

THE EVOLUTION OF THE ETHNOGRAPHIC MUSEUM

GALIA GAVISH - CURATOR

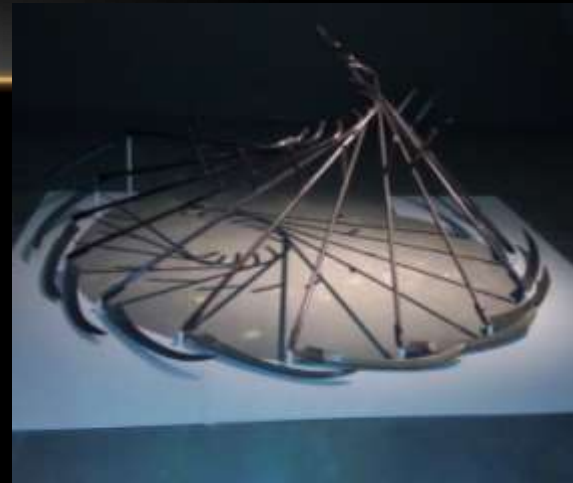


Exhibit in Israel museum Jerusalem

Text and labels



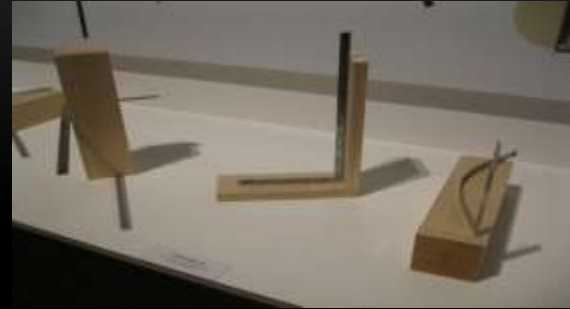
Various Displays



A new design for an existing exhibition



**Text too low
and too small**



PAULINA VAN ZEE AND KENNEDY ATSUTSE

TRYING TO READ THE LABELS AT THE HANOI
ETHNOGRAPHIC MUSEUM



Exhibition should be displayed at eye level



TEXT TOO SMALL AND/OR TOO LOW TO BE EASILY READ



LARGE LETTERS ARE EASIER TO READ FROM A DISTANCE

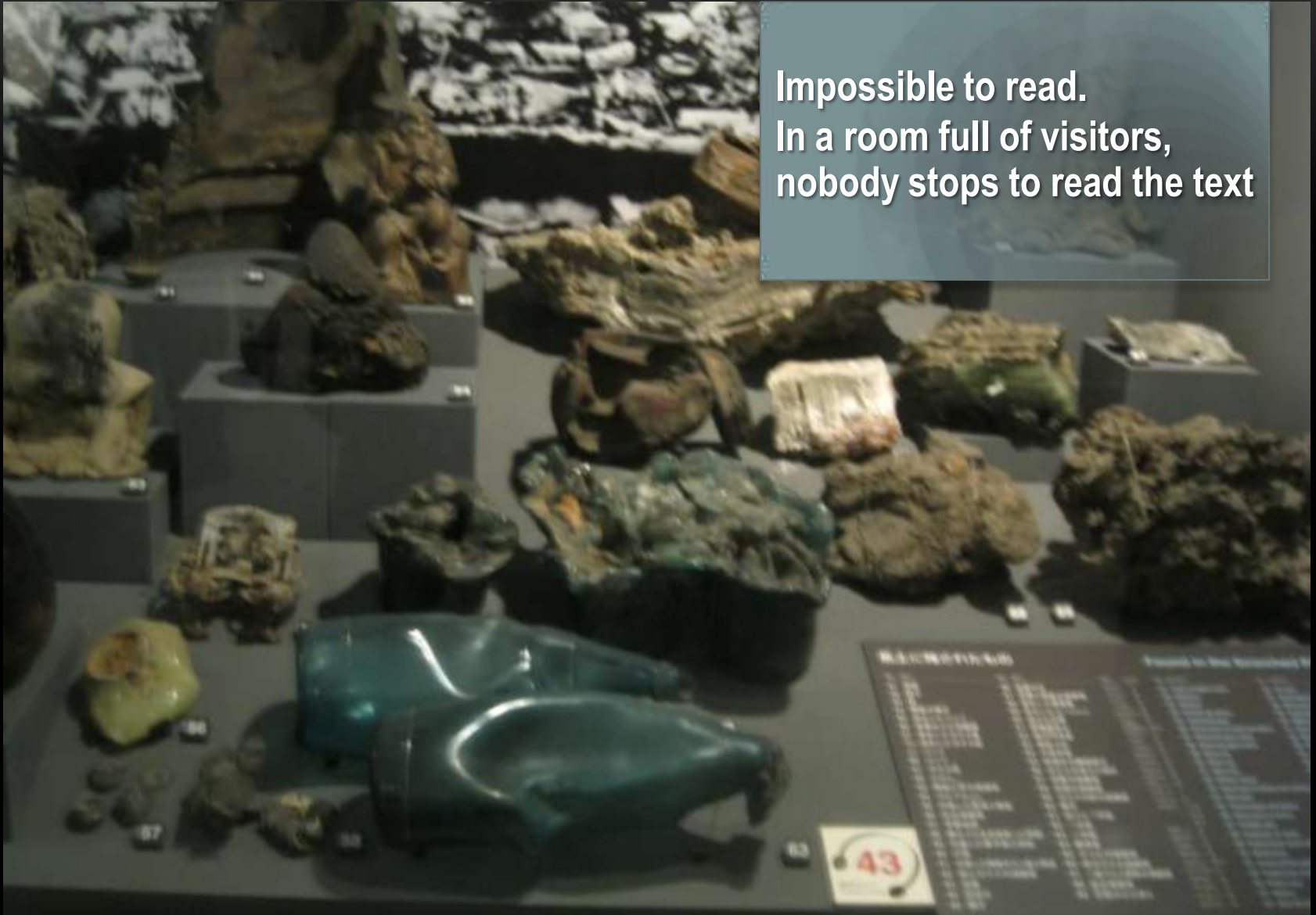


THE PEACE MUSEUM IN HIROSHIMA

THE EXHIBIT SPEAKS FOR ITSELF



Impossible to read.
In a room full of visitors,
nobody stops to read the text



MUSEUM OF BROKEN RELATIONSHIPS

The only museum I've been to where everybody
read the entire text



SCIENCE MUSEUM IN JAPAN

NO EXPLANATION NEEDED



THE OLD NEW SYNAGOGUE IN PRAGUE



Text as image



**Architect Dr. James BRADBURNE
Director of Palazzo Strozzi in Florence**

Dr. Bradburne designed labels with large font that were hung high and parallel to the pictures they explain. This way, visitors who stopped to read the texts did not have to stand close and block the view for other visitors.



Today, the way to relate to an exhibit or lecture is through photography



**THE DESIGN MUSEUM IN HOLON
THE TEMPERATURE
IN SUN AND SHADE
NO NEED TO ADD WORDS**



DIGITAL DISPLAYS DO NOT ALWAYS ATTRACT VISITORS

Only few stop to look



Mini golf – artists build interactive games

The museum became an attraction for families



FOOD EXHIBITS



Kazimir Malevich 1878-1935
Artist? Designer? Architect? Inventor?

Ethnography?



What is Art?
Ethnography?
Theater?



Kazimir Malevich Self porters



Old exhibit in the Old City of Jerusalem OLD COURT YESHUV MUSEUM



ROOM OF
ORIENTAL STYLE



ROOM OF
EUROPEAN STYLE



ROOM OF WOMEN IN LABOR

WHAT TO DO?

THE MUSEUM LOOKS LIKE A STORAGE ROOM !!

On Jewish holidays, I noticed that grandparents would come to the museum with their grandchildren.

The grand fathers would explain how to light the primus stove, and how to do the laundry by hand, etc.

IT MADE THE MUSEUM COME TO LIFE.

I also got feedback from visitors that in the old days, people did not own so many household items. The museum was full of household items and therefore did not truly reflect history. So I divided the exhibitions into different cultural styles, and then history was more accurately reflected.

European influence
Mediterranean style

The kitchen before
redesign



The museum looked different under
different lighting



19th century all-in- one-room for the entire family and it accommodated everything

The bed was rented for the woman in labor



Sleeping corner



Cradle corner



Light Festival

In the Old City of Jerusalem

Different lighting changed the atmosphere in the museum



Sephardic (oriental) Style Room



During the evening – artificial lighting – different lighting



During the evening – artificial lighting



During day light

