



Museum of Communication Berne 2003

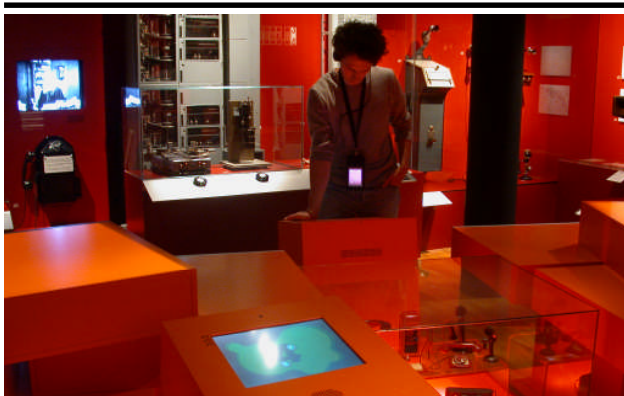
The Media of the Permanent Exhibition

In cooperation with 'element design' and 'point de vue', iard developed the adaptable museum technology for the Museum of Communication in Berne, Switzerland.

The exhibition media illustrates different communication contexts and types of communication and helps visitors to experience them. For example, a visitor stands opposite a virtual person in whom he or she can trigger different reactions by choosing different questions. Or a visitor sits down on a sofa and chats to a second person who sits beside him or her. However, that second

person is only present in a virtual way on the screen opposite and is in fact sitting in another room, realised with a blue box. The communication or the virtual presence consequently occurs in different rooms but at the same time.

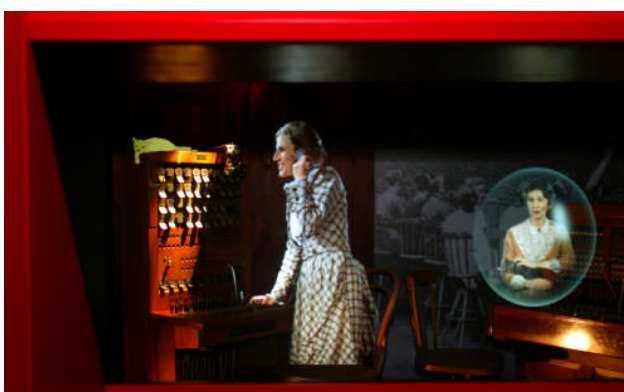
The audio guide was used to deepen the information and to translate the exhibition's content. iard was responsible for the conception, development and realisation of the technical part of the interactive exhibition.



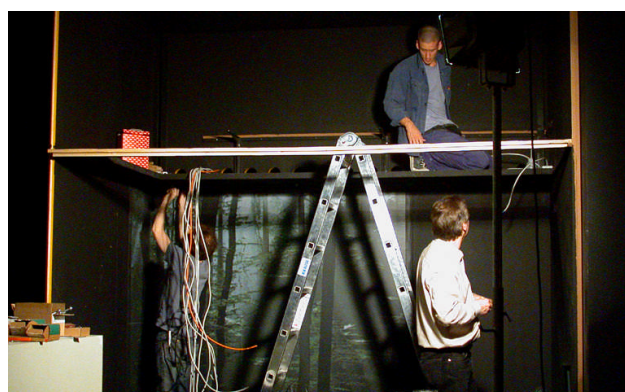
Exhibition area 'Telephony'



Exhibition area 'TV and Radio'



The 'Stöpselzentrale' with a virtual operator in a 'Magic Blackbox'



Installation of black box

Client / Customer

Museum of Communication, Berne
Swiss Foundation for the History of Post and Telecommunication

Services iart

Concept, planning and installation of the media

Media

Interactive screen installations
Black box installation
Blue box installation
Projections
Ambient sound
Exhibition lighting
200 audio guides, based on Toshiba Pocket PCs e740

Project Partners

element design GmbH, Scenography
point de vue, Audio-visual productions

Project Duration

2 years

Opening

June 2003

Exhibition Duration

Permanent exhibition

Exhibition Area

1000 m²