

Laura Reigle '26

Project Title: GROW

Major: Graphic Design

Minors: Computer Science and Marketing

Hometown: Hilton, NY

Faculty Advisor: Deirdre Murphy

*Artist Statement:*

GROW began as a typeface design project investigating the intersection of art and science. I explored how letterforms can reflect the subtle beauty of plants, their patterns, structures, and their resistance to perfection.

As a perfectionist, I was challenged by the realization that natural forms are always irregular, and that a flawless typeface inspired by plants could never fully capture them. That tension shaped GROW from the start. I began by hand-drawing letterforms inspired by stems, petals, and leaves. Their curved strokes extend and taper like plant forms, mimicking the movement found in nature.

The project expanded into an exhibition design system for a show centered on botanical themes. The typeface weaves throughout botanical imagery, creating a dialogue between text and specimen. Words overlap petals and leaves, creating layers and depth across posters, prints, and other exhibition materials. This design system supports the artists' goal of highlighting the relevance of botanical archives today.

Through this process, I found that both the letters I designed and the plants they reference reflect precision and irregularity. I learned to see imperfection not as failure, but as an essential characteristic of living systems. Rather than resisting my perfectionism, this project taught me how to embrace it and grow.

*Website Bio:*

Laura Reigle '26 is a Design major with minors in Computer Science and Marketing. Her project GROW focuses on a botanical typeface and exhibition design system. Laura is originally from Hilton, NY. Her faculty advisor is Deirdre Murphy.

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