

# DESIGNING AN EXHIBITION

Shaken, Stirred, Styled: The Art of the Cocktail

**SKYE MALISH-OLSON**

Exhibition Designer

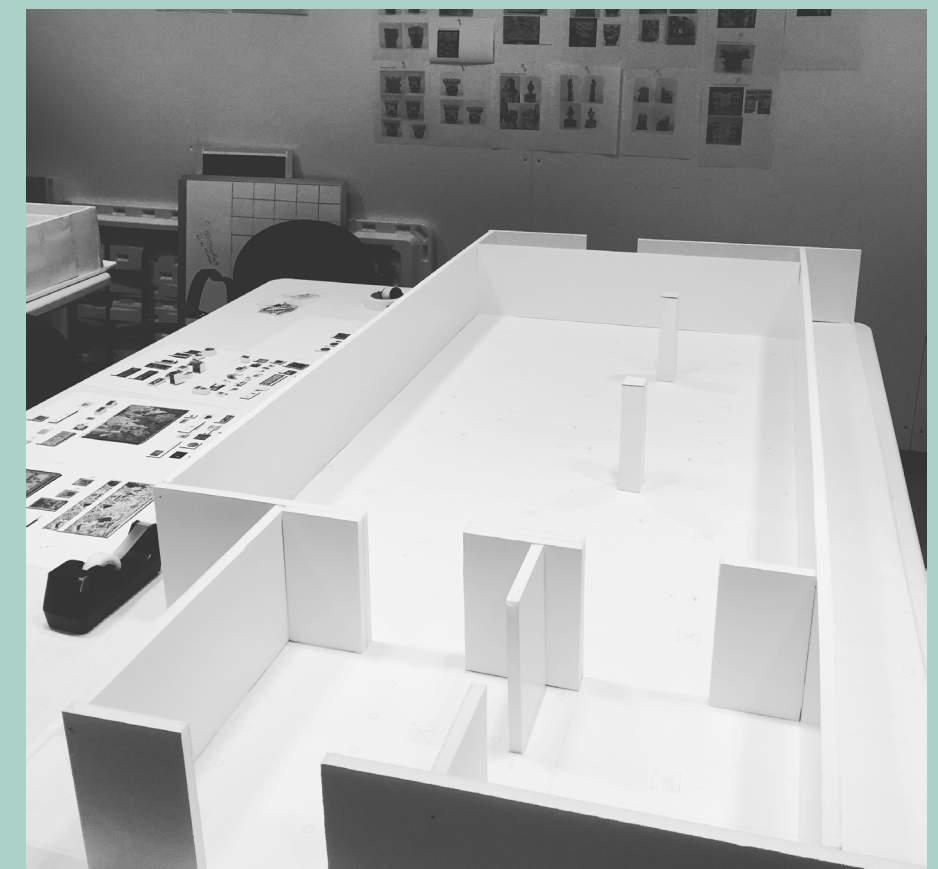
# What is Exhibition Design?

*The process of designing an integrated experience that tells a story and communicates ideas.*

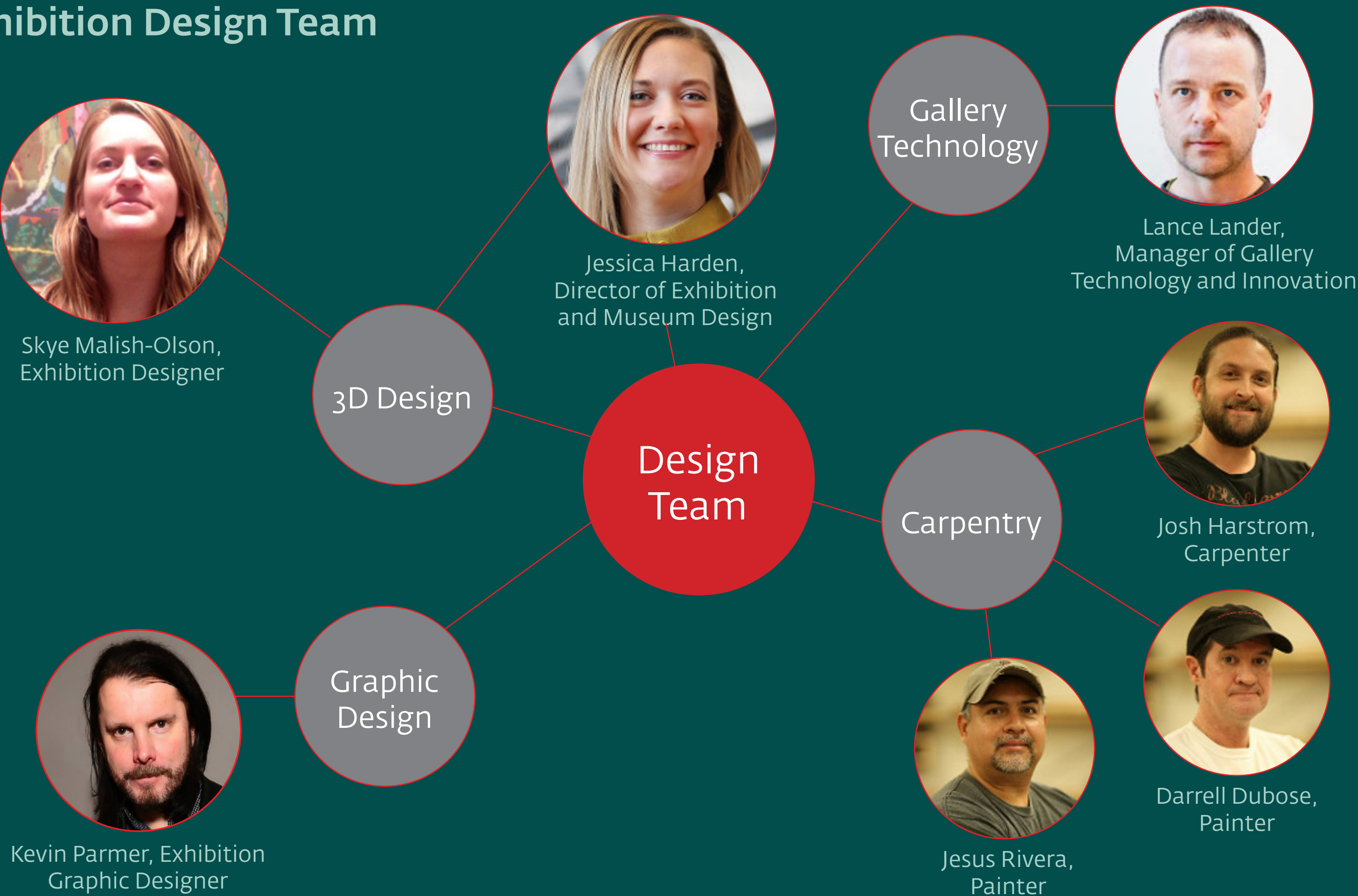
*It is a mix of architecture, interior design, visual interpretation, lighting, storytelling, choreography, and magic.*

*"Designers provide structure for the messages and meanings inherent in the exhibition. Their concerns for aesthetics, space accessibility, and costs are closely allied to communication. They, like the educator, take on the role audience advocacy. Their visual and spatial literacy, coupled with verbal fluency and an ability to synthesize information, determines how visitors will experience an exhibition."*

*–Tom Klobe, Exhibitions Concept, Planning and Design.*

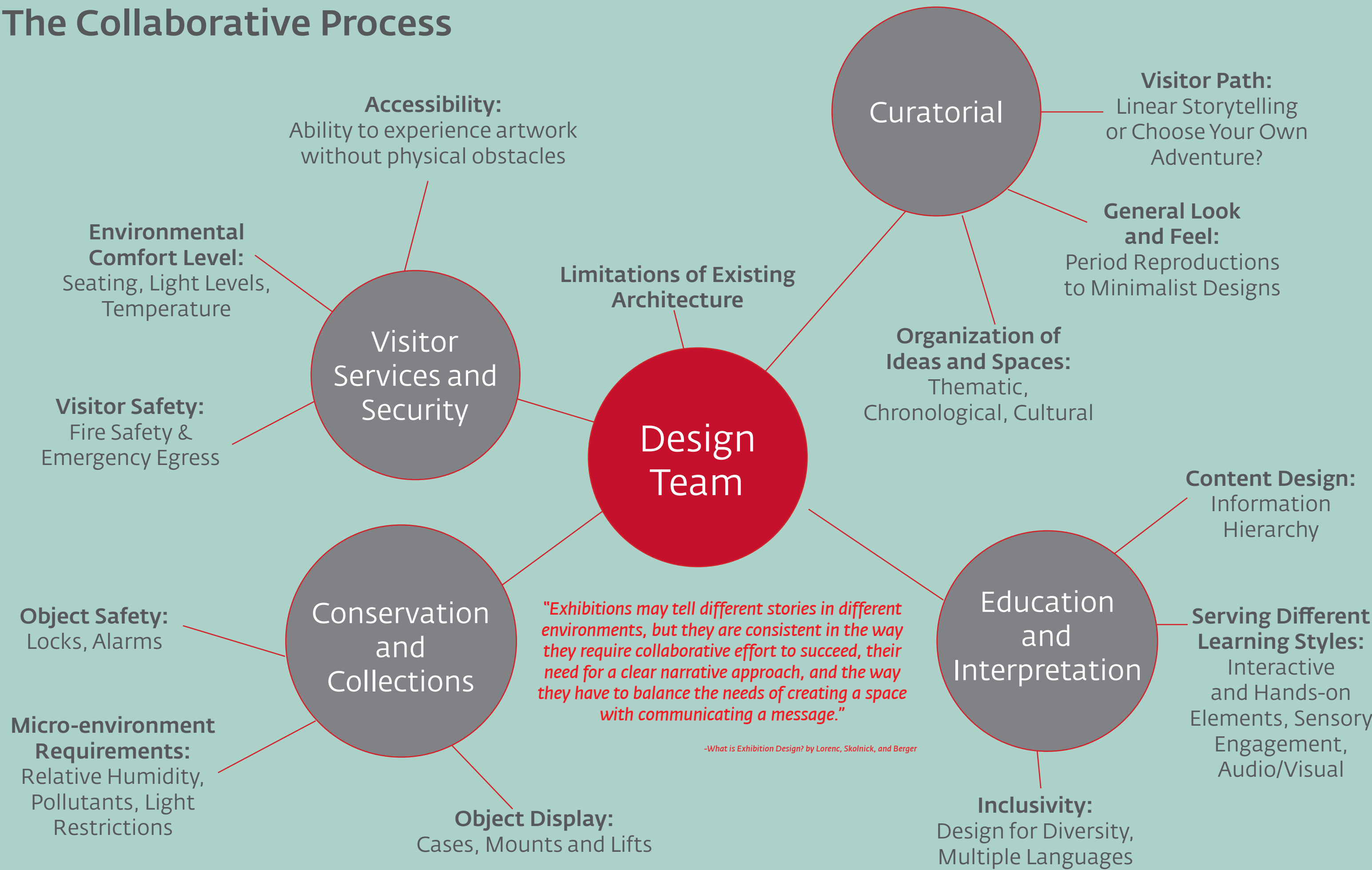


# Exhibition Design Team



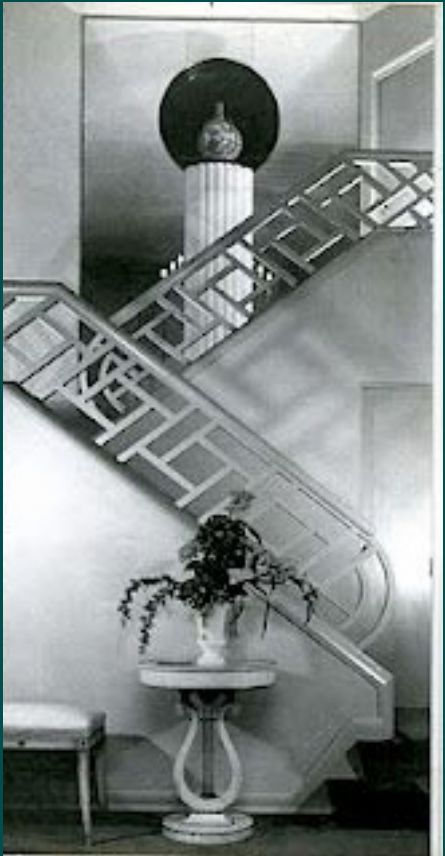
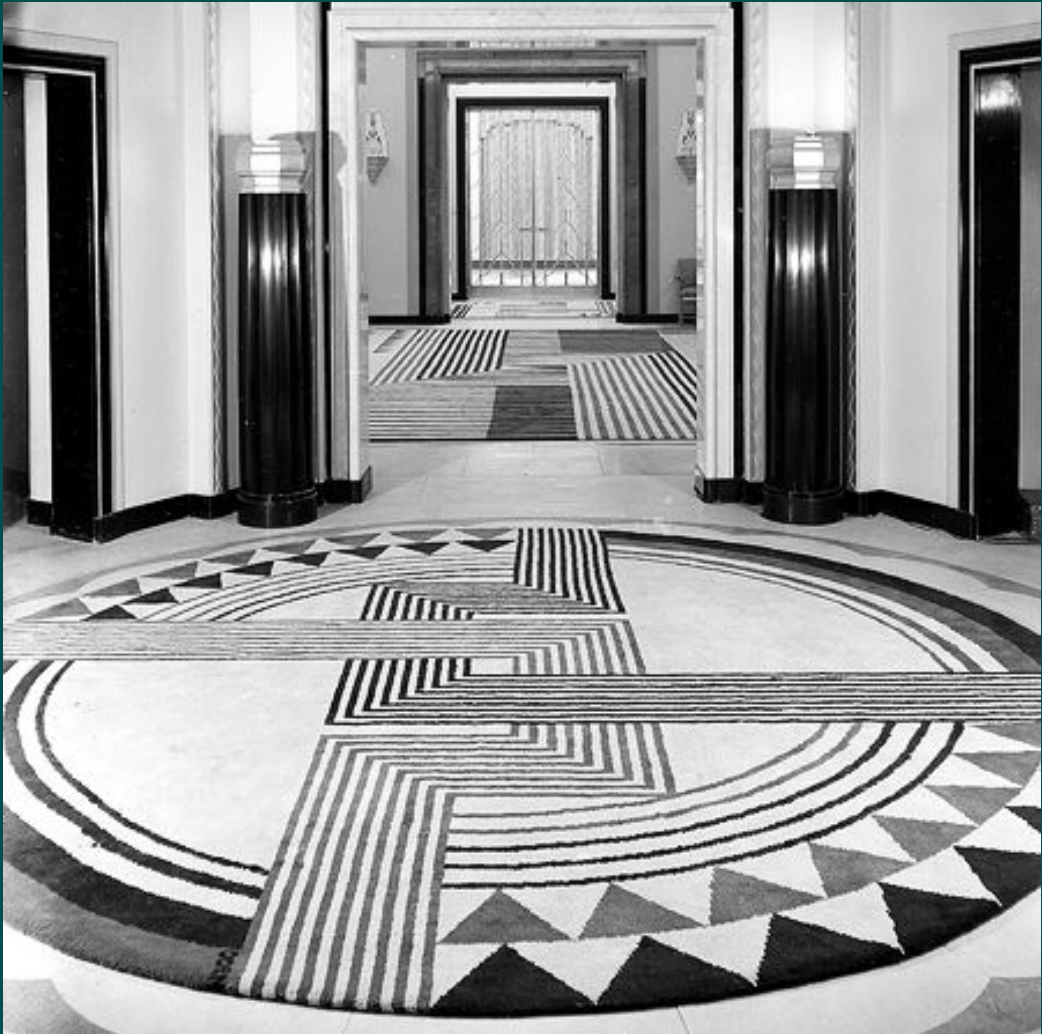


# The Collaborative Process





Look & Feel

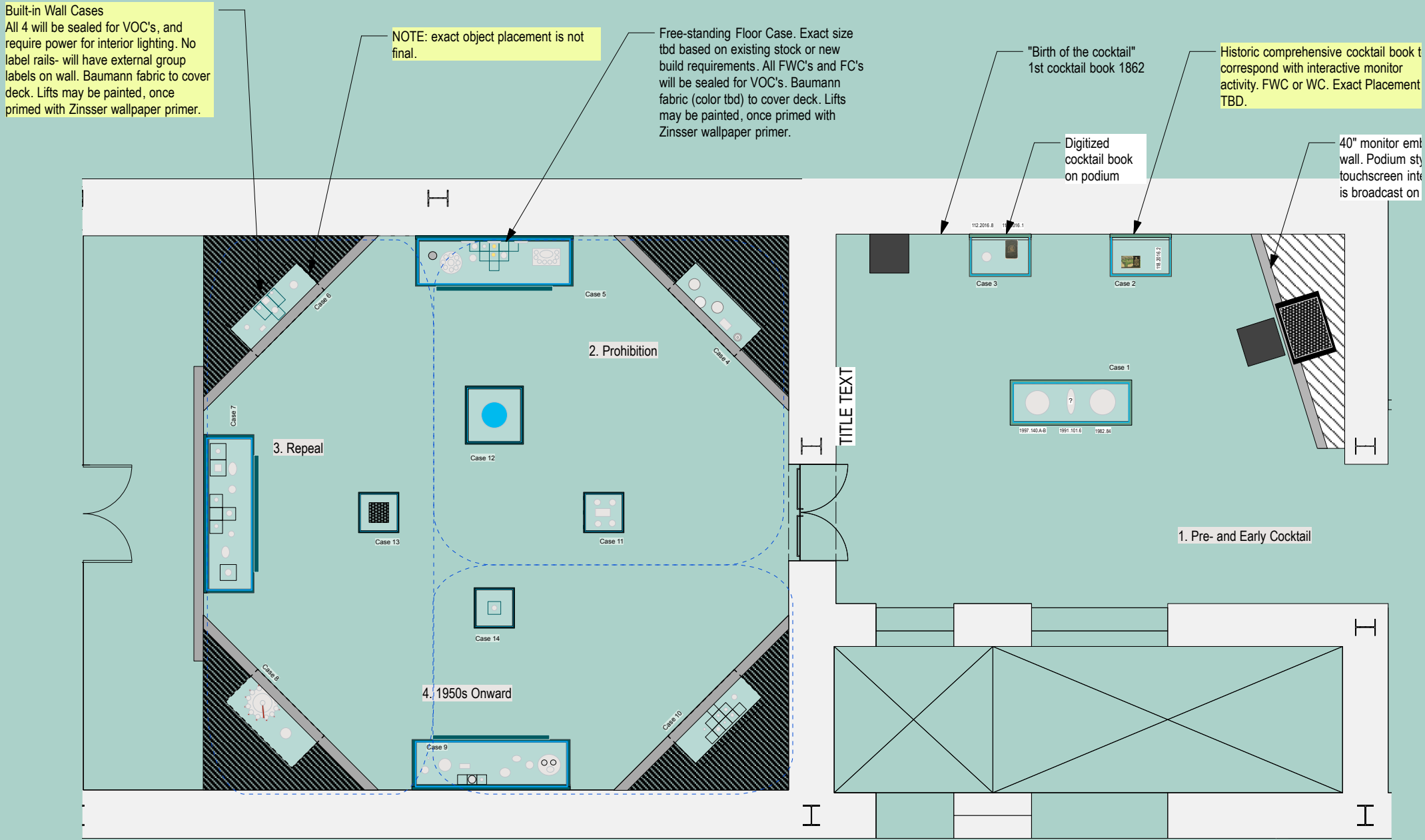




# Design Process

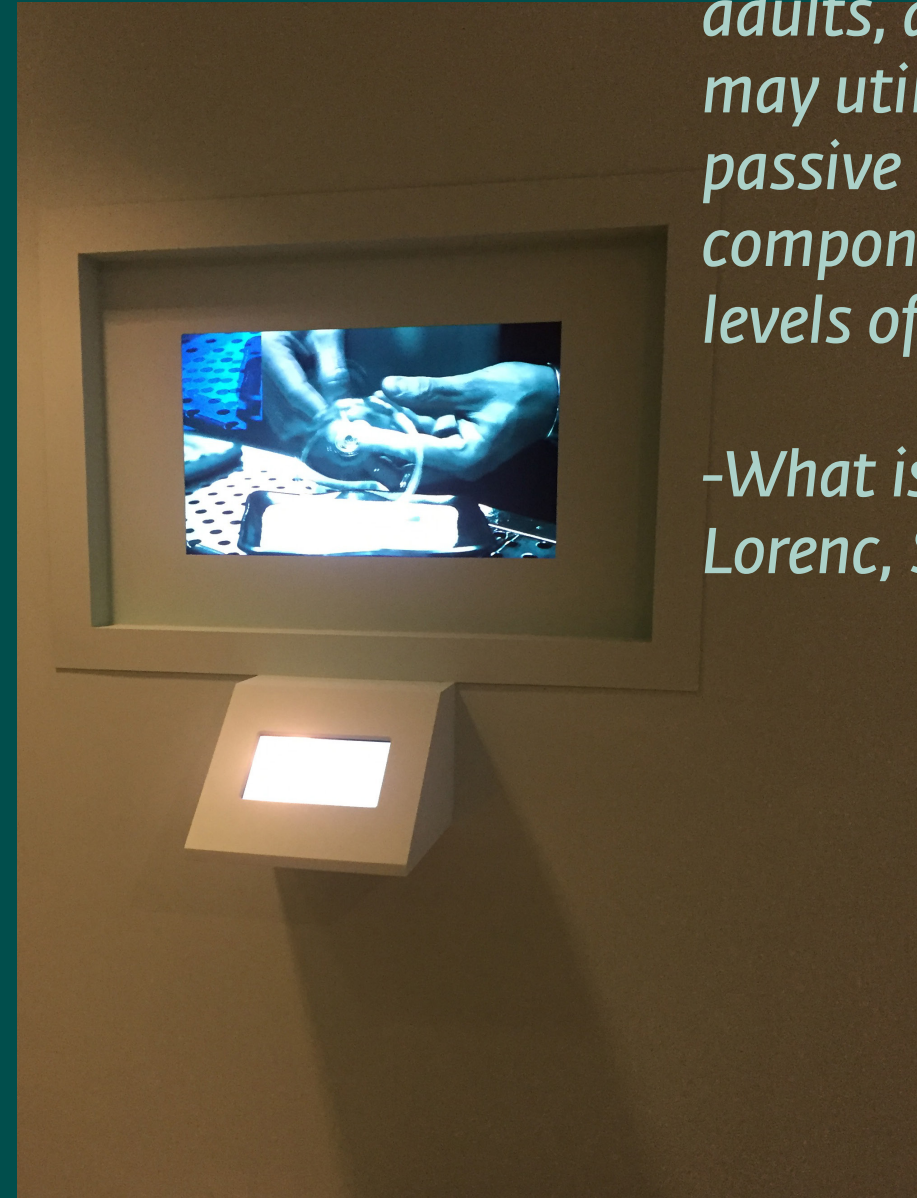
## Organization of Space and Objects

Methods: Models, maquettes, 3d software  
Material Sourcing  
Construction Documents for fabrication



# Interactivity

Encouraging visitors to look closer



*"The content of museum exhibitions can be timeless and can be in place for decades, so the narrative and the design need to remain valid. This narrative must be accessible to all the various audience types who will visit the museum: children, teens, adults, and the elderly. The design may utilize a combination of static/passive and dynamic/interactive components to provide varying levels of entry points into the story."*

*-What is Exhibition Design? by Lorenc, Skolnick, and Berger*

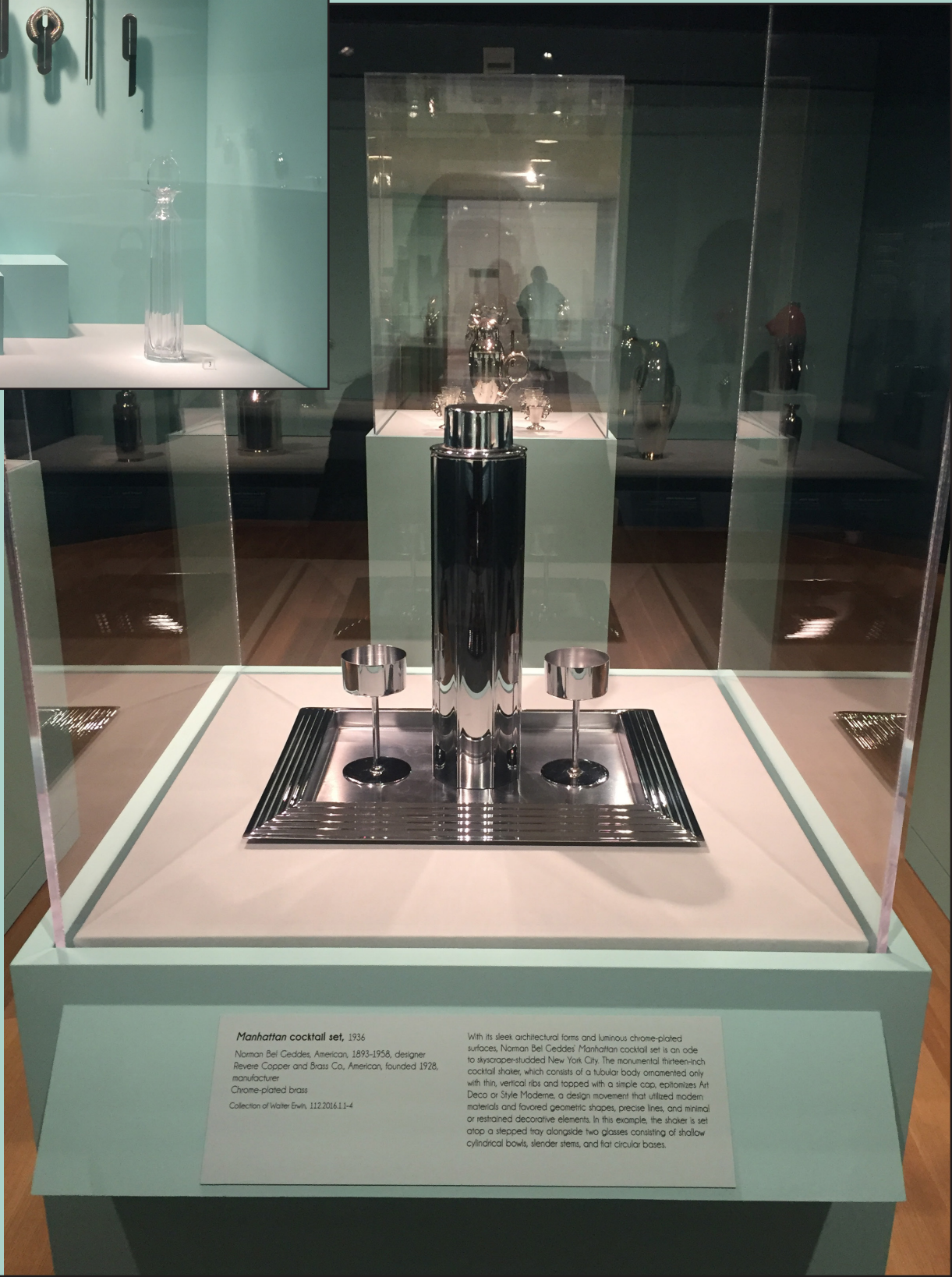
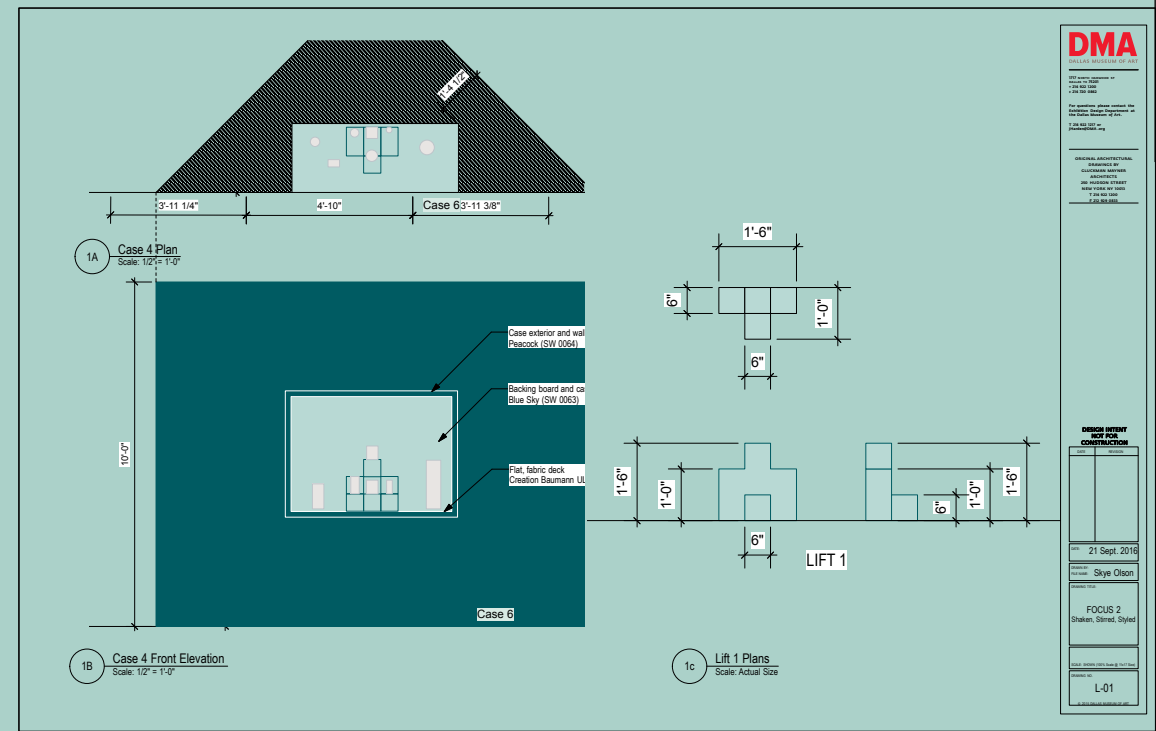


# Design Details

Sightlines

Light and Color

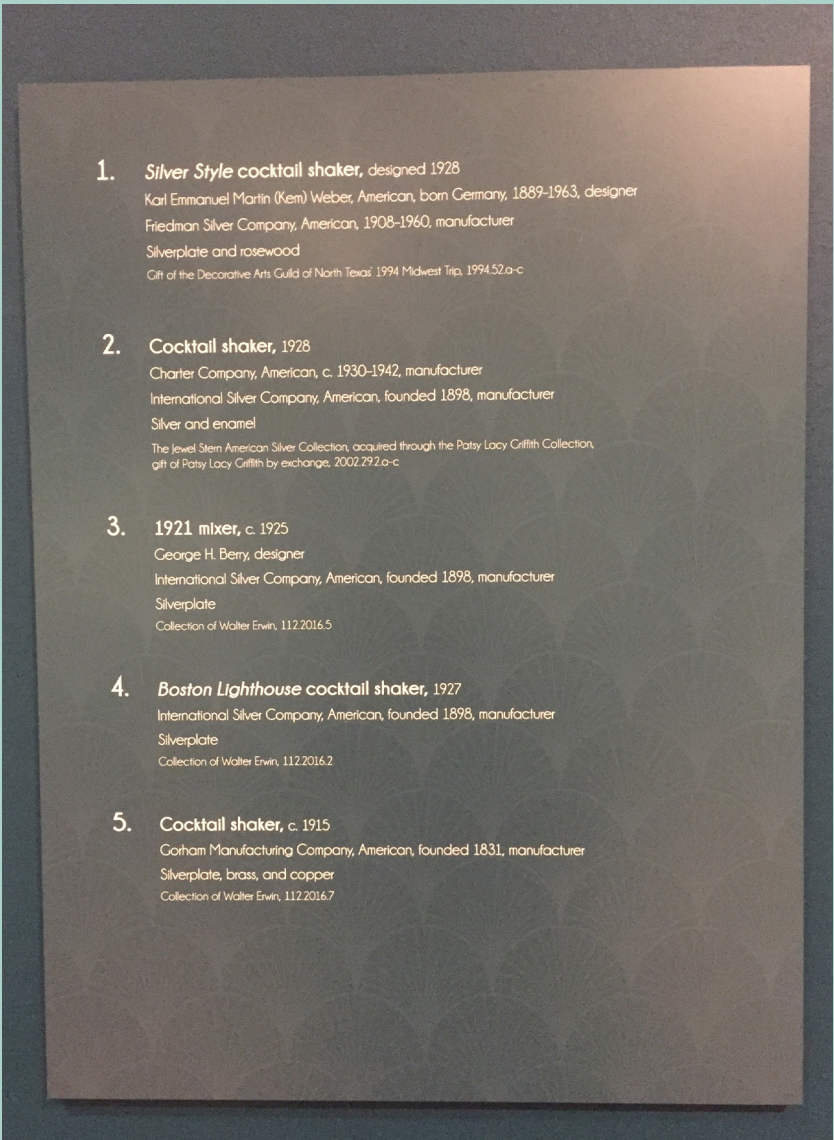
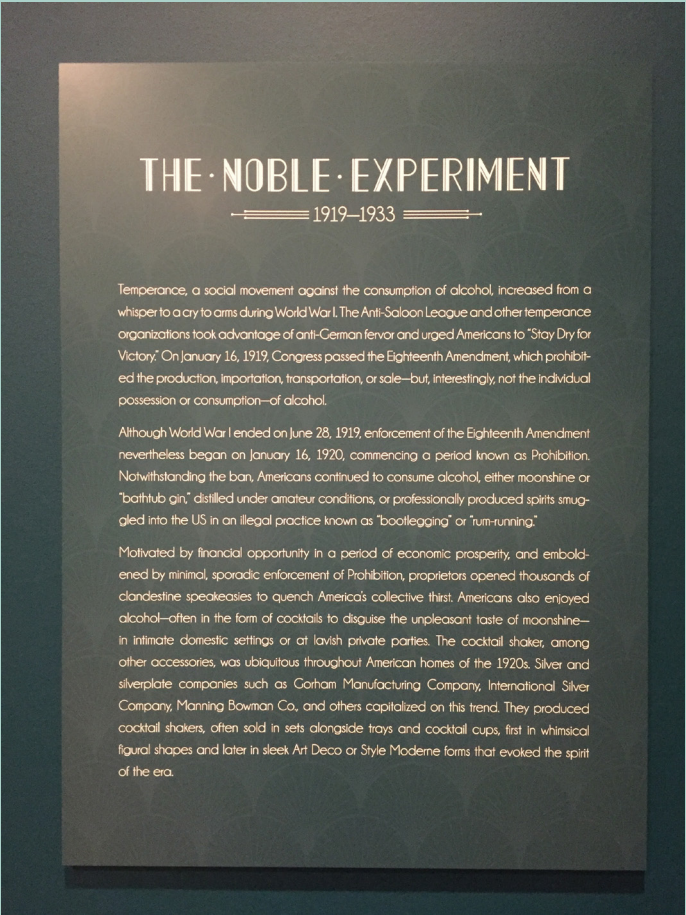
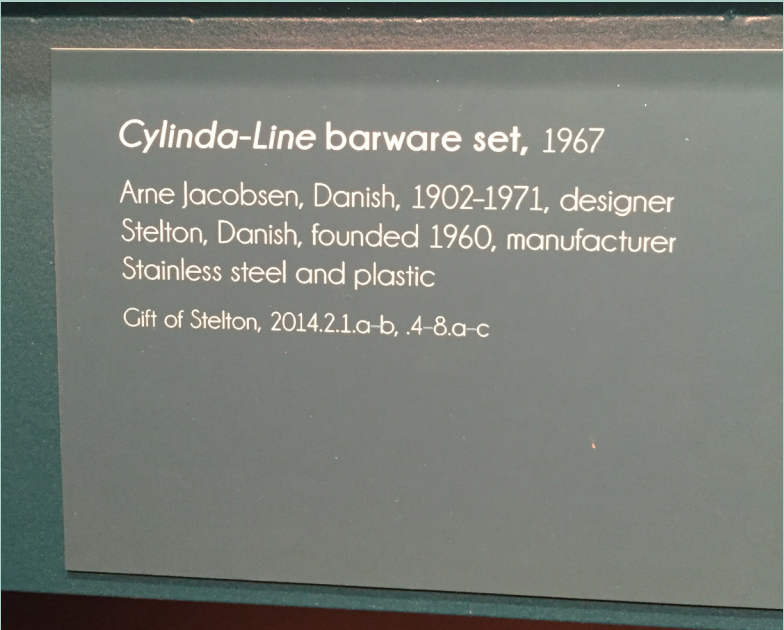
Providing Historical Context





# Design Details

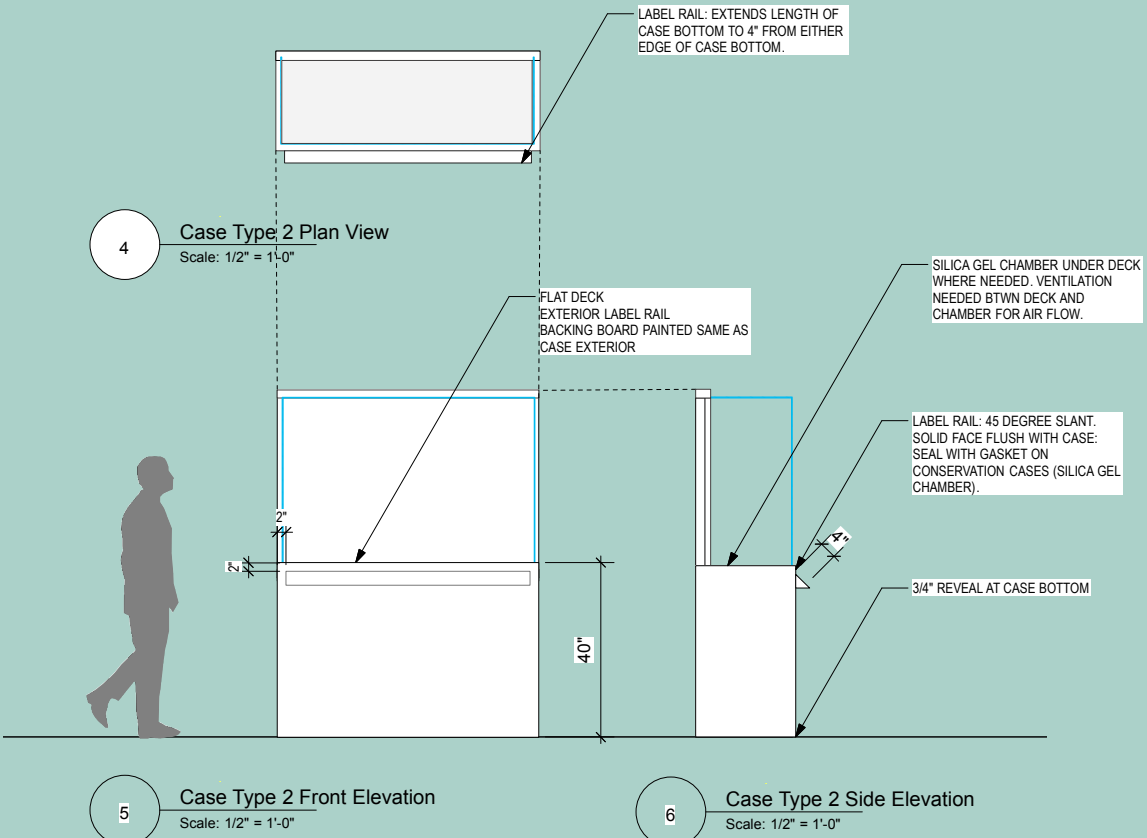
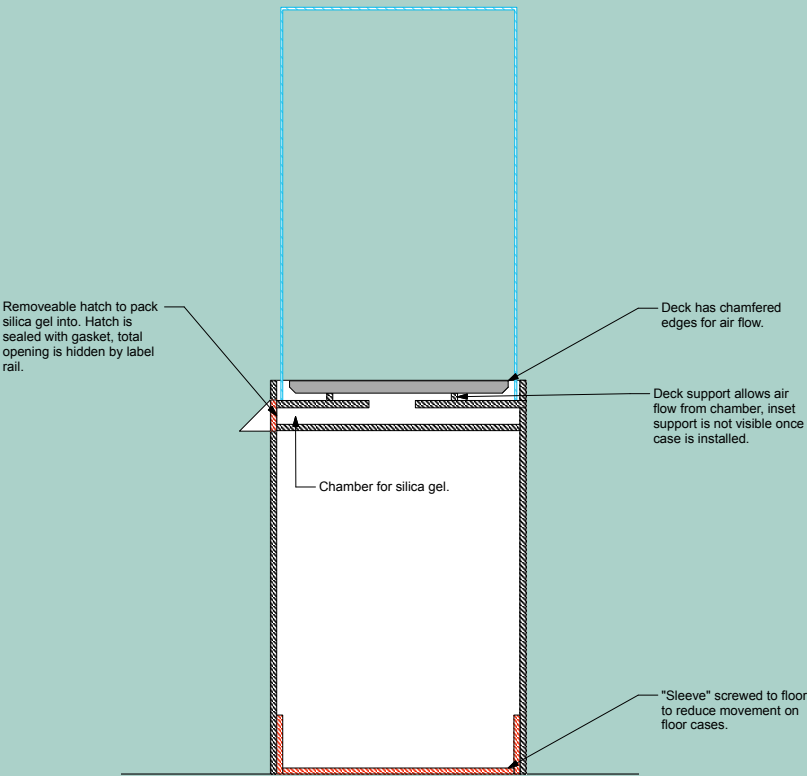
## Environmental Graphics





# Design Details

## Planning for Objects: Casework and Micro-Environment Requirements



**DMA**  
DALLAS MUSEUM OF ART

1077 NORTH KENNEDY ST  
DALLAS, TX 75201  
T 214 922 1000  
F 214 922 1002

For questions please contact the  
Exhibition Design Department at  
the Dallas Museum of Art.  
T 214 922 1027 or  
jacob@dma.org

ORIGINAL ARCHITECTURAL  
DRAWINGS BY  
GLUCKSMAN MAYHEW  
ARCHITECTS  
200 HUDSON STREET  
NEW YORK, NY 10013  
T 212 625 1200  
F 212 625 0833

**DESIGN INTENT  
NOT FOR  
CONSTRUCTION**

DATE	REVISION
08/10/2017	1. Initial Design

DATE: \_\_\_\_\_

DRAWN BY: \_\_\_\_\_

FILE NAME: \_\_\_\_\_

DRAWING TITLE: \_\_\_\_\_

SCALE: SHOWN (1/2" = 1'-0") Scale @ 1/4" = 1'-0"

DRAWING NO: \_\_\_\_\_

**C2002**

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FREE-STANDING  
WALL CASE





*Thank you!*



# Questions?

**SKYE MALISH-OLSON**

Exhibition Designer

[SOlson@dma.org](mailto:SOlson@dma.org)