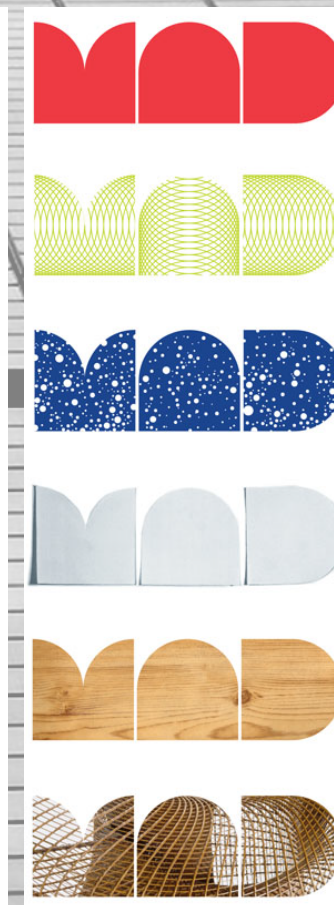
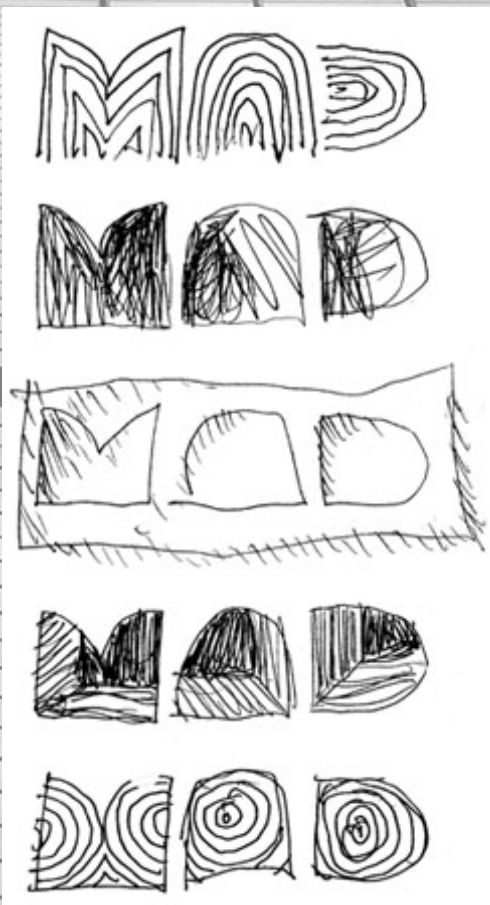




THE MUSEUM OF ARTS AND DESIGN (“MAD”) EXPLORES THE BLUR ZONE BETWEEN ART, DESIGN, AND CRAFT TODAY. ACCREDITED BY THE AMERICAN ASSOCIATION OF MUSEUMS SINCE 1991, MAD FOCUSES ON CONTEMPORARY CREATIVITY AND THE WAYS IN WHICH ARTISTS AND DESIGNERS FROM AROUND THE WORLD TRANSFORM MATERIALS THROUGH PROCESSES RANGING FROM THE ARTISANAL TO THE DIGITAL.



THIS WEEKEND THE MUSEUM OF ARTS AND DESIGN OPENS THE DOORS OF ITS NEW HOME AT 2 COLUMBUS CIRCLE FOLLOWING AN EXTENSIVE REDESIGN OF THE BUILDING BY BRAD CLOEFFIL OF ALLIED WORKS ARCHITECTURE. THE MUSEUM’S NEW GRAPHIC IDENTITY CAN ALREADY BE SEEN THROUGHOUT THE CITY, ON THE SIDES OF BUSES, ON STREET BANNERS, IN PRINT ADS AND IN THE SUBWAYS. THE GEOMETRIC-BASED MARK REFLECTS THE CIRCLES AND SQUARES PRESENT IN THE BUILDING’S SHAPE; ITS LOCATION, ON COLUMBUS CIRCLE; AND THE BUILDING’S ICONIC “LOLLIPOP” COLUMNS RETAINED IN THE REDESIGN.



WE TRIED A LOT OF DIFFERENT THINGS ALONG THE WAY, INCLUDING CHANGING THE ACRONYM ALTOGETHER. AT ONE POINT, WE DEVELOPED AN INTERESTING LINEAR VERSION THAT ECHOED THE INGENUOUS SYSTEM OF CONNECTED LIGHT SLOTS THAT CLOEFFIL DESIGNED IN THE WALLS, FLOORS AND CEILING OF THE GALLERY SPACES. IN THE END, WE DECIDED TO START WITH MAD’S FANTASTIC LOCATION. IT’S A MORE OR LESS SQUARE BUILDING THAT SITS ON THE MOST PROMINENT CIRCLE IN MANHATTAN. BY COMBINING SQUARES AND CIRCLES, WE CAME UP WITH AN ALPHABET THAT RENDERED A GREAT MAD MONOGRAM. - BIERUT (LOGO DESIGNER)



WE ALSO WANTED A WAY OF WRITING THE NAME THAT COULD EMBODY THE VALUES OF THE MUSEUM, SOMETHING THAT SEEMED INVENTIVE AND SURPRISING, AND THAT COULD APPEAR IN DIFFERENT WAYS ON DIFFERENT OCCASIONS. THE MUSEUM, AFTER ALL, IS DEDICATED TO ARTISTS WHO TAKE TYPICAL FORMS SAY, VESSELS, OR CHAIRS AND TRANSFORM THEM OVER AND OVER AGAIN. WE HOPE THAT THE SIMPLE FORMS OF THE NEW LOGO WILL PERMIT JUST THAT KIND OF TRANSFORMATION.



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