

*FINAL PROJECT ASSIGNMENT:
DESIGNING AN EXHIBITION*

“the utterly objective exhibition, like the completely unmediated photograph, is a phantasm”

“the production of an exhibition is more akin to the production of a theater piece than any other form”

from *Exhibiting Cultures*

Conceive an exhibition related to your object.

What is the topic of your exhibition?

How will you introduce it in a gallery wall label?

Which other objects will you include?

Will you display ancillary materials, such as photographs or audio-visual media?

What kind of labels will you have throughout the exhibition? Didactic/informative or minimal/tombstone labels? Maps or timelines?

Is this exhibition a lecture or a conversation?

What would you like the visitor to take away?

Installation.

How will you organize the show? Will the objects converse with each other?

Is there a flow, an itinerary for the visitor to follow? Consider proximity and accessibility.

What other aspects of design: color of walls, lighting, display cases...

There is a floor plan of the Weismann Gallery in Moodle that you can use to write/draw in the parts of your installation, including wall labels.

Write up a short explanation of the exhibition noting the above questions and bring a plan with you to class.

Also on Moodle:

Producing an Exhibition at the Mount Holyoke College Art Museum: Minimum Timeline

Stephanie Moser, “The Devil is in the Detail: Displays and the Creation of Knowledge,” *Museum Anthropology* 33 (2010) 22-32.

Interpretation at the Minneapolis Institute of Arts: Policy and Practice on gallery labels, object ID/tombstone labels, and other aspects of a museum installation p.11-25