

# Museum Display Design

## 博物馆陈列设计

于 萍 编  
常文心 译

辽宁科学技术出版社

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# **Museum Display Design**





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# Audax Textile Museum Tilburg

## 蒂尔堡奥蒂斯纺织品博物馆

### Location:

Tilburg, the Netherlands

### Designer:

Architectenbureau Cepezed, Studio's Muller en van Tol

### Photographer:

Courtesy of Architectenbureau Cepezed, Studio's Muller en van Tol

### Completion date:

2008

项目地点：  
荷兰 蒂尔堡

设计师：  
塞皮泽德建筑事务所，穆勒工作室

图片提供：  
塞皮泽德建筑事务所，穆勒工作室

完成时间：  
2008

The museum is housed in the nineteenth-century complex of the former Mommers & Co Woollen Fabric Factory, and has recently merged with the Tilburg Regional Archives. For the purpose of a harmonious modernisation, there has been a close collaboration with the Netherlands Department for Conservation. As a solution for the previous fragmentation of functions and buildings, a strong new structure has been designed. The complex has been extended with a new entrance building and an archives storage department with corresponding reading rooms.

Strategically positioned, the new entrance has been designed as an abstract glass volume which radiates accessibility and strongly enhances the recognisability of the museum and its entrance. It has a unique steel supporting framework in the shape of a mesh-pattern that has been left completely and openly visible, presenting an intriguing contrast with the historical qualities of the original complex. Inside, a second smaller volume gives the illusion of having refuted the law of gravity. On the ground floor, the reception and museum café are located. The inner volume contains rooms for gatherings, meetings and education and an auditorium cum multifunctional hall with a capacity of one hundred people.

The architectural, constructional and installation technical components of the project have

been integrated as much as possible. In doing so, various textile applications that underline the identity of the user have been used. The fabric cladding of the archives is already an example of this. In addition, textile stretch ceiling systems with integrated lighting strips have been used in both the new and existing construction. The installations in the new entrance building are situated against the side elevation and are veiled by means of a textile stretch wall system. Externally, the front and rear walls of the suspended volume are also covered with textile.

博物馆位于建于19世纪的莫摩尔斯毛纺工厂里，与蒂尔堡区域档案馆联合起来。为了进行和谐现代改造，设计师与荷兰文物保护部门进行了紧密合作。为了将建筑原有零碎的功能统一起来，设计师引入了一个新结构，新建入口大楼、档案存储部和相应的阅读室。

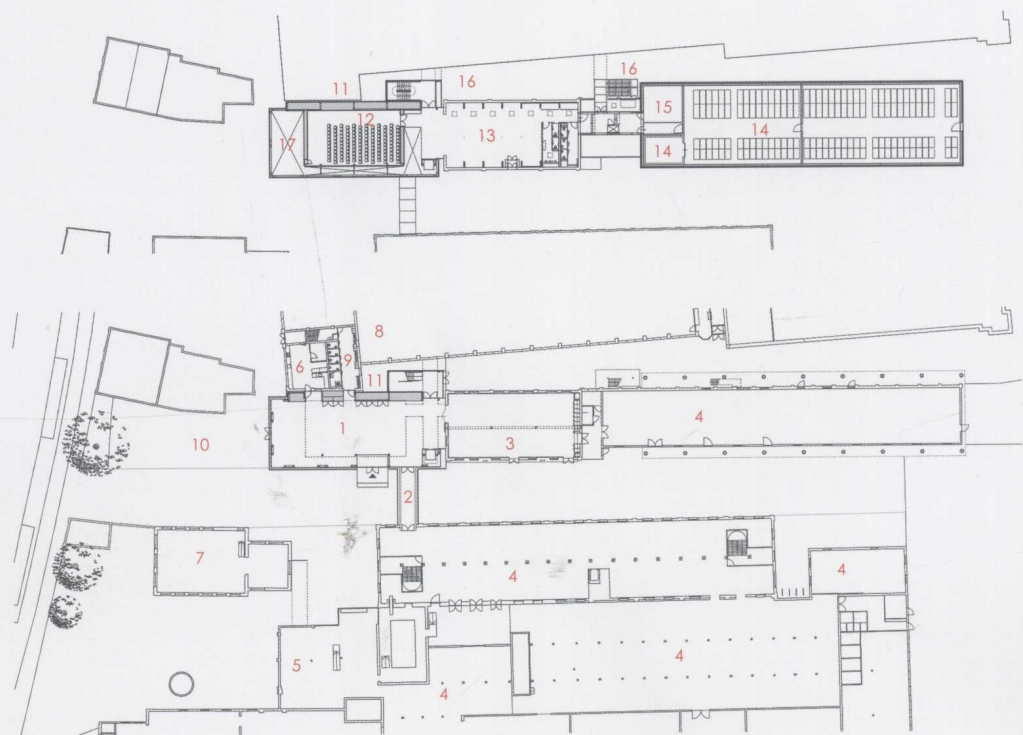
新入口是一个抽象的玻璃结构，极大地提升了博物馆及其入口的辨识度。它拥有一个独特的网状钢铁支撑结构，与原有建筑的历史特征形成了对比。一楼设置着前台和博物馆咖啡厅。内部空间包括集会、会议、教育、礼堂等多功能区域，多功能大厅能容纳100人左右。

项目的设计尽可能结合了建筑、构造和装置技术。各式各样的纺织品以其不同的用途展现出来。此外，新旧建筑的天花板上都采用了延伸的布料与照明光条相结合。新入口的装置与侧立面相对，上面覆盖着纺织品墙壁系统。外部悬垂空间的前后两面墙壁上被布料所覆盖。









1. Entrance hall and museum café
2. Passageway
3. Museum shop
4. Exhibition
5. Children & education
6. Kitchen
7. Museum offices
8. Prospective exhibition of the Tilburg town museum
9. Cloak room
10. Museum sidewalk café
11. Installations zone
12. Multifunctional hall
13. Foyer
14. Archives & depot
15. Installations archives
16. Prospective connections with the Tilburg town museum and reading rooms
17. Vide

- 1.入口大厅和博物馆咖啡厅
- 2.走道
- 3.博物馆商店
- 4.展览区
- 5.儿童和教育中心
- 6.厨房
- 7.博物馆办公室
- 8.预期蒂尔堡镇博物馆展览区
- 9.衣帽间
- 10.人行道咖啡厅
- 11.设备区
- 12.多功能厅
- 13.门厅
- 14.档案室和仓库
- 15.设备档案室
- 16.预期与蒂尔堡镇博物馆和阅览室的连接处
- 17.参阅室

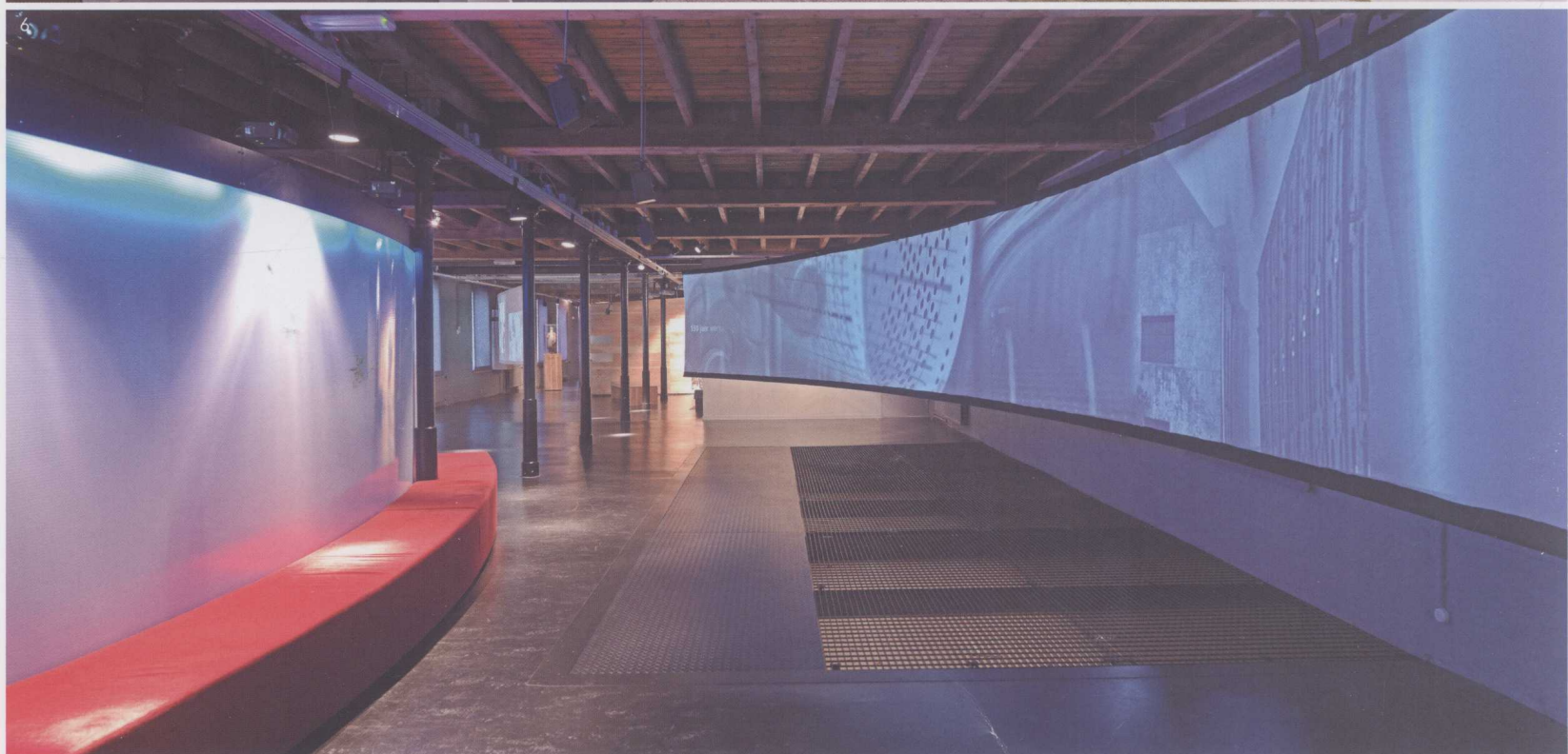








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7

1. Entrance lobby of the museum
2. Abstract glass volume with unique steel supporting framework in the shape of a mesh-pattern
3. Museum café on the ground floor
4. Glass volume presenting an intriguing contrast with the historical qualities of the original complex
5. Interior display of textile
6. Amazing lighting design of interior
7. Textile industrial equipments and fabric reference hall
8. Display of textile industrial equipments

1. 博物馆入口大厅
2. 抽象的玻璃结构和奇特的网眼图案钢材支撑框架
3. 一楼博物馆咖啡厅
4. 玻璃结构与原有建筑的历史氛围形成了有趣的对比
5. 纺织品陈列
6. 室内迷人的灯光设计
7. 纺织工业设备和纺织品参考大厅
8. 纺织工业设备展览



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# BMW Museum

## 宝马博物馆

**Location:**  
Munich, Germany

**Designer:**  
ATELIER BRÜCKNER

**Photographer:**  
Markus Buck

**Completion date:**  
2008

项目地点:  
德国 慕尼黑

设计师:  
阿特利尔·布鲁克纳有限公司

摄影师:  
马库斯·巴克

完成时间:  
2008

The new BMW Museum in Munich has a modern, dynamic language: the language of the automotive world. Opened on June 21st, 2008, it sets a new standard in the realm of brand-focused museums. Along with the BMW Welt, opened in October 2007, and the BMW factory tour, the museum is the final component of the BMW Triad, where two million visitors are expected annually.

Outwardly, the houses present themselves as homogeneous, luminous bodies with beaming bright glass facades. The interiors are similarly designed with a "White Cube" aesthetic, creating a visual relationship between houses. The differentiation occurs through the subject assigned to every house. These subjects include: Design, the Company, Motorcycles, Technology, Motor Sport, Series and the Brand. Each house speaks an independent and individual language that is generated from the subject. The identity of the houses can be seen on all floors. The individual exhibition rooms have common design elements, which consequently appear on the different floors and create a vertical and thematic arrangement

The visitor enters the houses from the "street" – in each case where a small glass floor surface makes a clear visual statement of differentiation. Large doorways into the exhibits provide an unobstructed view into the

house, providing a preview of the exhibits and sparking the curiosity of the visitor to lure them inside. Visual axes stress connections within a house as well as to neighbouring houses.

慕尼黑新建的宝马博物馆可以用一个现代动感的词汇来形容: 汽车的世界。博物馆于2008年6月21日对外开放, 它树立了品牌博物馆的新标准。随着宝马世界于2007年10月对外开放, 宝马工厂的参观活动也随之展开, 博物馆是宝马三部曲的最后一个篇章, 预计平均每年会有200万名游客到此参观。

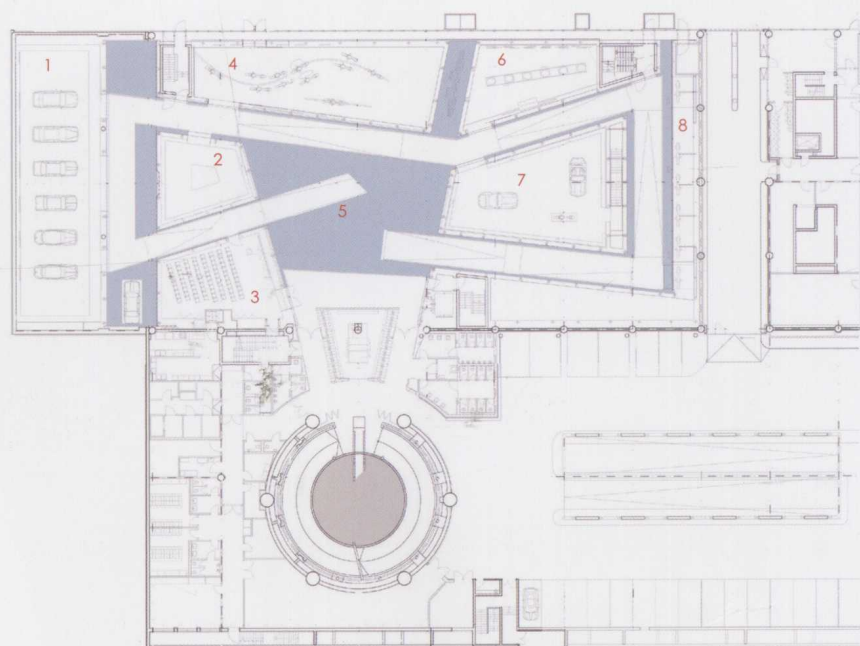
从外观上看, 展馆采用一体式设计, 楼身饰以玻璃外墙, 看上去宽敞明亮。馆内同样采用白色理念, 打造出各展厅之间的通透效果。每个展厅的主题各不相同, 包括设计、宝马公司、机车、技术、汽车运动、系列和品牌。每个展厅基于各自的主题, 讲述着不同的故事。从各个楼层都能看到展厅的内部特色。展厅采用类似的设计元素, 根据它们所在的楼层不同, 建立起纵向主题化的结构。

游客由“通道”进入展厅, 在每间展厅都有一块玻璃地面, 映射其特别之处。巨大的入口能让人一眼望穿整个展厅, 游客可以预览展品, 引发他们的好奇, 吸引他们进入厅内参观。展厅内有明显的主轴强化主题, 并一直延伸至相邻的展厅。







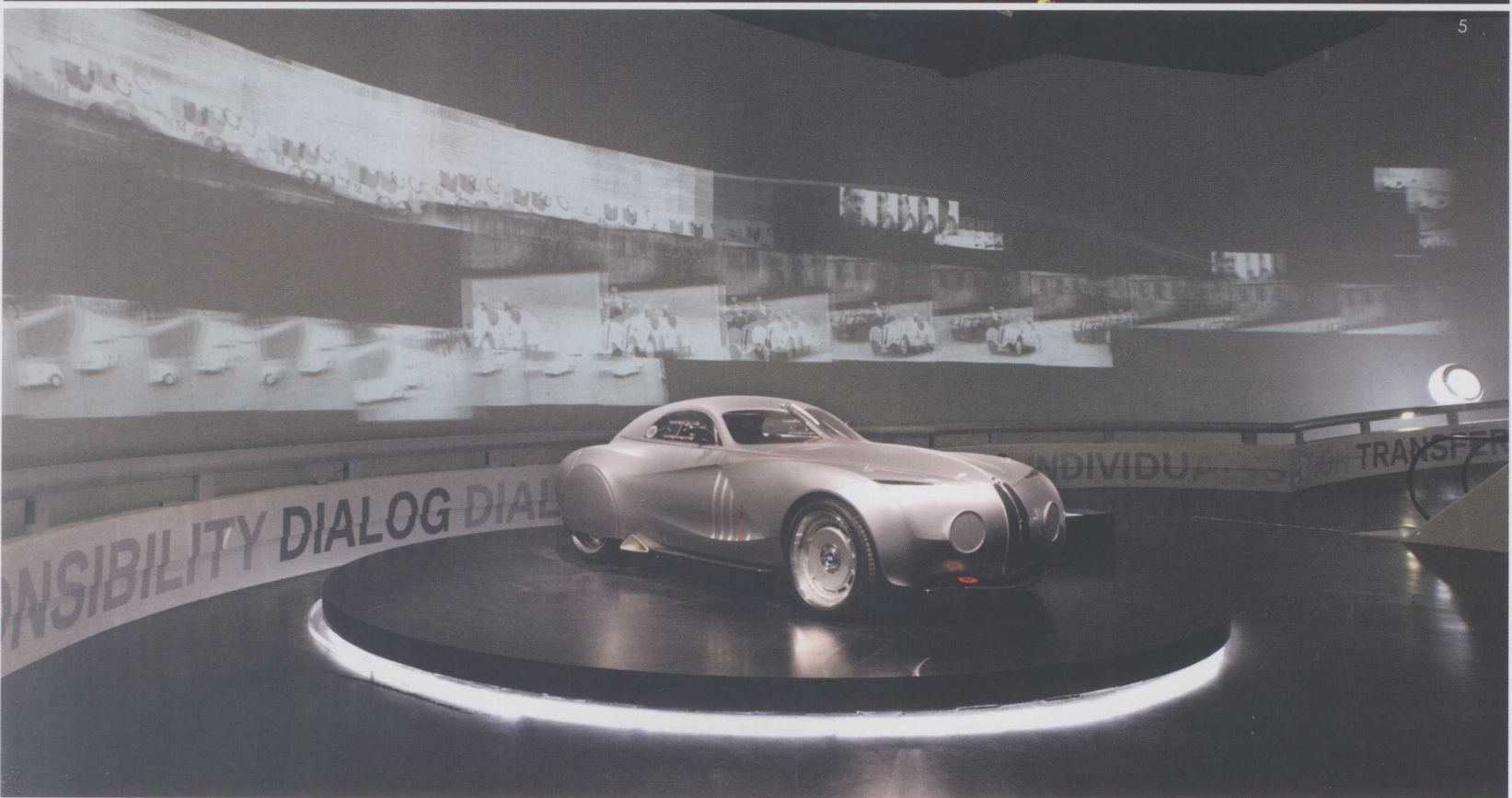


- |                     |           |
|---------------------|-----------|
| 1. BMW mode line    | 1. 宝马模式行  |
| 2. BMW the brand    | 2. 宝马品牌展示 |
| 3. Seminar          | 3. 讨论室    |
| 4. BMW motor sports | 4. 宝马跑车   |
| 5. BMW plaza        | 5. 宝马广场   |
| 6. BMW technology   | 6. 宝马工艺   |
| 7. BMW design       | 7. 宝马设计   |
| 8. BMW motorcycles  | 8. 宝马摩托车  |





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