MCAD Announces As, Not For: Dethroning Our Absolutes

Minneapolis, MN—September, 10—The Minneapolis College of Art and Design (MCAD), in conjunction with the Hennepin Theatre Trust, is pleased to host As, Not For: Dethroning Our Absolutes, an exhibition curated by Jerome Harris. Conceived of as an “incomplete historical survey of work created by African-American graphic designers over the last century,” the exhibition highlights select designers who utilize modernist and Bauhausian methods or more intuitive techniques to create work that ranges from commercially accessible design to avant-garde graphic experimentation. These practitioners are absent in too many classroom lectures and their methods go mostly invisible or uncredited in the field. This exhibition aims to promote the inclusion of neglected Black practitioners and their developed methodologies and to challenge the practitioners and their developed methodologies and to challenge the ubiquity of White and anti-Black aesthetics in our designed world.

MCAD Gallery will be hosting half of the more than forty posters in the exhibition, the other half will be on view concurrently in the Hennepin Theatre District at 800 Hennepin Avenue, Minneapolis.

Harris will be giving a talk about the exhibition and his own graphic design practice on Friday, October 18 at 1:00 p.m. that is open to the general public. He will be working with MCAD students on a zine workshop on Saturday, October 19 and the students will be installing the exhibition on Saturday afternoon.

Event Details
- When: Friday, October 18—Sunday, November 10, 2019
- Where: MCAD Main Gallery, 2501 Stevens Ave, Minneapolis, MN 55404
- Artist Talk With Jerome Harris: Friday, October 18, 12:00 p.m., Auditorium 150
- Who: Free and open to the public

ABOUT JEROME HARRIS
Jerome Harris is a graphic designer originally from New Haven, Connecticut, currently based in Brooklyn, New York. He holds an MFA in Graphic Design from Yale University and a BA from Temple University. Harris is the Design Director of Housing Works, a non-profit organization fighting the dual crises of HIV/AIDS and homelessness in New York City. His touring exhibition, As, Not For, has been highlighted on Afropunk, AIGA Eye on Design, and Cooper Hewitt, and reviewed in Bmore Art, Creative Review, and Dexigner. Harris DJs under the moniker DJ Glen Coco, and maintains an ongoing choreographic practice that he shares on Instagram at @32counts.

ABOUT THE MINNEAPOLIS COLLEGE OF ART AND DESIGN
Recognized nationally and internationally for its innovative and interdisciplinary approaches to visual arts education, the Minneapolis College of Art and Design is home to more than 750 students and offers professional certificates, bachelor of fine arts and bachelor of science degrees, and graduate degrees.
Laini (Sylvia) Abernathy
Sun Ra “Sun Song,” 1967
28” × 22”
Delmark Records

LeRoy Winbush
Winbush Associates Self-Promotional Materials Folder
LeRoy Winbush
Design papers,
Special Collections and University Archives, University of Illinois at Chicago

Buddy Esquire
Bronx Boys Club, 1981
8.5” × 11”
Breakbeat Lenny Archive,
#8052.
Division of Rare and Manuscript Collections, Cornell University Library

Emmett McEan
Self-Promotional Advertisement, 1974
Philip Morris Inc. Emmett McEan
Design papers,
Special Collections and University Archives, University of Illinois at Chicago

Grafton Tyler Brown
Mining Stock Certificates, 1875 & 1878
Lithograph Print
G.T. Brown & Co, S.F.

W.E.B. DuBois
City and Rural Population, 1890
28” × 22”
African American Photographs
Assembled for 1900 Paris Exposition
Library of Congress Prints
and Photographs Division
Washington, D.C.

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