

FAU Mostra Projeto Exhibition Design

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Abstract

This is the exhibition design for *FAU Mostra Projeto* [FAU Architectural Students Exhibition] show, held between May and June 2011 on the Museum Floor of the Faculty of Architecture and Urbanism of the University of Sao Paulo, FAU USP, in Brazil. The relationship between the human body and the vertical and horizontal supports for the display of architectural projects (draws and models) produced by the students was the starting point.

The feasibility of implementation with a low budget was a key feature. Therefore, the MDF board (184 cm x 275 cm x 0.25 cm) was chosen as the base material. The maximum use of the boards, without waste, and the simple construction technique, without the need of complex equipment, were also prerequisites. From MDF

boards as a modulation, only two types of pieces are drawn.

The design at the same time dialogues with and opposes to the space. This is because the design derives from intersections between the axes of the internal and external pillars - a striking feature of the space. On the other hand, the design makes use of diagonal lines, such as a zigzag, and proposes that the exhibition be experienced as a route without specific starting and finishing points.

In the end, the chosen material revealed to be a pleasant surprise in establishing an aesthetic connection with the brutalist building. The exhibition design also allows insertions in other spaces, both for its scale, as well as for the possibility of reuse, reassemble and reproducibility of its parts.



Figure 1. FAU Mostra Projeto Exhibition Design. Photo: Nidia Paiva



Figure 2. FAU Mostra Projeto Exhibition Design. Photo: Nidia Paiva



Figure 3. FAU Mostra Projeto Exhibition Design. Photo: Nidia Paiva