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**HANDICRAFT INNOVATION THROUGH IMAGE BUILDING  
AND ENTREPRENEURSHIP CUM PRODUCT DEVELOPMENT STRATEGIES**

DP/RAS/88/001

ref.: Contract 91/245P

**"Architectural adaptation for the ASEAN exhibition  
and supervision of set up in the  
Museum of Ethnology, Vienna"**

## I. INTRODUCTION

1. The purpose of the contract was to stage the ASEAN Handicrafts Exhibition in the Museum of Ethnology, Vienna, completed 18 November, 1991. The work assignment required:

- 1) architectural adaptation of the exhibition set-up from the "Scènes d'Intérieur" Fair, Paris, to the Museum of Ethnology;
- 2) preparation of the floor plan;
- 3) consultations with the firm contracted to set up the decorations and light fixtures;
- 4) provision of the stylist team for the arrangement of the exhibited products;
- 5) supervision of the set-up (14 - 18 November, 1991).

2. In addition, the author completed:

- 1) visual documentation of the exhibition set-up at "Scènes d'Intérieur," (5 copies: 1 for each participating country; one for UNIDO);
- 2) preparation of inputs for the Steering Committee Meeting, 18 November, 1991;
- 3) analyses of country reports on post-Paris activities;
- 4) discussions with country delegations on experiences gathered (1/2 day per country) plus follow-up foreseen for first half of 1992, including negotiating terms setting up ASEAN exhibition with Galeries Lafayette.

## II. ACTIVITIES

1. Visit to museum site; analysis of floor plan, measurement of exhibition space.
2. Creation of a new exhibition floor plan.
3. The adaptation involved reshaping the exhibition:
  - a. from a rectangular to a square structure;
  - b. from a trade fair atmosphere and function to an arrangement appropriate to a museum.
4. These problems were resolved by:
  - a. presenting the products in a more concentrated format, but maintaining the thematic groupings;

- b. eliminating the walkways through the displays which gave the visitors at the fair physical "access" to the products, in favor of an arrangement which emphasized viewing.
- 5. Consultation with the technical and styling subcontractors to negotiate technical and logistical details.
- 6. Supervision of the set-up, 14 - 18 November, 1991.
- 7. An evaluation of experiences gathered in the project, and of follow-up activities foreseen for the first half of 1992, ensued at the Steering Committee Meeting, November 18, 1991, and in meetings with each country delegation, November 18 - 19, 1991. In the course of these discussions, it was decided that the terms proposed by Galeries Lafayette for an ASEAN display were deemed unacceptable; therefore the exhibition was dropped from the list of follow-up activities.
- 8. All activities, consultations and documentation have been completed.