

COURSE DESCRIPTION CARD			
The name of the course/module EXHIBITING			Code A_K_1.6_017
Main field of study ARCHITECTURE	Educational profile (general academic, practical) general academic		Year / term III/6
Specialization	Language of course: Polish		Course (core, elective) core
Hours Lectures: 15 Classes: - Laboratory classes: - Projects / seminars: 15			Number of points 2
Level of qualification: I	Form of studies (full-time studies/part-time studies) Full-time studies and part-time studies	Educational area(s) Technical Sciences	ECTS division (number and %) 1+1= 100%
Course status in the studies' program (basic, directional, other) directional		(general academic, from a different major) general academic	
Lecturer responsible for the course: prof. dr hab. inż. arch. Wojciech Bonenberg e-mail: wojciech.bonenberg@put.poznan.pl Faculty of Architecture ul. Nieszawska 13C, 61-021 Poznań tel.: 061 665 32 60		Lecturer: mgr inż. arch., mgr sztuki Magdalena Gyurkovich e-mail: magdalena.gyurkovich@put.poznan.pl Faculty of Architecture ul. Nieszawska 13C, 61-021 Poznań tel.: 061 665 32 60	
Prerequisites defined in terms of knowledge, skills, social competences:			
1	Knowledge:	<ul style="list-style-type: none"> - 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 	
2	Skills:	<ul style="list-style-type: none"> - 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 	
3	Social Competences:	<ul style="list-style-type: none"> - 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 	
Objective of the course:			
Lectures:			
<ul style="list-style-type: none"> • 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:			
<ul style="list-style-type: none"> • 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 expo- 			

<p>sition. On human scale and ergonomics.</p> <ul style="list-style-type: none"> • Exercise allows students to know basic issues of connecting architectural composition with graphics and multimedia. 		
Learning outcomes		
Knowledge:		
W01	Student has explicit, theoretically based knowledge including the key issues of exhibiting	AU1_W01
W02	Student has basic knowledge on modern trends in designing exhibitions in Poland, Europe and in the world	AU1_W02
W03	Student knows the basic methods, techniques, tools and materials used at solving simple engineering tasks in the scope of exhibiting	AU1_W09
Skills:		
U01	Student can acquire information from publications, data bases and other sources, can interpret the said information and draw conclusions as well as voice and justify opinions	AU1_U01
U02	Student can design an exhibition of the defined spatial context and select right structural and construction solutions	AU1_U14 AU1_U15
U03	Student can draw and dimension the basic structural and construction elements in an exhibiting concept	AU1_U06
U04	Student has self-education skills	AU1_U02
Social competences:		
K01	Student understands the need of continuous self-education - improvement of professional, personal and social competences	AU1_K03
K02	Student can work over a set task independently and can cooperate in a team, assuming a number of different roles therein; demonstrates responsibility in the work performance	AU1_K01
The evaluation methods:		
<p>Credit rules of lectures Participation in lectures is obligatory and is a basis to pass the subject. Final assessments consisting of attendance (70% of final grade) and grade for final test (30% of final grade). Prerequisites for passing and method of evaluation are the following criteria:</p> <ul style="list-style-type: none"> • Regularity of work and attendance at lectures • Correct 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 <p>Formative assessment: Lectures: Active attendance at lectures – minimum 2/3 of presence Design classes: Grade for partial review in the group (1 review during semester). Positive grade for review is necessary to get credit of course. Final grading scale: 2,0; 3,0; 3,5; 4,0; 4,5; 5,0 Summative assessment: Lectures: Assessment of student activity during lectures and grade for final test. Design classes: Summative assessment consist of results achieved during partial review, assessment of student activity and grade for final development of project. Final grading scale: 3,0; 3,5; 4,0; 4,5; 5,0 Positive grade for module depends on achieved by student all learning outcomes specified in the syllabus.</p>		
Course contents		
<p>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: Lectures 1: Introduction to issues of designing exhibitions and exposures</p>		

Variety forms of exhibiting activity: museums, galleries, thematic exposures, architecture and exhibitions of Expo, exhibition stands, promotional stands and event arrangements.

Lectures 2: Museum exposures

Presentation of classification. Discussion of basic design issues and connections between script and exposure composition. Presentation of design solutions.

Lectures 3: Thematic and problematic exposures and commercial exposures

Diversity, composition, design solutions. Presentation of contemporary design solutions.

Lectures 4: Commercial exposures – exhibition stands

Systematics and characteristics of exhibition stands. Functions. Technologies. Presentation of contemporary solutions.

Lectures 5: Architecture of Expo 1851-1925 and National exhibition 1929

Chronological presentation of Expo architecture, with particular emphasis of ways of designing exposition spaces. Presentation of National exhibition on the background of European achievements. Discussion of fair areas in the context of contemporary Poznan.

Lectures 6: Expo architecture 1933 to contemporary times

Expo architecture, facilities and exposures. Chicago 1933-34, Paris 1937, New York 1939, Brussels 1958, New York 1964, Montreal 1967, Osaka 1970, Hannover 2000.

Lectures 7: Complementary lecture – presentation of one of design disciplines related to exhibiting – e.g. history of furniture.

Furniture tradition as a one of disciplines related to exhibiting. Cross-sectional presentation of furniture history, works of great furniture creators.

Alternative lecture – usable graphics

Graphics as an element of exhibiting composition. Forms and techniques.

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.

Basic bibliography:

1. Żórawski Juliusz, O budowie formy architektonicznej, Arkady, Warszawa, 1962.
2. Watin David, Historia Architektury Zachodniej, Arkady Warszawa, 2001
3. Tietz Jurgen, Historia Architektury XX Wieku, Konemann, Kolonia 2001
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

Supplementary bibliography:

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, Studgart 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		
The student workload		
Form of activity	Hours	ECTS
Overall expenditure	45	2
Classes requiring an individual contact with teacher	35	0
Practical classes	45	0

Balance the workload of the average student

Form of activity	Number of hours
participation in lectures	15 h
participation in classes/ laboratory classes (projects)	15 h
preparation for classes/ laboratory classes	-
preparation to colloquium/final review	10 h
participation in consultation related to realization of learning process	5 h
preparation to the exam	-
attendance at exam	-

Overall expenditure of student: **2 ECTS credits** **45 h**

As part of this specified student workload:

- activities that require direct participation of teachers:
2 ECTS credits