

Design Temporary and Virtual Exhibitions

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Abstract:

Companies and institutions are interested in displaying their works with the aim of creating a commercial promotion for their products, and accordingly there are many and varied types of exhibitions, whether permanent or temporary exhibitions and there are factors affecting the design like area of display and the number and quality of exhibits, whether they were products or museum exhibitions and others and technological capabilities and modern materials had a huge effect on the designs and creation of new exhibition types like interactive exhibitions as well as digital presentations for museums and also online shopping ...etc The research will deal with the design of temporary exhibitions, interactive exhibitions and virtual exhibitions and focus on their classification with analysis and identification of the general features of the design and clarify the most important aspects, especially the buildings of the main exhibition halls and international trade fair halls in which temporary seasonal exhibitions and temporary museum exhibitions and their relationship to the economy and tourism.

Research Problem: The problem lies in:-

- How to design temporary exhibitions, interactive exhibitions and virtual exhibitions? and the difficulty of designing ?
- Shortage of knowledge of designing those exhibitions in foundations, standards, principles and the general characteristics of each type and what are the factors affecting them?
- And how to apply booth in an exhibition?

Objectives: The research aims to:-

- Clarify and explain the general characteristics and basic criteria for establishment of temporary exhibitions or virtual exhibitions especially interactive exhibits in order to achieve competitiveness and development.
- Apply the study on ideas for designing Pavilions in temporary exhibitions.
- Conducting an applied study on presenting assuming ideas for a virtual exhibitions.

Methodology: The study uses:-

- The analytical descriptive methodology in Clarifying and explaining the Design criteria of Temporary and Virtual Exhibitions and types by analyzing a selection of temporary exhibitions designs.
- The applied descriptive methodology in Designing pavilion for “EL MARAKBY STEEL” company in the temporary exhibition “Metal & Steel” in “Egypt International Exhibition center ,Cairo –Egypt”.

Also the study has concentrated on presenting assuming ideas for (a mobile application and an internet game and webpage) as an application for the virtual exhibitions design and a proposed design for a building named the Fourth Pyramid.

Key words:

Exhibition design and types, temporary exhibitions, interactive exhibits, virtual exhibitions, digital exhibitions and museum exhibitions.