Instructor  George H. Marcus  
Class hours  Tuesdays 5:30 to 8:10  
Classroom  Williams 4  
Office hours  Jaffe 306, Tuesdays 4:00 to 5:00, and by appointment  
Telephone  215 573 9702 (History of Art)  
e-mail  gmarcus@sas.upenn.edu  

Description  
This two-semester seminar takes Louis Kahn’s pronouncement “Architecture begins with the making of a room” literally as it explores the interiors, furniture, and furnishings of the great Philadelphia architect. The subject of study is two-fold: the work of Louis Kahn and the planning and execution of exhibitions. For the former, students will explore Penn’s Architectural Archives, with its numerous original drawings and rich documentation of Kahn’s designs for furniture, built-ins, fittings, and interior details, an area that has been little studied. Using the knowledge they have gained through their primary research in the archives, students will work together to create an exhibition for the Arthur Ross Gallery in the following term. The second aspect of the course, asking the question posed by Paula Marincola’s symposium book What Makes a Great Exhibition?, sees how the lessons learned from that text and other readings, museum experiences, and the wisdom of various museum professionals can be applied to creating and mounting their own exhibition and assessing its achievement.

Course Requirements (First Semester)  
1  Students should be prepared for class by having completed the required readings and assignments. Attendance and participation in class discussion and critiques are essential and what will make the exhibition collaboration successful (25%).  
2  Students will undertake a primary research project and prepare an oral presentation for the class, giving a précis of their research and suggesting in what ways it might contribute to possible themes and content for the exhibition. A revised, written text will be submitted later. Goals for the project will be discussed in class and an instruction sheet will be distributed (50%).  
3  Students will complete first drafts of the texts for exhibition labels, brochure, etc., by the end of the semester (25%).

Required Readings  
The texts are available at the University Book Store, 3601 Walnut Street.

Supplementary Readings, which are cited in full under the class to which they pertain, are posted on the course Blackboard site. Additional readings may be assigned during the semester.
Syllabus

FIRST SEMESTER

September 9  Classroom  1  Course Outline and Introductions
2  Louis Kahn: “The Making of a Room”

September 16  Archives  1  Introduction to the Architectural Archives
William Whitaker, Curator, Architectural Archives
2  Research Goals and Methods
3  Selection of Research Projects
Assignment: Research Project: Outline (due October 8-14), Class Presentation (due October 28), Paper (due December 2)
Readings: Brownlee, In the Realm of Architecture

September 23  Archives  Individual Research
Readings: Twombly, Essential Texts

September 28  Field Trip  Sunday Tour of Louis Kahn Houses (details to come)

September 30  Classroom  1  Discussion: What Makes a Great Exhibition?
2  Exhibition Teams (Objects and Display; Publications and Graphics; Publicity; Education and Outreach)
3  Advance Press Release

October 7  Archives  Individual Research
ADVANCE PRESS RELEASE COMPLETED

October 8-14  Individual Conferences
PRELIMINARY OUTLINES DUE

October 14  Ross Gallery  Introduction to the Ross Gallery; How an Exhibition Happens
Lynn Marsden-Atllass, Director, Arthur Ross Gallery

October 21  Classroom  Branding an Exhibition: Identity and Messaging
Orly Zeewy, Brand Identity Consultant

October 28  Classroom  Research Presentations
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<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event</th>
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<tbody>
<tr>
<td>November 4</td>
<td>Classroom</td>
<td>The Making of a Room: Considering Themes for the Exhibition</td>
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<td>November 11</td>
<td>Classroom</td>
<td>Drafts of Exhibition Proposals</td>
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<td>November 18</td>
<td>Classroom</td>
<td>1 Open Presentation of Exhibition Proposals and Selection of Exhibition Theme</td>
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<td>2 Branding This Exhibition (with Orly Zeewy)</td>
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<td>November 25</td>
<td>Classroom</td>
<td>Defining the Exhibition: Objects, Supporting Materials, Publications, Programs</td>
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<td>Assignment: Final Press Release</td>
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<td>December 2</td>
<td>Classroom</td>
<td>Installation Plans (with Lynn Marsden-Atllass)</td>
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<td>December 9</td>
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<td>No Class (Reading Period)</td>
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<td>December 16</td>
<td>Classroom</td>
<td>Branding and Graphics: Presentation of Designs (Orly Zeewy)</td>
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<td>FIRST DRAFTS OF EXHIBITION TEXTS DUE</td>
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<td>PRESS RELEASE DUE</td>
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<td>WINTER BREAK</td>
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<td><em>Work continues on all ongoing assignments</em></td>
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<td>SECOND SEMESTER (Partial)</td>
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<td>January 4</td>
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<td>Invitation Delivers for Mailing</td>
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<td>January 20</td>
<td>Classroom</td>
<td>Dummies for Brochure and Graphics</td>
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<td>FINAL TEXTS DUE</td>
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<td>January 27</td>
<td>Classroom</td>
<td>Progress Review</td>
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<tr>
<td>February 3</td>
<td>Classroom</td>
<td>Progress Review</td>
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<td>February 5</td>
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<td>Delivery of Brochure</td>
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<tr>
<td>February 6</td>
<td>Ross Gallery</td>
<td>Exhibition Opening</td>
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</tbody>
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Sources and Resources

Books

Catalogues

Dictionaries

Videos

Web Sites
Philadelphia Architects and Buildings:
University of Pennsylvania Architectural Archives:
http://www.design.upenn.edu/archives/archives/index2.htm