Manual for producing and presenting the exhibition

Aiming for Democratic Architecture
## Content:
1. Introduction 2
2. Aims and objectives 2
3. Division of roles and budget responsibility 3
5. Planning and implementation 6
6. Exhibition content and production 8
7. Installing the exhibition 9

## 1. Project introduction

Aiming for Democratic Architecture – Exhibition and Seminars/talks

The exhibition “Aiming for Democratic Architecture” was initiated by the Swedish Institute and Architects Sweden in early 2017, in order to put architecture and democratic values at the chore of the ongoing debate about public space – who does it belong to and who creates it, for whom?

The aim of the exhibition is to deepen the understanding of public space and show good architectural solutions that allow and include, and to be a starting-point for discussions on public space.

Aiming for Democratic Architecture is an exhibition that, in texts and moving images, show 34 democratic spaces in different scales, with different functions and with underlying democratic values as essential red threads.

When produced, we recommend that seminars and/or workshops are linked to the exhibition to create the meeting place it is designed to be, and to deepen the dialogue, exchange and discussion about what spatial democracy is, what it does and how it can contribute to society. Many of the participating offices are interested in contributing to programs arranged in connection with the exhibition. Please contact the SI for a contact list.
2. Aims, objectives and target groups

In 6 chapters, the exhibition shows different projects and processes that all aim for a more inclusive public space.

The chapters are Allemansrätt, Skogräns, Folkrörelse/Gräsrot, Regelverk, Statsapparaten and Olikheter. They are named in Swedish, as they all represent a characteristic of the Swedish society, and a possible way to approach a development towards a more inclusive one. Texts, images and films explain the projects in each chapter.

The projects – from buildings to landscape design, through urban planning development with the help of gaming or various workshops – all expose different ways to work in an open process.

An important aim of the exhibition is to start a dialogue with local teams around local issues, and help to initiate relevant discussions about public space and architecture.

Therefore, we strongly recommend that the exhibition always should be accompanied by talks or workshops, if possible curated jointly with any of the contributing Swedish teams in collaboration with local ones.

The aim is also to disseminate knowledge about Swedish society, architecture and public spaces and to spark discussion and awareness as part of a sustainable development of our cities and built environments.

We hope the exhibition will boost international interest in the advantages of architecture as part of building a sustainable society, through a Swedish perspective.

Target groups: Students, architects, creators, city planners, opinion- and policymakers, media and the general audience interested in architecture, design and sustainable development of our cities and living environments.

3. Division of roles and budget responsibility

Role SI:
- Provide contact with Architects Sweden when needed
- Support to the Embassy during the process

Role The Embassy:
- Examine local conditions/prospects
- Find a venue for the exhibition and local partners
- Set up the exhibition and/or hire a local producer
- Set up seminars and invite participants together with the local partner
- Marketing/invitations
- Report to SI after completion of the project

Role Architects Sweden:
- May provide contact with relevant Swedish participants (seminars etc)
Financial distribution:

The Embassy applies for funding from SI via the form in the toolkit. Please note that it is possible to apply for special funding to the exhibition modules. www.sharingsweden.se/toolkits/exhibition-module

Please also note that the grant does not guarantee full cost coverage.

SI:

- Production support for printing (7 panels; 1 intropanel (700x1300 mm) and +6 chapter-panels (700 x 1000 mm).
- Sending the master-files for the 6 Chapter films (mp4 format)
- Sending the soundfile for the space (mp3 format)
- Travel costs for Swedish participants.

The Embassy:

- Local costs for printing and for the exhibition module system, as well as its mounting.
- Local costs for hiring of screens for the chapter films (6 screens, 32", and mediaplayers)
- Local cost for sound-equipment of the venue
- Any costs for the venue
- Any costs for local transport/communications
- Fees to Swedish participants when applicable (should always be discussed)
- Locally incurred costs such as refreshments at the opening, any costs for technical equipment etc.
## 4. Step-by-step guide

<table>
<thead>
<tr>
<th>Step</th>
<th>Event</th>
<th>Timetable (prior to implementation)</th>
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</table>
| 1 2  | - Contact SI  
    - Identify local conditions/prospects | 2–3 months |
| 3 4  | - Find local partners/venue  
    - Plan seminars and workshops  
    - Translate the exhibition texts if needed | 2 months |
| 5 6  | - Begin production of the panels and the exhibition modules  
    - Make travel arrangements  
    - Decide whether any special technology is needed for implementation  
    - Order architecture catalogue if wanted (or printfiles for local printing)  
    - Send out invitations to the opening/communicate the programs | 1 month |
| 9    | - Communicate via social media (Twitter, Instagram, Facebook) | 1–2 weeks and during implementation |
| 10 11| - Follow-up and report to SI (including media report)  
    - Plan follow up activities and possible future displays | Afterwards |
5. Planning and implementation

Step 1
Contact SI
Send in your application to SI.

Step 2
Identify interests, needs and target groups.
Meet with people from different networks to gain understanding of what the status is for architecture, sustainable urban planning and design, especially in connection with public space and urban development (for example schools, squares, urban development).

We recommend you to for example approach:

- Architecture/design/representatives and networks, especially local communities
- Universities or schools (architecture, design, urban planning, sustainable development)
- Bloggers and journalists (architecture, design, urban planning, sustainable development)
- Local artists and activists who work with public space

Target groups for the exhibition

- Representatives of architecture/design organisations and networks
- Representatives of town planning organs and organisations dealing with urban planning
- Universities, students
- Entrepreneurs, especially in relation to architecture, landscape design and planning
- Journalists within culture, architecture, design and sustainability
- The general public
- Opinion- and policymakers
- Open preschools, schools and teachers

Look into the possibility of linking up with activities already taking place, e.g. presentations/seminars connected to architecture, landscape architecture and urban planning.

Step 3
Find local partners/venue

Partners
The following points are an attempt to identify relevant skills/assets in a potential partner:

- Interest in sustainability, environmental issues and/or architecture/design issues
- Networks interested in development of local communities (schools, associations, etc)
- The ability to communicate the project through their own channels
- Access to an attractive venue where the exhibition can be shown

Venue
The venue might be a gallery, a photo museum, an art museum or a school/university etc working on issues connected to the theme of the exhibition.

The venue must:

- Be able to accommodate the entire exhibition in one and the same room
- Possess the means to screen the films on 6 separate 32”-screens (can be hired for the exhibition
- Possess the means to broadcast the soundtrack of the exhibition
- Be open for public viewings

Seminars or workshops arranged in connection with the exhibition, should be organised in the same or in adjoining premises.
Step 4
Plan seminars and other possible activities
Depending on which partners you team up with, different types of activities can be organized in connection with the exhibition. Examples of activities that SI can contribute to:

- Opening speech or talk at a later time by one or several architects from the exhibition, preferably on a theme connecting with the exhibited projects, and in exchange with local architects / planners (panel)

- Seminar/talk/panel discussion together with Swedish and local partners on the role of architecture, landscape architecture and design as well as planning processes in relation to society and its development

- A list of proposed themes and topics from the various architects contributing to the exhibition can be provided by Architects Sweden via the Swedish Institute

Step 5
Begin production of the exhibition (prints and installation). Please see more detailed description, manual for the exhibition modules and information regarding installation for the exhibition hereafter (7).

Step 6
Make travel arrangements and check whether any technology is needed for implementation.

Step 7
Follow-up and report to SI
Fill in the Evaluation form linked in the toolkit. Please also send a full media report.

Step 8
Send out invitations to the opening/Communicate
Adapt and dispatch press releases to media that report on culture, art or environmental/sustainable issues.

Step 9
Tour plan and future displays
If the exhibition is to be shown at additional venues, please inform the SI.

Please note that the content of the exhibition may not be shown in any context other than that which has been agreed upon with the Swedish Institute.

Step 10
Follow-up and report to SI
Fill in the Evaluation form linked in the toolkit. Please also send a full media report.

Step 11
Tour plan and future displays
If the exhibition is to be shown at additional venues, please inform the SI.

Please note that the content of the exhibition may not be shown in any context other than that which has been agreed upon with the Swedish Institute.
6. Exhibition content and production

1. Prints / panels:
   - Introduction, 1 panel in format: 700x1300mm
   - Chapter-panels with texts and information, 6 panels in format: 700x1000mm

Printing the panels:
The printing files can be downloaded from the link provided by SI via email.

A professional printer studio must be used to print the panels. The print studio will have to change the colour profile of the panels to match their own printer.

The panels can be printed directly onto / mounted onto 5 mm lightweight foam board such as KAPA® fix. Finish / lamination: Matte.

2. Films
Six chapters films, in format mp4, to be screened on six 32 inch screens, via mediaplayer or similar:

1. _SKOGRANS_
2. ALLEMANSRATT
3. FOLKORELSE-GRASROT
4. REGELVERK
5. STATSAPPARATEN
6. OLikheter

The films can be downloaded from a link provided by SI via email.

3. Soundtrack
A soundtrack for the exhibition room to be broadcasted as general sound of the venue during exhibition:

Aiming for democratic architecture.mp3

The soundtrack can be downloaded from a link provided by SI via email.

4. Furniture / installation
   - a “Skogräns” (scotched on the floor or indicated by a sign) – where visitors take their shoes off before entering the exhibition space
   - 25 carpets of different sizes – to form a soft floor for visiting the exhibition space without shoes (if IKEA, please use ref. TÅNUM and SIG-NE)
   - minimum 12 chairs /stools – places in front of the screens, for viewing (if IKEA, please use STEFAN and YPPERLIG)

Carpets and furniture can either be lended together (might be available from the venue itself), or bought at local market or recycling shops/networks.

Or – if difficult to buy from local markets or stores – bought from Ikea. If so, please see prescribed products, as listed above.

After the show all furniture, carpets and other props used should be given to a local community (school, church, homeless shelter) or given to a second-hand shop for prolonged life.
7. Installing the exhibition
"Aiming for Democratic Architecture"

The introduction text for the exhibition, written by MYCKET explains the general setting of the exhibition space. The venue where “Aiming for Democratic Architecture” is shown should be a room where you can take off your shoes and visit the exhibition in a relaxed manner with the aim to look at and learn from Swedish ways, but also to meet, exchange ideas and talk to other visitors about local public space.

Examples in images from the installation at the Van Alen Institute, New York City, October 2017
"In this place, in this room, we want to create space for meetings. Both meetings between people and meetings between ideas. We want to show examples of different democratic perspectives, and how they are expressed in Swedish architecture and urban planning. We hope they can inspire conversations about how different locations relate to these values and provide you as a visitor with the tools to look closely at the rooms and spaces that surround us.

We invite you to take off your shoes and feel at home. Welcome!
MYCKET has designed the space of the exhibition to support and behave similar to the title and content of the exhibition, aiming for democratic architecture. With small but powerful means such as the rugs, the ‘shoes off’ border and the arrangement with horizontal exhibition modules, it proposes an embodied experience of the subjects at stake.

There is one vertical exhibition module to welcome visitors into the exhibition. The other six modules are placed horizontally in order to create one continuous space where the bodies of the visitors are present and visible, not hidden behind standing modules.

By the first horizontal module “Skogränsen” (the ‘shoes off’ border) there is a bench or a row of stools, a shoehorn and a taped message on the floor. The visitors are kindly asked to remove their shoes and from there on they move across rugs, bare feet or in socks. This simple transformation of the body together with the patchwork of soft textiles on the floor completely transform the experience of space. You will talk and meet others from another position than with shoes on, however ‘shoes off’ must be voluntary with respect to each individual.

The screens and posters standing on the modules are placed back to back so the visitors are zigzagging through space when they face a screen or a poster. In fact you might also be facing a neighbouring visitor looking at the screen which backs yours. The same back and forth movement is created by the line of stools or benches that you can sit on to look at the films.

We imagine that this playful arrangement invites interaction and conversations.

Possibly even some new formulations and insights, and exchange with other visitors?
The exhibition is to be shown on exhibition modules, one in vertical position for the introduction text, the others in horizontal position (for chapter texts and films).

The modules are to be ordered and installed by local carpenters (please ask for use of milled, plain pine tree for lowest cost).

The films are to be shown on 32" screens (on foot), hired and installed on site by a local firm.

If needed, cables on the floor should be taped down and covered.
The modules can be placed differently in each space, but they should always be placed in a manner that creates a narrative for the visitor.

The vertical introduction module should be placed next to the entrance.

The 6 chapters can be placed on 1-6 different modules, depending on space – if you need advice, please contact Architects Sweden via the Swedish Institute.

The modules can also be painted, reference colour: NCS 1020-B50G (ice-blue).
Skogräns should be the first chapter module seen by the visitors, after taking of their shoes, at the 'shoes off border' ("skogräns") which is to be taped on the floor, in the entrance zone with masking tape or blue painter’s tape.

A shoe-horn should be placed next to the shoes-off-border.

A coathanger can also come in handy, especially at events, in cold countries.
An horizontal exhibition module can either show one or 2 projects.

If 2 projects are shown, the text-panels are taped together at the back to form a triangle.

If one project is shown a blank panel is taped to the back of the text-panel to form a similar triangle.

Small nails on the edge of the structure hold the panels in place on the modules.

The exhibition can be shown on either:
- 3 modules (2 projects each)
- 6 modules (1 project each)
or: a combination (i.e. 4 modules: 2 individual, and 2 showing 2 chapters each, etc).
Rugs are to be placed to cover the floor, under and/or in between the modules.

The rugs should preferably be obtained locally, maybe lent (or bought new or recycled material) and should vary in size and colour, covering the floor of the venue in an irregular pattern.

If a non-slip protection is needed to prevent the rugs from sliding, protection can be taped onto the back of the carpets with double-sided tape, before placing them on the floor (this can be prepared in advance).

In front of each screen at least 1-2 seats are placed (chairs or stools).

The chairs/stools/benches should be of different types, and borrowed from the venue itself, or lent/bought for the exhibition.

Please remember to always strive for re-using both exhibition content, as well as furniture/installation items.
In connection with the exhibition, workshops and seminars should be arranged, for increased dialogue and collaborations.

Separate invitations should be sent out for seminars and workshops in order to assure that there are the right number of participants aimed for.

Specific workshop tools can be brought by invited teams in order to develop the subject with the participants.

A list of possible teams can be provided by Architects Sweden via the Swedish Institute.
After the show all furniture, carpets and other props used should be donated to a local community (school, church, homeless shelter) or re-used in any other way.

The "Shoes-off-limit" is taken away (tape is removed from the floor), and the space emptied of furniture, modules and hired equipment. Transport should be arranged.