

## 4.2 Exhibitions

**Definition:** Display of project material on panels or display units arranged as a sequence for viewing.

**Purpose:** Presenting information to the general public or to other audiences. Opportunity to make statements and engage individuals and groups with a single, accessible presentation.

**Production:** Range of portable panel units available (flat panel, pop-up, wire-framed structures or pull-up single canvas panels). Panels designed through desktop publishing programs printed direct onto large format panels. Artwork can be changed, panels re-used.

Exhibitions:

- if well-planned can bring a project to life
- can convey atmosphere and intention as well as information
- are more accessible to the general public than printed reports
- can display visual, aural and interactive techniques
- can provide valuable briefing for decision-makers.

### Watchpoints

- Ensure the space is suitable (size/layout) for the information to be presented and the audience.
- Layout and sequence should suit the space as well as the information to be presented.
- Prior reconnaissance for measurements and photography essential.
- Critically review available information to sharpen and distil key messages.
- Strong graphic framework to unify material and guide audience.

### Example of good exhibition design Nottingham city centre masterplan

**Venue:** Council Ballroom, Nottingham

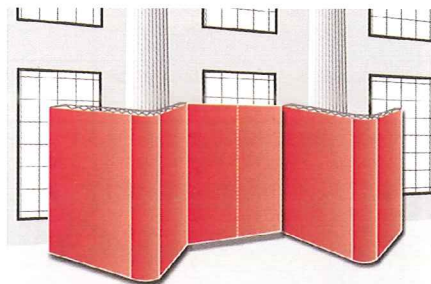
**Turnaround time:** Five days

**System:** Pop-up frame structure with magnetic tape to fix artwork panels

**Stock:** Heavy coated inkjet paper

**Print process:** Large format inkjet

**Panel size:** 2343mm x 781mm



Early mock-up of exhibition to visualise three-dimensional space



Successful exhibitions inform the audience and encourage participation

Lighting brings out the exhibition even in the darkest of settings and arenas

Large, clear title to inform the audience immediately of the subject

Use mood images rather than descriptive text to portray the energy or atmosphere of a place

Captions or bullets are used to summarise text rather than long sentences or paragraphs (minimum font size for large panels is approximately 24pt)

Illustrations and photographs are enlarged for impact and ease of interpretation

All important information kept above at least 500mm from the ground

All electrics and cables are safely shrouded



Final exhibition