



FAR OUT

Escape reality through the psychedelic counterculture movement.

Introduction	i
Exhibition Overview	1
Exhibition Brief	2
Lookbooks	3-5
Object List	6-19
Concept Plan & Massing Study	20-21
Floor Plan	22-23
Scale Model	24-27
Interviews	28-29
Exhibition Details	31
Renderings	32-36
Color Palette	37
Material Palette	38
Furniture	39
Paint Locations	40
Lighting	41
Exhibition Identity	43
Typology	44-46
Graphic Color Palette	47
Promotional Graphics	48-53
Merchandise	54-55



**FAR
OUT**

Far Out is an exhibit that curates escapism through various mediums from the counterculture movements that took place during the 60s and 70s Psychedelic era, including anti-society groups, music and art. Far Out aims to create a conversation among its visitors, asking them to question whether counterculture still exists today, with the inclusion of a collection of a 21st century re-emergence of transcendence through the arts. Far Out will be a safe space for people to gather, reflect, and communicate about the impact issues in society have on individuals and groups of people, all while considering the movements of the past.

The psychedelic movement started in San Francisco, and quickly found its way to Davis as evident by the UC Davis Domes. Although the domes were established in 1972, they still exist today, keeping alive the spirit of escapism at the school, and making Far Out a relevant exhibit for the community.

EXHIBITION OVERVIEW

FAR OUT

Exhibition Overview
Exhibition Brief & Outline

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017

Theme

A display of art created during and inspired by the late 1960s-70s Psychedelic and counterculture movements, including the extension of escapism into the 21st century through art.

Title: Far Out

Venue: Manetti Shrem Museum of Art, Davis, CA

Dates: November 7, 2017 – February 10, 2018

Audience: General, especially with interest in art, music and the cognitive sciences.

Location: Temporary exhibition space

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

Number of Objects: 159

Retail Area: Located in the lobby

Interpretive Elements: Exhibition texts and object labels, audio clips, film visuals, sculpture, immersive installations, and interactive guitar pedals and music listening booths.

Promotion: Full array of promotional banners, posters, t-shirts and a compilation vinyl record.

Exhibition Outline

Background Information:

The introductory space will feature information about major events that led up to the Psychedelic era, such as the Vietnam War and the Civil Rights Movement, providing context as to what created a desire to escape from these harsh realities.

Counterculture—Drop City, Ant Farm, Ken Kesey:

Emerging from the entrance space, visitors will enter a large room housing the geodesic dome that is Drop City. Inside the dome, images and a video documentary about Drop City will be featured, as well as images of Ant Farm and Ken Kesey, The Acid Test and the Merry Pranksters. This space highlights the anti-society groups that reacted against reality by forming their own countercultures.

Ant Farm Inflatable:

Upon exiting the dome, visitors will be able to experience the inside of the Ant Farm inflatable, an example of anti-architecture.

Music:

Visitors will be able to listen to psychedelic music from the 60s and 70s in vintage sound-proof listening booths. They will also be able to participate in an interactive experience that consists of stepping on various guitar pedals to hear the different distortion effects they create. Album artwork from popular music of the time period as well as a wall of vintage electric guitars and an oil projection will be featured in this space.

Art:

This space will consist of Matti Klarwein's psychedelic inspired paintings, as well as concert posters inspired by the music from late 60s, early 70s time period.

21st Century Video:

This room will be a space for visitors to relax and view a loop of psychedelic inspired contemporary music videos and other visuals.

Burning Man:

Visitors will be able to view a short video about Burning Man projected on a large panoramic screen. Photos of the festival will also be featured in this space. Burning Man is a contemporary example of a counterculture movement that occurs for one week, once a year, where people create a new "city" in the middle of the desert to escape reality for a week by creating their own collective society of anarchy, art, music and togetherness.

21st Century Sculpture:

Sculptures by modern artist, Dan Lam, will be featured in this space, intending to provide the audience with a new means of escape from reality.

Immersive Installation:

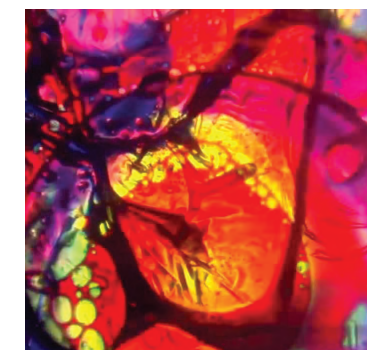
An installation by Peter Kogler will be featured in an entire room, covering the walls and floor, allowing viewers to be immersed in "another world".

FAR OUT

Exhibition Overview
Lookbook: Inspiration

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



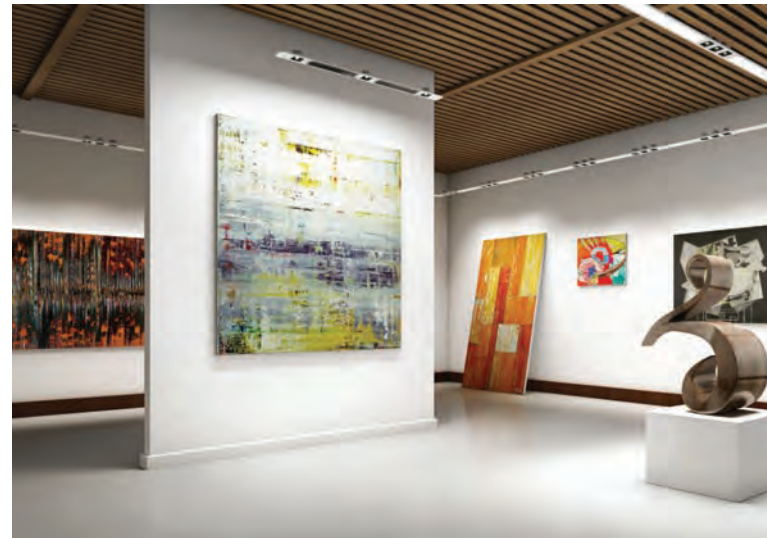
FAR OUT

Exhibition Overview
Lookbook: Furniture

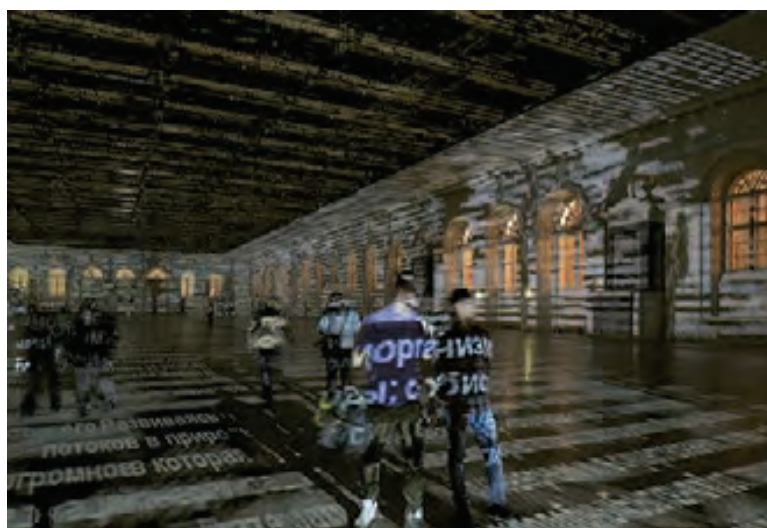
Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017





The primary function of lighting in the exhibit is to highlight the various objects. Certain spaces will require dim lighting in order to accommodate projections. In the entrance space, lighting is used to draw people through the hallway and out into the rest of the exhibit. In the music room, for example, the lighting will be used to create ambience, enhancing the visitor's experience of the music.



FAR OUT

Exhibition Overview
Object List

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



01
Horst Faas
Vietnam, 1965
Photograph
24x36"



02
Philip Jones Griffith
Battle for Saigon, 1968
Photograph
24x36"



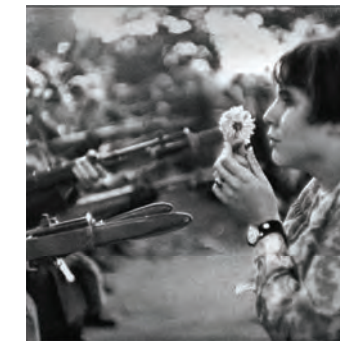
03
Hugh Van Es
Wounded U.S. Soldier in
Vietnam
Photograph
24x36"



04
PastCentury Tube
The Most Terrible War In
Indochina
Documentary Clip
1h 46m



05
Harvey Richards
Protestors in San Francisco,
CA, 1967
Photograph
24x36"



06
Marc Riboud
Protestor, 1967
Photograph
24x36"



07
Harvey Richards
Vietnam War Protest March,
San Francisco, 1967
Photograph
24x36"



08
Unknown
Protest at the Pentagon,
1967
Film footage
14m 32s



09
Charles Moore
African American people being
sprayed with a fire hose
Photograph
24x36"



10
Spider Martin
Marching with MLK, 1965
Photograph
24x36"



11
Don Hogan Charles
U.S. Troops intervene during
Civil Rights protests, 1967
Photograph
24x36"



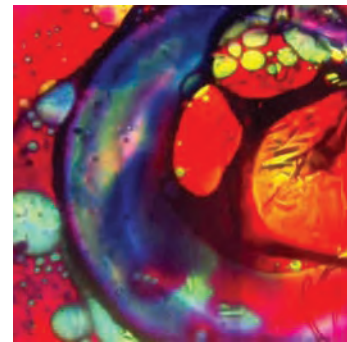
12
Unknown
"I Have A Dream" speech
Video clip
17m 29s

FAR OUT

Exhibition Overview
Object List

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



13
Unknown
Liquid Light Show
Oil, Various Colored Dyes,
Water
No Size



14
Ken Kesey
Further
Painted School Bus
20 X 5'



15
Paul Foster
"Can You Pass The Acid Test?"
Poster
17x22"



16
Ted Streshinsky
Print Of A Merry Prankster
Photograph
8x10"



17
Lisa Law
Print Of The Further Bus
Photograph
8x10"



18
Allen Ginsberg
Print Of Merry Pranksters
Photograph
13x19"



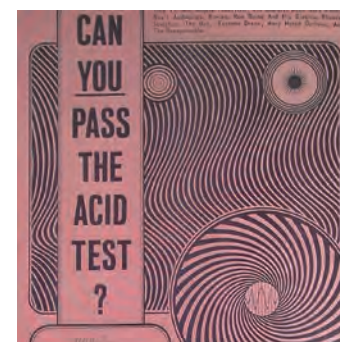
19
David Gahr
Print Of Ken Kesey In The
Further
Photograph
8x10"



20
Ted Streshinsky
Print Of Further
Photograph
10x8"



21
Gene Anthony
Print Of Further
Photograph
8x10"



22
Wes Wilson
Poster For The Acid Trip
13x19"



23
Allison Ellwood And Alex
Gibney
Magic Trip
Film
1h 30m



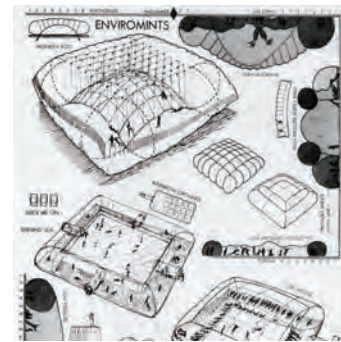
24
Ken Kesey
Interview
Audio
7m 26s

FAR OUT

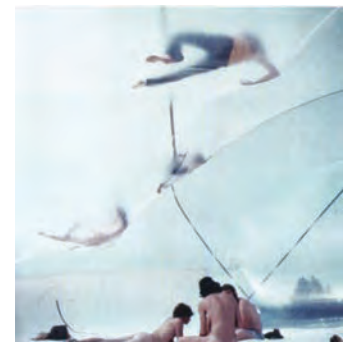
Exhibition Overview
Object List

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



25
Ant Farm
Inflatocookbook
Pamphlet
8.5 x 11"



26
Unknown
Untitled
Photograph
8 X 10"



27
Unknown
Clean Air Pod (1970)
Photograph
8 X 10"



28
Unknown
Untitled
Photograph
8 X 10"



29
Antfarm
Inflatocookbook
Pamphlet
8.5 X 11"



30
Antfarm
Inflatables
Pamphlet
8.5 X 11"



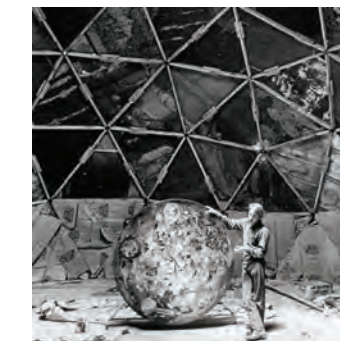
31
Ant Farm Inflatable
To Be Made
Plastic Sheets, pump
20x24'



32
Dennis Stock
Drop City Artists Commune
(1969)
Photograph
8 X 10"



33
Clark Richert
Drop City Panorama
Photograph
6 X 13"



34
Clark Richert
In Theater Dome With
"Ultimate Painting" (1966)
Photograph
6 X 13"



35
Unknown
Drop City, Colorado, Usa
Photograph
8 X 10"



36
Buckminster Fuller
Geodesic Dome
(To Be Constructed)
Steel, Aluminum
24' X 12'

FAR OUT

Exhibition Overview
Object List

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



37
Unknown
Drop City
Photograph
8 X 10"



38
Joan Grossman
Drop City
Documentary
1h22m



39
Gene Bernofsky, Joann
Bernofsky, Richard Kallweit &
Clark Richert
Drop City
Photograph
10" X 8"



40
Vintage 1960's Teisco ET-???
Electric Guitar
14"x21"x1 3/4"



41
Vintage 1959 Fender
MusicMaker Electric Guitar
14"x21"x1 3/4"



42
Vintage 1965 Fender Duo-Sonic
Electric Guitar
14"x21"x1 3/4"



43
Vintage 1960's Domino
Californian Electric Guitar
14"x21"x1 3/4"



44
Vintage 1960's Domino Spartan
Electric Guitar
14"x21"x1 3/4"



45
Vintage 1960's Norma Electric
Guitar
14"x21"x1 3/4"



46
Vintage 1960's Teisco EP7T
Electric Guitar
14"x21"x1 3/4"



47
Vintage 1960's Welson Concord
Electric Guitar
14"x21"x1 3/4"



48
Vintage 1960's Victoria Electric
Guitar
14"x21"x1 3/4"

FAR OUT

Exhibition Overview
Object List

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



49
Vintage 1960's Tradition Zenon
Electric Guitar
14"x21"x1 3/4"



50
Tycobrahe Parapedal
(Octavia)
3x4.5"



51
Vox Clyde McCoy
Wah-Wah Pedal
3.5x9"



52
1966 Dallas Rangemaster
Treble Booster
6.5x4x5"



53
1976-'77 Tycobrahe
Pedalflanger
3x9"



54
1976-'77 Tycobrahe
Octavia
3x9"



55
Dallas-Arbiter Fuzz Face
5.5" Diameter



56
Late-'60s/early-'70s Univox
Uni-Vibe
10x5.5"



57
'77 Mu-Tron Flanger
7x11"

FAR OUT

Exhibition Overview
Object List

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



58
The Beatles
Rubber Soul
Album Artwork
12 X 12"



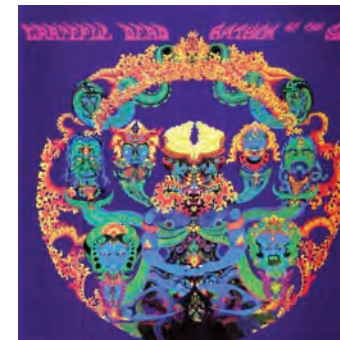
59
The Beatles
Revolver
Album Artwork
12 X 12"



60
The Beatles
Sgt. Pepper's Lonely Hearts Club Band
Album Artwork
12 X 12"



61
The Grateful Dead
Self-titled
Album Artwork
12 X 12"



62
The Grateful Dead
Anthem of the Sun
Album Artwork
12 X 12"



63
The Grateful Dead
Aoxomoxoa
Album Artwork
12 X 12"



64
Jefferson Airplane
Jefferson Airplane Takes Off
Album Artwork
12 X 12"



65
Jefferson Airplane
Surrealistic Pillow
Album Artwork
12 X 12"



66
The Doors
Self-titled
Album Artwork
12 X 12"



67
The Jimi Hendrix Experience
Are You Experienced
Album Artwork
12 X 12"



68
The Jimi Hendrix Experience
Electric Ladyland
Album Artwork
12 X 12"



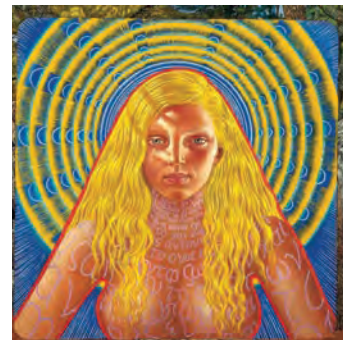
69
Pink Floyd
Dark Side of the Moon
Album Artwork
12 X 12"

FAR OUT

Exhibition Overview
Object List

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



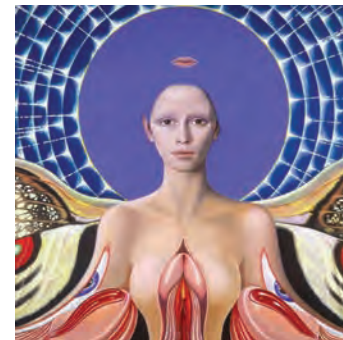
70
Mati Klarwein
St. John
Oil And Tempera
20 x 20"



71
Mati Klarwein
New York Angel
Oil And Tempera
20 x 20"



72
Mati Klarwein
Brazilian Angel
Oil And Tempera
20 x 20"



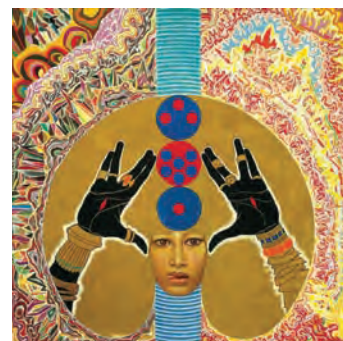
73
Mati Klarwein
St. John
Oil And Tempera
20 x 20"



74
Mati Klarwein
Flight To Egypt
Oil And Tempera
23 x 38"



75
Mati Klarwein
Jimi Hendrix
Oil And Tempera
50 x 50"



76
Mati Klarwein
Blessing
Oil And Tempera
20 x 20"



77
Mati Klarwein
Bitches Brew
Oil And Tempera
16 x 31"

FAR OUT

Exhibition Overview
Object List

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



78
Wes Wilson
Fillmore Poster For
The Grateful Dead
13x19"



79
Wes Wilson
Fillmore Poster For The
Grateful Dead
13x19"



80
Wes Wilson
Fillmore Poster For
Jefferson Airplane
13x19"



81
Wes Wilson
Fillmore Poster For
Captain Beefheart
13x19"



82
Wes Wilson
Fillmore Poster For
Buffalo Springfield
13x19"



83
Wes Wilson
Fillmore Poster For
Bola Sete
13x19"



84
Wes Wilson
Fillmore Poster For
Chuck Berry
13x19"



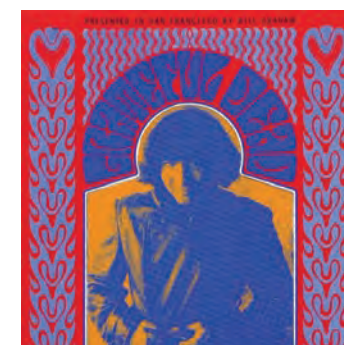
85
Wes Wilson
Fillmore Poster For
Jefferson Airplane
13x19"



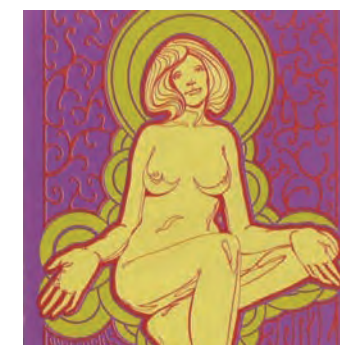
86
Wes Wilson
Fillmore Poster For
Otis Redding
13x19"



87
Wes Wilson
Fillmore Poster For
The Association
13x19"



88
Wes Wilson
Fillmore Poster For
The Grateful Dead
13x19"



89
Wes Wilson
Fillmore Poster For
The Chambers Brothers
13x19"

FAR OUT

Exhibition Overview
Object List

Manetti Shrem Museum of Art

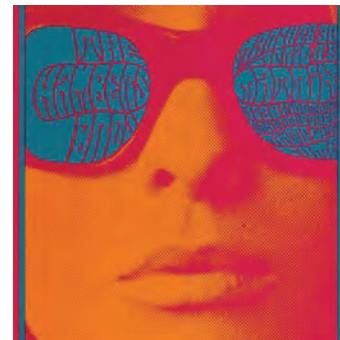
Shannen Hulley & Melissa Lager
16 March 2017



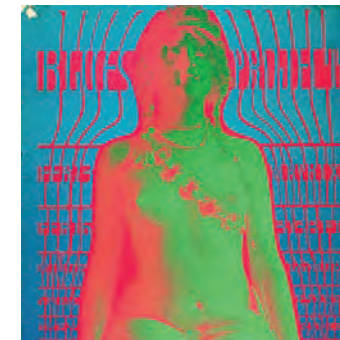
90
Victor Moscoso
Avalon Ballroom Poster For
Oxford Circle, Etc.
13x19"



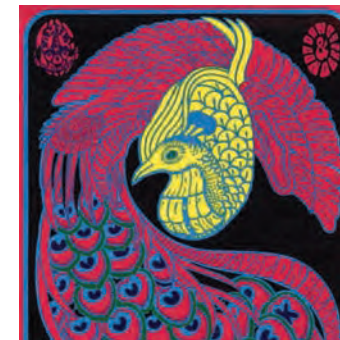
91
Victor Moscoso
Fillmore Poster For
The Miller Blues Band
13x19"



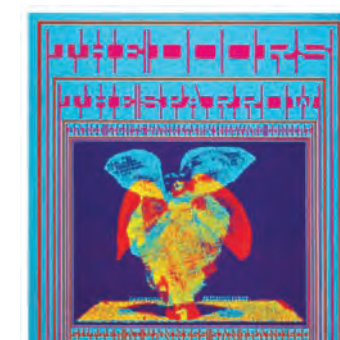
92
Victor Moscoso
Fillmore Poster For
The Chamber's Bros
13x19"



93
Victor Moscoso
Fillmore Poster For
The Blues Project
13x19"



94
Victor Moscoso
Avalon Ballroom Poster
For The Peacock Ball
13x19"



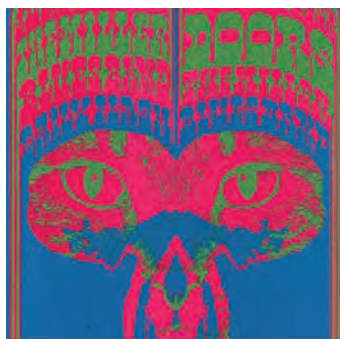
95
Victor Moscoso
Avalon Ballroom Poster For
The Doors
13x19"



96
Victor Moscoso
Avalon Ballroom Poster For The
Young Bloods
13x19"



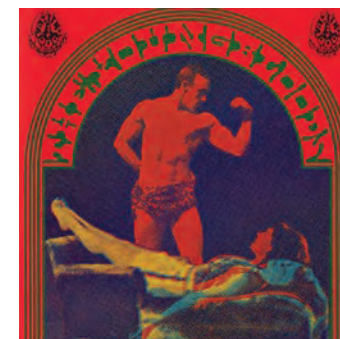
97
Victor Moscoso
Avalon Ballroom Poster For
Blue Cheer
13x19"



98
Victor Moscoso
Avalon Ballroom Poster For
The Miller Blues Band
13x19"



99
Victor Moscoso
Avalon Ballroom Poster For
The Doors
13x19"



100
Victor Moscoso
Avalon Ballroom Poster For
The Young Bloods
13x19"



101
Victor Moscoso
Avalon Ballroom Poster For
The Quicksilver Messenger
Service
13x19"

FAR OUT

Exhibition Overview
Object List

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



102
Bonnie Maclean
Fillmore Poster For Pink Floyd
13x19"



103
Bonnie Maclean
Fillmore Poster For Martha &
The Vandellas
13x19"



104
Bonnie Maclean
Fillmore Poster For
Muddy Waters
13x19"



105
Bonnie Maclean
Fillmore Poster For Byrds
13x19"



106
Bonnie Maclean
Fillmore Poster For
Jim Kweskin
13x19"



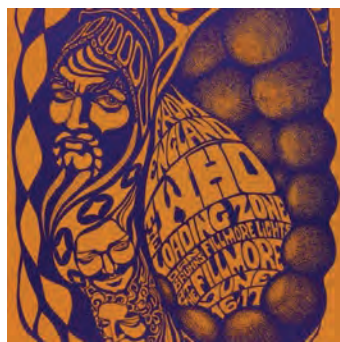
107
Bonnie Maclean
Cow Palace Poster For
Donovan
13x19"



108
Bonnie Maclean
Fillmore Poster For
The Doors
13x19"



109
Bonnie Maclean
Fillmore Poster For
The Doors
13x19"



110
Bonnie Maclean
Fillmore Poster For
The Who
13x19"



111
Bonnie Maclean
Fillmore Poster For
Paul Butterfield
13x19"



112
Bonnie Maclean
Fillmore Poster For
Bo Diddley
13x19"

FAR OUT

Exhibition Overview
Object List

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



113
Chelou
Halfway to Nowhere
Music Video
3m 15s



114
Tame Impala
Feels Like We Only Go
Backwards
Music Video
3m 21s



115
Fever the Ghost
Source
Music Video
4m 10s



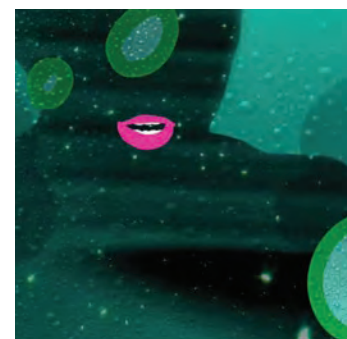
116
Flaming Lips
The W.A.N.D.
Music Video
3m 49s



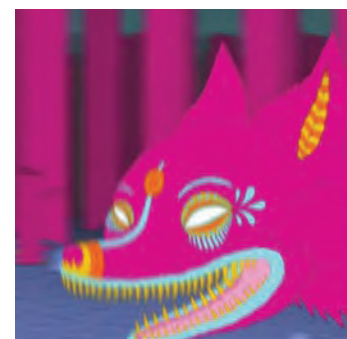
117
Animal Collective
Golden Gal
Music Video
4m 42s



118
Tame Impala
Half Full Glass of Wine
Music Video
4m 27s



119
Animal Collective
My Girls
Music Video
5m 46s



120
Foster the People
Pseudologica Fantastica
Music Video
5m 33s



121
Toro Y Moi
Rose Quartz
Music Video
4m 14s



122
Glass Animals
Season 2 Episode 3
Music Video
4m 07s



123
Temples
Shelter Song
Music Video
3m 15s



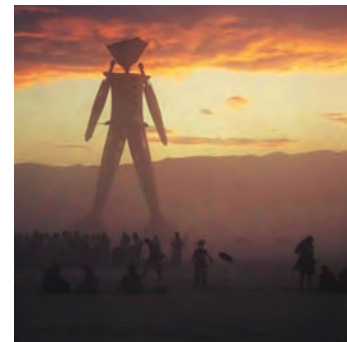
124
Tame Impala
The Less I Know the Better
Music Video
5m 43s

FAR OUT

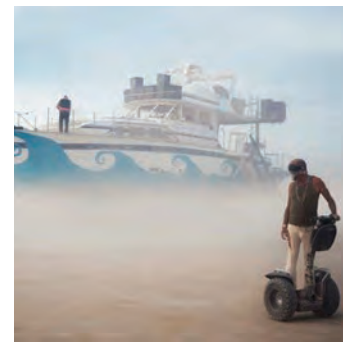
Exhibition Overview
Object List

Manetti Shrem Museum of Art

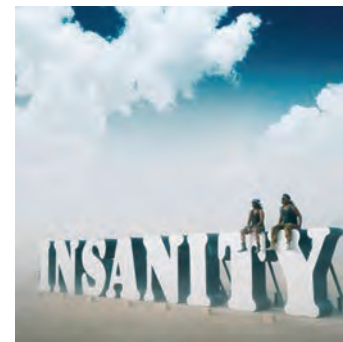
Shannen Hulley & Melissa Lager
16 March 2017



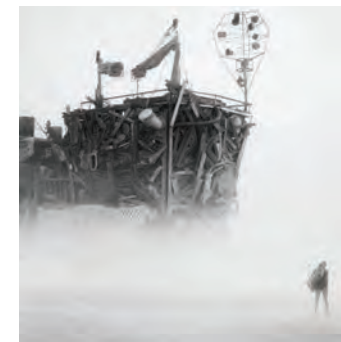
125
Victor Habchy
Untitled
Photograph
16x20"



126
Victor Habchy
Untitled
Photograph
36x24"



127
Victor Habchy
Untitled
Photograph
16" x 20"



128
Victor Habchy
Untitled
Photograph
16" x 20"



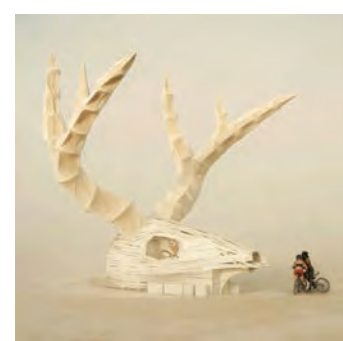
129
Victor Habchy
Untitled
Photograph
16" x 20"



130
Victor Habchy
Untitled
Photograph
11" x 14"



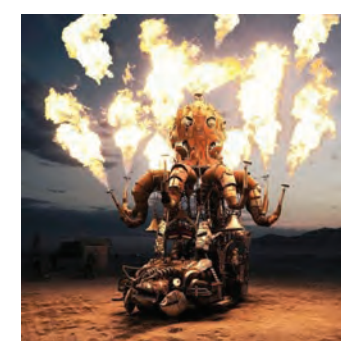
131
Victor Habchy
Untitled
Photograph
11" x 14"



132
Victor Habchy
Untitled
Photograph
11" x 14"



133
Victor Habchy
Untitled
Photograph
11" x 14"



134
Victor Habchy
Untitled
Photograph
16" x 20"



135
Victor Habchy
Untitled
Photograph
11" x 14"



136
Victor Habchy
Untitled
Photograph
16" x 20"

FAR OUT

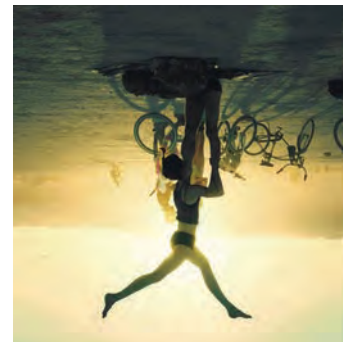
Exhibition Overview
Object List

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



137
Victor Habchy
Untitled
Photograph
36x24"



138
Victor Habchy
Untitled
Photograph
24x18"



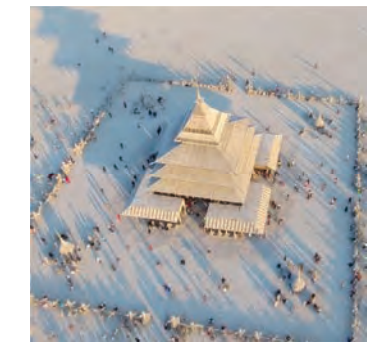
139
Victor Habchy
Untitled
Photograph
24x18"



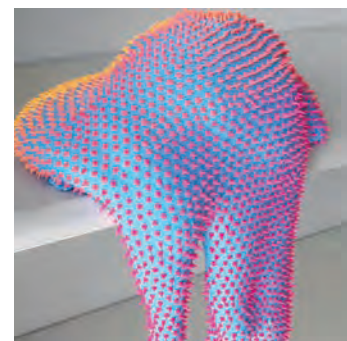
140
Victor Habchy
Untitled
Photograph
24x18"



141
Victor Habchy
Untitled
Photograph
24x18"



142
Philippe Meicler
Burning Man 2016
Video Footage
5m10s



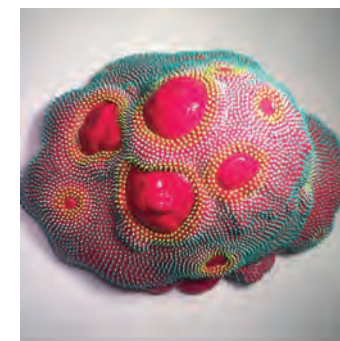
143
Dan Lam
Thunder Thighs
Polyurethane Foam, Resin,
Acrylic
To be made



144
Dan Lam
Between The Lines
Polyurethane Foam, Resin,
Acrylic
To be made



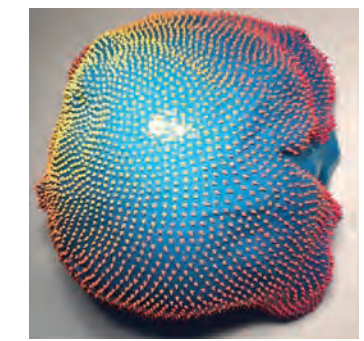
145
Dan Lam
Hot To Trot
Polyurethane Foam, Resin,
Acrylic
To be made



146
Drinking Watermelon
Polyurethane Foam, Resin,
Acrylic, Wood Panel
13 X 12 X 7"



147
Youthful Glow
Polyurethane Foam, Resin,
Acrylic, Wood Panel
13 X 12 X 7"



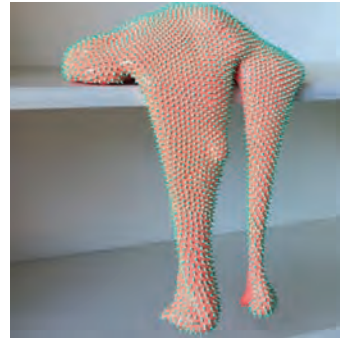
148
Kinda Manly
Polyurethane Foam, Resin,
Acrylic, Wood Panel
11 X 11 X 7"

FAR OUT

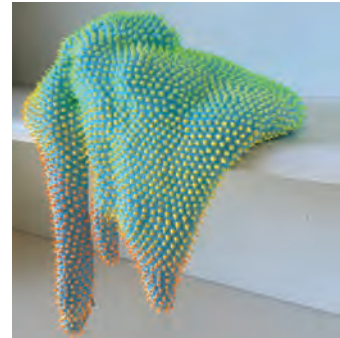
Exhibition Overview
Object List

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



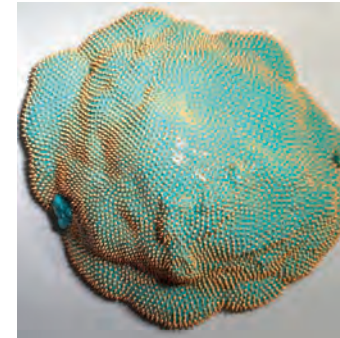
149
Dan Lam
Knobby Knee
Polyurethane Foam, Resin,
Acrylic
To be made



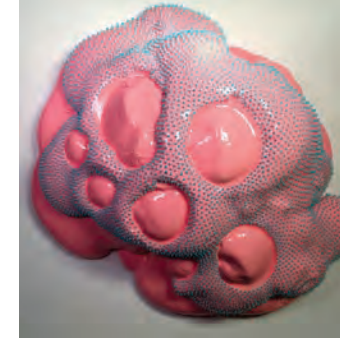
150
Dan Lam
You're A Spring
Polyurethane Foam, Resin,
Acrylic
To be made



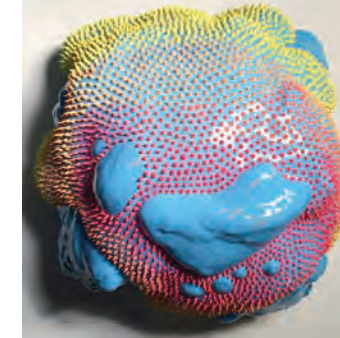
151
Dan Lam
Bombshell
Polyurethane Foam, Resin,
Acrylic, Wood Panel
11 X 11 X 7"



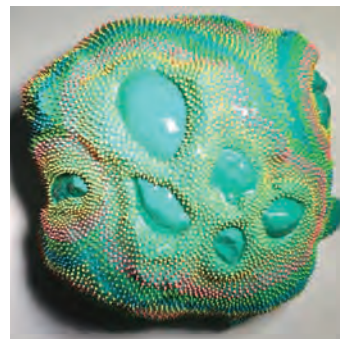
152
Dan Lam
Flattery
Polyurethane Foam, Resin,
Acrylic, Wood Panel
16 X 18 X 7"



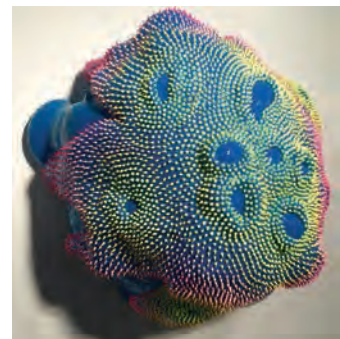
153
Dan Lam
The Natural Look
Polyurethane Foam, Resin,
Acrylic, Wood Panel
19 X 18 X 9"



154
Dan Lam
Sweet And Sour
Polyurethane Foam, Resin,
Acrylic, Wood Panel
11 X 11 X 8"



155
Dan Lam
Fleshpot
Polyurethane Foam, Resin,
Acrylic, Wood Panel
12 X 14 X 8"



156
Dan Lam
They're Kind Of Small
Polyurethane Foam, Resin,
Acrylic, Wood Panel
14 X 14 X 9"



157
Davis Mccarty
Pulse Portal
Dichroic Acrylic,
Steel
To be made



158
Peter Kogler
Untitled
Wallpaper designed on
computer
To be made



159
Unknown Artist
Record Listening Booths
circa 1960
Wood
To be made

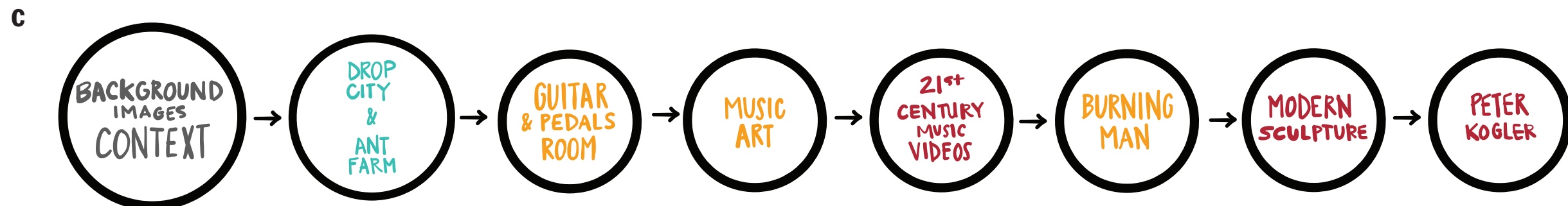
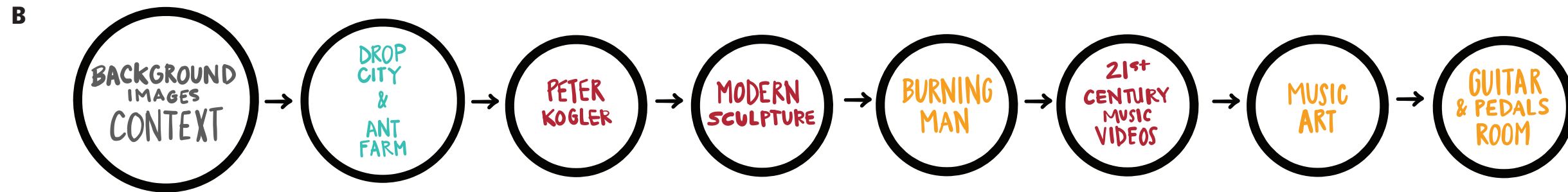
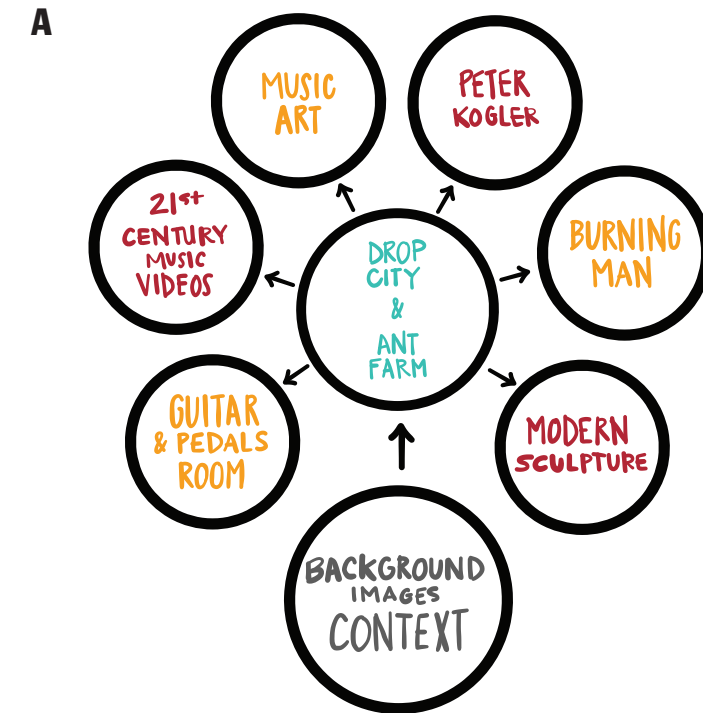
FAR OUT

Exhibition Overview
Concept Map

A The first concept plan involves the visitor entering the museum through the introduction hallway, entering the main space containing Drop City and Ant Farm, and then having the choice to proceed into any other space in any order.

B The next plan once again has visitors walking through the exhibition introduction hallway and into the space with Drop City and Ant Farm. After this their path becomes linear, as they go left and flow through the museum in a clockwise fashion.

C The final plan is the ideal one. After visitors leave the introduction hallway and move through Drop City and Ant Farm, they move through the exhibit in a counter-clockwise fashion.



FAR OUT

Exhibition Overview
Massing Study

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017

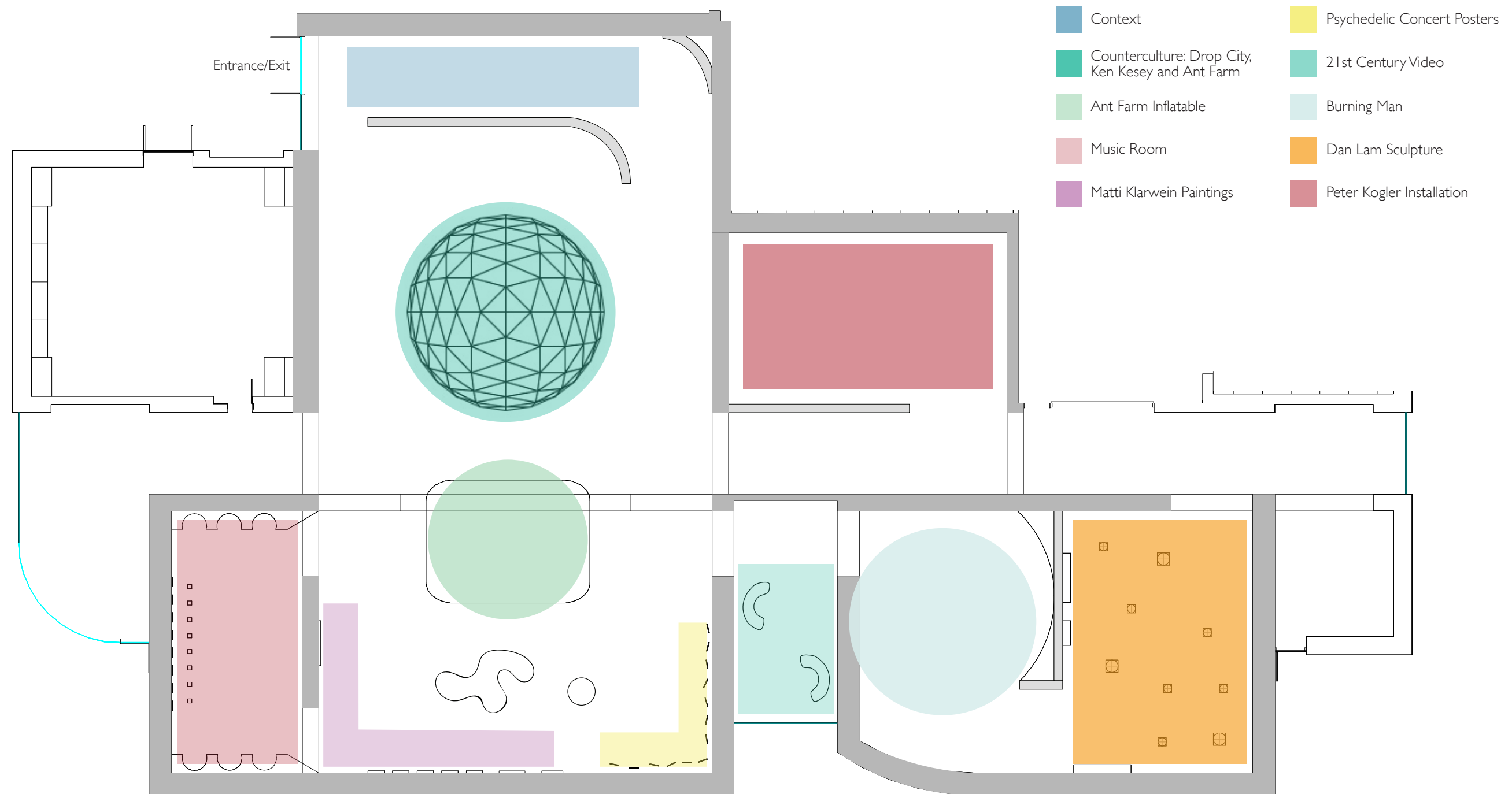


FAR OUT

Exhibition Overview
Floor Plan: Exhibit Sections

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017

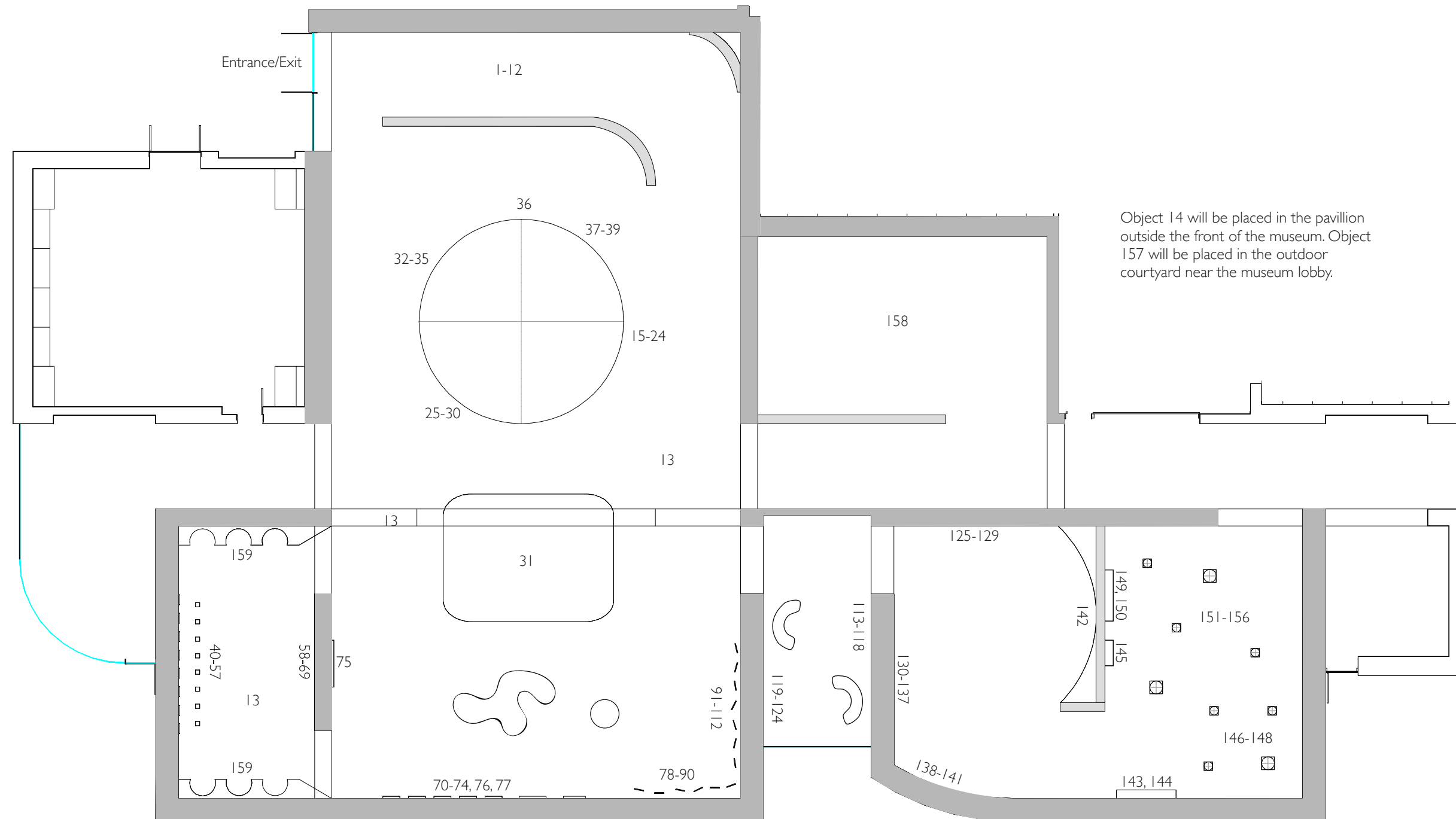


FAR OUT

Exhibition Overview
Floor Plan: Object Placement

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017

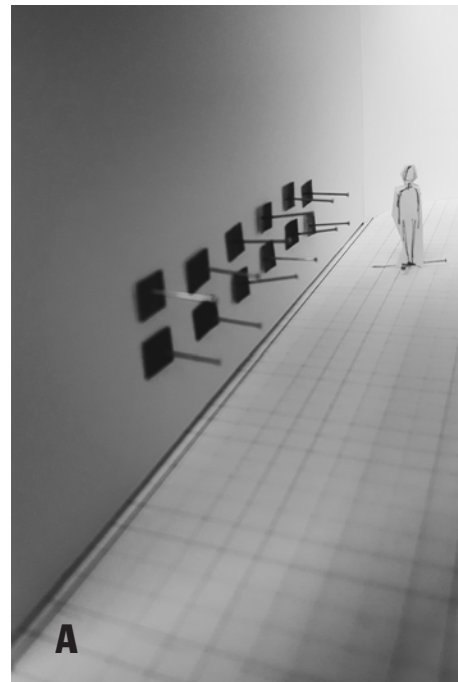


FAR OUT

Exhibition Overview
Scale Model

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



A The introduction hall will be gray tones. It will provide context as well as contrast—after leaving the dimly lit hallway the brightly lit, colorful main space will look all the more vibrant.

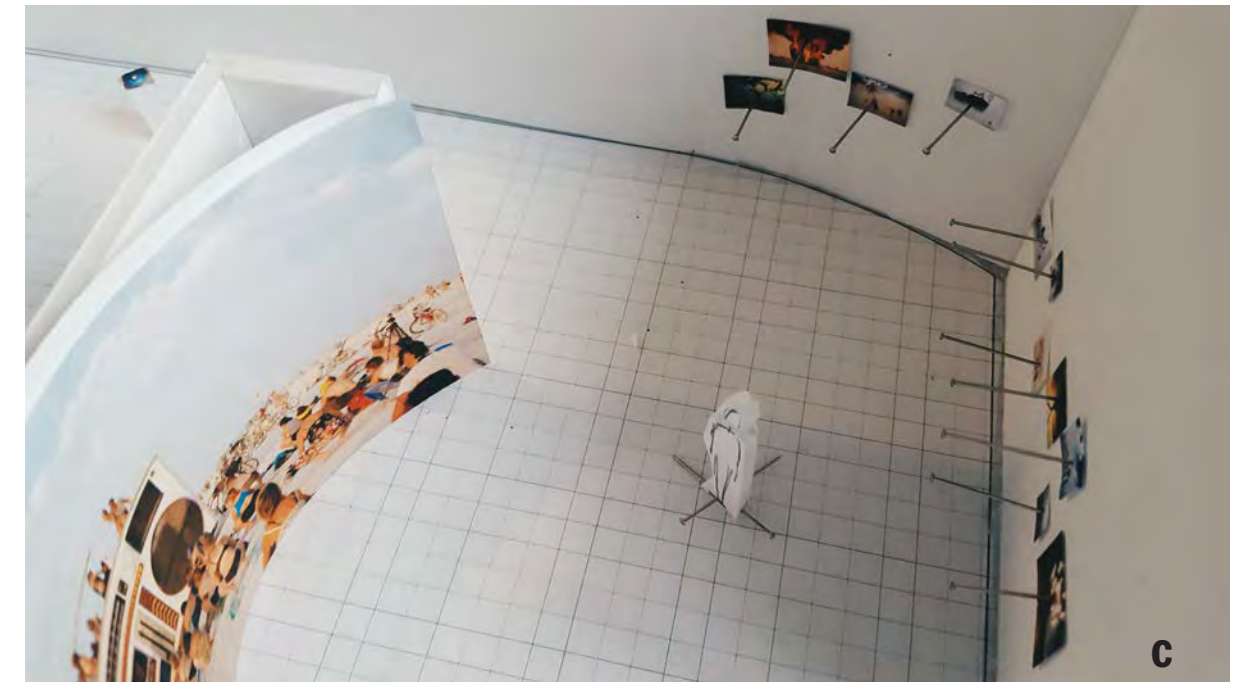
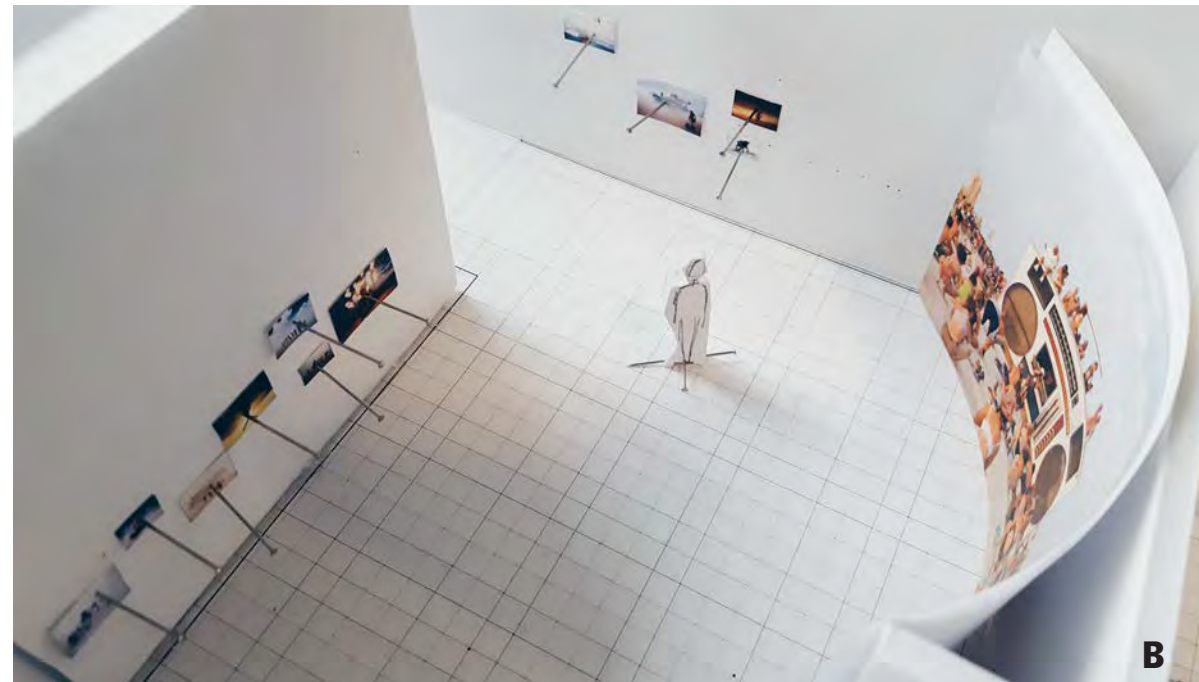
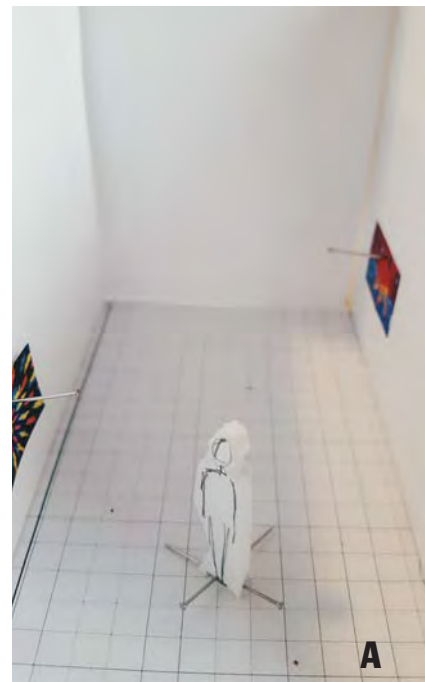
B, C Behind the Drop City dome and the Ant Farm inflatable is the space for music inspired art. This includes both classic concert posters from the 60s and 70s, and artwork by Mati Klarwein.

FAR OUT

Exhibition Overview
Scale Model

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



A In between the space for music inspired art and the space for Burning Man, there will be a sitting room with televisions and headphones for people to view 21st century, new-age psychedelic music videos. This is meant to be a place to rest, as well as a transition place, moving visitors from escapism of the 60s and 70s to modern escapism.

B, C The next space features photographs taken by Victor Habchy at Burning Man. The space will also have a curved panoramic screen playing a drone video of the Burning Man festival in 2016. The screen will act as a dividing wall, allowing it to be large and curved, creating an immersive experience for the visitor.

FAR OUT

Exhibition Overview
Scale Model

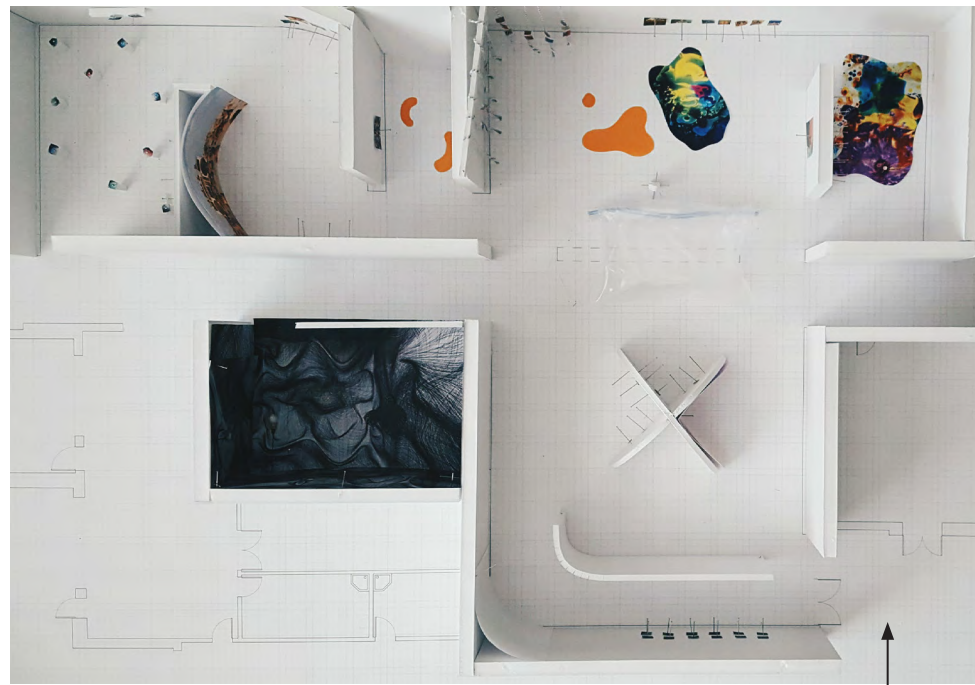
Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



A, B The sculpture room features pieces by artist Dan Lam. They will be placed on pedestals varying in height, and dispersed throughout the room. Some will also be placed on shelves.

C The final space will contain an installation by Peter Kogler. His piece will fill the entire space, on all walls and the floor. It will be a closed off space with one entrance/exit, and will be a sensory experience.



Entrance/Exit



Entrance/Exit



Overview of the scale model exhibition space.



Quinn Conklin
Research Assistant
Center For Mind and Brain
UC Davis

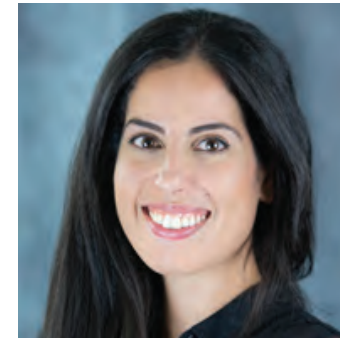
Date: February 23, 2017
Duration: 12 minutes
Location: Shields Library, UC Davis

"I think it would probably change the experience depending on who I was to go with. What [your exhibition] makes me think of is my boss who is 64 and is constantly talking about things related to this era. We also study meditation, so I think there's a thread in that—some other people from our lab went on to study psychedelics. So while going with my boss would be entertaining, I think going on my own or with some of my friends would be the most authentic experience".

"I would probably spend an hour max in the exhibit, somewhere between half and hour and an hour".

"There are definitely aspects of your exhibit that overlap with psychology in general and ties into people's different responses to things and how you deal with current events".

"I don't have very much of a music background so I wonder if hearing the music first might provide more context [for the artwork]".



Angela Nazarian
Graduate Student
Center For Mind and Brain
UC Davis

Date: March 1, 2017
Duration: 15 minutes
Location: Social Sciences & Humanities Building, UC Davis

"This is the sort of thing I could see myself going back to multiple times and experiencing in different contexts. I love the interactive aspect of it and by nature of being able to interact with the objects it means you can get a different experience when you interact with it with different people."

"When we engage with art it's an escapism of our own, like self-reflection, so I really enjoy that aspect of it. I'm also a little biased because my research is on music so I love the music element [of your exhibit] and the cultural curating that you're doing with the posters".

"I love the Shrem, I've been a couple times before, and it seems like they have a different sort of market that they're appealing to. This seems to be a really 'Instagramable' exhibit, which is in your favor".

"You could encourage other student groups, let them know that this (exhibit) is somewhere they can go to hang out and talk about the music and art and what parallels there are between that time period and now. Because you're right—there are so many [similarities]. Drop City reminds me of the domes on campus, so there are even parallels between that counterculture and Davis".

"It's nice to broaden people's horizons from a psychological perspective, reminding them what things were like before and maybe challenging them to think 'have we changed' 'do we feel like counterculture is maybe re-emerging now', in light of the recent political climate. So I think [your exhibit] is a good thought-provoking exercise and is relevant to so many different groups on campus".



Simon Sadler
Professor
Design Department
UC Davis

Date: March 2, 2017
Duration: 45 minutes
Location: Cruess Hall, UC Davis

“The type of lifestyle modeled by Drop City became a point of fascination for people all over the world”.

“There are many countercultures, and it goes through phases. Drop City was like part of that early utopian moment—it was part of that initial moment of dropping acid and getting rid of all possible rules and figuring out how to start over, together. People at Drop City (as well as with Ken Kesey and the Merry Pranksters) lost their original identities, they created new names and they just started over”.

“Counterculture splits in two. People like Ken Kesey just decided to drop out of society, be done with it and create their own society. While the other side of the counterculture (the new left) decided to organize, march and confront the police. That was happening in Berkeley, while here in Davis, we caught on to the counterculture and decided to build the domes. Davis is the permanent rearguard of the counterculture—from the domes came the eco-village homes and the first bike lanes and one of the first farmers markets in America.”

- Quinn’s feedback was valuable because it led us to re-evaluate our narrative, so that visitors will be able to hear and interact with popular psychedelic music before viewing the paintings and concert posters that were inspired by it.

- Angela was able to relate to the music aspect of our exhibit because her research focuses on how music affects memory. It was helpful to hear her thoughts and suggestions. She seemed to be very interested in the idea of our exhibit and its relevance to today, which reaffirmed what we hoped others would gain from our exhibit.

- Professor Sadler was very knowledgeable about Drop City and counterculture movements in general. We had an interesting discussion with Sadler about counterculture and the similarities between the 60s-70s and today and the ways in which people “escape” society in the 21st century.

EXHIBITION DETAILS

FAR OUT

Exhibition Details
Rendering: Pavilion & Courtyard

Manetti Shrem Museum of Art

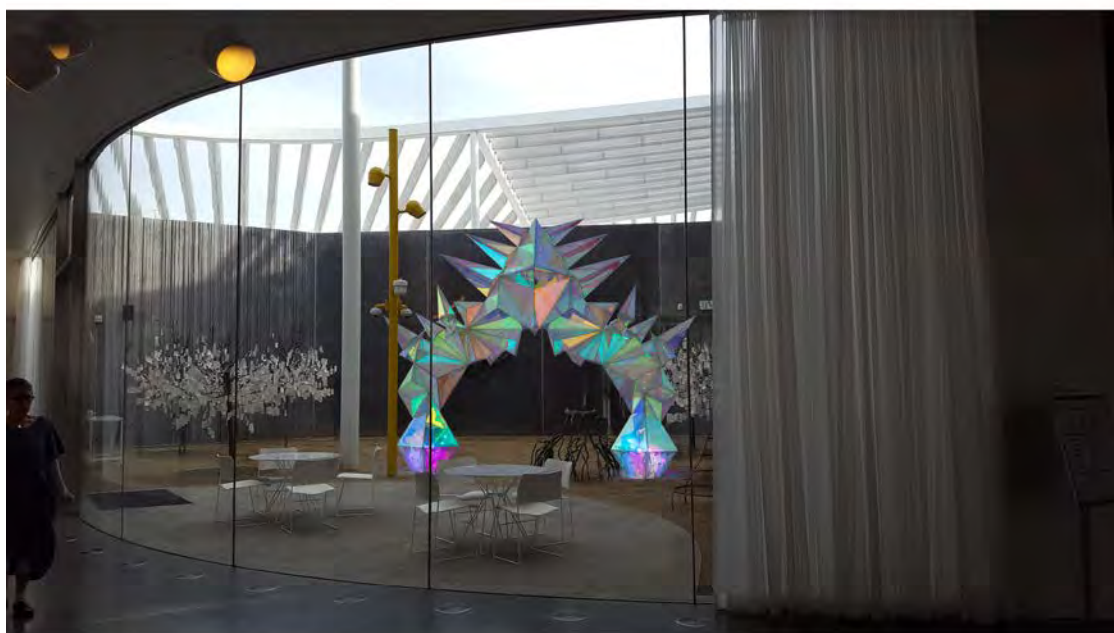
Shannen Hulley & Melissa Lager
16 March 2017



The pavilion will feature inflatable forms that mimic the shapes found within the oil projections. They will be made of vinyl and hung by clear fishing line (as shown to the left).



To draw further attention to the museum, a replica of Ken Kesey's Further bus will be on display outside. Visitors will be welcome to enter the bus.



The projector wall in the pavilion will feature films showings on specific nights. Films will include "Drop City" and "Magic Trip", both films relevant to the exhibit. After sunset, the museum will project liquid light projections on the wall.

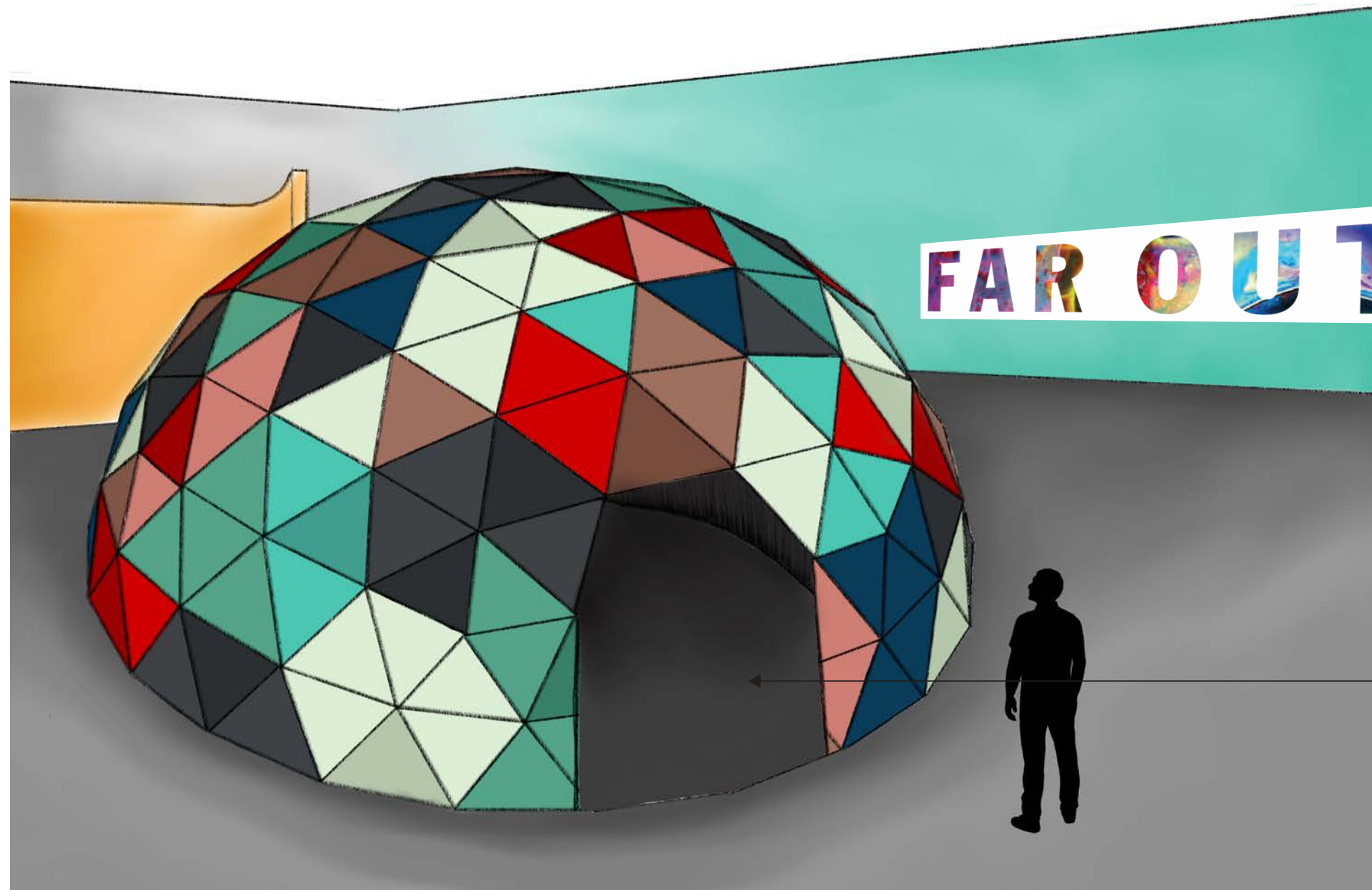
The sculpture titled " Pulse Portal" by Davis McCarty will be placed in the courtyard. We chose to keep this sculpture separate from the bus as it is a modern sculpture pulled directly from a modern source of escapism: Burning Man.

FAR OUT

Exhibition Details
Rendering: Interior

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017

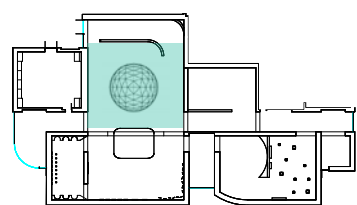
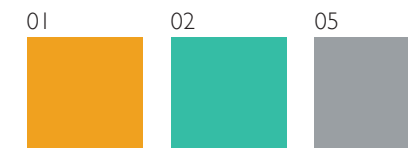


Inside Drop City (the geodesic dome) will consist of images of the counterculture movements that occurred during the 60s and 70s (Drop City and Ken Kesey, Further and the Merry Pranksters).

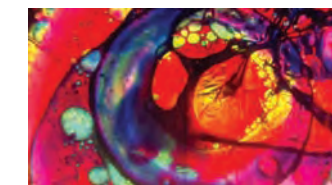


This large space will be brightly lit with the museum's track lighting. Lighting will be installed within the dome to accommodate the images displayed inside.

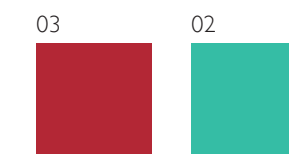
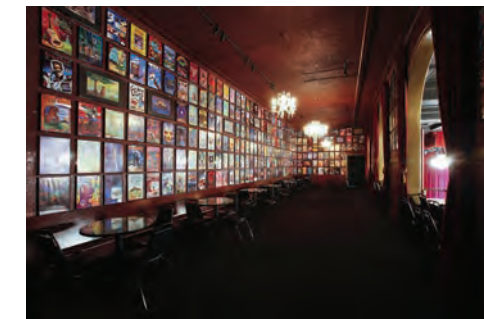
Objects 15 - 30, 32-35 and 37-39 will be displayed within in the Drop City dome.



Counterculture movement space. Featuring:
Drop City, Ken Kesey and Ant Farm.



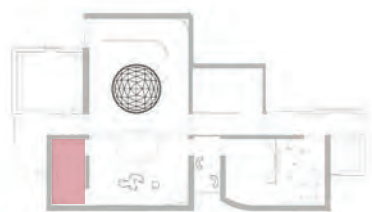
The lighting will be dim to accommodate the "liquid light show" projections throughout the space. Objects will be highlighted with spot lighting.



The red color of this wall in the exhibit is intended to allude to the famous Fillmore in San Francisco and the role it played in the music scene during the Psychedelic era.



Listening booths in this space are representative of the sound proof listening booths that gained popularity in the 1960s. These booths allow visitors to experience the music that influenced and was influenced by the Psychedelic movement.



Music Room, featuring: interactive guitar pedals and vintage listening booths.



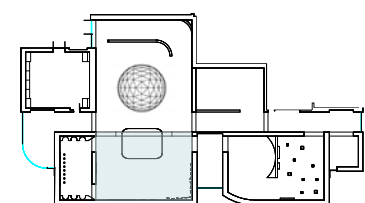
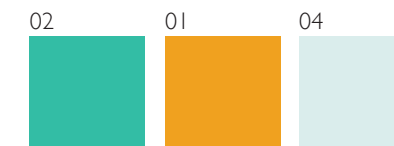
The space will incorporate seating, representing the forms created with liquid light show oil projections and an overall Psychedelic feel.



The posters and other artwork in this space will be highlighted with wall wash lighting.



Part of Ant Farm will extend into this space, acting as a divider between the art and the introductory space. Visitors will be able to experience the inside of the inflatable.



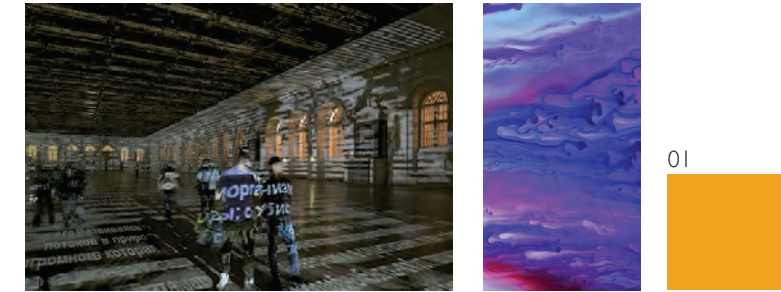
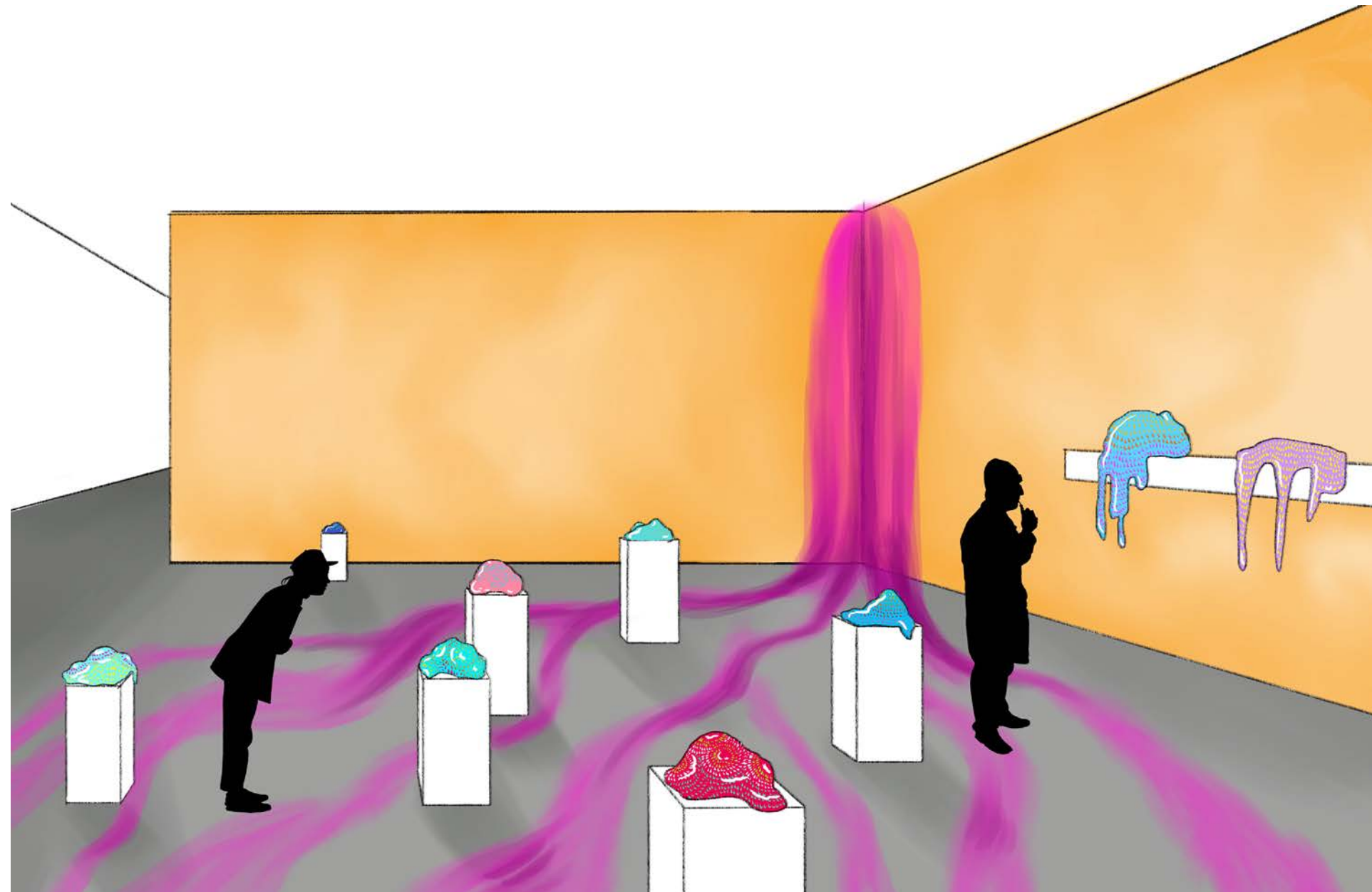
Music-inspired art, featuring: paintings by Matti Klarwein and posters by Victor Moscoso, Wes Wilson & Bonnie Maclean.

FAR OUT

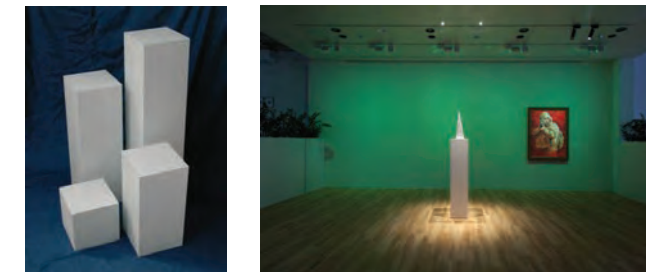
Exhibition Details
Rendering: Interior

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



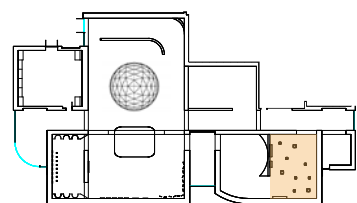
The space will incorporate a projection that flows down the walls and onto the floor, creating a "new world" for visitors to experience.



Artwork will be displayed on white podiums, highlighted in the space with the use of spotlights (pictured above).



Visitors will be able to walk amongst and get a close up view of Dan Lam's sculptures.



Contemporary surreal sculpture room, featuring: Dan Lam sculptures.

Benjamin Moore Paint Swatches

Primary Color Palette

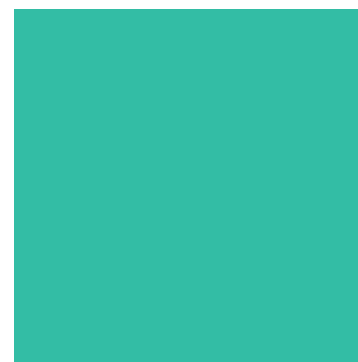
The primary color palette (also used in the exhibition graphic identity) is used to create bright contrast and bold statements within the exhibit. These colors will be used on primarily bare walls, not for walls that display a lot of content.

Exotic Red



C21 M98 Y83 K11
R180 G39 B53
#B42735

Teal Blast



C68 M0 Y45 K0
R65 G189 B165
#41BDA5

Orange Sky

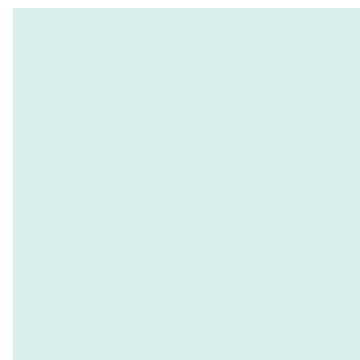


C0 M43 Y99 K0
R248 G159 B30
#F89F1E

Secondary Color Palette

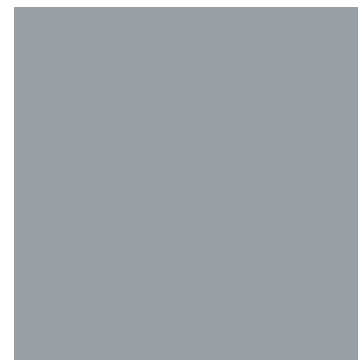
The secondary color palette (also used in the exhibition graphic identity) is used to supplement the primary color palette. These paint colors will be used on the walls displaying objects that are bright and colorful themselves, so as not to compete with the artwork.

Crystal Blue



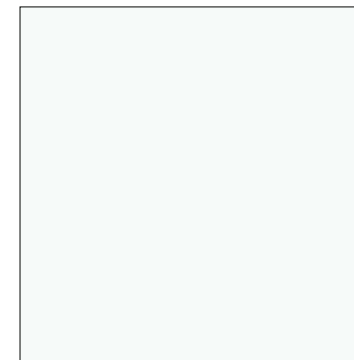
C14 M01 Y07 K0
R216 G236 B235
#D8ECEB

Delray Gray



C42 M32 Y31 K0
R154 G159 B162
#9A9FA2

Distant Gray



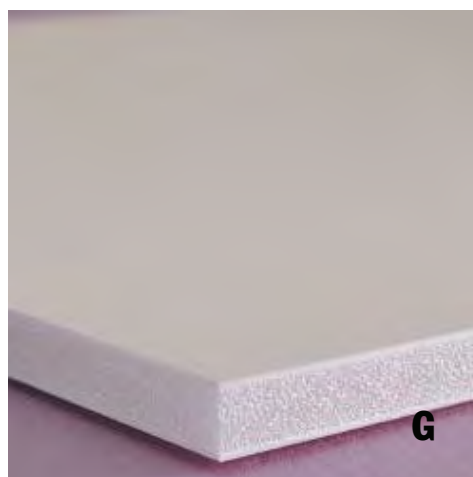
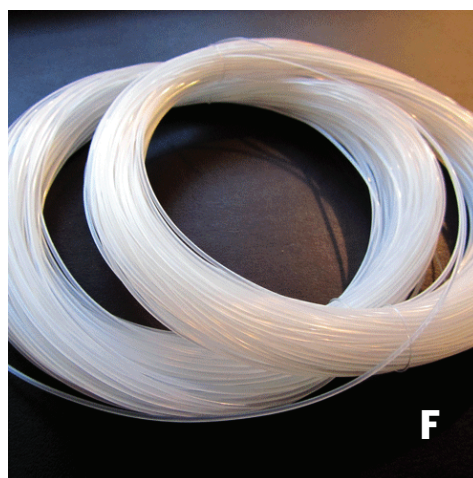
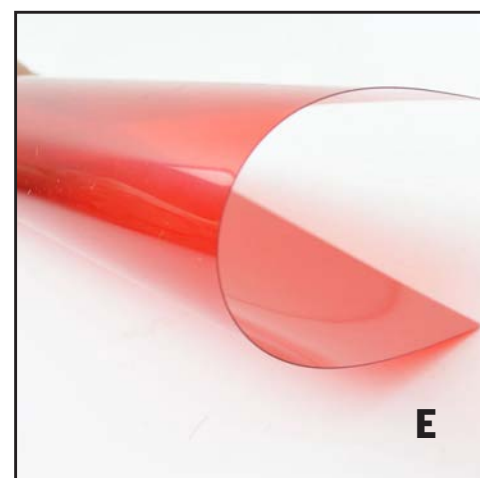
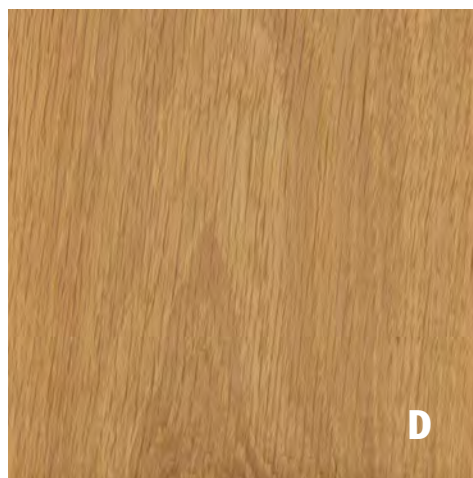
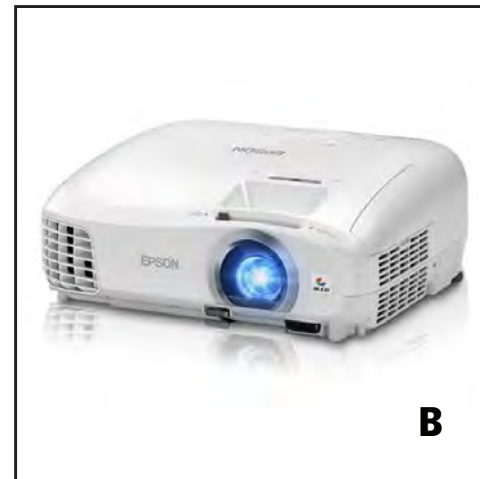
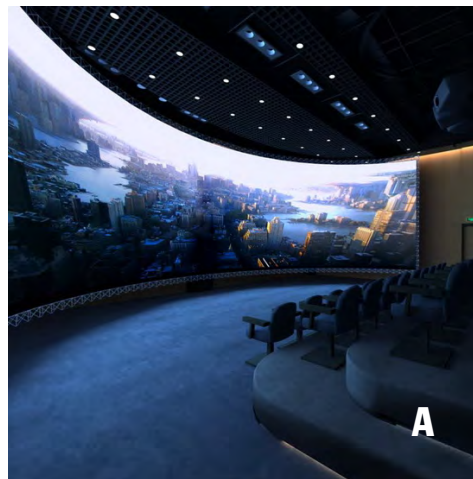
C03 M01 Y02 K0
R245 G248 B246
#F5F8F6

FAR OUT

Exhibition Details
Material Palette

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



A Curved screen to feature drone video of Burning Man. The curved shape will allow larger groups of people to view the video at various angles and feel immersed in the video.

B Projectors will be used throughout the museum to project both the film viewings outside, the Burning Man video inside, and the oil projections throughout the exhibit.

C Headphones will be placed in the listening booths and the 21st Century Music Video room to allow visitors to listen to popular music from both the 60s and 70s and modern times.

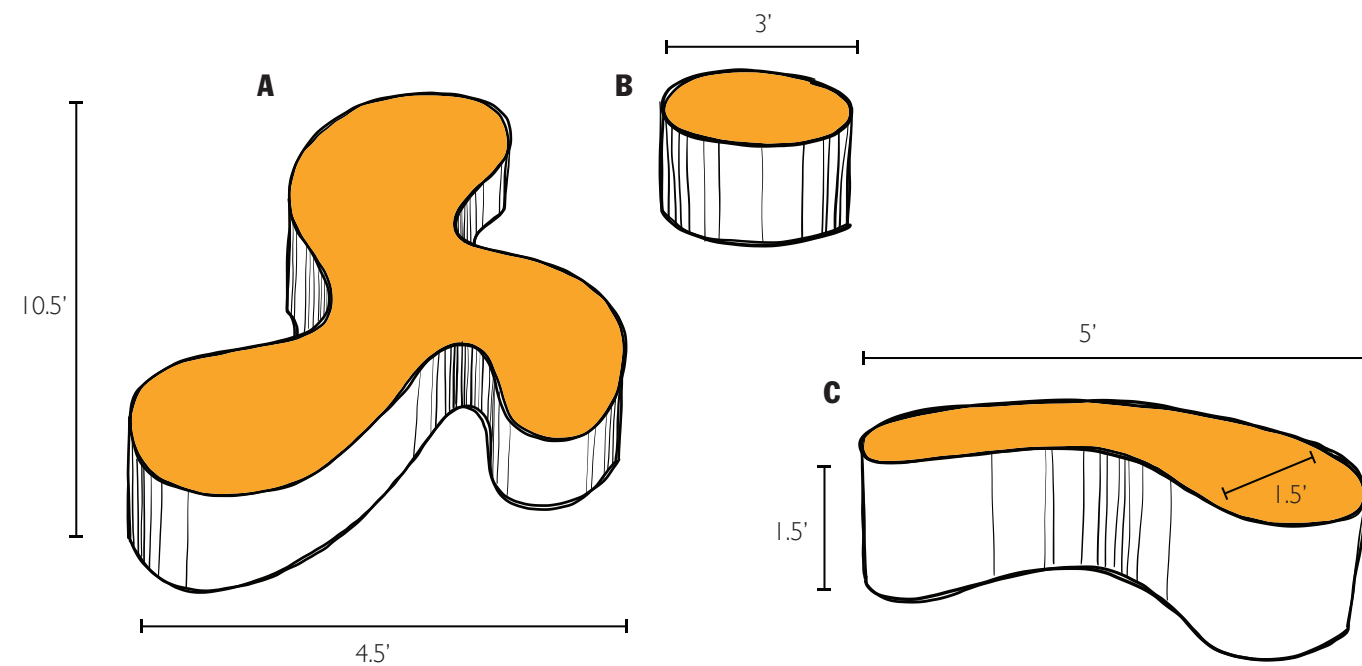
D The listening booths will be constructed out of oak, as they were in the 60s.

E The outside pavilion will contain large, organic, transparent shapes which mimic the forms found in both oil projections and lava lamps. They will be made out of polyethylene, the same plastic used to make pool rafts.

F The outside forms will be strung up by a heavy duty, clear fishing line.

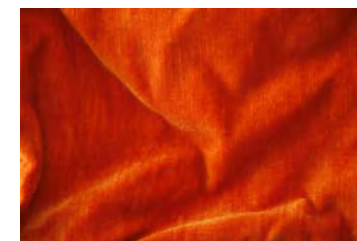
G Gatorboard will be used on the niche entrance for the FAR OUT cut out.

H, I Aluminum poles and triple-sided connectors will be used to recreate the Drop City geodesic domes.



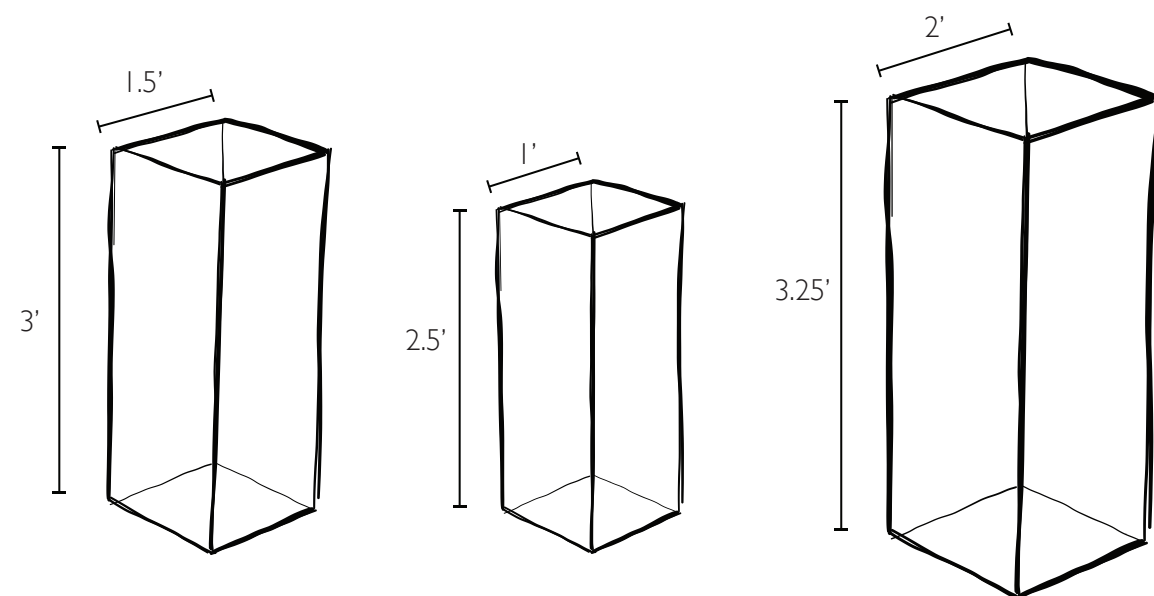
Benches labeled A and B will be placed in the space for music inspired art. There will be two of the benches labeled C placed in the 21st century music video room opposite each other and in front of the televisions.

These benches mimic the organic and fluid shapes found in oil projections and lava lamps.



Benches will be upholstered in a velvet fabric in the same orange color used throughout the exhibit.

Velvet was a popular fabric used in the 60s and 70s, which is why it is being used in the exhibit.



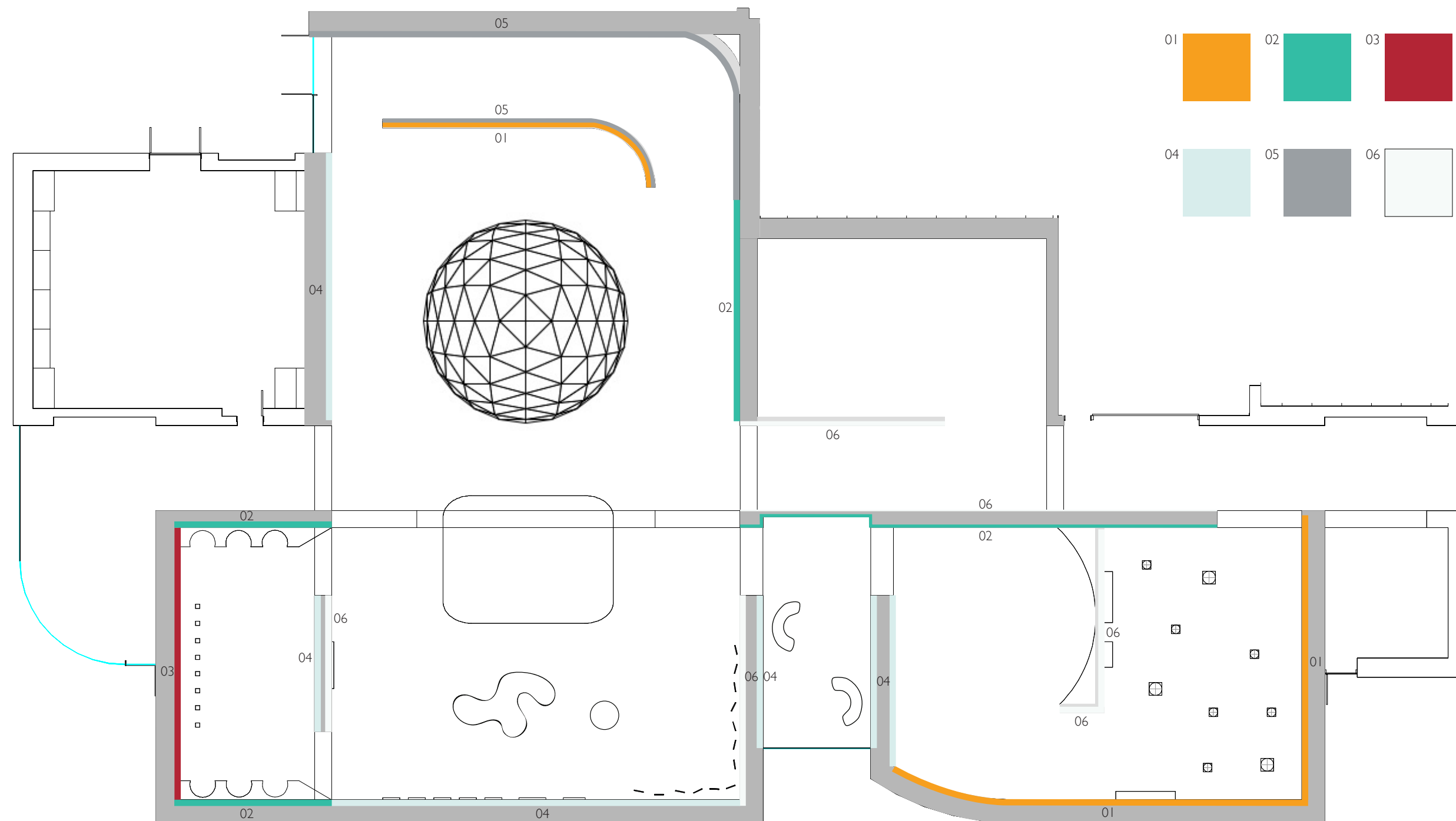
Plain white podiums will be used to present the Dan Lam sculptures. This will allow the sculptures to stand out. It is also how the artist prefers to present her work.

Example of podium: made of particleboard with white veneer coating to keep it smooth.



Two benches designed by Peter Kogler will be featured in the Peter Kogler installation within the exhibit. Like the installation, the benches are made up of lines that create the illusion that the benches are uneven and contain bumps and dips.



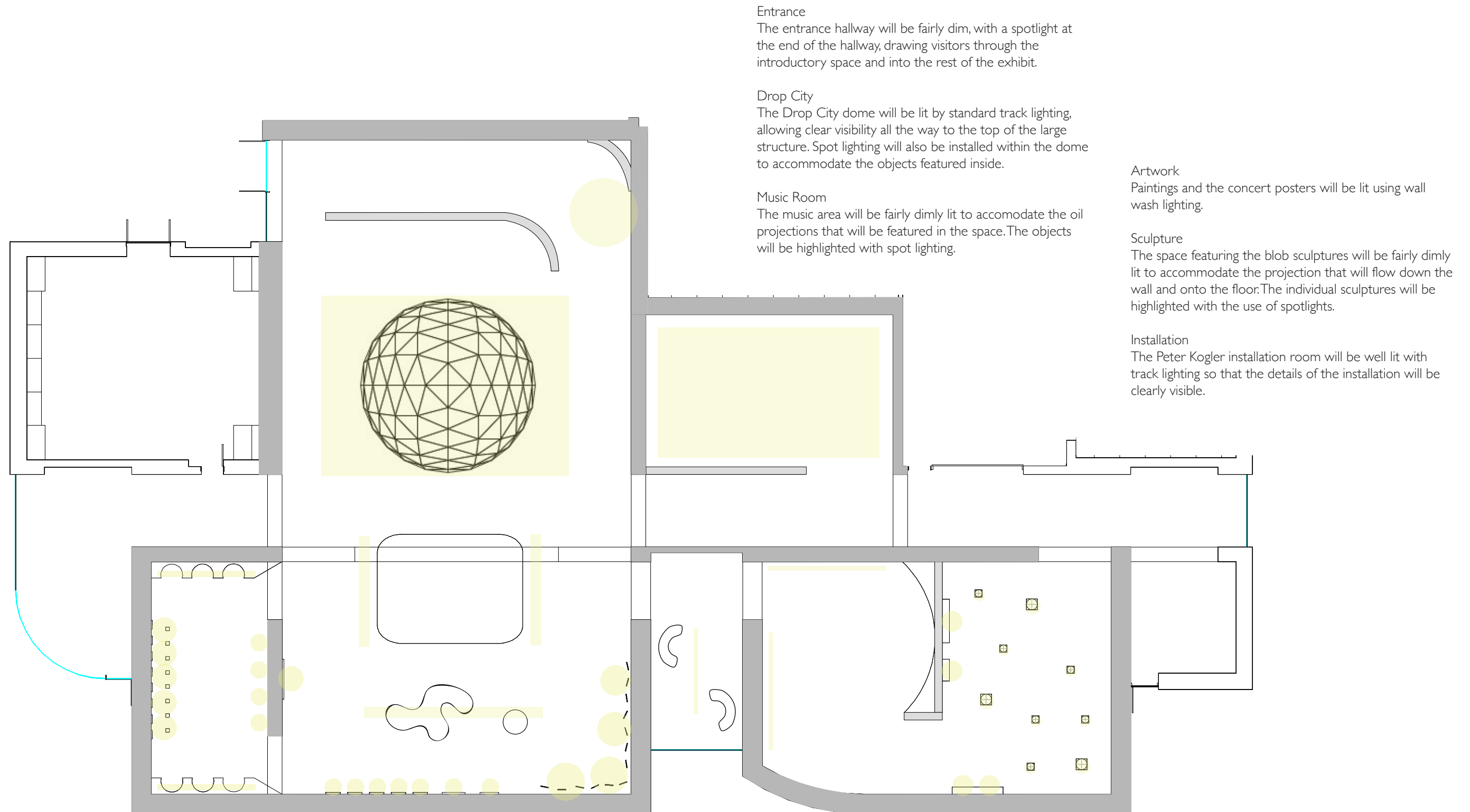


FAR OUT

Exhibition Details
Lighting

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017



**EXHIBITION
IDENTITY**

TYPEFACE DESCRIPTION

FRANKLIN GOTHIC CONDENSED

Used for the main title of our exhibit, as the object title on our object labels, and to put emphasis on important text on advertisements, such as dates, etc. This font will be used all capitals and with tracking set at 120. Franklin Gothic Condensed is a variation of the classic font originally made in 1902, and widely used throughout the 1960s and 70s as a bold, sans-serif title font.

GILL SANS LIGHT

Used for the body text when text needs to be read at a medium to close distance. Known as being a humanist style this font is much more playful than fonts such as Helvetica, utilizing less harsh geometry to construct its letters. This font was also used in the 60s and 70s.

GILL SANS REGULAR

Used for subheaders as it is slightly bolder than Gill Sans Light. Also to be used as body text when text needs to be read from a medium to far distance.

TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%*

FAR OUT

Exhibition Identity
Typology: Logotype

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017

The signature logotype appears one of two ways—stacked with tracking set to 80 or horizontally aligned in the Franklin Gothic condensed typeface with tracking set at 120. The stacked version is used for all promotional material (banners, posters, merchandise, etc) and the horizontally aligned version is used for the title treatment (in the entry and the main title wall inside the exhibition space).

**FAR
OUT**

FAR OUT

The stacked logotype as a “cut out” with an oil projection image showing through. The “cut out” creates depth and a sense of escapism, as if you can see through the words into another world.

**FAR
OUT**

FAR OUT

Exhibition Identity
Typology: Object Label

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017

These object labels will be placed directly onto the wall via vinyl cut out stickers. They will be placed 6" away from each of the pieces to be placed on the walls.

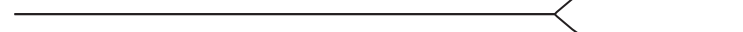
Wall stickers have been chosen for the object label as they are unobtrusive and won't distract from the piece itself.

Title font:
Franklin Gothic Condensed, 120 point tracking
45 point font



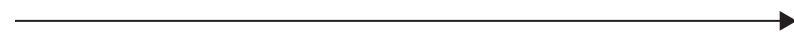
VERTIGO ROOM

Artist Name Font & Art Media:
Gill Sans Regular, 40 point font



Peter Kogler

Description Font:
Gill Sans Light, 30 point font



Computer Designed Wallpaper, 2017

Through the use of Computer Assisted Design programs, Peter Kogler creates these illusions with simple linear elements. After surveying the space, Kogler will make a design specific to the room he is working with. This means designing around pillars, light fixtures, and benches.

The curvature of the lines creates the illusion that both floors and walls have unnatural undulations and bumps.

FAR OUT

Exhibition Identity
Graphic Color Palette

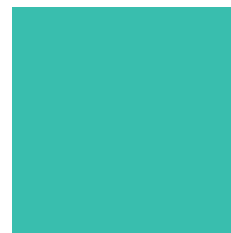
Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017

The colors that will be used throughout the museum were pulled from the eye-catching colors found in the classis concert posters and have been specifically chosen as a twist on the three primary colors. Teal was chosen instead of blue, vibrant pink instead of red, and orange instead of yellow.



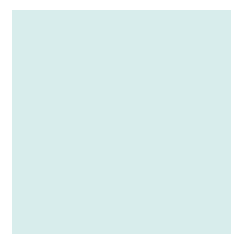
Orange Sky
C0 M43 Y99 K0
R248 G159 B30
#F89F1E



Teal Blast
C68 M0 Y45 K0
R65 G189 B165
#41BDA5



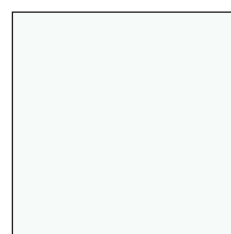
Exotic Red
C21 M98 Y83 K11
R180 G39 B53
#B42735



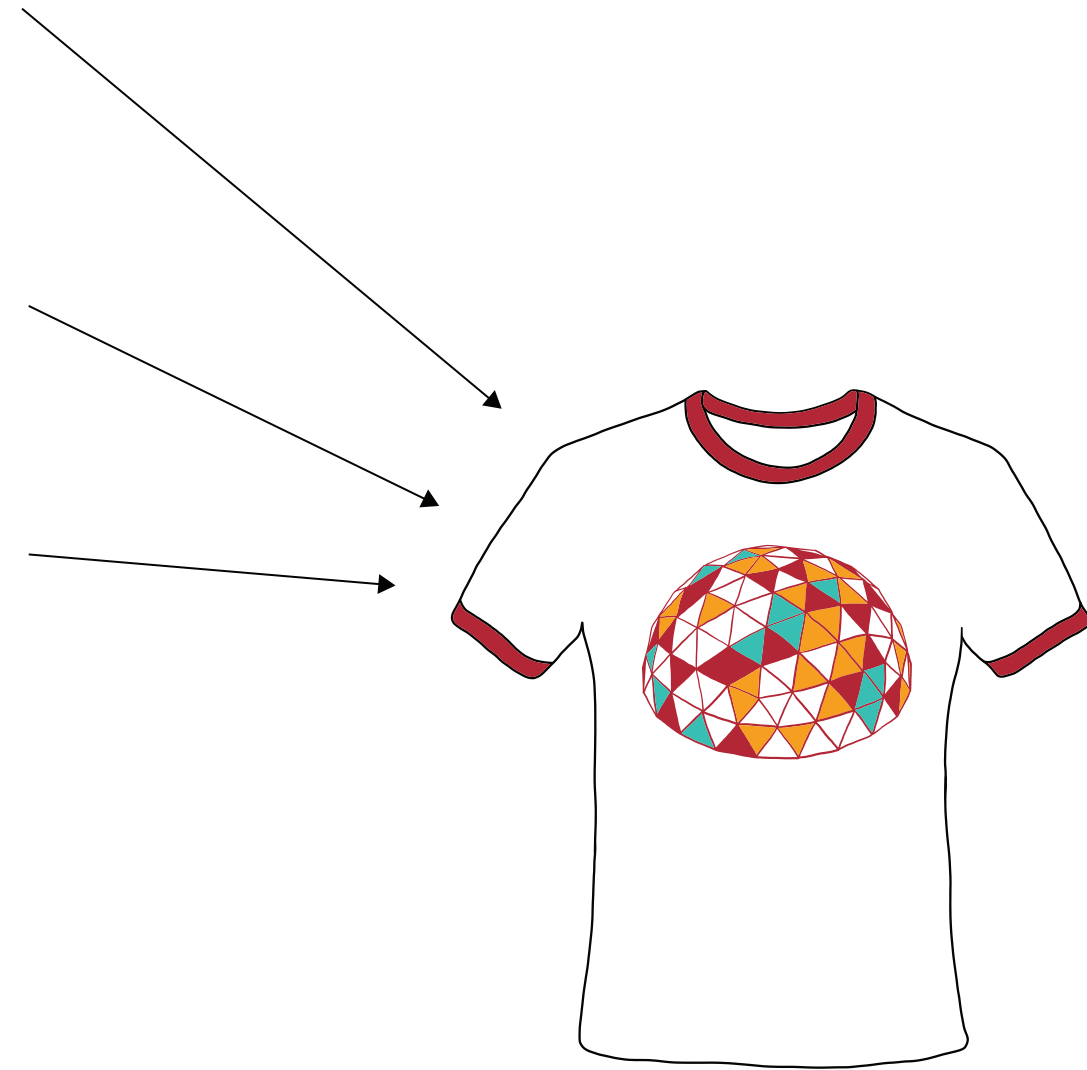
Crystal Blue
C14 M1 Y7 K0
R216 G236 B235
#D8ECEB



Delray Gray
C42 M32 Y31 K0
R154 G159 B162
#9A9FA2



Distant Gray
C3 M1 Y2 K0
R245 G248 B246
#F5F8F6



Orange Sky, Teal Blast, and Exotic Red will be used both as paint colors, and on merchandise.



FAR OUT

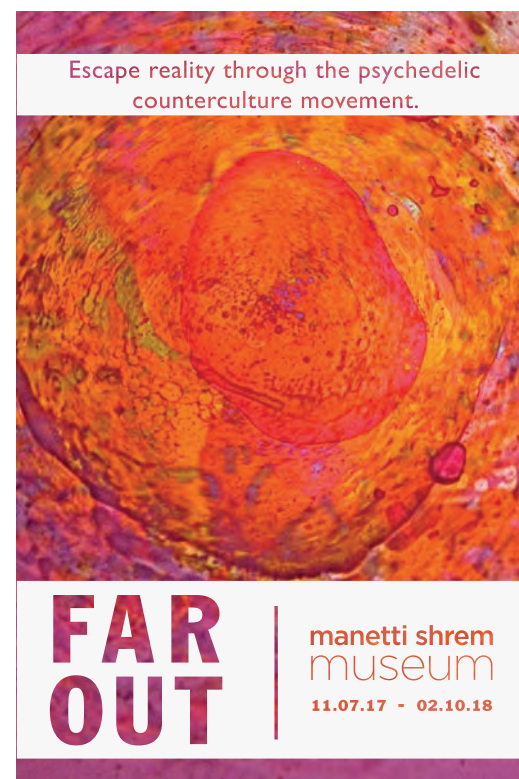
Exhibition Identity
Promotional Graphics: Bus Kiosk Poster

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017

These two bus kiosk poster designs will be displayed in Davis, Sacramento and other surrounding towns. Here the logotype has been orientated differently in order to accommodate more information, without taking away from the oil projection images. The exhibition subtitle has also been added to the design to give viewers an idea of what the exhibition is about.

The two bus kiosk poster variations only differ in the oil projection image used. Oil projection images are featured for their vibrant and eye-catching colors, as well as the abstract, yet organic forms created in each projection. These images are reminiscent of the Psychedelic era and represent the overall feel of the exhibition. They work well both at a distance and up close.



FAR OUT

Exhibition Identity
Promotional Graphics: Street Banners

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017

The exterior street banners will advertise the exhibition, therefore they include the name of the exhibition, the museum and the running dates of the exhibit. They will appear throughout the Davis and neighboring towns.



FAR OUT

Exhibition Identity
Promotional Graphics: Museum Banners

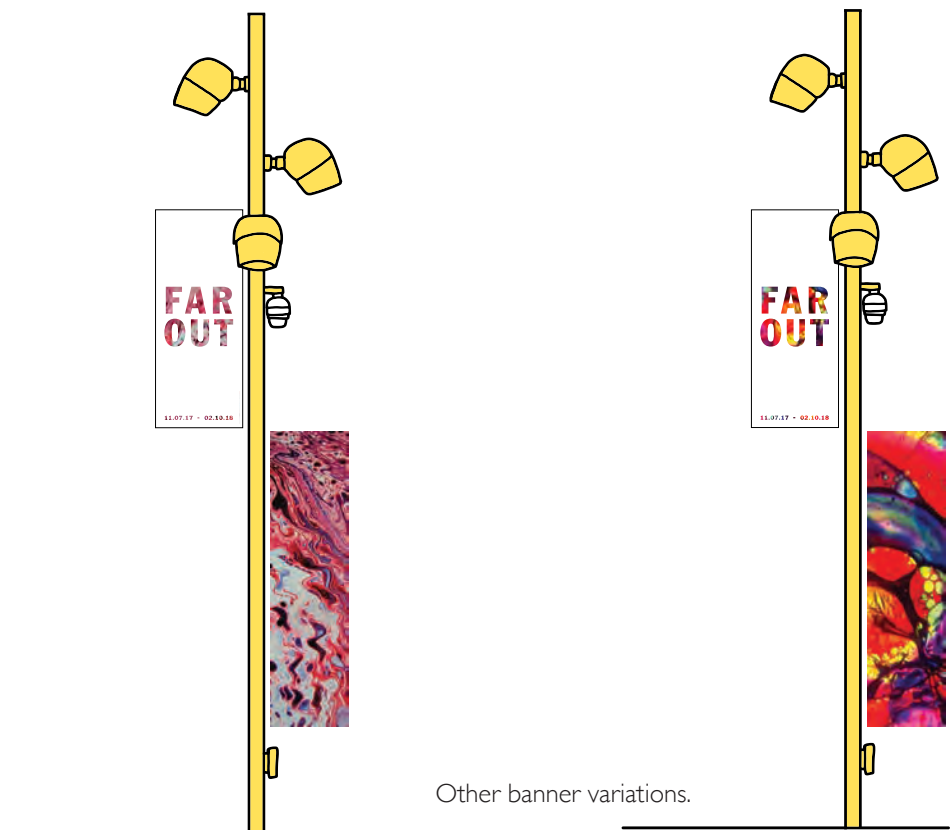
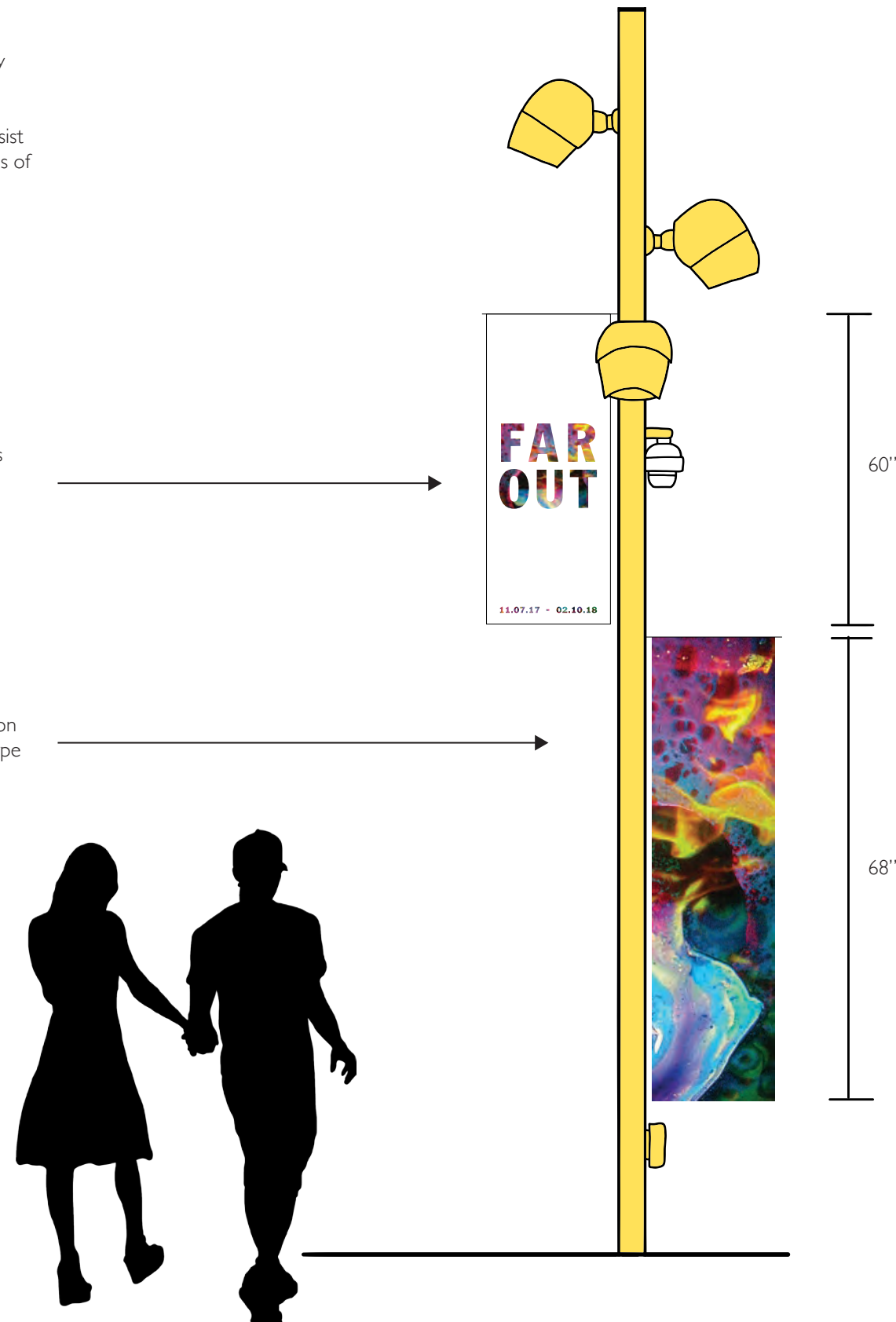
Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017

The exterior banners for the museum's entry courtyard will feature the logotype—white background with the oil projection image showing through. The larger banners will consist of an enlarged image of one of four variations of oil projections.

The 'Far Out' stacked type appears as if it has been "cut out" of the white background to reveal the colorful oil projection underneath.

The larger banner features an enlarged version of the same image that appears in the logotype banner above it.



FAR OUT

Exhibition Identity

Promotional Graphics: Entry Wall

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017

Before entering the exhibition space, the exhibition title will appear on the entry wall to the right of the main gallery doors, pictured to the right. The niche in the wall will be wallpapered with an enlarged image of an oil projection (one that appears in other aspects of our identity as well). The title will be cut out of a sheet of sheet of white gatorboard so that the oil projection image can be viewed behind it. The layered aspects in this space create depth and interest before entering the main exhibition space.

Here the exhibition subtitle appears again, below the main title, in three-dimensional lettering in 220pt Gill Sans regular font.



FAR OUT

Exhibition Identity

Promotional Graphics: Title Wall

Manetti Shrem Museum of Art

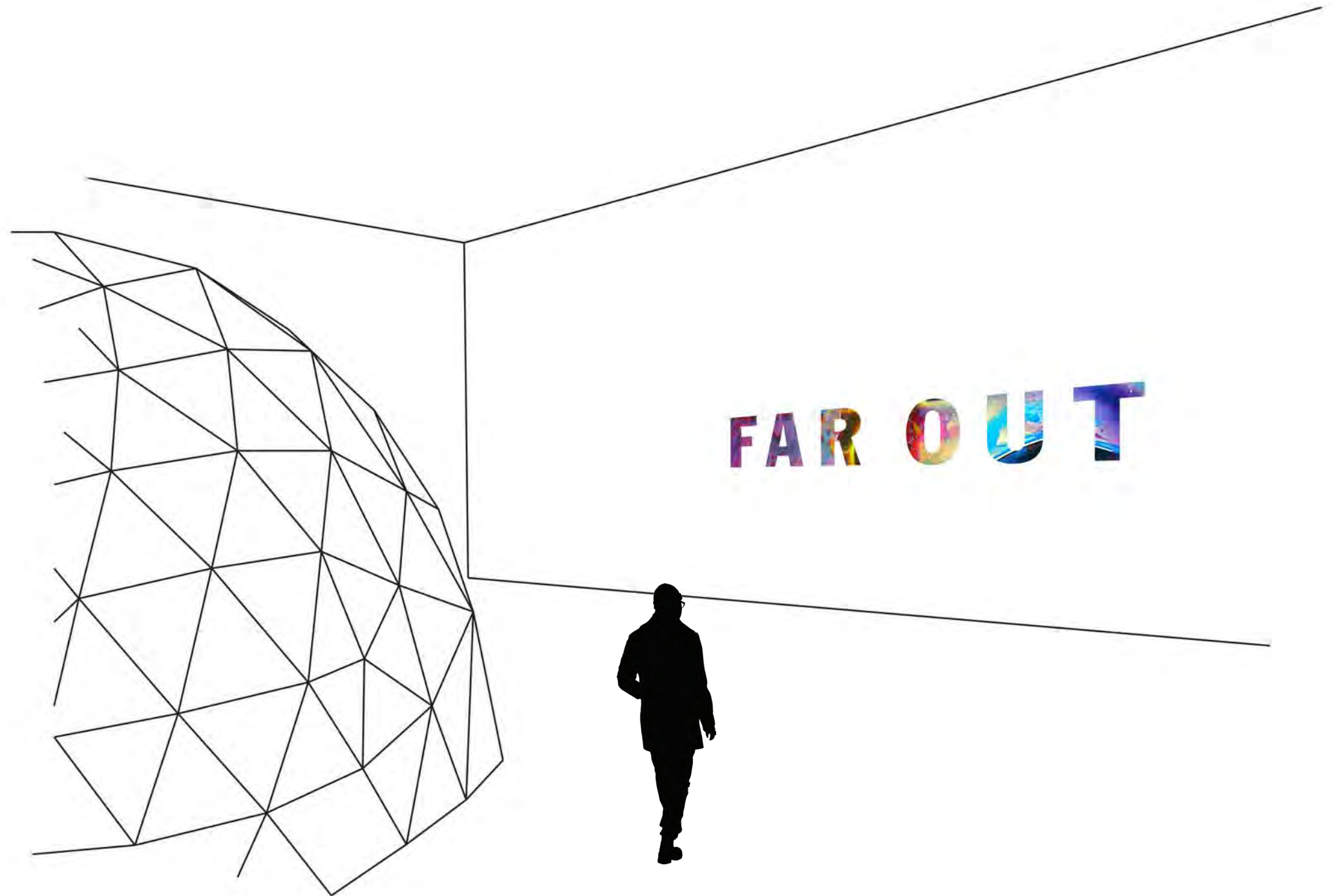
Shannen Hulley & Melissa Lager
16 March 2017

The title wall feature will be presented as visitors exit the Introduction hallway. After being exposed to the dim, black and white space filled with the reasons to escape, they will be met with a highly contrasting title. The FAR OUT title wall will be a wall with the letters of the title cut out. Behind the wall will be a large, circular, rotating lava lamp.

The bright and expressive colors will be the perfect second introduction into the exhibit.



The rotating lava lamps keep the contents constantly flowing without the need of high temperatures, making the title wall a constantly changing feature in the exhibition.



FAR OUT

Exhibition Identity
Merchandise: Ringer Tees

Ringer tees were first introduced to the United States in the 1950s and gained popularity in the 1960s and 1970s, primarily among the music loving subculture and young people. We will offer three different designs in three different colors for visitors to buy.



The first design features the Drop City geodesic dome, a memorable feature of our exhibit. The geodesic dome is the first and likely last piece visitors will see when visiting the exhibit.



BACK SIDE

The back side of the t-shirts featuring the geodesic dome and the lava lamp will also include the exhibition's logotype.

The lava lamp is a popular novelty item introduced in the 60s, and quickly became a physical icon of the time. Inside the exhibition, lava lamps are featured on the title wall. This design alludes to said title wall, as well as the importance of the lava lamp in popular culture during that time.

The final design simply features the logotype cut out of one of the many the oil projections featured in the exhibition.

FAR OUT

Exhibition Identity
Merchandise: Vinyl Pressing

Manetti Shrem Museum of Art

Shannen Hulley & Melissa Lager
16 March 2017

A limited vinyl pressing featuring popular psychedelic music present in our exhibit will be available for purchase. This record will feature both music from the 60s and 70s as well as current times.

TRACK LISTING

Good Vibrations - The Beach Boys
Sugar Magnolia - The Grateful Dead
Somebody to Love - Jefferson Airplane
Purple Haze - Jimi Hendrix
Shine on You Crazy Diamond - Pink Floyd
A Day in the Life - The Beatles
Light My Fire - The Doors
White Rabbit - Jefferson Airplane

Feels Like We Only Go Backwards - Tame Impala
Halfway to Nowhere - Chelou
Source - Fever the Ghost
Shelter Song - Temples
The W.A.N.D. - Flaming Lips

Die cut sleeve with logotype.



The record will be pressed on marbled orange and pink vinyl, utilizing the spot colors featured throughout the exhibit.

The inner sleeve will feature oil projections that will show through the die cut outer sleeve.



