

# The Opening Reception of James Turrell: Early Light Works at High Museum of Art

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GRDS 358 | Production for Print and Digital Environment  
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# Creative Brief

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- Clients: High Museum of Art and James Turrell
- Event: (fictional) *James Turrell: Early Light Works*  
Opening Reception at High Musuem of Art
- Goal: Make High Museum Circle Members (VIPs)  
to come to the event and be able to show  
James Turrell's artistic style on  
a single invitation card
- Target Audience: High Museum Circle Members (VIPs)

# Creative Brief

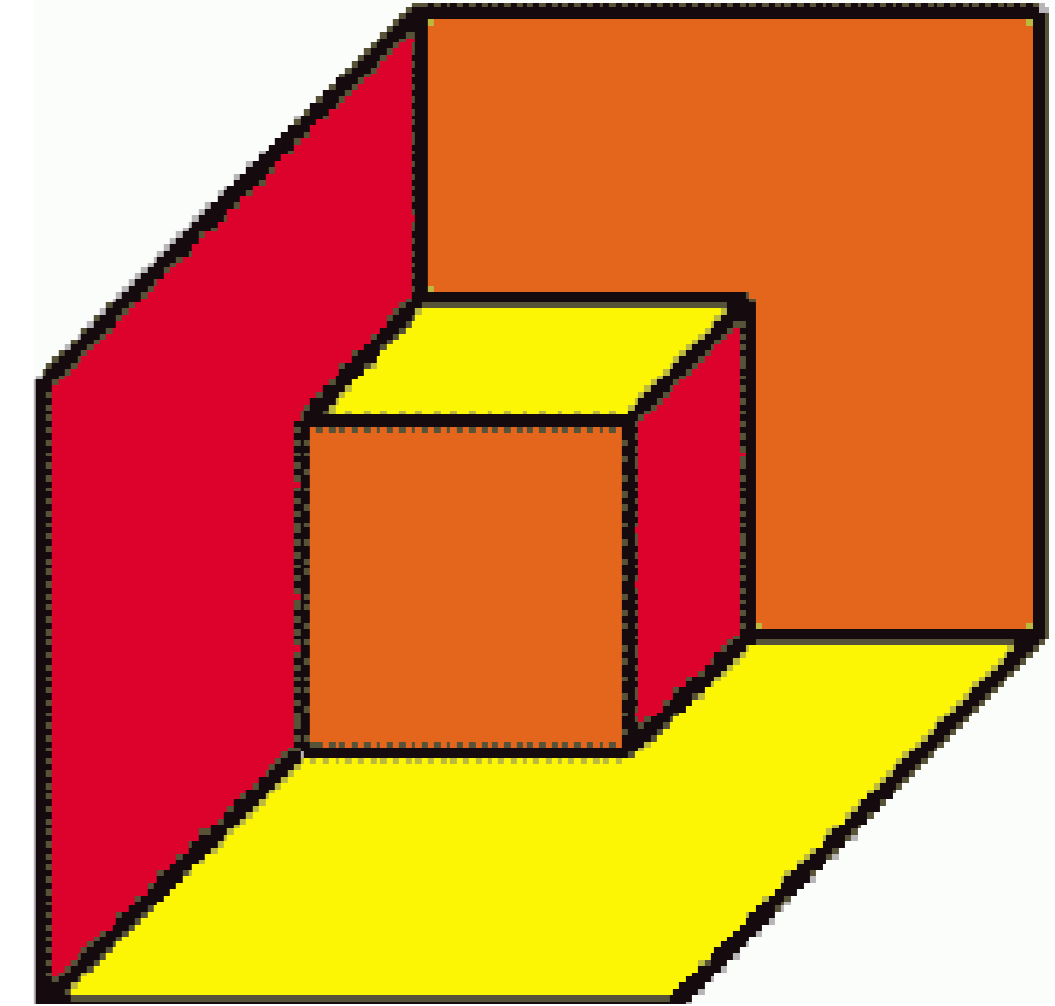
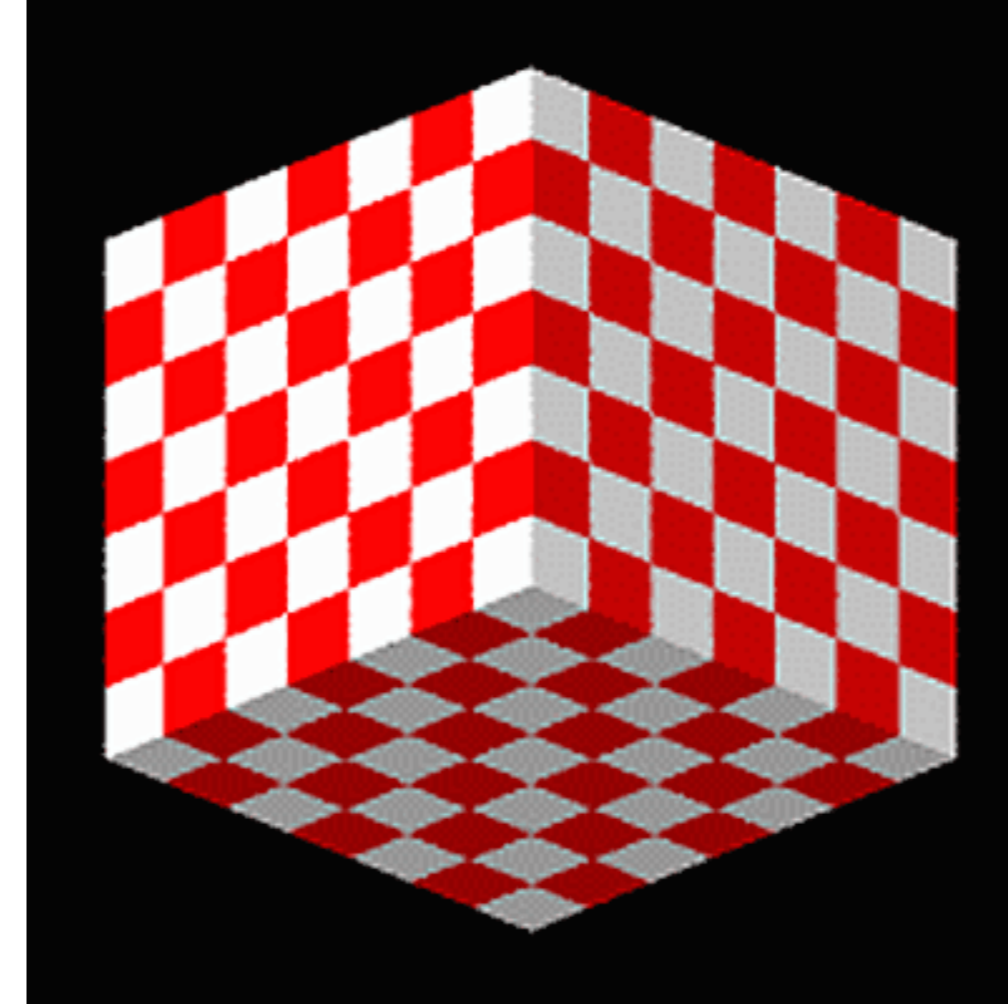
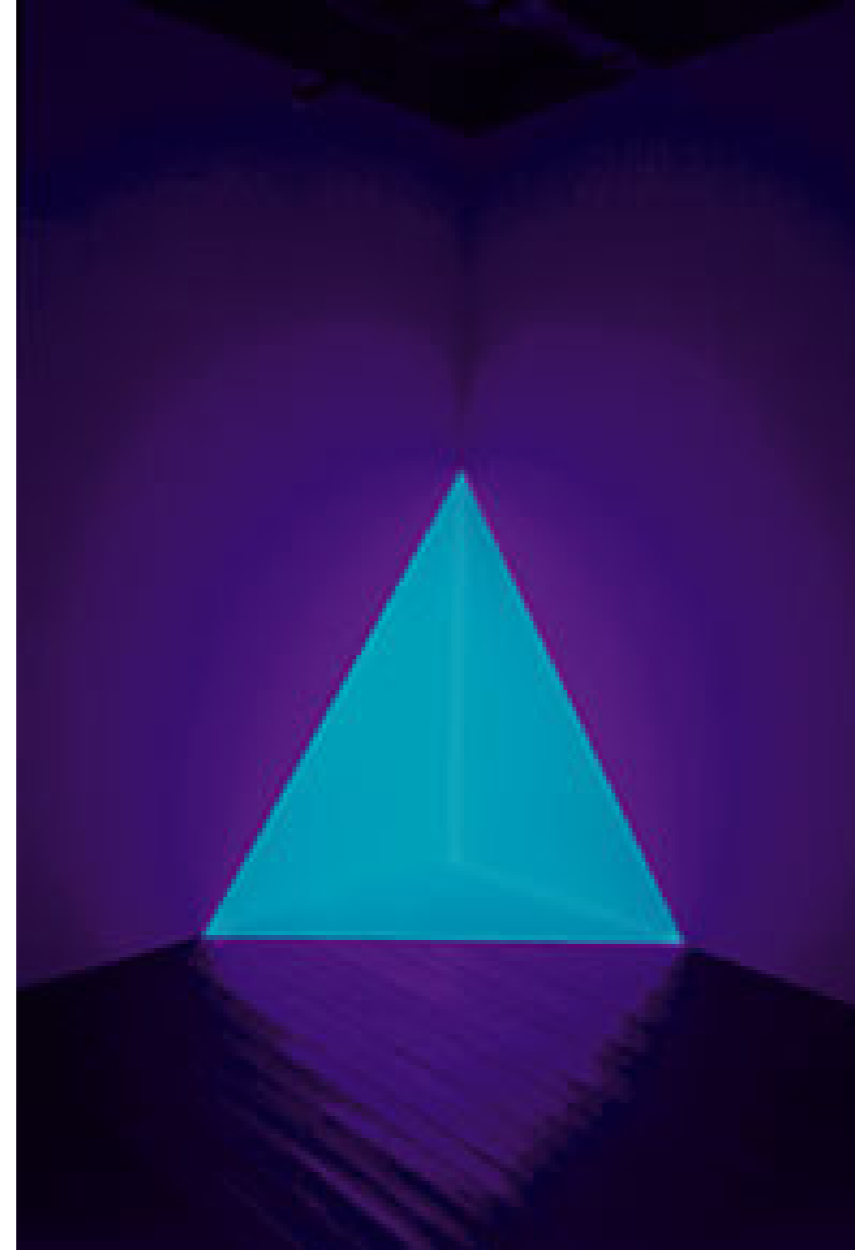
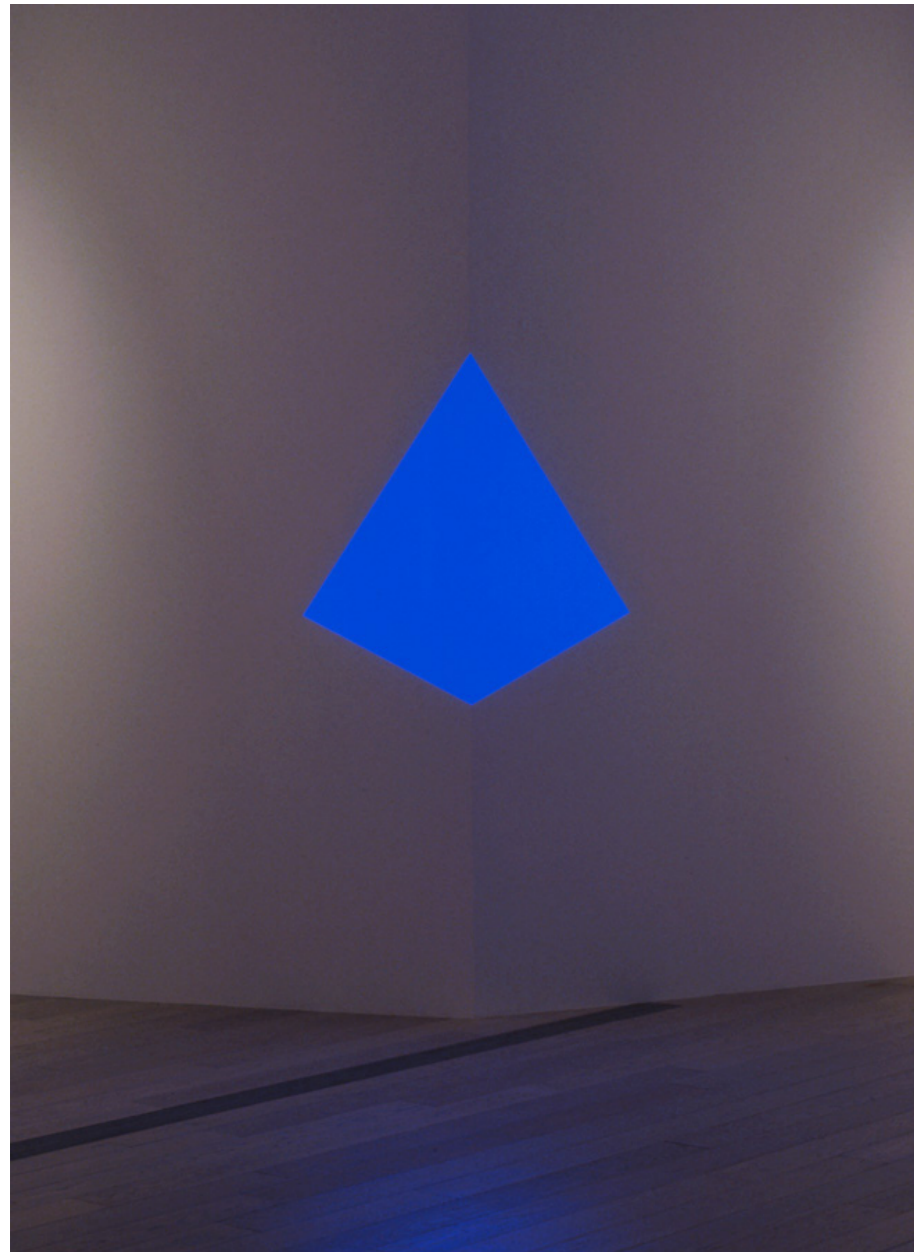
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For this project, the objective was to conceptualize and develop a design for an event invitation of your choice. Each invitation was to utilize different paper, have a unique and complex die, matching envelope, and showcase at least one special finish (other than die and adhesive).

For my piece, I chose to create an invitation to an opening reception of James Turrell: Early Light Works. Although James Turrell has had exhibitions in the West (Los Angeles, Seattle, etc.) and in New York, he has never had an exhibition in Atlanta and I thought it would be interesting if he could have an exhibition in Atlanta too. The invitation mimics the minimal, simple and clean-cut style of James Turrell's early light sculptural works using just paper. The concept behind the piece was to emulate the experience of someone first encounter James Turrell's perceptual light sculptural works.

During his early period, James Turrell did a lot of light sculptural works which are mostly about the interaction between space and light. He projects light into a space to make the light look 3D. So I designed the card in a way that the receiver can create a space by connecting two panels of the card together and to further emphasize the fact that Turrell created dimensions out of something which has no dimension, light. The receiver would create a 3D space starting from a flat card. An RSVP and envelope are contained inside and can easily be detached and mailed back to High Museum while the rest of the piece can be kept as a memento of the event.

# Inspiration Images



▲ Cube optical illusions



House III by Roy Lichtenstein  
On display at High Museum of Art ▶

◀ Actual early light sculptural works  
by James Turrell



# Sketches

## PRODUCTION

\* Start Researching about... concepts for... **Promotion** → Paper → Computer?

Events → for invitation card and Paper Sketchbook  
↳ something formal?  
→ Coffee → corgis → animals  
→ Macarons → recycled paper  
→ food? → ecofriendly.  
→ historical? → earth? → oriental?

Research → ALWAYS BACK UP THOSE RESEARCH MATERIALS.

- Printing → required  
- Die cutting  
- embossing → not required but recommended?  
- 3D Effect?

Sequence of the letter  
↳ VX

• Taebaek Snow festival? → Snow flakes all die cut?  
• Pyeongchang 2018 olympic? → Birdman, Babel...

**2015 Art+Film Gala Honoring James Turrell & Alejandro G. Inarritu**  
→ November 7, 2015 | 6:30pm  
→ @ Los Angeles County Museum of Art (LACMA)  
• Notables from the art, film, and fashion industries will unite at LACMA → to honor James Turrell & Alejandro G. Inarritu.  
• fifth year... → presented by Gucci & co-chaired by LACMA trustee Eva Chou & Actor Leonardo DiCaprio

**Telling Stories** → important.  
**Neenah Paper** → Samples... free.  
**French Paper** → Good w/ Design...

When creating something... always think about the end result!

Project 1 → cutting exercise  
↳ cut little lines and thickest details first!! (x-act - 11)  
↳ thicker x-act knife... better  
↳ Don't press X-act knife too hard.

Vista print → for printing business card.  
Laid paper by Neenah  
Riper Museum at Georgia Tech.

### ABOUT LACMA ART+FILM GALA

Price range  
\$5000 for an individual gold ticket  
\$100,000 for a platinum table  
- very luxurious.  
- art + film + fashion + experiential

COATED VS. UNCOATED PAPER  
- Glossy → Not glossy  
- for stop and detailed images

Custom Embosser.com  
- Price range  
- very luxurious.  
- art + film + fashion + experiential

### LACMA 2015 ART+FILM HONOREES

- James Turrell  
"My work is about space and the light that inhabits it. It is about how you can confront that space and plank it. It is about your seeing, like the endless thought that comes from looking into a fire!"  
- employing the sky as his studio, material, & canvas - that play w/ perception of the effect of light within a created space.  
- His fascination w/ the phenomenon of light → related to his personal, inward search for mankind's place in the universe.  
- "straight-forward, strict presentation of the sublime"  
- His art prompts greater self-awareness through a similar discipline of silent contemplation, patience, and meditation.  
- "...a realm of pure experience."
- Alejandro G. Inarritu  
- Mostly adventure films.  
↳ inspired by true events...  
- "A realm of pure experience."

Filmography → Birdman, Amores Perros, 21 Grams, Babel, Beautiful...  
- "A realm of pure experience" ???

Three-fold cubes → Youtube vid.

Velvet paper

### FOIL STAMPING

→ Paper source  
- embossing powder: + glue pen + heat gun.  
- foil → doesn't work well on textured paper... (sad face)

**Type Mock-up**  
- cordially invited to... the opening reception of James Turrell: Early light works at High Museum of Art.  
- Special lecture by James Turrell...  
- refreshments will be available  
- please RSVP.  
- research (90%) due

Fictional opening reception of James Turrell: Early light works at High Museum of Art.  
- Virtual world?

Light & space  
↳ neon colors?  
color scheme... Mexican-inspired?

For Alejandro G. Inarritu.

Color palette.  
neon colors vs. desaturated colors...

back?  
Velvet? satin?  
VERY matte.

element of film?  
Content

low: water invitation card? tacking iron  
Closer smaller iron  
Plan time wisely (color-ways... 2 in records, etc.)

Designerstoolbox.com  
For filling → try to choose uncoated, smooth paper.  
origami element...  
ATE Tare (double sided)

### JAMES TURRELL

- LIGHT ALL ABOUT LIGHT
- light and space (light sculpture)
- plays around w/ perception
- light projected on the wall to make it look 3D.  
↳ making light, which has no dimension, 3D.

FICTIONAL EXHIBITION AT HIGH?  
↳ during spring time, maybe?

Color scheme → very bright, fluorescent  
↳ neon pink, purple, orange, blue, green...  
light sculpture... also v bright... BW

High Museum Child house → plays w/ perception.  
light sculptures.

Paper dummies  
creating space...

White, pearl finish

24x24  
12x12

grayish

pearl stamping?

55x60  
x 4 1/2  
220

FLUX  
RSVP  
RSVP

The event selection started from LACMA Art + Film Gala which honors James Turrell and Alejandro Inarritu this year, and ended up just focusing on James Turrell's solo exhibition because I was very drawn to his aesthetics.

# Type Specimen

Some adjectives to describe the style  
of James Turrell's works:

- Minimal
- Clean-cut
- Edgy
- Warm (most of his color palette)
- Sculptural
- Perceptual

Some Historical typefaces that would fit those adjectives:

## FUTURA

Futura Std Light Condensed  
*Futura Std Light Condensed Oblique*  
 Futura Std Medium Condensed  
*Futura Std Medium Condensed Oblique*  
**Futura Std Bold Condensed**  
***Futura Std Bold Condensed Oblique***  
**Futura Std Extra Bold Condensed**  
***Futura Std Extra Bold Condensed Oblique***  
 Futura Std Light  
*Futura Std Light Oblique*  
 Futura Std Book  
*Futura Std Book Oblique*  
 Futura Std Medium  
*Futura Std Medium Oblique*  
**Futura Std Heavy**  
***Futura Std Heavy Oblique***  
**Futura Std Bold**  
***Futura Std Bold Oblique***  
**Futura Std Extra Bold**  
***Futura Std Extra Bold Oblique***

## ITC FRANKLIN GOTHIC STD

ITC Franklin Gothic Std Book Extra Compressed  
**ITC Franklin Gothic Std Demi Extra Compressed**  
 ITC Franklin Gothic Std Book Compressed  
*ITC Franklin Gothic Std Book Compressed Italic*  
**ITC Franklin Gothic Std Demi Compressed**  
***ITC Franklin Gothic Std Demi Compressed Italic***  
 ITC Franklin Gothic Std Book Condensed  
*ITC Franklin Gothic Std Book Condensed Italic*  
 ITC Franklin Gothic Std Medium Condensed  
*ITC Franklin Gothic Std Medium Condensed Italic*  
**ITC Franklin Gothic Std Demi Condensed**  
***ITC Franklin Gothic Std Demi Condensed Italic***  
 ITC Franklin Gothic Std Book  
*ITC Franklin Gothic Std Book Italic*  
 ITC Franklin Gothic Std Medium  
*ITC Franklin Gothic Std Medium Italic*  
**ITC Franklin Gothic Std Demi**  
*ITC Franklin Gothic Std Demi Italic*  
**ITC Franklin Gothic Std Heavy**  
***ITC Franklin Gothic Std Heavy Italic***

## GILL SANS

Gill Sans Light  
*Gill Sans Light Italic*  
 Gill Sans Condensed  
 Gill Sans Regular  
*Gill Sans Italic*  
**Gill Sans Bold Condensed**  
**Gill Sans Bold**  
***Gill Sans Bold Italic***  
 Gill Sans Bold Extra Condensed  
**Gill Sans Extra Bold**  
**Gill Sans Extra Bold Display**  
**Gill Sans Ultra Bold Condensed**  
**Gill Sans Ultra Bold**

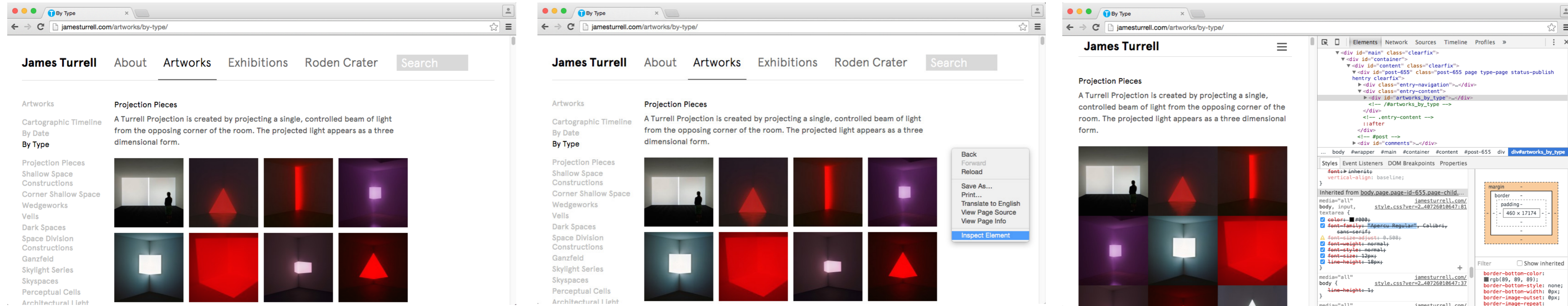
## AVENIR

Avenir Light  
*Avenir Light Oblique*  
 Avenir Book  
*Avenir Book Oblique*  
 Avenir Roman  
*Avenir Oblique*  
 Avenir Medium  
*Avenir Medium Oblique*  
**Avenir Heavy**  
***Avenir Heavy Oblique***  
**Avenir Black**  
***Avenir Black Oblique***

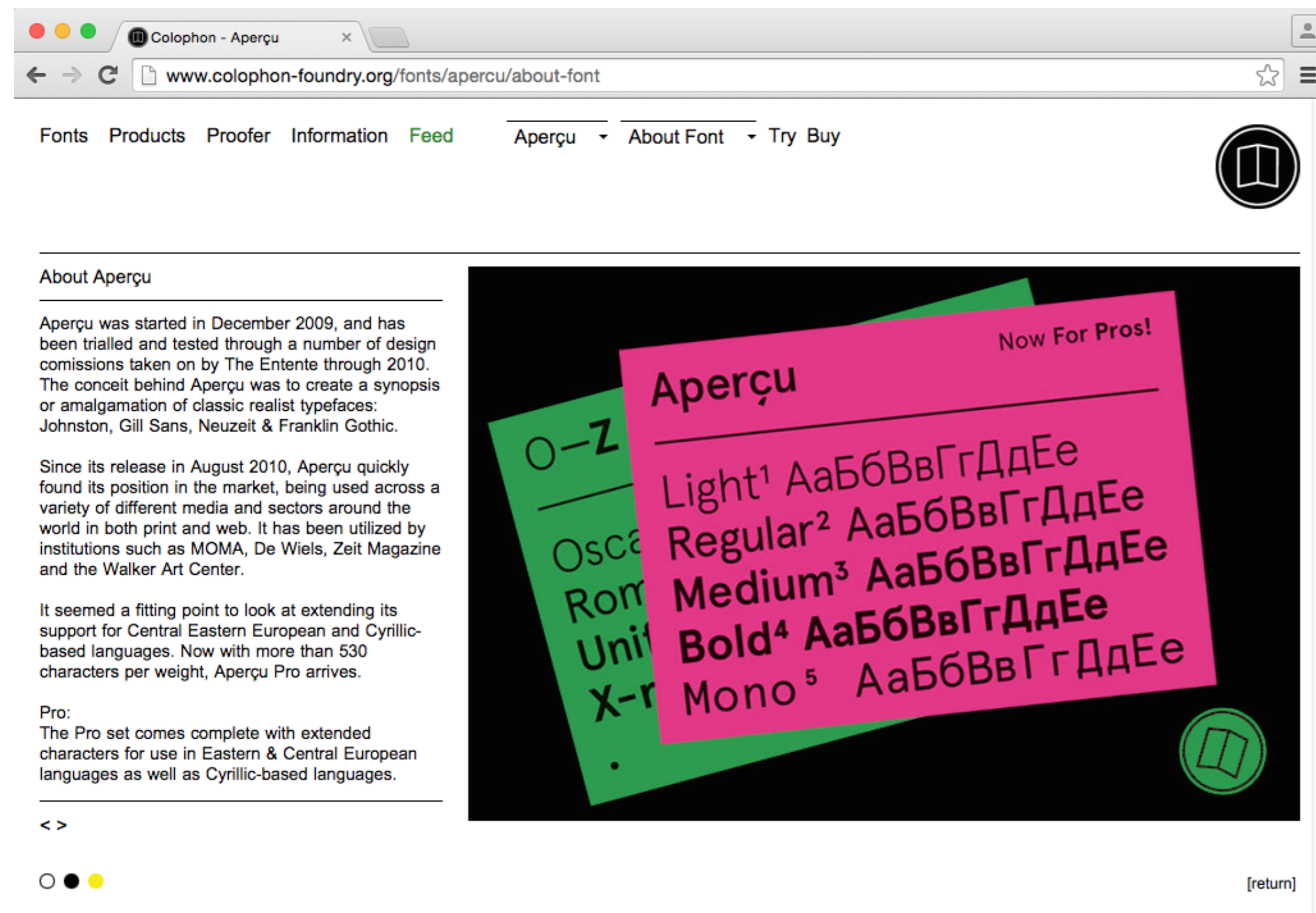
# Type Specimen (Cont'd)

Some contemporary typefaces that would fit those aforementioned adjectives:

## APERCU



Screenshots of James Turrell's website, the element of his website, and the typeface he used for his website



Aperçu is a typeface that James Turrell uses for his website. It is designed by Colophon Foundry in London, United Kingdom. It is a sans-serif typeface that is an "amalgamation of classic realist typefaces: Johnston, Gill Sans, Neuzeit & Franklin Gothic."

I originally wanted to choose Aperçu as the typeface not only because it is the typeface used for James Turrell's website but also the versatility of the typeface. Not only it has the cleanliness and the simplicity of a sans-serif typeface, it also has a very round, friendly, and warm quality to it. The warm quality is what distinguishes this typeface from other historical typefaces I considered as other options. I thought it would be very compatible with the warm color palette he uses for the most of his artworks.

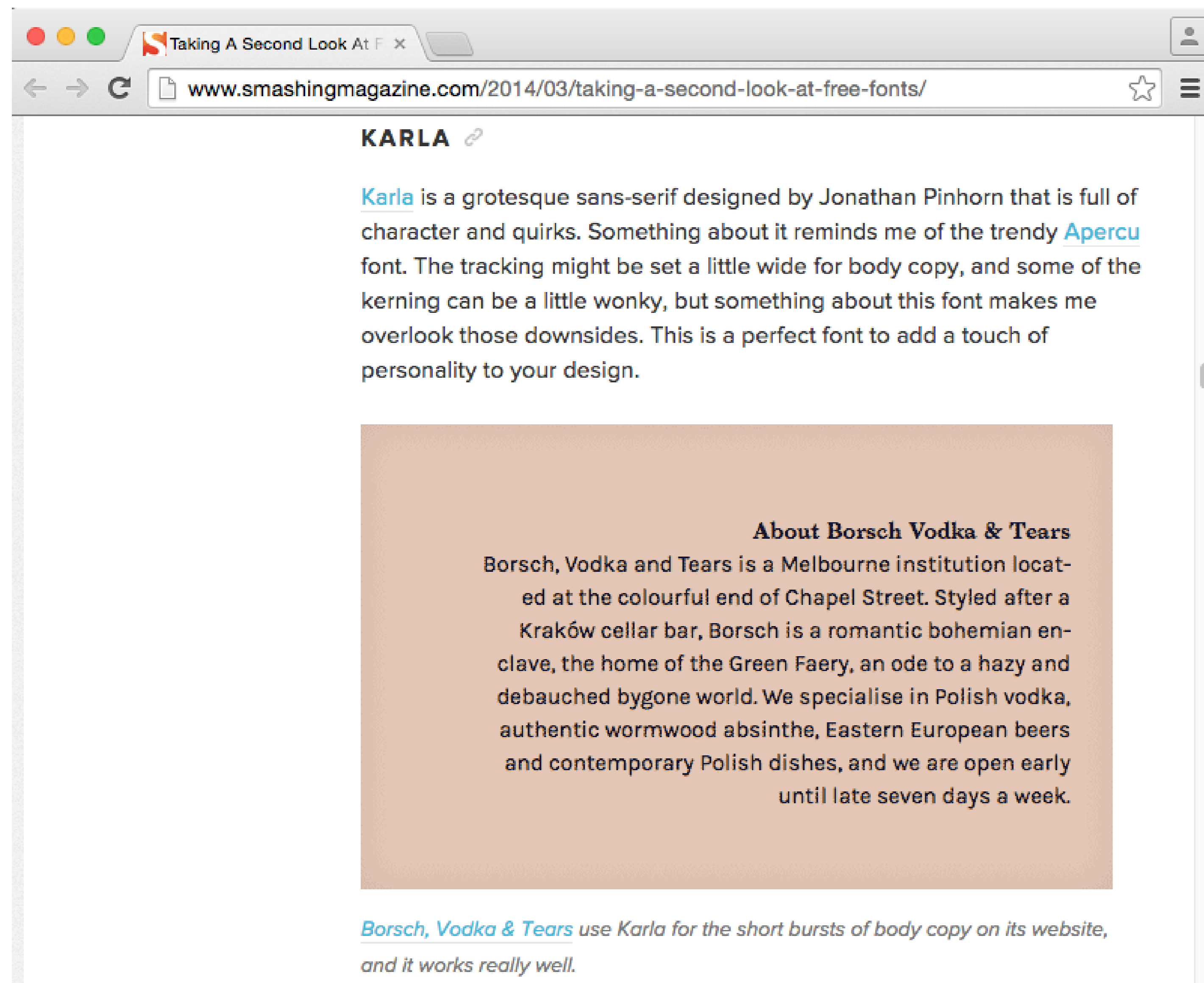
Although I wanted to use this typeface for my invitation card design, I could not do so due to budgetary concerns. Thus I decided to find an alternative for this typeface.

A screenshot of Colophon Foundry's Aperçu page

# Type Specimen (Cont'd)

Some contemporary typefaces that would fit those aforementioned adjectives:

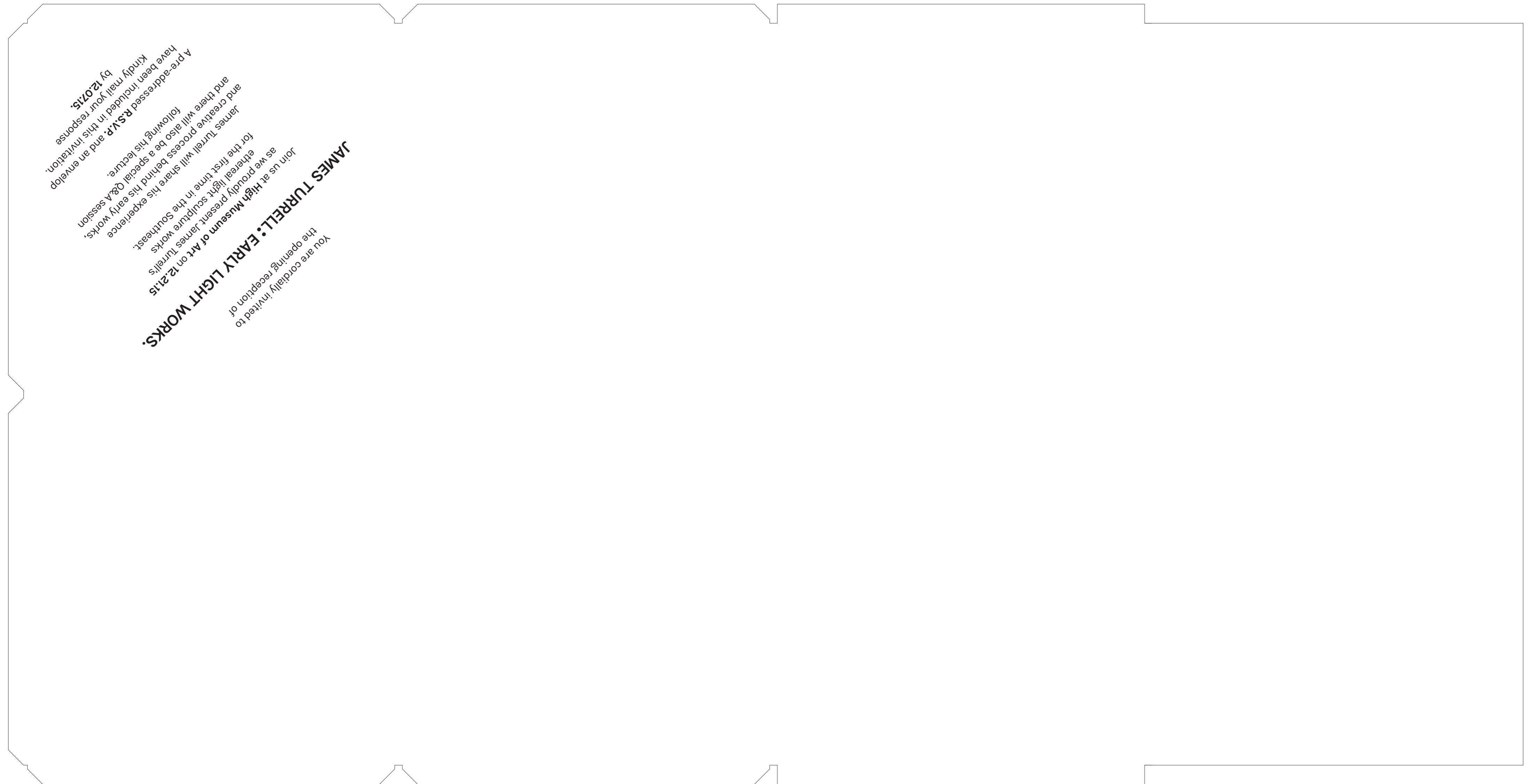
## KARLA



Karla Regular  
*Karla Italic*  
**Karla Bold**  
***Karla Bold Italic***

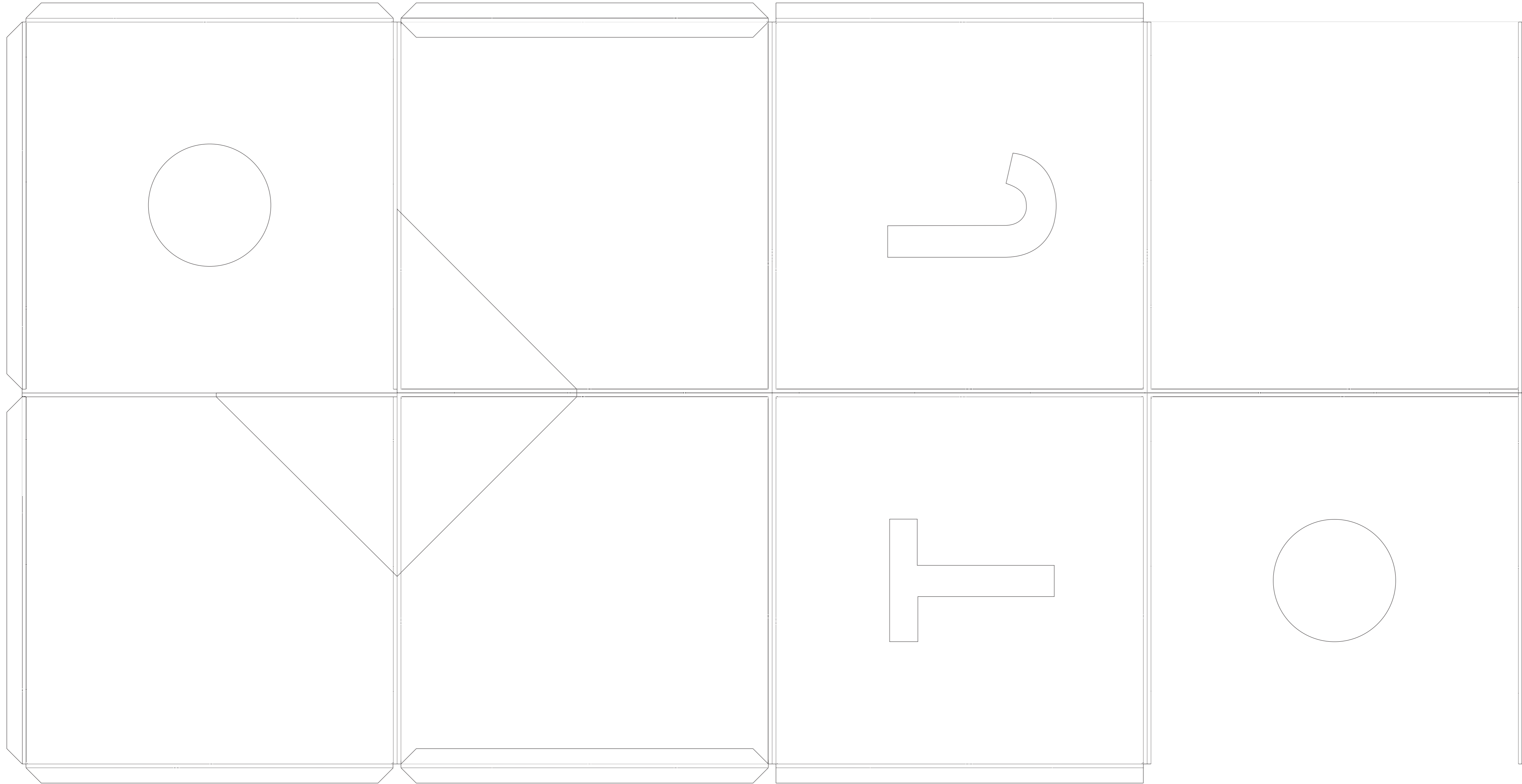
I ended up deciding to use Karla as my typeface because, as stated on the screenshot of the article from Smashing Magazine website, it has characteristics that would make it look similar to Apercu (the way their a's and r's look, etc.)

# Dieline: Front



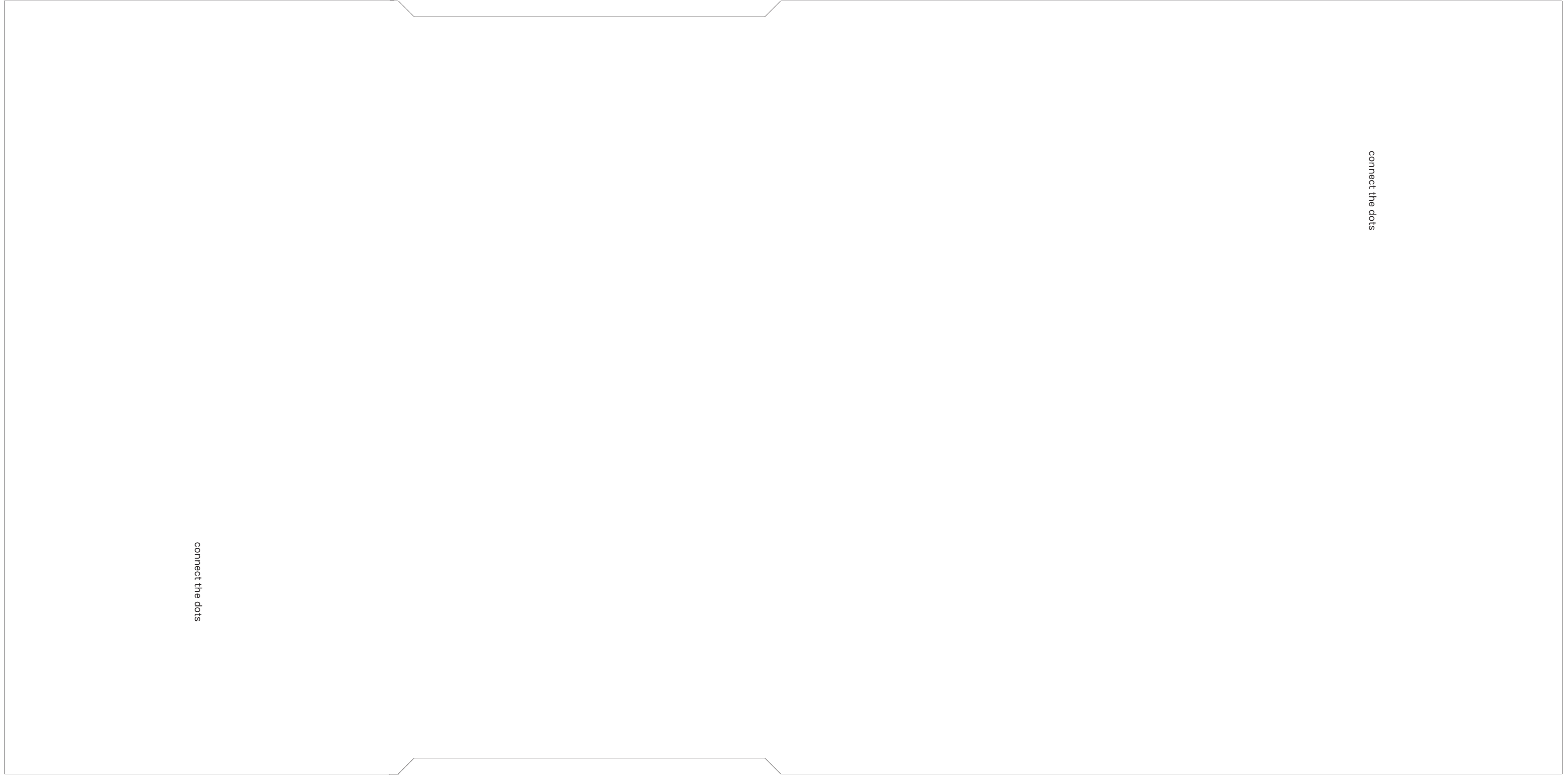
You are cordially invited to  
the opening reception of  
**JAMES TURRELL: EARLY LIGHT WORKS.**  
Join us at **High Museum of Art** on **12.21.15**  
as we proudly present James Turrell's  
ethereal light sculpture works  
for the first time in the Southeast.  
James Turrell will share his experience  
and creative process behind his early works  
following his lecture.  
A pre-addressed **R.S.V.P.** and an envelope  
kindly mail your response  
by **12.07.15.**

# Dieline: Back



# Dieline: Inner Sheet

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connect the dots

connect the dots

# R.S.V.P. Letter and Envelops

# RSVP

**Yes**, I would like to confirm my attendance to the event.

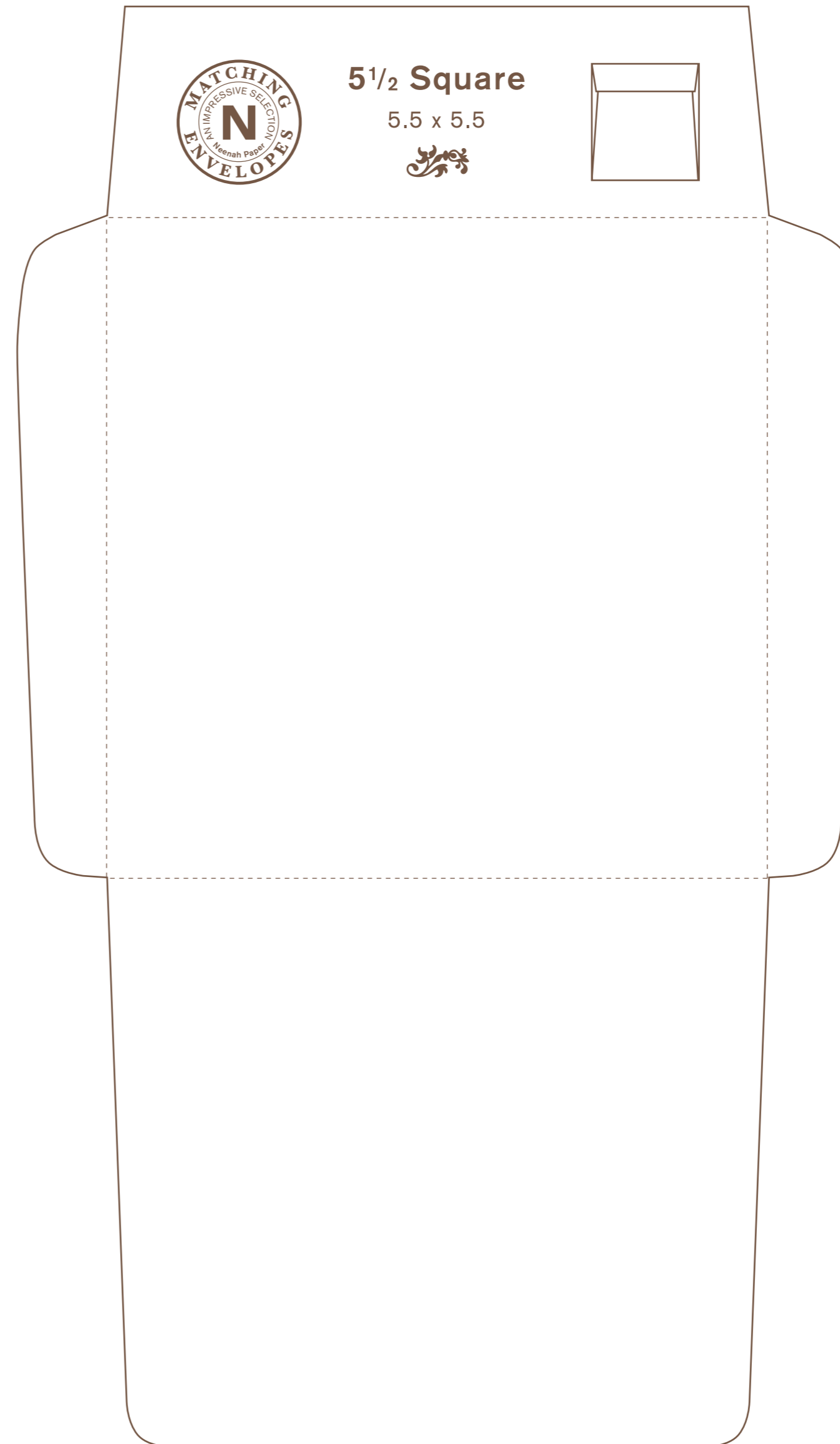
**No**, I regret that I am unable to attend the event.

NAME \_\_\_\_\_

PHONE \_\_\_\_\_

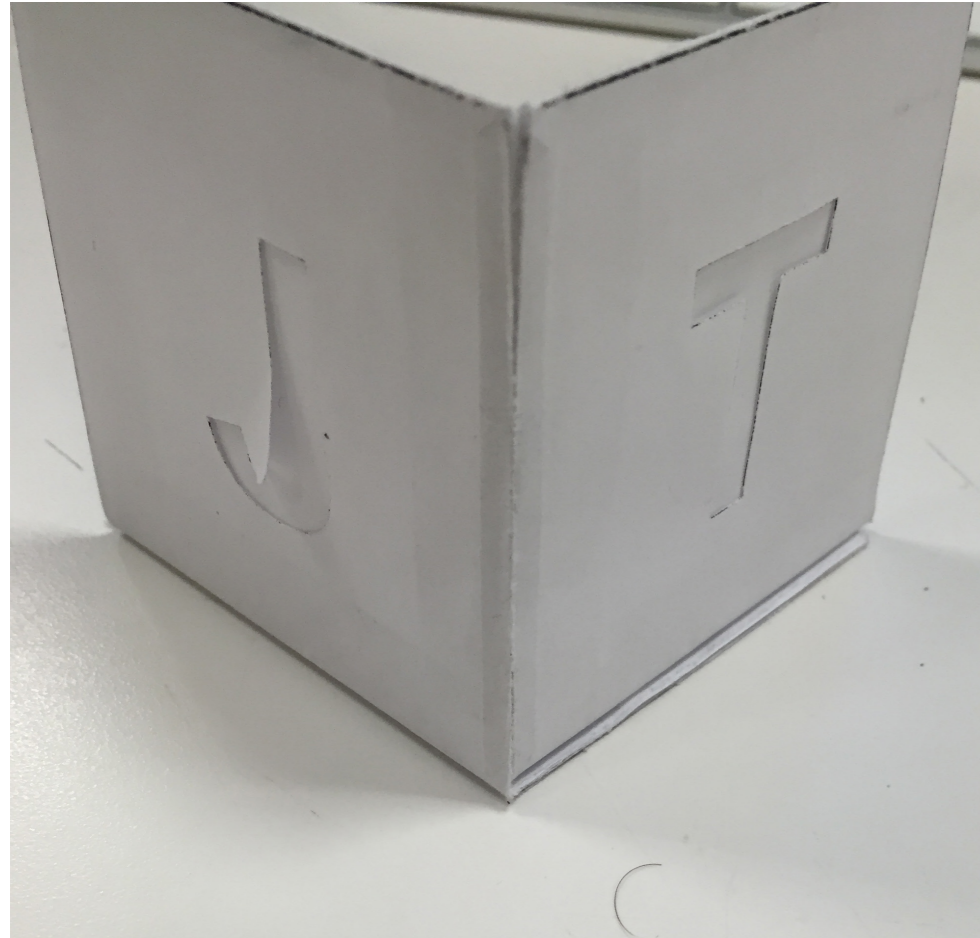
E-MAIL \_\_\_\_\_

RSVP  
Letter

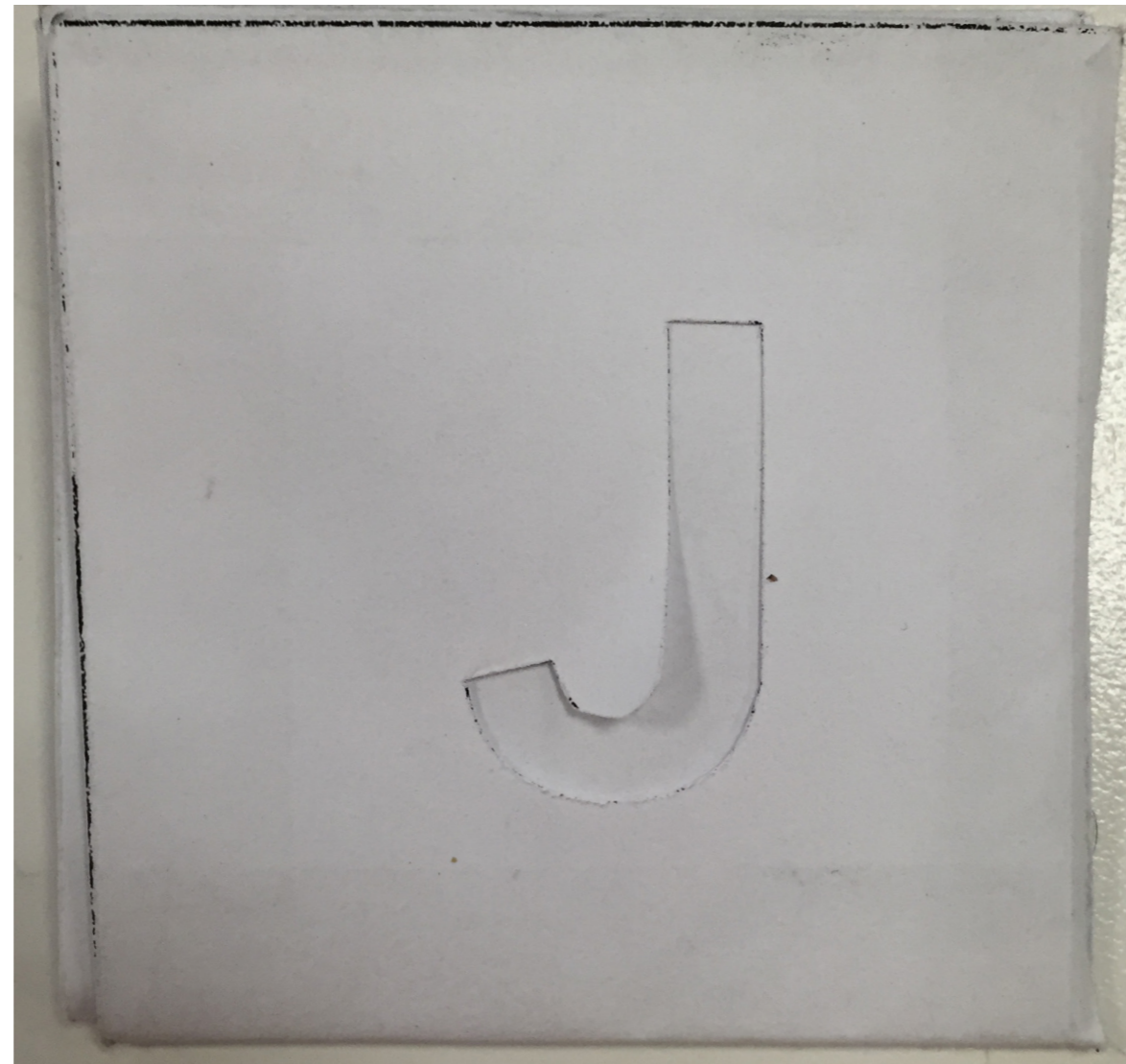
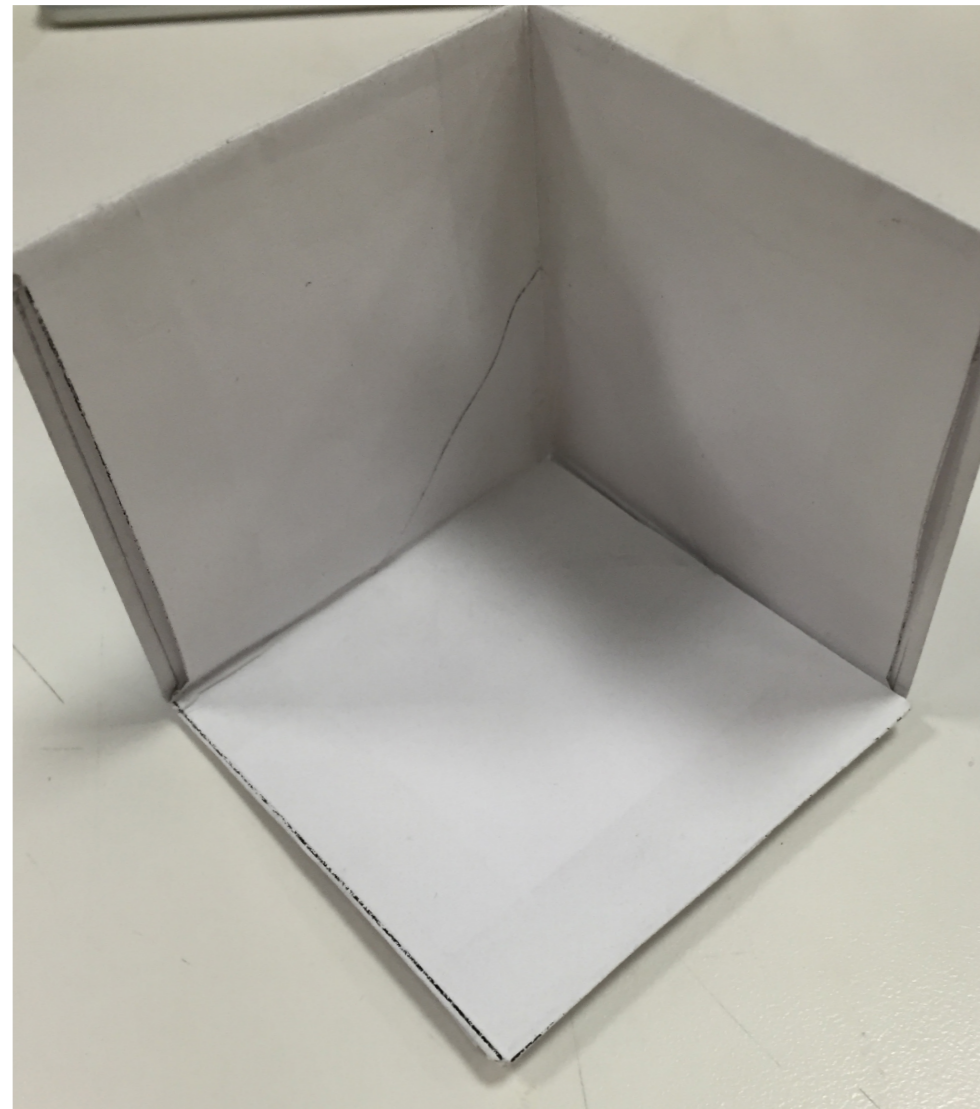


Envelope for  
both RSVP and the  
actual card. Tem-  
plate from Neenah  
Paper website.

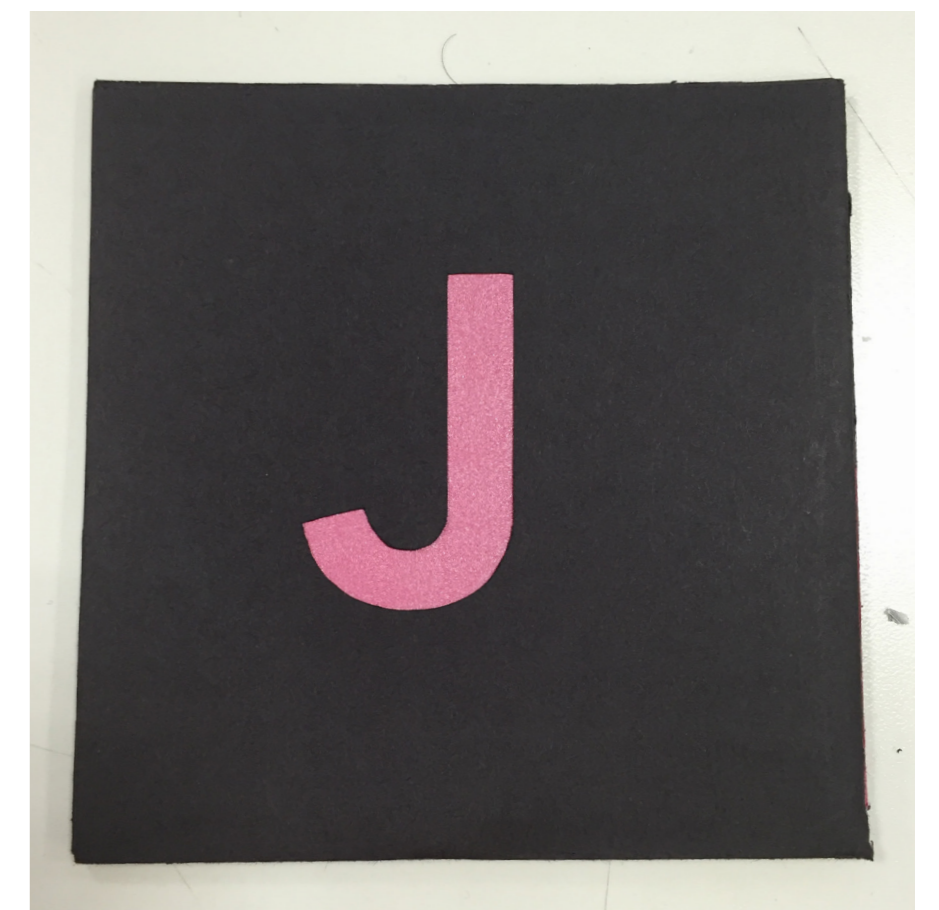
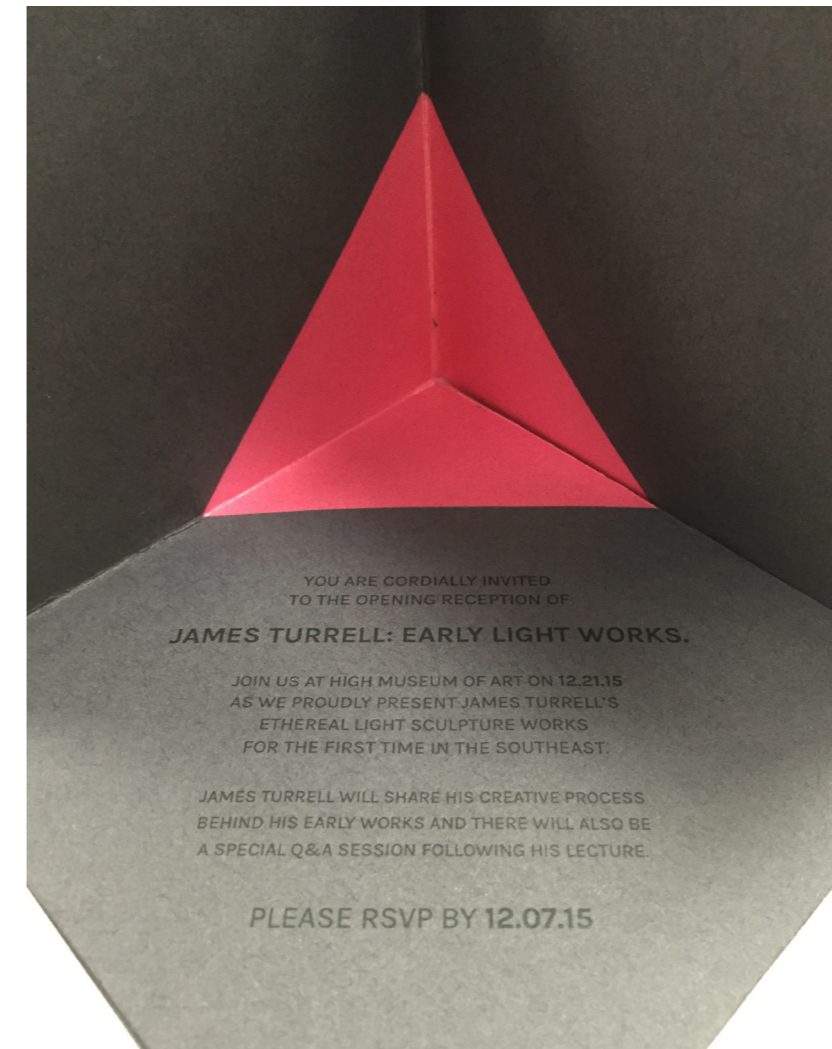
# Mock-ups



B&W Dummy

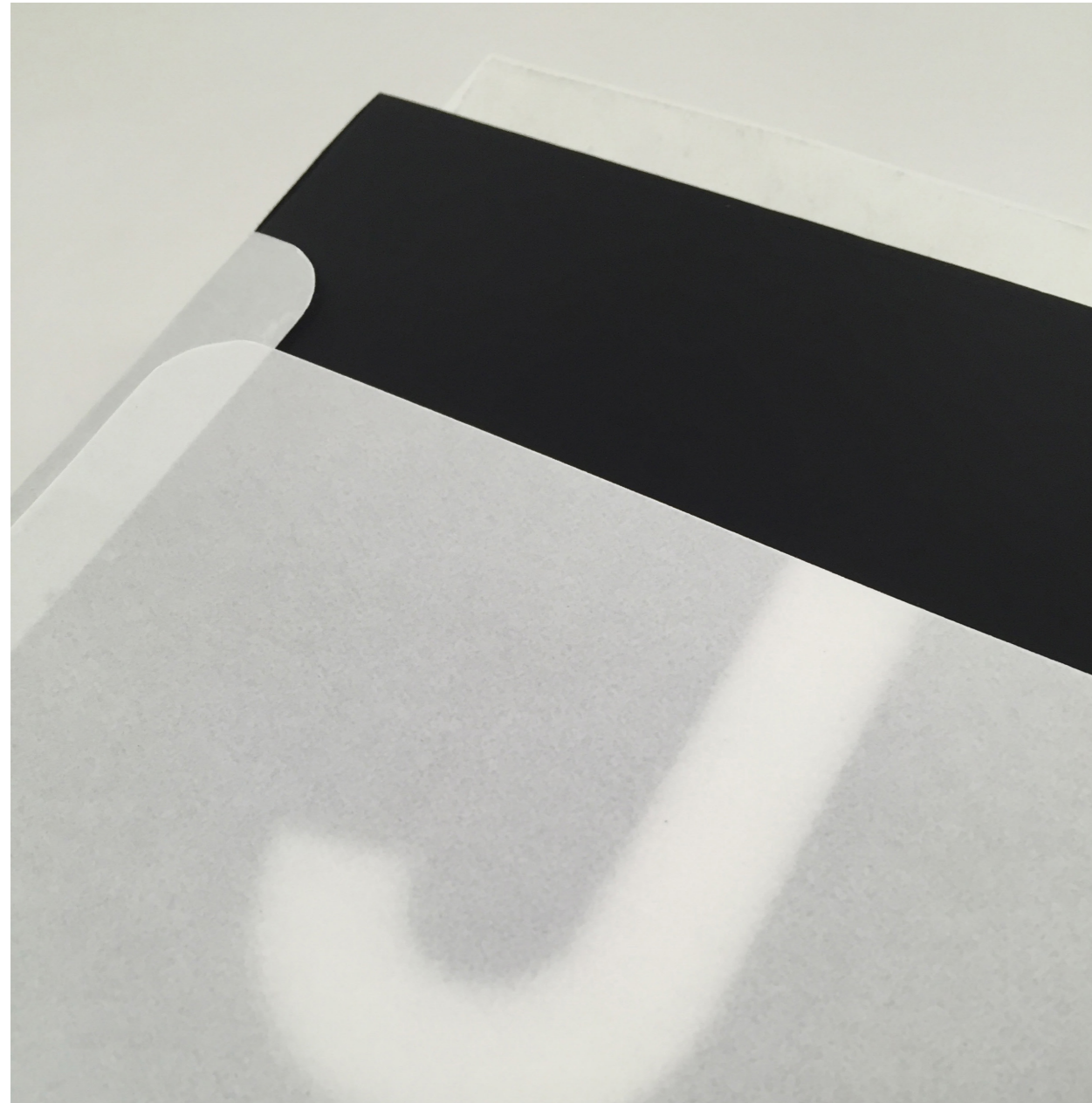


Color Dummy



Color choice was one of the biggest challenges of this project because there were just simply so many options, as James Turrell's works' color palette is very broad. At the end, I decided to choose black as the background color and white as the color of the light because white light is an amalgamation of all of the wavelength of visible lights.

# Final Design



## Paper Used:

- Neenah Plike® Text Black 95 lb, 28.3"X40.2"
- Neenah Esse® Text Pearlized White Smooth 80 lb, 25"X38"
- Neenah UV/Ultra II ® Writing Radiant White – Smooth Digital 36 lb, 12"X18"

Used silver foil not only for the legibility of the text but also for the luminosity.

Envelops for the actual invitation card is translucent because James Turrell's works are all about the interaction between light and space.