

## Ausstellungsszenografie / Exhibition Scenography (gLV)

All +1. A Speculative Extension Proposal to the Total Space Exhibition at Toni Areal Museum für Gestaltung Zurich.

### Angebot für

Bisheriges Studienmodell > Hochschulweites Lehrangebot > Geöffnete Lehrveranstaltungen  
Bisheriges Studienmodell > Art Education > Master Art Education > Curatorial Studies > 1. Semester  
Bisheriges Studienmodell > Art Education > Master Art Education > Curatorial Studies > 3. Semester

Nummer und Typ	mae-vcs-204.20H.001 / Moduldurchführung
Modul	Ausstellungsszenografie
Veranstalter	Departement Kulturanalysen und Vermittlung
Leitung	Antonio Scarponi
Zeit	Fr 13. November 2020 bis Fr 4. Dezember 2020 / 8:30 - 16:30 Uhr
Ort	ZT 4.T39 Atelier Art Education
Anzahl Teilnehmende	maximal 15
ECTS	2 Credits
Voraussetzungen	Studierende MA Art Education Curatorial Studies: keine  Für Studierende anderer Studiengänge bzw. Vertiefungen der ZHdK, im Rahmen der geöffneten Lehrveranstaltungen: Einschreibung über ClickEnroll <a href="https://intern.zhdk.ch/?ClickEnroll">https://intern.zhdk.ch/?ClickEnroll</a>
Lehrform	Frontal lectures, seminars, workshops, spatial interventions (mockups), field research
Zielgruppen	Studierende MA Art Education Curatorial Studies Wahlpflichtmodul
Lernziele / Kompetenzen	Competencies: Students will acquire the essential exhibition design knowledge to understand, analyze, represent existing ideas as well as learn how to represent, explain and transfer knowledge to give form to new ideas using essential design tools such as drawings, sketches, collages, models. Parallel to this; they will receive an overview of the discourse of the state of the arts of exhibition design. Students will operate in small, coordinated workgroups.  Methods: Students will be guided through two primary design methodologies consisting in activating tools and critical categories to read existing exhibition design work to reach a "learning from" attitude and, on the other hand, they will use imaginative and speculative approaches to investigate new ideas and develop new concepts and new scenarios.  Approaches: Students will be mentored using two different approaches: hands-on critical analysis and ideas development as well as critical, conceptual, theoretical knowledge.  Teaching forms: The module will be carried with mutable teaching formats combining theory and practice including, seminars, lectures and workshops, online and off-line. The course will be launched with one excursion to the Total Space exhibition guided by the exhibition curator Damian Fopp.

## Inhalte

The Ausstellungsszenografie seminar and workshop for the fall semester 2020 will focus on the design of an "extension" of the Total Space exhibition at the Museum für Gestaltung Zurich in Toni Areal.

Exhibition design can be seen as the critical practice of display (of documents, artworks or artefacts of different nature) about different subjects (audience) to carve a narrative out of the oblivion. By definition, this practice can ever be far complete or exhaustive.

Exhibition Scenographers are facing several constraints such as space, time, economic resources, documents availability, as well as political stances. These given facts make exhibition design "ontological" art forms.

In this module, students will be challenged to confront themselves with the scenography design of the Total Space exhibition at Museum für Gestaltung in Toni Areal Zurich. They will be asked imagining contributing with a "missing" section to "complete" the given narrative as "guest scenographers". This exercise will allow the students to de-construct the curator's choices with the focus on the implication of the exhibition scenography.

Based on this analysis, students are invited to position themselves and add an "imaginary section" of the exhibition to add a new layer of understanding of the current exhibition. In order to operate in the Total Space exhibition as a case study, critical as well as technical scenographic design tools and methodologies will be presented within the frame of contemporary exhibition design discourse.

## Bibliographie / Literatur

- Bayer, Herbert. (1939 – 1940). Fundamentals of Exhibition Design. The New York Public Library, Rare Book Division. S. 17-25. Verfügbar unter der URL: <http://digitalcollections.nypl.org/items/90f2757f-0c82-18e9-e040-e00a18064bc0>

- Atelier Brückner, Barthelmes, Christian, & Oudsten, Frank den. (2011). Scenography: Making spaces talk, projects 2002-2010: Narrative Räume, Projekte 2002-2010: Szenografie. Ludwigsburg: Avedition. S. 59-75; S. 111-113; S. 169-227.

- Warnecke, Jan-Christian. (2014). Ausstellungsplanung: Zur Zusammenarbeit zwischen Museum und Gestalter: Collaboration between museum and designer: Exhibition planning. Stuttgart: Avedition. S. 43-59; S. 63-77.

- O'Doherty, Brian, & McEvilley, Thomas. (1999). Inside the white cube: The ideology of the gallery space (Expanded ed, 1st University of California Press ed., Ahmanson-Murphy fine arts imprint). Berkeley: University of California Press. S. 13-34

- Voorhies, James Timothy. (2017). Beyond objecthood: The exhibition as a critical form since 1968. Cambridge Massachusetts: The MIT Press. S. 21-70

- Ryan, Zoë, Antonelli, Paola, & Art Institute of Chicago. (2017). As seen: Exhibitions that made architecture and design history (First ed.). Chicago Illinois: The Art Institute of Chicago. S. 15-32.

- da Silva, Josè. (2019). How museums are stepping up exhibition design. In: The Art Newspaper, 01.03.2019.

## Leistungsnachweis / Testatanforderung

Mindestens 80% Präsenz und aktive Teilnahme, Bearbeitung von Literatur und Übungen. Bewertung mit "bestanden/ nicht bestanden".

## Termine

Herbstsemester 2020

Fr. 13.11

8.30-9.30 Module Introduction: How to decode an exhibition scenography.

9.30-10.30 Guided Tour by Damien Fopp at the Total Space exhibition.

10.30-11.00 Q&A with Damien Fopp

11.00-12.00 Visit to the Museum für Gestaltung Werkstatt in Toni Areal.

13.00-16.30 Workshop: Total Space exhibition out of the box.1:50 Sketch Module Construction.

Fr. 20.11

9.00-9.15 Debrief of the previous week and plan of the day.

9.15-10.15 Lecture: Exhibition Scenography today. An Overview.

10.15-10.30 Break.

10.30-12.00 Workshop: All+1

12.00-13.00 Lunch Break

13.00-16.30 Workshop: Next Stop Concept. Concept definition of a possible extension of the SBB exhibition.

16.30-17.00 Literature review seminar.

Fr. 27.11

9.00-9.15 Debrief of the previous week and plan of the day.

9.30-10.30 Lecture: The Eyes of a Scenographer.

10.30-10.45 Break.

10.45-12.00 Workshop. Next Stop. Concept Development. Concept definition and representation strategy.

12.00-13.00 Lunch Break

13.00-16.30 Workshop. Next Stop. Concept Development.

16.30-17.00 Literature review seminar.

Fr. 4.12

4. Pop-Up All + 1 Exhibition. Final Presentation and debrief.

9.00-12.00 Pop-up exhibition set up: the scenography of an exhibition scenography exercise.

13.00-14.00 Projects set up and fine-tuning.

14.00-16.30 Projects presentation and seminar/discussion with Damien Fopp.

16.30-17.00 Final feedback and evaluation.

Dauer

4 x 7

Bewertungsform

bestanden / nicht bestanden