KAWS:

we are Special

Have you ever seen this guy?
A grayscale clown-like figure with
x-ed out eyes, and has two
bones sticking out of his head. This is
"Companion", a figure based
on Mickey Mouse. And he was
the first toy designed by
Brian Donnelly, as known as KAWS.

KAWS: HOLIDAY
2019 inflatable

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About

Brian Donnelly is currently
best known as the artist KAWS.
KAWS is a New York-based
artist who has made a name out of
him designing limited
edition toys and clothing.

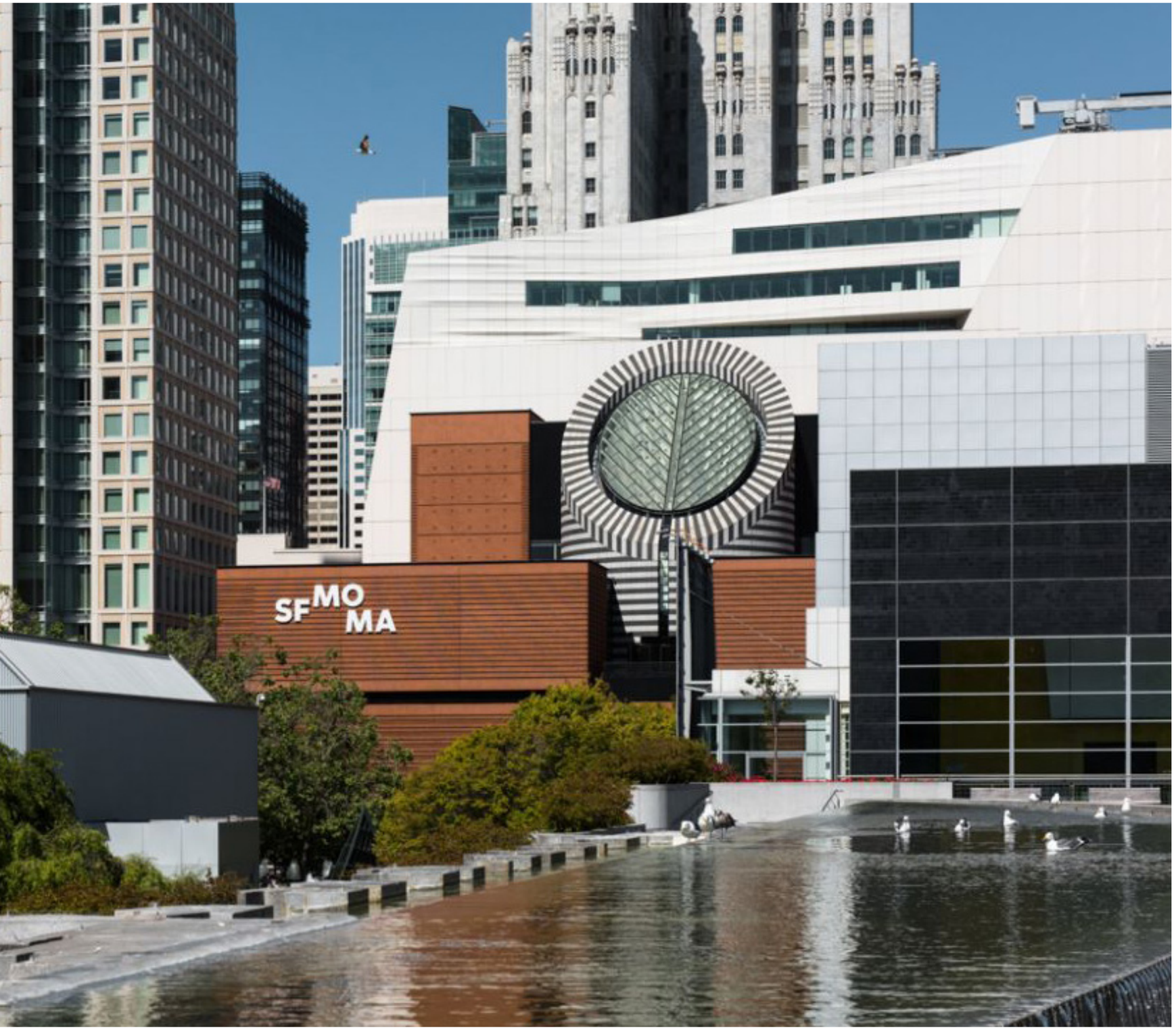
Brian Donnelly graduated
from the School of Visual Arts
in New York where he
obtained a Bachelor of Fine Arts
in illustration.

After graduating he worked
for Disney as a freelance animator.
While living in Jersey City,
KAWS began his career as a graffiti artist.

By the early 1990s he began to
work focus on subverting the images
on busshelters, phone booth
advertisements, and billboards.

In the late 1990s, KAWS
had an opportunity to design
and produce limited
edition vinyl toys. These toys instantly
became a hit with the
global art toy-collecting community.

In the early 2000s he also reworked
many familiar television and cartoon icons.



The San Francisco Museum of Modern Art (SFMOMA) is a modern art museum located in San Francisco, California. A nonprofit organization, SFMOMA holds an internationally recognized collection of modern and contemporary art, and was the first museum on the West Coast devoted solely to 20th-century art.

KAWS: we are Special

——from the streets to the world

KAWS: we are Special.
In addition to continuing the consistent style of the KAWS series of exhibitions, the title hides another meaning of because we are special. Not only KAWS, everyone is unique, and this is what we want to convey to the public, everyone should keep their own uniqueness. Cause we are special.

SFMOMA
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CREATIVE VICTORIA
UNIQLO
CHADSTONE
December 1, 2020-December 31, 2020
San Francisco Museum of Modern Art
151 Third St
San Francisco, CA 94103

Branding

PeachyKeenJF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Snicker

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

#0B4198

#F2A3BF

#AEAAAD

#000000

#FFFFFF

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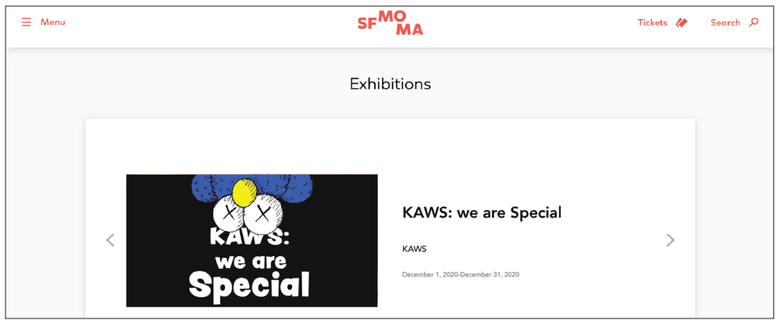
San Francisco Museum of Modern Art
151 Third St
San Francisco, CA 94103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December 1, 2020-December 31, 2020

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SFMOMA

Collateral

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https://www.sfmoma.org/exhibition/kaws-we-are-special/

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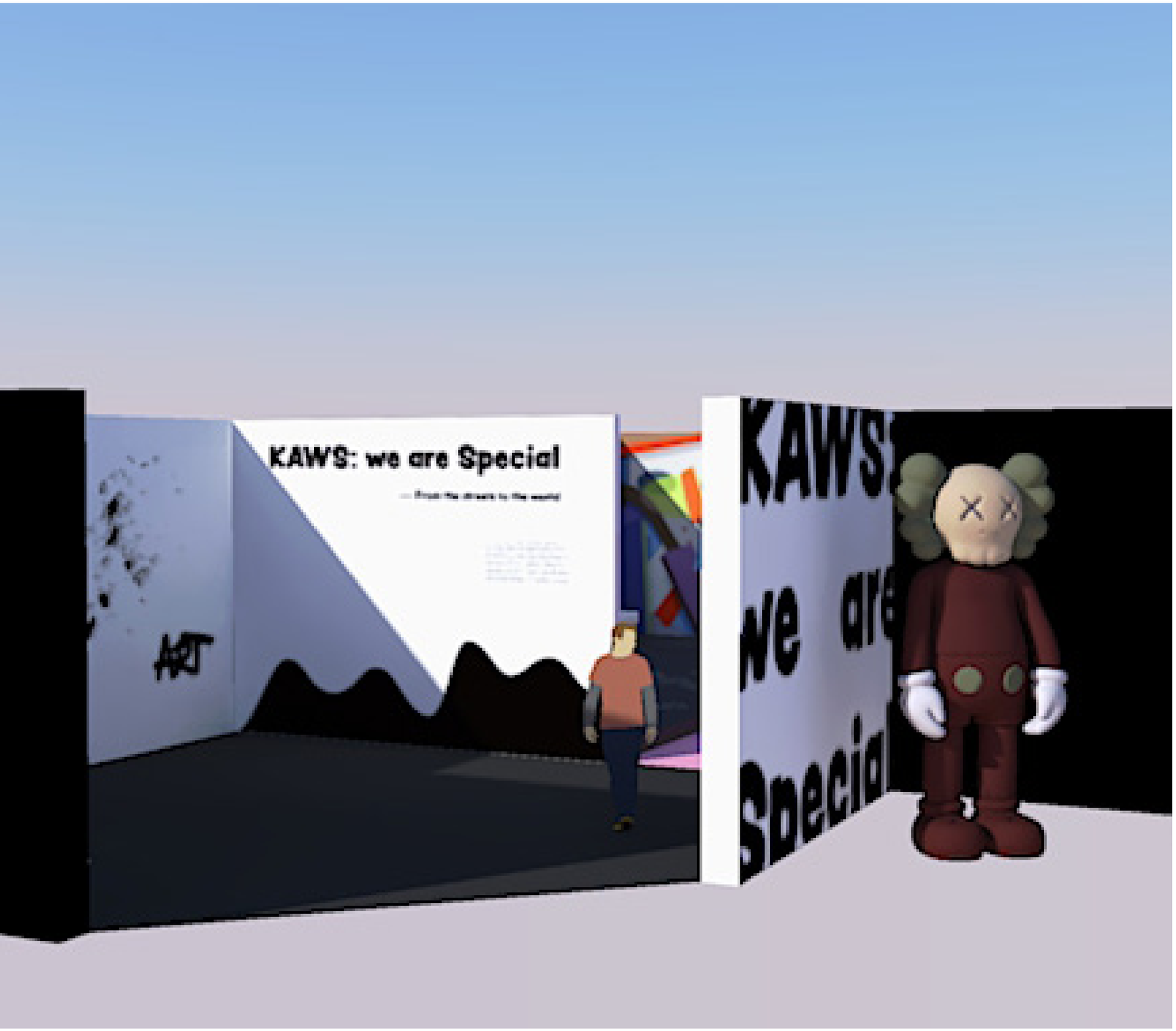
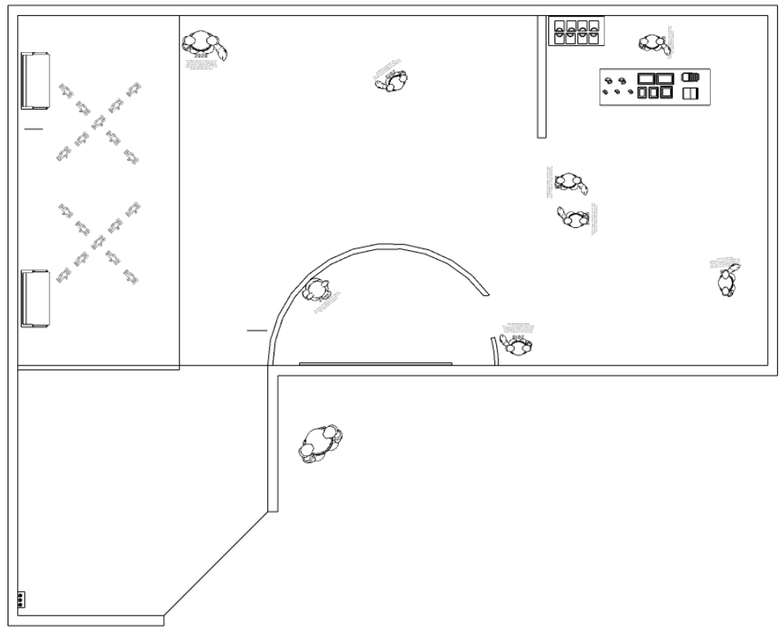
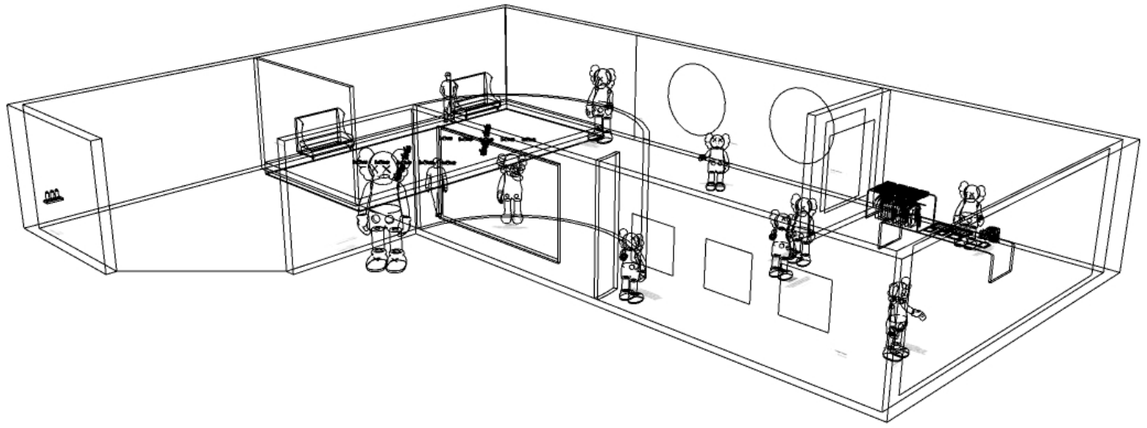
SFMOMA

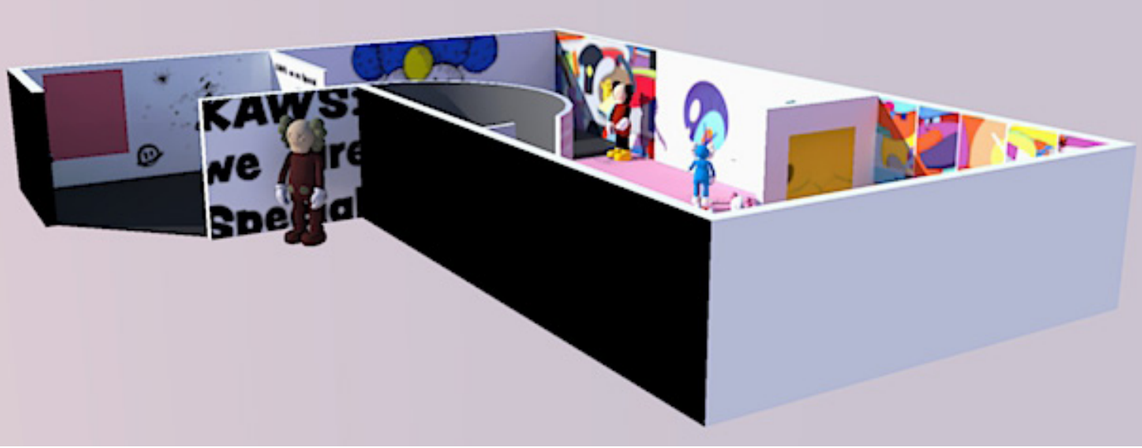
Goods

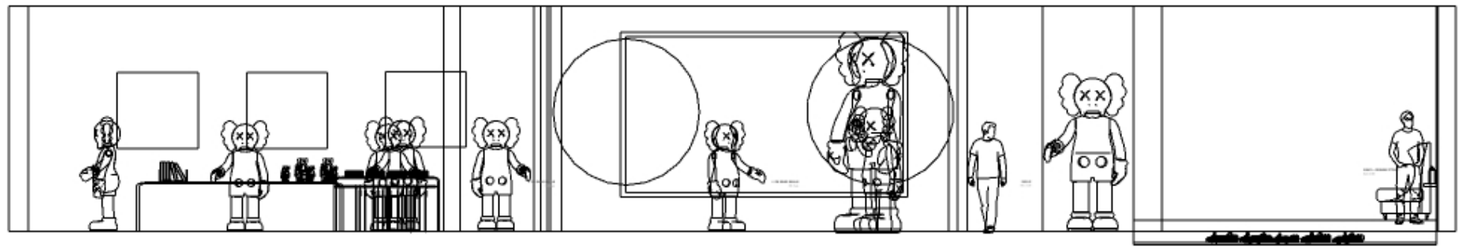


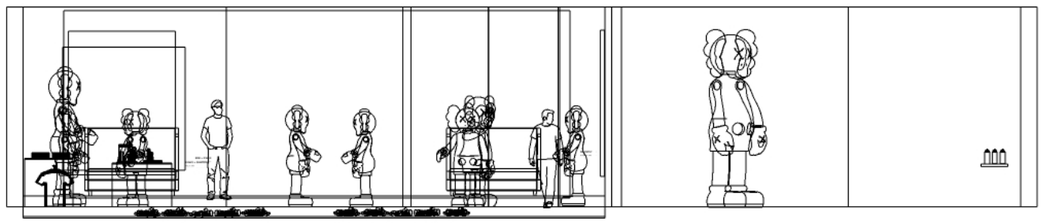
Exhibition

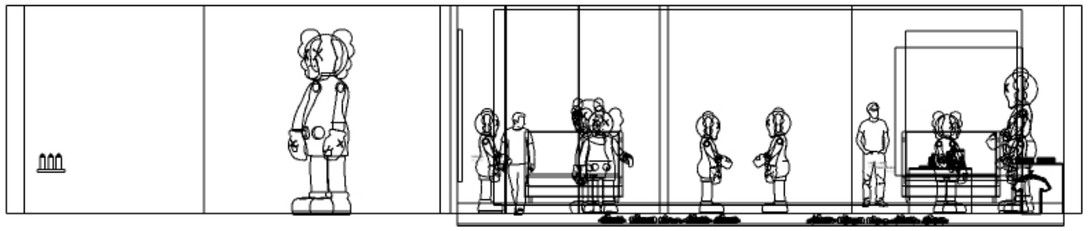





KAWS







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——From the streets to the world

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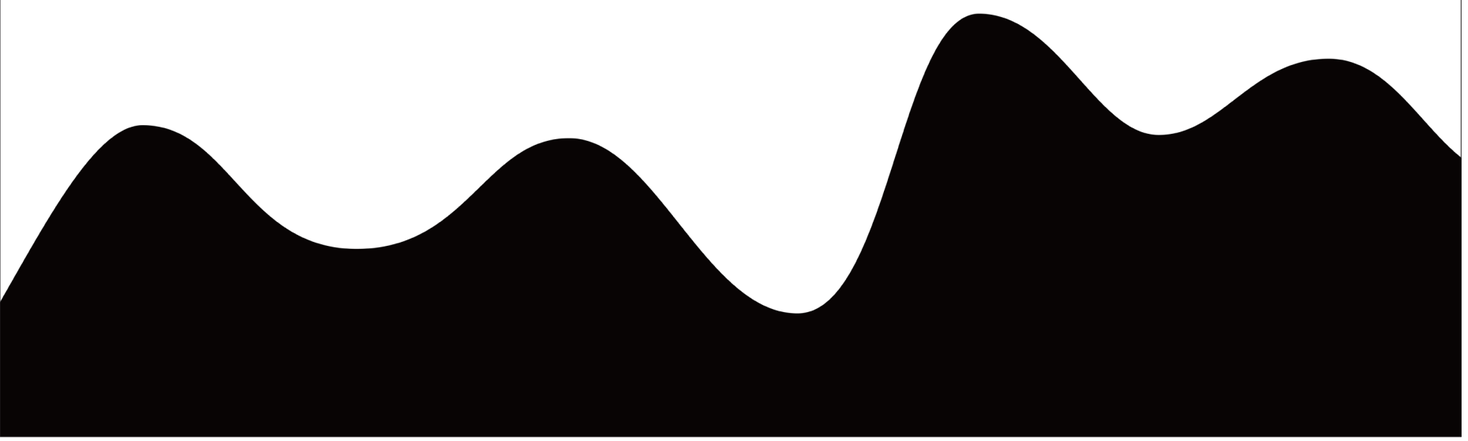
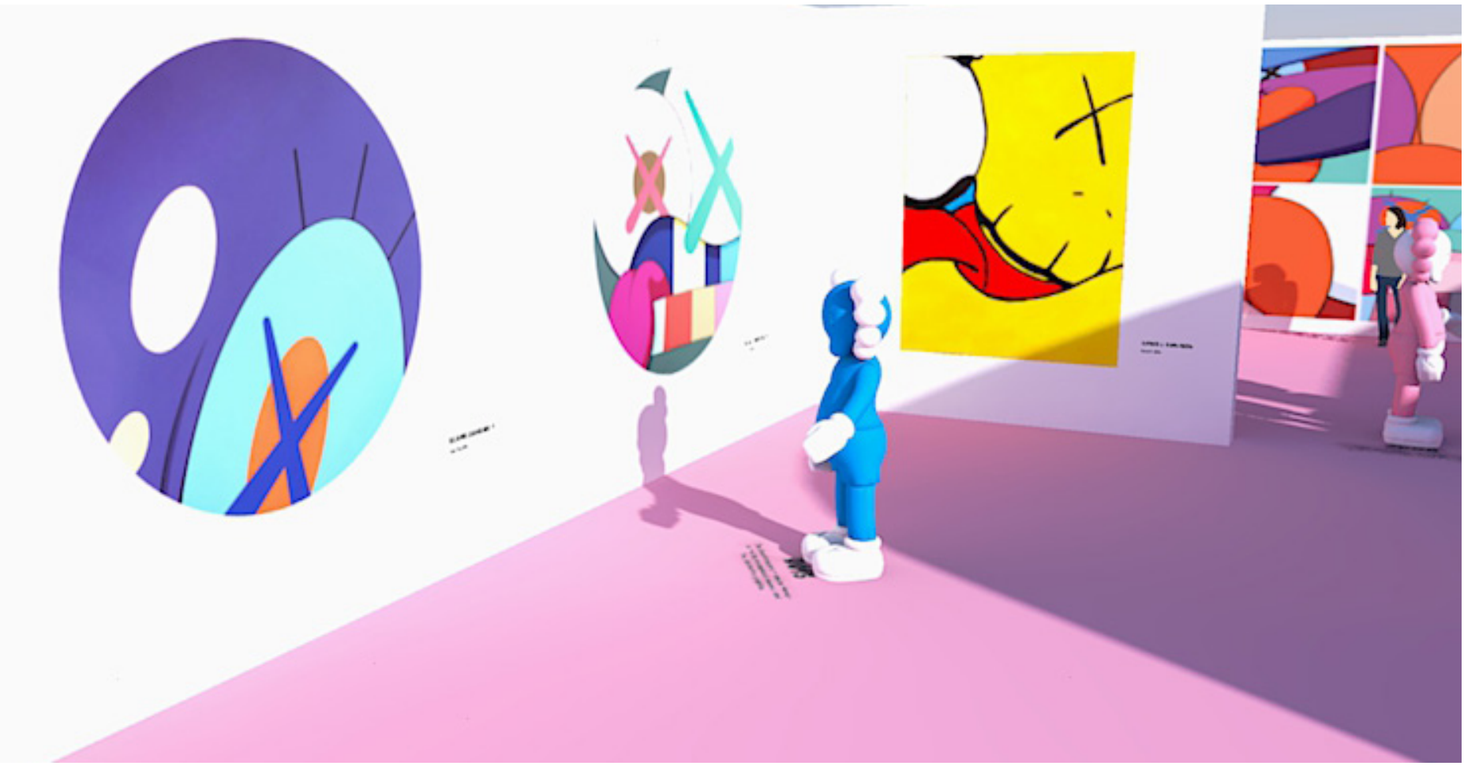
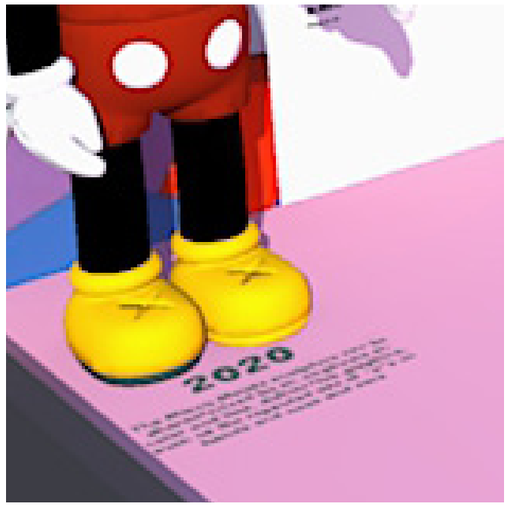


2020

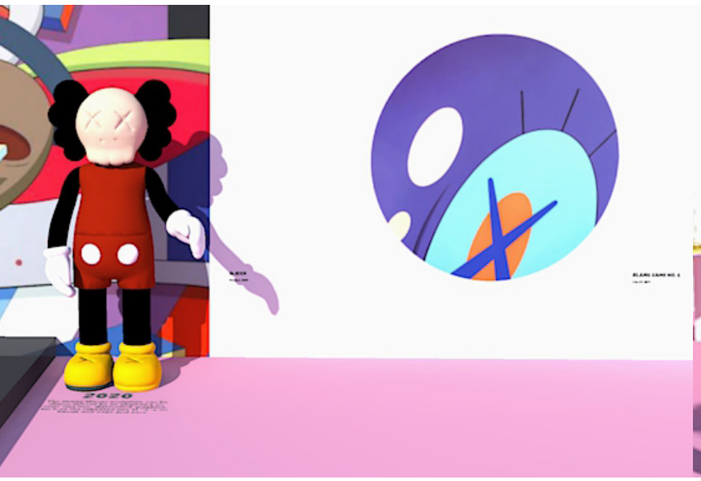
The Mikey Mouse sculpture can be characterized by an emphasis on color and line, distinctive graphics, such as the repeated use of “x”s on hands and nose and ears.

Visual elements examples

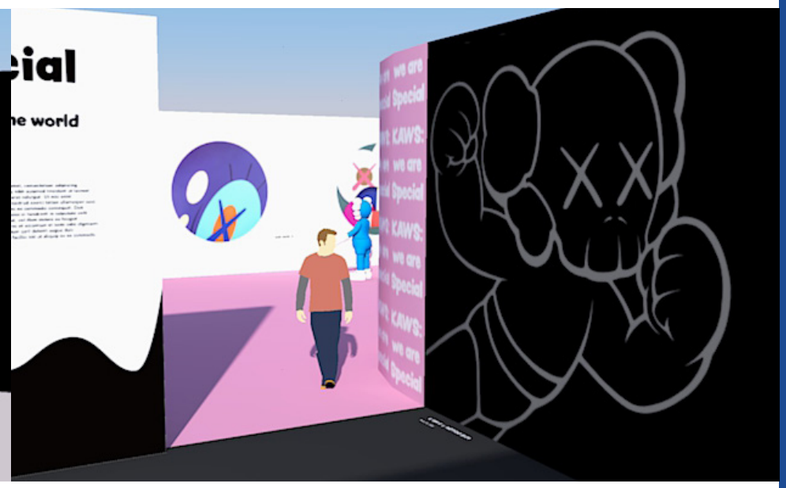


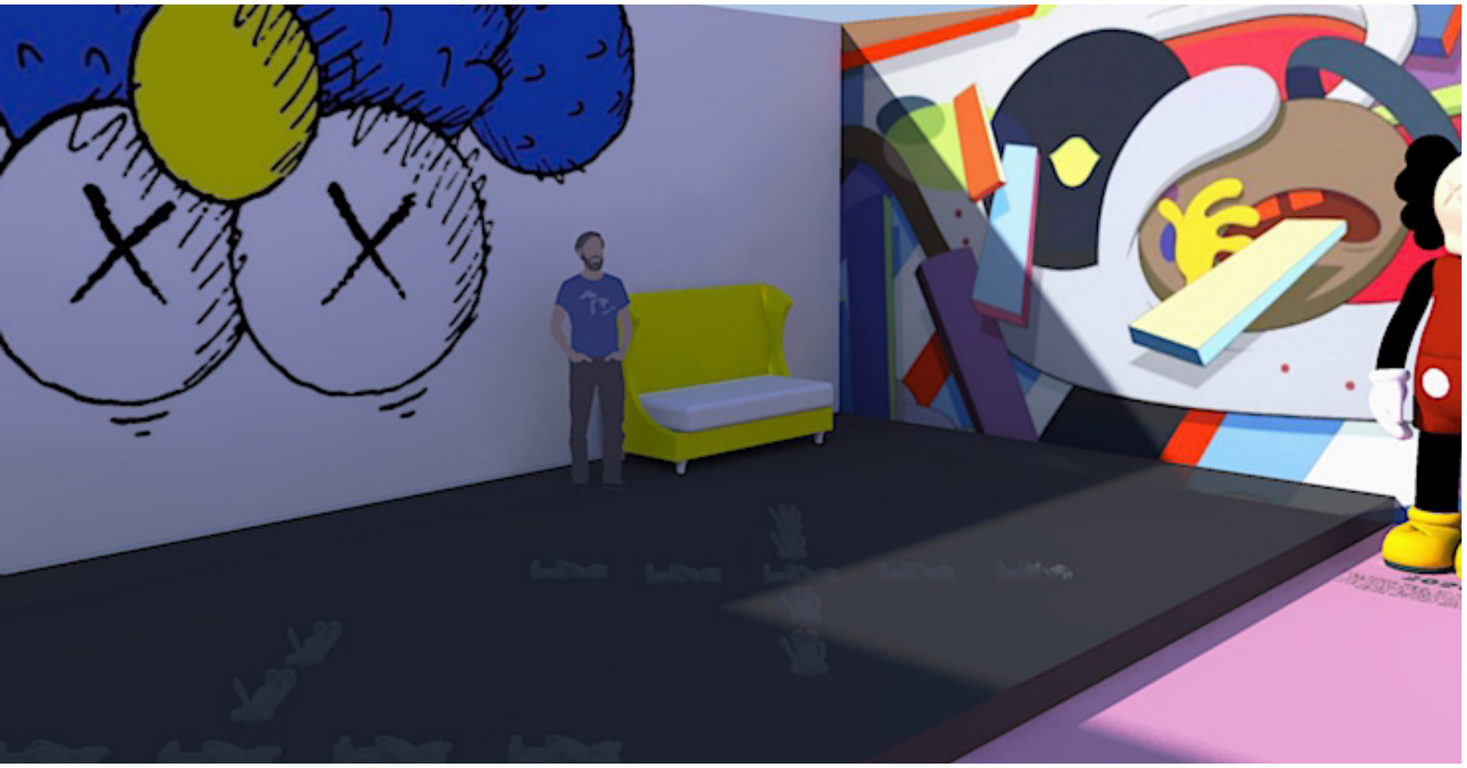


Representative styles of each period

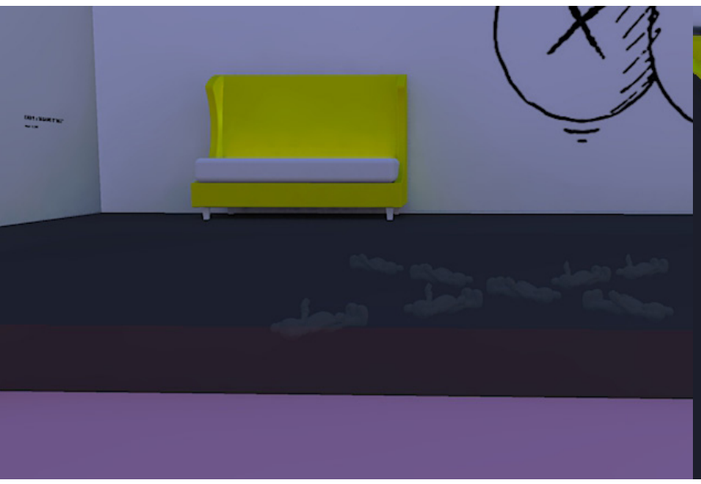


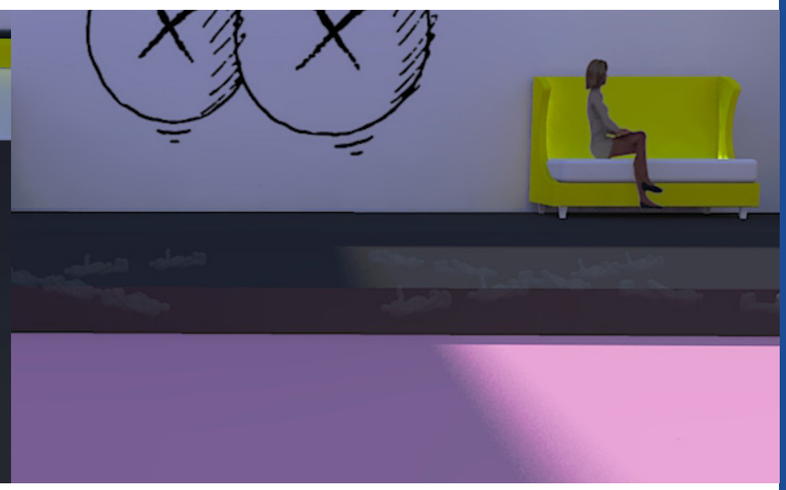
Graffiti experience area



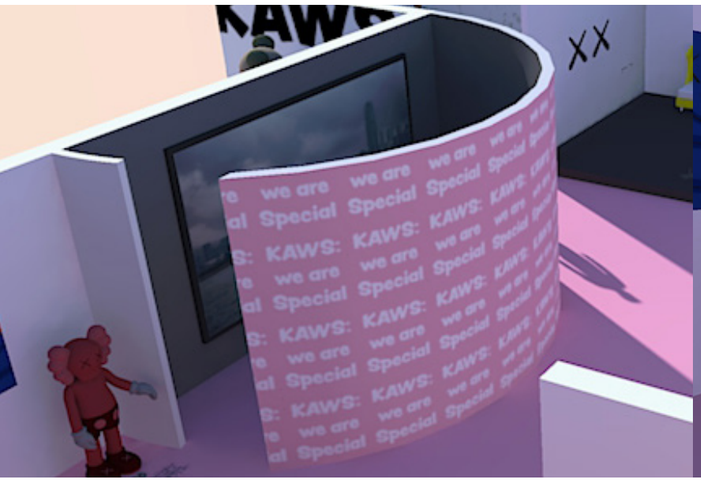


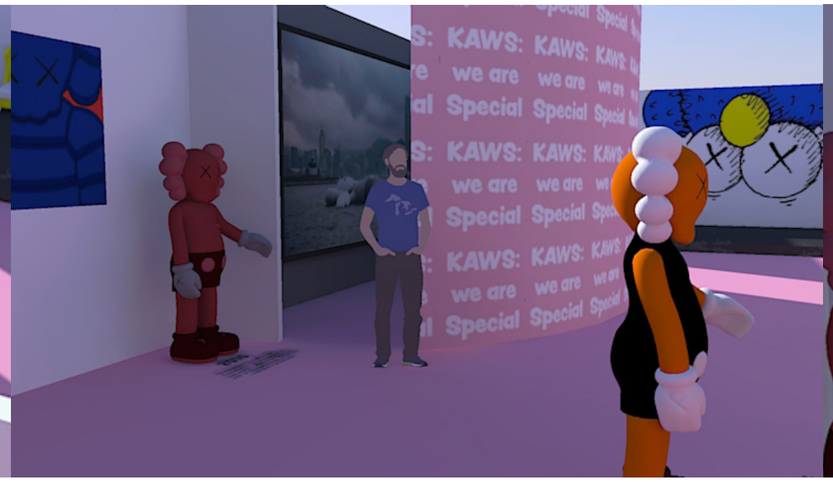
Transparent glass floor

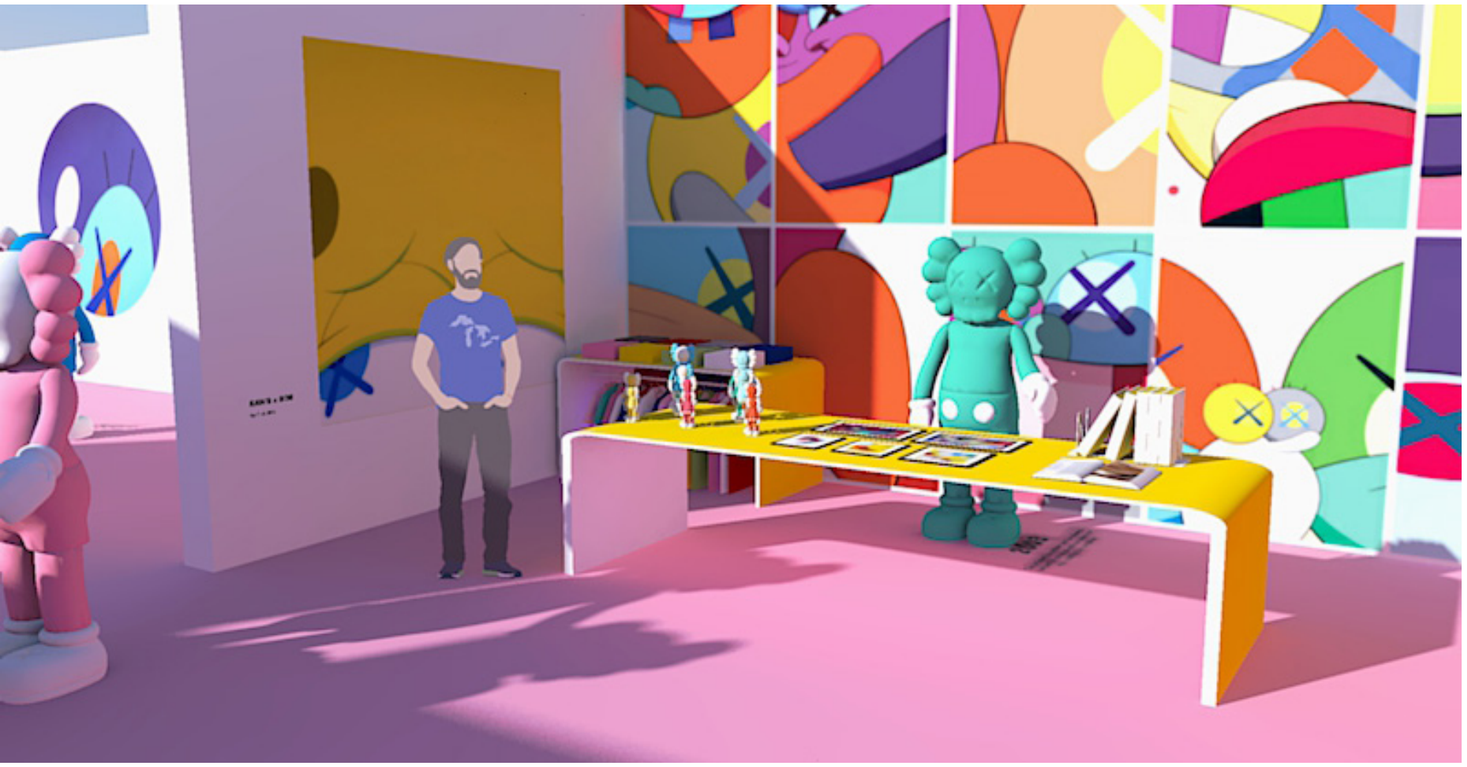




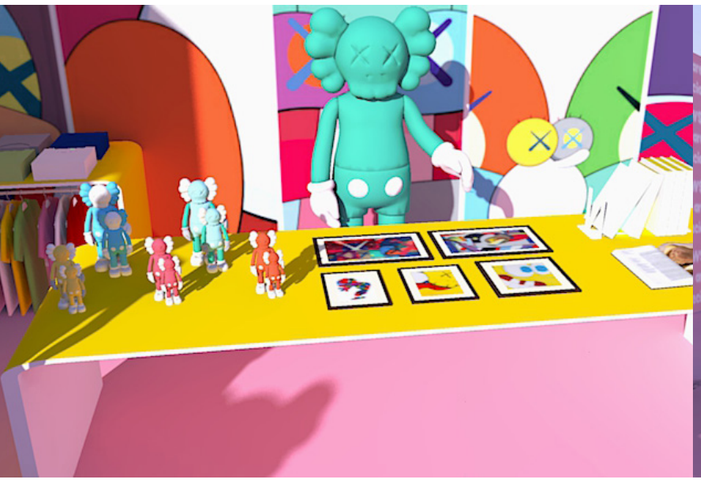
Movie room

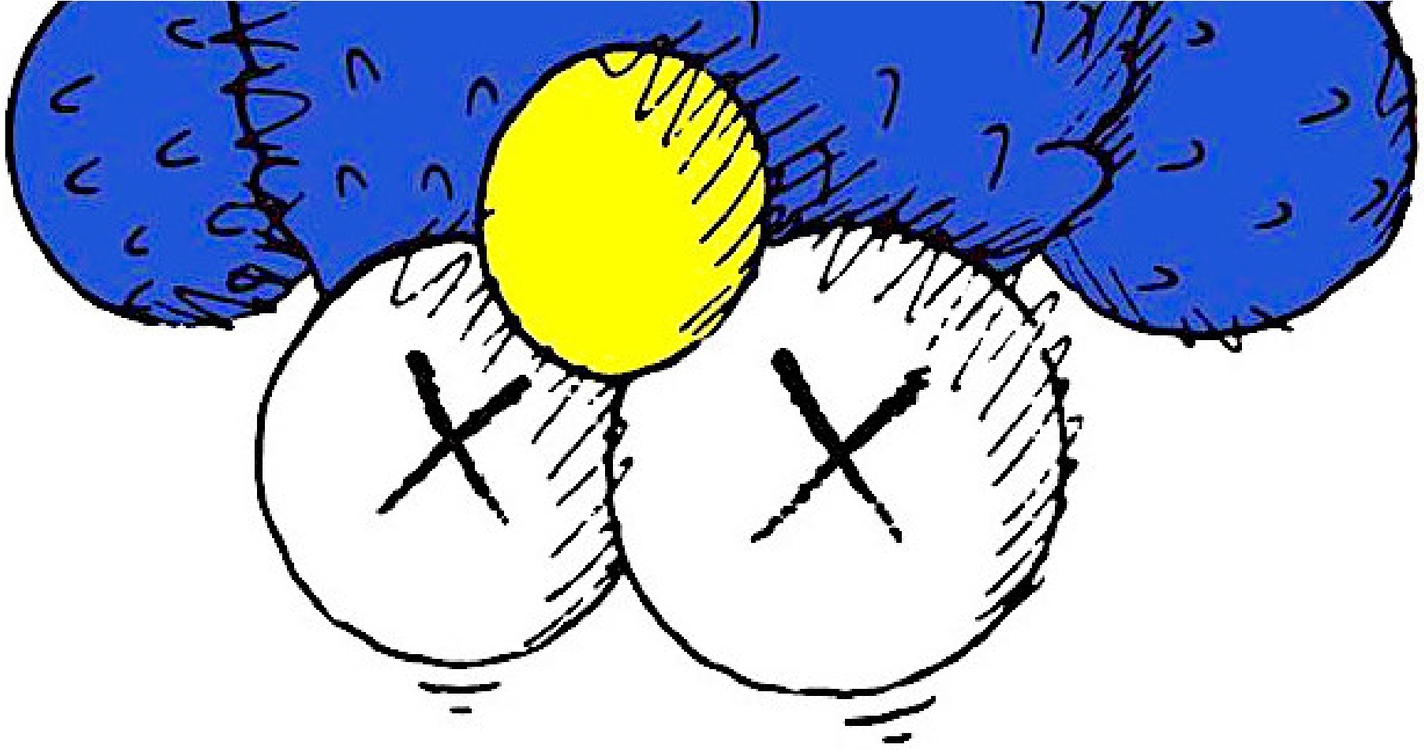






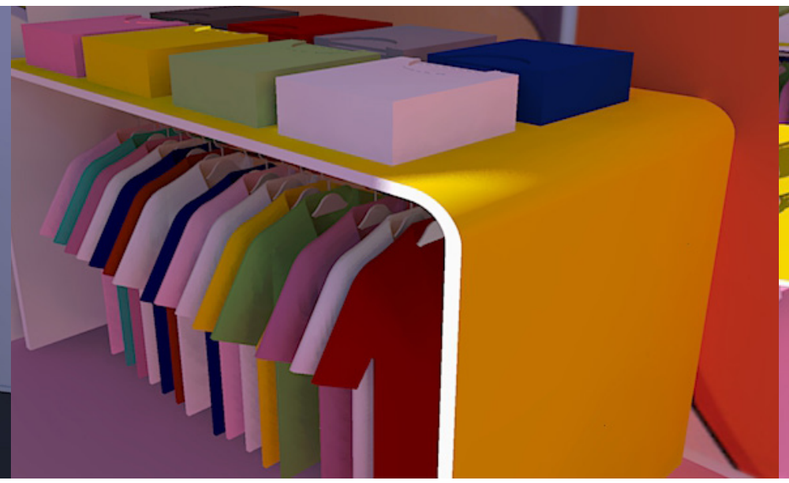
Souvenir area

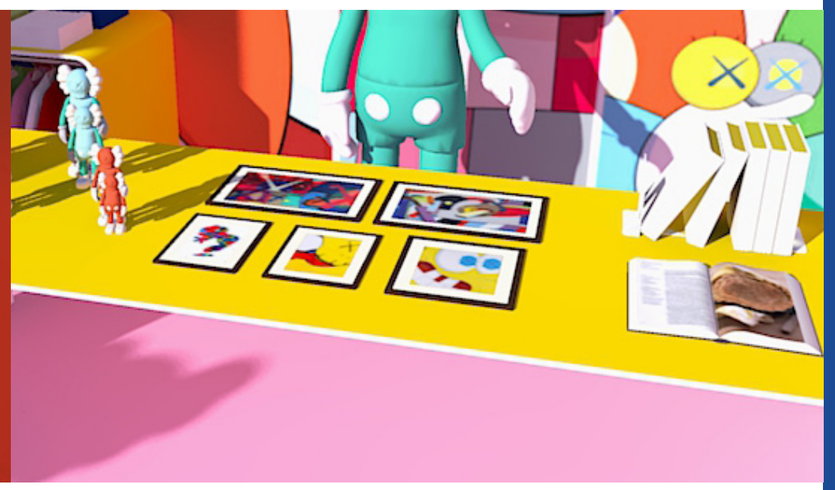




Furnitures color

#ffff01





Designed by:

Hanyan Lyu
Tianran Yu
Vita Wang

With Peace & Love

KAWS: ALONG THE WAY
2013 wood