

## P2.1

1. A general category chosen from the provided list.

**Art Based – a fictional gallery, The Velvet Velvet**

2. Images and Text Content.

**Home**



**\*Still debating\***

- Display work of current exhibition
- Middle column of all designer & architects names
- Similar design to website research (below)
- Have menu in upper right corner
- Have logo in upper left corner
- Still debating where I want "The Velvet Velvet" displayed on the homepage or if I want to display it at all

**About**



**About Us:**

The Velvet Velvet is an explorative venue for both locals and local designers alike, and is an incredible art piece in and of itself that embraces the historical architectural designs. The main floor features 3-4 larger shows about graphic design and architecture a year, and the bottom floor showcases works from local designers monthly.

The Velvet Velvet was initially the Friendship Baptist Church building made in 1886 and was one of the few buildings after development to revitalize Southwest D.C. The makeover by

the Atlanta based muralist HENSE, calls for locals to come and embrace a desire and appreciation for graphic design and architecture.

**Location:**

**700 Delaware Ave. SW, Washington, DC 20024**

We're located in Southwest Washington, DC, just a short walk from multiple Metro stations and nearby attractions including Nationals Park, The Wharf, the US Capitol, the National Mall, Eastern Market, and The Yards Park.

**Hours:**

Monday-Sunday: 8:30AM – 5:00PM

**Admissions:**

Free

**Contact Info:**

Phone: (513) 817-4005

Email: [info@velvetvelvet.com](mailto:info@velvetvelvet.com)

## Exhibits



### **California: Designing Freedom (Jan 01, 2021 – March 31, 2021)**

How did California come to have such a powerful influence on contemporary design? California: Designing Freedom explores how the ideals of the 1960s counterculture morphed into the tech culture of Silicon Valley, and how 'Designed in California' became a global phenomenon.

The central premise is that California has pioneered tools of personal liberation, from LSD to surfboards and iPhones. This ambitious survey brings together political posters and looks beyond

hardware to explore how designers in the San Francisco Bay Area are shaping some of our most common daily experiences. By turns empowering, addictive and troubling, Californian products have affected our lives to such an extent that in some ways we are all now Californians.



### **Hive (April 01, 2021 – June 30, 2021)**

The Studio Gang presents Hive, which is built entirely of more than 2,700 wound paper tubes, a construction material that is recyclable, lightweight, and renewable. The tubes vary in size from several inches to 10 feet high and will be interlocked to create three dynamic interconnected, domed chambers. Reaching 60 feet tall, the installation's tallest dome features an oculus over 10 feet in diameter. The tubes feature a reflective silver exterior and vivid magenta interior.

Hive's form recalls other built and natural structures such as Saarinen's Gateway Arch in St. Louis, Brunelleschi's Dome at the Florence Cathedral in Italy, vernacular Musgum mud huts in Cameroon, and the curvature of a spider's web. By utilizing the catenary shape, each chamber will balance structural forces and support its own weight, while attaining a height that enables a unique acoustic signature.



### **Concrete Poetry: Words and Sounds in Graphic Space (July, 01 2021 – September 30, 2021)**

Drawn principally from collections of prints, artists' books, journals, and manuscripts documenting the international concrete poetry movement, this exhibition focuses on the visual, verbal, and sonic experiments of the 1950s, '60s, and '70s. Featuring works by foundational figures Augusto de Campos and Ian Hamilton Finlay, Concrete Poetry explores how these artists invented new forms such as cube poems and standing poems and continuously re-created their projects across media. Poetry by contemporaries including Henri Chopin, Ernst Jandl, Mary

Ellen Solt, and Emmett Williams also plays a prominent role.



### **Making Room: Housing for a Changing America (August 01, 2021 – November 30, 2021)**

Today, nuclear families account for 20% of America's households, while nearly 30% are single adults living alone, a growing phenomenon across all ages and incomes. Supply, however, has been slow to meet the demands of this burgeoning market—or to respond to the needs of our increasingly varied mix of living arrangements: from roommates to single-parent, extended, and fluid families.

Innovation has been constrained, often by deeply-rooted zoning regulations.

A groundswell of action by housing entrepreneurs, however, is beginning to expand our options—making room for new models and design solutions. Looking beyond typical choices and layouts, they are offering alternatives at all levels of the market, from micro-units, tiny houses, and accessory apartments to cohousing, co-living, and beyond.

Making Room: Housing for a Changing America explores these cutting-edge typologies through case studies and the presentation of The Open House—a flexible, 1,000-square-foot home designed for the exhibition by architect Pierluigi Colombo. The Open House features a hyper-efficient layout, movable walls, and multifunctional furniture, allowing the space to meet the needs of a variety of today's growing but underserved households.

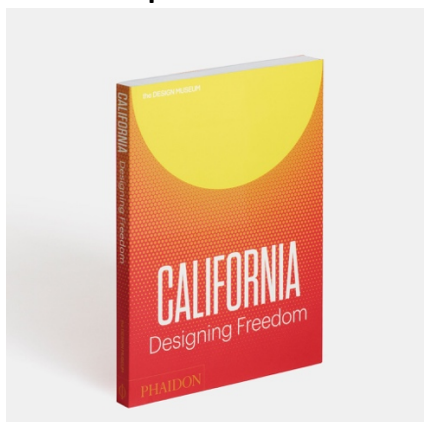


### **Solaris: Shelter for the Next Cold War (December 01, 2021 – February 28, 2022)**

Artist Mark Kelner grew up in Rockville, the son of two Soviet emigres who fled the U.S.S.R. during the Cold War. That background informs much of his art on display at the "Solaris: Shelter for the Next Cold War" exhibition. Many parts of the exhibition, which includes propaganda-themed graphic works, play with ideas of language and commerce, like a logo for "Stalinbucks" coffee, with the mustachioed despot replacing the familiar green

mermaid. Other sections make more direct reference to our current era of renewed U.S.-Russia tensions, like a wall of pages from the Mueller report with only the black redactions visible. Kelner spoke about the ideas and events that led to his exhibition.

### **Shop**



### **California: Designing Freedom Justin McGuirk and Brendan McGetrick \$39.95**

Lavishly illustrated, California: Designing Freedom features essays by leading experts in the field, such as Barry M Katz and Louise Sandhaus, as well as interviews with key designers and thinkers, including Fred Turner, Kevin Kelly and April Greiman. It also features a rediscovered lecture by Steve Jobs, introduced by Apple's chief design officer, Jonathan Ive.





## **Fabien Baron: Works 1983-2019**

**Fabien Baron**

**\$200.00**

Part design manual, part manifesto, the first career retrospective of Fabien Baron, whom Vanity Fair called 'the most sought-after creative director in the world,' is an immersive visual survey of more than 30 years of award-winning art direction, design, and image-making. Using examples taken from across the entire range of his work - including typography, packaging, product, furniture, and interior design - Baron's book communicates his aesthetic logic with clarity and style. Replete with text by acclaimed author Adam Gopnik and a foreword by world famous super model Kate Moss, this is an intimate insider's visit with a true fashion, photography, and design visionary.

## **Made in North Korea**

**Nicholas Bonner**

**\$39.95**

Made in North Korea uncovers the fascinating and surprisingly beautiful graphic culture of North Korea - from packaging to hotel brochures, luggage tags to tickets for the world-famous mass games. From his base in Beijing, Bonner has been running tours into North Korea for over twenty years, and along the way collecting graphic ephemera. He has amassed thousands of items that, as a collection, provide an extraordinary and rare insight into North Korea's state-controlled graphic output, and the lives of ordinary North Koreans.



## **The Japanese Garden**

**Sophie Walker**

**\$69.95**

The most comprehensive exploration of the art of the Japanese garden published to date, this book covers more than eight centuries of the history of this important genre. Author and garden designer Sophie Walker brings fresh insight to this subject, exploring the Japanese garden in detail through a series of essays and with 100 featured gardens, ranging from ancient Shinto shrines to imperial gardens and contemporary Zen designs. Leading artists, architects, and other cultural practitioners offer personal perspectives in newly commissioned essays.

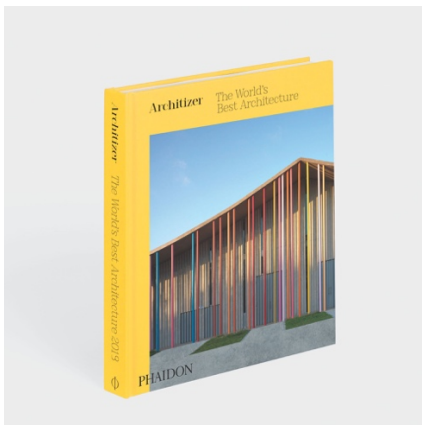


## **Architizer: The World's Best Architecture**

**Architizer**

**\$79.95**

The Architizer A+Awards represent 2020's best architecture and products, celebrated by a diverse group of influencers within and outside the architectural community. Entries are judged by more than 400 luminaries from fields as diverse as fashion, publishing, product design, real-estate development, and technology, and voted on by the public, culminating in a collection of the world's finest buildings. Each year, winners are honored in this fully illustrated compendium, and on Architizer.com, the largest online architecture community on the planet. Featuring select A+Award winners, this is the definitive guide to the year's best buildings and spaces.





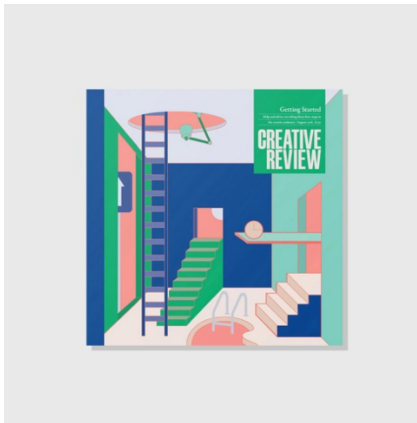
**Carlo Scarpa**  
**Robert McCarter**  
**\$59.95**

The work of Carlo Scarpa challenged, and continues to challenge, accepted notions of modern architecture. While several books have been published on his work, none has approached the breadth and depth of this monograph by Robert McCarter, who is celebrated for his meticulously researched, experientially based, and jargon-free accounts of key figures in modern architecture. This book is the definitive study of Scarpa's many accomplishments, including such works at the Canova Museum, the Castelvechio Museum, and the Brion Cemetery, among others.



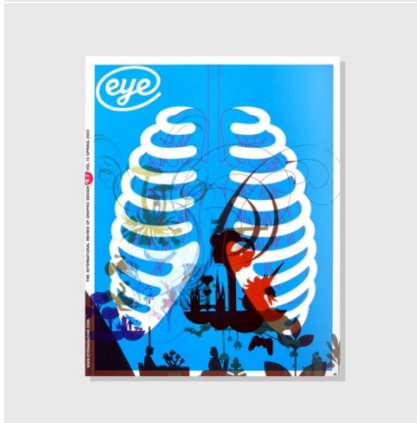
**Breaking Ground**  
**Jane Hall**  
**\$49.95**

'Would they still call me a diva if I were a man?' asked Zaha Hadid, challenging as she did so more than a century of stereotypes about female architects. In the same spirited approach, Breaking Ground is a pioneering visual manifesto of more than 200 incredible buildings designed by women all over the world. Featuring twentieth-century icons such as Julia Morgan, Eileen Gray and Lina Bo Bardi, and the best contemporary talent, from Kazuyo Sejima to Elizabeth Diller and Grafton Architects, this book is, above all else, a ground-breaking celebration of extraordinary architecture.



**Creative Review**  
**April/May 2020, The Annual Issue**  
**\$16.95**

Full of design insights and inspiration, Creative Review gives you a complete and in-depth overview of the about the international visual arts community. The magazine has been designed to cater to novice as well as professional designers through analysis of contemporary design projects, practical advice by industry experts, a look into the creative process and a whole bunch of inspirational material.



**Eye Magazine**  
**No. 47 Vol. 13**  
**\$29.95**

Eye has everything that a professional designer or a design student looks forward in a graphic design journal. The magazine contains everything from website, books, and product reviews to design critique, interviews, and mind-blowing design inspirations. You can even buy the older issues and make them a part of your design literature collection. Additionally, Eye Magazine informs you about the ongoing and upcoming events like design summits, workshops, exhibitions and talk sessions related to the graphic design and visual culture taking place all over the world.



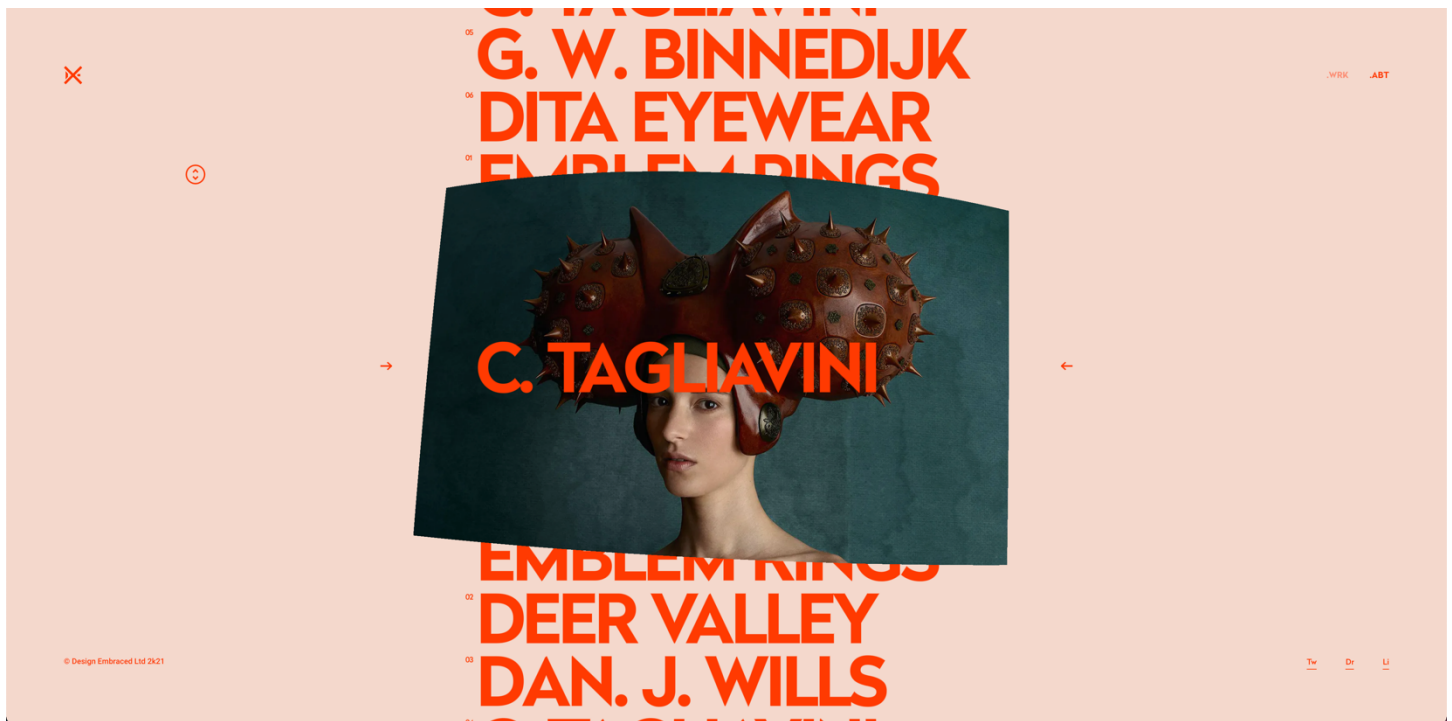
## Backstage Talks

### Issue #3

\$26.95

Backstage Talks is a magazine full of one-to-one interviews by famous artists, illustrators, and graphic and digital arts designers. Through these interviews you can learn a lot about experts' personal experiences, their design processes and useful suggestions for learners and professionals in the field.

- At least 3 websites that have design ideas you think are interesting (layout, navigation, image display, colors, etc.). These websites do not need to be similar in content to your site.



<https://www.designembraced.com/>

I really like how interactive the homepage is even if I might not be able to accomplish that for my first website. I think they made the pink/red color palette really nice with the muted background with a bold font emphasizing more on the artists/designers. As default, I would use display the designer of the most current exhibition. I might want to incorporate that into my website as well since the art gallery focuses on celebrating the designers. Their logo inspired me as well. I might incorporate that idea and play around with two V's. Maybe even play with the concept of duality since the name contains velvet velvet and the gallery focuses on graphic design and architecture.



Residential



Riverside

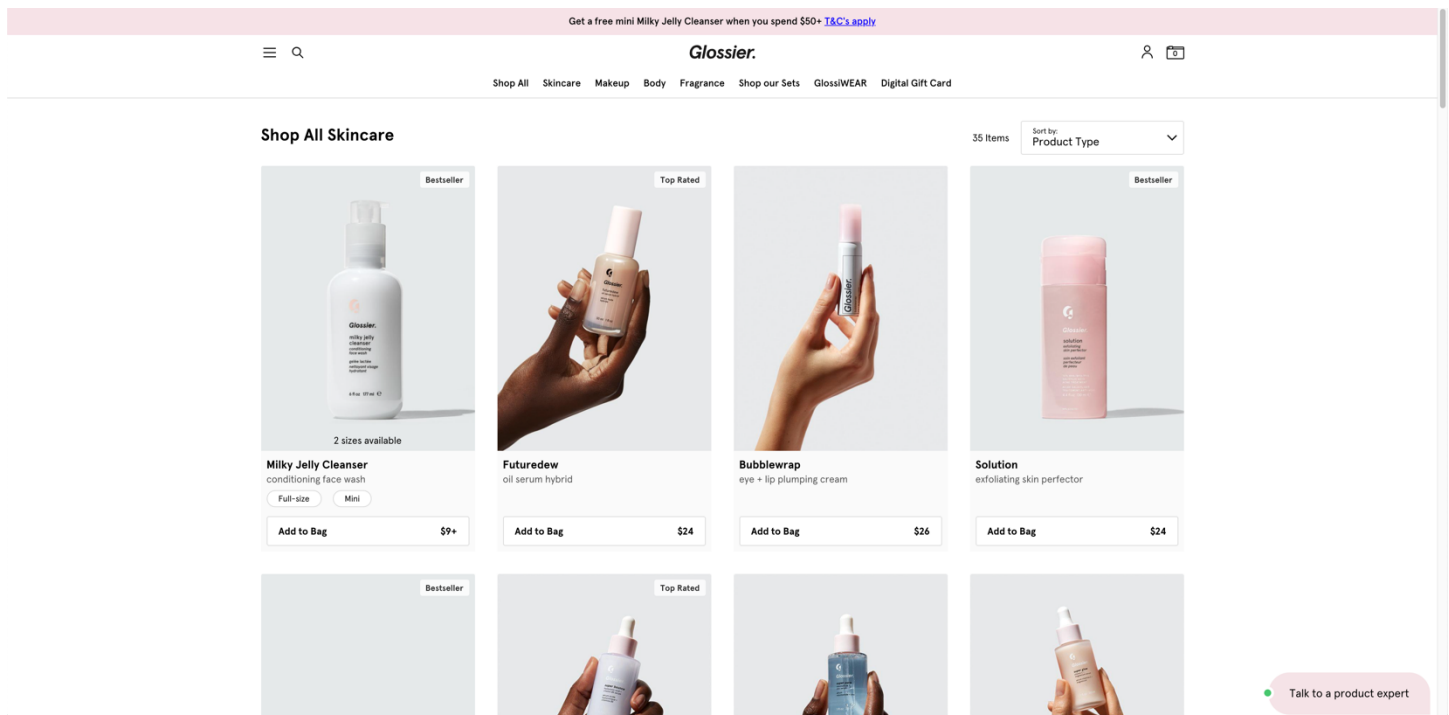


Barnfield Farm

Player  
Roberts  
Bell

<https://prb-a.com/>

I like how they use text to frame the images. I might use that for my exhibition page. Framing the exhibition images with the dates, designer(s), and name of the exhibition. Maybe if I figure out how, I would like it so that if you hover over the image, a little box will pop up giving a quick preview of the description of the exhibit.



<https://www.glossier.com/category/skincare>

I really like how simply their product page is. I will probably have my shop page in a similar fashion. The boxes and gridded system kind of reminds me of pantone swatches, so maybe I can incorporate that idea if it looks nice. Similar to the exhibit page, I'd like to somehow have a quick preview of the book and magazine descriptions.

5. 1 paragraph describing the content, goals, and the audience of your website.

**The goal of this website is to attract visitors to the gallery and inform them on what the gallery has to offer. Because it is in Washington DC, there are higher volumes of tourists, so there will be more information on the about page on how to get to the location. The home page will emphasize the designers/architects. Although DC is a touristy area, one of the main goals of the gallery is to appeal to the community and raise awareness of local designers. The intended audience of the website are local people in the community, people from outside the community, and anyone interested in learning more about graphic design and architecture. The shop page will contain 10 books and magazines about graphic design, typography, and architecture from publishers all over the world. The overall website should be clean, beautifully designed, and easy to navigate so it reflects the essence of the gallery itself.**