



BAUA
INSTANT
IMAGE
HOUSE

CONCEPT AND CONTENT OF EXHIBITION DESIGN

In the forth coming event in Tokyo the BAUA announcement of the Baltics is offered to reveal and bring to front the influence and importance of each individual in the way to more sustainable future. The Baltic States with an example of The Baltic Way had already proved that great things can be achieved only altogether.

Responding to the main topic of UIA2011 congress - "Design 2050" it is claimed, that in the context of increasing influence of artificial realities and simulations, design of 2050 is perceived to be seeking and longing for reality - a matter without simulation. Therefore as a key element for the exposition design there has been chosen an instant image. A Polaroid like photo is the only image that cannot be simulated, it reflects the reality and gives the sense of true relation to the place.

Exhibition place consists of two parts. Exposition wall where images of all three countries architecture are putted together, building a single structure. Another part - event zone or architects playground, where visitors can play a 'card house game' and build their own structures from Baltic states architecture images. It's not only a place for architects to show off and prove their real abilities, moreover, this experience let us understand the importance of each individual acts and understand how fragile and temporary is our build environment.

CONSTRUCTION AND MATERIALS USED

The exhibition construction is very simple and cheap. The exposition wall is made of organic glass panels or polycarbonate transparent box with installed lighting. This box is filled with Polaroid photos assemblage. Same construction is used for the playground slab, just adding additional internal framing.

Instant photos needed for the exposition should be made with instant cameras on recycled eco-friendly special Polaroid (or similar) paper with printed logo. Cost estimate of exposition should include the salary for photographers and artists to make images.

TRANSPORTATION METHOD

The amount and weigh of transporting materials is minimal. All parts can be assembled on site.

SOUVENIR / MEMORABILIA

Souvenir - instant photo made with camera in the exhibition on the special paper with logo. Visitors can take a camera by themselves and capture the shots they like the most. Each memorabilia becomes is unique and personalized.

CONSTRUCTION MATERIAL - THE BALTIC STATES ARCHITECTURE INSTANT PHOTOS



PRINTED INDICATIONS OF EACH COUNTRY AND HAND WRITTEN TITLE OF IMAGE

SOUVENIR



INSTANT PHOTO OF VISITORS ON PAPER WITH LOGO
LOGO - INVERTED FLAG COLOURS