



SAMPLE PROJECT BRIEFS

TRASHION
FASHION 2016
HARTFORD CITY HALL

SCALED UP
BOSTON CHILDREN'S MUSEUM

TRASHION FASHION 2016

DATE

April 2016

MATERIALS

Remnant parachute ripstop fabric, rope

GOAL

Create a dynamic vivid installation that fills the space without obscuring views of the runway floor, using discarded materials.

CLIENT

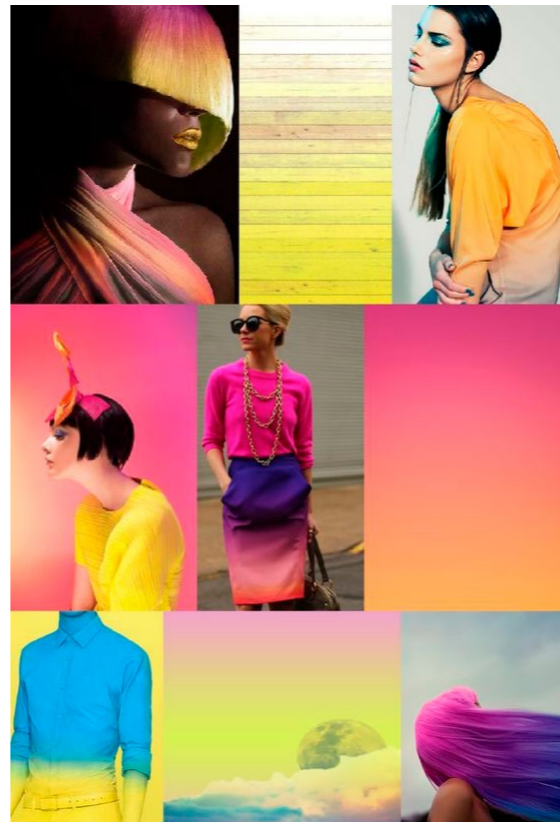
Amy Merli, Founder/Producer, Trashion Fashion

I was approached by Amy Merli to be the guest artist for an installation in Hartford City Hall for the annual Trashion Fashion show, which raises awareness about wastestreams and creative reuse by making fashion out of trash. The central axis of the atrium serves as the catwalk for the models.



CONCEPT

First investigations used an inspiration board to understand the spirit and theme of the festival that year, Below is sample content that Amy Merli gathered for the board of dynamic and bright-colored fashion and art, including works by the thread installation artist, Gabriel Dawe.



SITE CONSIDERATIONS

Install needed to have zero-impact on the historical architecture. It also needed to be quick to install and de-install as to not interfere with the daily business.

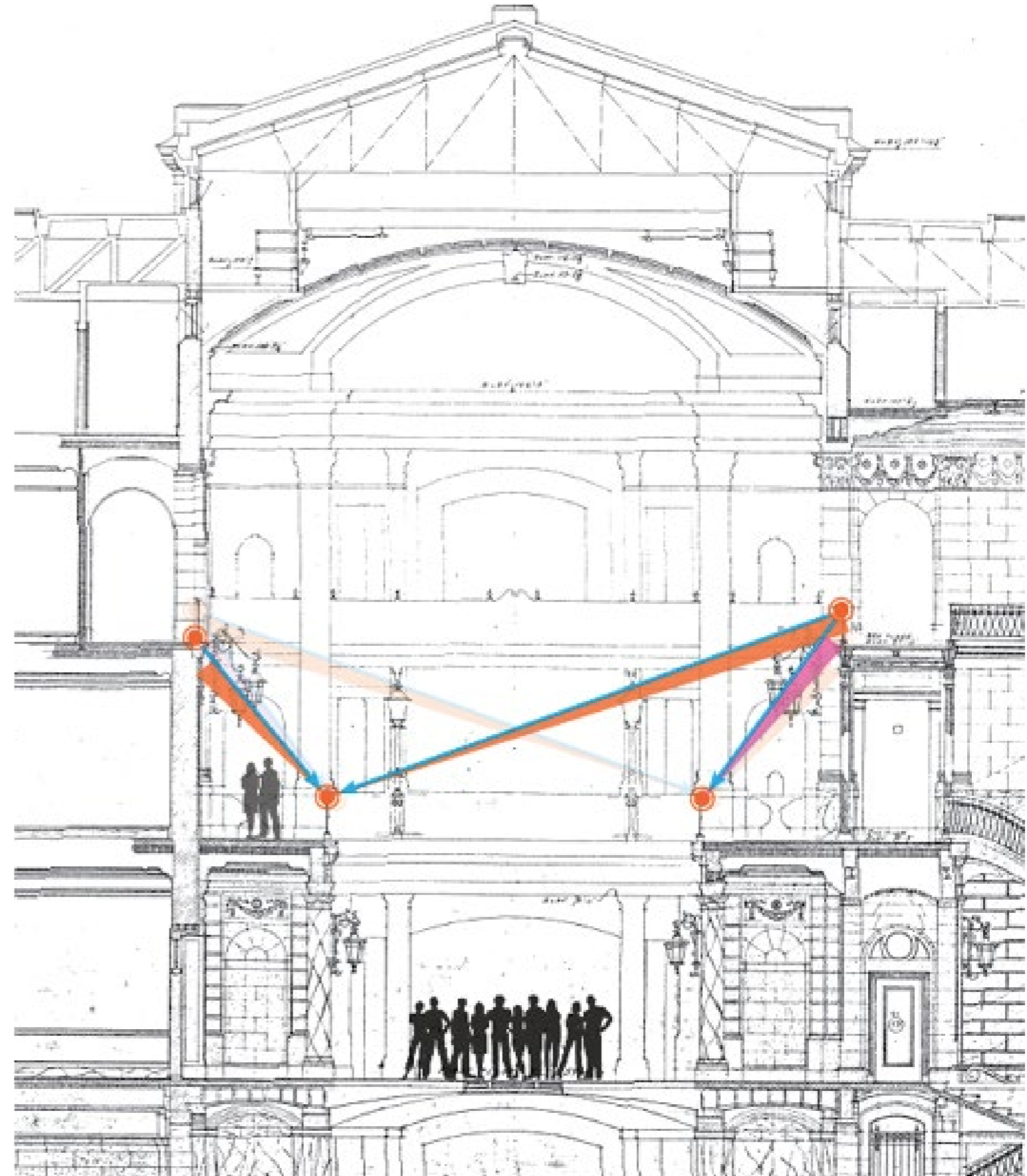
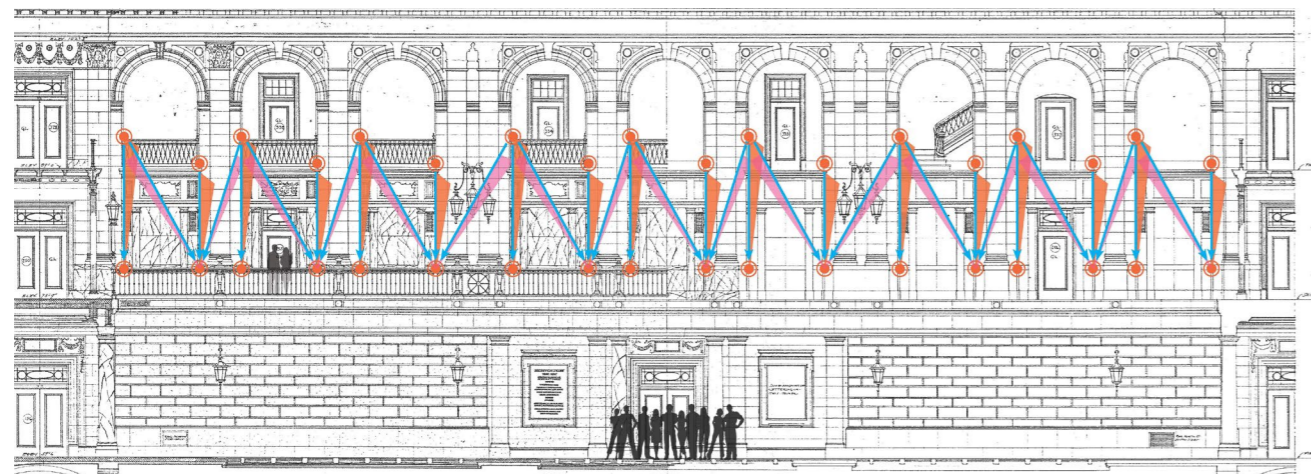
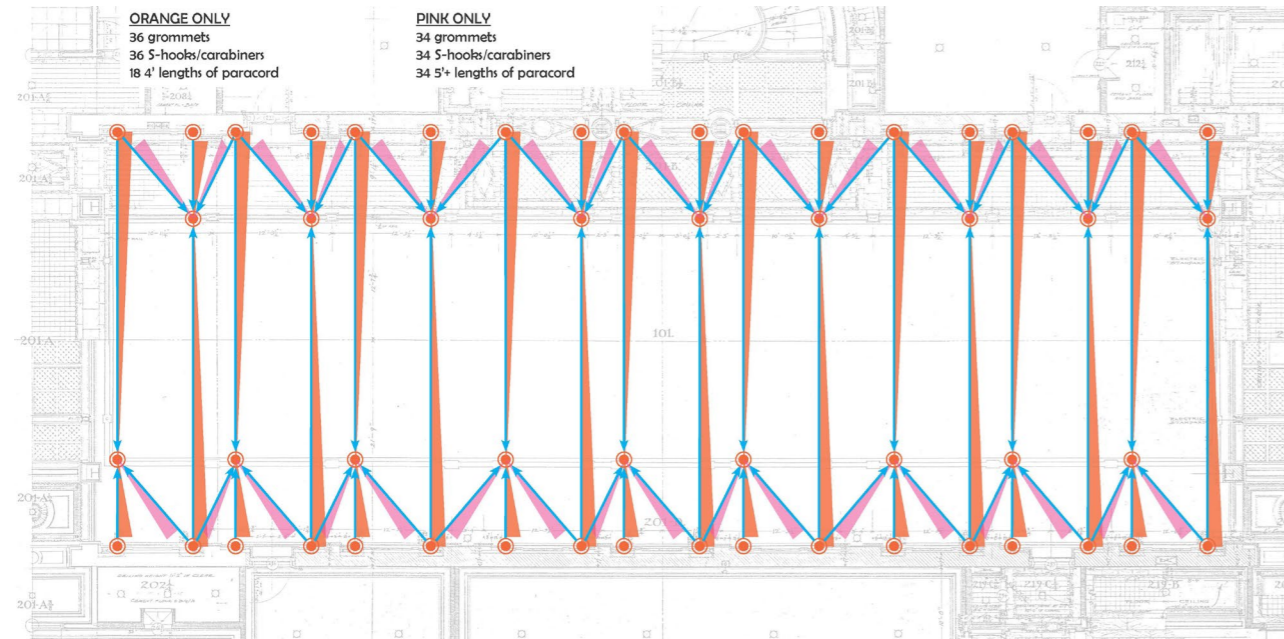
PRELIMINARY DESIGN INVESTIGATION

After site visits, calculations, and confirmation of the color, size, and length of donated materials, sketches for a drupe concept were made. Amy Merli approved, and planning commenced.



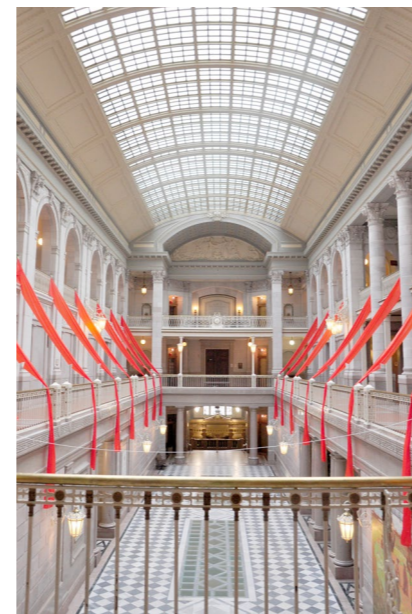
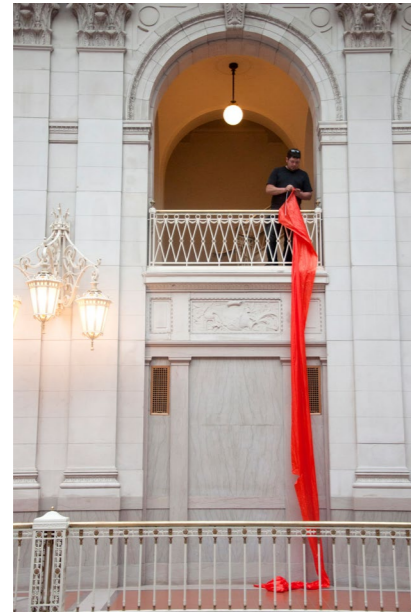
PLANNING AND DEVELOPMENT

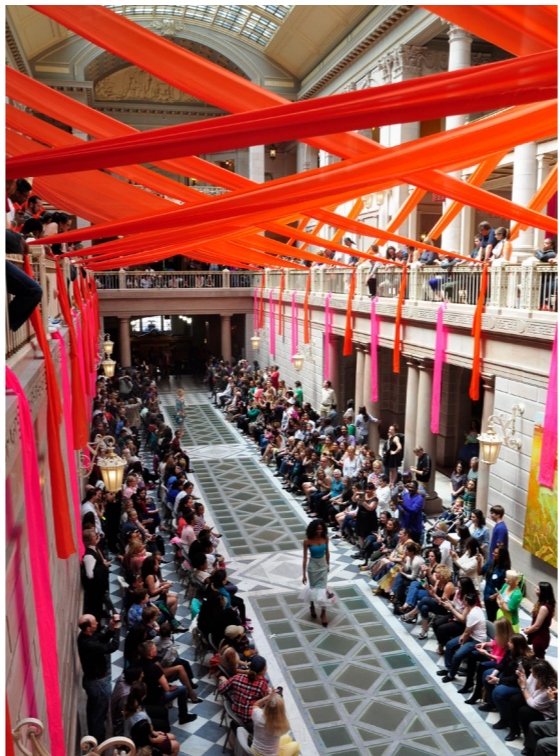
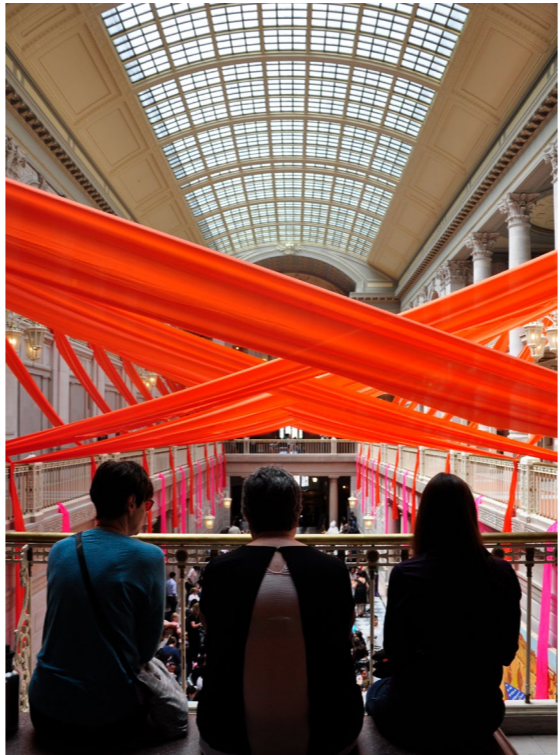
Using architectural drawings, an install plan was developed and introduced to the install team.



INSTALLATION

Assisted by Amy Merli, Justin O'Brien, Hong Hong, and Joe and Pete from Sandbox Arts.





SCALED UP

DATE

April 2013—March 2016

MATERIALS

High-resolution banners, signage, display fixtures, rock, museum collection items

GOAL

Capture high-resolution imagery of small collection items to call the public's attention to the museum's otherwise lesser-known artifacts and items. Each window is themed by a letter of the alphabet.

CLIENT

Rachel Farkas, Curator of Collections,
Boston Children's Museum

I was approached by Rachel Farkas to submit proposals for what was called "An Alphabet of Inspiration: Artists Celebrate 100 Years of Collections", where 24 artists were selected to display museum collection items based on a letter of the alphabet, each filling existing interior windows in the brick architecture.

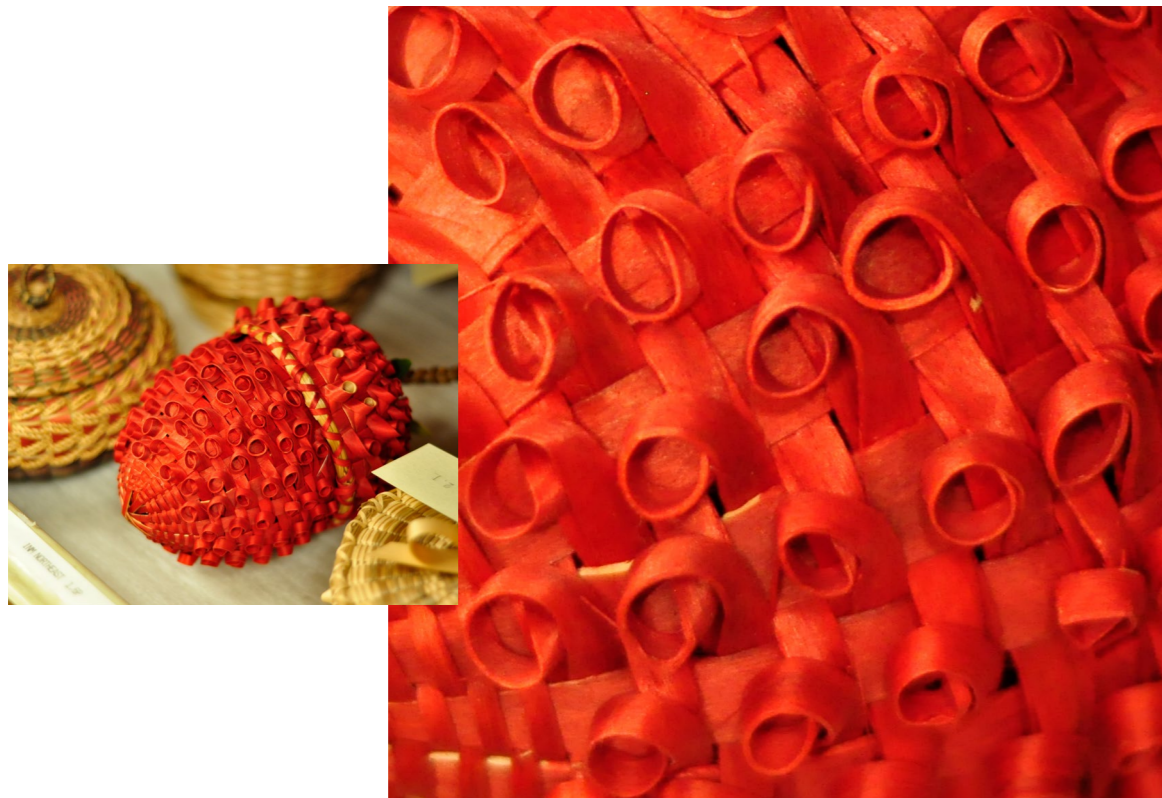


SITE CONSIDERATIONS

The install sites were in the window openings of the brick facade that had been converted into interior windows when the museum expanded in 2007. Artists were limited to the space within the panes of glass. Artists could not install anything outboard of the windows, nor screw into any of the framing. Every installation was also required to display a provided dimensional letter.

CONCEPT PROPOSAL

The concept behind “Scaled Up” was to magnify details of some of the museum’s smallest items. This concept could be used with any letter, as long as items could be found that started with that letter.



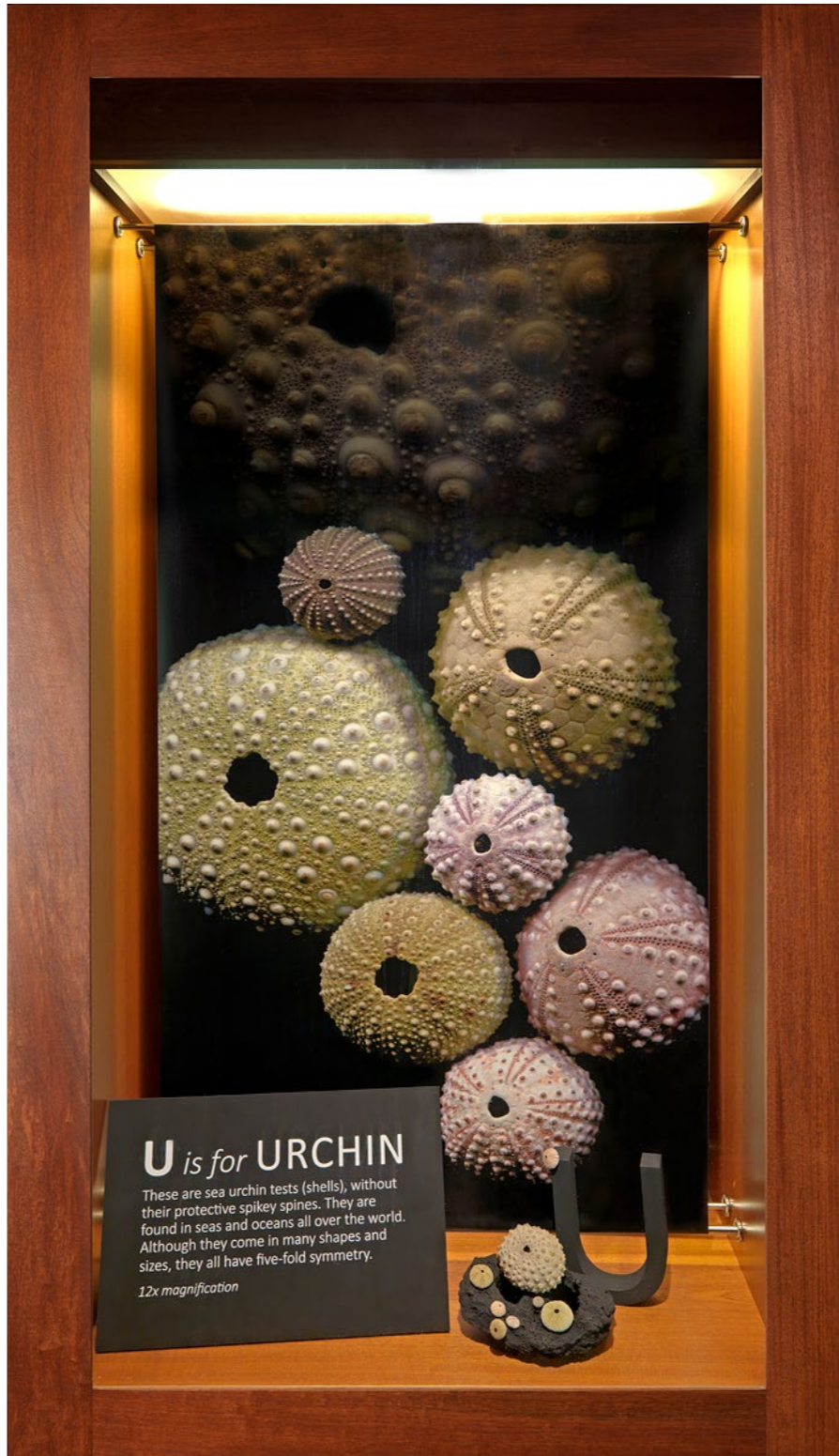


PROPOSAL SELECTION AND PLANNING

Not only was this proposal chosen, but it was chosen for two installation windows, “J” and “U”. After visits to the collection, pieces of jade and sea urchin shells were selected to be showcased. Plans were made on how to display the pieces. Equipment was brought into the museum for high-resolution scanning.



J is for JADE
These are jewelry pieces made with jade, probably from Asia. Jades are two types of stone, Nephrite and Jadeite, though some others are called "New Jade," among other names. Jade is known for its green color but can come in many colors.
6x magnification



U is for URCHIN
These are sea urchin tests (shells), without their protective spiky spines. They are found in seas and oceans all over the world. Although they come in many shapes and sizes, they all have five-fold symmetry.
12x magnification

JULIE CHEN

Designer / Artist / Educator / Mentor

My approach is concept-first and interdisciplinary. The process, media, and execution varies, depending on the goals set forth.

WHAT'S IMPORTANT TO YOU?

HOW DO YOU WANT TO MAKE AN IMPACT?

I CAN HELP.