

risd museum

dynamic exhibition

Sarah Lee

Relational Design



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)

“In this period, Italian design experienced a renaissance which gave birth to a whole new generation of products, many of which made the names of a number of designers and helped Italy come to be regarded as the hub of the new design movement. ”

“was invented for use anyplace except in an office, so as not to remind anyone of monotonous working hours, but rather to keep amateur poets company on quiet Sundays in the country or to provide a highly colored object on a table in a studio apartment.”

Pop Art movement

- Art movement that emerged in the mid-late 1950’s
- includes imagery from popular culture
(advertising, news, etc.)
- work can be **visually removed from its context** ,
isolated, or combined with unrelated material.
- reaction to the then-dominant ideas of abstract
expressionism.

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
-
- Because the typewriter is surrounded by other objects within the exhibition, the viewer is only able to get a glance at the typewriter from the **left** and **front** side of the display.

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.

utilize media

Because museum rules do not allow the audience to get a close up view or actually touch the typewriter, the viewer is unable to notice all of the subtle details and color embedded within the typewriter.

using a high definition screen to bring the viewer closer to the typewriter could provide a different kind of visual experience that allows the audience to get a up close and detailed look at the intricate details of the Valentine Typewriter.

Because of museum rules, the typewriter cannot be taken out of its glass casing for the audience to touch. By using a camera to film the Valentine typewriter at a 360 degree angle, the viewer is able to get an all-around look at the typewriter.

utilize media

Because the display of the object must comply with museum rules, there are many restrictions.

- no touching
- no interaction with the typewriter
- cannot pick up typewriter to experience its lightweight & portable qualities

By utilizing the display screen, the viewer will be able to :

- get a close, high definition look at the color and **texture** of the typewriter
- get a close look at the **details** of the typewriter
(keys, engravings, machinary details)

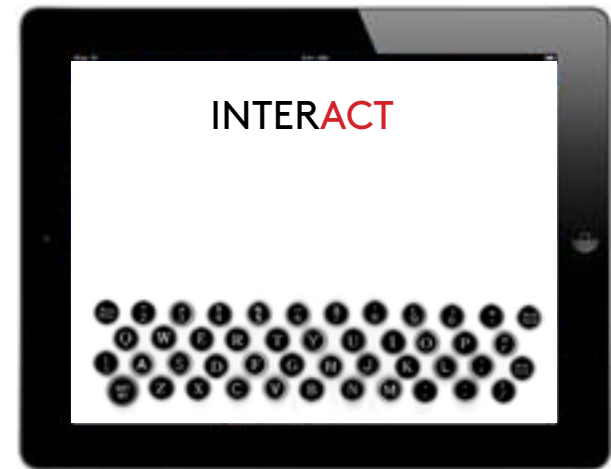
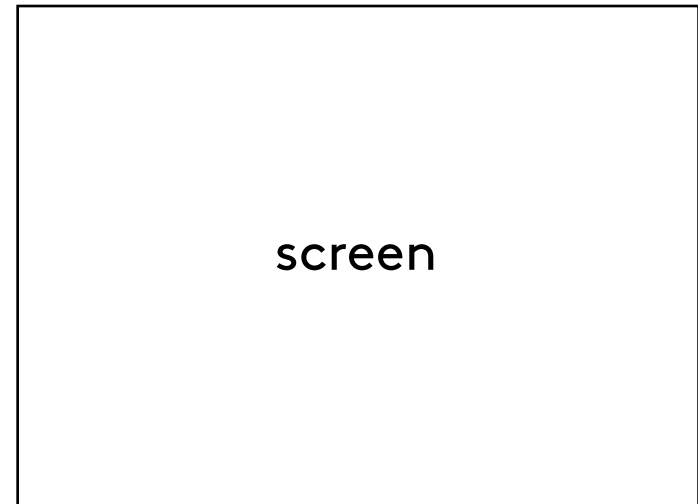
create a **virtual experience**

- One of the many enjoyable characteristics of any typewriter is the experience of typing on the unconventional keyboard, and manually operating each and every function, unlike modern computers.
- Because the viewer is not able to actually type on the typewriter, creating a virtual user experience using modern technology could help enhance the interactions between the object and the viewer.

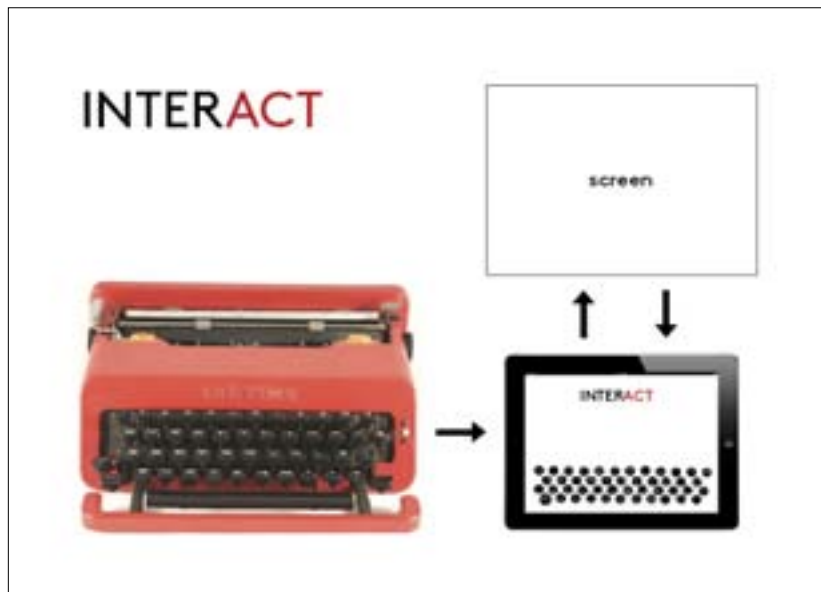
create a **virtual experience**

- By using modern technology, the typewriter would be able to electronically communicate with a computer, allowing the viewer to have a slightly removed yet effective experience in which they would be able to manually control the functions without breaking museum policy.
- The audience would be able to type on the touch screen computer, which would then connect to the typewriter, allowing it to fully function with the help of the computer.

INTERACT



By creating a user interface type application, the typewriter will be able to send signals to the computer, which in turn will be projected on to screen.



When the viewer approaches the typewriter, they will be able to type on the ipad, which in turn will activate the typewriter. The keys will be controlled electronically, which will simulate the motions of the someone typing on the typewriter. Details such as the sound of the keys on the typewriter, or the unique sounds of the space bar and return bar will be heard through speakers.

Even without physically touching the typewriter, the audience will be able to fully comprehend and appreciate functions of the typewriter.

close-up pictures

by hanging thumbnail size closeups of the typewriter next to the wall text, the audience will be able to see the intricate details of the typewriter that can not be seen when it is on display in a glass case.