“(a temporary) Exhibition as a Medium of Communication”

A brief analysis, concerning a multimedia communication example, balancing theoretical and practical instances
There are three aspects relevant to communicate through museum exhibitions:

1. The exhibition structure and the communicating media employed

2. The message (which includes the objects)

3. The visitors and their visit experience
IT IS IMPORTANT TO UNDERLINE THAT THESE ASPECTS ARE DEEPLY INTERCONNECTED
1 - The Exhibition Structure ...

It is a basic line in the planning phase:

- encounter between visitors and objects

\[ + \]

all-around viewing of many objects

\[ = \]

fully experience of the three-dimensional qualities of the exhibition as a whole by moving about around and within it.

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This path was made up of five TIME ISLANDS:

Every island = a bunch of years
= a bunch of computers sold in those years

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A well-known exhibition method is the so called HISTORICAL PATH:

the exhibition aims
to tell the evolution
of the personal computer
Technology.

Dates of the invention/realisation On market dates

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At the end of every island a showcase has been placed:

every showcase represented a symbolic MILESTONE along the computer evolution road.
The historical path method is positively characterized by:

A - easily organization
B - easier content-reading level
C - well-shaped exposition
D - optimized selection of meaningful objects
Historical path needs CONTEXTUALIZATION, such a global TEXTUAL STRATEGY:

static graphic panels were placed alongside the showroom walls
... and the communications media employed

Also another media in this exhibition played the STORYTELLER ROLE ...

nine tv monitors plays:

videos, music, images, sounds, documentaries: INFORMATIONS & EMOTIONS
Every object was equipped with captions made up of technical features, a photo and a QRCODE.

Let’s **STRESS** the use of **QRCODES**

to **ENRICH**
the exhibition text
*(in a semiotic meaning)*

and

To **CART AWAY**
the exhibition from the museum

and

**TRANSFORM**
it from **TEMPORARY**
*(in the *real* world)*

to **PERMANENT**
*(in the *virtual* world)*
This process is completed by the **INTERNET WEB PAGES** dedicated to the event.

*(a temporary) Exhibition as a Medium of Communication*
The exhibition **SPATIAL SETUP:**

**Stages** have been placed fifty high centimetres from the ground …

**TARGETS**

**SYMBOLIC MEANING**

*Technology under visual visitors line = Technology is in the service of Humanity*

**VISUAL ENVIRONMENT**

*Visitors get easily used with spaces
Comfortable situation Illusion of larger spaces = Positive influence about the visit (experience)*

**Showcases** were at ninety high centimetres to stress their milestone role
2 - The message

How have personal computer technology evolved over the years?

What was used before the personal computers were introduced?

How to tell this story?

How to answer these question?

A well planned exhibition project may answer them
The exhibition has been characterized by:

**DIDACTIC PURPOSE**
- Learning & thinking
  - By multisensorial stimulation

**RATIONAL LEVEL**

**EVOCATIVE PURPOSE**
- Multisensorial stimulation involves feelings

**EMOTIONAL LEVEL**

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Roberto Galdi - Francesco Pietra
Extra adds (1):

A separated section with working vintage computer games

Entertainment Ri-creation

A dive into the past for some visitors

Evocative & Didactic purposes are implicit

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3 - The visitors and their ability to comprehend and/or react to the experience

To indentify the GUEST of such event

The MODEL VISITOR (= model reader)

To identify the TARGET AUDIENCE choosing between

POPULAR AUDIENCE    EXPERT AUDIENCE
Extra adds (2):

The exhibition lasted three months

The interest of general public is meant to decrease

To curb this natural effect &
To attract new visitors &
To raise the exhibition quality

Lectures conferences and meeting during the weekend
Why to end this story in 1992?

- internet widespread availability
- crossbreeding telephone-computer
- hardware power as an emotional purchasing motivation
- mass specialization of the product:
  - (office computer vs home computer)
  - (specialized apps)

What the heritage of the exhibition?

- increased database of knowledge
- the retro-computing culture
- a successful event
- new stakeholders
GRAZIE
per la Vostra attenzione.
Vi aspettiamo al Museo della Tecnica Elettrica di Pavia.