

WHAT KIND OF HIERARCHY DOES FOLD
GENERATE WHEN REORGANISING
INFORMATION LEVELS?

FUZZY...

RESEARCH TARGET: FOLD / HIERACHY /
DISPLAY & BACKSTAGE??

HIERARCHY IS NOT THE QUESTION BUT
THE FINDING ANSWER.

MY PROTOTYPE VS. OFFICIAL GUIDEBOOK

USER TESTING!

HOW DOES FOLDING SHAPE THE WAY
EXHIBITION INFORMATION
IS READ WITHIN A GUIDEBOOK?

OFFICIAL GUIDEBOOK

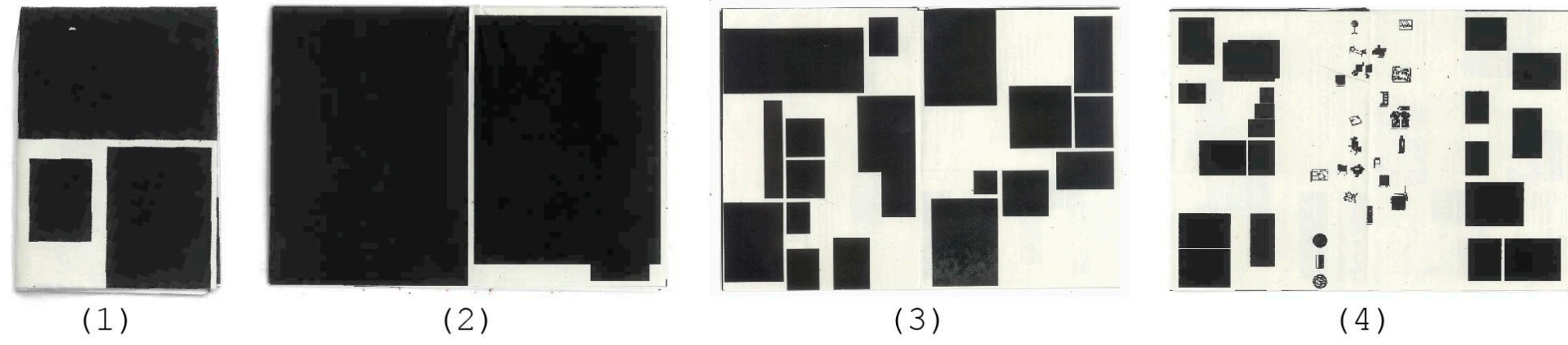
GUIDANCE, ADDITIONAL EXHIBITS INFO CONTEXT,
HIDDEN NAVIGATION, CLEAR FUNCTIONAL, USER-
FRIENDLY

MY PROTOTYPE

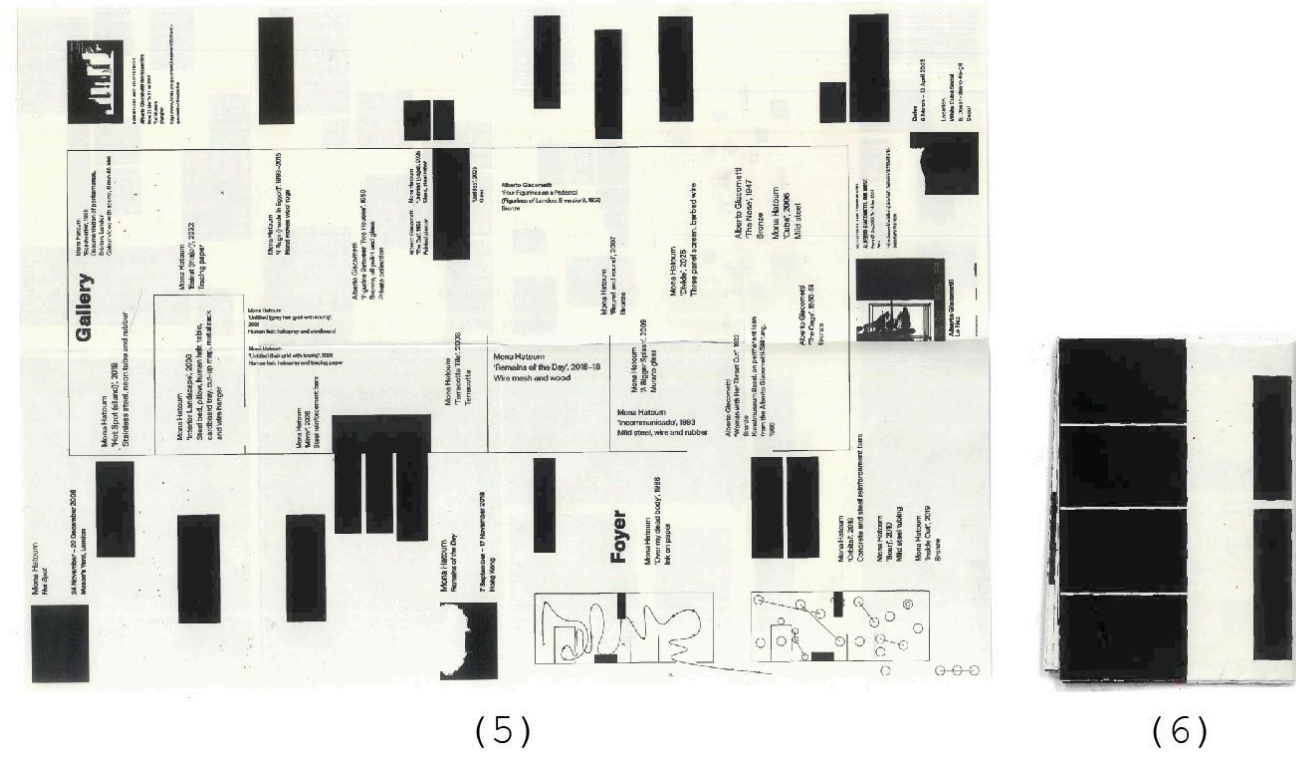
EXPERIMENTAL, INFO RECONSTRUCT, CREATE
READING CONDITIONS, REVEAL STRUCTURE

REFLECTIVE READING DEVICE THAT RE-ORGANISES
HOW AN EXHIBITION IS APPROACHED, NAVIGATED,
AND RECALLED.

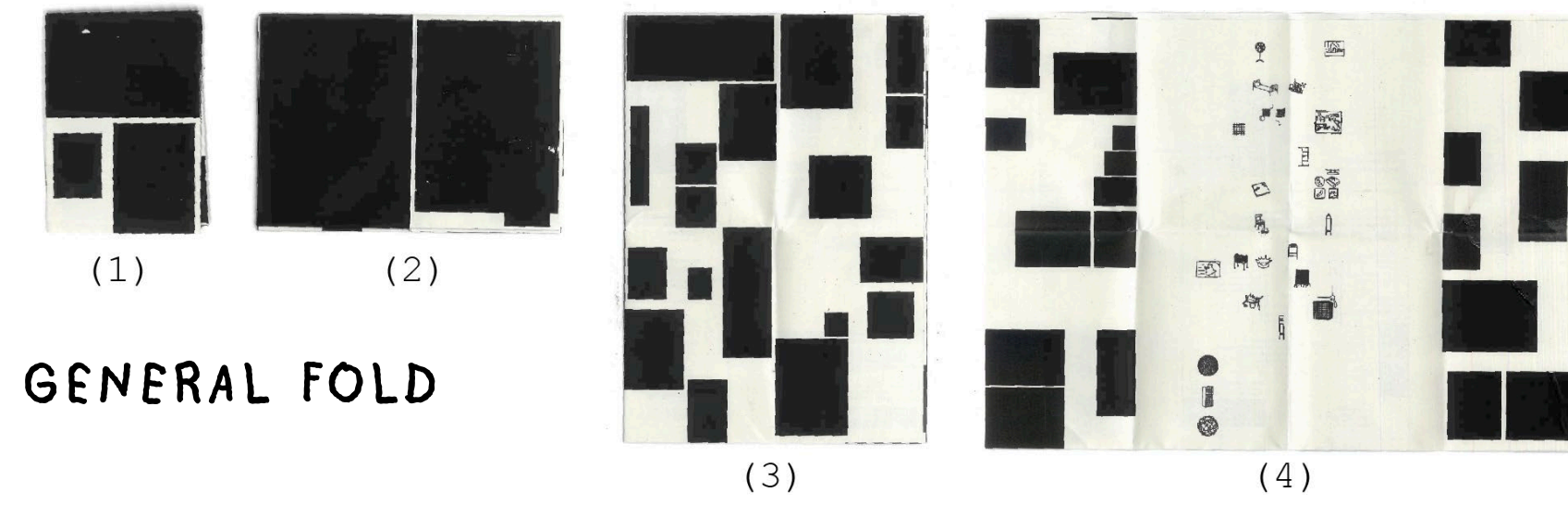
STRIP-BACK TEST



ZINE FOLD



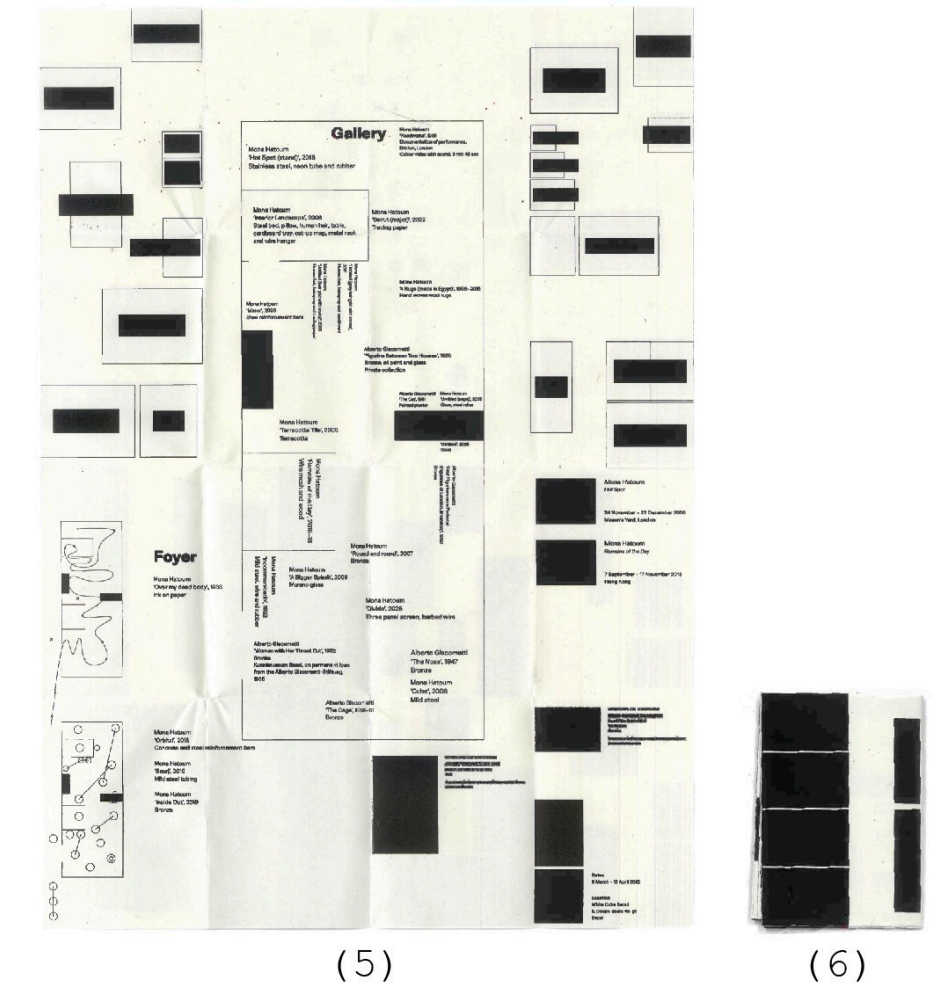
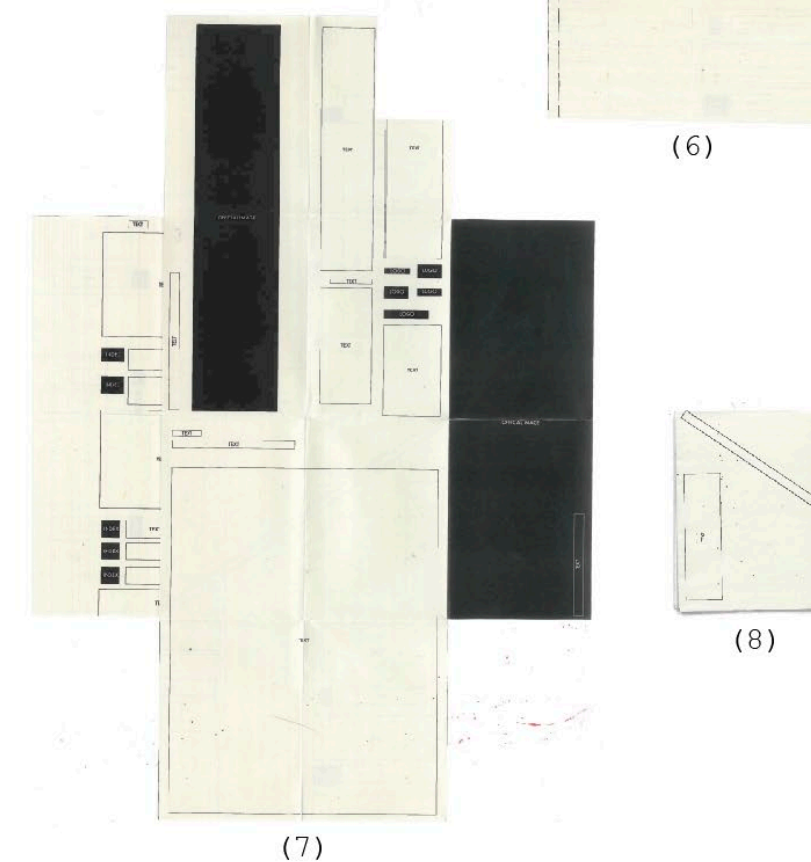
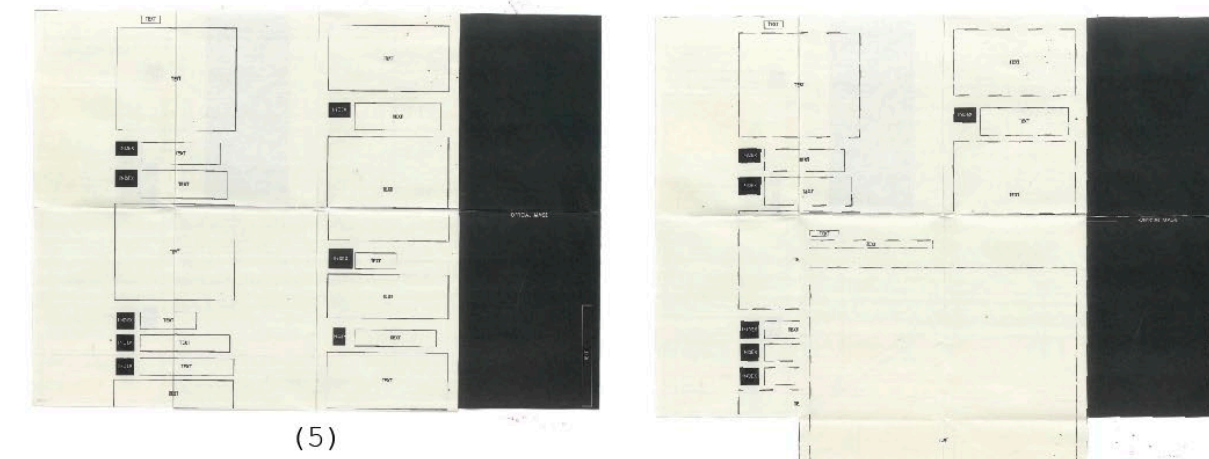
STILL NOISY
WHILE UNIFIED VISUAL
FLATTENS NARRATIVE



GENERAL FOLD



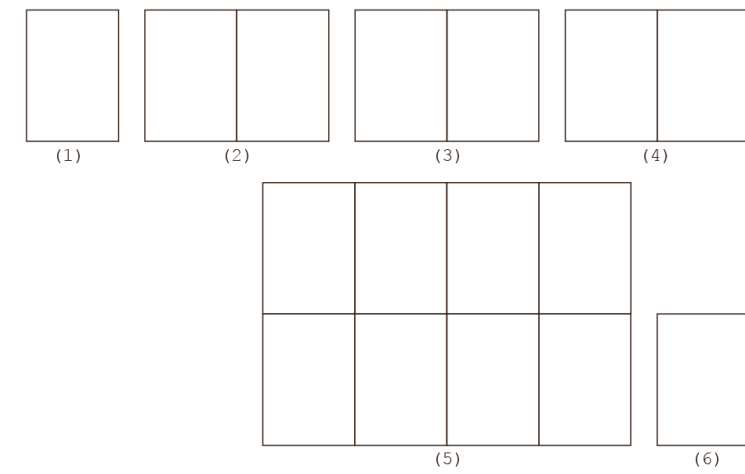
INTUITIVE FOLD



INFO FILTERING
FOLD AS THE ONLY VARIABLE

WHAT DOES FOLDING DO IN
DIFFERENT CONTENT STATES?

(zine fold)



LINEAR NARRATIVE

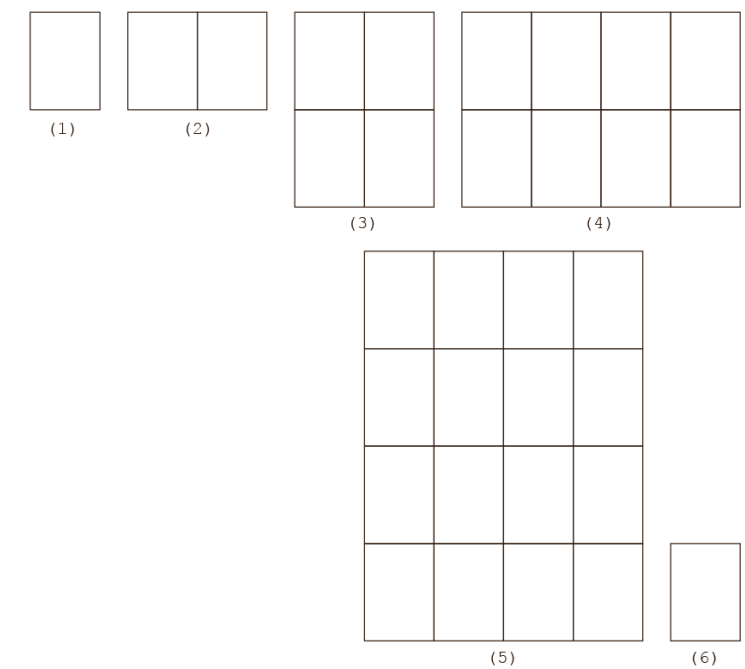
ZINE FOLD

'Like a prison narrative—information accumulates page by page.'

'coherent and smooth.'

'It feels like a book. I wouldn't see the inner layers first. But once I reached the final layer, I'd want to flip back to re-read.'

(general fold)



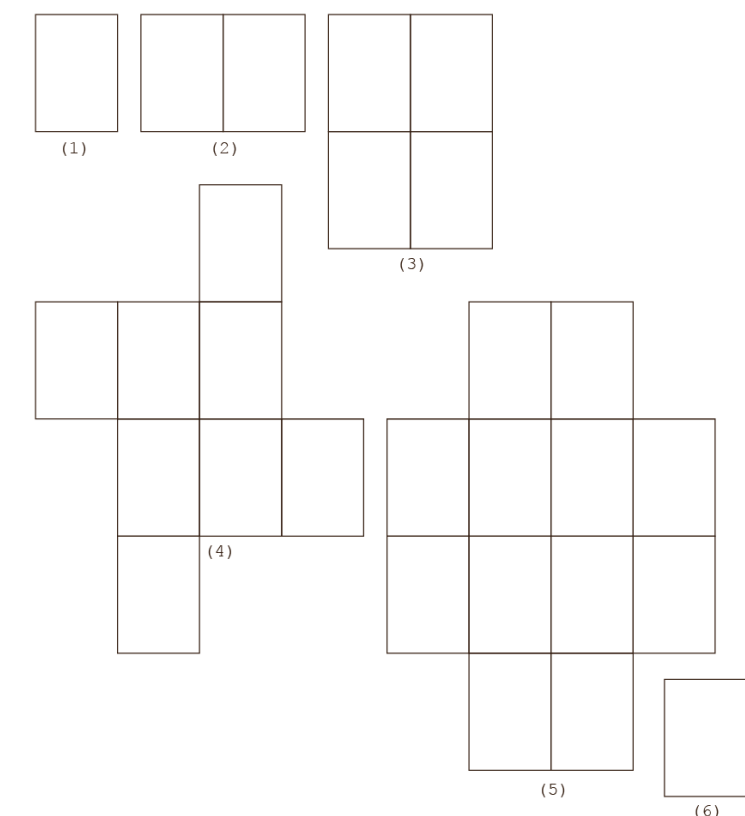
SPATIAL DISCOVERY

GENERAL FOLD

'Like a treasure map. Layer 4 felt like a hunt manual for the artists' furniture-trap collection.'

'It's the most restricted—I can tell there's a reading order I'm supposed to follow.'

(intuitive fold)



PLAYER-DRIVEN EXPLORATION

INTUITIVE FOLD

'It's like exploring a map in a game—you just keep opening it, as if it were Pandora's box.'

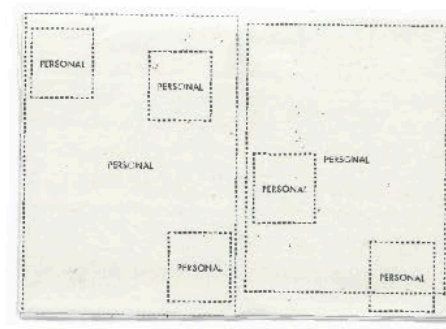
'Interesting but what are these?'

THE VERY ACT OF FOLDING AND UNFOLDING CONVEYS MEANING.

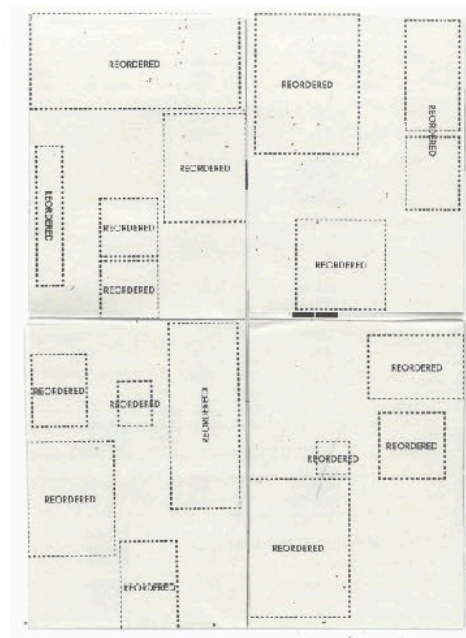
INFO FRAME FOLDING TEST



(1)



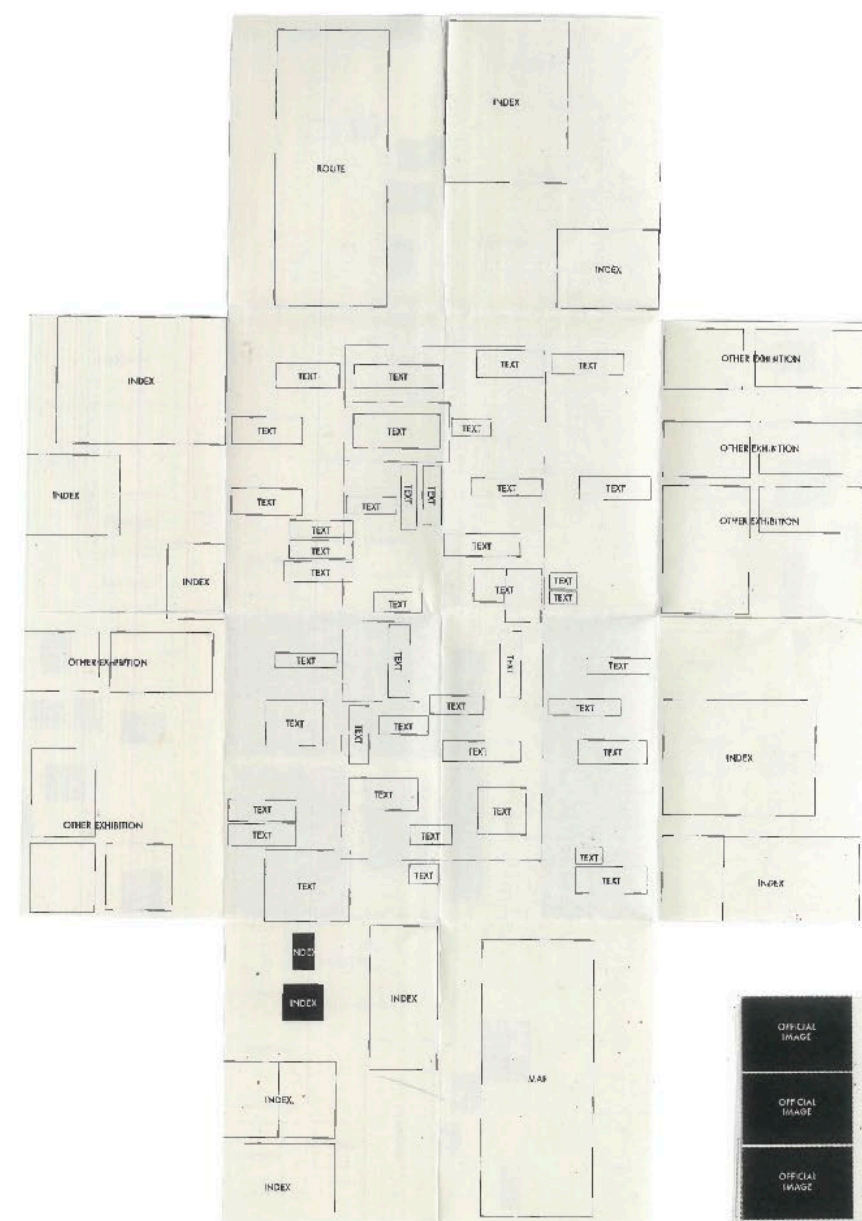
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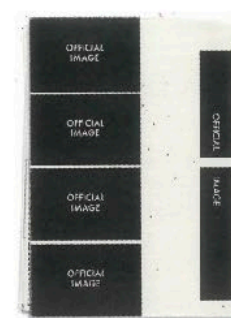
(3)



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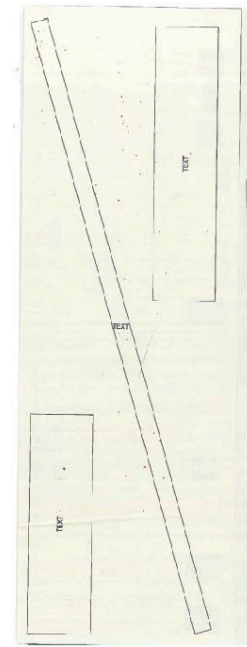
(6)

'Without text, all the black boxes look like one category. With text, the labels classify them—'index' and 'text' repeat most, so I assume those carry more information.'

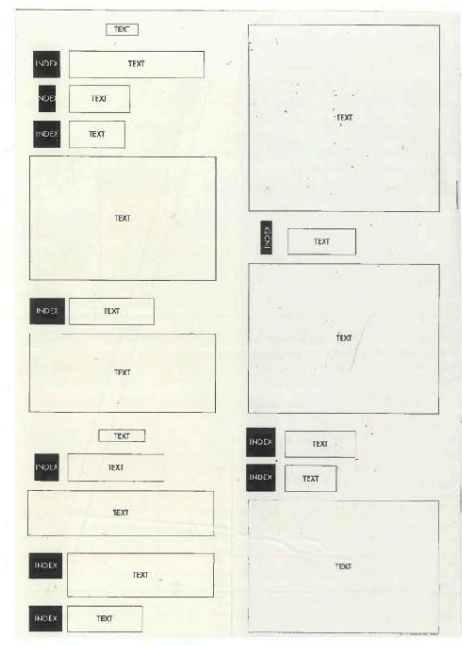
'I keep going back to confirm what I just saw.'

LABELING
REPITITION
===
DISTINCTIVENESS
===
HIERARCHY

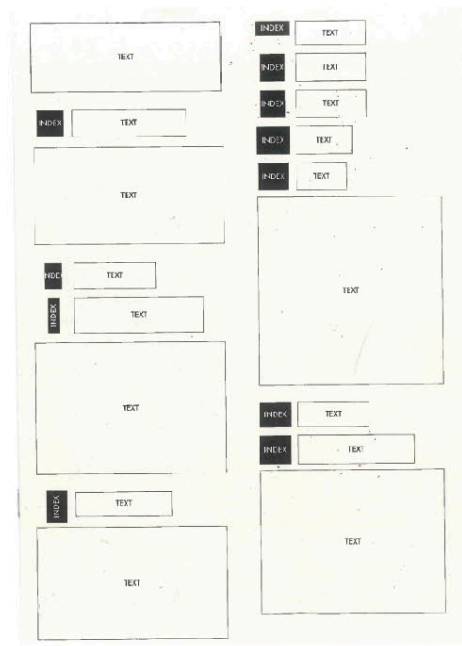
GUIDEBOOK STRUCTURE TEST



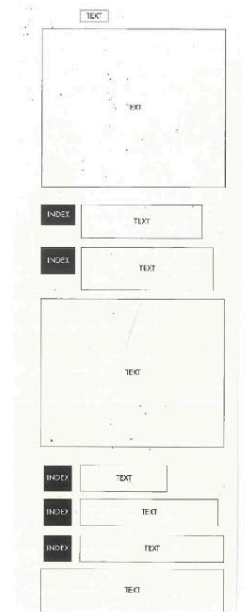
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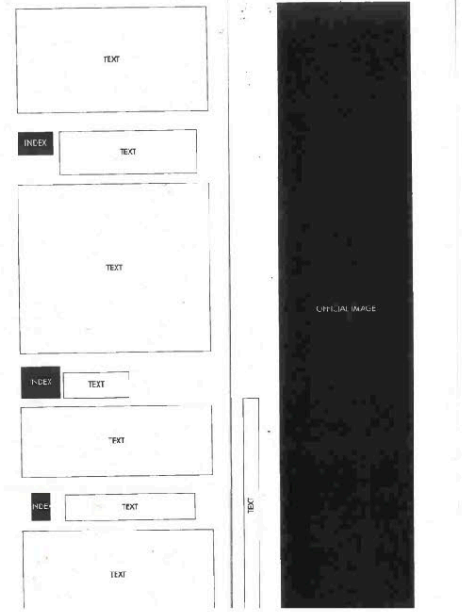
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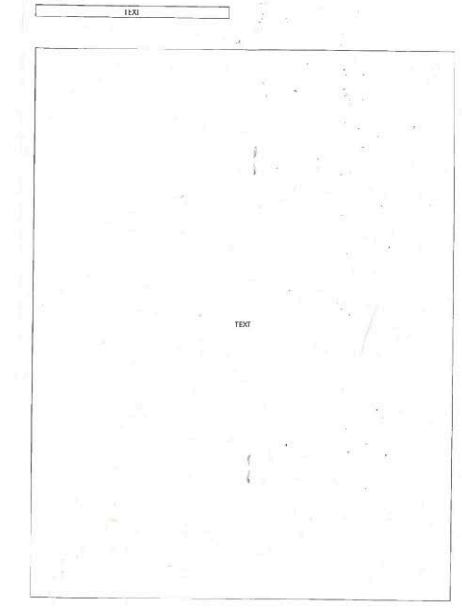
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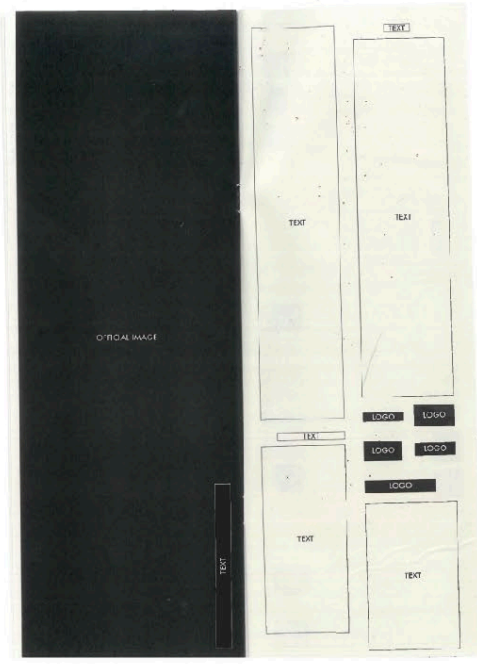
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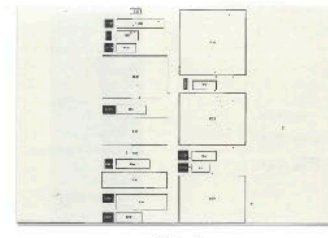
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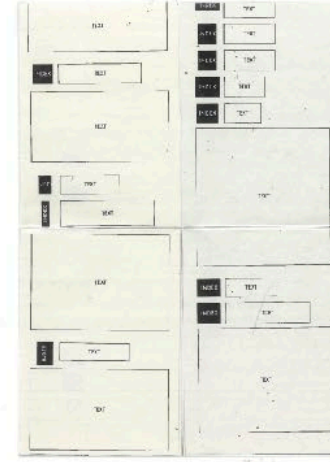
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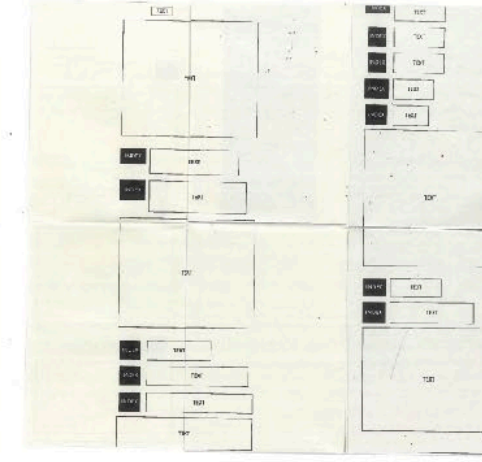
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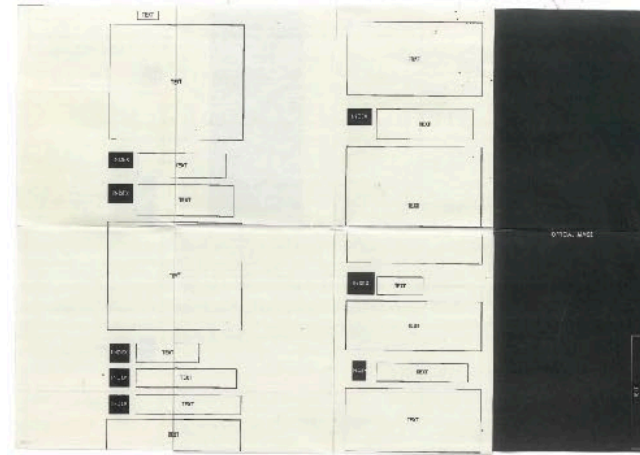
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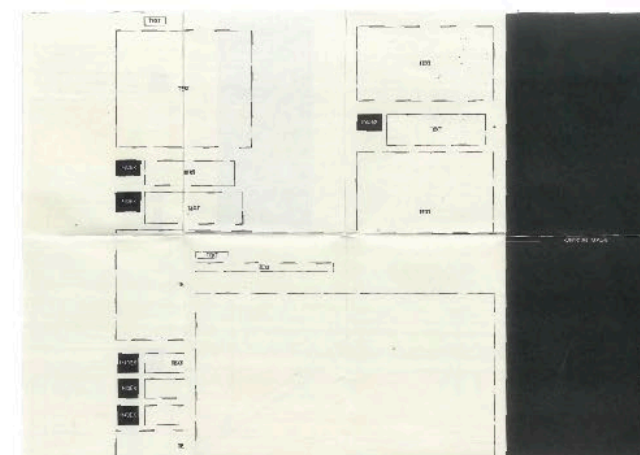
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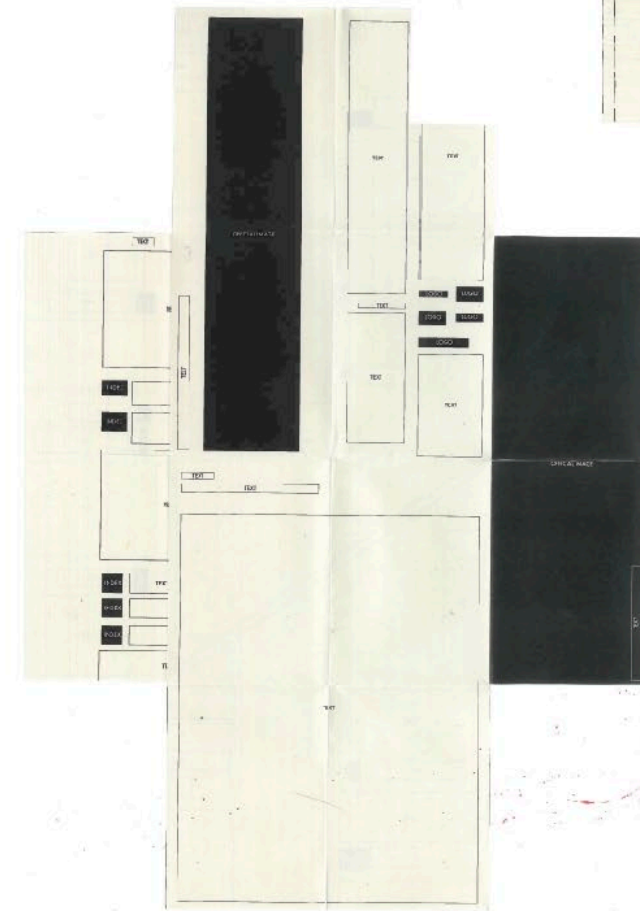
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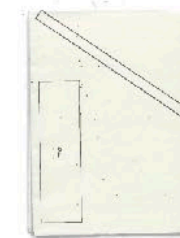
(5)



(6)



(7)



(8)

A FOLD IS NOT MERELY A CONTAINER FOR EXHIBITION INFORMATION; IT IS THE PHYSICAL EMBODIMENT OF THE ACT OF VIEWING AN EXHIBITION.

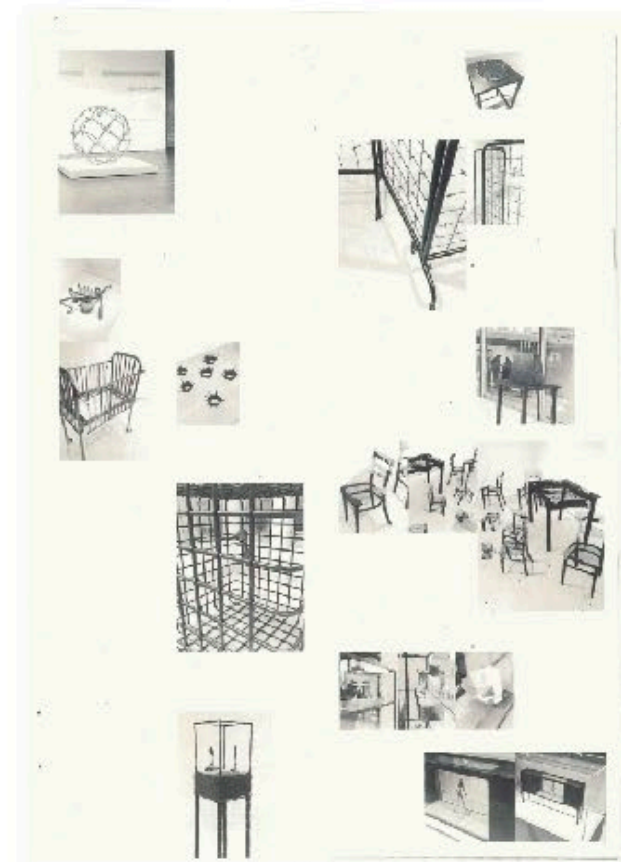
- FOLD SEQUENCE
THE ORDER IN WHICH LAYERS REVEAL THEMSELVES

- LABELLING
TEXT CLASSIFIES WHAT BLACK BOXES LEAVE EQUIVALENT

- REPETITION
FREQUENT ELEMENTS ACCUMULATE WEIGHT



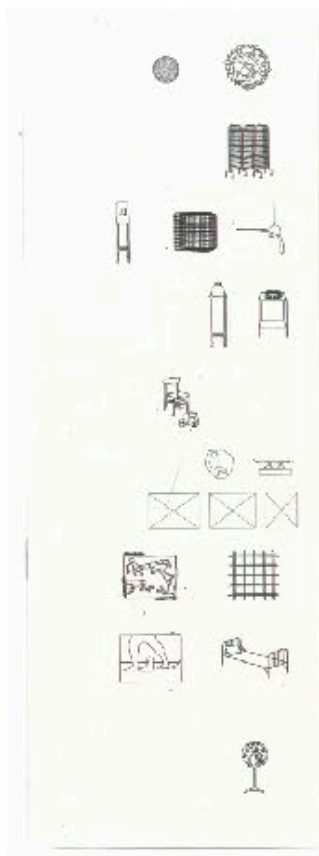
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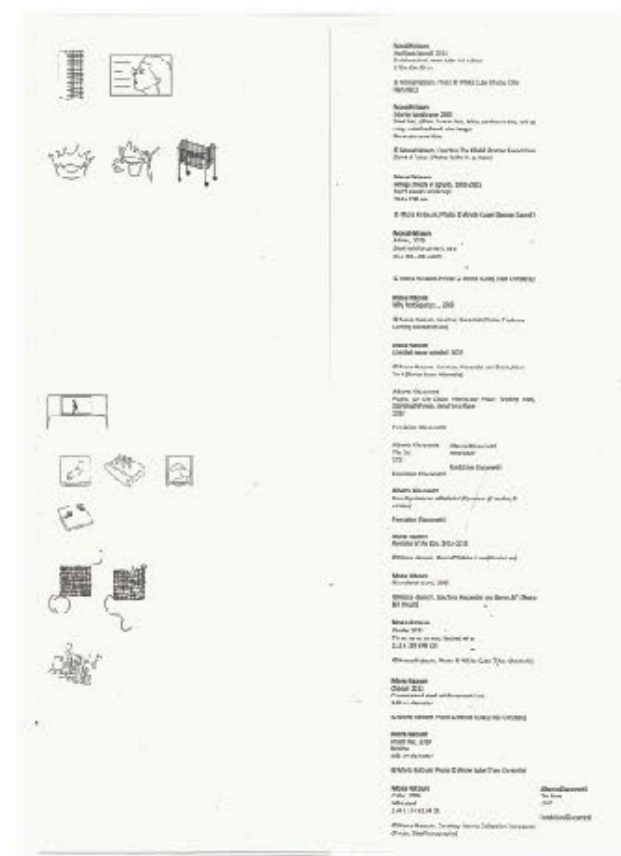
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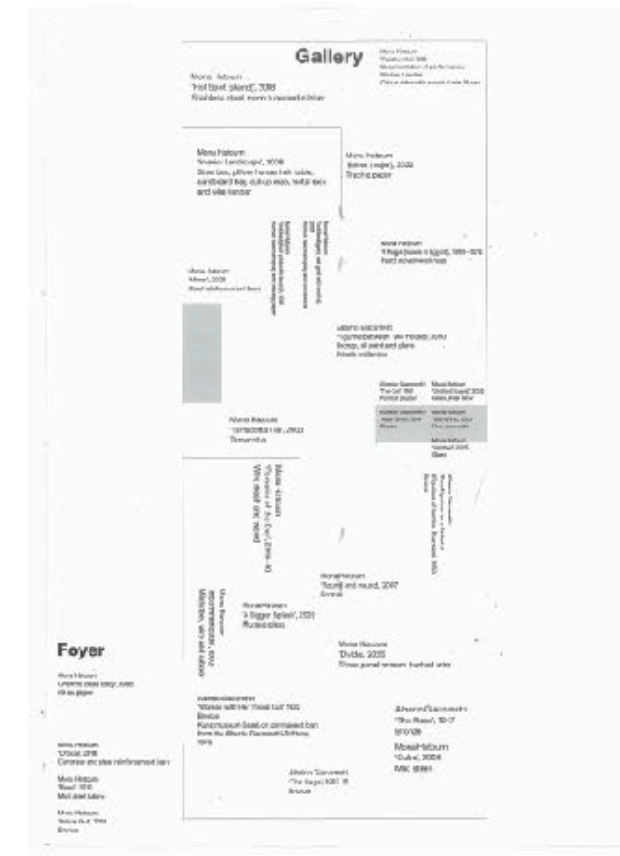
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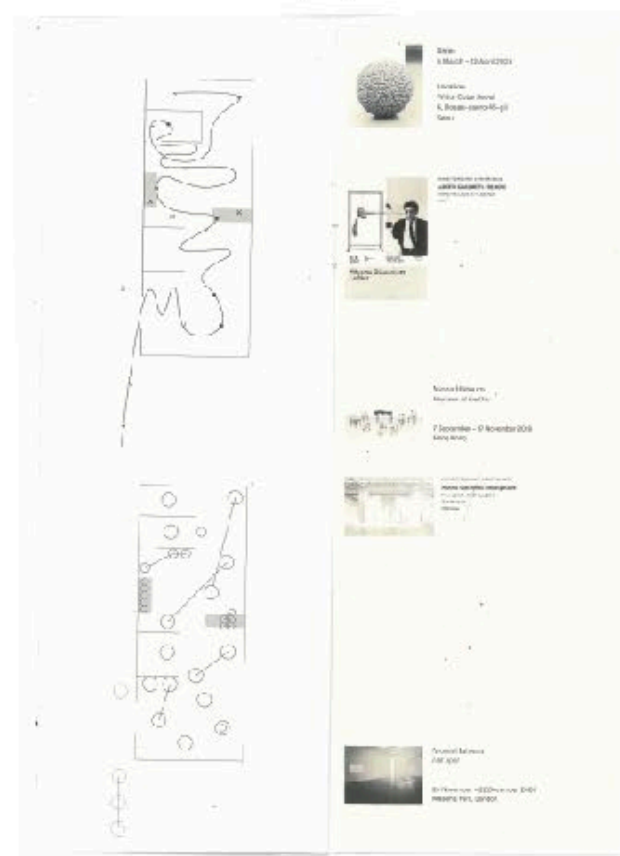
(4)



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(6)



(7)

EXHIBITION CONCEPT

ENCOUNTER,
DIVIDE,
DIALOGUE,

CAGE,
WALK,
DISTORT,
...

FOLDING SHAPES READING
BY STAGING A PARADOX—
THE READER THINKS THEY
HAVE AGENCY IN UNFOLDING,
BUT THE ACT OF UNFOLDING
ALWAYS HAPPENS WITHIN A
FRAME (THE FOLD STRUCTURE
ITSELF).

CONCEPT AS CONTENT.
REPETITION AS HIERARCHY.

TO STIMULATE AND REWRITE
THE PROCESS OF VISITING
EXHIBITION.

CAGE AS FOLD, WALK AS
UNFOLD. UNFOLDING IN FOLD.

COMPLEX INFO NEED SIMPLE FOLDS

"BINDING IS HOW YOU TAKE AWAY
THE READER'S POWER."
THE FIXED STAPLING REMOVES THE
CHOICE THAT INTUITIVE FOLD
OFFERS.

PHRASE OUTPUT

9 WORKS x 2 CONCEPTS (CAGE / WALK)

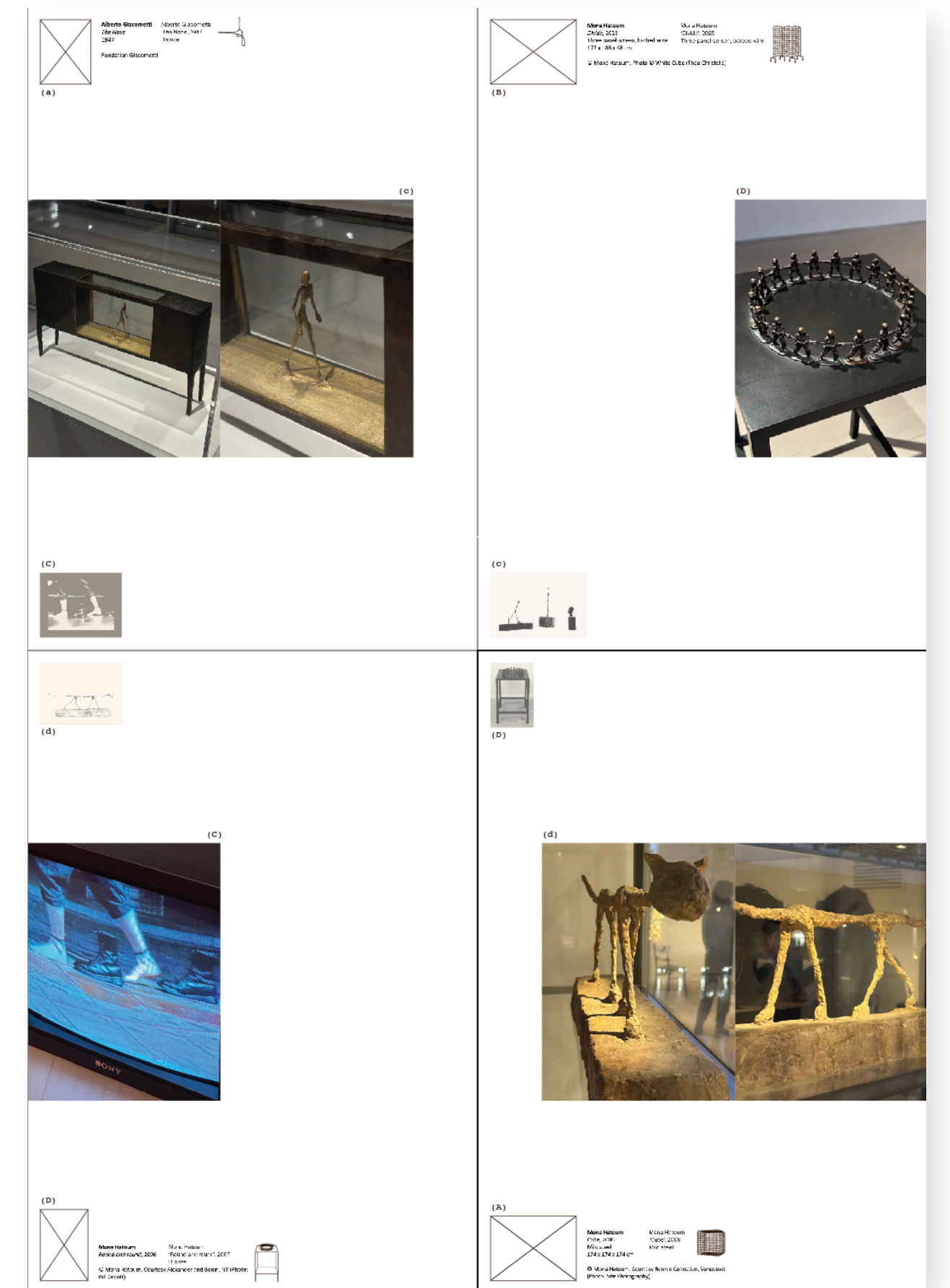
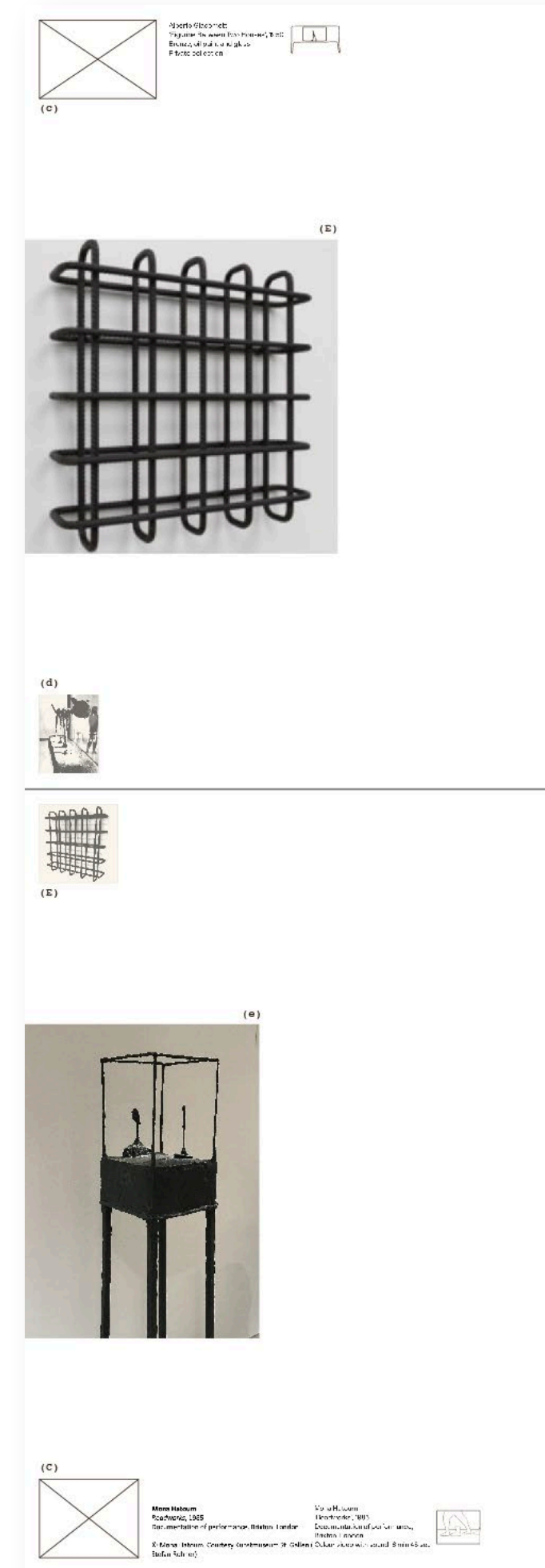
MODULAR FRAME
OPENED INTUITIVE FOLD

REPEATED ARTWORKS INFO
EACH UNIT IS INDEX-STYLE — READERS
ARE LEAD TO COMPARE AND RETURN.

STAPLED COMPANION — RESEARCH TRAIL
+ REFLECTION

LABELING:

- LETTER CODING (LOWERCASE/UPPERCASE, SHARED PAIRS)
- NAMING TAGS
- ICONS

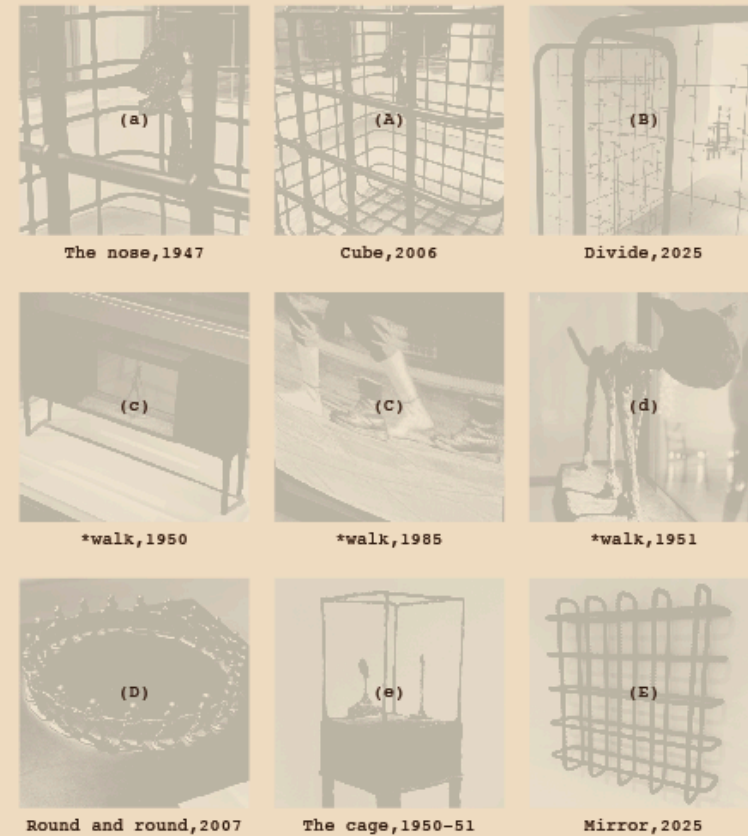


This is an alternative folded reading device for Encounters: Giacometti x Mona Hatoum, testing how folding shapes the way exhibition information is read.

The experiment includes 3 folding structures –

linear (zine),
nested (general),
non-linear (intuitive)

– were tested with the same content set to observe how each shapes reading.



Folding is not a container for information.
It is a staging of how information is approached.

3 fold structures produced 3 modes of reading:

- Linear, where each layer accumulates onto the previous.
- Nested, where each unfold expands the frame of the last.
- Non-linear, where reading paths multiply and double back.

None of these is closer to the exhibition itself. Each is a different enactment of what visiting means.

But fold is not the only force at work.
When content disappears, the fold structure alone produces grouping.
When labels return, classification follows the labels, not the folds.
When certain elements repeat across layers, they accumulate weight regardless of where they appear.
Reading is shaped by fold, by language, and by what returns.

*This guide does not answer how folding shapes reading.
It stages the question—as something to be unfolded, refolded, and re-read.*