

# **Design Process in Collaboration with Archaeology: Contemporary Exhibition of a Hellenistic Statue**

Archaeological artifacts in museums not only serve as artistic displays but also provide visitors with insights into the historical context of their discovery. Some finds offer direct, observable information, while others convey more subtle, context-dependent representations, such as iconography. This study focuses on identifying the iconography of a recently discovered Hellenistic statue through an analysis of archaeological literature. The gathered information was then used to evaluate the effectiveness of how similar statues are displayed in museums. Key factors considered included appropriate chronological placement, spatial organization of the surrounding environment, emphasis on hierarchy, visibility from all angles, clarity of the iconographic elements, and the inclusion of explanatory text. Based on these criteria, several display design alternatives were proposed, with one selected and implemented for the exhibition of the newly unearthed statue. The efficiency of the approach was validated with the assembly, and the adaptability of the method to similar exhibition design scenarios was discussed.

Keywords: Iconography, eagle-on-goat statue, display design, museum, exhibition.

## **Introduction**

Museums serve as venues, where important information is presented to visitors in the form of designed displays for educational purposes. Similarly, archaeological museums specialize in communicating historical information with context. A customized display design approach is necessary when an object has iconography, a common form of representation, to communicate potential meanings to viewers.

Therefore, in the study's introduction section, the current study first provides a generic literature survey regarding the terms "museum display", "archaeology museum display", and "exhibition of iconographic values".

1 Through an analysis of the literature on archaeological sources, the materials-method  
2 section presents different interpretations of a specific iconography found on the statue recently  
3 unearthed. This section also includes field observations from all museums that house similar  
4 statues, as well as an analysis of the most effective display parameters that enable viewers to  
5 properly observe the iconography. The presentation of developed display design alternatives  
6 based on specified parameters is the final part of this section.

7 The chosen design option and its final appearance following the actual application in the  
8 museum were shown in the results section. The applied procedure's effective features are  
9 explored in the discussion part, along with suggestions for how other researchers in the field  
10 might modify it to address other comparable design problems. The conclusion addresses the  
11 significance of the study's contributions to the body of knowledge.

### 12 ***Exhibition design for museums***

13 Aside from being a way to gather and conserve objects, museum displays have consistently  
14 served as a public outreach instrument (Kim and Lee 2016). The field of museology in time  
15 gained an extensive scope from historical artifacts to digital art objects as well as displaying  
16 applications from traditional to interactive ones (Marshall 2011; Pilegaard 2023).

17 The definition and content of the exhibition items themselves give rise to dominant  
18 parameters, even though the fundamentals of display generally shape exhibits. Among all,  
19 archaeology museum displays have complex requirements because they house a wide range of  
20 items in terms of size, form, material, time, and state of preservation.

### 21 ***Exhibition design for archaeology museums***

22 Deciphering the information found in archaeological remains can be challenging even for  
23 experts. Additional information gathered from the same context is used to verify the accuracy of