



MUSEUM EXHIBITION DESIGN

Ceren KARADENİZ, PhD

Museum – “An organization in the service of society and its development, open to the public, which researches, communicates and exhibits things and ideas, for the purposes of education, study and enjoyment.”

01

Many museums are non collecting, so a museum is not about displaying a collection...

02

Some museums are “for profit”, so a museum can’t be defined by tax status...

03

Some museums don’t have a building or a “home”, so it is not about a location...

- **Exhibition:** “An event at which displays are put out in a public space for people to view and interact”...
- **Design** – “The making of a plan for the construction of an object or a system”...



Definition:

- **Museum Exhibition Design:**

“The making of a plan for the construction of public displays for the purposes of education, study and enjoyment, in the service of society and its development.”



The Naval museum exhibition. Madrid 2015

Museum Exhibition Functions

Assets

Collecting
Documentation
Preservation

Activities

Research
Display
Interpretation



Exhibition Design Process — Phases

The museum exhibition design process can be divided into five distinct phases:

- Concept Development
- Schematic Design
- Design Development
- Final Design
- Construction Documents



Exhibition Design Process – Concept Development

Concept Development provides the “**road map**” for the project, where is the project going?, how will it get there? and a definition of the resources available to complete the project.

Concept Development is culminated with the signing of a Project Charter outlining of the components of the project.

- Project Objectives
- Project Filters
- Project Charter
- Initial Budget
- Initial Schedule
- Project Narrative, included in the Project Charter
- Front End Evaluation Umbrella Concept
- “Look and Feel”

The output of the design process:

- Fabrication**
- Installation**

PLANNING ????

- **Who is the visitor?** Someone will need to make a decision to visit the exhibition. They will travel to the museum by either car, taxi, bus, subway or walking to arrive at the museum's front door. Why did they decide to visit? We each have our own internal drives to make decisions. Try to understand why is the visitor choosing to visit your planned exhibition. What is influencing their decision to spend the time (and money) to arrive at your front door to see the exhibition.
- It is often helpful to segment the types of visitors; "All "A" Parent", "Curious Tourist", "Local Mom", "Sunday Family", each will have their own motivations for visiting the exhibition, try to understand the "why" they would want to visit the exhibition.

- **Exhibition Plan** – Every museum is divided into areas. The areas may be called galleries or zones or era or a “topic”. An exhibition consists of a group of exhibits organized around a topic. How will this exhibition “fit” into the overall museum experience? Often you can “map” a visitors experience through a museum; park the car, buy the tickets, use the bathroom, look at the museum map. Where will this exhibition fall in the visitor’s museum experience?

- **What is the visitor hoping to gain?**

Survey potential exhibition visitors about the exhibition topic.

What is their knowledge level?

What are their interests?

What are their questions?

Often the more casual the better. Have a few clip boards, a simple sign and Often museums, think about what we are trying to communicate, but as "visitor-centric" museum, try to define what is the visitor trying to gain. Whatever the topic survey typical visitors and ask how they are hoping to gain from the proposed exhibition.

• Exhibition Description

In simple language describe the exhibition. What is the topic of the exhibition? Age range for the visitors (2-102 is not an age range)? What is the atmosphere of the exhibition?



What are the plans for accessibility for all visitors? I often start with an accessibility graphic, how will people with accessibility needs visit the exhibition?

Special exhibitions

Tantra
enlightenment to
revolution

Exhibition
24 Sep 2020 - 24 Jan
2021

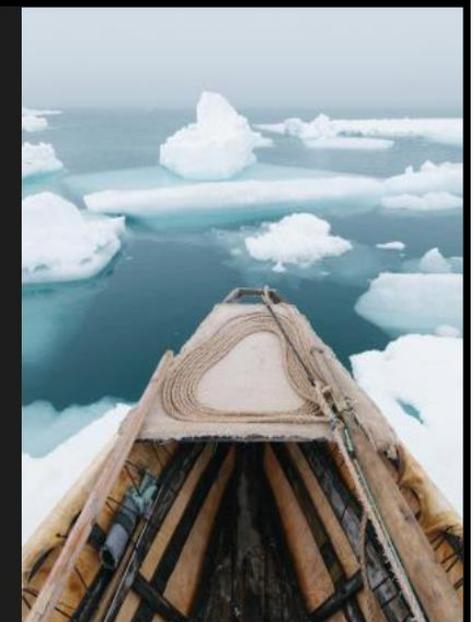
Book now



The Citi exhibition
Arctic
culture and
climate

Exhibition
22 Oct 2020 - 21 Feb
2021

Book now



Piranesi drawings
visions of antiquity

Coming
soon

Exhibition



French Impressions
prints from Manet to
Cézanne

Coming
soon

Exhibition



Geoffrey Clarke
a sculptor's studio

Coming
soon

Exhibition



Green Exhibition – What is your plan for exhibition materials ? What is life span of the exhibition? Reuse or recycling of the exhibition?

“The Box” What is the size of the exhibition space?, What is the electrical supply to the space? amps? outlet locations?, What is the access to the space? Elevator size? Door sizes? Often is best to start with a site survey of the exhibition space. A site survey is a drawing of the exhibition space, showing the locations of electrical outlets, HVAC registers and a reflected ceiling plan of the lighting placement.

Project Charter – A project charter is a contract between the museum and project stakeholder’s describing the roles and responsibilities for each team member.

Data Base – Create a numbering system for the exhibition. Artifacts, drawings, exhibit elements, video, electrical outlets, will each need a number, start at the beginning with a numbering system.

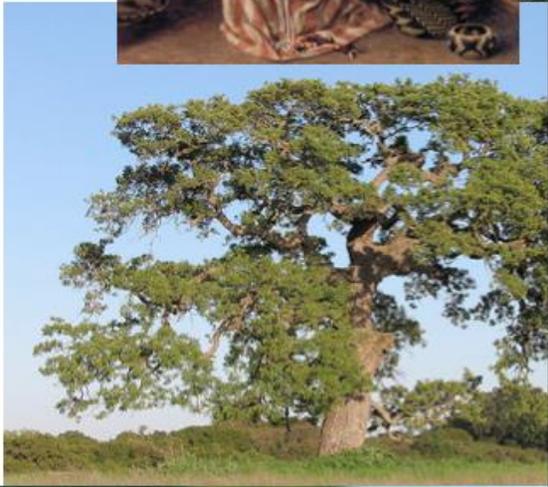
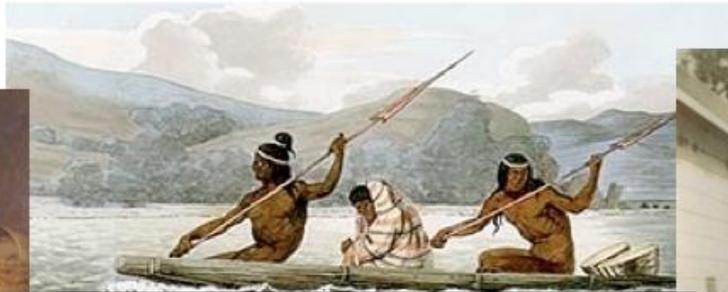
The Numbers – What is the budget for the exhibition? Staffing needs? What is the schedule for the exhibition design, fabrication and installation? How many people are you planning on visiting the exhibition? How will you market the exhibition? How will you reach the potential visitors to the exhibition, internet marketing? print advertising? placement on television shows? It is never too early to start planning the exhibition marketing.

The steps of the exhibition design process are similar to Art Museums, Natural History Museums, Science Centers and Children's Museums. The differences are in the content development, the design process is the same.

“The exhibition design process can be divided into 10 steps:

- 1.Exhibition Script
- 2.Chunk it Out
- 3.Research.
- 4.Conceptual Design
- 5.Schematic Design
- 6.Design Development / Media
- 7.Partners
- 8.Construction Documents (Contract Documents) / Design / Build
- 9.Prototyping / Testing

Style Board



Exhibition Narrative

Design Process – Schematic

Design

The goal of Schematic Design, is to flesh out the scope and character of the project. This enables all parties involved to confirm themes, interpretation goals and to review spatial arrangements, appearance, artifact use, materials and cost.

By the end of the Schematic Design phase, the team will have **visuals, narratives, look-and-feel boards** and **layouts** to initially review the **allocation of space, traffic flow, audio—visual components, interactive displays, lighting** and **special effects**. An overall graphic identity for the exhibit at this stage of design.

Style Board

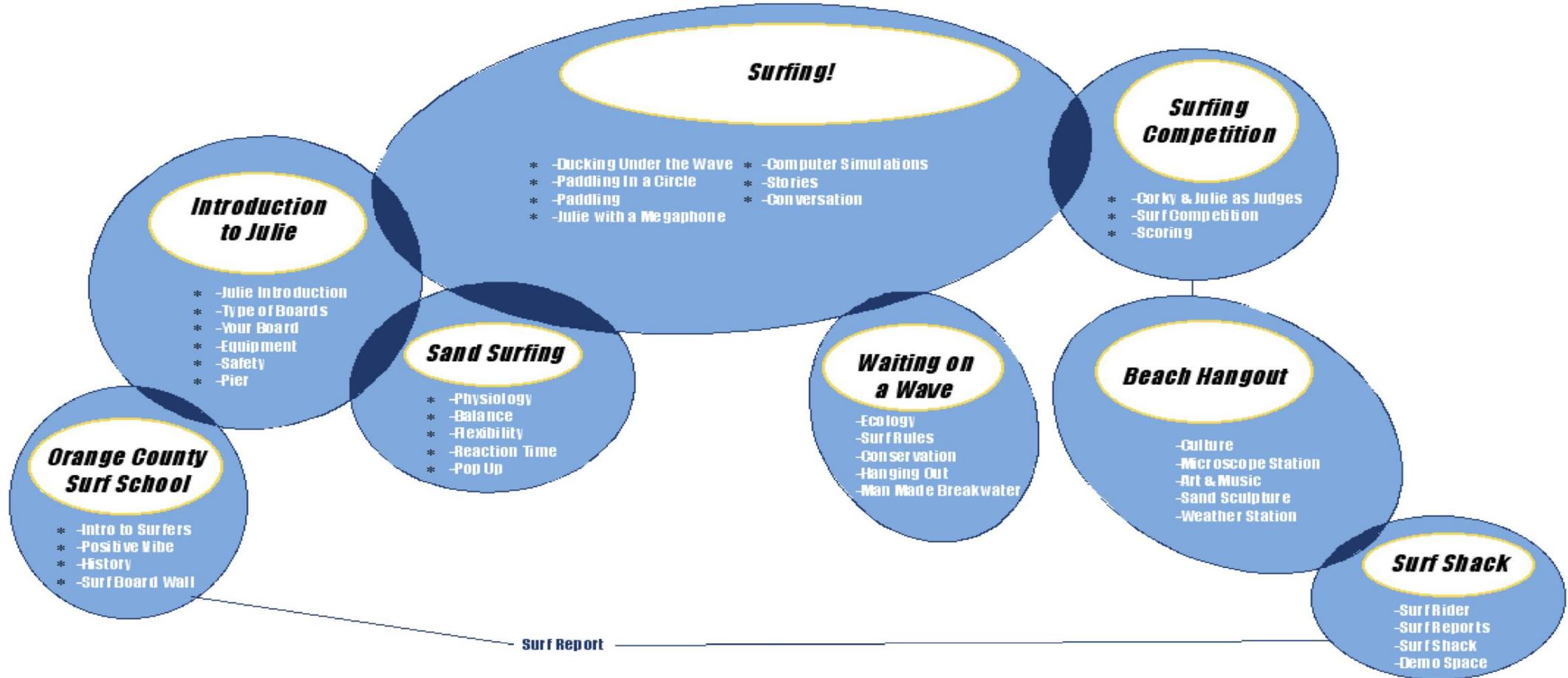




National Library of Norway

Schematic Phases in Museum Exhibition

- **Content:** description of project goals and messages
- **Content:** visitor experience narrative
- **Design:** Rough plan view /content
- **Design:** Diagrams of content relationships
- **Design:** Sketches of key points in exhibition
- **Design:** Color perspective sketches (for fundraising and exhibit naming opportunities)
- **Graphic Design:** Collage of look & feel for exhibits and graphics
- **Schedule:** Fabrication and Installation schedule
- **Schedule:** budget development
- **Schematic Design Phase deliverables:** booklets + electronic master copies etc.



* Surfing Specific Exhibit

7:00 a.m.

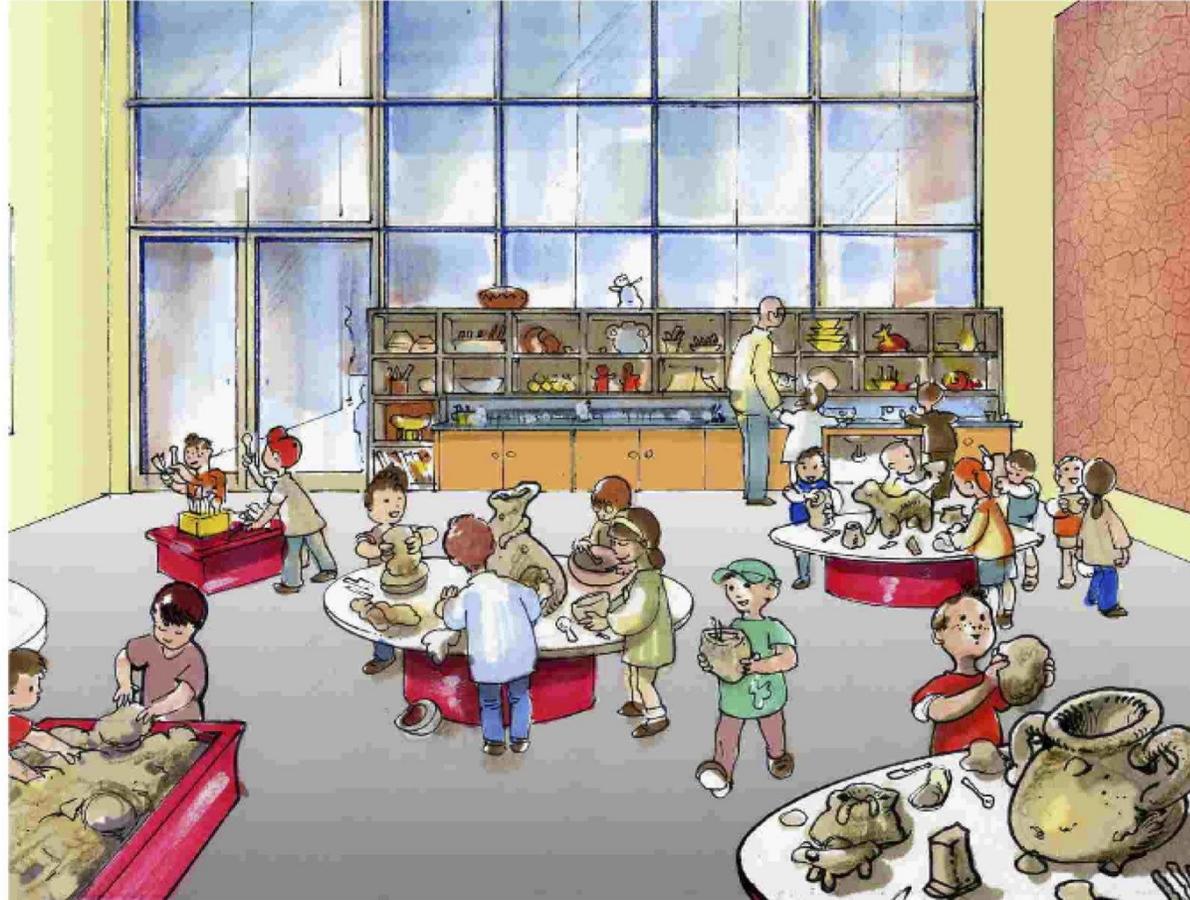
1:00 p.m.

CONCEPT MAP

MWED • Mark Walhimer Exhibition Design LLC, • e: mark@walhimer.com Date: 3/20/2002

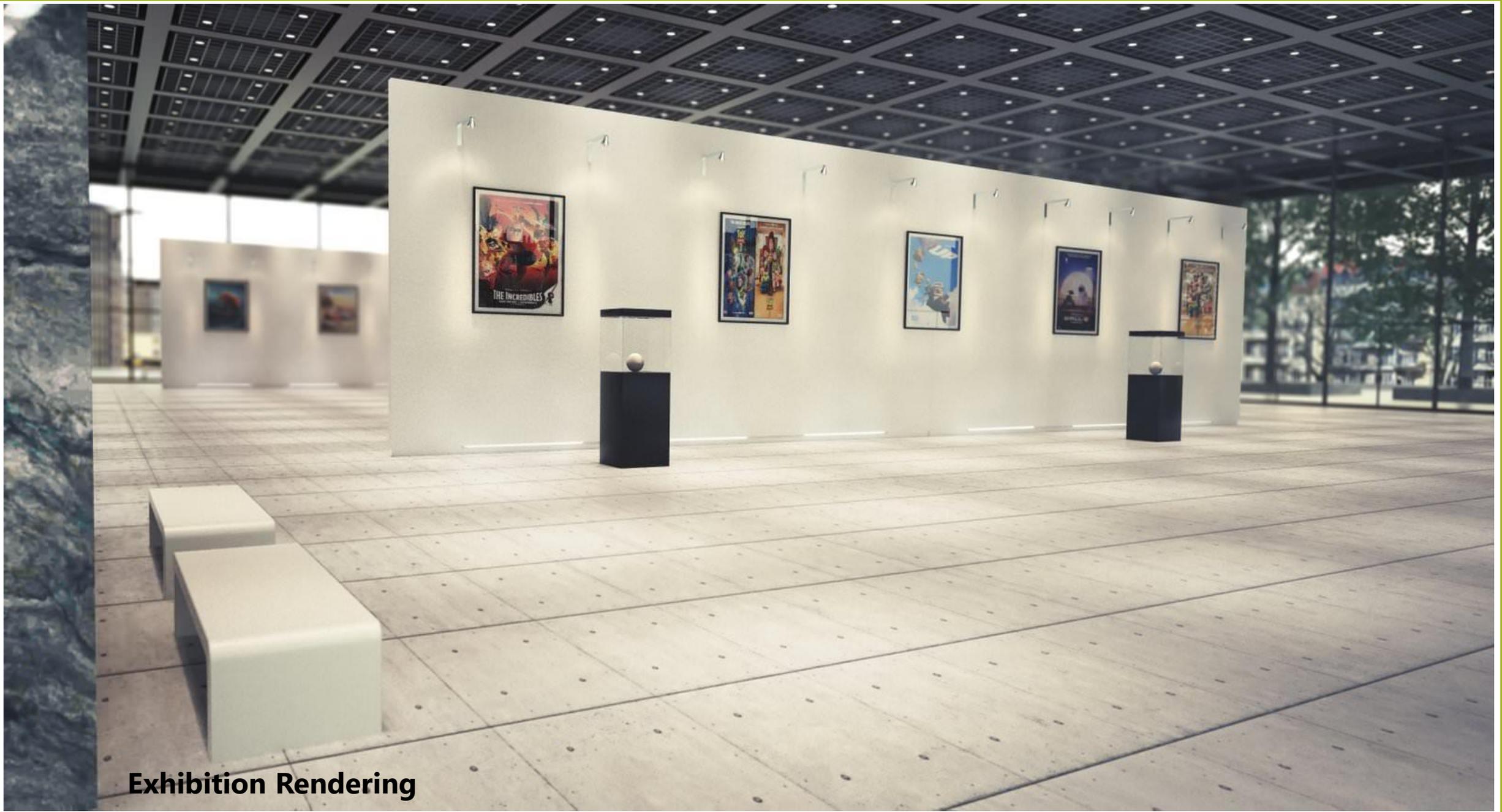
Bubble Diagram of an Exhibition on Huntington Beach

Renderings - Clay Studio



Clay Studio

Downstairs and within sight from lobby is the Clay Studio. This is a unique environment, where visitors can create clay sculptures assisted by professional artists. This is a place where a child can create any object his/her imagination dreams.



Exhibition Rendering

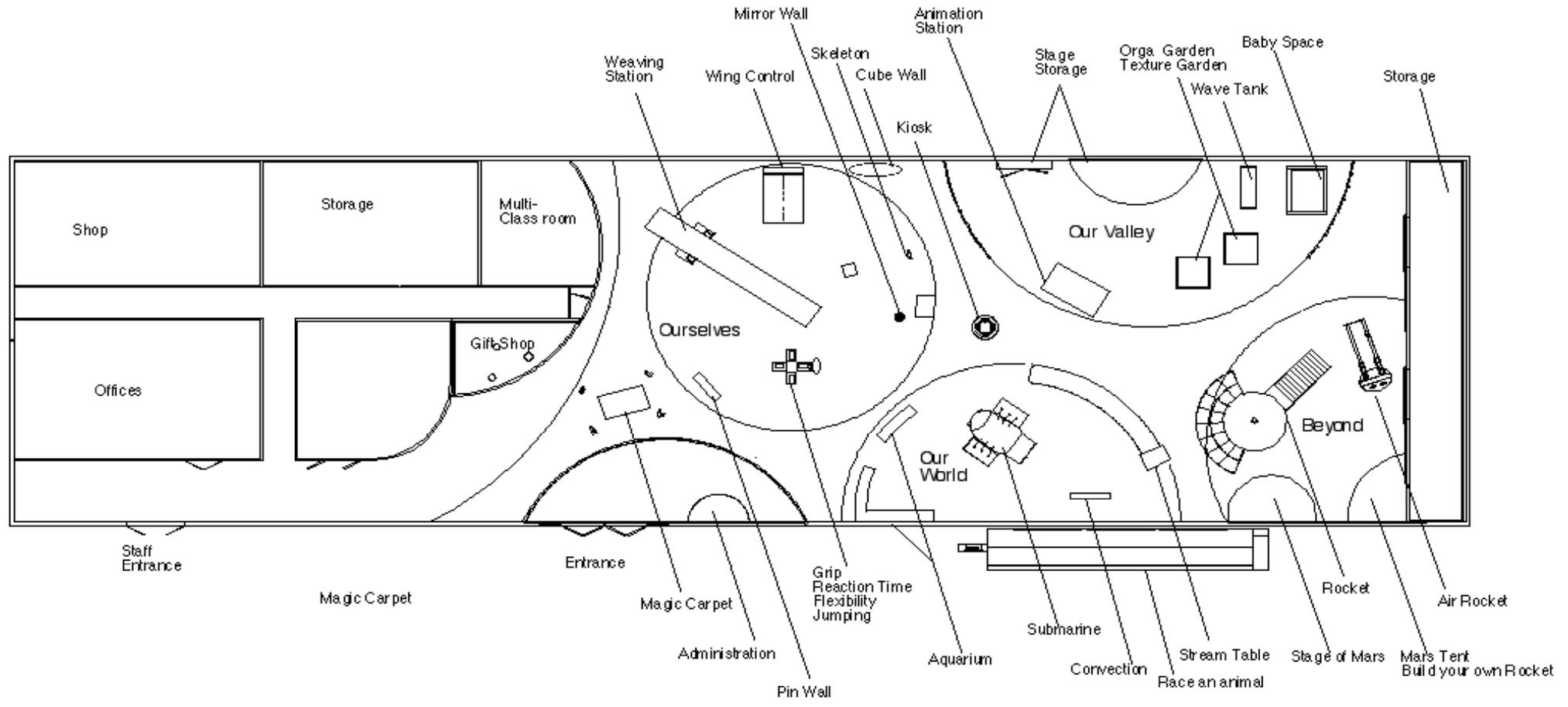


Exhibition Rendering



Exhibition Rendering

Schematic Floor Plan



DRAFT

Museum Planning & Exhibition Design
mwed
 Mark Wehner Exhibition Design
 214 Grand Avenue #2 Oakland, CA 94612
 Tel: 510-268-8879 or 510-325-7170

SANTA MARIA VALLEY DISCOVERY MUSEUM
 OURSELVES, OUR VALLEY, OUR WORLD AND BEYOND
 120 EAST JONES STREET
 SANTA MARIA, CA 95404

Concept
 Development
 Not For
 Construction

SCALE: As Noted	FILE: FLOOR PLAN
DATE: 4/4/2002	
	SMD100

Design Process – Design Development

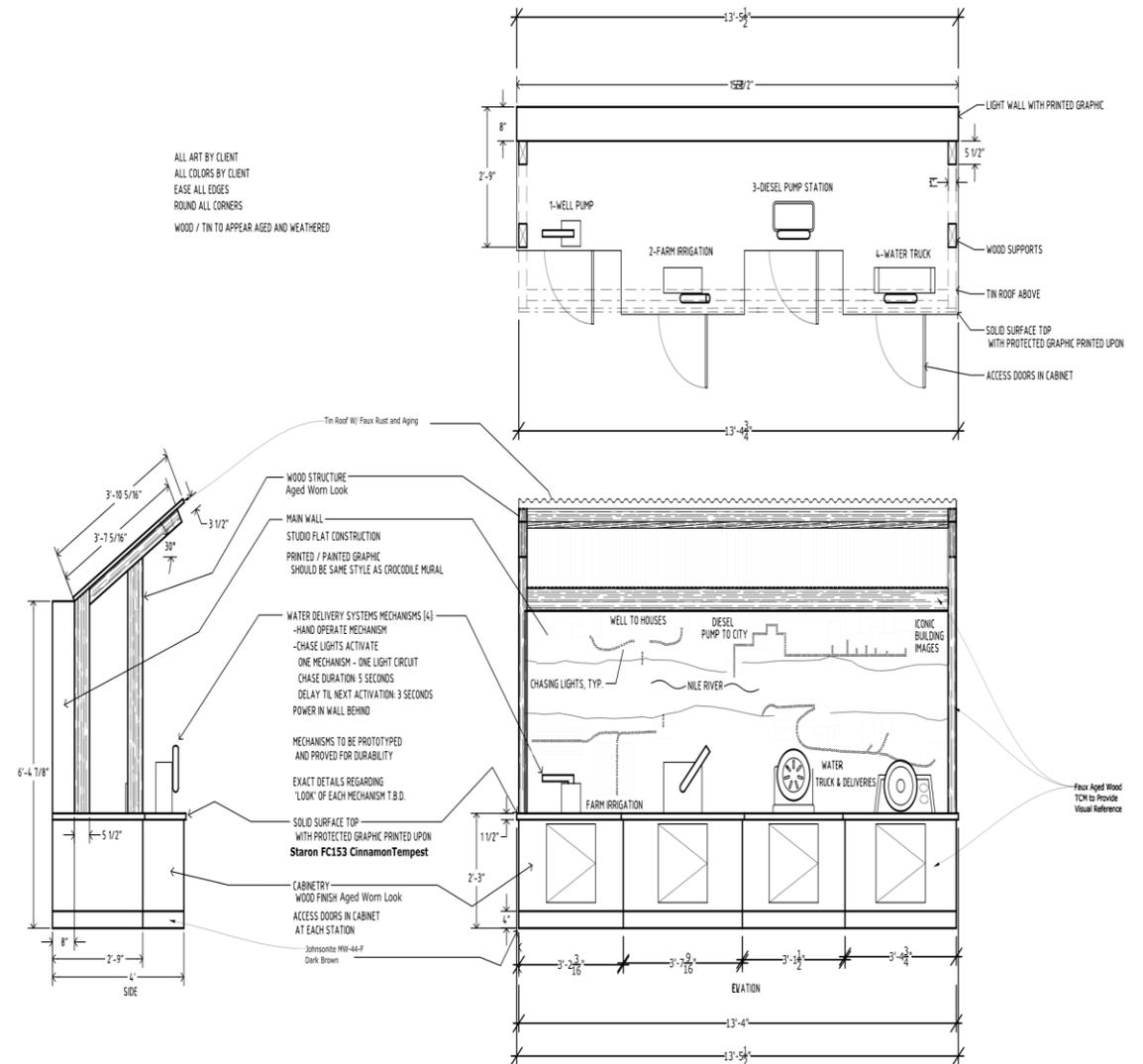
During Design Development, section and elevation drawings of exhibits in the space are created.

Content research is compiled into draft text and descriptions of the exhibits and the interactives. Functions of Audio-visuals and computer programs that will be part chartered

The family of graphic elements is compiled and a graphic schedule of all the graphics is created.

Graphic directional and identification signage for interior and exterior spaces of the exhibit area become part of the program.

Exhibit Detail



- Content:** Final outline
- Content:** Draft text
- Content:** Initial image and object list
- Content:** Interactives and audio/visual outlines
- Design:** Plan w/content (CAD drawings)
- Design:** Elevations and Sections (CAD drawings)
- Design:** Preliminary Electrical plan (CAD draft)
- Design:** Preliminary Mechanical plan (CAD draft)
- Design:** Preliminary Lighting plan (CAD draft)
- Design:** Exhibit Component Database
- Visuals:** Interactive sketches
- Graphic Design:** Exhibit graphic design
- Graphic Design:** Inventory/matrix
- Graphic Design:** Layout & design of typical panels
- Graphic Design:** Directional Signing (way-finding) — locations plan and elevations with specifications for interior spaces
- Schedule:** Revised fabrication and installation schedule
- Schedule:** Revised fabrication budget
- Database of graphics
- Prototyping of interactive exhibits

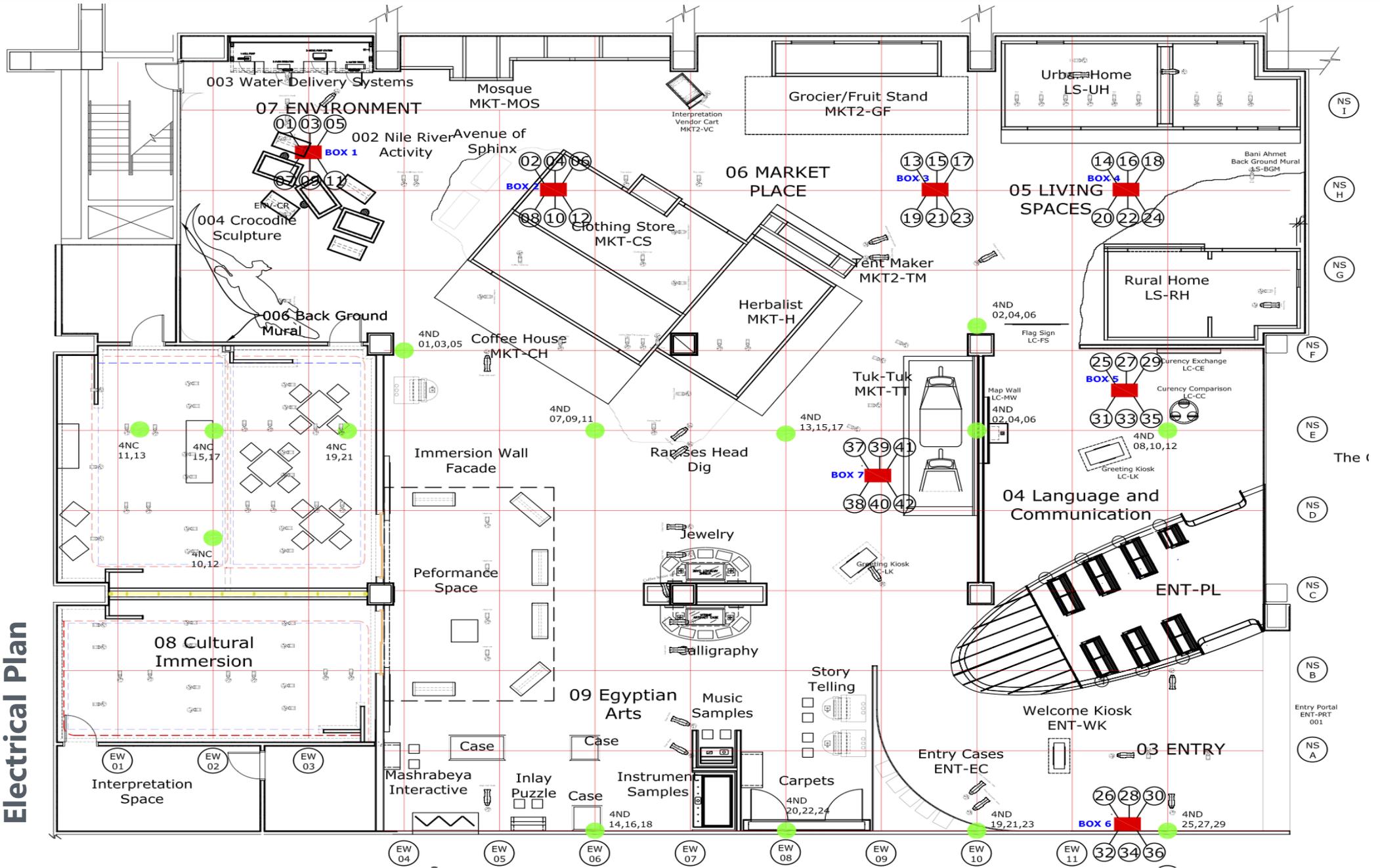


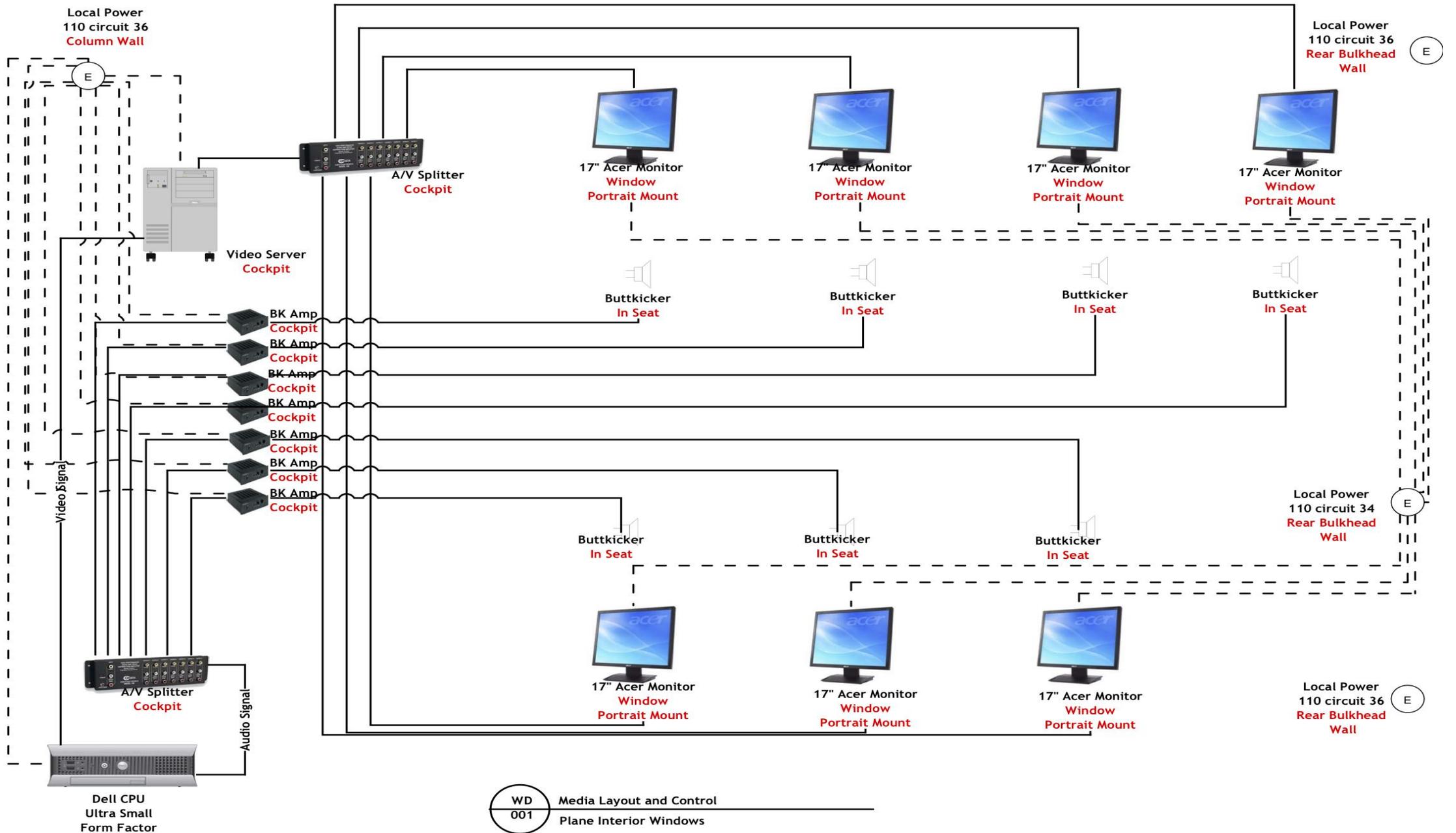
Design Process – Final Design

By the conclusion of the Final Design phase, a complete package that illustrates the full exhibit design—how it will be built, where every component is located and how each works within the larger space.

This package includes exhibition identification, exhibition descriptions, a database of exhibit components, measured plans with content, floor plans, elevations, artifact lists, measured graphic design elements and samples, draft scripts with details for audio visual components, interactive exhibits, final text, sound and lighting systems specifications, production schedules and a fabrication cost estimate.

Electrical Plan





WD 001 Media Layout and Control
Plane Interior Windows

Audio visual plan of an exhibition

Type of Communication of Meaning.

Type of Exhibition Technique	Mode of Visitor Apprehension	Type of Learner
1. Aesthetic	Contemplative and reflective	Appeals to visual and solitary learners
2. Didactic	Text based, cases, murals	Appeals to solitary and linguistic learners
3. Hands - On	Low technologies interactive activities	Appeals to mathematical / logical learners, kinetic learners, musical learners, social learners
4. Multimedia	Videos, computer based, audio and projection	Appeals to visual and kinetic learners
5. Minds - On	Encourages problem solving and discussion plus exhibits that ask question	Appeals to social learners, mathematical/logical learners
6. Immersive Environments	Reconstructions that allow visitors to become part of the exhibition plus give context to content and artifacts	Appeals to all learners, especially those who are kinetic and social learners

Source: Dawson, M. (2006), Lord Academy, Museum Seminar, Malaysia National Museum, Kuala Lumpur

Types of exhibitions

Antalya expo

•Fairs

It is a type of display made to promote, sell or market a product as commercial exhibitions or industrial fair exhibitions.



• Historical Cities / Centers

It is a wide-scale open space display type that aims to introduce the city with its architectural and natural environment within the scope of historical cities exhibition.

Florance, Italy



Topkapı Palace



Qatar Souq



- **Architectural / Monumental Exhibitions**

It is a type of exhibition that is handled by separating the building from its surroundings. The building itself stands out as a work.

Tower Bridge, London







• Museum Exhibitions

It is a type of exhibition that is hosted and organized by museums. That type of exhibition is divided into separate types.



Neues Museum, Berlin

**COMPONENTS OF
MUSEUM EXHIBITION**

Museum

Collection

Gallery
Section

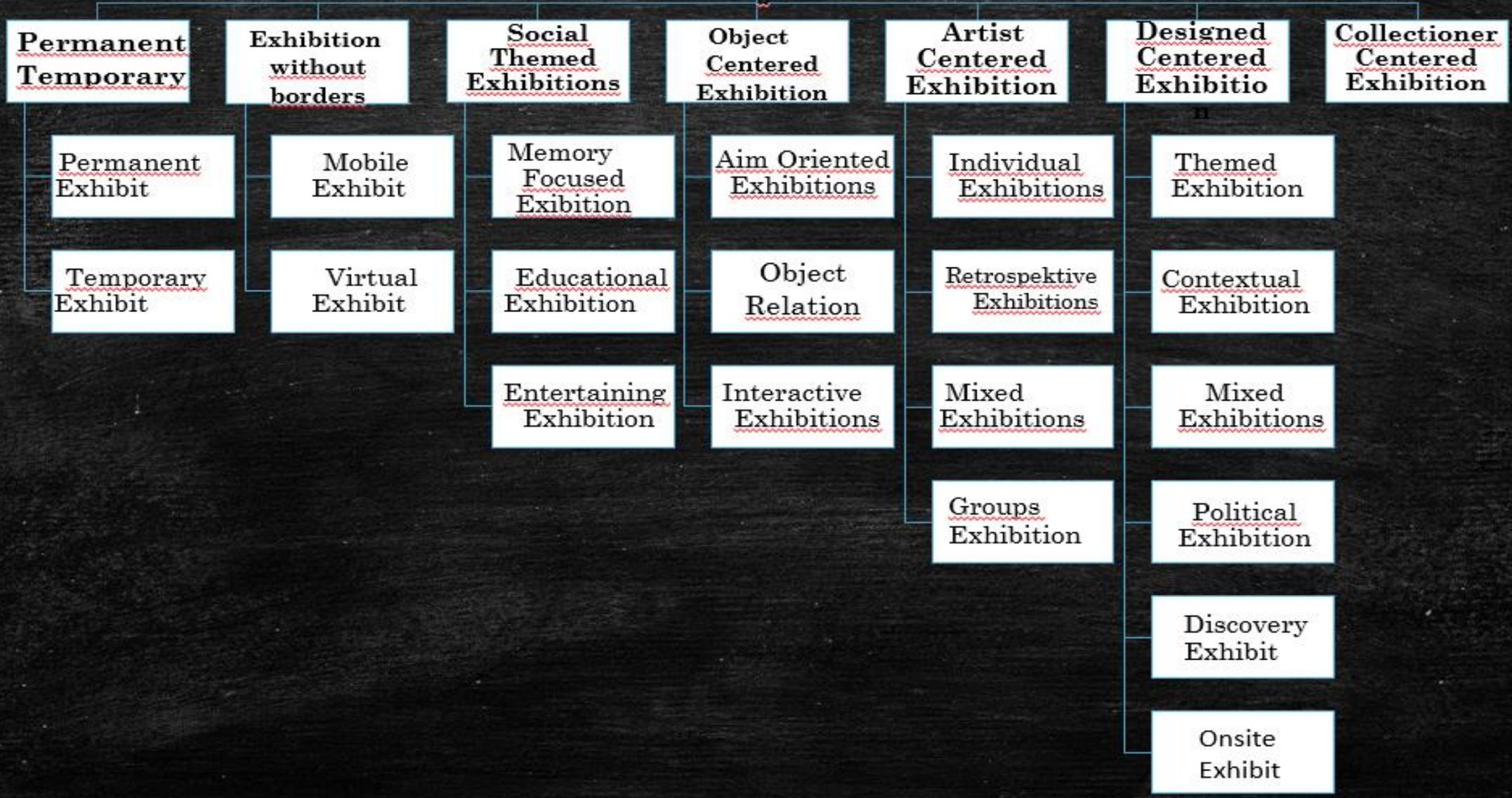
Object
Tool
Work

Curator
Director
Staff

Audience
Visitor



Types of Exhibition



TYPES OF MUSEUM EXHIBITIONS

- **THE SOLO EXHIBITION.**
 - *Permenant Exhibition*
- **THE COLLECTIVE EXHIBITION.**
- **THE TEMPORARY EXHIBITION.**
- **THE ITINERANT EXHIBITION.**
- **THE ONLINE EXHIBITION.**
- **THE ANTHOLOGICAL EXHIBITION.**
- **THE RETROSPECTIVE EXHIBITION.**



Permanent Exhibition

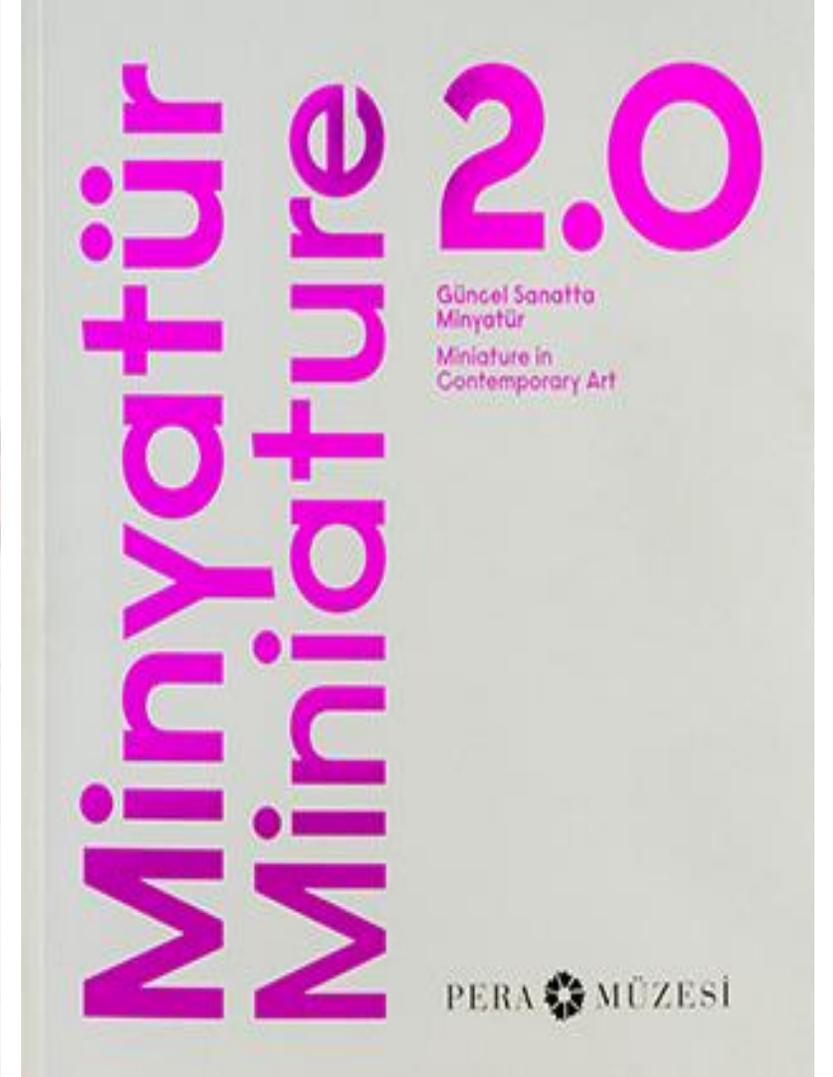
Istanbul Archaeological
Museum

- Permanent museum exhibitions have long term durations. Audience could visit the Exhibition anytime they wish because there is deadline for the collection display.



Temporary Exhibition

- Temporary exhibition is the one that has a short time that in our case, can be from three to six months.



Mobile Exhibition

- A **Mobile Exhibit** is when you take your brand, product, or idea out into the world with a **mobile** vehicle. The **mobile** marketing vehicle is often a large expandable trailer that needs to be hauled with a big semi truck.

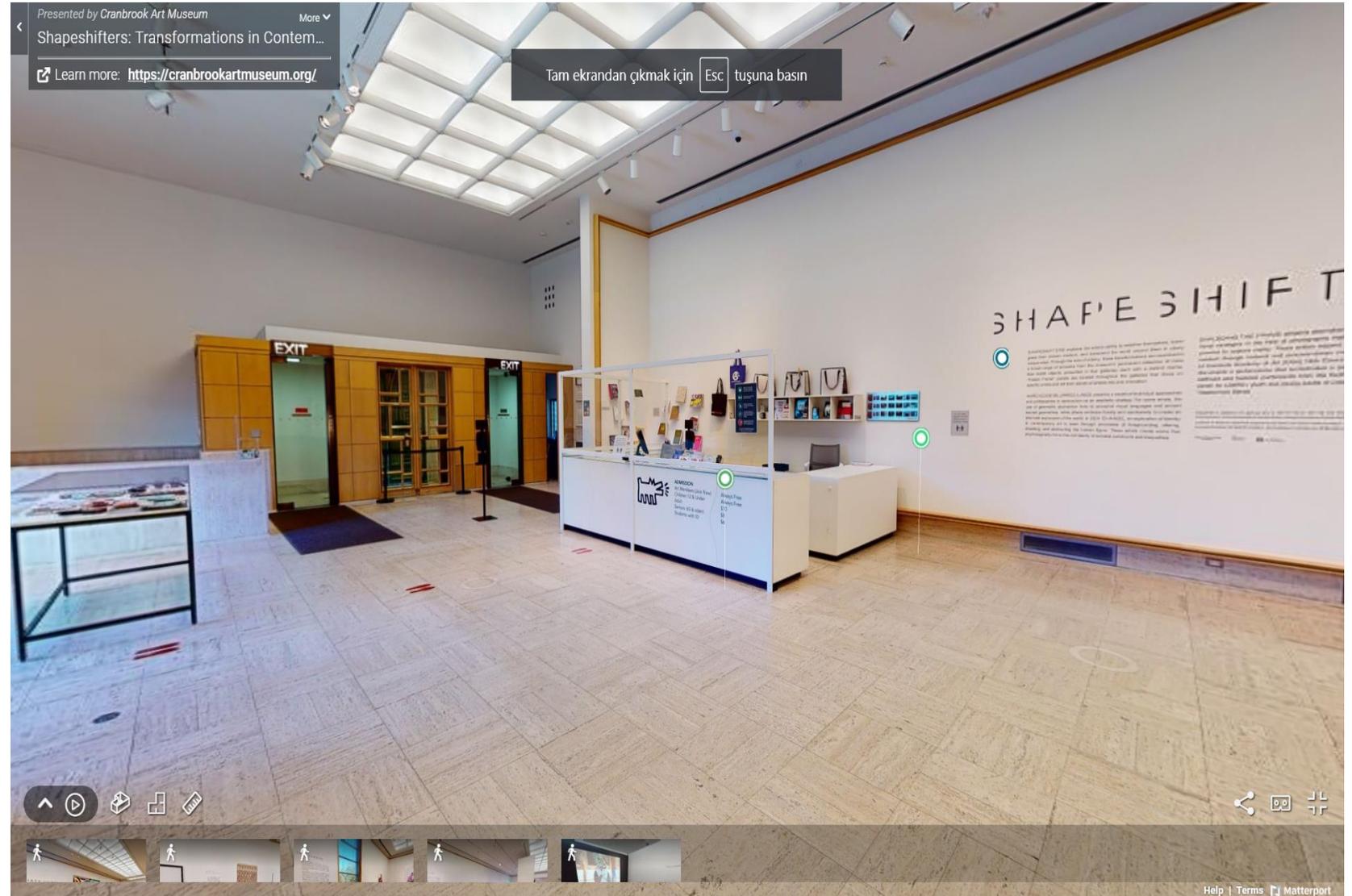




Virtual Exhibition

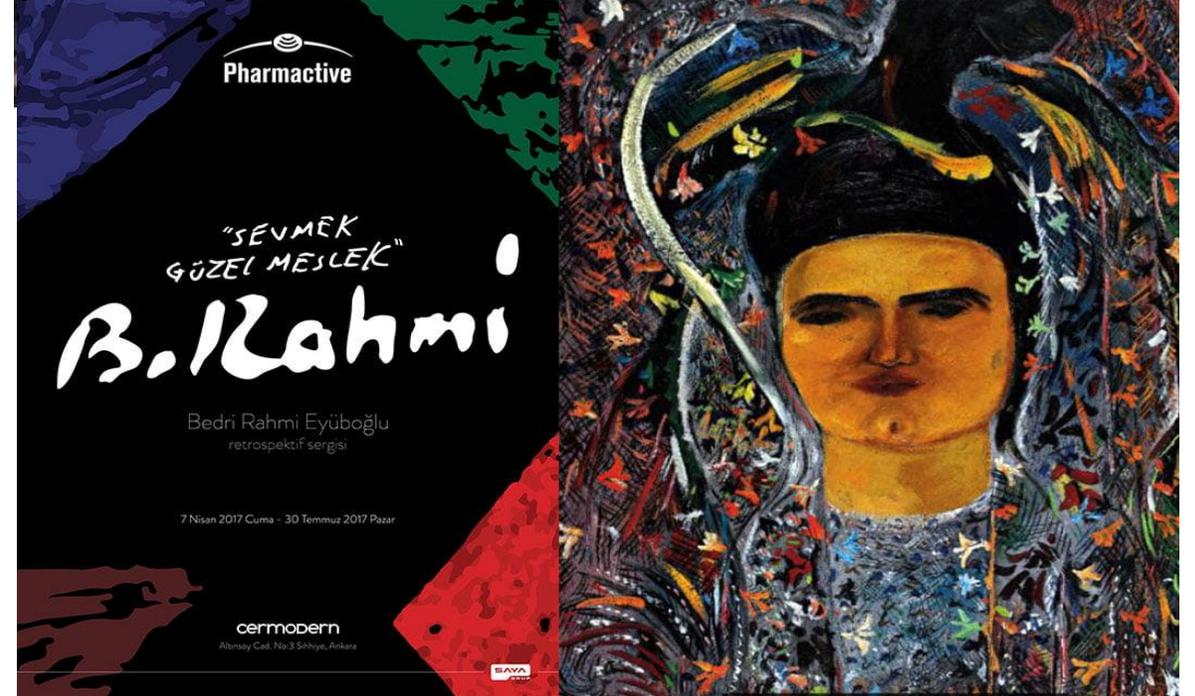
Cranbrook Art Museum

- An online exhibition, also referred to as a virtual exhibition, online gallery, cyber-exhibition, is an exhibition whose venue is cyberspace. Unlike physical exhibitions, online exhibitions are not restricted by time; they are not forced to open and close but may be available 24 hours a day.



Retrospective Exhibitions

- A **retrospective exhibition** presents works from an extended period of an artist's activity. ... A television or newsstand special about an actor, politician, or other celebrity will present a **retrospective** of the subject's career highlights.



Preferences

- **“How Museum Do Exhibits Cost” by Jay Rounds and Joyce Cheney, Exhibitionist Spring 2002, Vol 21, No.1**
- **“Architecture and Exhibition Design: A Survey of Infrastructure” by Charles Howarth Jr. and Maeryta Medrano, ASTC, 1997 (Discovery Science Center, Santa Ana, CA, / Mark Walhimer was one of the case studies)**
- www.si.edu/opanda/reports/EXCost.pdf
- <http://www.aam-us.org/aboutmuseums/whatis.cfm>
- <http://en.wikipedia.org/wiki/Museum>
- <http://icom.museum/who-we-are/the-vision/museum-definition.html>
- <http://en.wikipedia.org/wiki/Exhibition>
- <http://en.wikipedia.org/wiki/Design>
- http://www.louvre.fr/llv/musee/histoire_louvre.jsp?bmLocale=en
- http://en.wikipedia.org/wiki/Capitoline_Museums