



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Exhibition Design

Course

Field of study

Architecture

Area of study (specialization)

-

Level of study

First-cycle studies

Form of study

full-time

Year/Semester

III/6

Profile of study

practical

Course offered in

polish/english

Requirements

elective

Number of hours

Lecture

15

Laboratory classes

0

Other (e.g. online)

0

Tutorials

0

Projects/seminars

15

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

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Responsible for the course/lecturer:

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Prerequisites

- Student has explicit, theoretically based general knowledge including the key issues of architectural designing
- Student has basic knowledge of development in the scope of architectural designing and urban planning
- Student can acquire information from publications, data bases and other sources, can interpret and integrate the said information and draw conclusions as well as voice and justify opinions



- Student can carry out critical analysis of spatial complex in terms of composition and function
- Student understands the need of continuous self-education – demonstrates openness to various sources of information
- Student is able to identify needs of space user
- Student demonstrates openness and curiosity of variety interdisciplinary issues related to presented issues

Course objective

Lectures :

- Presentation of various issues related to exhibiting museum collections, scientific collections, art collections, commercial exposure and problematic exposure.
- Presentation of variety form of presentations and basics of their design.
- Becomes familiar students with exhibition achievements on the background of history architecture. Especially retrospective of architecture of Expo and National Exhibition.
- Presentation of contemporary realizations and the latest achievements in this discipline.
- Presentation of supplementary design disciplines used in exhibiting, graphic design, design, scenography, multimedia.

Project:

- Becomes familiar students with designing space dedicated presentation “ exposure.
- Exercise is designed to stimulate student to seeking creative, unconventional ways of designing space of presentation taking into account real functional assumptions.
- During exercise students focused on interior view axes, openings, differences in closed and open exposition. On human scale and ergonomics.
- Exercise allows students to know basic issues of connecting architectural composition with graphics and multimedia.

Course-related learning outcomes

Knowledge

Student knows and understands:

A.W1. architectural design for the implementation of simple tasks, in particular: simple facilities taking into account the basic needs of users, single- and multi-family housing, service facilities in residential complexes, public facilities in an open landscape or in an urban environment;

A.W4. principles of universal design, including the idea of designing spaces and buildings accessible to all users, in particular for people with disabilities, in architecture, urban planning and spatial planning, and



ergonomic principles, including ergonomic parameters necessary to ensure full functionality of the designed space and facilities for all users, especially for people with disabilities

Skills

Student can:

A.U1. design an architectural object by creating and transforming space so as to give it new value - in accordance with a given program that takes into account the requirements and needs of all users;

A.U5. think and act creatively, using the workshop skills necessary to maintain and expand the ability to implement artistic concepts in architectural and urban design;

A.U6. integrate information obtained from various sources, formulate their interpretation and critical analysis;

A.U7. communicate using various techniques and tools in a professional environment appropriate for architectural and urban design;

A.U8. prepare architectural and construction documentation in appropriate scales in relation to the conceptual architectural design;

A.U9. implement the principles and guidelines of universal design in architecture, urban planning and spatial planning.

Social competences

Student is capable of:

A.S1. independent thinking to solve simple design problems;

A.S2. taking responsibility for shaping the natural environment and cultural landscape, including the preservation of the heritage of the region, country and Europe.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Credit rules of lectures

Evaluation based on the results from the credit colloquium in the form of a multiple-choice test (written or on the e-Moodle platform). Students can be awarded additional points for the development in the form of presentations of agreed topics.

Prerequisites for passing and method of evaluation are the following criteria:

- Regularity of work and attendance at lectures
- Correctly define the character and needs which must be fulfilled for good exposition of object
- Taking into account the behaviors of visitor in designed space
- Interesting functional solutions



- Creative approach to designed space

Lecture formative evaluation:

- knowledge assessment - activity at lectures
- assessment of the colloquium

Adopted scale of assessments: 2,0; 3,0; 3,5; 4,0; 4,5; 5,0

Evaluation forming projects:

- semester work evaluation
- evaluations from drawing work

Adopted scale of assessments: 2,0; 3,0; 3,5; 4,0; 4,5; 5,0

Evaluation summarizing the lecture:

- being the average of the partial marks (knowledge and activity)

Adopted scale of assessments: 2,0; 3,0; 3,5; 4,0; 4,5; 5,0

Project summary evaluation:

- is the average of the partial marks (knowledge and drawing skills)

Adopted scale of assessments: 2,0; 3,0; 3,5; 4,0; 4,5; 5,0

Programme content

Lectures Exhibiting

7 two-hours lectures in winter term + 1 one-hour lecture intended for testing achieved knowledge. Lectures are monographic and refer to the classes, in part extend the issues of classes. Especially lectures concern the following issues:

Lecture 1: Introduction to the design of exhibitions and exhibitions.

Various forms of exhibition activity: museums, galleries, thematic exhibitions, architecture and Expo exhibitions, trade fair stands, promotional stands, and event arrangements.

Lecture 2: Expositions in museums 1

Historical background of the development of exhibition spaces. Discussion of issues related to the organization of exhibition spaces in museum objects, classification, schemes of guiding the viewer through exhibition spaces.

Lecture 3: Expositions in museums 2



Presentation of the classification. Discussion of basic design issues and links between the scenario and composition of the exposure. Thematic and problematic expositions. Presentation of design solutions.

Lecture 4: Lighting in exhibitions. Commercial expositions - trade fair stands 1

Discussing the lighting of exhibition spaces and exhibits.

Systematics and characteristics of trade fair stand. Function. Technologies. Presentation of contemporary realizations. S

Lecture 5: Commercial expositions - trade fair stands 2

A review of contemporary implementations. Discussion of the principles and design differences in large-area exhibitions.

Lecture 6: Architecture Expo 1851-1925 and General National Exhibition 1929.

Chronological presentation of Expo architecture, with particular emphasis on the way the exhibition spaces are shaped. Presentation of the Universal National Exhibition against the background of European achievements. Discussion of the fairgrounds in the context of contemporary Poznań.

Lecture 7: Architecture of Expo 1933 to contemporary times

Architecture Expo objects and expositions. Chicago 1933-34, Paris 1937, New York 1939, Brussels 1958, New York 1964, Montreal 1967, Osaka 1970, Hannover 2000, Milan 2015, and other contemporary projects.

Project issues

Project of temporary commercial stand +/-50 m² (10x5 or 7x7)

Location: covered public spaces, halls in shopping centres, halls at the airports, railway station and others. Insular area of the lot / workaround on four sides.

Technical requirements don't allow for fixing structure in substrate, conditions allow for hanging elements. Limitation of high of maximum development to 6 meters. Designed structure should have ground floor form without entresols.

During first classes students get a topic – subject of the exposure in quick selection mode e.g. draw.

Student should search information about selected object in easy way. Exemplary issue of exposure: glasses, sports watch, sports shoes, iPod games, office chair, bicycle helmets, mobile phone, promotional exposure “young designer”, architectural publishing house, stand promoting an icon of architecture, stand promoting humanitarian organizations or region, information stand about selected university, etc.

There is recommended different topic for every student.

Stand consist of the following functional zones:



- exposure
- information zone
- conversation space
- and possible space for keeping small elements more in form of piece of furniture than the room

Analysis of exposure object consist of a series of conclusions resulting from character of topic among others: how should object be presented – is it active exposure – allowing for touching, testing and passive exposure, how is the object stored, is it need tripod, glass-case, etc. Analysis covers definition of type of recipient for who the space is dedicated, what requirements are related with product brand: logotype, colour, graphic design. Students prepare multi-variant concepts of spatial form of stand. Proposed solutions are discussed in terms of interior view axes, openings and ergonomics as well as balance between expression of form and objective of exposure. Selected concept is developed in terms of detail, concept of location and type of illumination, colour, selection of materials and equipment.

Final development of project covers: projection, possible views from the top, facades, rabattements of walls, sections (scale 1:50), designed detail (scale 1:20, 1:10) and presentations in perspective or axonometric way in any technique. A3 format, minimum 2 boards.

Teaching methods

1. lectures / problematic lectures.
2. project / project method - practical.
3. eLearning Moodle (system of didactic process support and distance learning)

Bibliography

Basic

1. Żórawski J. , O budowie formy architektonicznej, Arkady, Warszawa, 1962.
2. Watin D., Historia Architektury Zachodniej , Arkady Warszawa,2001
3. Arnheim R., Sztuka i percepcja wzrokowa. Psychologia twórczego oka. Oficyna, Łódź
4. Kysiak M., Architektura Pawilonów Wystawowych, Oficyna Wydawnicza Politechniki Warszawskiej, Warszawa 1998
5. Wystawa Nowojorska, Instytut Sztuki Polskiej Akademii Nauk, Warszawa,2012
6. Loren J., Skolnick L., Berger C., Czym jest projektowanie wystaw? ABE Dom Wydawniczy, Warszawa, 2008
7. E-skrypt dla przedmiotu „Wystawiennictwo”.



Additional

1. Barton A., Schwarz U. Frey C., Projektfeld Ausstellun. Project Scope: Exhibition Design. Birkhauser, Basel 2012
2. Hughes Philip, Exhibition Design, Portfolio, Londyn 2008
3. Grand Stand Frame Publisher , Avedition, 2003
4. Grand Stand 2 Frame Publisher , Amsterdam 2008
5. Grand Stand 3 Frame Publisher , Amsterdam 2011
6. SCENO GRAPHY Avedition, Stuttgart 2011
7. Exhibition Design Daab
8. Exhibition Design Arquitectura efimera, Mansa
9. On show Ginko Press
10. Warnecke J-CH Exhibition Planning Collaboration between museum and designer, Avedition, Stuttgart 2014
11. Muller A., Mohlmann F. Neue ausstellungs gestaltung, New exhibition design 1900-2000, Avedition, Stuttgart 2014

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹	20	1,0

¹ delete or add other activities as appropriate