

STEDELIIK

The Stedelijk museum in Amsterdam is shaped like a bath tube and reflects its unique yet simple look. Inside the museum is completely white to not take away from the art. The logo follows the same approach spelling out the name in an S shape. Their online branding is the same with unique UX/UI and black and white colors besides the art. The two exhibits I did posters for at this museum are “Cathedra” by Barnett Newman and “Amsterdam Notes” by Keith Haring. Cathedra is a modern art piece that is blue with a strip of white down the middle. Whereas “Amsterdam Notes” follows Keith Haring’s iconic pop art style.

