

Designing exhibition

Goal definition, Design itself

Goal definition

- Precise formulation of what is ultimately to be achieved
- *A good strategy to begin the work process is ... ?*

Goal definition

- To compose the newspaper article that one would like to be published for the opening of the exhibition

Goal definition

- Vitruvius:
 - Qualitas – Qualities of the exhibition
 - Firmitas – Solidity (bytelnost), sustainability (udržitelnost)
 - Utilitas – Functionality, utility
 - Venustas – Beauty. elegance

Design

- *„When one draws, one can only draw what one knows“*
 - *Peter Eisenman*

Design

- Involves:
 - Generation of ideas
 - Development of these ideas in sketches and drawings
 - Simulation of reality (models)

Design

- Analogy between design process and cloud formation



Design

- In both cases – form develops out of apparent nothingness
 - In cloud formation solar radiation causes air to warm and begin to rise
 - The warmer the air, the more moisture it can transport
 - As air rises it also cools and the resulting condensation produces clouds in which, once a certain level of saturation is reached, tiny water droplets form

Design

- Preparation phase
 - Raw material is collected
 - Information and ideas are not classified or evaluated
 - More important is to generate them



Design

- Incubation phase
 - Condensation of ideas requires a period in which different approaches are tried out
 - Material is refined (*vylepšovat*) and focused



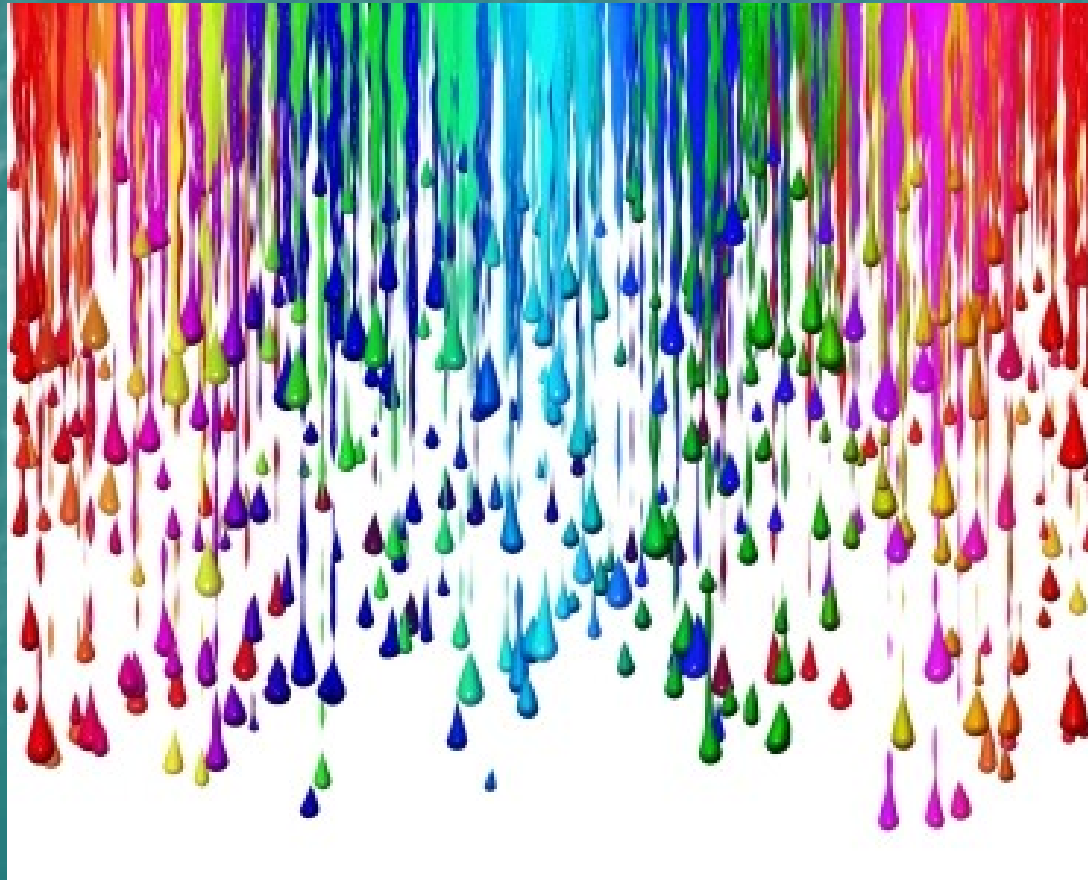
Design

- Illumination (*osvícení*) phase
 - The moment in which an idea is precipitated (*uspíšena*) can be akin (*blízky*) to a cloudburst (*průtrž mračen*) or a light drizzle (*mrholení*)
 - Or radical condensation can lead to crystallization and a range (*škála*) of related concepts, with unique character



Design

- What is design in exhibition connection?



Design

- Primarily an intellect process of work
- Give ideas and fixed form
- Use both verbal and pictorial description
 - Sketches, drawings, outlines, views and sections (*průřez*)
 - Models, simulations

Design

- Sketches
 - Expressions of our thinking
 - Psychology and interpersonal communication play a role
 - Record an idea that could be reworked, developed and communicated to others
 - Independent form of visual language

Design

- *„I want to see the things, that is all I have to rely on... that is why I draw. The things only show themselves to me when I draw them.“*
 - *Carlo Scarpa*



Carlo Scarpa

- Brion-Vega cemetery



Carlo Scarpa

- Brion Mausoleum



Carlo Scarpa



Carlo Scarpa

- [link youtube mazoleum](#)



Carlo Scarpa

- 1906–1978
- an Italian architect, influenced by the materials, landscape, and the history of Venetian culture, and Japan
- glass and furniture designer



Carlo Scarpa

- [drawings archive](#)



Carlo Scarpa



Carlo Scarpa

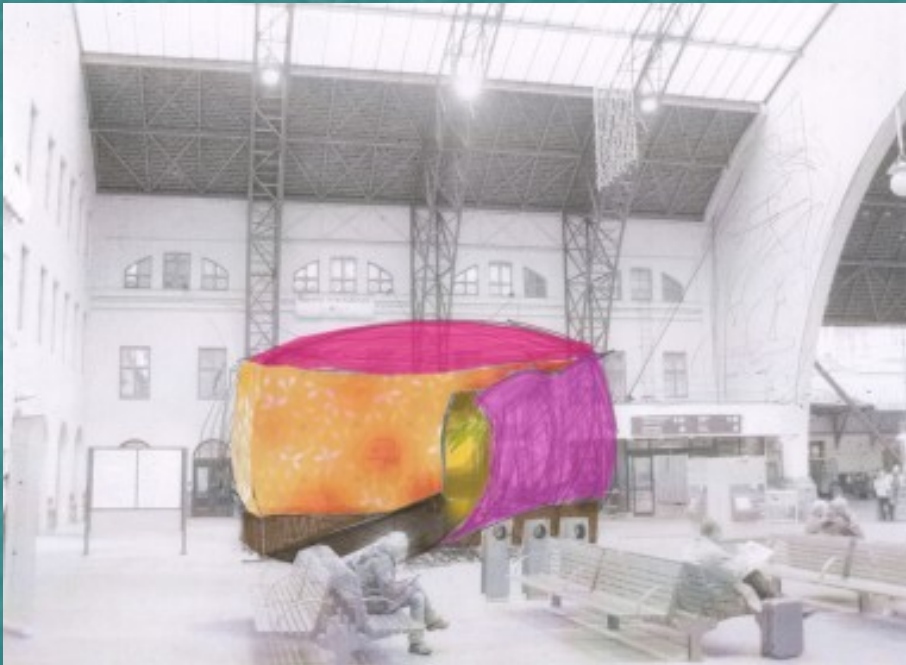


Sketches

- Fulfill different tasks:
 - Representation of function
 - Representation of spaces and objects
 - Representation of views and sections
 - Representation of layouts and plans
 - Visual notes
 - Marking
 - Basis for discussion

Sketches

- Explanation and documentation
- Self-reassurance

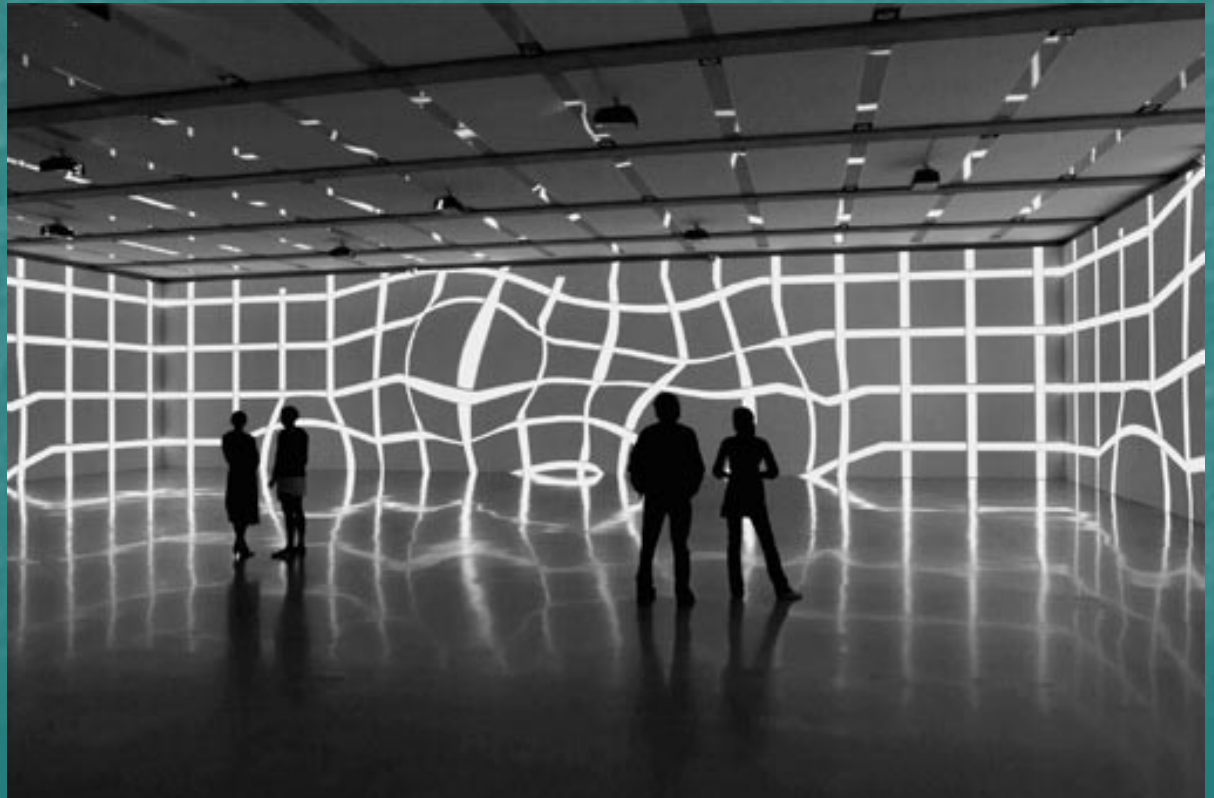


Drawings

- Do you know any artist who works with drawings in a museum/gallery or an environmental context?

Peter Kogler

- [link MUMOK](#)



Peter Kogler

- MUMOK Stripes



Models and Simulations

- Every phase of design is accompanied by the construction of models
- Purpose is to give insight into form of planned project
- It includes scales human figure for measurements

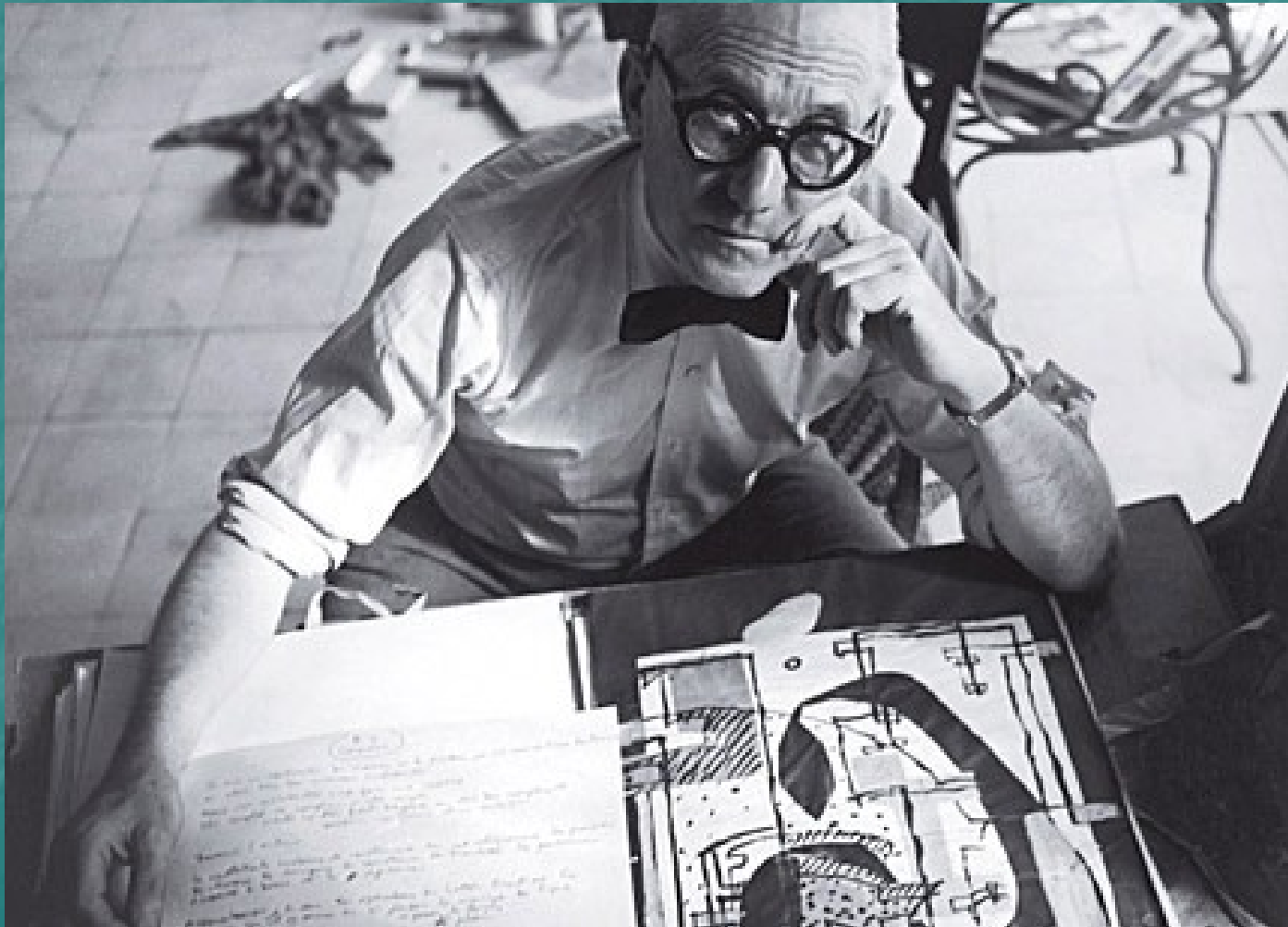
Models and Simulations



Planning

- *„When drawing a ground plan, one should never forget that it is the human eye that perceives the effect and this eye is located at a height of 1,7 meters and is constantly moving.“*
 - Le Corbusier

Le Corbusier



Le Corbusier

- was an architect, designer, urbanist, and writer
- famous for being one of the pioneers of what is now called modern architecture
- was born in Switzerland and became a French citizen in 1930
- his career spanned five decades, with his buildings constructed throughout Europe, India and America



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Le Corbusier

- Saint Pierre de Firminy



Le Corbusier



Le Corbusier



www.corbusier-furniture.com

Le Corbusier

- 1954
- Notre Dame du Haut



Planning exhibition

- Requires appropriate working strategy
- Similar to planning a journey
 - Illustrated by a story of group travelers who found themselves hopelessly lost in Carpathian mountains
 - As luck would have it, they came across a map and were able to use it and to find their way home

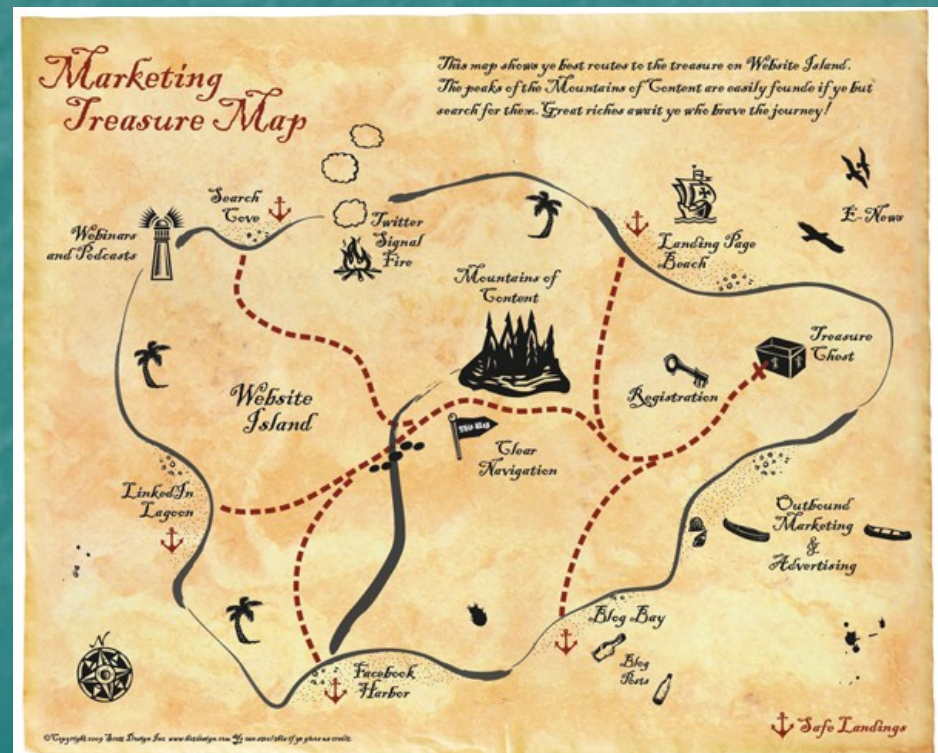
Planning exhibition

- However, on reaching their destination they realized the map they had found was not of the Carpathians but of the Pyrenees



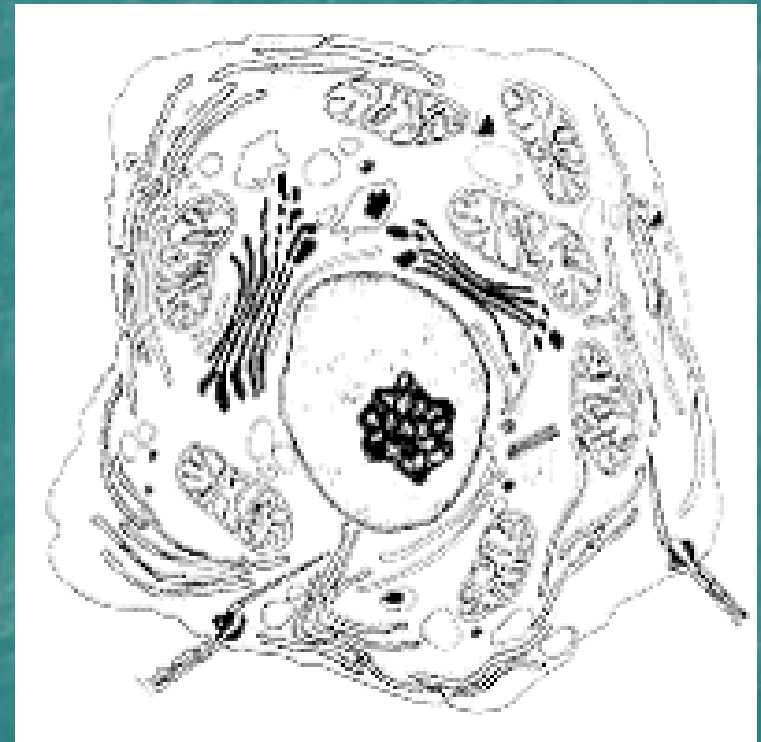
Planning exhibition

- How we can use map when designing museum exhibition?



Planning exhibition

- Map as instrument and source of ideas for exhibition design
 - Example:
 - Human cell can be used as a map when creating the blueprint (*detailní plán*) for an exhibition on life sciences



Planning exhibition