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GRAND RAPIDS ART MUSEUM PRESENTS AN EXHIBITION OF DESIGN PROTOTYPES AND PHOTOGRAPHS BY LOCAL DESIGNER JOEY RUITER

Michigan Artist Series Exhibition on View October 25, 2013 – January 5, 2014

GRAND RAPIDS, Mich., October 22, 2013 – The Grand Rapids Art Museum (GRAM) presents *Joey Ruiters: Objects in Motion*, an exhibition featuring design prototypes and large-as-life photographs by local designer and Kendall College of Art and Design (KCAD) alumnus, Joey Ruiters. This exhibition, part of GRAM's Michigan Artist Series, will be on view October 25, 2013 – January 5, 2014 and begins with an opening night documentary film premiere and Q&A with the artist.

Ruiters's designs push the limits of what is required for an object to function and meet everyday needs in surprising ways—such as a motorcycle with no visible mechanical parts, or a silent, minimalist pontoon boat. He consistently searches for new ways of thinking about materials, scale, manufacturing processes and function.

Ruiters's newest design prototype, Reboot Buggy, is an all-terrain vehicle stripped down to its essentials. The Reboot Buggy exemplifies Ruiters's mission to use design to challenge established expectations and encourage people to start imagining what is possible.

"It sounds strange, but I wanted the vehicle to determine its design," explained Ruiters, "Even if it means ignoring the driver's needs." Measuring 14 feet in length, its deconstructed aesthetic is not so much about what is on the vehicle as what is not. Pointing out the nose of the Buggy, for example, Ruiters questioned the need for anything more. "A grille seemed extraneous. Why have one?"

Founder and design lead of jruiter + studio, Ruiters sold his first office chair design before he earned his diploma from Kendall College of Art and Design in 2000. He won his first Best of NeoCon® Gold award just two years later. *Joey Ruiters: Objects in Motion* features three prototypes and five large-as-life photographs (of four different prototypes), and is Ruiters's first solo exhibition.

Opening Night Artist Talk: Friday, October 25, 2013

7:00 p.m., Cook Auditorium

Joey Ruiters will premiere his short documentary film, *Reboot Buggy*, followed by a Q&A session in the exhibition galleries. Watch the film teaser trailer, [here](#).

While the Reboot Buggy itself is not part of this exhibition due to its size, guests can experience a photograph of the prototype (to scale), and see the Reboot Buggy in person outdoors on the Museum Plaza on the evening of Ruiters's opening night event.

About the Michigan Artist Series

Throughout its 100+ year history, the Grand Rapids Art Museum has featured the work of Michigan artists in its exhibition program. This tradition is now formalized into the Michigan Artist Series, to be presented in galleries throughout the Museum, which highlights the work of living artists or designers working in diverse media who reside in the state.

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 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.

Museum Hours:

Tuesday - Thursday, Saturday 10am-5pm

Friday 10am-9pm

Sunday 12pm-5pm

Closed Mondays

General Admission (does not include *Masterpieces of American Landscape Painting*)

GRAM Members – Free

Adults - \$8.00

Senior Adults & College Students(w/ID) - \$7.00

Youth (ages 6-17) - \$5.00

Children under 6 – Free

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