

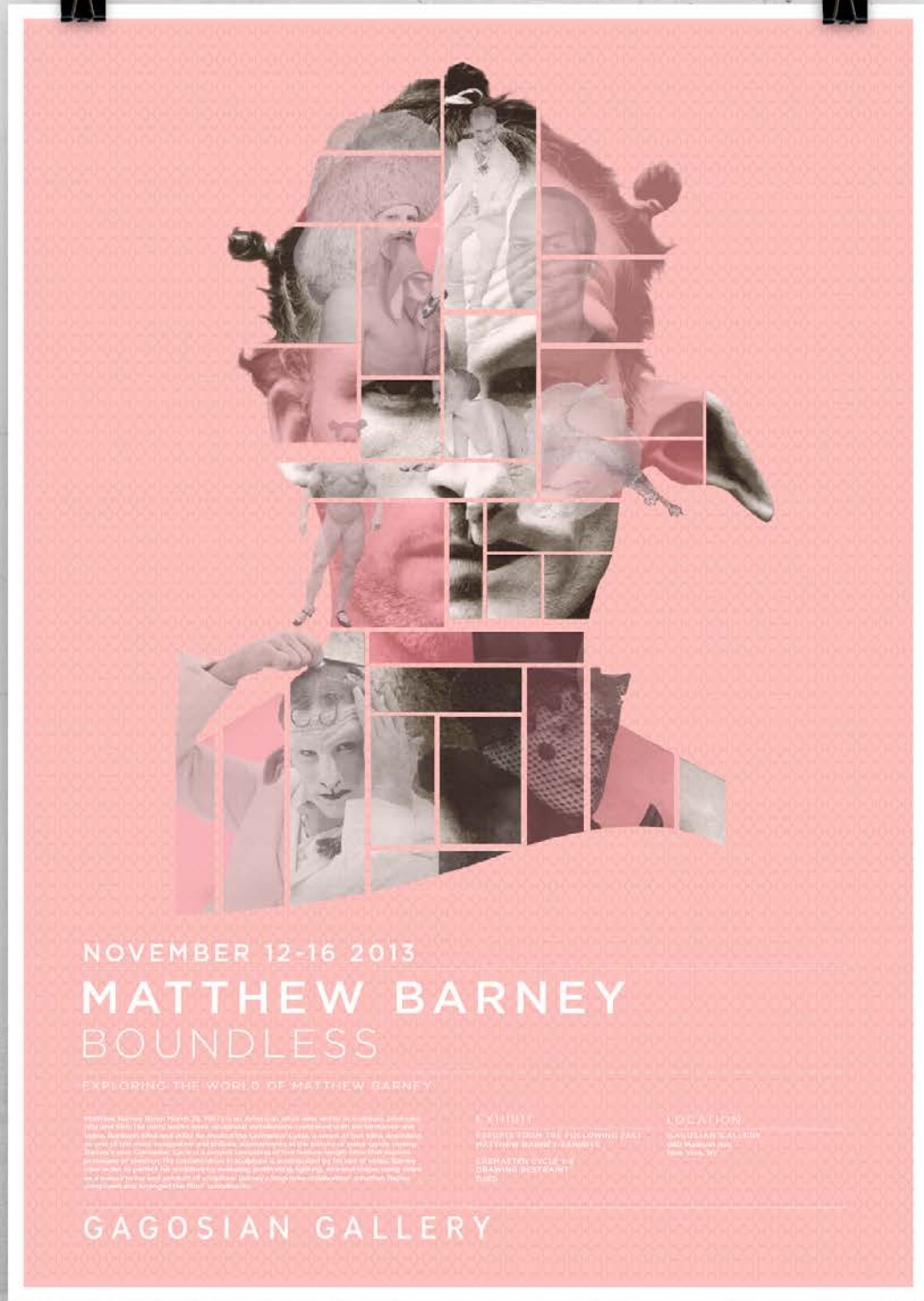
MATTHEW BARNEY EXHIBIT POSTER

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ENTRY CATEGORY: PRINT DESIGN

PROJECT RATIONALE:

Matthew Barney is an American performance artist and filmmaker. A poster design was created to advertise an upcoming exhibit celebrating Barney's most prominent work. The design was intended to interest those that are already fans of Barney, but also attract people who may not know who Barney is. The poster design is intended to be somewhat unconventional and provocative—similar to Barney's work. Fans of Barney would understand the colour choices, the inclusion of the symbol, and each of the characters displayed in Barney's face. That said, people unaware of Barney's work would find these choices eye-catching.

The objectives for this assignment were to create an eye-catching exhibit poster for the given artist. Using Matthew Barney's extensive collection of photography, a collage of Barney's multiple identities was created. The portrait was split into sections to represent the idea that Barney is bound to no singular identity, sex, or social norm. Simplistic typography was used to keep Barney's portrait the main focal point.



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