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Temple Contemporary Identity and Website Design

Design consultation and production of a graphic identity (logo and typography)  
plus website programming and design consultation.

1 Graphic Identity, Space, Website Design, Development & Programming

Temple Contemporary already straddles multiple responsibilities as a university art gallery attached to an active undergraduate art and MFA program while also pursuing an ambitious public program which isn't even restrained to the on-campus space, but takes the form of itinerant events elsewhere in the city. The printed program calendars and email blasts already hint at the intense range and density of activity that is currently filed under the name, Temple Contemporary. It is simply not easy to concisely describe what the gallery is or what it does.

I propose to work with Temple Contemporary to develop both a graphic identity and likely a website that, at first look, is resolutely, perhaps even surprisingly, SIMPLE. And through its initial simplicity, attracts an audience to engage with Temple Contemporary. That audience would (inevitably) soon understand its complexity. It's a tried and true approach -- a bait and switch where the stark clarity of the graphic mark and communications lead the interested to the program and the space, each of which is necessarily complex.

In the past I have worked substantially with at least two similar situations. For five years, I developed all of the printed communications, website, and physical space for the Center for Advanced Studies at MIT (<http://cavs.mit.edu>). More recently, I was intimately involved in the conceptual organization, naming, setup, graphic identity and website for The Artists Institute, a project from Hunter College in New York (<http://theartistsinstitute.org/>). I have no desire to erase the complexity of the space with its simultaneous responsibilities to the university and a public at large. If anything, I would like to exaggerate this tension as I'm convinced that these border institutions that sit between education and a wider public have a lot to teach us about how to show and support art now.

Design, Production, Programming: \$15,000