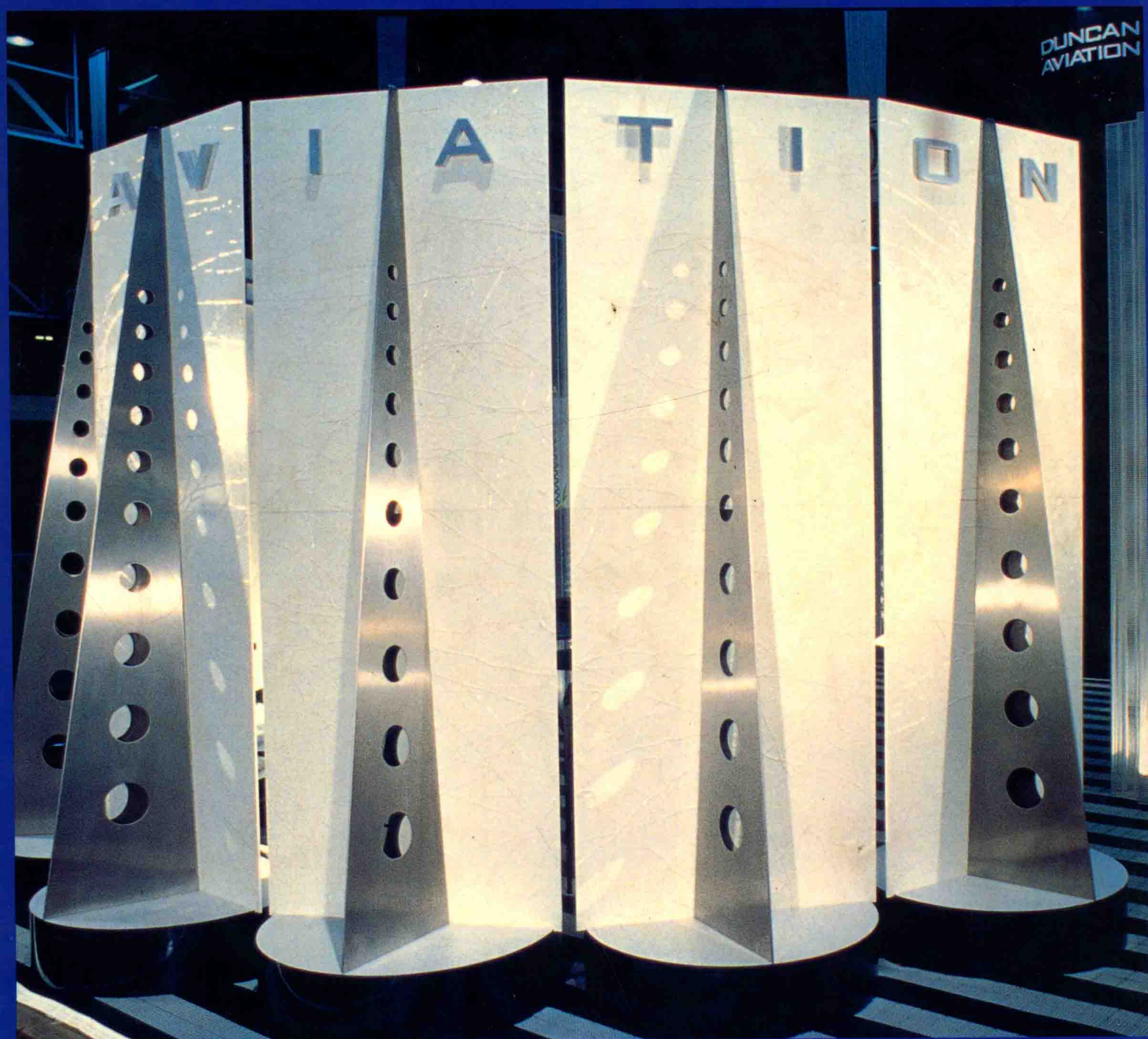


EXHIBIT DESIGN 4



Robert B. Konikow

EXHIBIT DESIGN 4

Robert B. Konikow



PBC INTERNATIONAL, Inc.

GLEN COVE, NEW YORK

Distributor to the book trade in the United States and Canada:

Rizzoli International Publications, Inc.

300 Park Avenue South
New York, NY 10010

Distributor to the art trade in the United States:

Letraset USA

40 Eisenhower Drive
Paramus, NJ 07652

Distributor to the art trade in Canada:

Letraset Canada Limited

555 Alden Road
Markham, Ontario L3R 3L5, Canada

Distributed throughout the rest of the world by:

Hearst Books International

105 Madison Avenue
New York, NY 10016

Copyright © 1990 by

PBC INTERNATIONAL, INC.

All rights reserved. No part of this book may be reproduced
in any form whatsoever without written permission of the
copyright owner, PBC INTERNATIONAL, INC.,
One School Street, Glen Cove, NY 11542.

Library of Congress Cataloging-in-Publication Data

Konikow, Robert B.

Exhibit design 4 / by Robert B. Konikow.

p. cm.

ISBN 0-86636-131-6

1. Exhibits I. Title. II. Title: Exhibit design four.

T396.5.K653 1990

659.1'52—dc20

90-6924

CIP

Color separation, printing, and binding by
Toppan Printing Co. (H.K.) Ltd. Hong Kong
Typography by Jeanne Weinberg Typesetting

10 9 8 7 6 5 4 3 2 1

INTRODUCTION	9
FOREWORD	11
CHAPTER 1	
Small Exhibits	13
CHAPTER 2	
Medium Exhibits	59
CHAPTER 3	
Large Exhibits	93
CHAPTER 4	
Giant Exhibits	117
CHAPTER 5	
Multi-Level Exhibits	131
CHAPTER 6	
Special Areas	155
CHAPTER 7	
Museums	183
CHAPTER 8	
Too Good To Leave Out	207
INDEX	249

EXHIBIT DESIGN 4

EXHIBIT DESIGN 4

Robert B. Konikow



The Library
of Applied
Design

PBC INTERNATIONAL, Inc.

GLEN COVE, NEW YORK

Distributor to the book trade in the United States and Canada:

Rizzoli International Publications, Inc.

300 Park Avenue South
New York, NY 10010

Distributor to the art trade in the United States:

Letraset USA

40 Eisenhower Drive
Paramus, NJ 07652

Distributor to the art trade in Canada:

Letraset Canada Limited

555 Alden Road
Markham, Ontario L3R 3L5, Canada

Distributed throughout the rest of the world by:

Hearst Books International

105 Madison Avenue
New York, NY 10016

Copyright © 1990 by

PBC INTERNATIONAL, INC.

All rights reserved. No part of this book may be reproduced
in any form whatsoever without written permission of the
copyright owner, PBC INTERNATIONAL, INC.,
One School Street, Glen Cove, NY 11542.

Library of Congress Cataloging-in-Publication Data

Konikow, Robert B.

Exhibit design 4 / by Robert B. Konikow.

p. cm.

ISBN 0-86636-131-6

1. Exhibits I. Title. II. Title: Exhibit design four.

T396.5.K653 1990

659.1'52—dc20

90-6924

CIP

Color separation, printing, and binding by
Toppan Printing Co. (H.K.) Ltd. Hong Kong
Typography by Jeanne Weinberg Typesetting

10 9 8 7 6 5 4 3 2 1

Table of Contents

INTRODUCTION	9
FOREWORD	11
CHAPTER 1	
Small Exhibits	13
CHAPTER 2	
Medium Exhibits	59
CHAPTER 3	
Large Exhibits	93
CHAPTER 4	
Giant Exhibits	117
CHAPTER 5	
Multi-Level Exhibits	131
CHAPTER 6	
Special Areas	155
CHAPTER 7	
Museums	183
CHAPTER 8	
Too Good To Leave Out	207
INDEX	249

INTRODUCTION

Robert B. Konikow

As always, it is a rewarding experience to see the output of today's exhibit designers, to admire their technique, their imagination, their creativity. It is not a simple task to select some and reject others. Some of the decisions that are part of the process of selection may seem arbitrary, especially by those who are disappointed at not having their work included, and indeed, some of them are indeed arbitrary. There are no hard and fast criteria that permit one to say that, once an obvious level of professionalism has been reached, one entry is clearly superior to another.

There are limits, of course, imposed by the quality of the illustrations sent in. Of all promotional media, the trade show or museum exhibit is the most difficult to photograph. It is a medium designed to be three-dimensional, to be a stage within which action is taking place. It takes place in a location where other installations, often part of a complex background, are competing for attention. It is hard to capture on two-dimensional film, especially during the limited time and the great activity of a trade show exposition. Yet things are improving. There has been a noticeable increase of photographic quality in the years since the first volume of this series appeared.

We have tried, in making our selection, to present as many different ideas and design approaches as possible, in an effort to expose a wide variety of techniques and of solutions to problems. In doing this, we have sometimes found it necessary to reject one entry, not because it lacked merit, but simply because it was too close to another already selected and written up. We have tried to include a wide variety of industries represented, and of geographical sources.

Finally, I'd like to make a comment on credits. The information given about each project is obtained from the individual or company which made the original submission. We can take no responsibility for the accuracy of the information that was given to us in the entry form. In particular, this applies to the listing of the individual or individuals credited with design. Many companies listed some such phrase as "In-house design" or "Designed by staff" in the space given for designer credit. However, in a book devoted to design, we felt it only right to credit the individual or individuals chiefly responsible, and made a special request for this information. When it was not forthcoming, we made the decision to omit that credit line. It is a controversial decision, and we wonder what would be most useful to the readers and users of this book.

In completion, it has been a rewarding experience to see all the entries that have been sent in from designers and exhibit houses all over the world, and by now, I feel that some of these people, even though I have never met them, have become old friends. Thank you all for your help.

CHAPTER

1

**SMALL
EXHIBITS**