

MAG

MEMORIAL ART GALLERY UNIVERSITY OF ROCHESTER

CONCEPT STATEMENT

“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



SITE & INSPIRATION



MATERIALS



CONCEPT MODEL



TEAM

VARGAS ASSOCIATES
Excellence in Project Delivery

SPONSORS

aristeta-metro
TURF

Drapery Industries
INCORPORATED

daltile

DESIGN ELEMENT TIMELINE

- 2022**
 PRODUCT RUNWAY - MAG
 INSPIRED GARMENT BY
 VARGAS ASSOCIATES
 - COMBINES
 THE MUSEUM'S
 ARCHITECTURAL AND
 DESIGN HISTORY
 THROUGH A CREATIVE
 INTERPRETATION OF ITS
 MANY UNIQUE FEATURES
- 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
- 1986**
 ENTRY PAVILLION
 ADDITION
 - 12,000 SF MODERN
 EXPANSION
 - LINKED THE ORIGINAL
 GALLERY (1913) AND
 CUTLER UNION (1933)
- 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
- 1933**
 CUTLER UNION
 - ENGLISH GOTHIC STYLE
 - BASEMENT HOUSES THE
 CREATIVE ARTS WORKSHOP
 - THE TOWER HAS BECOME
 SYNONYMOUS WITH THE
 MUSEUM'S IDENTITY
- 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
- 1913**
 ORIGINAL BUILDING
 - 14,000 SF
 - FEATURING ITALIAN
 RENAISSANCE
 ARCHITECTURAL STYLES &
 ORIGINAL FREScoes