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## Final course task:

course: UTIL 1112 Opastejärjestelmät · Signage Systems · Signalétique

topic: Exhibition Design

lecturer: Markus Schröppel

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**Concluding discussion: 15.03.2010**

min. format for intermediate presentation: [Adobe PDF](#)

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**Task:** Everybody has an opinion about alcohol, either for or against. During the last few centuries the Finnish way of alcohol use has proceeded from free use to prohibition act (1919-1932) and from purchase control to effective sale in order to balance the national economy.

**Your task is to develop an exhibition** in the Provincial Museum of Lapland which displays the national and Lappish characteristics of alcohol use, the liquid itself, the objects and the many phases, habits, by-products, harms and statistics of alcohol use. Think about the inexhaustible verbal folklore flourished in songs, anecdotes and common language.

**Title: »Humalan hurmio ja Wiinan kirous« 11.6.–29.8.2010**

»Rapture of Hops and the curse of Spirits«,

Lapin maakuntamuseo (The Provincial Museum of Lapland), Arktikum, Rovaniemi

The exhibition is not accusing but telling the divided opinion about alcohol in an objective, but still interesting way. Exhibition wants to give people information but at the same time it can wake visitors up to think about all the features connected to alcohol.

- The exhibition includes dioramas, texts, photos, exhibits, music, films.

The content of the exhibition (themes, writing of texts and choice of the exhibits) is made by the museum personnel.

Your assignment is to create an overall concept for the exhibition, color code, typography - the visual aspects of shaping the idea of this place and present this in your style guide.

The Lapin maakuntamuseo (The Provincial Museum of Lapland) is to be treated as a real customer. **Your achievements after the brainstorming process will be presented to the curators of the museum on 4.3.2010.** They choose their favourite exhibition concept for the exposition and we will go to work as a one group after this intermediate presentation.

**Kick-off meeting** with the responsible persons from Lapin Maakuntamuseo and the possibility to visit the rooms, ask about details of equipment and technical specifications, as well as specific details is on **4.2.2010 klo 9<sup>00</sup> at Arktikum, Pohjoisranta 4, Rovaniemi.**

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**Have fun!**

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