SP&CO designed the Context Line in the exhibit Women Designers in the USA, 1900-2000: Diversity & Difference, as well as the printed version in the accompanying book. The purpose of the timeline was to impart a sense of its subject as well as document the contents of the exhibition in the context of women’s social, cultural and political history. Therefore, it is physically fluid and printed digitally on translucent fabric that moves gently in response to the viewer, and floats over large photographic icons of each decade.