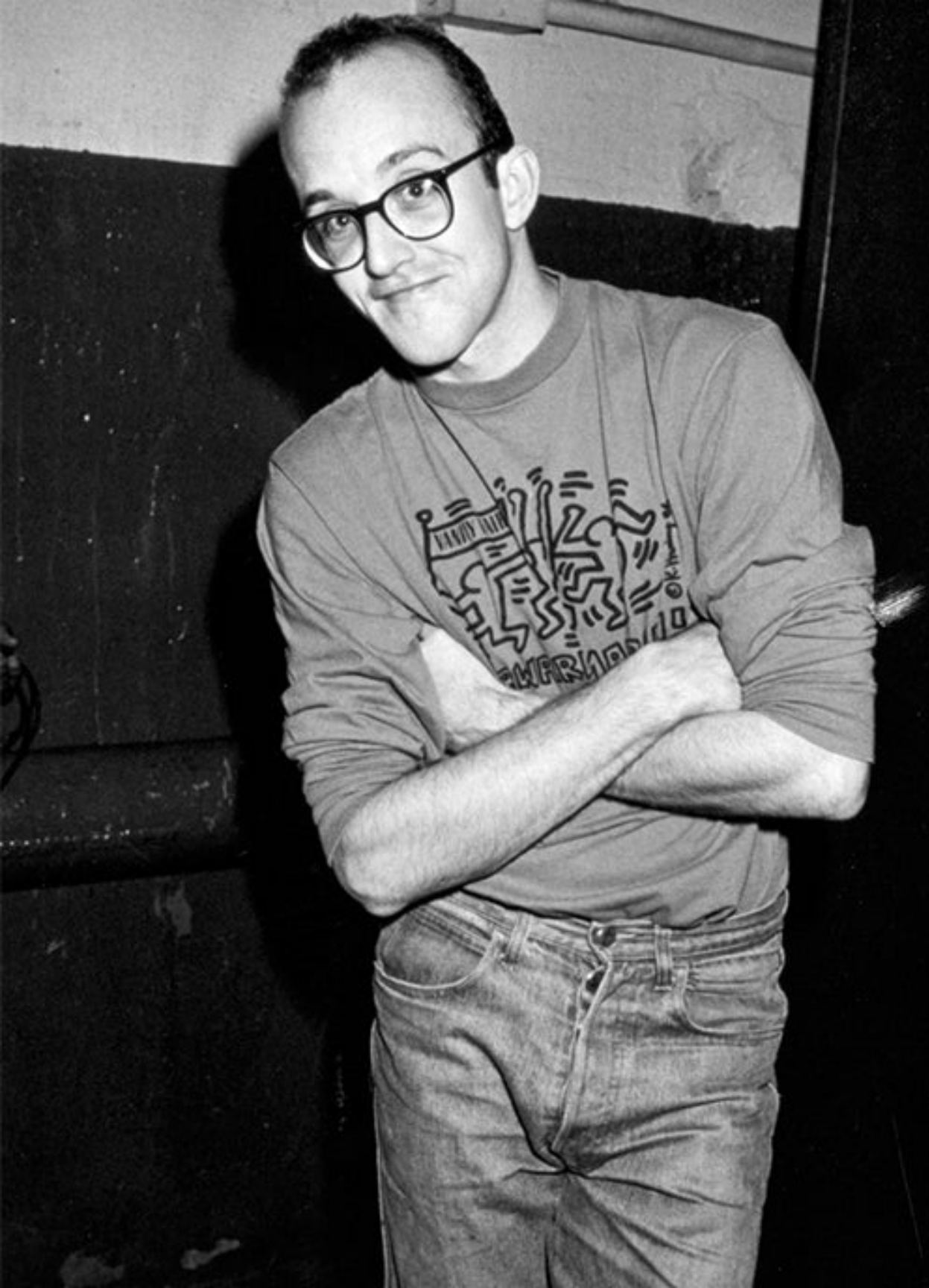


KEITH HARING MUSEUM

LAUREN AXFORD | CAPSTONE 2023





Keith Haring was born on May 4, 1958 in Reading, Pennsylvania, and was raised in nearby Kutztown, Pennsylvania. He developed a love for drawing at a very early age, learning basic cartooning skills from his father and from the popular culture around him, such as Dr. Seuss and Walt Disney.

In 1978 Haring moved to New York City and enrolled in the School of Visual Arts (SVA). In New York, Haring found a thriving alternative art community that was developing outside the gallery and museum system, in the downtown streets, the subways and spaces in clubs and former dance halls. Here he became friends with fellow artists Kenny Scharf and Jean-Michel Basquiat, as well as the musicians, performance artists and graffiti writers that comprised the burgeoning art community. Haring was swept up in the energy and spirit of this scene and began to organize and participate in exhibitions and performances at Club 57 and other alternative venues.

Throughout his career, Haring devoted much of his time to public works, which often carried social messages. He produced more than 50 public artworks between 1982 and 1989, in dozens of cities around the world, many of which were created for charities, hospitals, children's day care centers and orphanages. Since his death, Haring has been the subject of several international retrospectives. The work of Keith Haring can be seen today in the exhibitions and collections of major museums around the world.



MISSION STATEMENT

Connecting great artists to a place, contributes both to deepening the understanding of the person and enriching the community. Museums like the Warhol and Wyeth museums are central to the artistic areas where they reside.

The Keith Haring Museum will honor Haring's contribution and legacy, not only the art world, but his hometown of Kutztown, Pennsylvania where his career began and where he identified himself. The museum will focus on making his life a work accessible to a wide population. It will include sections dedicated to his sketches and drawings as a child and show his progression as an artist. Intertwined with the museum will be interactive areas, art activities and partnerships with local schools.

Key Word List - Playful, nostalgic, interactive, activism, empowerment, and creativity



GRAPHIC PALETTE

Fonts

PUFFIN DISPLAY SEMIBOLD

Puffin Display Medium

Colors



Iconography



Photography Style



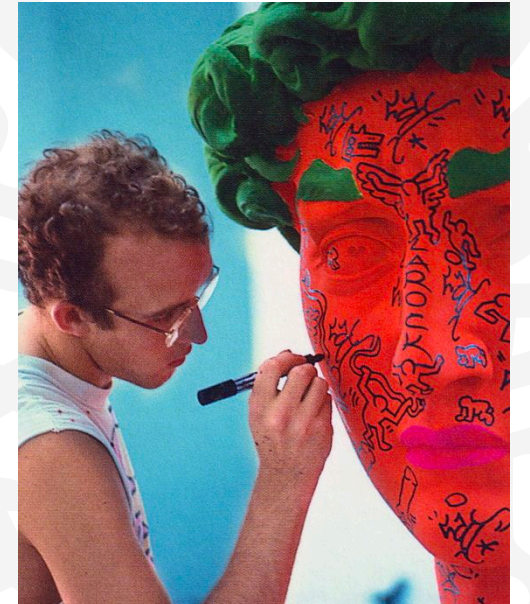
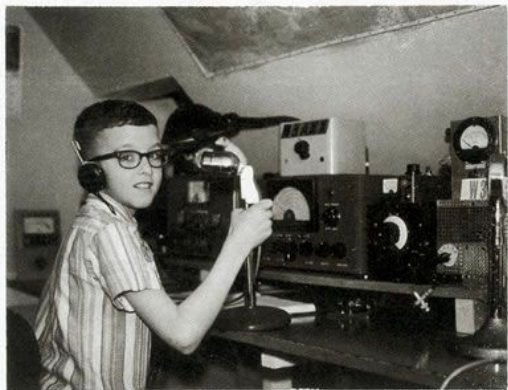
MOOD BOARD

"I GREW UP IN
PENNSYLVANIA IN
A SMALL TOWN.

REAL SMALL.

...LIKE ONE HIGH
SCHOOL AND ONE
MOVIE THEATER."

-KEITH HARING



COMPS

Andy Warhol Museum - Pittsburgh, Pennsylvania



Frida Kahlo Museum - Mexico City, Mexico



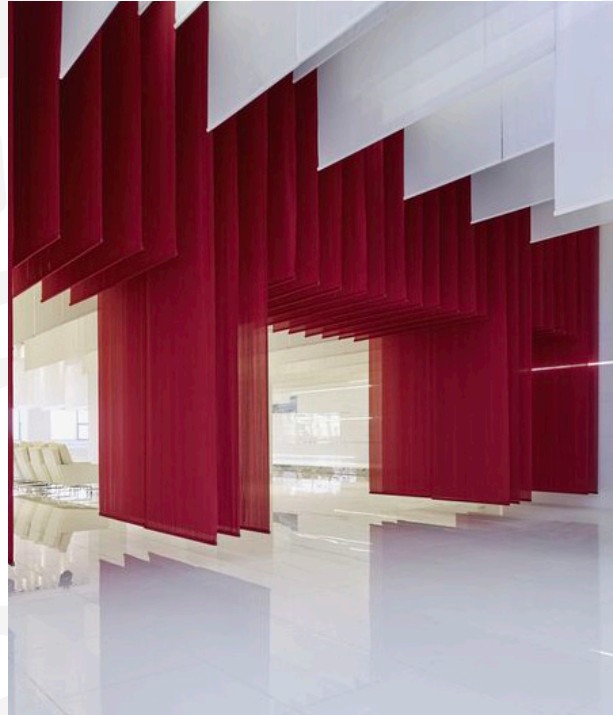
Van Gogh Museum - Amsterdam, Netherlands



The Dalí Theatre and Museum - Figueres, Spain



INTERIOR MOOD BOARD

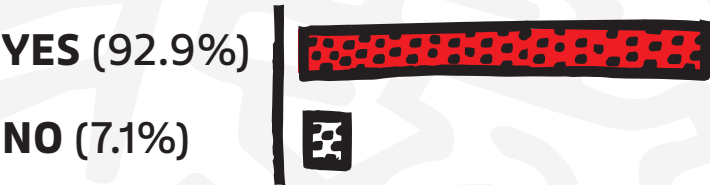


LOCATION - KUTZTOWN HISTORICAL SOCIETY

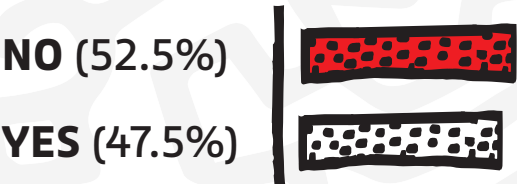


SURVEY QUESTIONS

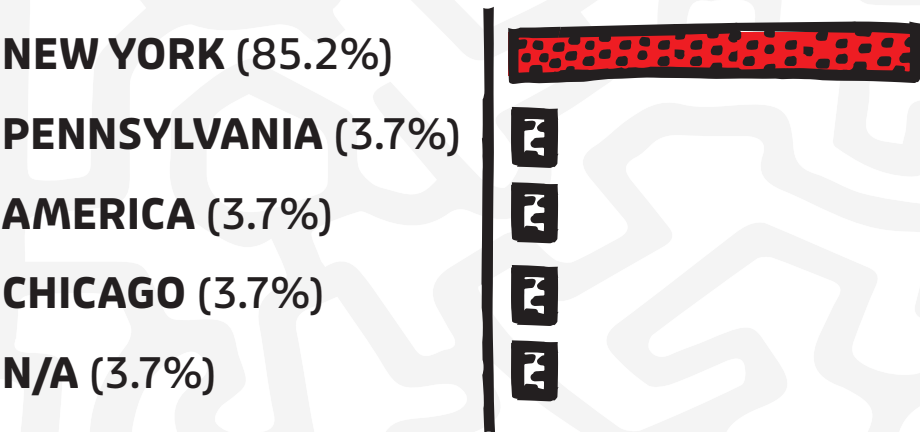
Are you familiar with Keith Haring's work?



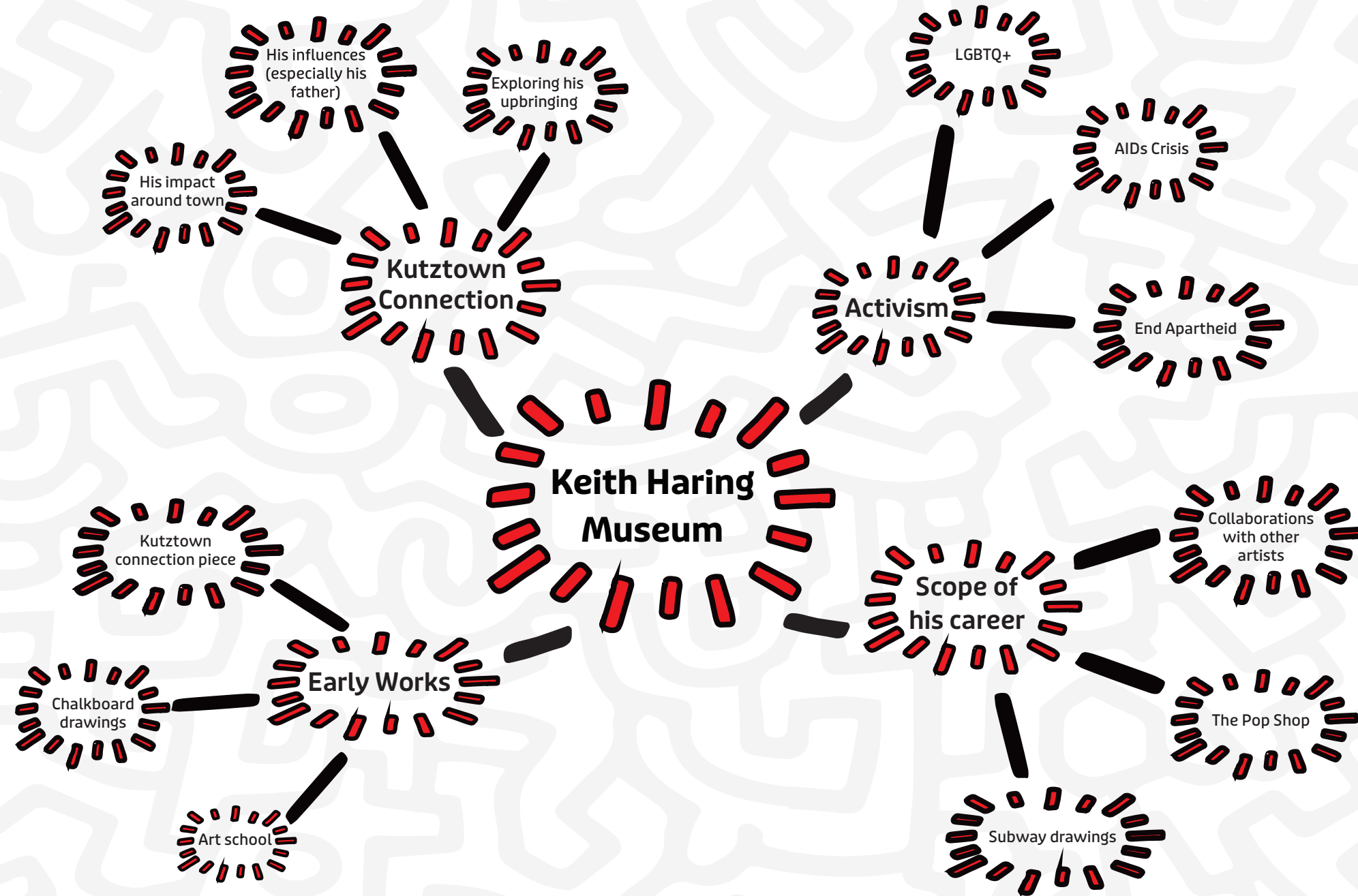
Have you ever been to a museum surrounding one artist?



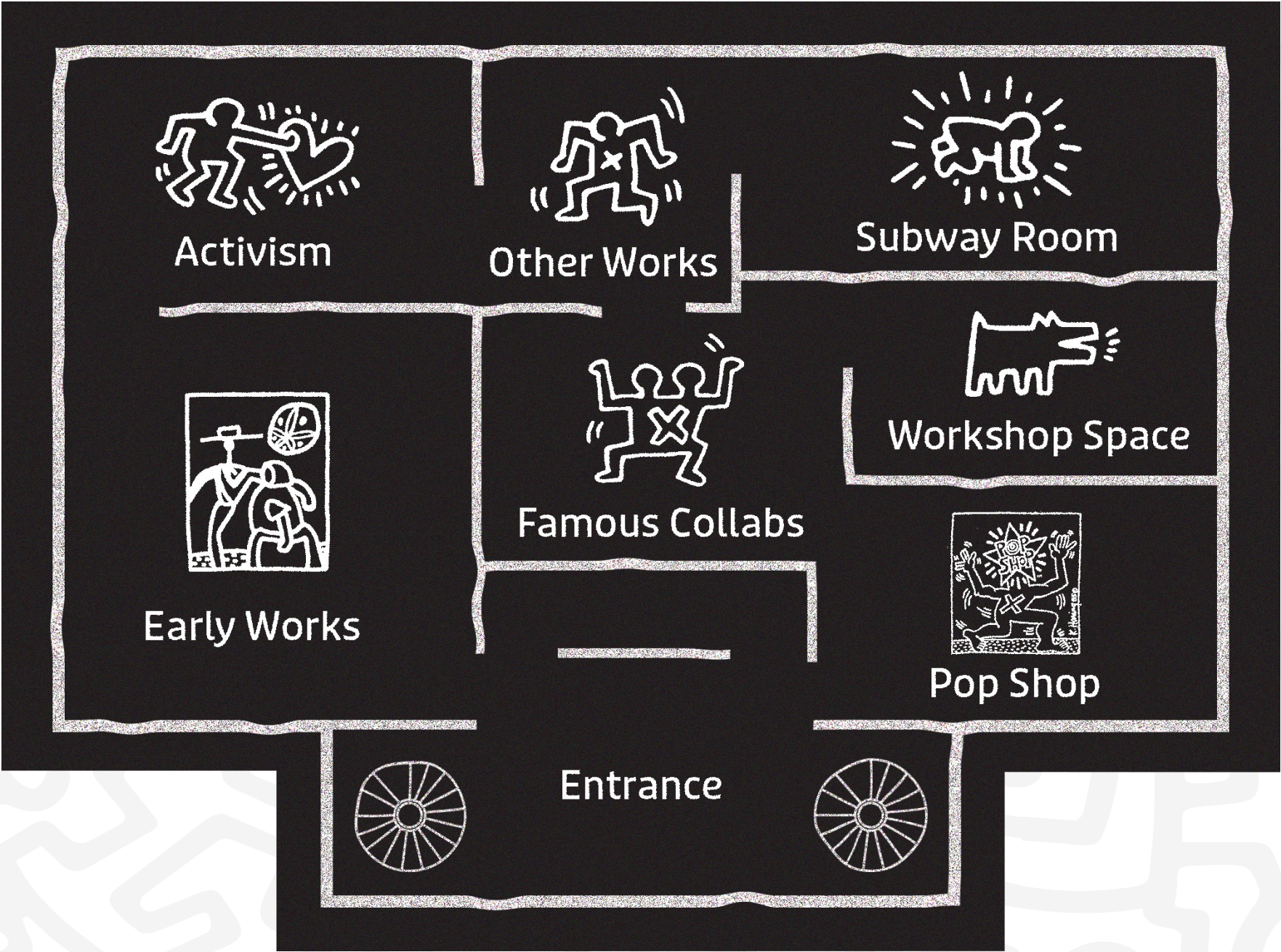
Where do you associate Keith Haring's work with?



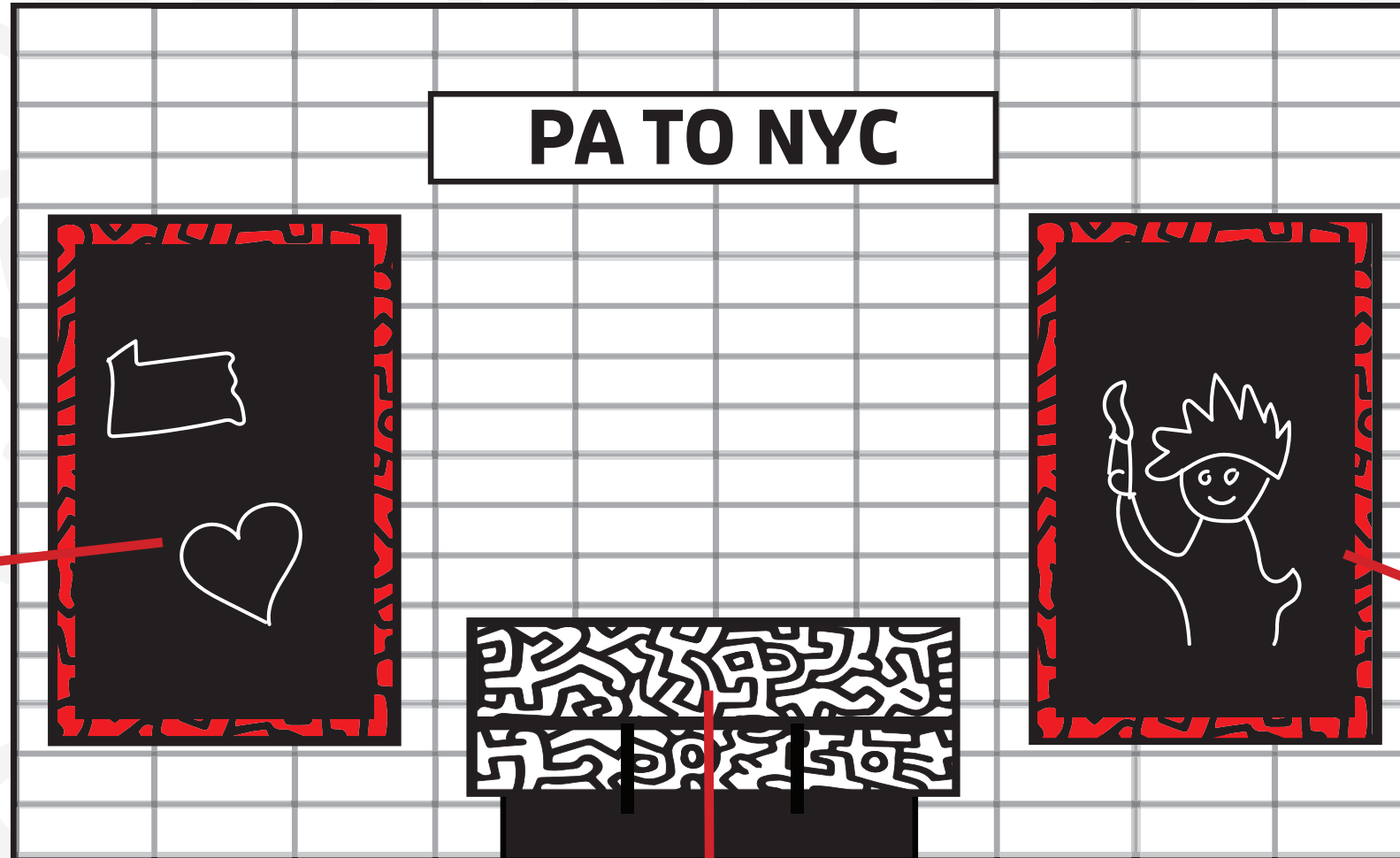
MIND MAP



BLOCK PLAN



SKETCHES

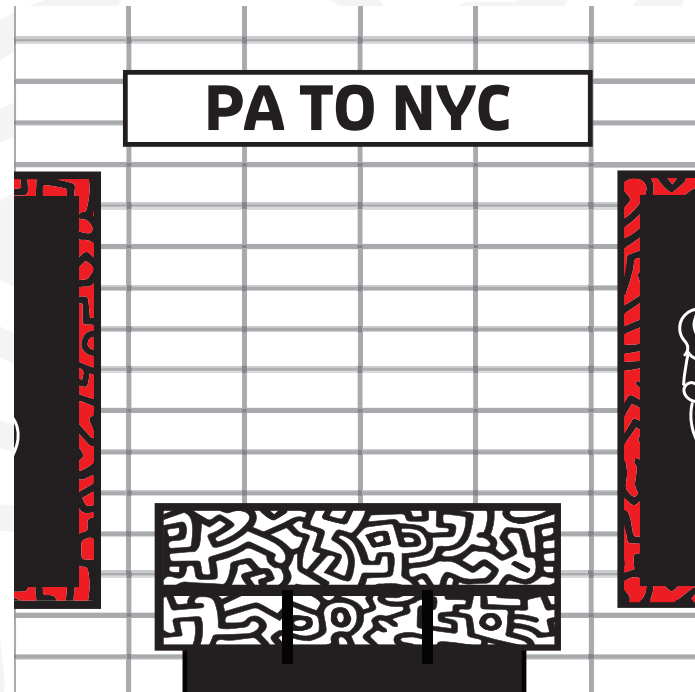


Screens will allow you to send your work to yourself and share to social media

Digital screens that allow the visitor to make their own subway drawings

Recreation of the subway

STORYBOARD



Enter the “train station” that brings you on the journey from Pennsylvania to New York City.



You will be met with touch screens that mimic the empty advertising panels where Keith really started his career.

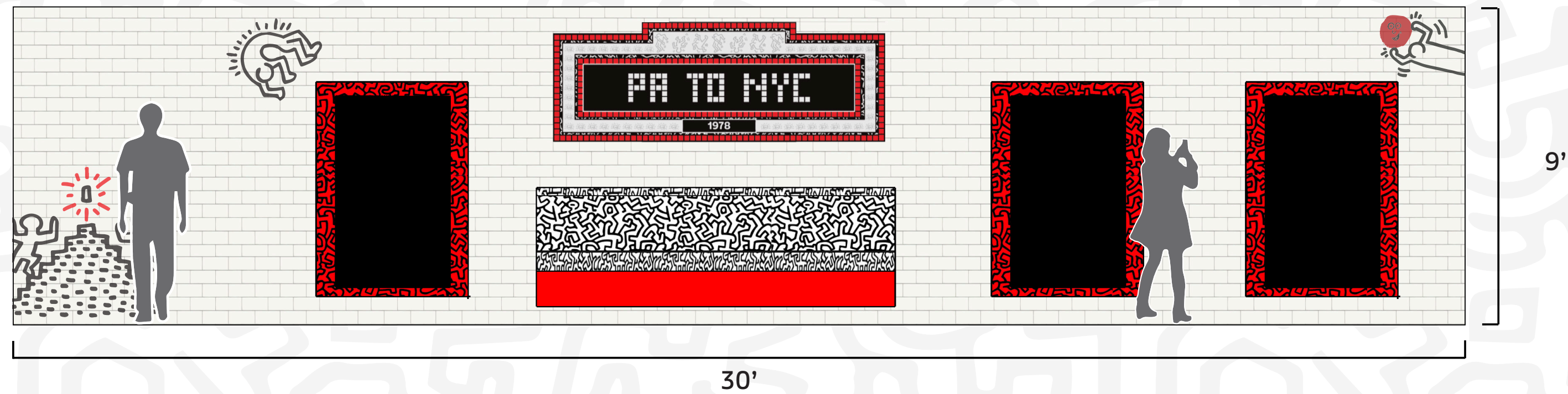


Create your own subway drawing inside the subway station.



This creation can then be sent to your phone to share on social media.

ELEVATION



MIDTERM BOARD

KEITH HARING MUSEUM



DESIGN INTENT

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KEY WORDS: Playful, nostalgic, interactive, activism, empowerment, and creativity

GRAPHIC PALETTE

HEADLINE: PUFFIN DISPLAY SEMIBOLD

Body copy: Puffin Display Medium



PHOTOGRAPHY STYLE

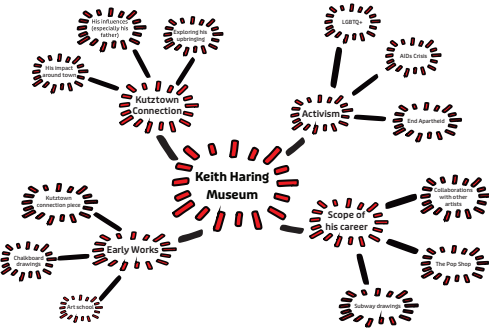


VISUAL INSPIRATION



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MIND MAP

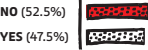


SURVEY RESULTS

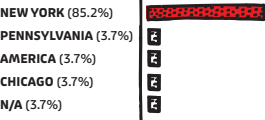
Are you familiar with Keith Haring's work?



Have you ever been to a museum surrounding one artist?



Where do you associate Keith Haring's work with?



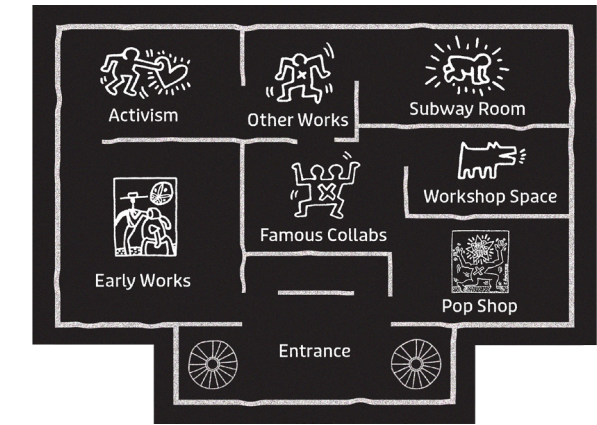
LOCATION: KUTZTOWN HISTORICAL SOCIETY BUILDING



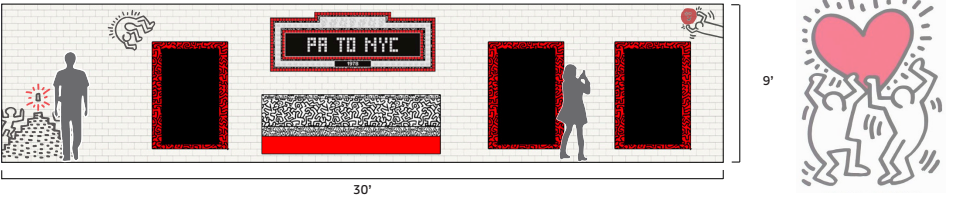
RENDERING



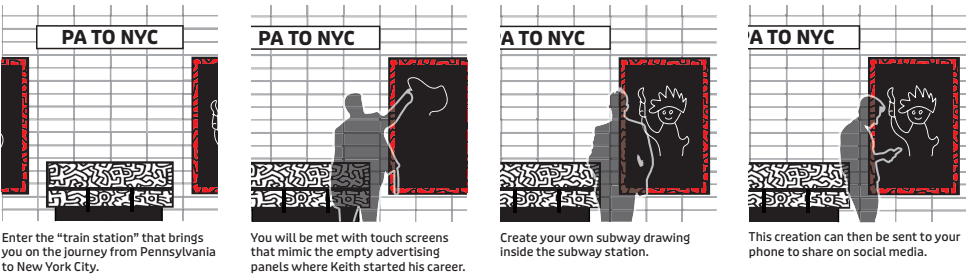
FLOORPLAN



ELEVATION



STORYBOARD

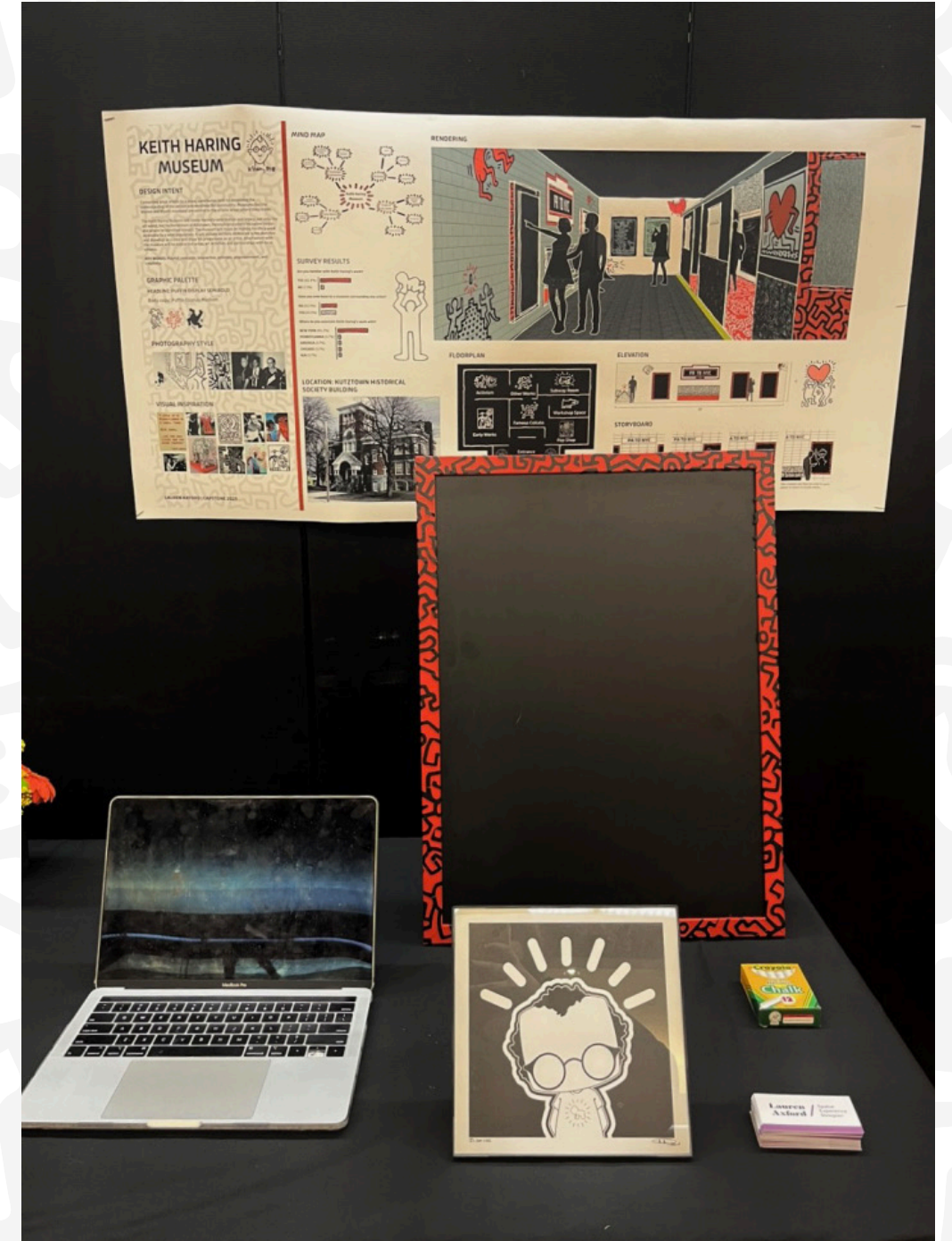


MIDTERM REVIEW

For the midterm review, I created a real chalkboard version of my interactive chalkboard screens that would be featured as the main interactive experience in the Keith Haring museum. Overall, the feedback I got was very positive and encouraging as I went into the final steps of the project. Branding wise, there was consistency throughout the project as well as staying true to Keith Haring's style. I should consider bringing the iconography that I used to signify the different areas on the floorplan into the spaces themselves somehow such as on the floors.

For the interactive element, it was suggested that there is a way to display the artwork that people have created throughout the day at the museum. To even push that further, someone suggested creating a contest that would go along with the interactive element that would partner with a real subway ad in New York City for a winner. Another idea was to have a way to keep your work physically such as printing the drawings on merch or even selling prints of it in the gift shop.

My take on the feedback was some of the ideas are not realistic, although fun, but there are some things I would like to carry on to my final renderings and ideas. One is I do want to make a dedicated area to view the other visitors' artwork in order to make it feel like a more lasting piece of the museum. For this, I am thinking that I will have a screen that swipes through the designs at the end of the subway car gallery, right before you leave the space. I also liked the idea of having a way to take home your design in a physical form. It could be fun to have a way to print out your artwork and take it home in a frame or die cut holder that is an old Keith Haring photo where he is "drawing" the visitor's piece.



The background is a solid red field filled with a dense, intricate pattern of thick, black, wavy lines. These lines are irregular and organic, resembling a complex, interconnected web or a stylized, abstract representation of a natural texture like coral or a microscopic view of a material. The lines vary in thickness and direction, creating a sense of movement and depth across the entire frame.

FINAL RENDERINGS







FINAL BUILD

BUILD CONCEPT

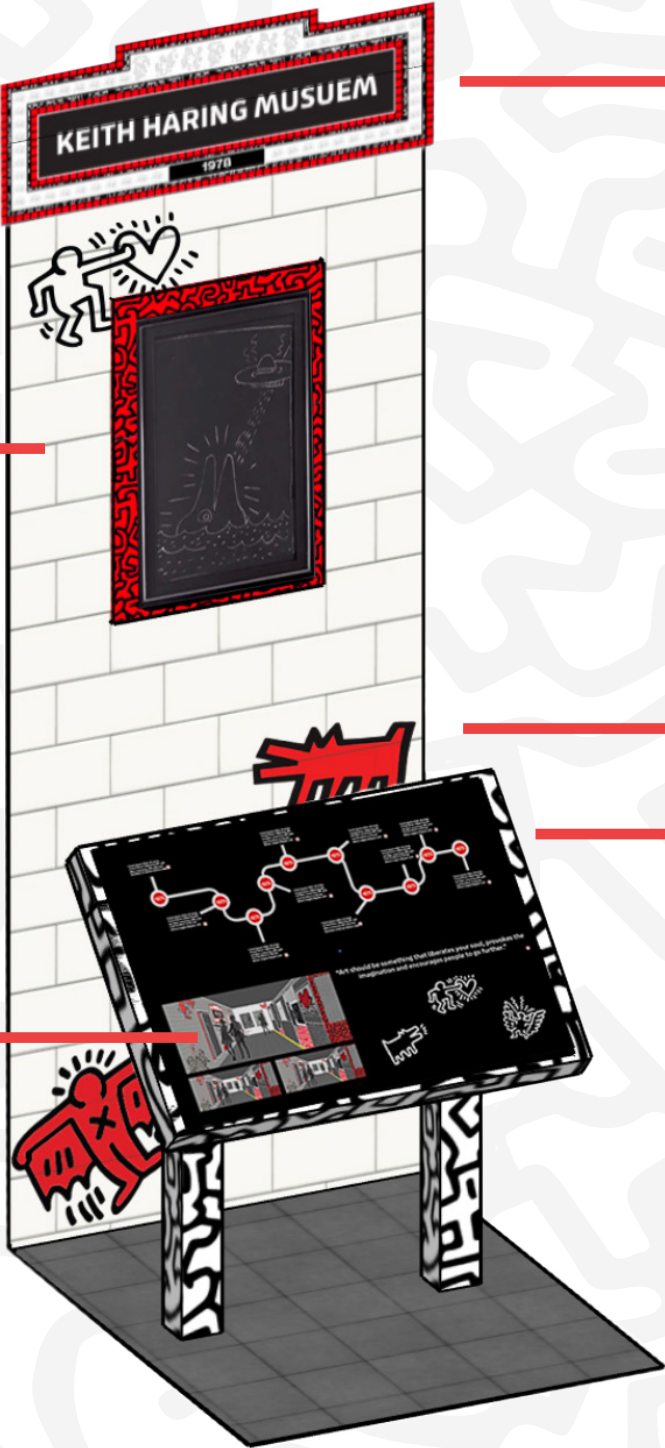
“Chalkboard” screen
with looping video

Subway sign

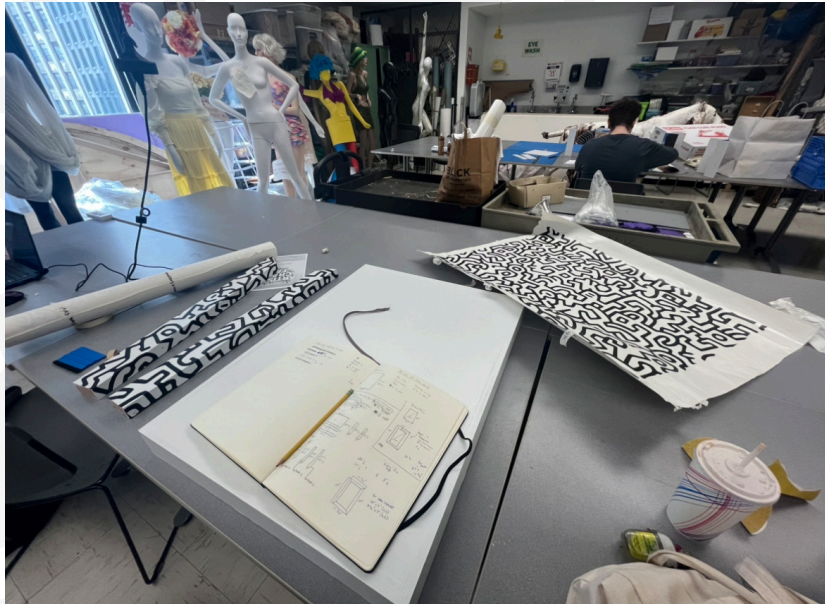
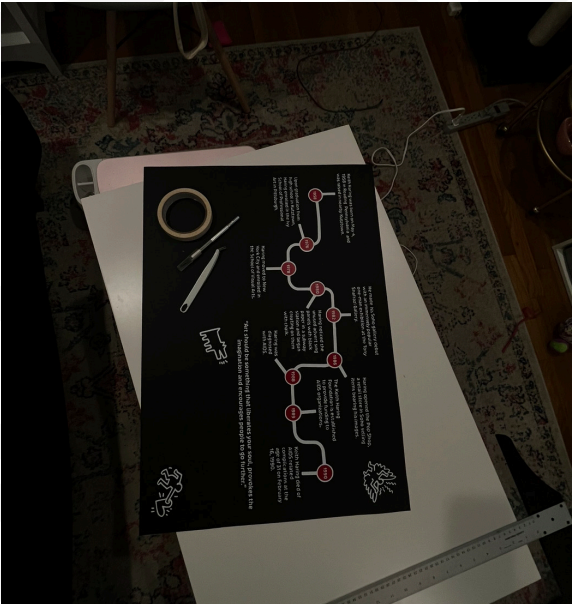
3D characters

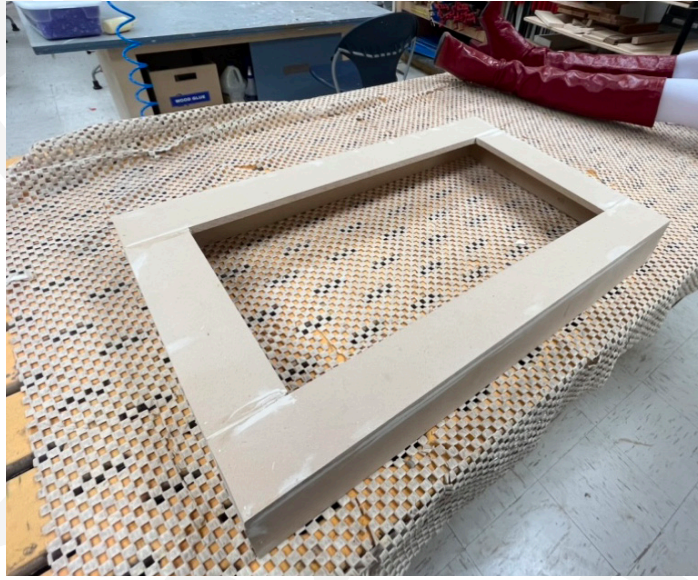
Timeline subway
map

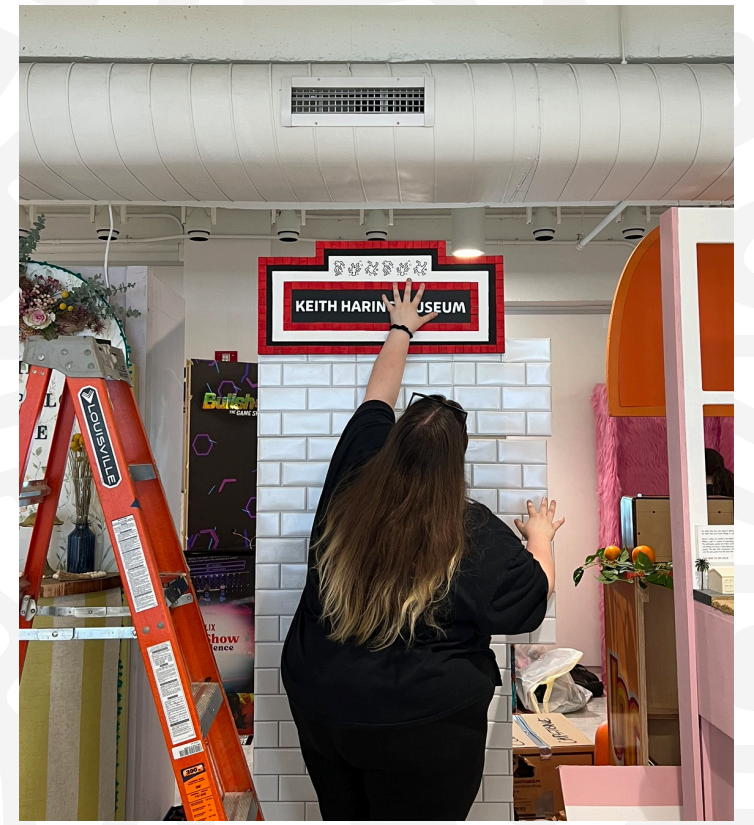
Renderings



PROCESS PHOTOS







FINAL BUILD



THANK YOU!

