Curatorial Practice and Exhibition Design
The topics covered today will be:

- Exhibition Types
- Exhibition Process
- Design Elements
- Display Considerations
Exhibition Types
What are the main aims on an exhibition?

- Educate
- Inform
- Entertain
What are differences between these exhibitions?

**Permanent**

The Paul Sandby Collection in the Gaussen Gallery

A *permanent* exhibition stays up for extended periods of time, for even up to 20 years. These types of exhibitions need to be able to survive a long time period, therefore it needs to be thoroughly researched, prepared and monitored.

**Semi Permanent**

The Asian Collection in the Barber Gallery

A *semi permanent* exhibition has similar characteristics as a permanent exhibition. It has to be able to last a long period of time and needs to be well researched, prepared and monitored. But only lasts between 2 to 5 years.
What are differences between these exhibitions?

**Temporary**

A *temporary* exhibition usually lasts between 1 month and 2 years. This however depends on its popularity, type of artwork or loan arrangements. These arrangements are made between the artist and the gallery.

**Touring**

A *touring* exhibition is usually a temporary exhibition. It lasts from 1 to 4 months. This again depends on the loan arrangements that have been made. A lot of research and planning needs to go into organising a Travelling Exhibition.

Jasmine Mansbridge

Radicals, Slayers and Villains
Exhibition Process
## Curatorial Practice and Exhibition Design

### Exhibition Process

#### Who is involved?

<table>
<thead>
<tr>
<th>Role</th>
<th>Responsibilities</th>
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</thead>
<tbody>
<tr>
<td>Director</td>
<td>Coordinates the exhibition development and oversees the entire process.</td>
</tr>
<tr>
<td>Curator</td>
<td>Is in charge of researching the exhibition and formatting a storyline.</td>
</tr>
<tr>
<td>Promotions Officer</td>
<td>Organizes publicity, sponsorship and liaises with the media.</td>
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<tr>
<td>Exhibitions Officer</td>
<td>Is responsible for the exhibition design, installation and dismantling.</td>
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<tr>
<td>Education Officer</td>
<td>Arranges educational activities and deals with teachers and students.</td>
</tr>
<tr>
<td>Conservator</td>
<td>Monitors environmental conditions and completes condition reports.</td>
</tr>
<tr>
<td>Registrar</td>
<td>Keeps track of the art and makes sure it is kept safe.</td>
</tr>
<tr>
<td>Installation Crew</td>
<td>Performs maintenance of the space, sets up and dismantles the exhibition.</td>
</tr>
<tr>
<td>Reception</td>
<td>Deals with the public and answers any queries.</td>
</tr>
</tbody>
</table>
Planning

- Set up goals for the exhibition.
- Design the layout of the exhibition.
- Create an educational program.
- Research promotional strategies.
- Estimate what costs will be involved.
- Appoint tasks.
Stage 2

Production

- Un-pack or bring out the exhibition.
- Prepare and inspect the works for display.
- Begin promoting the exhibition.
- Start to set up the exhibition.
Curatorial Practice and Exhibition Design

Exhibition Process

Stage 1

Stage 2

Stage 3

Stage 4

Operational

• Present the exhibition to the public.

• Start public programs/educational activities.

• Maintain the exhibition and prevent damage.
Termination

- Start to take down the show.
- Check the works for any damage.
- Re-wrap the show or put back into storage.
- After the exhibition has finish we go through an assessment stage where we assess the exhibition and suggest any improvement that could be made to make the exhibition process more successful.
Design Elements
**Curatorial Practice and Exhibition Design**

**Design Elements**

<table>
<thead>
<tr>
<th>Layout</th>
<th>Display</th>
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<tbody>
<tr>
<td>• Layout is a key aspect when developing an exhibition.</td>
<td>• Display is how you highlight the exhibition story through relationships between objects and graphics.</td>
</tr>
<tr>
<td>• We do this so we can determine whether the exhibition can fit into the space.</td>
<td>• Some key point of display are distance, height, space, an objects balance, contrast and theme</td>
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<tr>
<td>• It gives us any understanding of what objects should be selected.</td>
<td></td>
</tr>
<tr>
<td>• If labels or information panels need to be made.</td>
<td></td>
</tr>
<tr>
<td>• Whether display cases will fit comfortably in the space.</td>
<td></td>
</tr>
<tr>
<td>• Some key points of layout are room dimensions, entry and exits points, traffic flow, use of walls and facilities, removable and immovable objects.</td>
<td></td>
</tr>
</tbody>
</table>
### Colour
- A change in colour promotes movement and entices visitors along the path of progression.
- It also makes people curious and is a good way to transition between exhibitions and spaces.
- Can enhance some artworks.

### Sound
- Can be used as a device for sending information to visitors.
- It can enrich the display and the learning experience.
<table>
<thead>
<tr>
<th>Flow</th>
<th>Light</th>
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<tr>
<td>• Flow is the way the public move through an exhibition.</td>
<td>• Light enhances the visual experience.</td>
</tr>
<tr>
<td>• The main types of traffic flow are structured, unstructured and</td>
<td>• It draws a viewer’s attention to certain objects.</td>
</tr>
<tr>
<td>suggested.</td>
<td>• Sometimes an exhibition comes with set lighting requirements.</td>
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</tbody>
</table>
Display Considerations
Height

• In the design process one of the main rules that we have is that artworks need to be positioned at eye level for viewing.

• The average height for viewing is 1.55m or 5 feet 1 inch and needs to be level with the middle of the artwork.

• This is so the viewer can take in the whole artwork.

• If it is either too high or low then your eyes tend to cut the top or bottom of the work off, especially with larger works.
Space

- All objects should be spaced evenly.
- If they are part of a group of works then they may need to be spaced closer together.
- It comes down to using your best aesthetic judgment.
Balance

- It all depends on when the object was made, the style, medium, artist, size and whether it is part of the group or set of objects.

- General it boils down to you using your best aesthetic judgment, some objects simply look better singularly while others need to be put into a group.