

Peter Yang

Art Direction
14 Cheever Place
Brooklyn, NY 11231
United States

View the full portfolio at <http://www.thecreativefinder.com/wobbs>

Professional Experience and Curriculum Vitae + WORK EXPERIENCE

Freelance Interactive Art Director

New York, NY & San Francisco, CA | August 2004 - Present

- > Primary role focused on initiating concepts for branding and interactive advertising
- > Agencies: FCBI-NY (Motorola), ICON NICHOLSON (Mount Sinai), FREESTYLE (Burton Snowboards), EVB (Kashi), PUBLICIS WEST (T-Mobile), MRM (Intel), OGILVY ONE-NY (SAP), TRIBAL DDB-NY (Philips), AVE A | RAZORFISH (Capital One), STRAWBERRY FROG-NY (Electrolux), PARODIC/ANOTHER ANOMALY (Fanta)

Freelance Graphic Designer

New York, NY & San Francisco, CA | September 1998 - Present

- > Projects include identity, marketing collateral, interactive/online games, motion graphics
- > Projects: MTV FILMS, WIRED, LEVI'S, PETERSEN AUTOMOTIVE MUSEUM, ULTRABLAND (Nickelodeon), FROG-NY (Prudential), VH1 (MTV Digital), CNET NETWORKS, PLUS FACTORY, FOR OFFICE USE ONLY (MoMA), SHOWTIME NETWORKS, MOMENT (ESPN), ORGANIC-NY (Related)

Freelance Interactive Art Director/Designer

KIRSHENBAUM BOND + PARTNERS/DOTGLU

New York, NY | May 2005 - December 2005

- > Conceptualized and produced visual design solutions within the scope of the client's target audience and branding guidelines
- > Worked directly with clients and accounts team to formulate new campaigns and lead the communication among the creative team
- > Clients: internal, Hartz, DSW, Citibank, Kao Brands, Beechnut/HBO, Liberty Mutual, Verizon Yellow Pages, BMW USA

Freelance Senior Designer

WDDG

New York, NY | December 2004 - May 2005

- > Created innovative and high quality designs that reinforced the client's brand for both print and web capabilities
- > Visually integrated and enhanced site architecture, user-interface, and content outlined by the development team
- > Clients: internal, Kraft Foods, Emerald Nuts, Aquent, Siebel, Inferno Games

Graphic Designer

ARCHER DESIGN, INC.

San Francisco, CA | May 2000 - July 2001

- > Designed and developed print pieces for promotions and press including identity systems, annual reports, and marketing collateral
- > Managed projects from concept through production by working along with project managers and print vendors to meet scheduled deadlines
- > Clients: E-Trade, Sony Playstation, Chabot Space & Science Center, UC Berkeley, University of San Francisco School of Law

Instructor

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)

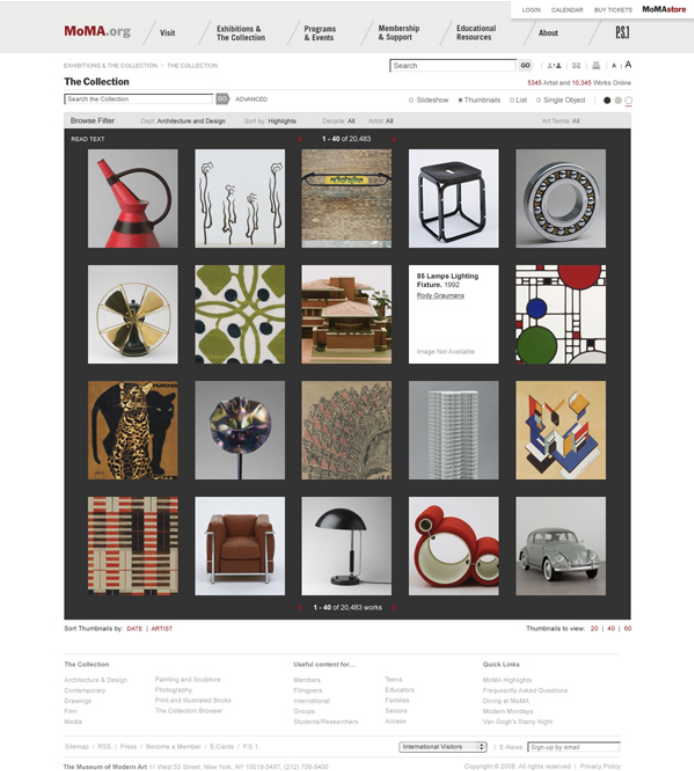
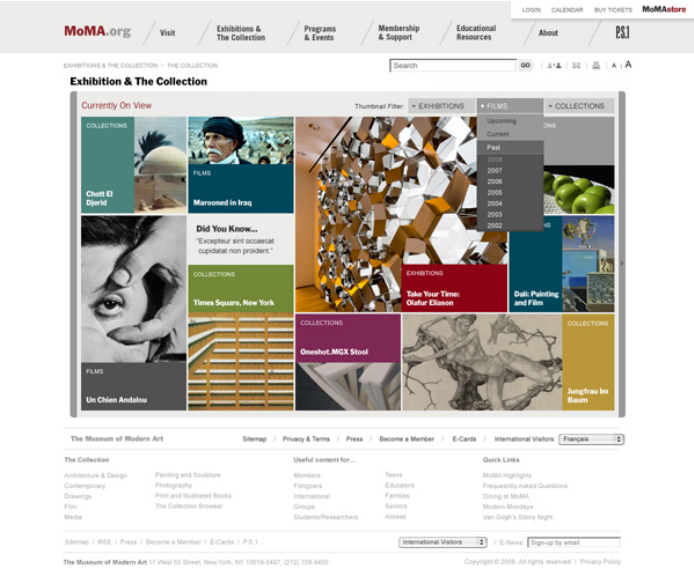
NEW YORK UNIVERSITY | McGhee Division helpdesk 656.227.2902, fax 656.227.0213

New York, NY | September 2004 - Present

- > Instruct a graphic design course integrating multimedia into the design process
- > Course: Multimedia Graphic Design

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Painting and Sculpture

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Data highlights

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ON VIEW Painting and Sculpture Gallery, Floor 2



Bicycle Wheel, 1925

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RECENT ACQUISITION

Bicycle Wheel, New York 1951

(third version after lost original of 1913)

Marcel Duchamp

Metal wheel mounted on painted wood stool. 51 x 25 x 15.5" (129.5 x 63.5 x 41.9)

The Sidney and Harriet Janss Collection © 2007 Artist Rights Society (ARS), New York/ADAGP, Paris/Estate of Marcel Duchamp

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GALLERY LABEL TEXT

PUBLICATION EXCERPTS

OTHER TEXTS

Dada

June 18–September 11, 2006

Although Duchamp had collected manufactured objects in his studio in Paris, it was not until he came to New York that he identified them as a category of art, giving the English name "Ready-made" to any object purchased "as a sculpture already made." When he modified these objects, for example by mounting a bicycle wheel on a kitchen stool, he called them "Assisted Ready-mades." Duchamp later recalled that the original Bicycle Wheel was created as a "disasterous," "I enjoyed looking at it, just as I enjoy looking at the flames dancing in a fireplace."

Bicycle Wheel is Duchamp's first Ready-made, a class of artworks that raised fundamental questions about artmaking and, in fact about art's very definition. This example is actually an "assisted Ready-made": a common object (a bicycle wheel) slightly altered, in this case by being mounted upside-down on another common object (a kitchen stool). Duchamp was not the first to kidnap everyday stuff for art; the Cubists had done so in collages, which, however, required aesthetic judgment in the shaping and placing of materials. The Ready-made, on the other hand, implied that the production of art need be no more than a matter of selection—of choosing a preexisting object. In

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Resources

DADA-BASE search for Duchamp yields 226 results

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Education

There are 31 sample course plans for teachers

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Exhibition

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MoMA Multimedia

Olafur Eliasson at MoMA & P.S. 1: Take Your Time

The Museum of Modern Art P.S.1 Contemporary Art Center April 20–June 30, 2008

Olafur Eliasson at MoMA & P.S. 1: Eliasson on "Beauty"

Like abstract painting, Mr. Eliasson's art can be slow to reveal itself.

Video

Olafur Eliasson at MoMA & P.S. 1: Eliasson on "Beauty" 1:54

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