

exhibition design

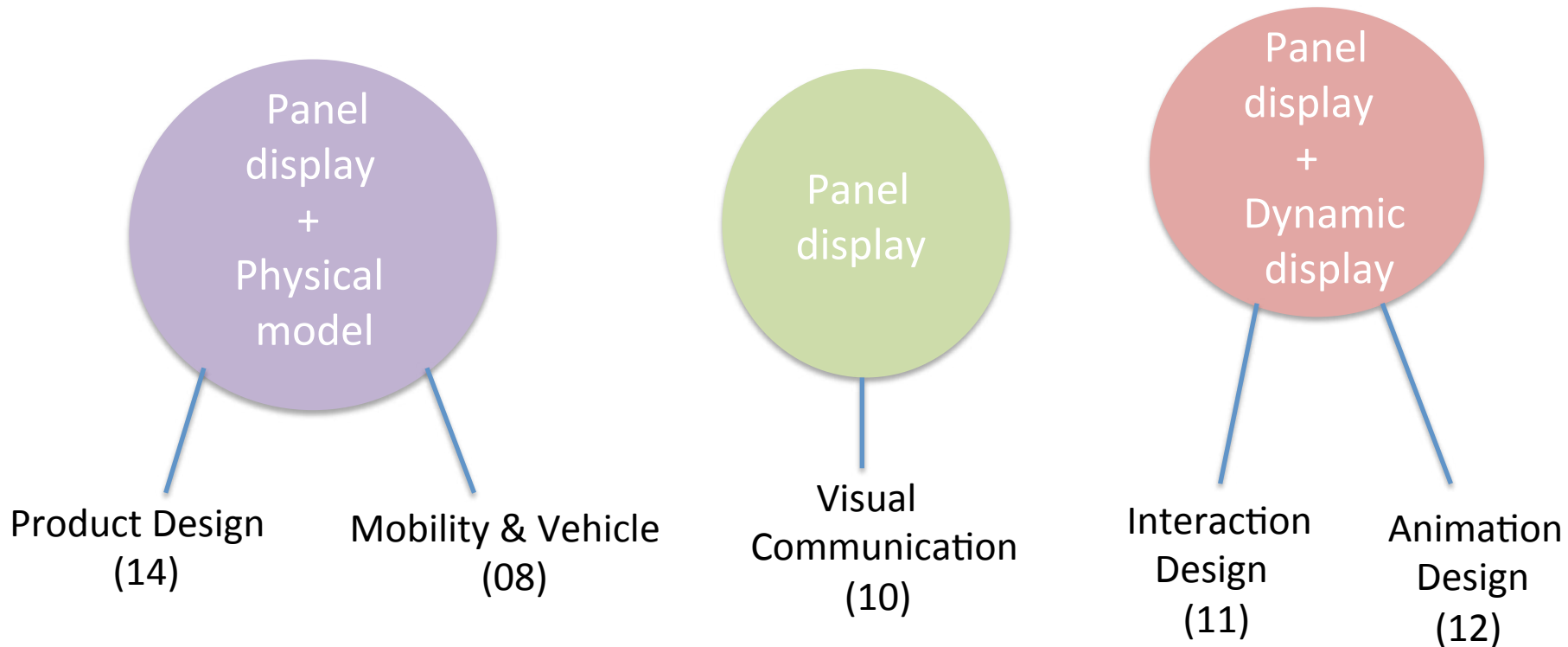
P3
SUGANDHA JAIN
126130008

for DDS 2014

PROF KUMARESHAN
guided by

DESIGN DEGREE SHOW

Design degree Show is an annual design festival showcasing the works of **5 disciplines** from IDC



THE IDEA OF DECONSTRUCTIVISM

- A movement which **challenges** the existing ideas.
- In popular usage, the term has come to mean a critical dismantling of tradition and traditional modes of thought.”
- It is characterized by **fragmentation** an interest in manipulating a structure’s surface or skin, **non rectilinear shapes** which appear to **distort and dislocate** elements of architecture, such as structure and envelope.
- In other words in deconstructivism the basic idea of an object is smashed completely into smallest possible pieces, each of them is carefully thought over and then re-constructed back with new logic.

Museum of Modern Art's 1988 Deconstructivist Architecture



It was an exhibition organized by Philip Johnson and Mark Wigley in which the new movement, which started after post modernism era work were displayed. Whereas earlier the emphasis was on the clean industrialized Modernity The New York exhibition featured works by Frank Gehry, Daniel Libeskind, Rem Koolhaas, Peter Eisenman, Zaha Hadid, Coop Himmelb(l)au, and Bernard Tschumi.

Deconstructivism in literature



Deconstructors see works in terms of their undecidability. They have different view from the formalist view and they believe that text could be more radically heterogeneous. In a deconstructivist reading, text reveals the incompatible possibilities, and it becomes impossible for the reader to decide among them.

Deconstructivism in art



Deconstructivism art questioned every conventional form of art. One of the main feature of this is fragmentation, slicing and splicing. The art object can be interpreted in many ways depending upon the viewer.

Deconstructivism in fashion

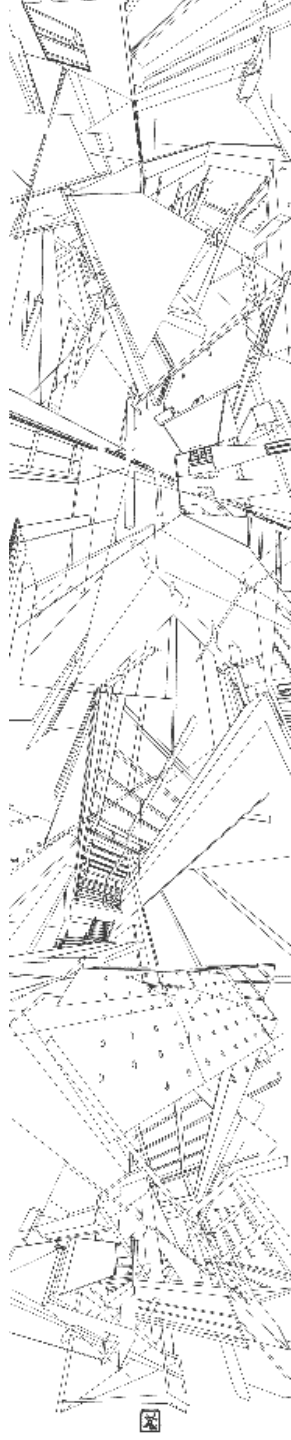


It is the literal dismantling of clothes in order to destroy fashion. Elements of deconstruction include vintage linings sewn on the outside of clothes, exposed zippers and seams. They strip away the aesthetic illusion associated with clothes to reveal the forms of construction that lay beneath.

Deconstructivism in accessories



The term deconstruction has been used to describe the rebellion against traditional forms in art. Basically, they call attention to the visuals and mechanics of production.



Deconstructivism in architecture

In deconstructivist philosophy function does not play the key role, 'free play of design' have been emphasized more. In a sense to make architecture/ design a pure art. It provokes shock, uncertainty, unease, and distortion by challenging familiar ideas about space, order and regularity in the environment.

Frank O Gehry



Guggenheim museum in Bilbaot:

- *This building waste structural resources by creating functionless forms.*
- *Designed without accounting for the local climate.*
- *Often overwhelms its intended use, especially in the case of museums and arenas.*
- *Do not seem to belong in their surroundings.*

Frank O Gehry



Ray and Maria Stata Center :

- Looks as if it's about to collapse.
- Columns tilt at scary angles.
- Walls teeter, swerve, and collide in random curves and angles.
- Materials change wherever you look: brick, mirror-surface steel, brushed aluminum, brightly coloured paint, corrugated metal.
- A metaphor for the freedom, daring, and creativity of the research that's supposed to occur inside it.

Daniel Libeskind



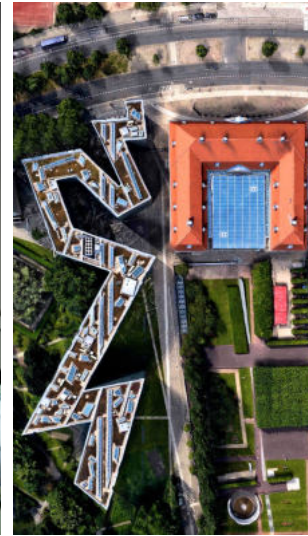
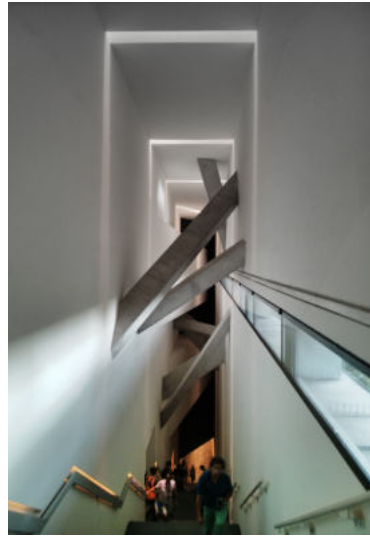
Ontario Museum in Toronto:

- This building challenged anthropometrically space.
- Challenged the conventional openings of the building.
- Apparent instability in overall form.
- Stark and extremely sharp angles are used.

<http://goo.gl/cNnsqI> as on 20th April, 2014

<http://goo.gl/EIsKhR> as on 20th April, 2014

Daniel Libeskind



Jewish Museum in Berlin :

- A radical, zigzag design.
- Architect challenged the very values of harmony, unity and stability.
- An example which challenged the idea of form follows function.

Peter Eisenman



Wexner Center :

- There are many illusory spaces, serving no function at all.
- Building provokes shock, uncertainty, unease, distortion by challenging familiar ideas about space, order and regularity in the environment.

Zaha Hadid



Furniture:

- Challenged the basic idea of Function followed forms.
- The shape is dynamic in form.
- It has a free play of design, just a sense of pure art.

<http://goo.gl/zbFDp4> as on 20th April, 2014

<http://goo.gl/Eqcg2C> as on 20th April, 2014

EXHIBITION

An exhibition, in the most general sense, is an organized presentation and display of a selection of items.

Types of exhibitions :

Permanent exhibitions

- Does not change with time.
- Once products are exhibited they are permanently displayed there.
- Eg. exhibition design of a museum, art galleries.

Temporary exhibitions

- Display of exhibit is for a limited time
- Eg. handicraft exhibitions, art exhibitions, trade fair, automobile trade fair, design and degree shows etc.

LITERATURE CASE STUDIES



NID animation exhibit, Ahmedabad



Australian Centre for the Moving Image (ACMI) exhibition

Animation exhibitions

<http://goo.gl/6dRhlc> as on 20th May, 2014
<http://goo.gl/2pqR2L> as on 20th May, 2014



Swansea Metropolitan University Degree Show 2009



NID mobility Exhibition, Ahmedabad

Mobility and vehicle exhibitions

<http://goo.gl/C1AAx9> as on 20th May, 2014
<http://goo.gl/rrMTbg> as on 20th May, 2014



Swiss design award exhibition



*Moscow Design Week 2013 by
Alan Khadikov, Moscow*

Product design

<http://goo.gl/IZduF7> as on 20th May, 2014

<http://goo.gl/dLZiqj> as on 20th May, 2014



Cleveland Museum of Art



*The Walt Disney Family Museum,
California*

Interaction design exhibitions

<http://goo.gl/v4dxoY> on 20th May, 2014

<http://goo.gl/S6Mse3> on 20th May, 2014



Visual design exhibitions

Zamek Cieszyn

<http://goo.gl/jldBj0> as on 20th May, 2014

<http://goo.gl/Ykg7Kp> as on 20th May, 2014

DDS CASE STUDIES

DDS is the ultimate communication and interaction medium for the passing out students with the public or the would be clients and customers. DDS has become an integral part of IDC since last few decades. There are events like alumni meet, workshops, exhibition and conferences. At present there are 5 disciplines: product design, mobility and vehicle design, interaction design, visual design and animation design whose works will be displayed.



DDS 2013

Design of panels are straight and simple, though it does not represent the talent and vision of a design student. It is highly tilted towards craftsmanship.



DDS 2012

Light does not fall on the board. Design of panels does not represent the various design courses which one attend during idc tenure.



DDS 2009

Frames are difficult to transport from one place to another. Lighting on the panel is not appropriate. It creates a glare on the sheet thus making it difficult to read.



DDS 2008

Panels affect the circulation space. One cannot get very close to the panels. Chances of toppling down the panels are huge. Panel frames are huge and thus wasting a lot of material.

CASE STUDY



Kala Ghoda:

Heavy panels to transport. Very easy to assemble and disassemble.

Exhibitions using this kind of panels becomes very monotonous.

CAUSE

Every time at the end of the course, students at IDC host their DDS or degree show. A medium through which they communicate to outer world, a medium to present their designs and get their first real world reviews, a dais to tell them what IDC stands for.

- But the exhibition itself is a last minute job
- It might fail to give full justice to the project sometimes
- The designs may not be completely detailed
- It is also very frugal at times
- Exhibition design could itself be a project
- 2ys of design learning can do a bit more than what is usually design
- The cliché of panels and support has to be broken
- Exhibition design itself can attract a lot of attention
- It can also be alive project and that experience is precious
- The designs and project has evolved over yrs. and so should be the way to express them
- Proper planning can make everything efficient and sustainable.

USER STUDY

IDC Designers

(IDC alumni and passing out batch)

User Study to know

- how important is DDS for IDC.
- how it can depict IDC in a better way.

Non IDC Designers

(Working professionals, designers from other institute other than IDC)

User Study to know

- Do they find DDS exhibition good enough?

Non Designers

(People related to different fields other than design and students)

User Study to know

- What do they expect from a design exhibition?

PROJECT BRIEF

- To design exhibition space for conducting DDS 2014 considering Deconstructivism as a theme.
- Encourages the participation of all the disciplines in IDC, which in itself shows the technological advancement in design field, represent the ideas of IDC and future and possibilities of design/ ideas.
- Includes panels, panel support, temporary seating, circulation pattern.

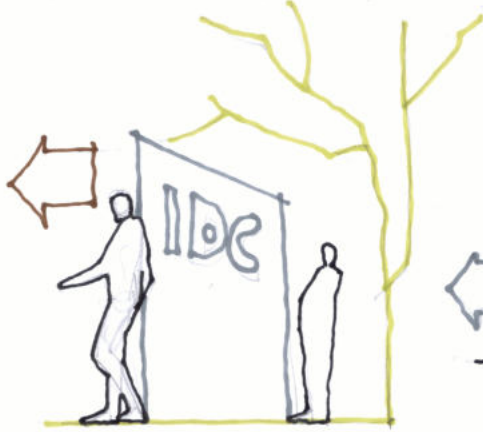


Logo For IDC DDS 2014 - It follows the crispiness of sharp angles and fragmentation. This is one of most important driving factor behind the design language chosen for panels.

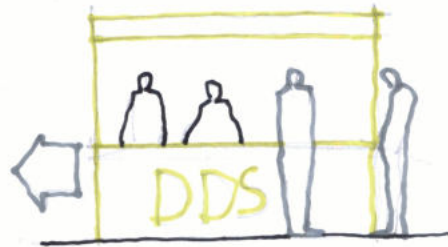
DESIGN CONSTRAINTS

- Budget of the exhibition is limited to 2 lakhs rupees.
- Two venues, so display units should be easily transportable, assembled and disassembled.
- Space contrast in Nehru Centre and VMCC.
- Execution of the exhibition should happen really fast as very limited time and labour is there to arrange for display.
- Layout of exhibition should be simple and easily accessible.
- It should be unique in every sense and should represent the IDC design principles.
- Visual ergonomics also plays an important role in the whole exhibition.
- It should follow deconstructivism as a theme.

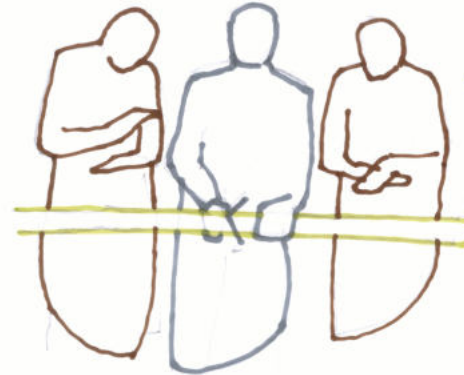
Activities involved in DDS 2014



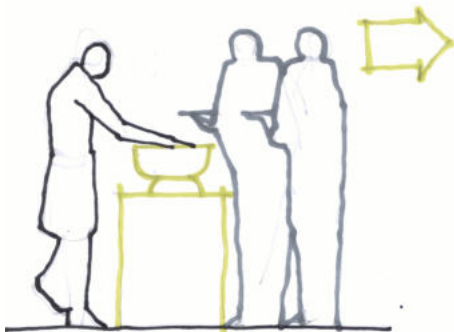
Entrance and welcome panel



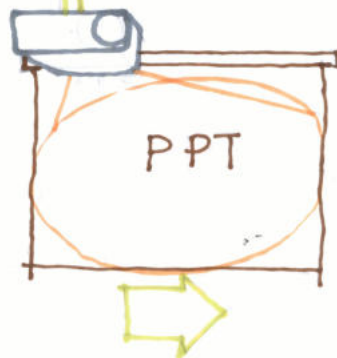
*Information kiosk and help desk.
Could also provide recruitment
assistance*



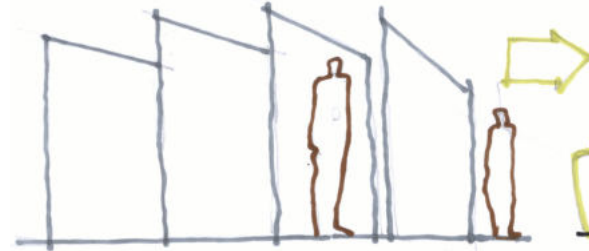
Inauguration



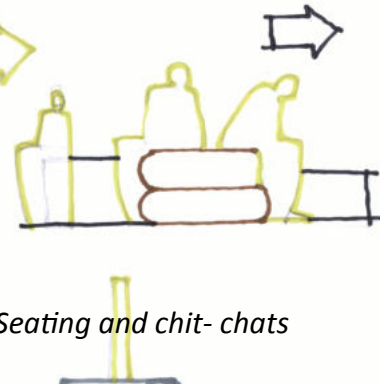
Food and refreshments



Seminars and presentations

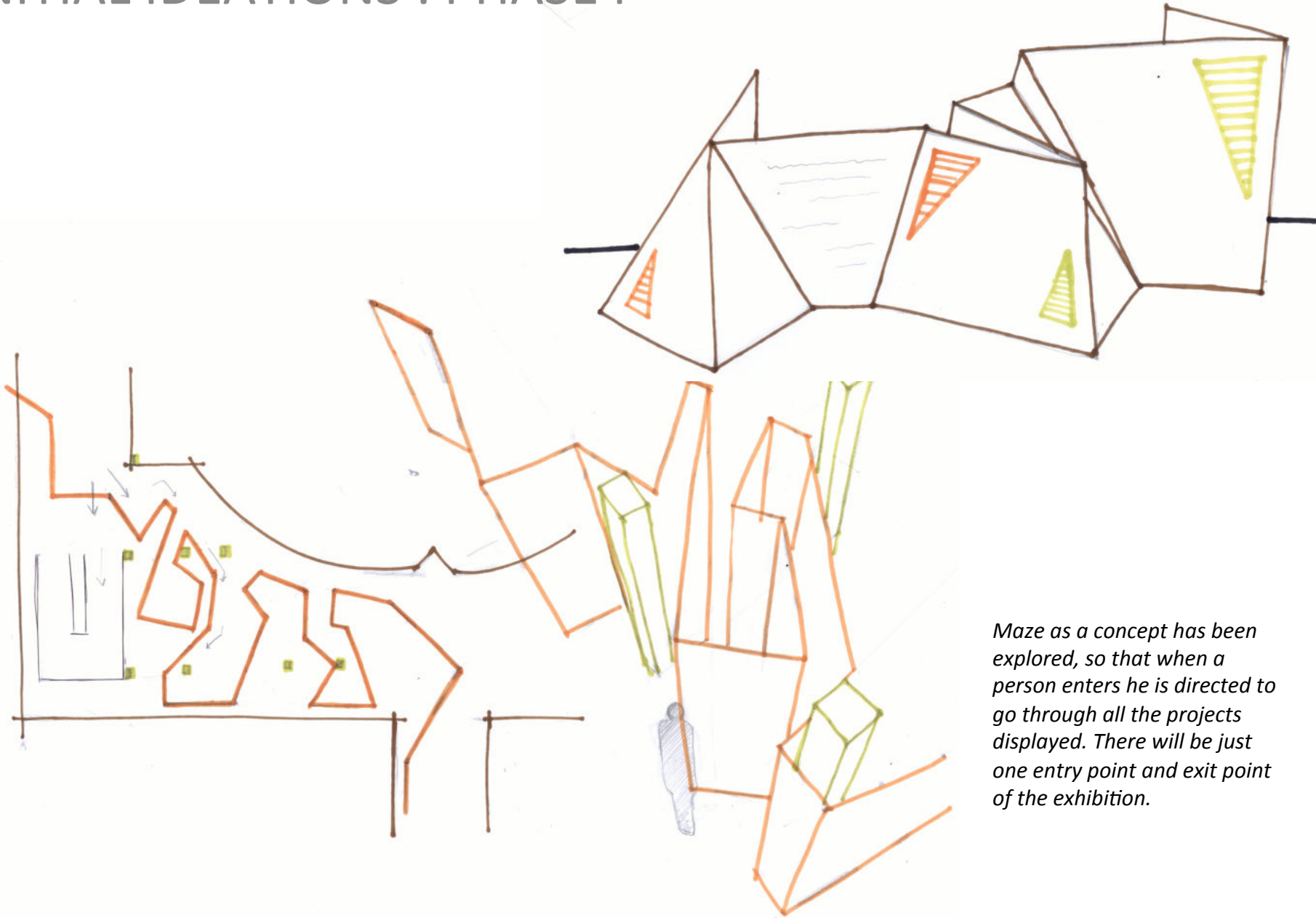


Exhibition panels and displays

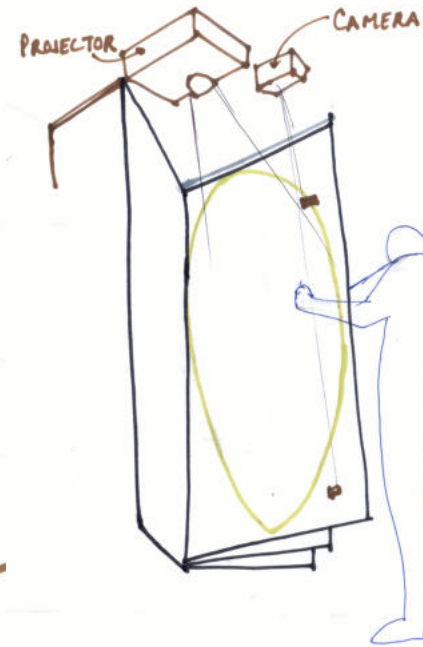
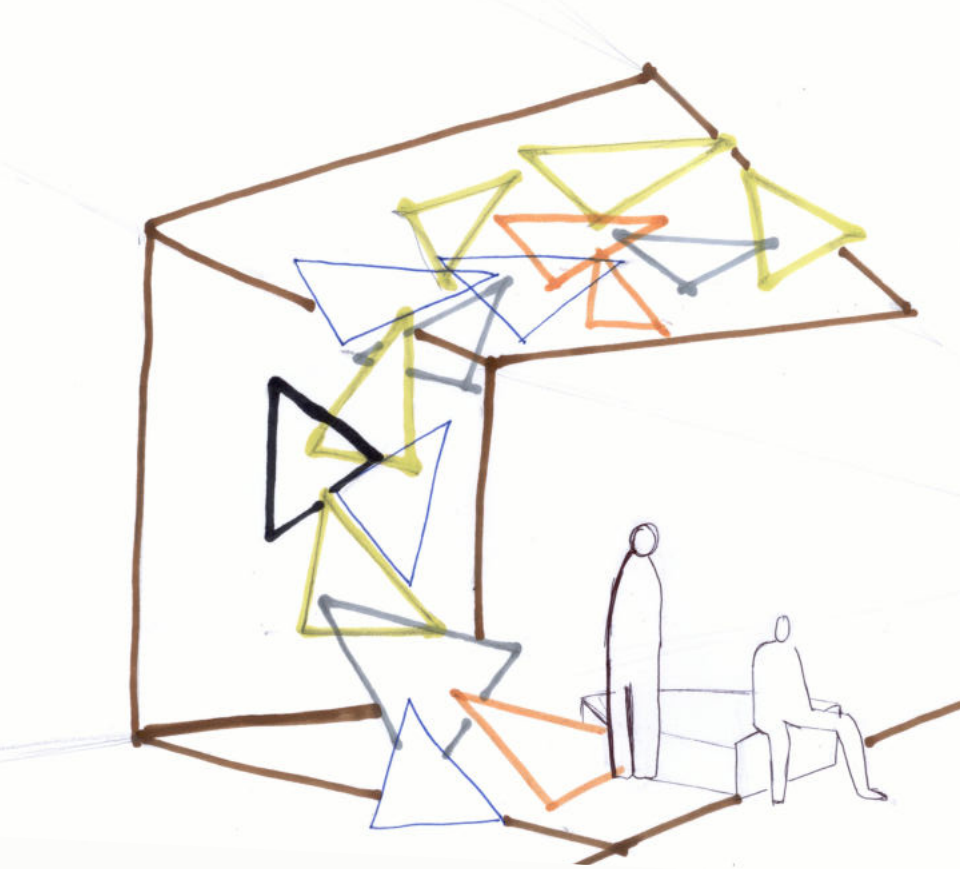


Seating and chit- chats

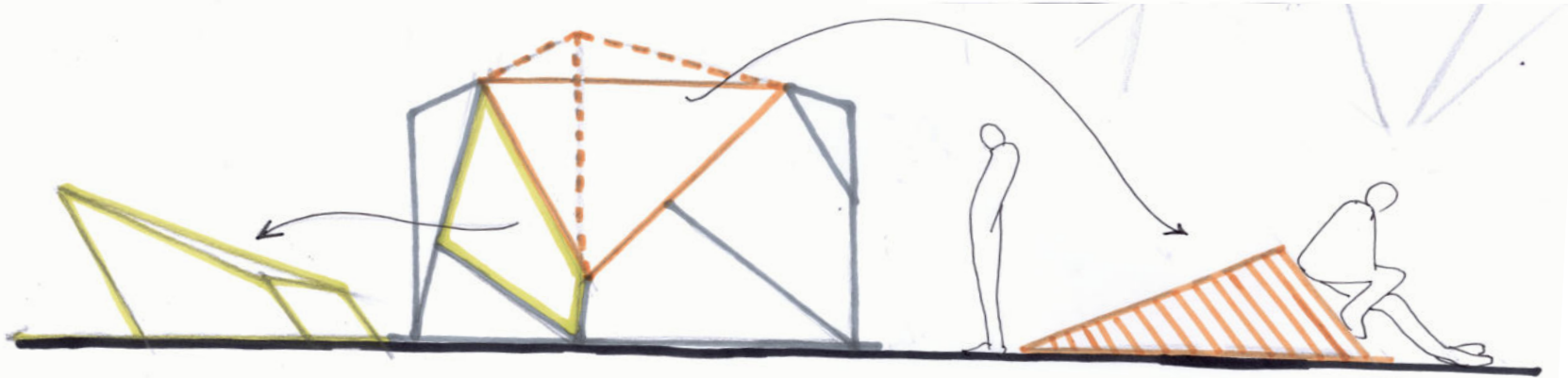
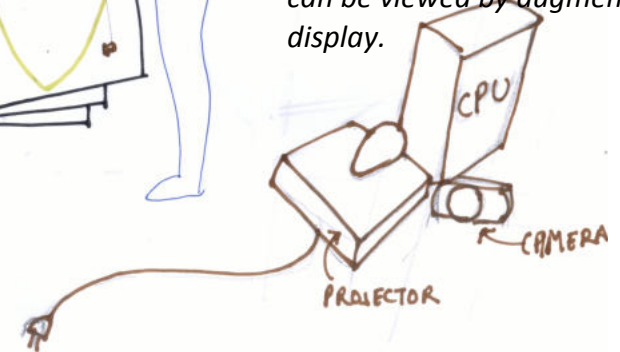
INITIAL IDEATIONS : PHASE I

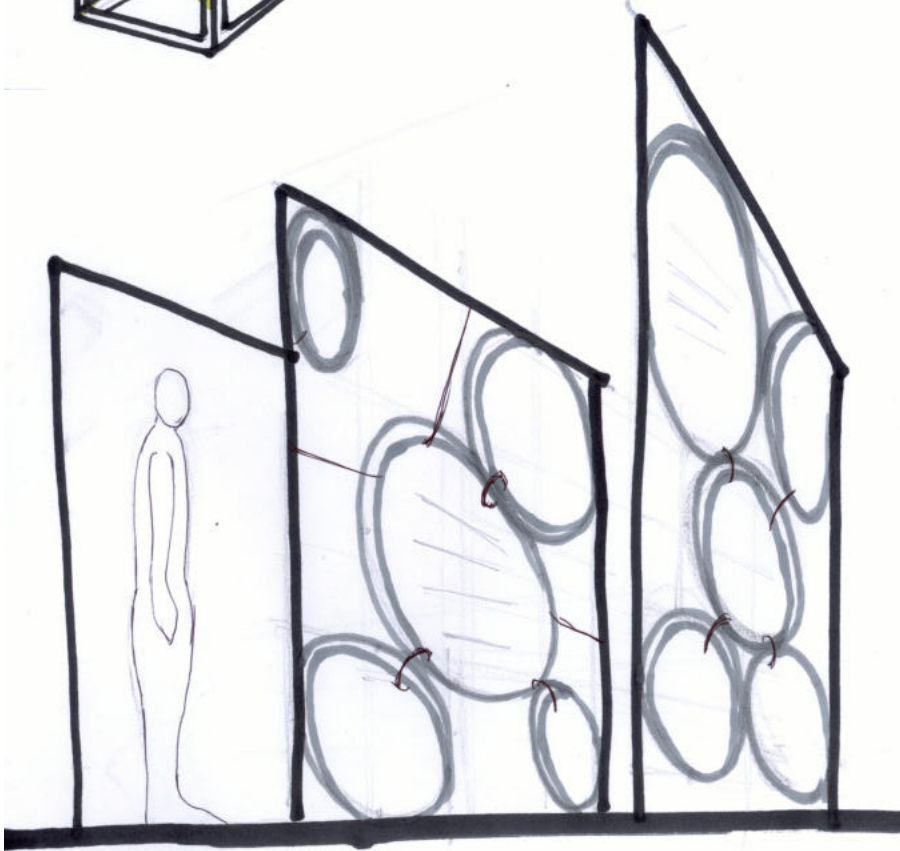
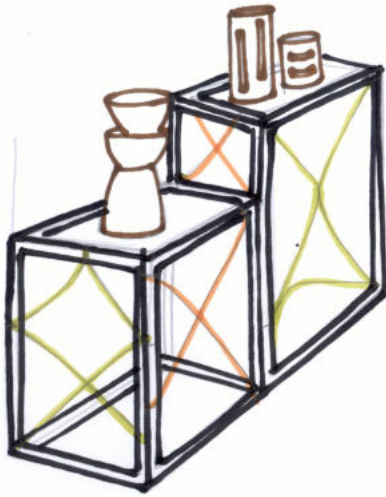


Maze as a concept has been explored, so that when a person enters he is directed to go through all the projects displayed. There will be just one entry point and exit point of the exhibition.



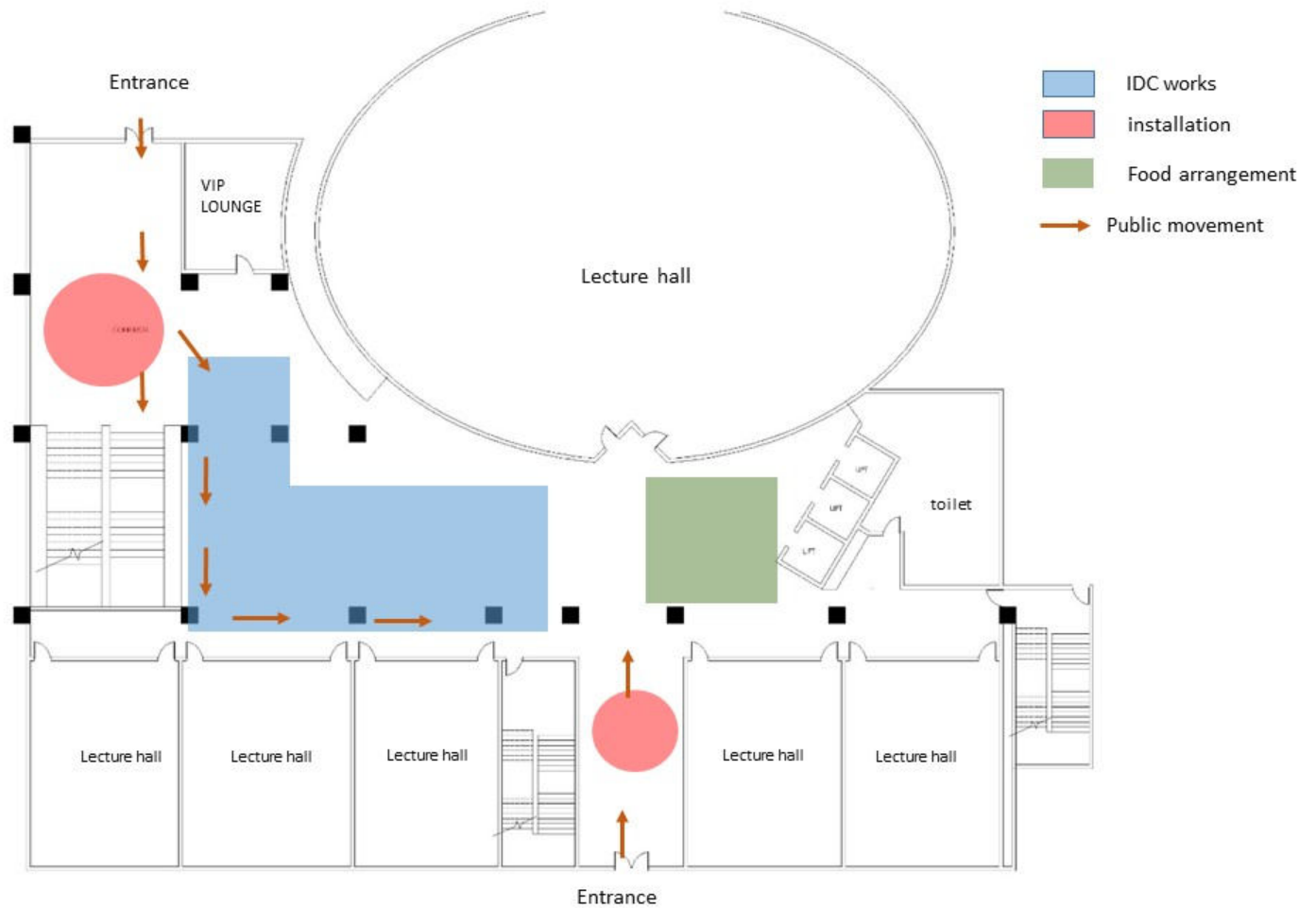
In this idea the cube has been fragmented into different parts of the exhibit. Some parts can be used as a seating and some as a panel support. This idea is based on modularity. The display on panels goes from floor to ceiling, and thus it also acts like an installation. Another idea is, based on projector displays. The projects can be viewed by augmented display.

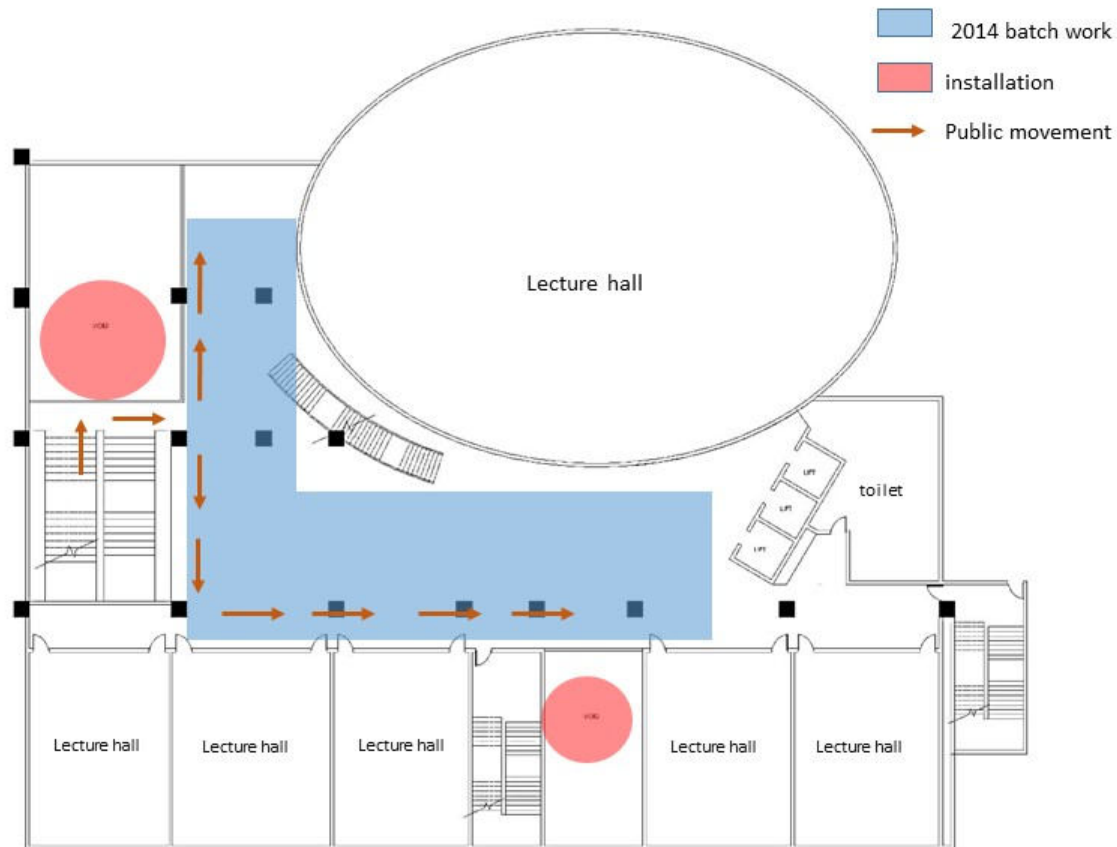




It's a symbolic way to represent that sky is the limit and one has to go a long way after passing out from IDC. the design shown below is mainly oriented towards mobility panels.

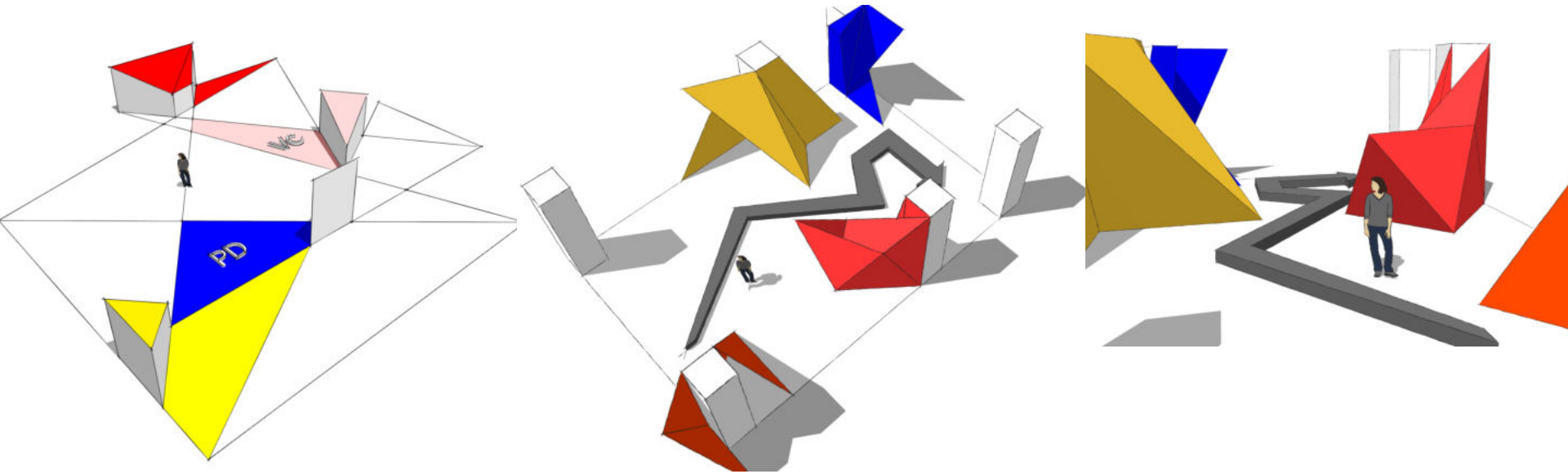
ZONING





First floor is reserved for the display of passing out batch, so that there remains a continuity of display and it is undisturbed by rest of the activities

ITERATIONS



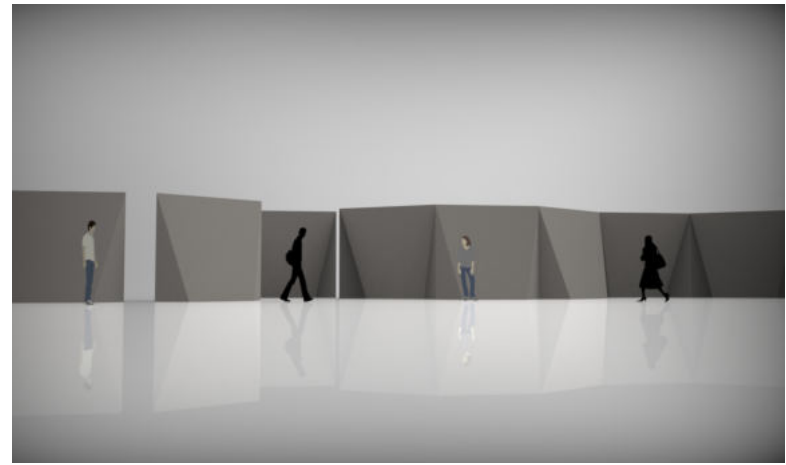
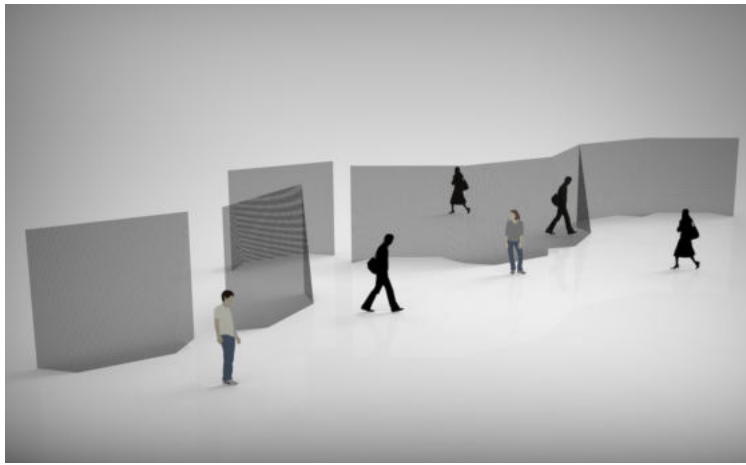
The initial ideas were based on mere special arrangement and a direct application of DANIEL LIBESKIND's design language and lines.



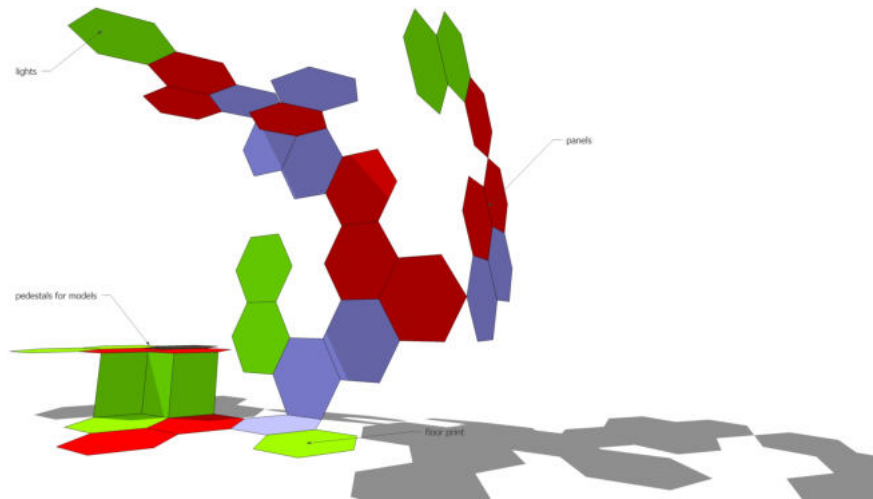
Some of the initial ideas were also more in to sustainability, re using of scrap material. TV back cover, used tyre etc. were also considered for this.



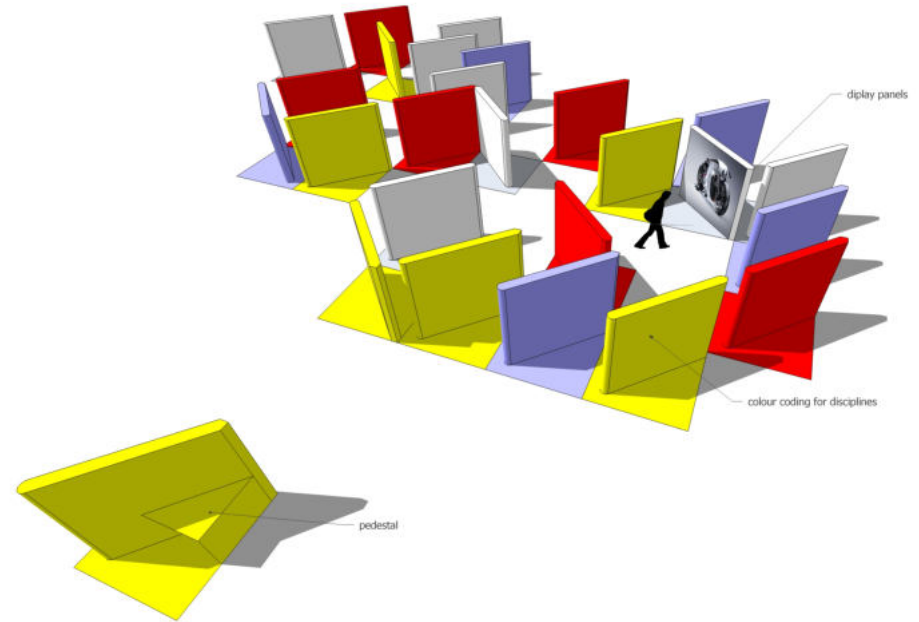
I also tried some conventional ideas initially which were based on easy mantling and dismantling and handling convenience. The design also tried to incorporate bamboo and pvc l_bows for the junctions.



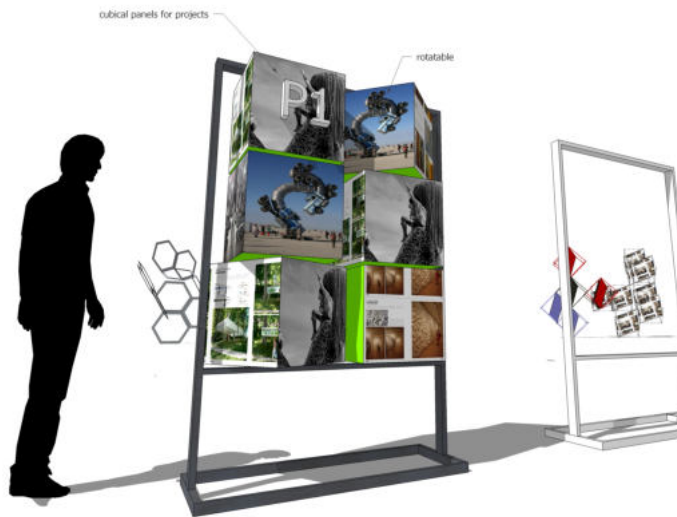
Shown here are some of the initial exploration I did with meshes and other material which could provide me transparency and rigidity. The same ideas were also tested with carton boards.



The idea was to treat different departments or disciplines differently. There could be different shapes or fractals that could be repeated to make a form that could flow from floor to roof.



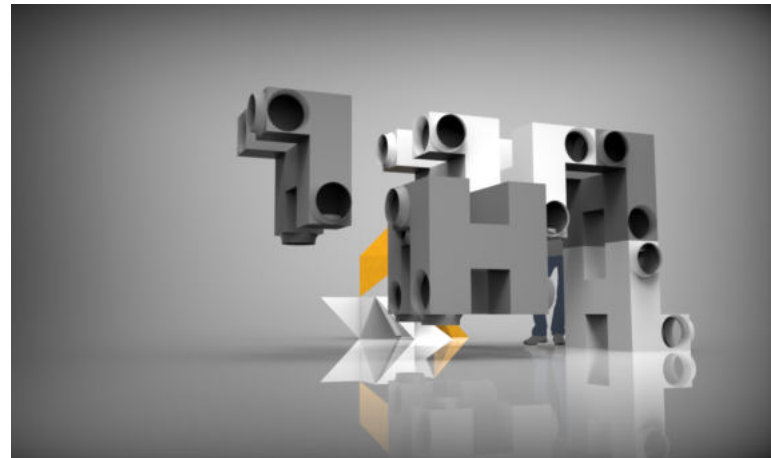
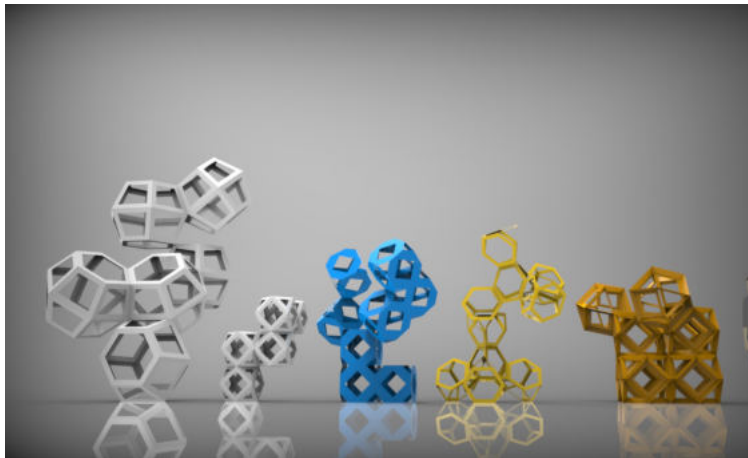
modular big units that could be arranged in different patterns, or may be like a puzzle to create individuality and freedom. These units could also be colour coded for different departments.



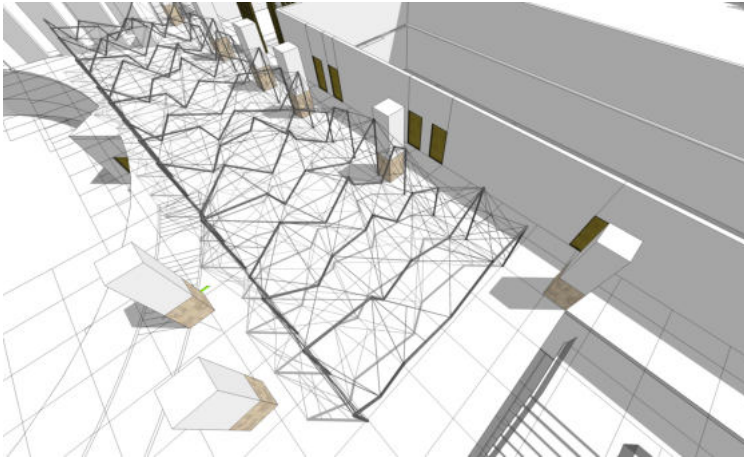
The Idea is about giving more justice to student in terms of the area available for displaying their works. This is sequence of cubes with a pivot support on the frame.



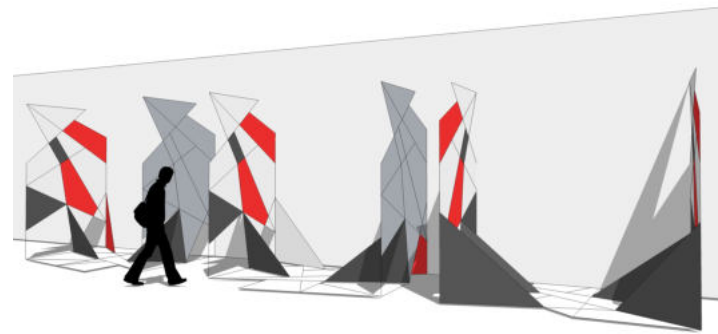
Idea demonstrated here is a of a panel support which form the framework of a cube. The units contain panel kept diagonally inside. These units will also make it easy to transport and arrange.



These are apparently modular units based on chamfered tetrahedrons, cubes and pyramids. This when arranged could create interesting patterns.



Transforming the entire space to make people or visitors feel like they are inside a space of sharp edges and crystal based designs. This also means enhancing the drama of the overall exhibition.



A normal corrugated paper based design enriched in the design language of the DDS logo which would flow from one face to the other through the floor is shown here.

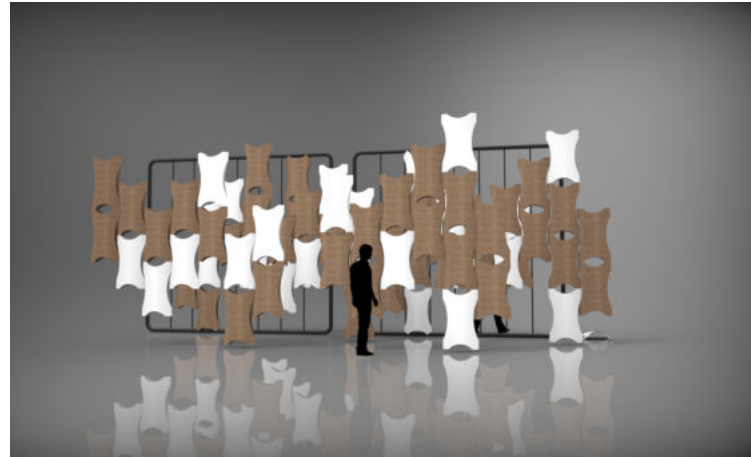
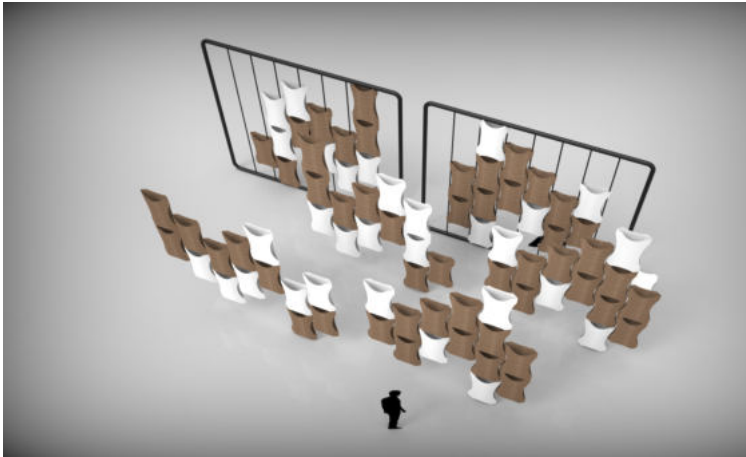
ANALYSIS

The design was reviewed by the exhibition and visual design team. It also helped me in getting a brief idea about what we are looking at as a team. Here are the points from the discussion:

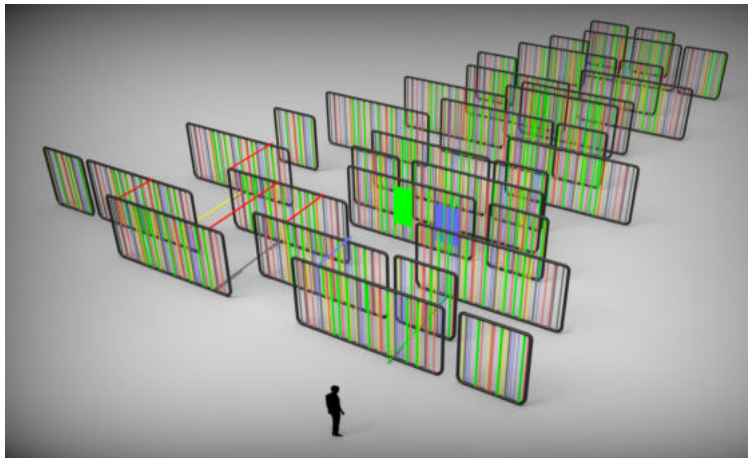
- Designs are mostly expensive.
- They are hypothetical and detailing this would be difficult.
- Some of the designs cannot be dismantled and transported the provided timeline. Also to put them together back again might require the presence of someone who knows about it.
- Some of the designs doesn't offer enough area for panel based on three projects.

- The elements were cluttering and confusing.
- Material specification was also required.
- The provided money is 2000 rs per head at the maximum.
- Another issue as discussed would be rain around that time and design material should be water proof and the whole construction should be tough enough.
- Unlike last time people didn't want to settle for a typical panel support design and rather they wanted something much better. The design also demanded integrated lighting.

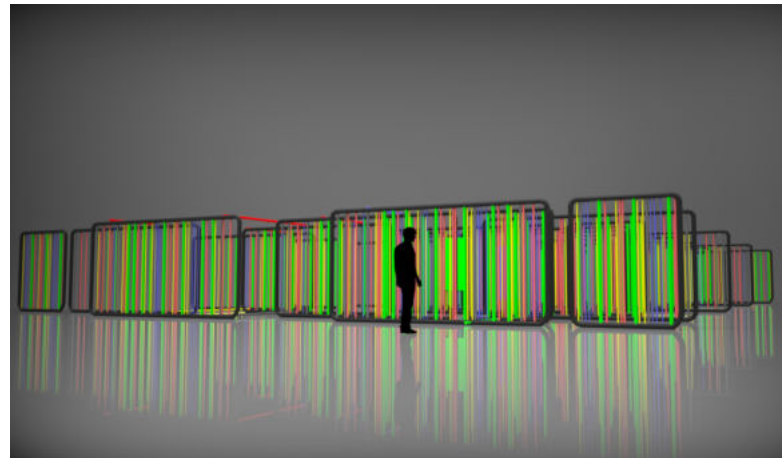
IDEATIONS: PHASE II

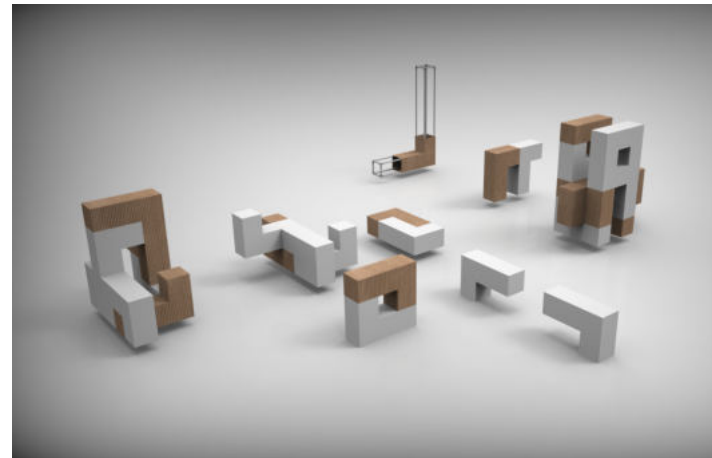
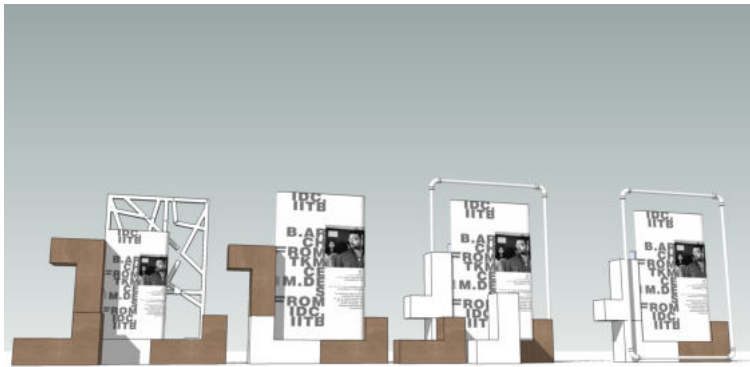


A parametric design based units slide in to these frame could create interesting forms. Later the frame will be blacked out leaving only these parametric forms hanging in air.



A set of frames that could capture live landscapes struck my mind after this. The idea has already been tried in architecture by master architects.





It's a design college exhibition and everybody who is exhibiting their work is a designer. So why not give everybody a set of 8-10 modular units, and ask them to arrange it in whichever manner they want and thus making every display unit unique in its own way. Some of the unit can become a ped



These are the various options which were worked out by clubbing the modular units with set of frames and other panel. But later on everything was ruled out because of the cluttering of elements. The frames were clogged up and the impact of it was losing.

MOCK UP MODELS



This is a mock up model of the frames explained earlier. The budget for the frame was 1000 rupees, which could represent the work of two people. The material used to make this frame is pvc pipes with I bow joints.



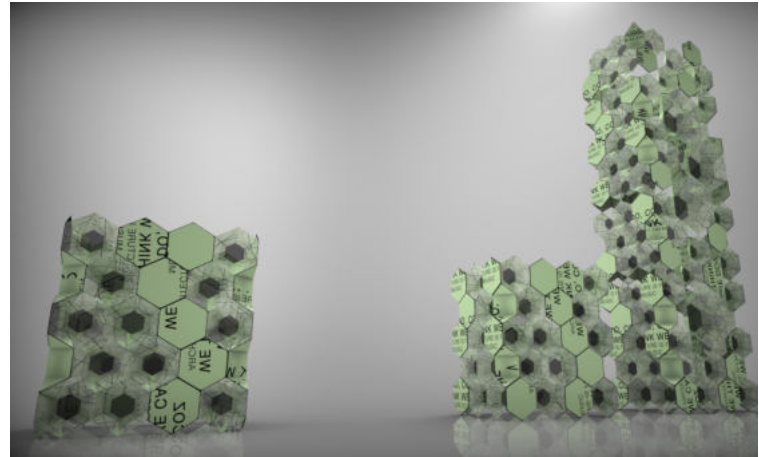
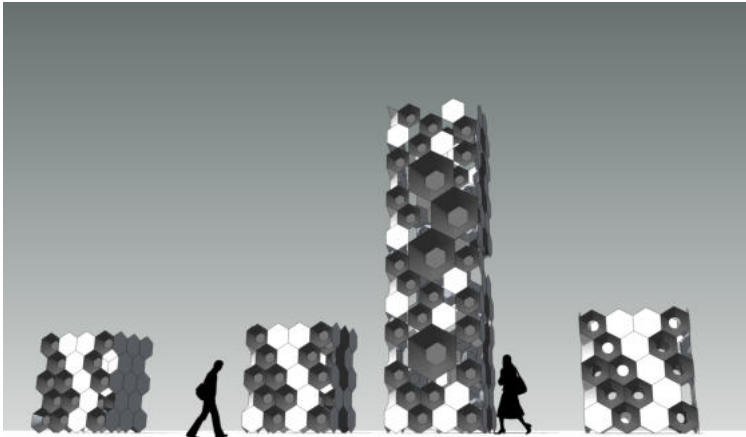
This is a mock up model of the modular units and some different combinations from it. The material used is cardboard sheets. It was well accepted by the batch and everyone is excited about the idea. An idea which gives them freedom and individual expressions. This will also involve visitors to make few new combinations by themselves.

ANALYSIS

Review is scheduled again with the DDS team. Here are the points from the discussion:

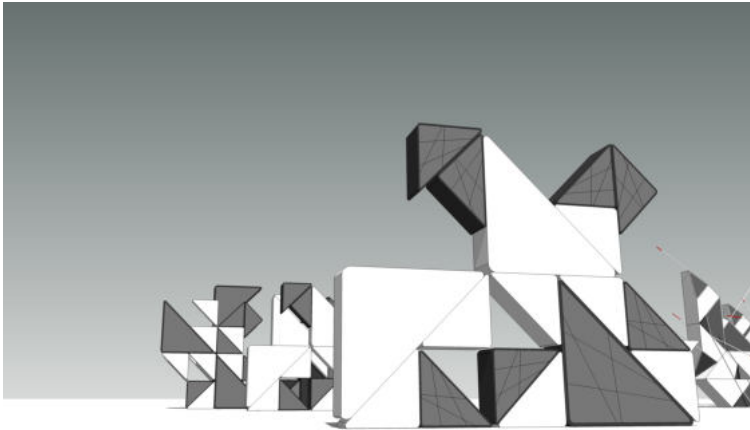
- Designs with pvc was ruled out, because people found pvc pipe to exhibit a very cheap look and they had their doubts regarding the stability and strength of the panel supports.
- The suggestion to work out with paper craft and origami was insisted upon.
- Designs were not found representing deconstructivism in a correct manner.
- Suggestions were given to make it look familiar with DDS existing branding and visual works.

IDEATIONS: PHASE III



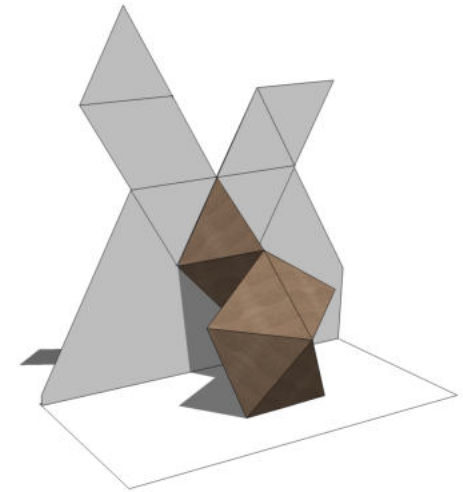
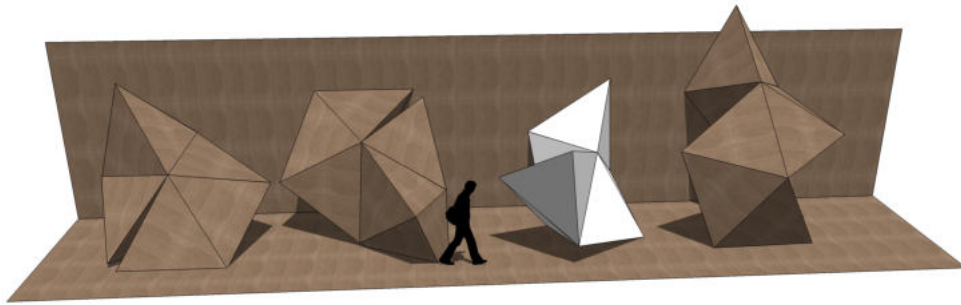
Iteration1:

This design is based on the idea that if the same unit or design used for exhibition or panels could be configured for installation too. The idea started off with finding a unit that could be modularly repeated to form the whole structure but still could create uniqueness and variations.



Iteration2:

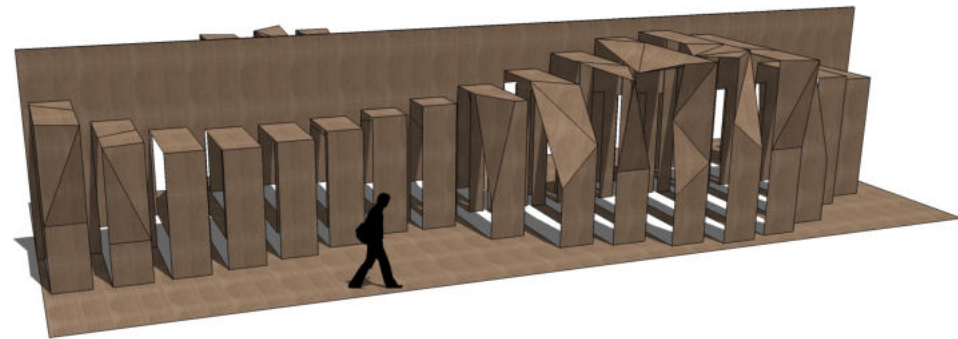
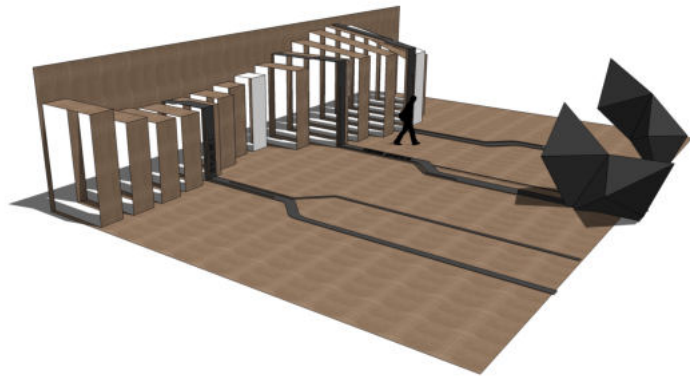
Here is another modular design with countless possibilities. The design can also be configured in to number of things and it can even has pedestals and seating. The design also offer ample and uncluttered space for panel displays.



concept1:

This design is based on a modular structure with great potential of endless combinations. The design follows a language of sharp and crispy angles. Panels could be arranged at different angles, thus questioning the conventional reading eyelevel display for text. It has a free play of design. Seating and pedestal can be configured upon. It also matches with the language of DDS logo 2014.





concept3:

Transportation of the model from place to place demanded a design that could be collapsed completely or partially, this led to idea of using pop out approach in the design. As per this, the design was supposed to be made out of paper of some sort, preferably corrugated sheets

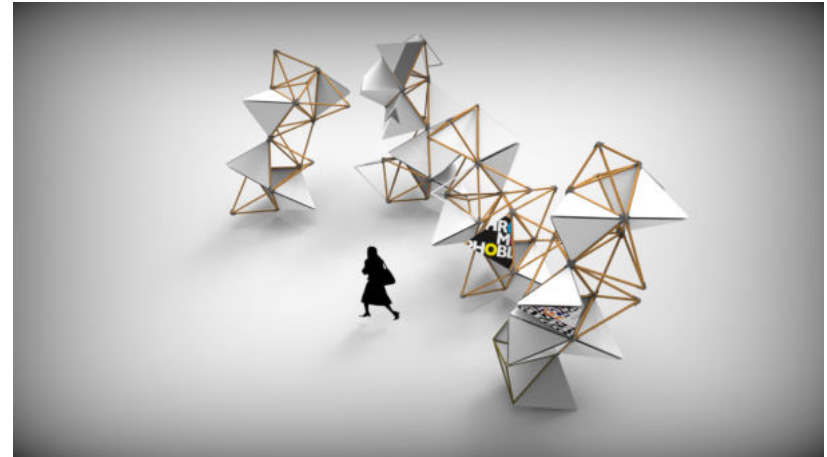
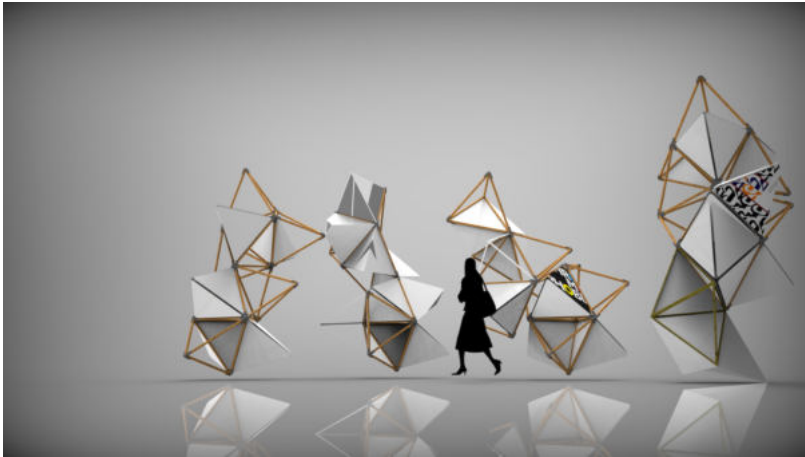


concept4:

Shown here is another modular design with countless possibilities. The design also takes in to account the interaction students brief and accommodates transparency. The pipe like thing coming out of it has light mounted at the tip to make it feels as if these line defining the forms are extending to infinity, taking the influences from Libenskind's museum design.

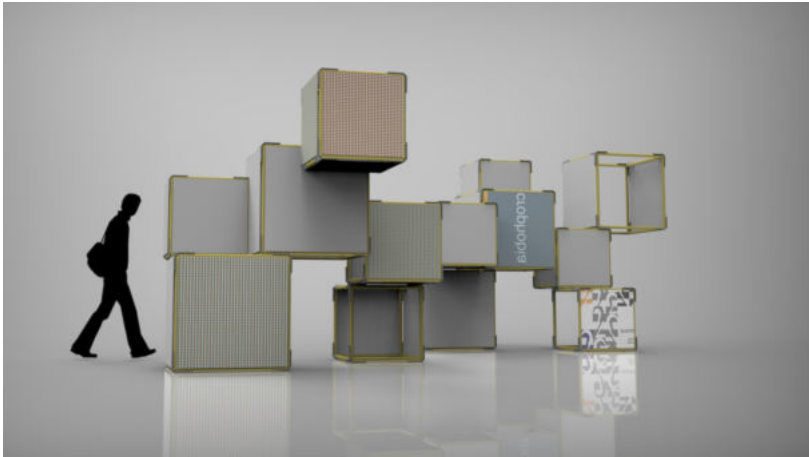
ANALYSIS

- tetrahedron design were finalised upon keeping in mind the easy assembly and dismantling, play of form, easy transportation, visuals and readability issues.
- Firstly the plan was to make it with cardboard sheets, but then there was difficulty in getting the right thickness and appropriate dimensions in it. Moreover DDS happens during rainy season and there is possibility that damage might happen while transporting cardboard sheets from VMCC to Nehru Centre
- There were three options for the material which are PVC pipes, aluminium extrusions and bamboo.
- bamboo joinery had issues with putting multiple rods together, which was worked upon. Bamboo was prone to crack while drilling.
- PVC pipes were not strong enough and many people had an issue with the aesthetics of PVC, that's why aluminium material was finalized upon as it has better aesthetic and strength.



Final design1:

The design has a play of form. It is inspired by the design language of Daniel Libeskind works. There are endless compositions which are possible by rearranging these tetrahedrons. Same composition when kept differently could look totally different.



*Final design option2:
Alternative of the same in cubic
structure. It seems to be more
appropriate for Visual communication,
interaction design and animation
people.*

MOCK UP MODELS

