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Paper title: Designing Exhibitions I
Paper Number: 224.205

Assignment 1: *approaches*

Hand-in Date: Thursday 5th April 3:00 pm

Introduction: When observing the many approaches to exhibitions today, one can recognise an increasing overlap between exhibition displays and many other forms of display in the commercial and entertainment realms such as fashion, advertising and new forms of media. Therefore an examination of the diversity of display cultures is required to understand the context within which we practice and to develop a definition of the scope of exhibition design today.

...our job is to create wonder.

Ralph Applebaum

Exhibition design involves many specialists like producers, curators, interpreters as well as spatial, graphic and lighting designers, in order to achieve a well considered and complete communicative environment. This assignment also introduces the specialist roles of the many collaborators involved in its practice.

Fundamentally exhibition-making is focused on the content of the works to be displayed and concerns the ordering of these works as a sequence, to be understood in relation to each other and in dialogue with the conditions of the viewing environment.
 Dornie, 2006, p.6

The above quote suggests two major aspects to be considered when designing an exhibition; a) the choice and structure of information that is to be experienced in a narrative based sequence; b) the relationship of the information to the environment for interpretation (intended didactic interpretation). Further issues play a role when looking and describing approaches to exhibition design in which you will have to consider:

- Institution as producer: agendas
- Nature and content of collection/artifacts: convention
- Exhibition methodology; narrative-based, performance-based, simulation-based / immersive (Dornie, 2006)

- Spatial context: architecture, urbanity, landscape
- Technology: new media
- Audience: target market

Part 1: Case Study and Presentation

In groups of two you will carry out a case study of a built exhibition to investigate a variety of conceptual approaches and their design solutions. They serve as a starting point for discussion on approaches and are mainly chosen for reasons of diversity and ease of access to information.

At the heart of any exhibition is the notion of communication, and the focus of the designer is to articulate the intended messages. Through a clear sequence of spatial relationships the designer articulates the content of the work and its intended didactic interpretation.
Dernie, 2006, p.6

- Sound Box: Swiss Pavillion at Hannover Expo 2000, Germany by Peter Zumthor
- New Zealand Pavillion at Aichi Expo 2005, Japan by Story Inc. and Warren and Mahoney Architects
- 8th International architecture Exhibition Venice 2002, Italy; Swiss Pavillon by Decosterd and Rahm
- Glory Days by Story Inc.; Te Papa
- Blood Earth Fire: Te Papa
- Discovery Centres: Te Papa
- Great Expectations, New York, USA by Casson Mann
- Het Dolhuis, or the Museum of Psychiatry, Haarlem, Netherlands by Kossmann, De Jong
- American Museum of Natural History: Hall of Biodiversity; Fossil Halls, New York, USA: by Ralph Applebaum Associates
- Holocaust Memorial (Mahnmal) and Information Centre, Berlin, Germany by Peter Eisenman and Dagmar von Wilcken
- Kalkriese Museum und Park, Germany (<http://www.kalkriese-varusschlacht.de>) by Ruedi Baur Integral and Gygon Guyer Architects
- DIA: Beacon, Reggio Galleries, New York State, USA
- Jewish Museum Berlin, Germany by Daniel Libeskind

Part 2: Developing an mobile exhibition concept and approach utilising shipping containers as the exhibition structure. Individually undertake research and develop a conceptual design approach to exhibit one of the following scenarios:

- History and Technology: John Britten motorcycle/Richard Pearce Areoplane
- Place and Nature: Antarctica/Amazon
- Current Affairs: Mokihinui River Dam project/WWF-World Wide Fund For Nature
NZ wildlife decline

Research into topic to provide a rationale for the choice of information you seek to communicate. Also structure and sequence your proposal in a diagram format using the existing plans of the site. A digital model will be available for your use. Provide an initial design on plan/ sections and include perspectives showing the displayed information (artifacts or other) and their interaction with the visitors.

Project Requirements: Final Hand in will consist of

- Part 1 in groups of two: with visual research and text of analysis according to key issues;presented in Tumblr Blog
- Part 2 individually: visual research, perspective sketches, drawings, models that explain conceptual approach and site / context; plans and sections if required

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Assessment: The project will be assessed based on:

- Depth and evaluation of research into allocated exhibitions and key issues
- Quality of research and originality of conceptual approach taken to exhibition design
- accuracy and appeal of visual presentations (research and concept)

Written feedback will be given after completion of the project
This assignment constitutes 30% of your final mark.

Learning Outcomes: The student should be able to:

- show an introductory knowledge into basic approaches and issues of exhibition design
- have gained a basic understanding of the interdisciplinary practice of exhibition design
- develop concepts to solve basic problems in exhibition design

Procedure and Timetable:

week 1

Tue 28 Feb

Introduction to Assignment 1
Begin Research into allocated exhibition design approaches. Handout: 'Introduction to exhibition design'

Thu 1 March

Individual tutorials with groups; present research findings and discussion in groups; Site visit Performance arcade.

week 2

Tue 6 March

Group presentations of analysis from your blog.
Stu on Skype from Singapore.
1st Groups. 3pm

Thu 8 March

Group presentations of analysis from your blog.
Stu on Skype from Singapore.
2nd Groups. 3pm

week 3

Tue 13 March

Guest Lecture Rob Apperdio from Story Box.
Intro to Part 2 of assignment; begin research into scenario.

Thu 15 March

1 on 1 tutorials: Research and approaches

week 4

Tue 20 March

1 on 1 tutorials: Development of concept

Thu 22 March

Site visit

week 5

Tue 27 March

1 on 1 tutorials: Development of presentations

Thu 29 March

Site visit

week 6

Tue 3 April

1 on 1 tutorials: Development of presentations

Thu 5 April

3pm presentations and handin

References:

Recommended reading:

- Barker, E. (Ed.). (1999). *Contemporary Cultures of Display*. New Haven: Yale Univ. Press.
- Baur, R. (2001). *Ruedi Baur, Integral, and Partners*. Basel: Lars Müller.
- Betron, A., Frey, C. Schwarz, U. (2006). *Designing Exhibitions*. Basel: Birkhäuser.
- Cooke, L. and Wollen, P. (Eds) (1998). *Visual Display: Culture beyond Appearances*. New York: New Press.
- Crary, J. (1992). *Techniques of the observer: On Vision and Modernity in the nineteenth Century*. Cambridge, Mass.: MIT Press.
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- Morgan, C. L. (2002). *Atelier Brückner: Form follows Content*. Ludwigsburg: Avedition.
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- Noordegraaf, J. (2004). *Strategies of Display*. Rotterdam: NAI Publishers.
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- Prior, N. (2002). *Museums and Modernity: Art Galleries and the Making of modern Culture*. Oxford: Berg.
- Putnam, J. (2001). *Art and Artifact*. London: Thames and Hudson.
- Schwarz, U., Teufel, P. (2001). *Museographie und Ausstellungsgestaltung*. Ludwigsburg: Avedition.
- Witcomb, A. (2003). *Re-imagining the Museum*. London: Routledge.
- Zwicky, S. (2003). *Stefan Zwicky: Exhibition Architecture*. Basel: Birkhäuser

References cont'd:

Journals:

Frame Magazine, Amsterdam

Websites of Exhibition Design studios:

Atelier Bruckner, G	http://www.atelier-brueckner.de
Confino Alphabeth, F	http://www.confino.com
Bellprat Assoc., CH	http://www.bellprat.ch
Opera Ontwerpers, NL	http://www.operadesign.nl
Integral Ruedi Baur Assoc., F/ CH	http://www.integral.ruedi-baur.com
Holzer, Kobler Architekturen, CH	http://www.holzerkobler.ch
Casson Mann Designers, GB	http://www.cassonmann.co.uk
Kossmann, De Jong, NL	http://www.kossmanndejong.nl
Ralph Applebaum Associates, USA	http://www.raany.com
3D Creative, NZ	http://www.3dcreative.co.nz/
Pearson and Assoc. Arch. Ltd, NZ	http://www.pearsonarchitects.co.nz
Story Inc., NZ	http://www.storyinc.co.nz

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