

Exhibit & Exhibitions

Irresistible 2014-2015

Exhibit's Anatomy

- * Interactivity
- * User-friendly
- * Content
- * WOW Effect



Level 0

- * Classic Exhibitions

- * Panel Exhibitions

In this kind of exhibitions we have a very low interaction level; actually there is no interaction at all. The only thing that engages the visitor is reading panels.



Level 1

* “Push a button” interaction

Although pushing a button is not a big deal, this kind of exhibit results very engaging to the visitor. This is due to the fact that now the visitor has an active role. There is a cause-effect chain activated by the visitor: “Something is going to happen because I pushed a button --> I am so curious to understand what will happen and why”.

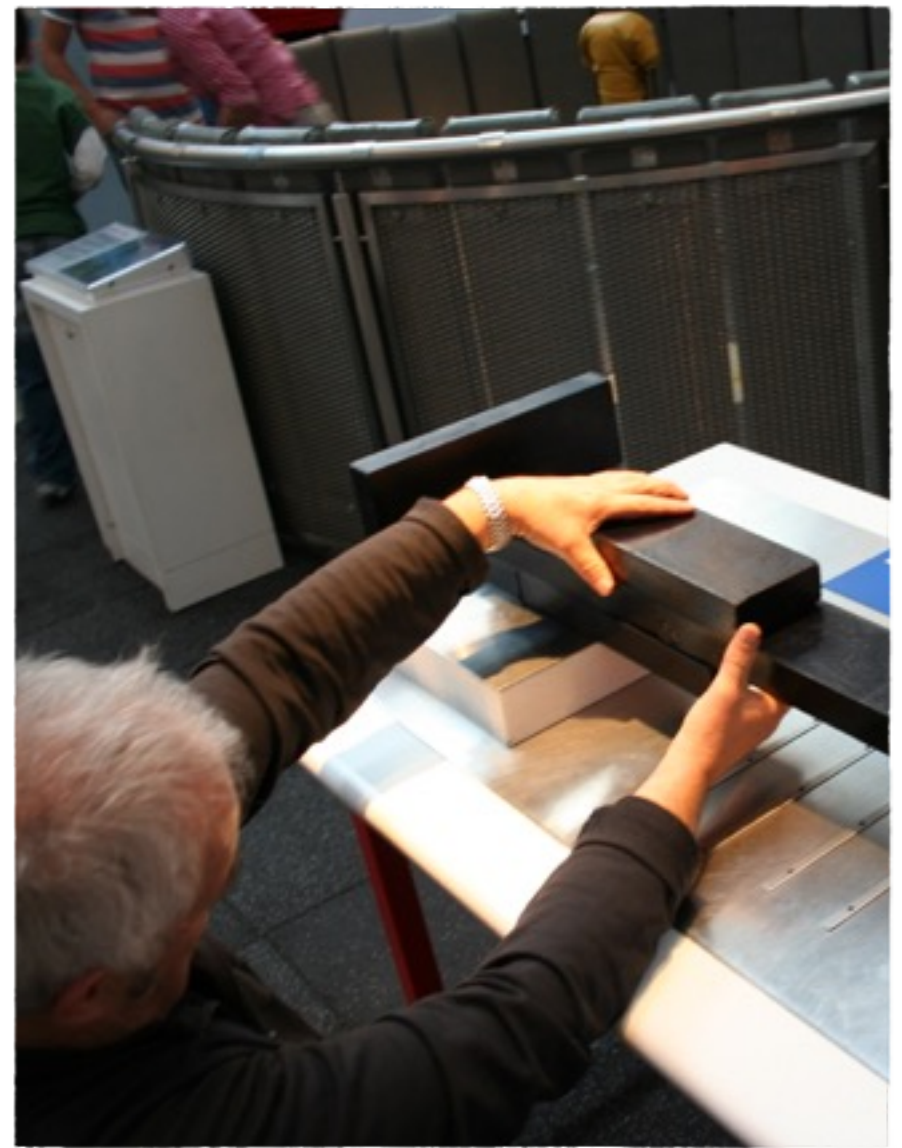


Level 2

* Hands On (Minds On | Heart On) Interaction

Here the visitor really takes an active role. He builds something with his hands or he feels with his senses.

Activities like Tinkering are of this kind.



Level 3

* Interaction between people

The most interactive exhibits are the ones that make people interact with each other.



User-friendly

- * An exhibit should be easy enough to be usable by anyone
- * Warning: Too easy exhibits may be trivial
- * Warning: Too hard exhibits may be frustrating

Content

- * How many different concepts are shown by the exhibit?
- * How deep can we go with the concepts?
- * How many basics are needed?

WOW Effect

- * How fun is the exhibit?
- * How astonished is the visitor using the exhibit?
- * How many people would like to try it?

Sketch

