



**PROJECT**  
Jeff Koons Exhibition Catalog

**FIRM**  
Faust, Riverside, IL;  
[www.faust.ltd.com](http://www.faust.ltd.com)

**CLIENT**  
Museum of Contemporary  
Art Chicago

**TIMELINE**  
Six months

**CREATIVE TEAM**  
Bob Faust, creative director/designer; Jeff Koons, book jacket designer/artist; Francesco Bonami, Lynne Warren, writers; Kamilah Foreman, project manager



## BEHIND THE DESIGN CREATIVE CATALOG

Designer Bob Faust says he felt privileged when the Museum of Contemporary Art Chicago asked his firm to design the catalog for a Jeff Koons exhibition. “Two things make designing exhibition catalogs great for me: immersion and permanence,” Faust says. “They work hand in hand. Knowing a piece of your work will be around forever brings an increased responsibility to the work, so immersion in the subject becomes essential. But because the subject matter is so exciting and inspirational to me, immersion is a natural extension of my wonder for that artist.”

The result of Faust’s immersion in Koons’ work is a 10-inch-by-10-inch hardcover book with a jacket

designed by Koons himself. The interior utilizes double-page spreads of full-bleed artwork details, as well as voyeuristic behind-the-scenes studio shots, to create a personal and up-close experience for the reader.

“Keeping the MCA’s needs and requirements balanced with the wishes and vision of the artist required us to come up with a solution that allowed us to remain nimble throughout the process,” Faust explains. “The book came together in an organic fashion as bits and pieces were completed. Ultimately, what we created was a very open line of communication between all three teams: Faust, the publications team of the MCA and the Koons studio.”