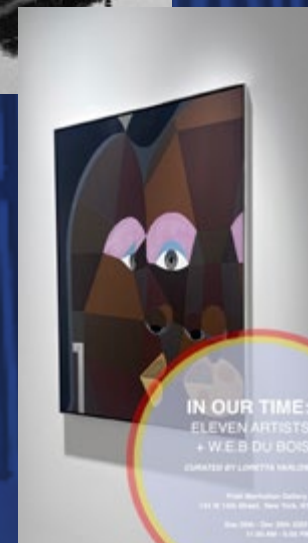
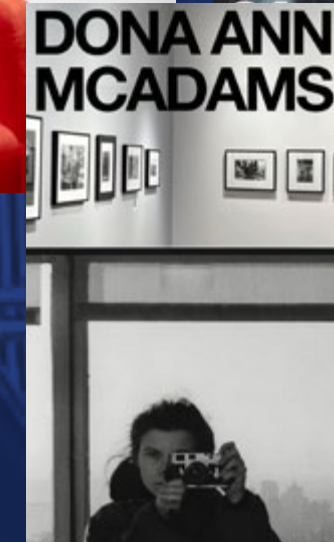
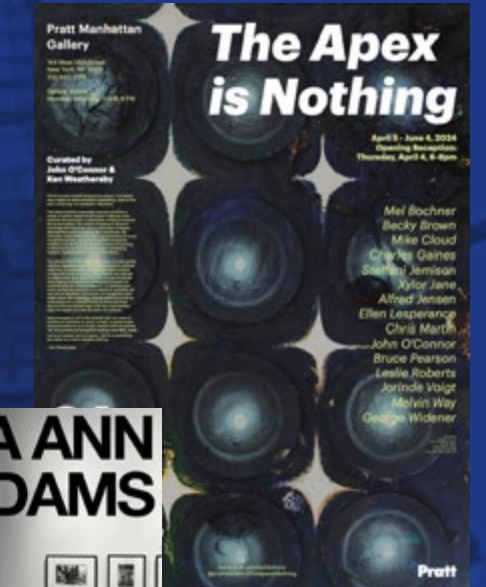


PRATT EXHIBITIONS PARTNERSHIP • Pratt Manhattan Gallery

By John Battista De Santis

Pratt Manhattan Gallery at 144 West 14th Street, in the same downtown gallery landscape as Chelsea's commercial exhibition scene — it operates on a professional curatorial calendar, with outside curators, loaned work, and public opening receptions.

Developed an on going partnership with Pratt Exhibitions and Pratt Manhattan Galleries that enables student design teams to produce promotional work for the gallery. The designers worked with: curatorial statements, artist information, images, new footage shoots, and institutional standards. The challenge was not to make attractive graphics — it was to translate exhibition content into clear public communication without losing the sense of the exhibition itself, for a gallery operating at a professional, publicly-attended level.



PRATT EXHIBITIONS PARTNERSHIP • Pratt Manhattan • The Work

The team developed complete — exhibition identities posters, motion graphics, social content, and promotion, all required to stay consistent across print, motion, and digital media.

Exhibitions designed for include:
From Forces to Forms — curated by Ellen K. Levy

Amazonia — curated by Berta Sichel, Patricia Capa

The Apex Is Nothing — curated by John O'Connor & Ken Weathersby

The New Village: Ten Years of New York Fashion! — curated by Jennifer Minniti, Matthew Linde

Seeing Sound — curated by Barbara London

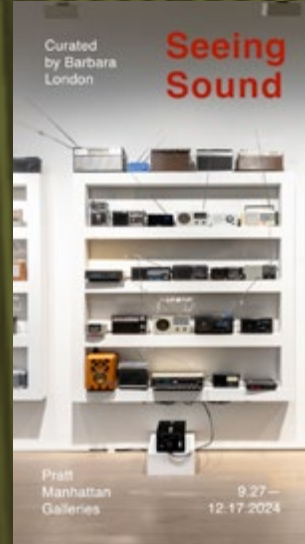
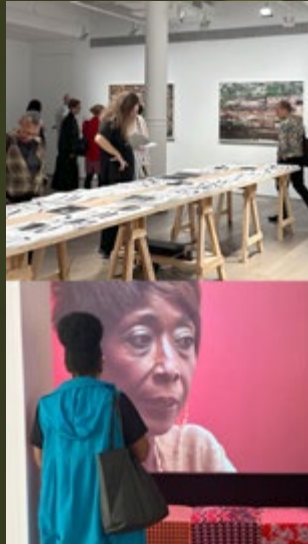
Black Dress II: Homage! — curated by John O'Connor, Ken Weathersby

Dona Ann McAdams's Black | Box

In Our Time: Eleven Artists + W.E.B. Du Bois - curated by Loretta Yarlow

Reels work here:

<https://www.instagram.com/prattexhibits/reels/>



PRATT EXHIBITIONS PARTNERSHIP • Pratt Manhattan

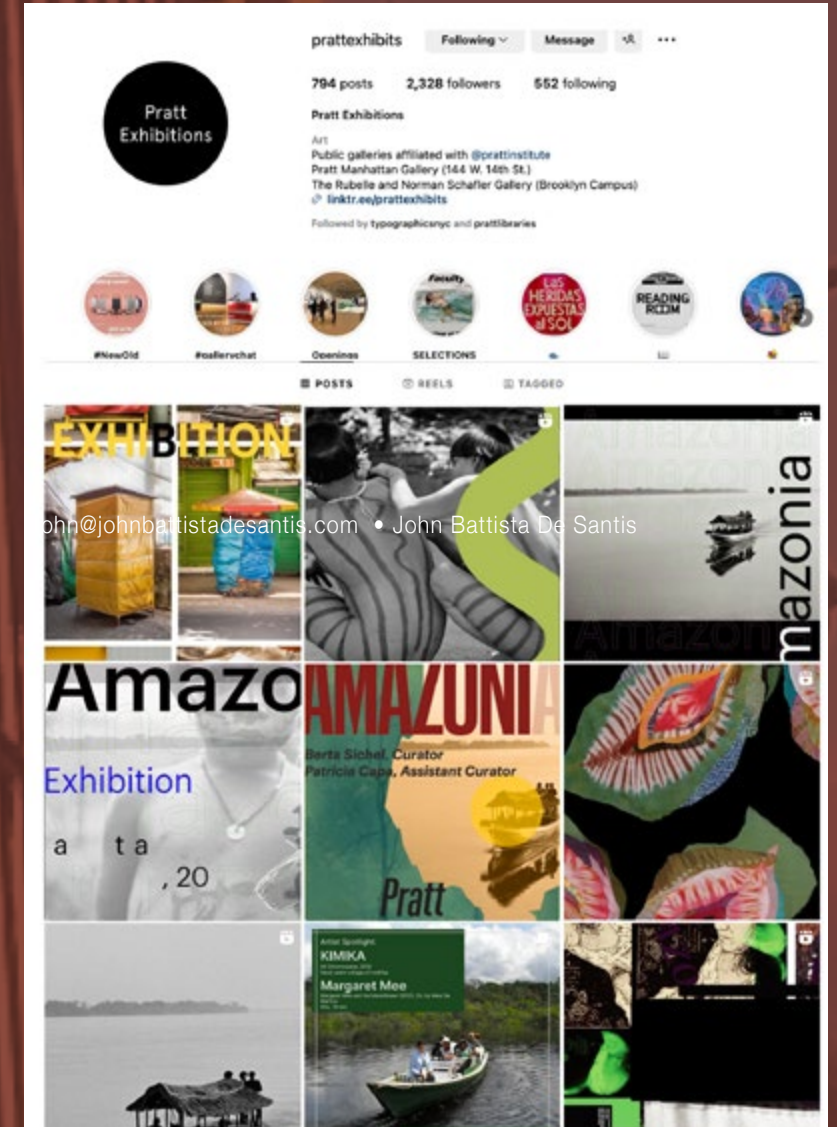
The partnership established a repeatable model in which the gallery could explore multiple creative directions while the design team experienced the expectations, constraints, and accountability of a real, publicly-attended gallery operating alongside Manhattan's professional exhibition scene.

Projects like *From Forces to Forms* and *Amazonia* demanded more than technical skill: the team had to organize complex curatorial information, respect image attribution, establish clear information hierarchy.



Reels work here:

<https://www.instagram.com/prattexhibits/reels/>



PRATT EXHIBITIONS PARTNERSHIP • Pratt Manhattan

The gallery gains fresh visual perspectives on an ongoing basis. The team gains experience that couldn't be replicated — work built curators, real artists, walk-in public. Design doesn't simply present culture — it shapes how people discover, approach, and understand it.

Designers:

Coryn Wassik
Satchel McLaughlin
Finn Evans
Nastaran Hossein
Nadiya Phengdara
Gaeun Jeong
Gavin Haberl
Michael Klingenberg
Nick Malandrino
Kailea Zheng
Crystal Chen
Natasha Acosta
Lily Pickart
Kailea Zheng
Tennille Williams
Jason Liu
Stephany Guan
Eli Blanchard

