

THE GOLDSTEIN MUSEUM OF DESIGN

364 McNeal Hall, 1985 Buford Avenue, St. Paul, MN 55108 <http://goldstein.cdes.umn.edu>

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Contact: Lin Nelson-Mayson
lnelsonm@umn.edu 612-624-3292



Eames Paper Book, 2005. Designed by Design Guys, Produced by Neenah Paper.
Offset printing on India Pink and Palisades Gold papers.

Design Redux: Eames as Paper Exhibition opens January 27, 2007

Q: What is the primary condition for the practice of Design? A: A recognition of need.

How does the approach to design that Charles and Ray Eames took nearly a half a century ago continue to inspire and inform today's designers and suggest approaches to solving design problems of today? The Goldstein Museum of Design explores this question in the exhibition ***Design Redux: Eames as Paper***. Organized by guest curator Patrick Grace, Design Redux investigates how Design Guys approached their work with Neenah Paper and the Eames Office to create this new line of papers, the Eames Paper Collection, which reflects the Eameses' design sense but also speaks to contemporary consumers' desires for a beautiful product that is extremely functional, highly flexible, and environmentally sustainable.

In 2004, the Minneapolis based group Design Guys was approached by the Neenah Paper Company to design a line of fine printing papers. Working in collaboration with Eames Demetrios of the Eames Office, The Design Guys explored the design approach of Charles and Ray Eames. They visited paper mills and learned about the technical capacities of the Neenah Paper mills. They visited the Eames Office in California and were able to explore the Eameses' house, looking at their color palettes and materials and the design aesthetic that Charles and Ray extended to their domestic lives. The Design Guys used this research to help inform their design decisions about the Eames Paper Collection.

Charles and Ray Eames are one of the most influential American design teams of the Twentieth Century, well known for their work as furniture designers beginning after World War II. They collaborated with their industry partner Herman Miller to produce icons such as the LCW, a molded plywood chair also known as the "potato chip" chair, the DAR, a molded fiberglass chair and its many iterations, and the Eames lounge chair and ottoman, the modern version of a reclining lounge chair. ***Design Redux: Eames as Paper*** uses questions and answers from the short film *Design Q&A, 1972*, developed at the time of an exhibition of the Eameses' work in France, to illustrate how the Eameses approached the design process and design opportunities.

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The exhibition runs from January 27 – March 31, 2007

For more information, contact Lin Nelson-Mayson at 612.624.3292 or lnelsonm@umn.edu.

Opening and Related Program

Friday, January 26 ***Design Redux: Eames as Paper*** opening party: Goldstein Museum of Design Gallery, 241 McNeal Hall, 6:00 -8:00pm

Thursday, February 8 Lecture and reception: 33 McNeal Hall, 7:00-9:00pm
Eames Demetrios will speak about the Design Guys' collaborations with The Eames Office. Eames Demetrios, an artist and grandson of Charles and Ray Eames, is best known for his work as director of The Eames Office, spearheading the successful re-discovery of the Charles and Ray Eames design and heritage by new generations.

VISITOR INFO

The Goldstein Museum of Design is located at 241 McNeal Hall, 1985 Buford Avenue, St. Paul, MN 55108.

Gallery Hours

Monday-Wednesday, & Friday	10:00 am - 4:00 pm
Thursday	10:00 am - 8:00 pm
Saturday-Sunday	1:30 pm - 4:30 pm

Admission and Parking

Admission to the Goldstein Museum of Design is free. The gallery is on the second floor of McNeal Hall on the Saint Paul campus of the University of Minnesota. Parking in the nearby Gortner Ramp at 1395 Gortner Avenue is \$2.50 per hour (daily maximum of \$12.00). Parking on Sundays is free (except for special events). The parking ramp and the Museum are both handicapped accessible.

Tours

Groups are invited to schedule a tour of the exhibition at least three weeks in advance. Tours generally last one hour and can be tailored to meet your group's needs. Tours may include gallery activities or a visit to the Museum's Research Center. Contact us at (612) 624-7434 or gmd@umn.edu to schedule a tour or for additional information.

This exhibition and programming is funded by the Minnesota State Arts Board in cooperation with the Minnesota State Legislature, the Friends of the Goldstein, the College of Design, and the University of Minnesota.

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RELATED INFORMATION

DESIGN GUYS

Steve Sikora and partner Lynette Erickson-Sikora are co-founders and creative directors of the multi-disciplinary firm, Design Guys. Design Guys directs identity and branding, print, packaging, advertising, retail strategies, signage programs, websites, broadcasts, merchandising fixtures and environments. Both partners and their company have strong social consciousness. Steve and Lynette look beyond the business of design as simply a dollars and cents equation. They believe designers are in a position to make a positive difference in the world and are duty bound to do so.

Achievements include: launching the fledgling Aveda brand, serving as official design firm of The Guthrie Theater, brand packaging for Rollerblade, packaging, marketing and fixturing the Michael Graves Design line for Target, consulting on the launch of the Apple Store, and creation of the Eames Paper Collection for Neenah Paper.

Design Guys' work has regularly appeared in awards annuals as well as in *Print*, *How*, *Adobe*, *Graphis*, *Communication Arts*, *Applied Arts*, *Boards* and *Critique* magazines. Their work has been honored by the American Institute of Graphic Artists (AIGA), The Chicago Athenaeum Good Design, Brand Design Association, Industrial Design Society of America IDEA Awards, Type Director's Club, Ad Fed Addy Awards, Summit Awards, Retail Advertising Council, and The Society for Environmental Graphic Design.

Learn more about the Design Guys at <http://designguys.com/>

NEENAH PAPER

Neenah Paper was established in 1872 and became part of the Kimberly-Clark group in 1893. It has a long history of producing high quality writing papers and later, typewriting papers for business and the domestic market.

Neenah Paper spun off from the Kimberly-Clark Corporation in 1994. In 2005, Neenah Paper, Inc. had net sales of over \$733 million, nearly a third of which is in its Fine Paper division located in Wisconsin. Two thousand people are employed in its three divisions.

In 2003, when Neenah Paper engaged Design Guys, the president of Neenah Paper told them during one of their earliest meetings that "the only thing I know is that we need to do something different in the future than we have been doing in the past." This openness to new approaches helped the development process move forward.

Neenah Paper Company has fought hard to implement sustainable industrial policies after many years of the paper industry being pointed to as a major contributor to water and air pollution at paper mill sites. Recognition that sustainable approaches to manufacturing can also be cost effective and have larger societal benefits is now a part of Neenah's corporate philosophy. In 2006, Neenah pledged to purchase over 10 million kilowatt hours (kWh) of renewable energy, making it the largest purchaser of green power in the entire state of Wisconsin.

Learn more about Neenah Paper at <http://www.neenahpaper.com/Eames/>.

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THE EAMES OFFICE

“The Eames Office is dedicated to communicating, preserving and extending the work of Charles and Ray Eames. We feel that all three of those dimensions are important to keeping the office useful and vital. We believe that all of Charles’ and Ray’s work was the result of a way of looking at the world—a design philosophy and process that is worth sharing in many different dimensions. We also believe that creating wholly new works is as consistent with that philosophy as restoring and distributing classic ones.” -Mission Statement of the Eames Office

Design Guys met Eames Demetrios, grandson of the Eameses, at an AIGA conference. When he heard of their interest in developing a paper line based upon the Eameses, he invited them out to the Eames Office and Eames House, where they were provided open access to the Eames home. They saw the papers that the Eameses collected and realized that the Eameses loved paper as a material. They recognized that Charles and Ray designed with paper, used paper creatively in design projects, and no doubt would have approved of a line of paper based upon their own design sensibility.

The Eames Office came to be the other partner in the design process. Their involvement helped ensure that the paper line was a unique new product - “not old wine in new bottles” - that it expressed a character that Charles and Ray would appreciate, and that is sustainable in its life cycle.

Learn more about the Eames Office at <http://www.eamesoffice.com/>.



EAMES DEMETRIOS

Eames Demetrios is best known in the design world for his work as director of the Eames Office, spearheading the successful re-discovery of the Charles and Ray Eames design heritage by new generations. Among his many achievements in this capacity are the multi-media component of the library of Congress/Vitra Design Museum Eames exhibition, the CD-ROM *Powers of Ten*, the re-introduction of many Eames furniture pieces, and the release and video restoration of the Eames films. In addition, he works closely with Herman Miller and Vitra to be sure the Eames furniture is always made authentically and was instrumental in the funding of the Eames Foundation to preserve the Eames House.

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He wrote *An Eames Primer*, a thematic biography about Charles and Ray Eames, their work process and philosophy.

Demetrios is also an artist and filmmaker. His current Large-scale project, *Kymaerica*, is a multi pronged and ongoing reinterpretation of the North American landscape and has been underway for several years. Manifestations in this series include writings, video, performances, images, installations, limited edition prints and more.

Demetrios has produced over 40 films and videos of various lengths over the past 20 years. Topics include a fiction feature on homelessness, a documentary on Sambo Mockbee's Rural Studio and the Malibu/Old Topanga Fire. His most recent film projects include *Ping Pong*, capturing the design process of Frank Gehry, and *Carnival in Chiapas*, about the modern Maya of southern Mexico.

His work is in a number of private collections and that of the University of Georgia. His film and video works have been shown at numerous museums and festivals: Library of Congress, Gulbenkian (Portugal), Smithsonian Institution, MOCA (LA), LACMA (LA), Meguro Art Museum (Tokyo), Film Forum (LA), Sundance Film Festival, Cairo Film Festival, and dozens more. Grants received include the Long Beach Open Channels grant for video art and the Peter Norton Foundation.

Eames brings out the adventurous side of his creative partners, institutions such as the Library of Congress and Portugal's Gulbenkian Foundation, and businesses including Universal Studios and Interface, Inc, a billion dollar flooring company run on sustainable principles. For Interface, he writes the Eames Design Blog for their InterfaceFLOR.com website, focused on design and sustainability issues.

A featured speaker, Eames gives lectures all over the US and internationally on subjects ranging from design to science and from sustainability to his own work. He lives in southern California with his wife and two children.

Learn more about Eames Demetrios at www.eamesdemetrios.com and www.kymaerica.com.