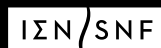




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ΙΔΡΥΜΑ ΣΤΑΥΡΟΣ ΝΙΑΡΧΟΣ
STAVROS NIARCHOS
FOUNDATION



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Ancient Greek Science and Technology

Temporary Exhibition

Ancient Greek Science and Technology

The exhibition IDEA – Ancient Greek Science and Technology displays the advancement of Greek thought which created many scientific fields, while at the same time attained plenty of technical and technological achievements.

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EXHIBITION OBJECTIVES

Showcasing the important fields of science,
arts and technological achievements in the Ancient Greek world.

Reminding the influence and contribution of those achievements
underlining their keystone role for the development of the Western Civilization.

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EXHIBITION AXES

Prologue

Thematic Areas

Central Square – “Agora”

Epilogue

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PROLOGUE

The evolution of the Ancient Greek spirit and its interaction with neighboring civilizations

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THEMATIC SECTIONS

The exhibition contains 8 main thematic areas:

- Basic Technologies
- Astronomy
- Exploration and Communication
- Body and Mind
- Arts
- Architecture
- Automata
- Agora

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THEMATIC SECTIONS

SECTIONS AND EXHIBITS

Mathematics-Geometry	Pythagorean Theorem (interactive exhibit)
Mathematics-Geometry	Platonic Solids (3D animation)
Physics-Biology	Plant and Mineral (3D animation)
Hydraulics	Eupalinian Aqueduct (scale model)
Ceramics	Firing Ceramics (representation)
Ceramics	Pointed Amforae (scale model)
Mining-Metallurgy	Lavrion Washing Table (scale model)
War Technology	Catapults – Flame Throwers (replica)
Mechanics	Archimedes' Screw (replica)
Architecture	Parthenon (scale model)
Building Technology	Lift Machine (scale model)
Chartography	Hero's Dioptra (replica)
Naval Technology	Ram of a Trireme (replica)
Telecommunications	Hydraulic Telegraph (replica)
Theatre	The Theatre of Ancient Dion (scale model)
Sculpture	The Ephebe of Antikythera statue (replica)
Sculpture	Pantograph of marble statues (replica)
Medicine	Asclepion of Epidaurus (scale model)
Athletics	Ysplex (replica)
Automata	Automatic Temple Gates (scale model)
Music	Hydraulis (replica)
Astronomy	The Antikythera Mechanism (replica)
Metrics	Hero's Odometer (replica)



CENTRAL AXIS

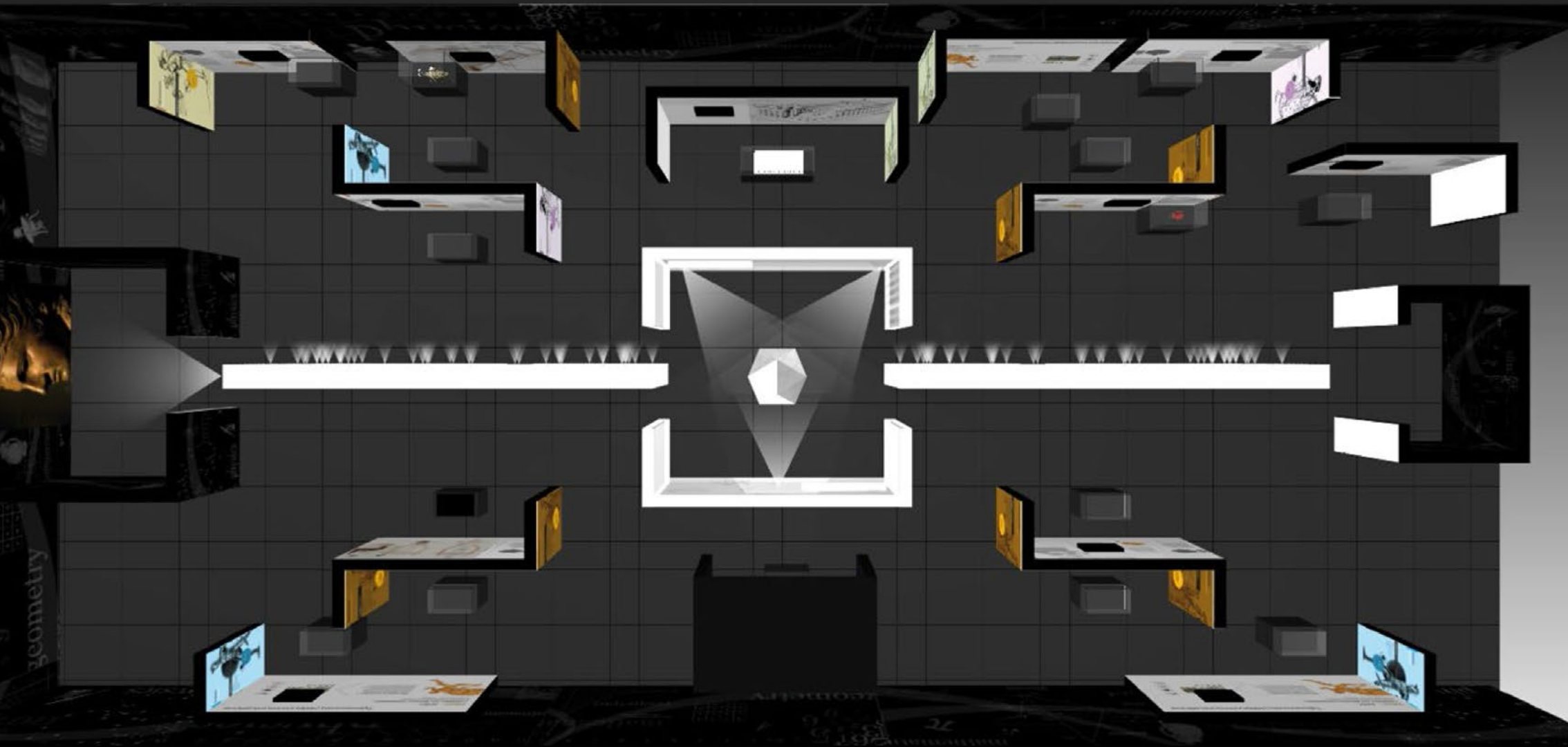
Luminous walls where the exhibition's main concept is displayed.
It is an analogue of the Ancient Greek "Agora",
the main square of an Ancient Greek city.



EPILOGUE

The Epilogue defines the end of the visit. It is designed as a relaxation space, where one can take a moment to feel and understand the beauty and value of Ancient Greece. It highlights the most important moments of world history and the contribution of the Greek spirit to it.

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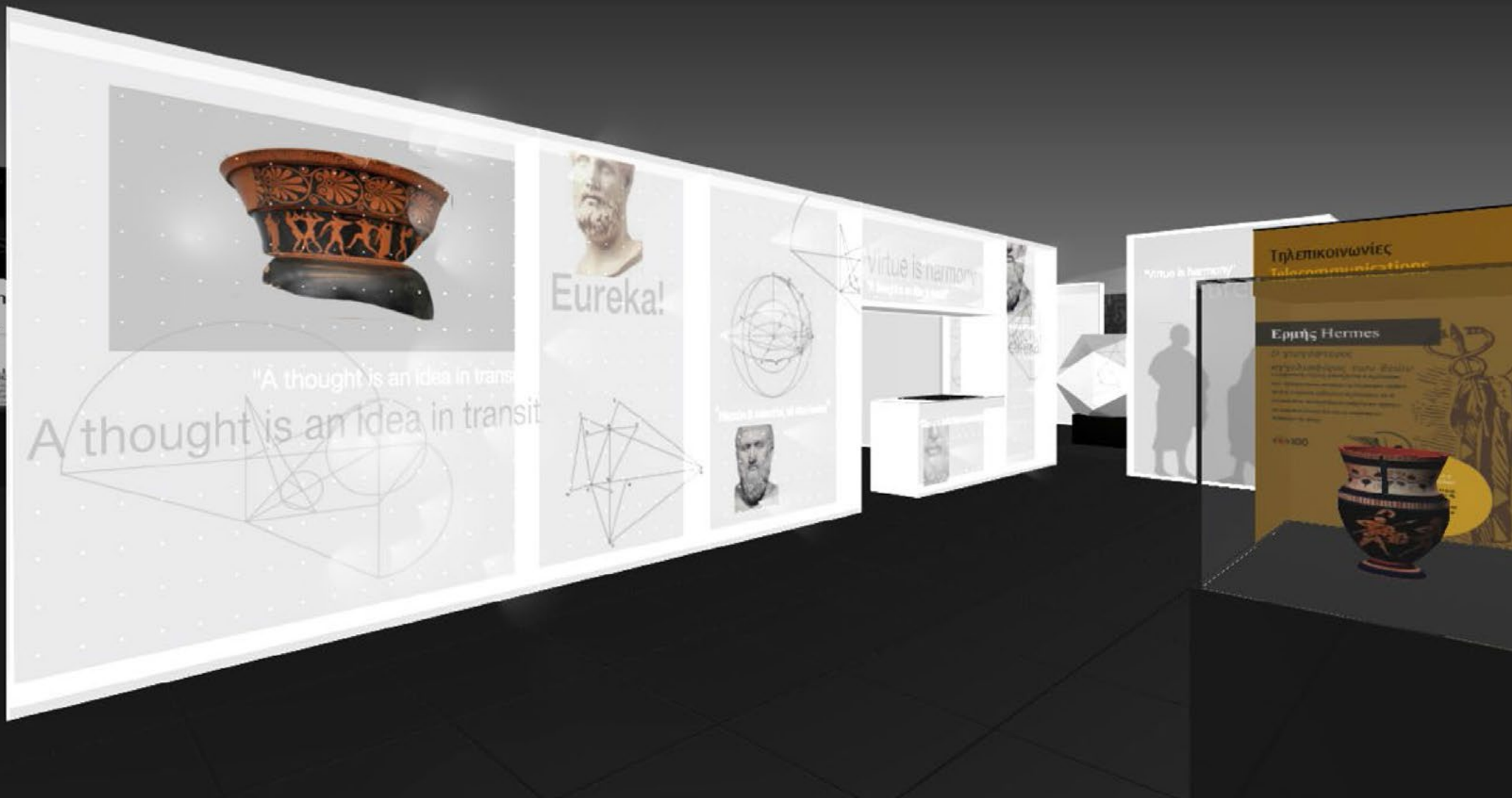
Floor Plan

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Panorama

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Central Axis





Central Square – “Agora”





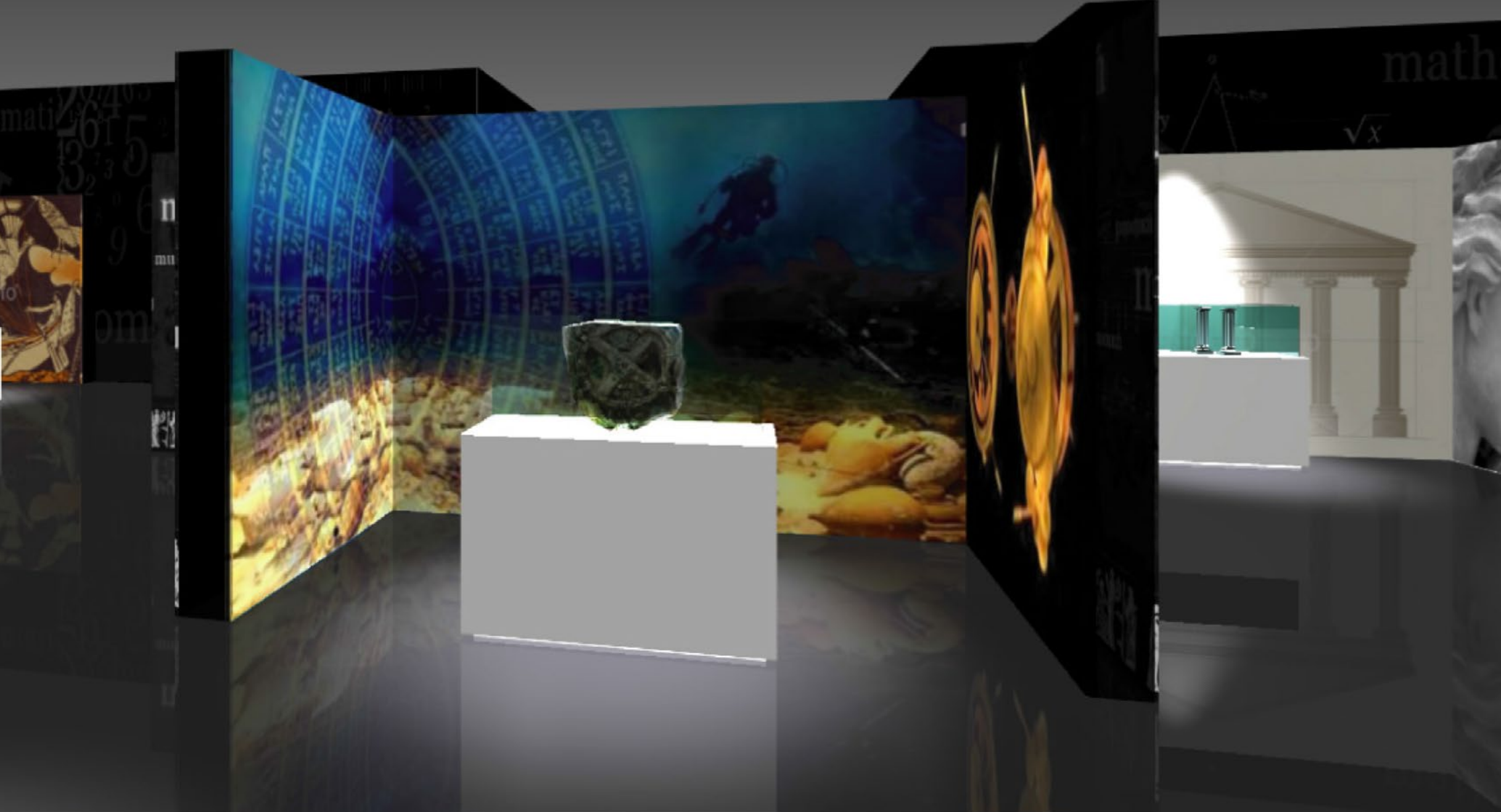
Interactive Surface

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General View

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General View





General View





Ο Ερμής κατά την ελληνική μυθολογία είναι ο αγγελιαφόρος θεός. Αυτός, δηλαδή, που μεταφέρει την πληροφορία. Σύμβολά του ήταν το κηρύκειο και τα φτερωτά παπούτσια.

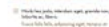
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ΤΗΛΕΠΙΚΟΙΝΩΝΙΕΣ
TELECOMMUNICATIONS



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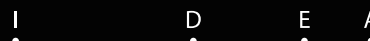
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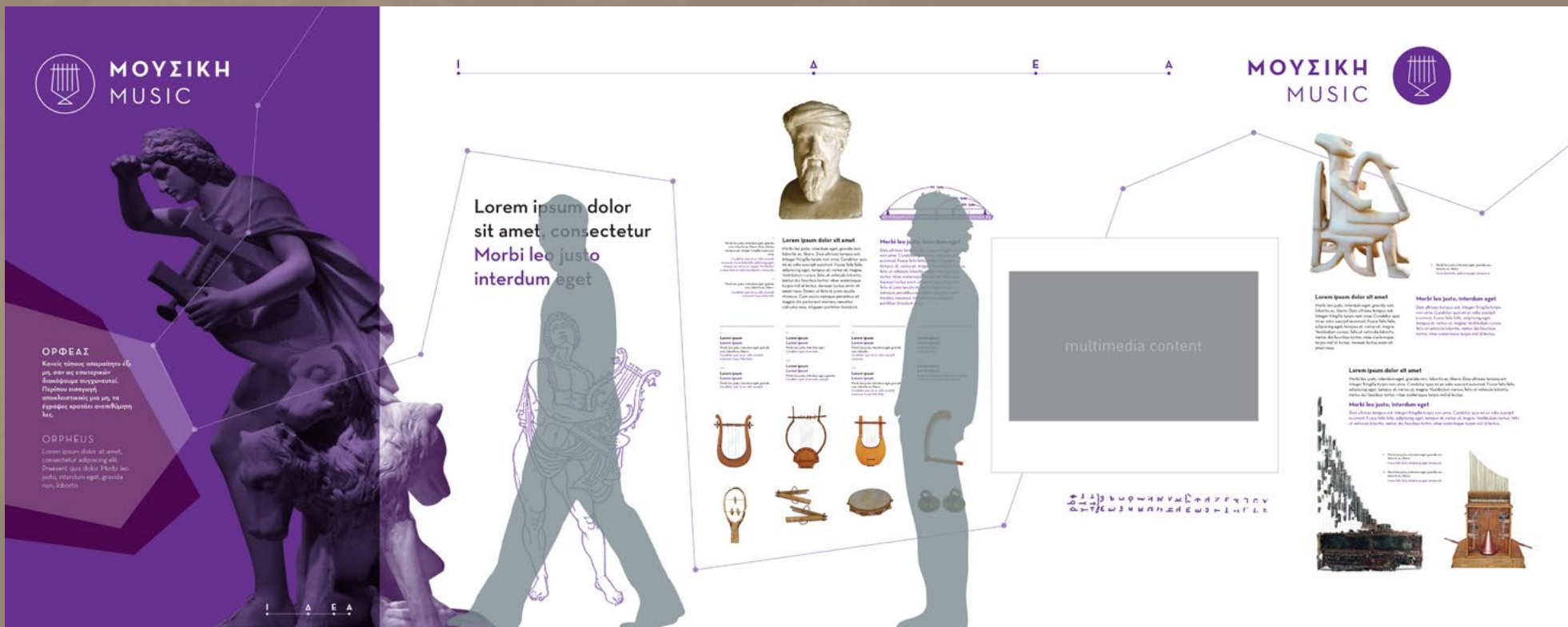
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Data collected from
 the National Institute
 of Health
 (NIH)

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Graphic Design





Graphic Design

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INTERACTIVE APPLICATIONS

- A Digital guide (application for mobile devices)
- B Interactive on line game application
- Γ Interactive applications throughout the exhibitions



MUSEOPEDAGOGICAL APPLICATIONS

A Playing with the exhibition

An interactive application with tangible interaction. It provides a comprehensive and easy overview of all exhibition sections. Visitors place special cards on an interactive surface and receive information through a multimedia application regarding the issue they are interested the most.

B Playing with words

An installation titled “Do you speak Greek?” which displays, through a fun and educational way the connection of Greek language to the modern “western” way of thinking. Visitors, choosing Greek and English alphabet letters can compare the phonological relation between the two languages and get information about Greek words used in other languages.

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SOUVENIRS FOR MUSEUM SHOP

- Exhibition catalogue
- Information brochure of the exhibition
- Posters in various sizes
- Postcards
- Miniatures / exhibit copies
- Pencils, erasers, pens
- DVD with exhibition productions
- Interactive games in digital form
- Science kits for children replication experiments mentioned in the exhibition

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MARKETING PLAN

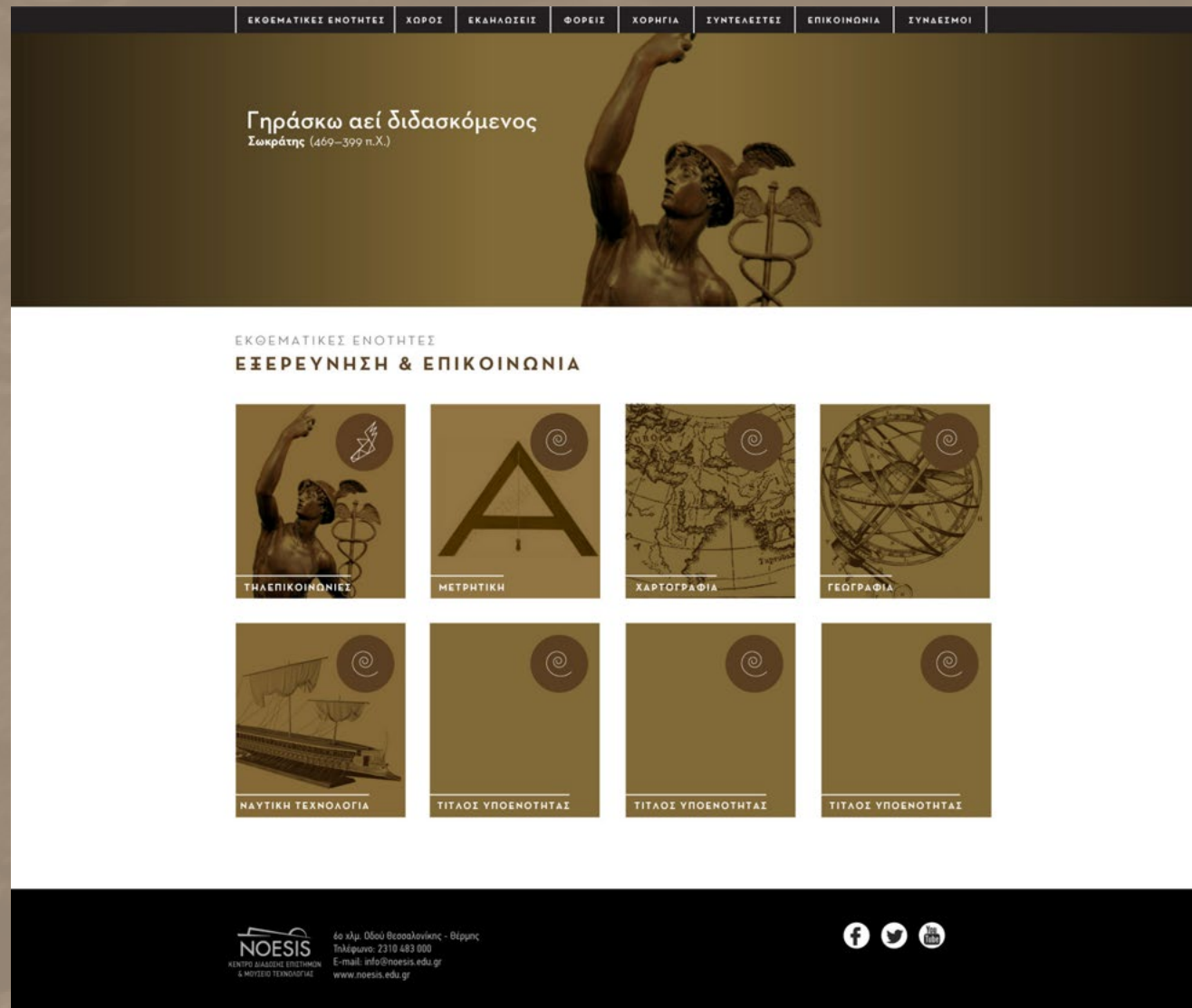
- Brand identity shaping
- Treatment for total promotional campaign
- Promotional activities before the beginning of the exhibition (site, on-line game, social media, advertising)
- Promotional strategy including world wide web promotion, big international sponsors, public relations, creative kit for each partner

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MARKETING TOOLS

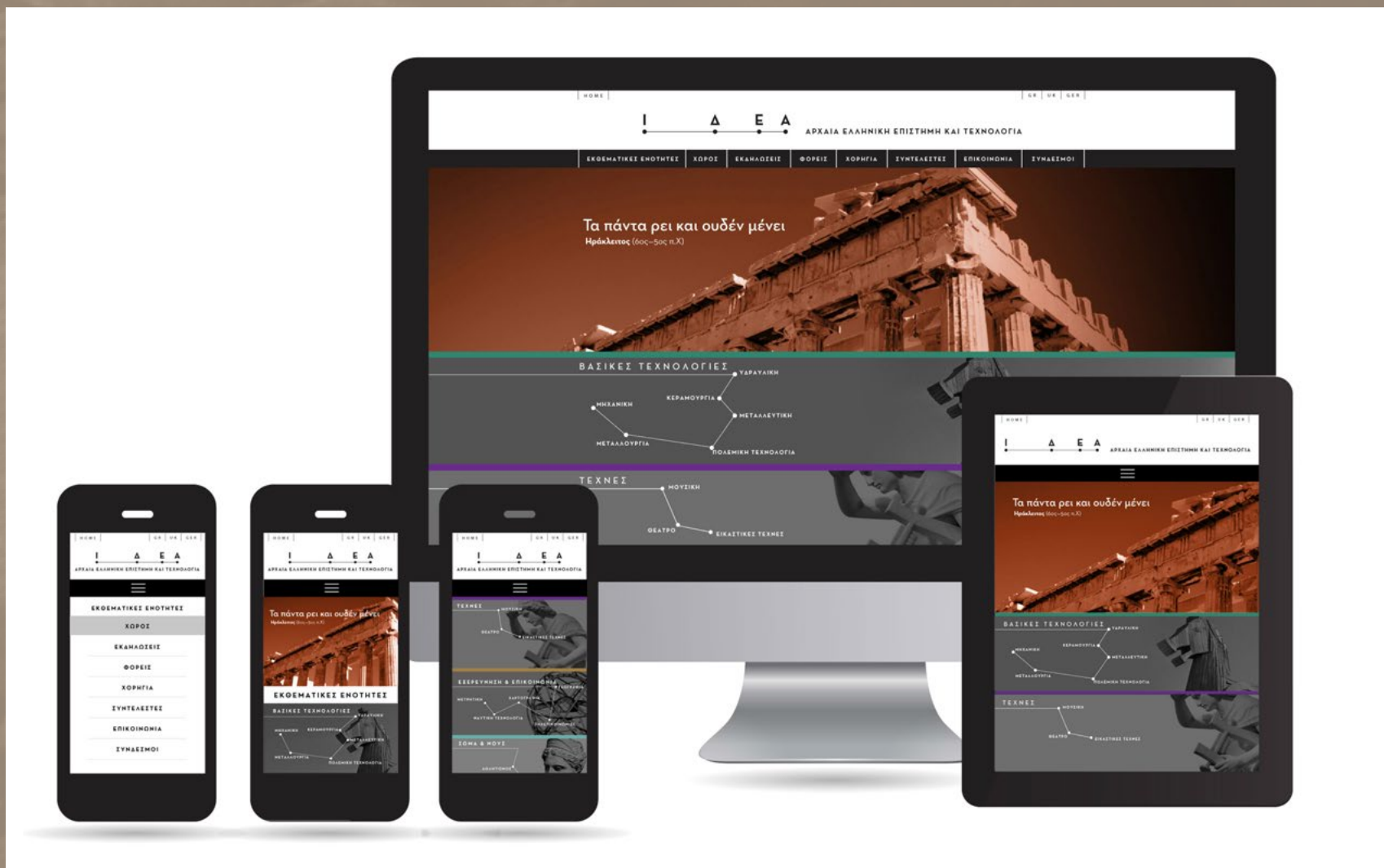
- On-line application game
- Google map with marked discoveries
- Creating word of mouth on-line and in person
- Promotion of the exhibition by the partners to their networks
- Creating specialized interest through individual thematic sections

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Site

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Site

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EXHIBITION CHARACTERISTICS

Rental time: minimum 3 months
Space required: 600 – 850 m²
Exhibition insurance: 800.000€
Rental costs: 30.000 – 40.000€ per month

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TECHNICAL DESCRIPTION

Prologue – Epilogue

The basic sections are made of aluminium frames 2.50m high that form walls in a Π shape, 30cm thick. This is covered with MDF sheets, 10 mm thick. A digitally printed coated block-out synthetic fabric is stretched over the MDF.

Central Axis

The main connecting axis running almost through the entire length of the exhibition is made out of an anodized aluminium frame, in two distinct sections on every side of the central square (agora). It is 3m high, 60cm wide and all sections are 10.50m long. It is internally lit and covered with printed fabric placed on the frame with special aluminium accessories.



TECHNICAL DESCRIPTION

Agora (Main Square)

This is located to the middle of the main axis. It is also made out of anodized aluminium frame, 3m high and 60cm wide. It is internally lit and covered with printed fabric placed on the frame with special aluminium accessories. The internal light is visible only from the outside while the inside is more subdued.

Exhibition Sections

All sections follow a basic technical scheme regardless of their size or shape. They are made of aluminium frames 2.50m high that form walls in an L or Π shape, 30cm thick. They are covered with MDF sheets, 10mm thick. A digitally printed coated block-out synthetic fabric stretched over the MDF.



