

## There is another sky

This project consists of a gallery guide / poster and is designed to promote Katie Paterson's exhibition *There is another sky*. Using a generative system based on her show, this project produces a visual identity for her pieces. Research on Paterson's show revealed the multi-disciplinary, conceptually-driven nature of her artwork that explores themes of nature, ecology, geology, and deep time. Her work, though minimalistic at first glance, blends a Romantic sensibility with a rigorous, research-based approach. The design of this generative system reflects the dichotomy of Paterson's work through the seeming simplicity of her work at first glance which, with deeper analysis, reveals rich detail and history that generate an emotive response. The system sustains a mechanical typeface, an earth-tone color palette, organic textures, simplistic composition, and structured/geometric alignment, all chosen to mirror Paterson's exhibition.