



11.01.2024

Exhibition Design 2024

Aalto ARTS & Suomen Asuntomessut

Task assignment

The students' task is to conceptualize the outdoor exhibition stands of the Finnish Housing Fair, plan an example implementation based on the concept, and write the main features of the concept as well as conditions and limitations in the form of instructions.

Outdoor exhibition stands refer to all those exhibition stands that are not connected to the fair site (house or apartment) or in the exhibition hall.

As the name suggests, outdoor exhibition stands are located outside in the sky. The fair organization will only provide the exhibitors with a leveled gravel surface and supply electricity to the stand. The exhibitor is responsible for the rest of the implementation in accordance with his own budget. The areas given to the outdoor exhibition stands are mainly 5x7 meters in size, so that the longest side is basically the store front. A 0.5-1m "maintenance space" runs behind the department, which is included in the 5x7m area reservation.

The outdoor exhibition stands are placed next to each other, without intermediate areas. It is hoped that the front of the stands could be running in the same line, and it could be uniform (without gaps). When planning the construction and demolition of the outdoor exhibition stand, it should be taken into account that the stand(s) next to yours may already be ready and there is no workspace on the sides of the stand except on the store front side. For this reason, all work must be done within the area designated for

the department.

More information in the concept manual.

Task 1 - The concept of the outdoor exhibition stands

Get to know the previous implementations and the concept manual. Please note that the Concept Manual is only available in Finnish, so form the groups so that each group has at least one Finnish-speaking student.

Create a concept for Housing Fair outdoor exhibition stands. The goal of the concept is to create a uniform look and structure for the outdoor exhibition stands and thus calm the visual appearance of the exhibition route. The concept should take into account the graphic appearance of the Housing Fair Finland and create guidelines for its use as part of the uniform visual appearance of the outdoor exhibition stands.

The concept should also take a stand on the graphic appearance.

Take into account the duration of the fair (31 days) and the weather conditions of the Finnish summer (stormy wind, heavy rains, heat, 24/7 light). In addition, take sufficient account of the principles of sustainable development (material choices, reusability, circular economy) and the limited budgets of the exhibitors (the budget includes the staff, the structures, but also the part of construction and demolition work).

Task 2 – An example of an outdoor exhibition stand

Design a realistic sample outdoor exhibition stand according to the concept you have implemented and make the necessary drawings (1:20) of it, in which the details (scale as needed) you have planned are also illustrated. Prepare a miniature model (recommended, scale 1:20) and/or 3D observational images based on the plan. On a block facade (in a row of several stands), show how your concept unifies the stands. Be mindful of the limited budgets of various exhibitors.

Task 3 – Instructions for the outdoor exhibition stand as part of the Concept Manual

Write a complete and clear text description of the concept you created. Use visual images, diagrams, etc. to help clarify the idea. These instructions should be usable as a part of the Concept manual -document.

Please note that the reader does not have any idea of the concept or the exhibition stands. By reading the instructions, the reader should arrive at the correct solution. The text should guide the design, construction, display and maintenance of the exhibition stand.

Often such instructions also contain a lot of prohibitions (for example, X implementation is not allowed, use Y instead). You can find examples in the Concept manual.

Use different visual images and diagrams to clarify the explanation. Also list the information/plans that the exhibitor must submit to the Housing Fair Finland for booth approval.

Prepare the instructions directly on the InDesign file provided by the Housing Fair Finland. The recommended page number is about 5-10 pages.

Materials provided by Housing Fair Finland:

- Oulu 2025: Exhibition area plan
- Concept manual
- Graphic Guideline
- Photos of previous implementations
- Photos from the Oulu area
- InDesign base file

Confidential material

The Sharepoint folder maintained by Suomen Asuntomessut contains a large amount of different input data for completing the exercise task. It is important to note that the material is confidential information, and it should not be shared outside the course's students and teaching staff. Students get the right to a shared folder, but it should be considered that the material may not be stored on their own / school computers except for the purpose of completing the exercise task and it must be destroyed immediately after the course ends. Photographs may not be used in any context (even in the course material) in such a way that the persons are recognizable.

Additional information:

Goal setting:

Timo Koskinen

COO

Arkkitehti SAFA, M.Sc.

Sisustusarkkitehti SIO, M.A.

timo.koskinen@asuntomessut.fi

Suomen Asuntomessut

Pasilankatu 2

00240 HELSINKI

The main point of contact:

Laura Mutka

Project Director

laura.mutka@asuntomessut.fi

Suomen Asuntomessut

Pasilankatu 2

00240 HELSINKI