

Design Statement - A Path Appears

C&G Partners

C&G Partners was tasked with designing the pavilion interiors, physical points of interaction and learning, and the ActionLab for the exhibit *A Path Appears* at the Skirball Cultural Center. Our team developed a design manifesto that guided design throughout the fast-moving project. Nicholas D. Kristof and Sheryl WuDunn's book drives the content for the exhibit while materiality drives the form. The design manifesto dictates that anyone could make these unusual enclosures and installations using recycled materials and local urban waste.

The exhibit is a deliberate prototype, made up of four pavilions organized by theme (Jobs, Education, Health, and Empowerment) and the ActionLab. Unlike traditional exhibits, visitors have the opportunity to explore and touch a selection of objects.

The experience is theatrical and experimental, combining genres in an aesthetic of salvaged materials built by fabricators at Cinnabar with humble precision. In a unique twist, rather than traveling physically, the completed exhibit will be distributed as open-source instructions to be rebuilt anywhere.

Firm Profile

About Us

C&G Partners is an award-winning, multi-specialty design studio. With deep expertise in branding, exhibits, infographics, interactives, motion, print, strategy, wayfinding and web, we are uniquely organized to deliver multiple disciplines for the same client. This approach is simpler, more effective and more innovative.

Honors

We have been honored by the American Institute of Graphic Arts, American Association of Museums, American Association of State and Local History, Art Director's Club, Communication Arts, General Services Administration, Industrial Designers Society of America, National Endowment for the Humanities, Society for Experiential Graphic Design, Type Director's Club, and the Webby's. We are also National Design Award Finalists and four-time winners of the AAM MUSE awards.

Clients

We have crafted thousands of innovative solutions for clients including American Express, Bronx Zoo, Federal Reserve, Hearst, Holocaust Museum, JPMorgan Chase, Library of Congress, MasterCard, MoMA, NASDAQ, NASA, National Park Service, New York Stock Exchange, Rockefeller Foundation, Smithsonian, Sports Illustrated, TIAA-CREF, Time Warner, UCLA, World Trade Center Memorial Foundation and the New York Yankees.

Studio

C&G Partners is run as an open atelier by a group of partners who foster the whole studio, from programmers, managers and administrators, to designers. We value collaboration and teamwork. Located at Union Square in Manhattan, the studio is central to the best of New York City's food, art, shopping, culture and urban life.

www.cgpartnersllc.com

Media Contact:

Alexis Green, (212) 532-4460, alexis@cgpartnersllc.com