

ASIS Gallery presents
On the ground floor of Rush Rhees Library

SMASH THE CRASH

Did you know that approximately 1,000 birds died in 2024 after crashing into buildings on our River Campus?

Over the 20th century, glass became one of the most common building materials in architecture. Although it lets light inside and offers outdoor views, these benefits come with a steep ecological cost. Just in the United States, up to 2 billion birds fatally collide into glass windows every year.

The artworks exhibited here explore how we might design windows that are both aesthetically pleasing *and* safe for the 165 different species of birds that live on, or fly through, the University of Rochester. They were created by students in Professor Mizin Shin's "Expanded Print Media" course. Although birds cannot see glass as a solid object, these designs, which can be screenprinted onto windows, use visual patterns that birds recognize and avoid. In studies conducted on similar works, collisions were reduced by up to 95%.

Expanded Print Media builds on a community initiative started by Richard Fadok called *Smash the Crash*. Since Fall 2024, Fadok, a postdoctoral fellow in the Humanities Center, and a team of 14 students and 4 other faculty members in Art and Art History, Biology, and Brain and Cognitive Sciences have been monitoring bird-window collisions on campus. In February, they recommended strategies for making UR bird-safe to University Facilities and Services, including the adoption of the designs displayed before you at the Sage Art Center.

If you want the university to take steps to end bird-window collisions, scan the QR code below to learn more about how you can help us:

Course: SART 285 (Spring 2025)

Instructor: Mizin Shin, in collaboration with Richard Fadok

Location: Sage Art Center