



europeana
food and drink

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Europeana Food and Drink

Europeana Food and Drink Exhibition Brief

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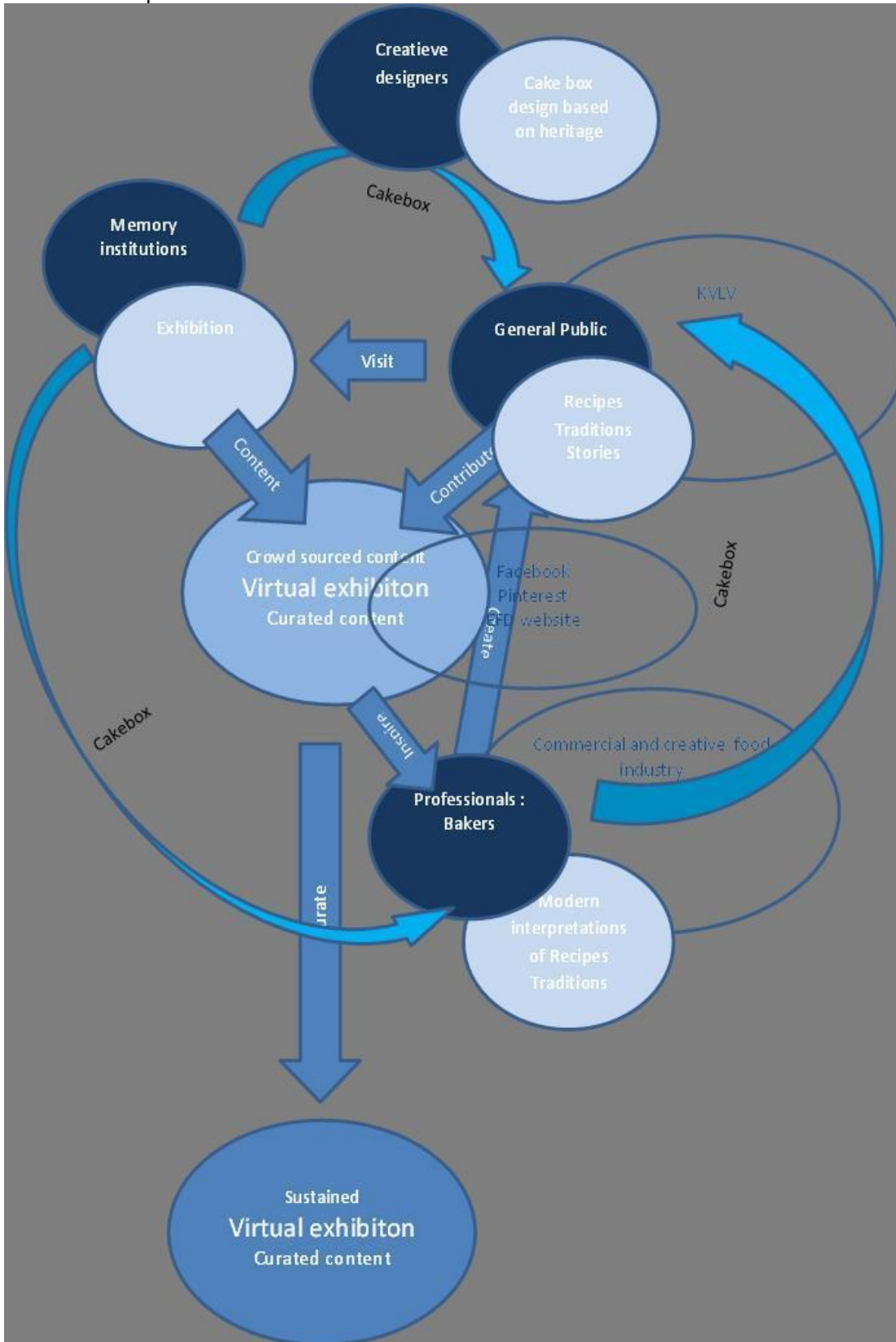
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1 Introduction

The touring exhibition is one of the nine products the Europeana Food & Drink project will develop within WP3. This deliverable expands on how the exhibition project is set up (theme, embedding, objectives, audiences). To ensure involvement, and generate as much awareness and publicity around the exhibition as possible, CAG and KMKG (cluster partners) have chosen for a widely shared and open theme: cake. It is a theme everyone is familiar with, because who doesn't have fond cake memories, traditions or pictures?

CAG and KMKG have outlined a number of activities and actions around the exhibition in order to reach the overarching EFD goal of commercial re-use of food and drink heritage. The central role in the activities will be played by a designed and full color printed cake box featuring heritage objects related to cake from partner collections. That cake box will be the result of a design contest held amongst design professionals, who are briefed to use heritage content from the partners. It will mention the exhibition venues and other project activities. It will be distributed through bakeries, at the exhibition venues and on the occasion of four or five public events. During these public events, cake related photographs, recipes and stories will be collected. The public moments will act as end user engagement and collection building events. The collected content will be featured in the virtual exhibition (cfr. D3.11). In the meantime it will act as a source of inspiration for participating bakers to produce personal interpretations of cakes. The next page shows a graphic interpretation of the different elements and their interactions.

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The different players, their roles, the actions and the interactions within the cake project.

2 Exhibition Title

'Een jaar taart!' (literally, 'A year of cake!' - a fitting English title could be 'Your Piece of Cake').

3 Project Type

The exhibition will be a touring panel exhibition with a modular design. The presence of a dining table with some extra information (recipes) will create a festive and homely atmosphere, complementing the theme. That table will feature a touch screen monitor (possibility to link to the virtual exhibition). Depending on the venue, the panels can be supplemented with objects in glass boxes.

4 Outline of the Exhibition Concept

Content wise, the exhibition aims at showing the presence of cake in every season, at every festive occasion in life. Cake definitely has a social function: celebration, coming together, a moment of 'plenty' instead of 'sober'. The exact appearance of cakes differs though, from region to region, from time to time. The public will come to appreciate the variability of what they think to be invariable traditions. Attention will also be given to the definition of 'cake', also a matter of national and regional differences and its origin.

5 Objectives

The main goal of the exhibition is to gather the general public and professionals around the heritage of food and drink. The exhibition is part of a larger network of activities and actions that targets both the broad public (cfr. introduction) and professionals and aims to educate people (professionals from the heritage, creative and food sector) that collaboration (commercial re-use) is possible and fruitful.

6 Target Audiences

Different audiences are targeted in the Belgian test case. Depending on the location 'A year in cake!' will focus on one or more specific audiences.

1) 'A year in cake!' wants to reach the public of the (home) bakers. Seen the revival of the home baking, this target is very feasible. Especially in the first venue, the Bakery Museum, this target group will be addressed.

2) The Bakery Museum is located near the touristy Belgian seaside. Tourists are the second target group for this location. Since the exhibition in the Bakery Museum will run from October to November this year, it will be less evident than it would be during the Summer.

3) The second exhibition venue will be a bakery school. Clearly, the target group here is students: the bakers to be. Other venues (e.g. public libraries) will aim to reach the broader, heritage minded public.

4) Besides involving the parties mentioned above, students of the Cultural Studies Programme at Leuven University will be invited to study our work during the first semester of the next academic year (Oct. - Feb. 2015). This allows them to familiarise themselves with all phases of designing, developing and managing an exhibition (cfr. below 13).

7 Dissemination and Merchandise

The exhibition dissemination will be part of the overall dissemination of the 'Cake!' project. Key aspects within the dissemination, will be the online platform, which ds will be built on exiting infrastructure, and the printed cake box. The online platform (HistoryPin cfr. D3.11) will mention all exhibition venues and linked activities (esp. in the Bakery Museum). Besides that, it will also mention all other activities, such as the design contest and collection building events. The printed cake box that will be a result of our design contest will also mention the different venues and/or provide links through QR codes. All partners will be asked to share the exhibition tour in their outgoing communication and on their online (social media) platforms. Since the picture and recipe collection events will be organized together with Vol-au-Vent vzw (the non-profit organization behind Week of Taste) during the Week of Taste (Nov. 12-22, 2015), the exhibition will be part of a large media campaign during autumn 2015. The media partners of Week of Taste are Radio 2, De Standaard and Knack Weekend.

8 Exhibition Design and Construction Requirements

-Panels: 10 standalone panels with standard (88x180x0.4) – recto – texts and images

-Dining table with six chairs. Recipes to put on the table (printed/on forex festive cake plates/... to be defined)

-Style: EFD house style

9 Themes for Displays

Since the exhibition will cover one year, the panels can easily be divided over the different seasons. The first panel will be dedicated to an introduction on the theme. Panels 2 and 3 will cover spring cakes, 4 and 5 summer cakes together with wedding cakes, 6 and 7 will feature autumn cakes and birthday cakes and 8 and 9 will highlight winter cakes. The last panel will leave space for logo's/partners/ contact information.

The dining table can be decorated with recipes (printed/pasted/on a plate) and will feature a touch screen monitor (link with virtual exhibition).

10 Costs

There will be costs for production and for costs for dissemination. We list them here (estimations based on former exhibitions).

Action	Cost
Production of the panels (design & printing)	ca. € 10.000,-
Production & design interactive dining table	ca. € 5.000,-
Printing cake boxes	ca. € 3.000,- (/10.000 boxes)
End user engagement and collection building events*	ca.€ 1.000,- (5 events)
Design & production exhibition leaflets and posters	ca. € 2.000,-
Transport & out of pocket costs	ca. € 1.000,-
Lighting	ca. € 1.000,-

*in cooperation with Vol-au-Vent vzw

11 Project Planning

The planning for the production of the physical exhibition is tight, yet feasible. By the end of March, the first content draft will be ready. We will elaborate on that during April and May. The content check is planned for June 15th, so we can provide the designer with the content by July 1st. That will give the designer enough time. The content will be handed over to EURO for the creation of the virtual exhibition by that same date. (cfr. D3.11) Set up in Bakery Museum will be around Sept. 15th. The opening there is planned for Oct. 3rd. The exhibition closing date at the Bakery Museum will be around the end of November. It will then be displayed at other venues. The exhibition agenda will be definitive by the end of April (D3.9).

12 Success Criteria

There are number of success criteria within the exhibition project. From the exhibition point of view, first and foremost there is the number of visitors to the exhibition. Venues will be asked to count and report back to us. But since the exhibition is embedded in a whole framework of actions there are more ways of measuring success. Think of the number of cake boxes distributed, the number of participants at the public collection events and the number of contributions to the virtual platform (cfr. D3.11). Also involvement and attention from sponsors and (local) media will give an indication.

Actions	Success indicator
Participants design contest	20
Participants public collection building events	200
Uploads HistoryPin	250
Visitors exhibition Bakery Museum	4000
Visitors other locations	PM*

*Number dependent on the type of location

13 Repeatability Model

Much attention will be paid to the repeatability of both exhibition and additional actions. First, the panel design will be modular, template-like. Venues in other countries will be able to easily translate and replace text and images. The design contest can be scheduled independently in other countries. But the cake box design will be like a template as well. So, the idea of a printed cake box is repeatable without a contest as well, using content supplied by one of the partners. Picture gathering moments can be scheduled independently. The platform to upload user generated content offers universal and multilingual tags that can be used in multiple venues/countries. A set of actions and findings from the realisation of this project will be shared, both during the project (the academic students cfr. 5) and afterwards as a 'methodology toolbox'.

14 Conclusions

The framework for the exhibition and its embedding are ready. Important next steps are gathering content, developing a platform for the collection building and extending the number of venues.