MEMORIAL ART GALLERY UNIVERSITY OF ROCHESTER

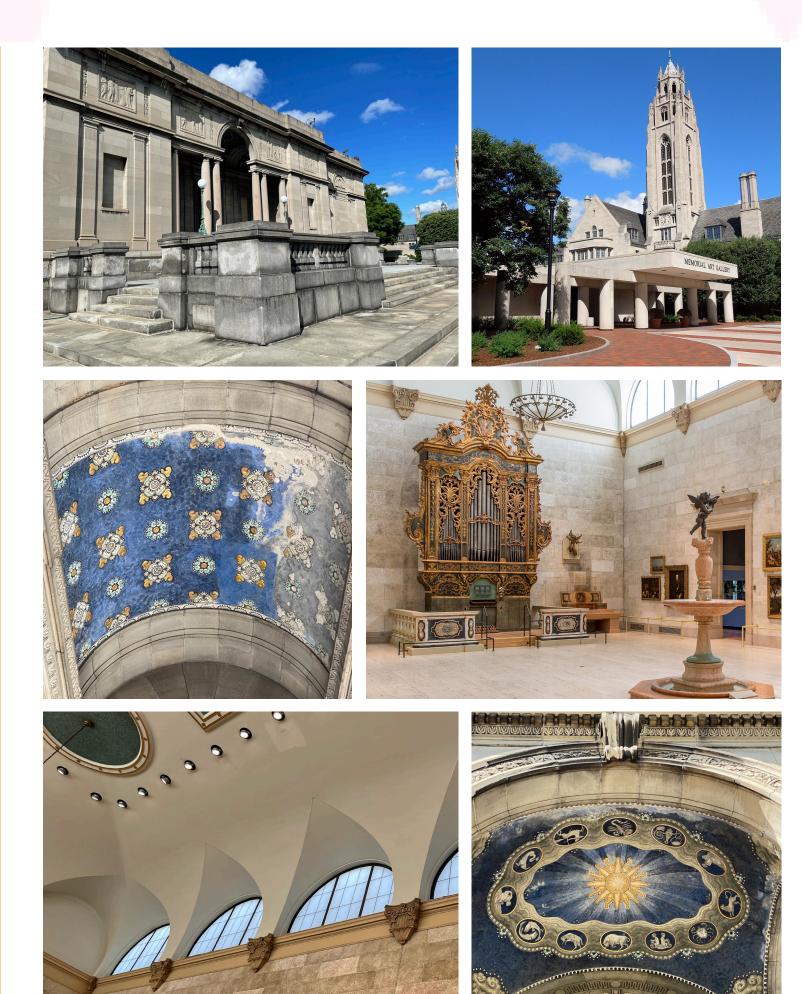
"Through art, MAG connects people, inspires fun, & ignites discovery"

Our team was inspired by the unique architectural history of the Memorial Art Gallery in addition to the history the MAG holds within its walls amongst artifacts and artwork. Through the blending of architectural styles to decades worth of creative treasures, we look to create a garment that embodies the many stories this building tells.

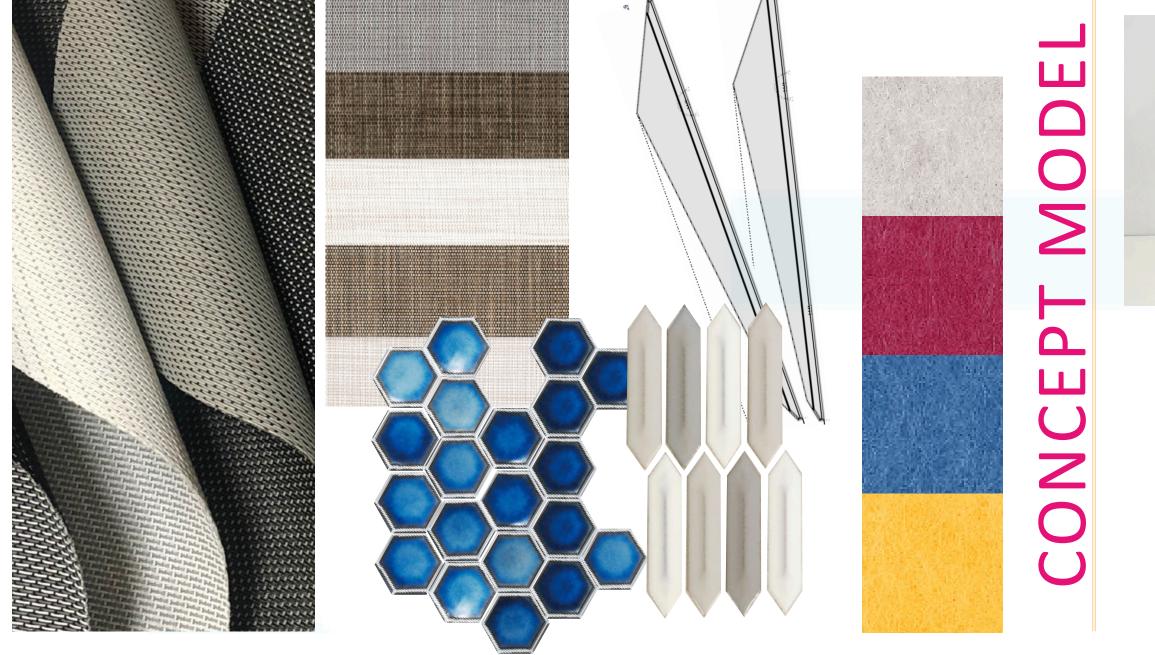
The exterior of the garment will capture the architectural styles of the Museum's Italian Renaissance, International Modern, and English Gothic features. Taking inspiration from the rigidity and structured façades, we will feature elements inspired by the original 1913 Italian Renaissance styled building's hand painted frescos and structural arches of the portico as well as the English Gothic style of Cutler Union's iconic tower, dramatic spires, and lancet windows built in 1933. Much like the buildings themselves, we will connect these timeless elements with a touch of modernity to represent the recent additions added in 1968 and 1986.

The interior of the garment will highlight the "centerpiece" of the MAG, the Fountain Court. The Fountain Court, located off the original building, is also referred to as the "Jewel Box" as it stores some of the buildings most unique and historic pieces. We aim to mimic the intricate ornamentation of the Italian Baroque Organ, as well as the vaulted ceiling and ornate ceiling details, arched windows, and the vast collection of unique relics from 17th and 18th century Europe.

Through the garment's design and use of donated materials from our generous product sponsors, this creation will feature mixed materials and textures that emulate the well balanced yet dynamic range of building elements. We aspire to design a piece that connects, inspires, and ignites new discoveries everywhere you look.



CONCEPTUAL SKETCHES



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SP









2005

INSTALLATION OF THE ITALIAN BAROQUE ORGAN AT THE MEMORIAL ART GALLERY - ESTIMATED DATE OF CREATION IS AROUND 1670 - 1770 - TAKEN FROM STORAGE AND RESTORED IN 2001 - OWNED BY THE EASTMAN SCHOOL OF MUSIC - INSPIRATION FOR THE INTERIOR OF THE GARMENT

1968

INTERNATIONAL MODERN ADDITION - INCORPORATED STEEL & GLASS - DOUBLED THE GALLERY SPACE - DESIGNED TO HARMONIZE WITH THE EXISTING MUSEUM AND NEO-GOTHIC CUTLER UNION NEXT DOOR

1926

ADDITION TO THE ORIGINAL BUILDING -15,500 SF THAT INCLUDED THE FOUNTAIN COURT OR THE "JEWEL BOX" - "BASILICA LIKE SPACE" - THE BAROQUE ORGAN RESIDES IN THIS AREA **2022** PRODUCT RUNWAY - MAG INSPIRED GARMET BY VARGAS ASSOCIATES - COMBINES THE MUSEUM'S ARCHITECTURAL AND DESIGN HISTORY

THROUGH A CREATIVE INTERPRETATION OF ITS

MANY UNIQUE FEATURES

1986

ENTRY PAVILLION ADDITION - 12,000 SF MODERN EXPANSION - LINKED THE ORIGINAL GALLERY (1913) AND CUTLER UNION (1933)

1933

CUTLER UNION - ENGLISH GOTHIC STYLE - BASMENT HOUSES THE CREATIVE ARTS WORKSHOP - THE TOWER HAS BECOME SYNONYMOUS WITH THE MUSEUM'S IDENTITY

1913

ORIGINAL BUILDING - 14,000 SF - FEATURING ITALIAN RENAISSANCE ARCHITECTURAL STYLES & ORIGINAL FRESCOES