DESIGNING AN EXHIBITION

Shaken, Stirred, Styled: The Art of the Cocktail

SKYE MALISH-OLSON
Exhibition Designer
What is Exhibition Design?

The process of designing an integrated experience that tells a story and communicates ideas.

It is a mix of architecture, interior design, visual interpretation, lighting, storytelling, choreography, and magic.

“Designers provide structure for the messages and meanings inherent in the exhibition. Their concerns for aesthetics, space accessibility, and costs are closely allied to communication. They, like the educator, take on the role audience advocacy. Their visual and spatial literacy, coupled with verbal fluency and an ability to synthesize information, determines how visitors will experience an exhibition.”

–Tom Klobe, Exhibitions Concept, Planning and Design.
Exhibition Design Team

Skye Malish-Olson, Exhibition Designer
Jessica Harden, Director of Exhibition and Museum Design
Kevin Parmer, Exhibition Graphic Designer
Jesus Rivera, Painter
Darrell Dubose, Painter
Josh Harstrom, Carpenter
Lance Lander, Manager of Gallery Technology and Innovation

3D Design
Graphic Design
Carpentry
Gallery Technology
3D Design
Design Team
Carpentry
Graphic Design
Gallery Technology
Exhibitions may tell different stories in different environments, but they are consistent in the way they require collaborative effort to succeed, their need for a clear narrative approach, and the way they have to balance the needs of creating a space with communicating a message.

- Lorenc, Skolnick, and Berger
Design Process
Organization of Space and Objects

Methods: Models, maquettes, 3D software
Material Sourcing
Construction Documents for fabrication

Built-in Wall Cases
All 4 will be sealed for VOCs, and require power for interior lighting. No label rails, will have external group labels on wall. Baumann fabric to cover deck. Lifts may be painted, once primed with Zinsser wallpaper primer.

Free-standing Floor Case. Exact size fixed based on existing stock or new build requirements. All FWC's and FC's will be sealed for VOC's. Baumann fabric (color TBD) to cover deck. Lifts may be painted, once primed with Zinsser wallpaper primer.

NOTE: exact object placement is not final.

Historic comprehensive cocktail book to correspond with interactive monitor activity. FWC or WC. Exact Placement TBD.

“Birth of the cocktail” 1st cocktail book 1862

Digitized cocktail book on pod

44” monitor on wall. Podium style holder for touchscreen screen is broadcast on

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Interactivity

Encouraging visitors to look closer

“The content of museum exhibitions can be timeless and can be in place for decades, so the narrative and the design need to remain valid. This narrative must be accessible to all the various audience types who will visit the museum: children, teens, adults, and the elderly. The design may utilize a combination of static/passive and dynamic/interactive components to provide varying levels of entry points into the story.”

-What is Exhibition Design? by Lorenc, Skolnick, and Berger
Design Details

Sightlines

Light and Color

Providing Historical Context
Design Details

Environmental Graphics
Design Details
Planning for Objects: Casework and Micro-Environment Requirements
Thank you!
Questions?

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