

Robert Creighton
IDSA

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310.729.2453 . rob@redcapestudio.com

bio . affiliation

Robert Creighton has more than twenty years of experience in the conceptual development of interactive experiences and the design of educational environments for cultural institutions. His professional experience bringing varied and complex subject matter to life has led to the development and design of wide ranging and captivating visitor experiences for museums, aquariums, science centers and corporate clients. He's worked with curators deeply exploring current cultural issues to understand the underlying causes of a community uprising and alongside scientists studying everything from ant decapitating flies to the water system in California. The designs that come from these projects engage the public and encourage them to question assumptions and explore their world from new perspectives.

He began his career with Tom Hennes at Thinc Design in New York where he worked on a range of award winning exhibits including the Aquarium and Rainforest within the California Academy of Sciences. While working in the field of experience design, Robert pursued theoretical work at The New School studying with Paul Ryan to understand his theory of threeing and the underlying concepts from Charles Pierce's theory of Semiotics. This formed the critical framework for Robert's thesis research into the application of Semiotics within the development of physical experiences centered around transportation and humans relationship to cars as still objects.

Semiotics and Sustainability inform Robert's design process and provide a framework to address complex design problems and deliver thoughtful solutions. Recent projects include: "Built on Water" devoted to an examination of the history, present, and future of water conservation in Ontario and the surrounding region; "Game Changing," which explores the connections made across cultures through the game of baseball post-WWII; and "Black California Dreamin': Claiming Space at America's Leisure Frontier" that illuminates Angelenos and other Californians who worked to make leisure here an open, inclusive reality in the first half of the twentieth century. He is currently investigating exhibit ideas that allow children to explore their emotions as well as examining the possibilities of pushing the museum out of the building and onto the streets within communities.

Robert's teaching practice is focused on introducing students to processes that allow them to systematically explore the full range of environmental impacts that their designs will have. This greater emphasis on material research and sustainability connected with human-centered and social impact design allows students to see where design fits in the world beyond the production of stuff while helping them find their unique view of the world and the role that they want to play in it.

Robert is a member of the Industrial Designers Society of America (IDSA) and an Adjunct Assistant Professor in the product design department at OTIS College of Art and Design. He holds a BFA in Industrial Design from the Rhode Island School of Design and a Master's Degree in Media Studies from The New School. His films have been shown internationally and he currently resides in Los Angeles.

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experience

1999 - current

Principal

red cape studio Los Angeles, CA

Specialize in the conceptual development of interactive experiences and the design of educational environments for cultural institutions. Work with clients through a process of deep content exploration and design to create interfaces that engage and connect with visitors. RCS also creates small-run lighting and furniture projects. Selected clients include:

California African American Museum . Norton Simon Museum . Japan House LA . Ontario Museum of History and Art . The Queen Mary LA Natural History Museum . Skirball Cultural Center . The Huntington . Discovery Science Center LA . Cedars-Sinai . Orange County Water District . Catalina Island Marine Institute . The Nature Collective . The J. Paul Getty Museum . LAUSD . Callifornia Science Center

2023 - current

Assistant Professor, Product Design Department

OTIS College of Art and Design Los Angeles, CA

Instructor for Junior Development Studios focused on identifying client opportunities, material exploration, Life Cycle Assessment and manufacturing. Instructor for Senior Design Studio, an advanced level, project based studio course focused on helping students identify and execute a Senior Thesis project.

Faculty mentor for OTIS Design Lab. The Lab acts as a commercial art and design studio within OTIS and provides valuable work experience for students. Mentor students through the full design process to deliver thoughtful and successful design and project outcomes for our clients across product, packaging and branding design.

2020 - 2023

Adjunct Assistant Professor, Product Design Department

OTIS College of Art and Design Los Angeles, CA

Instructor for Senior Development Studio focused on discovering insights, material exploration, Life Cycle Assessment and manufacturing. Instructor for Senior Design Studio, an advanced level, project based studio course helping students identify and execute a Senior Thesis project. Faculty mentor for OTIS Design Lab.

2014 - 2020

Lecturer, Senior Lecturer, Product Design Department

OTIS College of Art and Design Los Angeles, CA

Instructor for Senior Development Studio. Instructor for Junior and Senior Integrated Design Studios focused on developing the student's design process and sharpening their ability to identify opportunities where they can bring value as a designer. Instructor for Senior level Entrepreneurship and Professional Practice classes that bring together OTIS product design students and LMU business students.

2006 - 2007

Industrial Designer

O2 Creative Solutions Culver City, CA

Conceptual development on automotive reveals for Toyota, Lexus and Scion. Conceptual design for MOCAD opening and Global Green Pre-Oscar Party. Design and production for Dreamgirls film signage. Conceptual development for confidential exhibit project.

1998 - 2005

Industrial Designer, Lead Designer

Thinc Design New York, NY

Involved in all project phases from concept through fabrication drawings and construction. Roles included conceptual thinker, industrial designer, graphic and media designer. Projects included: Aquarium and Rainforest at the California Academy of Sciences, Mad Scientist's Laboratory and Aqua Expo at the Museum of Science and History in Jacksonville, Florida, Challenge of the Deep at Mystic Aquarium in Mystic, Connecticut.

education

2005

Master of Arts in Media Studies

The New School New York, NY

1998

Bachelor of Fine Arts, Industrial Design IDSA Student Merit Nomination

Rhode Island School of Design Providence, RI

selected projects

- 2022 Interactive Design
Visitor Experience . Oak Canyon Nature Center Anaheim, CA
The interpretive and interactive elements on the walking trails at the Oak Canyon Nature Center present engaging and educational experiences focused on key learning points for visitors. They provide an invitation for visitors to look closer at the nature that surrounds them and to reveal some of the hidden qualities of the plants and animals that live there.
- 2022 Exhibit Design, Interactive Design
Built on Water . Ontario Museum of History and Art Ontario, CA
"Built on Water" is devoted to an examination of the history, present, and future of water conservation in Ontario and the surrounding region. The exhibit focuses on local and tangible history including indigenous peoples on whose land Ontario sits. The exhibit provides a way for community members to share their stories about water and increase public engagement on this vital issue.
- 2021 Exhibit Design
The Expressive Body . Norton Simon Museum Pasadena, CA
The Expressive Body displays over 60 paintings, drawings, prints and sculptures from the Norton Simon's collections. This exhibition reveals the historical potency of the represented body to move the mind through the flesh, and it invites us to examine our own responses to these works today.
- 2020 Exhibit Design, Interactive Design
Game Changing . Japan House LA Los Angeles, CA
"Game Changing" tells the story of the enduring trans-Pacific friendships between the O'Malley family and Japanese baseball owners, executives, players, and fans. The exhibit focuses on the cultural connections made between the US and Japan after WWII through the game of baseball.
- 2018 Exhibit Design
California Bound . California African American Museum Los Angeles, CA
The exhibition highlights major historical events and untold stories of those impacted. It considers how the state's vacillation on enslavement produced ripple effects that are still being felt today. The design of the exhibit provides space to focus on the human impact of slavery in California, on the people enslaved.
- 2017 Exhibit Design
Another Promised Land . Skirball Cultural Center Los Angeles, CA
"Another Promised Land: Anita Brenner's Mexico" offers a new perspective on the art and visual culture of Mexico and its relationship to the United States. Cultural connections across borders are seen through the life and work of the writer Anita Brenner.
- 2017 Exhibit Design
No Justice, No Peace: LA 1992 . California African American Museum Los Angeles, CA
"No Justice, No Peace: LA 1992" presents largely overlooked but critical moments in the modern history of Los Angeles. Taken together, they provide an overview of the fabric of our city aimed at helping the visitor piece together the fragments that led to the 1992 uprising.
- 2017 Interactive Design, Exhibit Design
Paleo Play Zone . LA Natural History Museum Los Angeles, CA
The Paleo Playground introduces a younger audience to the science of Paleontology. The space is conceived as a series of physical interactive elements that allow visitors to explore the techniques that paleontologists use to explore our world.
- 2014 Exhibit Design
Conservancy Exhibit . Cedars-Sinai Hospital Los Angeles, CA
The multilayer Conservancy exhibit is a timeline designed to celebrate the history and community involvement of Cedars-Sinai within the city of Los Angeles. It tells the history of Cedars-Sinai from the inception of the original hospitals through the merger into its current form.
- 2013 Interactive Design, Exhibit Design
Nature Lab . LA Natural History Museum Los Angeles, CA
The Nature Lab allows visitors to develop a deeper understanding of the natural spaces, processes and creatures in The Nature Gardens. In addition, it provides a platform to learn about ongoing research happening each day at the museum.
- 2013 Interactive Design
Nature Gardens . LA Natural History Museum Los Angeles, CA
The Nature Gardens are 3.5 acres of urban wilderness where visitors can engage with nature, learn about and participate in real scientific activities.

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awards

No Justice, No Peace: LA 1992 . CAAM

2018 Core77 Design Awards . Design for Social Impact . Runner Up
2018 IDSA IDEA Awards . Finalist

Nature Lab . LA Natural History Museum

2015 Thea Award for Outstanding Achievement . Museum Exhibition . Limited Budget
2014 AAM Excellence in Exhibition Award . Outstanding Connections Between Design, Content and Community Context
2014 IDSA IDEA Awards . Finalist
2014 SEGD Global Design Awards . Merit Award

Age of Mammals . LA Natural History Museum

2011 AAM Excellence in Exhibition Award . Special Achievement in Clarity of Message

California Academy of Sciences

2009 Event Design . Gold Winner . Museum Environment . CAS Steinhart Aquarium
2009 IDSA IDEA Awards . Silver Award . Environments . CAS Steinhart Aquarium
2007 AIA SF Citation Award . Interior Architecture . CAS Transition Facility

Cleveland Botanical Garden Orientation Theater

2004 IDSA IDEA Awards . Silver Award . Environments

panels

2021 AAM Conference

Moderator - IMP Panel Discussion on Work/Life Balance

2018 Southern California Development Forum

Moderator - Cultural Districts Panel Discussion

2016 Belzberg Architects

Speaker - Industrial Design . The Why of It

2015 AIA|LA Powerful Conference

Speaker - Designing Your Life . Finding Balance

2015 Exhibitor Magazine

Judge - Design Awards

2015, 2016 New Challenge Ideas

Judge - Competition

2013 IDSA-LA Conference

Judge - Student Merit Awards

2009 CA Boom Design Show

Speaker - IDSA-LA Design and Sustainability Panel

studio critic

University of Arizona

Architecture dept.

2015 Senior Thesis Project Studio

OTIS College of Art and Design

Product Design dept.

2014, 2015 Sophomore Studio

2014 Senior Show Exhibit

Art Center College of Design

Environmental Design dept.

2011 Exhibition Design Studios and Senior Project Studio

Product Design dept.

2009, 2010 Product 6/Design for Sustainability classes