

## Analyse an exhibition

### Context

Exhibitions are multimodal ensembles. We create meaning in them through our interpretation of various modes and media.

In this project we will be looking at the recent Venice Biennale Pavillion exhibitions to analyse the communication strategies of curators. Search for reviews of pavilions, and for images on social media, and visit the Venice Beinnale Pavilion pages.

<http://www.labiennale.org/en/architecture/2018/national-participations/>

### Requirement

Your group will analyse and evaluate an exhibition from the Venice Biennale in terms of how they curated the exhibition. We want to know how the curators of the exhibition created (or did not manage to create) a **coherent ensemble** that generates meaning through the careful selection of different **modes** and **media**. Does the exhibition seem like it is successful in presenting what the curators are saying it is presenting? First analyse the various details of the exhibition, then evaluate the exhibition in terms of success of Modes and Mediums. Refer to Bloom's Taxonomy of knowledge to see what is meant by analyse, and evaluate. Consider the presentation a moment to share knowledge with the class about making, and artefacts as research and display.

### Technical aspects

- Analyse and evaluate the chosen exhibition from the biennale.
- Design a 10 minute Sway/PowerPoint/Prezi presentation, and deliver an engaging presentation (informative + persuasive) which relays the key findings of your research. Share your findings on Modes and the Mediums used in the pavillion, and consider the Coherence of the Ensemble. Provide your evaluation thereof. Be specific when you analyse your modes, media, and how they come together in an ensemble. Consider the role of the Curator, the Architects, and the Viewers.
- Make the presentation relevant, with the appropriate tone and information required to fulfil the task.
- Any appropriate number of group members should have a verbal role in the presentation.
- There needs to be images and text in your presentation, and you need to speak over this presentation. Employ the principles of multimodality in your presentation. Consider what information should be image-based, what should be verbal, and what should be carried by your body movement in the presentation.
- Remember the ideas we worked through last term: key messages, call to action, presentation as a story etc. Relay a memorable message that your audience will find useful to know. Review your notes.

### Assessment

The presentation is marked according to the principles of Ethos, Logos, Patios, and Kairos.