

### MVA511 - Space and Display

Course Title	<b>Space and Display</b>				
Course Code	MVA511				
Course Type	Elective				
Level	Master (2nd Cycle)				
Year / Semester	1 (1 <sup>st</sup> or 2 <sup>nd</sup> semester)				
Teacher's Name	Constantinos Kounnis				
ECTS	10	Lectures / week	-	Laboratories / week	-
Course Purpose and Objectives	<p>Aim of the course and core objectives are to:</p> <ol style="list-style-type: none"> <li>1. Acquire abilities and techniques for designing commercial or non-commercial spaces, which communicate and fulfill the desired aims and objectives.</li> <li>2. Capacity to utilize space in order to improve and enhance the interactive experience in relation to the human conditions, psychology and physicality.</li> <li>3. Gain knowledge of contemporary space related issues and the interdisciplinary theoretical frameworks interacting in the understanding and analysis of space.</li> <li>4. Apply new technologies, interactive and innovative techniques including photographs, painting, drawing, video, sound and sculptural materials in space design examples.</li> <li>5. Develop and demonstrate critical awareness in respect to concepts of Space and strategies of Display, in relation to Exhibition history, theory(ies) and making</li> <li>6. To develop and demonstrate understanding of the theoretical parameters that have shaped our contemporary understanding of Space and Display</li> <li>7. Practically engage with these main principles of the exhibition making - Space and Display - and develop an advanced visual body of work that critically reflects on relevant and extended issues</li> <li>8. Demonstrate thought-provoking engagement and ambitious critical reflections in notions of site specificity, relating space and site related projects</li> <li>9. Employ techniques and develop strategies for producing critical associations in and about the space of the exhibition and the display of the art work</li> <li>10. Articulate and manifest an intricately individual visual lexicon that contributes to contemporary disputes and practices</li> </ol>				

<p>Learning Outcomes</p>	<p><b>Understanding Space</b></p> <ul style="list-style-type: none"> <li>• Develop aesthetic concern regarding the historical and contemporary issues regarding installation art and space design.</li> <li>• Acquire knowledge of the interdisciplinary theoretical frameworks interacting in the understanding and analysis of space.</li> <li>• Research the multiple commercial and non-commercial applications of space design such as Kiosks, art and design installations, booths, displays etc.</li> <li>• Study the use and purpose of the various space applications and comprehend the relationship between form/design and function.</li> </ul> <p><b>Designing Experimental Space</b></p> <ul style="list-style-type: none"> <li>• Push the envelop in creating experimental, interdisciplinary and innovative space designs to meet the desired requirement and correspond to the contemporary visual culture</li> <li>• Acquire particular presentation skills and methodologies that facilitate designs for space concept in order to effectively communicate the desired result, taking into account the materials, lighting,</li> <li>• Develop techniques and competences for constructing physical models to preview space in an innovative and experimental manner.</li> <li>• Conceder the site specificity of space related projects and the parameters involved in their understanding</li> <li>• Interact with the industries, specialist and piers that contribute to the proposed subject matter and evaluate, invent and decide on new approaches and directions.</li> <li>• Understand the relationship between form and scale and how they interact.</li> </ul> <p><b>Interdisciplinary Parameters of Space</b></p> <ul style="list-style-type: none"> <li>• Explore interdisciplinary ways such as digital media, web technologies, movement and other kinetic functions, in space design and Installation art and study how they contribute constructively to further satisfy the goals of the project.</li> <li>• Recognize new diverse materials and interdisciplinary techniques related to contemporary space design and Installation art.</li> </ul> <p><b>Human Condition and Space Qualities</b></p> <ul style="list-style-type: none"> <li>• Study and evaluate general behaviors and patterns people fall into when interacting with space and understand the politics and qualities of human and space interaction.</li> </ul> <p>Understand the psychological and emotional qualities that define the experience of space</p>		
<p>Prerequisites</p>	<p>-</p>	<p>Required</p>	<p>-</p>
<p>Course Content</p>	<p>The course deals with the understanding and creation of interdisciplinary experimental space. This includes diverse forms of space such as exhibitions,</p>		

	<p>kiosks, displays, booths and other environments. A brief history of experimental exhibition design and interesting examples of contemporary innovative space design is examined. The course emphasizes on the elements of space that define its interactive and conceptual abilities. It touches on topics from other multidimensional disciplines such as architecture, exhibition design, industrial design and interior design and it explores installation art in all media. The course also deals with the development of display strategies, 3-D design, media design, and graphic and applied design. Relationships between people and objects, in-door and out-door spaces, light and materials, public and private spaces are examined. The course promotes the production of interdisciplinary spaces that incorporate a variety of media including photographs, painting, drawing, video, projections, sound, sculptural materials etc. in order to create meaningful experiences in physical spaces.</p>
<p>Teaching Methodology</p>	<ul style="list-style-type: none"> <li>• Lectures with visual aids</li> <li>• Group discussions and presentations</li> <li>• Work analysis</li> <li>• Group critiques</li> <li>• Exercises/Workshops</li> <li>• Visits from industry Professionals</li> </ul> <p>Research Evaluation/ Information Gathering/ Internet facilities</p>
<p>Bibliography</p>	<p>David Dornie, <i>Exhibition Design</i>, London (Laurence King), 2007</p> <p>Massimiliano Falsitta, <i>Exhibition Design</i>, Rome (Te Neus), 2002</p> <p>Ulrich Schwarz and Aurelia Berton, <i>Designing Exhibitions</i>, Basel (Birkhauser), 2006</p> <p>James Putnam, <i>Art and Artefact: The Museum as Medium</i>, London (Thames &amp; Hudson), 2001</p> <p>Lisa Iwamoto, <i>Digital Fabrications: Architectural and Material Techniques</i>, Princeton Architectural Press, 2009</p> <p>Philip Jodidio, <i>Ten Years Serpentine Gallery Pavilions</i>, Taschen, 2011</p> <p>Shashi Caan, <i>Rethinking Design and Interiors: Human Beings in the Built Environment</i>, Laurence King, 2011</p> <p>Michael Fox, <i>Interactive Architecture</i>, Princeton Architectural Press, 2009</p> <p>Moggridge Bill, <i>Designing Interactions</i>, MIT: Cambridge, 2007</p> <p>Boris Groys, 'Going Public', Julieta Aranda, Brian Kuan Wood, Anton Vidokle (Eds.), e-flux journal, Sternberg Press, 2010</p> <p>Brian O' Doherty, 'Inside the White Cube, The Ideology of the Gallery Space', University of California Press; Expanded edition, 1999</p> <p>Lucy Steeds (Ed.), 'Exhibition (Whitechapel: Documents of Contemporary Art)', The MIT Press, 2014</p>

	<p>Emma Barker, 'Contemporary Cultures of Display (Art and its Histories Series)', Yale University Press; First Edition edition, 1999</p> <p>5. James Putnam, Art and Artefact, 'The Museum as Medium', London (Thames &amp; Hudson), 2001</p> <p>David Dernie, 'Exhibition Design', London (Laurence King), 2007</p> <p>Boris Groys, 'On the New', Verso Books, New York, 2014</p> <p>Cristina Bechtler, Dora Imhof (ed.), 'Museum of the Future', JRP/Ringier Kunstverlag, Zurich, 2014. Published in association with Les presses du reel, Dijon.</p>
<p>Assessment</p>	<p>The Assessment methodology, which is mainly employed in this course and generally in the program is the one that is intended for learning. This is a continuous array of assessments used to help students learn. Additionally, periodic assessments is also used to verify that they did, in fact, meet prescribed academic achievement standards. Assessment, which is continuous and relies primarily in process is used far more than merely a source of evidence for grading, but also to build student <b>confidence</b>, <b>motivation</b>, and <b>engagement</b> in their learning. In other words, <b>assessment</b> isn't merely an index of the amount learned—it <b>can also be the reason of that learning</b>.</p> <ul style="list-style-type: none"> <li>• Research, Analysis &amp; Methodology: 25%</li> <li>• Project Work/ Visual Intelligence: 55%</li> <li>• Time Management &amp; Oral and Visual Presentation: 20%</li> </ul>
<p>Language</p>	<p>ENGLISH</p>