Developing successful exhibitions

Best practices to develop interactive exhibitions with hands on exhibits, multimedia, video installations and other new technologies and approaches

Adriatico Guesthouse, ICTP (Trieste) 7-11 November 2016

- The course aims at empowering practitioners, scientists and managers of cultural institutions and public organisations who want to plan and develop permanent and temporary exhibitions for science centres, museums and visitor centres, etc.

- The course will last 5 days and include theoretical presentations and practical workshops, following international best practice.

- Gordon Rankmore, Paola Rodari, Laura Miotto and Philip Hughes are professionals with an international experience in the field and in training; they will be present during the whole course to present, facilitate workshops and assist participants.

- Peer-to-peer learning will also be facilitated since it is expected attendees will come from different parts of the world and have interesting and varied profiles.

Speakers

Philip Hughes, Designer and Project Director, Ralph Appelbaum Associates, London (United Kingdom)
Laura Miotto, Design Director Gsmprjct, Singapore
Gordon Rankmore, Museum and Heritage Consultant, London (United Kingdom)
Paola Rodari, Project Manager, SISSA Medialab, Trieste (Italy)

Day 1 – Monday 7 November 2016

Introduction to the course

09.00-09.45	**Course introduction**	Introduction by Gordon Rankmore and Paola Rodari
09.45-11.30	**Getting to know each other**	Participants' presentations
	Coffee break during session	
11.30-12.15	**What is a "good" and what is a "bad" exhibition?** Workshop 1: Participants working in groups reflect on the features that can produce the success or failure of various exhibits.	Workshop led by Philip Hughes, Laura Miotto, Gordon Rankmore and Paola Rodari

Part 1: To whom?

12.15-13.00	**Understanding visitors** Learning in informal contexts and other results from visitor studies that have to be taken into account when developing an exhibition.	Presentation by Paola Rodari
13.00-14.00	Lunch	
14.00-18.00	**Understanding organizations, stake holders and audiences** Workshop 2: Participants work in groups on given scenarios to reflect on organizations' missions, strategies, objectives and assets and to decide potential audiences (public and stake-holders) for organizations and projects.	Presentation and workshop led by Gordon Rankmore and Paola Rodari
	Coffee break is available during the workshop	

Day 2 – Tuesday 8 November 2016

Part 2: What?

09.00-09.45	**Telling stories, disseminating knowledge.** **A personal perspective on exhibition development**	Presentation by Laura Miotto
09.45-10.30	**Narrative techniques in spatial experience-making**	Presentation by Philip Hughes
10.30-11.00	**Speakers summary**	
11.00-11.30	Coffee break	
11.30-13.00	**Exhibitions as story telling. How to develop a narrative** Workshop 3: Participants experience how a simple object can be used to tell a wide variety of stories related to many different topics. Participants then draw a bubble diagram to register all topics that can be tackled speaking about an object. The exercise will lead to the identification of an exhibition case study to be used in following workshops.	Introduction and workshop led by Gordon Rankmore and Paola Rodari
13.00-14.00	Lunch	
14.30-15.00	**Group presentations**	
15.00-17.00	**Circulation and spaces: how the exhibition leads and entices the visitor** Workshop 4: Participants develop a narrative related to the case study.	Presentation and workshop led by Gordon Rankmore
	Coffee break available during the workshop	
17.00-18.00	**Group presentations and wrap up of the day**	
19.30	Social Dinner	

Day 3 – Wednesday 9 November 2016

Part 2: How?

09.00- 10.30	**Experience-making with digital and physical interactive techniques**	Presentation by Philip Hughes
10.30-11.00	Coffee break	
11.00-12.00	**Exhibition development: phases and roles**	Presentation by Gordon Rankmore
12.00-12.45	**Discussion**	
12.45-13.45	Lunch	
13.45-14.30	**The GLOs: the generic learning outcomes**	Presentation by Paola Rodari
14.30-17.00	**Exhibition development role play. Objects, interactives, media, multimedia and new technologies** Workshop 5: Using scenarios, participants are attributed different roles in project teams. Participants review their exhibition projects taking into consideration media, visitor behaviour and needs and team resources.	Presentation and workshop led by Philip Hughes, Laura Miotto, Gordon Rankmore and Paola Rodari
	Coffee break available during workshop	
17.00-18.00	**Group presentations**	

Day 4 – Thursday 10 November 2016

Part 4: Commissioning and developing the exhibition

09.00-10.30	**Speakers open discussion forum**	Workshop led by Gordon Rankmore, Philip Hughes, Laura Miotto and Paola Rodari
10.30-11.00	Coffee break	
11.00-12.00	**1-1 Session**	
12.00-13.00	**Exhibition development. Key development phases** Project initiation to completion: what needs to be developed and agreed; skills and responsibilities for each development phase.	Presentation by Gordon Rankmore, Philip Hughes and Laura Miotto
13.00-14.00	Lunch	
14.00-15.15	**Development of Design Brief** What an exhibition design brief should convey.	Presentation by Gordon Rankmore
15.15-17.30	**Developing a Design Brief (1)** Workshop 6: Participants prepare a brief on the case study they worked on in the last days.	Workshop led by Gordon Rankmore
	Coffee break available during the workshop	
17.30-18.00	**Wrap up of the day**	

Day 5 – Friday 11 November 2016

<table>
<tr><td colspan="3">Part 5: Evaluation and audience research</td></tr>
<tr><td>09.00-10.00</td><td>Can visitors contribute to exhibitions?

Exploring benefits and opportunities to engage visitors as content producers during the visit to exhibition.</td><td>Presentation by Paola Rodari</td></tr>
<tr><td>10.00-11.30</td><td>Developing a Design Brief (2)

Workshop 7: Participants working in groups revise/amend previous Exhibition Design Briefs from Workshop 6.</td><td>Workshop led by Gordon Rankmore</td></tr>
<tr><td></td><td colspan="2">Coffee break available during workshop</td></tr>
<tr><td>11.30-13.00</td><td>Group presentations and discussion.</td><td></td></tr>
<tr><td>13.00-14.00</td><td colspan="2">Lunch</td></tr>
<tr><td>14.00-16.00</td><td>Evaluation and audience research: steps and methods

How listening visitors' voices can help us to develop successful exhibitions.</td><td>Presentation and discussion by Paola Rodari</td></tr>
<tr><td></td><td colspan="2">Coffee break available during workshop</td></tr>
<tr><td>16.00-16.30</td><td>Presentation of certificates.</td><td></td></tr>
<tr><td></td><td colspan="2">Free time in town</td></tr>
</table>

Philip Hughes started his career as making furniture and went on to study furniture design at the Royal College of Art in London. He joined RAA after 20 years of professional experience as a three-dimensional designer with an abundance of experience in exhibition and furniture design. Philip has worked independently and for several design practices, for corporate clients as well as museums and galleries. He has taught architecture and interior design courses at the University of Portsmouth and the University of the Creative Arts 2005–8 on both postgraduate and undergraduate programmes. He is currently External Examiner for the University of the Creative Arts for the Interior Design MA programme and is a student mentor at Central St Martins for the MA Narrative Design programme.
He has designed museum exhibitions for the British Library and technology exhibitions for the global telecommunications provider, Lucent Technologies. At RAA, Philip was Project Director for the implementation phase of the Bahrain National Monument, the Qatar Foundation Media Center at Northwestern University in Doha and completed a concept study commissioned by the Ministry of Education in Saudi Arabia for future interactive Science Centres. Philip directed the design of the Olusegun Obasanjo Presidential Library exhibition in Nigeria and the Abdullah Gul Presidential Library and Museum in Turkey. His most recent project is the IKEA Museum project in Älmhult, Sweden. He is currently working on a project for the Africa Centre in London and a geology museum.
Philip has written a leading book about exhibition design for the publisher Laurence King. The book was published in March 2010 to a worldwide audience in five languages. A revised and updated second edition was published in 2015.

Laura Miotto *b arch. Hons*, is Design Director at the Gsmprjct Singapore. With 15 years of experience in the field of design both as a creative director and an architectural designer, Laura has worked on the creation of a multitude of permanent and temporary exhibitions. Graduated from the Milan School of Architecture, she was involved on various commercial and cultural projects in Italy prior to moving to Singapore. She has been living and working in Singapore since 2000, where she has designed over 40 exhibitions. Her focus has mainly been on heritage interpretation and design strategies that involve the sensorial experience in the context of museums, thematic galleries and public spaces. Inspired by local cultures and multidisciplinary collaborations she created innovative concepts and designed spaces that engage with visitors. Among her projects, the Living Galleries at the National Museum of Singapore were awarded the Design Exchange Award in Canada in 2007 and Quest for Immortality: The World of Ancient Egypt was awarded Design of the Year 2010 in Singapore (President Design Award). Laura is currently the Design Director of Gsmprjct in Singapore, an international firm specialized in experience and exhibition design originated in Montréal, Canada.

Gordon Rankmore has more than 35 years of experience in interpretation, design and project management in heritage, museum and tourism environments. He has led interpretation, design and project management teams and developed feasibility studies and interpretative, management and business plans across these sectors, nationally and internationally. He is also a lecturer and trainer in interpretation, exhibition design and interpretative writing. He worked for nearly 20 years at the Natural History Museum of London. He was Head of Interpretation and Design, being responsible for the policy and implementation of interpretative exhibitions. He directed the Museum's public offer programmes, including Darwin Centre Phase 2 (opened 2009), the annual special touring exhibitions programme, the redevelopment of permanent exhibition galleries, brand development and corporate design. During this time, he established the Museum's professional consultancy team, acting as its Creative Director for projects in Saudi Arabia, Singapore, Dubai, Japan, Kenya, Qatar and others.

Paola Rodari is project manager and content developer for the development of new science centres and museums for SISSA Medialab. She has been the project leader for the realisation of Italian science centres where she also worked as leader of educational services and scientific leader for the development of new projects. She has been funder and spokesman of THE group, the Thematic Human Interface and Explainers group of Ecsite (the European network of science museums and science centres), dedicated to the professional development of museums educators. She teaches Museums Studies at the SISSA Masters in Science Communication and has been organizer, speaker and tutor of many international courses. She is involved in many European action/research projects aiming to develop new programmes and tools for the communication of sciences. She is author of many papers and books on the science communication of science, and works have been translated in English, Spanish and Portuguese.