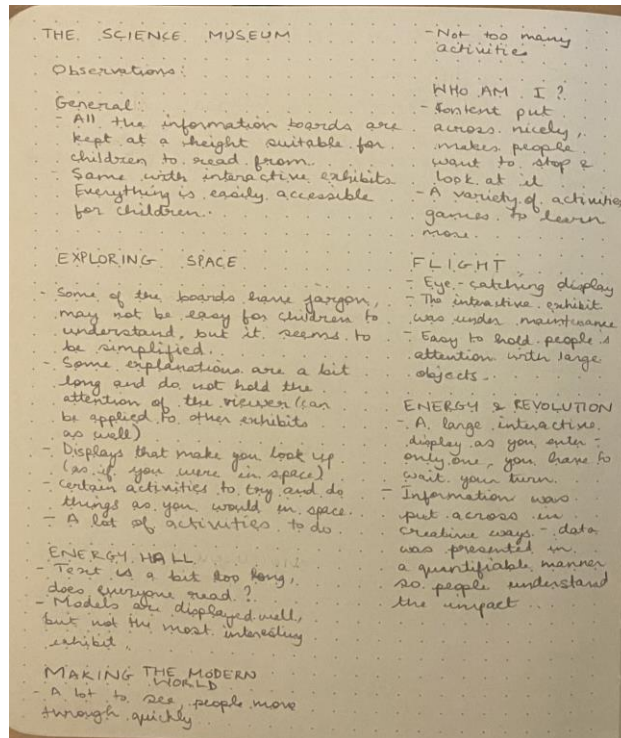


Logbook Task



My trip to the Science Museum was an interesting one. Having gone on a very busy day, here are the observations I made:

The cases are deliberately plain and understated, which allows the objects to speak quietly and effectively. Objects are carefully placed, with enough space around each to establish their individuality. The lighting and backgrounds changed depending on the exhibit, which served to emphasize the message or story it was trying to put across, and also set a certain mood.

The most fun or engaging exhibit was 'Who Am I?' with interesting displays, new information and fun minigames! The information was put across in such a way that made people want to stop and look at it or read about it. The design of the space itself was modern, with clear signage, and open layouts that allowed visitors to explore freely. Each section focused on a different aspect of identity such as genetics, memory, personality, or emotions, and the information was presented in digestible, engaging ways.

The people who visit this place are varied. It's intended for curious minds: children in school, general visitors, students, tourists and researchers as well. The layout of certain exhibits studiously avoids overwhelming the viewer with words, so it's accessible to those who are not very familiar with the language or the subject. Kids can look closely at displays

made for them and adults might stop to ponder. The walk-around format invites motion, hovering, and discussion. It's not so much a site to learn, but a site to feel the open-ended engagement with belief, memory, and material culture.