

# BRC

The Power of Reinvention

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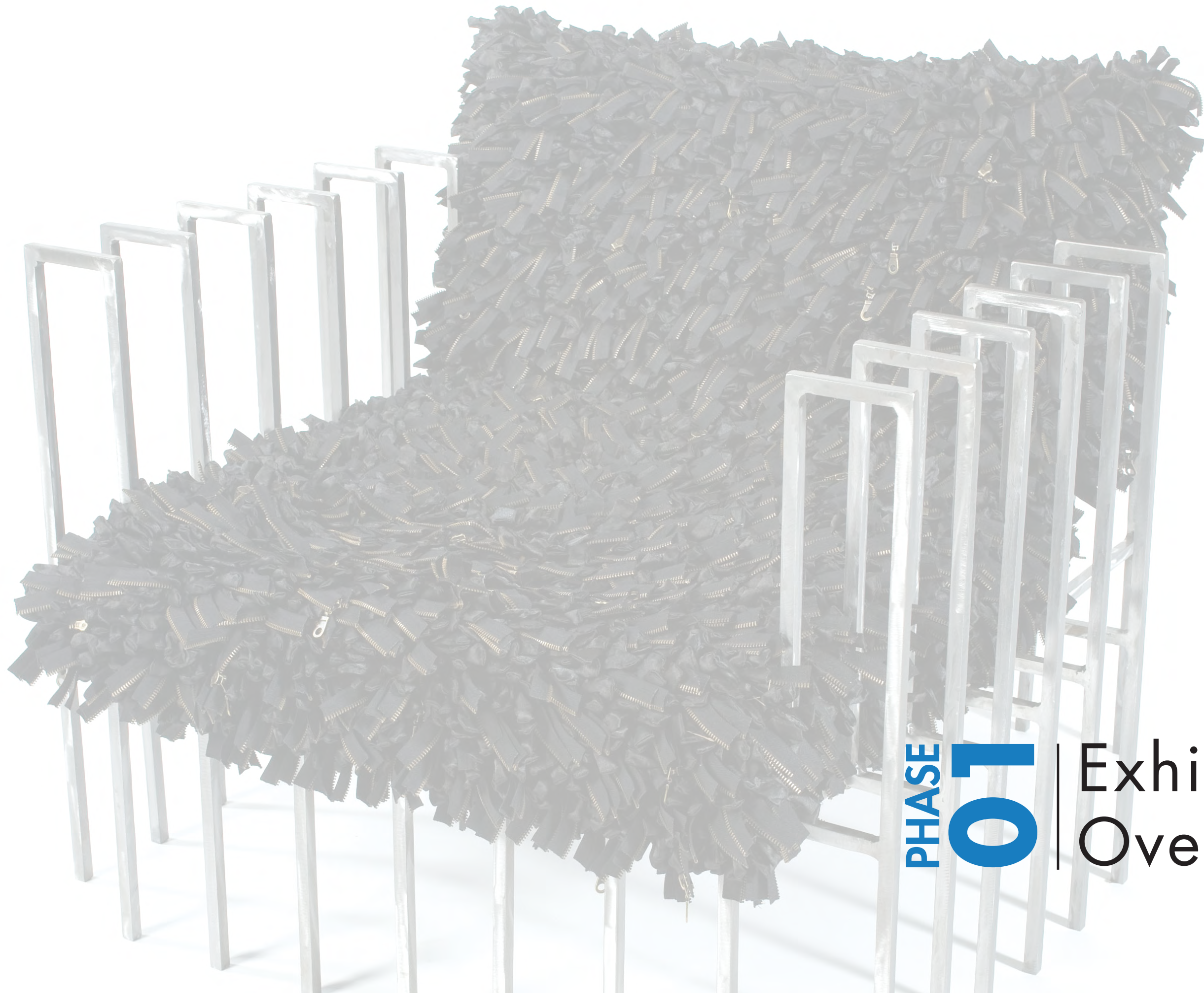
100% Graphic

Water Bottle Label

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**PHASE 1** | Exhibition  
Overview

# PHASE 01 Exhibition Brief

BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design

## MAIN IDEA

To design an exhibition for the company BRC (Benjamin Rollins Caldwell) that utilizes the designer's philosophy regarding upcycled furniture.

## TARGET AUDIENCE

The exhibition includes space for both a general audience as well as a sectioned area for VIP patrons. The experience of both will differ.

### GENERAL

Open to the public, especially those interested in furniture design and recycling materials to create sustainable products.

### VIP

Businesses that can potentially purchase BRC collections or promote BRC. Examples: Herman Miller, Hive, Crate and Barrel, Design Within Reach

## EXHIBIT INFORMATION

**TITLE** BRC

**SUBTITLE** The Power of Reinvention

**VENUE** Chicago Convention Center, McCormick Place, IL

**DATES** September 8-13, 2014

**TIME** 10AM - 7PM

**LOCATION** Temporary Build and Burn

**SIZE** 10, 800 square feet (120 sq ft. x 90 sq ft.)

**PROMOTION** Interactive Water Bottle

## EXHIBITION OUTLINE

The exhibit will consider the theme of upcycling withing BRC's line of furniture. We have 3 distinct areas including a VIP section which attempt to educate and include patrons in the upcycling process. The exhibit by its end will provide the knowledge that BRC is at the height of upcycled furniture.

**RETHINK** This section attempts to challenge the patron on the uses of furniture. The furniture here will be in novel forms.

**REPURPOSE** This section seeks to display furniture that uses discarded material and gives it new life as BRC furniture.

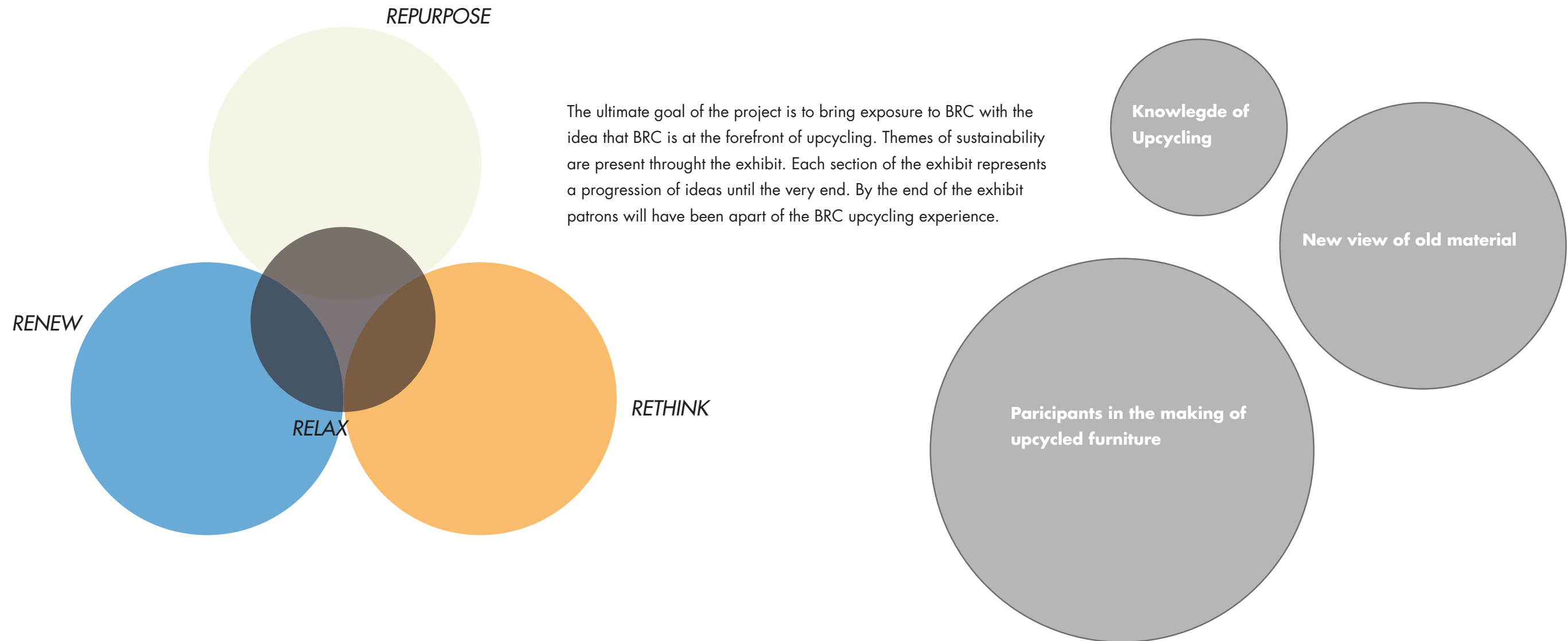
**REINVENT** This section is all about the refinement and interactive process of BRC. It is here that patrons participate in the process.

**RELAX** The VIP section. The VIP have unprecedented access to views above the exhibit.



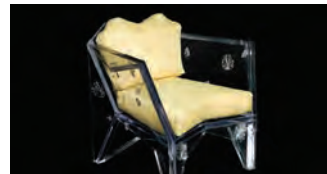
# PHASE 01 Concept Map

BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design



# PHASE 01 Object List (Rethink)

BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design



**01**  
**The Ballistic Chair**  
.22 Caliber Rounds,  
Acrylic, Kevlar



**04**  
**Knight's Chair**  
Chain Mail



**07**  
**Korobeiniki Chair (B)**  
Piano/Piano Keys



**02**  
**The Hammer Chair**  
Piano Keys/Hammers



**05**  
**Korobeiniki Chair (A)**  
Piano Keys



**08**  
**Test Subject c791 Strain**  
**112090**  
Steel Rods  
35"w x 31"h x 28"d



**03**  
**The Chain Rocker**  
Bicycle Chains/Tires  
Steel



**06**  
**Deuces Wild Chair**  
Playing Cards



# PHASE 01 Object List (Repurpose)

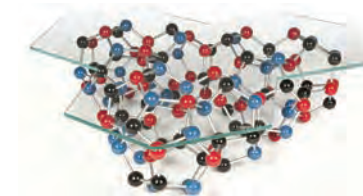
BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design



**01**  
**1089 Abrasions**  
Test Tubes, Rubber  
Grommets, Steel, Paint  
48" x 48" x 7"



**04**  
**Suicide Low Table**  
Soda Cans, Nails  
48"w x 31"d x 18"h



**07**  
**Periodic (Low) Table**  
Wooden Ball, Dowels,  
Glass  
50"w x 50"d x 15"h



**02**  
**Spineless Side Table**  
Books, Nails  
20"h x 24"w x 26"d



**05**  
**Label Whore Chair**  
Cloth, 2nd Hand Clothing  
30w x 44"d x 33"h



**08**  
**Binary Chair**  
Computors, mother-  
boards, LED  
Screens, Glass



**03**  
**Spineless Low Table**  
Oak, Lacquer



**06**  
**Interweb Chair(B)**  
Plastic



**09**  
**Binary Low Table**  
Computors, mother-  
boards, LED  
Screens, Glass



# PHASE 01 Object List (Reinvent)

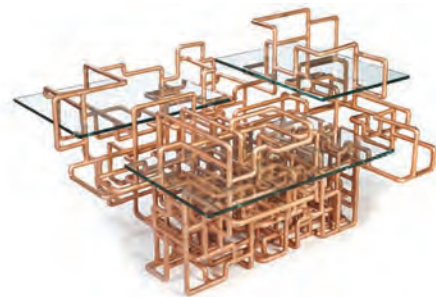
BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design



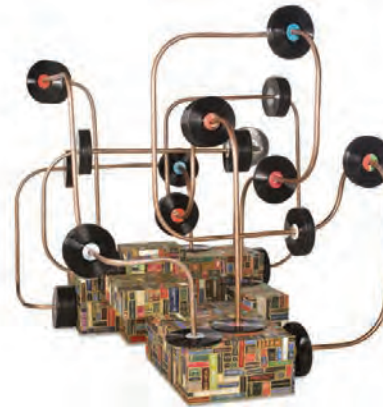
**01**  
Capped Out Chair  
Zipties, Bottle Caps,  
Steel



**02**  
Capped Out Sitting Stool  
Zipties, Bottle Caps,  
Steel



**03**  
American Pipe Dream  
Low Team



**04**  
Record Counting  
Wood, Book Spines, Up-  
holstery Nails, Conduit,  
Vinyl Records  
108"w x 87"d x 84"h



**05**  
ABC123 Chair  
Wood Blocks



**06**  
ABC123 Table  
Wood Blocks



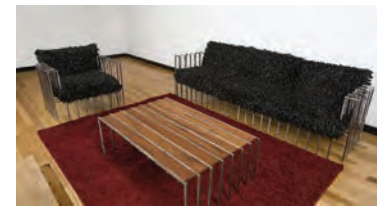
**07**  
Pockets Rug  
Denim







**01**  
**Organ Chair**  
Organ Pipes, Foam Balls



**03**  
**Spider Sofa**  
Zippers, Silk Ties



**02**  
**Gravid? Lounge Chair**  
Steel, Conveyor Rollers



**04**  
**Protrusion Low Table**  
Glass Structure

## Our Email

12/5/13 UC Davis Mail - Possible Interview~ UC Davis Exhibition Design

**UCDAVIS** Taylor Fulwiler <tmfulwiler@ucdavis.edu>

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Possible Interview~ UC Davis Exhibition Design

Peter An <pnan@ucdavis.edu> Mon, Oct 14, 2013 at 6:11 PM  
 To: bcaldwell@brcdesigns.com  
 Cc: Taylor Fulwiler <tmfulwiler@ucdavis.edu>

Dear Mr. Caldwell,

I hope this email finds you well. My name is Peter An and I am contacting you to inquire more about your work found on your website, BRC Designs.

A little about myself: I am a fourth-year undergraduate student studying design at the University of California in Davis and I am currently enrolled in an exhibition design class. Both my partner, Taylor Fulwiler, and I have been assigned a project that requires us to research a company of our choice and to showcase its work in a mock exhibit that we design ourselves, specifically one that relates to environmental sustainability.

After stumbling upon your website, we were quickly taken by both your vision as well as the fact that you give old items new purpose as a re-inventor. That being said, we were hoping to learn more from you in order to get a better understanding of BRC Designs for our project.

Although it would be ideal to talk to you via phone or skype, we understand that you have a busy schedule and that these may not be the most convenient ways of contacting you. So if you happen to have time, we would be very grateful if you could answer any of the following questions:

1. How often do you attend design trade shows/exhibitions? Do you plan to attend any in 2014?
2. What is the single most important event (trade show, exhibition, etc) for you?
3. Has your work been featured in an exhibition or trade show before? If so, which one(s)?
4. What do you hope to express or communicate with BRC Designs?
5. If you could describe BRC in 3 words, what would they be?
6. How did you get into your line of work?
7. How do you decide on the materials and the eventual furniture that the material becomes?
8. What is your main source of inspiration when it comes to designing your pieces?
9. What has been your favorite material to work with thus far?
10. Why do you describe yourself as a "re-inventor"?
11. Are there art forms that you gravitate towards and inspire your work?

Any information would be greatly appreciated and we thank you for your time. If you are interested in seeing our work, we would be happy to update you in the upcoming weeks on our progress as well as the final project that is to be presented in early December.

Best,

<https://mail.google.com/mail/u/0/?ui=2&ik=883429ab4&view=pt&q=brc&psize=20&prm=100&pd=50&search=apps&msg=1411b5ab22800bda> 1/2

## Mr. Caldwell's Email

12/5/13 UC Davis Mail - Possible Interview~ UC Davis Exhibition Design

**UCDAVIS** Taylor Fulwiler <tmfulwiler@ucdavis.edu>

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Possible Interview~ UC Davis Exhibition Design

Benjamin Rollins Caldwell <bcaldwell@brcdesigns.com> Wed, Oct 23, 2013 at 9:02 PM  
 To: Peter An <pnan@ucdavis.edu>  
 Cc: Taylor Fulwiler <tmfulwiler@ucdavis.edu>

Hi Peter,  
 Apologies on the delayed response, we are preparing an installation for Design Miami and it is taking most of my time.

1. It really depends on the year and my schedule. I have attended as many as 10 design exhibitions in one year and as little as 2. I do go to a LOT of art fairs and art opening as well in the US, Europe and Asia.
2. Design Miami is the most important exhibition. The top design galleries in the world are all in one place twice a year (Miami and Switzerland). It is crucial for networking as well as seeing what some of the top and emerging talents are producing.
3. I have shown at ICFF, Dwell on Design, The Las Vegas Furniture fair, High Point Furniture Fair, Maison Objet. I've also shown at art galleries and art fairs including: Industry Gallery in Los Angeles, Sebastian & Barquet in NY, Eric Firestone Gallery in East Hampton, Avant Gallery in Miami Beach, Fine Furniture Gallery in Berlin, Ridley Tree Museum of Art in Santa Barbara, Gwangju Biennale in Korea, Urbanlux Gallery in Los Angeles.
4. I use a lot of recycled upcycled materials. A lot of designs are about communicating the over-wasting of recyclable materials. The Halide Chandelier shows how an energy hogging Halide light bulb can be used as a shell for more energy efficient LED Lights. The label whore collection does two things: its uses the most functionless part of clothing - the label - and makes it function as upholstery; the label whore collection also renders thousands of articles of clothing without labels and puts them back into circulation, causing the buyer to base a purchase solely on the look and functionality of the clothing, not the brand.
5. rethink, repurpose, reinvent
6. I was brand manager for Votivo Candles, at the same time I was doing some interior design work on the side. I got a little more hands on in some of the interior design projects and began to learn to weld and do basic woodwork to make furniture for some of the projects. Next thing I know I was quitting my job at Votivo and launching a furniture line. It was 4 months between the time I started making furniture to the time I launched BRC Designs and my first line of furniture which was about 12 furniture pieces.
7. I spend a lot of time at thrift stores, antique stores and warehouses sourcing materials and ideas. I will get an idea from something that I see and will start making a piece of furniture. I don't draw out any designs. I rather let the material guide me through the making process and let me material inform the final design. However I do have a pretty good idea what I want the final object to be, the shape and form will change as I experiment with the material. I do a lot more hands on experimenting with a material rather than sitting around thinking about a process or what a material might be able to do.
8. my inspiration comes from everyday objects
9. it changes constantly. I try to have 8-10 projects going at once so that I can jump around if I get burnt out on one project or hit a road block on another project. Planos have been a pretty fun material to work with because they generate such a wide variety of materials to work with. I've been using computers for an installation for Design Miami to be shown in December. It has been about a 8 month project working almost solely on the one piece. That has been draining but very rewarding as the end product starts to come together.

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The following is our correspondence with Mr. Caldwell. We had contacted him twice via email and both times he had responded with very helpful info. With BRC lacking prominence in today's market, it was crucial to talk with Mr. Caldwell to get a better sense of what BRC meant for him. In the images above you will find our email (on the left) followed by his reply (on the right).



# PHASE 1 Client Marketing and Outreach

BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design

## Our Email

12/5/13 UC Davis Mail - Possible Interview- UC Davis Exhibition Design

**UCDAVIS** Taylor Fulwiler <tmfulwiler@ucdavis.edu>

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Possible Interview~ UC Davis Exhibition Design

Taylor Fulwiler <tmfulwiler@ucdavis.edu> Tue, Nov 19, 2013 at 9:49 AM  
To: bcaldwell@brcdesigns.com  
Cc: Peter An <pnan@ucdavis.edu>

Dear Mr. Caldwell,

My name is Taylor Fulwiler and a few weeks ago my project partner, Peter An, emailed you interview questions regarding our exhibition design project. I wanted to thank you so much for taking the time to answer our questions, even with everything going on in your busy schedule (we've been following your Instagram feed by the way, congrats on the recent success of your Living in the Computer Age installation!).

In regards to our exhibition class, we are approaching the final weeks of our project. We wanted to ask you a few more questions, but more along the lines of how you see BRC as a brand or graphic identity. If you have the time to answer any of these questions, it would be greatly appreciated.

- 1.) How do you go about marketing and advertising BRC Designs? (For example, do you utilize any outdoor promotion such as posters, bus ads, banners, or billboards? Do you use printed materials such as flyers or brochures?)
- 2.) How would you describe the graphic identity of BRC Designs? Do you have a logo? Do you have a specific color palette or typographic style that you tend to use?
- 3.) Is there a specific branding standard that you follow for BRC Designs? (For example, do you prefer to market BRC in a subtle way to let your furniture pieces do all the talking? Or perhaps you prefer to market BRC in a simple, yet bold way?)
- 4.) For those who are seeing BRC Designs for the first time, what do you strive to communicate to them about BRC? In other words, how do you want viewers to see BRC?
- 5.) When your pieces are on display in an exhibit, do you tend to have information describing that specific piece? (For example, do you use labels, wall graphics, or something similar?)
- 6.) Is there anything in particular that you wanted Peter and I to highlight about BRC in our exhibit? In other words, what message would you want us to take away from BRC?

In these final weeks of the class we are starting to add the details to our mock-exhibit and we want to make sure we capture what BRC truly is. However, if you feel that BRC doesn't really have a specific type of branding or graphic identity, perhaps Peter and I can create one based on our own interpretations? But any information would be very helpful for our design process. Again, thank you for taking the time to respond to our emails, we really appreciate it. Enjoy the rest of your week and we look forward to hearing back from you.

All the best,  
Taylor and Peter  
[Quoted text hidden]  
--  
Taylor Fulwiler  
Design - Visual Communications  
College of Letters and Science  
University of California, Davis

<https://mail.google.com/mail/u/0/?ui=2&ik=883429abf4&view=pt&q=brc&psize=20&pmr=100&pdf=50&search=apps&msg=142717afe42c7f01> 1/2

## Mr. Caldwell's Email

12/5/13 UC Davis Mail - Possible Interview- UC Davis Exhibition Design

**UCDAVIS** Taylor Fulwiler <tmfulwiler@ucdavis.edu>

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Possible Interview~ UC Davis Exhibition Design

Ben Caldwell <bcaldwell@brcdesigns.com> Tue, Nov 19, 2013 at 10:07 AM  
To: Taylor Fulwiler <tmfulwiler@ucdavis.edu>  
Cc: Peter An <pnan@ucdavis.edu>

No problem

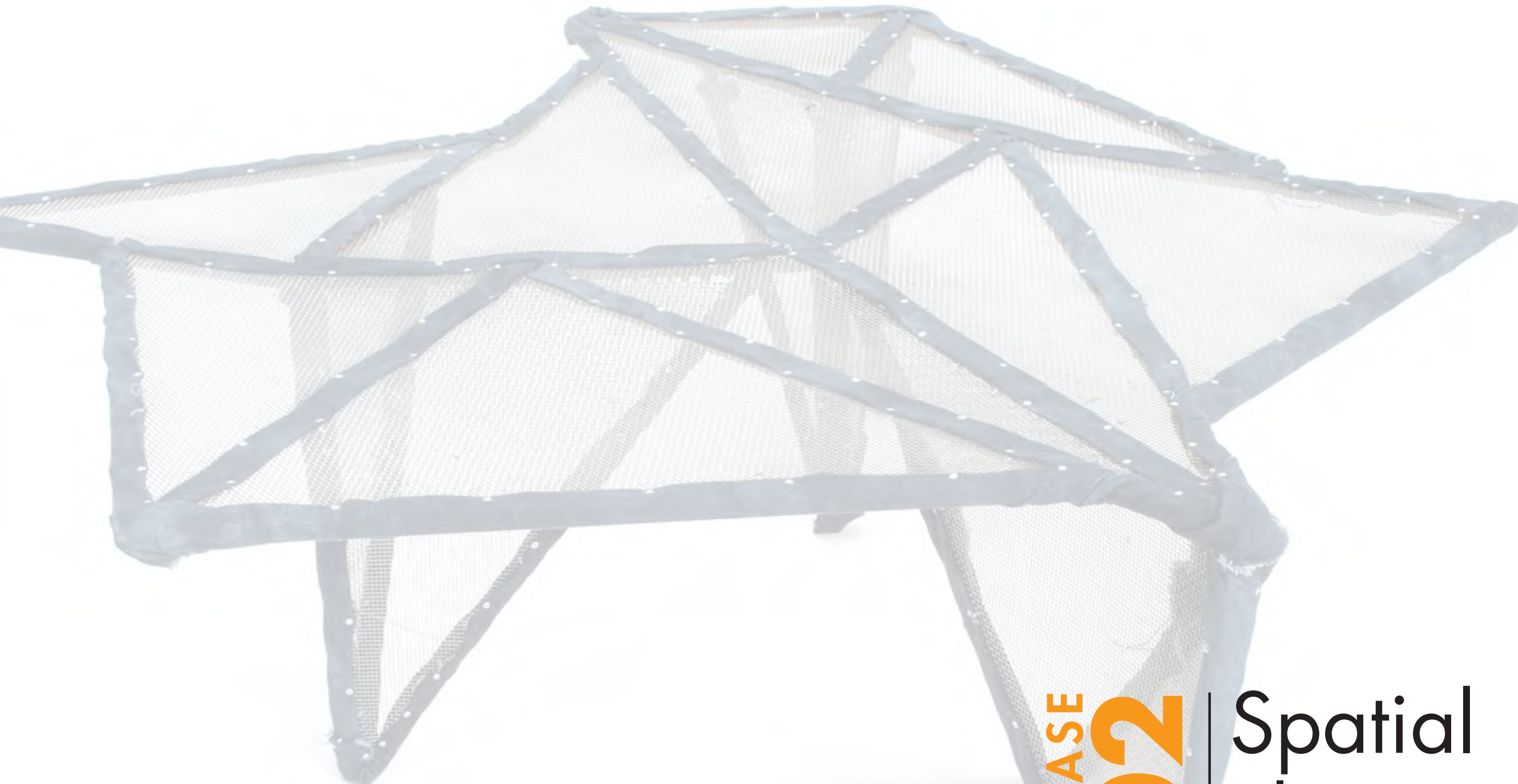
1. I use printed brochures to market. My galleries take out ads in magazines and promote my work in ads. I also have a publicist that I work through for media.
2. Yes The BRC in BRC designs stands for my initials. The logo contains a B in a box which symbolizes a stamp that many furniture makers use to stamp their furniture with. I use mostly a grey, black and white color scheme with some orange
3. I try to keep the graphics and branding simple to let the furniture speak for itself. Many of my pieces are already very eclectic so I don't want to clutter up the brand look with any unneeded graphics
4. I want viewers to be intrigued and excited about the designs. Nothing makes me happier to see someone smile at a design that I have created.
5. Labeling in a gallery setting varies widely on the gallery. Sometimes there is no labeling and sometimes there is labeling beside each piece.

Thanks hope that helps  
-BRC

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[Quoted text hidden]

<https://mail.google.com/mail/u/0/?ui=2&ik=883429abf4&view=pt&q=brc&psize=20&pmr=100&pdf=50&search=apps&msg=142718c4697e7950> 1/1





PHASE  
**02**

| Spatial  
Planning

# PHASE 02 Floorplan

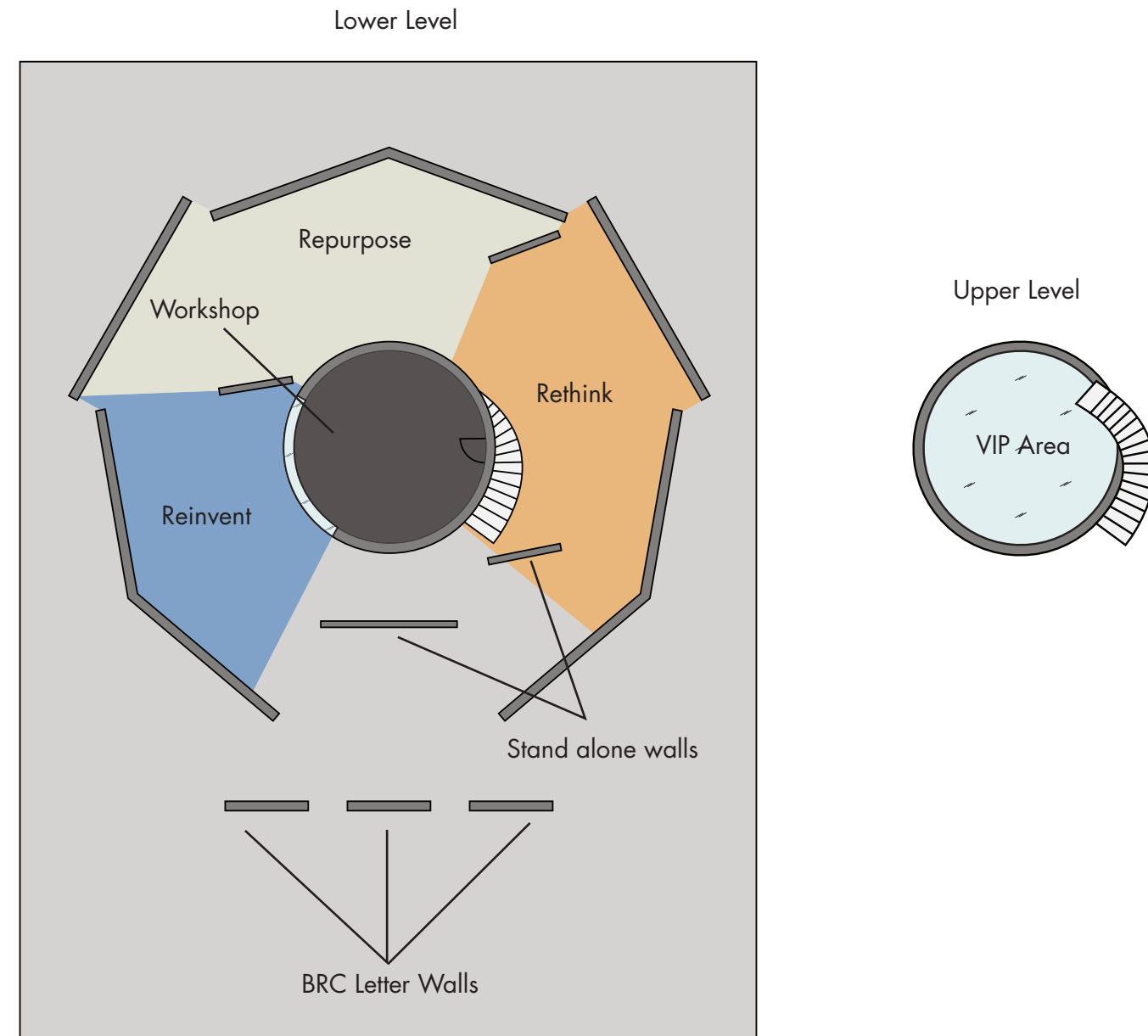
BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design

As the patrons enter the exhibit the first sight that greets them will be 3 monolithic structures with the letters B, R, C, printed on each face. They receive a water bottle branded BRC and are urged to hold on to the water bottle.

From there the patrons are led to the right where a wall graphic indicating a preview of the exhibit awaits them. The patron may linger here to get a sense of the radial nature of the exhibit as well as learn key informational pieces about each area. They will then pass through a path where a wall graphic indicating which of the three sections they are in. The graphic also hints at the type of material present in the furniture as they depict the raw material used to make BRC furnishings.

Each section attempts to provide to the patron with a sense of how upcycling starts, ends, and how things can be new again. Only in the VIP section can the VIP members experience all 3 sections in unison.

By the end of the exhibit we want to provide the patrons with a new sense of upcycling. They will be participants in the building of BRC furniture by providing the workers with the discarded bottle cap they get at the beginning. Thus beginning the process of upcycling.



# PHASE 02 Product Placement

BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design

## Rethink:

- 01 The Ballistic Chair
- 02 The Hammer Chair
- 03 The Chain Rocker
- 04 Knight's Chair
- 05 Korobeiniki Chair (A)
- 06 Deuces Wild Chair
- 07 Korobeiniki Chair (B)
- 08 Test Subject c791 Strain 112090

## Repurpose:

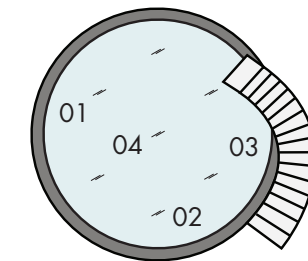
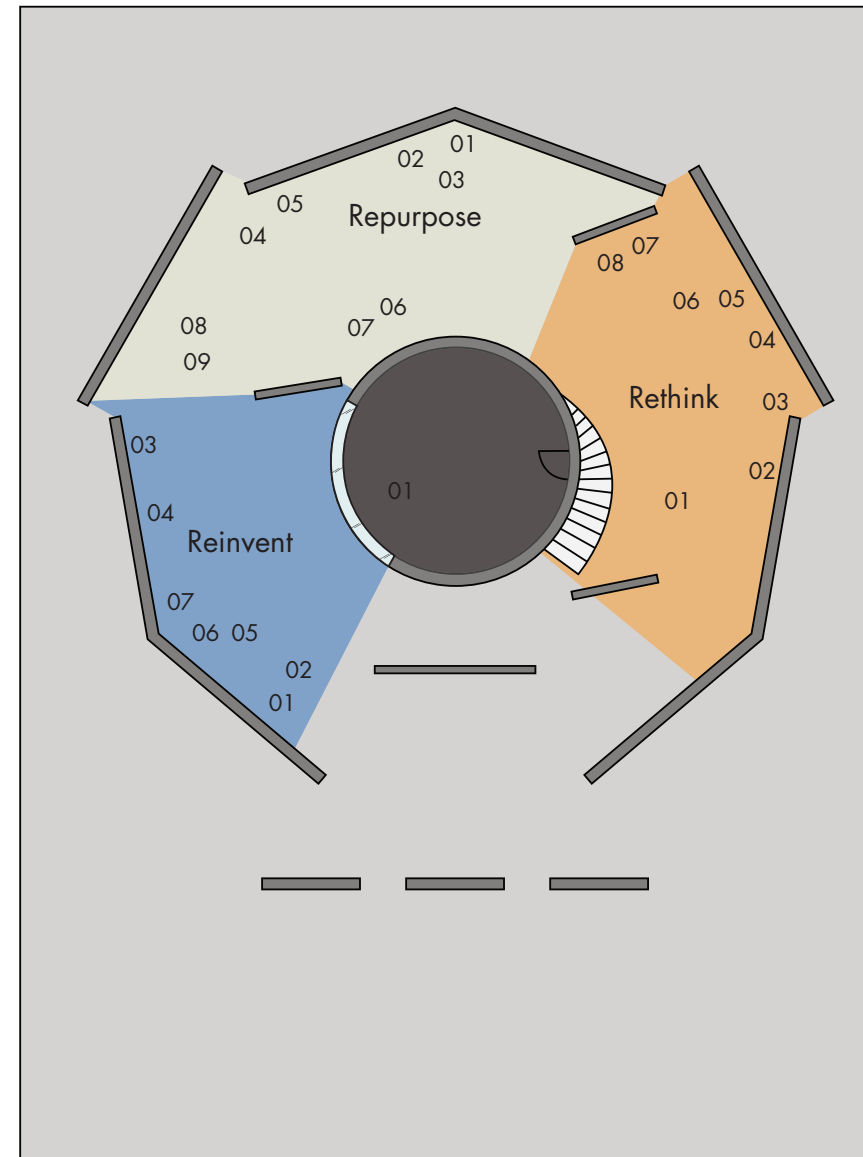
- 01 1089 Abrasions
- 02 Spineless Side Table
- 03 Spineless Low Table
- 04 Suicide Low Table
- 05 Label Whore Chair
- 06 The Interweb Chair
- 07 Periodic Low Table
- 08 Binary Chair
- 09 Binary Low Table

## Reinvent:

- 01 Capped Out Chair
- 02 Capped Out Sitting Stool
- 03 American Pipe Dream Low Table
- 04 Record Counting
- 05 ABC123 Chair
- 06 ABC123 Table
- 07 Pockets Rug

## Relax:

- 01 Organ Chair
- 02 Gravid? Lounge Chair
- 03 Spider Sofa
- 04 Protrusion Low Table

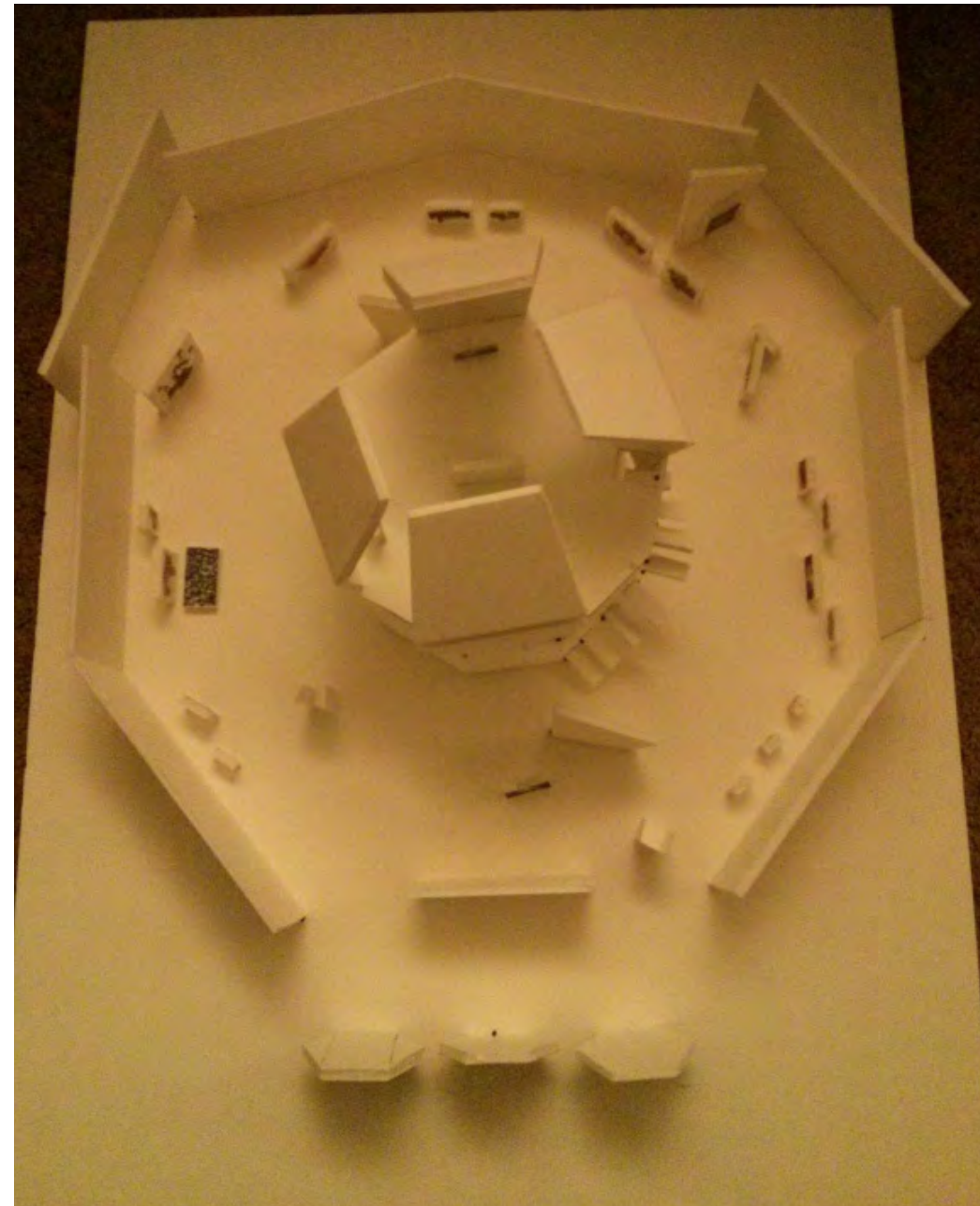


The scale model is used for determining the size and scope of our exhibition booth. We designed the booth with a radial structure providing patrons with the idea of things going back to the beginning. Through the structure patrons learn about the range of upcycling and how BRC is pushing the bar on sustainable furniture.

The radial structure of the exhibit takes the patrons back to the beginning of the exhibit. This time however, the patrons have knowledge of BRC and upcycling.

VIP is reserved for the above levels, they have a view of the entire exhibit and are able to bypass the structure of the exhibit.

The final section opens up into the glass workshop where workers collect and use the bottlecaps to upcycle into new furniture.



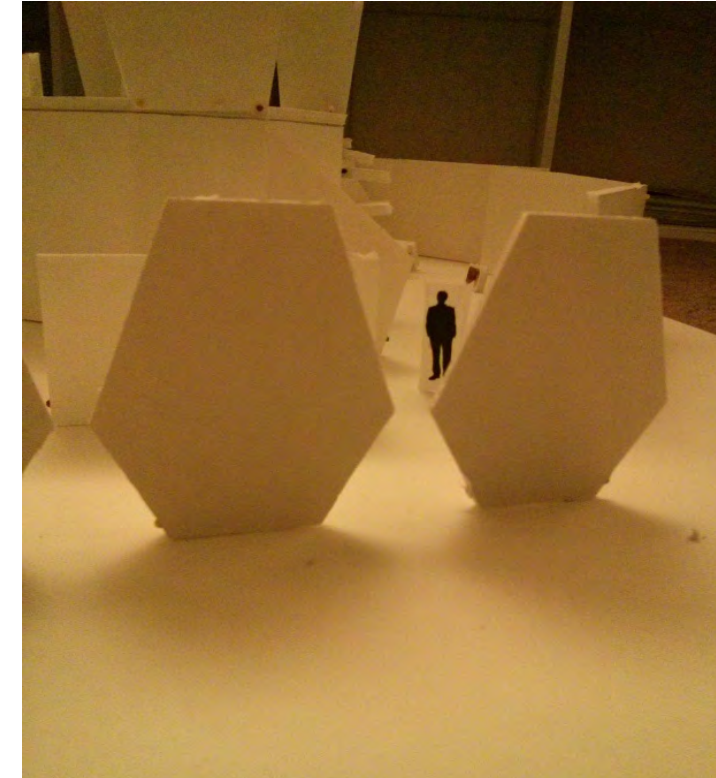
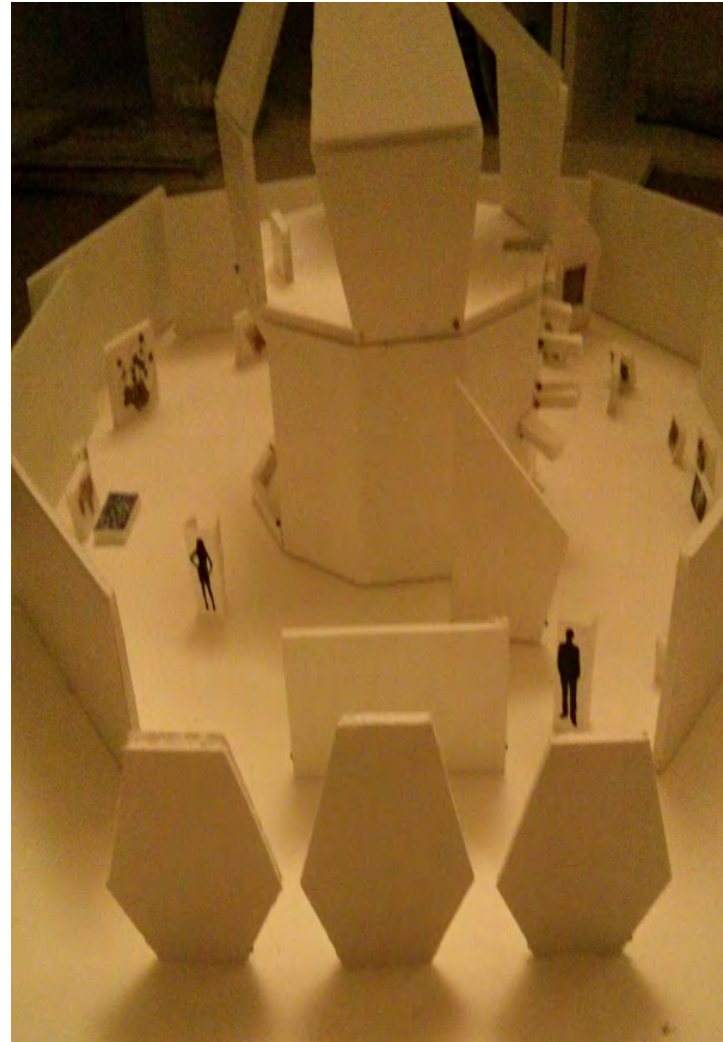
# PHASE 02 Scale Model

BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design

The scale model is an impressive representation of the exhibit. The 3 structures are progressive in nature as they all attempt to teach the patron about BRC and the furniture the company makes.

The exhibit starts on the right with a guide directing and handing out a bottle at the start of the exhibit.

The nature of the bottle comes into play at the final section "Renew". In "Renew" the patron is made a participant to the process by using the bottle they get in the beginning as material for new furniture.



The above photograph shows a patron's eye level view into the exhibit. The panels provide patrons with a peek into the exhibit in order to draw the patron's curiosity.



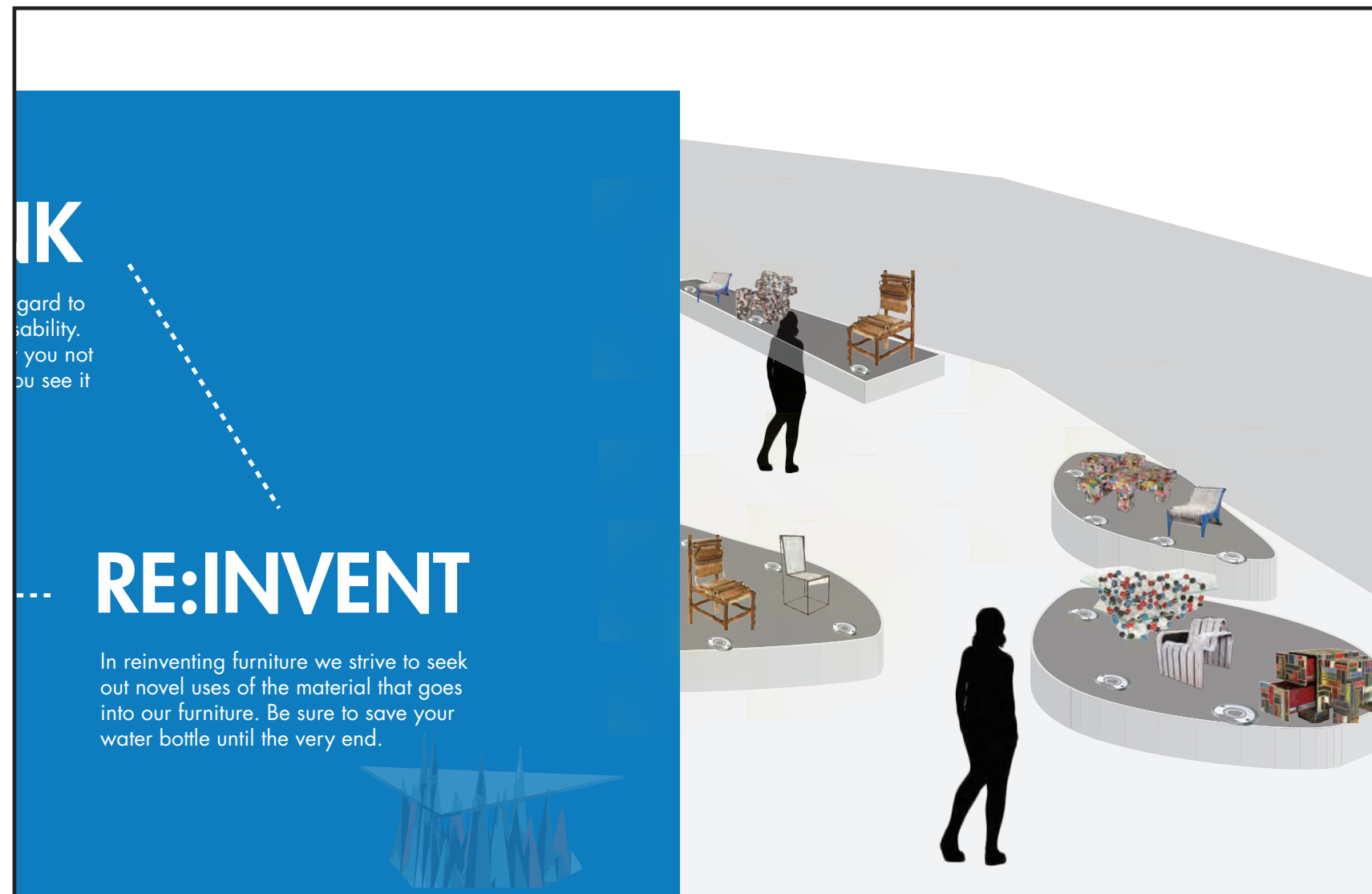




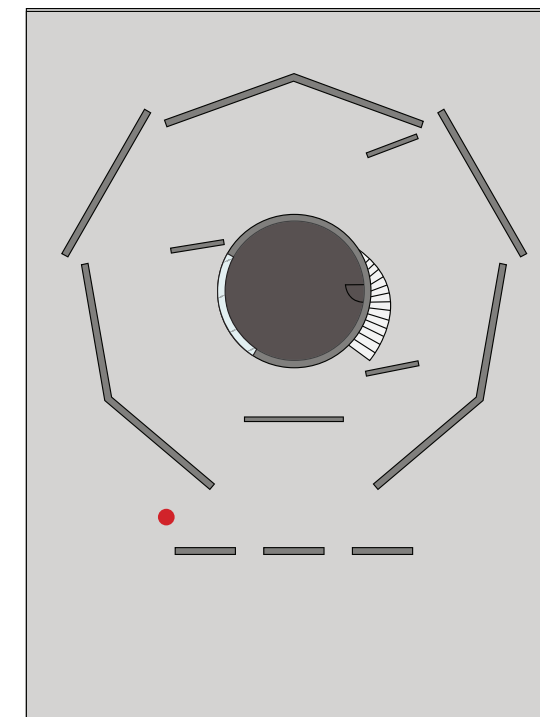
**PHASE**  
**03** | Exhibition  
Staging

# PHASE 03 Perspective View

BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design

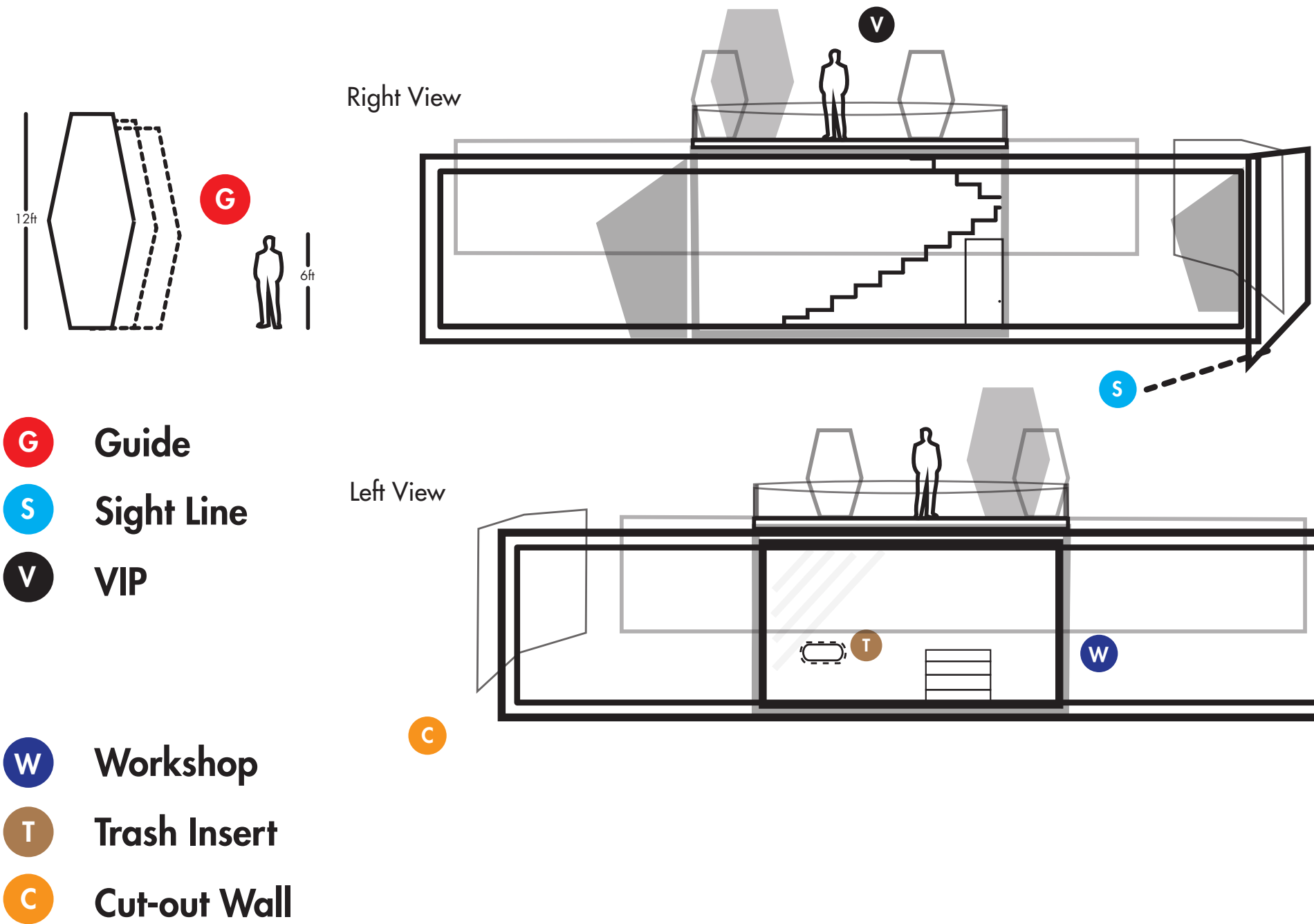


## Entry to Rethink Section



# PHASE 03 Cross Section View

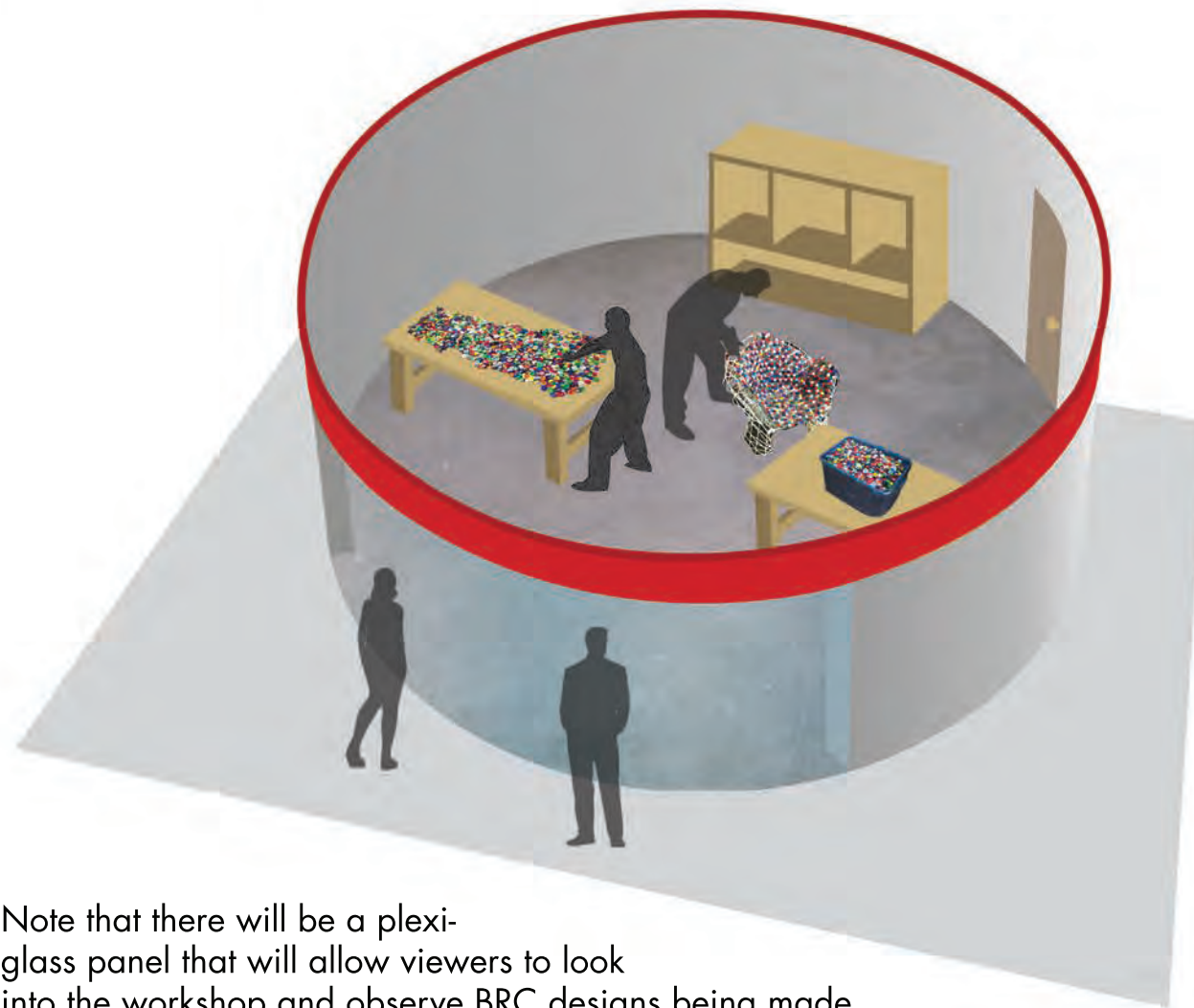
BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design



# PHASE 03 Perspective View

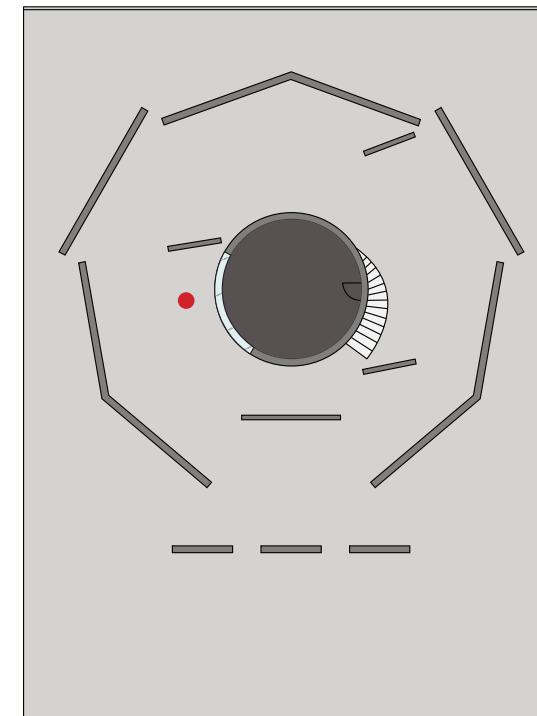
BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design

## The Workshop



Note that there will be a plexi-glass panel that will allow viewers to look into the workshop and observe BRC designs being made. The ceiling will also be made from thick plexi-glass in order to allow VIP guests to observe the workshop from above. This viewpoint will allow the workshop to be illuminated from the lighting above.

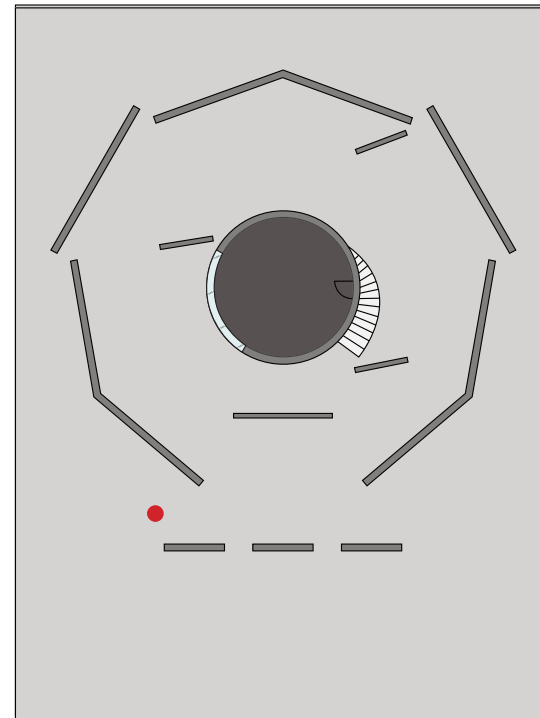
Referring to photos from BRC's Instagram feed (see below), we aimed to capture a similar workshop environment that Benjamin and his team are used to working in. This, coupled with the fact that workers will only be creating a few furniture pieces (most likely from BRC's "Capped Out" collection), led to the creation of a very simply workshop. While the ground is made out of concrete, the furnishings are all made out of wood. Noting that the workers tended to work on the floor in the photos below, there are only two tables and a shelf space to allow workers to move about freely and work where they please.



# PHASE 03 Perspective View

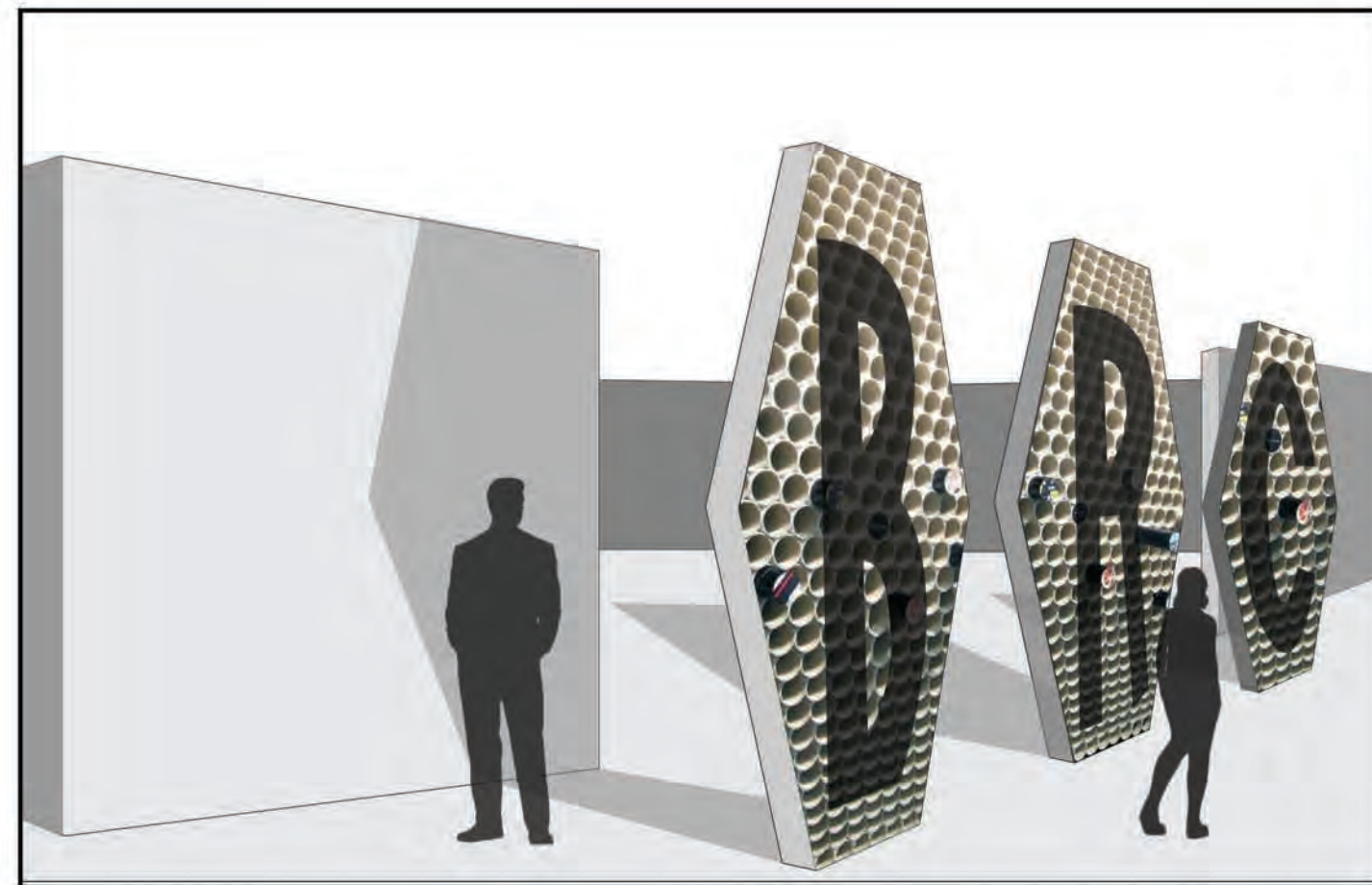
BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design

## Point of Entry



The very nature of BRC Designs lies with the use of various upcycled materials. For example, the pictures below show plastic bins filled with trophy figurines and bottle caps, just a few of the many materials that Benjamin uses in his work.

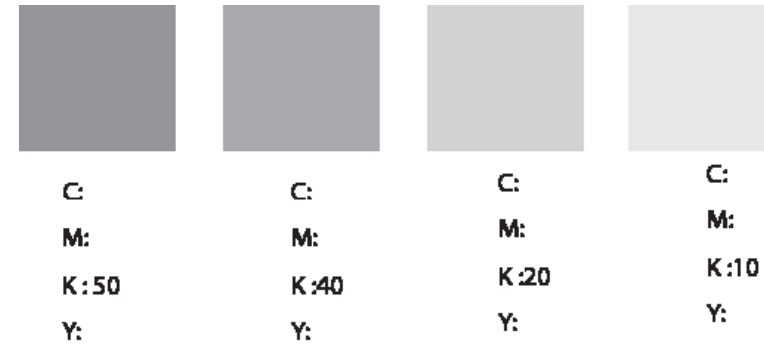
We wanted to portray his use of small items in the exhibit's front entrance. To attract people to come in, we would have three massive panels made up of entirely tubular structures stacked upon one another. Inside the tubes there would be the small material pieces that Benjamin uses. However, the tubes are filled in a way to form the letters, "BRC" as a powerful motif.



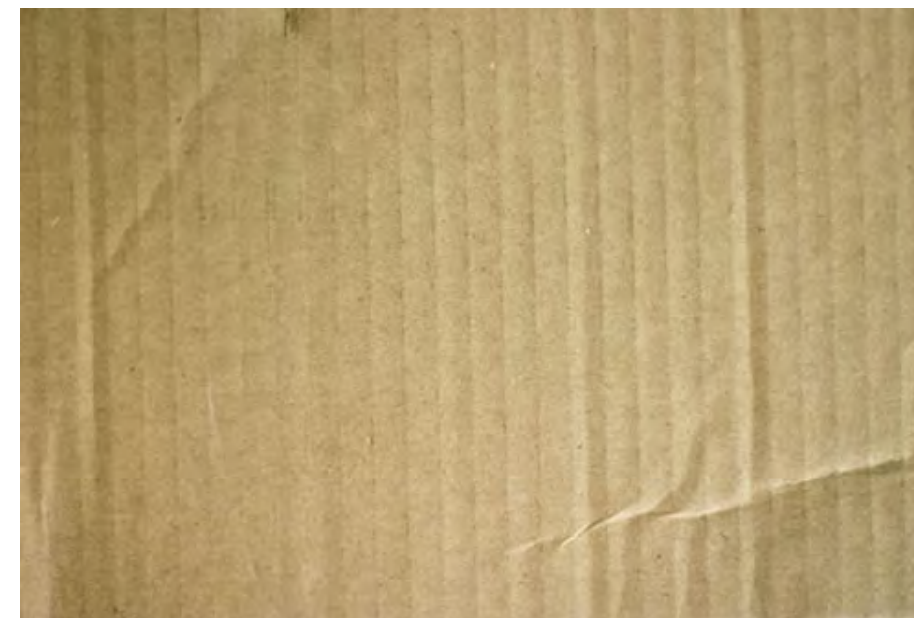
# PHASE 03 Materials and Color Palette

BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design

Since the BRC exhibit is a build and burn space, we decided on material that is quick to assemble and quick to disassemble. Vinyl is a good material to use as it can be easily be printed on and disassembled for the exhibit. Cardboard is another strong option for holding some of the hexagonal walls in place. The risers also can use the vinyl as flooring as well, adding another dimension by now allowing the floors to have printed graphics.



Vinyl is good for walls that need graphics



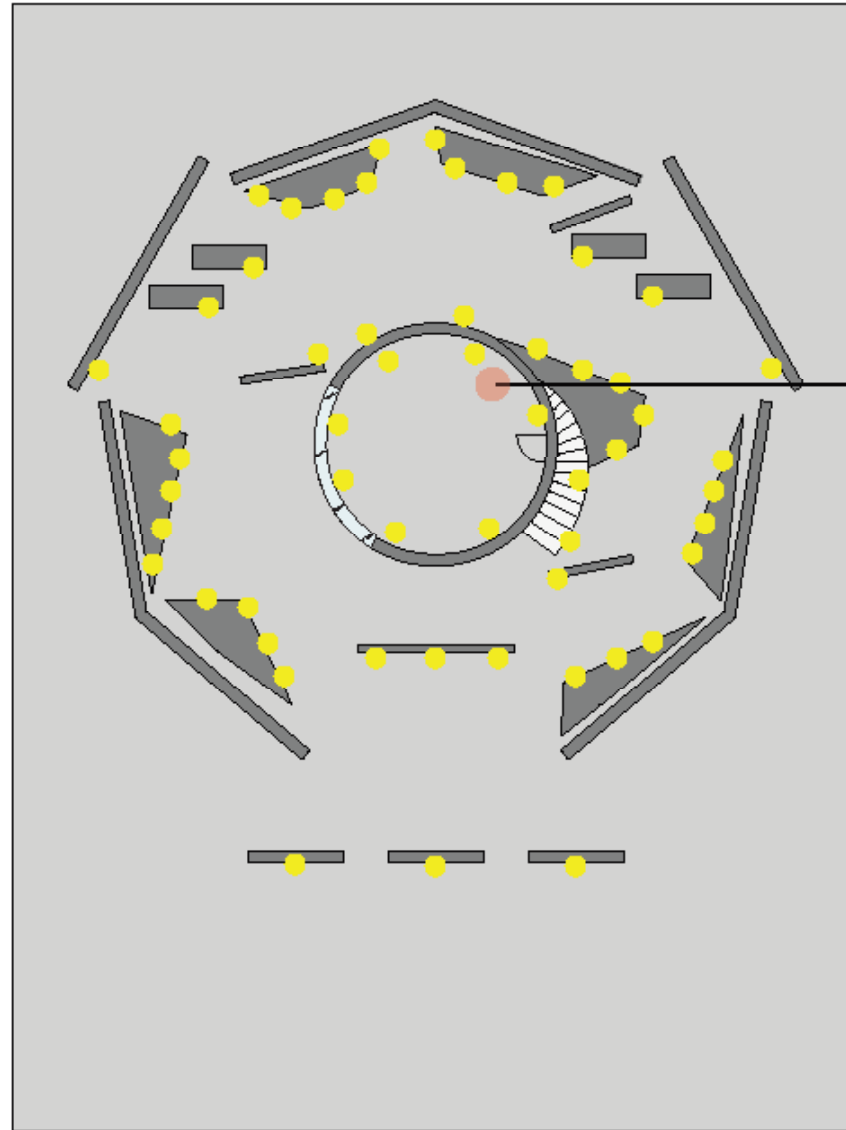
Cardboard is good for quickly assembling an exhibit



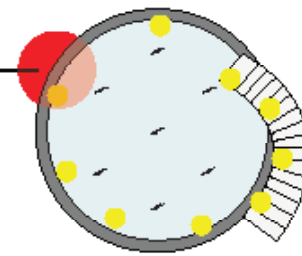
# PHASE 03 Lighting Notations

BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design

Lower Level



Upper Level



The exhibit will be lit primarily by two types of lighting:

**In Ground Lighting**

**LED Strip Lighting**



LED strip lighting provides light along the corridors of the exhibit. It provides ample light to those in the exhibit.



In ground lighting provides light to illuminate the furniture in the exhibit. They add a spotlight effect to the furniture.





PHASE **04** | Graphic  
Identity



# PHASE 04 Exhibition Identity

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## TYPOGRAPHY

Futura Std Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Futura Std Book Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

Futura Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Futura Std Heavy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**Futura Std Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## COLORS



C M Y K  
84 44 1 0



C M Y K  
0 47 100 0



C M Y K  
6 2 18 0



C M Y K  
47 37 41 3



C M Y K  
64 69 62 64

## LOGO



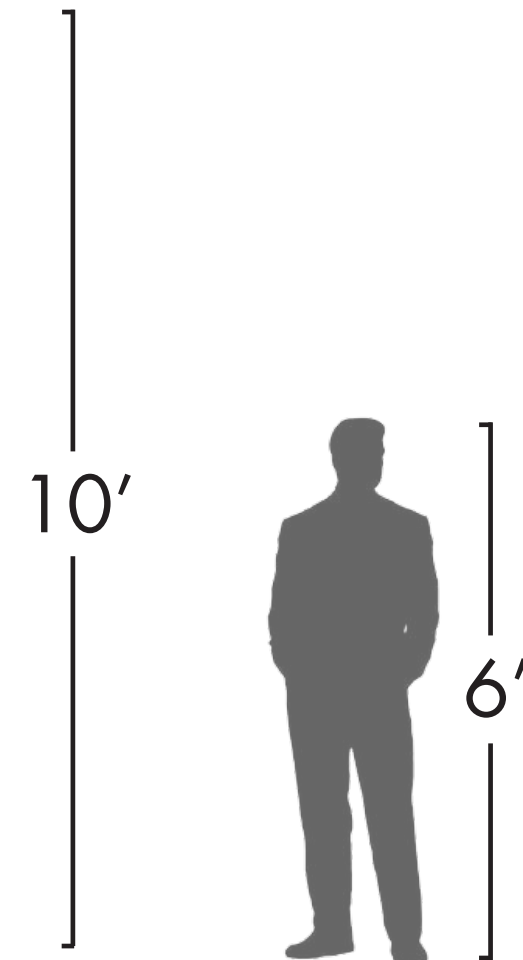
# PHASE 04 Section Walls

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**RE:THINK**  
Furniture reimagined with regard to form, function and overall usability. We want you to rethink how you not only use furniture but how you see it as well.

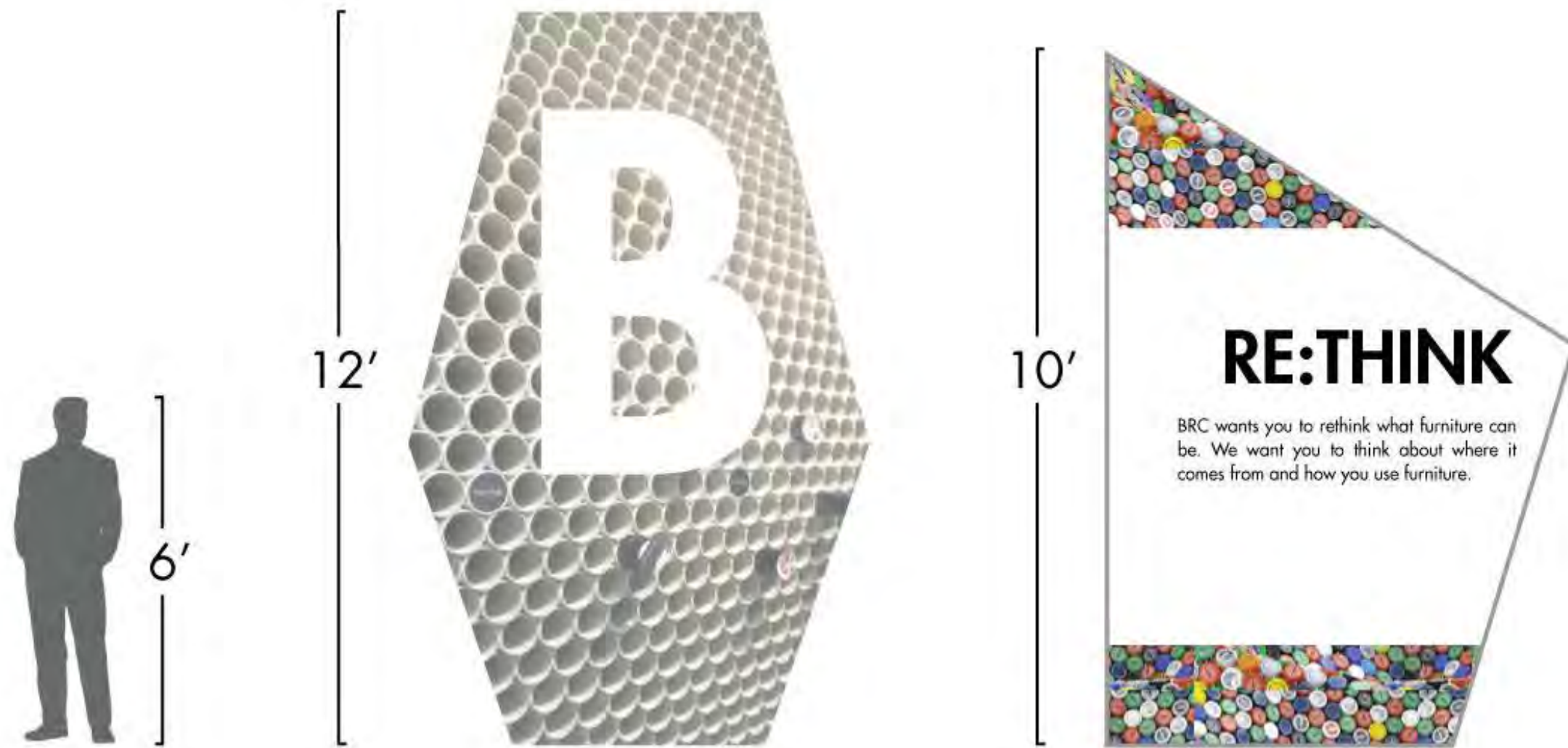
**RE:PURPOSE**  
Here at BRC a common goal of ours is to take discarded items and indue them with new life. These are items that you normally would not take a second look at, but as BRC furniture they are items that you use over and over again.

**RE:INVENT**  
In reinventing furniture we strive to seek out novel uses of the material that goes into our furniture. Be sure to save your water bottle until the very end.



PHASE **04** Title Walls

BRC: The Power of Reinvention / Peter An & Taylor Fulwiler / DES 185: Exhibition Design



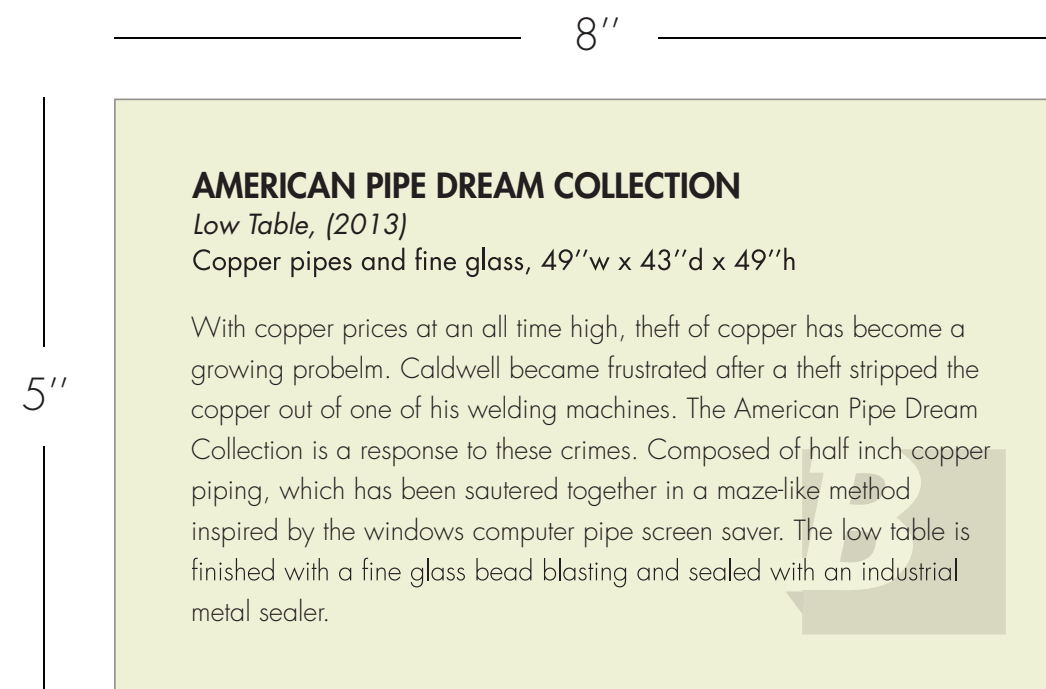
## GENERAL SPECIFICATIONS

Dimensions: 8 in x 5 in

Typeface: Futura Std (in Heavy, Book Oblique, Book, and Light)

To place more emphasis on the furniture, the furniture label is a light grayish-white color. In the background of the label is a subtle version of the BRC logo.

Each furniture label has the title of the collection, the specific name of the furniture piece, its materials and dimensions, and a short description of the piece, which may include a short story regarding what inspired Caldwell to build the piece.



8"

5"

## AMERICAN PIPE DREAM COLLECTION

*Low Table, (2013)*

Copper pipes and fine glass, 49''w x 43''d x 49''h

With copper prices at an all time high, theft of copper has become a growing problem. Caldwell became frustrated after a theft stripped the copper out of one of his welding machines. The American Pipe Dream Collection is a response to these crimes. Composed of half inch copper piping, which has been sautered together in a maze-like method inspired by the windows computer pipe screen saver. The low table is finished with a fine glass bead blasting and sealed with an industrial metal sealer.



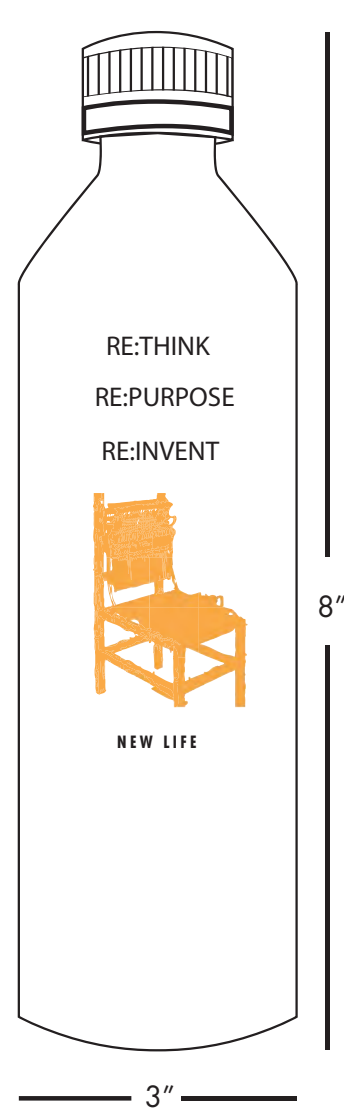
# PHASE 04 Water Bottle Label

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Front View



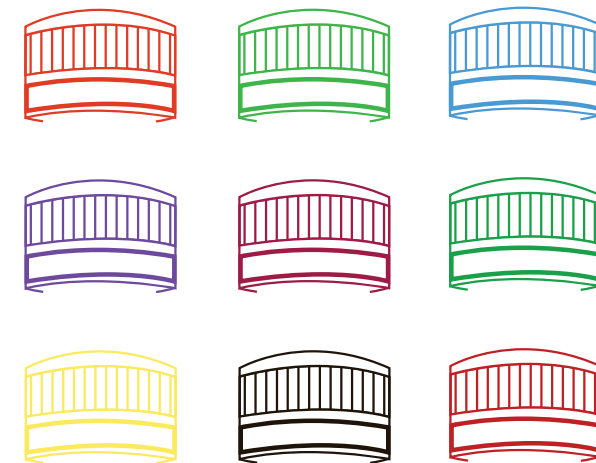
Back View



Bottle Dimensions: 3 in x 8 in  
Typeface: Futura

Title: Front 38 pts, Back 12 pts  
Secondary Title: 7 pts  
Description: 15 pts

Use of the water bottle in the exhibition provides the patrons with an interactive experience. The bottle will be handed out at the start of the exhibition and by the exhibition's end the empty bottle will be upcycled in the workshop into BRC furniture. The graphics on the bottle hint at this process.

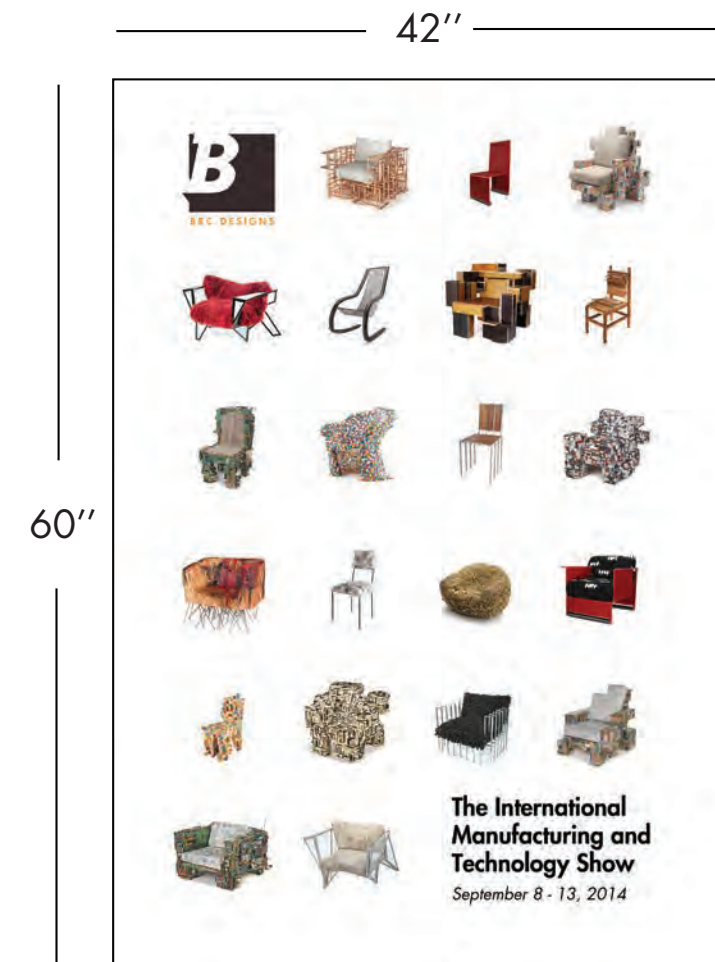


## EXHIBIT USE



# PHASE 04 Bus Stop Poster

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# PHASE 04 Banners

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72"





# PHASE 04 Graphics Overview

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