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# Final course task:

course: AGRA 0715 Tilallinen graafinen suunnittelu · Environmental Graphics

topic: Exhibition Design

lecturer: Markus Schröppel

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final presentation: 30.03.2011

min. format: Adobe PDF

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**Task:** The »City Airport Bremen« (GER) is an international airport that is as close to the city centre as nowhere else. You can get from the airport to Bremen's city centre within a mere 11 minutes, or fly direct from the City Airport to 40 different destinations worldwide. City Airport Bremen is a highly efficient full-service airport serving 2.4 million business and holiday travellers a year, all of whom benefit from that unique advantage: Easier to reach – quicker to leave! Bremen and German aviation history are close together. The airport was founded 1920, shortly before the airplane company Focke-Wulf raised and Aero-Lloyd and Junkers-Luftverkehr AG founded German »Deutsche Luft Hansa« in Bremen. Today DASA merged with Aerospatiale-Matra and CASA to form EADS (European Aeronautic Defence and Space Company) still located in Bremen.

Unfortunately the airport is mostly invisible in the city centre and it sinks into oblivion that aviation is an attractive magnet of tourism in Bremen.

Your task in this course is to develop a **creative architectural and environmental design concept**, based on the focused position to emphasize the »City Airport Bremen« as the »mobility gate of the north-west« and Bremen as the most important aerospace centre in northern Germany.

- The design should **reflect the cultural heritage** of Bremen as an aviation city and **represent the progressive urbaneness**.
- It could be a **temporary construction**.
- It should be **located in** an esplanade (square) in **the major cities** (e.g. Bremen, Oldenburg, ...),
- including a **exhibition facility** for the general public (families, adults, travellers) and
- a **meeting place** for press (journalists) and tourism board (possibility to hold a conference).

Make your exhibition an affair to remember. It is up to you to plan and create beside the main »Information Pavilion« also a schedule with special events with specific rituals, presentations, performances or celebrations set apart from the normal activity.

*it may help you to think about the following steps:*

1. *Show in your presentation a series of pictures to visualize the location, ground plan and the front view (or other views, foreshorten, ...) you have identified (as a moodboard, slideshow ...)*
2. *Devise your architecture also as brand communication*
3. *Develop a wayshowing strategy that directs, explains and entertains*
4. *You may think about sound characteristics as well*
5. *Gather informations first relating to the needs of our target group: -invitation, -transport, -arrival, -programm, -departure..., before you evolve your environmental graphics strategy*
6. *gear up for the **final presentation** of your exhibition on **Mar. 30th**, exhibiting your designed elements ...*

Beside the final presentation – set a sketch book to show as well your steps of developing your elements, your process/progress and your choices made while designing

**Have fun!**

Further reading at: [http://www.schroepel-design.de/0715\\_environmental/](http://www.schroepel-design.de/0715_environmental/)

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