



EXHIBITION ON THE WORK OF VENTURI, SCOTT BROWN AND ASSOCIATES, INSTITUTE OF CONTEMPORARY ART, UNIVERSITY OF PENNSYLVANIA

Architects: Venturi, Scott Brown and Associates, Inc.

Location: Philadelphia, PA

Client: Institute of Contemporary Art, University of Pennsylvania

Completion: 1993

The design of this show acknowledges some of the difficulties inherent in architectural exhibitions. By their nature they deal with secondary sources like drawings, photos, and models. While these elements might be artful in themselves, they aren't what architecture's all about -- three-dimensional buildings involving space, structure, and symbolism.



VSBA's design of this exhibition traditionally employed original sketches, photography (via large slide projections), and models -- but also incorporated colorful, big- and small-scale vinyl graphics along the walls. This element was both decorative and content-driven and extended our ability to deal explicitly with content, discussion, and intellectual and architectural oppositions. Models and drawings gave a small-scale visual counterpoint to the graphics and the big-scale slide projections.

The slides were projected at a very large scale on a high wall, changing every half-minute and composing a kind of evolving mural.



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