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MINEV

Good practice

EXIBO - Development of an innovative method of exhibition design that can be used in large events with a limited footprint of the environment

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11.04.2024 | Thessaloniki

Background description

Problem addressed

Development of an innovative method of exhibition design that can be used in large events with a limited footprint of the environment

The starting point and the motto of this research is: “Designing for all”. Using anthropocentric values and tools, seeking for the optimal design solution, with a limited footprint on the environment, is developing an innovative method of exhibition design and a state of the art, three-dimensional holistic exhibition system. Exibo is the development of a design methodology of a modular exhibition system based on archetypes and the "archetype" production process of recording, analyzing, and reconstituting data. Starting and aiming to develop a "Rule" of design that will achieve the "Order", i.e. organizing the anthropogenic environment in equilibrium, developing a holistic method of sustainable exhibition design for the management of indoor and outdoor exhibition environments, based on a geometric rule that can control and reduce the design footprint. Through repetition, expansion and sequence of a uniquely defined geometric element that **can be used in large events**, it is possible to create spaces for the presentation of all types of content, such as ideas, values, memory and products, generally understood as “experience spaces”.

Developing the solution

Following a rational and interdisciplinary approach, redefining what is essential, almost unchangeable in any common exhibition structure, what is changeable as it is influenced by the needs of each cultural or commercial content, proceeding to the logical “deconstruction” of the structure in “layers” are emerging the elements that could remain stable and potentially reusable, like its skeleton, what is restless and changeable, like the “skins” (covering elements) and the “add-ons”, generally known as objects or furniture.

It can be argued, that searching for a design method with specific module and rule for the reproduction of an exhibition structure in space, it will always ensure perfect proportions and visual effect. When the above mentioned are integrated into the system, it will be possible to produce a low environmental footprint and less design – material - wastes, compared to any other existing modular exhibition system that the market offers and relies solely on the identification of an arbitrary basic material unit – module without any other theoretical or scientific background.

Background description

Objective, targets and expectations

The key point was to redefine the Ontology of a modular exhibit system, so that it could be afterwards easier to define what we are searching for. It is not a sterile research that at any cost it is important to find the way to define another “innovative” design method, moreover, a modular exhibit system. It was more an emerging necessity that came out before the formation of this research. Through a multidisciplinary, almost holistic procedure and approach, is rather an effort to highlight, define, control and reject the unnecessary customisation procedures that every designer or producer affront in the design process, especially in cases where the target to be achieved is the display – effectively - of cultural or commercial content. In parallel, is to find how to achieve the reduction of the material wastes and human fatigue produced by the design process effort.

Exibo used as exhibition booth

Information about exibo: https://exibo.gr/

Implementation of the good practice

Timescale

Shortly describe here what the timeline looked/looks like. How much time did you give to different phases?

Each phase took three months. The project timeline had an 18 month duration in total.

What were the key milestones?

1. Vision
2. Positioning
3. Design thinking
4. Design
5. Configration

Were there any issues which delayed the implementation?

Changes in raw material prices (esp. aluminum)

Human and financial resources

We had to enlarge the existing team of architects, engineers and designers by hiring external experts such as a structural engineer, a lighting specialist and a material scientist.

As Exibo was the result of a research programme, it proved financially stable, with no unwanted surprises.

Implementation of the good practice

Cross-sectoral and or cross-institutional cooperation

The necessary cross-sectoral cooperation brought together experts from various fields: engineers, material scientists, multimedia experts, exhibition managers etc. Their collaboration was necessary for the success of the project.

Potantial clientelle such as museum managers, event organisers etc. were also asked to fill in a questionnaire in order to help us understand the needs of the market and also review the business aspect of the modular construction.

Exibo used in museums / cultural events:
The parts/walls have been decomposed.

Evidences of success

Results achieved

The “decalogue” of design topics and general needs under which the method/system was investigated and tested, through model simulation, even on site, are the following regarding how to “use”, what is to "use" - materials and assembling operations - or the “handling” procedures. The scope, all of them that are mentioned below was, how to achieve human or design comfort, effective communication of content, and at the same time low environmental footprint of these design actions that can be used in large events.

Decalogue:

- standard - potentially recyclable - material sheet sizes only,
- smart dimensions for every kind of “cuttings”, as for skeleton, skins, add-ons, based on design canvas and sub modules produced by IN[no]BOX design rule of proportions,
- near zero cutting losses and rough cutting only,
- no edging or polishing operations,
- no 45^{o} cutting angles,
- no drilling or any on-site construction processes,
- no manual painting,
- no glueing with silicones or expensive polymers, only dry fit assembling,
- no carrying waiting time,
- no need for extra storage or workspace.

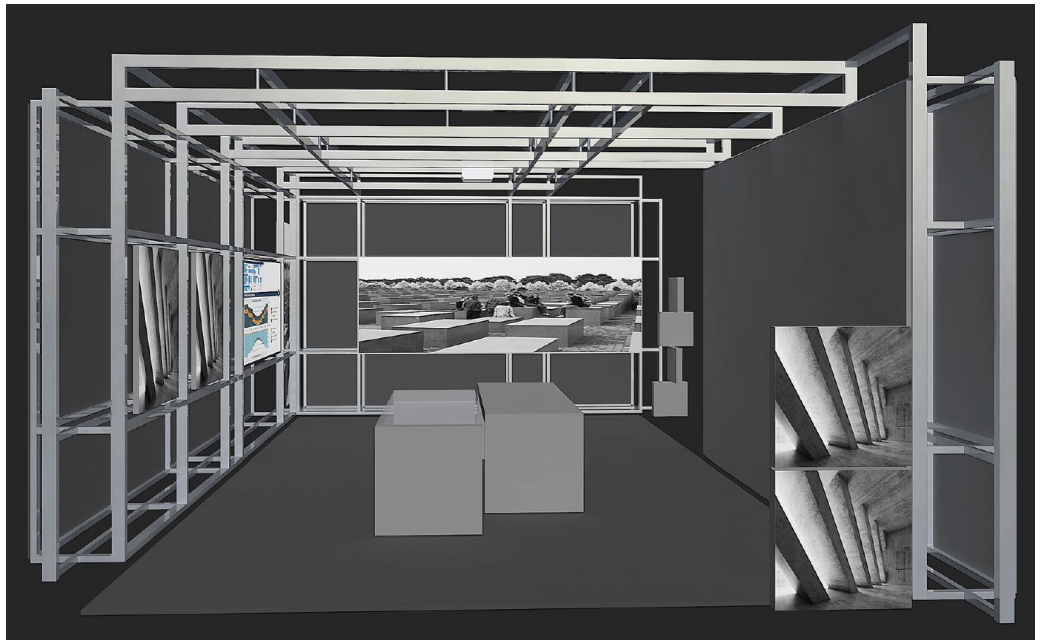
Organisations or entities that have already replicated the practice.

- Polycentric museum of Aigai
- Archaeological museum of Kilkis
- State theatre of northern Greece

Evidences of success

Results achieved

Installation set up in the State Theater of Northern Greece.
It is a pop up installation, not a permanent one, occasionally set up in various spaces
of the organization, which is one of the most popular in Thessaloniki in terms of visitors.
It is estimated that approximately 5000 visitors see Exibo in each show.



Lessons learnt

Challenges

The main challenge was to persuade the perspective customers that Exibo is more expensive to buy in comparison with the old solutions (use of wood, plaster, plastic etc.) but it depreciates the first investment in every upcoming use.

Enabling actions

Key enabling actions included in investing in cross-sectoral cooperation between experts from various fields that combined there knowledge and experience aiming to develop an innovative method of exhibition design that can be used in large events with a limited footprint of the environment.

Time for questions

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Thank you!

The project MINEV is implemented in the framework of the Interreg Europe programme and co-financed by the European Union.

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