

Project

Gordillo & Scudder
Gallery Identity:
Website, Signage, Materials

Brief

A new gallery needs a new identity. Gustavo Gordillo and Jeffrey Scudder's storefront gallery, "Gordillo & Scudder," is located at 667 Evergreen Ave. in Bushwick, Brooklyn. It is also where they live.

On the opposite side of the street is an elementary school's recess area. According to Google Streetview, the gallery storefront used to be *New Evergreen Garden*, a Chinese restaurant specializing in take out. The closest subway is the Chauncey St. J station. Also nearby are two cemeteries.

The owners Gordillo and Scudder will host various exhibitions and events. They like the idea of using different curators for most shows. They mention producing work in a new medium for established artists, having solo shows for artists who don't get press within their typical community, and showing groups of artists who usually don't show together, etc. They hope to utilize both upstairs and the downstairs of their space.

A domain has been recently purchased: GS.GJ. Jeffrey will be reached at jeffrey.scudder@gs.gj, and Gus at gustavo.gordillo@gs.gj. The compact URL allows longer, more expressive web addresses. Additionally, the twitter handle [@gorscu](https://twitter.com/gorscu) is now parked.

There was initial talk of a theme of idiosyncratic duality and a notion of two websites that work together and compete at the same time. More recently, there are ideas of giving the space prominence: upstairs.gs.gj, downstairs.gs.gj, inside.gs.gj, outside.gs.gj.

The website should be simple: useful and distinct. Any type of file imaginable should comfortably exist on the website. Various kinds of hypertexts could be useful to accompany this various data. Being able to sort by last edited will be useful — perhaps this blunt directory exists on the homepage. In addition to utility, the website should also have a presentation mode. A distinct visual identity will make this natural.

The final deliverable will be a brand guideline PDF.

Beautiful Company

Scope

- Website
- Press release templates
- Signage
- Business cards (?)
- Stickers (?)
- *All the above shown in a brand guidelines PDF*

Schedule

Phase 1 (\$750)

Friday, November 15

In-progress meeting/update #1

Monday, November 18

In-progress meeting/udpate #2

Thursday, November 22

F2F meeting with curators of first show, final PDF ready

Phase 2 (\$750)

Week of Monday, December 2

Production of website & physical materials

Week of Monday, December 16

Completion of website & physical materials

Fees

Phase 1 ... \$750

Phase 2 ... \$750

Total ... \$1500