

Ways of Perceiving- Exhibition on communication and language

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The concept of my exhibition is based around communication and storytelling. It is and always will be a key aspect of human life, 'communication is one of the characteristic concepts of the twentieth century' (Peters, 1999, p1). Language is described as 'Most prominent among all these systems of communication is, of course, human speech and language' (Cherry, 1966, p4). I am interested in the evolution of stories, and how they are communicated to other people, either through writing or artworks. I am intrigued in the way that communication and stories impact people based on their own experiences and lives, and how this may impact their interpretation of morals or a specific story.

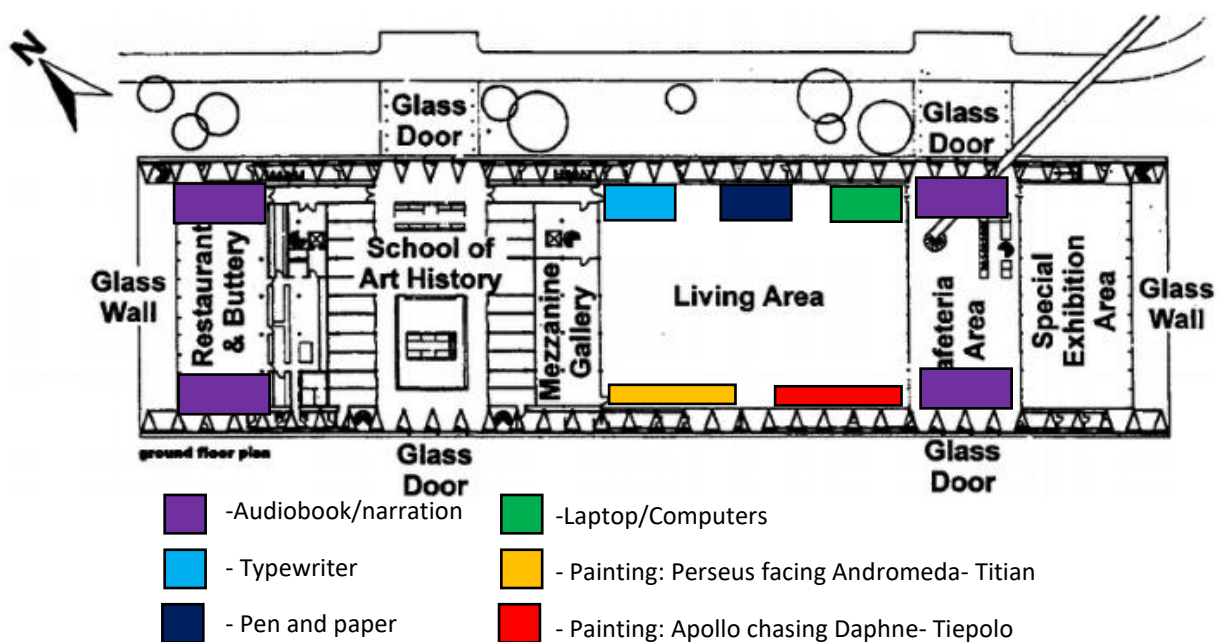


Figure 1: A floor plan of the Sainsbury Centre for Visual Arts, with my exhibition plan (Research Gate, 2008)

My exhibition is set in the Sainsbury Centre for Visual Arts, Norwich. This exhibition features a mixture of physical products, artworks and paintings. This enables the products to be interacted with, giving people the opportunity to feel involved in the creation of a new story or narrative. The exhibition has the interactive items and products located in the same area, in order to distinguish them from the paintings. Additionally, the positioning of the interactive writing opposite the paintings could inspire people to start creating their own stories or work on stories relating to the artworks exhibited.



Figure 2: An example of a typewriter and the technology that is used (PxHere, n.d)

The first exhibit is a typewriter, the 'second model, patented on June 23, 1868, wrote at a speed far exceeding that of a pen' (Encyclopaedia Britannica, 2018), because a typewriter is a key part of written language and communication. This was really the first part of technology that was a part of writing, as it made the process much more efficient, and mirrors the idea of design science, which 'attempts to create things that serve human purposes' (Baskerville and Pries-Heje, 2010, p. 272). The key idea being it is important in communication, as it is a way to serve a human purpose, of being able to converse and share ideas and emotions. This is included in my exhibition as I believe it is not only an important aspect of communication, but also a key milestone in regard to product design. This is an important aspect of communication as it allowed the recording of notes more efficiently than before, when the slower method of pen and paper were used. The typewriter, once in mass production 'allowed people to bring the printing press into their own homes' (Lee, 2017), allowing many more events to be recorded, and so strengthened the ability for people to communicate. As a result of this, I have chosen to include this in my exhibition, as it has completely changed the way that written communication is used, and the ways that many stories are written, recorded and told. Furthermore, there is also a growth in interest in the regards to historical items, such as the return to popularity of the record player and vinyl, as 'more than 4 million chart-eligible LPs were sold' (Asprou, 2019). This recollection of the past is part of the reason I included a typewriter in my exhibition. Aside from this greater interest in historical products, as a product, a typewriter marks the change into more developed and technology-based forms of communication and communication methods.



Figure 3: Apollo pursuing Daphne (National Gallery of Art, 2020)

The second piece included in my exhibition is the work 'Apollo pursuing Daphne' by Giovanni Battista Tiepolo. It was painted 'between the years of 1755 to 1760' (Art History 2.5, n.d.). I have included this in my exhibition as paintings are a great way to tell and share stories, without the necessity to use words. This painting shows a traditional Greek myth; in which Daphne, a young maiden, is being chased by Apollo, in order to escape she was turned into a laurel tree. This use of myths and stories of morality is a focus of most paintings and artworks. This is a part of my exhibition as I am interested in mythology and the way that it has been presented in real life. Furthermore, this links to Duchamp and his idea that 'No work of art is finished until completed by the spectator' (Cros, 2006, p26), giving more power to the idea of images being used in or as part of narration and could change the way that the piece is perceived. For example, a younger person who has no understanding of mythology, compared to an older person who may have more worldly experience and greater understanding of the significance and ideas shown in the painting. The idea of changing perceptions is a key part of stories, as the stories with morals, can have different interpretations depending on who is involved. I have chosen to include the work 'Apollo chasing Daphne' as part of my exhibition, as the artwork can be interpreted in many different ways, allowing each person to gain a different experience from the exhibition as a result. Additionally, the exhibition will allow people who may not always have access to see or experience this range of stories.

The third part of my exhibition is the inclusion of audiobooks. I see audiobooks being the future of stories and will impact on the way that information is shared, and stories are told. Audiobooks are increasing in their popularity which can be seen as 'audiobook sales in 2018 grew 37 percent from 2017' (Hill, 2019). As a key part of storytelling, as it has enabled many more people to access stories in a way that they may not have been able to before. This is an important part of my exhibition as I am looking into the future of communication, not just the past and present. In addition, the move to digital storytelling, reflects the increased focus on digital design. As reflected in Taylor and Francis group (2020) 'Computers are simply a new medium for this ancient enterprise.' This is a key part of my exhibition as I am interested in the way that digitalisation will affect our interaction with items and each other. This idea also has an impact on how works are viewed as 'the birth of the reader must be ransomed by the death of the Author' (Barthes, 1967). Ideas are changing due to the way that the consumption and understanding of books, what they represent and how they can be understood. This challenges the idea of modernity as there is a cultural change, in not necessarily

belief structures, but there is a distinct cultural change, as there are many more audiobooks being consumed and a slow decline in more 'traditional' books.

In my exhibition, I have shown that there are many different ways that we as a society and group of people communicate. These ways of communication have been shown in my exhibition as both audio and visual pieces. I have also shown that exhibitions do not always have to be stereotypical traditional displays and can be based around other ideas. These can be 'efforts centred on the collection of objects and their interpretation' (Dean, 2002, p. 9). This works for my exhibition as the ideas that people have about stories and communication and how that impacts the perception of stories are an important part. I am also interested in the way that people interact with products that assist with communication. Furthermore, I wanted to create an exhibition that reflects the evolution of stories and the way that they are told to others. I am interested in the way that these stories are able to be told, either through paintings and artworks or writing. During the curation of my exhibition, I have looked into a range of theorist and ideas. The first theory I looked at was based around communication and language, focusing on the ideas that Cherry had about the importance of language and speech. I also looked into the theories of design science, and how things are created for a specific purpose. I looked into Duchamp and his ideas about how an audience interacts with a work of art, the way they interact with an artwork in an exhibition, and the way that this can influence people's opinions on either the artworks or the artists.

In the curation of my exhibition I have learnt that there are many theories that help to make an effective and interesting exhibition. From my research, I have found that an exhibition can have the aim to 'increase the availability of knowledge' (Dean, 2002, p.3), and as a result most are based around a central theme or idea. This theme or idea is often what is used in order to allow continuity to the curator of the exhibit, as they have a basic idea to follow and which to order their exhibition about. In addition, I have learnt that an exhibition relies upon careful planning and preparation in order to create a well thought out and planned display, which clearly allows people to understand what information you are trying to convey. In having a well thought out exhibition, the display will be much easier to manage and members of the public who view them will be able to understand displays much easier.

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Figure 2: PxHere (N.d) Photo of a typewriter. Available at: <https://pxhere.com/en/photo/784788> (Accessed on 30th April, 2020)

Figure 3: National Gallery of Art (2020) *Apollo Pursuing Daphne*. Available at: <https://www.nga.gov/collection/art-object-page.41693.html> (Accessed on 30th April, 2020)

