Discipline

# Exhibition design

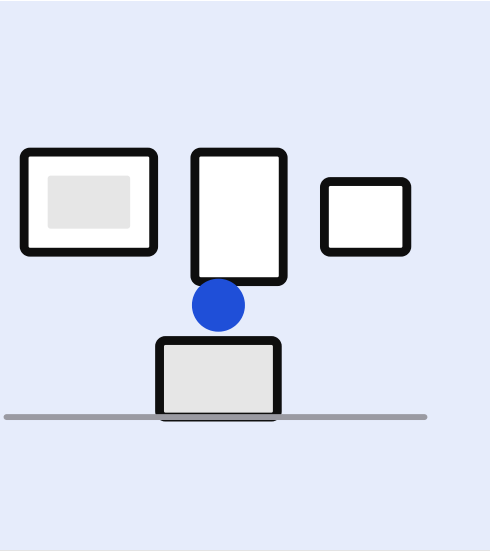
Designs exhibitions in museums, fairs or public spaces: how a story is told in space with objects, texts, images, light and a path.

In Spanish

*Diseño de exposiciones*

Origin

Museum and trade-fair practice; reference handbook by Lorenc, Skolnick and Berger (2007)



## What it deals with

Visitors walk, get tired and choose what to look at. If the exhibition doesn't guide them, the story is lost.

## Principles

### Narrative

The exhibition has a storyline you walk through.

### Several levels

Those who pass quickly and those who stop should both take something away.

### Everything communicates

The space, the light and the displays are part of the message.

## Applications in design

### ✓ Use it like this

Write the narrative first and then design the path.

### ✗ Avoid

Long texts to read standing up, in small type.

### Don't fall for it

Think of groups, children and people with reduced mobility when laying out the path.

## Methods and tools



Method

### Prototyping

Building quick, incomplete versions of an idea to test it before developing it.



Method

### Storyboard

Telling in panels how someone uses a product or a service.

## Connections

Related to

- Lighting design
- Information design
- Scenography
- Spatial design
- Environmental graphic design
- Scientific illustration
- Wayfinding design

## Authors and works

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|---|---|---|
| 2007 | **Jan Lorenc, Lee Skolnick and Craig Berger** | Explained exhibition design as the union of narrative, space and graphics. |

### Sources

**Secondary sources**


- Lorenc, J., Skolnick, L., & Berger, C. (2007). What is exhibition design? RotoVision.
- Smithsonian Exhibits (n.d.). Smithsonian Exhibits guide to prototyping. Smithsonian Institution. View source (https://exhibits.si.edu/wp-content/uploads/2019/11/SIE_Guide-to_Prototyping.pdf)


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