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Executive Summary
**Thesis Statement**

The expansion of the Queer community since the inception of the Queer rights movement has led to culture gaps and fracturing among differing Queer social groups. Rebuilding the connections between these unique groups would give Queer people insight into others as well as themselves. Fostering unity in this way can galvanize the community at large, while at the same time, addressing systemic internal phobias, deepening an individual’s sense of self, and reinforcing empathy with the struggles of others.

Thought-provoking, educational spaces that welcome conversation among broad demographics of Queer people have the power to build community through discussion of Queer history and mental health.

**Subject Description**

The Rainbow Connection is a dialogic exhibition aimed at building Queer empathy and connectivity between differing Queer groups, galvanizing these groups and building cohesion between them.

The exhibition will be a place for people to tell their stories and listen to the stories of others in various formats.

As the people who participate are, the exhibition will become a living organism through this participation. Its growth will be apparent to visitors almost daily.
Mission
The American LGBTQ+ Museum preserves, investigates, and celebrates the dynamic histories and cultures of lesbian, gay, bisexual, transgender, and queer people, as well as those of the emergent and adjacent identities among our communities. Using exhibitions and programs, we seek to advance LGBTQ+ equality through the lens of social justice movements, including, but not limited to, race, gender, class, immigration, and disability.

Mission
To cultivate intergenerational community and preserve LGBTQ+ history through oral story sharing. We produce and film live storytelling events and facilitate programs to foster connection and empathy across all ages, classes, and sexual and gender identities.
**Project Goals**

This exhibition will:
- Foster dialogue between different Queer social groups.
- Build more robust Queer historical narratives.
- Address internal homophobias.
- Address misunderstandings between Queer social groups.
- Build understanding of Queer history.
- Collect relevant Queer artifacts for local communities and for the American LGBTQ+ Museum.
- Build relationships between people of differing Queer identities.
- Support the mission of the American LGBTQ+ Museum by preserving, investigating, and celebrating the dynamic histories and cultures of Queer people, and advancing LGBTQ+ equality through the lens of social justice movements.

**Experience Goals**

Participants will experience:
- Intimate dialogue with Queer strangers.
- Intimate moments with Queer objects.
- A sense of Queer community.

**Education Goals**

Participants will:
- Deepen their understanding of differing Queer people.
- Deepen their understanding of Queer history through the study and dialogue of Queer objects.
- Learn the relationship between empathy and connectivity.
- Learn the relationship between connectivity, galvanization, and political power.
Audience Motivators

Explorers
The introduction to the exhibition will be designed to pique both empathy and curiosity, encouraging participants to be explorers. Visitors who are curiosity-driven with a generic interest in the content of the exhibition. They expect to find something that will grab their attention and fuel their learning.

Facilitators
Queer attendees who bring their loved ones will likely be facilitators. Additionally, in many cases, the one-on-one interactions will encourage at least one of the participants to act as a facilitator. Visitors who are socially motivated. Their visit is focused on primarily enabling the experience and learning of others in their accompanying social group.

Professional / Hobbyists
Virtually all attendees will be in some capacity fit in this category. Visitors who feel a close tie between the exhibition content and their professional or hobbyist passions. Their visits are typically motivated by a desire to satisfy a specific content-related objective.

Experience Seekers
In the case of this exhibition, Experience Seekers may be motivated either socially or emotionally, perceiving the exhibition as an important destination rather than being merely popular. Visitors who are motivated to visit because they perceive the exhibition as an important destination.

Rechargers
Housed in community centers, the hope is all participants will perceive the exhibition as a refuge. Visitors who are primarily seeking to have a contemplative, spiritual and/or restorative experience. They see the exhibition as a refuge from the work-a-day world or as a confirmation of their beliefs.

The Exhibition will cater to Queer adults and their loved ones.

While the exhibition will be open to the public, the aim is building unity within the Queer community, not building acceptance outside of it.
**New York**  
The Lesbian, Gay, Bisexual & Transgender Community Center  
208 W 13th St  
New York, NY 10011

**Massachusetts**  
BAGLY  
28 Court Square  
Boston, Massachusetts 02108

**Maine**  
Equality Community Center  
15 Casco St  
Portland, Maine 04101

**Washington, D.C.**  
The DC Center for the LGBT Community  
2000 14th Street NW, Suite 105  
Washington, District of Columbia 20009

**South Carolina**  
We Are Family Youth Center  
1801 Reynolds Ave, Unit B  
North Charleston, South Carolina 29405

**Georgia**  
Southern Jewish Resource Network for Gender and Sexual Diversity  
1530 Dekalb Ave, Suite A  
Atlanta, Georgia 30307

**Florida**  
Pridelines  
6360 NE 4th Court  
Miami, Florida 33138

**Texas**  
Resource Center  
5750 Cedar Springs Rd  
Dallas, Texas 75235

**Southern California**  
Center-WeHo Los Angeles LGBT Center  
8745 Santa Monica Blvd., 2nd Floor  
West Hollywood, California 90069

**California - Bay Area**  
LYRIC Youth Center  
127 Collingwood street  
San Francisco, California 94114  
United States

**Puerto Rico**  
Waves Ahead: Centro LGBT para el Adulto Mayor in Cabo Rojo,  
San Juan & Maunabo 1149 Ave  
Americo Miranda San Juan, Puerto Rico 00921

**Oregon**  
Q Center  
4115 N Mississippi Ave  
Portland, Oregon 97217

**Colorado**  
The Center on Colfax  
1301 E. Colfax Ave  
Denver, Colorado 80218

**Minnesota**  
QUEERSPACE collective  
530 N 3rd St  
Minneapolis, Minnesota 55401

**Illinois**  
Center on Halsted  
3656 N Halsted St  
Chicago, IL 60613
The Center is a Queer Community Center and New York City Landmark in Greenwich Village. It has 12 rentable meeting spaces, ranging from 200 SF to 2,000 SF scattered throughout the 3 floors and 3 interconnected buildings with additional common areas.
Overcoming Our Queerphobias

The Acceptance Dilemma

Social Justice

Political Justice

Colorful Bodies

Colorful Minds

You Belong, You Are Loved

Counterculture

The Rainbow Connection
The American LGBTQ+ Museum
The Generations Project
I-010
SECOND FLOOR
SIMPLIFIED PLAN

SCALE: 3/32" = 1'-0"
EXHIBITION DESIGN MA CAPSTONE 2023
FASHION INSTITUTE OF TECHNOLOGY

THE AMERICAN LGBTQ+ MUSEUM
THE GENERATIONS PROJECT

THIRD FLOOR
Simplified Plan

DRAWN BY: DV
CHECKED BY: DV
DO SET ISSUED: 12/6/2023

SCALE: 3/32" = 1'-0"
The American LGBTQ+ Museum

The Generations Project

12/6/2023

DV

AS NOTED

I-012
Since The Rainbow Connection is primarily a dialogic exhibition, much of the content comes from the visitors, who become active participants in the exhibition content. Supplemental content is outlined below.

0. You Belong, You Are Loved
   Introduction - You are greeted by staff and given an overview of the exhibition. Make A Connection - Visitors will be taken to a maker space open to all, and will be welcome to spend time here both before and after their journey through the exhibition. Incomers will be welcome to ask questions, and outgoers will be invited to share their experience.

1. Overcoming Our Queerphobias
   What are you Afraid of? - We all have some internalized biases against each other, but when you step back, we all want the same thing: freedom to control our own lives. This area will show what we’re afraid of about each other, and will aim to dispel our biases with humor.

2. Political Justice
   Keith Haring and the AIDS Crisis - located in “The Keith Haring Room” and the adjacent space at The Center, the story of the AIDS crisis will be told through the lens of Keith Haring. Order in the Court! - This area will be designed to resemble a courtroom, with objects on trial, object theater style, telling the object's story and point of view, as well as the government response.

3. Social Justice
   About/face - Silhouettes of real people are located around the perimeter of a dark space. When you approach a silhouette, they speak to you in a variety of tones and demeanors. It will show how, unprompted, people can receive wildly different receptions for superficial or nonexistent reasons and, in some instances, will show what prompts people to change their thinking.

4. The Acceptance Dilemma
   Since the Stonewall Uprising, our community has grown more and more fractured. What are the factors that have contributed to this and how do we work towards making it right? This area will share information with lo-fi interactives that make visitors work to varying degrees to gain information, much in the same way many Queer people have to work to access resources.

5. The Rainbow Connection
   Participants will be paired up with a stranger for a curated and loosely facilitated one-on-one conversation with objects that are all pieces of Queer history, life, and culture. Each collection of objects will weave an interpretive narrative. The pair will be given prompts and will be given 20-30 minutes to discuss the objects, sharing personal stories and deepening their understanding of a person they have never met before now.
6. Colorful Minds

Hidden History - Queer people and Queer spaces have existed for as long as society. What pieces of Queer history are we beginning to uncover now? This area will be a timeline of Queer individuals and their experiences, including the unanswered and the unanswerable, demonstrating clearly that though we can’t identify the missing pieces, we know with certainty pieces are missing.

Gender Identity - What is gender, and what is gender identity? What words do we use to describe ourselves in these contexts? This will be a focused educational space, leveraging first person narrative to create an understanding of gender, prefacing the subsequent activity.

7. Colorful Bodies

I’m Not My Body - Stories of celebration abound. Light and happy music plays, and vignettes with first person narrative interwoven with video, and images and objects are located throughout, sharing stories of people finding joy in their body, whatever form it takes.

My Body, My Choice - Visitors will enter a space that appears to be silent, giving a sense of unease. Only upon exploring will visitors discover the accompanying narratives of violence inflicted against Queer people just for expressing themselves. Vignettes containing objects and images, and/or video are accompanied by directional audio of first person narrative that can be heard only in front of the vignette.

8. Counterculture

Much of counterculture is hidden, taking place in private, at unpublished events, and in bars and other venues off the beaten path. What is it really about? Why is it important to some Queer people, and why are cishets so afraid of it? This experience has three parts from the perspectives of three archetypes of Queer counterculture and the environments Queers forge for themselves:

Street – Stories of sex workers, addicts, and cruisers, and why they do what they do.

Dyke Bar – A curated snapshot looking into what makes a Lesbian bar different from gay bars or cishet bars.

Back Room – This dungeon showcases scenes and tales of debauchery, emphasizing practices, consent, and safety.

9. You Belong, You Are Loved

Visitors walk into a bright, sunny, colorful, welcoming space with lounge seating, refreshments, and a message wall, where visitors can share their thoughts about the exhibition, or their experiences outside of it. Visitors will be welcomed to stay and reflect upon their experience with other visitors.
On Site

- The Center and other venues will advertise and preregister participants in the month leading up to the exhibition opening. This will continue throughout the exhibition by exhibition staff.

- A visual identity for the exhibition will be added to the building exterior, key circulation paths, and the building lobby.

- Events for the exhibition and for the venue will be organized in partnership, first, to ensure existing community services aren’t compromised, and second to ensure advertising and appropriateness of the

Digital

- The American LGBTQ+ Museum, The Generations Project, The Rainbow Connection, and The Center and other venues will advertise and preregister participants online in the month leading up to the exhibition opening. This will continue throughout the exhibition.

- The “Rainbow Connection” activation and other events where possible will be offered in digital venues, to ensure participation by people who cannot attend in physical still have opportunity to participate.
You Belong, You Are Loved

Introduction
SEE a colorful, bright welcome area, and smiling staff.

DO interact with staff, graphics, and other participants to get an overview of the exhibition

EXPERIENCE a moment of joy and welcome, shared with staff and other visitors.

LEARN what to expect while exploring the exhibition

Make A Connection
SEE a colorful maker space, and smiling staff and visitors.

DO interact with other visitors who are beginning their journey, and participants who are concluding their journey while tinkering with crafts or sitting comfortably.

EXPERIENCE A moment of insight and joy.

LEARN what to expect from the exhibition.

Overcoming Our Queerphobias

What are you Afraid of?
SEE a dim, spooky, cavernous space with limited visibility.

DO explore exhibits leveraging lenticular graphics, objects, Pepper’s ghost, digital media, and large scale graphics to poke fun at our biases.

EXPERIENCE what appears to be a haunted house, but upon exploring, reveals itself to be a playful lesson on bias.

LEARN gain insight into your own biases while at the same time coming to understand others who are marginally different.

Political Justice
Keith Haring and the AIDS crisis
SEE Keith Haring’s 1989 mural, ‘Once Upon A Time,’ which celebrates sexual liberation in the days before the AIDS epidemic, peppered with (temporary) objects and graphics

DO explore original and iconic artwork while learning about the AIDS crisis.

EXPERIENCE an immersive Keith Haring experience tied to the AIDS crisis.

LEARN about the AIDS crisis and Keith Haring.

Order in the Court!
SEE a traditional courtroom populated with non-traditional “defendants”

DO explore important Queer objects that have stories to tell about political oppression and overcoming it

EXPERIENCE object theater where objects become the first person narrative accounts of historic events, speaking to what they witnessed.

LEARN how Queer people have been oppressed by government and how the obstacles have been overcome, or how we still struggle with them.

Social Justice
About/Face
SEE & HEAR a dark room with silhouettes of people that appear to be speaking.

DO interact with the silhouettes, which will speak and display their words as you approach them

EXPERIENCE a diversity of opinions on Queer culture as well as redemption stories

LEARN about the various biases the cishet population holds, as well as what can prompt people to change their minds.
The Acceptance Dilemma

SEE a room full of graphics, images, and visual data.

DO explore the information in various formats, with varying degrees of effort required to view the information.

EXPERIENCE the inequities different Queer people have to endure to access the same resources.

LEARN about the factors that have contributed to community fracturing and how we can work towards making it right.

The Rainbow Connection

SEE a bustling, colorful space full of pairs of people in deep conversation

DO have a one on one conversation with a stranger while building Queer narrative.

EXPERIENCE an intimate experience with a stranger, prompted by curated objects

LEARN how common ground can be found in unlikely ways and places.

Colorful Minds

Hidden History

SEE a timeline of Queer history through the perspectives of people whose names you may know.

DO explore Queer people throughout history, many of whom we are only beginning to understand now.

EXPERIENCE a bright, educational gallery for all ages

LEARN about Queer people you didn’t know about before, what we do and don’t know, and what we may never be able to answer.

Gender Identity

SEE a colorful, playful activity area.

DO learn about gender, what gender is, and the differences between gender, sex, and sexual orientation.

EXPERIENCE a colorful, playful activity area where you gain insight into yourself and others.

LEARN about gender identity in preparation for the upcoming areas.

Colorful Bodies

I’m Not My Body

SEE a welcoming space full of sound, light, objects, and audio narrative

DO explore first person narratives of Queer identity where people celebrate who they are, regardless of their body.

EXPERIENCE a welcoming space full of sound, light, objects, and audio narrative where people celebrate who they are, who they are becoming, and who they want to be.

LEARN about gender identity and the societal misalignments between gender and sex.

My Body, My Choice

SEE a warm, plush, dim, and eerily quiet space

DO feel uneasy as you explore the silence, despite seeing the videos and other visitors listening.

EXPERIENCE a sense of disembodiment as you watch and listen to first person accounts of Queer violence from a distance.

LEARN about the different types of violence Queer people endure, including sexual violence.

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SEE a room full of graphics, images, and visual data.

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LEARN about the different types of violence Queer people endure, including sexual violence.
**Counterculture**

**Street**
SEE a thoroughfare reminiscent of Christopher Street in the 1980’s

DO explore billboards, fliers, bus shelters, and construction barriers with content in lieu of traditional advertisements

EXPERIENCE your own level of comfort or discomfort as you explore a space to relax and enjoy a beverage, or wander about.

LEARN about Queer street culture outside of the mainstream narrative.

**Dyke Bar**
SEE a dive bar modelled after the famous Cubbyhole.

DO explore the bar, it's aesthetic, vibe, and objects, and buy a drink.

EXPERIENCE a freeing Lesbian dive bar with supplemental content.

LEARN about the underrepresented Women-who-have-sex-with-Women community outside of the mainstream narrative.

**Darkroom**
SEE a sex club modeled after the now-defunct Paddles.

DO explore the dungeon, it’s aesthetic, vibe, and objects.

EXPERIENCE a dark, thumping, gay dungeon with supplemental content, evoking sexual freedom.

LEARN about the men-who-have-sex-with-men community outside of the mainstream narrative.

**You Belong, You are Loved**

**You Belong, You are Loved**
SEE a bright, sunny, colorful, welcoming space with lounge seating, refreshments, and a message wall

DO share thoughts about the exhibition, or experiences outside of it

EXPERIENCE a bright, sunny, colorful, welcoming space to sit comfortably and reflect upon your experiences.

LEARN what you and others have gotten out of the exhibition

**Full Circle**
SEE the colorful, bright welcome area you began your journey in.

DO interact with incoming participants to welcome them and give them an overview of the exhibition.

EXPERIENCE a moment of joy and welcome, shared with staff and other visitors.

LEARN why other have come to the exhibition, and what they expect to get out of it.
The American LGBTQ+ Museum
The Generations Project
12/6/2023
DV
DV
AS NOTED

I-053
KEY AREA - POLITICAL JUSTICE
SCALE: AS NOTED

NOT FOR CONSTRUCTION
D.VILLELLA NCIDQ CERT NO. 029111
EXHIBITION DESIGN MA CAPSTONE 2023
FASHION INSTITUTE OF TECHNOLOGY

DRAWN BY: DV
CHECKED BY: DV
DD SET ISSUED: 12/6/2023
KEY AREA - SOCIAL JUSTICE

Our children will be forced to learn that homosexuality is normal and natural and that perhaps they...
homosexual behavior is an affront to the family values of one man-one woman, and
I-057

KEY AREA - THE RAINBOW CONNECTION

NOT FOR CONSTRUCTION

D.VILLELLA NCIDQ CERT NO. 029111
EXHIBITION DESIGN MA CAPSTONE 2023
FASHION INSTITUTE OF TECHNOLOGY

DRAWN BY: DV
CHECKED BY: DV
DD SET ISSUED: 12/6/2023

SCALE: AS NOTED
1. Get an Introduction
2. Review the Discussion Guide
3. Meet someone new
4. Examine and Discuss Objects
5. Continue Exploring
6. Take New Connections with You
The American LGBTQ+ Museum
The Generations Project

I-059

KEY AREAS - COLORFUL MINDS AND COLORFUL BODIES
The American LGBTQ+ Museum
The Generations Project
12/6/2023
DV
DV
AS NOTED

DRAWN BY:
CHECKED BY:
DD SET ISSUED:
CLIENT
PROJECT
D.VILLELLA NCIDQ CERT NO. 029111
SCALE:
NOT FOR CONSTRUCTION
EXHIBITION DESIGN MA  CAPSTONE 2023
FASHION INSTITUTE OF TECHNOLOGY

KEY AREA - YOU BELONG, YOU ARE LOVED

I-061
SCALE: AS NOTED
Lists & Schedules
**GRAPHIC SPECIFICATIONS**

<table>
<thead>
<tr>
<th>TYPE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>PET Wall Applied Graphic, HDPL on 1/4” FSC MRMD body, 1/4” Adodized Aluminum Header accent</td>
</tr>
<tr>
<td>B</td>
<td>Back Lit Polycarbonate Lenticular Graphic</td>
</tr>
<tr>
<td>C</td>
<td>Applied Printed Graphic on White PET substrate. Drytac Polar PET 170 or approved equal.</td>
</tr>
<tr>
<td>D</td>
<td>Applied Printed Graphic on White PET substrate. Drytac Polar PET 170 or approved equal.</td>
</tr>
<tr>
<td>E</td>
<td>Applied Printed Graphic on Clear PET substrate. Drytac ViziPrint Impress Clear or approved equal.</td>
</tr>
<tr>
<td>F</td>
<td>HDPL on 1/4” FSC MRMD substrate.</td>
</tr>
<tr>
<td>F2</td>
<td>HDPL on 1/4” FSC MRMD substrate.</td>
</tr>
<tr>
<td>G</td>
<td>PET Wall Applied Graphic, HDPL on 1/4” FSC MRMD</td>
</tr>
<tr>
<td>H</td>
<td>HDPL on 3/4” marine grade plywood</td>
</tr>
<tr>
<td>H2</td>
<td>HDPL on 3/4” marine grade plywood with specular film overlay</td>
</tr>
<tr>
<td>J</td>
<td>HDPL on 1/4” FSC MRMD substrate. Raised cut letters in PET resin</td>
</tr>
<tr>
<td>J.1</td>
<td>HDPL on 1/4” FSC MRMD substrate. Applied Printed Graphic on Clear PET substrate. Drytac ViziPrint Impress Clear or approved equal.</td>
</tr>
<tr>
<td>K</td>
<td>HDPL on 1/4” FSC MRMD substrate.</td>
</tr>
<tr>
<td>L</td>
<td>Applied Printed Graphic on White PET substrate. Drytac Polar PET 170 or approved equal.</td>
</tr>
<tr>
<td>M</td>
<td>Applied Printed Graphic on White PET substrate. Drytac Polar PET 170 or approved equal.</td>
</tr>
<tr>
<td>N</td>
<td>1/2” recycled coark wall tile</td>
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<tr>
<td>RRA</td>
<td>Printed polyester/spandex stretch fabric</td>
</tr>
<tr>
<td>RRB</td>
<td>Applied Printed Graphic on White PET substrate. Drytac Polar PET 170 or approved equal.</td>
</tr>
<tr>
<td>RRC</td>
<td>Applied Printed Graphic on White PET substrate. Drytac Polar PET 170 or approved equal.</td>
</tr>
<tr>
<td>RDD</td>
<td>Perforated exterior grade powder coat steel</td>
</tr>
<tr>
<td>RRE</td>
<td>Perforated exterior grade powder coat steel</td>
</tr>
<tr>
<td>RRF</td>
<td>Perforated exterior grade powder coat steel</td>
</tr>
<tr>
<td>RRG</td>
<td>Perforated exterior grade powder coat steel</td>
</tr>
<tr>
<td>RRH</td>
<td>Exterior Grade White PET file with Printed graphic</td>
</tr>
<tr>
<td>RRJ</td>
<td>Printed polyester/spandex stretch fabric</td>
</tr>
<tr>
<td>RRK</td>
<td>1/2” 3-Form Varia color in sandstone finish, or approved equal.</td>
</tr>
<tr>
<td>RRL</td>
<td>Applied Printed Graphic on Clear PET substrate. Drytac ViziPrint Impress Clear or approved equal.</td>
</tr>
<tr>
<td>RRM</td>
<td>Printed polyester/spandex stretch fabric on steel tube frame</td>
</tr>
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### GRAPHIC SCHEDULE

#### EXTERIOR

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#### LOBBY AND INTRODUCTION AREA

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#### OVERCOMING OUR QUEERPHOBIAS

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|    | NUMBER | TYPE | DESCRIPTION | MATERIAL |
| 03-A01 | A  | Political Justice Area Intro | PET Applied Graphic, HPDL, Painted Aluminum |
| 03-A02 | A  | Political Justice Area Intro | PET Applied Graphic, HPDL, Painted Aluminum |
| 03-C01 | D  | Keith Haring Room Wall Graphic | PET Applied Graphic |
| 03-C02 | E  | Keith Haring Room Window Graphic | Transparent PET Applied Graphic |
| 03-C03-6 | F2 | Content + Label Copy - Wall Rect. | HPDL |
| 03-D01 | Monitor On Floor Stand |
| 03-D02 | Projection System |
| 03-L01-8 | L  | Label Copy Small - Plinth Applied | PET Applied Graphic |
| 03-L09-14 | F  | Label Copy Small - Wall Applied | HPDL |
| 03-L15-20 | L  | Label Copy Small - Plinth Applied | PET Applied Graphic |
| 03-RR01 | RRB | Stair Overhead Ribbon Section | PET Applied Graphic |
| 03-RR02 | RRB | Corridor Overhead Ribbon Section | PET Applied Graphic |
| 03-RR03 | RRB | Corridor Wall Ribbon Section | PET Applied Graphic |
| 03-RR04 | RRA | Corridor Overhead Ribbon Section | Stretch Fabric |
| 03-RR05 | RRB | Corridor Wall Ribbon Section | PET Applied Graphic |
| 03-RR06 | RRB | Stair Wall Ribbon Section | PET Applied Graphic |
| 03-S01 | G  | Political Justice Section Intro | PET Applied Graphic, HPDL, Painted Aluminum |
| 03-W01.1-2 | J | Second Floor Wayfinding | HPDL, Acrylic |
| 03-W01.3 | J.1 | You Are Here Wayfinding | HPDL, Acrylic |
| 03-W02.1-2 | J | Second Floor Wayfinding | HPDL, Acrylic |
| 03-W02.3 | J.1 | You Are Here Wayfinding | HPDL, Acrylic |</p>
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### COUNTERCULTURE - STREET

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**SOLID SURFACE**

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Overcoming Our Queerphobias

- Rainbow Eye
- Rocky Horror Graphic
- Rocky Horror Lips Sculpture
- Killjoy’s Kastle Entrance Photo
- Lenticular Graphic: Babadook & Jamie Shupe
- Lenticular Graphic: Woman in creepy bodysuit & Queer woman

Political Justice

- Keith Haring and the AIDS Crisis
- Keith Haring Silence=Death Poster
- Keith Haring and the AIDS Crisis
- Marsha P. Johnson & Sylvia Rivera Photography
- Keith Haring’s “Once Upon a Time” Mural / The Keith Haring Bathroom at The Center
- Keith Haring and the AIDS Crisis
- HIV Medication
- Order in the Court!
- Bricks thrown at the Stonewall Uprising
- Order in the Court!
- Queer wedding clothes
- Keith Haring and the AIDS Crisis
- Handcuffs
The Rainbow Connection

1. Pride Buttons
   a. “Resist” Pin
   b. Traditional Pride Flag Pin
   c. Rainbow Unicorn Pin
   d. Progress Pride Flag Heart Pin

2. The Meaning of Pride
   a. T-shirt with rainbow stripes and empowering words

3. MyIdentity
   a. Trans Flag Pronouns Button
   b. Bottles of Nail Polish

4. Fighting AIDS – Then and Now
   a. Silence=Death T-shirt
   b. Haring Artwork reproductions (3)
   c. Pouch with condoms, lube
   d. HIV-PrEP medication bottle

5. ACAB
   a. Loose Bricks
   b. Handcuffs

6. The Business of Pride
   a. Rainbow Mickey Mouse Ears
   b. Rainbow ikea bag
   c. Pride Flag
   d. Progress Pride Flag
   e. Rainbow corporate logos

7. Queer Arts
   a. Colorful Ceramics
   b. John Jennison drawing
   c. Haring Artwork reproductions (3)
   d. Langston Hughes Poem
   e. Kusama coasters

8. Virtual Arts
   a. Tom of Finland Drawing
   b. Haring Silence=Death Poster
   c. Langston Hughes Poem

Colorful Minds

Hidden History
Photography of Historic and Modern day Queer figures

Gender Identity
Photographs, Videos, Audio, and objects from Queer people with non-mainstream identities

Social Justice
About / Face
Human Silhouettes and voice recordings

About / Face
Queer Wedding Cake

The American LGBTQ+ Museum
The Generations Project
12/6/2023
DV
DV
AS NOTED

I-121
**Colorful Bodies**

*My Body, My Choice*
- T-shirt

*Photographs, Videos, Audio, and objects from Queer victims*

**Counterculture**

*Darkroom*
- Leather Paraphernalia

*Street*

*Cruise Culture*
- Paraphernalia

*Street*

*Drag Paraphernalia*
Design Drawings
Graphic Elements
For a population represented by the rainbow, to deny bold color is to deny identity. Twelve specific colors have been used: the 11 represented in the progress pride flag, as well as the hot pink used heavily in the Silence=Death movement.

The symbol of the Silence=Death movement is also used: the uninverted equilateral triangle, specifically chosen to disavow victimhood associated with its original use in concentration camps during World War II. Additionally, the color blocks created by the full color logo will be deployed as a visual “confetti, parts coming together to create a whole.

Gilbert Color and Gilbert, designed in commemoration of Gilbert Baker, the designer of the first pride flag, have been deployed. Like Baker’s refusal to trademark the pride flag, these typefaces are open source and royalty free. Gill Sans, which has been used widely in Queer publication and advertising, has been used for body copy. Most notably, Gill Sans is the typeface for the Silence=Death movement. This recognizes the achievements of our predecessors and legitimizes and honors the Queer community without compromising legibility.

Handwritten text is used heavily in both graphics and quotes, created by local artists, for each iteration of the traveling exhibition, or by the quotes original author, where possible, making it personal and one of a kind.

While the above influences the look an feel of this exhibition, most importantly is the participants. All messaging contained in the exhibition is simply seeds of conversation for the attendees.
LOOK AND FEEL
REFERENCE IMAGES
The American LGBTQ+ Museum
The Generations Project
12/6/2023
DV
DV

### Visual Identity System - Color and Typography

#### PRIMARY

**Gilbert Color**

- Gilbert and Gill Sans are Queer-forward typefaces and reflect this project's commitment to representation. Gilbert Color is to be used for headers and titles, and Gill Sans is to be used for all body copy. Additionally, handwriting is used for quotations, in the handwriting of the author, where possible.

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
```

#### SECONDARY

**Gill Sans Pro Regular & Semibold**

```
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
```

- Gilbert and Gill Sans are Queer-forward typefaces and reflect this project's commitment to representation. Gilbert Color is to be used for headers and titles, and Gill Sans is to be used for all body copy. Additionally, handwriting is used for quotations, in the handwriting of the author, where possible.
Use of Black and White Logo is reserved for situations where full color is infeasible. Not for general use.

Host city name to be handwritten by local artist or activist as selected by the host venue. Any of the full-tone colors may be used, except black and white.
The forms and colors from the logo are broken apart and used as a decorative element that self-organizes as you move through the exhibition, abstract forms converging into the logo.
**SIGN TYPE “A” ELEVATION**

- 1/4" ANODIZED ALUMINUM IN COLOR AS INDICATED
- HDPL ON 1/4" MDF, Z-CLIP TO WALL
- HDPL TO BE MATTE BLACK OR MATTE WHITE, AS INDICATED.
- CUTOUT IN MDF WITH WALL APPLIED GRAPHIC BEHIND
- ALIGN TO TOP OF DOOR FRAME

**SIGN TYPE “A” SECTION DETAIL**

- 1/4" ANODIZED ALUMINUM WITH BLIND FASTENERS
- WALL APPLIED GRAPHIC BEHIND ASSEMBLY
- EXISTING WALL BASE
- WALL APPLIED GRAPHIC BEHIND ASSEMBLY
- CUTOUT WITH FINISHED EDGE
- ANODIZED ALUMINUM WITH BLIND FASTENERS
- WALL APPLIED GRAPHIC BEHIND ASSEMBLY
- CLEAR WALL TYP.
The Rainbow Connection

"It takes all colors. This is the heart of The Rainbow Connection, so much so, the entire exhibition is named for it. Here, you'll meet people just like you, yet, completely different, and hopefully, you'll find you have more in common than you might expect.

Social Justice

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut
SIGN TYPES "C" AND "M" ELEVATION

NOTE: TYPE "C" CONTAINS AREA GRAPHICS, NOT SHOWN.
TYPE "M", SHOWN HERE, SIZE AND PATTERN VARIES, BUT REPEATS MOTIF.
PLEASE REFER TO ART DIRECTION ON THE FOLLOWING PAGE.
The visual confetti begins loosely (Top and Center Left)

As you move through the exhibition, the confetti slowly converges first as shown in lower right, and then as shown in lower left. The exhibition culminates with the full logo.

Social Justice
Hidden History
Lorem ipsum
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Gender Identity
I'm Not My Body
Queer Activists Harvey Milk, Marsha P. Johnson and Sylvia Rivera, Barbara Gittings, Audre Lorde, Lisa Power MBE, Sue Sanders, Phyll Opoku – Gyimah (Lady Phyll), and Charlie Craggs

Artwork courtesy of Ellie Field

Lorem ipsum
dolor sit amet,
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INTRO
May 2 – September 4, 2024
free admission
An Exhibition for Queer Connectivity
consectetuer nulla
Lorem
5'-3 1/4"
F 1" = 1'-0"
TYPE "K" TO BE MOUNTED 2 42" TO TOP.
SIGN TYPE "F", "K", "L" AND "F2" ELEVATIONS
10 3/4"
TYPE "F"
TYPE "K"
TYPE "L"
TYPE "F2"
LABEL COPY AND PHOTOS TO BE HELD 2" FROM EACH EDGE
SEE SPECIFICATIONS FOR MATERIALS.
LABEL COPY AND PHOTOS TO BE HELD 2" FROM EACH EDGE.
You Belong,
You Are Loved
Queerphobias
Overcoming Our
You Belong,
Intro -
Connection
The Rainbow
Welcome -
Connection
The Rainbow
Justice
Social
Political Justice
The Acceptance Dilemma
If you wish to bypass this area, please take the exit to your right.
You should...
You know...
3rd Floor
You Are Loved
Colorful Minds
You are here
Connection
The Rainbow
2'-10 1/2" 
3'-3 1/2" 
1'-5 1/4" 
6 3/4" 
11" 
7 1/2" 
2'-4 1/2" 
2'-11 1/4" 
4" 
2'-1 1/4" 
8" 
G 1" = 1'-0" 
SIGN TYPE "G" ELEVATION

WALL EDGE
HDPL ON 1/4" MRMDF, Z-CLIP TO WALL
HDPL TO BE MATTE BLACK OR
MATTE WHITE, AS INDICATED.
FINISH ALL FACES AND EDGES

WALL APPLIED GRAPHIC
HDPL ON 1/4" MRMDF, Z-CLIP TO WALL
HDPL TO BE MATTE BLACK OR
MATTE WHITE, AS INDICATED.

WALL APPLIED GRAPHIC
CLEAT TO WALL TYP.
EXISTING WALL BASE

SIGN TYPE "G" SECTION DETAIL
8" = 1'-0"

SIGN TYPE "G" DETAILS

NOT FOR CONSTRUCTION

DRAWN BY: DV
CHECKED BY: DV
DO SET ISSUED: 12/6/2023

SCALE: AS NOTED
It takes all colors. This is the heart of The Rainbow Connection, so much so, the entire exhibition is named for it. Here, you'll meet people just like you, yet, completely different, and hopefully, you'll find you have more in common than you might expect.

Queer Activists Harvey Milk, Marsha P. Johnson and Sylvia Rivera, Barbara Gittings, Audre Lorde, Lisa Power MBE, Sue Sanders, Phyll Opoku–Gyimah (Lady Phyll), and Charlie Craggs

Artwork courtesy of Ellie Field
SIGN TYPE "H" AND "H2" ELEVATION

FOR "H", PROVIDE PL-3 HDPL FINISH.

FOR "H2": PROVIDE PL-1 WITH APPLIED SPECULAR FILM.

3/4" MARINE GRADE PLYWOOD WITH HDPL FINISH AND BLACK EDGEBANDING

NOTE: REFER TO DRAWING I-422 FOR MOUNTING DETAIL.

SIGN TYPE "H" AND "H2" VARIANTS

NOTE: REFER TO DRAWING I-422 FOR MOUNTING DETAIL.

SCALE: AS NOTED
Content Warning

Hey! You should know....

This gallery contains images and audio stories of sexual violence, nude and sexual imagery, and explicit language.

If you wish to bypass this area, please take the exit to your right.
Exhibit Detail Drawings
"TRANSPARENT" OVERLAP WHEN ON SAME PLANE.
VISUAL TO BE SET TO "MULTIPLY"

ALL CORNERS TO BE TIGHT AND ALIGNED

STEEL DOWEL AND MOUNTING BRACKETS
AT WALL TO CEILING TRANSITIONS

STEEL DOWEL AND
AIRCRAFT WIRE, CROSSBRACED
TO SLAB ABOVE, AT 12'-0" O.C. MAX.
NO SAGGING TO BE VISIBLE

PRINTED PET WALL
GRAPHIC

PRINTED PET FLOOR
GRAPHIC

PRINTED TRANSLUCENT
STRETCH FABRIC

STANDARD RIBBON DETAIL DIAGRAM

1 3/32" = 1'-0"

COURTYARD RIBBON ELEVATION

RAINBOW PATH
DETAILING

I-412

SCALE: AS NOTED
The American LGBTQ+ Museum
The Generations Project

D. VILLELLA NCIDQ CERT NO. 029111
EXHIBITION DESIGN MA CAPSTONE 2023
FASHION INSTITUTE OF TECHNOLOGY

SECOND FLOOR
SOCIAL JUSTICE DETAILING

1. SOCIAL JUSTICE ENLARGED PLAN

2. EAST-WEST SECTION ELEVATION
   - 1/4" = 1'-0"
   - Hard attachment to slab via eye hook and aircraft cable
   - Power via outlet, cabling to run across ceiling, provide wiremold patent to match ceiling
   - Power and support infeed
   - Parabolic reflector
   - Lighting and audio housing
   - Basis of design: Soundtube FP6020-II

3. PARABOLIC LIGHT AND AUDIO DETAIL
   - 3/16" = 1'-0"

NOT FOR CONSTRUCTION

DRAWN BY: DV
CHECKED BY: DV
DD SET ISSUED: 12/6/2023
FLOOR MOUNTED CONTENT SIGNAGE

STEEL L BRACKET
FIXED TO SLAB THROUGH BASEPLATE
BUND FASTEN TO BACK OF SIGNAGE

SIGNAGE MOUNTING DETAIL
3" = 1'-0"

3" = 1'-0"

STRUCTURAL EXPANSION
BOLTS @ 16" O.C. MAX
ENCLOSED STEEL HEADER PLATE
PRESSURE TENSIONED TEXTILE
TX-1 / TX-2 REFER TO ELEVATIONS
ADJUSTABLE ROLLER TENSION
ENCLOSED STEEL BASE PLATE
STRUCTURAL EXPANSION
BOLTS @ 16" O.C. MAX

TENSIONED FABRIC DETAIL

The American LGBTQ+ Museum
The Generations Project
An Exhibition for Queer Connectivity

The Rainbow Connection

An Exhibition for Queer Connectivity