

what's new

Reich+Petch design exhibit graphics for Schad Gallery of Biodiversity at ROM



The Schad Gallery of Biodiversity (Exhibition)

Graphic designers Edmund Li R.G.D. and Michelle Parrish Prov RGD at [Reich+Petch Design International](#) recently designed exhibit graphics for the Schad Gallery of Biodiversity at the Royal Ontario Museum. The gallery explores the fragility, diversity and interconnectedness of life on Earth.

The central feature of the gallery is a series of large free-standing cases running through the centre of the space. The cases form a spine, offering a 360 degree view of the vast array of specimens. Laser-cut, LED back-lit, translucent panels provide an abstract of grasslands texture over the central cases linking them together along the spine of the gallery.

Surrounding the central spine are a series of perimeter exhibits representing seven ecosystems, all of which are under threat. The graphics form an important part of the displays as they set the atmosphere, impart messages and, with the twelve interactive multi-media stations, engage the visitors.

Organic and crystalline shapes, rich photographic imagery and silhouettes flow through the gallery, linking the exhibits and providing context to the displays. Large photographic murals behind specimens communicate key messages of the gallery. Graphic ribbons within the cases juxtapose photographs of healthy ecosystems with those that have been exploited or damaged by humans. Changeable magnetic labels and modular graphic systems allow changeability and flexibility for future updates.

In keeping with the Renaissance ROM graphic standards, Reich+Petch incorporated a contextual colour palette to differentiate themes and areas, such as the different ecosystem zones. Clean, vibrant colours were utilized to help achieve visual order for the complex displays throughout the ten thousand square foot gallery.

Exhibit Director: Stephen Petri

Art Direction: Edmund Li R.G.D., Michelle Parrish Prov RGD

Design: Edmund Li R.G.D., Michelle Parrish Prov RGD, Tracy Bright, Fang Pin Lee, Cathy Misiaszek, Michael Clay





Over 25 years, we have evolved our viewpoint about design to create extraordinary moments and opportunities for people to have experiences that change their understanding and perspective of the world they live in.

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