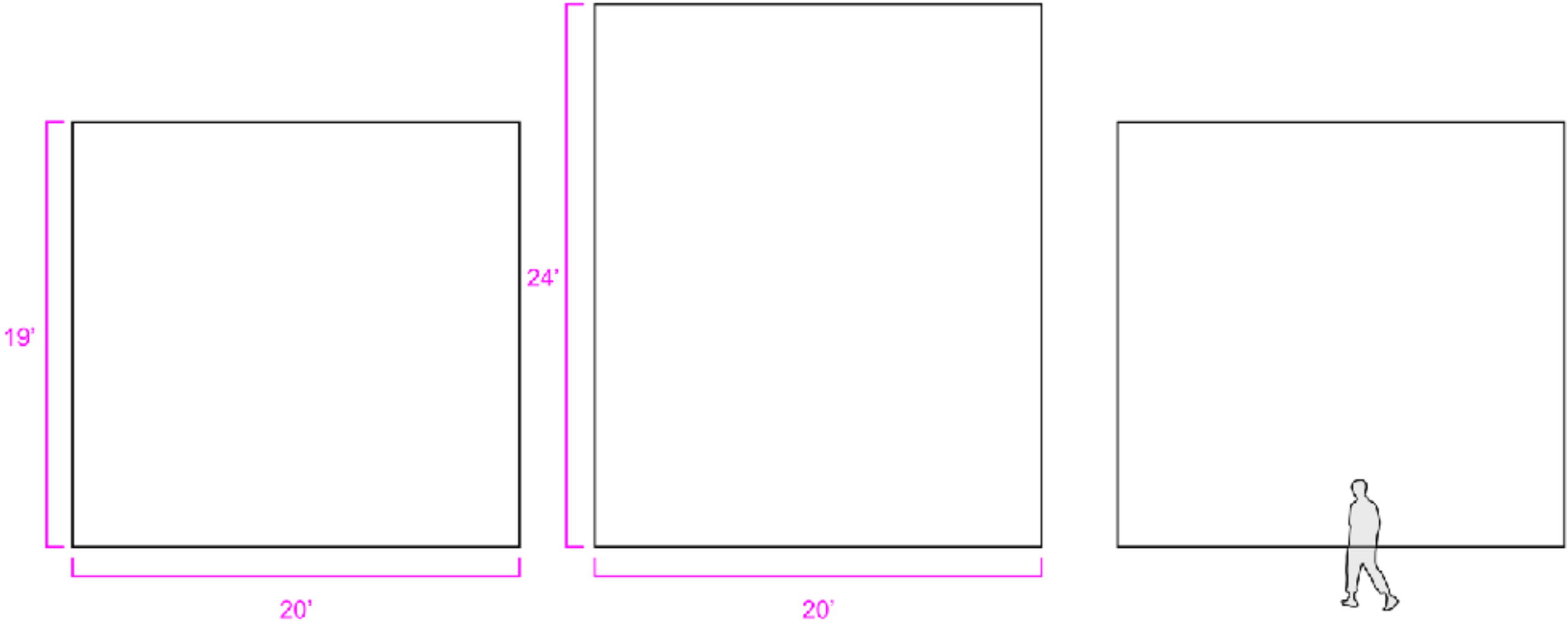
3.5' x 3.5'



**Atrium Gallery**



**Atrium Gallery**



**Atrium Gallery**

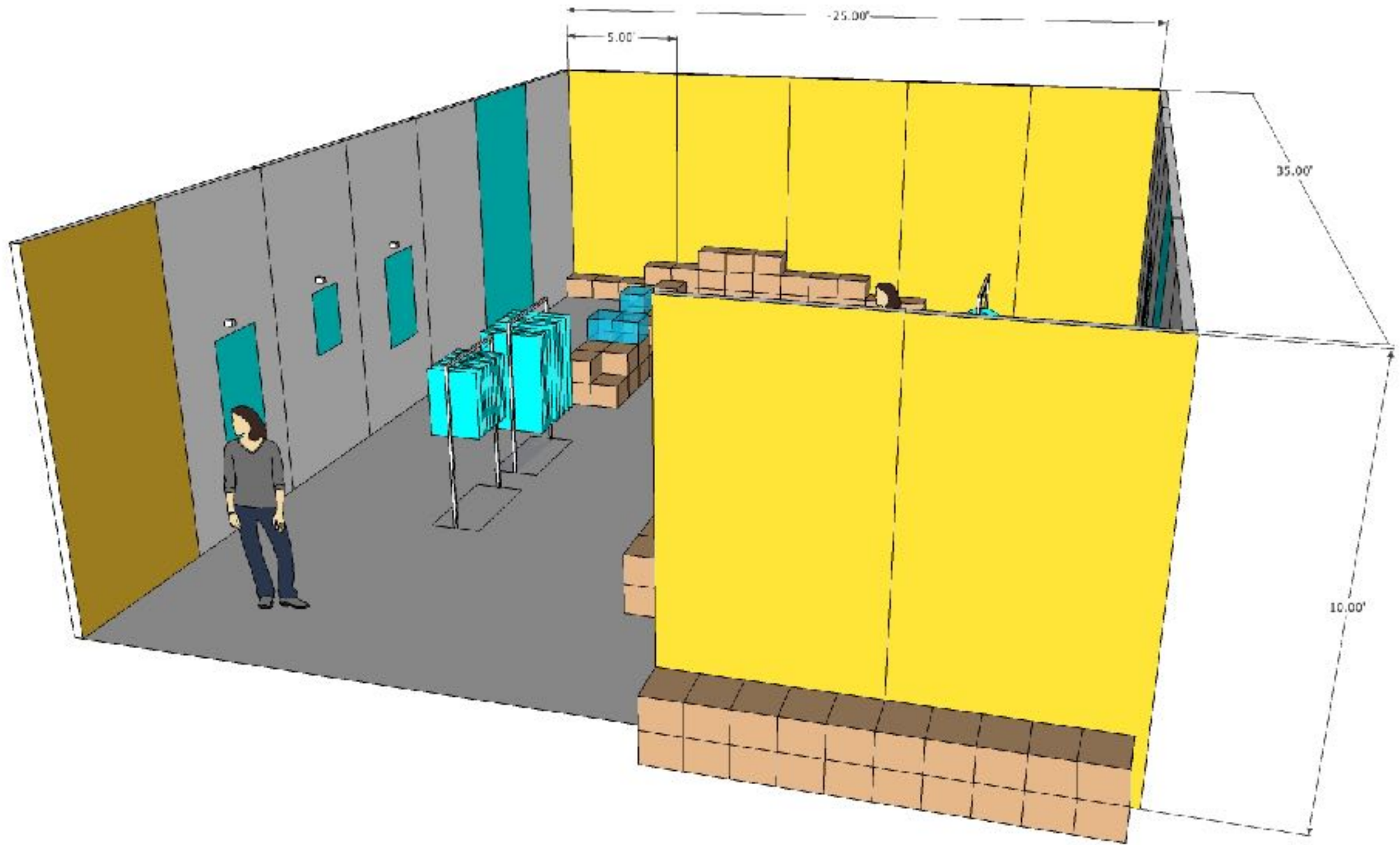
Use a scale that is intuitive.

For instance, 1in = 1ft



RISD MFA, Shop/Show, 2013

# 3-d models

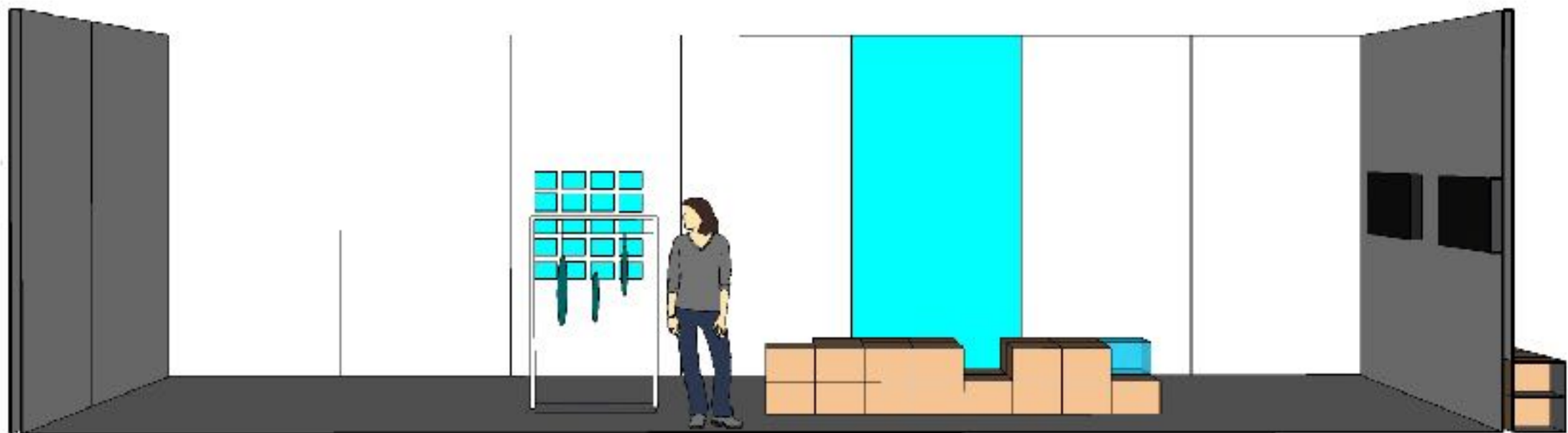


# 3-d models



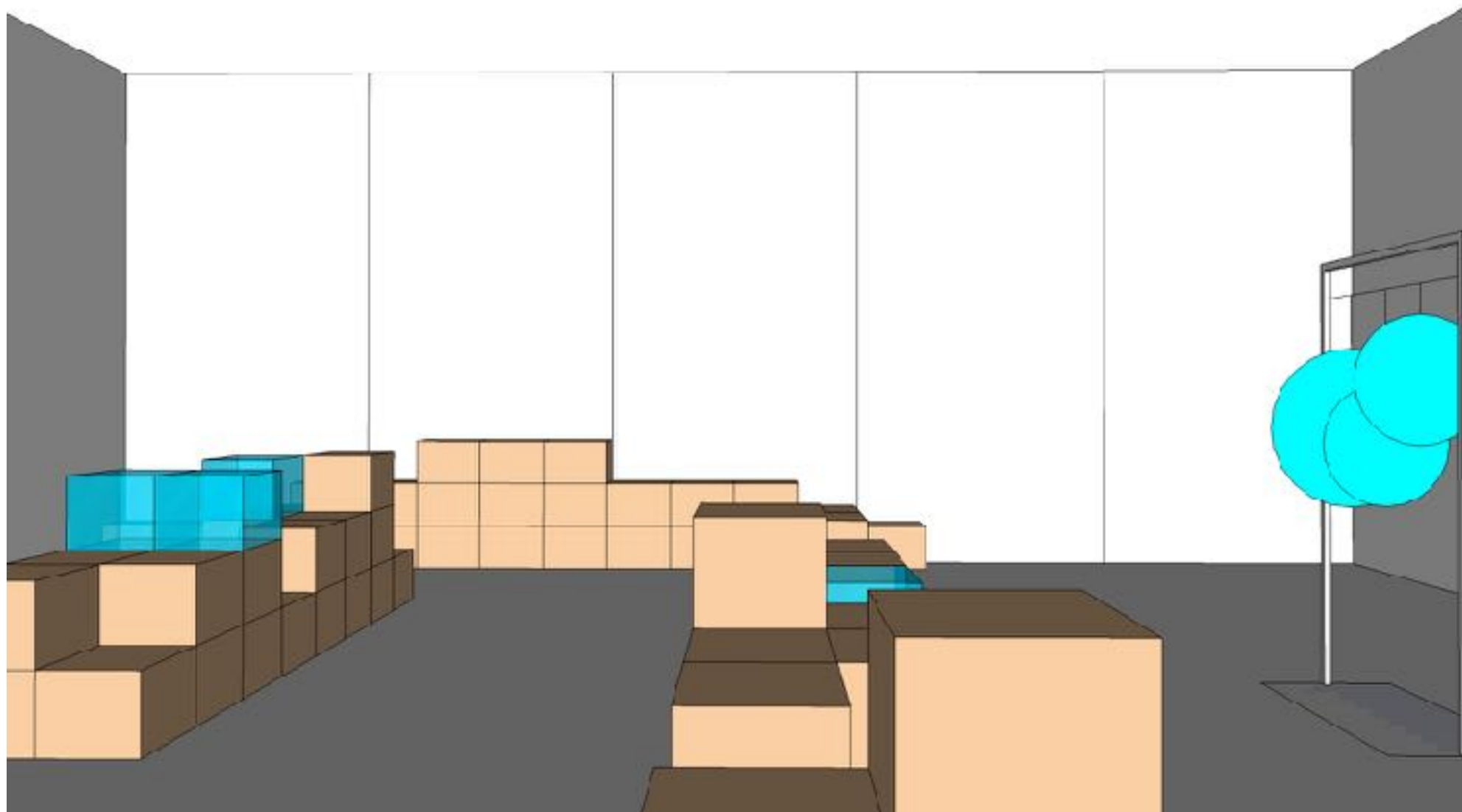


# 3-d models



RISD MFA, Shop/Show, 2013

# 3-d models



# Furniture



**22nd Brno Biennial – Work From Mars, 2006**



**Zak Kyes, Working With, Zak Kyes 2010**





**Zak Kyes, Working With, Zak Kyes 2010**



## The Way Beyond Art: Wide White Space, Jon Sueda 2011



**The Way Beyond Art: Wide White Space, Jon Sueda 2011**





**The Way Beyond Art: Wide White Space, Jon Sueda 2011**



**The Way Beyond Art: Wide White Space, Jon Sueda 2011**





**The Beginning of Year Show, Cox & Grusenmeyer (& others) 2011**





**The Beginning of Year Show, Cox & Grusenmeyer (& others) 2011**





**The Beginning of Year Show, Cox & Grusenmeyer (& others) 2011**





**Work from California, Jon Sueda 2012**



**Work from California, Jon Sueda 2012**





Work from California, Jon Sueda 2012



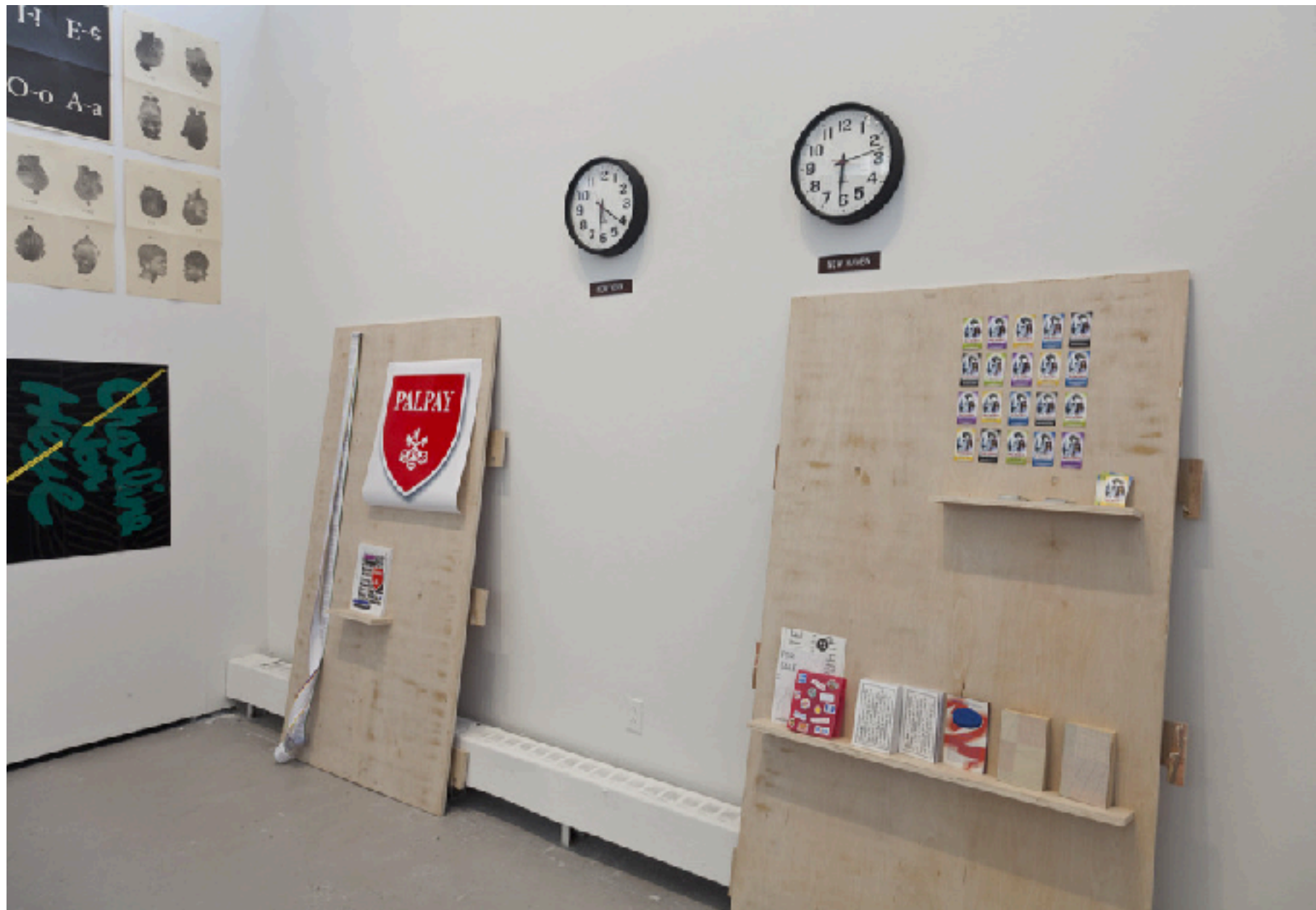


**Work from California, Jon Sueda 2012**



**Vierjaarlijkse Prijs voor Vormgeving van de Provincie West,  
Jurgen Maelfeyt (with Valerian Goalec) 2012**





aka: Yale MFA Graphic Design Thesis Show, Yale GDMFA 2012



aka: Yale MFA Graphic Design Thesis Show, Yale GDMFA 2012



#01 Magazine Exhibition @ Jan van Eyck Academie, 2013





**#01 Magazine Exhibition @ Jan van Eyck Academie, 2013**



Volume Inc. @ Western Gallery, Volume 2013



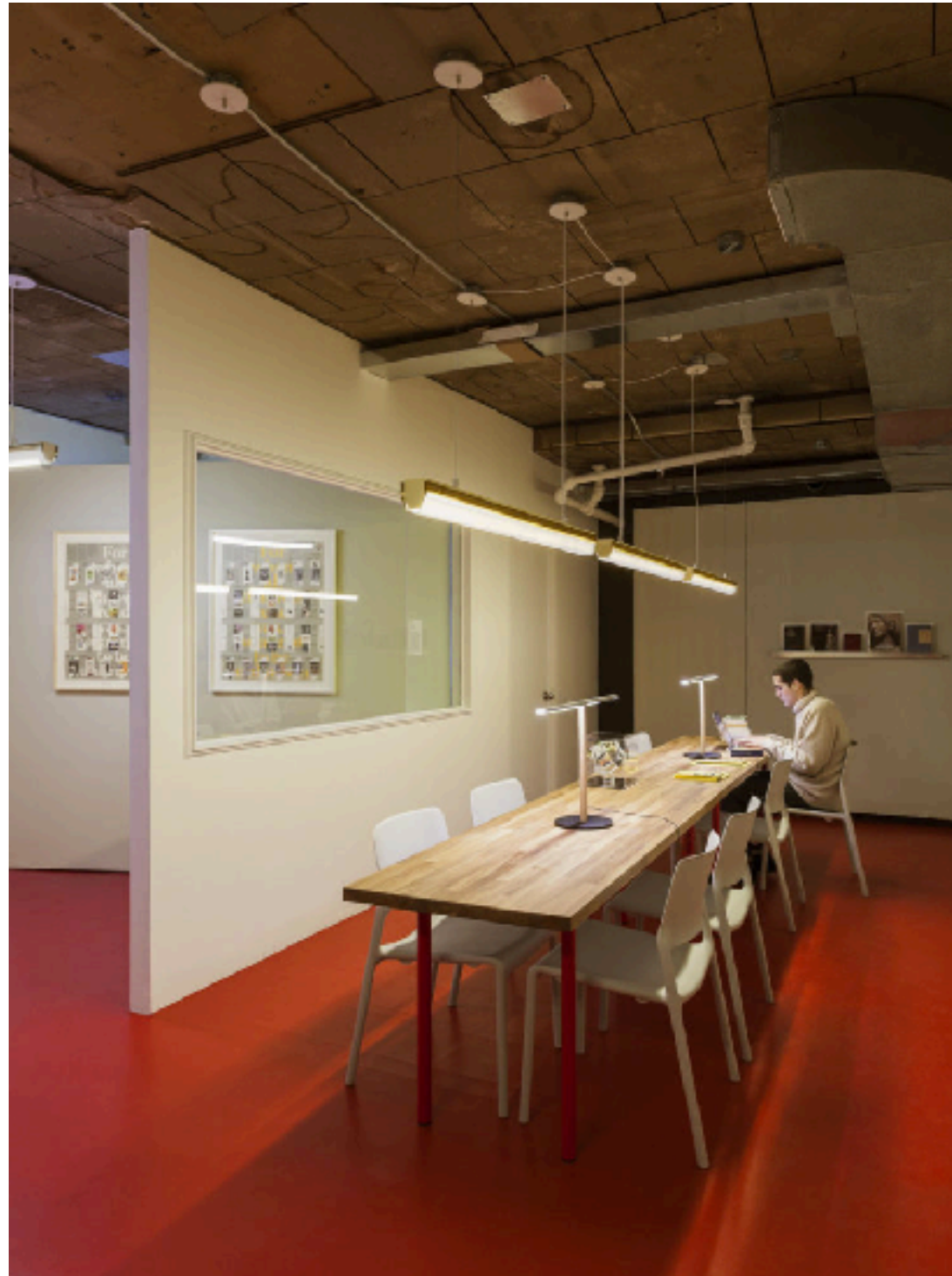


**Volume Inc. @ Western Gallery, Volume 2013**





**REAL FLOW, P! 2013**

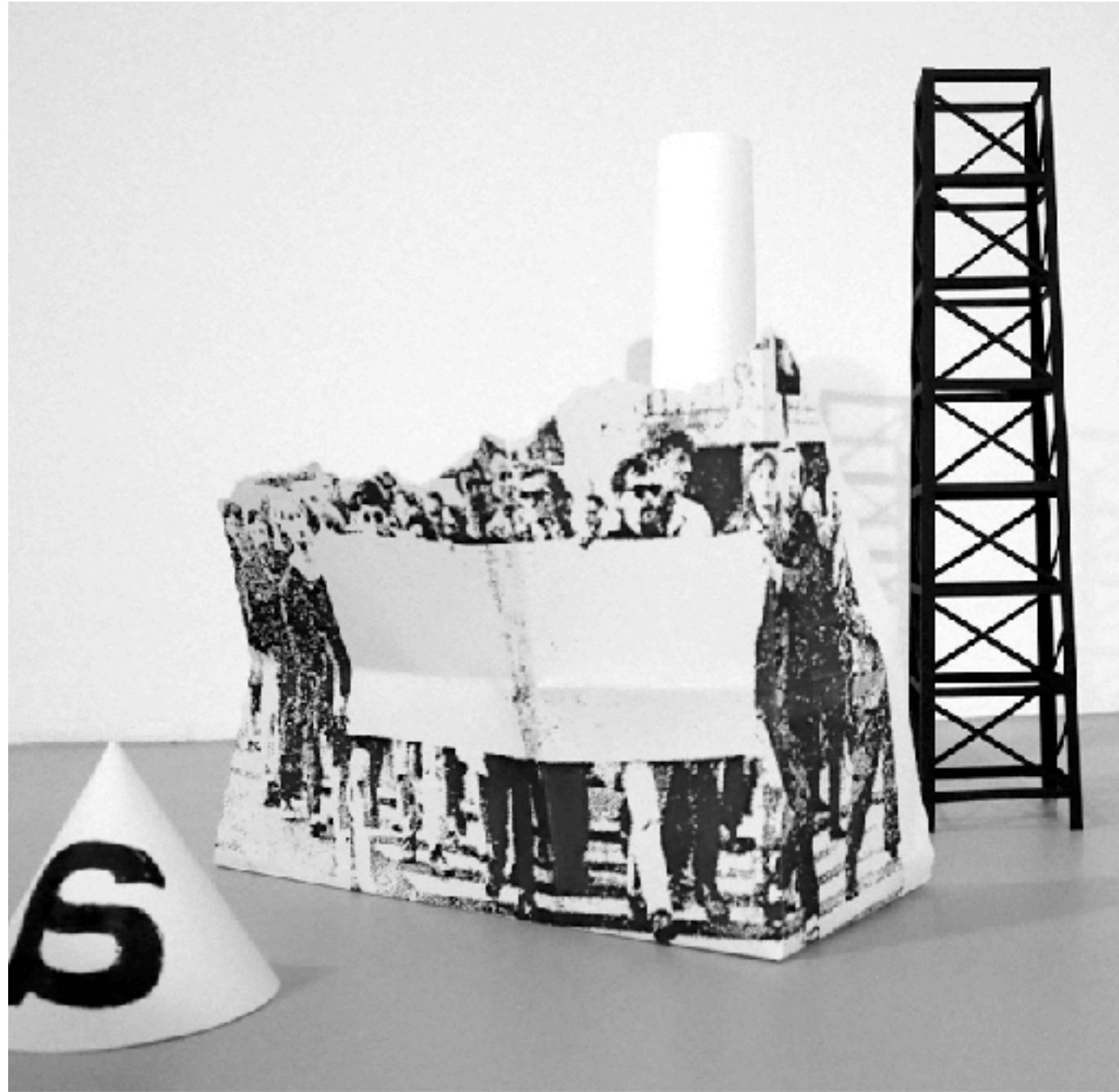


**Permutation 03.1: Re-Learning, P! 2015**





**Permutation 03.1: Re-Learning, P! 2015**



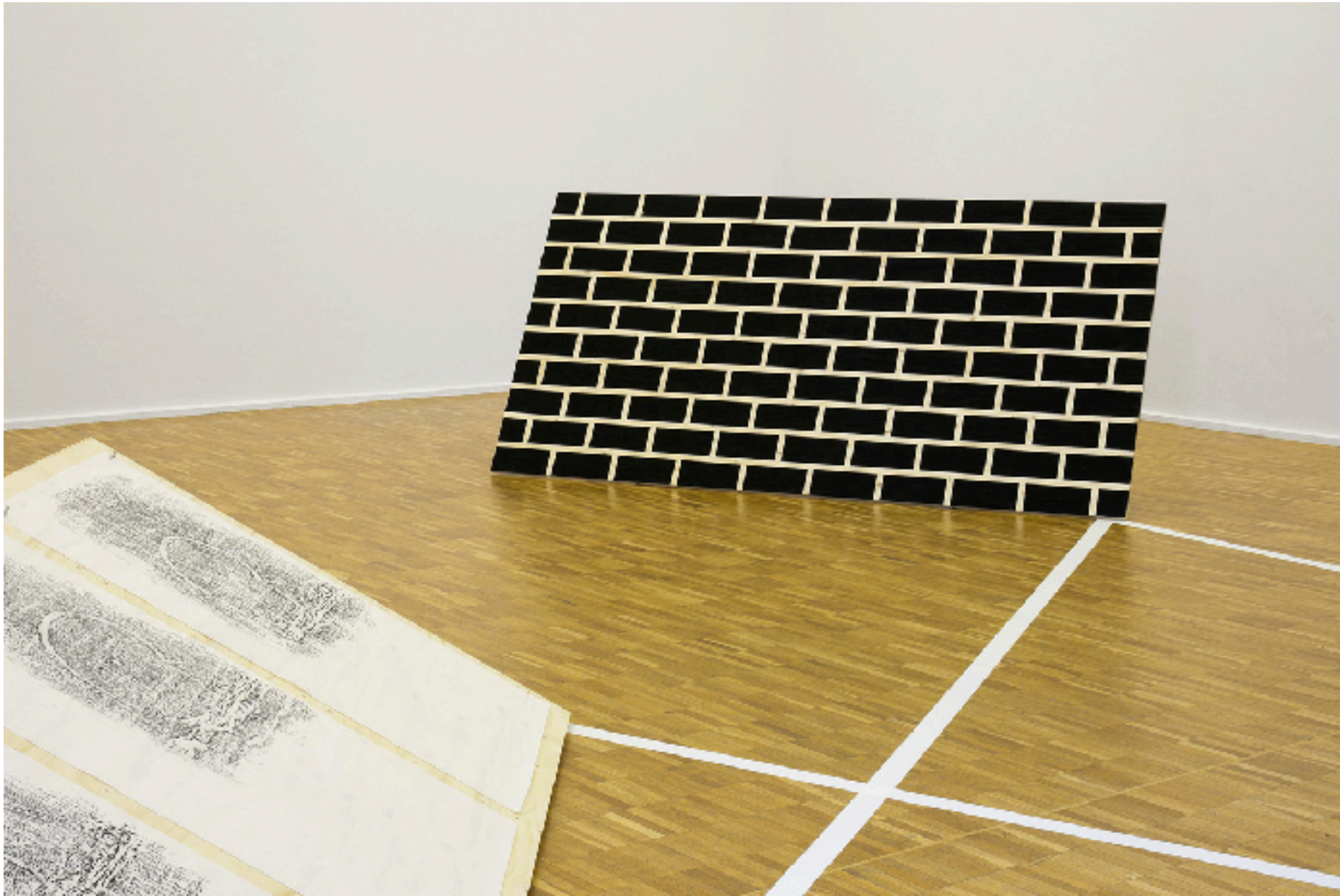
**Provo Station, Experimental Jetset 2016**





**Provo Station, Experimental Jetset 2016**





**Provo Station, Experimental Jetset 2016**



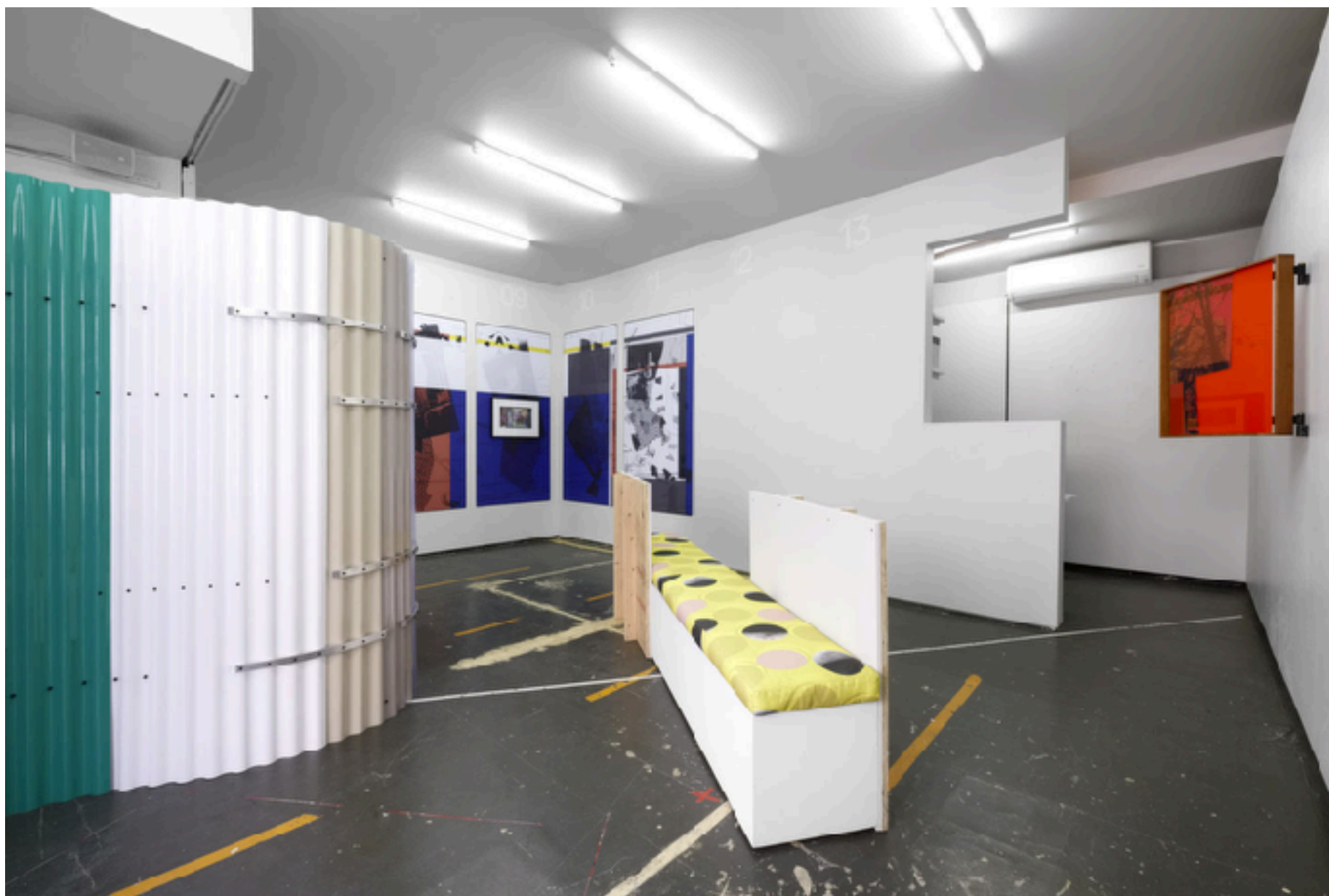
**Provo Station, Experimental Jetset 2016**



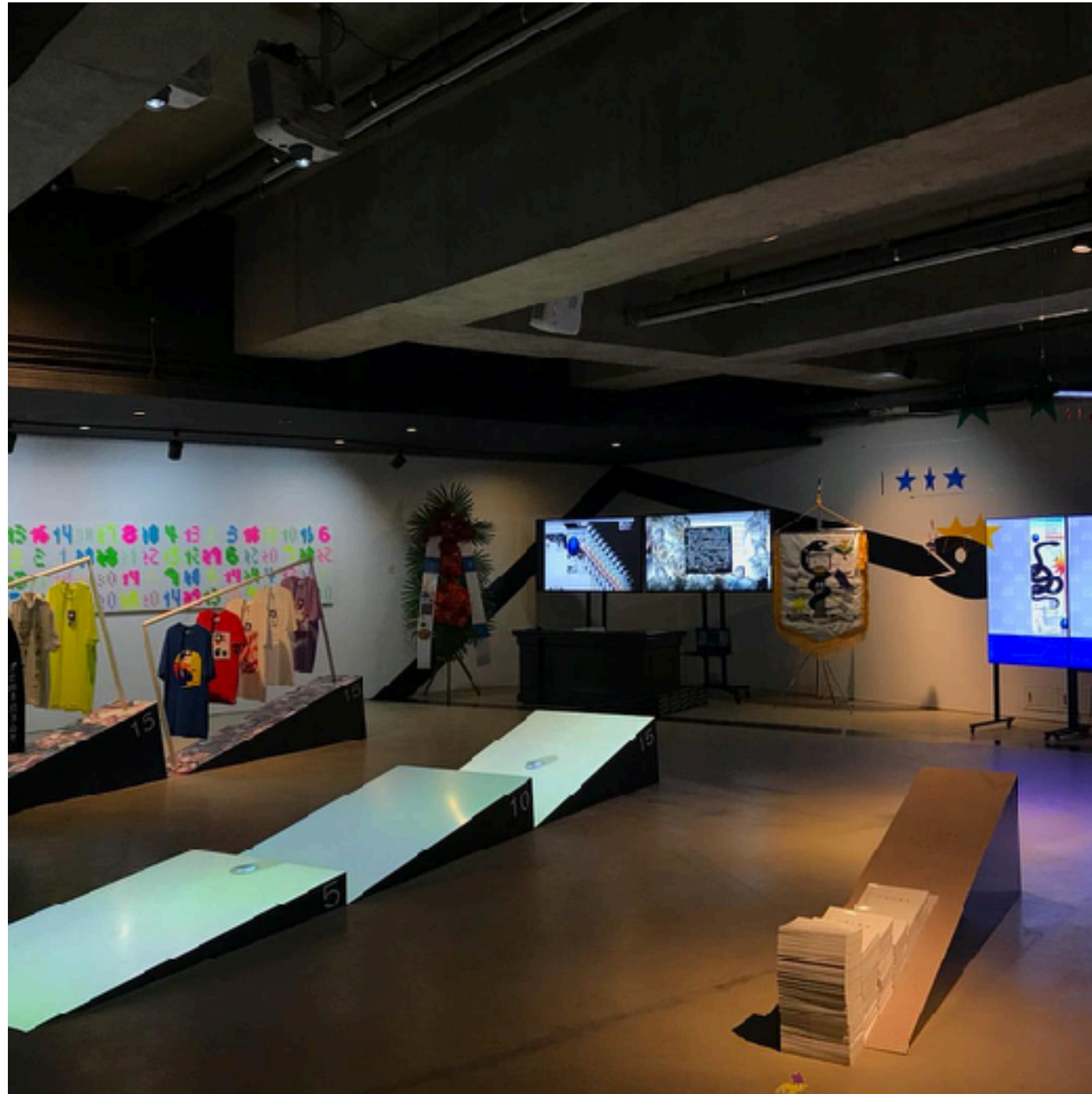


**Epilogue Céline Condorelli, P! 2017**





**Epilogue Céline Condorelli, P! 2017**

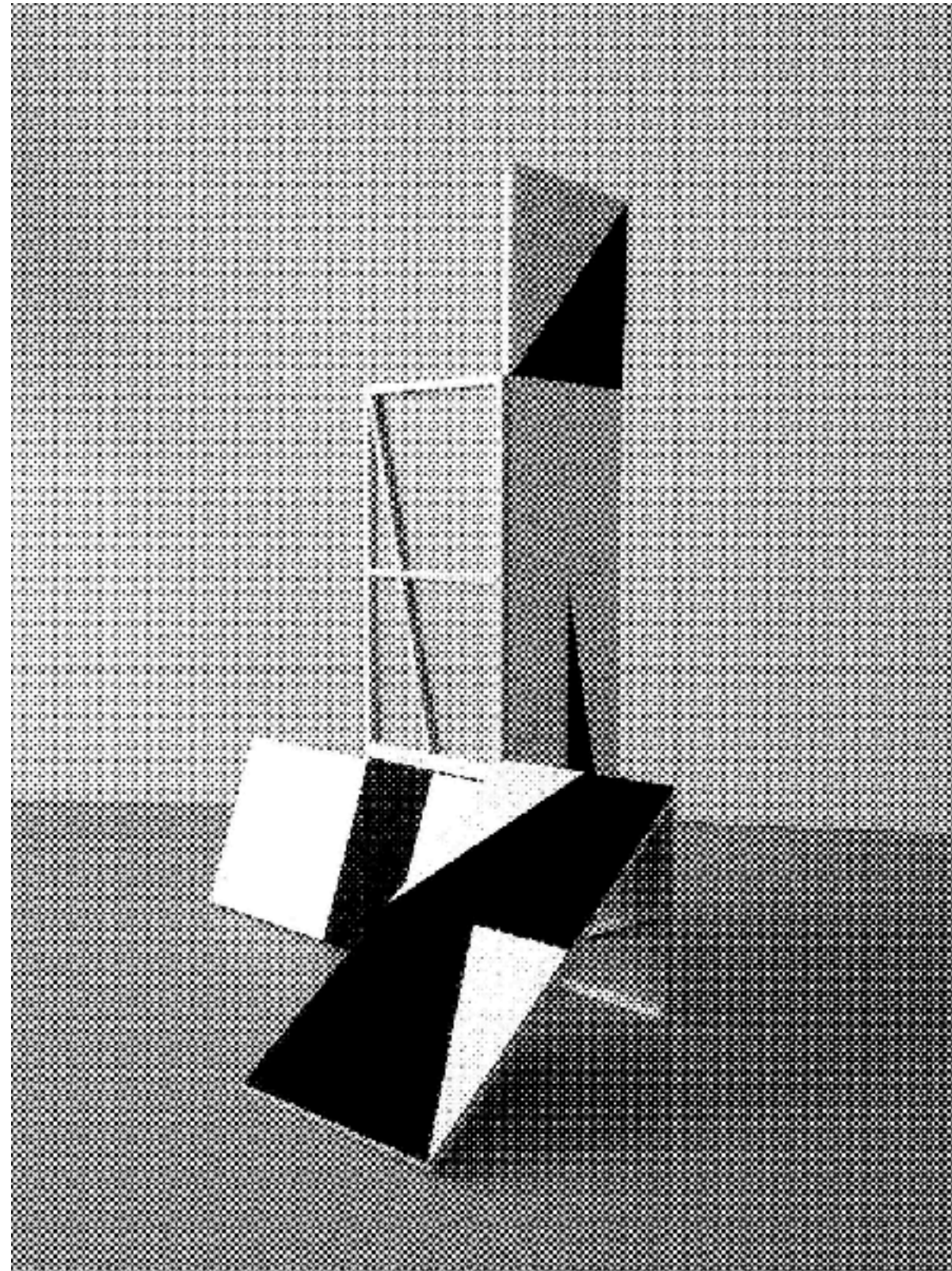


**Open Recent Graphic Design 2018, 2018**



Open Recent Graphic Design 2018, 2018





**Superstructure, Experimental Jetset 2018**



**Superstructure, Experimental Jetset 2018**





**Superstructure, Experimental Jetset 2018**

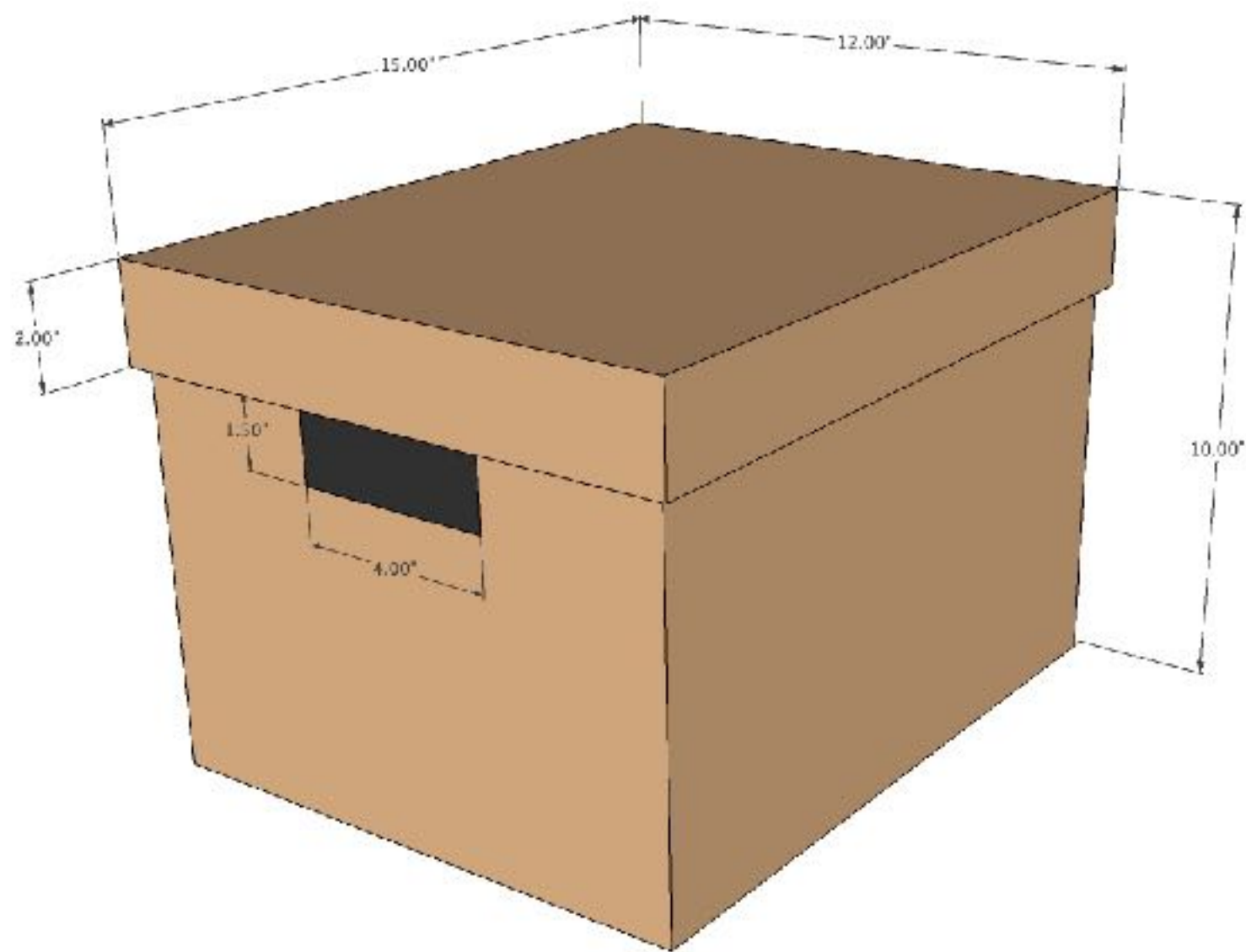




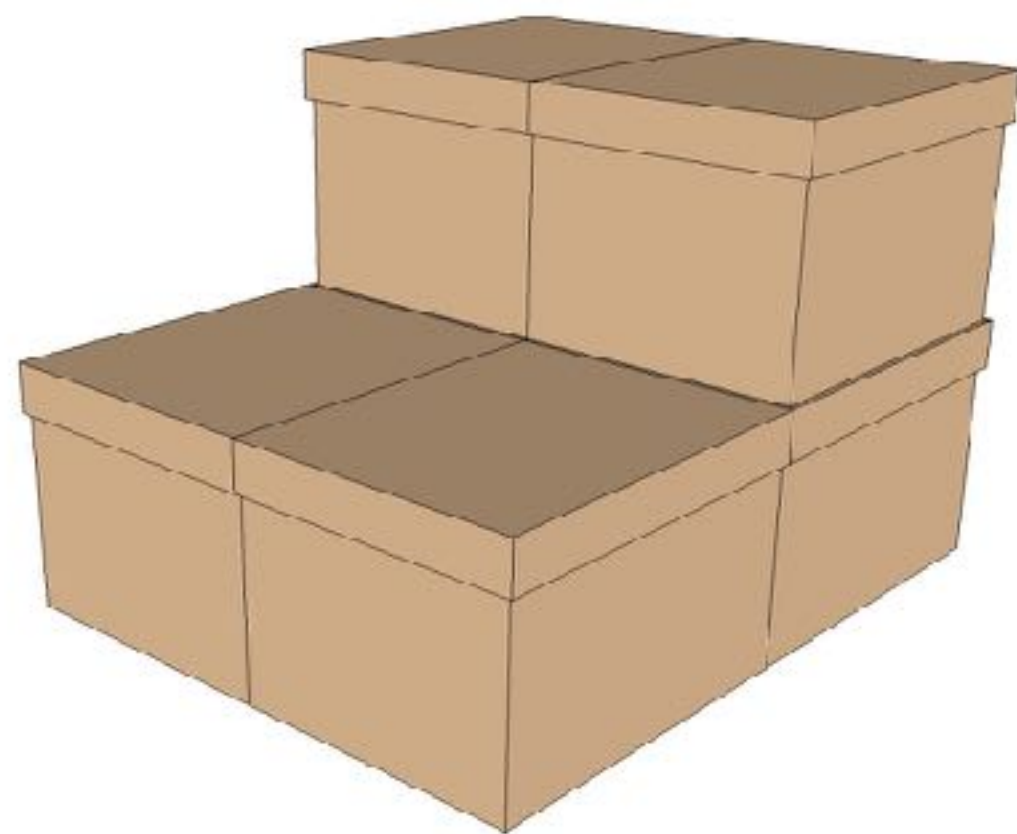
**Publié/Autopublié (installed inside a school elevator), Didier Lerebours**

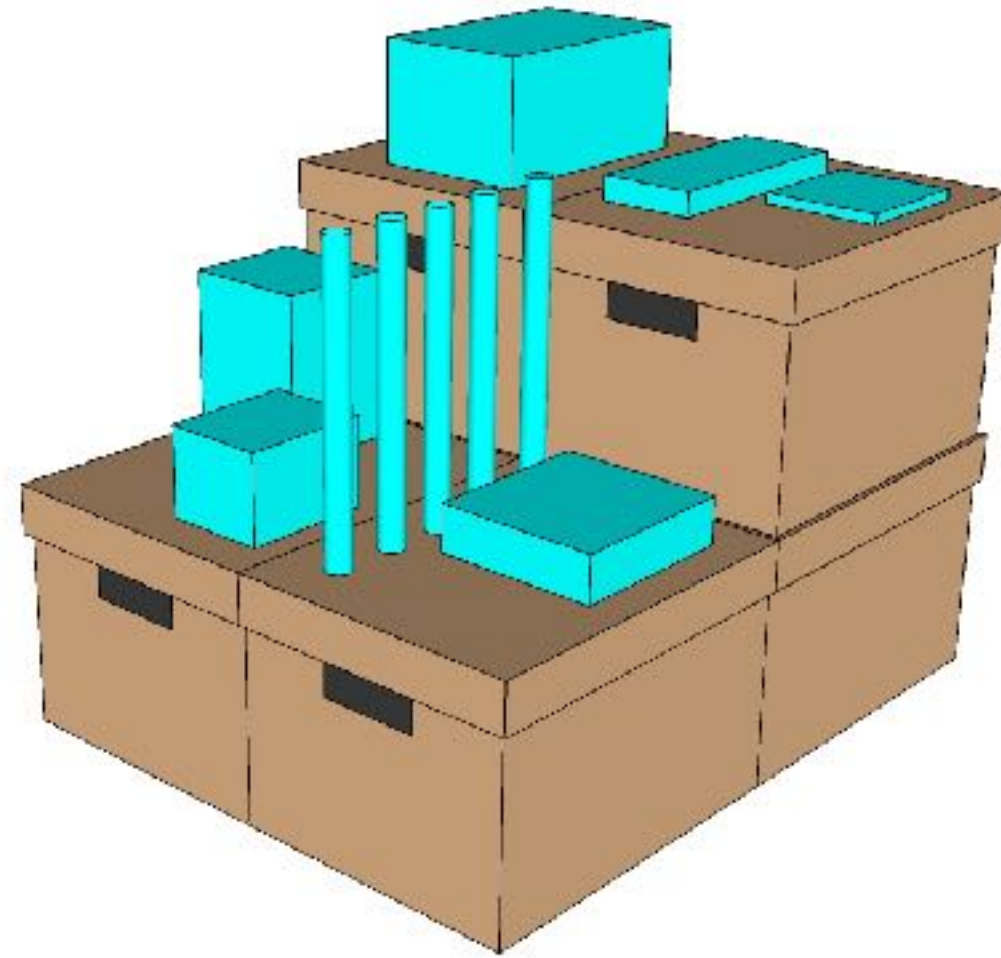


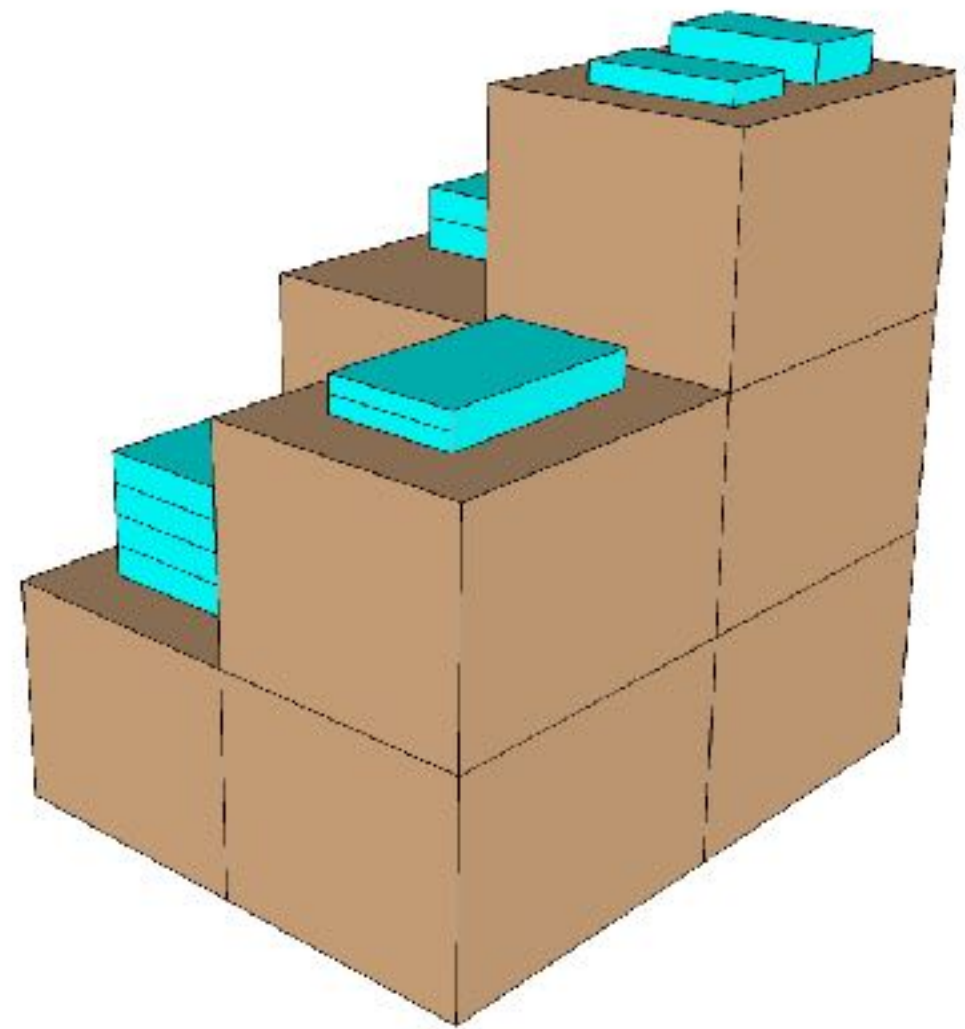
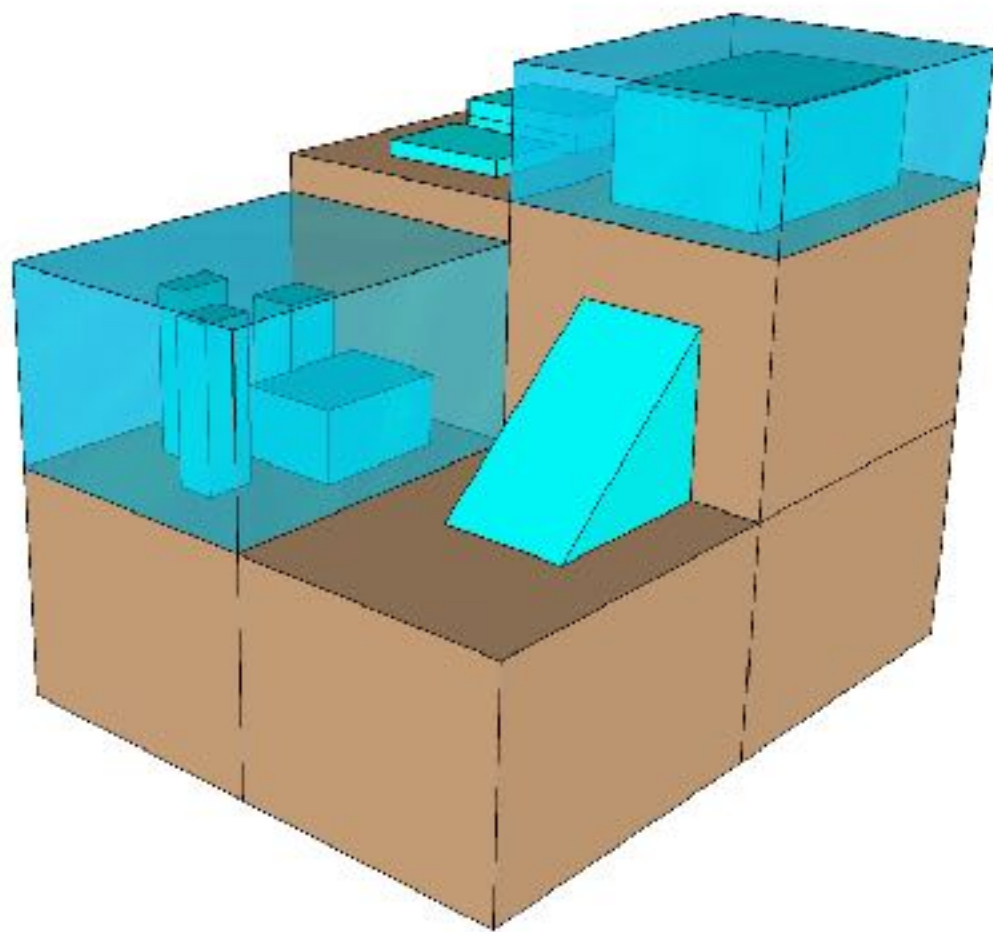
**RISD MFA, Shop/Show, 2013**











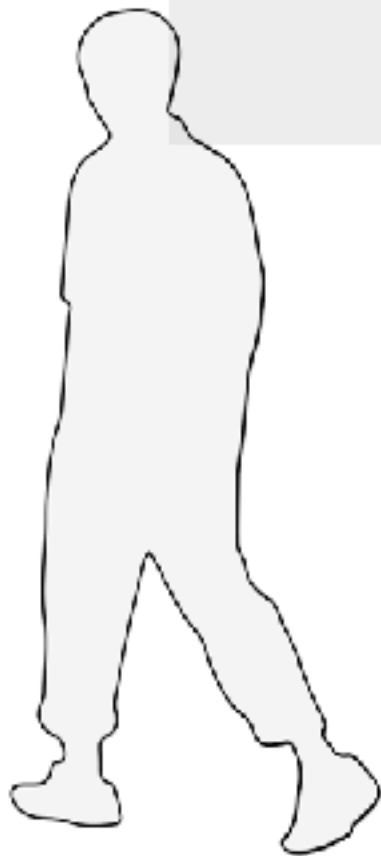
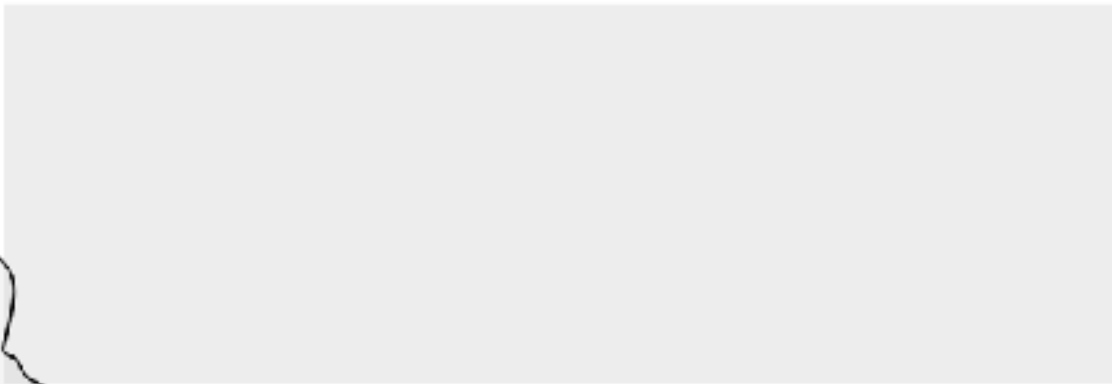


# Installation Best Practices

## Installation

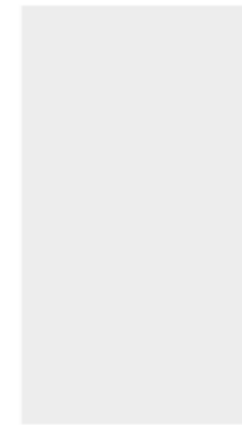
Title Text

relative to space



Intro Text

19" wide  
46/74 pt text



Standard Label

5" wide  
32/42pt title  
16/21pt text

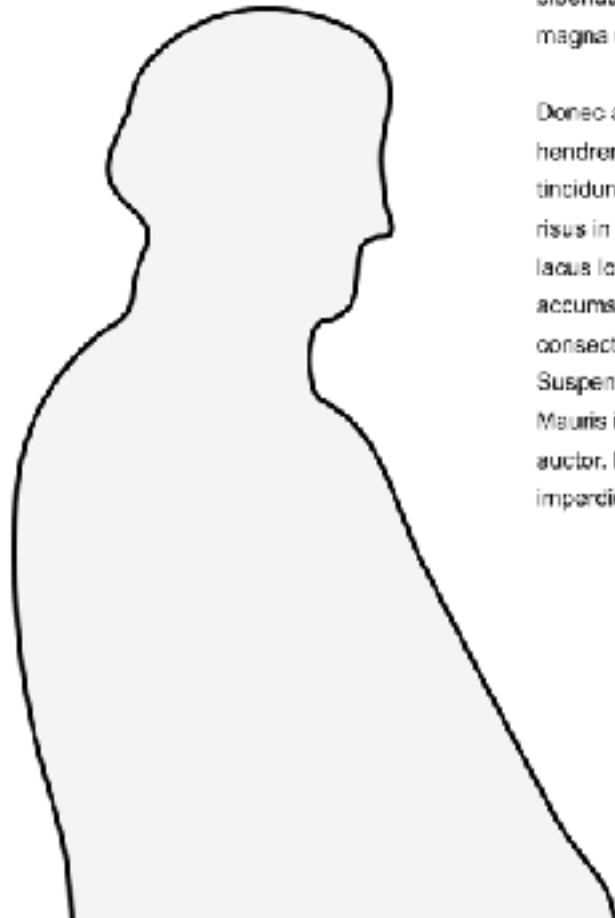


19" wide  
46/74 pt text

## Karel Martens Still Moving

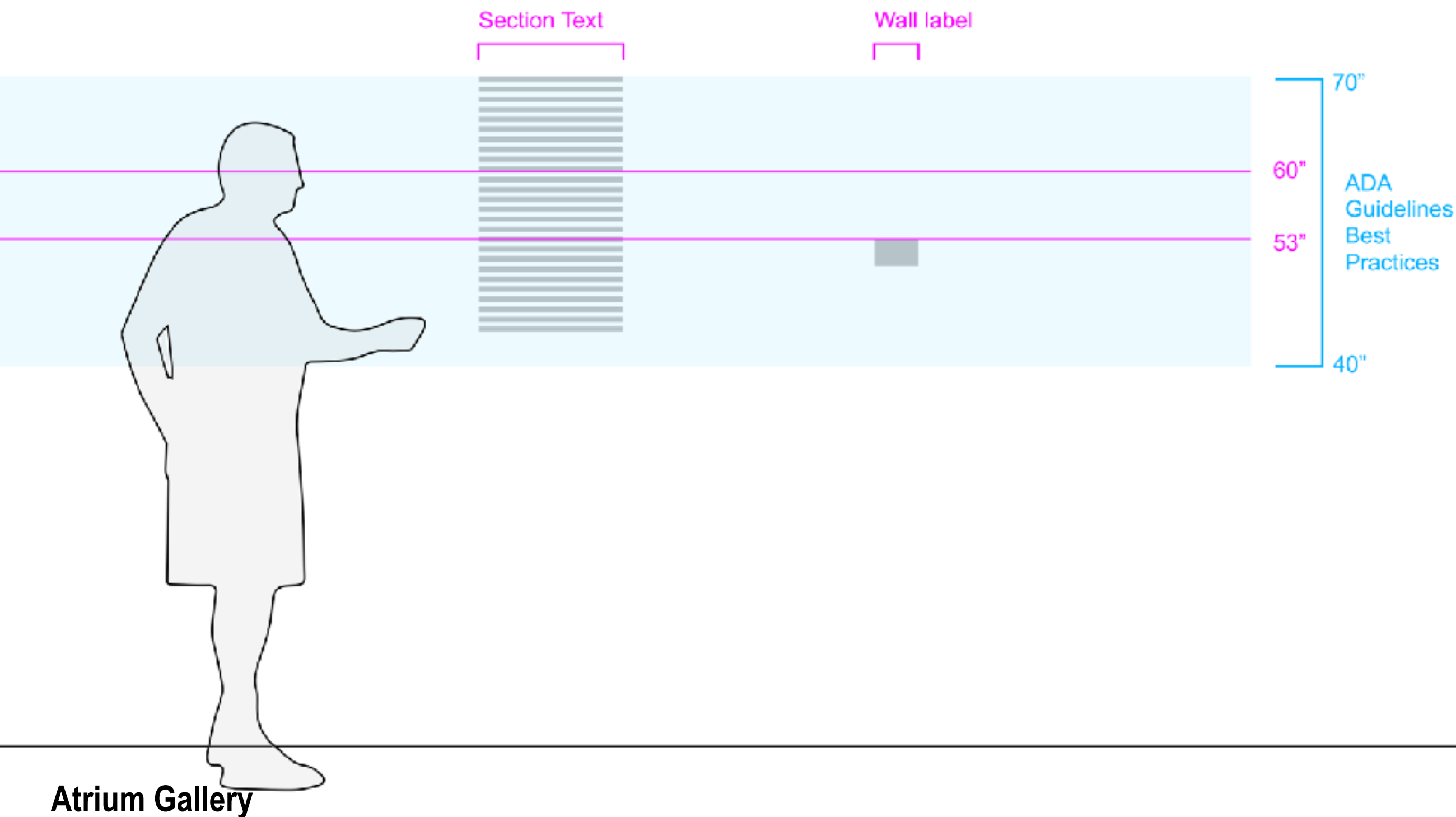
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eget orci tempus ex efficitur ornare sed ut libero. Nulla venenatis rhoncus elementum. Integer placerat rhoncus orci. Nulla sodales dolor lorem, ac scelerisque urna tristique vitae. Vivamus eu elit dignissim, consectetur libero vel, viverra turpis. Morbi porta erat elit, quis faucibus felis vulputate vel. Nam tempor, tortor et bibendum gravida, orci ante dignissim est, quis faucibus neque magna ut ligula. Phasellus et laoreet nibh.

Donec accumsan in odio non luctus. Morbi id felis sed mi hendrerit iaculis vitae sed velit. Nulla venenatis tincidunt tincidunt. Proin et fringilla nisi, ut ultricies massa. Ut vulputate, risus in tincidunt vehicula, eros metus aliquam justo, a bibendum lacus lorem elit amet tellus. Praesent blandit arcu eget mi accumsan scelerisque. Integer ac enim at justo venenatis consectetur. Donec non turpis eget turpis semper accumsan. Suspendisse blandit sapien leo, ut imperdiet nisi ultrices a. Mauris in dui vitae orci suscipit ullamcorper. Ut fringilla hendrerit auctor. Etiam fringilla elit sed tellus fermentum viverra non imperdiet justo. Vestibulum tincidunt semper tincidunt.





60" Standard center alignment for text or artwork



## Extended Label

32/42pt title (name)  
16/21pt text

6.5"

### Karel Martens

Dutch, born 1939

*Untitled*  
ca. 2004  
Letterpress monoprint

Graphic designer Karel Martens is recognized for his experimental Dutch modernist style, which is marked by clean Swiss typography, repetitive geometric shapes, and static forms. He started working in graphic design before it was considered an independent field, and got his start as a designer of book covers for the socialist publishing house Socialistische Uitgeverij Nijmegen (SUN). Martens is best known for his series of Dutch PTT phone cards, which feature a rainbow of faded, overlapping numbers that represent a coded version of the Dutch national anthem. Fascinated by optical illusions, Martens produced a series of monoprints by deliberately misusing a letterpress to create experimental, one-of-a-kind images. The monoprints are inspired by the aesthetics of the artists' group ZERO, and display a more innovative side of Martens's signature minimal designs.

## Standard Label

32/42pt title (name)  
16/21pt text

5"

### Karel Martens

Dutch, born 1939

*Untitled*  
ca. 2004  
Letterpress monoprint

## Monographic

16/21pt text

5"

*Untitled*  
ca. 2004  
Letterpress monoprint

## Processes:

### Vinyl Type

Wall completely dry prior to install (3 days drying time)

Printer (Martin Sign Co.) wants vinyl files 1 week in advance

### Silk-screen

Applied directly to the wall, make sure wall is completely dry prior to install (3 days drying time)



Size Calculator

https://sizecalc.com

# Size Calculator

Enter any two values to calculate the third.

**Viewing Distance**  
  
inches

**Physical Size**  
  
points

**Perceived Size**  
  
degrees

Size Calculator is a project by [Nick Sherman](#) and [Chris Lewis](#). Follow [@SizeCalculator](#) on Twitter.

## For Next Class:

- Based on your Exhibition dates, make a precise plan with deadlines for your materials. Since you all have staggered exhibitions your deadlines will all be different for here on out.
- Also, please work out a budget for what you plan to do, again this budget should be shared evenly between your group members.

Do this for either or both your Designer or LFA shows

For E Roon Kang's group:

- Tuesday: review FINAL signage / publicity applications / send vinyl to printer
- Thursday: review brochure
- Friday: post publicity around campus

Remember, your show opens 2.28!

Hang out after class for a minute to check-in and decide on additional meeting times / check-in mechanisms.