



# AMERICAN ASSOCIATION OF MUSEUMS

1575 EYE STREET NW. SUITE 400  
WASHINGTON DC 20005

## 2007 AAM Museum Publications Design Competition

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

**Solomon R. Guggenheim Museum**, New York

*Zaha Hadid*

"The book is a piece of art. It is rich and lush."

"The design pushes the boundaries, just like the architect."

"It makes you focus on the architecture."

"The black pages frame the photographs. The high contrast is reflected in the type."

"The designers were able to play. The outside foldout covers are echoed in the inside pages."

"It's a very powerful piece, very seductive, contemporary and innovative."

"It was well thought-out across the board. There was great courage on the part of the publisher, and the designer took a lot of risk."

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

#### *Exhibition Catalogues*

#### **First Prize**

**Williams College Museum of Art**, Williamstown, Mass.

*Beautiful Suffering: Photography and the Traffic in Pain*

"The beautiful photographs, the subject and design all go together and respect the content of the photos—the traffic in pain. You can't help but have a visceral reaction. It is respectful but not boring. You've seen many of the photos before, but the book is not dull. The typography changes from smaller to larger type—it connects with the ups and downs of the subject matter. The typography has a light feel to it, and it doesn't weigh down the photos. It is a tough subject matter to present. It successfully combines photojournalism, advertising and contemporary art."

#### *Posters*

#### **First Prize**

**Smithsonian National Museum of African Art**, Washington, D.C.

*African Vision: The Walt Disney-Tishman African Art Collection* (series of three)

"They are beautifully photographed and printed. The horn especially made good use of space."

#### *Annual Reports*

#### **First Prize**

**Freer Gallery of Art and Arthur M. Sackler Gallery**, Washington, D.C.

*Asiatica*

"Every page is so well thought out. The typography is perfect, and it's a good choice of paper stock. A good color palette with a nice, soft feel and a varied use of texture and palette."

#### *Books*

#### **First Prize**

**Museum of New Mexico Press**, Santa Fe

*Classic Hopi and Zuni Kachina Figures*

"Remarkable. The photos are superb, using a lot of color photos up front instead of dead text. A nice treatment: the blind stamp. For sheer drama, I'd edge it over our #2 choice. [This museum's] entries are the strongest in the entire category."

#### *Newsletters*

#### **First Prize**

**Chinati Foundation**, Marfa, Tex.

*Chinati Foundation Annual Newsletter*, vol. II

"It's bilingual, and, very cleverly, they make the Spanish in small, bold type and the English in regular, creating a highly readable contrast on every page."

#### *Magazines*

#### **First Prize**

**Amon Carter Museum**, Fort Worth, Tex.

*Program: A Members Magazine*, September 2006–February 2007

"Very good quality photographs, very good images; clean, classic design."

*Scholarly Journals*

**First Prize**

**Museum of Fine Arts, Houston**

*Versions and Inversions: Perspectives on Avant-Garde Art in Latin America*

"It's a concise, clean layout. It is small and manageable with nice printing. However, the accompanying CD should have been attached to the back."

*Invitations to Events*

**First Prize**

**Florida Museum of Natural History**, Gainesville, Fla.

*Director's Dinner*

"This was a very strong category. The trompe l'oeil quality draws you in—you feel as if there are actually pressed flowers in it."

*Calendars*

**First Prize**

**The New York Botanical Garden**, Bronx, N.Y.

*The New York Botanical Garden Engagement Calendar for 2007*

"We love the spot graphics of bees and butterflies on random pages. It's a great Mother's Day gift. It's almost too pretty to write on."

*Press Kits*

**First Prize**

**Corning Museum of Glass**, Corning, N.Y.

*Botanical Wonders: The Story of the Harvard Glass Flowers*

"The folder has a texture and pattern repeated throughout. They thought through the branding from the inserts to the CD label to the positioning of the business card. It has simple but beautiful packaging. We thought they were real—not glass—flowers!"

*Fund-Raising/Membership Materials*

**First Prize**

**Peabody Essex Museum**, Salem, Mass.

*EIMA Program Package*

"Lively, with a good use of color—the bright persimmon gets your attention. Nice use of the sans serif font. For a fund-raising piece, you need to make the person who receives it feel good about giving money to the institution, that it's making the most of what it has rather than overspending on fund-raising materials."

*Calendars of Events*

**First Prize**

**Yale Center for British Art**, New Haven, Conn.

*Yale Center for British Art Calendar of Events*, September 2006–April 2007, set of three

"This section has some very strong contenders. Such a classy treatment, especially the cover. Very consistent. Often you see photos of kids in museums, for the cute appeal, but in these the children are framed by the artwork, giving it a different look. It's very traditional, but that's their image."

*Educational Resources*

**First Prize**

**Smithsonian National Museum of African Art**, Washington, D.C.

*School Programs, Outreach, Teacher Services 2006-2007*

"It opens to a beautiful photo both in full view and eight details. It uses sophisticated images, working with the shape of the horn, and contrasts the grays and reds well."

*Supplementary Materials*

**First Prize**

**Weatherspoon Art Museum**, Greensboro, N.C.

*Dario Robleto: Chrysanthemum Anthems*

"It's unique. I love the lift tags with the artwork attached. The reader gets to interact by lifting the art to see the caption. It's a wonderful square format. The background of the pages changes in a varying value of colors—it's a subtle but very striking change."

*Marketing/Public Relations Materials*

**First Prize**

**SITES—Smithsonian Institution Traveling Exhibition Service**, Washington, D.C.

*Beyond: Visions of Planetary Landscapes* exhibition prospectus

"One of the strongest things I've seen today. The color is so incredible. Everything just draws you in."

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

*Exhibition Catalogues*

**First Prize**

**Longwood Center for the Visual Arts**, Farmville, Va.

*Reflecting Centuries of Beauty: The Rowe Collection of Chinese Art*

"It's like a present tied up with a ribbon and Chinese coin. It's a small format, but it's manageable. The typography works well with the art. It's clean with enough leading."

Posters

**First Prize**

**Visual Arts Museum**, New York

*The Masters Series: Jules Feiffer*

"Love the image; it's got real 'zing.' They did a good job communicating the content."

Annual Reports

**First Prize**

**The Amistad Center for Art and Culture**, Hartford, Conn.

*The 2006 Annual Report of the Amistad Center for Art and Culture*

It's effective even with the low budget. It's subtlety sophisticated."

Books

**First Prize**

**Elmhurst Historical Museum**, Elmhurst, Ill.

*Visionary: An Elmhurst Retrospective*

"Nicely printed, with a sensitive use of type and color—very effective. Local history books often have a very focused appeal, but this made me want to go to Elmhurst."

Calendars

**First Prize**

**Walter Anderson Museum of Art**, Ocean Springs, Miss.

*Perceptions of the Golf Coast James McConnell Anderson*, 2007 centennial calendar

"The unusual and varied backgrounds enhance the art but don't interfere. It adds visual interest."

Invitations to Events

**First Prize**

**Lux Art Institute**, Encinitas, Calif.

*Save the Date for Lux Gala, Lux After Dark*

"What a clever idea to divide it into two parts: a Save the Date poster and an invitation. The shadow effect caused by the die-cut letters plays on the theme of Lux after Dark."

Fund-Raising/Membership Materials

**First Prize**

**Adkins Arboretum**, Ridgely, Md.

Capital campaign brochure

"Striking. I love the debossed stamp. The coloration of the green type and black type carries the verdant theme through. These are architectural renderings, but they look like art—almost like a Monet."

Educational Resources

**First Prize**

**Jewish Historical Society of Greater Washington**, Washington, D.C.

*Jewish Washington: Scrapbook of an American Community*

"Executed quite elegantly. The intricate photo corners on the images are a nice detail. It's unusual to bring really good design to an activity guide for children. I think that's laudable."

Supplementary Materials

**First Prize**

**University of Maryland, The Art Gallery**, College Park, Md.

*Just Above Water: Michael Platt*

"It's very gutsy and very strong. The typography is very clean. There's beautiful mix of textured paper, which reflects the visual texture of the artwork."

Marketing/Public Relations Materials

**First Prize**

**Lux Art Institute**, Encinitas, Calif.

Informational brochure

"The photography, type, printing—all great. There are no mistakes. Every spread is so deliberate and full."

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