

Session 7

Exhibition ideas

Including group discussions in
breakout rooms

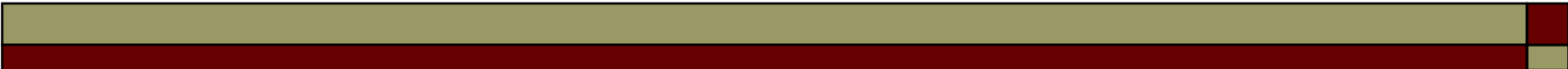
ECGE5002S

Changemakers: Creating an exhibition

Dr Katharina Zinn, Associate Professor in
Egyptian Archaeology and Heritage



□ Getting started on an exhibition / pop-up event / online exhibition



Basic steps

- Develop **main** idea
 - What is the big idea you want to communicate to the viewers?
- Decide on central themes, think about the “flow”
 - What do viewers really need to know?
- Decide on objects to include
 - What stories do they tell? Why are they interesting? How do they contribute to the central idea?
- Develop exhibition narrative
 - Everything should contribute to the story / leitmotif / thread shared with audience → how does each object relate to the theme(s) and main idea



What You Need for your scrapbook and should discuss today

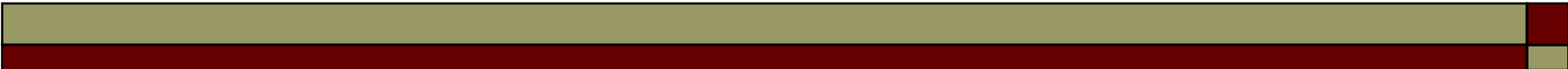
- ❑ Title for the exhibition
- ❑ Brief description of the exhibition
 - 3 or 4 sentences that sum up the exhibition – you might have already done that in your pitch or social media advert
- ❑ Exhibition checklist
 - a list of the objects – photos, videos, books, artworks, etc..
- ❑ Exhibition outline
 - a summary of the exhibition: all of the above checked against the theme(s) grouped by theme

Choosing and Preparing Materials

- Choosing something to display (in addition to our object)
 - Browse and search broadly and imaginatively at first, then get pragmatic
 - Choose what can help you tell a compelling story
 - Many documents and are in the public domain, therefore available for use
- **Fair use and Copyright is a very important point – when can I use images, when do I have to copyright clear them (with / without fee)**
 - Unfortunately not enough time to discuss here, but needs to be taken into consideration when planning a real exhibition beyond idea stage

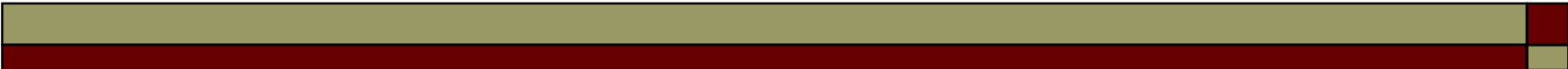
Choosing and Preparing Materials

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- ❑ Displaying Digital Images
 - scan an image in good enough resolution (if from books / journal – scan at 100%, 300 dpi; save as jpeg/tiff) → reference the source
- ❑ Recheck your label (portfolio, part 1)
 - is it still fitting for your exhibition ideas ? If not, edit.



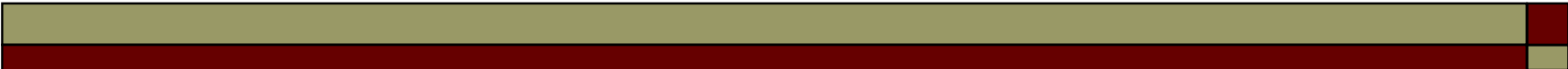
Organizing Your Exhibition

- Your exhibit will (may) include:
 - Title
 - A central idea or question
 - A brief description
 - Sections (groupings of objects)
 - Objects
 - Conclusion
 - Credits



Organizing Your Exhibition

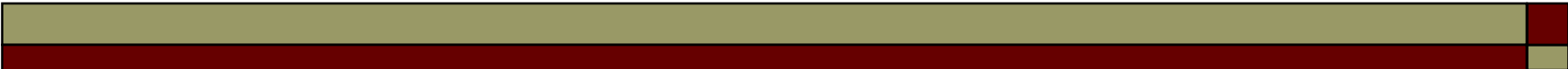
- Title, Central idea, and Description
 - What is this about?
 - Why should the audience be interested? – visitors need to be made curious and keen to explore
- Sections:
 - Sections structure your exhibition and allow you to group objects (thematically, by historical period, by type,...)
 - An introductory section introduces your main idea, and orients viewers to the structure of the exhibit
 - Why are these objects together? What do they tell us about the main idea? How do the sections work together to construct a coherent story?



Organizing Your Exhibition

□ Objects

- Know why you are including each object
 - How does it contribute to the central idea?
 - Why is it in this group?
 - How is it different from the other objects?
- Recheck that your label text answers these questions:
 - What am I looking at?
 - Why is it interesting?
 - What does it have to do with the central idea?



Organizing Your Exhibition

- ❑ Tips for Writing, Revising, and Rethinking:
 - Do you have a catalogue, do you use the provided catalogue entries as additional material
 - ❑ They contain information beyond the immediate facts and what is to be seen
 - Always return to the central idea
 - ❑ Does this object/label/text support what I really want people to know?
 - Revise your title/central idea/description whenever you need to in the preparation stage (before sending out the Social Media advert) → your ideas (may) shift as you do more research
 - Get feedback from your working group: each object/section should support central idea + flow of exhibition as a whole