

German Book and
Script Museum,
Leipzig

Project Report

Medien + Massenmedien +

Die Bild- und Tonstechniken des 19. Jahrhunderts haben ein neues Medienzeitalter eröffnet: Fotografie, Telephon, Tonabzeichnung und Tonwiedergabe, Film. Mit der Nutzung elektromagnetischer Wellen erobert nun die Übertragung von Ton und Bild im Lichtzeit den Alltag: Radio und Fernsehen werden zur den Trägermedien einer bisher nicht gekannten Massenkommunikation. Eine neue Öffentlichkeit entsteht, in der das Bild der Welt vor den Massenmedien erzieht und die medial vermittelte Information allgegenwärtig ist. Zeitungskäuser, Radiosender und Fernsehsender operieren als öffentliche Massenprozesse. Die Medien sind öffentlich treibende Kräfte der Vermittlung von Informationen. Unseres Zeitalters beginnt das 20. Jahrhundert steht sich an beiden Buchmarkt und die Digitalisierung und Virtualisierung aller Medien gegenüber, in deren Zug sich auch Bibliotheken nachhaltig verändern. Suchmaschinen bilden das Wissensuniversum.

Mass media

Audio and visual technologies created a new media age in the 19th century with photography, the telephone, audio recording and reproduction, and film. Electromagnetic waves made it possible to transmit sound and images into everyday life in real time, and radio and television gave birth to a previously unknown mass communication. A new public emerged whose view of the world was shaped by the mass media and for whom information conveyed by the media was omnipresent. Newspaper publishers, as well as radio and television broadcasting companies, operated as international media corporations. The Internet ultimately accelerated the entire process immensely and brought networking in completely new dimensions. At the beginning of the 21st century, we have a booming book market as well as the digitalization and virtualization of all media, and libraries that have turned over and changed their face for ever. Search engines filter our world of knowledge.

Display cabinet made of intelligent glass

The 69 foot long and 9 foot high display cabinet with its exhibits at the German Book and Script Museum in Leipzig is really more a complete work of art than a typical display case. The semi-transparent transformation glass MIRONA® provided an innovative solution on how to present the museum's milestones of media inventions in an impressive manner.

The Task

A celebration marked the opening of the German Book and Script Museum's new permanent exhibition in Leipzig in March 2012. The museum had moved to its new location in the fourth extension building of the German National Library designed by Gabriele Glöckler just the year before.

The nearly 10,750 square foot permanent exhibition in the entrance area depicts the historical development from the first printing press all the way to the digital world of the Internet in a presentation entitled "Codes – Books – Networks: from Cuneiform Writing to Binary Code." Here, special importance was placed on developing an emotional experience through exhibit design.

The Challenge

The Berlin-based firm Iglhaut + von Grote was responsible for the overall concept and exhibit design. The goal was to present the exhibits in an appealing and fascinating multimedia manner by creating a fluent and open pathway.

The extremely different materials used in the exhibits posed a special challenge. In addition to showing objects made of wood and stone or paper and metal, they also had to find a way to present the media surfaces of e-book reading devices and LED tickers. The core element of their approach was to make the dynamic development of mass media over the last 100 years able to be experienced and to allow the viewer to become part of the presentation. They began looking for an equiva-



lent to the mass media's ability to encapsulate the world like a second layer of reality. The exhibit makers contacted the experts at SCHOTT Architecture for help in finding innovative solution to this problem. Together, they began developing and testing prototypes.

THE MATERIAL

- Laminated safety glass made of 2 x MIRONA® High-Reflective Grey | 0.16" and grey glass | 0.16"
- Dies with pre-drilled holes





The Solution

Five individual freestanding white showcases positioned in the room portray the history and importance of scripts and book printing. In order to present the mass media of the 20th century, a large black display case 69 feet (21 m) in length and 29 feet (2.8 m) high was selected.

This is conceived to be a media theater with a chronological sequence that is driven by the speed of the media over the last 100 years. Lighting, captions, LED tickers and videos are orchestrated

like a show in rhythm with fast moving images and omnipresent informational offerings. After sampling different types of glass, MIRONA® High-Reflective Grey was chosen as monolithic glass. A laminated glass featuring specially defined transmission and reflection properties had to be developed and manufactured because the safety requirements called for laminated safety glass to be used.

The black display case made of 17 panes of the reflective, semi-transparent glass MIRONA® is mounted to an

exposed concrete wall. Objects and media images can only be seen when they are illuminated for a brief moment. The viewer gazes through the reflective surface in these areas behind which the timed lighting illuminates the ensembles of objects one after another. The visitor himself also appears on the reflective surface, along with the entire exhibition room and all of the other repeating presentations. The goal of making the viewer part of the staged production was thus achieved.



SCHOTT North America, Inc.
5530 Shepherdsville Road
Louisville, KY 40228
USA
Phone +1 (502) 657-4417
info.architecture@us.schott.com
www.us.schott.com/mirona

