

REDEFINING HERSTORY

UNVEILING UNTOLD TALES OF WOMEN

manetti shrem
museum

Sidney Sanchez & Karissa Tom
DES 185 | Winter Quarter 2018



1 Introduction

3 Exhibition Overview

Exhibition Brief

Object List

Concept and Ideation

Massing Studies

Scale Model

Floor Plan

Interviews

17 Exhibition Details

Rendering

Materials Palette

Paint Palette

Furniture

Lighting

31 Exhibition Identity

Typography and Logo

Color Palette and Shapes

Interior Application

Exterior Application

REDEFINING HERSTORY

UNVEILING UNTOLD TALES OF WOMEN

This exhibition searches for untold stories about important women throughout history. It explores different intersectional stories that range from scientists to ballerinas to activists. Achievements from women have often gotten overlooked and this exhibition seeks to change that. This exhibition combines the stories of women from past and present — as it looks towards the future.

EXHIBITION Overview

Core Idea

Uncovering and discovering the untold stories of women.

Exhibition Information

Title: Redefining Herstory

Venue: Manetti Shrem Museum of Art (Davis, CA)

Dates: November 7, 2017 – February 10, 2018

Audience: General Public

Location: Temporary exhibition space

Size of Space: 9,000 sq. ft./2,600 sq. meters

Number of Objects: 60-100

Retail Area: Yes

Interpretive elements: exhibition texts and object labels, other activities and media to be determined

Promotion: full array of promotional banners, posters and other marketing graphics

Exhibition Outline

This exhibition is split into six different sections for each group of women. It explores different untold stories from scientists to ballerinas to activists. Achievements from women have often gotten overlooked so this exhibition wanted to redefine herstory. This exhibition combines the stories of women from past and present — as it looks towards the future.

Women of Science: This section celebrates the achievements of women who made breakthrough discoveries. Rosalind Franklin discovered the structure of DNA. The Code Breakers were women who decoded important messages during WWII. Ynes Mexia was a Mexican-American botanist known for her plant specimens.

Rosalind Franklin
Code Breakers
Ynes Mexia

Women of Medicine: In this category, doctors become advocates for what they believe in. For example, Bessie Blount Griffin created inventions to assist amputees feed themselves during WWII. Marie Equi provided healthcare for the working class and poor. Maria Montessori was known for establishing the Montessori method.

Bessie Blount Griffin
Marie Equi
Maria Montessori

Women of Adventure: This category tells the stories of war heroes, adventurers, spies, and women who traveled across the world. The WWI Snipers were women who were trained as sharp shooters and deployed to dangerous battlegrounds. Irena Sendler smuggled around 2,500 Jewish children out of the Warsaw Ghetto. Bessie Coleman was the first woman of African-American descent, and first Native American descent, to hold a pilot license.

WWI Snipers
Irena Sendler
Bessie Coleman

Women of Arts: This section brings together stories of women to have led change in the arts. These leaders include environmentalist, Rachel Carson, an environmentalist known for writing the book, Silent Spring. Zelda Fitzgerald was the wife of F. Scott Fitzgerald known to have contributed to The Great Gatsby. Misty Copeland is an African American ballet dancer for one of the three leading classical ballet companies in the United States.

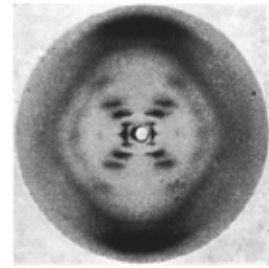
Rachel Carson
Zelda Fitzgerald
Misty Copeland

Women of Sports: These women have athletics by achieving in their sport. The Cholita Climbers were Bolivian mountain climbers on a mission to overcome sexism and discriminatory attitudes. Ashley Fiolek is a culturally deaf professional motocross racer who communicates through ASL. Yusra Mardini is an Olympic swimmer, and a member of the Refugee Olympic Athletes Team.

Cholita Climbers
Ashley Fiolek
Yusra Mardini

Women of Politics: This category celebrates the change led by women in politics. Frances Perkins was the first woman appointed to serve on the U.S. Cabinet. Wangari Maathai was a Kenyan political activist, and the first African-American woman to win the Nobel Peace Prize. The Mirabel Sisters were four sisters living in the Dominican Republic, who opposed the dictatorship of Rafael Trujillo.

Frances Perkins
Wangari Maathai
Mirabel Sisters



A01
Photo 51
Raymond Gosling
King's College London
Digital Archive



A02
DNA Model
3B Scientific
18 x 6 x 6 ft



A03
Rosalind Franklin
Getty Images
Digital Archive



A04
Enigma Machine
Arthur Scherbius
13.5 x 11 x 6 in



A05
Untitled
National Archives and
Records Administration
Digital Archive



A06
Untitled
National Archives and
Records Administration
Digital Archive



A07
**Young Black-headed
Grosbeak**
California Academy of
Sciences
10 x 6 in



A08
Piper armatum
Ynes Mexia
8.5 x 11 in



A09
Styrax radians
Ynes Mexia
8.5 x 11 in



A10
Dalea escobilia
Ynes Mexia
8.5 x 11 in



A11
Marina grammadenia
Ynes Mexia
8.5 x 11 in



A12
Serjania caracasana
Ynes Mexia
8.5 x 11 in



A13
Paullinia tenuifolia
Ynes Mexia
8.5 x 11 in



A14
Russelia pubescens
Ynes Mexia
8.5 x 11 in



A15
**Brachistus
stramoniifolius**
Ynes Mexia
8.5 x 11 in



A16
**Capsicum
microcarpum**
Ynes Mexia
8.5 x 11 in



A17
Solanum robustifrons
Ynes Mexia
8.5 x 11 in



A18
Lippia jaliscana
Ynes Mexia
8.5 x 11 in



A19
Vochysia bracediniae
Ynes Mexia
8.5 x 11 in



B01
Marie Equi
Oregon Historical
Society
21 x 21 in



B02
Marie Equi: Radical Politics and Outlaw Passions
Audiobook



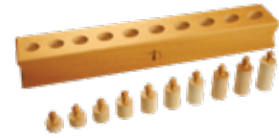
B03
Maria Montessori
Unknown
Digital Archive



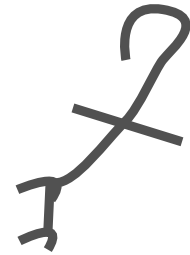
B04
Monetssori Blocks
Montessori
17 x 17 in



B05
Monetssori Blocks
Montessori
11 x 7 x 4.5 in



B06
Montessori Cylinder Blocks
Montessori
15.8 x 11.8 x 7.9 in



B07
Sniper Uniforms
Ozerksy
5.5 x 1 ft



C01
Untitled
Ozerksy
Digital Archive



C02
Untitled
Ozerksy
Digital Archive



C03
Sniper Uniforms
Ozerksy
5.5 x 1 ft



C04
1932 Mosin-Nagant
Mosin-Nagant
48.5 x6 in



C05
Irena Sendler and child
Lowell Milken Center
17.78 x 13.31 in



C06
Irena Sendler Glass Jar
Lowell Milken Center
3.2 x 3.2 x 5.2 in



C07
Interactive Map
Lowell Milken Center
6 x 8 x 4 inch



C08
Bessie Coleman
A+E Networks
Digital Archive



C09
Helmet
Bessie Coleman Archive
23 x 26 x 31 in



C10
The First Female African American Pilot
Smithsonian Youtube
Video



D01
Rachel Carson
PBS
Digital Archive



D02
Silent Spring
Rachel Carson
8.7 x 6.1 x 1.4 in



D03
Untitled
Getty Images
Digital Archive



D04
Zelda Fitzgerald Letters
F. Scott and Zelda
Fitzgerald Museum
6 x 6 in



D05
Signed Ballet Shoes
Misty Copeland
6 x 8 x 4 inch



D06
Ballet Costume
Misty Copeland
6 x 6 x 3 ft



D07
Misty Copeland
Nisian Hughes
Digital File



E01
Untitled
Juan Karita
Digital Archive



E02
Cholita Skirts
2 x 3 ft



E03
Ashley Fiolek
Bruce Weber
Digital File



E04
Helmet
Ashley Fiolek
23 x 26 x 31 in



E05
Motobike
Ashley Fiolek
85.4 x 32.5 x 51.4 in



E06
Refugee Olympic Team flag
4 x 6 ft



E07
Refugee Life Jacket Drawings
Esmail Dukhil
60 x 35 x 40 cm



E08
Yusra Mardini
Getty Images
29 x 16 in



F01
Frances Perkins
Unknown
15 x 12 in



F02
Fair Labor Standards Act
Digital File



F03
Wangari Maathai
Getty Images
Digital File



F04
The Green Belt Movement
Wangari Maathai
5.8 x 0.5 x 8.5 in



F05
Untitled
Getty Images
Digital File



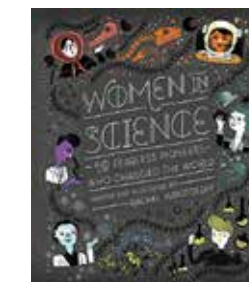
F06
Dominican Republic Banknotes
156 x 76 mm



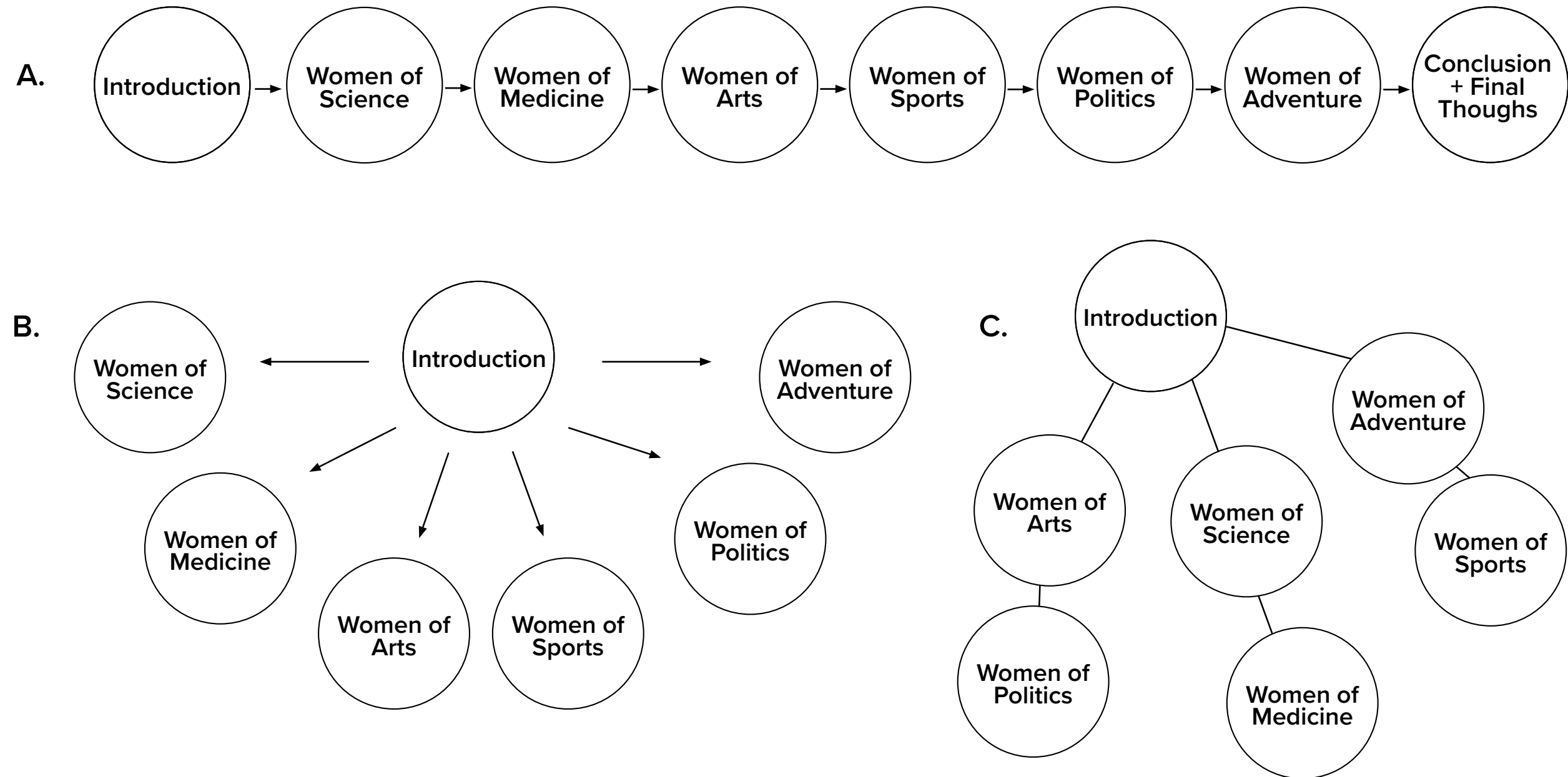
G01
Wonder Women
Sam Maggs
5.3 x 0.8 x 7.8 in



G02
Good Night Stories for Rebel Girls
Elena Favilli and Francesca Cavallo
7.3 x 0.9 x 9.8 in



G03
Women in Science: 50 Fearless Pioneers Who Changed the World
Rachel Ignotofsky
7.7 x 0.6 x 9.3 in

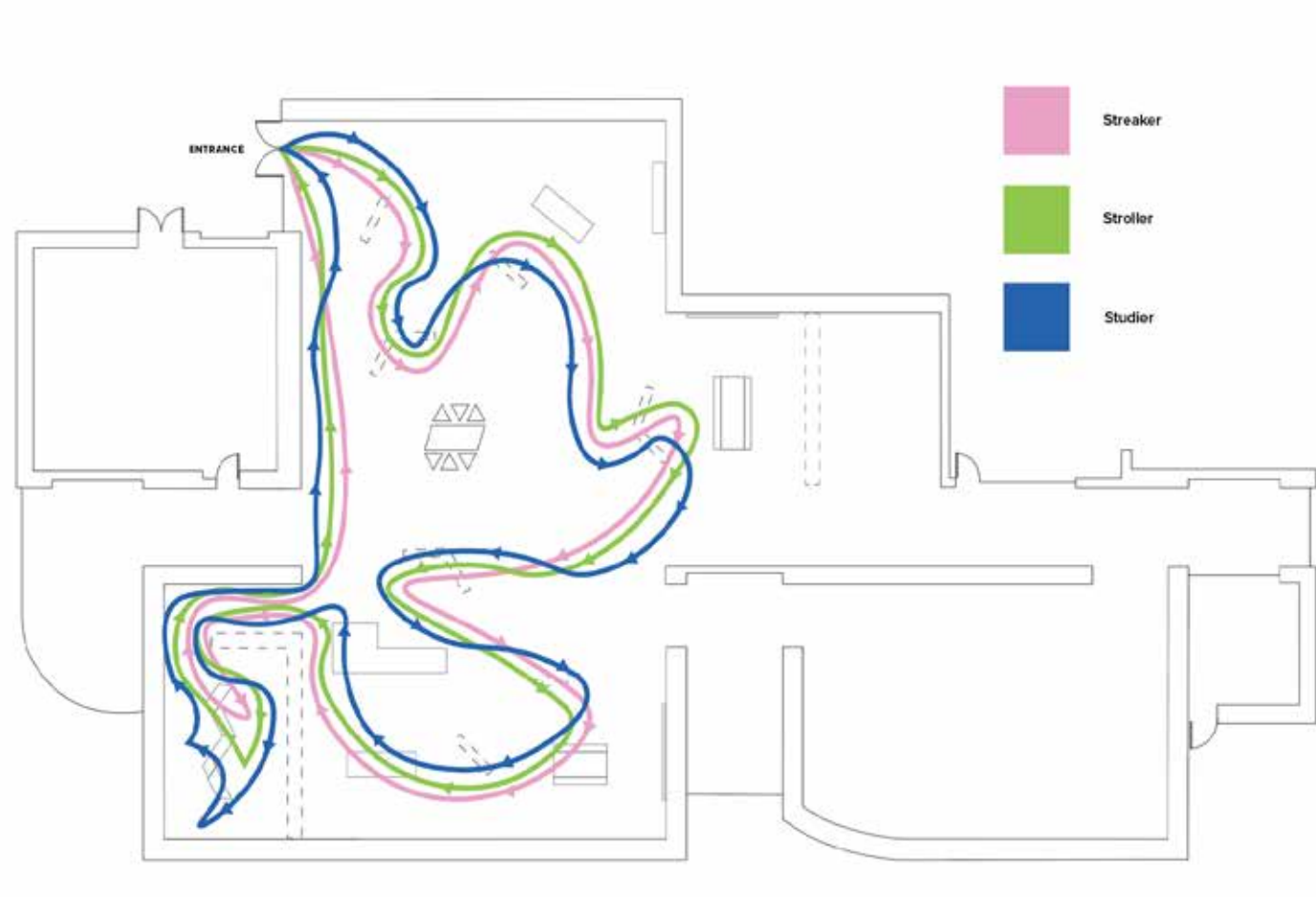


A. The first concept features a linear progression for the audience to follow. This is the most controlled of all of the concepts because the visitors can only walk one way.

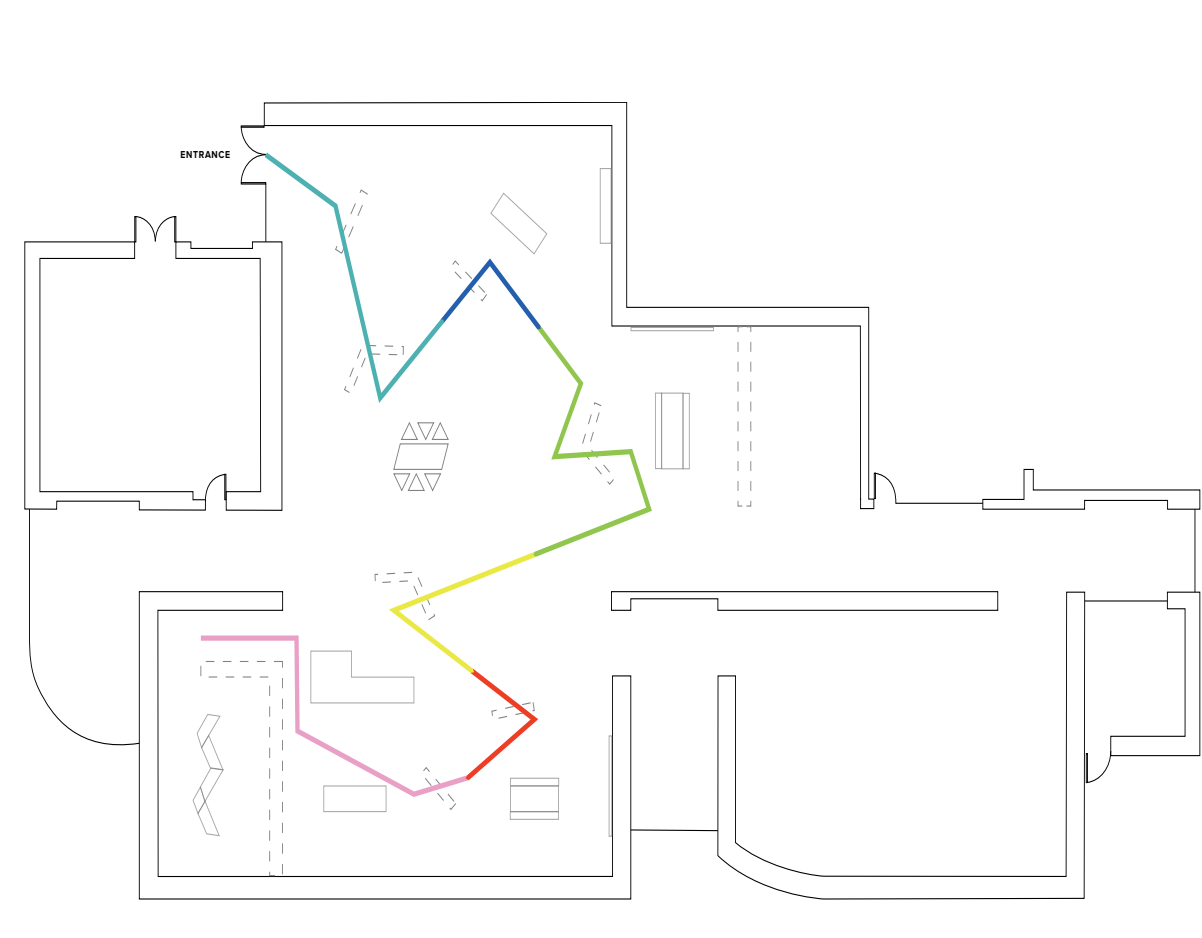
B. This features a more open floor plan that allows the audience to pick which categories they are most interested in. This is a more democratic layout as it gives equal importance to all the sections.

C. The flow of this concept connects categories with similar topics to make the flow more organized. This concept is a combination of A and B.

Audience



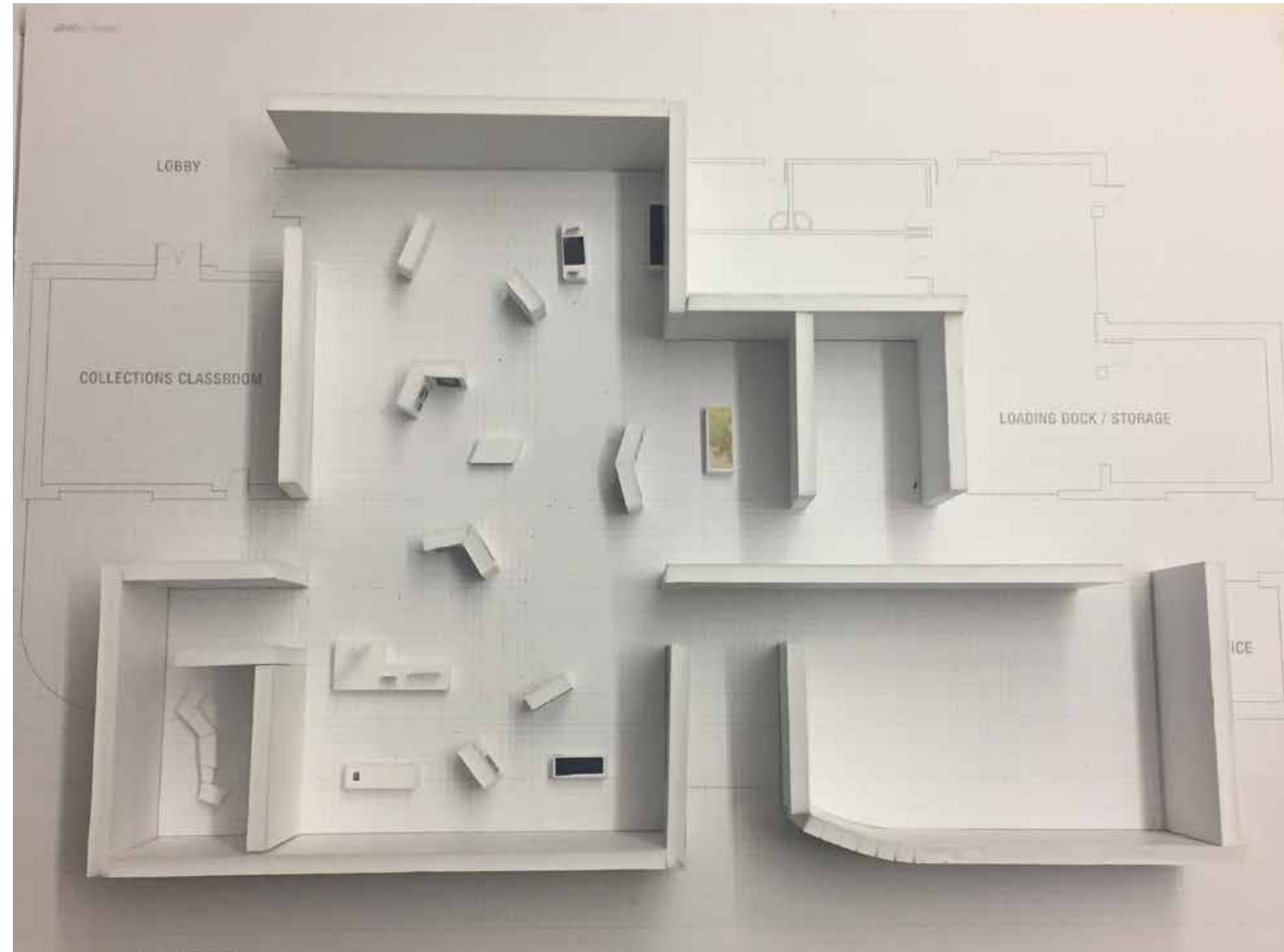
Vinyl path for audience



Scale Model Overview

This is an overview of our exhibition. The walls divide the space into different sections but still leave the space to be relatively open.

Aerial bird's-eye view of 3-D model



Angled Walls

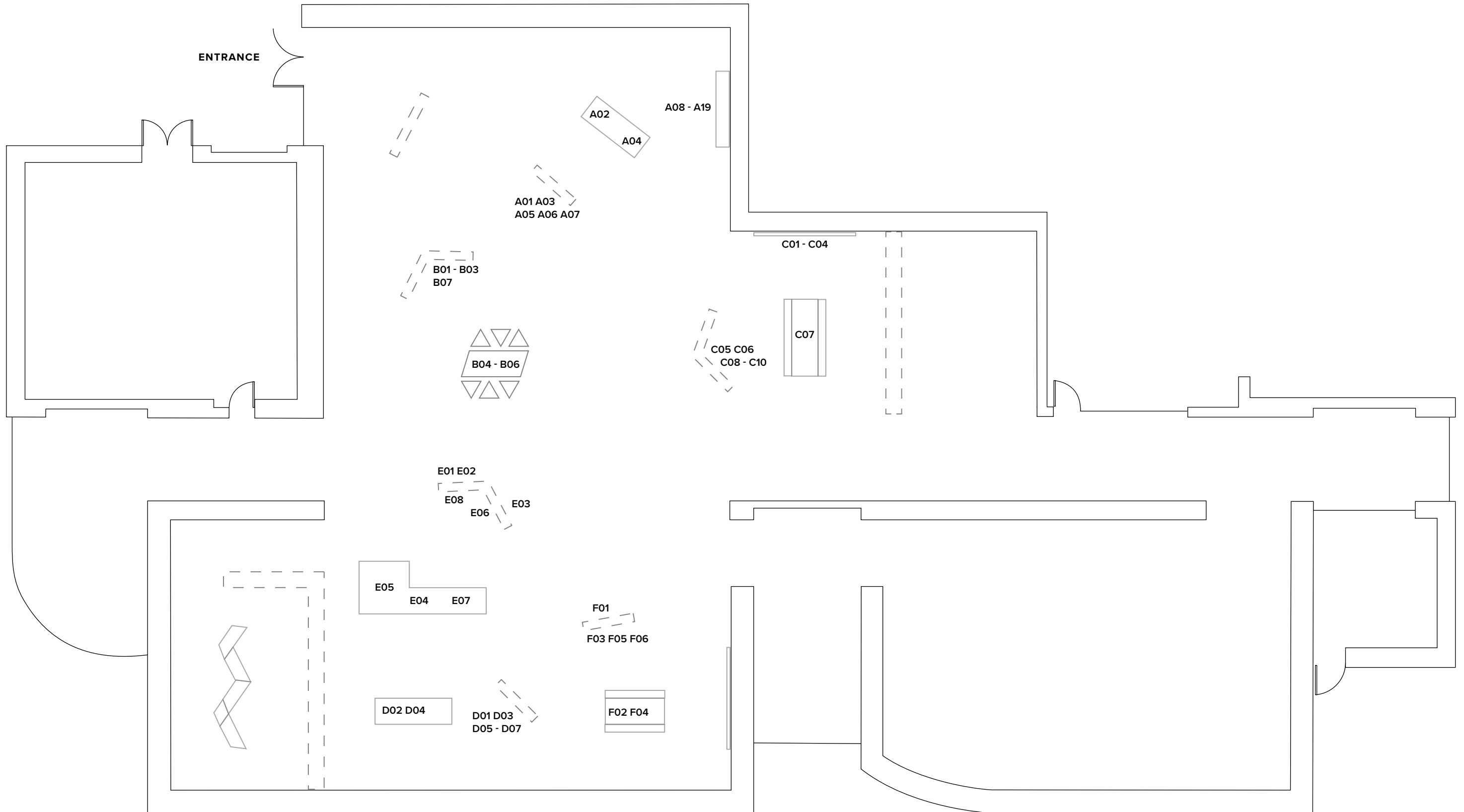
The angled walls serve as a section header and a platform for the objects.

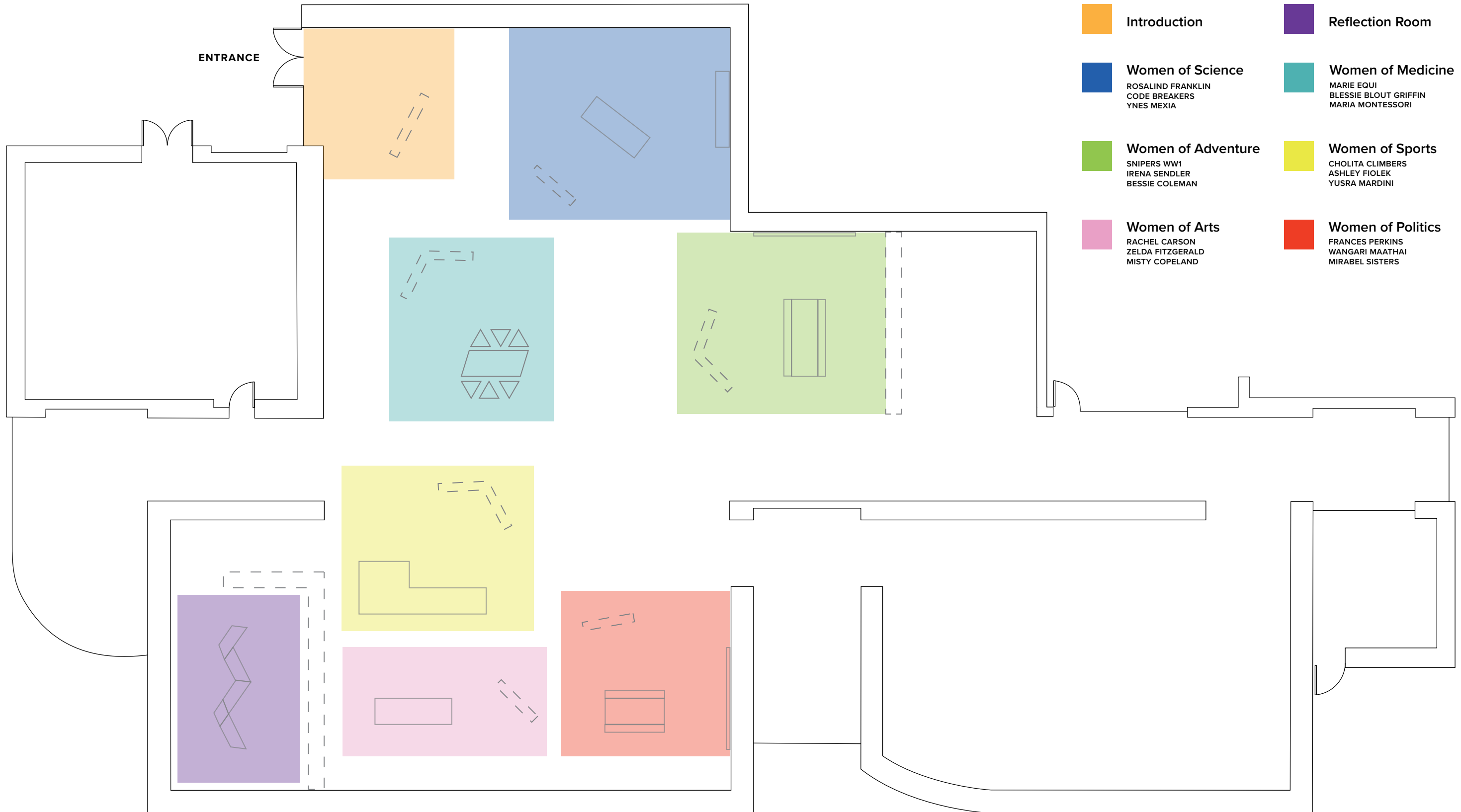
Zoomed-in images of aerial view



“Women of Adventure”









Angela Kim

Undergraduate Student
Major: Gender, Sexuality, Women's
Studies; American Studies
Minor: Education
University of California, Davis

Date: March 9, 2018
Location: Women's Resource and Research Center

Feedback

Angela would want to attend this exhibition with other women of color. To her, this exhibit would function as an open space for these women to share their own experiences together to share feelings of solidarity. In addition, she would bring her partner and would want him to be in the exhibit to be able to learn, to come with an open mind, and to learn histories other than his own.

Throughout this exhibit, she would want to take in the exhibit by a means of visualization. Specifically, she would enjoy viewing and appreciating art through film media.

In terms of how much time she would like to spend in the exhibit, Angela would prefer around an hour. Half an hour would be spent going around the exhibition, specifically to absorb and take in all the informational content. Ten minutes would be spent by a means of conversation with the people she brought to the museum. The rest of the time would be spent through taking in the content by sitting through a film or a spoken word piece to have information thrown at her.



Becca Ridge

Undergraduate Student
Major: Gender, Sexuality, Women's
Studies; Communications
University of California, Davis

Date: March 14, 2018
Location: KDVS center

Feedback

Becca mentioned that when it comes to visiting a museum, it is a leisure activity that she does intrinsically. She referred to museums as places that can be quite personal, especially when it covers heavy topics for women. In terms of visiting our exhibition, she would like to visit it by herself. In addition, she said she would also like to visit with her 18-year-old sister, specifically to allow the exhibit to educate her and add to her world views.

Throughout this exhibit, she would want to know more about these women and learn more about them through the content displayed on the placards throughout the exhibit. To absorb the information, she prefers to learn and take it all in by reading.

In terms of how much time she would like to spend in the exhibit, Becca said that she would only like to stay for around 30 minutes. Even though she likes to visit museums, staying for over an hour in a museum is a little much after awhile.



Talinn Grigor

Chair, Art History Program
Graduate Chair
Professor of Art History
Contemporary Global Architecture and Art
Critical and (post)Colonial Theory

Ph.D., Massachusetts Institute of Technology
M.S., Massachusetts Institute of Technology
B.Arch., University of Southern California

Date: March 12, 2018

Location: Room 152, Everson Hall

Feedback

Professor Grigor explained that if she were to visit the exhibition, it would be during two separate occasions. For one of them, she would want to visit with her best friend, and would like to have conversations with her regarding marginality, womanhood, and underrepresentation. For the second visit, she would ideally like to bring both her daughters. She would like her daughters to learn about female empowerment, and learn how women were undermined, yet persistent. Grigor would want this exhibit to demonstrate to her daughters that even though women were erased from official narratives, they were always strong.

When it comes to absorbing the informational content within this exhibition, she mentioned she would like to be reading, looking, relaxing, and having debates within the museum.

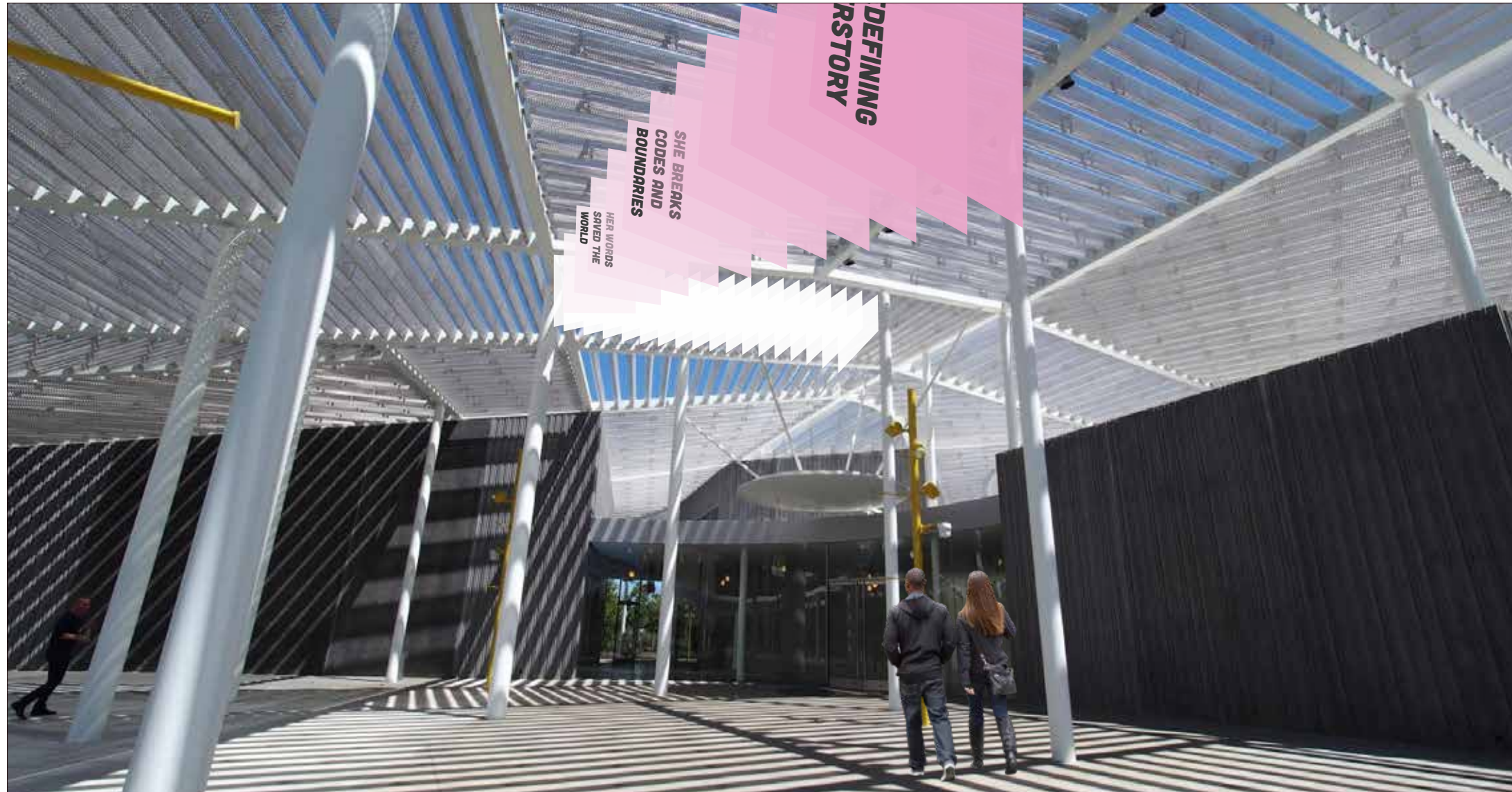
In terms of how much time she would like to spend in the exhibit, she mentioned around an hour, depending how big the exhibition is.

EXHIBITION Details

REDEFINING HERSTORY

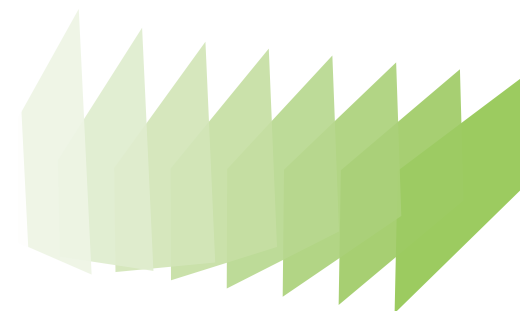
Exhibition Details
Rendering: Entrance

Sidney Sanchez & Karissa Tom



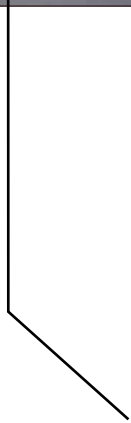
Welcome

Visitors are greeted with a hanging fabric installation that reflects the light and fabric inside. The fabric is printed with the exhibition title and taglines from the marketing.

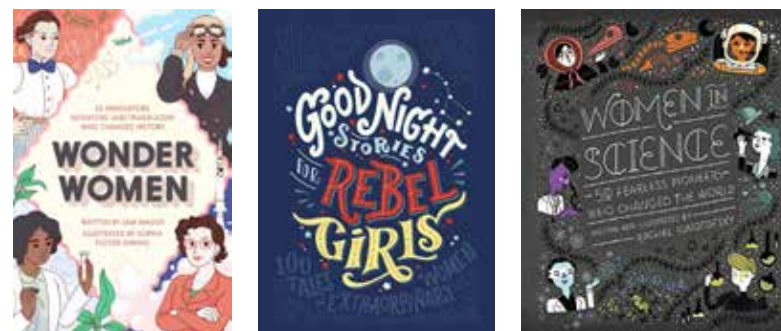


Color-changing LED Lighting

Lights change the color of the fabric according to the color palette. The white fabric provides a canvas for the light to project on.



Books
Guests can learn about more women and get a preview of the exhibit.



Giant Montessori Color Blocks
Visitors can play with giant foam blocks that are modeled after blocks used in the Montessori method.

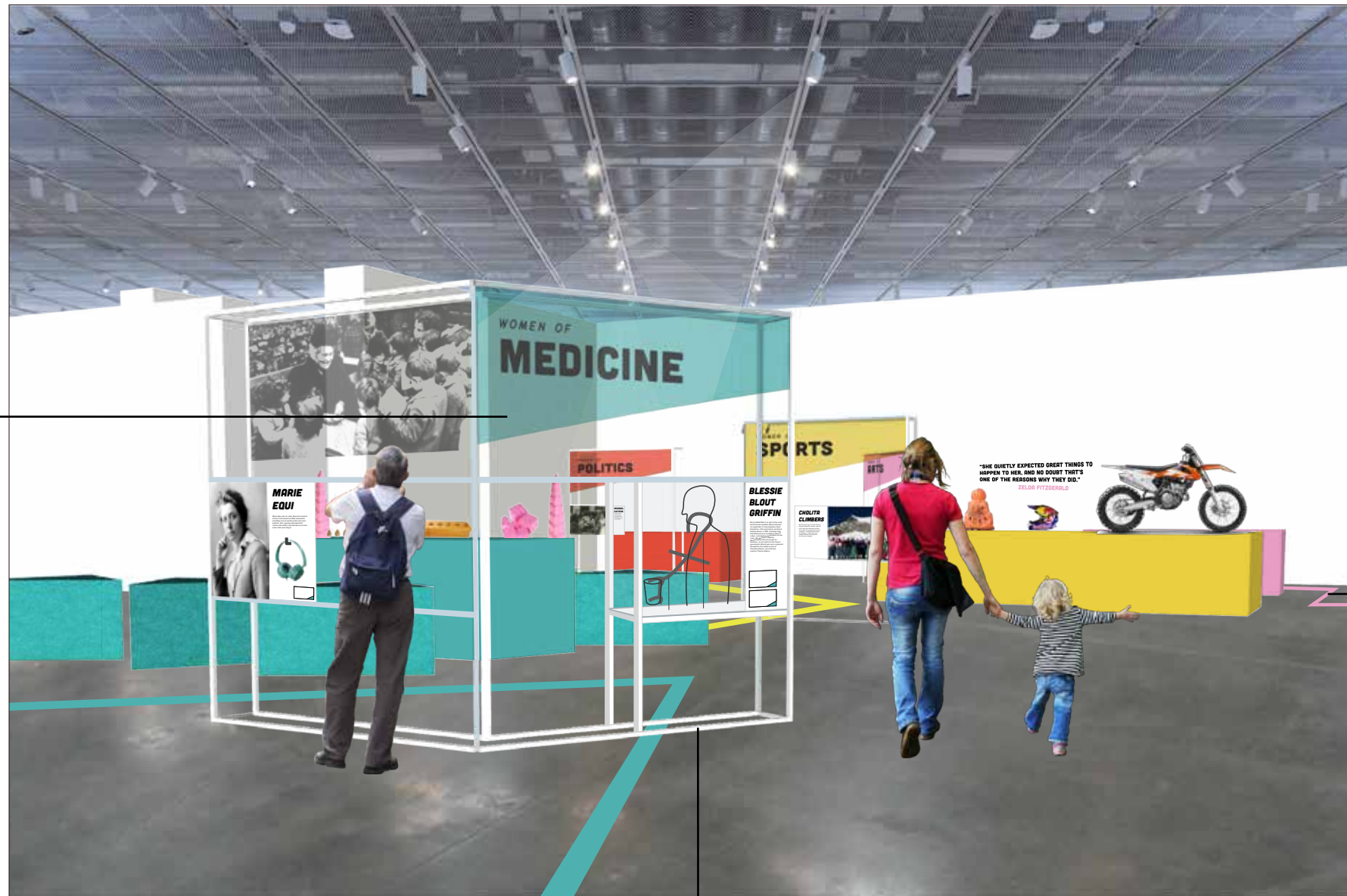


REDEFINING HERSTORY

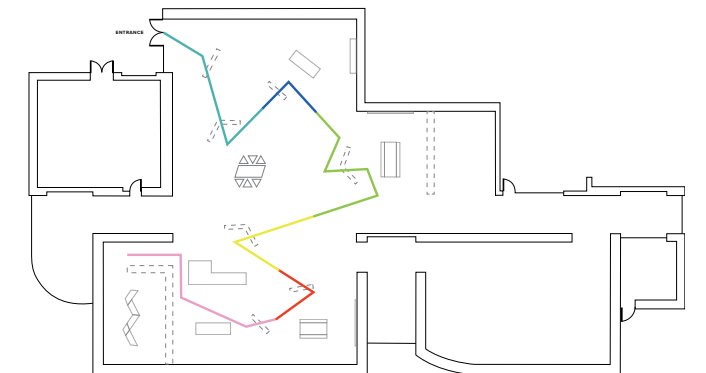
Exhibition Details
Rendering: Overview

Sidney Sanchez & Karissa Tom

Fabric
Titles for each section will be printed on dyed linen. This will allow for some transparency. The fabric symbolized "unveiling" the stories of these women.

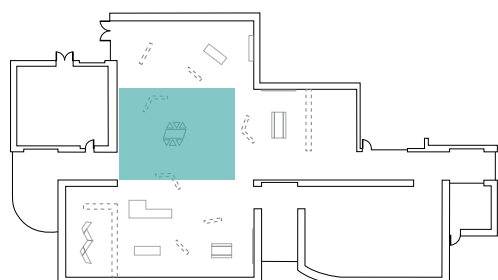


Vinyl Decal
A decal line runs throughout the exhibition to provide guidance for visitors who want it.



Grid Walls
These walls create an open space. They symbolize the transparency created through revealing the stories.

Lighting
Lighting aimed at the grid walls will be relatively bright to guide the visitors through the space.



REDEFINING HERSTORY

Exhibition Details

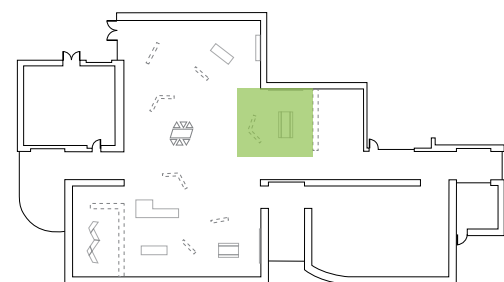
Rendering: Women of Adventure

Sidney Sanchez & Karissa Tom

Touchscreen
Visitors can learn more about Ynes Mexia's specimen by exploring the touchscreen.



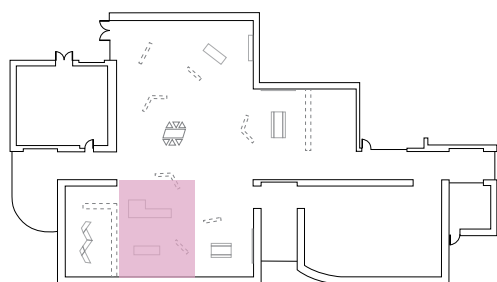
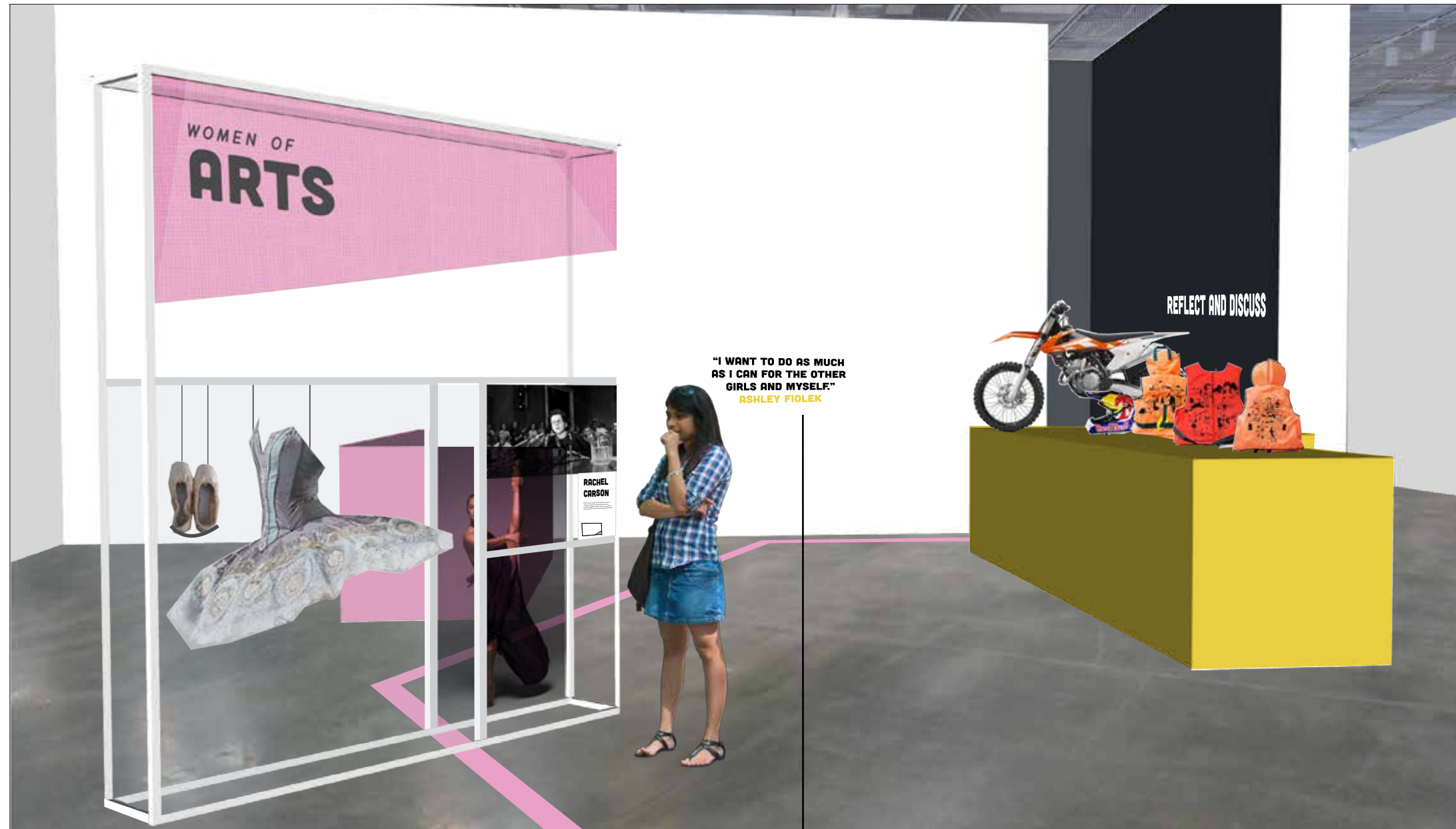
"I REFUSED TO TAKE
NO FOR AN ANSWER."
BESSIE COLEMAN



Lighting
Lighting over the touchscreens
will be diffused so there will not
be glare.



Colored Displays
The colored display cases
help associate objects with
their categories.



Lighting
Lighting in the display case will highlight the objects.



Quotations
Throughout the galleries, there are direct quotes from several featured women to tell their stories.

REDEFINING HERSTORY

Exhibition Details
Rendering: Reflection Room



Interactive Questions

Visitors will be able to interact with the projection via the iPads provided. They can also interact by connecting their phones.

Projection

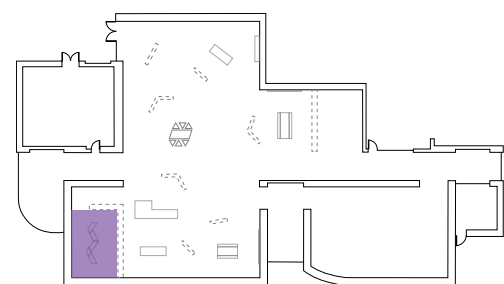
The projection will supply additional information. It will also include questions to prompt visitors to have conversations and provide a space to reflect.

Seating

The seating is modular and allows for flexibility within the space.

Lighting

Lighting in the Reflection Room is dim so the projection is visible. Additionally, the walls are painted a dark color to absorb light.





Colored Linen is slightly opaque



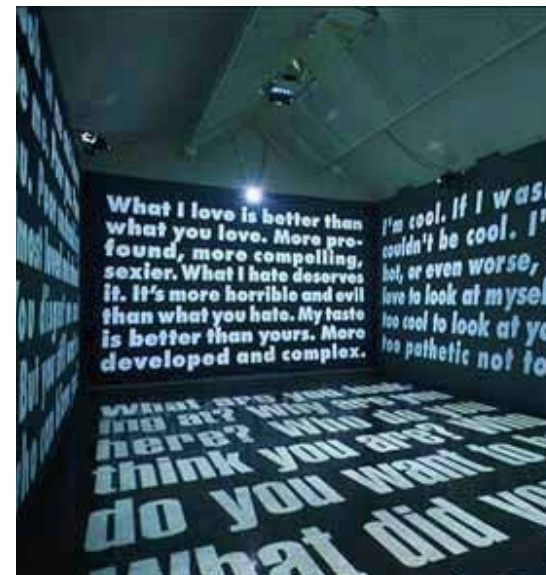
White Metal for the grid walls



Concrete Floor is a neutral base



Felt for the seating



Projections help visitors reflect



Floor Decals guide visitors



Primary Paint Palette

This color palette includes this main colors for the walls. These paint colors are neutral so the walls are not distracting in comparison to the objects. These colors can be found at Benjamin Moore.

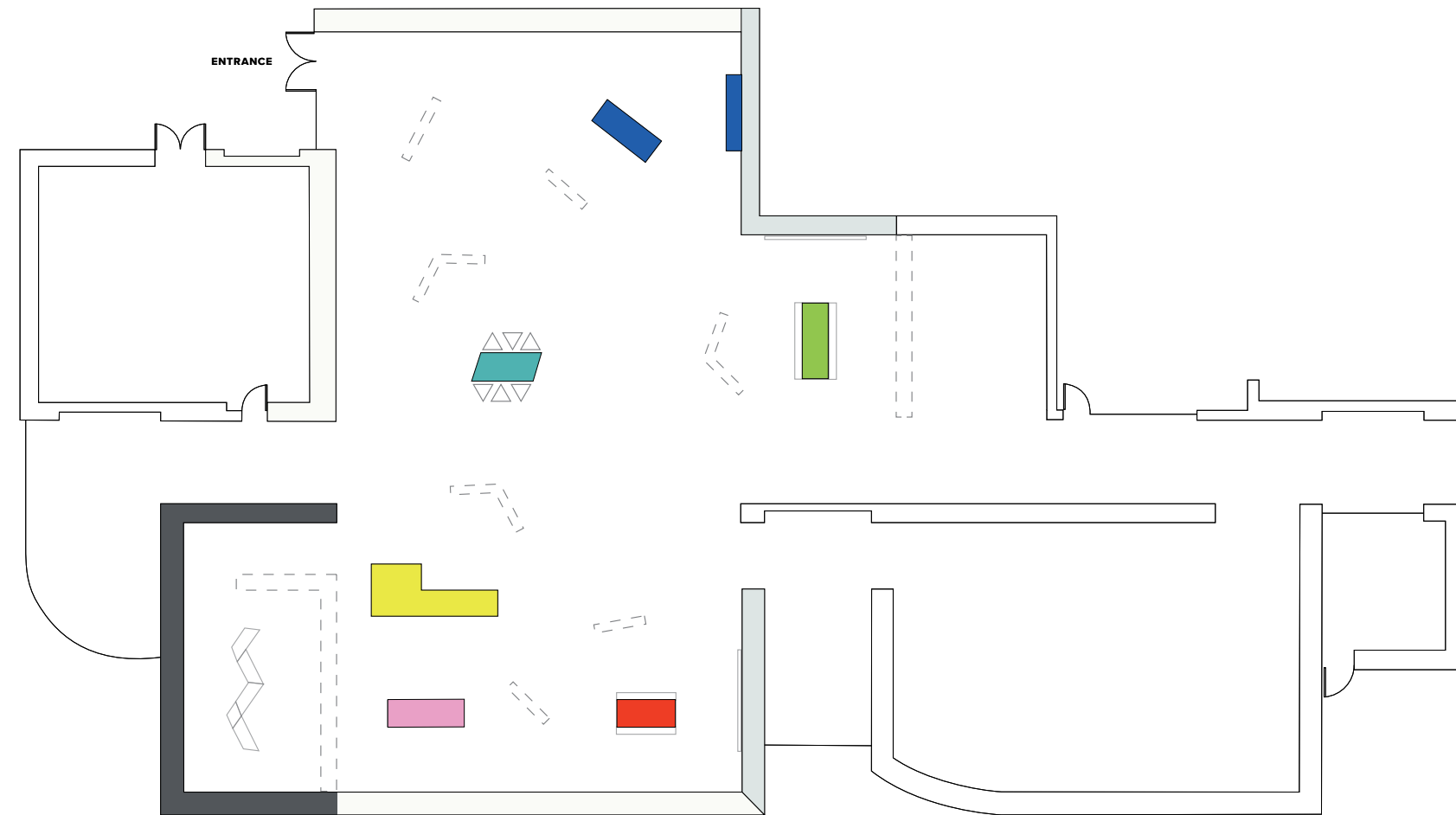


Primary Paint Palette

These colors will be used to paint the display tables to the corresponding section.



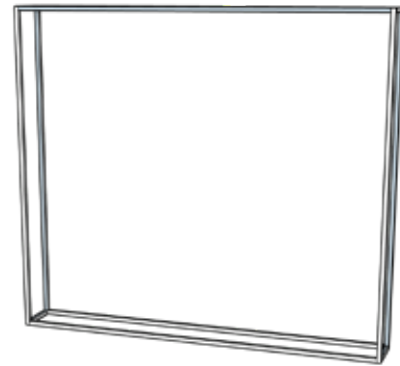
Paint Floor Plan





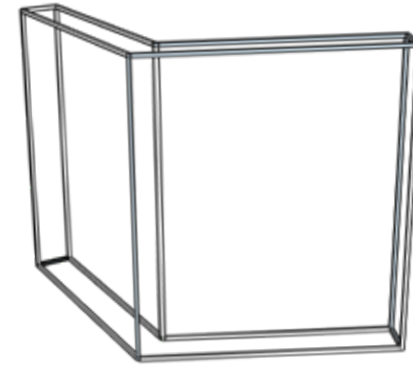
Introduction Walls

The Introduction Walls are a metal grids that allow for transparency and flexibility through the space.



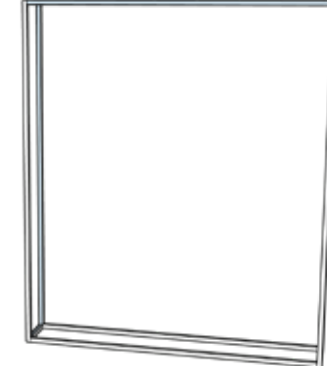
Introduction Wall

8' x 1' x 7'
Material: Metal



Angled Wall

9' x 6' x 7'
Material: Metal



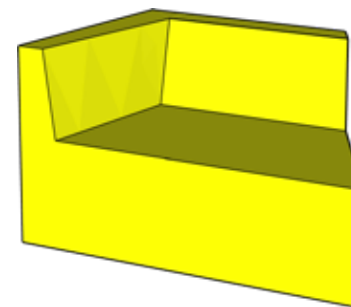
Single Wall

6' x 1' x 7'
Material: Metal



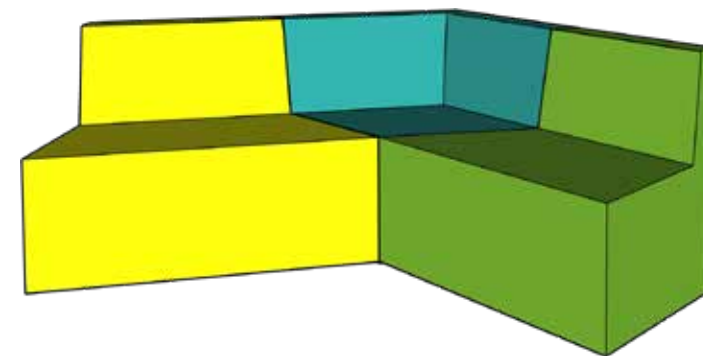
Seating

Seating in the galleries mimics the shapes of the grid walls. The seat colors will match the accent colors.



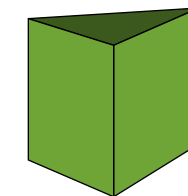
Prisma Furniture

4' x 2' x 2'6"
Material: Felt upholstery



Prisma Furniture

8' x 8' x 2'6"
Material: Felt upholstery



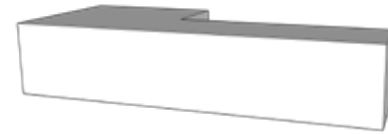
Prisma Furniture

2' x 2' x 2'6"
Material: Felt upholstery



Display Tables

The tables juxtapose the airy qualities of the Introduction Walls by being solid.



Display Table 1

15' x 6' x 3'

Material: Temporary wall



Display Table 2

9' x 2' x 3'

Material: Temporary wall



Display Table 3

9' x 3' x 3'

Material: Temporary wall



Display Table 4

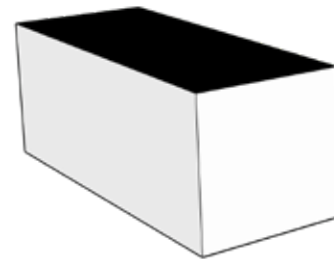
7' x 3' x 3'

Material: Temporary Wall



Touchscreen Tables

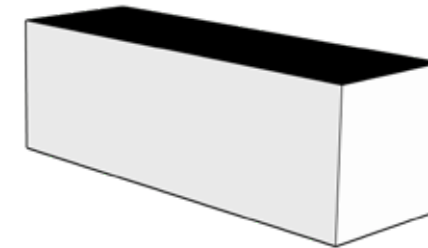
The tables in the galleries are made to be accessible for kids and adults.



Touchscreen 1

8' x 3' x 3'

Material: Temporary wall with glass top



Touchscreen 2

9' x 3' x 3'

Material: Temporary wall with glass top



Introduction Walls

The Introduction Walls will be highlighted using the museum's ceiling lights. This lighting will pull visitors through the space by highlighting the different categories of women.

Objects

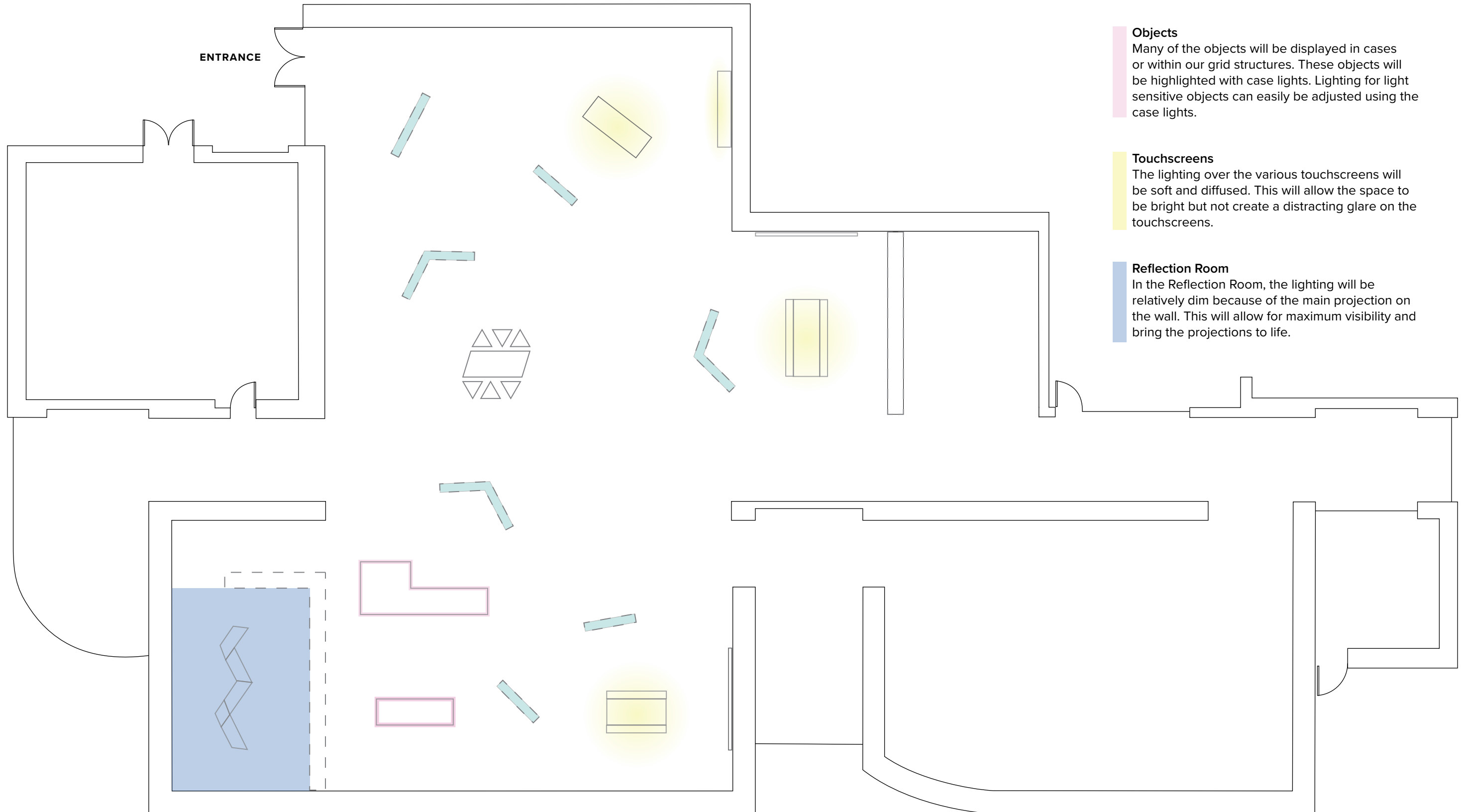
Many of the objects will be displayed in cases or within our grid structures. These objects will be highlighted with case lights. Lighting for light sensitive objects can easily be adjusted using the case lights.

Touchscreens

The lighting over the various touchscreens will be soft and diffused. This will allow the space to be bright but not create a distracting glare on the touchscreens.

Reflection Room

In the Reflection Room, the lighting will be relatively dim because of the main projection on the wall. This will allow for maximum visibility and bring the projections to life.



Introduction Walls
The Introduction Walls will be highlighted using the museum's ceiling lights. This lighting will pull visitors through the space by highlighting the different categories of women.

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EXHIBITION Identity

Typeface Description

CUBANO REGULAR

This will primarily be used in titles and to highlight important information. This type was chosen to reflect the lettering on posters during recent Women’s Marches. The rounded edges make the font bold, yet friendly.

CHIPPEWAFALLS REGULAR

This will be used for secondary information like subheadings. This type works as a visual contrast to Cubano. It further iterates the handwritten aspect of posters.

Proxima Nova Semibold

This type will be used for body text. It will be used with Proxima Nova Regular to make text like object labels understandable. Proxima Nova Semibold will be used for emphasizing information like the names of objects. It is highly legible and quick to read.

Proxima Nova Regular

This type will be used for body text. Proxima Nova Regular will be used for more general information like descriptions and dates. It will support the other typefaces.

Typeface

AA

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKL
MNOPQRSTUVWX
YZ1234567890**

AA

*ABCDEFGHIJKLMNO
PQRSTUVWXYZ AB
CDEFGHIJKL
MNOPQRSTUVW
XYZ1234567890*

Aa

**abcdefghijklmn
opqrstuvwxyz A
BCDEFGHIJKLM
NOPQRSTUVWX
YZ1234567890**

Aa

**abcdefghijklmn
opqrstuvwxyz A
BCDEFGHIJKLM
NOPQRSTUVWX
YZ1234567890**

Logo

The logo uses a combination of Cubano Regular and ChippewaFalls Regular. The primary logo will be used in titles and marketing. The alternative logo will be used when the subtitle is not relevant (for example on banners).

Primary Logo

REDEFINING HERSTORY
UNVEILING UNTOLD TALES OF WOMEN

Alternative Logo

**REDEFINING
HERSTORY**

Color Palette

These colors are incorporated in the branding and the wayfinding. Each category is represented by a color. The different colors have two tones to make the palette more flexible within branding.

Science



#215EAC

#194781

Sports



#EAE741

#EACF42

Politics



#EE3B25

#D02510

Medicine



#4FB2B1

#3E8D8D

Adventure



#91C54D

#77A837

Arts



#E9A0C6

#E984B6

Shapes

Throughout the design of the exhibition, angled shapes are used to symbolize pushing forward. The shapes are abstracted from an unveiling curtain. These angles can also be seen in the design of the walls in the exhibition space.



Intro Wall

The Intro Wall will invite visitors to learn more about the exhibit. The walls uses the angle motif. It provides additional information through brochures hanging off of hooks.



Brochures

These will give more information about the exhibit and give a color guide to each section.

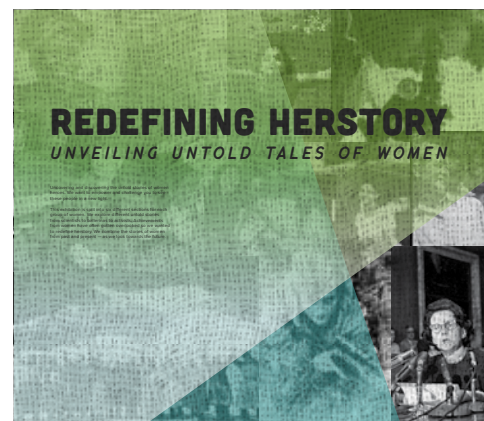
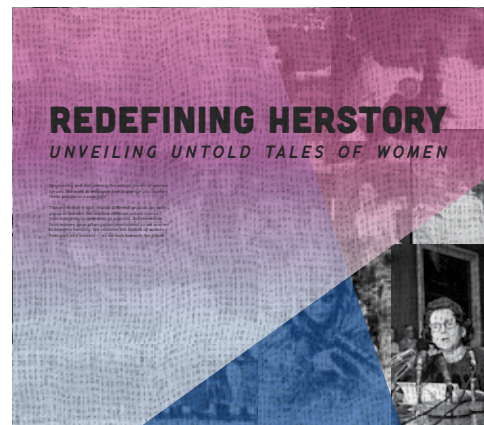


Title Wall

The title wall will be composed of three layers of fabric. The first wall will have the title printed on white fabric. The second walls will be plain white fabric. The third wall will have a collage of women in the exhibition on it.

The first two layers of fabric will be lit up with LED strips that will change colors throughout the day. The fabric “unveils” the women in the show and the angles of the fabric reflect the marketing.

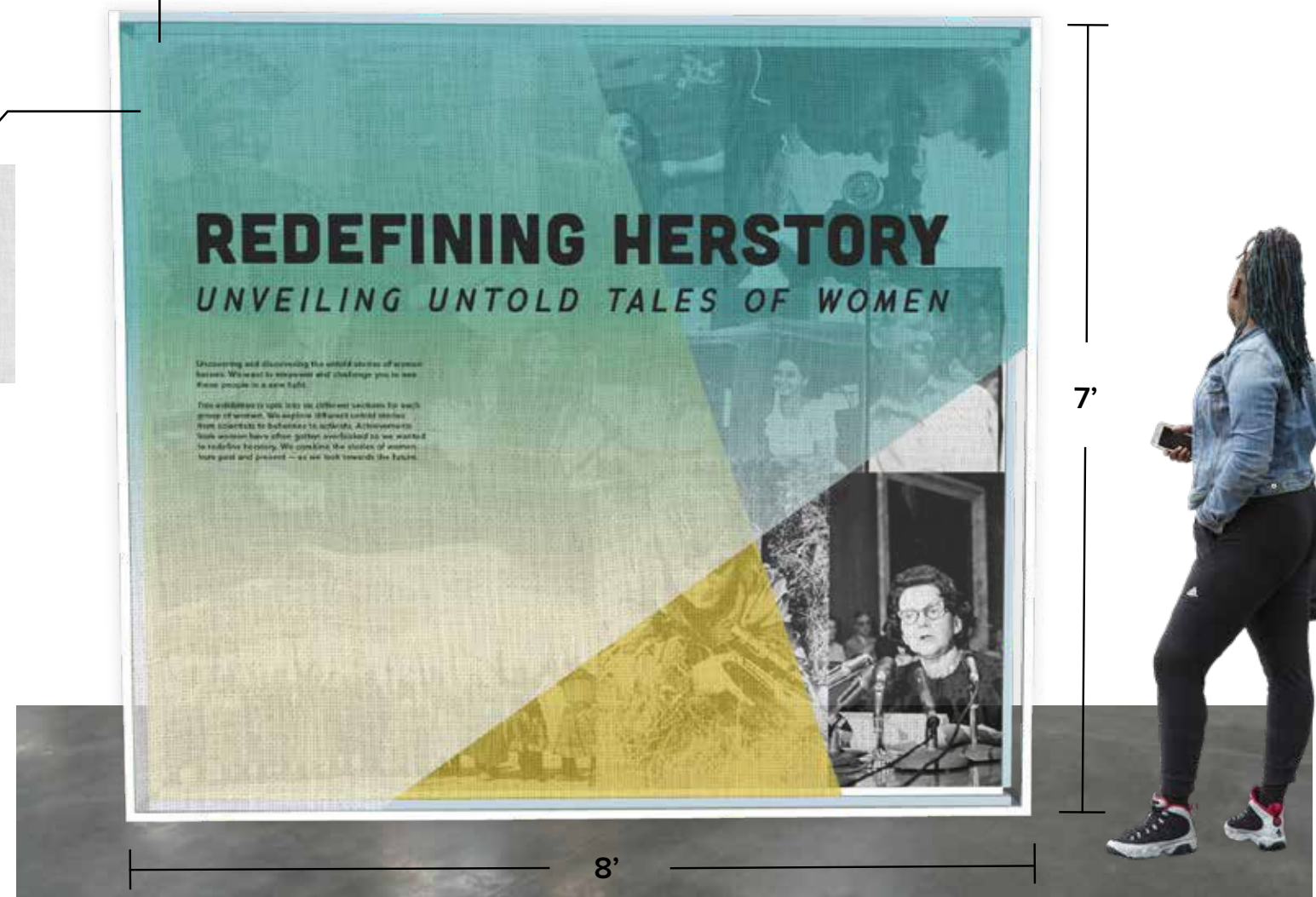
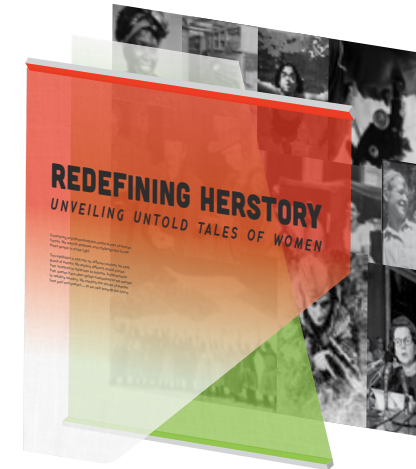
Color Variations



Fabric Swatch



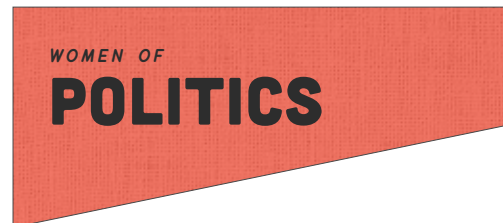
Color-changing LED Lighting

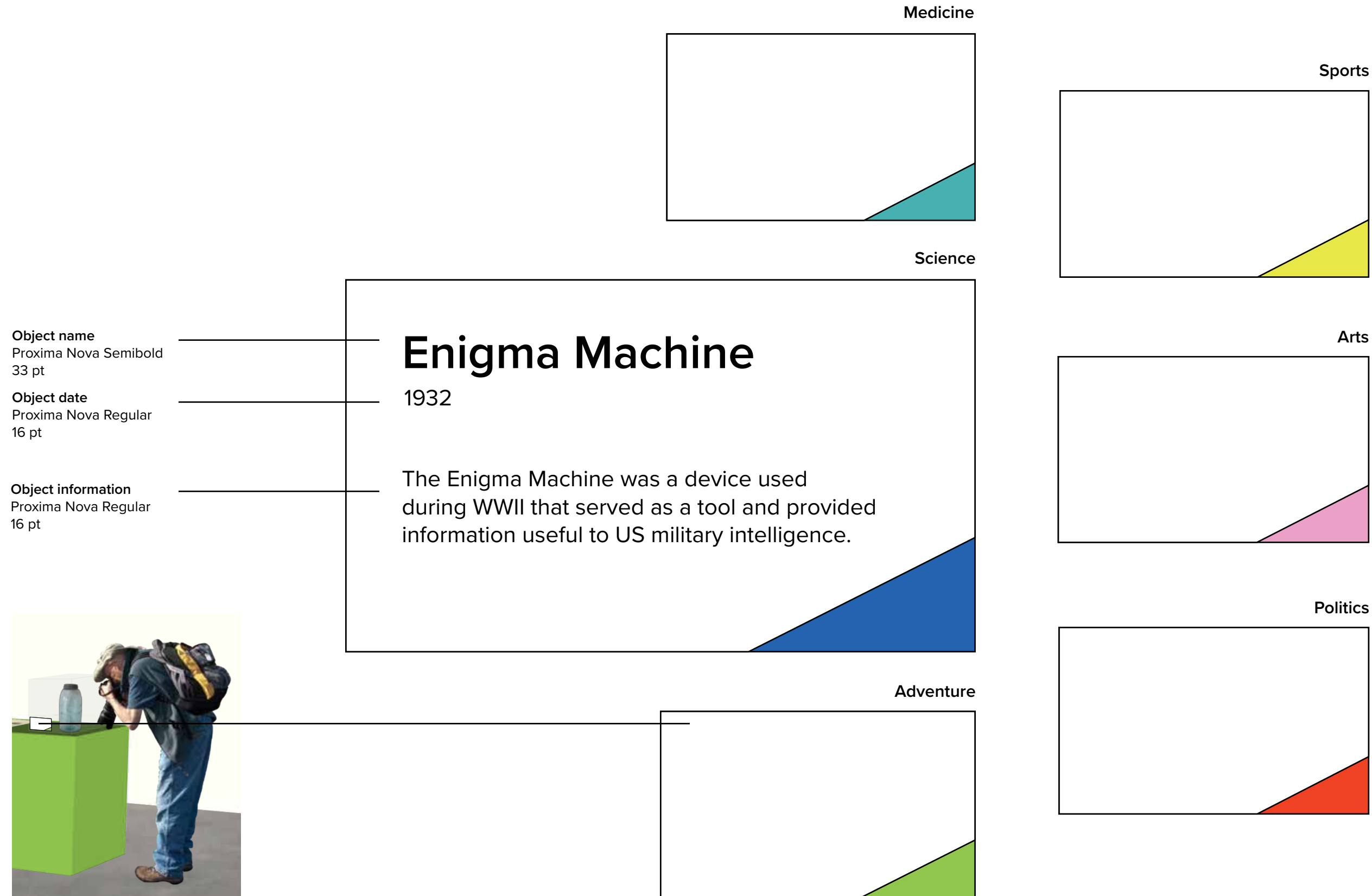


Section Header

Each category will have a different header in the corresponding color. While each section wall will be customized to the section, the title placement will be consistent.

Section Variations





Banner Signs

The exterior banner signs will display 3 different variations. The three photos feature women from the exhibition: Rachel Carson (pink), snipers in WWI (green) and code breakers in WWII (blue). The top banner feature the time frame dates of our running exhibit, and the Manetti Shrem Museum logo. The bottom banner features our main logo, "Redefining Herstory."

Background Image

The small banner features photos of a few of the notable women showcased within our exhibit. These women featured are Rachel Carson (pink), snipers in WWI (green) and code breakers in WWII (blue).

Type

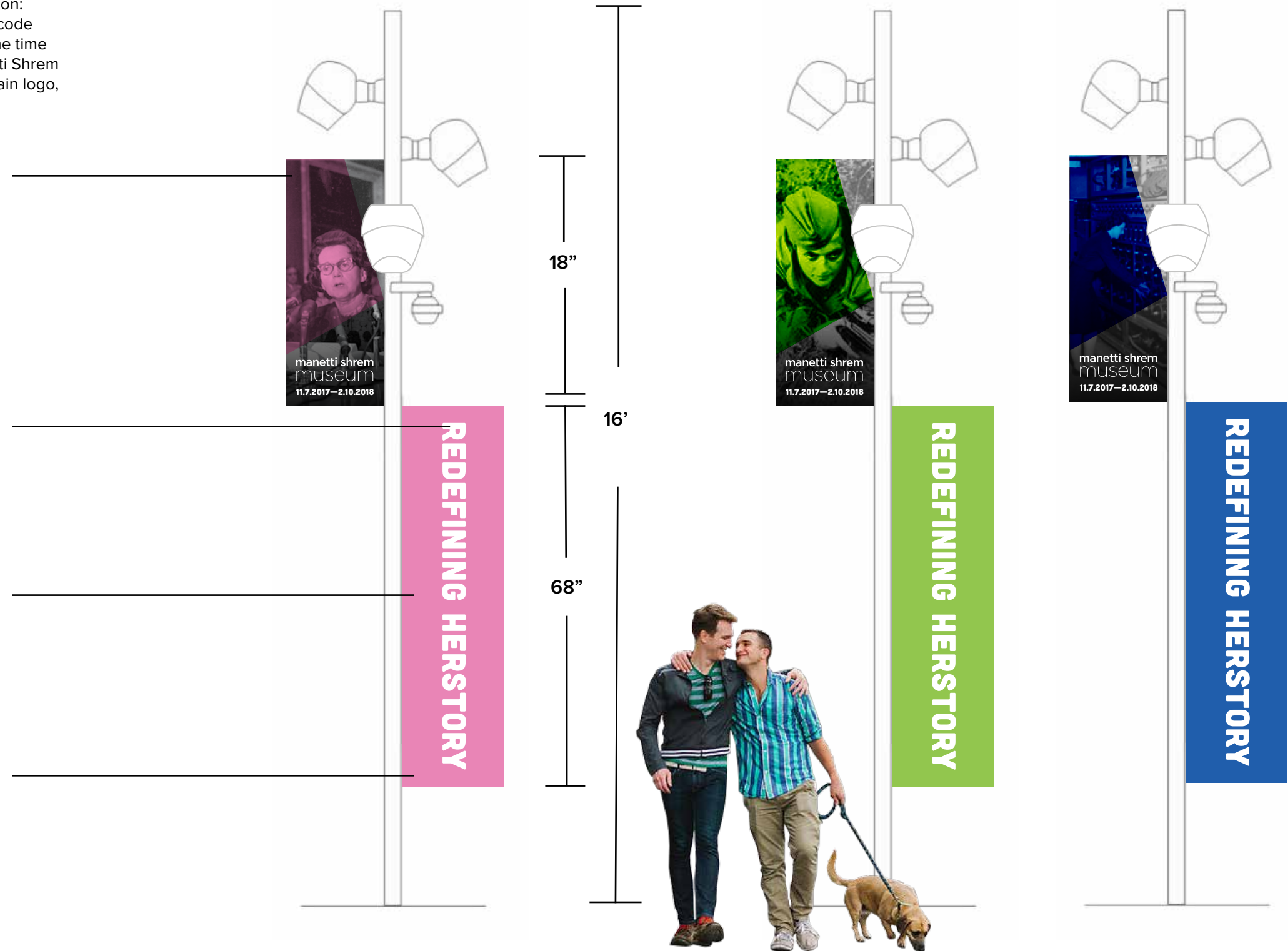
The type used for the date, as well as the bottom main banner, resembles a hand-written poster. The type reflects protest posters created by women in events such as the Women's March.

Color

The colors used in the top banners correlate with the main bottom banners. The colors used in the main banners are a few of the specific colors used within the exhibition.

Main Banner

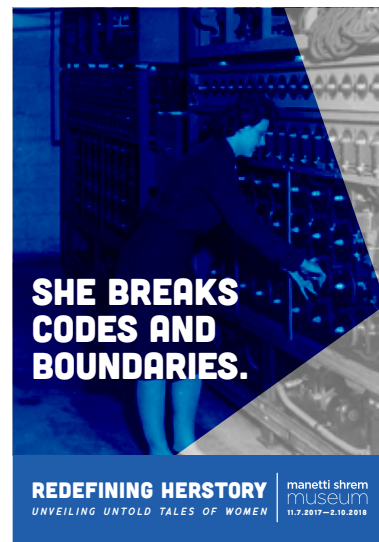
The main banner features the main typography for the exhibit. The white color of the text contrasts well with the bold, bright colors chosen for the bottom banners.



Bus Ads

This specific sign will be placed within the stop signs within Davis, as well as in towns with close proximity such as Woodland, Vacaville, and Sacramento.

Alternative Variations



Color

The main color used in this graphic correlates with the color used on the bottom. The green represents Women of Adventure and is the one of the main colors used in the exhibit.

Images

The image in this graphic is the same photo used in the exterior banner sign.

Type

The typeface, Cubano, is used for the main text, along with our main bottom logo. The main text is bold and immediately intrigues the viewer closer to the message.



Brochures

These brochures will give additional information about the exhibit including a color guide to the sections. They will also provide information about upcoming events and programming (speeches, workshops, etc.).

Cover Design

The brochures front is a solid color. The cover opens up to a collage of women in the exhibition. The inside pages have more information.

Cover Variations



Collage Page



Graphic T-shirts

Part of the merchandise would be graphic t-shirts with bold statements that reference the exhibition.

