

Week 7: Progress of Collective Project—Exhibition Formats and Artworks

During the Summerhall collective meeting, we brainstorm and develop the collective project. Everyone gathered artworks that interested them and started discussing exhibition concepts and design proposals. During discussing exhibition design, I proposed that our collective curatorial project should avoid the archival exhibition format. We should also minimize the use of labels and textual explanations, avoiding excessive reliance on exhibition panels. This week, while visiting the *Forty Farm outdoor exhibition trail* in Grasmere, I observed that this format fails to engage audiences. Furthermore, artist biographies and exhibition texts should be separated onto distinct walls or labels, with artistic lettering or typographic design applied. During my visit to Summerhall, I observed that their curators chose to place lengthy exhibition introductions and artist biographies on the entrance doors. While this approach minimizes space wastage, it discourages visitors from reading due to the overwhelming text volume. In stark contrast, Summerhall's posters effectively capture audience attention—a practice I intend to learn from and integrate into my personal projects.



Figure 1: A photo of our collective working at the Summerhall



Figure 2: The Forty Farms Outdoor Exhibition Trial I observed

in North Berwick



Figure 3: The Forty Farms Outdoor Exhibition Trail uses only text and images on display boards, with no physical objects.



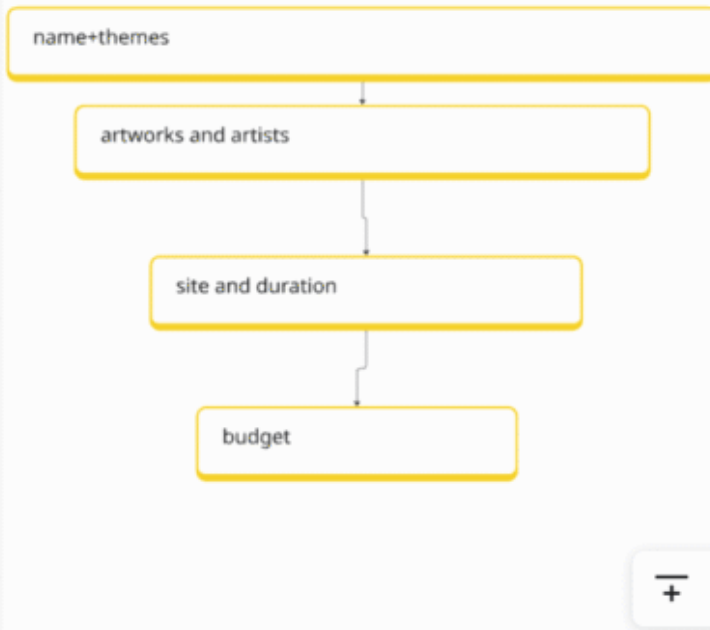
Figure 4: I noticed that Summerhall had display boards attached to the doors, which saved space but made the area feel a bit cramped.

This week we also held an online meeting and finalized the collective project theme, basic ideas for the artwork, and subsequent division of tasks on the Miro board.

Date: 4th March - 9th March

Determine the pitch

Pending Tasks



division of labour

Zhiyu Yang

- Make MIRO Board
- Make Timetable and Plan
- Orgniaze in brain strom and discussion in wechat group

Nan Wu + Xinger Gao

- Complete **【themes+artworks】**
- Submit document\text in wechat group

Wenchang Jia + Yufan Xie

- Complete **【Duration+Site+Curation Design】**
- Submit document\text in wechat group

Vivien:

- Complete **【Budget】**
- Submit document\text in wechat group

All content will ultimately be compiled into a PDF file and placed in the section below titled **【Completion Status】** .

Completion Status

Figure 5: Our collective assigned tasks on the Miro board during March 4th to 9th

I am responsible for finding artworks that fit the broad theme of vitality, breath, nature and humanity, and providing explanatory texts. I proposed selecting a bubble paper artwork named *Bubble Sample* by RCA student Fengjunya Zheng^[1] for the exhibition's interactive activity section. This piece can be expanded into a fee-based workshop suitable for both adults and children. I also selected a piece named *Lichenvision Lounge* by artist Melissa Webb^[2]. This work features green textiles symbolizing ecosystems, embodying humanity's aspiration for harmony with nature.

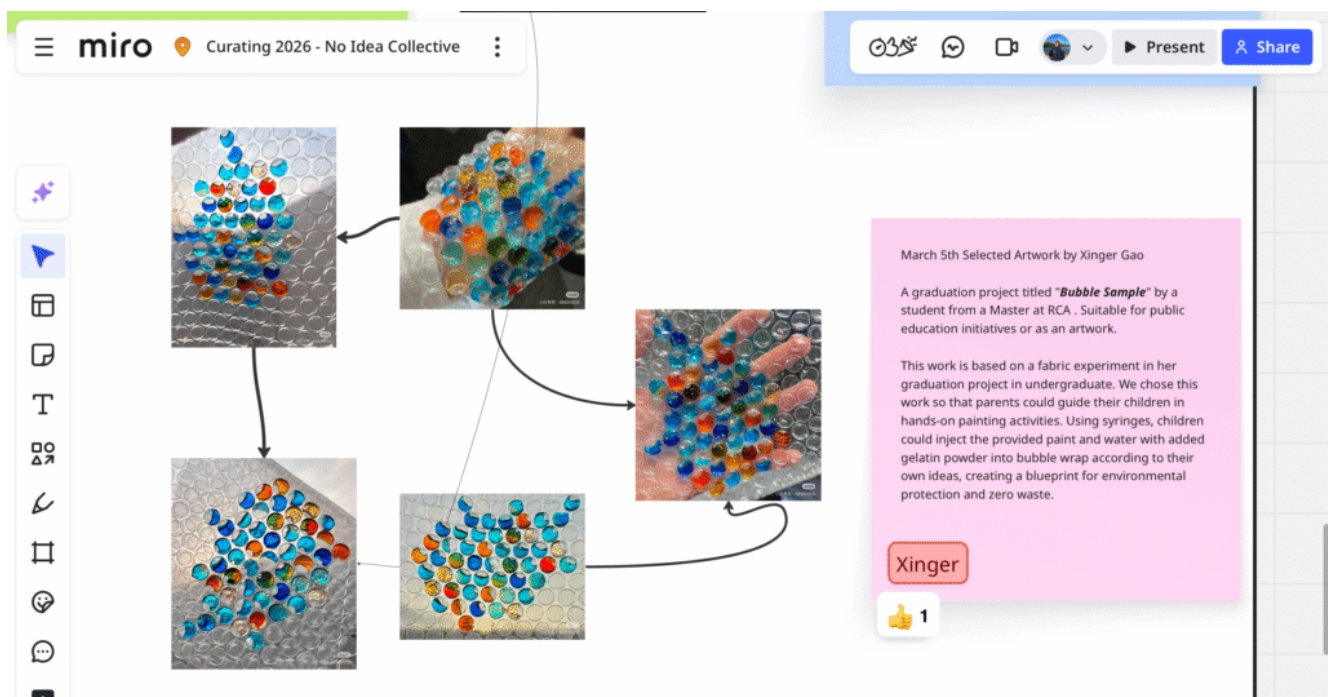


Figure 6: Artworks I selected for the collective exhibition

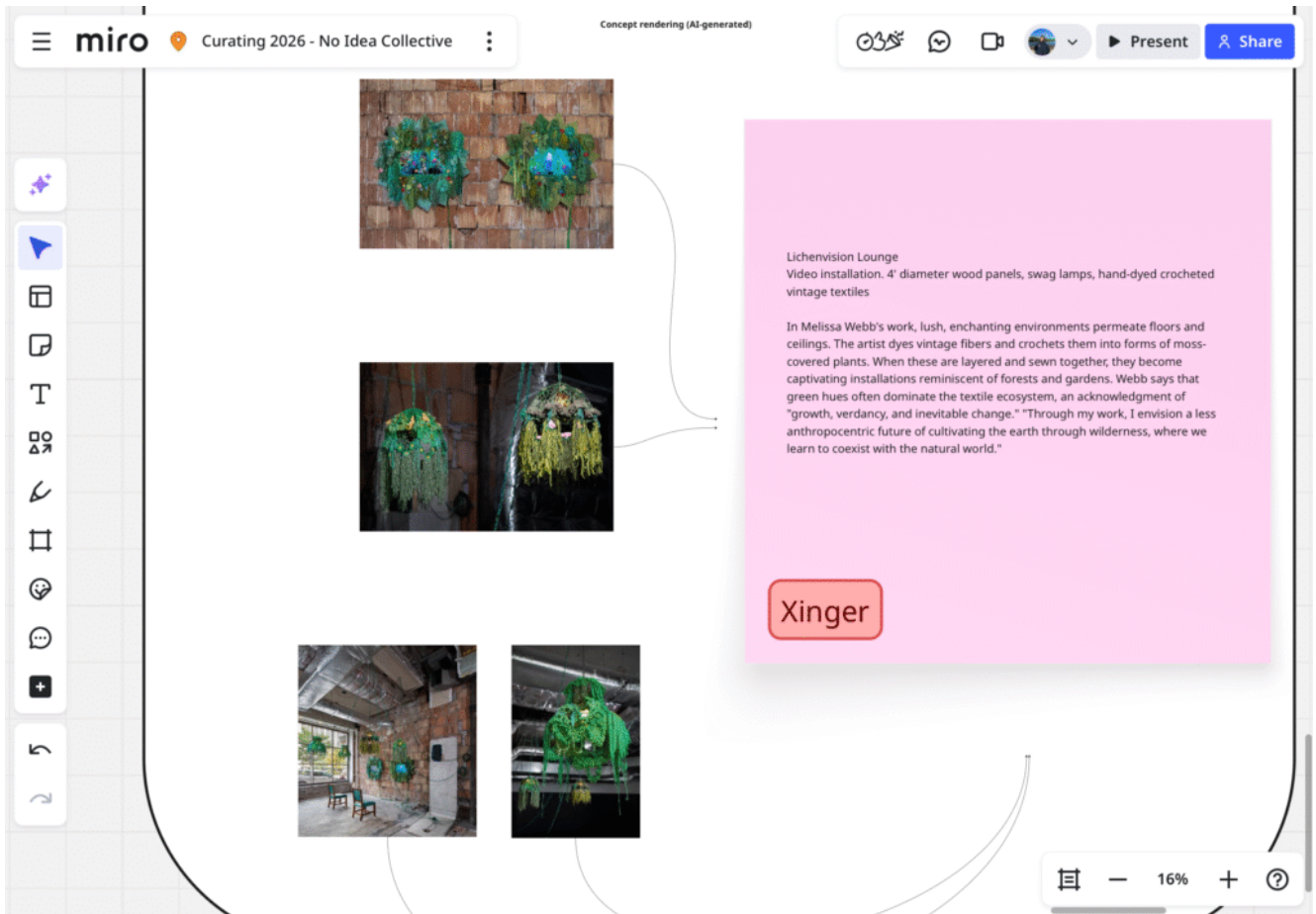


Figure 7: Artworks I selected for the collective exhibition

We held another collective meeting on Sunday. We discussed the feasibility of hanging and displaying works based on the layout map created by Zhiyu Yang. I questioned the feasibility of using bubble wrap as material for the bubble sample artwork. Since bubble wrap is rarely used in the UK, purchasing new plastic bubble wrap contradicts the artwork's original intent of plastic reuse. I believe we must curate while respecting the artist's zero-waste recycling philosophy. During the discussion, I also added new artworks. This series, titled *Trees and Wood* by Xinger Gao, is a collection of photographs I took near Grasmere, capturing the brutal landscape formed by cut trees.

Date: 10th March – 17th March

Field visits + practical experience

curation design

Delineate the perimeter of certain installations on the ground

Review the floor plan and exhibition hall design viewing routes, and document the practical aspects: feasibility and areas requiring modification.

Nan Wu :

- Conduct on-site measurements and create a model of the exhibition space

Wenchang Jia+Yufan Xie: (before Thursday)

- Preparation: Coloured tape or string (to delineate the perimeter of the device and verify the feasibility of the practice route)

Xinger Gao+Vivien : (before Thursday) (have some question, material is not available)

- Prepare materials: bubble wrap or similar materials such as Ocean Babies, to simulate the effect of a Bubble Sample.

Zhiyu Yang : (At the end of week 8)

- Designing promotional materials, posters, slides
- Drafting promotional video content (outline, to be discussed at meetings)
- Filming and recording the proceedings of the meeting

All costs incurred for physical outputs produced in subsequent weeks (printed posters and booklets, materials purchased for this week's practical session) shall be shared equally among the collective.

Figure 8: Our collective assigned tasks on the Miro board during March 10th to 17th

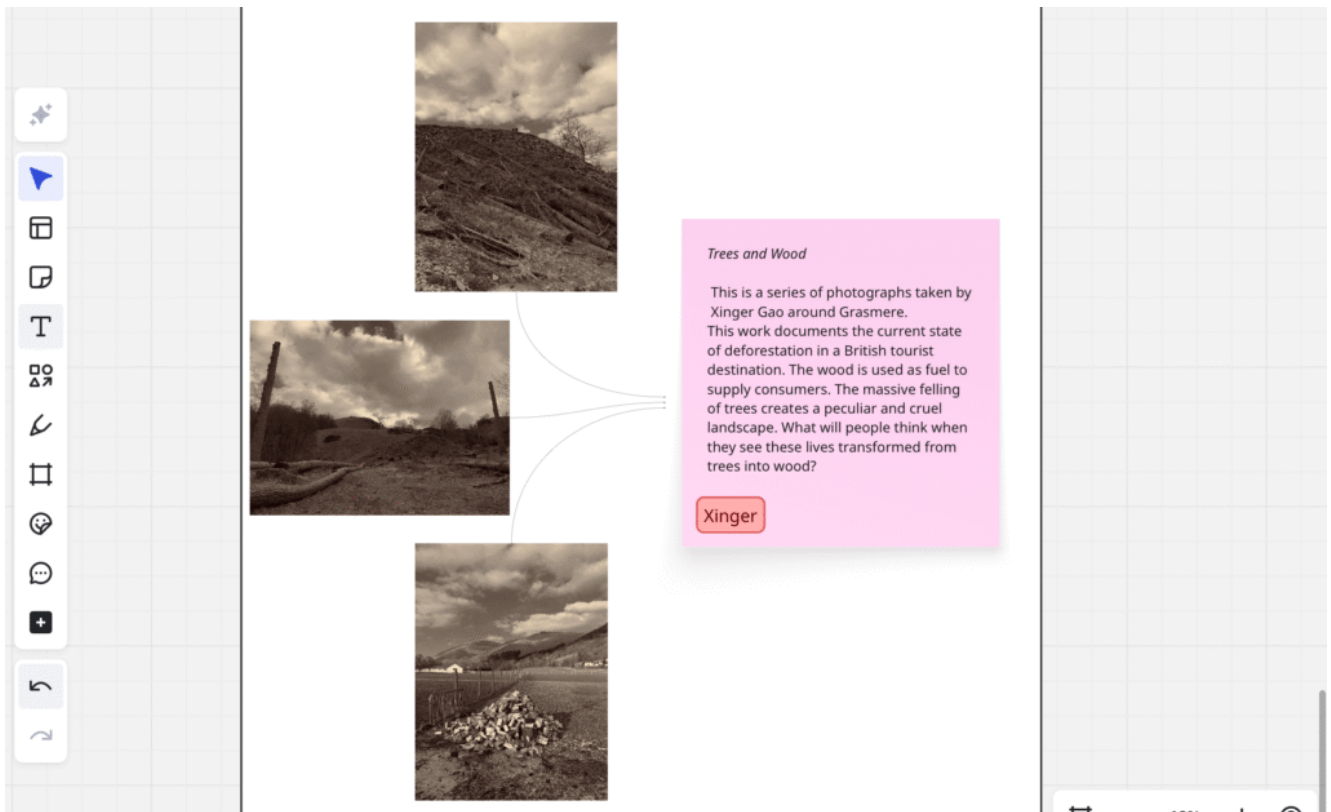


Figure 9: Artworks I selected for the collective exhibition

[1] <http://xhslink.com/o/6lPEKoIunTM>

[2] [Lichenvision Lounge | Melissa Webb Art](#)