

Roman

When Display Becomes Art

Living in Exhibition Design

This book takes a profound look at exhibition design, or scenography, as an artistic medium. Mathilde Roman's introductory essay highlights the pioneering historical contributions by designers and architects like Lily Reich, Franco Albini, Lina Bo Bardi, Carlo Scarpa, and others who revolutionized their discipline. It examines how during the 20th and early 21st century experimentation with the display, the frame, the pedestal, the picture rails has become an artistic act in its own right. In-depth interviews with thirteen renowned international artists and designers—among them Philippe Parreno, Rosa Barba, Berger&Berger, or Monster Chetwynd—further highlight the relevance of scenography in contemporary culture. They show how artists' integration of technical and perceptual aspects of exhibiting has fundamentally changed our understanding of art, thereby encouraging us to take a fresh look at art history.

Mathilde Roman is an art historian (PhD Paris 1 Sorbonne) and art critic living in Nice. Since 2006, she has worked as a Professor of Art History at Pavillon Bosio, Monaco. She contributes regularly to catalogues and magazines and is an active member of AICA France. She is the author of several essays, including "Habiter l'exposition. L'artiste et la scénographie," "Swimming with Laure Prouvost," and "On Stage: The Theatrical Dimension of Video Image." In addition, she has organized several symposiums and curated shows, among them "Faire, nager et s'envoler" (Nice), "Performance TV" (Nogent-sur-Marne).

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HATJE
CANTZ

28,00 €

26,17 € (zzgl. MwSt.)

*vorbestellbar, Erscheinungstermin ca.
August 2026*

Artikelnummer: 9783775762403

Medium: Buch

ISBN: 978-3-7757-6240-3

Verlag: Hatje Cantz Verlag GmbH

Erscheinungstermin: 26.08.2026

Sprache(n): Englisch

Auflage: 1. Auflage 2026

Produktform: Kartoniert

Gewicht: 1 g

Seiten: 292

Format (B x H): 140 x 210 mm

