

Interactive Exhibition Work Process

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BRIEF AND PROBLEMSTATEMENT

Kristiania wants to create an exhibition that presents a selection of style periods from design history. The aim of the exhibition is a good user experience and interaction between digital and physical surfaces. Emphasize user journeys, insight and universal design when you find relevant solutions and surfaces. You will be assigned one of these style periods: Art Nouveau, Expressionism, Bauhaus, Art Deco, Dada, Swiss, Psychedelia, Punk.

Problem statement:

How can you create an interesting exhibition about the history of the Bauhaus for students?

RESEARCH

These articles read almost the same thing:

<https://en.wikipedia.org/wiki/Bauhaus>

<https://snl.no/Bauhaus>

Here I read about the history of Bauhaus, about the three principals Walter Gropius from 1919-1928, Hannes Meyer from 1928-1930, and Ludwig Mies van der Rohe. from 1930-1933.

Bauhaus also had its school in 3 different locations: Weimar from 1919-1924, Dessau from 1924-1932 and Berlin from 1932-1933.

The school's goal was to bring all the arts together under architecture so that all the arts could collaborate with each other in addition to engineers. They focused on function before form and therefore used many geometric shapes in their designs.

The school began as a state school, but eventually became a private school as they lost their subsidy from the state in 1932.

In this 7-minute YouTube documentary, they talk a bit about the typography and how this seemed like a rebellion against the Nazis who typically used the Fraktur font, which is a more Gothic font.

<https://www.youtube.com/watch?v=X59FCW3vOIE>

In the BBC documentary: "Bauhaus 100" they go more in-depth on certain things and the politics that caused the Bauhaus to be shut down. Here I learned the following:

The Bauhaus school was created by Gropius bringing together great Avant Garde artists as teachers. Some examples of these are Wassily Kandinsky, Paul Klee, Marcel Breuer, Oskar Schlemmer and László Moholy-Nagy. These were hired because they were doing something different from Expressionism, to which the Bauhaus was a backlash.

The Bauhaus also had a manifesto called "The 1919 manifesto"

There it said the following:

Let us will, invent, create together

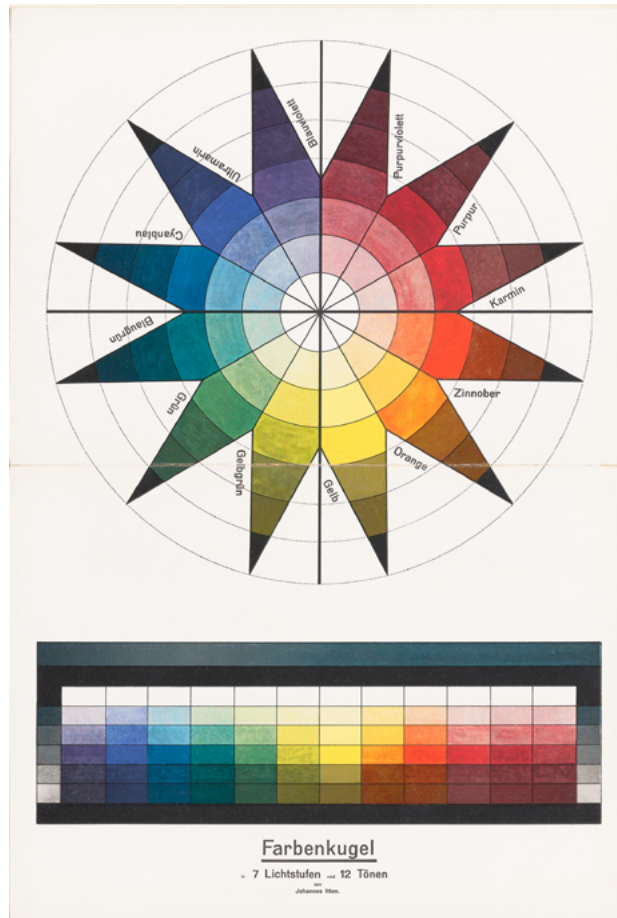
The new building of the future

which will embrace architecture and sculpture and painting in one unity like the crystal symbol of the new faith.

Johannes Itten

Another important teacher was Johannes Itten who was a Swiss painter. He introduced the Bauhaus circle, and that colors have power and emotion.

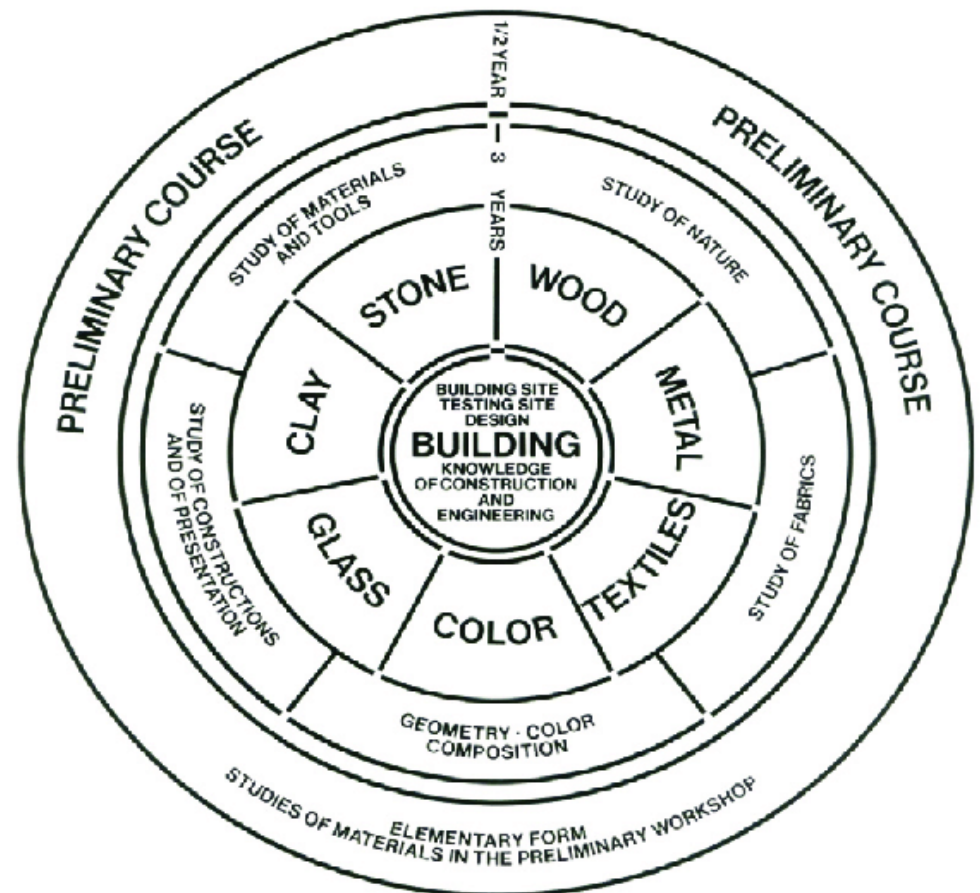
Johannes Itten was a good and influential teacher at the Bauhaus but eventually became more and more involved in a Mazdaznan cult, and eventually his classes were so influenced by this cult that they had to dismiss Johannes Itten from the school.



Picture by Bruno Adler from The Getty research institute

The women of the Bauhaus

In the first year, 51% were women. Gropius said that if the school only has women they will not be taken seriously. This was because of the view of women at the time. Usually all the students would get to choose which subjects or workshops they would take, but after this all the women had to go to the weaving workshop. There were women who felt they did not want to be in the weaving workshop and stood up for themselves. A woman was allowed to join the metal workshop but was asked to do the most boring task over and over before the class accepted her and they admitted they tried to get her to quit. So even though they were progressive there was still a view of women that they were worth less.



Picture by Oliver Thomas from The Research gate

Weimar to Dessau

The people of Weimar did not like the Bauhaus and thought they were too progressive and weird. The Bauhaus students were shocking, they walked around in costumes and dressed as they wanted. They protested a bit, at one point throwing paint over a statue.

In 1923, they had to have an exhibition to show Weimar that they deliver on what the school promised, so that one could know that the money they received from the state was put to good use. Gropius thought it was too early to have an exhibition, but they had no choice and so they started. They made an entire house and decorated it with furniture they had made, and visual art. The house was not torn down when they had finished the exhibition, but it was a house meant to be lived

in afterwards. The project took a year. Weimar did not like what they had made and the money was cut by 50%. They were mentioned a lot negatively in newspapers, but Gropius took advantage of this controversy and received many offers of places that wanted the school with him in order to put the city on the map. This meant that they moved the school to Dessau. Dessau was quite progressive and had a communist government, which made Dessau perfect for the school.

In Dessau they made their own school building: the Bauhaus building. In this building, you can see many of the Bauhaus principles with geometric shapes and function over form. This building is also quite difficult to photograph as the building has many angles and is quite large. Here they started their own architectural department.



Picture by gaku from snl.no



Picture by T. Franzen from wallpaper.com

Gropius resigned as rector in 1928 due to the growing Nazi movement in 1928. Gropius had Hannes Meyer take over as principle. Hannes Meyer was a communist, but as Bauhaus needed more money he took a slightly more capitalistic approach. He was good at making money for the school by selling wallpaper they made.

As Nazism grew in Germany, the controversy surrounding the Bauhaus grew. Hannes Meyer brought too much politics into the school and the school was divided as there were not only left-leaning students in the school.

Dessau then took Hannes Meyer out of the school and asked Gropius who should become headmaster. Gropius appointed Ludwig Mies Van Der Rohe as the new principle in 1930.

Ludwig Mies Van Der Rohe was a little stricter than Meyer, and said that there should be no politics in Bauhaus. He expelled 20 students who were close to Meyer from the school and all communists were expelled.

More rumors spread about Bauhaus since the Nazis did not like their progressive ideas, and Bauhaus was among other things, called a Jewish institution. The Nazis ransacked the school, arrested some students who did not have papers, and threw the school out of its own building. They threw furniture out of the windows and destroyed a lot. They took over the building and turned it into a Nazi headquarters. This happened in 1932.

The Nazis came to power in 1933 (Astrid Sverresdotter Dypvik, SNL)

They then moved the school to Berlin in an old factory and the school was converted into a private school as they no longer received money from the state. The Nazis made demands for the school to continue and asked them to throw out all the Jews from the school, but the school instead decided to shut down and close permanently in 1933.

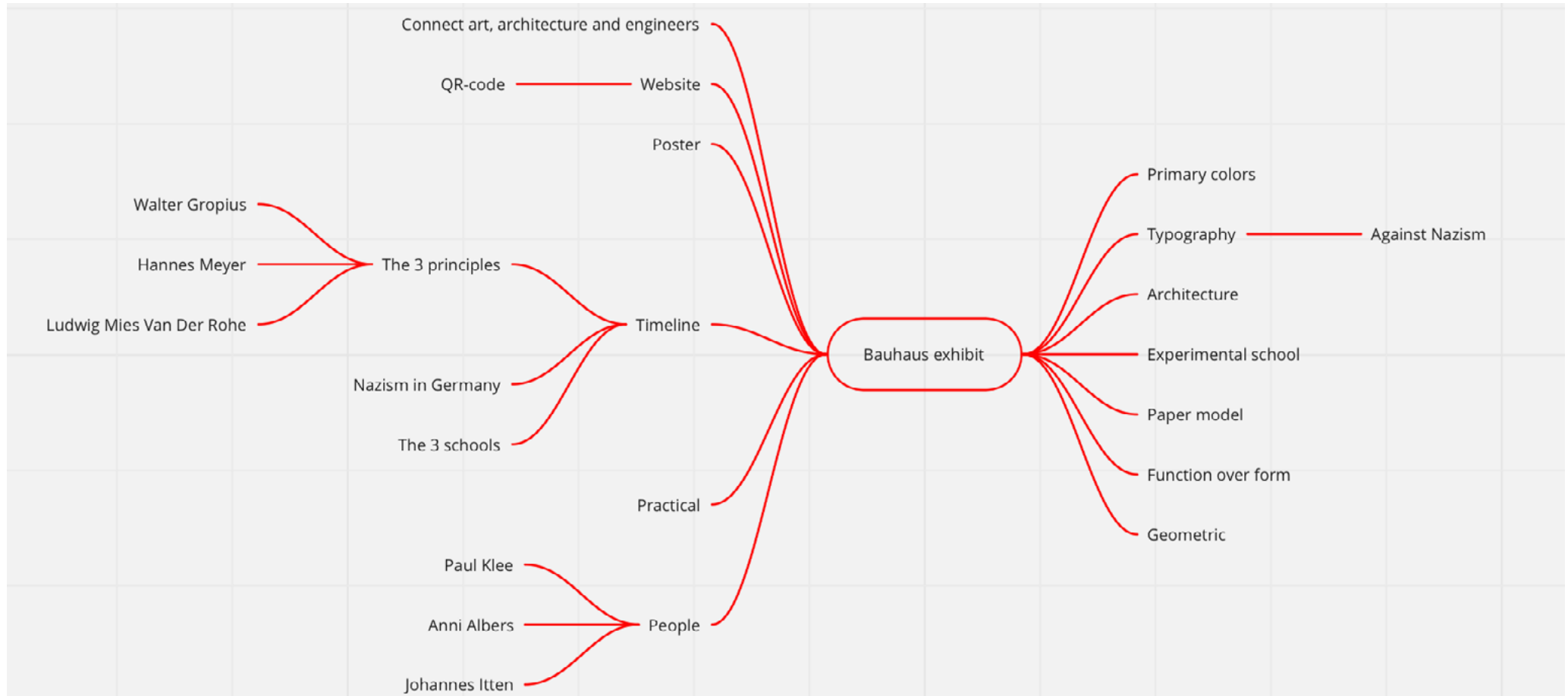
After the school was closed, students and teachers went around the world and this meant that the Bauhaus movement was spread around the world and not just stayed in Germany.

Gropius moved to the United States and got a job at Harvard.

Capitalist companies liked the Bauhaus very much because it worked with mass production and some say that it destroyed the Bauhaus movement because they feel they lost sight of what the Bauhaus meant: gathering of the arts, but it makes sense that they liked this because it prioritized function over form.

MINDMAP

The first thing I did after research was make a mindmap over what I had learned and what I thought would be good information to put into the exhibit, as well as ideas on how to execute the project.



CONCEPT AND VALUES

My concept is to create a timeline of the history of the Bauhaus, from the beginning to the end and then some.

The values are:

Informative:

It should be informative to look at the exhibition

Functionally:

There must be a userfriendly and functional way of getting the information. Function over form

Geometric:

Simple geometric shapes based on the teachings of Bauhaus will be used.

ANALYSIS

I did two analysis for the project. The first is asking Who? What? Why? How? and Where? and the second is a swot-analysis of my strenghts and weaknesses for the project.

Who?

The exhibition is for students at Kristiania University College. These are students who often study creative things such as film, graphic design, 3d animation and game graphics, etc. The students are thus very creative.

What?

I will create an informative timeline both digitally and physically that will inform about the Bauhaus school and its style or art movement.

Why?

This exhibition will help students to see different art movements and be inspired by them for their own works as well.

How?

I will create this timeline in XD where the students can read information in depth, while they can look at a physical timeline with mostly pictures and some headings. These should follow typical colors used in the Bauhaus, and simple geometric shapes should be used.

Where?

The exhibition will be held at Kristiania University College and will be in both physical form and online.

STRENGTHS

Knows target audience
Knows the environment
Good XD abilities

WEAKNESSES

Self critical
Didn't know much about
topic
Impatient

OPPORTUNITIES

Bauhaus uses simple
geometric shapes, therefore
easy to keep organised
Can talk to and ask target
audience about the project

THREATS

Can be compared to the other
exhibits
Time limit
Small and cramped premises

PERSONAS

Here's a persona I made of the target audience for the project. I also made one more persona for older students, but only translated this one into English. An advantage I had in this project was the fact that my classmates were the target audience and therefore I could make my personas centered around them.



AMALIE OLSEN

Student

23 y/o

ABOUT AMALIE:

Amalie is studying graphic design at Kristiania University College. In her free time she likes to draw, listen to music and watch movies. She loves coffee and often study in cafes.

Although she likes art, she doesn't know much about art history.

PERSONALITY:



APPS:



Icons by rawpixel.com

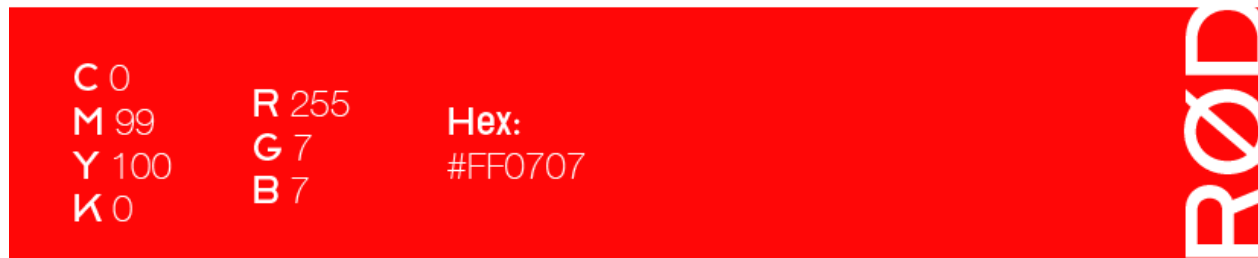
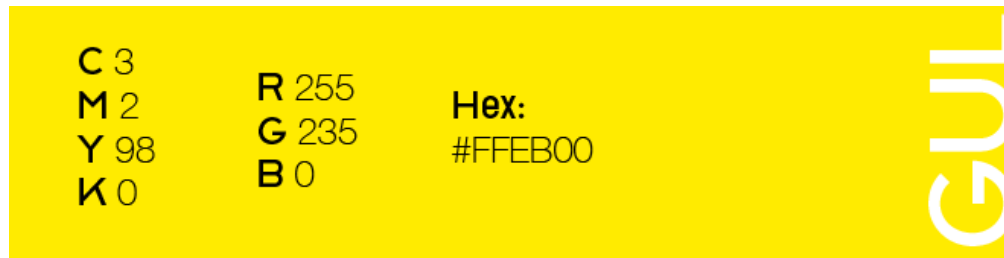
MOODBOARD

I started off by making a moodboard to gather inspiration and get a few initial thoughts on where the project would go.



CHOICE OF COLORS

Most of the bauhaus art and inspiration I had looked at used primary colors, although some used orange and green as well. I decided to use the primary colors because they are more recognizable as the Bauhaus style.



TYPOGRAFY

When I searched for Bauhaus on Adobe fonts these fonts came up as well as some other ones. These were the ones I liked best and which looked the most Bauhaus, based on what I have researched. These are for headings only.

Josefmi Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz Ææ Øø Åå

Alfarn 2 Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz Ææ Øø Åå

CarlMarx Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz Ææ Øø Åå

Reross Rectangular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Ææ
Øø Åå

I chose to go ahead with Reross rectangular. Reross Rectangular was actually a typeface made in Bauhaus and therefore I felt it was the right fit for the project. The only issue I faced with this font was that because of how old it is it didn't have

certain characters like + and the norwegian letter Æ, however I decided to do this project in english so it didn't matter that much.

Reross Rectangular

Pt 18

1 2 3 4 5 6 7 8 9 0

Pt 24

? ! * @ -

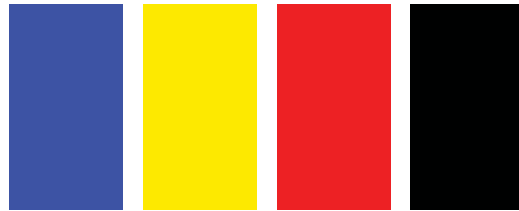
Pt 30

PT 36

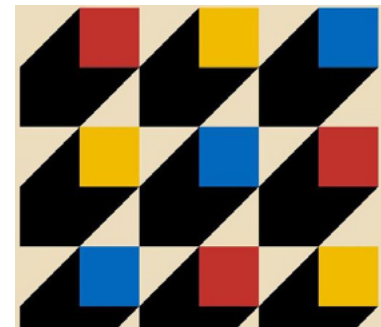
PT 48

STYLEBOARD

When I knew the direction I wanted to go in and had chosen my fonts and colors I made a styleboard.

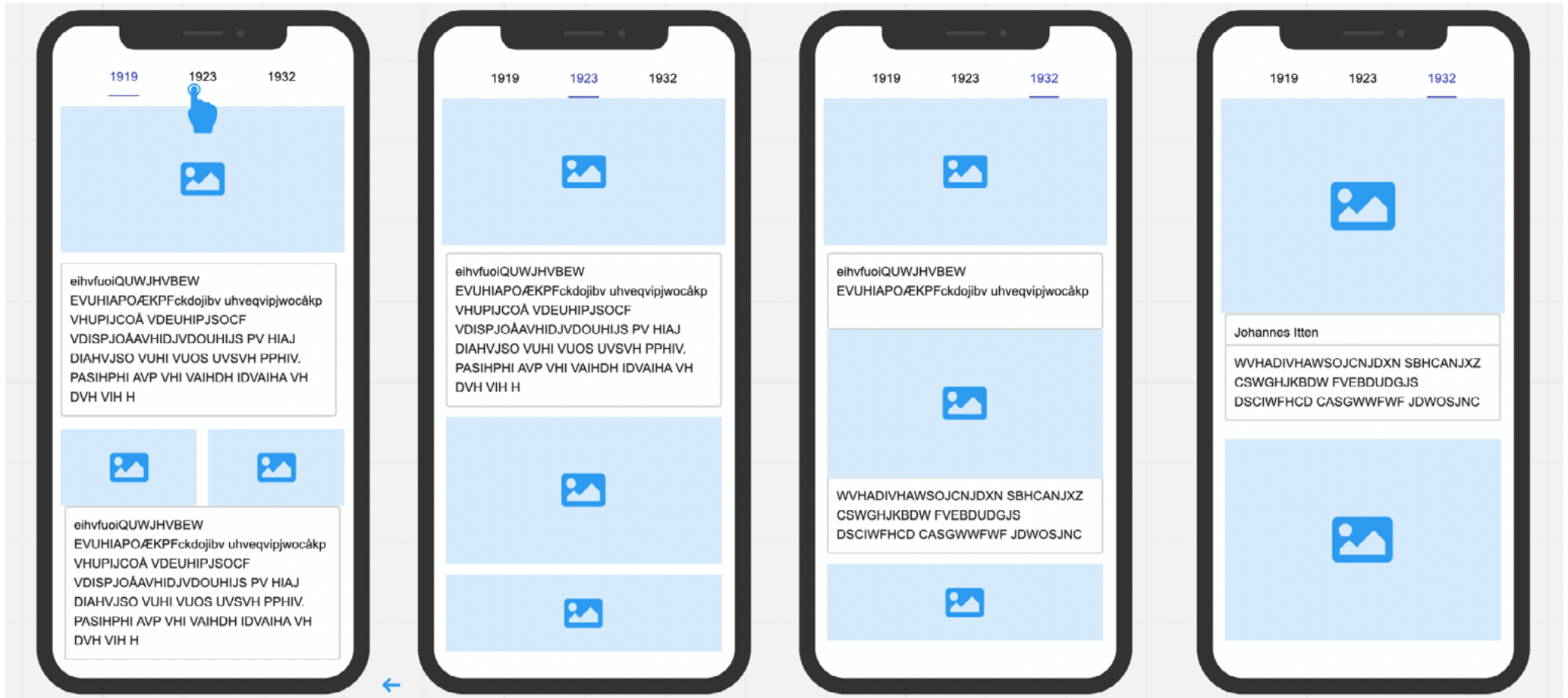


Helvetica Neue
Reross Rectangular



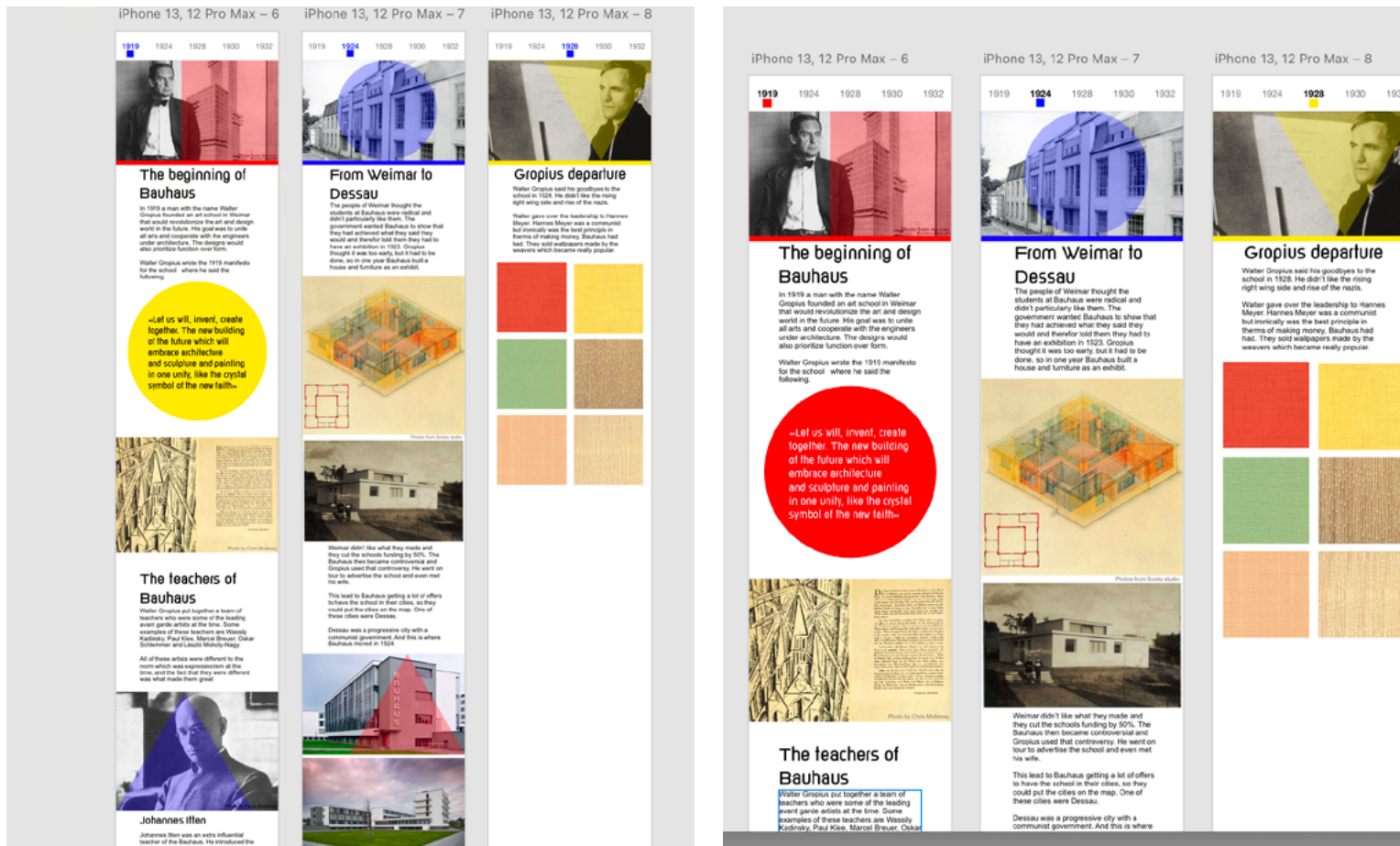
WIREFRAMES

In true Bauhaus tradition I wanted to prioritize the usability over the aesthetics of the mobile website. Therefore I kept it simple and user friendly and made a rough sketch with the wireframe tool in miro.




XD PROCESS

I started filling in the information and pictures I wanted. I initially used all the colors on all the pages but changed to one color per page afterwards as this made it more orderly, and gave each page a theme. I used geometric shapes on pictures to keep the geometric theme of Bauhaus and to make the images more interesting.



I made the pictures bigger and used the color of each page more to create a cleaner and more put together look as well as also make it easier to see which page you're at. I placed the shapes on the images in a way that draws your eyes to their faces.

1919 1924 1928 1930 1932




The beginning of Bauhaus

In 1919 a man with the name Walter Gropius founded an art school in Weimar that would revolutionize the art and design world in the future. His goal was to unite all arts and cooperate with the engineers under architecture. The designs would also prioritize function over form.

Walter Gropius wrote the 1919 manifesto for the school where he said the following.

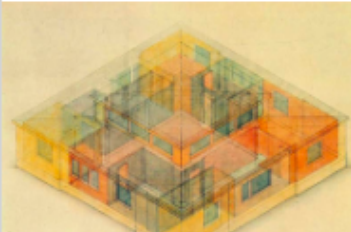
«Let us will, invent, create together. The new building of the future which will embrace architecture and sculpture and painting in one unity, like the crystal symbol of the new faith.»

1919 1924 1928 1930 1932




From Weimar to Dessau

The people of Weimar thought the students at Bauhaus were radical and didn't particularly like them. The government wanted Bauhaus to show that they had achieved what they said they would and therefore told them they had to have an exhibition in 1923. Gropius thought it was too early, but it had to be done, so in one year Bauhaus built a house and furniture as an exhibit.



1919 1924 1928 1930 1932




Headmaster Hannes Meyer

Walter Gropius said his goodbyes to the school in 1928. He didn't like the rising right wing side and rise of the nazis.

Walter gave over the leadership to Hannes Meyer. Hannes Meyer was a communist but ironically was the best principle in terms of making money. Bauhaus had had. They sold wallpapers made by the weavers which became really popular.

1919 1924 1928 1930 1932



Ludwig Mies Van Der Rohe

In 1930 the government of Dessau let Hannes Meyer go because he brought too much politics into the school. They asked Gropius who should take over, and he said Ludwig Mies Van Der Rohe.

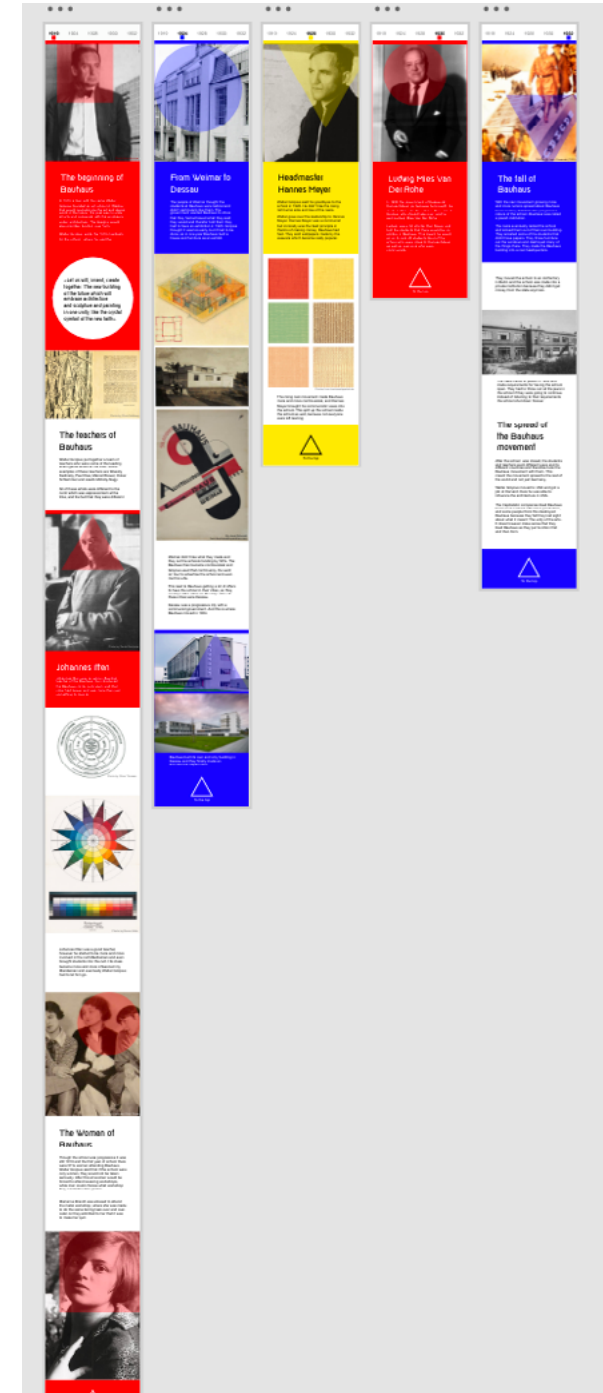
XD RESULT

<https://xd.adobe.com/view/5f8a6397-7451-4bcc-9bd5-1123e9ef662a-0ad9/>

The mobile website gives a lot of information while not overwhelming the user with too much text at the same time. It uses a lot of pictures to make the user less overwhelmed and giving it a more visual experience which is good for design students as they tend to learn more to visual learning.

The different colors on each page makes it easier to see which page you are on and makes it feel like you are progressing when you scroll between the pages.

Its equipped with a scroll to the top button to keep it as user friendly and easy to navigate as possible. The navbar is also sticky so you can always scroll between the pages.



Here's the beginning of each page of the mobile website.

1919 1924 1928 1930 1932



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Ludwig was a bit stricter than Meyer and told the students that there would be no politics in Bauhaus. This meant he would go on to kick 20 students out of the school who were close to Hannes Meyer as well as everyone who were communists.

1919 1924 1928 1930 1932



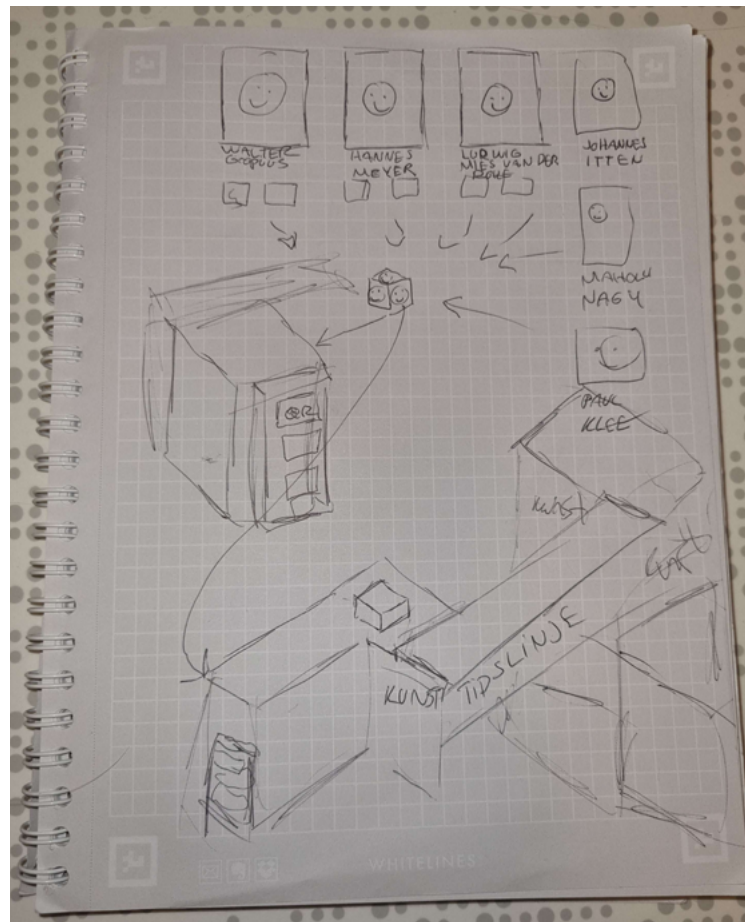
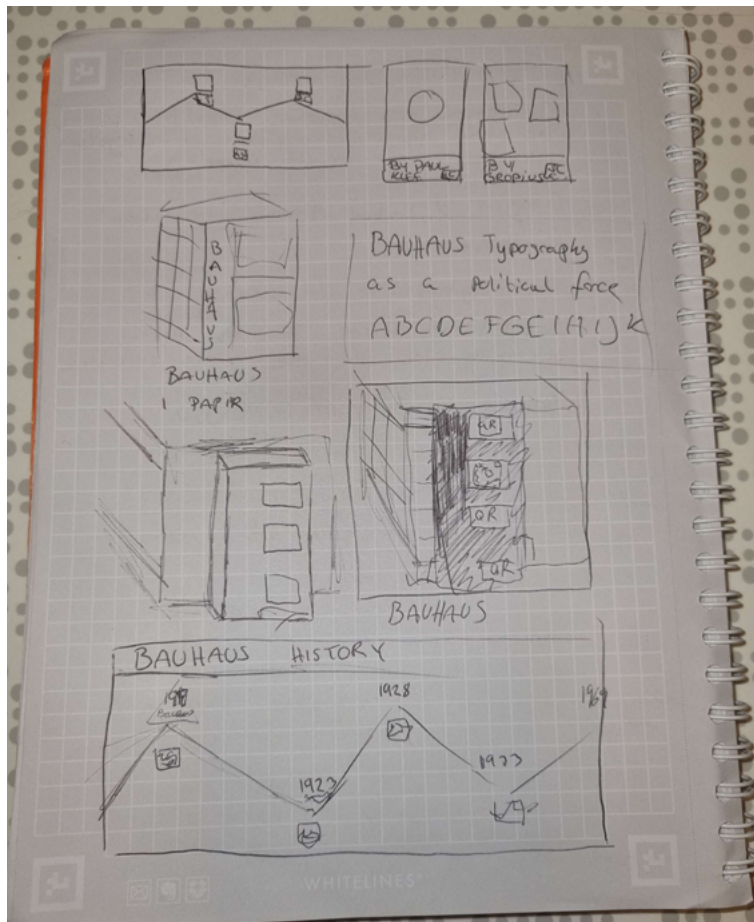
The fall of Bauhaus

With the nazi movement growing more and more rumors spread about Bauhaus because they didn't like the progressive nature of the school. Bauhaus was called a jewish institution.

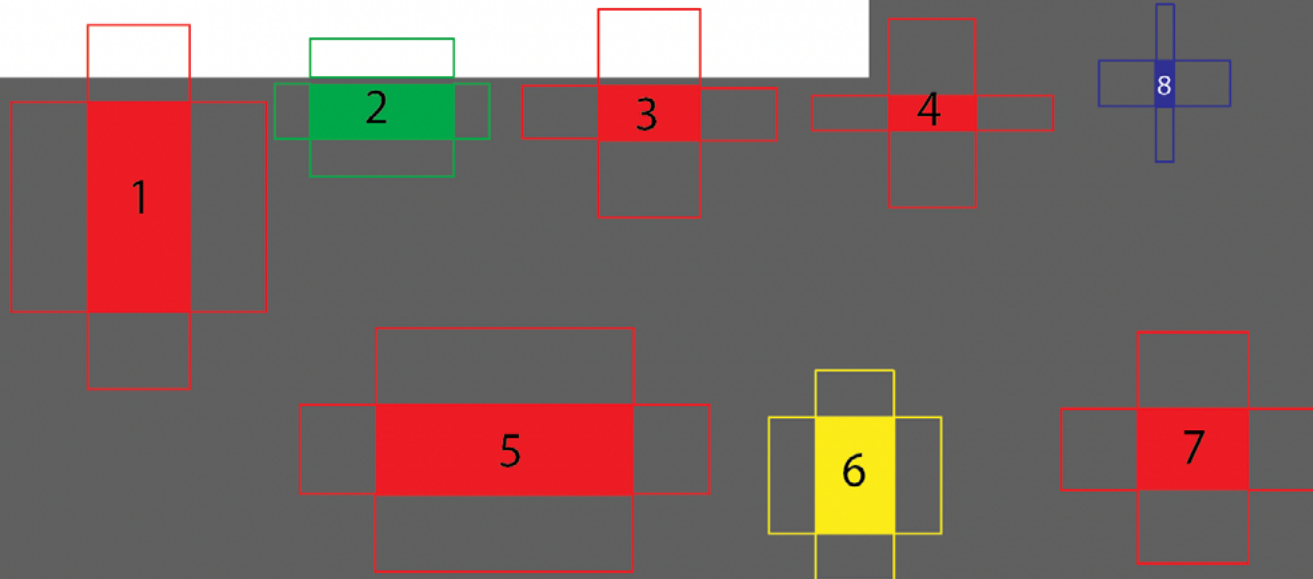
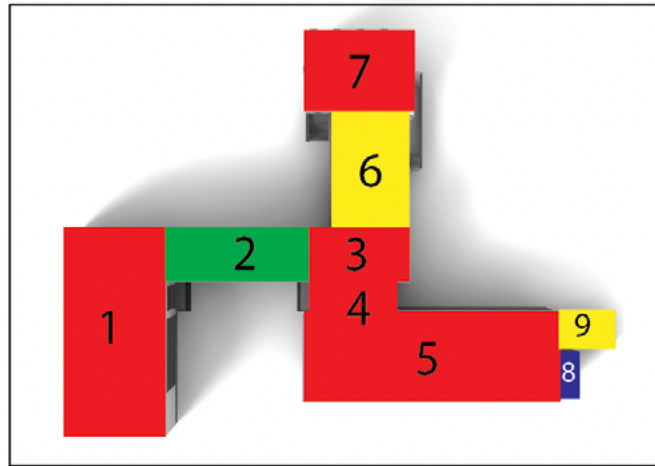
The nazi eventually raided the school and kicked them out of their own building. They arrested some of the students that didn't have papers. They throw furniture out the windows and destroyed many of the things there. They made the Bauhaus building into a museum.

POSTER SKETCHES

My first thought was to make a paper model of the Bauhaus building to connect to the digital exhibit, however this turned out to be too big of a task to start with our time limit, and it would be an issue to connect the physical part to the digital exhibit.



This was my plan on making the 3d modell out of paper, before I scrapped the idea and moved on to the timeline.

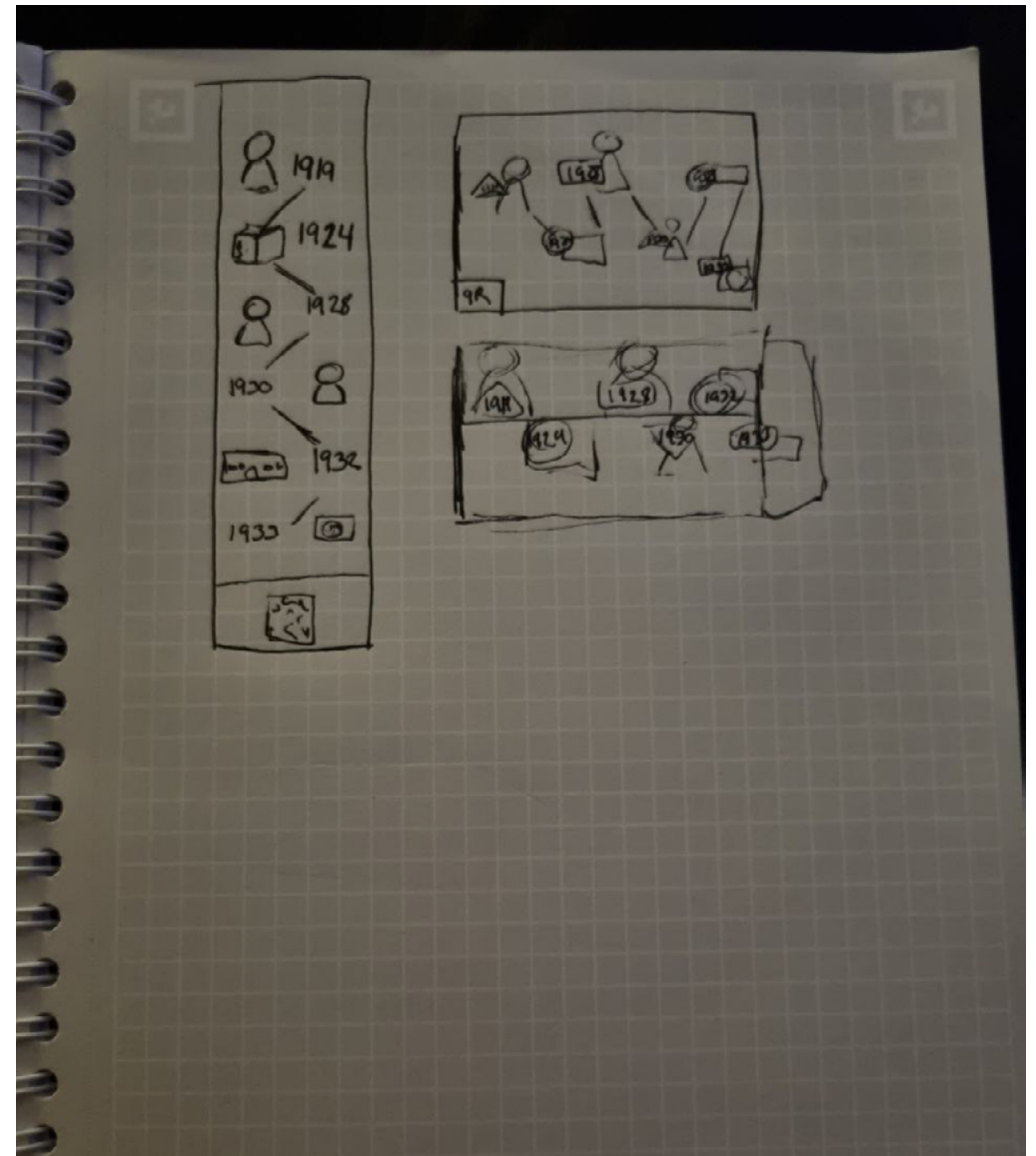
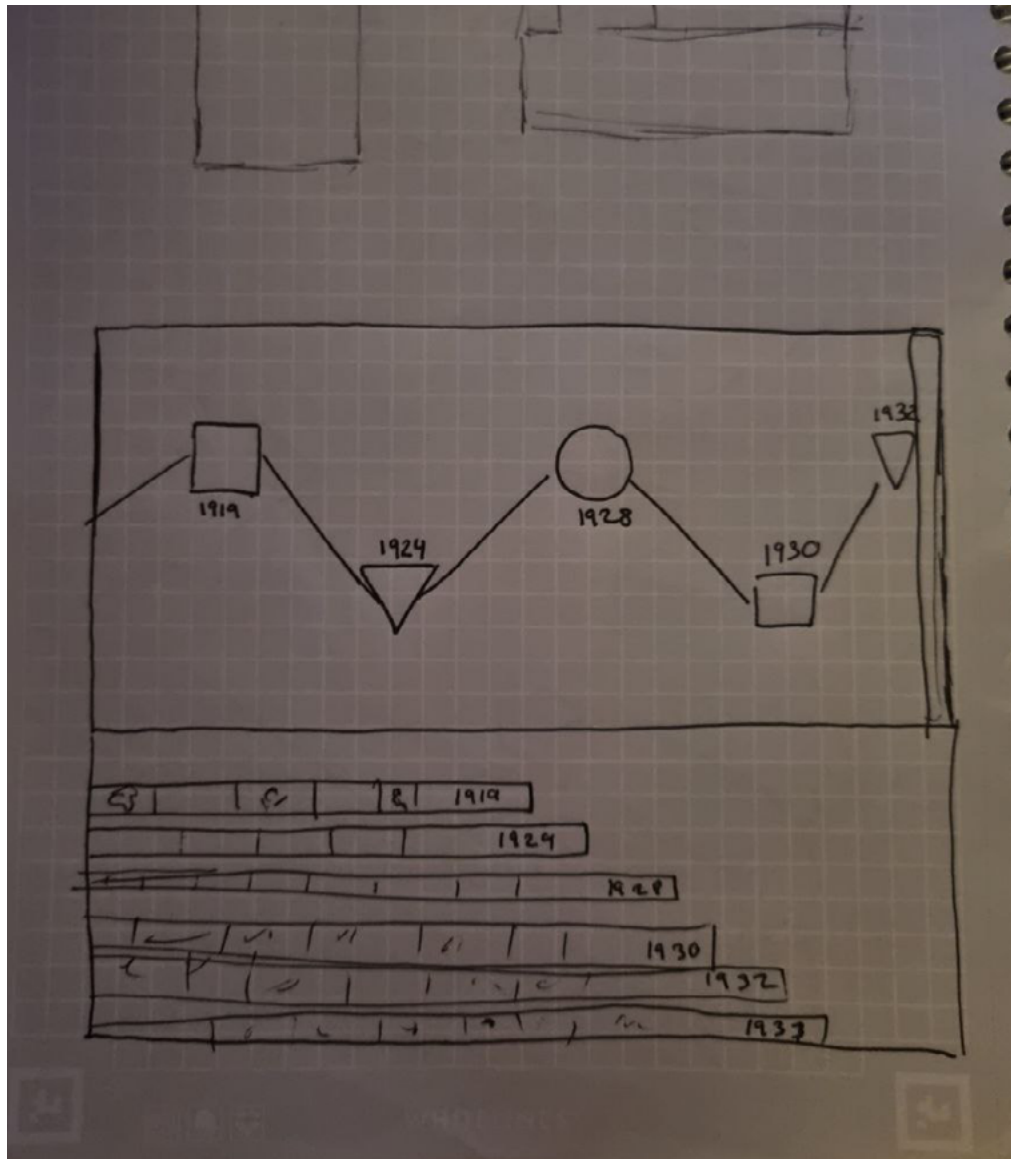


TIMELINE MOODBOARD

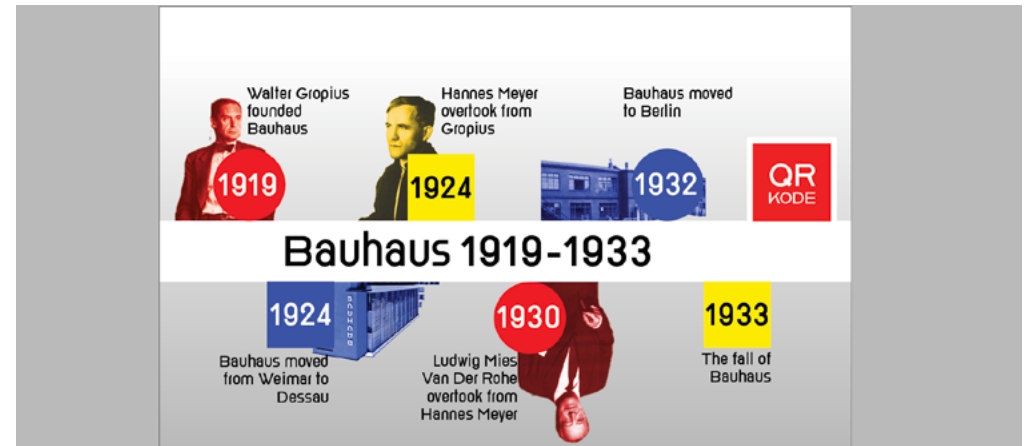
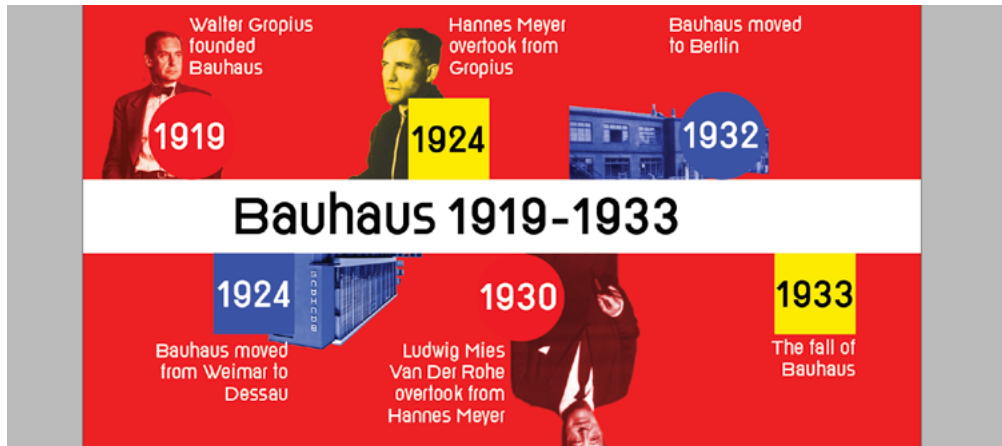
After I decided to make a timeline poster instead, I made another moodboard for the poster itself. Here I decided to make a type of collage of images.



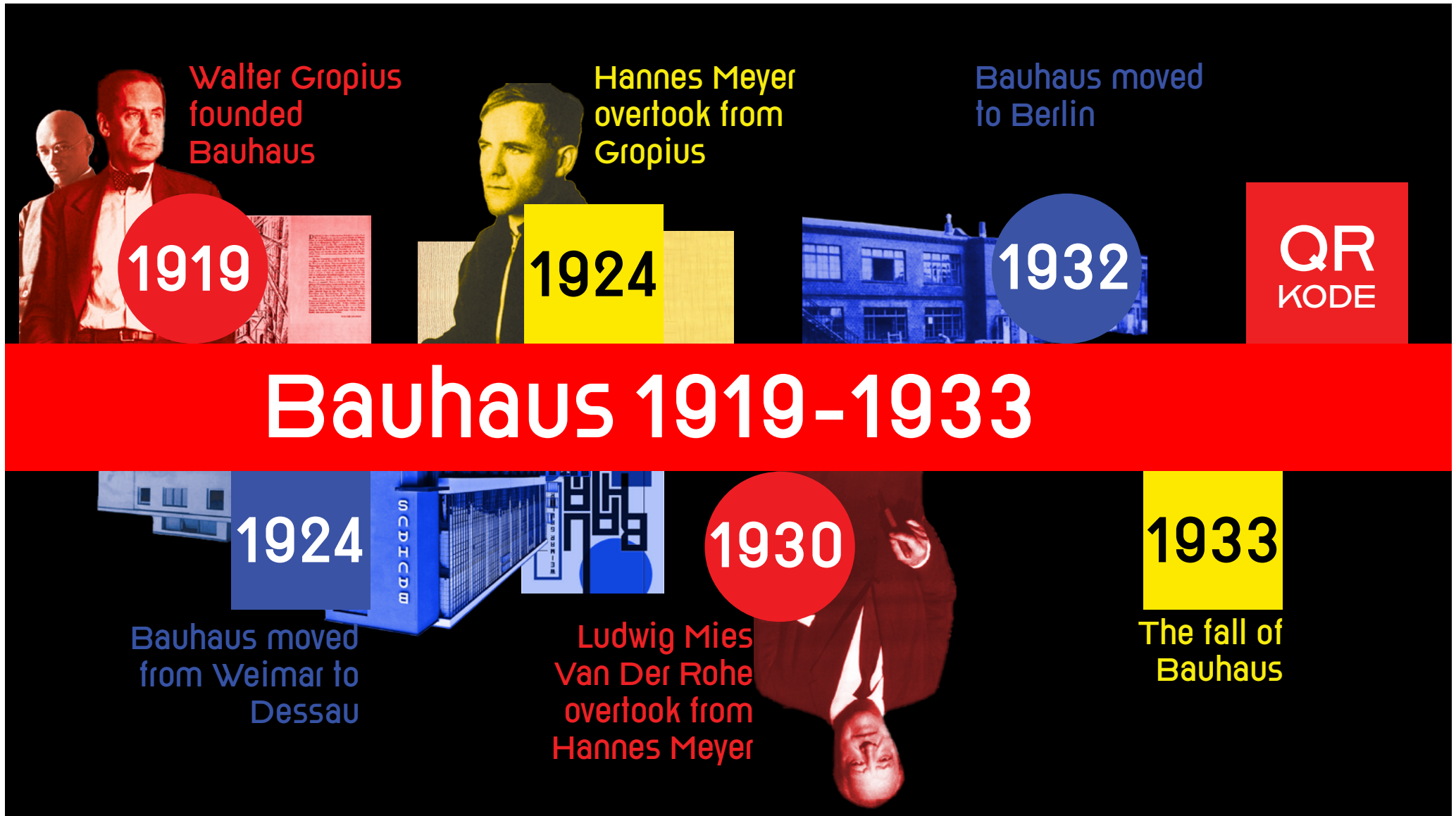
After this I sketched out some ideas for the timeline. I decided it was easier to visualise with the images so I started working digitally pretty quickly.



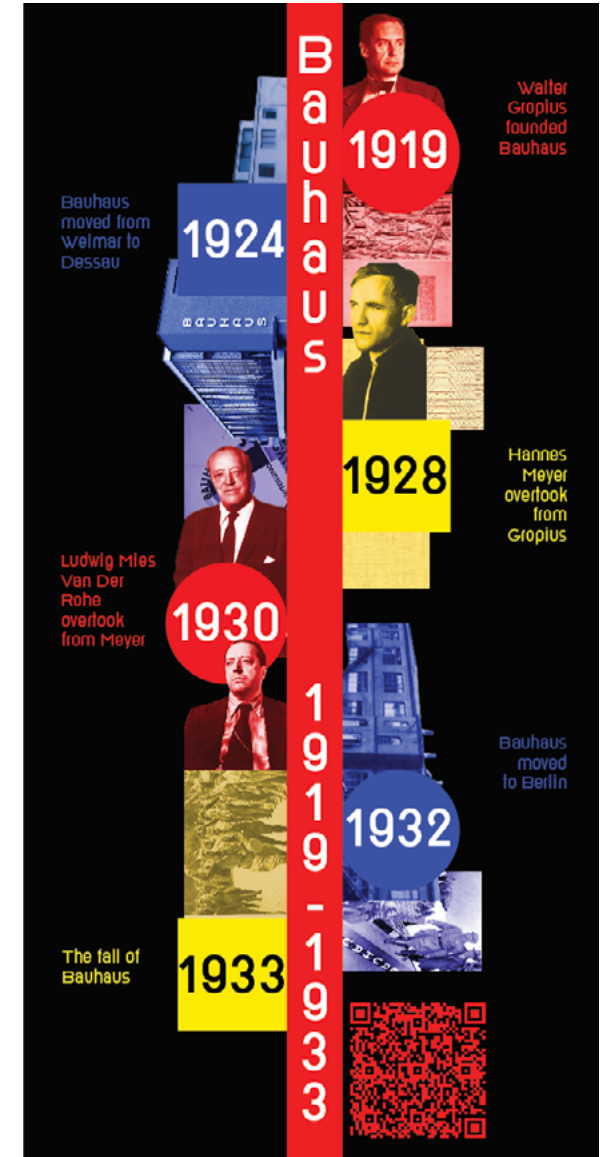
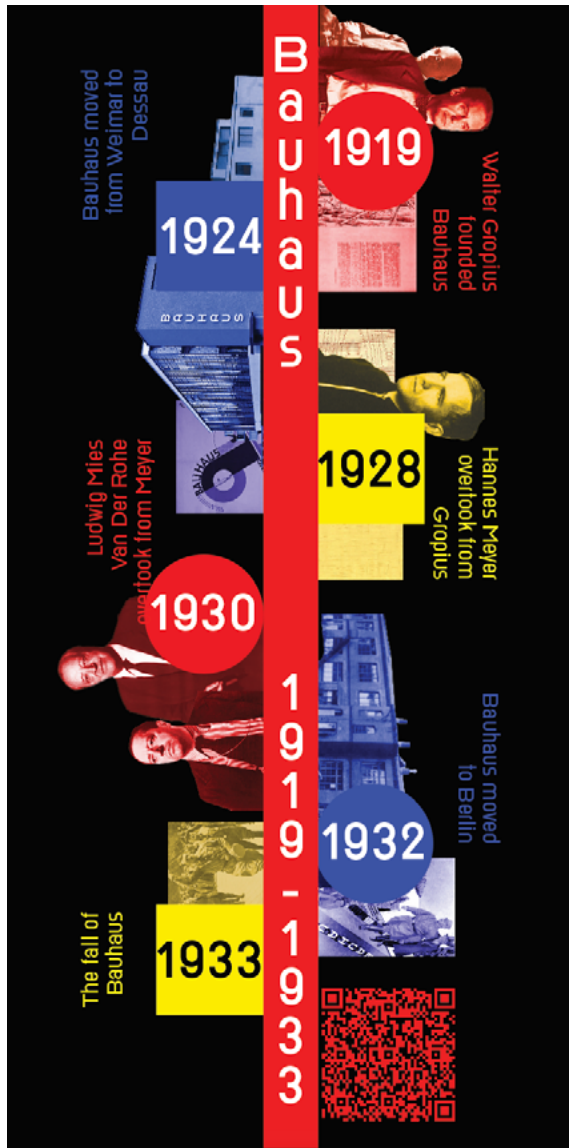
Here I experimented with the background colors. I tried red, white, grey and gradient backgrounds but found the contrast from a black background worked out best.



The poster was pretty empty so I filled it in with different relevant pictures from the different years, and kept them the assigned color. I also changed most of the text to white except the yellow boxes to keep the contrast.

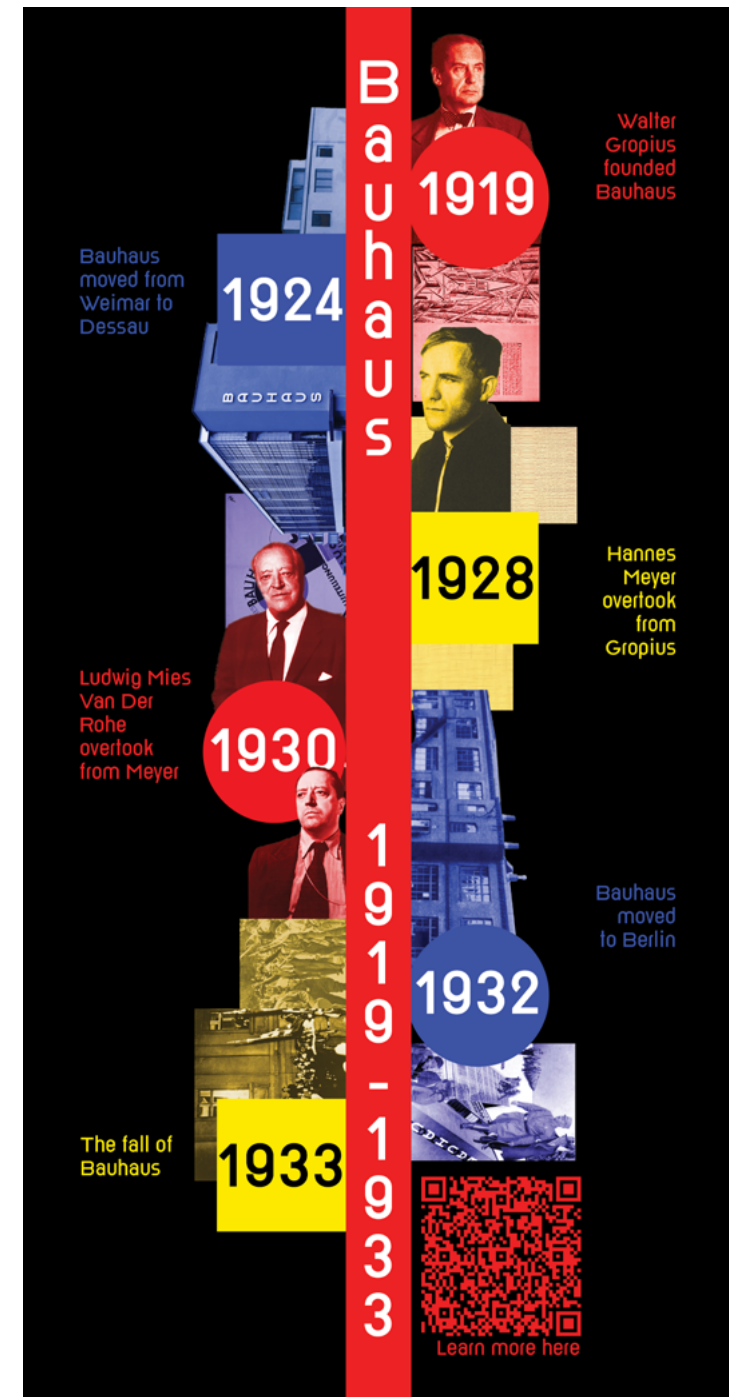


I decided it would make more sense to have the poster be vertical instead of horizontal so that the pictures wouldn't be upside down. That made the pictures sideways, and I decided it would be better if the pictures of the people would be the right side up, as well as the text, while the rest could be sideways on the poster.



RESULT

In the end I moved around the pictures and added a couple more to make a better composed poster. I also made sure the titles had more space around them so that its less cramped. This created a visually interesting but orderly and informative poster.



MOCKUPS

To present the work to others its important to use mockups so its easier for them to visualize what it will look like in the real word and not just digitally, therefore I make mockups or use free mockups I find on the web.



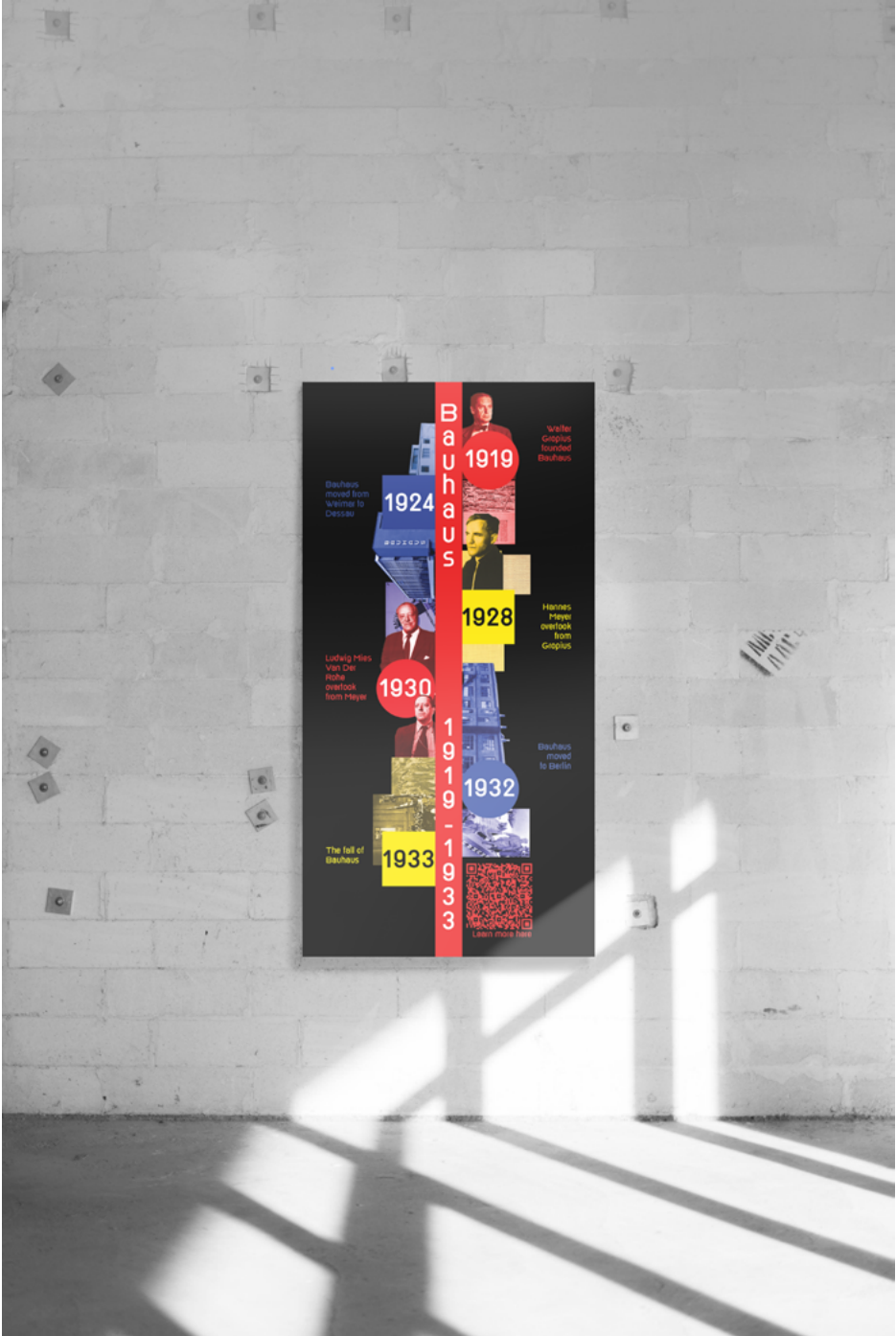


Photo by Brands&People on Unsplash