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Exhibition Design 2023

Aalto ARTS & Suomen Asuntomessut (Finnish Housing Fair)

Brief

- Find concepts for side exhibitions of the annual Housing Fair's events. This summer 2023 the exhibition will be held in Loviisa.
- Side exhibition means all the exhibition points in the area except the houses themselves.
- Side exhibition points are located both outdoors or inside collected to a larger textile tent (normally used size 20 m x 70 m). Check out for example: Telinekataja, Stopteltat Oy
- The tent is fully interior space with two longitudinal corridors and the booths on both sides, so the booths are laid out in three zones (see the diagram).
- Outdoor exhibition spaces are based on 5x7 metres plots. The longer, 7 m facade is the "store front" towards the customers. The plots need 0,5m – 1m space in between, minimum. All the structures need to be placed within this given 5-7m gravel based plot (check out the Housing Fair booklet).

Part A – Concept for the outdoor exhibition plots

- Find the concept and visual image to harmonize or collect the random exhibition booths and tents into a unified looks and / or unified modular system
- Present your concept with various ways (3-d visualizations, diagrams, measurement drawings, models, etc.)
- write the instruction text (which could be used in the Housing Fair booklet).

Part B1 – Concept for the exhibition system inside the main tent

- Find the concept and visual image to harmonize or collect the random exhibition booths and tents into a unified looks and / or unified modular system. Concentrate especially on the looks of the corridor. The default size of the tent is 20 m x 70 m. (The used main tent has been rented normally from Telinekataja or Stopteltat Oy).
- Present your concept with various ways (3-d visualizations, diagrams, measurement drawings, models, etc.)
- write the instruction text (which could be used in the Housing Fair booklet).

Part B2 – Concept for the exterior of the main tent

- Find the concept and visual image for the main tent's exterior in order to vanish the image of a normal tent structure. Consider different and economically sustainable ways to create a new image to something ordinary. In the ideal situation the system can be used every summer and can have some alternative variations.
- Present your concept with various ways (3-d visualizations, diagrams, measurement drawings, models, etc.)
- write the instruction text (which could be used in the Housing Fair booklet).

Salassa pidettävä aineisto

Suomen Asuntomessujen ylläpitämässä Sharepoint kansiossa on iso määrä erilaisia lähtötietoja harjoitustehtävän suorittamiseksi. On tärkeä huomata, että aineisto on kokonaisuudessaan **luottamuksellista tietoa**, eikä sitä tule jakaa kurssin opiskelijoiden ja opetushenkilöstön ulkopuolelle. Aineistoa ei saa tallentaa omille / koulun koneille kuin harjoitustehtävän suorittamista varten ja se tulee kurssin päätyttyä tuhota välittömästi. Valokuvia ei saa missään yhteydessä (edes kurssin aineistossa) käyttää siten, että henkilöt ovat tunnistettavissa.

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