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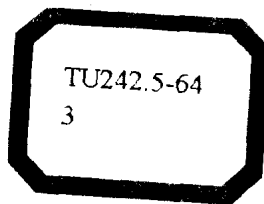
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EXHIBITION · CULTURE
SPACE

展示空间

韩国建筑世界株式会社 编

大连理工大学出版社



展示空间

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韩国建筑世界株式会社 编
李家坤 译 李世芬 审

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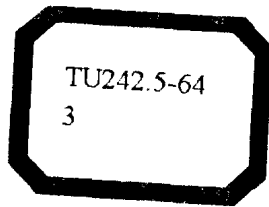
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博物馆·美术馆展示设计

Practical Exhibition Planning for Museum · Gallery

李遇权 / Induk 工学院建筑系教授

Lee, Woo kwon / Prof. of Architecture Dept. of Induk Institute of Technology

出生于 Kyeonggi 道。他曾在汉阳大学学习建筑工程学并在该校获得硕士学位。他又在 Kookmin 大学造型艺术研究生院完成了博士课程。此外，他还曾就读于美国长滩州立大学的艺术研究生院，学习室内布景建筑学。他的主攻专业为“博物馆建筑（建筑设计与规划）”。

他参加了几个重大项目，诸如韩国国家博物馆的建设，通讯博物馆、径赛博物馆以及国家自然历史博物馆的建设。

他为太空研究有限公司效力并执教于 Konkuk 大学的建筑研究生院，身兼以下职务：

—— Dongil 建筑有限公司的顾问，Sunjin 设计有限公司集团的顾问，文化旅游部的图书馆与博物馆建设顾问。

—— Baekje 历史民俗博物馆设计大赛的评委，国防部（建筑技术）大赛的评委，建筑运输部（技术）大赛的评委。

—— 韩国国家博物馆建筑委员会会员。

Born in 1953 in Kyeonggi Province. He studied architecture engineering and received masters at Hanyang University. He finished doctor course in Formative Graduate School of Kookmin University. He studied interior architecture in Art Graduate School of Long Beach State University in the USA. His major is the 'Museum Architecture(architecture planning & design)'.

He has participated in several projects such as National Museum of Korea, Communication Museum, Racing Museum, and National Natural History Museum.

He works for design team of Space Research Co., Ltd. and teaches at Architecture Graduate School of Konkuk University

- Consultant for Dongil Construction Co., Ltd., Sunjin Design Group Co., Ltd.,

Library and Museum of the Ministry of Culture & Tourism

- Judge for design competition of Baekje History Folk Buyeo Museum and

the Ministry of National Defense (construction technology), the Ministry of Construction & Transportation (technology)

- Member of construction committee of National Museum of Korea

1. 引言

一个博物馆，即使拥有多种展示材料，而且建筑风格也十分优美，但是如果不能分析其拥有的展示材料并且通过某种展示来揭示分析的结果，那么这个博物馆也就失去了意义。

一个博物馆的功用与使命应具有教育性，这个事实可以在很多方面加以强调。如果一个博物馆仅仅成为自豪地显示自己拥有的展示材料的地方，那么它也就没有完成自己的使命。

因此，这个博物馆的教育行为、文化行为以及启蒙行为的支柱就是卓有成效的展示行为。一个博物馆即使具有重大的研究潜力，但如果其失去同公众接触的机会，那么它也就失去了教育功能。

鉴于这种教育行为是建立在展示基础之上的，那么一个没有展示的博物馆就不能存在。不搞展示，它也就失去了存在的意义。21 世纪的博物馆被看做是一个体验生活、历史以及文化的地方，是一个通过展示其拥有的展示材料而进行教育的地方，这就是一个博物馆的功用。

教育结果不是必须通过在展示会上进行过多解释才能体现出来的。解释展示会往往是枯燥无味的。因此，一个展示会，即使其目的是为了进行教育，也应该有吸引观众注意力的戏剧性要素。

通常来说，一个博物馆的展示会可分成永久性的和具有专门规划的两种展示会。即使一个永久性的展示会也要不断地更换展品，它总是展示同博物馆功能和目的相一致的展示材料。不管展示类型怎样，展品本身就体现了一个博物馆的目的与基本含义。

1. Introduction

Even though a museum possesses lots of materials and its building is beautiful, the museum has no meaning if it fails to analyse the materials and show the results of analysis through a type of exhibition.

The fact that the function and task of a museum should be educational can be emphasized in many ways. If a museum just stays as a place for display of the materials with proud, it misses its own task.

Therefore, the effective exhibition activity is the mainstay of education, culture and enlightenment activities of the museum. A museum can not demonstrate an educational function if it fails to contact with the public even if it possesses lots of research activities.

Since this educational activity is established based on the exhibition, a museum without exhibition can not exist, and it has no meaning of existence without exhibition. The museum of the 21st century is regarded as a place for experience of the life, history and culture and a place for education through displays of materials, which emphasizes the function of a museum.

The educational results does not necessarily require any excessive explanatory exhibition. An explanatory exhibition tends to be a boring and dull exhibition. Therefore the exhibition itself should have dramatic elements to attract the attention of the public even though its main purpose is an educational result.

In general, the exhibition of museum is divided into a permanent exhibition and special planning exhibition. Even though the permanent exhibition exchanges the exhibition from time to time, it displays materials agreeing with the functions and purposes of the museum all the time. The exhibition itself is the purpose and the basic mean of a museum regardless of the type of exhibition.

As described in the basic concept of a museum, the purpose and mean requires policy and technology in terms of the museum science and museum technology. The information for the exhibition program can be classified

正如在博物馆的基本概念中所描述的那样，从博物馆科学与博物馆技术的角度来看，其目的与意义需要方针与技术。展示方案的信息可以分成外部环境要素和内部环境要素，见下文所述。

1) 外部环境要素——参观者行为分析

2) 内部环境要素

· 基本概念，展示会数据状况与数据选择，展示体系（主题、目录、展项、表现方式、表达指南），展示区的结构，博物馆图示，展示环境。

2. 博物馆资源研究

1) 人力资源

① 展示的开发：展示，应该通过使用展示过程和展示材料来为参观者提供新的知识和信息，而展示过程和展示材料又是为博物馆的目的服务的。展示空间应是提供教育和快乐的环境。因此，一个展示需要具备一种展示能力，这种能力要建立在参观者的理解力和展品的基础之上。

② 展示的方案：一个展示的开发就是要敲定展示材料、展示方法和展示技术，以便系统地、有效地满足参观者知识上、审美上和文化上的需求。展示是一种前瞻性工作，由于展示差异性大，需要不断更换展品，因此，需要就展示设施、展示更换和相互交流对展示进行开创性开发。

——古遗物展示和展示方向

——博物馆其他的展示资源

——国内外博物馆的交流展示规划

into the external environment elements and internal elements as follows.

1) External environment elements - Analysis of visitors' behavior

2) Internal elements

°§ Basic concept, Data state and data selection for exhibition, Exhibition system (Theme, contents, items, media, expression guideline), Exhibition area structure, Museograpia, Exhibition environment

2. Research of Museum Resources

1) Manpower resources

®Á Exhibition development: The exhibition should provide the visitors with new knowledge and information, education and pleasant environment using the exhibition and materials serving for the purpose of the museum. Therefore it requires the ability to exhibit based on the understanding of the visitors and exhibition.

®Ë Exhibition program: It develops the materials to be exhibited, the exhibition method and technology to satisfy with the intellectual, aesthetical and cultural desire systematically and effectively. The exhibition is a future-oriented work requiring a smooth exchange of exhibition due to the diverse genre. Therefore it requires the creative development of exhibition for the exhibition facility, exchange and mutual exchange.

- Exhibition of remains and exhibition direction

- Resources for exhibition of other museum

2)材料资源

展示区是一个参观者和展品共同存在的空间，这部分是博物馆最重要的组成要素。它包括中央大厅、永久展区和规划展区。规划后的展区可使观众在此大量地通行。

- 设计出有小型柱子的地面结构，以供展区的变化和延伸之用。
- 设计出建筑区与展区的有机一体化。
- 设计出展区环境，其中包括良好的供暖环境、照明环境以及有益于展区与参观者的空气环境。
- 设计出空调设施和内部装修，以解决由参观者所造成的噪音、尘埃、湿气和温度等方面的问题。
- 设计出火险等应急情况的防御措施。
- 设计出盗窃等灾难的防御性设施。
- 内部设计要解决好装修、色彩、自然采光与人造灯光、隔音、大自然的引入以及休闲空间等方面的问题，使人们参观起来感到十分舒适。
- 设计好智能化建设，使得电、机械、犯罪防御、火险防御以及通讯设施一体化。开创出视听型的高科技展示。

- Exchange exhibition planning with domestic and overseas museums

2) Material resources

The exhibition area is a space where the visitors and exhibition exist together, which is the most important element of a museum. It consists of a central hall, permanent exhibition area and planning exhibition area, which causes the large-sized circulation of visitors.

- Design for floor structure with minimum column for the change and extension of the exhibition area
- Design for an organic integration of architectural area and exhibition area
- Design for exhibition environment including heat environment, light environment and air environment resulting from the exhibition and visitors
- Design for air conditioning facility and interior finishing to solve problems of noise, dust, moisture and temperature resulting from the visitors
- Design for emergency like fire
- Design for disaster prevention facility like burglary
- Interior design for furniture, color, natural and artificial lighting, soundproofing, introduction of nature and relaxation space for a comfortable inspection
- Design for intelligent building to integrate electricity, machinery, crime prevention, fire prevention and

- 结构设计方面要多装像滑车、交换装置这样的装置。
- 设计出自然的光线，多多考虑展品的保存环境。
- 设计出有储存空间的流通形式以供展品的顺畅搬运。

3)知识资源

①展示资料研究的目的

其目的之一是要弄清楚展示和待储存的物品。鉴于理解本行业的目前形势是很重要的，所以对展示材料长期发展趋势的理解以及对相关研究单位拥有的材料的了解会提供确定展示基本规划所需的基本信息。

其目的之二是选择待展示的古遗物。因此，展示空间可以更具体些，研究人员可以准备好展示空间以及展示分区的布局。

②展示资料选择范围

- 目前在展厅中展示的整体展品体系
- 在博物馆收集品中可得到的展示材料

communication facility for hi-tech exhibition of A/V style

- Structure design for the exhibition with an excessive load like machineries and exchanger
- Design for the natural lighting considering the preservation conditions of exhibition
- Design for circulation with the storage space for a smooth movement of exhibition

3) Intellectual resources

① Purpose of research of exhibition data

First, it is to understand the object to be exhibited and stored. Since the understanding of the present condition is very important, the understanding of tendency of materials for years and materials of related institutes gives the basic information to establish the basic planning of exhibition.

Second, it is to choose remains to be exhibited. As a result the exhibition room can be more concrete and the researchers can prepare for the constitution of exhibition room and exhibition scenario.

② Range of selection of exhibition data

- The whole exhibition currently exhibited in the display room
- Materials available for the exhibition among collections of museum
- Materials exhibited in the special exhibition or overseas exhibition of other museum among cultural assets possessed by the university museums
- Materials with academic value among materials found and researched by the university museums
- Materials available for the exhibition after preservation arrangement among collections in the museum storage

- 在大学博物馆文化资产中，其他博物馆在特殊展示中展出的材料或海外展示展出的材料
- 大学博物馆所发现和研究的材料中具有学术价值的材料
- 在博物馆储备的收集品中保存处理后可展示的材料

3. 知识吸收途径

1)吸收系统要素

通常来看，博物馆包括展示材料、参观者和展示空间。要确定博物馆的开发和管理方针，下面三个要素彼此联系要十分密切，即使有理念的变化或逆转。

① 供收集的资料

划分材料的类型与方法是不同的。由于材料范围的多样性，博物馆的分类方法不属于常见的分类方法。因此，每个博物馆应该根据其环境合理确定其分类方法。博物馆的资料包括陈列资料、储存材料、研究材料和参考材料。

3. Intellectual Approach

1) Approach system element

A museum consists of the exhibition materials, visitors and space in large. For the development and management policies of the museum, these three elements have a close correlation with each other in case of conversion or change of concepts.

① Data for collection

The type and method to classify materials is very diverse. The classification method of museum is not a common classification system due to its diversified range of materials. Therefore each museum should set its own classification method properly according to its conditions. The materials of museum consist of spread materials, storage materials, research materials and reference materials. Therefore the classification method of collection and materials conducted by the museum can be used as a criterion to measure the exhibition style and size of space. Since it can be used as a direct related materials to judge the classification system and size of storage, it

Classification	Details
Classification of visitors by ages	Childern Young & middle age Old age
Visit Type	Single Small group Group
Intellectual Background of vistors	Basic level Middle level Advanced level

<Table 1> <Classification of characteristics of visitors

因此，博物馆收集的材料分类方法可以用做划分展示类型和测量展示空间大小的标准。鉴于它能用做裁定分类系统和储量大小的直接相关材料，因此，它对博物馆建设有很大影响。

② 参观者

尽管所有的参观者都是根据他们自己的目的和品味来参观博物馆的，然而，参观者的观点都应该由博物馆内的展示服务设施、实际空间形式、接近展品的方法和通过方式来决定。

从这个角度看，预测博物馆的空间形式和体系来了解参观者的特征和类型是很重要的。

一般来说，参观者的类型可以被分成自然型和社会型。所有的特征要素又都可按年龄来对参观者的类型和知识层次进行分类。

③ 博物馆的空间

博物馆的空间按照其功能可分成许多分区。对于与收集相关的空间来说，展示空间和储存空间是最为重要的空间。从实际情况来看，它们与参观者和收集品密切联系在一起。入口空间和学术研讨空

表 1 参观者类型划分

分 类	细 节
根据参观者年龄 进行分类	儿童 年轻人以及中年人 老人
参观类型	单人参观 小组参观 团体参观
参观者 知识层次	基本水平 中等水平 高级水平

exerts a big influence on the architecture of museum as a result.

② Visitors

Although all visitors visit the museum according to their own motive and taste, the attitude of visitors should be dominated by the exhibition, service facilities, physical space constitution and approach and circulation style in the museum.

In this aspect, it is very important to understand the characteristics and types of visitors to forecast the space constitution and system of museum.

The characteristics of visitors are divided into the physical characteristics and social characteristics in large. The whole characteristic elements can be classified into age, visit type and intellectual background.

③ Space

The space of museum is divided into many divisions according to its functions. For the collection-related space, the exhibition space and storage space is the most important space that is physically connected with visitors and collections. The entrance space and academic space are included in this division.

Classification	Details
Entrance	-Guest reception space -General exhibition information space
Exhibition	-Exhibition space for educational theme of high-quality - Exhibition space for interpretation of theme
Storage	-Study collection for open exhibition by requirements -Research collection for special research or collection
Culture Department	-Exhibition, educational program-related culture department - Science and technology-related culture department

<Table 2> <Classification of collection-related space>

间都包括在这些大分区中。与收集相关的空间应该考虑其变化性以便调节在给定空间内参观者接近展品的类型，以及调节在给定空间内的收集品类型。然而，更为重要的是在规划之初就应形成一个体系框架，使其反映出参观者和收集品的特征，以便提供一个有效的接近展品的形式。

4. 交流体系

1) 概念

交流是通过相互之间的关系来实现的，它的基本特点是借助语言或图片信息来改变他人的观点或行为。

因此，交流有很强的目的倾向，这样的倾向特征可以分成一般倾向和特殊倾向。

一般倾向就是根据交流目的所针对的交流者的理解而确定的。它认为特殊倾向交流的初衷是重要的，并且当交流要取得的结果得到时，一般倾向的利益

表 2 对与收集相关的空间进行分类

分 类	细 节
入 口	—— 客人接待处 —— 总体展示信息空间
展 示	—— 高质量教育主题展示空间 —— 主题解释展示空间
储 存	—— 根据要求供公开展示的研究收集 —— 供特殊探讨或特别收集的研究收集
文化部分	—— 展示与教育方案相关的文化部分 —— 与科技相关的文化展示

The collection-related space should consider the variability to adjust the approach style of visitors and collections in the given conditions. However it is more important to shape a systematical frame reflecting the characteristics of visitors and collections in the beginning of planning to offer an effective approach.

4. Communication System

1) Concept

The communication is made through mutual relations and its basic character is to change the attitude or behavior of others by means of 'message' made of languages or pictures.

Therefore, the communication has a purpose-oriented inclination and such characteristics of inclination can be divided into the common inclination and special inclination.

The common inclination is established on the understandings of communicators sharing meanings of the purpose. It regards the original motive of communication by the special inclination as important and its interests can be realized when the results intended by the communication take place. The 'inclination' to transmit something to someone in the common communication activity means that the activity is understood to the communication partner. A certain communication activity due to a special inclination i.e. interests explains the reasons and motives of the communication activity.

Such communication activity should stimulate the motive of the communication activity besides the fixed purpose with the receptor. To transmit the message simply can not be understood as communication but understood as a <communication activity>. The word of communication can be used only when persons who participate in the communication succeed in producing <understandings> between communicators within the

也就实现了。在一般交流行为中，把某事传递给某人的倾向意味着这个行为被交流参与者所理解。由于特殊倾向，即利益的驱使，一个交流行为解释了这个交流行为的原因和动机。除了接受者固有目的外，这样的交流行为也应该激起交流行为的动机。仅仅传递信息不能作为交流来理解，只能作为一种交流行为来理解。仅当参与交流的人成功地实现了在交流范围内交流者间的理解时，交流这个词才能使用。因此，交流的过程被理解为是一种相互间的社交关系，交流则被描述为相互关系产生后的一个概念。

交流的基本要素由以下部分组成：

表3 交流体系

交通促进要素		接受要素	内部媒介要素	交流效果
1. 目录	① 题目 ② 吸引力描述 ③ 论据	1. 交流无限要素 (说服)	1. 注意力	1. 态度变化 ① 观点改变 ② 感知改变 ③ 情绪改变 ④ 行为改变
2. 交流者	① 角色 ② 目的 ③ 联系	2. 交流有限要素 ① 内容要素 —— 题目要素 —— 吸引力要素 —— 论据要素 —— 风格要素 ② 交流者要素 ③ 媒介要素 ④ 环境要素	2. 理解	
3. 媒介	① 直接与间接 ② 感知类型		3. 接受	
4. 环境	① 社会形势 ② 额外刺激	① 直接与间接 ② 感知类型		

communication ranges. Therefore, the process of communication is understood as a type of social mutual relations and communication is described as a concept used after mutual relations.

The basic elements of communication are as follows.

°§Cm(Communicator) : A person who communicates something

°§Ma(Message) : Contents to be communicated

°§Mo(Medium) : A mediator to communicate the message

°§Rc(Receptor) : A person who receives the message

5. Exhibition System

1) Theme

The exhibition of museum should establish the basic guideline through a theme based on the analysis of exhibition

Communication Stimulus		Receptor Element	Inner Mediation Element	Communication Effect
1. Contents	① Topic ② Appeal ③ Arguments	1. Communication infinite element (being persuaded situation)	1. Attention	1. Attitude change ① Opinion change ② Perception change ③ Emotion change ④ Behavior change
2. Communicator	① Role ② Intention ③ Affiliation	2. Communication finite element ① Content element - Topic element, -Appealelement - Arguments element - Style element ② Communicator element ③ Medium element ④ Environment element	2. Understanding	
3. Medium	① Direct vs. indirect ② Sense type		3. Reception	
4. Environment	① Social situation ② Extra stimulus	① Direct vs. indirect ② Sense type		

<Table 3> <Communication system>