

# 2008 AAM Museum Publications Design Competition

The full list of winners and judges' comments on the first prizes.

## **The Frances Smyth-Ravenel Prize for Excellence in Publication Design ("Best in Show")**

Freer Gallery of Art/Arthur M. Sackler Gallery, Washington, D.C.  
*Asiatica 2008* annual report

"It's gorgeous, no question about it. It's a really beautiful example of taking an annual report into the realm of something people will want to keep and collect. The designer handles the work so beautifully. The typography, palette and photography are all perfect and beautiful. It feels like a yearly volume. It sets the standard for the museum community to create the best piece."

## Prizes awarded to institutions with budgets greater than \$750,000

### Exhibition Catalogues

#### First Prize

**National Gallery of Art**, Washington, D.C., *The Art of the American Snapshot, 1888–1978*

"The book flowed beautifully. It draws you in. It's richly reproduced. It honors the snapshot in ways you don't necessarily think about."

#### Second Prize

**Rockford Art Museum**, Rockford, Ill., *He and She: Vallien and Hydman Vallien*

#### Honorable Mention

**Smithsonian American Art Museum**, Washington, D.C., *From the Ground Up: 2007 Renwick Craft Invitational*

**Freer Gallery of Art/Arthur M. Sackler Gallery**, Washington, D.C., *Encompassing the Globe: Portugal and the World in the 16th and 17th Centuries*

**Peabody Essex Museum**, Salem, Mass., *Joseph Cornell: Navigating the Imagination*

**The Israel Museum, Jerusalem**, Jerusalem, *Surrealism and Beyond in the Israel Museum*

**The Eric Carle Museum of Picture Book Art**, Amherst, Mass., *Children Should Be Seen: The Image of the Child in American Picture Book Art*

**Norman Rockwell Museum**, Stockbridge, Mass., *American Chronicles: The Art of Norman Rockwell*

**Newport Art Museum and Art Association**, Newport, R.I., *Collector: The Collection of Elizabeth Brooke Blake*

**The Museum of Modern Art**, New York, *Georges Seurat: The Drawings*

*Posters*

First Prize

**North Carolina Museum of Natural Sciences**, Raleigh, N.C., *Reptile and Amphibian Day*

“It’s surprising. Snakes are eye-catching. It has great texture and color and gets your attention. The main image is crisp and sharp, and then you start seeing the transparent clovers for St. Patrick’s Day pop out. It’s wonderfully tongue-in-cheek. For as small as it is it’s very bold.”

Second Prize

**American Visionary Art Museum**, Baltimore, *Kinetic Cattle Drive*

Honorable Mention

**Freer Gallery of Art/Arthur M. Sackler Gallery**, Washington, D.C., *Patterned Feathers, Piercing Eyes: Edo Masters from the Price Collection*

**North Carolina Museum of Natural Sciences**, Raleigh, N.C., *Science Café Series— Summer Pests*

**North Carolina Museum of Natural Sciences**, Raleigh, N.C., *Science Café Series— Honeybees*

**Kansas Cosmosphere and Space Center**, Hutchinson, Kans., *50th Anniversary of Space Exploration*

**The Wolfsonian—Florida International University**, Miami Beach, Fla., *Ballet Mécanique* performance poster

**North Carolina Museum of Natural Sciences**, Raleigh, N.C., *Fossil Fuel Double Feature*

**Canadian Museum of Civilization**, Gatineau, Quebec, *Glenn Gould: The Sounds of Genius*

*Annual Reports*

First Prize

**Chicago Botanic Garden**, Glencoe, Ill., *Chicago Botanic Garden 2006*

“I like the idea that they took the theme of the annual report and worked it all the way through. To get the colors this vibrant—they really worked hard. There’s a lot of news you can use.”

Second Prize

**Children’s Museum of Pittsburgh**, Pittsburgh, *2006–2007 Annual Report*

Honorable Mention

**National Aquarium in Baltimore**, Baltimore, *2006 Annual Report*

**Sterling and Francine Clark Art Institute**, Williamstown, Mass., *2006–2007 Annual Report*

**The Ogden Museum of Southern Art**, New Orleans, *Ogden Museum of Southern Art, August 2005–August 2007*

## Books

### First Prize

**Getty Publications**, Los Angeles, *Ashen Sky: The Letters of Pliny the Younger on the Eruption of Vesuvius*

“It feels like a perfect outfit. It’s conceptually well conceived with its palette and typography. We love the spacing, leading and the way the art is cropped. We also love the attention to detail, like printing the gloss black inside the jacket.”

### Second Prize

**Smithsonian National Air and Space Museum**, Washington, D.C., *In Plane View/Abstractions of Flight*

### Honorable Mention

**Princeton Architectural Press**, New York, *Moderne: Fashioning the French Interior*

**Museum of New Mexico Press**, Santa Fe, *The Art of New Mexico: How the West Is One*

**Museum of New Mexico Press**, Santa Fe, *Changing Dreams: A Generation of Oaxaca’s Woodcarvers*

**Getty Publications**, Los Angeles, *My Travels with Clara*

**Virginia Museum of Fine Arts**, Richmond, *Modern and Contemporary Art at the Virginia Museum of Fine Arts*

**Getty Publications**, Los Angeles, *Edward Weston’s Book of Nudes*

**Spencer Museum of Art**, Lawrence, Kans., *The Prints of Roger Shimomura: A Catalogue Raisonné, 1968–2005*

**Museum of New Mexico Press**, Santa Fe, *Shared Images: The Innovative Jewelry of Yazzie Johnson and Gail Bird*

## Newsletters

### First Prize

**Chicago Botanic Garden**, Glencoe, Ill., *Garden Talk* member magazine

“They are well designed with great imagery on the covers. We love how the designer played with the functional grid. The images and color palette are great.”

### Second Prize

**Jule Collins Smith Museum of Fine Arts**, Auburn, Ala., *Jule Collins Smith Museum of Fine Arts, Fall 2007*

### Honorable Mention

**The Jewish Museum**, New York, NY, *Winter 2008 Members Newsletter*

**Delaware Art Museum**, Wilmington, Del., *Exhibitions and Programs, November/December 2007*

**Science Museum of Minnesota**, St. Paul, Minn., *Scope*

**SITES—Smithsonian Institution Traveling Exhibition Service**, Washington, D.C., *Siteline*, no. 54, Winter 2008

**Cheekwood Botanical Garden and Museum of Art**, Nashville, Tenn., *Inspire*

**Getty Publications**, Los Angeles, *First Draft*, Newsletter of the Getty Research Institute, no. 6

*Magazines*

First Prize

**University of California, Berkeley Art Museum and Pacific Film Archive**, Berkeley, Calif., *BAM/PFA Art and Film Notes*

“It’s really inventive, a great series. Art is on one side and film on the other. A lot of effort and some serious planning had to go into this. It’s a good reference tool; information is in small blurbs, though the magazine is oversized. It’s one color inside and not on fancy stock. It shows that even a one-color publication can win for design.”

Second Prize

**Australian Museum**, Sydney, *Explore Magazine*, vol. 29, nos. 3, 4, 5 and 6

**National Museum of Women in the Arts**, Washington, D.C., *Women in the Arts*

Honorable Mention

**Autry National Center**, Los Angeles, *Convergence Magazine*, Summer 2007

**Autry National Center**, Los Angeles, *Convergence Magazine*, Fall 2007

**Hirshhorn Museum and Sculpture Garden**, Washington, D.C., *Hirshhorn Magazine*

**The Institute of Contemporary Art Boston**, Boston, *New*, the ICA members magazine

**The Laboratory of Art and Ideas at Belmar**, Lakewood, Colo., *The Lab Notebook and News from Labrador*, No. 2, *The Pen Pals Issue*

**Artpace San Antonio**, San Antonio, Texas, *artpace 07.2*—Summer 2007, Spring 2007 and Winter 2007

**Peabody Essex Museum**, Salem, Mass., *Connections Members’ Magazine*, May/June 2007

**Yale University Art Gallery**, New Haven, Conn., *Yale University Art Gallery*, Fall 2007 Magazine

**Peabody Essex Museum**, Salem, MA, *Connections Members’ Magazine*, March/April 2007, January/February 2007 and September/October 2007

**American Visionary Art Museum**, Baltimore, *Visions*, vol. 13, *All Faiths Beautiful!*

**Folger Shakespeare Library**, Washington, D.C., *Folger Magazine*, Spring 2007, Fall 2007 and Summer 2007

*Scholarly journals*

First Prize

**Gilcrease Museum**, Tulsa, Okla., *Gilcrease Journal*

“There’s a nice variety of imagery. There’s a lot of visual information, but it’s still an attractive presentation.”

Second Prize

**White House Historical Association**, Washington, D.C., *White House History No. 20: White House Kitchens and Cooking*

Calendars

First Prize

**Skirball Cultural Center**, Los Angeles, *Noah’s Ark at the Skirball Calendar*

“It’s the clear winner. It’s really fun. The images are whimsical and very appealing. There are giant numbers; you can really use it. It conveys a lot of character and surprise.”

Second Prize

**American Folk Art Museum**, New York, *A Year of Folk Art Quilts 2008 Wall Calendar*

Honorable Mention

**Fort Vancouver National Historic Site**, Vancouver, Wash., *Treasures of Fort Vancouver The Museum collection 2008*

Invitations to Events

First Prize

**American Visionary Art Museum**, Baltimore, *Home + Beast Feast*

“We love the whimsy—you can’t get cooler than a fuzzy invitation. It’s the thing you keep and show everyone.”

Second Prize

**Houston Museum of Natural Science**, *Lizards and Snakes: Alive!* media party

Honorable Mention

**Smithsonian American Art Museum**, Washington, D.C., *John Alexander: A Retrospective* opening

**Smithsonian American Art Museum**, Washington, D.C., *From the Ground Up: 2007 Renwick Craft* Invitational opening

**Maryland Institute College of Art**, Baltimore, *Art-A-Fare*

**Frye Art Museum**, Seattle, *R. Crumb* opening

**Houston Museum of Natural Science**, *Frogs!* media party

**The Jewish Museum**, New York, *An Enchanted Evening*—Jewish Museum’s Masked Ball in Celebration of Purim

**Houston Museum of Natural Science**, *Cockrell Butterfly Center Reopening* media party

**Science Museum of Minnesota**, St. Paul, Minn., *SciParty*, the Science Museum's 100th anniversary gala

**Skirball Cultural Center**, Los Angeles, *Noah's Ark at the Skirball*

**Cheekwood Botanical Garden and Museum of Art**, Nashville, Tenn., *Fabergé Exclusive Preview Party*

*Press Kits*

First Prize

**Cleveland Metroparks Zoo**, *Cleveland Metroparks Zoo*

"The large, oversized interior pockets hide the materials. Press kits tend to be raggedy or catch-alls; this is very clean, very consistent. The pieces are interchangeable and work together. It's visually controlled."

Second Prize

**The Metropolitan Museum of Art**, New York, *Education—The Metropolitan Museum of Art*

Honorable Mention

**Science Museum of Minnesota**, St. Paul, Minn., *A Day in Pompeii*

*Fundraising/Membership Materials*

First Prize

**Chicago Botanic Garden**, Glencoe, Ill., *Case Statement for Plant and Science Conservation*

"The colors and repetition of squares makes us want to give money to them."

Second Prize

**Judah L. Magnes Museum**, Berkeley, Calif., *Campaign Case Materials for Bridges: The Campaign for Magnes*

Honorable Mention

**Stepping Stones Museum for Children**, Norwalk, Conn., *An Opportunity to Grow: The Campaign for Stepping Stones at Ten*

**Freer Gallery of Art/Arthur M. Sackler Gallery**, Washington, D.C., *Encompassing the Globe: Portugal and the World in the 16th and 17th Centuries Gala Program*

**Autry National Center**, Los Angeles, *Heart of the West Campaign Materials*

**The Walters Art Museum**, Baltimore, *Series of Postcards for Planned Giving*

*Calendars of events*

First Prize

**The Institute of Contemporary Art Boston**, Boston, *Summer 2007 Program brochure*

"It's well organized and the type in the headline is easy to see."

**August Wilson Center for African American Culture**, Pittsburgh, *August Wilson Center, 2007/2008 Season brochure*

“It’s clever for a limited palette. We like the type treatment. It’s easy to figure out where you need to look. There’s a nice mix of duotones with black and white.”

Honorable Mention

**Museum of Fine Arts, Boston**, Boston, *Concerts in the Courtyard brochure*

**Freer Gallery of Art/Arthur M. Sackler Gallery**, Washington, D.C., *Korean Film Festival D.C.*

**The Nelson-Atkins Museum of Art**, Kansas City, Mo., *Explore Art*

**Hood Museum of Art**, Hanover, N.H., *Hood Museum of Art, 2007 General Brochure*

*Educational resources*

First Prize

**The Speed Art Museum**, Louisville, Ky., *Five Easy Pieces Family Fun Guides*

“We like the diagonal accordion cut and the way it flows. The design is carried through in multiple combinations.”

Second Prize

**The Metropolitan Museum of Art**, New York, *Roman Art: A Resource for Educators*

Honorable Mention

**Queensland Art Gallery**, Brisbane, Australia, *Andy Warhol—Kids Activity Book*

**North Carolina Museum of Natural Sciences**, Raleigh, N.C., *Educator’s Guide 07–08*

**Foundation for the National Archives**, Washington, D.C., *Archive This! The National Archives’ Archivist-in-Training Kit*

**Dallas Museum of Art**, Dallas, *Summer Artventures: Dallas Museum of Art, 2007 Family Experiences*

**The Huntington Library, Art Collections and Botanical Gardens**, San Marino, Calif., C.S.I.: *Conservatory Science Investigation*

**Chicago Botanic Garden**, Glencoe, Ill., *Best Practices Catalogue*

**Wave Hill**, Bronx, N.Y., *Magnify Your World poster and field cards*

*Supplementary Materials*

First Prize

**Museum of Fine Arts, Boston**, Boston, *Archival Replicas brochure*

“They brought the pictures right to the edge, an interesting way of doing it. It’s very good printing. The vivid white backgrounds lift the pictures off the page. They really thought through how to enhance the images.”

Second Prize

**Springs Preserve**, Las Vegas, Nev., *Group Sales Kit*

Honorable Mention

**Smithsonian American Art Museum**, Washington, D.C., *The Prints of Sean Scully* brochure

**Yale University Art Gallery**, New Haven, Conn., *Yale University Art Gallery* table tents

**Mid-America Arts Alliance**, Kansas City, Mo., *Return of the Yellow Peril: A Survey of the Work of Roger Shimomura, 1969–2007* exhibition brochure

**Delaware Art Museum**, Wilmington, Del., *Case Statement for the Museum “Delaware Art Museum: Who Needs It?”*

**National Aquarium in Baltimore**, Baltimore, *Community Brochure*

**August Wilson Center for African American Culture**, Pittsburgh, *Charles “Teenie” Harris Rhapsody in Black and White* traveling exhibition gallery guide

**Sterling and Francine Clark Art Institute**, Williamstown, Mass., *The Clark Is Growing* save-the-date card

*Marketing/Public Relations Materials*

First Prize

**New England Aquarium**, Boston, *MBTA Penguin Poster*

“It speaks for itself. It tells you exactly what to do: Go to the aquarium. We like such details as the no-smoking sign, the asymmetry and the funky typeface.”

**SITES—Smithsonian Institution Traveling Exhibition Service**, Washington, D.C., *Dig It! The Secrets of Soil* marketing piece

“It’s fun—We love it! It’s an example of less is more. It’s clever. We would call based on this.”

Second Prize

**Freer Gallery of Art/Arthur M. Sackler Gallery**, Washington, D.C., *Patterned Feathers, Piercing Eyes: Edo Masters from the Price Collection*

Honorable Mention

**SITES—Smithsonian Institution Traveling Exhibition Service**, Washington, D.C., *American Letterpress: The Art of Hatch Show Print*

**The Ogden Museum of Southern Art**, New Orleans, *Rebuild. Restore. New Orleans.*

**Houston Museum of Natural Science**, Houston, *Lucy’s Legacy* newspaper polybag

**Houston Museum of Natural Science**, Houston, *Lizards and Snakes: Alive!* newspaper polybag

**Houston Museum of Natural Science**, Houston, *Frogs!* newspaper polybag

## Prizes awarded to institutions with budgets less than \$750,000

### Exhibition Catalogues

#### First Prize

**Main Art Gallery California State University, Fullerton**, Calif., *The Way of the Artist: Reflections on Creativity and the Life, Home, Art and Collections of Richard Marquis*

“It’s well conceived and attentively designed. The photographs are vivid and compelling. It’s a quirky artist, but they treated him in a rich, serious fashion.”

#### Second Prize

**CCA Wattis Institute for Contemporary Arts**, San Francisco, *Artists of Invention: A Century of CCA*

#### Honorable Mention

**Center for Art, Design and Visual Culture**, Cantonville, Md., *Andrea Robbins and Max Becher: Portraits*

**University of Hawaii Art Gallery**, Honolulu, *Excelling the Work of Heaven: Personal Adornment from China*

**International Quilt Study Center and Museum**, Lincoln, Neb., *Quilts in Common*

**Skagit County Historical Museum**, La Conner, Wash., *Harvesting the Light: Images of Contemporary Skagit Farm Life*

**Visual Arts Museum at the School of Visual Arts**, New York, *Click Chic: The Fine Art of Fashion Photography*

**Visual Arts Museum at the School of Visual Arts**, New York, *The Master Series: Steven Heller*

### Posters

#### First Prize

**Westmont College Reynolds Gallery**, Santa Barbara, Calif., *The Still-Life Show*

“It’s an interesting image, and they kept the design simple. We like the addition of the graphic touch, which visually pulls your eye down. It’s not complicated but does an excellent job of getting its point across.”

#### Honorable Mention

**Pearson Air Museum**, Vancouver, Wash., *Second Saturday Cinema*

### Annual reports

#### First Prize

**Aspen Art Museum**, Colo., *AAM Annual Report 05–06*

“It’s very lively and interesting. They didn’t overdo the text. I like that they used it as a chance to highlight the exhibition. It gives the report a double function of showing everything that’s come through the museum.”

Honorable Mention

**Longwood Center for the Visual Arts**, Farmville, Va., *LCVA Annual Report 2006–07: A Year as a Gift*

*Books*

First Prize

**Museums Australia (Victoria)**, Carlton South, Victoria, *Exhibitions: A Practical Guide for Small Museums and Galleries*

“We haven’t seen a piece like this. It’s a nice use of two colors. There a good grid, and it’s easy to read despite the small typeface.”

Second Prize

**The Noble Maritime Collection**, Staten Island, N.Y., *The Terrible Captain Jack Visits the Museum or, A Guide to Museum Manners for Incurable Pirates and the Like*

Honorable Mention

**Yale Center for British Art**, New Haven, Conn., *Art and Emancipation in Jamaica*

**Middlebury College Museum of Art**, Vt., *Walter Cerf: A Personal Odyssey*

*Newsletters*

First Prize

**Adkins Arboretum**, Ridgely, Md., *Native Seed*

“The color palette and illustrations are consistent with the mission. The gatefold is useful. It’s easy to display. It feels very natural and tactile.”

Second Prize

**Paul and Lulu Hilliard University Art Museum**, Lafayette, La., *Viewfinder—Museum Newsletter*

*Magazines*

Honorable Mention

**Senator John Heinz History Center**, Pittsburgh, *Western Pennsylvania History—Winter 2007, Fall 2007, Summer 2007 and Spring 2007*

**Aspen Art Museum**, Aspen, CO, *Members Magazine*

*Scholarly Journals*

First Prize

**Drake Well Museum**, Titusville, Pa., *Oilfield Journal*

“It’s a good treatment of historical information. It doesn’t feel like one color. We like the good bleeds and the use of photography and typeface. The map insert adds a lot.”

Second Prize

**Center for Art, Design and Visual Culture**, Cantonville, Md., *The 1980’s: A Virtual Discussion*

*Invitations to Events*

First Prize

**Westmont College Reynolds Gallery**, Santa Barbara, Calif., *The Still-Life*

“There’s a nice graphic treatment of the title. The scale is attractive. There a sense of what the show is about. The layout is enticing. There’s an old style to it with a contemporary twist.”

Second Prize

**FIDM Museum and Galleries**, Los Angeles, *The 16th Annual Art of Motion Picture Costume Design Exhibition Opening Night*

Honorable Mention

**Longwood Center for the Visual Arts**, Farmville, VA, *Special Event: Jack Blanton Recognition*

**Westmont College Reynolds Gallery**, Santa Barbara, Calif., *Storytellers: Childrens Book Illustrators Show*

**Visual Arts Museum at the School of Visual Arts**, New York, *The Master Series: Steven Heller*

*Press Kits*

First Prize

**U.S. National Slavery Museum**, Fredericksburg, Va., *U.S. National Slavery Museum: Commemorating—Understanding—Overcoming*

“It’s very full/jam-packed. It’s thorough. They’re going to get a lot of mileage out of it. It’s focused on the whole museum. There’s a nice texture, a durable cover. It’s very substantial and thoughtfully put together without being overbearing. The design is very readable and successful.”

Second Prize

**Ohr-O’Keefe Museum of Art**, Biloxi, Miss., *George Ohr Rising: The Emergence of an American Master*

*Fundraising/Membership Materials*

Honorable Mention

**Sky City Cultural Center and Haa’ku Museum**, Acoma, N.Mex., *Friends of Haa’ku Museum Membership Application*

**Westmont College Reynolds Gallery**, Santa Barbara, Calif., *Reynolds Gallery 2007–2008 Membership Brochure*

*Calendars of Events*

Honorable Mention

**Salisbury University**, Salisbury, Md., *Exhibitions and Events, Spring 2008*

**San Jose Institute of Contemporary Art**, San Jose, Calif., *Talking Art Public Programs Schedule 2007–2008*

*Educational Resources*

First Prize

**Museum of Anthropology**, Winston-Salem, N.C., *Museum of Anthropology Education Programs Guide*

“It’s contemporary and clean and represents different designs. It invites teachers to use it with its colors and graphic balance.”

Second Prize

**Dallas Contemporary**, *Art Think™ Journal*

*Supplementary Materials*

First Prize

**Phoenix Airport Museum**, *Exhibition Postcards/Gift Pack*

“The art is reproduced really well. The postcards are multifunctional. It’s nicely packaged—makes you want to pick them up and thumb through them.”

Second Prize

**Rice University Art Gallery**, Houston, Brochure published in conjunction with *John Cerney: Big Landscape, Big West*

Honorable Mention

**Middlebury College Museum of Art**, Vt., *Art in Public Places*

*Marketing*

First Prize

**Visual Arts Museum at the School of Visual Arts**, New York, *The Master Series: Steven Heller*

“This piece fits its mission of appealing to design students. It announces boldly who’s talking.”