MARKETING CREATIVE PACKAGE

Fault Lines: Art and the Environment

NORTH CAROLINA MUSEUM OF ART

TITLE TREATMENT

The title treatment utilizes Verlag Compressed light to create long lean lines as well as italics and an offset baseline to imply movement.

stacked

FAULT LINES

ART AND THE ENVIRONMENT

horizontal

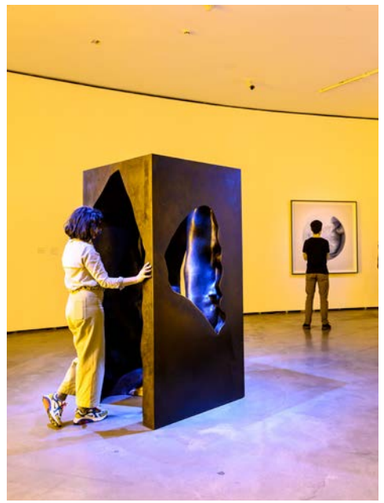
FAULT LINES ART AND THE ENVIRONMENT

COLOR STORY



IMAGES

primary marketing images



Olafur Eliasson, *The presence of absence pavilion*, 2019, bronze, H. 200 × W. 100 × D. 100 cm, weight: approx. 750 kg, installation view: Tate Modern, London, Photograph: Anders Sune Berg; © 2019 Olafur Eliasson



Kirsten Stolle, *Chemical Bouquet*, 2016, hand-cut collage on paper, custom gilded frame, 56 × 45 in., Photograph: Rocky Kenworthy



Christine Wertheim and Margaret Wertheim, *Pod Worlds*, dimensions variable, Photograph courtesy of the Institute of the Arts and Sciences, UCSC

secondary marketing images



Susie Ganch, *Remember Me, Katrina*, 2015, coffee lids and plastic, H. 7 × W. 12 ft., Photograph: David Hunter Hale





Images of Community Crochet Coral Reef elements submitted to the NCMA by the community.

Note: when available, an image of the Hugh Hayden outdoor installation will be added to this list and the marketing materials.

RACK CARD



FAULT LINES ART AND THE ENVIRONMENT

APRIL 2-JULY 17, 2022

TICKETS ncartmuseum.org/faultlines

Fault Lines: Art and the Environment explores humanity's relationship to nature through an immersive, multimedia exhibition and outdoor sculpture installations in the Ann and Jim Goodnight Museum Park. Through video, photography, sculpture, and mixed-media works, 14 contemporary artists focus on current concerns and offer new perspectives. They address urgent environmental issues, consequences of inaction, and opportunities for sustainable environmental stewardship and restoration. Featured artists include John Akomfrah, Olafur Eliasson, LaToya Ruby Frazier, Allison Janae Hamilton, Richard Mosse, Jennifer Steinkamp, and Christine and Margaret Wertheim.

Fault Lines, organized by the NCMA, reflects the Museum's commitment to building climate resiliency, raising environmental awareness, and creating opportunities for artist projects in all corners of its 164-acre campus.



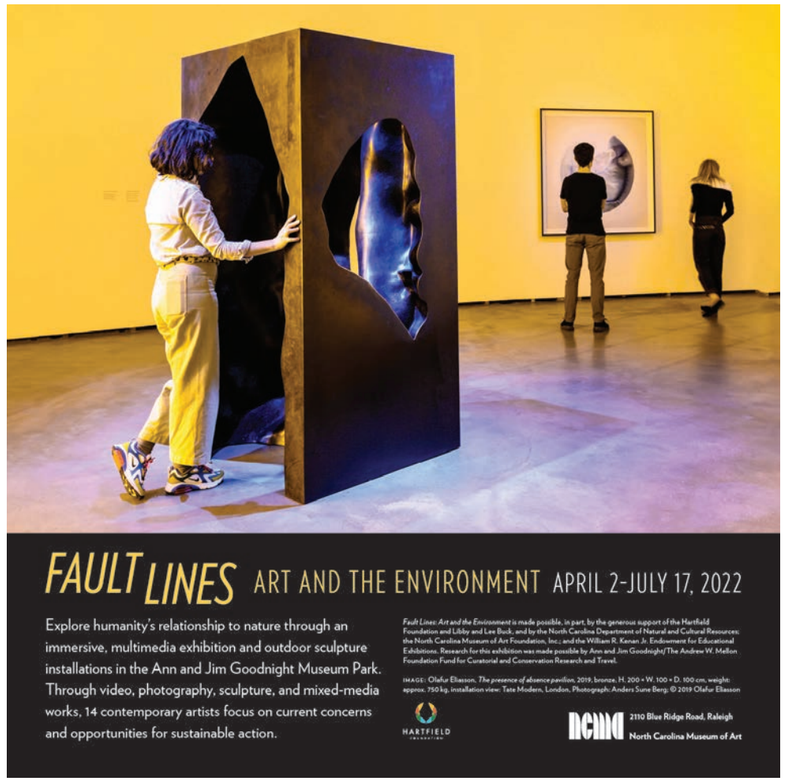
ABOVE: Christine Wertheim and Margaret Wertheim, *Pod Worlds*, dimensions variable, Photograph courtesy of the Institute of the Arts and Sciences, UCSC
FRONT: Olafur Eliasson, *The presence of absence pavilion*, 2019, bronze, H. 200 × W. 100 × D. 100 cm, weight: approx. 750 kg, installation view: Tate Modern, London, Photograph: Anders Sune Berg; © 2019 Olafur Eliasson

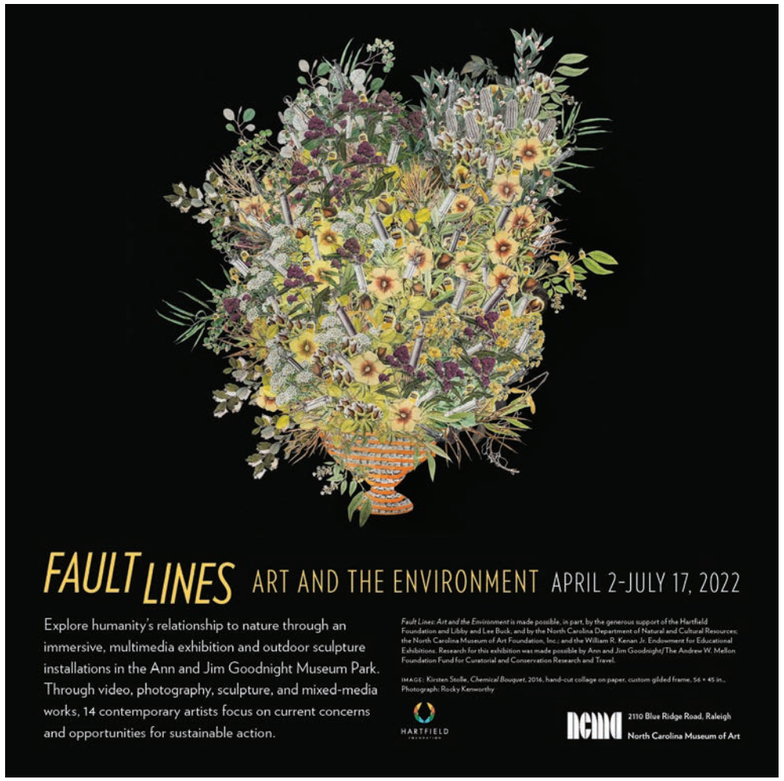
Fault Lines: Art and the Environment is made possible, in part, by the generous support of the Hartfield Foundation and Libby and Lee Buck, and by the North Carolina Department of Natural and Cultural Resources; the North Carolina Museum of Art Foundation, Inc.; and the William R. Kenan Jr. Endowment for Educational Exhibitions. Research for this exhibition was made possible by Ann and Jim Goodnight/The Andrew W. Mellon Foundation Fund for Curatorial and Conservation Research and Travel.

2110 Blue Ridge Road, Raleigh
North Carolina Museum of Art

FSC HARTFIELD FOUNDATION

FULL PAGE AD


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IMAGE: Ólafur Elíasson, The presence of absence pavilion, 2019; bronze, H. 200 × W. 100 × D. 100 cm, weight: approx. 750 kg, installation view: Tate Modern, London, Photograph: Anders Sune Berg; © 2019 Ólafur Elíasson
HARTFIELD
ncma 2110 Blue Ridge Road, Raleigh North Carolina Museum of Art


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IMAGE: Kirsten Stolle, Chemical Bouquet, 2016, hand-cut collage on paper, custom gilded frame, 56 × 45 in., Photograph: Rocky Kenworthy
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IMAGE: Christine Wertheim and Margaret Wertheim, Crochet Coral Reef, dimensions variable
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HALF PAGE ADS









INSTAGRAM POSTS

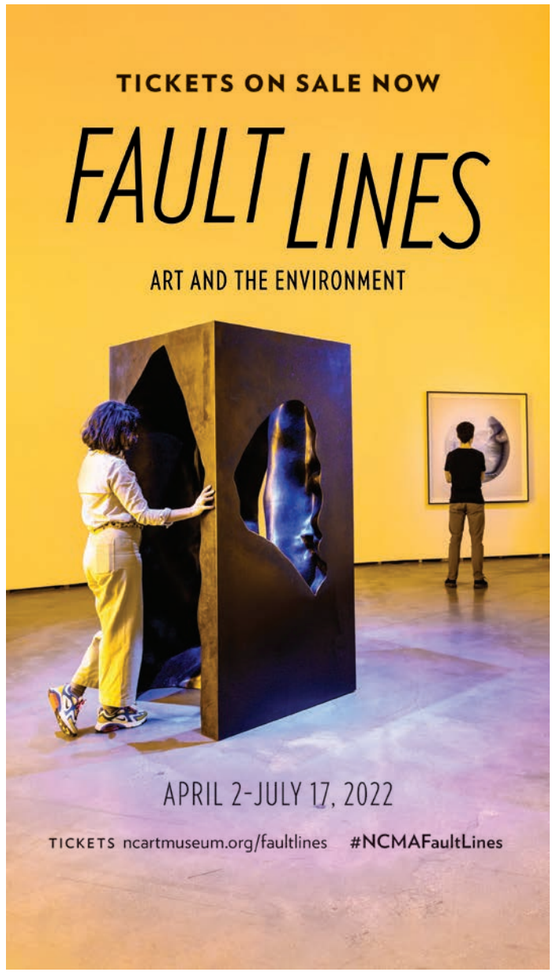


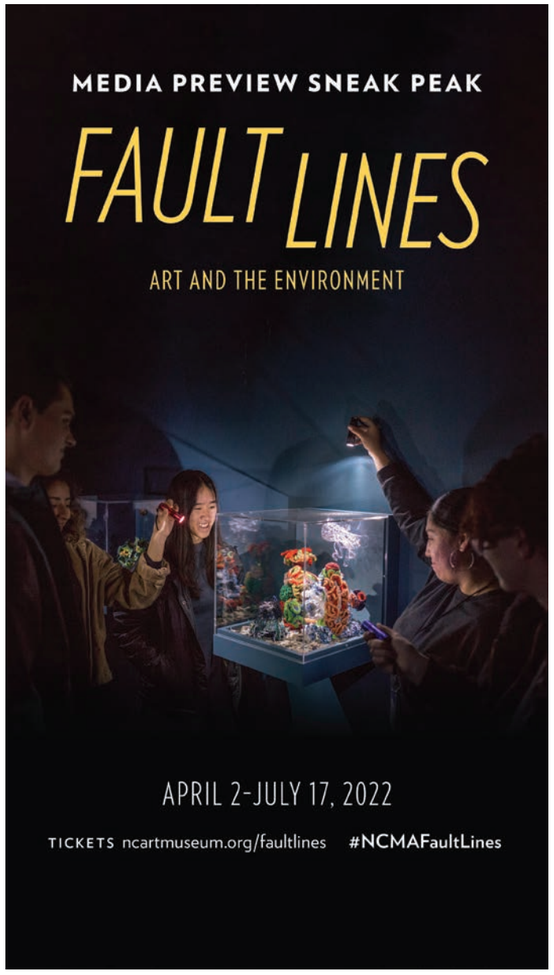


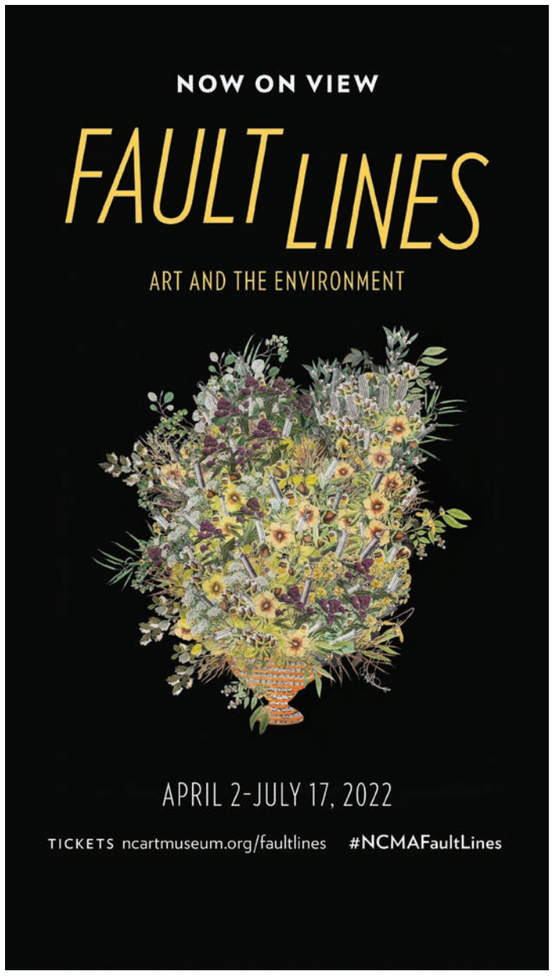


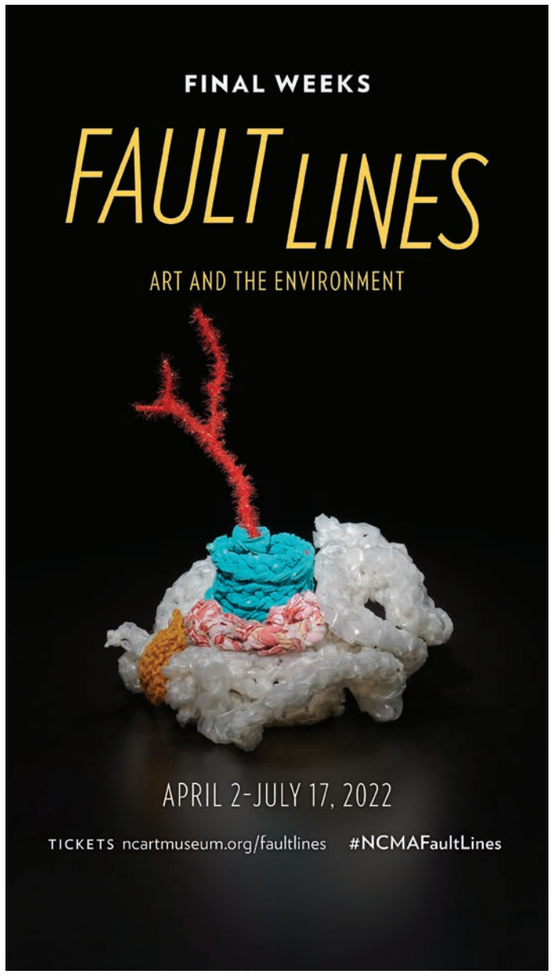


INSTAGRAM STORIES









WEB ADS

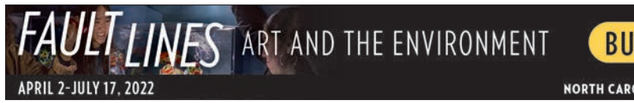

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APRIL 2-JULY 17, 2022
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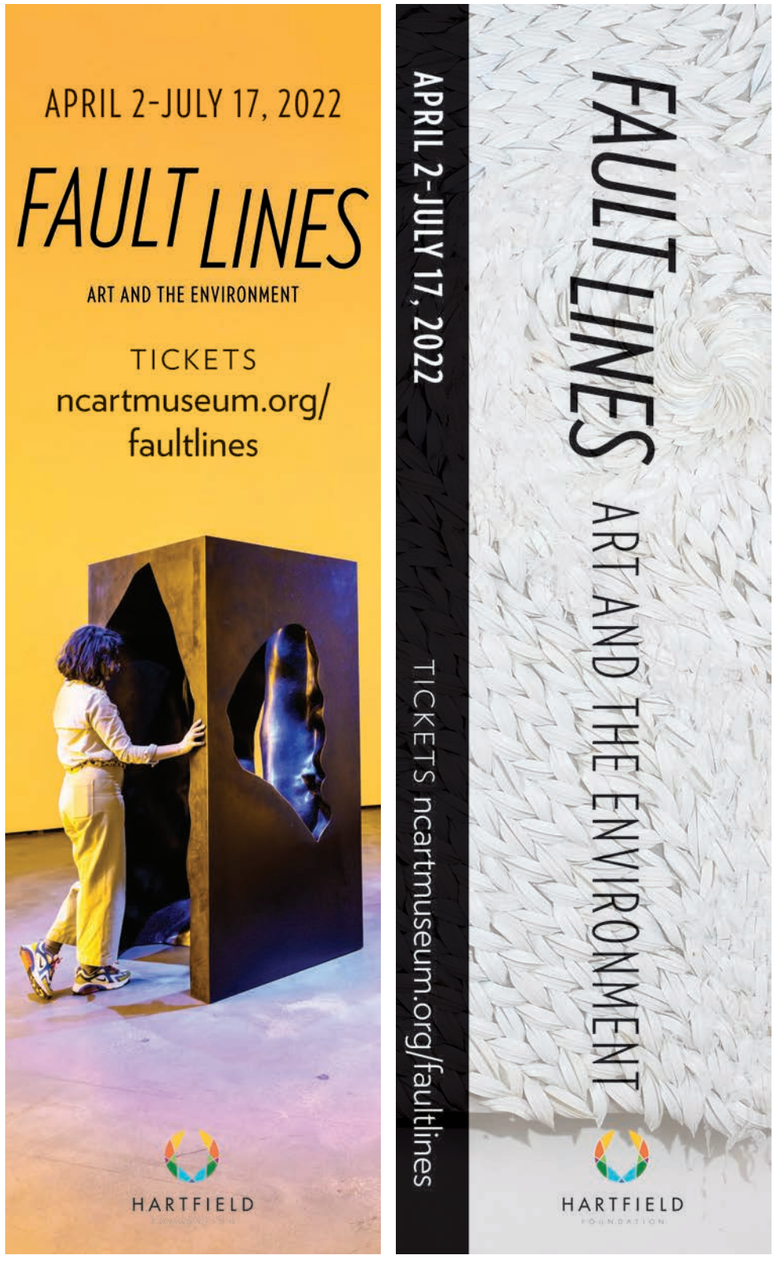

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STREET FRONT SIGN



PARKING LOT BANNERS

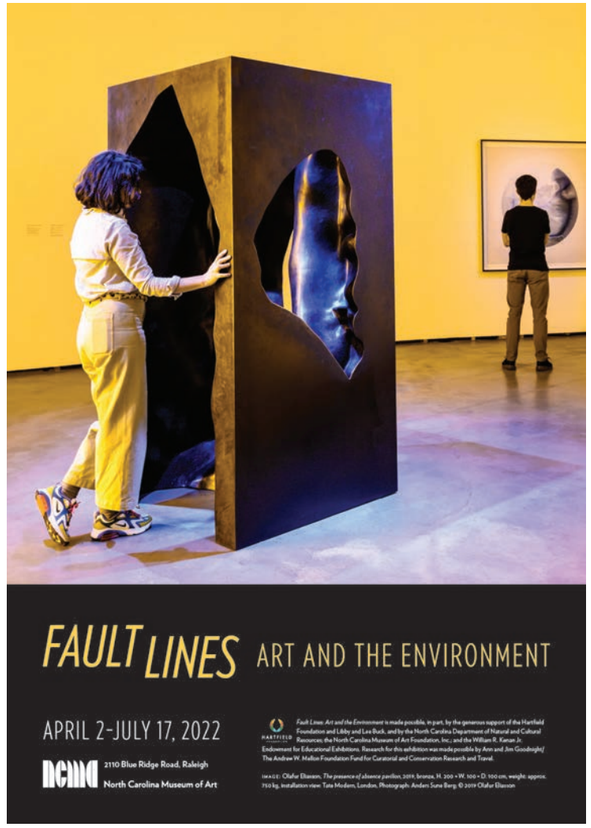


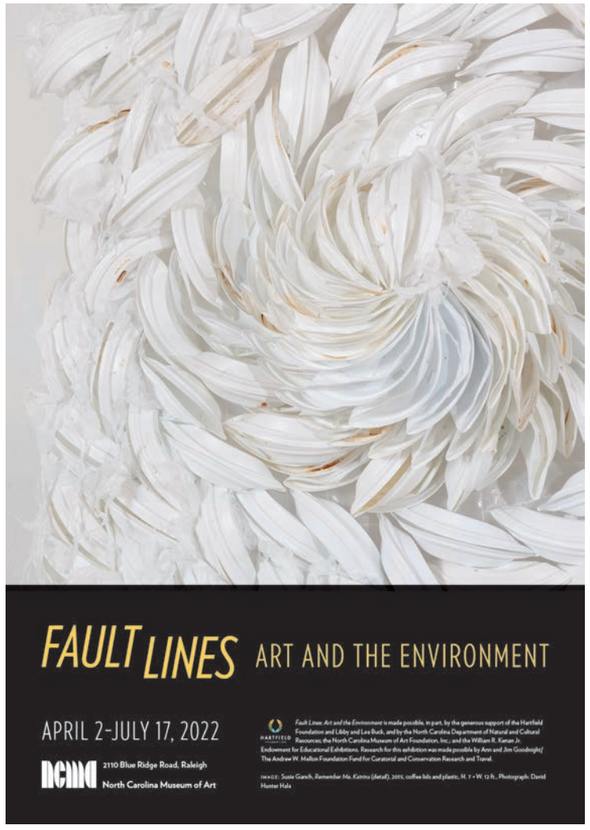


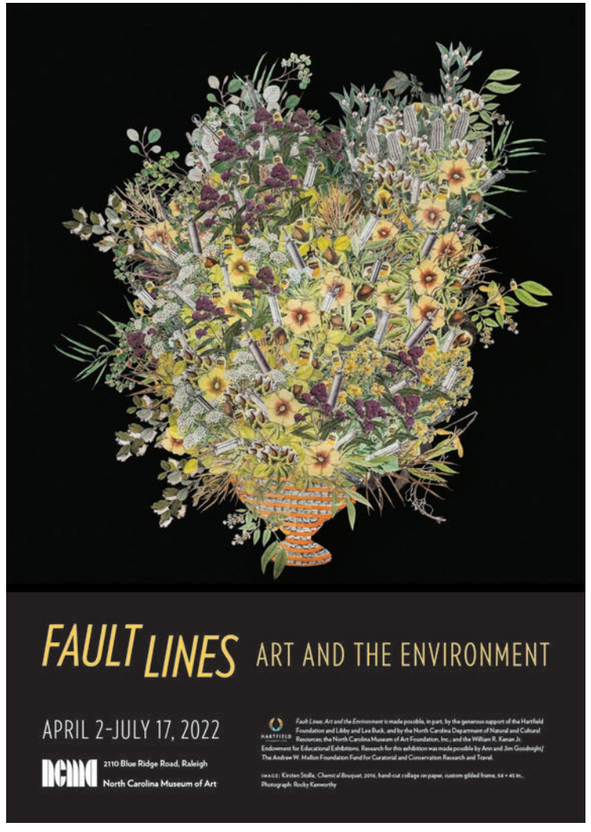
POSTER


OBSERVE EARTH DAY AT THE MUSEUM
APRIL 22-23, 2022
A two-day event including a family day, film screenings, Park service project, and more.
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MALL DIGITAL BOARDS









GO RALEIGH BUS AD



BUTTONS AND MAGNETS





