



Internship Spring 2023

Giulia Feleppa



Designer specializing in on kind exhibitions and websites for museums, historic houses based organizations, and small businesses.

I communicate your message with a thoughtful and personalized approach to visual storytelling.

[Learn More](#)

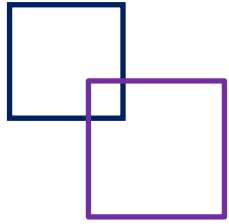


All About Exhibitista Creative

Exhibitista Creative was founded in 2006 by Prof Johanna Goldfeld.

- Initially a curatorial assistant at the Jewish Museum in NYC
- Master Degree in Exhibition and graphics (FIT)
- Job as Exhibition and Graphic Designer at the Forbes Galleries corporate headquarters in Manhattan
- During the pandemic, proficient in Squarespace





Graphic & Exhibition Design

- Printing and exhibition design for small museums, historic houses, arts- and mission-driven organizations, and businesses.
- In 15 years, a variety of clients located in NY as well as in Connecticut, Texas...
- Still on display



The Mather Homestead



Yankees Dugout at the Hebrew Home in Riverdale



St. Vartan Armenian Cathedral



Hello Gorgeous at Bernard Museum at Temple Emanu-El





We help museums, arts organizations and nonprofits further their mission, engage new audiences, and fuel positive growth.



Website redesign



Welcome to the
Harry G.
Friedman Society

Dedicated to Jewish visual art
and material culture

Join

Web Design & Newsletter

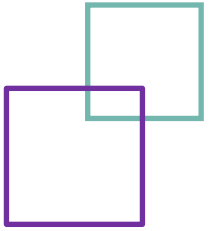


Web design & logo redesign

Kings Highway
Beautification Association

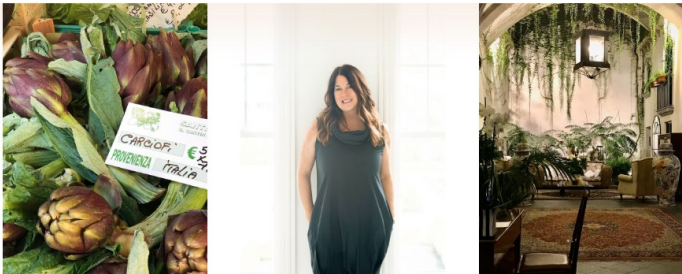


Each season brings new
and unique responsibilities
to keep the parks safe and
beautiful.

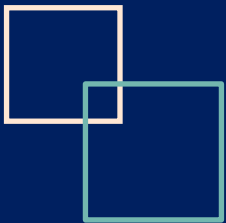


Web design & Branding

- Inside perspective helps her to create thoughtful websites that amplify the message of exhibition
- Design personalized and dynamic layouts that the client can manage and update independently.



Web and Logo design



Remote Internship. My Work Station

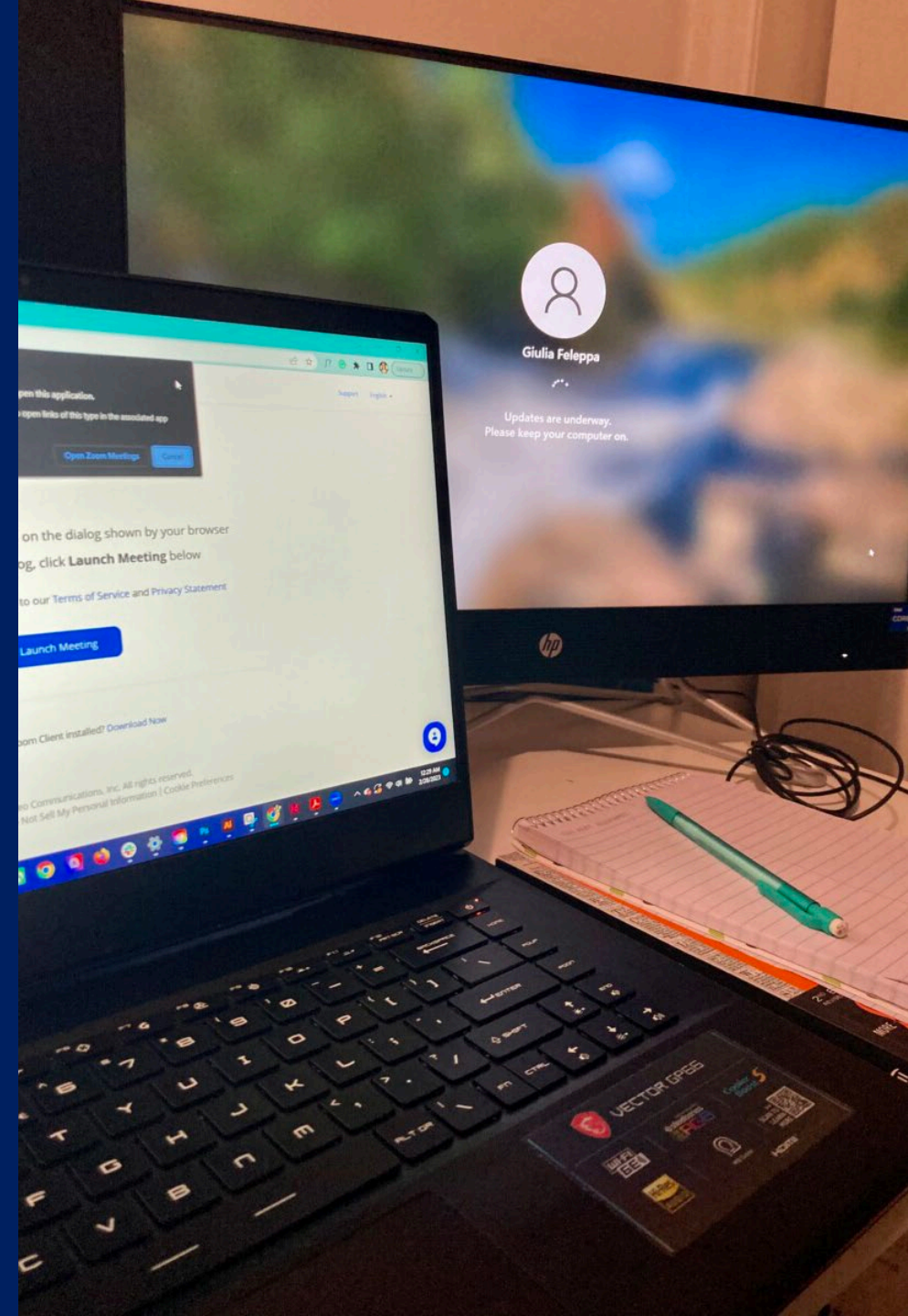
Pros and Cons of working from home.

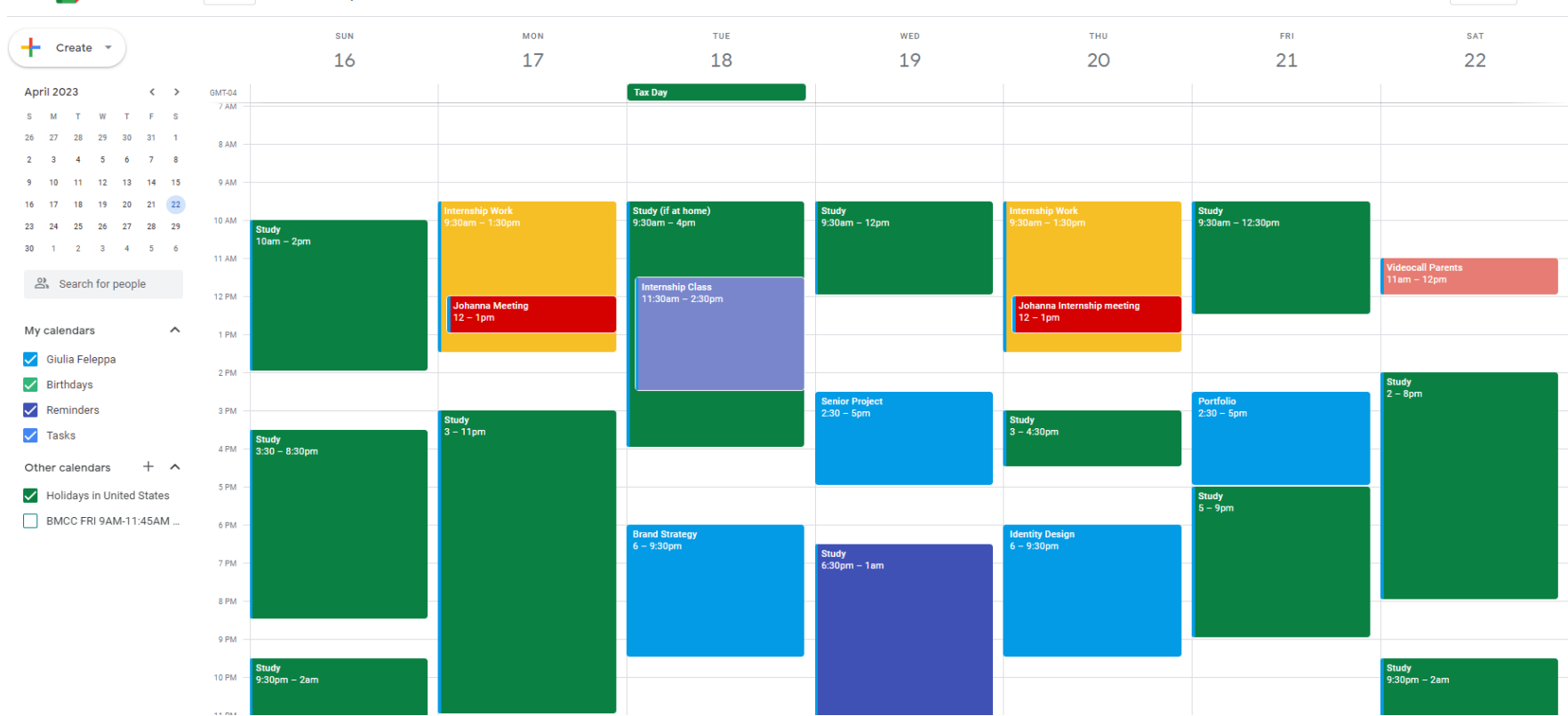
Mostly Pros.

- Never late and no commute
- No stopping coffee
- Unashamed soundtrack
- Comfortable outfit
- My own schedule

Cons

- Roommates sounds
- Wifi connection unstable

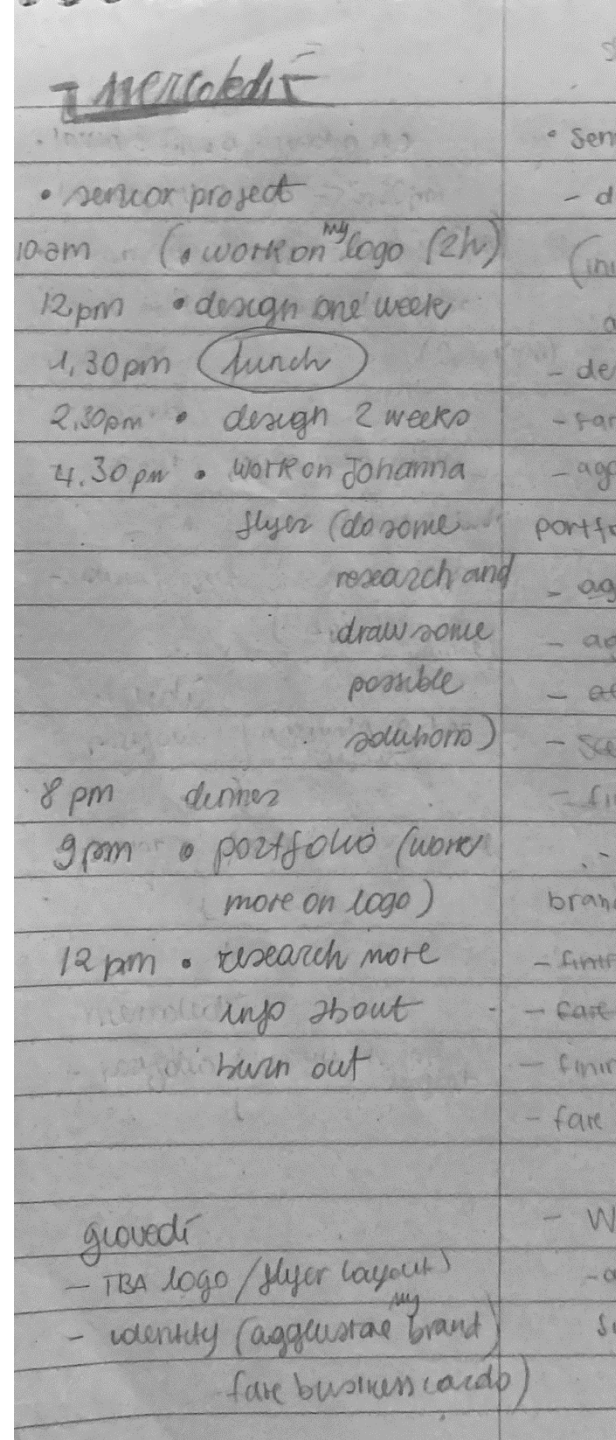




Planning. A serious thing

I wouldn't have been able to survive this semester without tools like Google Calendar, printed calendars, and planners.

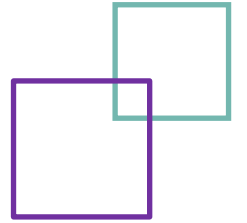
- Color stay motivated
- Manage multiple projects
- Easily add zoom links



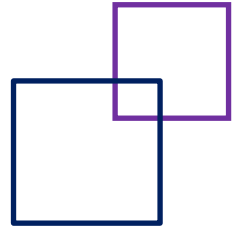
Checking the task off. The best feeling

This is a very satisfying and important step in planning. Not to forget.

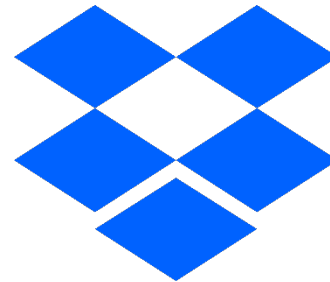
- Motivate to start and stay focused
- Positive emotions and connections



Must have tools. Extensions of designers' arms



Your laptop opens them automatically every time you turn it on.



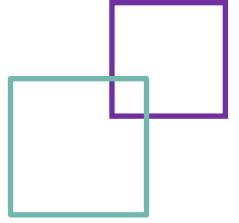


Adobe Fonts

New Entries. First step

Don't forget about those two websites when designing a logo or looking for a type.

- Look professional
- Complete family fonts
- Easy to embed on websites





exhibitista creative

SERVING CONNECTICUT SINCE 2010

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Exhibition, graphic, and web design

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Exhibition, graphic, and web design



Stephen Mather
Mather Homestead

Stephen Mather and the National Parks at the new education center at this 1778 Revolutionary War house focused on Stephen Mather, the first director of the National Park Service. Given the soaring ceilings, awe-inspiring photographs, and flexibility requirements in this multi-use space, we used elegant, freestanding fabric panels to tell the story. The typography and colors were carefully selected to refer to the past but maintain a modern aesthetic.



Bicentennial Exhibition
Universalist Church of West Hartford

The Universalist Church of West Hartford wanted to mount an exhibition in honor of their bicentennial year and also create a welcoming and inviting space where the congregants entered the sanctuary. The roof of a twisted metal chalice found in the church became the centerpiece of the exhibition, which also referenced the stained-glass windows in the sanctuary. We used a hierarchical graphic system to organize an abundance of text and images.

She used design in a way we had not considered... ..in order to create a highly impactful "wow" presentation.
-Heather Raker, Executive Director, Mather Homestead



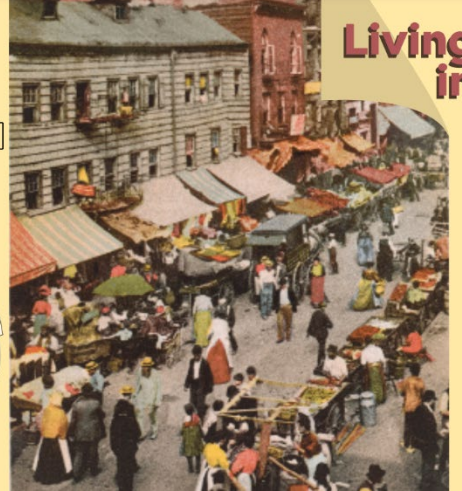
Exhibition & Graphic Design
Branding & Web Design

Serving Connecticut Since 2010

Overview Projects.

A view of some of the works I worked on in the past 3 months.

- Logos, business cards
- Wall intro of an exhibition at The Jewish Theological Seminary Library



Living Yiddish in New York

Between 1881 and 1954 approximately 2 million Eastern European Jews immigrated to the U.S. Many of them settled in New York City, which by 1954 was home to 1.7 million Jews, among them the world's largest urban population of Orthodox Jews. Greater knowledge and understanding of their culture and heritage became a central goal of the Jewish Theological Seminary of America.

While immigrants to the US were part of the broader response to rapidly increasing industrialization, which resulted from the 19th-century revolution, many immigrants were also fleeing political persecution. The early wave of Jewish immigrants came from Poland, where the vast majority of the Jewish population lived. Many of these immigrants were fleeing from pogroms and antisemitism, seeking refuge in America and the promise of a better life through hard work and determination.

In New York, Yiddish speaking Jews transformed the Lower East Side into a vibrant Jewish enclave. The Jewish Theological Seminary of America played a central role in this process, providing a center for religious, cultural, and educational activities. The Seminary's Yiddish language program was instrumental in preserving and promoting the Yiddish language and culture among the immigrant population.

The Yiddish language is a unique blend of Hebrew, Aramaic, and Slavic languages. It is the most widely spoken Jewish language in the world, with over 10 million speakers. The Yiddish language is a testament to the resilience and adaptability of the Jewish people, who have maintained their cultural identity in the face of adversity.

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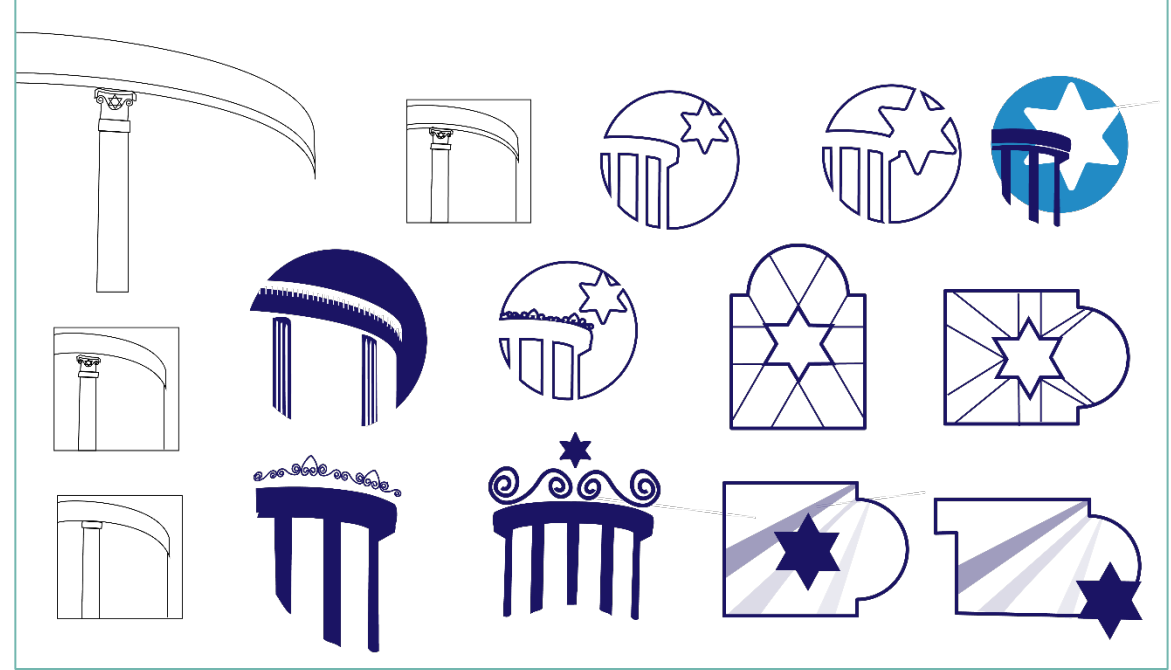
TEMPLE BETH ABRAHAM

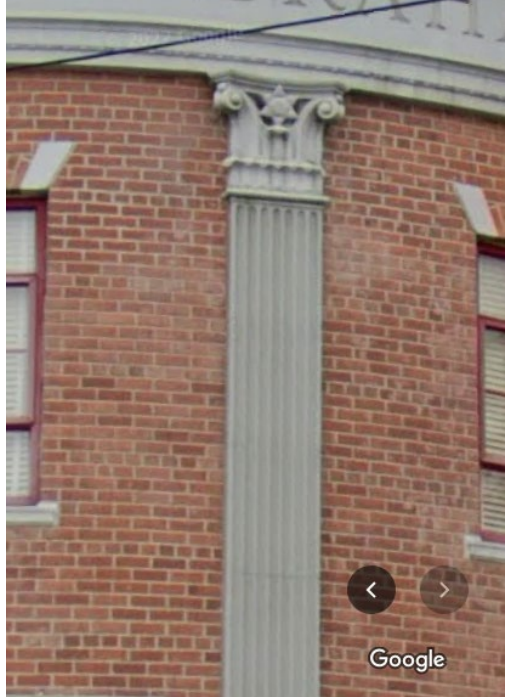
A Growing, Vibrant Conservative Congregation in Oakland

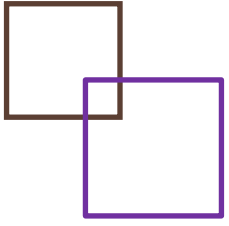
Challenges. A blessing

Client is Temple Beth Abraham located in Oakland, California.

- Founded in 1907, named in honor of Abraham Bercovich who founded Congregation Beth Jacob
- Clear ideas (young and traditional vibes, multicultural, welcoming, one color..)
- Silhouette of building, column details, window glass

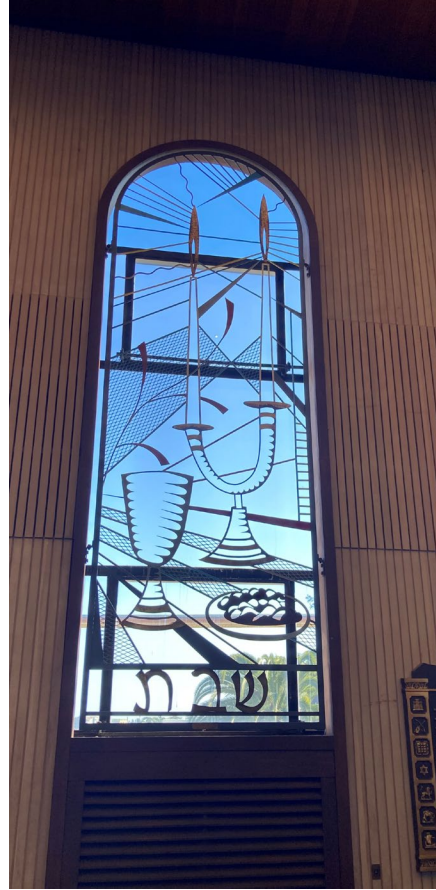
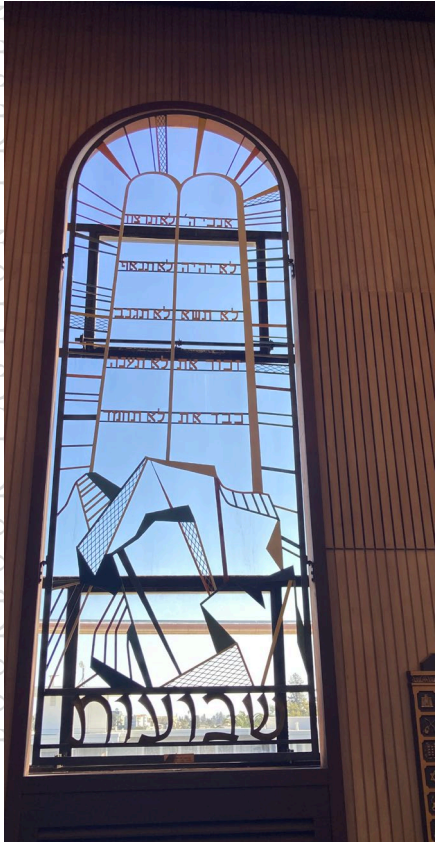


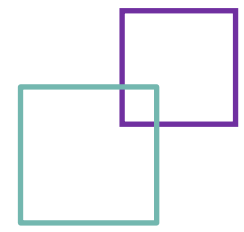
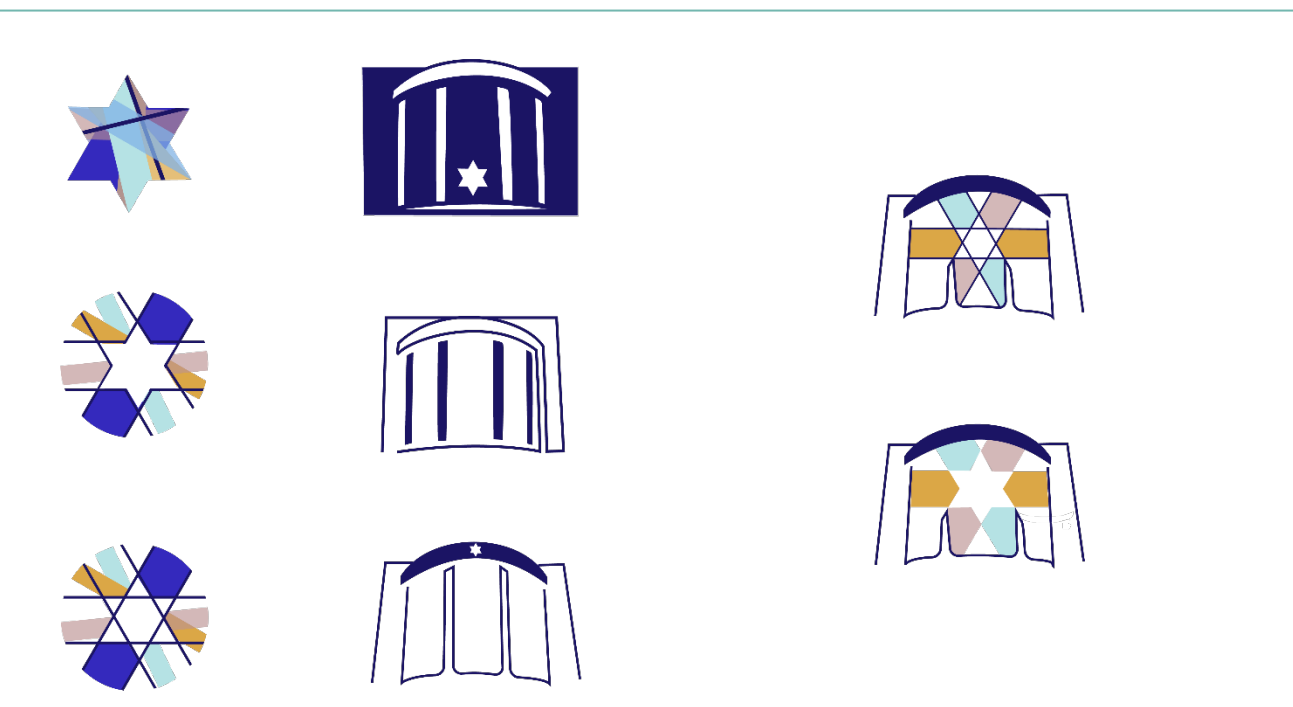
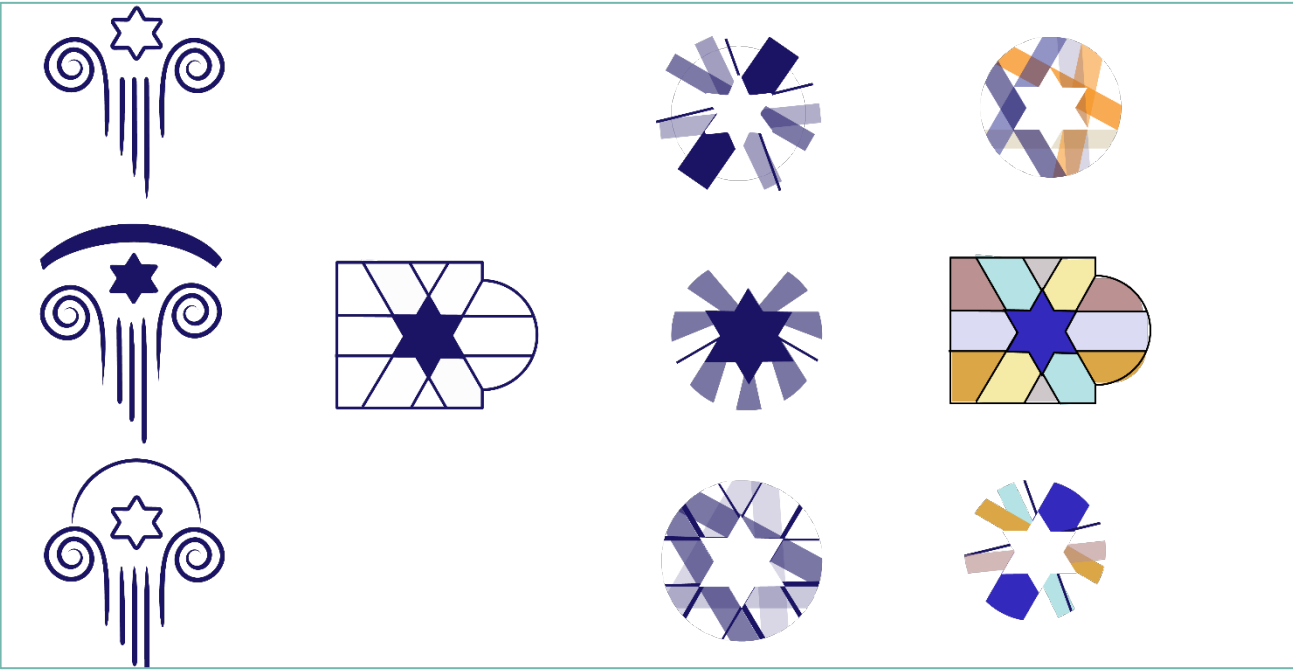




Inspirations

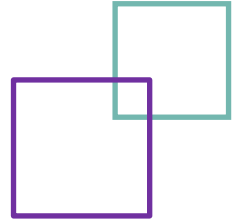
LOOKBOOK FASHION PRESENTATION





Which one won? Guess.

What would you have done?



The winner. Happy on both sides

The choice of the final logo was chosen by the client, some members of the community, and of course supported by us.

Thank you!

Exhibitista Creative - Internship