

P / REFERENCES OF DESIGN

EMBRACING UNCERTAINTY IN EXHIBITION DESIGN: A PARADIGM SHIFT TO CHAL- LENGE DIGITAL HOMOGENI- ZATION — THE EXHIBITION DESIGN OF LU HONG'S ART ARCHIVES: 1978-2022.

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DOI: [10.63442/YFEK2874](https://doi.org/10.63442/YFEK2874)

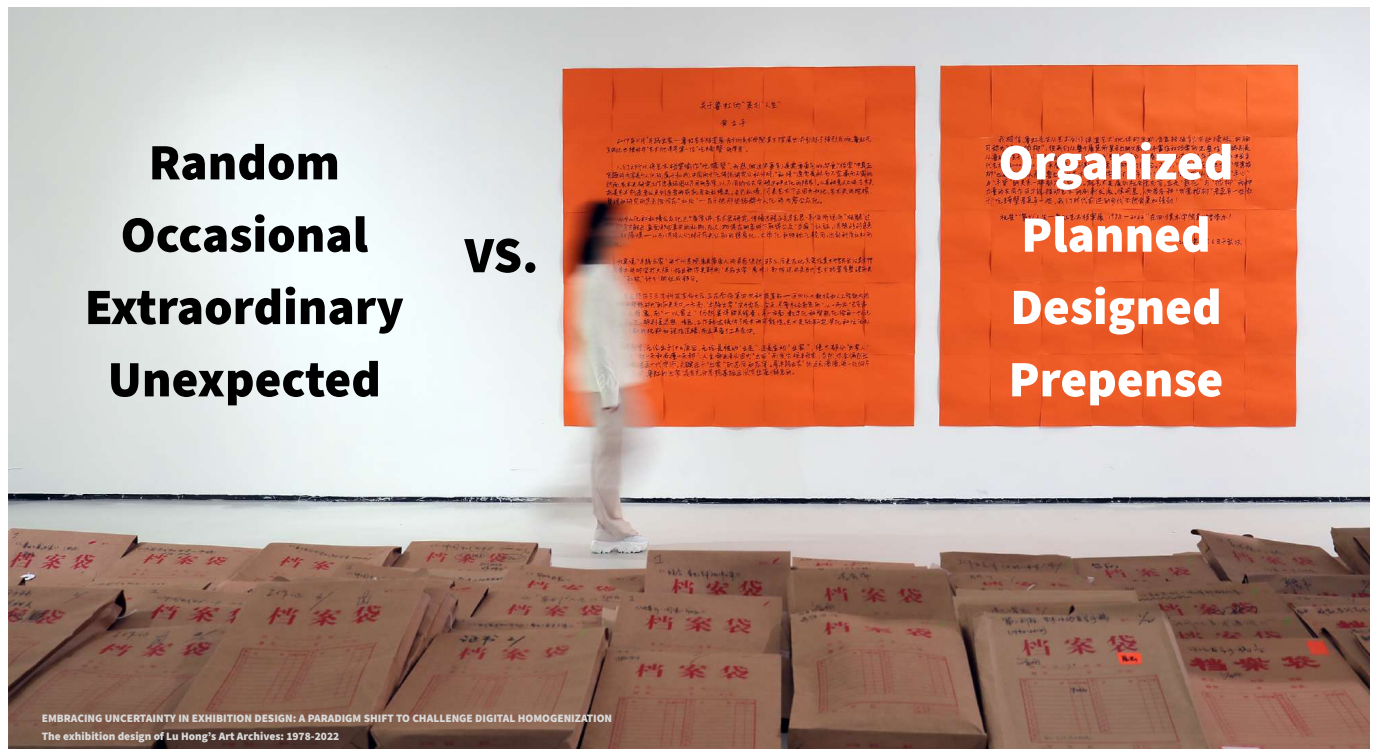
**KEYWORDS | DIGITAL HOMOGENIZATION, CONTEMPORARY EXHIBITION, EXHIBITION DESIGN,
DESIGN APPROACH, UNCERTAINTY**

ABSTRACT | In the rapidly evolving digital landscape, the digitization of exhibitions has led to a pervasive homogenization of diverse displays. Traditional exhibitions, meticulously planned to present information, often prioritize eliminating randomness and uncertainty, resulting in standardized layouts and silk-screen prints. Mechanized and orderly process, while ensuring the seamless execution of events, have unintentionally eliminated the inherent “uncertainty” that exhibitions, as artistic expressions, should embody. This case study involving a Chinese contemporary art critic’s archival exhibition adds a practical dimension to the theoretical exploration, reimagines the contemporary exhibition scene by addressing these issues and highlights the pivotal role of uncertainty in fostering diversity and creativity. Examining common forms of expression in contemporary art—namely “writing,” “posting,” and “found objects”—the paper draws parallels with the exhibition design process. “Writing” and “posting” correspond to printing and hanging, representing subjective and random acts influenced by the curatorial subject, ultimately shaping the final appearance of the exhibit. The use of “found objects” as exhibition props not only saves time and costs but also introduces an element of unpredictability.

Uncertainty, in this context, becomes a catalyst for exploration and experimentation. Designers are encouraged to embrace the unknown, challenging conventional design paradigms, questioning established norms, and cultivating a mindset that values the process as much as the outcome. This departure from cookie-cutter exhibitions allows each design to become a unique journey reflecting the distinct identity of the content it showcases.

By leveraging the inherently random nature of “writing,” “posting,” and “found objects,” this study seeks to turn contingency and uncertainty into the highlights of the exhibition. The intention is to disrupt the monotonous presentation styles of mainstream refined exhibitions and restore the diversity that exhibitions were meant to embody. This paradigm shift aims to redefine contemporary exhibition strategies as a type of contemporary artwork, emphasizing the need to reconsider and redefine the role of uncertainty in curatorial practices. By embracing the unpredictability inherent in these artistic expressions, this paper advocates for a departure from the assembly-line mentality that characterizes many contemporary exhibitions. It encourages a return to the fundamental, diverse, and uncertain nature of artistic expression, urging curators to embrace uncertainty as an integral part of the creative process.

In conclusion, this design research contributes to the discourse on contemporary curatorial practices, highlighting the importance of a more dynamic, inclusive, and unpredictable approach to exhibition curation in the evolving landscape of the art world. It also invites designers and audiences to reconsider the fundamental nature of artistic expression, encouraging a return to the diverse and uncertain roots that define the essence of exhibitions as powerful forms of creative expression in the digital age.



Lu Hong's Art Archives: 1978-2022

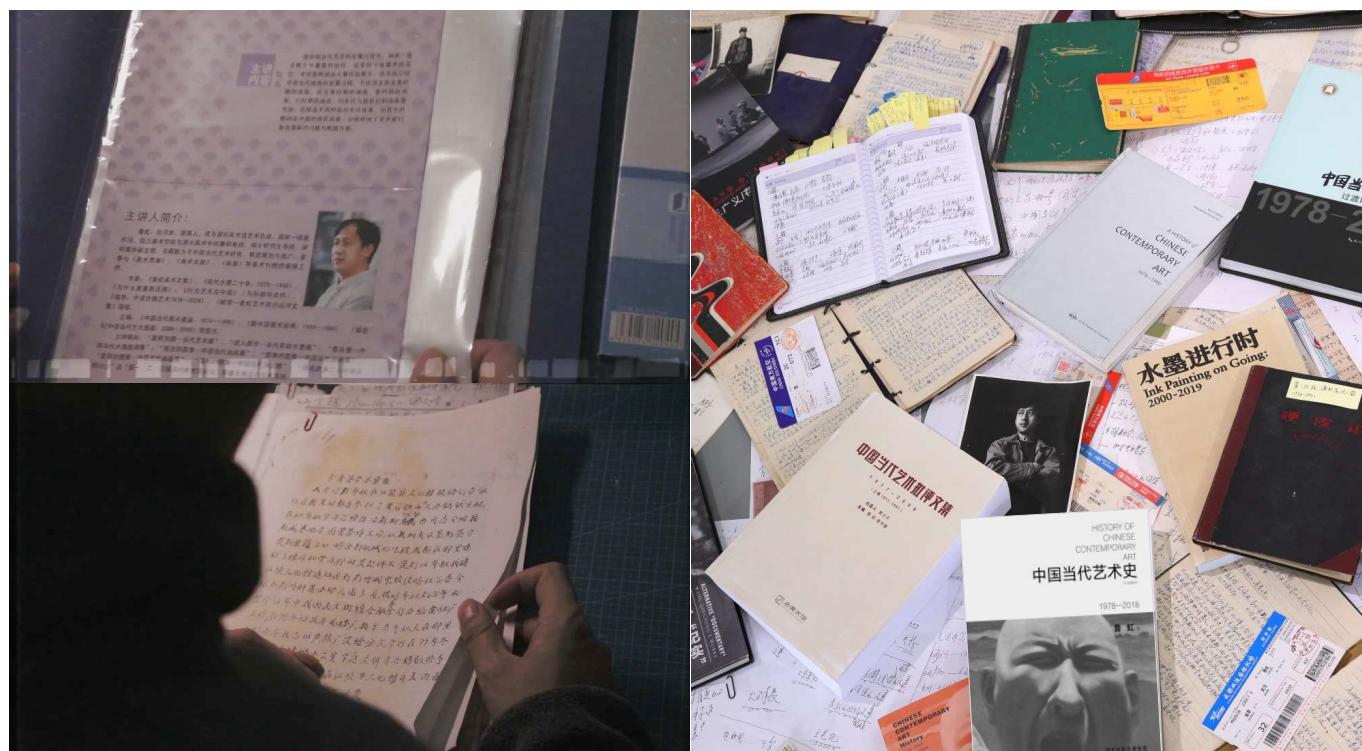
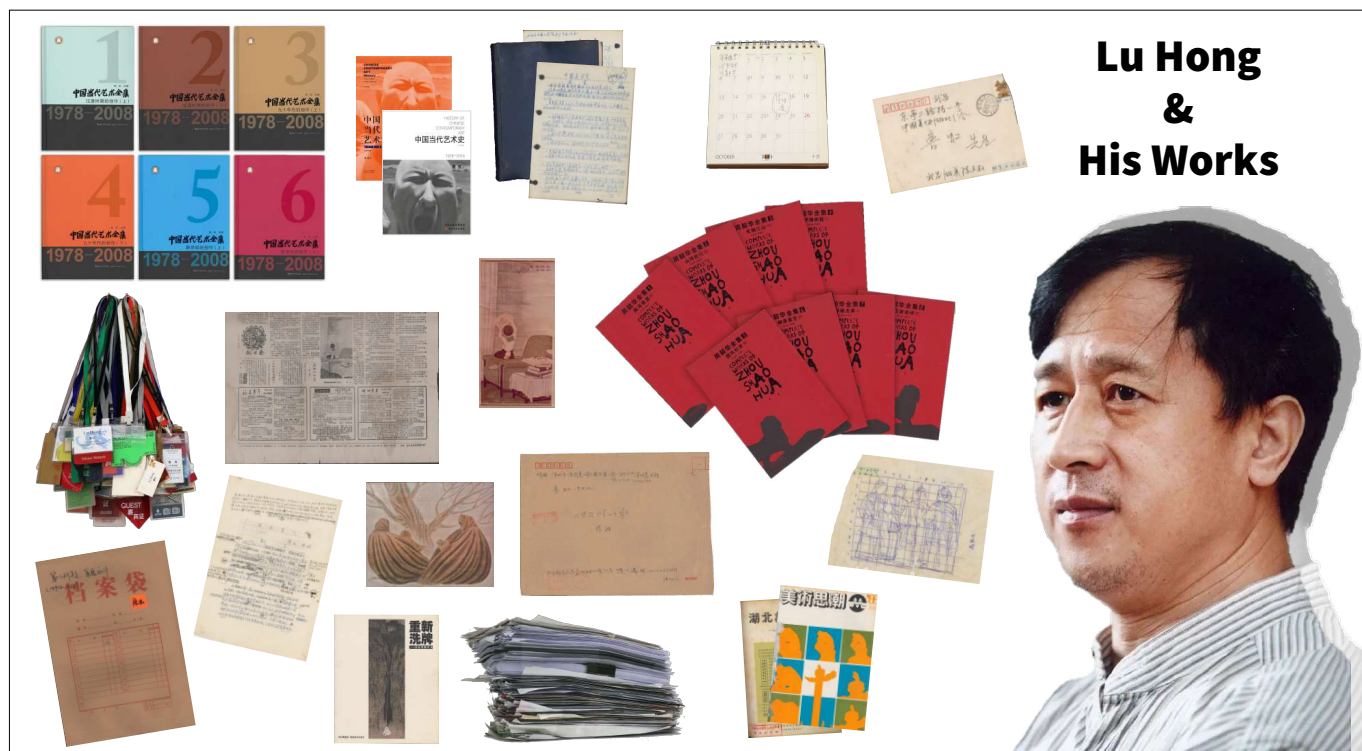
Type / Exhibition Design

Floor Area / 1520m²

Location / Art Museum of Sichuan Fine Arts
Institute, Chongqing, China

Project Year / 2023

Itinerant Exhibition / 2019 - Guangzhou
2021 - Beijing & Wuhan
2023 - Chongqing



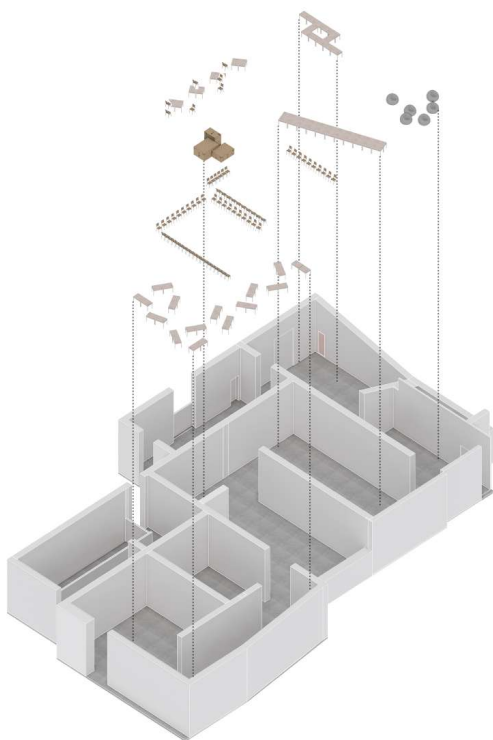
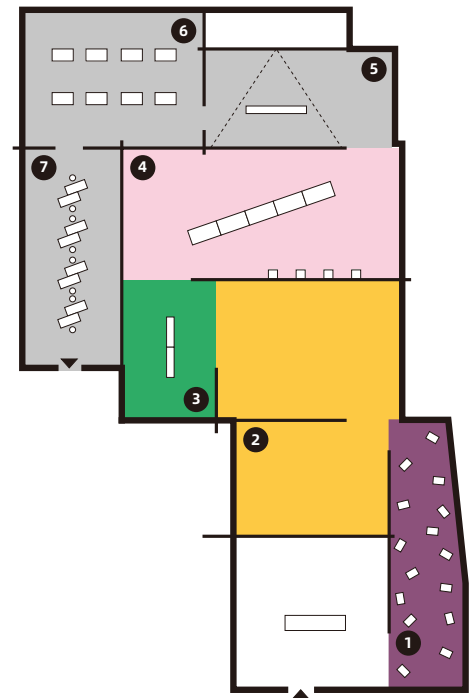
Lu Hong's Multiple Roles:

Part 1 Lu Hong as a Writer

Part 2 Lu Hong as a Curator

Part 3 Lu Hong as a Gallery Director

Part 4 Lu Hong as a Learner & Researcher



Exhibition Plan:

Part 1 Writing & Publishing

Part 2 Curating & Publishing

Part 3 Gallery Work

Part 4 Daily Life

Part 5 Videos

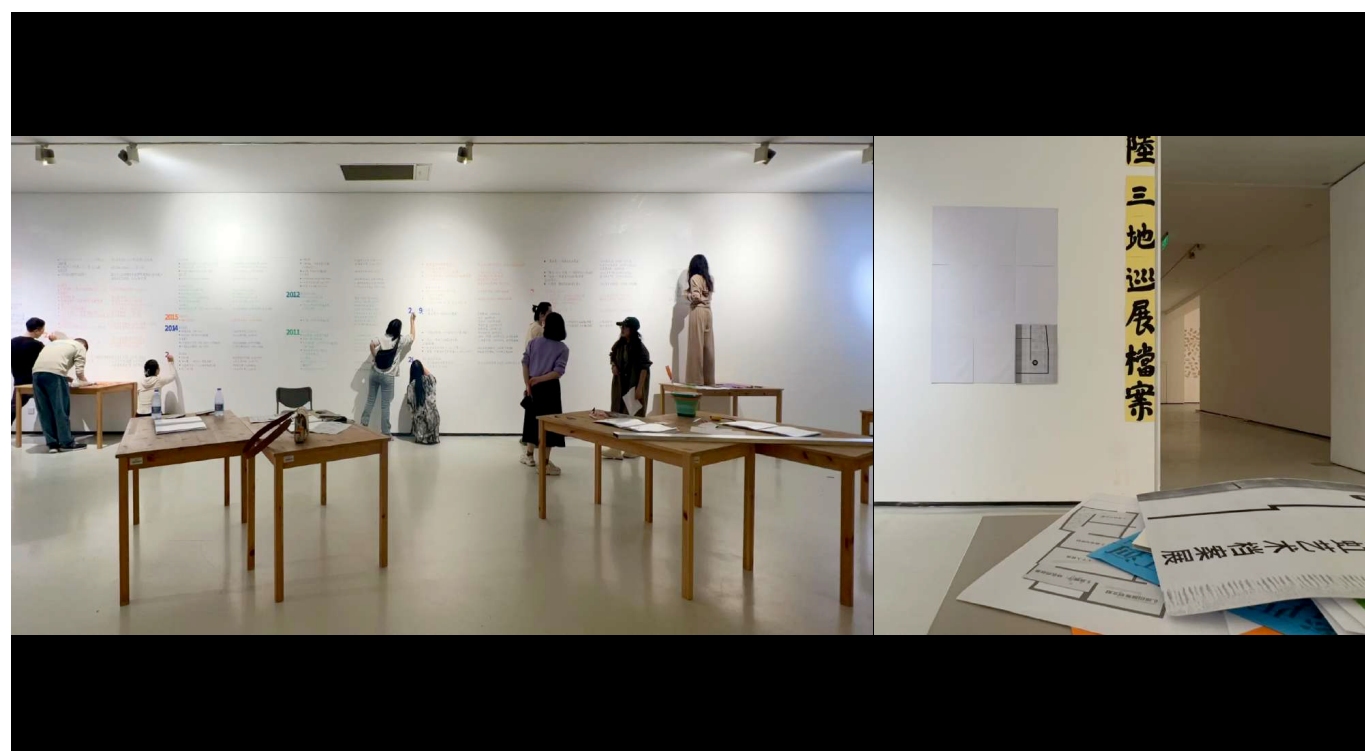
Part 6 Itinerant Exhibition

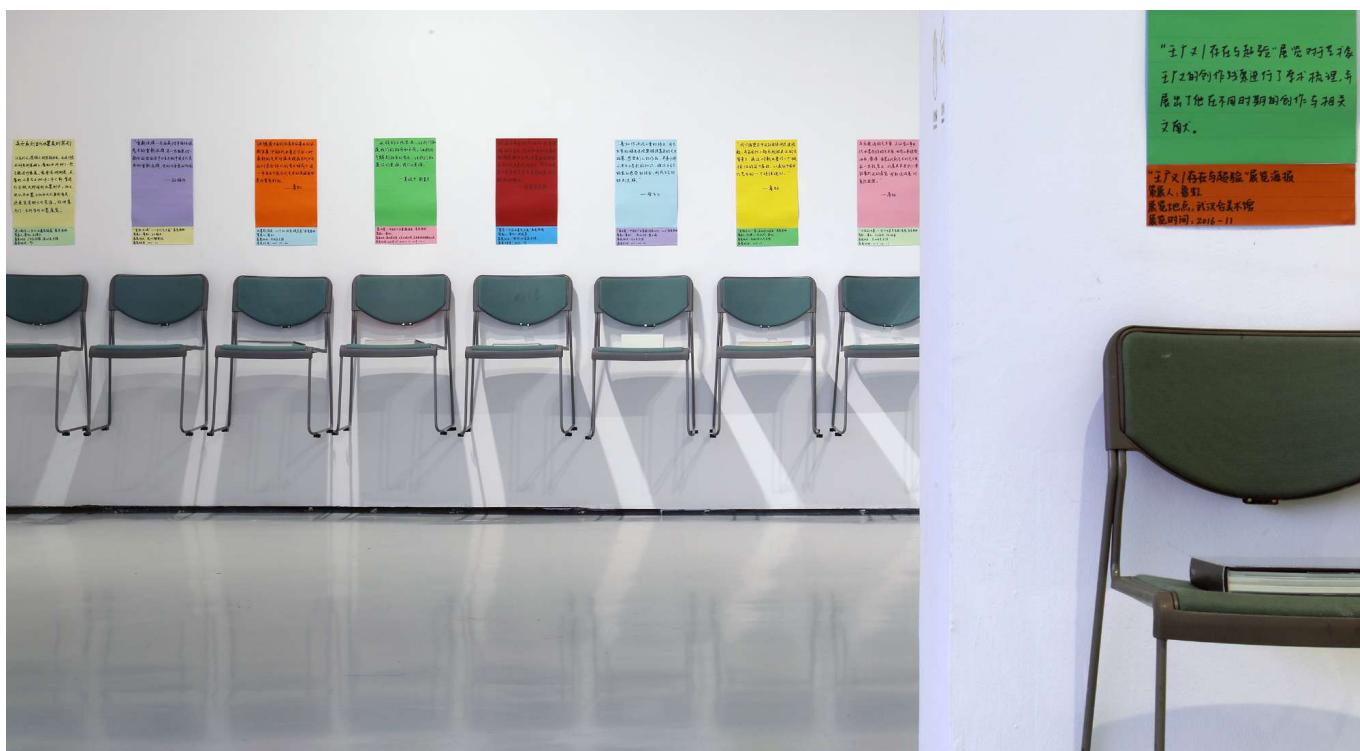
Part 7 Audience Reading Area



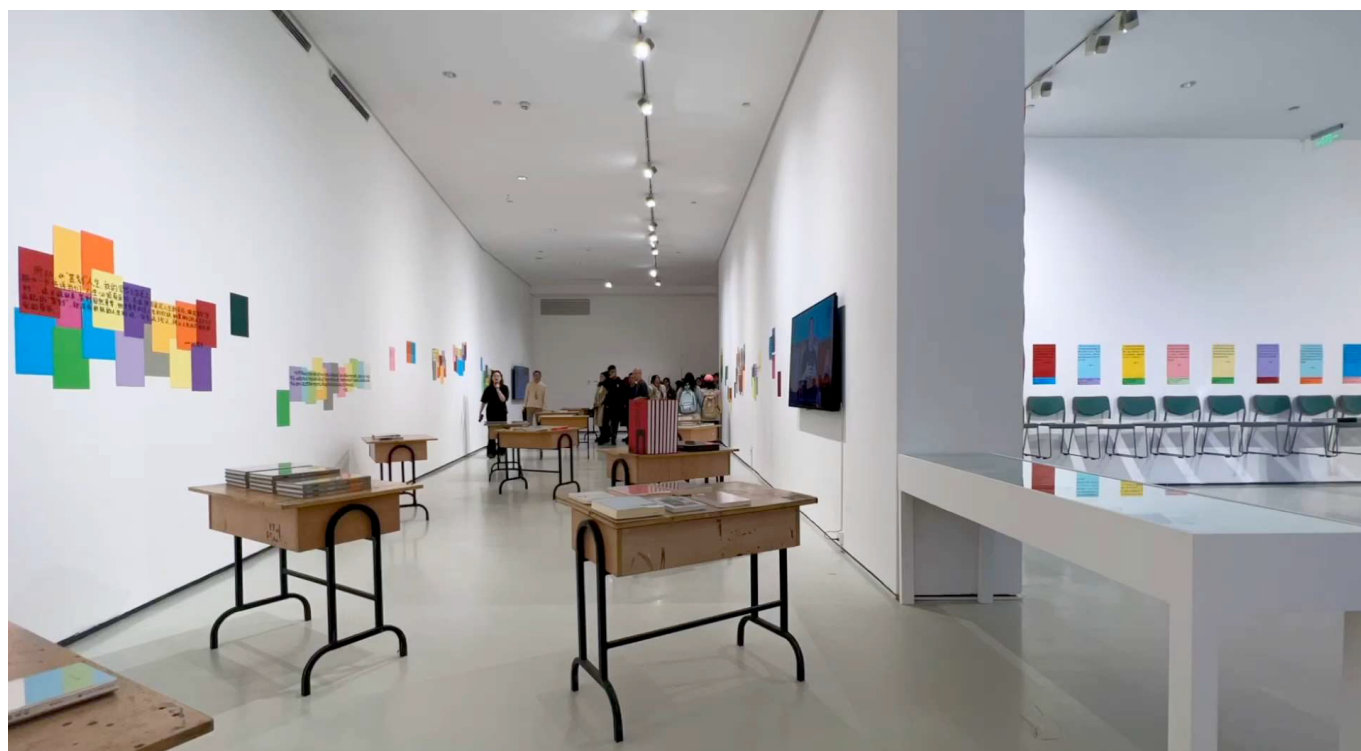
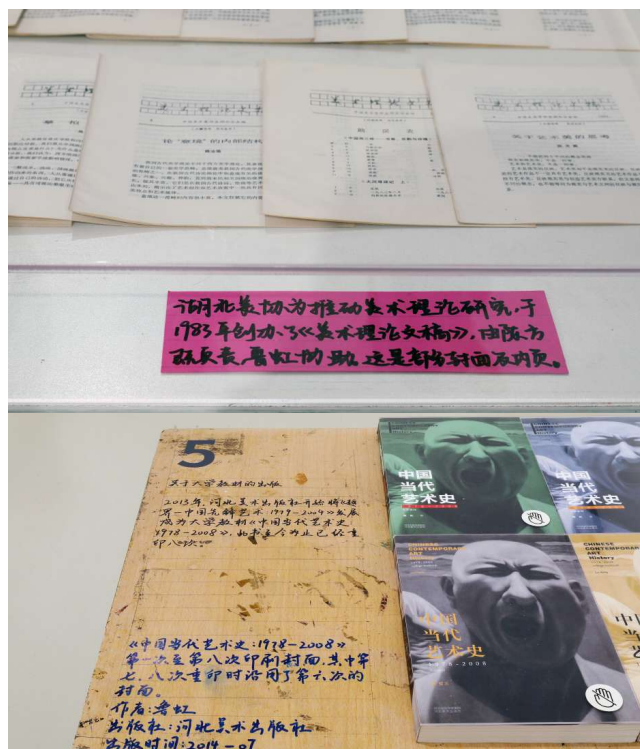
Forward
Titles/Headlines
Quotations
Floor Plans
Labels











P/REFERENCES OF DESIGN

This contribution was presented at Cumulus Budapest 2024: P/References of Design conference, hosted by the Moholy-Nagy University of Art and Design Budapest, Hungary between May 15-17, 2024.

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cumulusbudapest2024.mome.hu

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Speculative Perspectives
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ISBN Volume 1: 978-952-7549-02-5 (PDF)

ISBN Volume 2: 978-952-7549-03-2 (PDF)

DOI Volume 1: <https://doi.org/10.63442/IZUP8898>

DOI Volume 2: <https://doi.org/10.63442/TADX4016>

Conference Organisers

Moholy-Nagy University of Art and Design Budapest (MOME)

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