



### Collector Cars and Vintage Fashions Come to Life at the MAC

A dozen rare and unique automobiles on loan from area collectors, sixty mannequins clad in Inland Northwest couture, and historic images from the Joel E. Ferris Research Library and Archives special collections have come together in *Mutual Seduction: Cars & Costumes*, an exhibition running through February 25, 2007 at the Northwest Museum of Arts & Culture. Anderson Mraz Design provided design services for the show, including space planning, interior colors, and display elements.

It proved quite a challenge, according to AMD principal and senior designer John Mraz.

"The sheer density of the exhibit," said Mraz, "meant that a number of issues – both aesthetic and practical – had to be addressed." Apart from the number of objects on display, the difference in scale between an automobile and a suit of clothes makes space planning for such an exhibit tricky. "Design is an exercise in problem-solving," continued Mraz. "This was a question of how to put together a multi-era fashion and auto exhibit and make it compelling to a broad audience – in other words, to prevent it from looking like a flea market."

Working closely with the MAC's staff, AMD provided a solution that helped present 100 years of automotive and fashion history in a spirited and stylish way. Blue walls conveyed the sense of being outdoors; by placing the mannequins on risers and the supportive text and photographs on stand-alone panels, the exhibit was given room to breathe; a carefully planned circulation path allowed each item to be viewed from multiple vantage points.

"It was a great opportunity – and a lot of fun – to work with the MAC on this project," said Mraz. "To know the stories behind these cars is just as important as the cars themselves."

"Anderson Mraz Design was able to maximize limited resources and creatively move *Mutual Seduction: Cars & Costumes* beyond the concept stage into reality," said Larry Schoonover, the MAC's Director of Exhibits & Programs. "Their ability to integrate museum archival graphics into the exhibition design, combined with a sophisticated yet playful sense of color and style, enabled the Northwest Museum of Arts & Culture to present a quality interpretive exhibition."

Founded in 1988, AMD is a full-service, multidisciplinary design firm. The company's primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design. For more information, visit [www.am-design.com](http://www.am-design.com).



