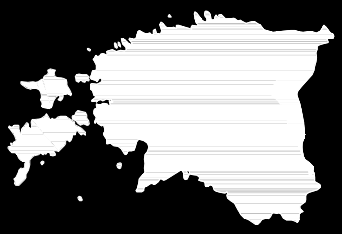
KEYWORD "WINDY"

ESTONIA



LATVIA

LITHUANIA

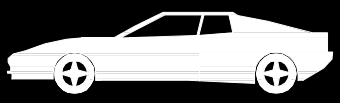
It is important to introduce the factors that influence the house, such as the climate, financial factors, values, fashion and trends, energy conservation, the central role of cars and means of transport (public transport, cars, walking, cycling), various standards that the house has to meet, plan, function etc. Each factor is accompanied by an illustrative pictogram, forming a visual language consistent throughout the exposition. For example, the information leaflets demonstrate in percentages to what extent the architecture of the building has been influenced by some factor or other.

CLIMATE

ENERGYSAVE

ECO-FRIENDLY

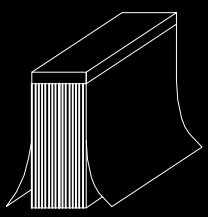
THE CENTRAL ROLE OF CARS

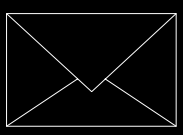


FINANCIAL FACTORS

FASHION/TRENDS

STANDARDS





CONCEPT FOR MEMORABILIA

The exhibited papers are not merely sheets of paper, they are bound into pads that allow visitors to tear off information leaflets. The pavilion has design folders, where the information leaflets can be bound together. This way, the visitor can compile a catalogue on Baltic architecture according to his or her own taste.