



Exhibition Design
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&
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Exhibition design from a curator's viewpoint

- Ideas on how to convey the artistic concept to the museum's different audiences in the specific space = how to tell the story in the exhibition environment
- Concept is created very often closely together with the artist
- The relationship with the building's architecture and special characteristics of it
- Visual storytelling

Multidisciplinary process

- Artist
- Curator
- Exhibition designer
- Graphic designer
- Light designers
- Museum technicians
- Conservators
- Museum logistics experts
- Education and customer service experts (audience development)

A case study from EMMA

Alicja Kwade: Trans-for-Men

- A new form of collaboration with Saastamoinen Foundation
- A commissioned work that will stay in the Foundation's art collection
- A curated exhibition at the "Sali" space around the commissioned work





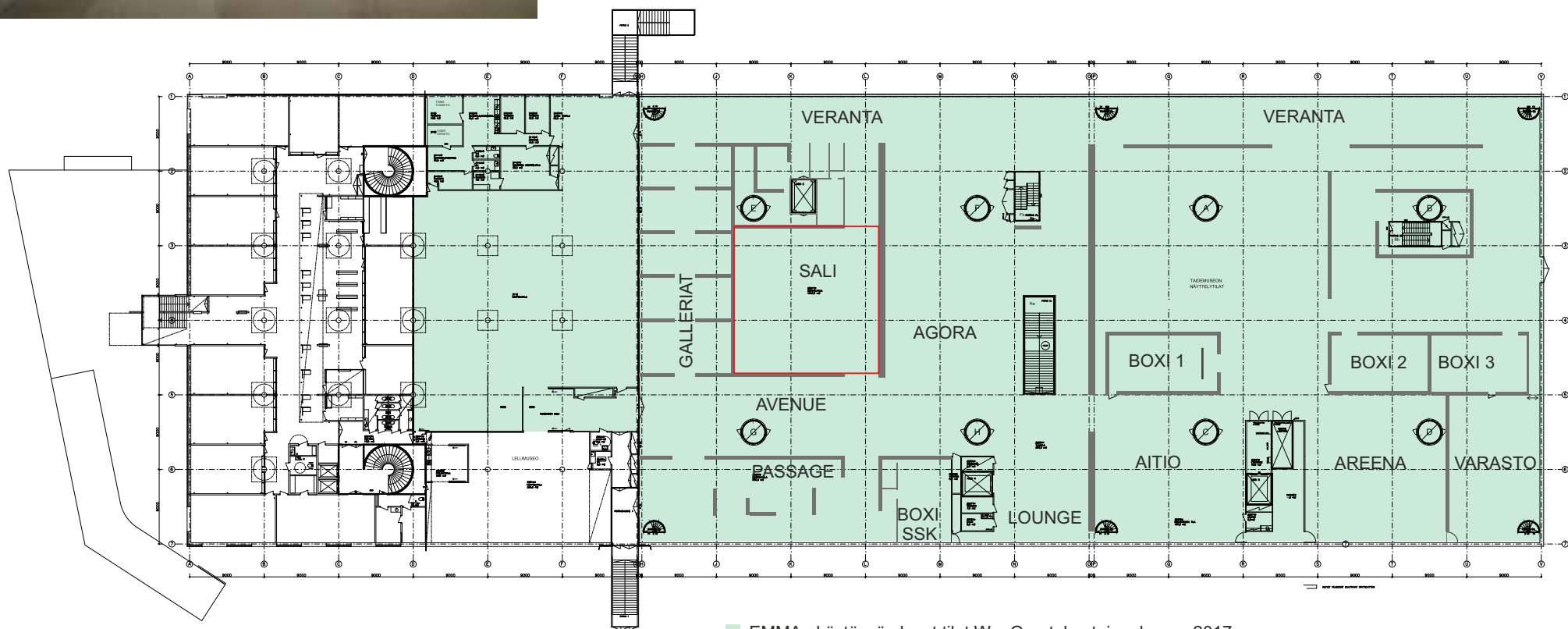
January 2018

- A site visit
- EMMA's architecture and history as a printing house
- The idea with the large open space and emphasis on horizontal lines on it starts to develop
- One new work plus other existing works to be on loan from the artist or from private collections
- Preliminary plan for production schedule and resources at the studio and at the museum



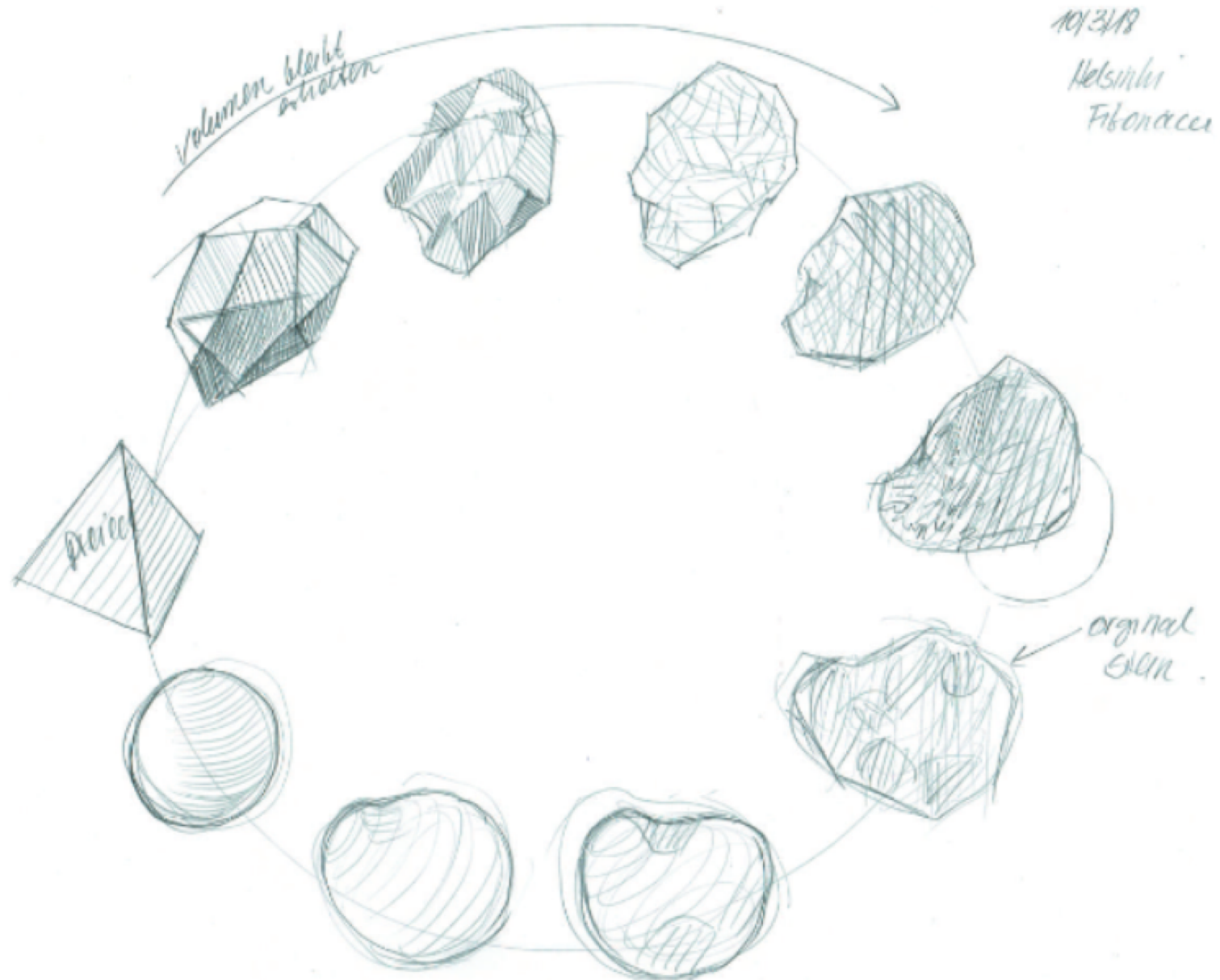


Open up the Sali space by taking off all the extra walls and dismantling the media box to have more dialogue with the nature outside.



March 2018

- Initial ideas for the commissioned work from the Artist
- Fibonacci stones
- Lots of emails...
- Changing ideas, photos, sketches
- Going through the technical specs, for example EMMA's dimensions, also floor weight capacity, elevator capacity etc.



Perfekte Werteführung zur Kugel



Trans-For-Men (Fibonacci)

- Eight granite stones
- the title refers to numbers in the integer sequence known as the Fibonacci sequence, where each number after 1 is equal to adding the two numbers preceding it.
- Why Fibonacci?
- The sequence has a near-mystical aura intimately related to the Golden Ratio, or the Rule of Thirds traditionally used in art and architecture to create pleasing, harmonious compositions.
- Natural world – manipulated world
- Kwade has used an algorithm based on the Fibonacci order to progressively – or regressively – morph the stones towards two basic geometrical shapes: the sphere and the octahedron.

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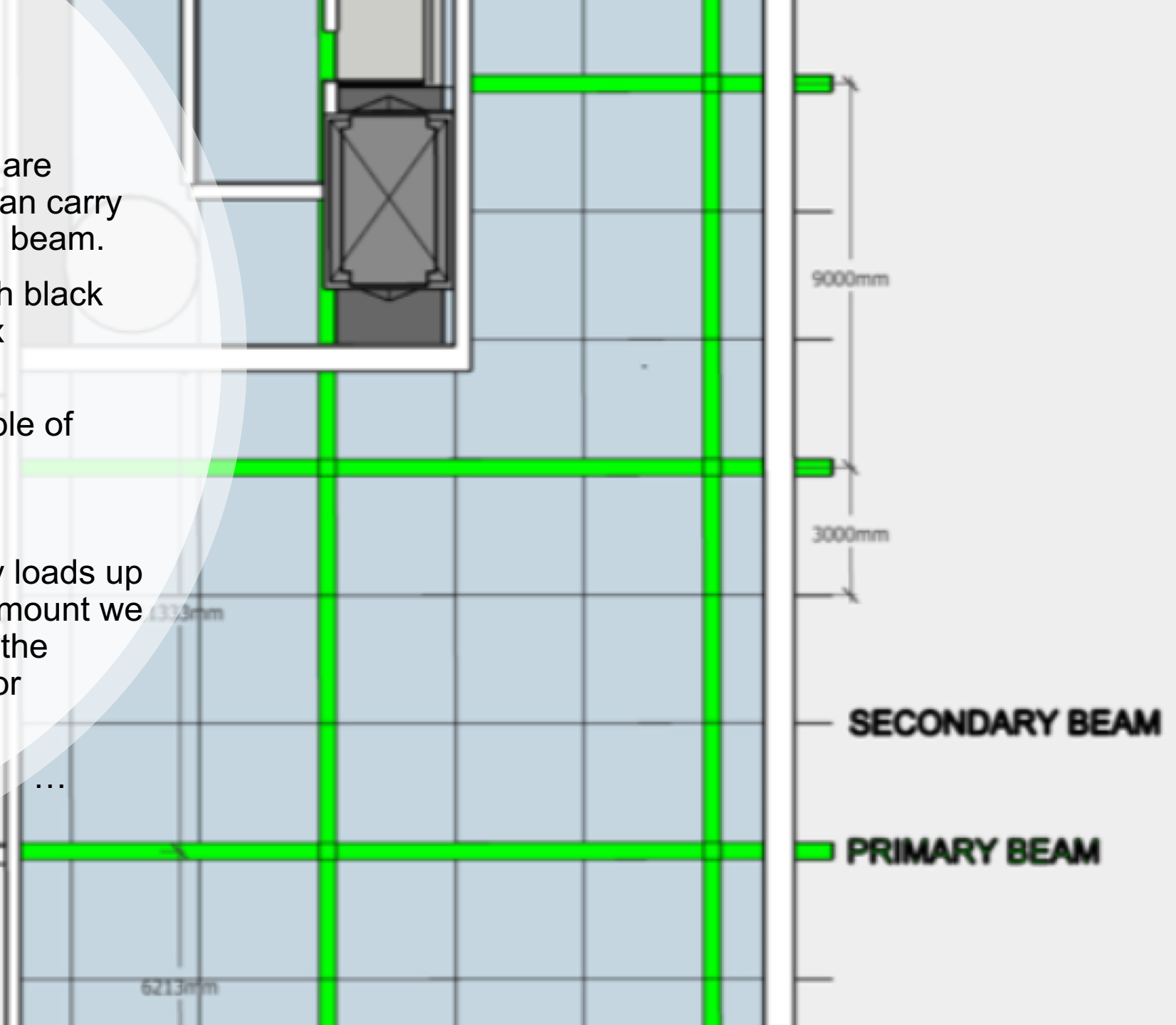
In the drawing the primary beams are marked in green. Primary beams can carry a load of max 3000kg/m along the beam.

Secondary beams are marked with black lines, they can carry a load of max 1200kg/m along the beam.

Everywhere else the floor is capable of carrying only 750 kg/m².

Our standard equipment can carry loads up to 1500 kg, this is the maximum amount we can transport at the moment from the elevator to Sali space. The elevator maximum capacity is 3000 kg.

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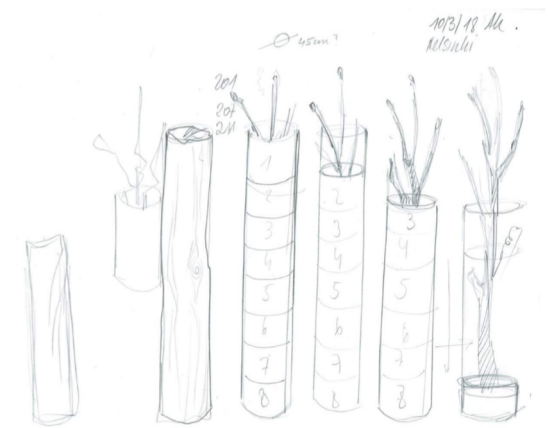
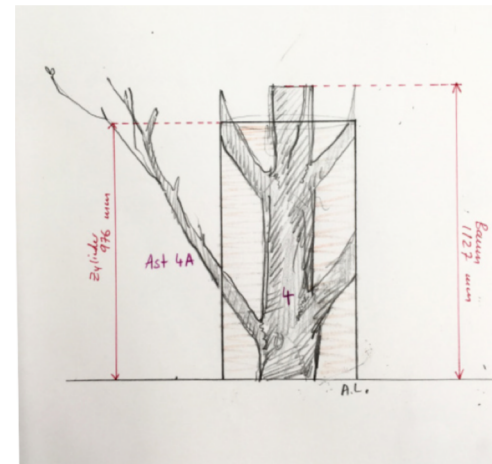
April 2018 in Berlin

- Visit at the studio
- Small model created by the artist by using the floorplans and photos of EMMA
- Central idea of the several sculptural metamorphosis at the open space
- Dialogue between inside and outside



Another new work

- Shift Slot (tree)
- 8 copper cylinders containing bronze casts of tree branches



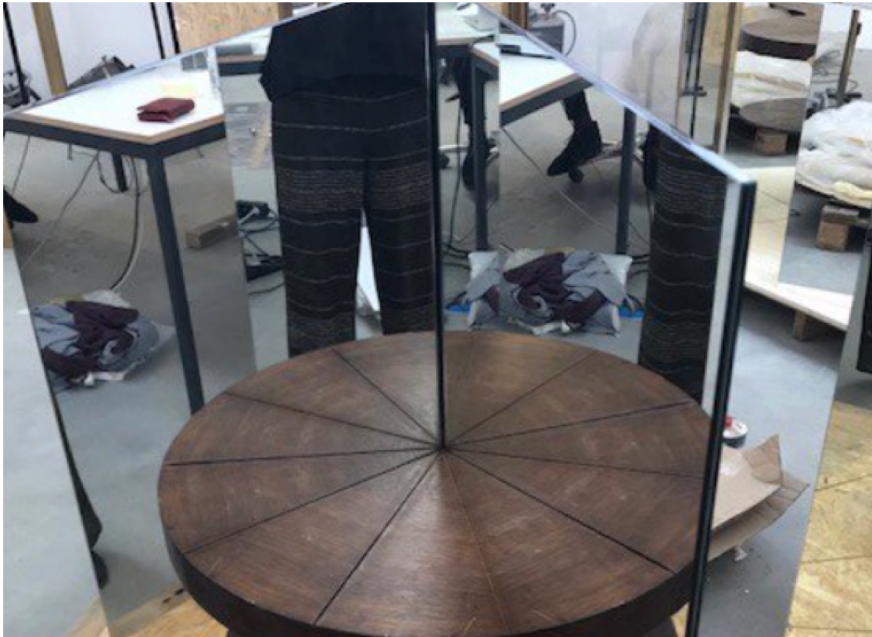
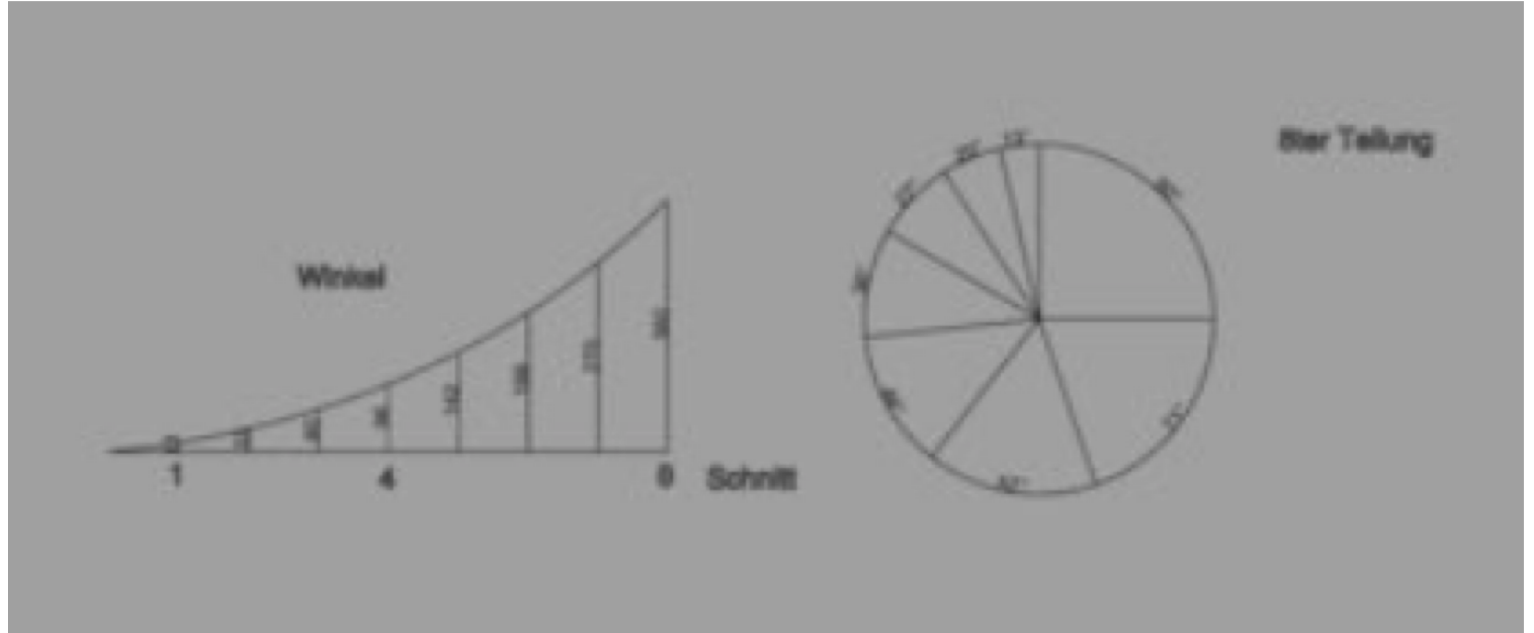
Zylinder



Rohrhöhe: 976 mm
Baumhöhe: 1127 mm
Anzahl Äste: 1

Spezifikation:
Stamm ist bei Knaak, muss gekürzt werden. Der Zylinder geht unsichtbar weit er nach oben. Die Äste die oben herausragen werden innerhalb dieses unsichtbaren Zylinders gekürzt und dem Radius des Zylinders entsprechend abgerundet.





Yet another new work...
Ein Tisch Ist Ein Bild









EMMA

www.emmamuseum.fi