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# New Projects from Gravity Inc., Design de Plume, Greg Dubeau, Reich&Petch & Rethink

RGD Team Member, **Reich&Petch** designed the newest addition and most ambitious exhibition at Smithsonian National Museum of Natural History, the David H. Koch Hall of Fossils—Deep Time.



The exhibit invites visitors to explore the epic story of life on Earth—a 4.6 billion year journey within a 31,000 sf exhibition space. Graphics celebrate the metaphor of the ‘stream of life’. Flowing ribbons highlight key messages and help visitors navigate the hall. They are paired with circular motifs capturing moments in time.