

RE-THINK DESIGN!

The Branch Museum of Architecture and Design invites world-renowned designers and Richmond Community leaders to game-changing discussions about the future of design.

Richmond VA, June 17th, 2024 – The Branch is excited to announce their most ambitious exhibition and lecture series to date. The *Re-Think Design* series will re-introduce design to Richmond, a city teeming with creative design energy. Guest curator, Kelly O’Keefe describes design as “the discipline of aligning form and function — creativity and science, to improve our lives, our communities, and the world around us.” O’Keefe goes on to state that “design fuses creativity with disciplines like engineering, construction, and manufacturing as it strives to transform the human experience. We design clothing and cars, posters and packaging, tools, and toys, furnishing and factories, hotels, and housing — even neighborhoods, cities, and ecosystems.”



Starting in July and continuing through the year’s end, The Branch will host monthly lectures and events that rethink the power of design across a range of disciplines from architecture and urban planning to fashion, industrial and graphic design. Each conversation will be paired with an exhibition and other activities designed to engage, educate, and inspire the public about the role design plays in our lives.

CALENDAR OF EVENTS



Sagi Haviv

JULY: THE ART OF THE ICON EXHIBITION

Thursday, July 25, 6–9pm: Lecture and Opening Reception with Sagi Haviv - Partner and designer at Chermayeff & Geismar & Haviv, the branding firm known for designing many of the world’s most iconic logos, including National Geographic, Mobil Oil, NBC, Chase bank and Dominion Energy.

AUGUST: URBAN PLANNING

Thursday, August 25, 6–8pm: Lecture with Maritza Pechin - Project manager for the city’s master plan, Richmond 300: A Guide for Growth. Richmond 300 is a city-wide master plan that aims to prioritize equitable and sustainable growth in Richmond, Virginia, with a focus on environmental justice, walkability, and economic growth.

SEPTEMBER: DESIGNING SACRED SPACES

Thursday, September 19, 6–8pm: Lecture with Burt Pinnock, FAIA, NOMA – The architect behind many Virginian icons including the recent Memorial to the Enslaved at William & Mary in Williamsburg, Virginia. Pinnock is also the lead on the upcoming Shockoe Project: Uncovering the story of enslavement on sites of historic significance in Richmond’s Shockoe Bottom.



Burt Pinnock

OCTOBER: THE ASCENDENCY OF APPAREL

Thursday, October 3: Fashion Show with Deidra Arrington: Chair of the Department of Fashion Design and Merchandising at Virginia Commonwealth University.



Hamilton Glass

NOVEMBER: MURAL DESIGN

November (Date TBA): Film Screening, Book Signing, and Mural Tour with Hamilton Glass – The artist responsible for over 50 public art pieces, with over half the murals located in Richmond. He is a founding artist of Mending Walls RVA, a public art project aiming to advance social justice by connecting community members from different backgrounds in conversation to foster empathy, understanding, and healing.

DECEMBER: THE ART OF THE HOLIDAY CARD

December (Date TBA) Holiday Card Design Workshop with Studio Two Three - a community arts space that offers studios, classes and workshops, artist residency, and open doors. They support the role of the arts in civic voice and engagement, partnering with activists and leaders to provide space for creative advocacy initiatives.

Further dates, details, and tickets will be available at www.branchmuseum.org.

ABOUT THE BRANCH MUSEUM OF ARCHITECTURE AND DESIGN (OR THE BRANCH):

The Branch Museum of Architecture and Design – housed in a 1919 John Russell Pope building on the National Register of Historic Places – explores the impact of design in everyday life, working with individuals and communities to create a more equitable, beautiful, and productive future. Through thought-provoking exhibitions, we aim to spark creativity, joy, and appreciation for design excellence. Through forward-thinking programs, we empower people to recognize and advance successful design solutions to better lives.

GENERAL INFORMATION:

The Branch Museum of Architecture and Design is at 2501 Monument Avenue, Richmond, VA 23220. The museum is open to the public Tuesday through Saturday 10am–5pm, and Sundays 1pm–5pm. Admission in pay-what-you-can. For general information please call 804-655-6055 or visit www.branchmuseum.org.

THE BRANCH
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DESIGN