dynamic exhibition : Valentine Typewriter

relational design
sarah lee

Who is the audience?

- all / museum visitors
- **no** children
- teenagers / college students

Because of the pop- art feel, this exhibition
might be popular among teens/students.

Ettore Sottsass Jr.
"Valentine" Portable Typewriter ,1969

-made of plastic, rubber, metal

-extremely light weight

-designed more for aesthetics than for practicality

-design statement

-italian design

-inspired by **pop art**

-influenced by Sottsass's travel throughout India and the U.S

-a result of Italy's plastic revolution

 (part of italy's industrial design in the 1960's)

RISD museum display

- displayed in a glass case

- not tangible

- viewer cannot experience the main characteristics
  (weight, texture, practicality, colors)
   all of which are considered to be unconventional

- hard to see the details

IDEA # 1

design a pop art style "room" or exhibition

design a room where most of the components are
based on aesthetics

- help the type writer and chair blend in with the rest of the
  objects in the room
- incorporate some Olivetti Posters
- include (non functioning) props that help accentuate the
   visual qualities of the two pieces
- utilize **color**

- create a "room" like space or at least a partition
- make sure the audience can get a full 100% view of pieces

- think about the viewer's experience

- Create a space where the type writer can blend in
  (surroundings have similar pop-art qualities)

- use paintings, posters and wall decorations to
  accentuate pop art qualities

- use of color
  (bright colors + white)

- place typewriter on a desk where audience can
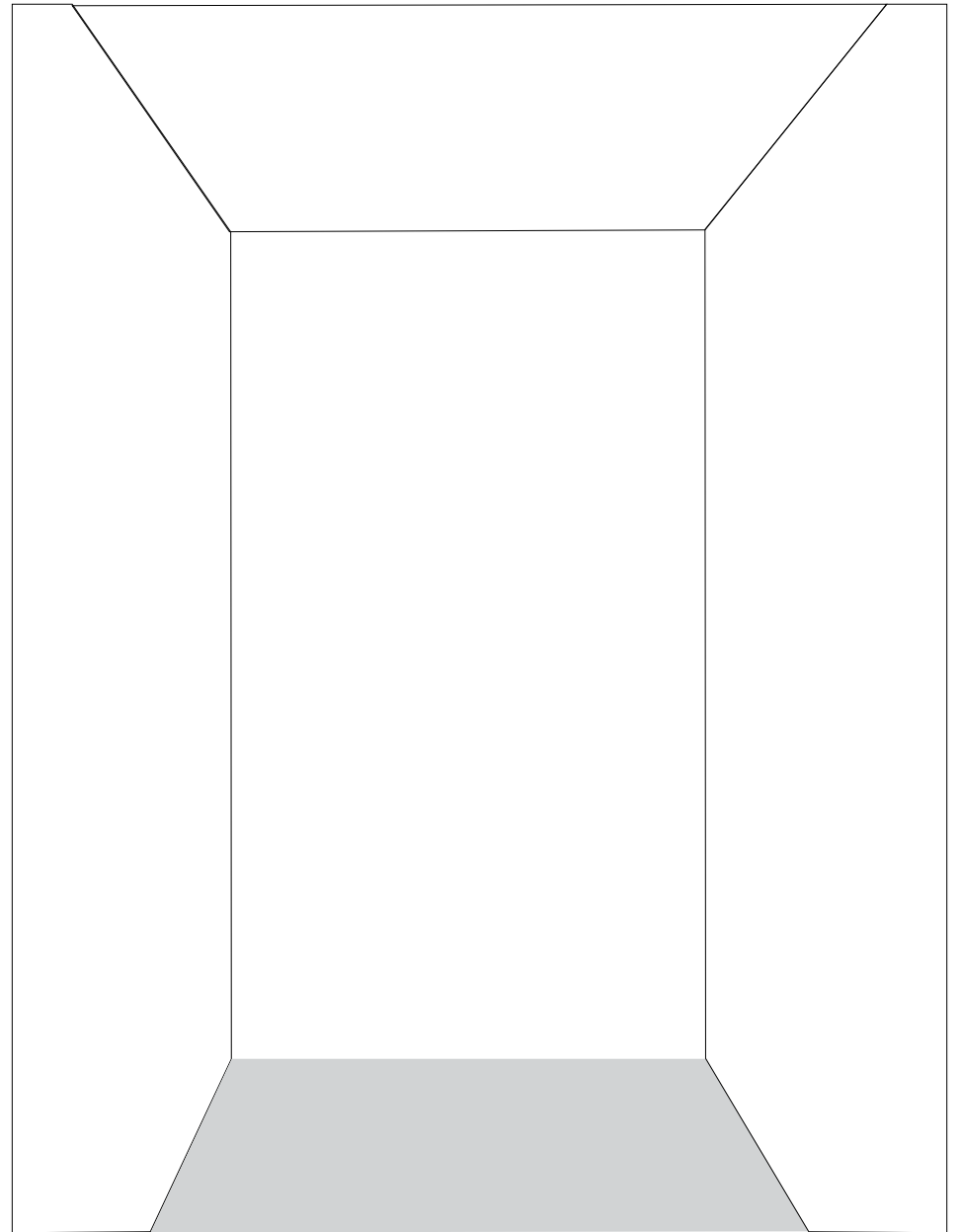 actually sit down and type on the typewriter
  in an office/room setting

IDEA # 2

- Create an all-white, minimalistic space

- room consists of no other furniture other than
  desk and chair (for audience to sit and experience)

- using almost nothing to create a space,
  the typewriter is able to stand out and pop out from
  its setting, allowing the viewer to visually focus on the
  type writer.

IDEA # 2_2

- create an all white, minimalistic space

- instead of creating an entire room, build a partition
  or create walls to create a small, intimate space

- when viewer walks into space, there are no other
  additions to the space other than a white podium
  and Valentine Typewriter

sound effects

- use sound to highlight the unique qualities of typewriter
  typing
  paper
  space bar
  etc.

- use songs from the pop-art era as background music
  ex: *Pop Art: Underground Sounds from the Warhol Era*

final proposal

- build a small scale model
- present information / pictures in slides
- utilize sound