

CULTURE, TOURISM & EXPERIENCES

Interactive Space Design

Guidelines, design review, and training for institutions planning an interactive installation. Get it right before the hardware arrives.

Before projectors and sensors, an installation is a load on attention and memory.

Many interactive spaces disappoint not because the technology is weak, but because two animated surfaces compete for one focus of attention, a wall offers twelve choices where five would do, or the text takes longer to read than the visitor stays. Interactive Space Design gives your team the method behind e-REAL installations: reference cards on perception, space, accessibility, interaction, and content; a written review of your plan; checklists for commissioning; and training for curators and designers.

67

REFERENCE CARDS

4

PHASES OF EVERY
INTERACTIVE
STATION

5

CHOICES PER VIEW,
NOT SEVEN

THE PROBLEMS WE SOLVE FOR MUSEUMS, CULTURAL INSTITUTIONS, AND DESTINATIONS

01 — TECHNOLOGY CHOSEN BEFORE THE VISITOR

The hardware is specified; nobody has decided where attention should go

The design starts from the visitor's mind: entry point, reading order, one focus at a time, five choices at most. Devices come last.

02 — EVERYTHING THAT IS NOT IN THE SHOWCASES

The digital layer becomes a dump for leftover content

Fewer, bigger, better: one strong story per station, progressive disclosure, a digital layer that shows only what cannot be seen otherwise.

03 — DESIGNED FOR THE AVERAGE VISITOR

Children, older people, wheelchair users, and non-readers are left out

Cards on body and space, legibility, and inclusion set design values for the widest plurality of guests, with sources named.

FOR WHOM

Museums, science centers, and cultural institutions planning or renewing an installation; exhibition designers, architects, and multimedia producers; municipalities and foundations commissioning interactive spaces; university courses in museology and design.

FORMAT

Half-day to two-day workshops, on site or online; design reviews on drawings, mock-ups, or existing installations, with a written note; checklists for design review, commissioning, and content. Scope and depth agreed with you, your architects, and your exhibition designers.





INSIDE THE PROGRAM

Learn the principles. Review the plan. Commission and check.

- 01 Learn the principles**

One focus of attention at a time; five choices, not seven; every option costs time; visual thinking is thinking. Two-minute cards with what to apply and what to watch out for.
- 02 Review the plan**

Drawings, mock-ups, or an existing installation reviewed against the cards: entry point, reading order, configuration, legibility, accessibility, interaction, maintenance. A written note with what to change and why.
- 03 Commission and check**

Checklists for design review, commissioning, and content, so that what opens is what was designed.
- 04 What changes for your institution**

Fewer costly corrections after opening. An installation visitors notice, use, and remember. A team that can apply the method to the next project on its own.

WHAT YOU GET

The reference cards

Principles, what to apply, what to watch out for.

A written design review

What to change in your plan, and why.

Checklists

Design review, commissioning, content.

A trained team

Curators and designers who can run the method.

Start with one plan

Choose one installation you are planning, or one that is not working as hoped. We review it against the cards with your curators and designers, run a one-day workshop on the principles that matter for it, and leave you a written note and the checklists for what comes next.

WORKS WITH EVERY SOLUTION IN THIS OFFER

Smart Exhibits, historic places, visitor explorations, and sport and leisure experiences are designed with the same cards. This program lets your team apply them to projects of your own.

PART OF THE CULTURE, TOURISM & EXPERIENCES OFFER

One of the five e-REAL solutions for culture and tourism. The guidelines consolidate research with universities and partners and field tests in museums, cultural sites, and learning spaces in Europe and the United States.

LET'S TALK

Book a demo on www.e-real.net or propose a place for a pilot.

CONTACT

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