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PHASE T: EXHIBITION OVERVIEW



PHASE T: EXHIBITION OVERVIEW

PHASE 1: FORMATIVE EVALUATION

FANDEMONIUM: Heroes Through Our Eyes / Winifred Siu & Tsz Yan Wong / DES 185: Exhibition Design



JASON WONG, 24 **Economics Major**

What types of exhibitions would you be interested in?

I've always been fascinated by realistic art and design. I find it amazing when artists can make an object or view look exactly like how it does in real life. I'm also interested in smart and creative packaging design.

What types of experiences would you prefer in an exhibit?

I do like having music in the background as long as it's soft. I think food is okay but drinks are a lot better-something like water or lemonade. In terms of lighting, make sure it's bright enough.

What types of spaces do you find yourself attracted to?

I'm very traditional in that I prefer my exhibits uncluttered and neat. I prefer clean white walls and a more sophisticated feel.



MICHELLE WU, 19 Biochemistry and Molecular Biology Major

What types of exhibitions would you be interested in?

As a biology major, I'd be really interested in seeing an exhibit with photos about the human physiology. I also enjoy landscape paintings and other forms of non-abstract art.

What types of experiences would you prefer in an exhibit?

I'd really like to see more videos in an exhibit. There should be people giving tours and nice places to sit and admire the artwork. It'd also be nice to be given more information on the tags for each piece.

What types of spaces do you find yourself attracted to? I like casual spaces more and I prefer that they're more spacious as well.



JESSICA NABONNE, 21 Biological Sciences Major

What types of exhibitions would you be interested in? I actually really liked the 'Bodies' exhibit. I enjoy seeing exhibits about the human body. I also wouldn't mind going to an exhibition about nature, music, or fashion. Overall, I'd prefer something more new and interpretive than classic.

What types of experiences would you prefer in an exhibit? I like it when I get to go to an exhibit and touch things. It's nice getting to feel different densities and textures...like when you go to an aquarium. Live demonstrations are also really exciting.

What types of spaces do you find yourself attracted to? I'd much rather be in a casual environment where people can talk and interact with each other. Colors, when appropriate, are a nice addition too.

DUSTIN NG, 20 International Relations Major

What types of exhibitions would you be interested in? I'm really interested in the ethnic American culture. Whether it's the first generation Asian Americans or the earliest Irish Americans, I find it really interesting how they learned to acculturate and assimilate into this new country.

What types of experiences would you prefer in an exhibit? Definitely more interactive experiences are cool. It's nice when museum goers can feel like they're really engaging and experiencing the exhibit fully. Videos are also good—more moving visuals.

What types of spaces do you find yourself attracted to? I don't really prefer environments that are too formal. The lighting and brightness in an exhibit also needs to be just right.



PHASE 1: EXHIBITION BRIEF

FANDEMONIUM: Heroes Through Our Eyes / Winifred Siu & Tsz Yan Wong / DES 185: Exhibition Design

CORE IDEA

The current culture of comic books and comic book heroes is based upon the personal interpretation of the reader.

EXHIBITION INFORMATION

Title Fandemonium Subtitle Heroes Through Our Eyes Venue Jan Shrem and Maria Manetti Museum of Art, Davis, CA Dates January 07, 2013 - April 27, 2013 Audience General Public Location Temporary Exhibition Gallery Size of Space 7,200 square feet Interpretive Elements A panoramic wall of monitors will display fan-made superhero films and the amateur comic book artwork of visiting artists Promotion Full array of promotional banners, posters, and other graphics

EXHIBITION OUTLINE

The exhibit will be organized into four different categories—all revolving around the main theme of comic book fan culture and the masked hero. Other categories within the exhibit include the villain, the female identity, and the sociopolitical context. Each of these sections describes a key area of interest and exploration for fan art themes as well. Comic book readers have engaged in these topics and found new and creative ways to interpret and personalize them.

The Masked Hero This section explores the creative interpretations of various different superheroes in popular culture. We explain the idea of the secret identity and how fans choose to read comic books as a way of adopting a different reality. Fans may adopt certain superheroes and define them in ways that relate to their own personalities and who they wish they could be.

The Villain This section tackles the antagonist and how fan artists portray the bad guy. Some may find that they relate better to these individuals than the superheroes that are more commonly admired.

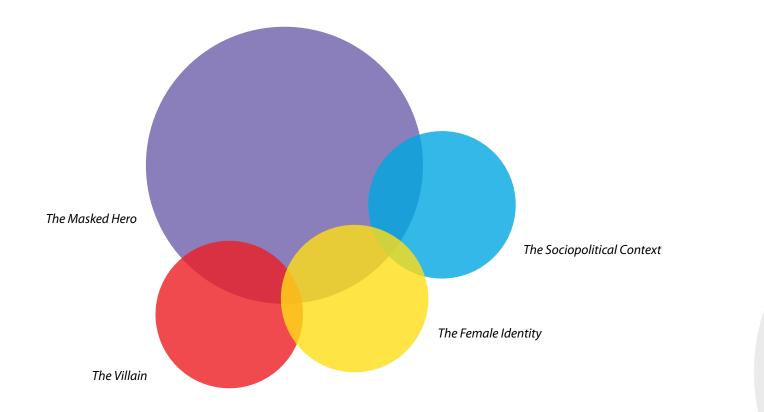
The Female Identity This section studies the different ways in which women are portrayed in comic book culture. Society's differing impressions of women are clearly illustrated through their roles as damsels in distress as well as female protagonists.

The Sociopolitical Context This section showcases the different ways in which comic book heroes have been used to illustrate and interpret political issues. As these heroes represent the most pure form of Americanism, their presence in social and political culture must be addressed.



PHASE 1: CONCEPT MAP

FANDEMONIUM: Heroes Through Our Eyes / Winifred Siu & Tsz Yan Wong / DES 185: Exhibition Design



The goal of this exhibit is to showcase the impressive interpretations of popular superhero forms by fan artists. Through these works, visitors can better understand how particular artists relate to these heroes, and ultimately, how the current superhero culture was developed. Visitors will enter to first experience an introduction to the superhero and its variations. From there, they can venture out into the accompanying sections that offer a wider view into the comic book world. Appreciation and development of superhero culture

Personal Identification with comic book heroes

Fan art interpretations of heroes



PHASE 1: OBJECT LIST (THE MASKED HERO)



Green Lantern Half Danny Haas 14″x 16″ Print

A01



Wolverine Half Danny Haas 14″x 16″ Print

A02



Hulk Half Danny Haas

14″x 16″

Print

A03



Superman Half Danny Haas 14″x 16″ Print

A04



A06 Ironman Color Kevin Tong 24"x 36" Print



Avengers Glass Jian Guo 17″x 25″ Print

A07



A08

Avengers Splatter Melissa Smith 28″x 39″ Print



Robin Drip Boneface

17″x 11″

Print

A14

A09



A11 Spiderman Drip Boneface 17"x 11" Print



A12

Spiderman Collage Mike Alcantra 72″x 48″ Print



A13

Print

Hulk Paper Gregoire Guillemin 17″x 22″



Ironman Paper Gregoire Guillemin 17″x 22″ Print







FANDEMONIUM: Heroes Through Our Eyes / Winifred Siu & Tsz Yan Wong / DES 185: Exhibition Design



A05

Superhero Home **Gilles Barbier** 180"x 180"x 80" Sculpture



A10

Batman Drip Boneface 17"x 11" Print



A15

Batman Paper Gregoire Guillemin 17″x 22″ Print



PHASE 1: OBJECT LIST (THE MASKED HERO)



Cyclops Cubism James Reid 17″x 21″ Print

A16



Wolverine Cubism James Reid 17"x 21" Print

A17



Supercat Ramon Plat 18″x 24″

A18

Print



A19 Hulk Real lan Pool 22"x 10" Print



A21 Batman Real Ian Pool 22″x 14″ Print



A22 - A24

Mutant Body As Four 72"x 20" Costume



A25

Man Made Liam Brazier 22″x 16″ Print



Mad Man Liam Brazier

22″x 16″

Print

A26



A28 Captain America Unknown 27″x 40″

Print



A29 Spiderman Figure Calvin Ma 10"x 3"x 2" Sculpture



A30

Calvin Ma

10″x 3″x 2″

Sculpture

Batman Figure



Wolverine Figure Calvin Ma 10"x 3"x 2" Sculpture

A31





FANDEMONIUM: Heroes Through Our Eyes / Winifred Siu & Tsz Yan Wong / DES 185: Exhibition Design



A20

Spiderman Real Ian Pool 22″x 12″ Print



A27

Man Up Liam Brazier 22"x 16" Print



A32

Pixel Superheroes Pahito 17″x 23″ Print



PHASE 1: OBJECT LIST (THE MASKED HERO)

AB	C D	
ĒF	GΗ	
J	K L	
M N	OP	
QŔ	AT 3	
UV	WΧ	
YŻ		

Heroes Alphabet Fabian Gonzalez 20″x 16″ Print

A33



Spiderman Type Matthew Olin 8″x 10″ Print

A34



Batman Type Matthew Olin

8″x 10″

Print

A35



Catwoman Type Matthew Olin 8″x 10″ Print

A36



A38 Hulk Type Matthew Olin 8″x 10″

Print



A39 Superman Type Matthew Olin 8″x 10″ Print



A40

X-Men Glass Melissa Garner 11″x 16″ **Clear Print**



Spiderman Undone Patricia Waller 72″x 70″x 63″ Sculpture

A41



A43

Batman Comic 2 Julie Sydor N/A Book



Batman Kneel Adrian Tranquilli 45"x 24"x 36" Sculpture

A44



A45

N/A

Film

Arkham Asylum

Miguel Mesas



Superman vs. Hulk Mike Habjan N/A Film

A46



FANDEMONIUM: Heroes Through Our Eyes / Winifred Siu & Tsz Yan Wong / DES 185: Exhibition Design



A37

Flash Type Matthew Olin 8″x 10″ Print



A42

Batman Comic 1 James McLean N/A Book



A47

Lego Heroes **Robin Parrish** N/A Film



PHASE 1: OBJECT LIST (THE VILLAIN)



Joker Fetus Alexandre Nicolas 12″x 8″x 5″ Sculpture

B01



Silver Surfer Fetus Alexandre Nicolas 12″x 8″x 5″ Sculpture

B02



B03

Loki Paint

Alex Bayliss

14″x 18″

Canvas



B04 Loki Sketch Atarial 16"x 20" Print



Bane Kid Andy Fairhurst 16″x 20″ Print

B06



Doctor Ock Kid Andy Fairhurst 16"x 20" Print

B07



B08

Magneto Kid Andy Fairhurst 16″x 20″ Print





B11 Dr. Doom Stencil Klingatron 30″x 36″ Print



Joker Pixel Jesus Castañeda 26"x 26" Print

B12



B13

Magneto Pixel Jesus Castañeda 26″x 26″ Print





B09







FANDEMONIUM: Heroes Through Our Eyes / Winifred Siu & Tsz Yan Wong / DES 185: Exhibition Design



B05

Venom Color Vincent Vernatola 26″x 26″ Print



B10

Joker Watercolor **Robin Ewers** 18″x 24″ Canvas



PHASE 1: OBJECT LIST (THE FEMALE IDENTITY)

FANDEMONIUM: Heroes Through Our Eyes / Winifred Siu & Tsz Yan Wong / DES 185: Exhibition Design



Catwoman Fetus Alexandre Nicolas 12″x 8″x 5″ Sculpture

C01



W.W. Fetus Alexandre Nicolas 12″x 8″x 5″ Sculpture

C02



C03

Poison Ivy Pattern Alex Bayliss 14″x 16″ Canvas



Harley Quinn Face Isaiah Stephens 13″x 16″ Print

C04



Black Widow Splat Melissa Smith 23″x 17″ Print

C06



C07 Harley Quinn Splat Melissa Smith 17″x 17″ Print



C08

W.W.Pop Steve Kaufman 60″x 60″ Print



W. W. Dark Amanda Visell 18″x 24″



C11 W. W. Watercolor Anthony Lister 20"x 20" Print



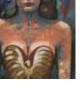
Catwoman Movie Unknown 27"x 40" Print

C12



C13

Electra Cubism **Robert Ball** 17″x 17″ Print





C09











C05

Catwoman Sketch Zucco 14″x 16″ Print



C10

W.W.Body Meagan Marie 21″x 17″ Print



PHASE 1: OBJECT LIST (THE SOCIOPOLITICAL CONTEXT)



Facebook Nitrozac & Snaggy 24"x 21" Print

D01



Super Obama

D02

Gerard Boersma 20"x 20" Canvas



D03

Spiderman Photo Agan Harahap 24"x 18" Photograph



Batman Photo Agan Harahap 24″x 18″ Photograph

D04



Flash Photo Agan Harahap 24"x 18" Photograph

D06



D07 Joke James Lillis 22"x 34" Print



D08

Flash Corp Matthew Olin 18″x 27″ Print



D09

X-Men Corp Matthew Olin 18″x 27″ Print



D11

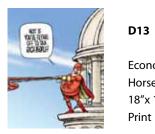
Superman Corp Matthew Olin 18″x 27″ Print





Heroes & Obama Luckovich 20″x 16″ Print

D12



D13

Economic Heroes Horsey

18″x 13″













FANDEMONIUM: Heroes Through Our Eyes / Winifred Siu & Tsz Yan Wong / DES 185: Exhibition Design



D05

Superman Photo Agan Harahap 24″x 18″ Photograph



D10

Batman Corp Matthew Olin 18"x 27" Print







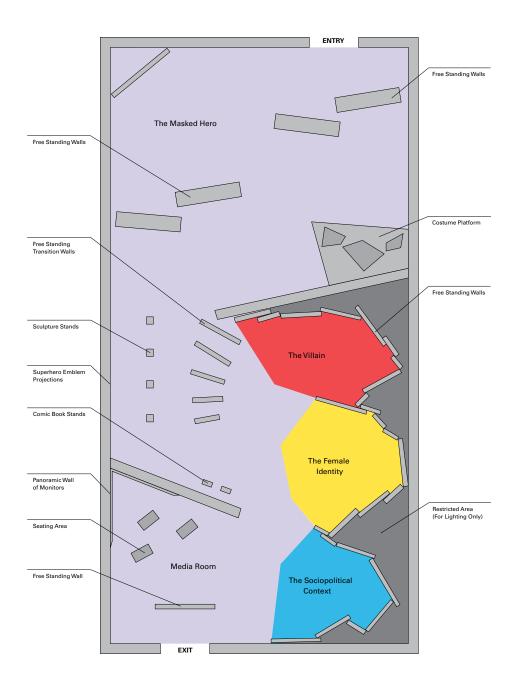
PHASE 2: CONCEPT FLOORPLAN

As museum goers enter our exhibit, they will be presented with a mature but fun-loving exhibit that explores the wide expanse of today's comic book fan art culture. Individuals will first be led across a path that introduces them to the multiple interpretations of our most beloved superheroes. These pieces vary in size, color, and medium.

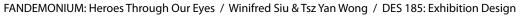
A transitional hallway takes visitors down a more in-depth journey of the multiple themes presented within comic books. Individuals will be fascinated by floor to ceiling projections of well-known superhero emblems and unique interpretations of superhero and villain fetuses. This hallway gives way to the main centerpiece of our exhibit which is the Adrian Tranquilli Batman sculpture. Observers may choose to spend more at this life-size piece or move on to explore the cityscape walls that display the villain, the female identity, and the sociopolitical context categories.

Each supplemental section of the superhero exhibit provides a different experience for the observer and allows them to gain further insight into how exactly some fans approach these distinct themes.

The last experience an individual will have in our exhibit is the media room. This area will feature a large panoramic wall of monitors that will display the amateur artwork of superhero enthusiasts just like ourselves. Visitors may choose to email the musuem with their unique work and have it displayed on the multiple screens for everyone to admire! At particular time intervals, the screens will also combine together to create one giant monitor that showcases today's most popular fan-made superhero films.









PHASE 2: OBJECT PLACEMENT

THE MASKED HERO

A01 Green Lantern Half A02 Wolverine Half Hulk Half A03 A04 Superman Half A05 Superhero Home A06 Ironman Color Avengers Glass A07 A08 Avengers Splatter Robin Drip A09 A10 Batman Drip A11 Spiderman Drip A12 Spiderman Collage A13 Hulk Paper A14 Ironman Paper

Batman Paper

THE VILLAIN

Cyclops Cubism

A15

A16

A17	Wolverine Cubism
A18	Supercat
A19	Hulk Real
A20	Spiderman Real
A21	Batman Real
A22	Mutant Body 1
A23	Mutant Body 2
A24	Mutant Body 3
A25	Man Made
A26	Mad Man
A27	Man Up
A28	Captain America
A29	Spiderman Figure
A30	Batman Figure
A31	Wolverine Figure
A32	Pixel Superheroes

THE	FEMAL	e ider.	YTITN

B01	Joker Fetus
B02	Silver Surfer Fetus
B03	Loki Paint
B04	Loki Sketch
B05	Venom Color
B06	Bane Kid
B07	Doctor Ock Kid
B08	Magneto Kid
B09	Poison Ivy Kid
B10	Joker Watercolor
B11	Dr. Doom Stencil
B12	Joker Pixel
B13	Magneto Pixel

C01 Catwoman Fetus C02 Wonder Woman Fetus C03 **Poison Ivy Pattern** C04 Harley Quinn Face C05 Catwoman Sketch C06 Black Widow Splat Harley Quinn Splat C07 C08 Wonder Woman Pop C09 Wonder Woman Dark C10 Wonder Woman Body C11 Wonder Woman Watercolor C12 Catwoman Movie

C13 Electra Cubism

	THE S-P CONTEXT
D01	Facebook
D02	Super Obama
D03	Spiderman Photo
D04	Batman Photo
D05	Superman Photo
D06	Flash Photo
D07	Joke
D08	Flash Corp
D09	X-Men Corp
D10	Batman Corp
D11	Superman Corp
D12	Heroes & Obama
D12	Economic Horoos

A33

A34

A35

A36

A37

A38

A39

A40

A41

A42

A43

A44

A45

A46

A47

Heroes Alphabet

Spiderman Type Batman Type

Catwoman Type

Superman Type

Batman Comic 1

Batman Comic 2

Batman Kneel

Lego Heroes

Arkham Asylum

Superman vs. Hulk

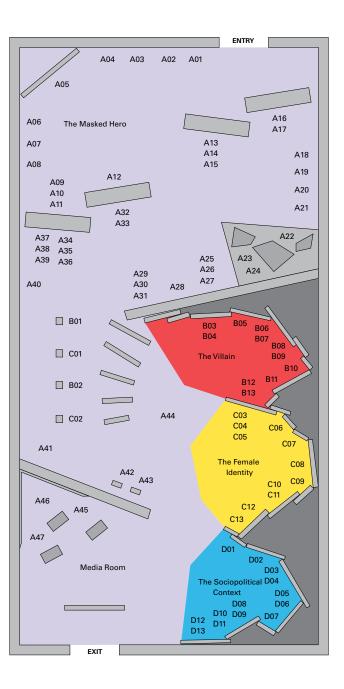
Spiderman Undone

X-Men Glass

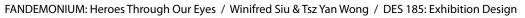
Flash Type

Hulk Type

D13 Economic Heroes



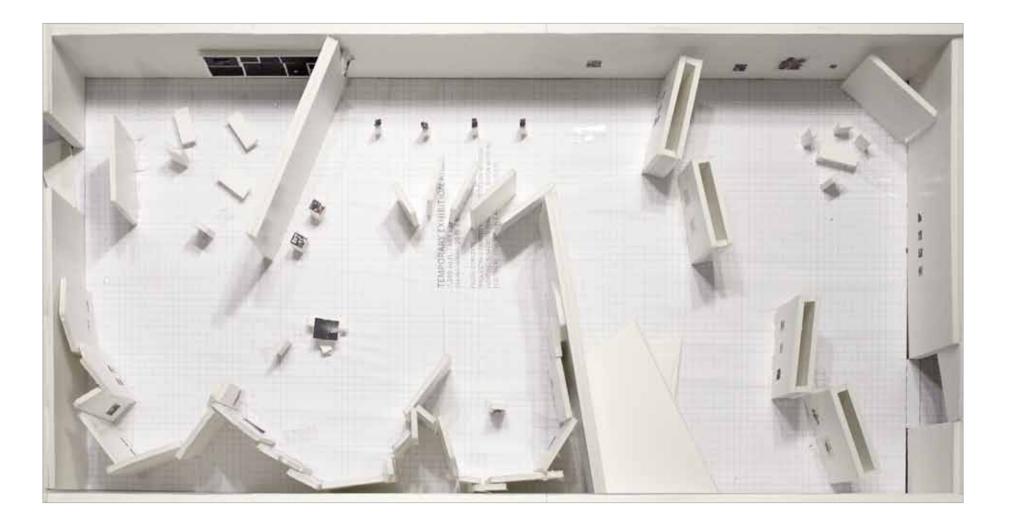








The scale model was used in the development of the floor layout to give a better sense of scale in terms of the size of each display object relative to the height of the building. The goal was to maximize visitor experience and satisfaction by providing observers with a very modern, captivating, and dynamic atmosphere.



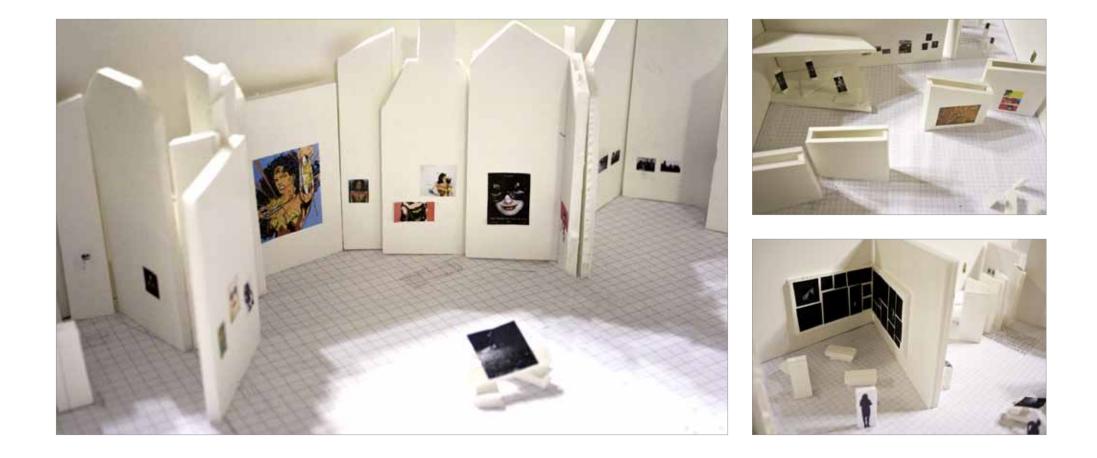






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The left photograph illustrates our intentions for the cityscape feature in our exhibit. These "buildings" will display the following sections: The Villain, The Female Identity, and The Sociopolitical Context. The top right photograph shows our beginning exhibit section called "The Masked Hero." The bottom right photograph is an idea for our media room, where monitors will display amateur hero fan art and fan-made superhero films.





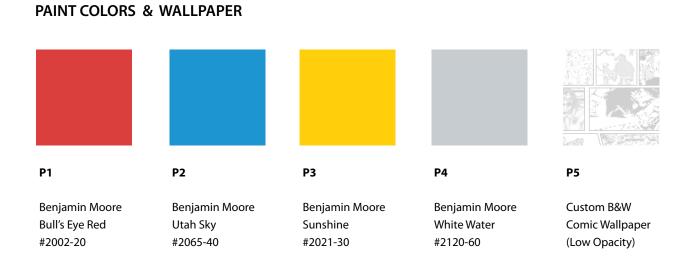




PHASE 3: EXHIBITION STAGING



PHASE 3: MATERIALS & PALETTE



SEATING MATERIALS

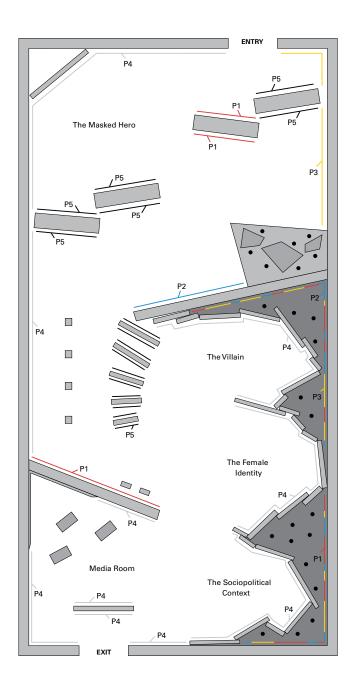


Generic Park Bench (To be painted entirely in P4 paint color)

LIGHTING

Track lighting will be used throughout exhibit space. Floor spotlighting will be used on the costume platform and in the cityscape sections (indicated by the black dots).







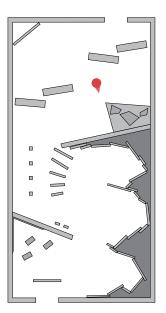
PHASE 3: PERSPECTIVE VIEW

FANDEMONIUM: Heroes Through Our Eyes / Winifred Siu & Tsz Yan Wong / DES 185: Exhibition Design



COSTUME PLATFORM

At the costume stage, visitors will get to experience the costume displays with dramatic lighting and a realistic city backdrop. To the right, there are examples of how the fan art pieces will look against the bright and exciting colored walls.





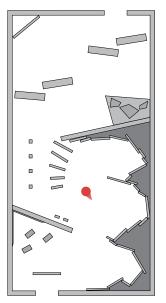


PHASE 3: PERSPECTIVE VIEW



CITYSCAPE SECTIONS

The cityscape walls will display our three supplemental themes. The various 'buildings' will section off this space into three separate areas of villains, female protagonists, and political issues. Lights behind the free standing walls will shine through the various cracks and openings to create a more dramatic effect.





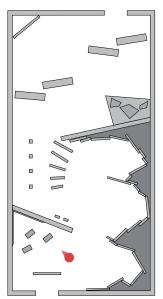


PHASE 3: PERSPECTIVE VIEW



MEDIA ROOM

The media room will feature a panoramic wall of monitors that will display the amateur fan artwork of visitors and fan-made superhero films. Each individual screen will show a piece that was drawn by maybe a student artist or a little kid. At timed intervals, all the smaller monitors will link together to display impressive fan-made films as one giant screen. Visitors will get to enjoy the showings on park benches painted to match the walls and floors.











PHASE 4: TYPE & COLOR

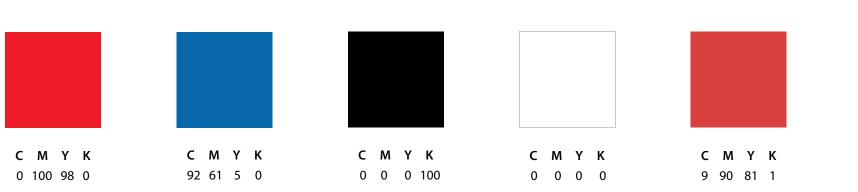
FANDEMONIUM: Heroes Through Our Eyes / Winifred Siu & Tsz Yan Wong / DES 185: Exhibition Design

To give the utmost amount of focus to the actual art pieces that are going to be on display, a more clean and simple design palette was chosen. The use of the following typefaces and colors act as an appropriate blend of playfulness and readability.

TYPOGRAPHY

Myriad Pro Semibold Myriad Pro Regular Myriad Pro Italic BADABOOM BB REGULAR abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTHVWXYZ abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTHVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 1234567890 1234567890 1234567890

COLORS







СМҮК

76 28 1 0



PHASE 4: OBJECT LABELS

GENERAL SPECIFICATIONS

Dimensions: 10 in x 10 in Typeface: Myriad Pro Regular

Title: 36 pts Artist & Year: 20 pts Description: 18 pts

Man Made

Liam Brazier is a freelance illustrator and animator whose talent lies in creating pop culture icons like Superman or Darth Vader in a beautifully striking way.

COLOR SPECIFICATIONS

The background color of the object label matches that of the supporting wall. This allows the emphasis of the overall displays to be on the exhibit pieces.

Red Object Label: White text color Blue Object Label: White text color Yellow Object Label: Black text color Gray Object Label: Black text color

No.

E?

Man Made Liam Brazier, 2012

Liam Brazier is a freelance illustrator and animator whose talent lies in creating pop culture icons like Superman or Darth Vader in a beautifully striking way. The origami-esque style combined with the bright colors makes his work really stand out.

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Man Made

Liam Brazier is a freelance illustrator and animator whose talent lies in creating pop culture icons like Superman or Darth Vader in a beautifully striking way. The origami-esque style combined with the bright colors makes his work really

Man Made Liam Brazier, 2012

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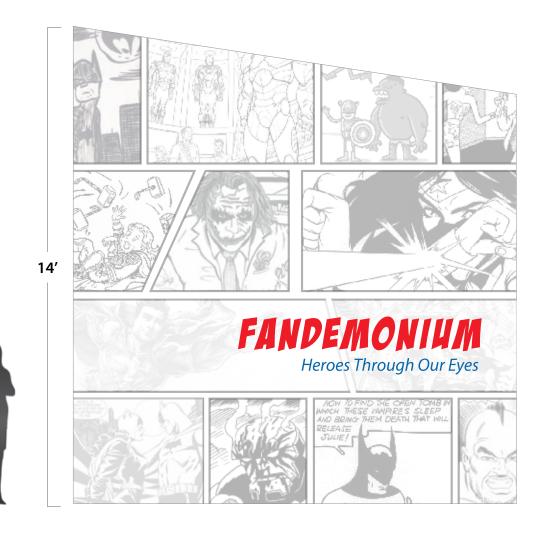
PHASE 4: OBJECT LABELS





PHASE 4: TITLE & INTRODUCTION WALLS

The title and introduction walls will be the first exhibition features that visitors encounter. They are meant to be encourage individuals to explore the rest of the exhibit.





FANDEMONIUM: Heroes Through Our Eyes / Winifred Siu & Tsz Yan Wong / DES 185: Exhibition Design

THE MASKED HERO





PHASE 4: SECTION WALLS

FANDEMONIUM: Heroes Through Our Eyes / Winifred Siu & Tsz Yan Wong / DES 185: Exhibition Design



The main section wall features introductions to all three of the supplemental exhibit themes.







PHASE 4: MUSEUM VISUAL IDENTITY

SHREM MUSEUM OF ART

SHREM MUSEUM OF ART

To create the promotional materials for this exhibit, it was necessary that a visual identity be created for the Shrem Museum of Art first. The simple, san-serif typeface Myriad Pro was chosen to allow for the most versatility. Both the museum title and subtitle should be set in uppercase and adapted to whatever the color scheme for the featured exhibit is. The subtitle may be set to Myriad Pro Semibold for increased visibility.

SHREM MUSEUM OF ART



























PHASE 4: BUS SHELTER POSTERS







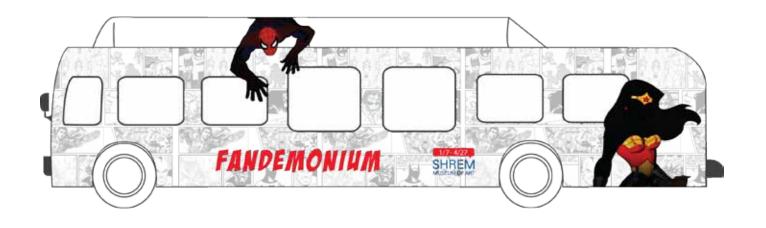








PHASE 4: OTHER PROMOTIONAL GRAPHICS













PHASE 4: PROMOTIONAL GRAPHICS OVERVIEW

 ${\sf FANDEMONIUM: Heroes Through \ Our \ Eyes \ / \ Winifred \ Siu \ \& \ Tsz \ Yan \ Wong \ / \ DES \ 185: Exhibition \ Design}$











