



Università degli Studi di Napoli Federico II  
Scuola Politecnica e delle Scienze di Base



INTERNATIONAL MASTER DEGREE COURSE IN  
DESIGN FOR THE BUILT ENVIRONMENT

# fundamentals dbe

#7\_ Exhibit Design.



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## Exhibit Design.

The exhibition design is, by its very nature, the answer to the need to communicate content. Disciplinarily considered a temporary operation, strictly connected to the duration of an event, it provides for a project linked to speed, innovation, reversibility and above all disclosure of specific issues. To communicate derives from the Latin **communicare**, a verb connected to the word *communis* –common–so *communicare* indicates an action of sharing contents.

Increasingly compromised by the inputs of the world of art and communication, the discipline of Exhibit Design today can respond to the disclosure of complex contents without forgetting its main objective: to build around the event displayed or the message to communicate a complex, complete and immersive emotion; build in space and with space the place where to engage the attention of the user.

In this type of intervention, the designers act in the field of the image with a light and plural attitude, moving without univocal instances in the overview of all media. They develop the objective factor of avoiding any encroachment, ranging from tradition to experimentation, to operate a continuous metamorphosis that includes all communication systems. A dynamic configuration that contemplates primary and secondary qualities, more democratic times and marking the environment critically.

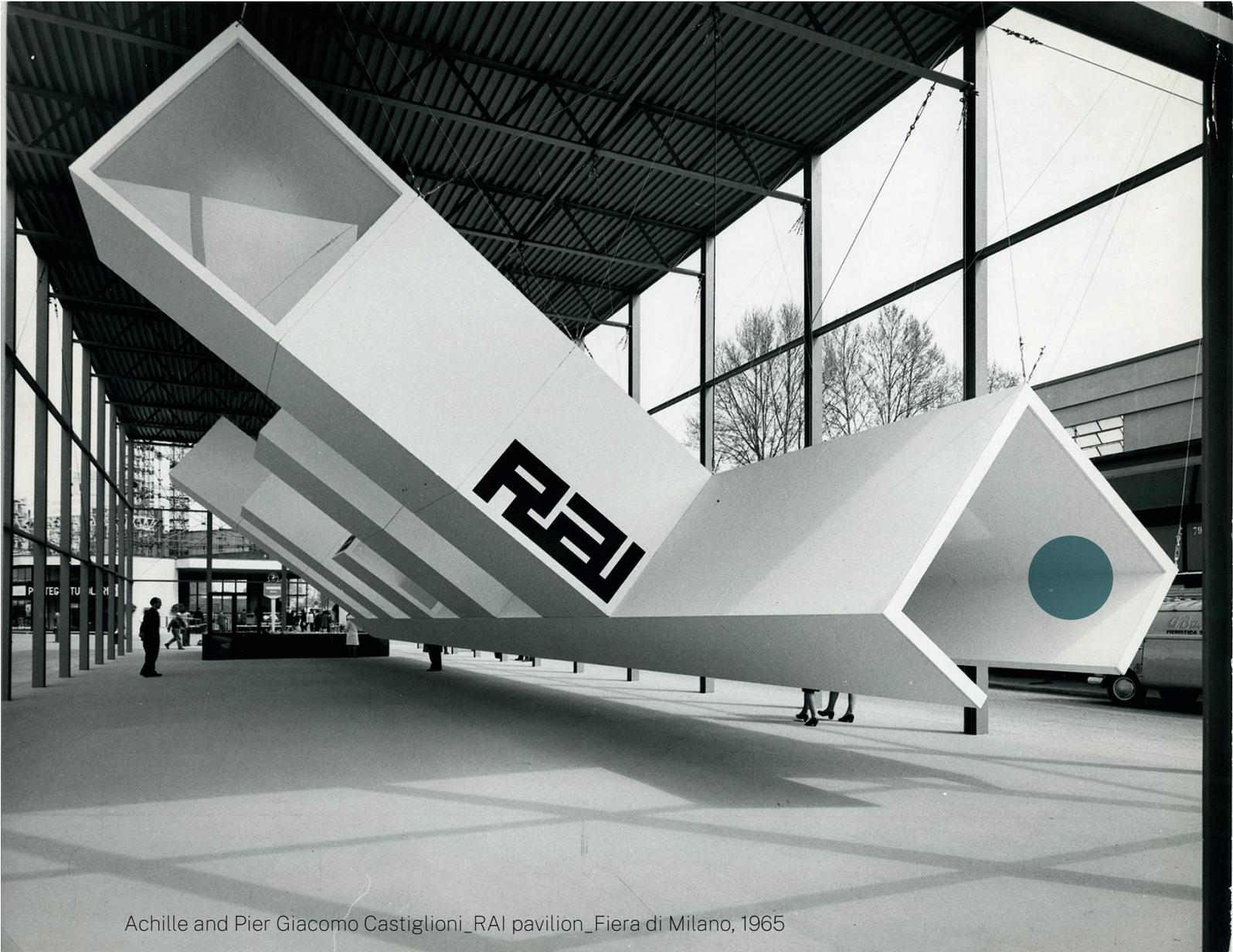
Staging is a form of applied art: it's the art of designing interiors that, in the act of temporarily hosting elements useful for a generic narrative, represent a *unicum*. A compositional action capable of holding together containers, objects and content to be disseminated.

Exhibitions have many elements in common with the show: both require a well-defined theme, an order that limits and proportions the parts, and a direction that has control of the roles and actions of the individual actors.

## Focus on

Italy has set the benchmark in the field of Exhibit Design. Since the 1930s, there have been numerous authors who, through masterly exhibition designs, could stage the narrative power of space, often provocatively and ironically, with a rare capacity for synthesis. Among them, the

figures of Achille and Pier Giacomo Castiglioni, Milanese designers who, working with the ephemeral, the temporary and the spectacularization of objects and contents, built a method that today we consider a permanent fragment of national culture, stand out.



Achille and Pier Giacomo Castiglioni\_RAI pavilion\_Fiera di Milano, 1965

## To know more

S. Polano, *Mostrare. L'allestimento in Italia dagli anni Venti agli anni Ottanta*, Lybra Immagine, 2000.

<https://www.fondazioneachillecastiglioni.it/>

<https://www.piergiacomocastiglioni.it/>

<https://archivistorico.fondazionefiera.it/>

## Short exercise

Analyze a temporary exhibition by Achille and Pier Giacomo Castiglioni.

Output: Produce a slide show describing the selected exhibition.

### **FIRST SLIDE**

Insert an image of the selected project. Insert a caption with the title of the exhibition, the place and the year of realization.

### **SECOND SLIDE**

Brief description of the project. Particular attention should be given to the relationship between exposed objects and container.

### **THIRD SLIDE**

Insert the plan of the project and elaborate it graphically inserting, with a colored line, the visit path of a generic user.

### **FOURTH SLIDE**

Select an image that can describe the display system and describe it with a phrase of 250 characters (spaces included).

### **FIFTH SLIDE**

Select an image that can describe the materials used in the project and describe it with a phrase of 250 characters (spaces included).

### **SIXTH SLIDE**

Select an image that can describe the graphic communication used in the project and describe it with a phrase of 250 characters (spaces included).

### **SEVENTH SLIDE**

Select an image that can describe the lighting system used in the project and describe it with a phrase of 250 characters (spaces included).

### **EIGHTH SLIDE**

Insert 5 keywords that best describe the project.