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Abstract

This book is an attempt to establish a holistic theoretical and methodological approach in the field of exhibition design, whether it is developed within the institutional and spatial boundaries of a permanent museum institution or not. The whole approach is based on the assumption that an exhibition is a multimedial and multimodal narrative tool. Thus, first of all, we examine how the fundamental principles of narratology can offer an alternative perspective on the process of creating an exhibition. Then, the individual narrative tools that can be used in an exhibition are analyzed theoretically and methodologically: the static and the cinematic image, the sound

and the text. The approach of each tool is based on the combination of specialised literature related to this tool, with the relevant discussion that has been developed in the field of exhibitions. Although the separate approach of each narrative tool was deemed appropriate to delve into its particular features, potential and limitations, each chapter makes particular reference to the way in which it will ultimately work with the rest to produce a unified narrative whole. Thus, special importance is given to how all the above are composed within a specific spatial environment, which is the main narrative canvas, as is the case in a modern theatrical scenography.