

# New Museum

By: Nolan Goren

# Introduction

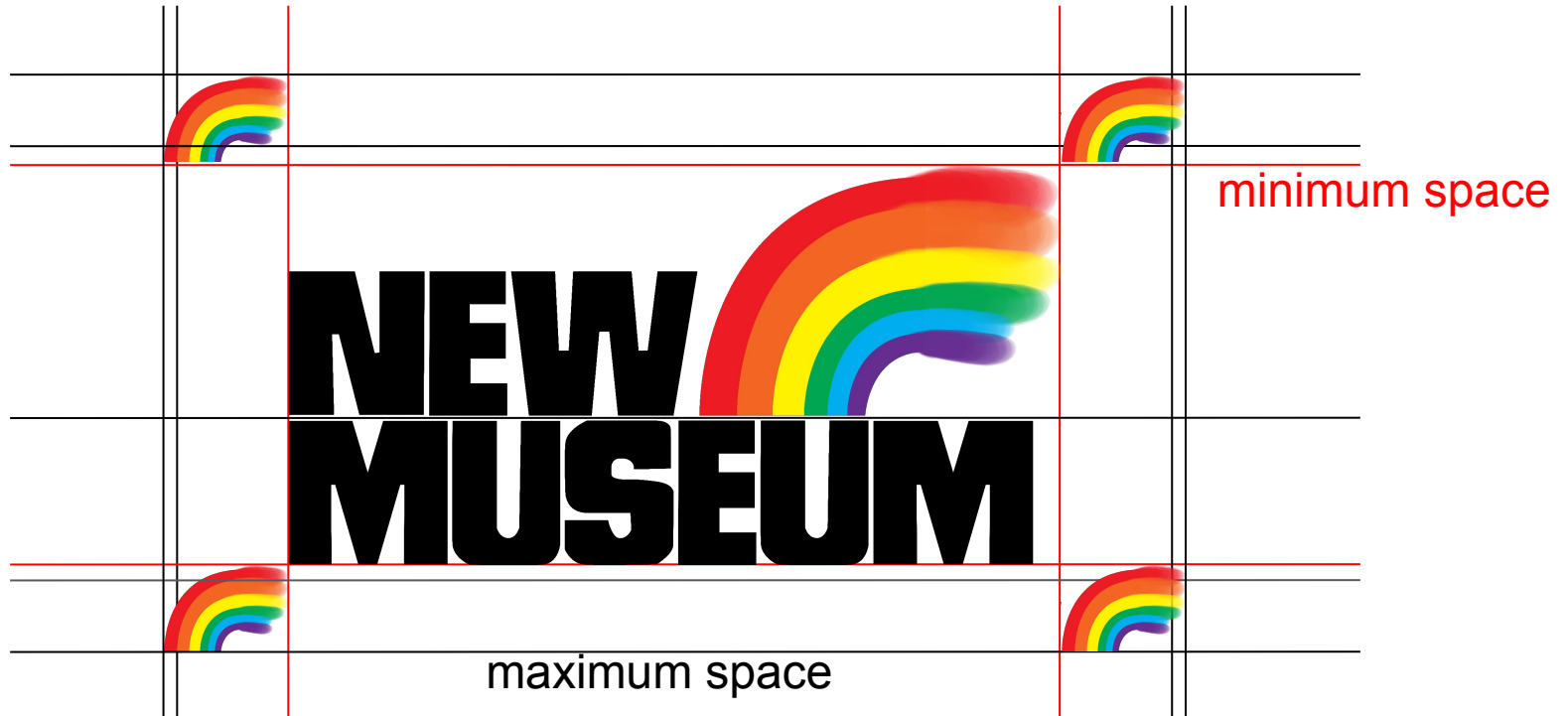
The New Museum is a museum that is inspired by the renaissance of new artists making their mark on the world, but were not heard by the public. The goal of the museum is to inspire the current and future generations with the modern-day artists' work. Many types of art are present in the museum such as film, performance works, and photography. In December 2007, the museum relocated from a parking lot in Bowery to 235 Bowery. The museum expanded in November of 2022, covering 60,000 square feet.

## Fluid Identity / Lockup 1




For this lockup, the letters are hand-drawn. The fluid identity is the rainbow, which represents new art. Where the rainbow fades is meant to show what is at the end, which is unknown.

# Clear Space



The minimum space is indicated by the red lines, while the maximum space is indicated by the black lines.

 = 40% size

# Typography

## DIN Alternate Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?<>:;”

# Color Palette

<b>R 255</b> <b>G 0</b> <b>B 0</b>	<b>R 240</b> <b>G 91</b> <b>B 35</b>	<b>R 255</b> <b>G 255</b> <b>B 0</b>	<b>R 255</b> <b>G 255</b> <b>B 255</b>
H 0 S 100 L 50	H 16 S 85 L 54	H 60 S 100 L 50	H 0 S 0 L 100
C 0, M 100, Y 100, K 0	C 0, M 62, Y 85, K 6	C 0, M 0, Y 100, K 0	C 0, M 0, Y 0, K 0
Hex #FF0000	Hex #F05B23	Hex #FFFF00	Hex #FF0000
<b>R 28</b> <b>G 203</b> <b>B 0</b>	<b>R 0</b> <b>G 213</b> <b>B 255</b>	<b>R 97</b> <b>G 0</b> <b>B 158</b>	<b>R 0</b> <b>G 0</b> <b>B 0</b>
H 112 S 100 L 40	H 190 S 100 L 50	H 277 S 100 L 31	H 0 S 0 L 0
C 86, M 0, Y 100, K 20	C 100, M 16, Y 0, K 0	C 39, M 100, Y 0, K 38	C 100, M 100, Y 100, K 100
Hex #1CCB00	Hex #00D5FF	Hex #61009E	Hex #FF0000

# Brand Essence

**Essence** - New Museum in Bowery establishes and represents many of the most recent artists from the 21st century.

**Tone** - Professional and an emphasis on modern-day contemporary art. They use simple sentences and mostly pictures to explain their current and upcoming features.

**Benefit** - The business aims to be interactive, colorful, vibrant, creative designs. The aim of what they do is supported by the belief of art being a strong, driving social force. They raise awareness of the community that surrounds artists.

**Value** - Artists' voices are recognized and acknowledged while being front and centered.

**Abilities** - Teaching culture and art through their sheer number of exhibits, encouraging direct relationships with art, and forming connections with families and people of all ages.

## Lockup 2



This variation of the logo has three columns with three letters in a row. As the logo goes more to the right, the transparency reduces, conveying something being at the end of the rainbow.



## Design Patterns / Logo Usage

**NEW  
MUS  
EUM**

Lockup 3



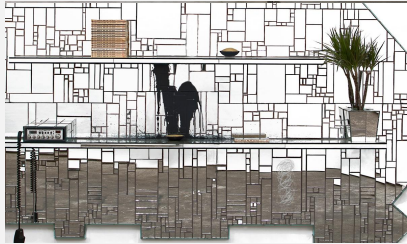
Lockup 4

The logo can have the letters be stacked in a 3x3 format or allow the rainbow to be put on top as long as the “NEW MUSEUM” is either black or white.

# Website

[Visit](#)[Events](#)[Education](#)[About](#)[Gift Shop](#)

## ARTWORKS ON DISPLAY



Rashid Johnson: *A Poem for Deep Thinkers*, 1977



Seba Calfuqueo, *NGŪRU KA WILLIŨ (Fox and Otter)*, 2022 (still). Courtesy the artist

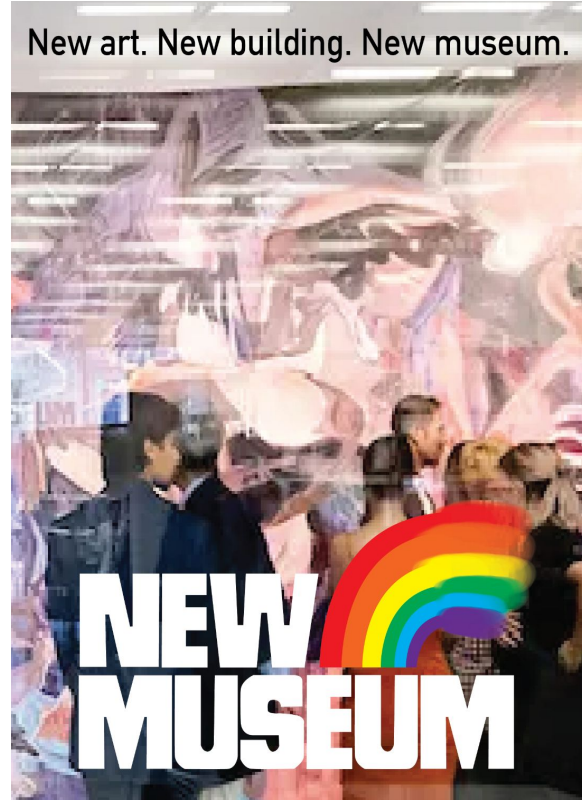


Lynette Yiadom-Boakye, *Under-Song for a Cipher*, 2017



Isa Genzken, *Rose II*, 2007

# Deliverables (Posters)



## Deliverables (Posters, Part 2)

The lettering in the logo has been made white, in order to prevent a loss of contrast. Also shown is minimum space on the bottom left with the museum logo being close to the edge.





# Poster Ads

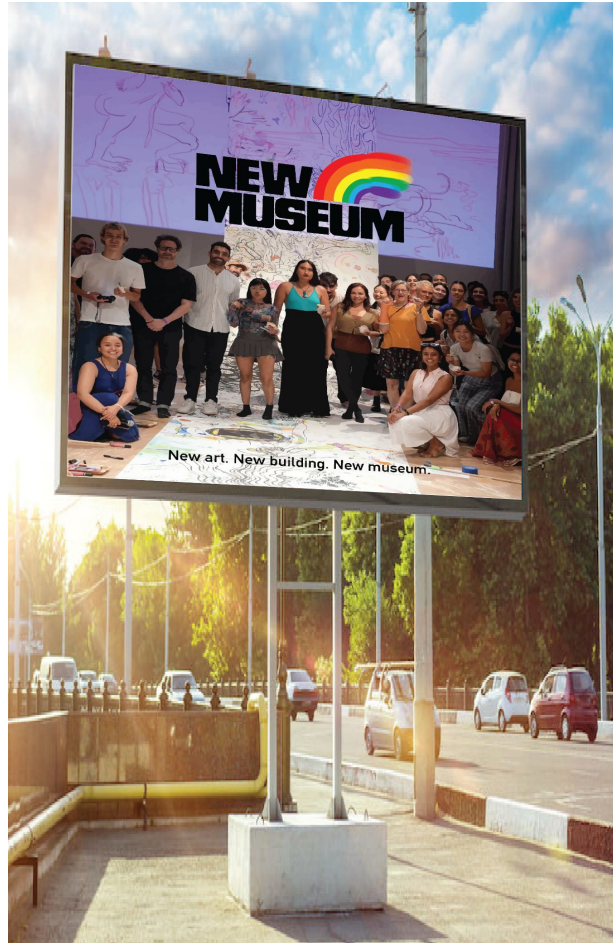


## Poster Ads (Part 2)





## Poster Ads (Part 3)



# IAB Ads





# Works Cited

<https://www.newmuseum.org/press-release/new-museum-to-open-oma-designed-restaurant-with-the-oberon-group-and-chef-julia-sherman/>

<https://www.newmuseum.org/learn/>

<https://www.newmuseum.org/about/site-heritage/>

## Works Cited (Part 2)

<https://www.alamy.com/stock-photo-new-york-cityny-nyclower-manhattan-bowerynew-museumcontemporary-art-117834793.html>

[https://www.merello.com/new\\_art\\_paintings.htm](https://www.merello.com/new_art_paintings.htm)

<https://wowxwow.com/shop/parallel-truths/new-beginnings-marc-salamat>

<https://www.behance.net/gallery/25476141/New-Museum-Exhibition-Calendar-2015>