

Space Careers

Design new exhibition

Exhibition – Artemis Program

Public facilities such as museums, galleries and education centres frequently have a rolling program of activities and events. They do this to maintain and/or increase visitor numbers as well as keep abreast of the latest trends and developments.

The Brief

The state/territory and federal governments have provided joint funding for the development of a new exhibition which will feature NASA's Artemis Program. The Artemis Program aims to land humans on the surface of the Moon, and eventually to build a base there to support human settlement. The base could ultimately be the launchpad for a mission to Mars.

The Task

In this activity you are a partner in the business of exhibition design. Your company designs, develops and installs exhibits in museums and education centres. You are hoping to secure the contract for developing the new Artemis exhibition space. To do this you will need to submit a proposal for the work. Your proposal will need (NOTE – restrictions in caps):

- Floor plan, including the location of exhibits (to scale) – ONE SIDE OF A4 or A3
- List of the exhibits (preferably hands-on/interactive) – MAXIMUM THREE SIDES OF A4 INCLUDING BRIEF EXPLANATION AND ANY LEARNING OUTCOMES FROM EXHIBITS
- A quote with approximate costings – MAXIMUM TWO SIDES OF A4
- A timeline for development/installation
- Etc

Working in a group your proposal should include a presentation which could be used to demonstrate your ideas to the centre's board of directors. The presentation should be no longer than 5 minutes. Along with the presentation your group will need to produce a document which addresses the above bullet points complying with the Board of Directors restrictions.







Information

- The area for the new exhibition will need to be refurbished with new lighting, floor covering and upgraded access for wheelchair users
- The area housing the new exhibit is rectangular with dimensions 30m x 35m
- The area is on a single level with 2 entry/exit points, one in the centre of the north facing wall and one in the southwestern corner
- Toilets and public services are available in an adjoining room, so not required in this area
- Your quote shouldn't exceed \$1,500,000 and you should be working on a profit margin around 20% for the job

Considerations (number of items to be included in parentheses)

- 55-inch video display will cost \$4500 (3 off), 165-inch video wall will cost \$90 000 (1 off). Freestanding view only (information focused) exhibits will cost your company \$4000 each to manufacture (6 off). Hands on/interactive exhibits will cost \$11,000 to manufacture (12 off). This is materials only and doesn't include labour
- In-house labour cost per exhibit will be \$1000 for freestanding (6 off) and \$3000 for interactive exhibits (12 off). This will cover installation, commissioning and any trouble shooting
- Onsite labour costs for projects of this type are typically \$5000 per day. This includes all structural work, electrical, plumbing etc.
- Software including development to run screens/exhibits/AR/VR \$115 000 (1 off)
- Estimated cost of fit out materials e.g. floor coverings, electrical work, gyprock, timber etc. \$175 000 (1 off)
- Time allocated for completion 20 weeks
- Any partitions and interior walls fitted by your group will be \$1000 each
- Average size of a freestanding view only exhibit is 1.5m long x 0.5m wide, and a hands-on/interactive is m long 1.5m long x 1m wide
- Sufficient free space will be needed around each exhibit to allow wheelchair access
- AR or VR technology set up is typically \$35 000 (1 off)

Questions

-  Will your set up tell a story, will there be stories within the story?
-  Will you focus on the past, the present or the future?
-  Will the exhibition have a linear flow, or will it be divided up into sections using partitions/interior walls?
-  Will you use gamification in your setup or simple family-oriented tasks such as a treasure hunt, or both?
-  Will you use AR or VR as part of the exhibition?
-  Will you offer a virtual online tour of the exhibition?

Where to start

This task is best undertaken in a small group!

Possible roles within the team:

Project Manager	Oversees the project through the various stages from concept to delivery. Ensures the project stays on schedule and within budget, coordinating/supervising the individuals and teams involved in the project.
Architect	Designs/co-designs the facility, particularly if the facility requires structural modifications.
Designer	Responsible for the physical and sensory layout of the space. Working with the exhibit developer they ensure the exhibition is accessible and engaging.
Exhibit Developer	Working with the designer and curator/s they design and build or commission the building of exhibits for the exhibition.
Other roles	These might include an education officer advising on the educational aspects depending on the nature of the project.

Links

<https://youtu.be/bmC-FwibsZg>

<https://museumsvictoria.com.au/learning/small-object-big-story/5-exhibition-basics/>