

LAUREN GIDEONSE

gideonse@mit.edu
831.233.0359

EDUCATION

2011 – BFA, The Cooper Union with Full Scholarship
2015 Concentration in Sculpture, Design, Printmaking

2020 – M.Arch, MIT
with Full Graduate Fellowship

TEACHING & RESEARCH

s.2022 Teaching Assistant, MIT SA+P
4.021 “Design Studio: How to Design”
Instructors: Paul Pettigrew & Jeffrey Landman

f.2021 Research Assistance, MIT SA+P
“Atlas-ing Tiergarten”
With: Adriana Giorgis
Instructors: Mark Jarzombek, Cagri Zaman, Eli Keller

su.2021 Co-Instructor, MIT SA+P
4.S44 “Resistant Matter(s): Propositions for
Architectural Longevity”
With: Adriana Giorgis
Supervisor: John Oschendorf

s.2021 Independent Research, MIT, SA+P
“Long-er: An Atlas of Building Longevity in America”
With: Adriana Giorgis
Advisor: Mark Jarzombek

2016 – Instructor, Cooper Union Outreach Program
2014 Introduction to Graphic Design, year-long curriculum

EMPLOYMENT

2022 Freelance Designer
Role: Design, Fabrication, Project Management
Projects for: Academy of Motion Pictures Museum,
Renzo Piano Building Workshop, The MAK Center,
IN-FO.CO, Dropbox, USC Architecture,
Romeo Bravo Design, DIG restaurant

2019 – Inventory Form & Content
2017 Role: Design, Production, Project Management
Projects for: University of Chicago, Wrightwood 659,
School of the Art Institute of Chicago, Marciano Art
Foundation, Princeton University School of Architecture,
Johnston Marklee, EYRC Architects, Dropbox

2019 – Inventory Press
2016 Role: Design, Marketing, Production Oversight
Publications include: *Steven Lieber Catalogs*,
Nevelson—I Must Recompose the Environment,
Museum of Capitalism, Dimensions of Citizenship

2017 – Project Projects
2016 Role: Design, Research
Projects for: DS+R, MoMA, The Buell Center, OMA,
Leong Leong, The Liverpool Design Biennial, MVVA,
The Jewish Museum, Bard Graduate Center, The Bass

2016 – Dieu Donne
2015 Role: Papermaking, Technical Assistance to Artists
Projects for: James Siena, Ursula Von Rydingsvard,
B. Wurtz, Mel Kendrick, Melvin Edwards, Do Ho Suh

2014 – Pace Gallery, Paper Studio
2015 Role: Papermaking Intern
Projects for: Leonardo Drew, Chuck Close, Will Cotton,
Kenny Scharf, Donald Batchelor

SELECTED PROJECTS

Come Back and Tell Me Why Things Last
Project Ongoing, Exhibited: 10.2021
With: Adriana Giorgis
An ongoing atlas project charting the territory of the 250-year-old
building in the United States. Project included travel to and data
collection on 87+ sites in the eastern U.S. with supporting
interviews. The work has been exhibited in *Unbounded*, and
captured in an essay of the same title advised by Prof. Antoine Picon.
Produced: Exhibition installation including two channel text
ticker, printed atlas, and set of 50 site postcards. Experimental
first-person video game. Essay reflection on 3 sites.
Supported by: Transmedia Storytelling Grant, CAMIT Seed Grant

Atlas-ing Tiergarten, MIT SA+P
Final Presentation: 12.2021
With: Adriana Giorgis
Advised by: Mark Jarzombek, Cagri Zaman, Eli Keller
Research and preparation of an experimental resource atlas for
class 4.182 “Augmented Historical Pedagogies: Tiergarten’s
Hidden Urban Narratives”. Collected materials and studied tactics
for relating materials to one another visually and conceptually,
maintaining user engagement, and archive mediums. Designed
anti-hierarchical, randomizing, web-atlas.
Produced: Archive of materials, study on spectrum of website
user experiences, interactive web-atlas.

Soft Schindler
Exhibition Opening: 10.2019
Curated by Mimi Zeiger, *Soft Schindler* challenges the canonical
understanding of the Schindler House as modernist manifesto
reintroducing plural, nonbinary narratives through the work of
contemporary artist and architects. Managed all fabrication and
installation components of the exhibition, particularly challenging
given the strenuous preservation restrictions in place in the
Schindler House.
Developed: Design and fabrication for hanging systems to
accommodate house restrictions including custom tension rods
and cross bars. Installation of all components, specification or
fabrication of all necessary support structures.

Dropbox Headquarters
With: IN-FO.CO
First Phase Open: 8.2019
DBX HQ in San Francisco is the largest leased space in the history
of the city. The design of the signage system necessitated an
comprehensive understanding of the building, the architect’s
intentions, and the needs of the users. Involved in project from
RFP to first day of business.
Developed: Wayfinding strategy, client presentations, sign
designs, material specifications, location plans, message
schedules, fabrication and installation details.

Dimensions of Citizenship, US Pavilion Biennale Architettura
With: IN-FO.CO, Levi Murphy
Exhibition Opening: 6.2018
The Pavilion addressed citizenship across seven scales, each
represented by an architect participant. In an expanded
exhibition design role, provided conceptually and pragmatic
coordination between curators, participants, and fabricatos.
Oversaw and assisted with graphic installation.
Developed: Design presentations, exhibition identity and graph
ics; specification for graphic, furniture, a/v elements; fabrication
and full exhibition installation drawing set.

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AWARDS & GRANTS

- 6.2021 Council for the Arts at MIT Seed Grant, with A. Giorgis
- 5.2021 Transmedia Storytelling Initiative Grant, with A. Giorgis
- 1.2019 Architect's Newspaper
Best of Design Awards Honorable Mention
Exhibition Design, with Project Projects
- 4.2017 Fulbright Travel Scholarship, Finalist
- 5.2016 Betty Golden Publication Prize
- 5.2015 Benjamin Menschel Fellowship, with Max Gideonse

EXHIBITIONS, PROGRAMMING, PRESENTATIONS

- 10.2021 *Unbounded: Transmedia Storytelling at MIT*
Weisner Gallery, group show
- 07.2018 *A *New* Program for Graphic Design*
Public lectures series, event organizer
- 07.2018 **A Graphic Design Exhibition**
2305 Glendale, event organizer
- 01.2018 *Publishing and the Arts*
Triple Canopy Publication Intensive, presentation
- 04.2017 *Roll Call*
Elizabeth Foundation for the Arts, group show
- 07.2016 *Handmade Papermaking and Design*
The New School, workshop
- 10.2016 *Ruins*
Berl's Brooklyn Poetry Workshop, presentation
- 05.2016 *Printmaking Exhibition*
The Cooper Union, group show
- 05.2016 *Intro to Handpapermaking*
Dieu Donne, workshop series
- 02.2016 *Alternate Neutralities*
The Benjamin Menschel Exhibition, group show
- 12.2015 *Through Lines*
The Cooper Union, thesis show
- 12.2015 *Art of the Book*
41 Cooper Gallery, group show
- 12.2015 *Printed Matters*
The Cooper Union, group show

EXPERIENCE

Publication & Print Design
Wayfinding Strategy and Signage System Design
Exhibition and Graphics Design
Presentation and Production Drawings
Signage Plans and Elevations, Schedules
Installation and Fabrication Oversight
Project, Schedule, and Budget Management
Material Research, Specification, and Procurement
Model Making and Prototype Production
RFPs, Business Development, Grant Writing
Archive Management
Wood and Metal Shop Experience
Print and Papermaking Techniques

PROGRAMS

Illustrator, InDesign, Photoshop, Rhino, Maya3D, AfterEffects
Google Suite, Microsoft Suite, Github, HTML, CSS

SELECTED PROJECTS, CONT.

Living in America: Frank Lloyd Wright, Harlem, and Modern Housing
With: Project Projects and Leong Leong
Exhibition Opening: 9.2017
The exhibition brought contemporaneous policy documents, government housing documentation, and Frank Lloyd Wright's drawings and models into generative proximity. The structure and exhibition system design provided a conceptual framework for the audience while maximizing display space.
Developed: Exhibition strategy and project sequence; specification of materials; exhibition graphics and related publications (with team); installation drawing set.

Museum of Modern Art
With: Project Projects
First Phase Open: 7.2017
The signage system for the MoMA expansion was designed in close concert with architects DS+R and the MoMA staff to integrate with the new building and direct an annual 2.8 million visitors. The system includes a custom typeface and icons, in addition to directional, identification, donor, and code signage.
Developed: Design presentations, strategic wayfinding survey, sign designs, icons, location plans, message schedules, budgets, on-site prototype tests, documentation for fabrication.

Design & Empire {working title}, Liverpool Design Biennial
With: Project Projects
Exhibition Open: 12.2017
The first Liverpool Design Biennial explored the power structures embedded within contemporary and historical, design, visual art and capitalism culture, responding to Liverpool as a ongoing nexus of trade and exchange. I was involved in the early stages of the biennial development, working with curators Prem Krishnamurthy and Emily King to translate thematic notes into potential participant, comprehensive proposal documents, and presentation materials.
Developed: historical and curatorial research, identification of potential sites in Liverpool, identification and outreach to participants, production of all proposal materials for presentations to sponsoring institutions.

Alternate Neutralities
With: Max Gideonse
Exhibition Opening: 2.2016
Supported by the Menschel Research Fellowship. A survey of the preservation, presentation, restoration, and renovation methods surrounding objects and historical sites central to the Population Exchange of 1923 in Greece and Turkey. Focus on mosques, churches, former communities, museums, and artifacts.
Produced: Exhibition and presentation of findings, photographic documentation, recorded interviews, site drawings, 3D models, replications, etchings.

PROJECTS PUBLISHED

The New York Times, Dezeen, Archinect, Architecture Magazine, Curbed, Wallpaper, Metropolis, Architectural Digest, Domus, The Architect's Newspaper, e-flux, Print Magazine, ArtsatMIT

CRITIC, STUDIO VISITS

Parsons School of Design
The Cooper Union
Robert Blackburn Workshop
Elizabeth Foundation for the Arts
Dieu Donne
Triple Canopy