


opening October 15th in Golden Gate Park deYoung.org

THE FAMOUS DEYOUNG MUSEUM IN SAN FRANCISCO NEEDED A NEW CAMPAIGN THAT ANNOUNCED THEIR RE-OPENING ON OCTOBER 15TH OF 2005. THIS CAMPAIGN WAS DESIGNED TO INVOKE A SENSE OF EXPLORATION AND CURIOUSITY FOR BOTH THE NEW BUILDING AND FOR THE MYRIAD OF ARTISTIC WORKS INSIDE. A PRIMARY MATERIAL IN THE FACADE OF THE NEW BUILDING IS METAL COPPER THAT HAS BEEN PUNCHED WITH HOLES. THIS MATERIAL SERVED AS THE DESIGN INSPIRATION. WITH MEDIA PLACED AMONG THE URBAN LANDSCAPE OF SAN FRANCISCO, THIS CAMPAIGN INVITES YOU TO "ENJOY THE VIEW" WHEREVER YOU MAY BE.

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Sunlight

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I followed ribbons of windows to a pool of enchantment.

I sat underneath a 100 year old palm tree and watched a sphinx. I tucked myself under a staircase and confused the sky with the ceiling and put the walls with holes.

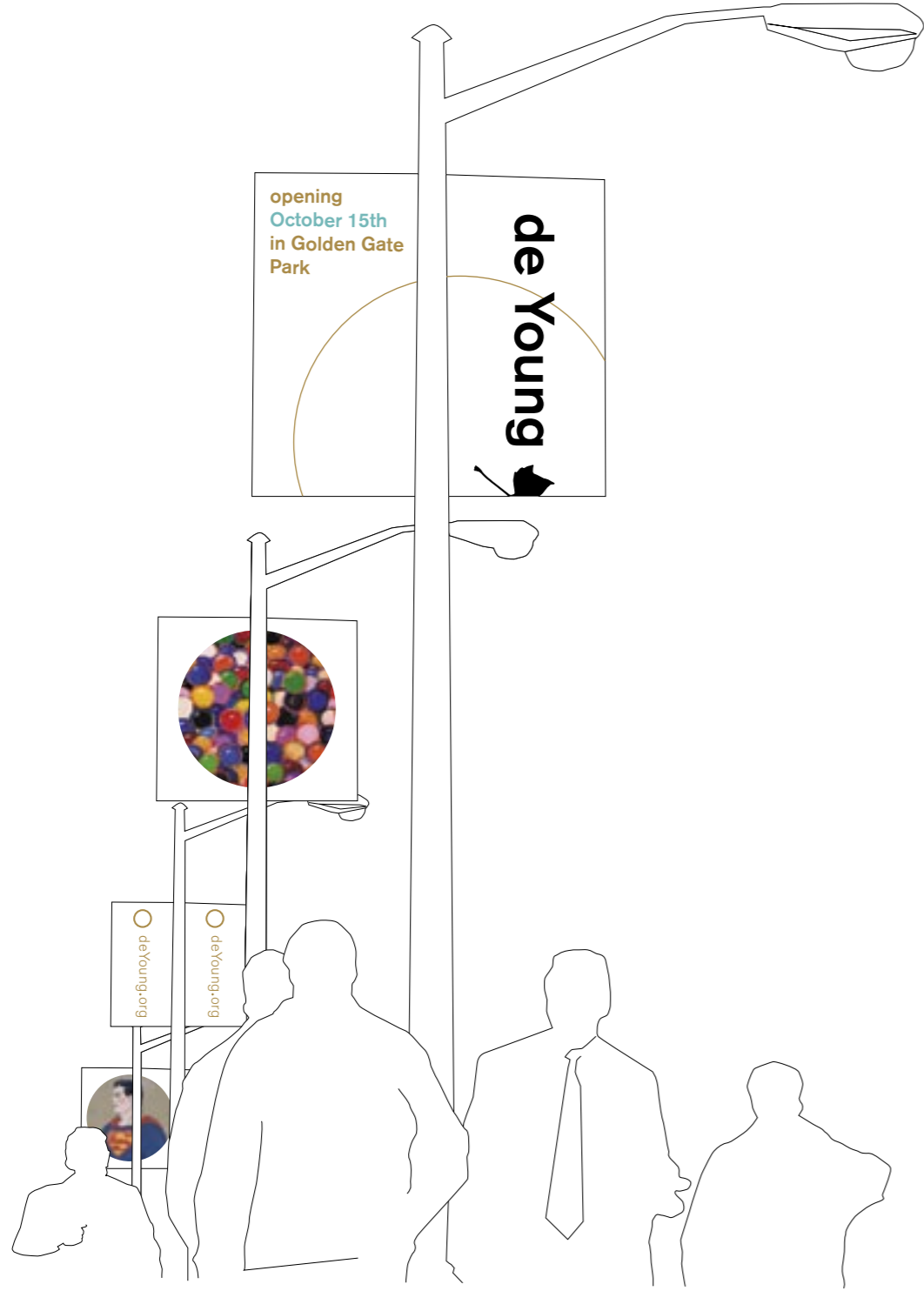
AND YOU . . . VISIT

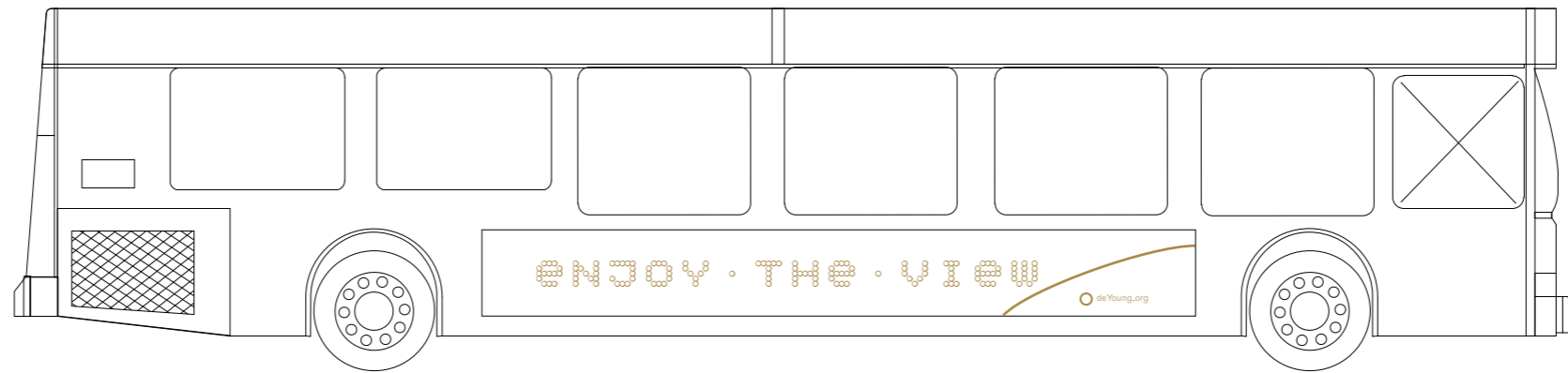
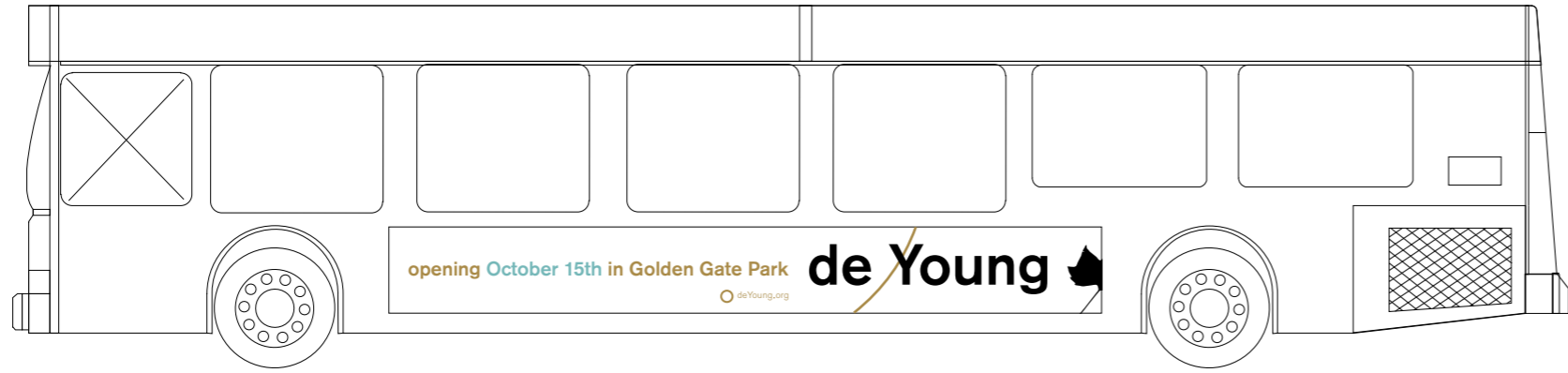
saw a cross between my aunt and my sister in bronze, sitting reading by a fountain, I saw Venice in the fog, a chair you'd be too tired out to just sit in, antelopes grazing blue grass, a woman made from ball point pen, two fat children entwined in grape vines and the roof of my house, I saw a painting from here,

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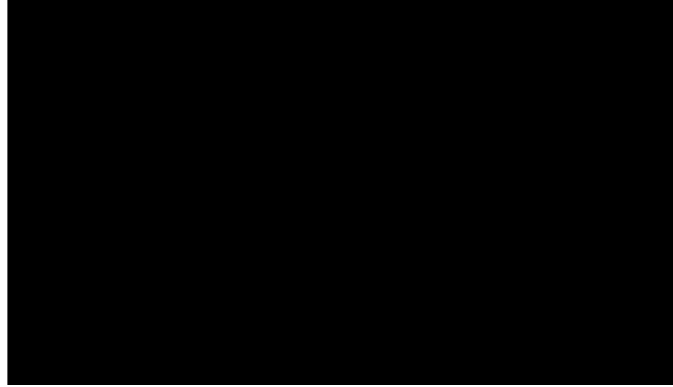
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