

# Course Syllabus

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## Session B: A4969-1 Tools for Show: Potent Prototypes

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Wednesday 6:30 PM - 8:30 PM 300 Buell North

### About

Taking exhibition and event design as a starting point, the aim of this seminar is to develop functional prototypes for content communication. Considering temporary, fragile and narrative-driven environments, it exposes students to a range of design methods and work-flows used to create ephemeral architecture. Working through the design and implementation of a full scale prototype will equip students with a particular toolset for an expanding occupational field. The final display projects will be shown in and around Avery forming an exhibition of prototypical installation methods in itself.

Students will:

- get a critical introduction to ephemeral architecture and exhibition design
- learn how to design around content and tell stories through space
- acquire skills in scanning and reproducing physical objects in three dimensional space
- learn about exhibition design processes in museums
- peek behind the scenes in major NYC museums

**Session B** will be concerned with creating an environment for the object that will highlight specific characteristics and engage viewers. Each student will develop a mode of display that will at once protect the replica, while providing a singular visual or haptic experience to the spectator. Techniques can include traditional mounting methods such as a plinth or case, wall and ceiling mounts, hanging devices or frames. Materiality, color, graphics, light, humidity levels and sound will be considered in the branded experience of the replica display. While the primary focus is the production of physical prototypes, video, projection and interactive elements might be integrated. Throughout the semester, students will experiment with work-flows to enable ultra- quick content communication to others in the group, with a focus on production and prototyping.

### Topics session B

Can space tell a story about an artifact? How can you create visitor engagement? What is the relationship between text and image? Can you do showcase the replica in a way that you could never do with the original? Can you invent a new display technology or method?

### Partnerships

The class will partner with a number of select New York institutions, including the Guggenheim, The Met, The New Museum and Storefront for Art and Architecture to connect students with a broad range of resources offered in the city. Site visits and guest lectures from these and other institutions will

accompany the semester schedule. Anticipated guest lecturers from within GSAPP include Irene Sunwoo, Steffen Boddeker and Agustin Schang. The seminar will actively connect with the exhibitions program at GSAPP, and the GSAPP Incubator community to take advantage of in-house expertise on exhibition making. From other New York institutions and offices, planned lectures or visits include architecture curator Beatrice Galilee and Brian Butterfield, Senior Design Manager at The Met, Peter Vikar from Local Projects and Susan Sellers, Partner and Creative Director at 2x4.

## **Schedule**

Week 1: Framing the object

Week 2: Narrative design

Week 3: Screens, Projections, Animations

Week 4: Performance, Participation, Interaction Design

Week 5: Branded environments

Week 6: TBD

Week 7: Final Exhibition