

Chapter 13

Learning Technology of Communication in the Rise of Exhibition Design in Museums

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ABSTRACT

In today's world, museums are seen in a very different and peculiar way because they are created by putting the audience in charge of the making. Museums now are more human-centered than earlier, with only one objective, which was a display of artifacts. Also, how exhibition design evolved with time and was incorporated within museums to enhance the visitor's experience. What better way could it be to explain the evolution of museums, shifting focus from the narrative style to making the museum-going experience interactive, and how these two areas overlap each other? Over the last two hundred years, there has been a massive change in the relationship between the museum and its visitors. By offering background on the artwork and artifacts on show, museum directors have empowered visitors to create their interpretations.

INTRODUCTION

Learning technology of communication exhibition design has played a pivotal role in the evolution of museums, starting from the Universal survey museums to the technology-oriented and virtual museums in today's life (Roman et al., 2020). It has always been the responsibility of exhibition designers to create graphics and communication tools and build buildings, display furniture, and showcases within exhibition spaces to provide context for the things on display. This technique, in recent years, has embraced technology and has embedded a relationship between the viewer and the object (Rad et al., 2020).

DOI: 10.4018/978-1-6684-6682-7.ch013

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To better understand what caused the evolution of exhibition design, we must understand the need for it and how the public took it as an area of concern (Rad et al., 2019). The impact of modern art movements like De Stijl, the Bauhaus, Constructivism, and Futurism in Europe in the early twentieth century and how it impacted museum heads' understanding of their institution's mission and how to serve visitors effectively (Demeter et al., 2021).

Museums were originally built and supported by the higher class so that they could utilize art as a reflection of art and culture to make themselves seem more educated and global (Balas-Timar & Lile, 2015). The modern movements challenged these class distinctions (Gao & Liu, 2021). Artists and designers found new ways to broaden their perspective of art. Parallel with these movements was the development of stagecraft design; many designers were into stage and exhibition design (Shaffer, 2017).

Understanding the Role of Museums

The museum is a place where the first traces of human and environmental history can be studied and preserved for future generations. The nine muses of Roman mythology are the patrons of art and science, and their name, mice, originated the Latin word museum. There are numerous goals for building museums for recreational facilities, educational resources, intellectual venues, to attract tourism, to contribute to the quality of life of communities where they are situated, to inspire civic pride, or even to impart ideological beliefs. Despite their varied appearances and purposes, all of these cultural artefacts share the goal of preserving and explaining the intangible aspects of a society's history and heritage (Richman-Abdou, 2018).

HISTORY AND EVOLUTION OF MUSEUMS

Humans have a natural inclination to collect and learn more about the world around them, which is why museums exist. The cave mobiliary art provides evidence of communication through the finds, and there have been collections of artefacts from Palaeolithic burials.

Ancient inscriptions were copied around 2000 BCE in Larsa, Mesopotamia, for use in classrooms.

During the reign of Florence's Emperor Lorenzo de' Medici in the 15th century, the term "museum" was resurrected in Europe to describe his extensive collection. That wasn't the name of a structure, though; it was a metaphor for completeness.

By the 17th century in Europe, the word "museum" had come to denote a place where oddities were kept. When the Act that established the British Museum in 1753 was being created, there were significant concerns raised about the role of museums. Nonetheless, in the 18th century, a public institution was founded to store and exhibit a collection for the benefit of visitors.

In the 19th and much of the 20th century, the term "museum" referred to a public institution housing cultural artefacts.

Gradually, when museums responded to the societies that created them, the emphasis on the building started shifting. There were open-air museums where there were a series of museums comprised of objects and eco-museums that portrayed all aspects of the outdoor environment. And lastly, virtual museums exist in electronic form on the internet.

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