



UIA2020RIO

27th World Congress of Architects

Project Name: Not All White Walls
DEPLOYING COLOR SPATIALLY IN EXHIBITION DESIGN

Authors: Palmyra Geraki

Country: US / Greece



This project was commissioned by California College of the Arts to showcase a wide range of work from different creative disciplines without sacrificing a cohesive attitude towards the space. A light, neutral atmosphere and an equitable distribution of exhibition space across the disciplines.

The design sought to eliminate spatial hierarchies created by the existing architecture, which consists of a 383'-long by 25'-wide central nave and smaller adjoining rooms, typically considered less desirable exhibition real estate. With cost being a major limitation in this project, the proposed intervention was focused on working with existing architectural elements such as movable partitions and 3-dimensional framing devices and incorporating existing elements such as pedestals.

In the final design, the four 100-square-foot rooms not only retained the spirit of the existing architecture and space, but also functioned as a gateway between the central nave and the smaller rooms, creating a more equitable and integrated viewing experience.

The use of color was contextual as the white wall remains the default "neutral" in exhibiting most forms of art. Part of the success of the design was its ability to deploy color spatially to define enclosure, all the while providing a vibrant background that complemented certain artworks without significantly reducing the white wall space needed by others.

