

IMO LEVEL

TITLE: Professional Context

Module Code : ID6002-20 Tutor: Jennifer Flume

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EVENTUALLY EVERYTHING CONNECTS



artsave_Iceland_Photo Jennifer Flume

EVENTUALLY EVERYTHING CONNECTS -

PEOPLE, IDEAS, OBJECTS. THE QUALITY OF THE CONNECTIONS IS THE KEY TO QUALITY PER SE.

Charles Eames

WHAT MAKES A GOOD EXHIBITION ? AND WHY ?

How we live and spend our time has changed quite a bit in recent years. We are always mobile and always connected. This flexibility has had a considerable impact on how we create and experience spaces, how and for how long we use them and what we take from them when we leave them.

An exhibition is a temporary and often flexible space. **How temporary ? How flexible ?**

In this module we will investigate what makes a good exhibition, what questions to ask and how to quickly materialize ideas. Is the exhibition stationary or moving ? Is it a one-hour, one-day or one-week exhibition ? How will visitors experience the exhibition ? Will they be able to enter a space ? Or will they see images of an exhibition that is taking place somewhere else ? Or has already taken place ? Are all works collected at one location ? Or spread out and connected via a map ? Is the exhibition taking place in a gallery ? Is it an urban intervention ? Or shown in a supermarket ?

Think about context ! Think about where you are and when you are ! What story do you tell ? And what role do you assign the audience ? Who is the audience ? And is there an audience ?

WHAT MAKES A GOOD EXHIBITION ? **AND WHY ?**

HOW TO DISPLAY AN IDEA, SHOWCASE AN OBJECT, TELL A STORY, CREATE A SETTING, CONSTRUCT A SPACE AND DESIGN AN EXPERIENCE.

Objective

Define an exhibition site in Bath and design an exhibition that showcases your work from Module ID6002-20. The exhibition should have an overall design that establishes a context, relates to the location, connects all displayed works and creates a unique experience for the visitor.

The exhibition will be a collaborative effort and will be part group / part individual work.

Output

Design and build an exhibition at a defined site that includes

- overall exhibition design and title
- individual display scenarios
- lighting
- graphics
- information (work titles / descriptions)
- communication (invitations / media / press / guest speaker)

Approach

Time and budget are limited, so think **simple** ! Think about interior vs. exterior space, scale, lighting and people flow. Think simple but out of the box. Experiment and explore. And have fun !

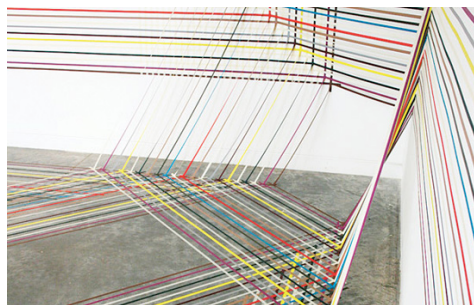
Resources

Self-sourced free / sponsored materials, school workshops / equipment.

Think about what materials you can use for free, where you could get materials or services sponsored and what materials and tools the school offers.

Below are a few suggestions of possible materials to quickly construct lightweight spaces:

- cardboard
- tape
- string
- paint
- palettes / crates / bottles cases



Deliverables

- Presentation (5-10 min) of your process and final work to tutor (location TBD)
- Hand in documentation of your process and final work (any printed format of your choice)

Schedule

7. 1. 14

Introduction

1. Personal presentation JF
2. Introduction to Exhibition Design Module brief

HOME Prepare a presentation of your work / object from Module ID6002-20 for an in-class presentation on January 10 (5-10 min). Think about possible locations for an exhibition in Bath.

10.1.14

Module Launch

1. Individual student presentations of the works / objects to be exhibited from Module ID6002-20
3. Definition of tasks (focus) and work groups

HOME Research exhibition formats, materials and locations. Collect reference images and sketch ideas on how the exhibition could be set up and how the individual works could be presented. Think of a story / theme. Take photos of possible locations and inquire about the conditions for each location.

Note: We will not have a budget for the exhibition. Location and materials should be sourced for free / sponsored.

17.1.14

Research and Concept Development

1. Student presentations on exhibition ideas (overall, individual works and locations)
2. Exhibition Design presentation by JF
3. Field trip to look at possible locations (planned by students)
4. Group discussion and definition of 2 location options

HOME Work in your group to develop ideas further. Make sketches, small scale models, experiment with materials. Document your process. Make sure you are ready to present your **focus** results to the group.

Note: Location and exhibition format have to be fixed on Jan 24.

24.1.14

Concept Execution / Exhibition Production

1. Group status presentations (general and **focus**)
2. Group discussion and final decision on exhibition location, format and materials
3. Group tutorials / in-class work

HOME Work in your group to finalize ideas. This week you have to execute, build, order materials, write texts etc. Make sure you are in control of your **focus**. Communicate with the other groups to make sure the whole exhibition is coming together as planned. Help each other !

Note: Feb 7 is exhibition set up. We have no room for error, please come prepared!

7.2.14

Exhibition Set Up and Documentation

Come prepared, so we can set up the exhibition as quickly as possible ! Bring all needed tools / equipment and all exhibition material and all media.

HOME Document the exhibition for your final presentation and hand-in.

Note: Prepare a group and an individual presentation of your process and final work to hand-in for Feb 17.

14.2.14

Exhibition Take Down (Depending on the exhibition and duration, this is the final date)

Come prepared, so we can take down the exhibition quickly ! Bring all needed tools / equipment and organize material transport and proper material disposal !

HOME Prepare a group and an individual presentation of your process and final work to hand-in.

17.2.14

Presentation

1. Present your project documentation to JF in a 5-10 minute presentation.
2. Hand-in your project documentation (from group work and individual)

Reading List

FRAME MAGAZINE

and / or www.frameweb.com

designboom

www.designboom.com

Shigeru Baan

www.shigerubanarchitects.com

Spacecraft - Fleeting Architecture and Hideouts

Work by architects, artists and others that is distinguished by a playful, unconventional use of space
R. Klanten, L. Feireiss

Spacecraft 2 - Fleeting Architecture and Hideouts

Work by architects, artists and others that is distinguished by a playful, unconventional use of space
R. Klanten, L. Feireiss

Staging Space Architecture - Scenic Interiors and Spatial Experiences

New solutions for event architecture, scenography, media installations, interiors, and stage design
R. Klanten, L. Feireiss

Simply Droog

10+3 Years of Creating, Innovation and Discussion (Updated Edition)
and www.studio.droog.com

Taken by Surprise Style & Architecture

Cutting-Edge Collaborations between Designers, Artists and Brands
R. Klanten, S. Ehmann, A. Sinofzik

Affordable Exhibition Design

M. Serrats

Container Atlas Architecture

A Practical Guide to Container Architecture
M. Buchmeier, H. Slawik, S. Tinney, J. Bergmann

Information is Beautiful (New Edition)

D. McCandless

Infographics: The Power of Visual Storytelling

J. Lankow, R. Crooks, J. Ritchie

Infographica: The World As You Have Never Seen It Before

M. Toseland, S. Toseland

Content

AMOMA Rem Koolhaas