



Thinking Beyond Meaning with “New Business”



Eighteen students in the 2014 Yale Master of Fine Arts (MFA) Graphic Design program created the “New Business” exhibit at the culmination of their masters program. After generating projects in various mediums throughout the two year program, the MFA candidates chose to present none of them.

Instead, “New Business,” a two-dimensional exhibition, reinterpreted the students’ collective design projects by showcasing vinyl representations of the references, annotations and interpretations of those projects. The exhibit was brought to life with a variety of high quality, colorful Avery Dennison cast and calendered vinyl films.

Reimagining Vinyl

Vinyl is most commonly used for commercial applications, from in-store brand signage to wayfinding and informational graphics. It’s something the world accepts at face value when observed, and the intent behind the graphics is communicated. But that’s only half of the equation; the other half lies in how those messages are received and interpreted, and in the meaning that is created by communication with vinyl.

“New Business” explored surface vinyl applications from the perspective of how content is received rather than how and why it is created.



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João Doria, Yale University

Bending the Rules of Perception

“‘New Business’ is a static exhibition that promises only flatness, an assortment of works that would take only a few hours to peel off once applied,” said Marina Kitchen, a participant in and spokesperson for the Yale student exhibition. “We all worked on projects in various mediums for about three years, each with their own unique dimensions, pages and movements. We chose to present none of them; instead, we sought out these limitations to exploit and subvert them. ‘New Business’ uses cut vinyl materials in lieu of the projects we created to represent their communicated meaning from an entirely different perspective: the viewer.”



Projecting Possibilities

The students approached Avery Dennison to collaborate on the 3,200-square-foot installation. Using a broad spectrum of colors that included Cascade Blue, Primrose Yellow, Berry, Iguana Green, Tomato Red and Soft Pink with accents of Supreme Wrapping Film Conform Chrome and Glow In The Dark film for more pop, the exhibit came to fruition.

“We were excited to hear that Avery Dennison was on board to support our efforts, because it created new possibilities for how we thought about the final display of our work,” said João Doria. “The result was a really dynamic, thought-bending production that defied the normal rules of design display with a new way to think

about what those rules mean. Avery Dennison’s broad color palette even made us consider the uniqueness of what we were communicating, and the ease of working with their films guided us to a seamless installation. We couldn’t have asked for a better partner to bring our hard work to such a beautiful realization.”

The Yale MFA Graphic Design student exhibition, “New Business,” displayed at the Yale School of Art’s Greenhill Gallery in New Haven during the first week of May 2014 featured eight Avery Dennison cast and calendered vinyl films.

To learn more about how Avery Dennison graphic solutions can create new possibilities for your project, visit www.graphics.averydennison.com.

Avery Dennison Products used:

- SF100 846-S Chrome Mirror item #1846SFS
- SF 100 120-S Glow in the dark item # 0820S
- HP 700-508-O Soft pink item #6408O
- HP 700-425-O Tomato Red item #6325O
- HP 700-758-O Iguana Green item # 6658O
- HP 700-570-O Berry item #6470O
- HP 700-210-O Primrose Yellow item # 6110O
- HP 700-642-O Cascade Blue item #6542-O

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