

SARK-E5025 Exhibition Design

Spring 2021, March 4th – April 8th

Päivälehdien museo, Museum of Media, Renewal of permanent exhibition

Assignment

In groups of 4–5, come up with a proposal for renewal of Päivälehti Museum.

About the Päivälehti Museum

The Päivälehti Museum offers a unique combination of the themes of industry, technological innovation, recent political history and social influence. Its key purpose is to foster freedom of speech. The museum has developed into a significant meeting place where journalists, researchers and other opinion leaders interact and are also accessible to the public.

Exhibition architecture is based on experiences and activities. The museum respects the industrial feel of the old newspaper building where it is located and complements it with skilfully produced digital elements. Special attention has been paid to ease of use. In 2015, the museum won the Silver Award at the Best of Finnish Advertising and Design competition for its technological solutions.

The museum programme includes guided tours, lectures, discussion events, demonstrations, workshops, a museum theatre and much more.

Main themes: history of journalism, freedom of speech, literacy

The final proposal should include

- General design scheme, 1:50 plans and sections
- Materials, colors presented as moodboards
- Detailed proposal for vitrines displaying artefacts, detailed drawings 1:20 / 1:10 / 1:5
- Detailed proposal for concept of how to present 1. history of journalism, 2. freedom of speech and 3. literacy, illustrated
- Example of exhibition graphics
- Interior views, minimum 2 views

Schedule

Thursday 4th of March 9.15

Brief, Pentti Kareoja & Salla Linnahalme
Lecture, On exhibition design, Tuomas Siitonen

During Thursday site visit in groups of 4–5

Thursday 11th of March 9.15

Tutoring, discussing initial ideas by groups, proposal for group work process by the group (Pentti Kareoja, Tuomas Siitonen)

Thursday 18th of March 9.15

Midreview, initial schemes presented by each group

- General design scheme, 1:50 plans and sections
- Materials, colors presented as moodboards
- Preliminary proposal for vitrines displaying artefacts, sketches
- Preliminary proposal for concept of how to present 1. history of journalism, 2. freedom of speech and 3. literacy, illustrated

Thursday 25th of March 9.15

Tutoring, design development (Pentti Kareoja, Tuomas Siitonen)

Thursday 1st of April 9.15

Tutoring, design development (Pentti Kareoja, Tuomas Siitonen)

Thursday 8th of April 9.15

Final review (Pentti Kareoja, Salla Linnahalme, Tuomas Siitonen)

- General design scheme, 1:50 plans and sections
- Materials, colors presented as moodboards
- Detailed proposal for vitrines displaying artefacts, detailed drawings 1:20 / 1:10 / 1:5
- Detailed proposal for concept of how to present a contemporary media phenomenon, illustrated
- Example of exhibition graphics
- Interior views, minimum 2 views