

Presentation

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**Using hands-on exhibitions in the context of the
presentation of technological artifacts**

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Presentation

Agenda

- **Our firm Hüttinger „Designing the Interaction“**
- **Science centers as places for learning**
- **Using hands-on exhibitions in different context, project examples**

Hüttinger: “Future based on heritage.”



Our history



1921
Start - up as an electrical engineering consultancy



1948
Expansion into a new business segment: the design and construction of engineering models



1973
Further development of the business segment model making: design, construction and set-up of Information Centers



since 1995
Hüttinger conquers the global market for Museums and Science-Centres. Active implementation of the various aspects of learning theory into the design of hands-on exhibits.



Our firm

Schwaig bei Nürnberg

Office space: 1.700 m²
Workshop space: 4.300 m²
Permanent staff: 110



Business segment: Science Center & children's museums



Key clients:

- Science Museum London, UK
- science center NEMO, Amsterdam
- Centrum Nauki Kopernik, Poland
- Macao Science Center, China
- Bahrain Science Center
- Liaoning Science & Technology Museum, China

Scope of work:

- Master planning and concepts
- Design and engineering
- Fabrication, delivery & set up
- Maintenance and updates

Our strength: Design & Build

Concept and Design



Engineering Software & Multimedia



Fabrication & Installation



VIDA! science centrum, Brno



Techmania - Waterworld (Vodní svět)

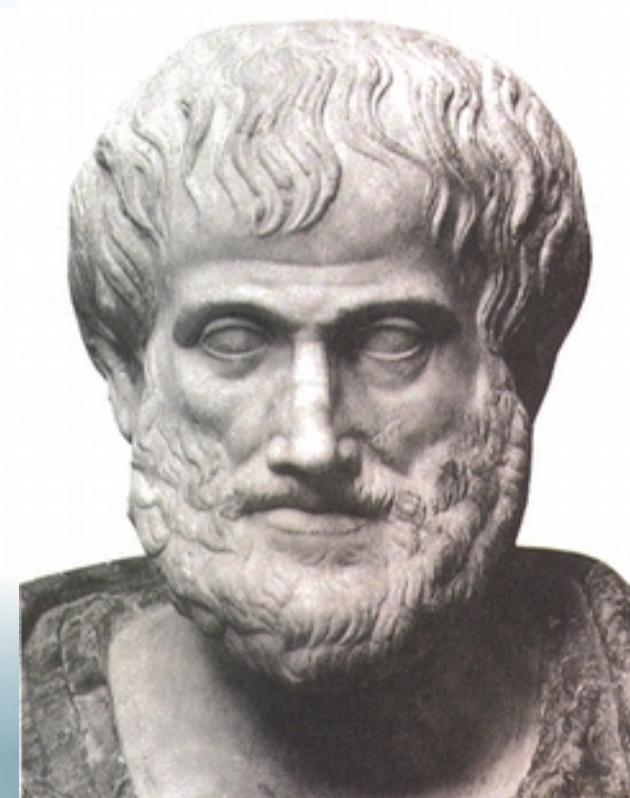


Science Centers are places for learning

Ultimately, museums are in the science communication business ...

“The proof that you know something is that you are able to teach it.”

Aristotle, philosopher



Science Centers are places for learning

„Designing the Interaction“

Physicist Frank Oppenheimer

Oppenheimer once said that nobody should leave the room with the feeling that other people are cleverer than oneself.



Science Centers are places for learning



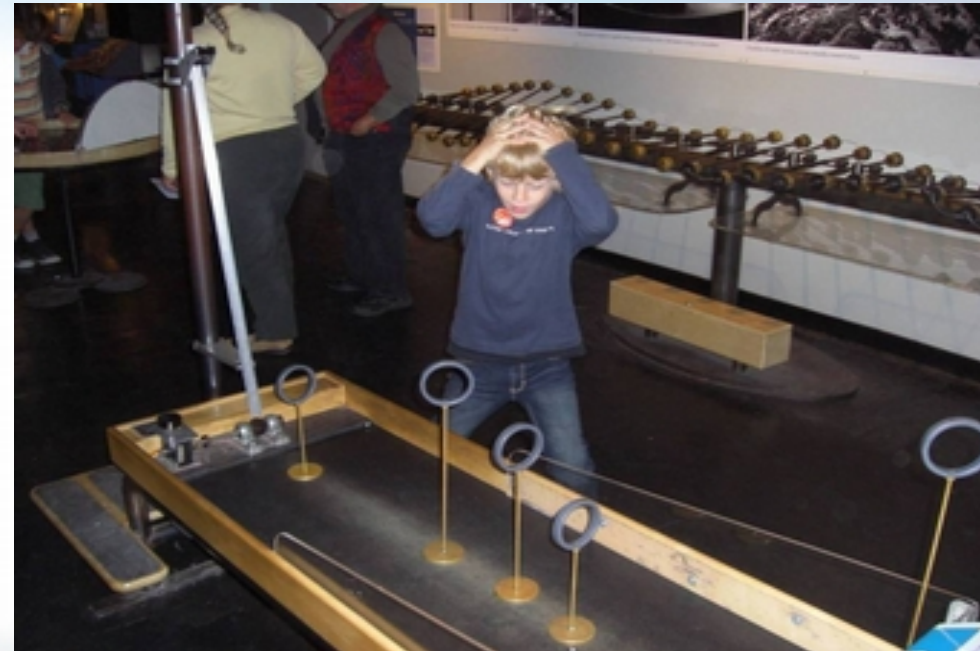
Science Centers are places for learning

Designing the Interaction:

When designing for science centres, the focus should be on the interaction, not on the exhibit itself.

You are designing an interaction, and the form of the exhibit should follow the interactive function.

This should be obvious in the land of the Bauhaus, but it is often missed.



Science Centers are places for learning

Real things and real processes:

Many people speculate nowadays that museums and science centres are going out of date.



Science Centers are places for learning

IT & Multi-Media:



Science Centers are places for learning

Connection with the social networks:



Using hands-on exhibits in different context

A hotel ...



Using hands-on exhibits in different context

Planetariums ...



Using hands-on exhibits in different context

Planetariums ...



Using hands-on exhibits in different context

Technical museums ...



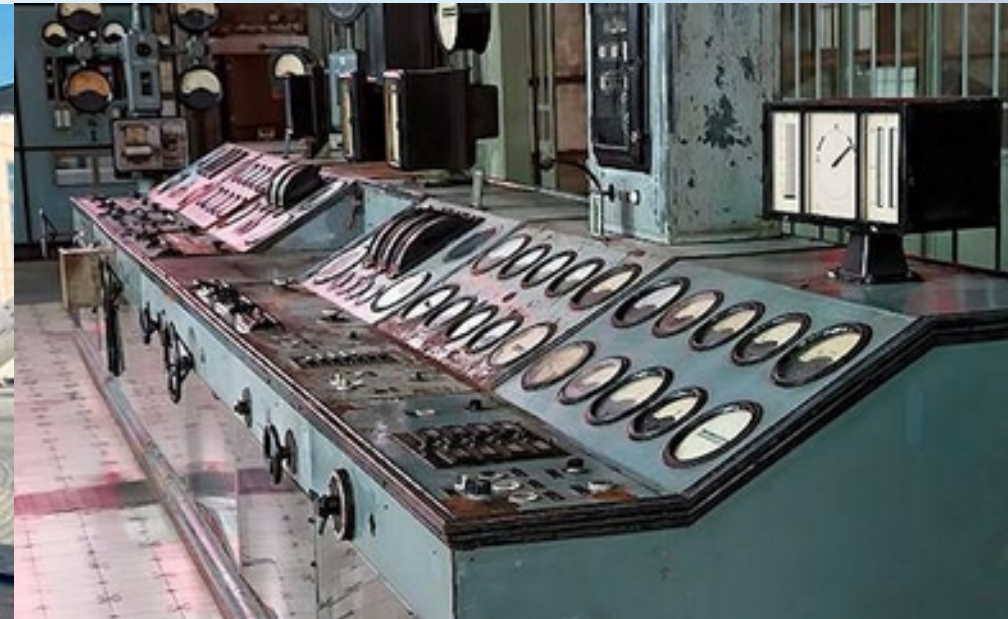
Using hands-on exhibits in different context

Technical museums ...



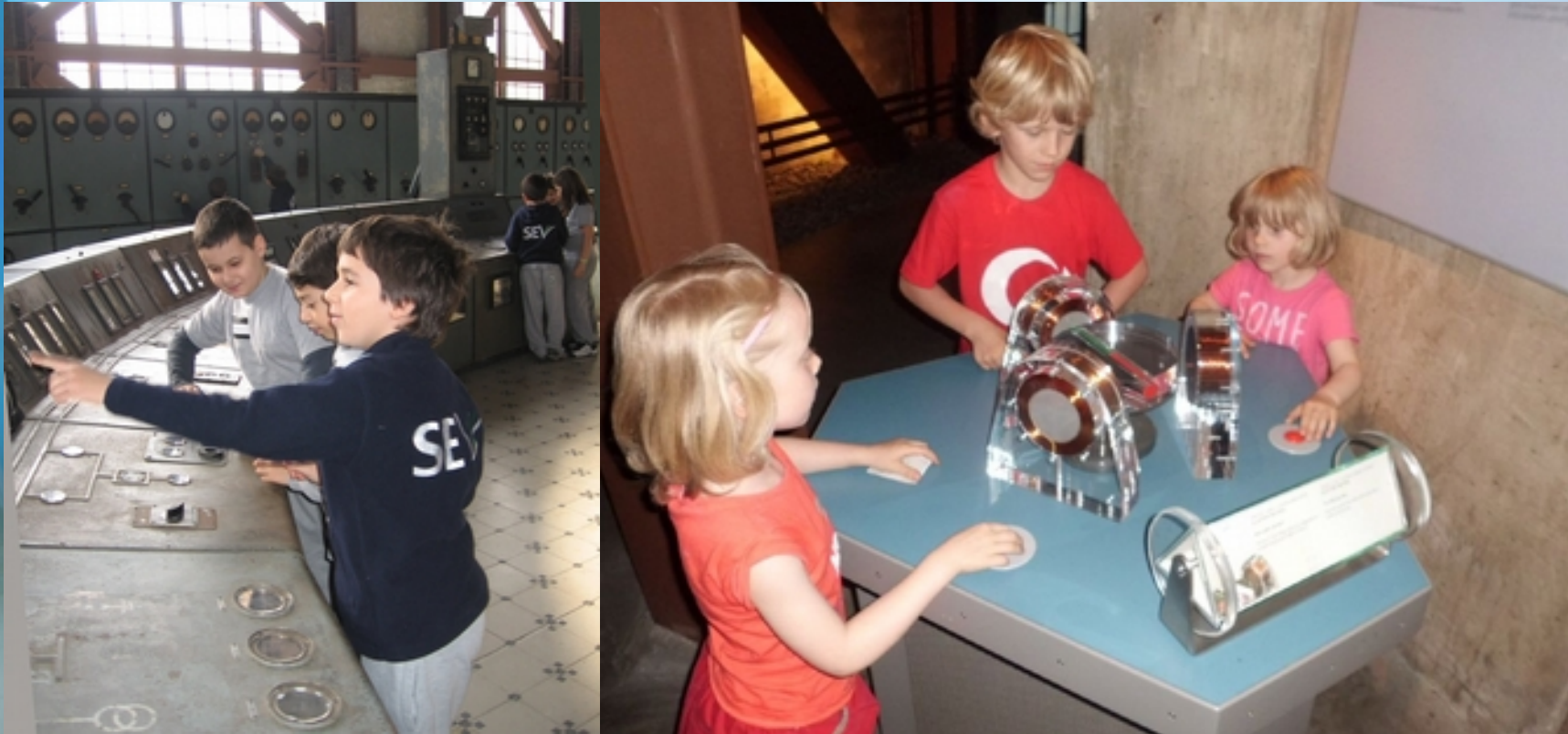
Using hands-on exhibits in different context

Places of industrial heritage ...



Using hands-on exhibits in different context

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Using hands-on exhibits in different context

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Using hands-on exhibits in different context

Places of industrial heritage ...



Using hands-on exhibits in different context

Places of industrial heritage ...



Visitor-friendly exhibits:

- **Think about opportunities, not messages**
- **Make things simpler, not more complex**
- **Try and make an exhibit intuitive**

More:

- **British Interactive Group (<http://www.big.uk.com>)**

Conclusion:

Such an approach can

- **increase visitation**
- **increase of the interest**
- **bring in more paying visitors**

BUT:

- **Substantial invest**
- **On-going maintenance costs**