

AN EXHIBITION ABOUT FAIRYTALES

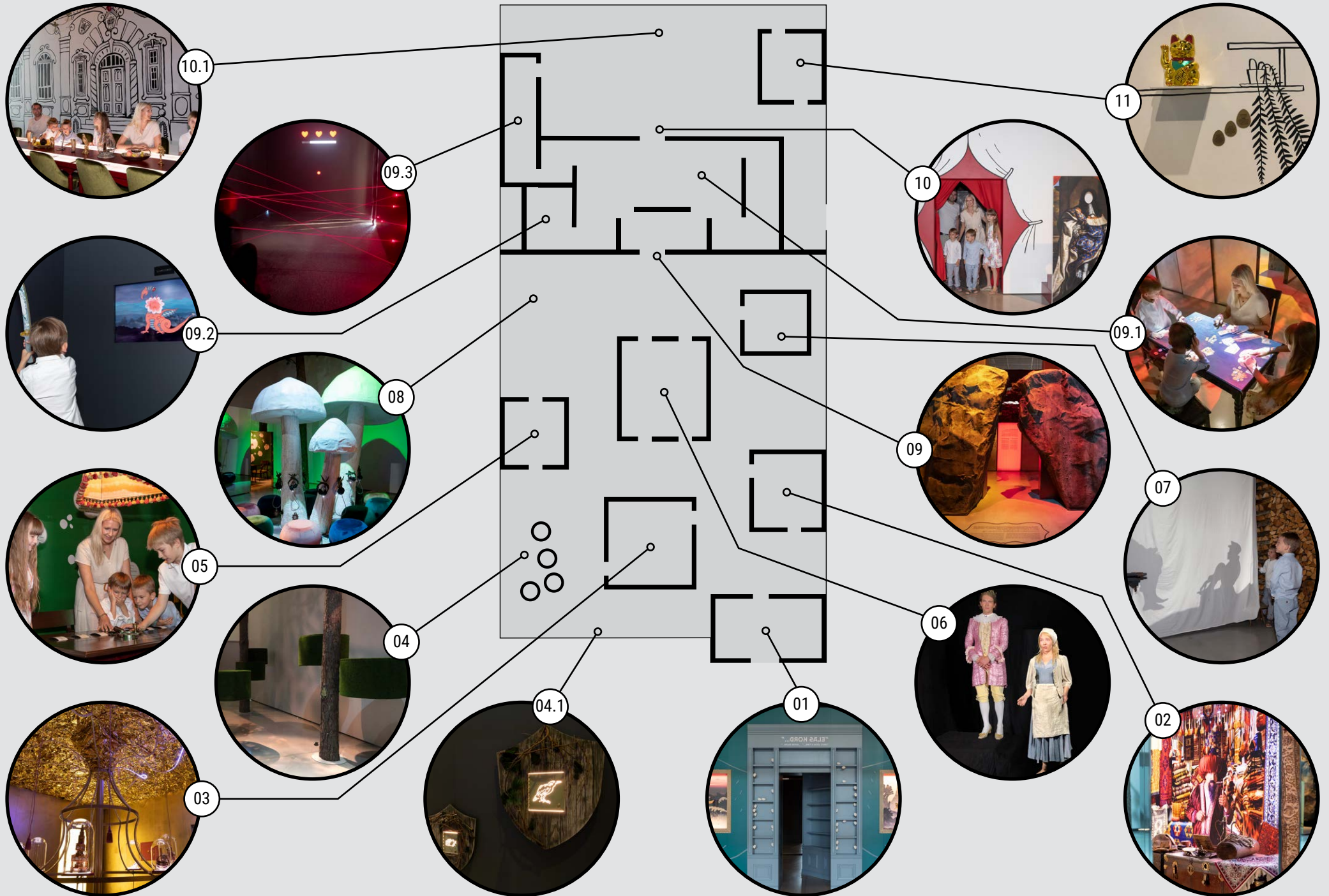


"ONCE UPON A TIME..."

"ONCE UPON A TIME" is prizewinning flexible modular exhibition that speaks to broad audience about fairy tales. It was designed for an Estonian context, but by virtue of its modularity it can be easily adapted to fit other cultural settings.



EXHIBITION PLAN

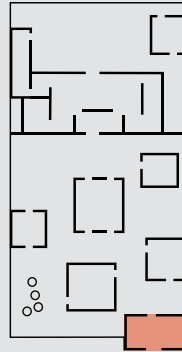


01

TO BEGIN WITH...

Fairytale adventures always start from home. In fact, they have been starting from home since before books even existed, and when the only place to find a tale was the tongue of teller.

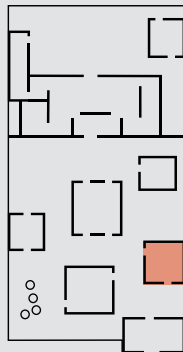
There are exhibits on either side of the door leading to adventure. And here is also the first example of the exhibition's modularity. On the lefthand side, there is a brief general history of fairy tales, while on the righthand side there are photographs of traditional storytellers. When the exhibition was shown in Tartu, then the photographs were of old Estonian storytellers. But these storytellers' photos may be replaced by photographs of tellers local to the wherever the exhibition is shown. (Indeed the general account of fairytales can also be supplemented or replaced: another example of modularity).



02

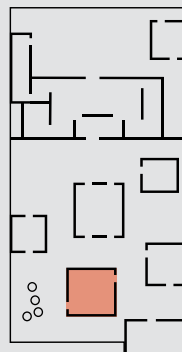
THE MARKET OF MAGIC ITEMS

Magic pot, Seven league boots, Aladdin's lamp ...
These and other wondrous merchandise can be had
from the seller of magical items, *if* you have earned
them.



03

THE KING'S TREASURY



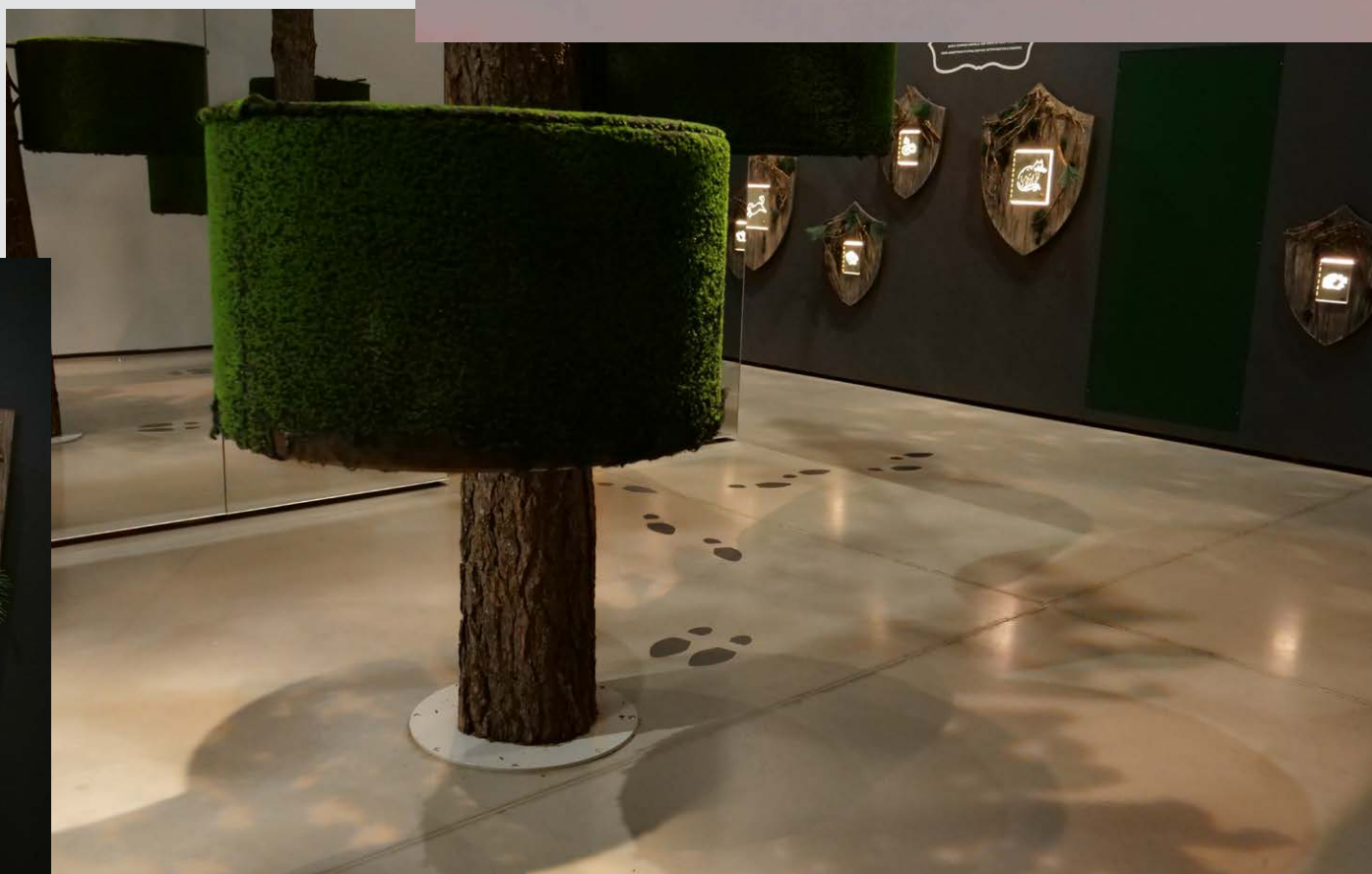
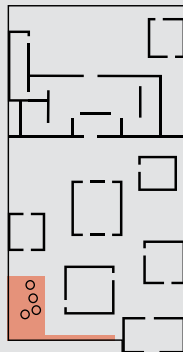
Before the time of books, tales travelled around the world together with merchants, soldiers and travellers. In this treasury you can find treasures from seven basic fairy tales known around the world. When you pull the cord, an aerial path is lit to a cupboard in the wall. Opening the cupboard, you can see a comic-book depiction of the whole story, as it was known in one particular area. But stories changed on their journeys. For example, if the "Red-hot flower" was not known locally (as it was not in Estonia), then the story in the cupboard shows that it was transformed into a white flower in local versions, and so we can see how the story made new sense in its new habitat.



04

THE ANIMALS WHO APPEAR MOST OFTEN IN FAIRYTALES.

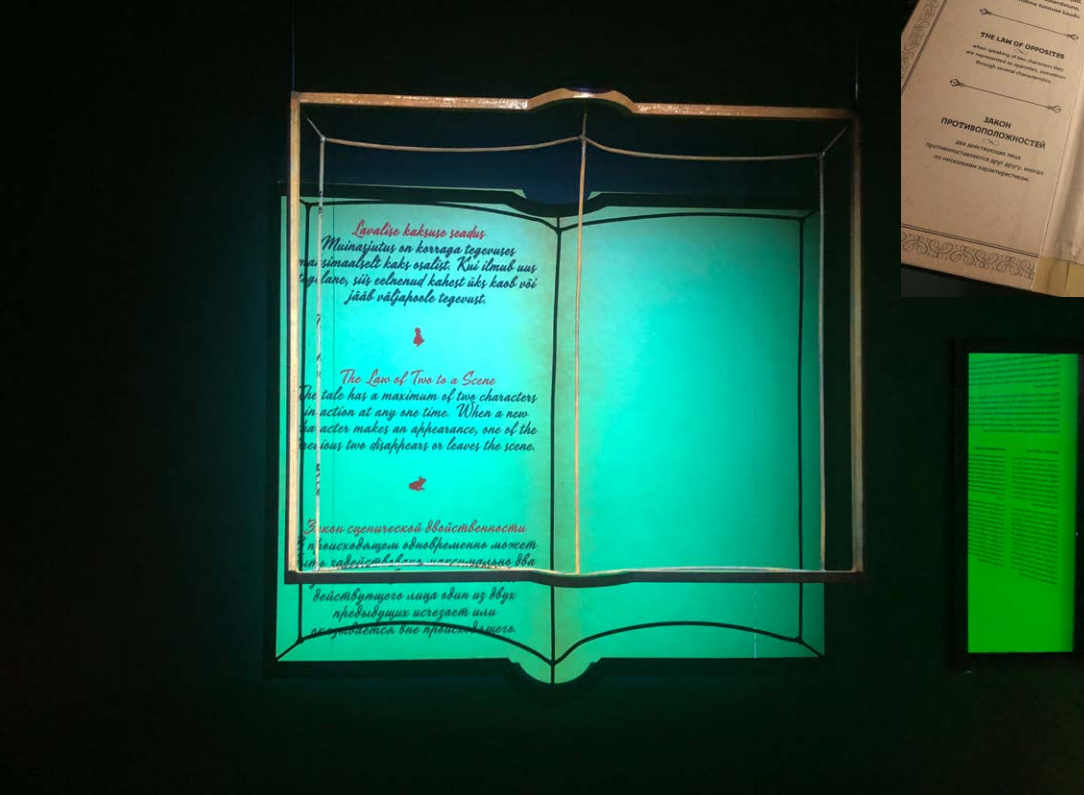
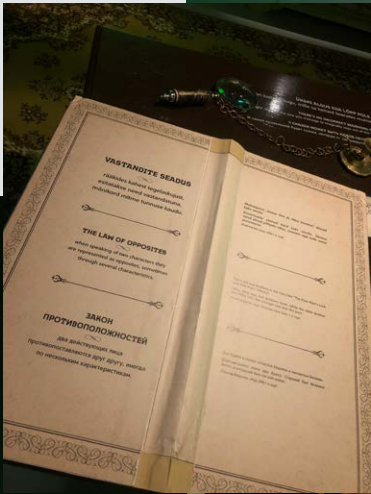
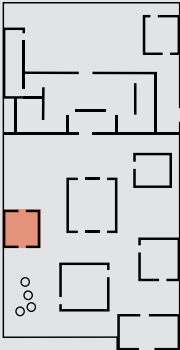
Here you can find screens showing animations of the 'top 4' animals - the wolf, the fox, the rabbit, and the bear - where they tell their stories. And on the wall, you can find 7 shields displaying animals often found in fairy tales, such as the cat, the snake, and so on. This is another place where modularity comes into its own: if this selection of seven animals, which is based on common European tales, needs to be changed, it can.



05

EPIC LAWS OF FAIRYTALES

These unwritten laws were followed by tellers when constructing their stories. They have now been identified, and at this hands-on story-generator table you can manually construct your own story with their help.



06

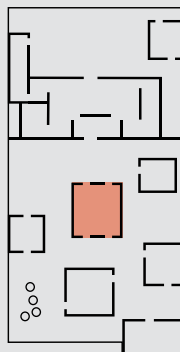
MEET THE HERO AND HEROINE

In this space, life-size holograms of a fairy-tale hero and a fairy-tale heroine tell you the stories of the life. The hero tells how he is sometimes born as the son of a poor farmer, or at other times as the youngest son of a king.

And the heroine tells how she is sometimes the king's daughter, but at other times a kitchen servant.

Their stories are summarized the situations found in stories all around the world.

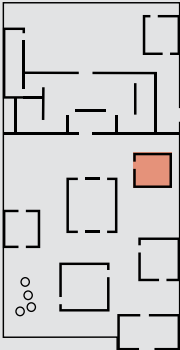
This room features artefacts typical of heroes and heroines: the artefacts are modular and can be replaced to fit local circumstances.



07

THE WOODSHED

In this shed you can overhear an old-timer telling a youngster three secrets. In the Estonian version, these included how to find a pot of money. But the elements are modular and can be replaced.



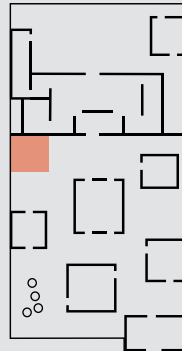
08

STORYTELLING CORNER

In this place you can sit and enjoy listening to the recordings of stories:

- local tales
- world-famous tales
- literary fairy tales.

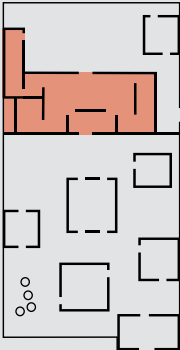
There is much potential for museums to add their own local repertoire to these listening posts.



09

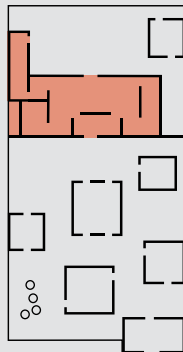
THE UNDERWORLD

Above are roots, below - the underworld. In fairy tales no-one is scared to enter the underworld, the world symbolising desires and obstacles. But you can lose yourself there, and only the clever and cunning will find their way back.



09.1 THE UNDERWORLD AGAIN

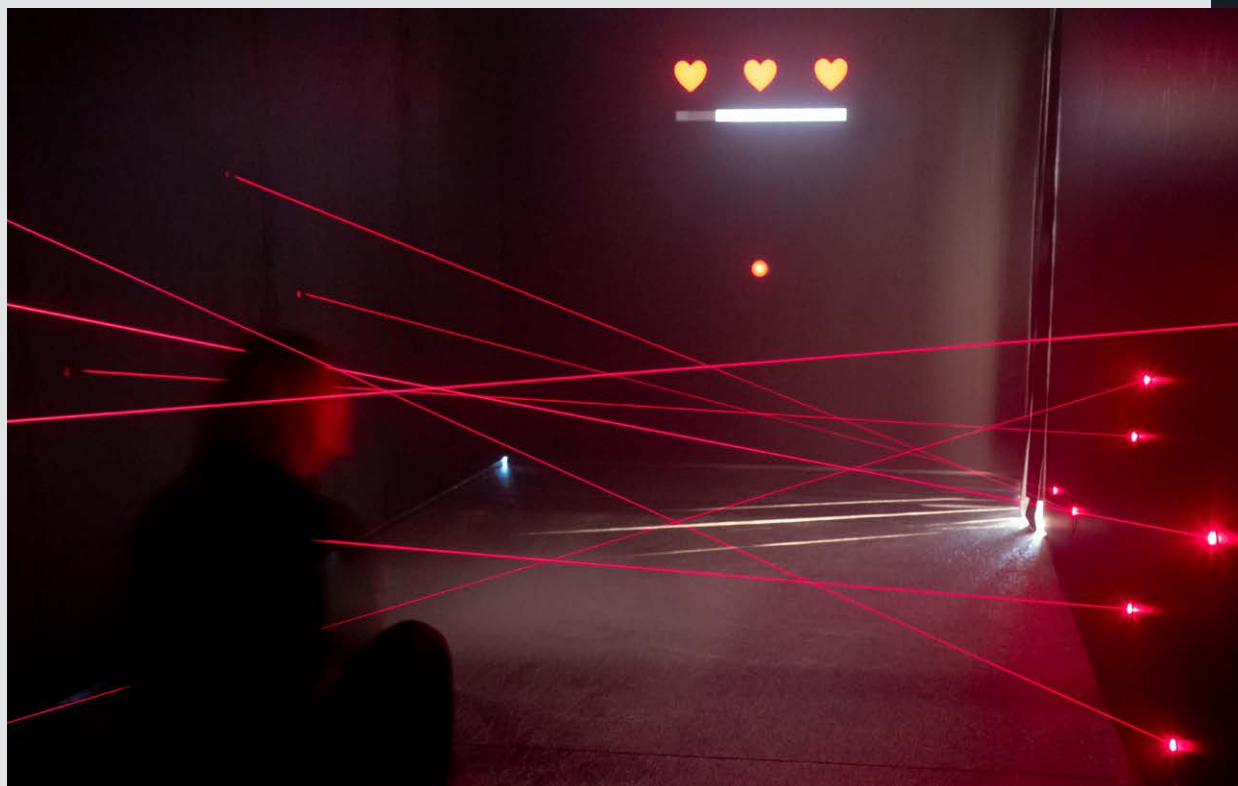
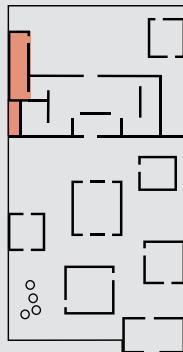
There are three routes to the underworld according to fairy tales: via the smithy, the sauna, or the crossroads. Be careful who you're playing cards with here!



09.2 HOW TO LEAVE THE UNDERWORLD

The way out is often guarded by a dragon, who must be fought to escape. Perhaps the dragon symbolises a father-figure of the heroine.

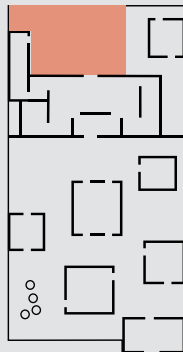
The way out for the hero is often guarded by sleeping creatures. The clever and cunning hero must escape without waking them. To show this we have a laser corridor eight metres long. You must negotiate the corridor within a limited time without losing your three lives to the sleeping creatures.



10

THE TALE'S ENDING

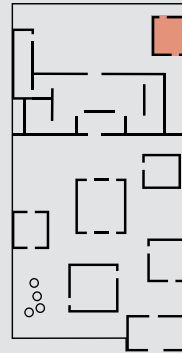
All tales have an ending, sometimes happy, sometimes unhappy. If you are lucky, you gain half the kingdom. If you are unlucky, you remain in the underworld for the next four hundred years. Here you can sit at the banqueting table and trace the illustrations projected onto the plates. Sit, and think: what is happiness, and where are you now in the fairy-tale world: the underworld still? the banqueting hall? receiving some magical help?



11

THE HEROES OF TODAY

In this last room, we are back in a home environment. In the past, we learnt who were our heroes and what was our happiness from fairy tales. Now we learn about the heroes of today and their happiness from the tv: reality stars, clairvoyants, make-over merchants, lottery winners, globe-trotters. And here you can also receive your own 'fortune-cookie' message. For instance, 'Not everything that spoils your sleep is a pea'.



TECHNICAL INFORMATION

800 SQUARE METERS

MINIMUM HEIGHT 6 METERS

7 FRAMES FOR THE THEMED PAVILIONS

COVERED WITH MIRROR PANELS

THE LARGEST FEATURE IS 2.4X2.4METERS

18 ARTIFICIAL PINE TREES

4 ANIMATIONS

KINETIC GAME

LASER CORRIDOR

1 HOLOGRAM

5 PROJECTORS

AUDIO AND HANDS-ON FEATURES

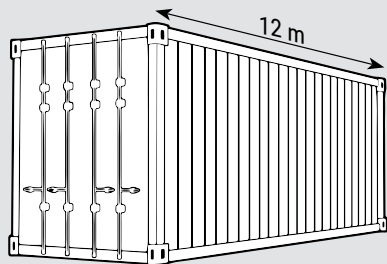
TIME TO INSTALL: 10 DAYS

PACKING TIME: 6 DAYS

AN INSTALLATION TEAM COMES WITH THE EXHIBITION

MARKETING MATERIALS, EDUCATIONAL PROGRAMME AND
SOUVENIRS INCLUDED

WHEN PACKED UP, THE EXHIBITION WILL FIT INTO
FOUR OR FIVE SHIPPING CONTAINERS.



FOR FURTHER INFORMATION, PLEASE CONTACT

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Measures of exhibition hall origin

