

GOLDSTEIN MUSEUM OF DESIGN

364 McNeal Hall, 1985 Buford Avenue, Saint Paul, MN 55108
612.624.7434; gmd@umn.edu; <http://goldstein.design.umn.edu>

FOR IMMEDIATE RELEASE
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We The Designers

September 29 – December 30, 2012
Reception September 28, 6-8pm
McNeal Gallery, Saint Paul Campus

Panel Discussion: Design and Political Communication October 24, 6pm
22 McNeal Hall, reception to follow

We the Designers: Reframing Political Issues in the Obama Era proposes that graphic designers can inform and persuade the public about issues currently facing the Obama administration through graphic design. Graphic design has recently developed a powerful relationship with politics. Barack Obama was the first presidential candidate to skillfully employ design in a political campaign - he is the first President with a logo.

We the Designers represents a broad range of leading designers in this country. This national exhibition features their political opinion made visible, a provocative combination of art and politics that addresses the issues currently facing our country in a unique and tangible way. In a divisive era, when words alone are not enough, this exhibition explains how visual thinking can make complex issues more accessible.

Consisting of both newly created and previously published work, the exhibition features videos, posters, newspaper typography, and online graphics, including works by two College of Design graphic design faculty, Professor Steven McCarthy and Associate Professor Daniel Jasper. The 31 participating designers wield opinion and analysis to inform and persuade about the unique issues facing this country.

Exhibition curator Thomas Starr of Northeastern University's Department of Art and Design states:

"We the Designers is a national exhibition of self-authored graphic design. Through the process of design thinking, participants inform and persuade about issues facing the Obama administration. Sometimes the verbal component is dominant; sometimes it is subordinate; and sometimes it is subsumed in symbolic imagery. Some designers tackle issues that transcend any single administration...others address this administration's policies. Still others focus on the President himself. All have one thing in common. They are the visual/verbal voice of civic engagement by we (the designers) who made them."

We the Designers was organized and toured by Northeastern University, Boston, MA.

COLLEGE OF DESIGN
UNIVERSITY OF MINNESOTA

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This exhibition sponsored in part by Spunk Design Machine, Graphiculture and Media Sponsor- Radio K

General Information

The Goldstein Museum of Design (GMD), part of the University of Minnesota's College of Design, supports design teaching, research, and discovery through exhibitions, publications, programs, and partnerships.

Location

GMD's McNeal Gallery is on the second floor of:
McNeal Hall
1985 Buford Ave.
St. Paul, MN 55108

McNeal Gallery Hours

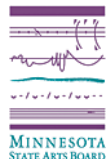
Tuesday-Friday 10:00am-5:00pm
Weekend 1:30pm-4:30pm
FREE admission. Closed Mondays and all University holidays.

Parking

Parking is in Gortner Ramp at 1395 Gortner Avenue and the lot at the end of Buford Circle (S106). The ramp and McNeal Hall are handicapped accessible.

Public Transit

For bus information, call (612) 373-3333



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