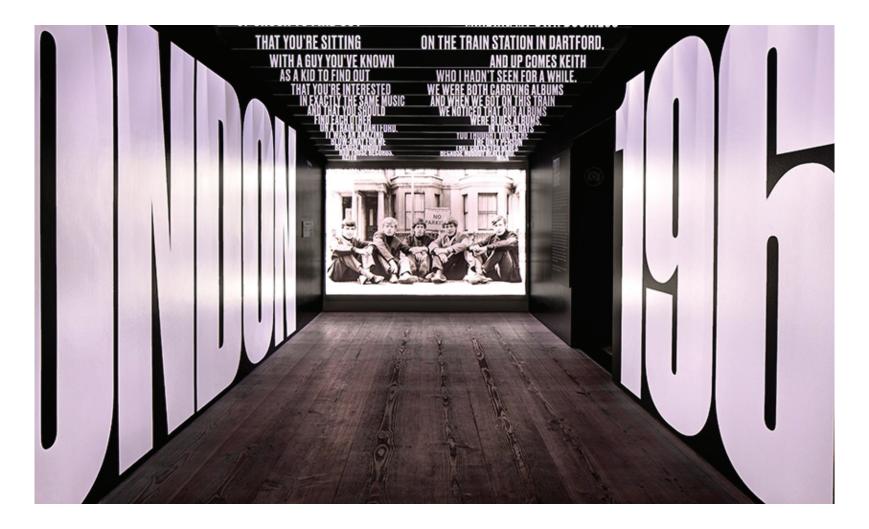# WHAT IS EXHIBITION DESIGN

Exhibition designis the process of conveying information through visual storytelling and environment. It is an integrative, multidisciplinary process that often combines architecture, interior design, graphic design, experienceand interaction design,multimedia and technology, lighting, audio, and other disciplines to create multilayered narratives around a theme or topic.

Exhibition design spans a wide range of applications including museums,visitor centers, heritage parks, themed entertainment venues, trade shows, corporate environments, expositions, and retail stores. It harnesses physical space and visual storytelling to create environments that communicate.

Exhibition design can be limited to a single display or can be expressed
in immersive, architecturally integrated environments. With the rapid onboarding of
technology in the public domain, Exhibition design is increasingly media-driven, social,
and democratized, with content generated not just by designers and curators,
but also by users themselves.

This cutting-edge discipline continues to evolve.

Regardless of the role of technology, however,

it remains a collaborative process and one that

demands the balancing of space,

object, and information with

the deft integration of technology

and the role of the audience.

WHAT IS **EXHIBITION** DESIGN

Exhibition design dates virtually from early human development, but first became formalized in the "cabinets of curiosity" of the 17th century as people began to travel the world and display their treasures in private collections. While the museums of today bear little resemblance to these early attempts at Exhibition design, they are still rooted in human curiosity and the need to learn more about the world around us.