



CONTACT

Kerri VanderHoff
Grand Rapids Art Museum
616-831-2914
kvanderhoff@artmuseumgr.org

GRAND RAPIDS ART MUSEUM AND KENDALL COLLEGE OF ART AND DESIGN OF FERRIS STATE UNIVERSITY PARTNER TO PRESENT *GRAPHIC DESIGN: NOW IN PRODUCTION*
Unique collaborative exhibition spans two venues; on view February 1 - April 21, 2013

GRAND RAPIDS, Mich., December 18, 2012 – The Grand Rapids Art Museum (GRAM) and Kendall College of Art and Design of Ferris State University (Kendall) present *Graphic Design: Now in Production*, a unique, collaborative exhibition that spans two venues and explores the way designers use color, typography, images, symbols, and systems to make the surfaces around us come alive with meaning. This ambitious exhibition looks at cutting edge ideas and breaking cultural revolutions in the world of graphic design.

The largest of the design professions, graphic design is the art of visual communication that gives shape to the thousands of messages we encounter each day—from the printed page to the computer screen and beyond. Focusing on design in the twenty-first century, this exhibition provides insight into the developments shaping culture today and transforming traditional conceptions of graphic design practice.

Hosted in part at GRAM, and in part at The Fed at Kendall, *Graphic Design: Now in Production* marks the first collaborative exhibition between these two institutions, featuring immersive gallery experiences at both locations. The College renovated the historic Federal Building in 2012 for its expansion. GRAM was housed at the location until 2007, before moving to the new facility adjacent to Maya Lin's *Ecliptic* at Rosa Parks Circle.

"This is a very exciting collaboration that simply makes sense," said Dana Friis-Hansen, GRAM Director and CEO. "West Michigan is a center for design and creativity. GRAM is committed to the presentation and interpretation of design history and contemporary expressions, and Kendall is a recognized leader in design education, with degree programs including Collaborative Design, Digital Media, and Graphic Design, among others. The continued collaborative spirit between the two organizations creates a strong base of knowledge and opportunity in the community."

Friis-Hansen continued, "And similar to the partnership GRAM now enjoys with the Whitney Museum of American Art in New York, *Graphic Design: Now in Production* is also a collaboration with prestigious national institutions, the Smithsonian's Cooper-Hewitt National Design Museum and the Walker Art Center, both with internationally respected design exhibition programs."

"I love the GRAM and of course, I love Kendall. Joining these two extraordinary forces for art and design in the region provides the exhibition even greater energy and meaning," said Dr. David Rosen, President of Kendall College of Art and Design. "The new relationship brought about by this union is also energizing each of our two exceptional institutions."

Graphic Design: Now in Production includes seven themes that are presented at the venues as follows:

Grand Rapids Art Museum

- Typography
- Branding & Identity
- Information Design
- Film & Television

The Fed at Kendall College of Art and Design of Ferris State University

- Posters
- Magazines
- Books
- Storefront
- Film & Television

Graphic Design: Now in Production is co-organized by the Walker Art Center, Minneapolis, and the Smithsonian's Cooper-Hewitt, National Design Museum, New York. Co-curators of the exhibition are Andrew Blauvelt, Curator of Architecture and Design, Walker Art Center and Ellen Lupton, Curator of Contemporary Design, Cooper-Hewitt, National Design Museum.



Made possible with support from:

Kantorwassink
Mitch Ranger Photography

RELATED PROGRAMMING

January 31 - *Graphic Design: Now in Production* Member Preview

7:00 - 9:00 pm. Start at GRAM, then continue to The Fed at Kendall, to see the rest of the exhibition. Trolleys will run between the two locations from 7:00 pm to 10:00 pm. Enjoy complimentary refreshments and a cash bar at GRAM. RSVP by January 24, 2013 at 616.831.2909 or memberpreview.kintera.org, or visit artmuseumgr.org to become a GRAM Member.

January 31 - *Graphic Design: Now in Production: The After Party*

9:30 pm - 12:00 midnight. Free for GRAM Members and Kendall College Community Members are free with ID; \$5 cover for non-Members

Grand Rapids gets graphic, and everyone is invited! Be among the first to view *Graphic Design: Now in Production*. Enjoy music by Spydre Murphy on the balcony, grab a drink at the cash bar, and explore the galleries late into the night.

February 8 – GRAM's *Graphic Design: An Inside Look at the GRAM Identity*

7:00 – 7:30 pm, Friday Night Conversation
Cook Auditorium, Grand Rapids Art Museum
\$5 admission after 5pm; FREE for GRAM Members.

March 7 - Creativity Uncorked: *Graphic Design: Now in Production*

7:00 - 9:30 p.m. Ages 21 and up. \$25 members, \$30 non-members. Let your artistic side flow and create your own work of art in the Education Center Studio! Grab a glass of wine and enjoy a lively and unforgettable night at GRAM. No experience necessary – all you need is an open mind and a willingness to try something new.

March 22 – Design/Educate/Connect (D/E/C)

D/E/C returns during *Friday Nights at GRAM* for another engaging design-focused presentation! Part of GRAM's *Friday Night Conversations*. Presentation starts at 7 p.m. Drop by earlier for live piano music and a cash bar. \$5 admission after 5pm; FREE for GRAM Members.

April 3 & 4 - Zines on the Scene: The Art of Bookmaking (Spring Break Activity)

10:00 a.m. - 12:00 p.m. \$50 members, \$60 non-members. Publish your interests during spring break! Explore the different styles of graphic design in print and new media as seen in *Graphic Design: Now in Production*. This two-day course allows children ages 9-13 to engage in the process of designing and writing for publication. Participants will assemble thoughts, ideas, and hobbies into a single booklet to share with friends and family. Register at zines.kintera.org

Drop-In Tours

GRAM also offers a variety of drop-in docent-led tours for *Graphic Design: Now in Production*. Expanded tour dates offer both weekend tours, and weekday tours during spring break in April. Tours meet on the second floor. Visit artmuseumgr.org for the full listing of tour dates and times.

Learn more at artmuseumgr.org.

About the Grand Rapids Art Museum

The mission of the Grand Rapids Art Museum (GRAM) is: to inspire discovery, enjoyment, and learning about art; to serve as a welcoming and inclusive cultural resource; to collect, conserve, and interpret works of art of the finest quality. Established in the heart of downtown Grand Rapids, the new Art Museum is internationally known for its distinguished design and LEED Gold certified status. Established in 1910 as the Grand Rapids Art Association, GRAM has grown to include more than 5,000 works of art, including American and European 19th and 20th century painting and sculpture and more than 3,000 works on paper. Embracing the city's legacy as a leading center of design and manufacturing, GRAM has a growing collection in the area of design and modern craft.

About Kendall College of Art and Design of Ferris State University

As a unique part of Ferris State University, Kendall College of Art and Design prepares students for leadership in the visual arts, design, art history, and art education; provides innovative, collaborative education that fosters intellectual growth and individual creativity; and promotes the ethical and civic responsibilities of artists and designers, locally and globally. For more information, please visit www.kcad.edu.

#