FH MÜNSTER
University of Applied Sciences

MSA FB Architektur
Münster School of Architecture

Master

Summer 22

ma.wm.2 Elective Module

Course

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Lecturer

Display

Title

-Display- looks for new forms of communication between architectural professionals and the public.

Visionary architectural projects are mainly produced during the studies and rarely leave the campus. However, those could be a starting point for a public discussion. Architectural exhibitions are displays for architectural ideas. Nevertheless, they reach only architects. Our language is often unclear for non-professionals.
How can we present architectural ideas in an accessible way? What is the right venue for a display? What does it need to start a dialog?

The course aims to develop and implement an exhibition and communication strategy on the topic Food City. Building upon the knowledge and ideas of the Food City project, a new project will be developed. Therefore the course is open for everyone.
-Display- is a team project. Decisions are discussed and made collectively, responsibilities are shared.

Course Desription

Turit Fröbe, Architekturpolitik in Finnland
POLIGONAL Office for Urban Communication, Werner Düttmann. Building. Berlin
Riklef Rambow, Experten-Laien-Kommunikation in der Architektur
Mika Savela, The Caption (E-Flux architecture)

Recommended Reading