

CASE STUDY

FORD EXPERIENCE CENTER



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PROJECT SNAPSHOT

- **Location:** Dearborn, Michigan
- **Client:** Ford Motor Company
- **Services:**
 - Brand discovery and planning
 - Research and strategy
 - Art narrative development
 - Art direction + collection building
 - Artist facilitation and contract management
 - Production and procurement management
 - Project management
 - Exhibition design

OVERVIEW

The Ford Experience Center (FXC) is Ford Motor Company's main events facility, considered the 'front door' and first impression of its 600-acre campus in Dearborn, Michigan. Under the direction of our global art strategy, the hospitality-inspired hub embodies an extensive and creative exploration of an immersive, community-oriented, and brand-inspired contemporary art program, creating a unique and memorable experience for staff and visitors alike.

OPPORTUNITIES

- Highlighting the talented artists in Detroit and across the region
- Showcasing authentic representation of Ford's brand values through art and environmental graphics
- Connecting the brand and culture together through immersive creative storytelling
- Featuring emerging artists within the city's marginalized and underrepresented communities

OUR PROCESS

Developing and Expanding Ford's Global Art Strategy

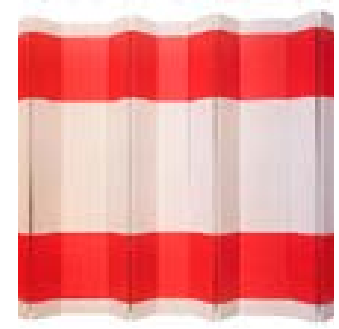
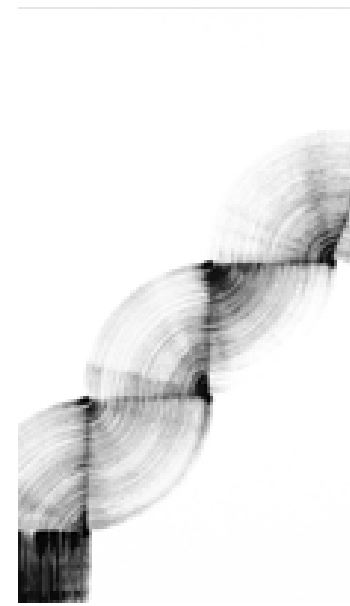
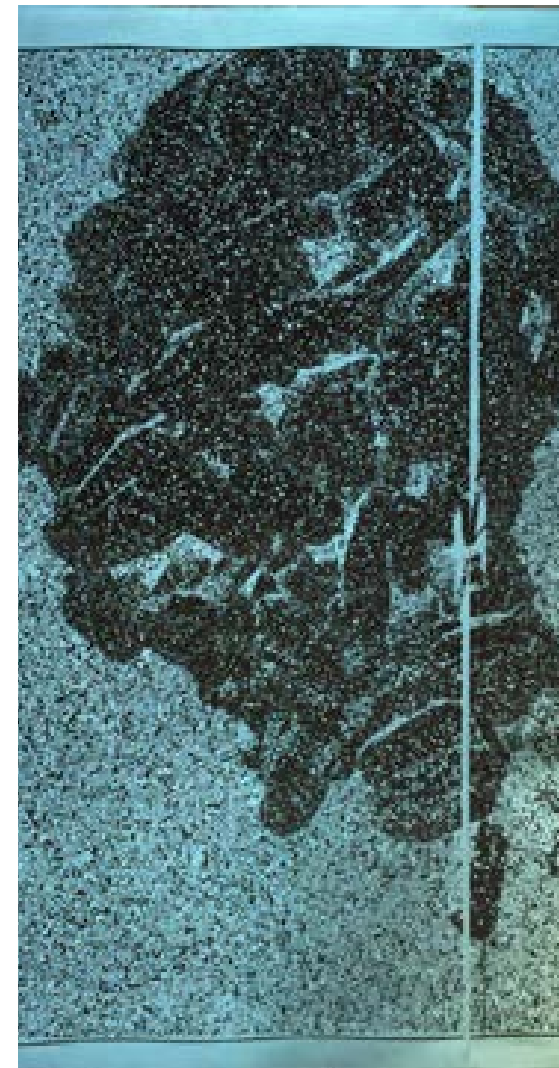
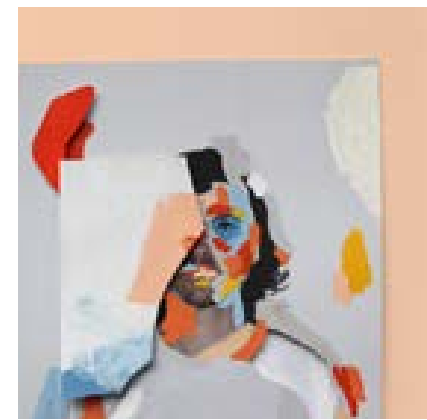
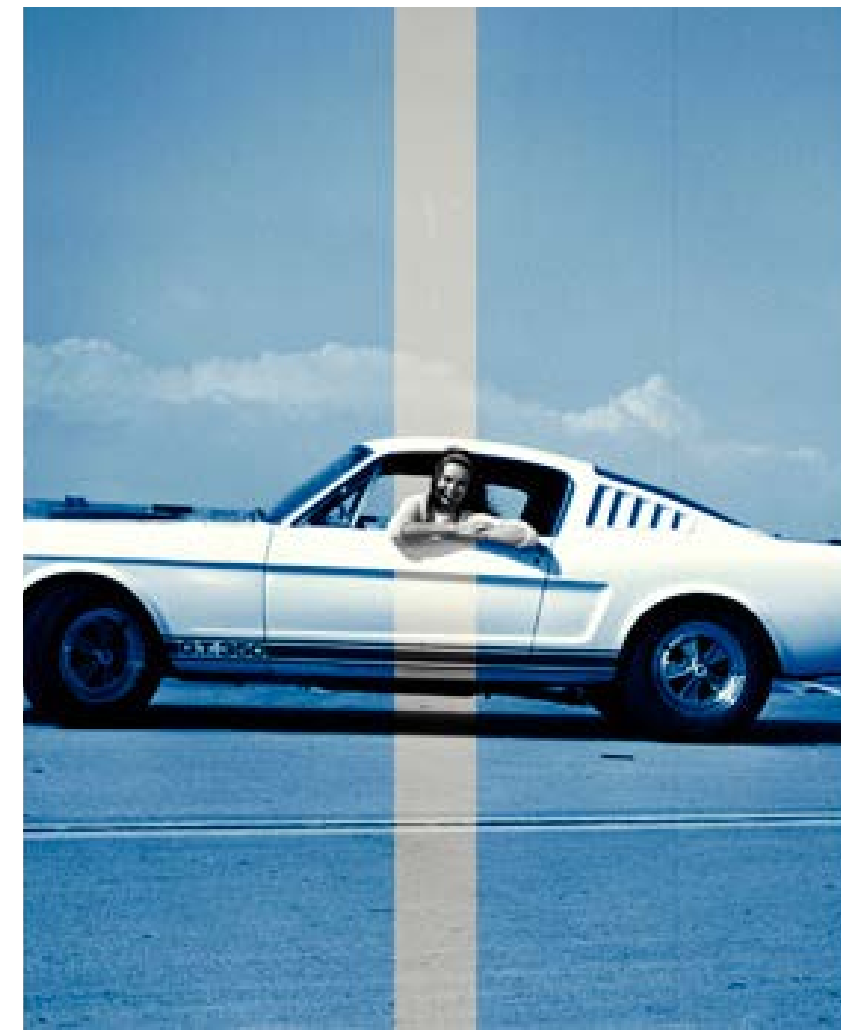
We began our work with Ford by first developing the strategy for the global art program's vision, framework, and approach. Through extensive interdisciplinary stakeholder discovery sessions, conducting deep dives into the brand values, and aligning on company vision and goals, we created a strategic framework that is used to anchor the creative development of collections and programming across Ford's commercial, workplace, and retail environments – all while providing space to encourage innovations that propel the brand forward into the future.



FORD'S GLOBAL ART NARRATIVE

MOBILITY SUSTAINABILITY HUMAN

- *By serving the people and culture of Ford while driving a broader agenda for change, growth and transformation. Connecting people to each other and the world around them, and allowing the freedom to connect, imagine and share.*
- *By producing art that is considering the wider impact of the work and its reception, in relationship to its environments such as social, economic, biophysical, historical and cultural. Art created from natural and/or sustainably produced and harvested materials creates harmony between the outdoor environment and the internal spaces.*
- *Considering the experience of the audience and aim to improve the emotional well-being for all staff and guests. We've produced an art program that fosters local engagement and relevance for all, while promoting social moments that broaden the connectivity of the audience.*



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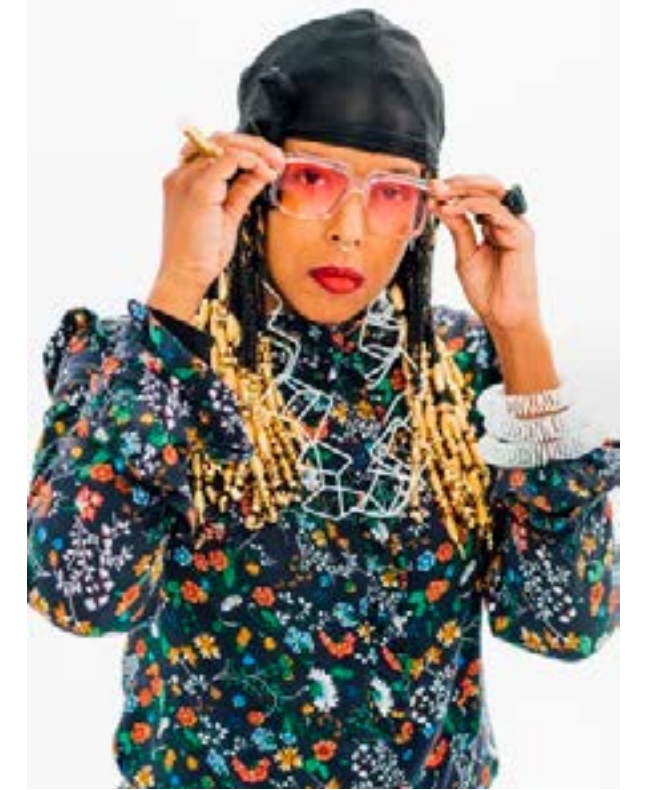
Beverly Fishman
Untitled (Panic Disorder, Osteoporosis) White, 2021
Hand-pulled serigraph prints on paper
Fine art original - acquisition





SITE-SPECIFIC COMMISSION

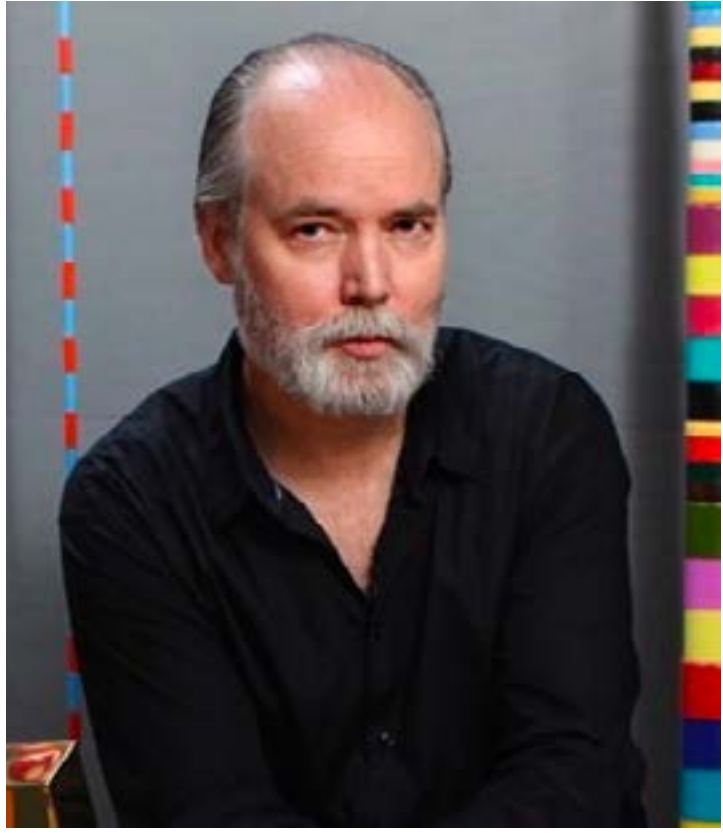
TIFF MASSEY



Welcoming guests immediately as they step foot into FXC is this stunning 18-foot commission completed by Detroit-based multidisciplinary artist Tiff Massey. From initial curatorial recommendation, artist contract management, and creative concept development through to fabrication and installation, we collaborated with Tiff throughout her iterative process to create this immersive, larger-than-life installation.

Quilt Code V: Cold In The D (2022) departs from the intimate associations of the quilt as a means to explore scale, patterning, and color, the various motifs in Massey's piece – which range in shape from circular and curvilinear to angular and stepped – address Ford's narrative themes of mobility and movement. The colorful, sculptural elements that comprise her work connect Ford's global community and complement the clean and modern lines of the building's architecture. In shades of blue, green, and red, the acrylic surfaces engage viewers and mirror their actions as they walk along with the installation. Through this thoughtful pairing of form and materiality, Massey's piece manages to reflect motion while also embodying it.

Tiff Massey
Quilt Code V: Cold In The D, 2022
Colored acrylic on wood panels



FINE ART ACQUISITION

DOUGLAS COUPLAND

Just around the corner from Massey's installation hang three original works acquired from international artist Douglas Coupland's *Fordite* series. These detached hoods of Ford muscle cars are covered with painted patterns that simulate the look and colors of Fordite, the hardened build-up of automotive paint removed from car spray-painting booths of the 1960s and 1970s. The effect is hypnotic, and the works emanate a psychedelic energy while speaking to notions of nostalgia, beauty, and waste.

This showcase wall was developed as a response to the Concierge Wall and speaks to Ford's legacy of invention, engineering, and innovation, while the artwork specifically speaks to mobility and ingenuity.

Douglas Coupland
Fordite Series, 2019-2021
Automotive paint on fiberglass or metal



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Robert Moreland
Untitled Ford 3 Gold, 2021
Canvas on wooden panel with acrylic paint, tacks, and leather hinges
Site-specific commission



Robert Moreland
Untitled Ford 1 Red, 2021
Canvas on wooden panel with acrylic paint, tacks, and leather hinges
Site-specific commission



SITE-SPECIFIC COMMISSION

ROBERT MORELAND

Robert Moreland is minimalist sculptor and painter living and working in Los Angeles, California. Moreland's multipaneled and largely monochromatic sculptures focus on the experiential act of viewing art.

His commissioned series of works references Ford's great victory at the 1966 *24 Hours of Le Mans*, the endurance sports car race where three Ford GT40s achieved first, second, and third place. The artist commemorates the triumph in his typical Minimalist style, where bold but sleek bands of color stand in for racing stripes and unexpected folds and breaks in the canvas suggest the exhilarating ups and downs of a rapid-paced competition in progress.

Existing somewhere between painting and sculpture, Moreland's works enter the physical space of the viewer, commanding attention and eliciting excitement akin to that felt on the race track.

CUSTOM WALLCOVERING

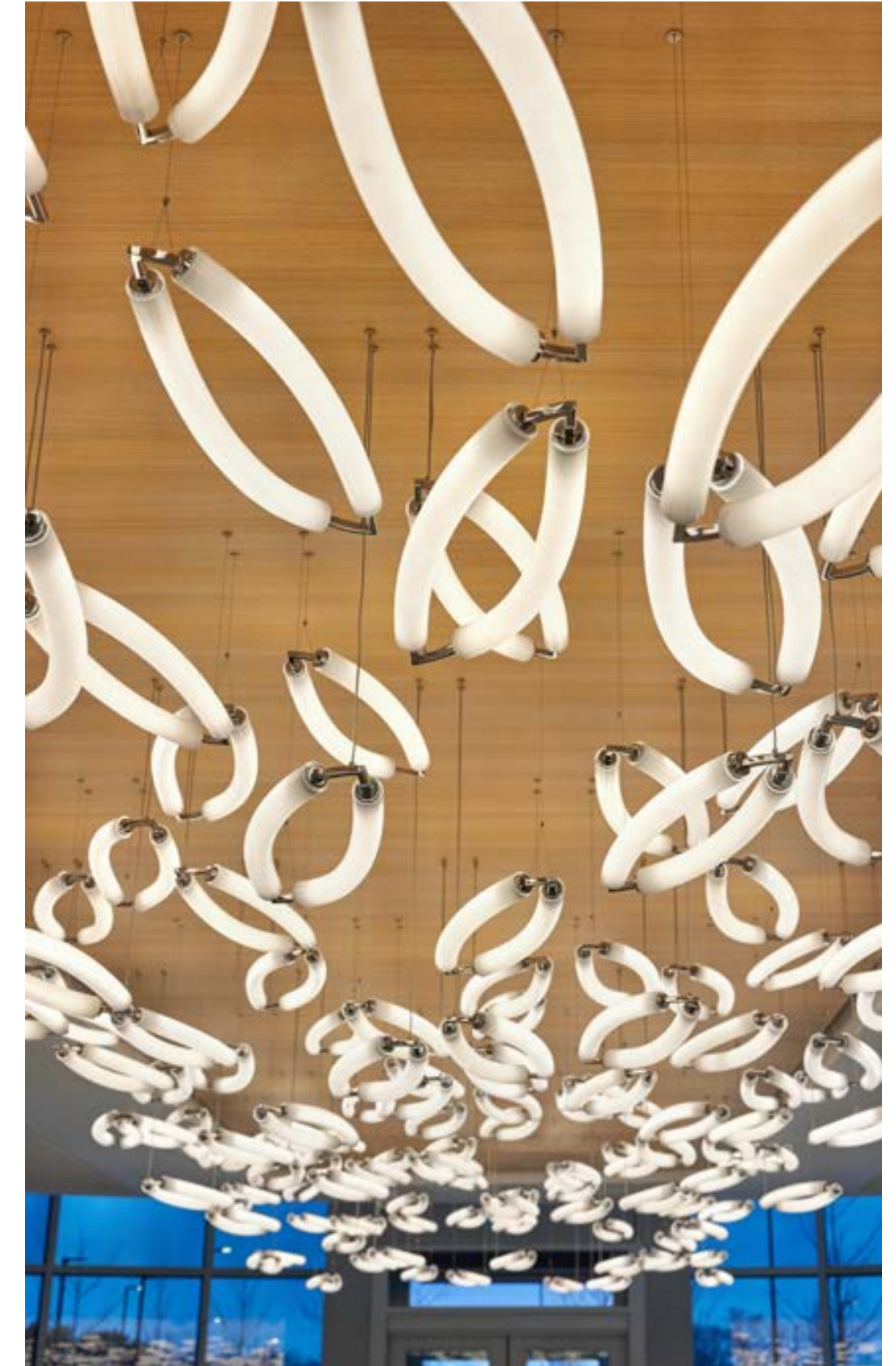
ENVIRONMENTAL GRAPHIC DESIGN

As part of Ford's global art strategy, our team also developed a robust environmental graphic design strategy that could be impactfully incorporated across a variety of spaces depending on each environment's use case, whether for a boardroom, a call booth, a focus area, or a production space. This purposeful programming is a creative take on brand expression and branded environments, crafting an elevated employee and guest experience as a result.



A custom CNC-cut pattern of fractured ovals based on the global environmental graphics pattern forms the 3-D MDF wall of the grand hall stair





Beyond The Walls and Frames

Our direction from the global EGD strategy not only influenced wallcovering and environmental graphics but also extended into custom FF&E, including carpet and lighting design.

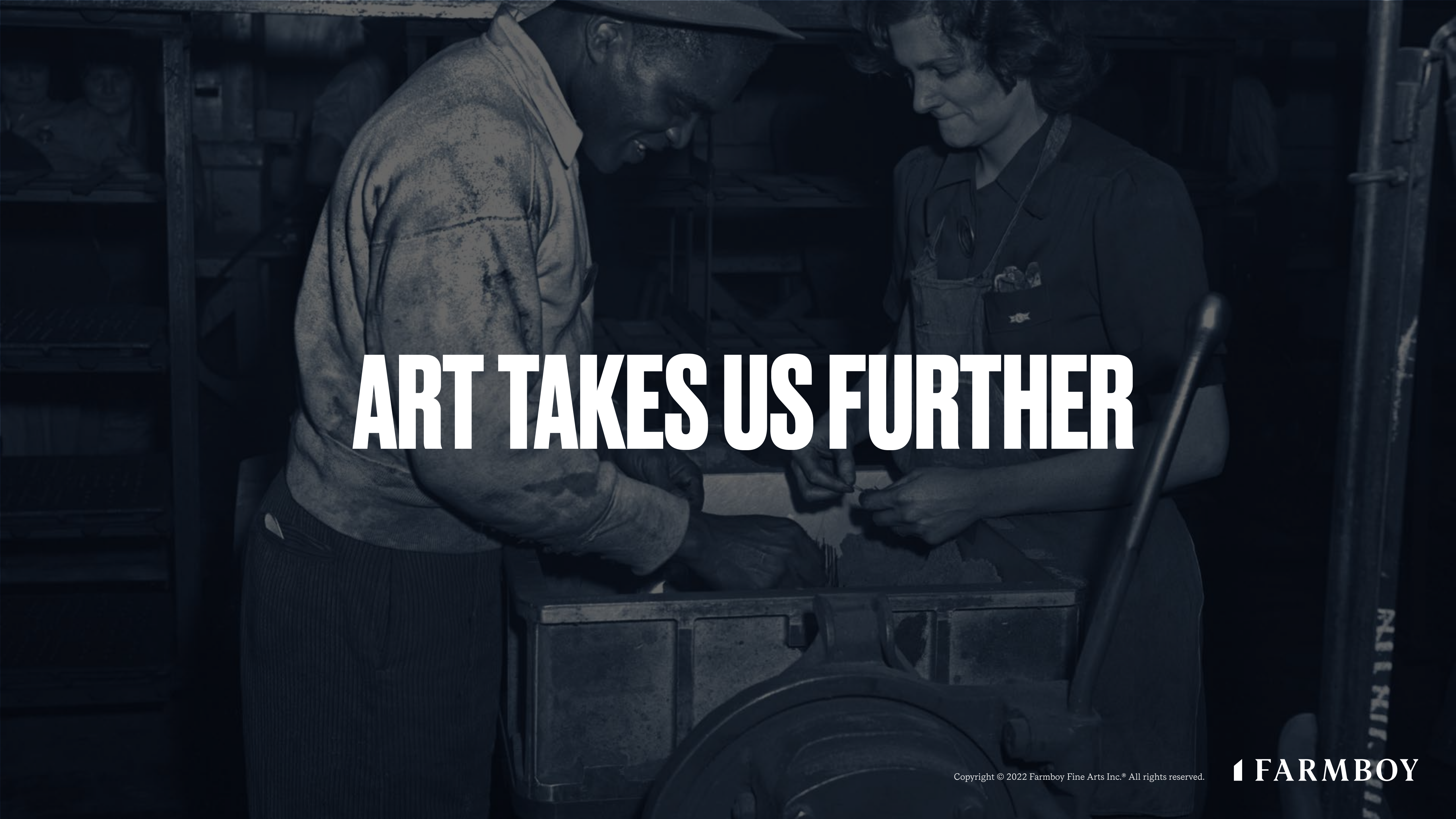


EXHIBITION DESIGN

THE APOLLO EXHIBITION

During the height of the COVID-19 pandemic, Ford recognized a dire need amongst its manufacturing teams for personal protective equipment, which at the time was facing an incredible spike in demand with little global supply available. In response, the company expanded the use of its resources and infrastructure to design innovative PPE products in collaboration with the product innovation giant 3M. These prototypes, initially created for Ford employees across their global internal

network, have since spurred the company's expansion to design and produce medical equipment and supplies for healthcare workers, first responders, and patients fighting respiratory illnesses like coronavirus. Our team artfully curated and designed the commemorative Apollo Exhibition to help tell this impressive story of innovation and community service, now proudly showcased to the public at FXC.

A black and white photograph of a man and a woman working together in a workshop. The man, on the left, is wearing a cap and a long-sleeved shirt, and is looking down at a piece of machinery. The woman, on the right, is wearing a dark shirt and is also looking down at the machinery. They appear to be focused on their work. The background shows a workshop environment with various tools and equipment.

ART TAKES US FURTHER

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