APRIL, 2010—MAY, 2011
RIT’s Industrial Design program opened its first exhibition of work by a graduating class on May 6, 2011. While authorized and encouraged by the department faculty, the concept of the exhibition was originated and carried out entirely by students.

As of now, the next graduating class has promised to carry on the legacy of our work and the department faculty has expressed interest of codifying a senior show into the future curriculum.

Here’s how we did it:

**MAY, 2010**

Having no idea how to put on a student exhibition, took a train to New York and crashed Pratt Show’s opening night.

**JUNE—AUGUST, 2010**

Research and strategizing.

**SEPTEMBER, 2010**

Returned to RIT for a new year and began building our new student group with interesting activities, events and resources. Established a brand to promote group events, including the Senior Show.

**OCTOBER, 2010**

Wrote a proposal to RES Exhibit Services, a local trade show exhibit agency, to donate exhibit materials. They agreed to lend us modular walls, pedestals, lights, wide-format digital printing and more.

**DECEMBER, 2010—JANUARY, 2011**

DESIGN ON THE ROCs

Grown from an idea for a holiday-themed party for the School of Design, a multi-disciplinary design exhibit in January was the ideal opportunity for a dress rehearsal for the Senior Show. While initially a hard sell to our partner student groups, planned with very little time and even less money, Design on the ROCs turned out to be a wild success and attracted many visitors during its opening reception.

**MARCH, 2011**

Searches for an exhibit space in Rochester’s many former industrial buildings. Began designing exhibit brand, post cards and graphics. Engaged local and Internet-based media, created social networking and traditional media campaign.

**APRIL, 2011**

Closed on a space for the exhibition to be held in and immediately began on the exhibit design, holding a charrette for student input into the design.

**MAY 1–6, 2011**

Spent late nights and early mornings preparing for the gallery opening.

**MAY 20, 2011**

CLOSING NIGHT

Held a private reception after RIT’s graduation event for students, family, faculty and friends. Dismantled gallery, returned work and exhibit structures in the following week.
LIGHTS
Rented a tracklight system and mounted to ceiling beams.
Floodlights were used as room accents and for larger items, including the title wall.
Electric lines run into utility room for central access.

GRAPHICS
Provided a comprehensive wayfinding and storytelling system throughout the Village Gate complex and Senior Show gallery using graphics printed on weatherproof Sintra.
The title wall, featuring imagery used in other promotional materials, was printed on a wall-covering fabric sheet.

FLOW AND ORGANIZATION
The gallery was organized into zones, grouping objects of similar scale.
The first room, used to host the reception, also housed furniture projects from the study abroad and Metaproject courses.
A perimeter counter was used to display portfolios.

PEDESTALS AND PLINTHS
Each project was given a raw birch plywood background to rest on, and contrast from the concrete warehouse scene.
A uniform grid of 2x2" squares was used to organize the floor plan and standardize installation.
Title cards were printed on clear labels affixed to the ply.

Photo taken in main gallery during open hours.
Similar view rendered in 3ds Max during design phase.