

*Barbie*<sup>TM</sup>

60<sup>th</sup> ANNIVERSARY

**THE ICON THROUGH GENERATION**



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# Phase 1: Planning and Concept Design

## Barbie 60<sup>th</sup> Anniversary - The Icon through Generation

Planning & Concept  
Exhibition Brief

### Core Concept

The various developmental stages of Barbie have been attractive due to influencing fashion, sex, female role model, feminism, manufacture, social issue, and pop culture.

### Exhibition Outline

As per the myth of many people, the invention and development of Barbie were as a result of wanting to empower the female gender effectively. However, over the past, Barbie has not only been a doll to the American people but an essential tool in highlighting some of the changes that have taken in the society from multiple perspectives such as feminism, fashion, and social issues. Arguably, this exhibition aims at dealing away with some of the possible misconceptions through a bright display and description of Barbie Doll.

### Positive and Negative:

In this case, the exhibition will primarily focus on the provision of the development of Barbie over the past 60 years relating to diverse life themes. Most importantly, the primary goal is the creation of balanced viewpoints by people visiting the Gallery.

### The Future:

Moreover, after the exhibition process, visitors' suggestions and feelings on the representation of the Barbie will be the point of focus.

### Exhibition Details

**Title:** Barbie Doll

**Venue:** Manetti Shrem Museum of Art, Davis, CA

**Date:** November 11, 2019 - February 9, 2020

**Audience:** General

**Location:** Temporary Exhibition Space

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

**Number of objects:** 347-350

### Exhibition Outline

**Apprehension** - As a result of the different views concerning Barbie, this section will mainly aim at displaying some of the issues that bother people concerning the famous American Doll. For instance, due to the question of males terming Barbie as a way of promoting feminism, it has caused uneasiness among many men. Therefore, the apprehension section will heavily assist in dealing away with the misconceptions.

**Optimism** - Notably, this section will primarily seek to exhibit some of Barbie's positive roles that she has played in a bid to fit within the American society. In some cases, people have highly been motivated by the character shown by the Doll since her invention in 1959. For example, Barbie has managed to encourage many females such that they have been involved in the male-dominated industry in the present pop culture.

**Unearthing** - Remarkably, in this area, the primary aim is to showcase some of the realities about Barbie that do not cause either positive or negative feelings among visitors. Nonetheless, the section should act as an encouragement to many based on Barbie's developmental stages. For instance, the creation of other accompanied dolls as Barbie's love and companions could be displayed here with the aim of showing the importance of unity and collaboration among people.

**Misunderstood** - Arguably, this section will mainly consist of the many revelations about Barbie given that she has become a part of the American society as a result of her influence in pop culture, feminism, and social issues. For example, some of Barbie's presentations have signaled the possession of high powers by women compared to men. In essence, this area will be dedicated to elimination such misconceptions.

**Media** - Interestingly, the media section will be exhibiting some of the recent representations of Barbie in the press by musicians, YouTube videos or other interested parties such as fashion stakeholders in the US. Most importantly, the modernization of the media room gives room for current world museum development.



**A001 - 1959  
FIRST BARBIE**  
**13"x3"**  
**Mixed Media**



**A002 - 1969  
10TH ANNIVER-  
SARY SPECIAL  
ED 1997 HOLI-  
DAY BARBIE**  
**13"x3"**  
**Mixed Media**



**A003 - 1984  
TOTALLY HAIR™  
25TH ANNIVER-  
SARY BARBIE**  
**13"x7"**  
**Mixed Media**



**A004 - 1989 PINK  
JUBILEE 30TH  
ANNIVERSARY**  
**13"x11"**  
**Mixed Media**



**A005 - 1994  
35TH ANNIVERS-  
ARY MI DGE**  
**13"x3"**  
**Mixed Media**



**A006 - 1999  
40TH ANNIVER-  
SARY MIDGE**  
**13"x3"**  
**Mixed Media**



**A007 - 2003  
45TH ANNIVER-  
SARY BARBIE**  
**13"x3"**  
**Mixed Media**



**A008 - 50TH  
ANNIVERSARY  
BARBIE**  
**13"x3"**  
**Mixed Media**



**A009 - 2009  
50TH ANNIVER-  
SARY**  
**13"x3"**  
**Mixed Media**



**A010 - 2009 STAR  
TREK™ 50TH  
ANNIVERSARY**  
**13"x3"**  
**Mixed Media**



**A011 60TH  
ANNIVERSARY  
BARBIE**  
**13"x3"**  
**Mixed Media**



**A012 - 2019  
60TH ANNIVER-  
SARY**  
**13"x3"**  
**Mixed Media**

**Barbie 60<sup>th</sup> Anniversary - The Icon through Generation**

Exhibition Overview

Object List

SECTION A

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<b>A013</b> 1959 easter parade, 13"x11", Mixed Media	<b>A014</b> 1961 American Airline Stewardess , 13"x11", Mixed Media	<b>A015</b> 1961 Ken doll original swimsuit, 13"x11", Mixed Media
<b>A016</b> 1962 Time for tennis, 13"x11", Mixed Media	<b>A017</b> 1963 Rain coat, 13"x11", Mixed Media	<b>A018</b> 1964 Black Magic Ensemble, 13"x11", Mixed Media
<b>A019</b> 1964 Little Red Riding Hood, 13"x11", Mixed Media	<b>A020</b> 1964 Miss barbie Original Swimsuit, 13"x11", Mixed Media	<b>A021</b> 1965 Day at the Fair, 13"x11", Mixed Media
<b>A022</b> 1966 Color magic Barbie, 13"x11", Mixed Media	<b>A023</b> 1966 here comes the groom, 13"x11", Mixed Media	<b>A024</b> 1966 Pan American, 13"x11", Mixed Media
<b>A025</b> 1967 Floating Gardens, 13"x11", Mixed Media	<b>A026</b> 1968 Sear Exclusive Outfit, 13"x11", Mixed Media	<b>A027</b> 1969 Winter Wedding, 13"x11", Mixed Media
<b>A028</b> 1969 Yellow mellow, 13"x11", Mixed Media	<b>A029</b> 1971 Golfing Greats, 13"x11", Mixed Media	<b>A030</b> 1971 The Night Scene, 13"x11", Mixed Media
<b>A031</b> 1972 Red, white & wild, 13"x11", Mixed Media	<b>A032</b> 1972 silver blues, 13"x11", Mixed Media	<b>A033</b> 1972 Walk Lively Miss America, 13"x11", Mixed Media
<b>A034</b> 1974 Bridegroom, 13"x11", Mixed Media	<b>A035</b> 1977 Best Buy Fashion, 13"x11", Mixed Media	<b>A036</b> 1986 blue rhapsody, 13"x11", Mixed Media
<b>A037</b> 1987 enchanted evening, 13"x11", Mixed Media	<b>A038</b> 1988 Benefit performance, 13"x11", Mixed Media	<b>A039</b> 1988 Happy holidays, 13"x11", Mixed Media
<b>A040</b> 1989 army barbie doll, 13"x11", Mixed Media	<b>A041</b> 1989 pink jubilee, 13"x11", Mixed Media	<b>A042</b> 1989 Wedding party, 13"x11", Mixed Media
<b>A043</b> 1991 Happy holiday, 13"x11", Mixed Media	<b>A044</b> 1992 Happy holiday, 13"x11", Mixed Media	<b>A045</b> 1993 1920's Flapper , 13"x11", Mixed Media
<b>A046</b> 1993 bob mackie masquerade ball, 13"x11", Mixed Media	<b>A047</b> 1993 royal spendor, 13"x11", Mixed Media	<b>A048</b> 1994 Air force Barbie and Ken, 13"x11", Mixed Media
<b>A049</b> 1994 bob mackie queen of hearts, 13"x11", Mixed Media	<b>A050</b> 1994 Evening Extravaganza, 13"x11", Mixed Media	<b>A051</b> 1994 Scarlett O'Hara, 13"x11", Mixed Media

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**Barbie 60<sup>th</sup> Anniversary - The Icon through Generation**

Exhibition Overview

Object List

SECTION A

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<b>A052</b> 1994 silver starlight, 13"x11", Mixed Media	<b>A053</b> 1994 sknow princess, 13"x11", Mixed Media	<b>A054</b> 1995 Goddess of the Sun, 13"x11", Mixed Media
<b>A055</b> 1995 Christian Dior, 13"x11", Mixed Media	<b>A056</b> 1995 Holiday memories, 13"x11", Mixed Media	<b>A057</b> 1995 Jeweled Splendor Barbie, 13"x11", Mixed Media
<b>A058</b> 1995 solo in the spotlight (brunette), 13"x11", Mixed Media	<b>A059</b> 1996 Autumn Glory, 13"x11", Mixed Media	<b>A060</b> 1996 happy holiday, 13"x11", Mixed Media
<b>A061</b> 1996 Harley-davidson, 13"x11", Mixed Media	<b>A062</b> 1996 Ralph Lauren, 13"x11", Mixed Media	<b>A063</b> 1996 Rapunzel, 13"x11", Mixed Media
<b>A064</b> 1997 Barbie doll as the sugar plum fairy, 13"x11", Mixed Media	<b>A065</b> 1997 Diamond Dazzle, 13"x11", Mixed Media	<b>A066</b> 1997 Happy holidays, 13"x11", Mixed Media
<b>A067</b> 1997 Pink splendor, 13"x11", Mixed Media	<b>A068</b> 1997 Romantic Interlude, 13"x11", Mixed Media	<b>A069</b> 1997 serenade in satin, 13"x11", Mixed Media
<b>A070</b> 1997 Water lily, 13"x11", Mixed Media	<b>A071</b> 1998 Angel of Joy, 13"x11", Mixed Media	<b>A072</b> 1998 Autumn in Paris, 13"x11", Mixed Media
<b>A073</b> 1998 Barbie as sleeping beauty, 13"x11", Mixed Media	<b>A074</b> 1998 happy holiday, 13"x11", Mixed Media	<b>A075</b> 1998 Harpist Angel, 13"x11", Mixed Media
<b>A076</b> 1998 Lucille Ball as Lucy Ricardo, 13"x11", Mixed Media	<b>A077</b> 1998 Nolan Miller Sheer Illusion, 13"x11", Mixed Media	<b>A078</b> 1998 Oscar de la renta, 13"x11", Mixed Media
<b>A079</b> 1998 Romeo & Juliet, 13"x11", Mixed Media	<b>A080</b> 1998 The X-files, 13"x11", Mixed Media	<b>A081</b> 1998 vera wang, 13"x11", Mixed Media
<b>A082</b> 1998 Water Phapsody, 13"x11", Mixed Media	<b>A083</b> 1998 Winter in New york, 13"x11", Mixed Media	<b>A084</b> 1999 angel of peace, 13"x11", Mixed Media
<b>A085</b> 1999 Autumn in London, 13"x11", Mixed Media	<b>A086</b> 1999 Byron Lars Plum Royale, 13"x11", Mixed Media	<b>A087</b> 1999 Marzipan in the Nutcracker, 13"x11", Mixed Media
<b>A088</b> 1999 doll as snow white, 13"x11", Mixed Media	<b>A089</b> 1999 Doll Had a Little Lamb, 13"x11", Mixed Media	<b>A090</b> 1999 Camelor's king & Queen, 13"x11", Mixed Media

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<b>A091</b> 1999 Arthur and Guinevere, 13"x11", Mixed Media	<b>A092</b> 1999 Millennium princess, 13"x11", Mixed Media	<b>A093</b> 1999 Summer in Rome, 13"x11", Mixed Media
<b>A094</b> 1999 The flamingo Barbie, 13"x11", Mixed Media	<b>A095</b> 1999 whispering wind, 13"x11", Mixed Media	<b>A096</b> 2000 BEAUTY and the BEAST, 13"x11", Mixed Media
<b>A097</b> 2000 Celebration Barbie Doll, 13"x11", Mixed Media	<b>A098</b> 2000 Coca-Cola, 2000 Delphine, 13"x11", Mixed Media	<b>A099</b> 2000 Elizabeth Taylor, 13"x11", Mixed Media
<b>A100</b> 2000 Elizabeth Taylor, 13"x11", Mixed Media	<b>A101</b> 2000 Evening Star Princess, 13"x11", Mixed Media	<b>A102</b> 2000 Givenchy, 13"x11", Mixed Media
<b>A103</b> 2000 Goddess of beauty, 13"x11", Mixed Media	<b>A104</b> 2000 Mann's Chinese Theater, 13"x11", Mixed Media	<b>A105</b> 2000 Princess of the french court, 13"x11", Mixed Media
<b>A106</b> 2000 The Addams Family, 13"x11", Mixed Media	<b>A107</b> 2001 Ferrari, 13"x11", Mixed Media	<b>A108</b> 1959 easter parade, 13"x11", Mixed Media
<b>A109</b> 1959 easter parade, 13"x11", Mixed Media	<b>A120</b> 2000 The Lingerie Barbie, 13"x11", Mixed Media	<b>A121</b> 2001 Be A Pal, 13"x11", Mixed Media
<b>A122</b> 2001 Bob Mackie, 13"x11", Mixed Media	<b>A123</b> 2001 Goddess of Wisdom, 13"x11", Mixed Media	<b>A124</b> 2001 Lighter Than Air, 13"x11", Mixed Media
<b>A125</b> 2001 Sprit of the Earth, 13"x11", Mixed Media	<b>A126</b> 2001 Tales of Peter Rabbit, 13"x11", Mixed Media	<b>A127</b> 2002 Capucine, 13"x11", Mixed Media
<b>A128</b> 2002 Continental Holiday, 13"x11", Mixed Media	<b>A129</b> 2002 Fashion Designer, 13"x11", Mixed Media	<b>A130</b> 2002 Gallery Scene Barbie Fashion, 13"x11", Mixed Media
<b>A131</b> 2002 Mademoiselle Isabelle, 13"x11", Mixed Media	<b>A132</b> 2002 Maria Therese, 13"x11", Mixed Media	<b>A133</b> 2002 Doll and Snoopy, 13"x11", Mixed Media
<b>A134</b> 2003 "L.A. at Last!", 13"x11", Mixed Media	<b>A135</b> 2003 Armani, 13"x11", Mixed Media	<b>A136</b> 2003 Arwen and Aragorn, 13"x11", Mixed Media
<b>A137</b> 2003 August Peridot, 13"x11", Mixed Media	<b>A138</b> 2003 Diana Ross by Bob Mackie, 13"x11", Mixed Media	<b>A139</b> 2003 Grease, 13"x11", Mixed Media

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**A140**  
2003 January Garnet, 13"x11", Mixed Media

**A143**  
2003 May Emerald, 13"x11", Mixed Media

**A146**  
2004 Barbie Doll as Titania, 13"x11", Mixed Media

**A149**  
2004 Exotic Intrigue, 13"x11", Mixed Media

**A152**  
2005 Hard Rock Cafe, 13"x11", Mixed Media

**A155**  
2005 The Operetta, 13"x11", Mixed Media

**A158**  
2006 Highland Fling, 13"x11", Mixed Media

**A161**  
2006 The Christmas show, 13"x11", Mixed Media

**A164**  
2007 Cher Bob Mackie, 13"x11", Mixed Media

**A167**  
2007 Knitting pretty Barbie and Skipper, 13"x11", Mixed Media

**A170**  
2007 Miss Topaz, 13"x11", Mixed Media

**A173**  
2008 Aine, 13"x11", Mixed Media

**A176**  
2008 Elvis and Priscilla, 13"x11", Mixed Media

**A141**  
2003 July Ruby, 13"x11", Mixed Media

**A144**  
2003 Nior et Blanc, 13"x11", Mixed Media

**A147**  
2004 Chinoiserie Red Moon, 13"x11", Mixed Media

**A150**  
2004 Queen Elizabeth, 13"x11", Mixed Media

**A153**  
2005 Marisa Beach Baby Doll, 13"x11", Mixed Media

**A156**  
2005 Versace, 13"x11", Mixed Media

**A159**  
2006 I Dream of Autumn, 13"x11", Mixed Media

**A162**  
2006 The Waitress, 13"x11", Mixed Media

**A165**  
2007 Christabelle, 13"x11", Mixed Media

**A168**  
2007 Miss Diamond, 13"x11", Mixed Media

**A171**  
2007 The Ingenue, 13"x11", Mixed Media

**A174**  
2008 AKA Centennial, 13"x11", Mixed Media

**A177**  
2008 Grease Rizzo Barbie, 13"x11", Mixed Media

**A142**  
2003 Marie Antoinette, 13"x11", Mixed Media

**A145**  
2003 Sunday Best, 13"x11", Mixed Media

**A148**  
2004 Chocolate Obsession, 13"x11", Mixed Media

**A151**  
2004 Taurus, 13"x11", Mixed Media

**A154**  
2005 Spotted Shopping, 13"x11", Mixed Media

**A157**  
2006 Film Nior, 13"x11", Mixed Media

**A160**  
2006 Monique Lhuillier Bride, 13"x11", Mixed Media

**A163**  
2007 Cabaret Dancer, 13"x11", Mixed Media

**A166**  
2007 Happy New Year, 13"x11", Mixed Media

**A169**  
2007 Miss Sapphire, 13"x11", Mixed Media

**A172**  
2007 The Wizard of OZ Dorothy, 13"x11", Mixed Media

**A175**  
2008 Alfred's "The Birds", 13"x11", Mixed Media

**A178**  
2008 Medusa, 13"x11", Mixed Media

**A179**  
2009 Generations of Dreams, 13"x11", Mixed Media

**A182**  
2009 Prima Ballerina, 13"x11", Mixed Media

**A185**  
2011 Captain Jack Sparrow Doll , 13"x11", Mixed Media

**A188**  
2011 Green Lantern Carol Ferris, 13"x11", Mixed Media

**A191**  
2011 Vera Wang Bride, 13"x11", Mixed Media

**A194**  
2013 Ball Gown, 13"x11", Mixed Media

**A197**  
2013 coach barbie doll, 13"x11", Mixed Media

**A200**  
2013 Mermaid gown, 13"x11", Mixed Media

**A180**  
2009 Happy holiday, 13"x11", Mixed Media

**A183**  
2010 Lifelike bentable legs, 13"x11", Mixed Media

**A186**  
2011 Farrah Fawcett, 13"x11", Mixed Media

**A189**  
2011 Halloween haunt, 13"x11", Mixed Media

**A192**  
2012 Passport to Pink, 13"x11", Mixed Media

**A195**  
2013 Boater Ensemble, 13"x11", Mixed Media

**A198**  
2013 Happy new year barbie doll, 13"x11", Mixed Media

**A201**  
2013 The Blonds Blond Gold Barbie, 13"x11", Mixed Media

**A181**  
2009 I Love Lucy " The Ballet", 13"x11", Mixed Media

**A184**  
2010 Effel tower, 13"x11", Mixed Media

**A187**  
2011 Goddess of the Galaxy, 13"x11", Mixed Media

**A190**  
2011 Inspired by Gustav Klimt , 13"x11", Mixed Media

**A193**  
2012 the Twilight saga, 13"x11", Mixed Media

**A196**  
2013 City Shopper , 13"x11", Mixed Media

**A199**  
2013 life in the Dreamhouse, 13"x11", Mixed Media



**B01 - 1959  
 CHEF OUTFIT**  
 13"x3"  
 Mixed Media



**B02 - 1960  
 FIRST JOB**  
 13"x3"  
 Mixed Media



**B03 - 1961  
 HOUSEWIFE**  
 13"x3"  
 Mixed Media



**B04 - 1961  
 FLIGHT ATTEN-  
 DANT**  
 13"x3"  
 Mixed Media



**B05 - 1963  
 EXECUTIVE  
 CAREER GIRL  
 BARBIE**  
 13"x3"  
 Mixed Media



**B06 - 1963  
 FASHION QUEEN  
 BARBIE DOLL**  
 13"x3"  
 Mixed Media



**B07 - 1965  
 ASTRONAUT**  
 13"x3"  
 Mixed Media



**B08 - 1975  
 OLYMPIC SKIER**  
 13"x3"  
 Mixed Media



**B09 - 1984  
 DAY-TO-NIGHT**  
 13"x10"  
 Mixed Media



**B10 - 1989  
 UNICEF AMBAS-  
 SADOR BARBIE 2**  
 13"x11"  
 Mixed Media



**B11 - 1991  
 BARBIE THE AIR  
 FORCE PILOT**  
 13"x3"  
 Mixed Media



**B12 - 1992  
 MARINE CORPS  
 SERGEANT  
 BARBIE**  
 13"x3"  
 Mixed Media



**B13 - 1992  
 RAP MUSICIAN  
 BARBIE**  
 13"x3"  
 Mixed Media



**B14 - 1997  
 PALEONTOLO-  
 GIST BARBIE**  
 13"x11"  
 Mixed Media



**B15 - 1998  
 CHICAGO  
 CUBS MAJOR  
 LEAGUE BASE-  
 BALL PLAYER**  
 13"x3"  
 Mixed Media



**B16 - 1998  
 WNBA PLAYER  
 BARBIE**  
 13"x3"  
 Mixed Media



**B17 - 1999  
 WORKING  
 WOMAN**  
 13"x3"  
 Mixed Media



**B18 - 2009 SEA-  
 WORLD TRAINER  
 BARBIE**  
 13"x3"  
 Mixed Media



**B19 - 2017 THE  
 GLORY OF THE  
 80'S BARBIE  
 DOLL**  
 13"x7"  
 Mixed Media



**B20 - 1992 PRESI-  
 DENTIAL CANDI-  
 DATE**  
 13"x11"  
 Mixed Media



**B21 - 2000 PRESI-  
 DENTIAL CANDI-  
 DATE**  
 13"x3"  
 Mixed Media



**B22 - 2004 PRESI-  
 DENTIAL CANDI-  
 DATE**  
 13"x3"  
 Mixed Media



**B23 - 2008 PRESI-  
 DENTIAL CANDI-  
 DATE**  
 13"x3"  
 Mixed Media



**B24 - 2012 PRESI-  
 DENTIAL CANDI-  
 DATE**  
 13"x3"  
 Mixed Media



**B25 - 2016  
 BARBIE PRESI-  
 DENTIAL**  
 13"x3"  
 Mixed Media



**B26 - 2016 VICE  
 PRESIDENTIAL**  
 13"x3"  
 Mixed Media



**B27 - 2018  
 AMELIA EAR-  
 HART**  
 13"x3"  
 Mixed Media



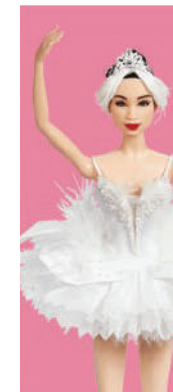
**B28 - 2018 ROLE  
 MODEL\_ FRIDA  
 KAHLO**  
 13"x3"  
 Mixed Media



**B29 - 2018  
 KATHERINE  
 JOHNSON1**  
 13"x3"  
 Mixed Media



**B30 - 2018  
 IBTIHAJ MUHAM-  
 MAD 1**  
 13"x3"  
 Mixed Media



**B31 - 2018  
 ROLE MODEL  
 YUAN YUAN TAN**  
 13"x3"  
 Mixed Media



**✗ B32 - 2018  
 ROLE MOD-  
 EL\_SARA GAMA**  
 13"x3"  
 Mixed Media



**B33 - 2018  
ROLE MOD-  
EL\_BINDI IRWIN**

**13"x3"  
Mixed Media**



**B34 - 2018  
ROLE MOD-  
EL\_CHLOE KIM**

**13"x3"  
Mixed Media**



**B35 - 2018  
HELENE DAR-  
ROZE**

**13"x3"  
Mixed Media**



**B36 - 2018  
HUI RUOQI**

**13"x3"  
Mixed Media**



**B37 - 2018  
MARTYNA WO-  
JCIECHOWSKA**

**13"x3"  
Mixed Media**



**B38 - 2018  
NICOLA ADAMS  
OBE**

**13"x3"  
Mixed Media**



**B39 - 2018  
PATTY JENKINS**

**13"x3"  
Mixed Media**



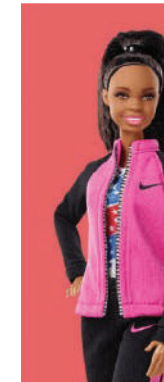
**B40 - 2018  
XIAOTONG  
GUAN**

**13"x3"  
Mixed Media**



**B41 - INTERNA-  
TIONAL-WOM-  
EN-DAY-INSPIR-  
ING**

**13"x3"  
Mixed Media**



**B42 - INTERNA-  
TIONAL-WOM-  
EN-DAY-INSPIR-  
ING**

**13"x3"  
Mixed Media**



**B43 -  
LAURIE-HER-  
NANDEZ-GYM-  
NAST-BAR-  
BIE-DOLL**

**13"x3"  
Mixed Media**



**B44 - 2016  
YOU CAN BE  
ANYTHING OR  
EVERYTHING!**

**13"x3"  
Mixed Media**



**D01 - AUDREY  
 HEPBURN\_DOLL**  
 13"x7"  
 Mixed Media



**D02 - FAN BING  
 BING\_DOLL**  
 13"x7"  
 Mixed Media



**D03 - GRACE  
 KELLY  
 DRESS\_DOLL**  
 13"x7"  
 Mixed Media



**D04 - GRACE  
 KELLY WEDDING**  
 13"x7"  
 Mixed Media



**D05 - HEIDI  
 KLUM\_DOLL**  
 13"x3"  
 Mixed Media



**D06 - KENNE-  
 DY\_DOLL**  
 13"x3"  
 Mixed Media



**D07 - MON-  
 ROE\_DOLL**  
 13"x7"  
 Mixed Media



**D08 - PRINCESS  
 DIANA**  
 13"X7"  
 Mixed Media



**D09 - PRINCESS  
 KATE WEDDING\_  
 DOLL**  
 13"x13"  
 Mixed Media



**D10 - PIRATES OF  
 THE CARIBBEAN**  
 13"x13"  
 Mixed Media



**B11 - 1987  
 BARBIE AND THE  
 ROCKERS**  
 13"x3"  
 Mixed Media



**B12 - 1997 MRS.  
 P.F.E. ALBEE™  
 BARBIE® DOLL**  
 13"x3"  
 Mixed Media



**B13 - 1999  
 COCA-COLA®  
 BARBIE® DOLL  
 (WAITRESS)**  
 13"x3"  
 Mixed Media



**B14 - 2000 ELIZA-  
 BETH TAYLOR IN  
 CLEOPATRA**  
 13"x11"  
 Mixed Media



**B15 - 2000 FABU-  
 LOUS FORTIES**  
 13"x3"  
 Mixed Media



**B16 - 2000  
 PEACE \_ LOVE  
 70'S**  
 13"x3"  
 Mixed Media



**D17 - 2000  
 SUBURBAN  
 SHOPPER**  
  
**13"x7"  
 Mixed Media**



**D18 - 2001  
 GLAMOUR GAL  
 BETTY BOOP™**  
  
**13"x7"  
 Mixed Media**



**D19 - 2002  
 JAMES BOND  
 007 KEN® AND  
 BARBIE®**  
  
**13"x13"  
 Mixed Media**



**D20 - 2003  
 MARIE ANTOI-  
 NETTE BARBIE**  
  
**13"x13"  
 Mixed Media**



**D21 - 2004  
 BARBIE® AS  
 SANDY FROM  
 GREASE™**  
  
**13"x7"  
 Mixed Media**



**D22 - 2006  
 HARD ROCK  
 BARBIE® DOLL**  
  
**13"x3"  
 Mixed Media**



**D23 - 2007  
 80'S CHER BOB  
 MACKIE DOLL**  
  
**13"x3"  
 Mixed Media**



**D24 - 2009  
 BARBIE® DOLL  
 AS MARILYN  
 MONROE**  
  
**13"X3"  
 Mixed Media**



**D25- 2009  
 POP LIFE™ DOLL  
 (AFRICAN-AMER-  
 ICAN)**  
  
**13"x7"  
 Mixed Media**



**D26 - 2011  
 GRACE KELLY  
 THE ROMANCE  
 SILKSTONE GIFT  
 SET GOLD LABEL**  
  
**13"x7"  
 Mixed Media**



**B27 - 2011  
 BARBIE® DOLL  
 INSPIRED BY  
 LEONARDO DA  
 VINCI**  
  
**13"x5"**



**B28 - 2011  
 CAPTAIN JACK  
 SPARROW DOLL**  
  
**13"x3"  
 Mixed Media**



**B29 - 1996  
 STATUE OF LIB-  
 ERTY BARBIE**  
  
**13"x3"  
 Mixed Media**



**B30 - 2011  
 SPRING BREAK  
 1961™ BARBIE®  
 AND KEN®**  
  
**13"x11"  
 Mixed Media**



**B31 - 2012  
 ELIZABETH  
 TAYLOR WHITE  
 DIAMONDS DOLL**  
  
**13"x7"  
 Mixed Media**



**B32 - 2012  
 HUNGER GAMES  
 KATNISS DOLL**  
  
**13"x5"  
 Mixed Media**



**Barbie 60<sup>th</sup> Anniversary - The Icon through Generation**

Exhibition Overview

Object List

SECTION D



**D33 - 2013  
AUDREY  
HEPBURN™  
IN ROMAN HOL-  
IDAY DOLL**

**13"x7"  
Mixed Media**



**D34 - 2013  
JENNIFER LOPEZ  
RED CARPET  
DOLL 2.5X13.7\_**

**13"x3"  
Mixed Media**



**D35 - 2016  
BARBIE® STAR  
TREK™ 50TH  
ANNIVERSARY  
SPOCK DOLL**

**13"x7"  
Mixed Media**



**D36 - 2016  
BARBIE®  
AMAZON PRIN-  
CESS WONDER  
WOMAN™ DOLL**

**13"x11"  
Mixed Media**



**D37 - 2018  
BARBIE® YVES  
SAINT LAURENT  
DOLL**

**13"x3"  
Mixed Media**



**D38 - 2005  
EMPRESS JOSE-  
PHINE**

**13"x11"  
Mixed Media**



**D39 - 2014  
KARL LAGER-  
FELD BARBIE  
DOLL**

**13"x3"  
Mixed Media**



**D40 - 2014  
ELVIS BARBIE**

**13"X5"  
Mixed Media**



**D41 - 2017  
TOMMYXGIGI  
BARBIE® DOLL**

**13"x3"  
Mixed Media**



**D42 - 2018  
IBTIHAJ MUHAM-  
MAD DOLL  
13"x3"  
Mixed Media**

**Barbie 60<sup>th</sup> Anniversary - The Icon through Generation**

Exhibition Overview

Object List

SECTION E



**E01- Computer Engineer Barbie (2010)**

**13"x3"  
Mixed Media**



**E02- Barbie Video Girl (2010)**

**13"x3"  
Mixed Media**



**E03- Growing Up Skipper (1975)**

**20"x3"  
Mixed Media**



**E04- Sports Illustrated Swimsuit Barbie (2014)**

**13"x3"  
Mixed Media**



**E05- Oreo Fun Barbie (1997)**

**13"x3"  
Mixed Media**



**E06- Kissing Barbie (1978)**

**13"x3"  
Mixed Media**



**E07- Pregnant Midge (2003)**

**20"x3"  
Mixed Media**



**E08- Teen Talk Barbie (1992)**

**13"x3"x3  
Mixed Media**



**E09- Girl Scout Barbie (2014)**

**13"x3"  
Mixed Media**



**E10- Barbie Baby-sits (1963)**

**20"x3"  
Mixed Media**

**Barbie 60<sup>th</sup> Anniversary - The Icon through Generation**

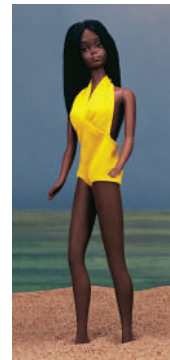
Exhibition Overview

Object List

SECTION F



**F01 - 1968  
Christie  
13"x3"  
Mixed Media**



**F02 - 1973  
Barbie dolls  
friend Malibu  
Christie  
13"x3"  
Mixed Media**



**F03 - 1980  
Italian BarbieZ  
13"x3"  
Mixed Media**



**F04 - 1980  
The first black  
barbie  
13"x3"  
Mixed Media**



**F05 - 1981  
Oriental Barbie  
13"x3"  
Mixed Media**



**F06 - 1981  
Scottish Barbie  
13"x3"  
Mixed Media**



**F07 - 1982  
Eskimo Barbie  
13"x3"  
Mixed Media**



**F08 - 1982  
India Barbie  
13"x3"  
Mixed Media**



**F09 - 1983  
Spanish Barbie  
13"x3"  
Mixed Media**



**F10 - 1983  
Swedish Barbie  
13"x3"  
Mixed Media**



**F11 - 1984 Irish  
Barbie  
13"x3"  
Mixed Media**



**F12 - 1984  
Swiss Barbie  
13"x3"  
Mixed Media**



**F13 - 1985  
Japanese Barbie  
13"x3"  
Mixed Media**



**F14 - 1986  
Greek Barbie  
13"x3"  
Mixed Media**



**F15 - 1986  
Peruvian Barbie  
13"x3"  
Mixed Media**



**F16 - 1987  
German Barbie  
13"x3"  
Mixed Media**



**F17 - 1987  
 Icelandic Barbie**  
 13"x3"  
 Mixed Media



**F18 - 1988  
 Canadian Barbie**  
 13"x3"  
 Mixed Media



**F19 - 1988  
 Korean Barbie**  
 13"x3"  
 Mixed Media



**F20 - 1989  
 Mexican Barbie**  
 13"x3"  
 Mixed Media



**F21 - 1993  
 Australian Barbie**  
 13"x3"  
 Mixed Media



**F22 - 1993  
 Native American  
 Barbie**  
 13"x3"  
 Mixed Media



**F23 - 1994  
 Kenyan Barbie**  
 13"x11"  
 Mixed Media



**F24 - 1996  
 Ghanaian Barbie**  
 13"x6"  
 Mixed Media



**F25 - 1996  
 India Barbie**  
 13"x3"  
 Mixed Media



**F26 - 2000  
 fantasy goddess  
 of Americas**  
 13"x11"  
 Mixed Media



**F27 - 2000  
 Northwest coast  
 native american  
 Barbie doll**  
 13"x3"  
 Mixed Media



**F28 - 2001  
 princess of Nile**  
 13"x3"  
 Mixed Media



**F29 - 2001  
 Prince Ireland**  
 13"x11"  
 Mixed Media



**F30 - 2001  
 Princess of the  
 Incas**  
 13"x6"  
 Mixed Media



**F31 - 2002  
 prince of the  
 Danish court**  
 13"x11"  
 Mixed Media



**F32 - 2002  
 Princess of the  
 Portuguese  
 Empire**  
 13"x3"  
 Mixed Media



**F33 - 2003  
 Bohemian  
 Glamour**  
  
**13"x3"  
 Mixed Media**



**F34 - 2003  
 Princess of Japan**  
  
**13"x3"  
 Mixed Media**



**F35 - 2003  
 Princess of the  
 vikings**  
  
**13"x3"  
 Mixed Media**



**F36 - 2004  
 Princess of the  
 Korean Court  
 Barbie Doll**  
  
**13"x3"  
 Mixed Media**



**F37 - 2005  
 Chinese New  
 Year Barbie**  
  
**13"x3"  
 Mixed Media**



**F38 - 2005 Maiko**  
  
**13"x3"  
 Mixed Media**



**F39 - 2005  
 Carnival Barbie**  
  
**13"x3"  
 Mixed Media**



**F40 - 2006 Cinco  
 De Mayo Barbie**  
  
**13"x3"  
 Mixed Media**



**F41 - 2006 Diwali  
 Barbie Doll**  
  
**13"x3"  
 Mixed Media**



**F42 - 2006 Irish  
 Dance**  
  
**13"x3"  
 Mixed Media**



**F43 - 2006  
 Kwanzaa Barbie**  
  
**13"x3"  
 Mixed Media**



**F44 - 2006  
 Oktoberfest  
 Barbie**  
  
**13"x3"  
 Mixed Media**



**F45 - 2007  
 Spanish**  
  
**13"x3"  
 Mixed Media**



**F46 - 2007  
 Sumatra-Indoesia**  
  
**13"x3"  
 Mixed Media**



**F47 - 2009 Russia**  
  
**13"x3"  
 Mixed Media**



**F48 - 2011  
 Argentina  
 2.5x13x7\_**  
  
**13"x3"  
 Mixed Media**

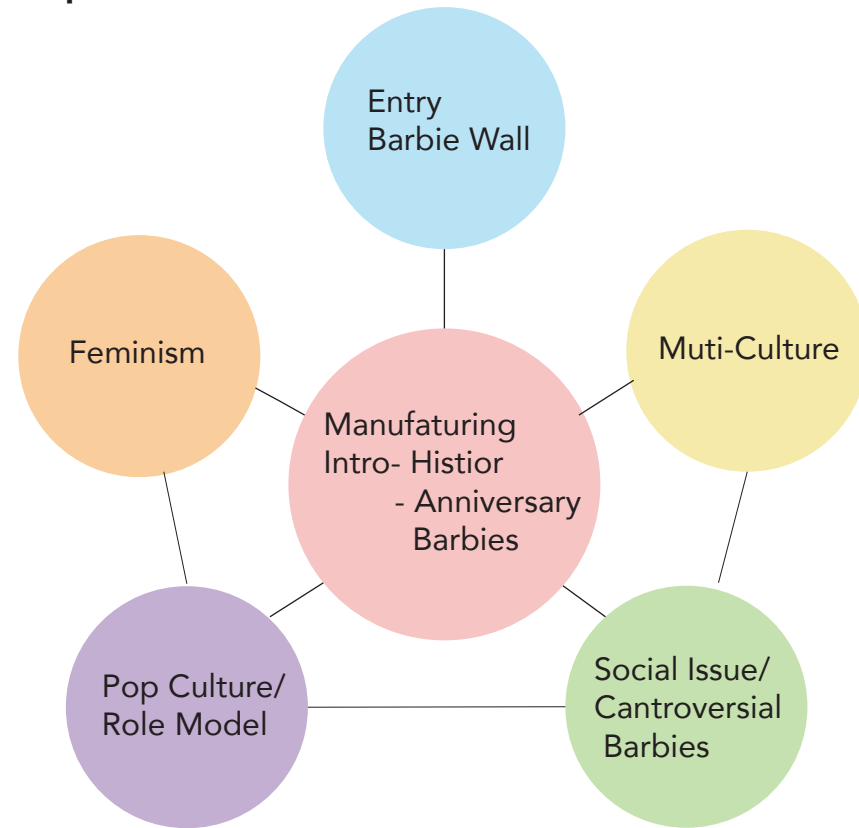


**F49 - 2016**  
**Philippines**  
**13"x7"**  
**Mixed Media**



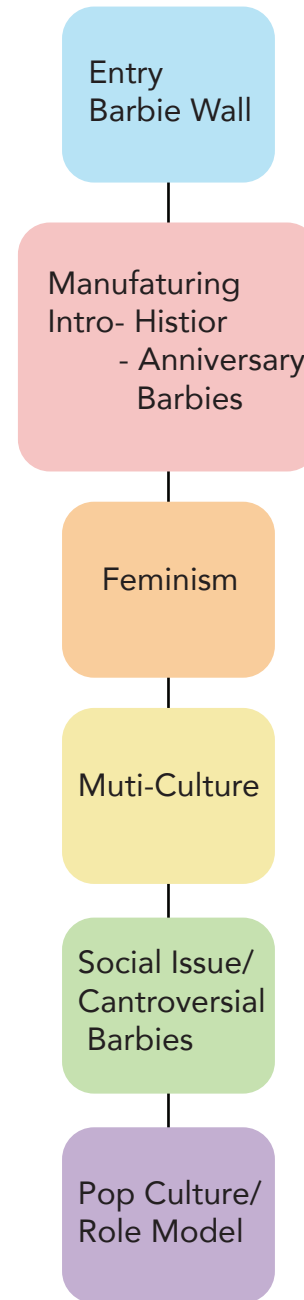
**F50 - 2013**  
**Morocco**  
**13"x3"**  
**Mixed Media**

**Option 1**



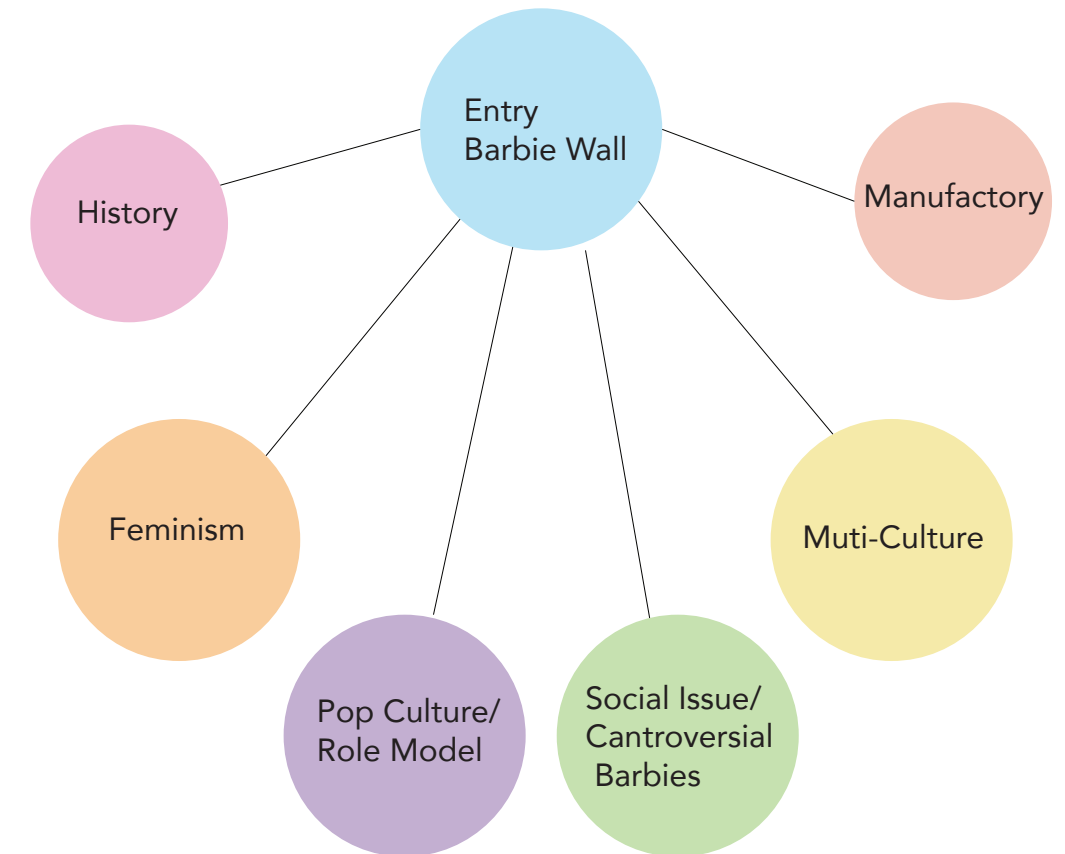
**Option 1 (Final version)** :This exhibition has five main areas which are an introduction, feminism, pop culture, social issue, and multi-culture. This plan we are creating an easily accessible circulation space so that the audience can choose which topic they are most interesting to engage with first.

**Option 2**



**Option 2:** For this plan, the audience will follow the structure from entry to exit to access the theme one by one.

**Option 3**



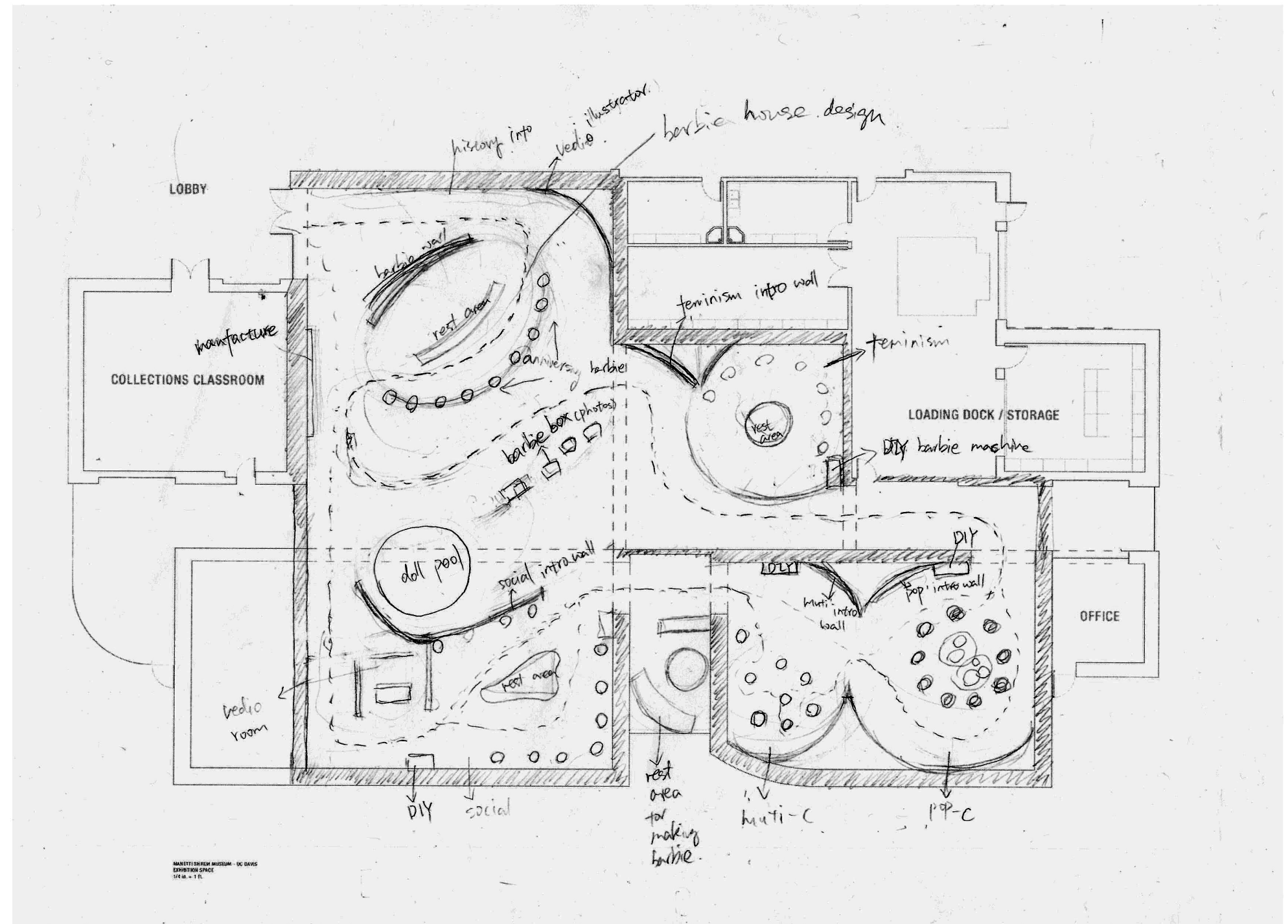
**Option 3 :** Start with the entrance, which is the main room. History and Manufactory rooms work as sub-rooms. From the entry room, the audience chooses their viewing path.

## Barbie 60<sup>th</sup> Anniversary - The Icon through Generation

Exhibition Overview

Concept and Ideation

It is the initial idea of the interior design layout. The goal is not only to create accessible circulation for the audience but also guide them from one section to the next..



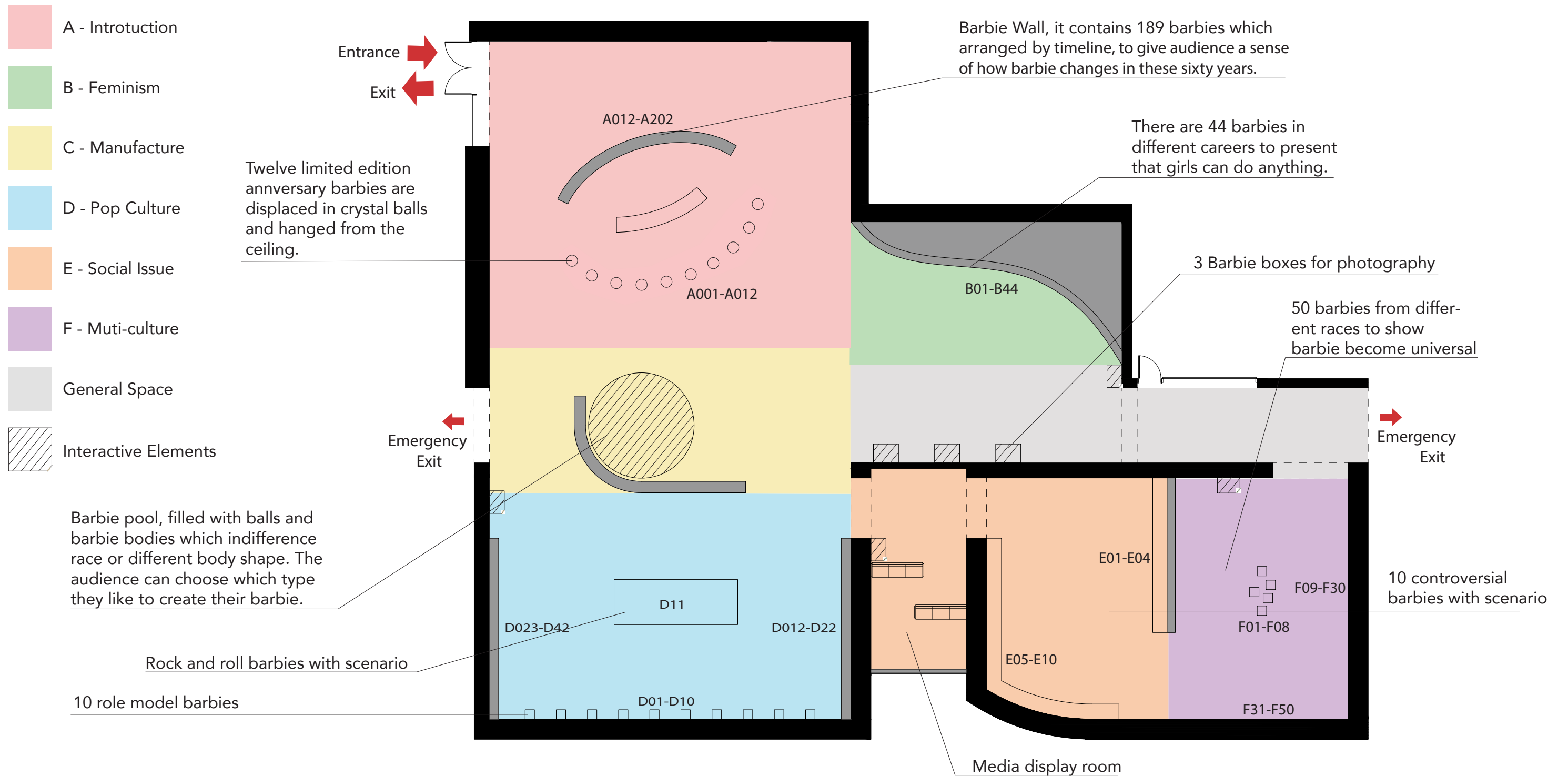


## **Phase 2: Object Placement and Scale Model**

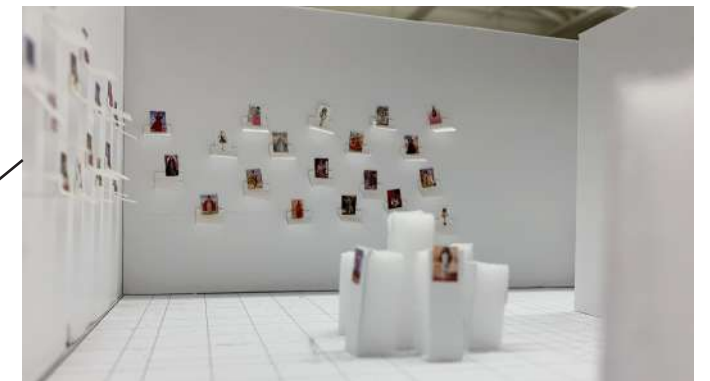
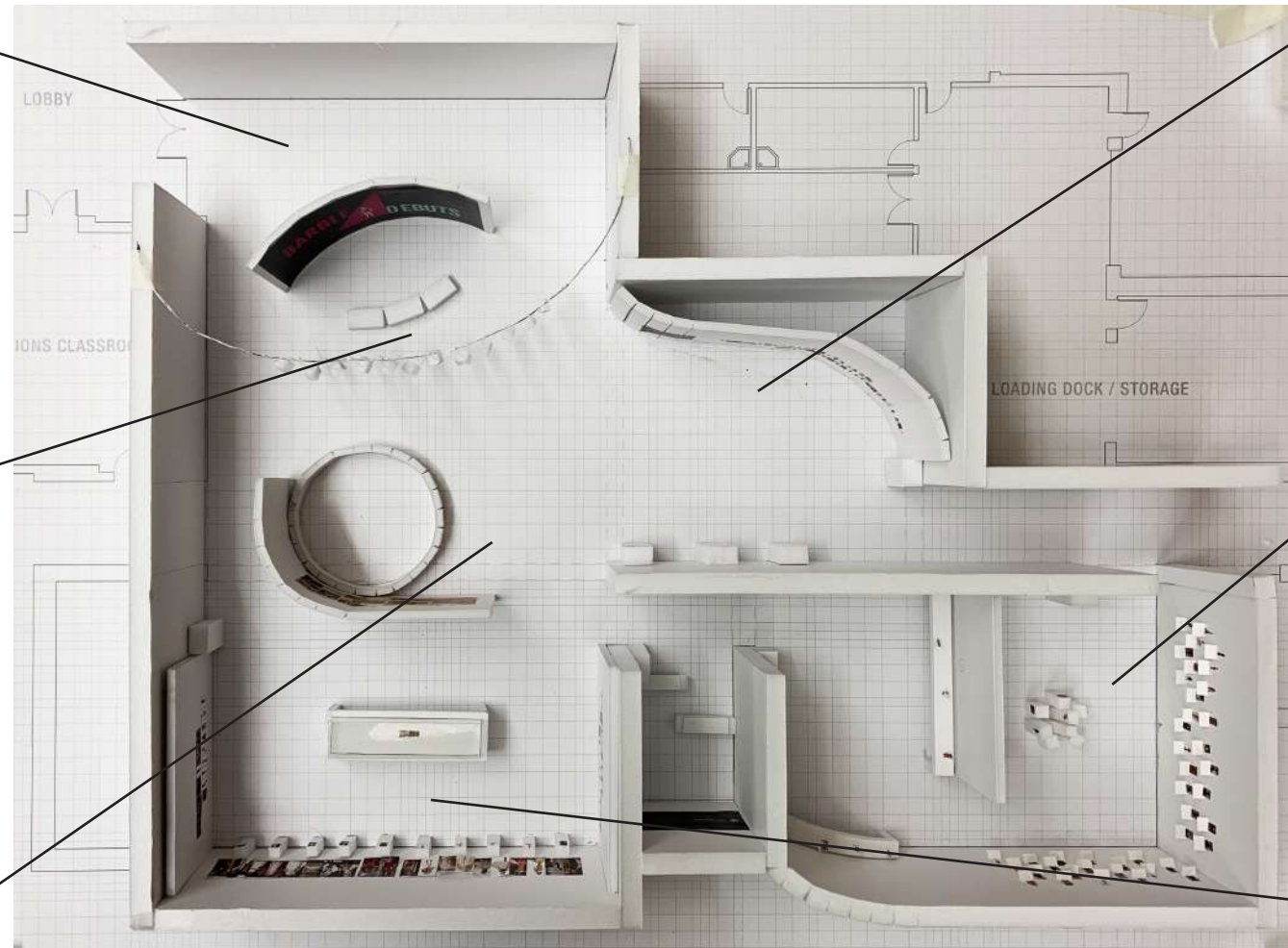
# Barbie 60<sup>th</sup> Anniversary - The Icon through Generation

Exhibition Overview

Floor Plan



Barbie 60<sup>th</sup> Anniversary - The Icon through Generation  
Exhibition Overview  
Scale Mode

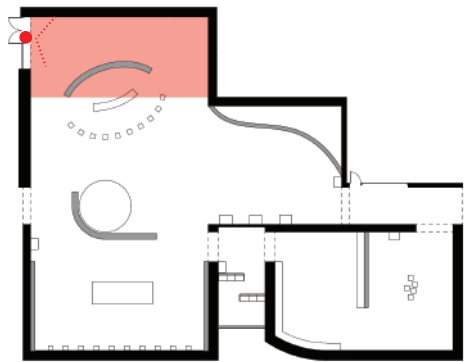


## **Phase 3: Staging the Environment**

**Barbie 60<sup>th</sup> Anniversary - The Icon through Generation**  
Exhibition Details  
Rendering Interior

**ENTRANCE**

The entrance of the exhibition. The name and the subtitle of the exhibition are shown when audience are coming into the space. There is also a magnificent wall of Barbies that contain up to 180 barbie dolls.



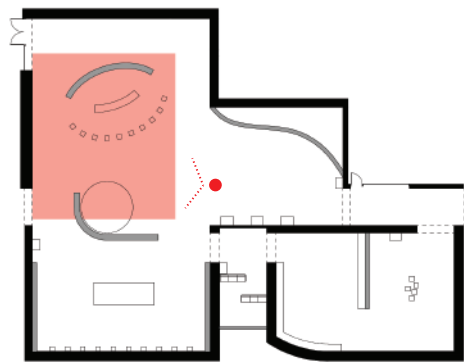
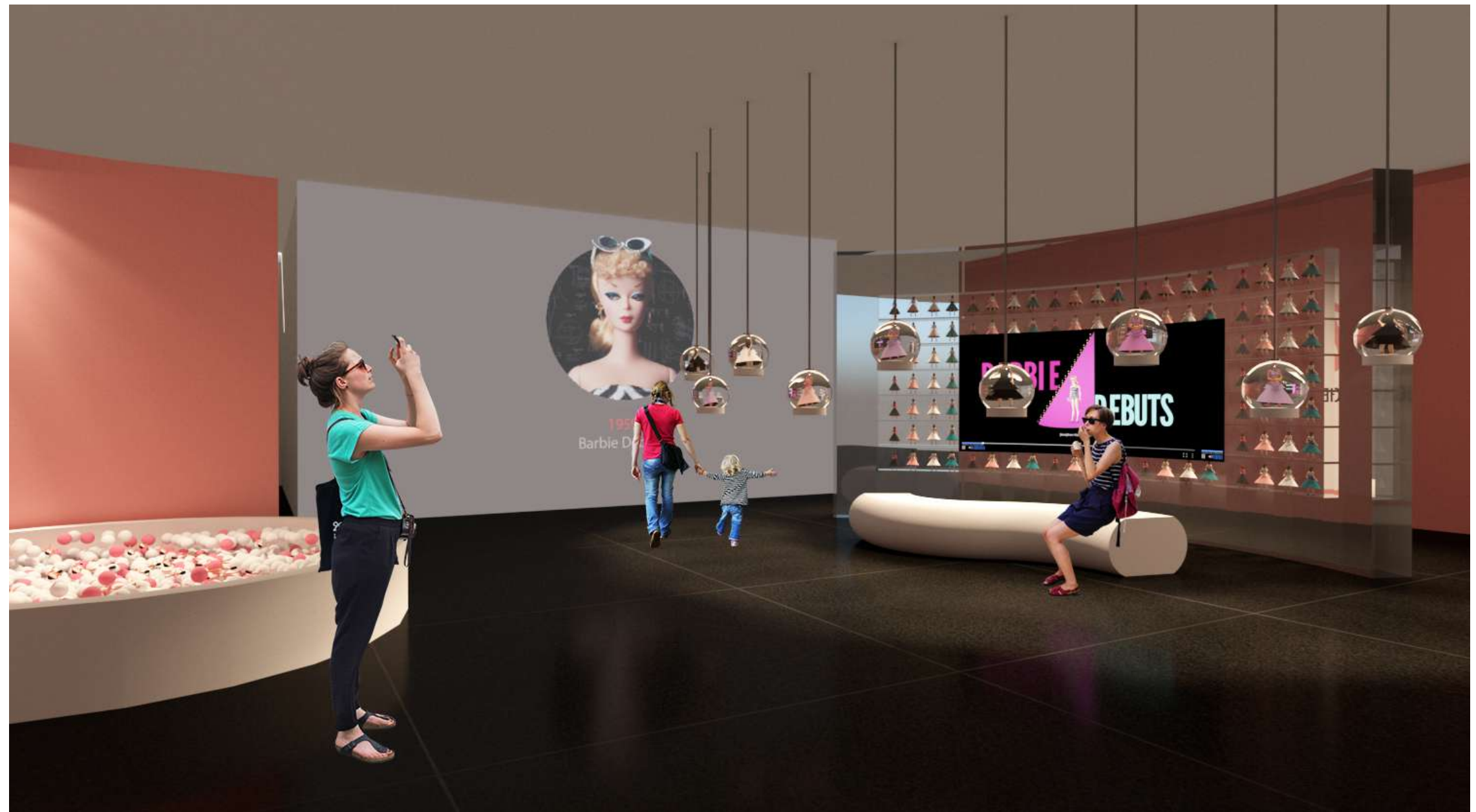
## Barbie 60<sup>th</sup> Anniversary - The Icon through Generation

Exhibition Details  
Rendering Interior

### EXHIBITION LOBBY

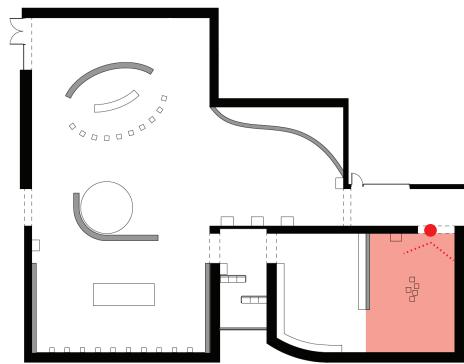
This is the main lobby of the exhibition. Viewers can learn the history of Barbie by watching the video. The audience can have a close look into ten of the anniversary barbie by pulling down the acrylic sphere.

The audience can make their dolls here. The step is elementary, and they can pick up any dolls in the "pool" and start the process of making their dolls. Vending machines that sell clothing and accessories can be found in different showrooms.



**MUTI-CULTURE AREA**

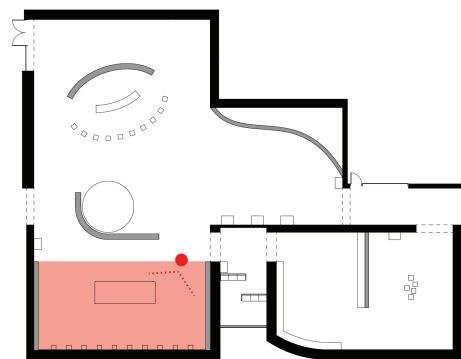
Barbie is not only a toy, it also represents different culture in different countries and races. Here, audience can take a closer look into the barbie collection. Be ready to impressed by this amazing collection.



POP CULTURE AREA

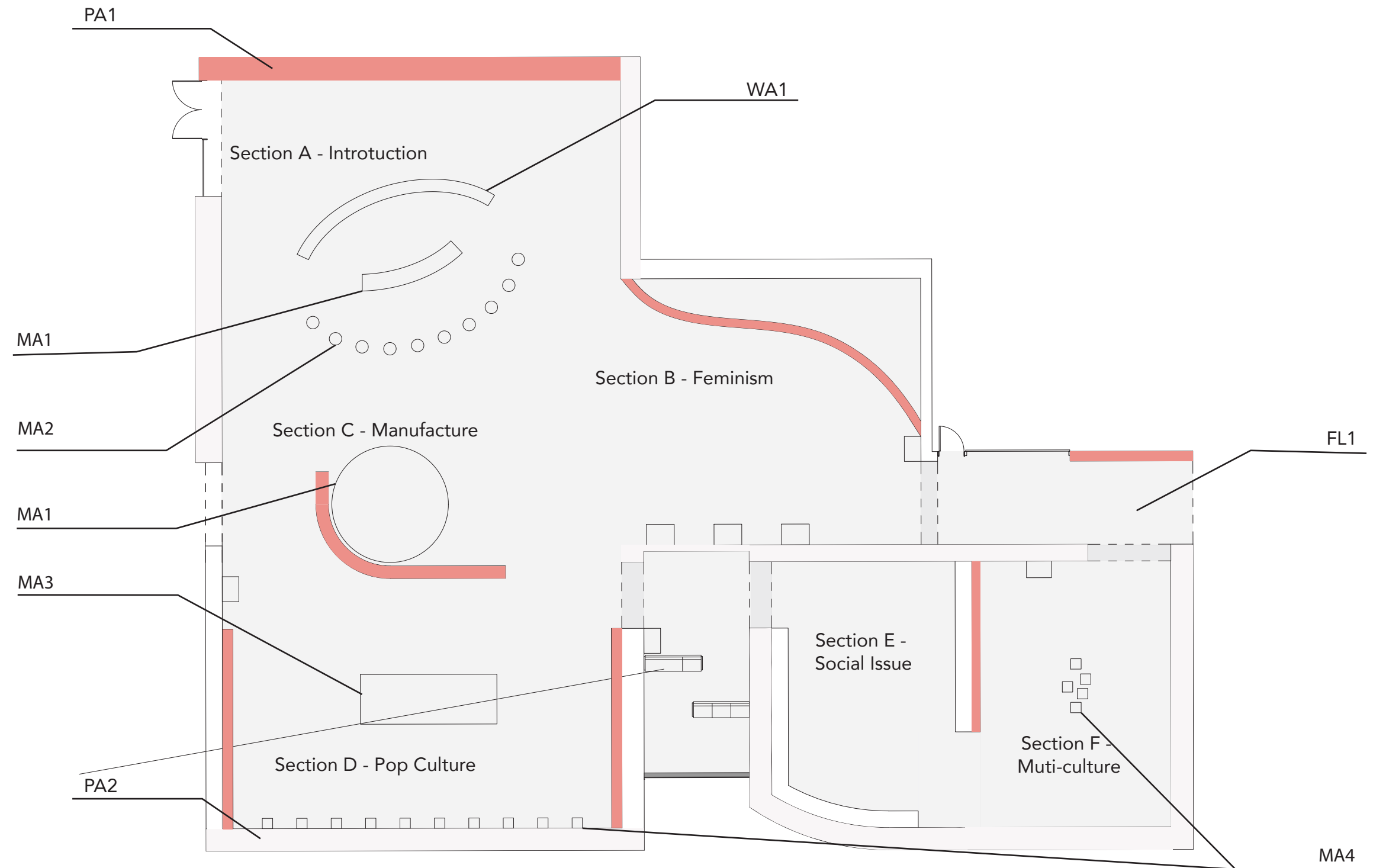
This room of Pop culture and famous Icons Barbie dolls. See and compare the Barbie doll with the real icon. Here Audience can compare the dolls with an image of the figure, experience how the Barbie represents the characters.

The showcase in the middle of the room shows a scene of rock band concert by Barbie dolls.





**Barbie 60<sup>th</sup> Anniversary - The Icon through Generation**  
 Exhibition Details  
 Paint Locations



- PA1 - Pink Peach
- PA2 - Mountain Peak White
- WA1 - Smooth Glass
- FL1 - Black Marble
- MA1 - Fiber Glass
- MA2 - Acrylic, Vinyl
- MA3 - Oak, Plexiglass
- MA4 - Laminate

# Barbie 60<sup>th</sup> Anniversary - The Icon through Generation

Exhibition Details  
Material and Finish Palette

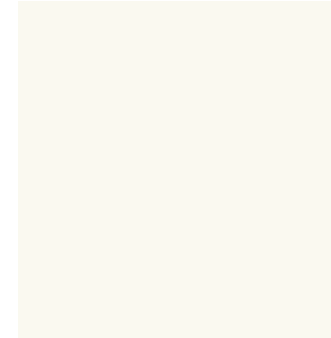
## Paint Swatches:

PA001: Pink Peach 2009-40



#EC908B  
R: 236 C: 3%  
G: 144 M: 53%  
B: 139 Y: 36%  
K: 0%  
Texture: Radiant

PA002: Mountain Peak White 2148-70



VF8F3F4  
R:249 C: 2%  
G:246 M: 2%  
B:237 Y: 6%  
K: 0%  
Texture: Matte

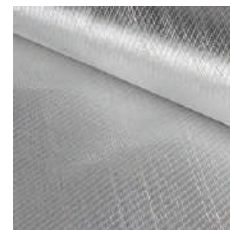
## Material Swatches:

WA1: Smooth Glass



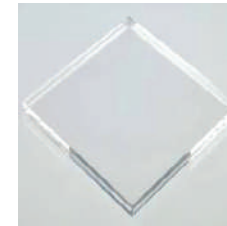
Texture: Smooth Glass  
Transparent

MA1: Fiber Glass



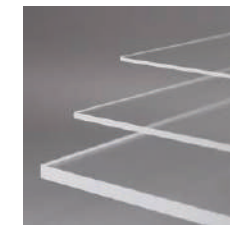
Texture: Smooth, Glossy  
Can customize color

MA2-2: Acrylic



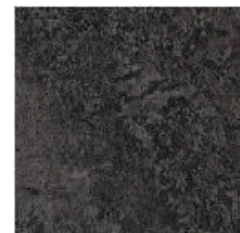
Texture: Smooth  
Transparent

MA3-2: Plexiglass



Texture: Smooth Glass  
Transparent

FL1: Black Marble



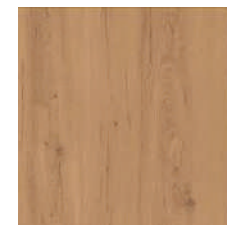
Thickness: 4.5mm  
Color: Black  
Edge Detail: Beveled Edges  
Wear Layer: 0.55mm  
Plank Style: Slate Effect

MA2-1: Vinyl



Texture: Smooth, Glossy  
Can customize color

MA3-1: Oak



Texture: Wooden  
Light Brown

MA4: High Pressure Laminate

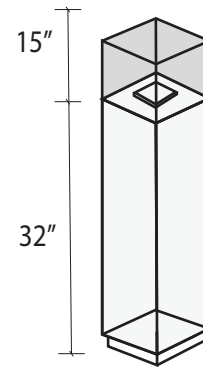


Texture: Smooth Glossy  
White

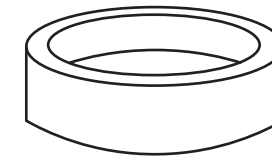
**Barbie 60<sup>th</sup> Anniversary - The Icon through Generation**  
 Exhibition Overview  
 Furniture Typology



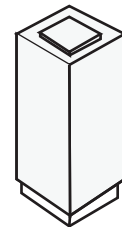
Show case 2  
 15"x15"x30"  
 Material: High pressure laminate with high gloss surface and pink light at the bottom  
 Number: 2 object cases  
 Location: multi culture area



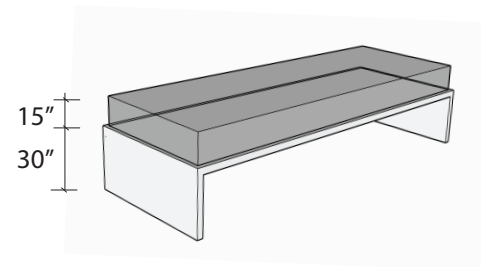
Show case 5  
 15"x15"x47"  
 Material: Acrylic with shelf at the top and pink light at the bottom  
 Number: 10 object cases  
 Location: pop culture area



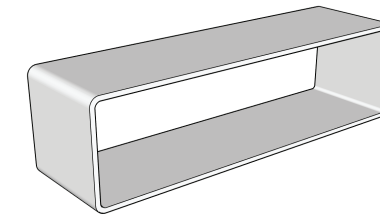
Barbie pool  
 radius of 84"  
 Material: fiber glass colored in white  
 Number: 1 object  
 Location: lobby area



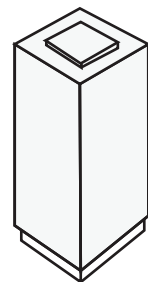
Show case 3  
 15"x15"x33"  
 Material: High pressure laminate with high gloss surface and pink light at the bottom  
 Number: 2 object cases  
 Location: multi culture area



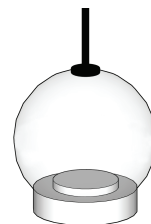
Show case 6  
 190"x70"x45"  
 Material: Oak table with translucent plexiglass shelf at the top  
 Number: 1 object cases  
 Location: pop culture area



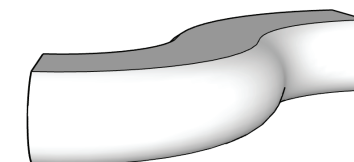
Bench 1  
 85"x24"x21"  
 Material: White fiber glass  
 Number: 1 object case  
 Location: media room area



Show case 4  
 18"x18"x43"  
 Material: High pressure laminate with high gloss surface and pink light at the bottom  
 Number: 1 object cases  
 Location: multi culture area

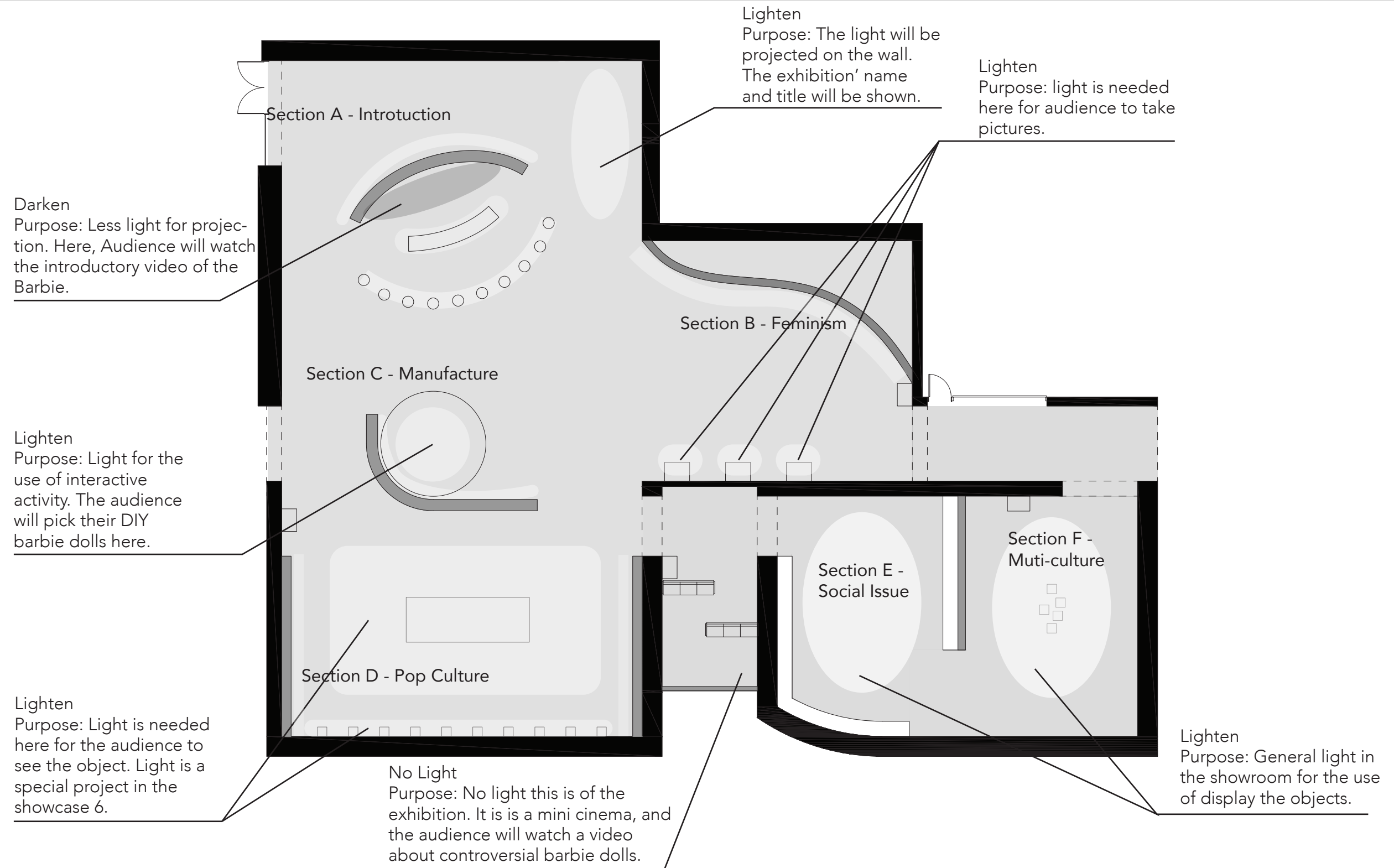


Show case 1  
 15"x15"x18"  
 Material: white vinyl base, Acrylic sphere at the top  
 Number: 10 object cases  
 Location: anniversary Barbie area / lobby area



Bench 2  
 155"x35"x21"  
 Material: White fiber glass  
 Number: 1 object case  
 Location: lobby area

**Barbie 60<sup>th</sup> Anniversary - The Icon through Generation**  
Exhibition Details  
Lighting





James Housefield  
Associate Professor  
Design Department  
UC Davis

Feedback: :

As a man in his fifties, he is not that interested in Barbie and thinks the Barbie is too much of a controversial figure. He might not choose to go to an exhibition about Barbie. However, he decided to go and will go with his family. His expectation of display is that learning, interpretation, and viewing.

Suggestion:

- use the ceiling and the floor. The exhibition should not only appear on the walls
- Barbie is a fairly controversial image and it is important to find a way to soften the controversial emotion
- Donate certain percentage of the ticket sales to NEDA (Nation Eating Disorder Association)
- Take advantage of the projection on the floor. For example: warning, controversial Barbie ahead.



Zhuozi Han  
Graduate Student  
Economics Major  
UC Davis

Feedback: :

As a young lady in her early twenty, she likes this exhibition. The exhibition about Barbie interested her, and she would want to go to the show with her friends. Her expectation of the show is learning and interpretation. She would like to learn some knowledge while she views the exhibition. She usually spends forty minutes on display.

Suggestion:

- She likes the overall ideas and she likes that audience can make their own Barbie
- She thinks that the content of the Exhibition is reasonably attractive.
- She suggests reconsidering the spacing of exhibition.



Lia Yue  
Third-year Student  
Design Major  
UC Davis

Feedback: :

She will definitely go with her girlfriends. She thinks this exhibition is unique because it shows Barbie dolls in different races, cultures, and costumes. She usually takes two hours in a presentation. She would like to have fun when she spends time in an exhibition.

Suggestion:

- She thinks it will be better to have some dolls that show the timeline of Barbie.
- She suggests that the display can add more interactive activities
- She suggests that it can make couple costumes from earliest Barbie, and people can wear the costumes and take pictures.

## **Phase 4: Visual Language and Identity**



**Barbie Company Logo**  
Used in the exhibition title and posters

### Typeface Description

### Typeface

#### **Futura Condensed ExtraBold**

Used in Title in the subject header. It is essential for the audience to be able to recognize that it is vital information. In this exhibition, title is pretty crucial. It is the reason we choose extra bold as the font of the titles.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%?\***

#### **Futura Condensed Medium**

Used in Subtitles for introductory. The reason is that this is an excellent way to attract audiences' attention. They know what is important when they see the condensed medium type font. This font is also used on the poster.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%?\*

#### **Avenir Roman**

Used in the content and body paragraph. Most information will be shown in the body paragraph. Therefore we chose the Avenir Roman to help visually organize the information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%?\*

#### **Avenir Book Oblique**

Used in labeling the date, media, and provider of the object. The oblique font can help detailed information different from the body paragraph.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%?\*

## Barbie 60<sup>th</sup> Anniversary - The Icon through Generation

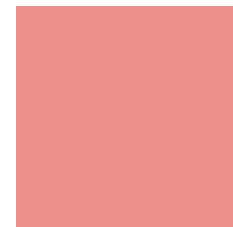
Exhibition Visual Language and Identity

Color palette and Image

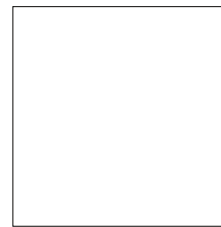
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### Color palette

The color palette are specifically designed for the Barbie theme exhibition. The colors are used in interior, walls, floor colors, banners and bus kiosk posters. The goal for the color palette is to let the colors tell the story.



HEX: #EC908B  
R: 236 C: 3%  
G: 144 M: 53%  
B: 139 Y: 36%  
K: 0%



HEX: #FFFFFF  
R: 255 C: 0%  
G: 255 M: 0%  
B: 255 Y: 0%  
K: 0%



HEX: #E99592  
R: 233 C: 0%  
G: 149 M: 0%  
B: 146 Y: 0%  
K: 100%



HEX: #A7A9AC  
R: 167 C: 36%  
G: 169 M: 28%  
B: 172 Y: 27%  
K: 0%

### Image



We chose a Barbie doll which was design by karl lagerfeld. One of the most knowable fashion designer. We chose this Barbie because she was wearing black blazer and a white shirt. Different from the stereotypical barbie figure.



Othee image we chose for the banners and posters is the first Barbie that was created in 1959. We would like to let the viewers notice how barbie changes over 6decade. It can also show good contrast between past and present.



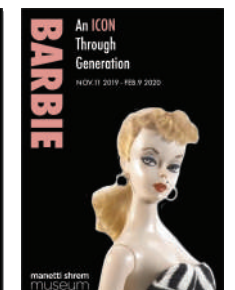
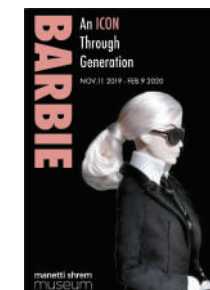
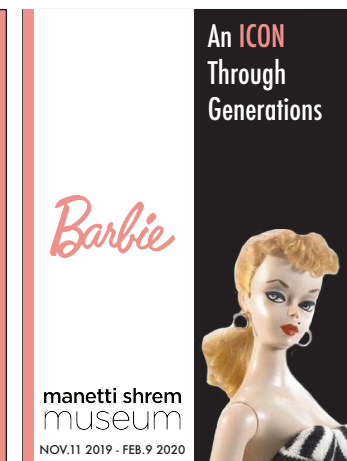
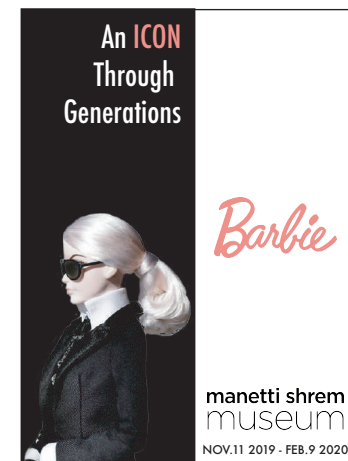
**Barbie 60<sup>th</sup> Anniversary - The Icon through Generation**  
 Exhibition Visual Language and Identity  
 Visual Language

**60th Anniversary Barbie® Doll**

Release Date: 1/11/2019  
 Mixed Media

For 60 years, Barbie® has inspired imagination in fans all over the world. To commemorate her diamond anniversary, this collectible Barbie® doll wears a cascading ball gown twinkling with silvery sparkles. Paying homage to the original Barbie® doll and her iconic fashion heritage.

Collection of Mattel



**Barbie 60<sup>th</sup> Anniversary - The Icon through Generation**  
Exhibition Visual Language and Identity  
In-site perspectives



**Barbie Logo:**  
*Barbie's logo present in the beginning to let the audience know immediately about the theme.*

**Subtitle:**  
*Subtitle (Futura condensed Medium 75pt) shows the theme straightforward. "60th Anniversary" and "Icon through generations" lead the audience into deeper think about the significance of this exhibition.*

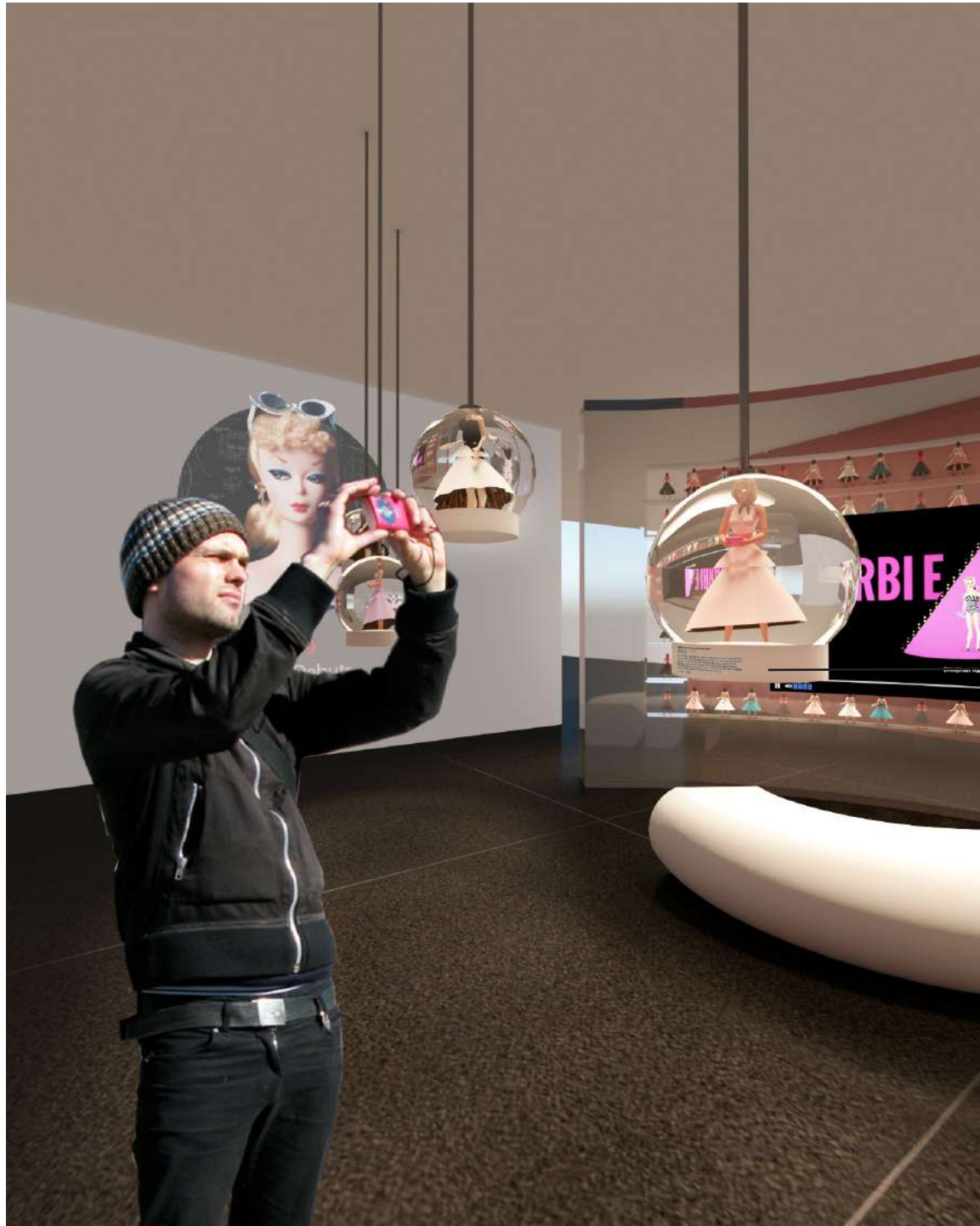




**Section Title**  
*Futura Condensed ExtraBold 100pt.*

**Introductory**  
*Avenir Roman 6pt*  
*Introductory shows the detailed information of the section. Introductory helps audience know the content ahead of time.*





**60th Anniversary Barbie® Doll**

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Mixed Media

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Collection of Mattel

Title  
Futura Medium 18pt.

Date & Media  
Avenir Book Oblique 11pt.

3'

Provider  
Avenir Book Oblique 11pt.

Body  
Avenir Roman 15pt.

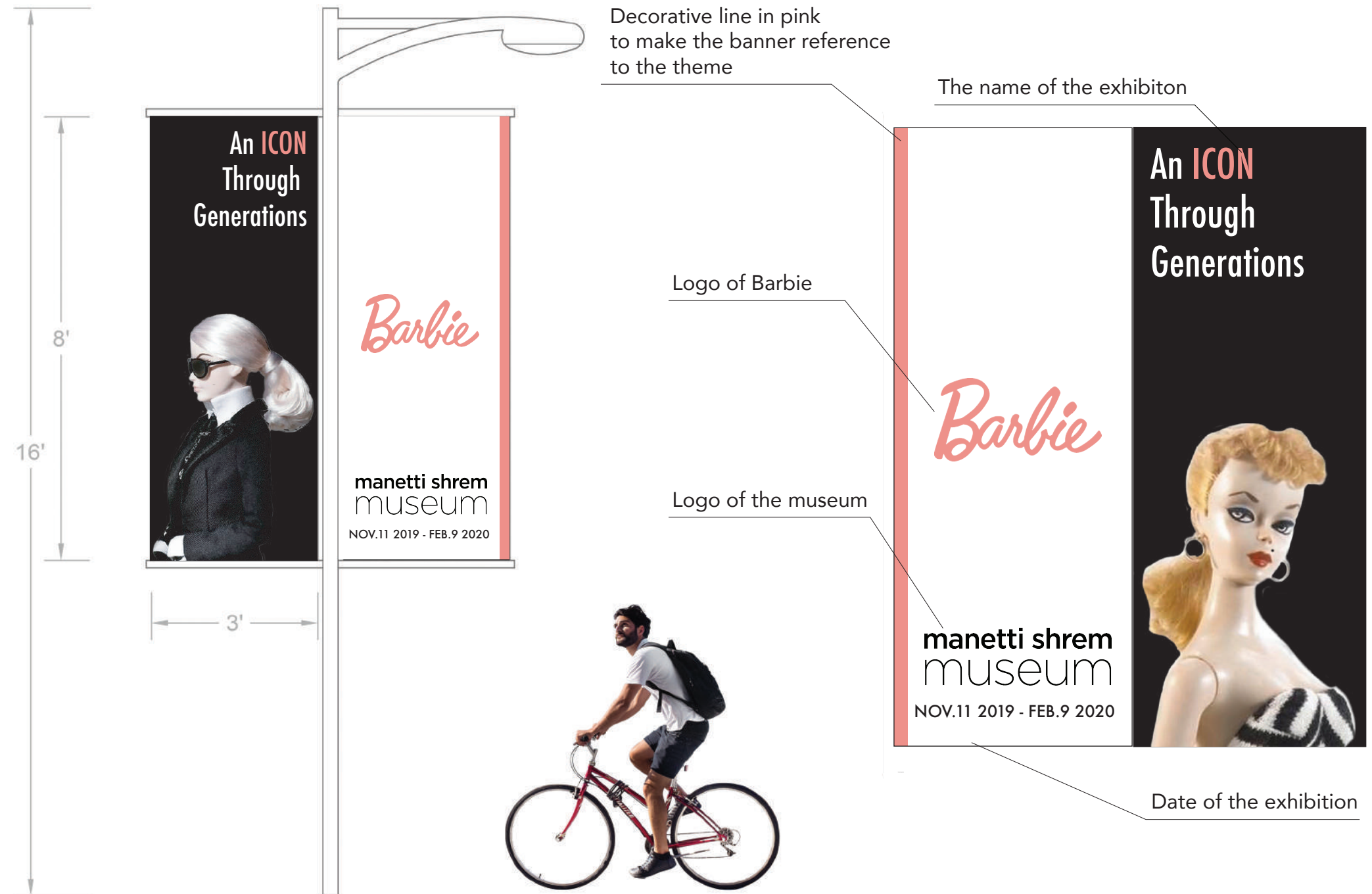
6"

# Barbie 60<sup>th</sup> Anniversary - The Icon through Generation

Exhibition Visual Language and Identity

In-site perspectives

Different from the "first Barbie poster," the logo-type we choose is a recent Barbie that was designed by Karl Lagerfeld. One of the most knowable fashion designer. The difference between these two bus kiosk posters is the images. These two images are chosen to represent the changes among Barbie.



## Barbie 60<sup>th</sup> Anniversary - The Icon through Generation

Exhibition Visual Language and Identity

In-site perspectives

Two bus kiosk poster designs will be displayed around the Davis and Sacramento Area. The logo-type of the poster is the first Barbie that was created in 1959. Because this exhibition is celebrating Barbie's sixtieth Anniversary, the first Barbie can lead the audience to see where is the symbolic icon started to form sixty years ago. The poster also uses Barbie pink to highlight the title and keywords. Location and the date of the exhibition are also provided on the poster.

