



Exhibitions

dear Curators.

We are ungestalt.

We design permanent and travelling exhibitions for museums, galleries and institutions. We develop edutainment from individual learning stations and signs through to entire educational trails for nature parks, animal parks and zoos. We manage brands and create corporate designs as well as image and communication campaigns for art, culture, education, research and the public sector.

This portfolio provides an insight into our exhibition design division. We hope you enjoy exploring it!

lovely Team

Exhibition Design



Beatriz
Oria Lombardía

Exhibition
Marketing



Claudia Haase

Digital Design



Fabian Dornhecker

Graphic Design



Franziska Wander

Graphic Design



Ide Willenius

Brand Strategy



Ivo Zibulla

Exhibition Production



Jessica Sauter

Graphic
Production



Lucas Gebhardt-Seele

Graphic Design



Maximilian Satzinger

Social Media



Michelle Flath

Communications



Sophia Konermann

Head of
Exhibition



Swana Sobottka

Exhibition Design



Tina Zürner

Head of
Production



Torsten Schaumburg

Services

→ Exhibition Design

We create exhibition designs that engage and inspire. We develop touring exhibitions, special exhibitions, and interventions in existing displays. Our strength lies in original, sustainable, and interactive concepts that welcome everyone. With a focus on accessibility and storytelling, we help audiences connect with exhibits in meaningful ways.

→ Exhibition Marketing

We craft exhibition marketing that resonates. We develop concepts for general communication and special exhibitions, create striking key visuals, handle media planning, and support implementation. Our holistic approach ensures your institution's essence shines through, engaging diverse audiences.

Workflow

For bigger exhibition projects we use the currently published version of the HOAS – a German contract standard for realisation of exhibition projects. This ensures a transparent, standardised project process of all tasks and responsibilities for both sides. An additional advantage: It allows us to integrate our work into any overarching construction project process by jointly defining interfaces and adapting our processes accordingly. Of course we can adapt to your procedures and use a different workflow approach.

→ Phase 01
Rebriefing

→ Phase 02
Design Concept

→ Phase 03
Design Planning

→ Phase 04
Execution Planning

→ Phase 05
Allocation/Contracting

→ Phase 06
Realisation

→ Phase 07
Delivery + Documentation

for Content

Learning as an Experience in real, tangible Places.

- Multi-sensory, emotional Learning: Holistic Learning with all the Senses – Mind and Body
- Children's Need for dynamic, playful and fun Learning
- Coordinate Implementation with local Staff

Provide Information in a simple Way.

- Easy to understand Facts in short Texts complemented by Illustrations (e.g. Information Graphics)
- Variety of Accessibility Methods for wide Range of Target Groups
- Communicate Key Messages through interactive Touch Points
- Usage of Text for additional in-depth Information Provide

for Execution

Making durable Products

- Robust and durable Construction, designed for high Usage Rate, able to cope with large Numbers of Visitors
- Tried and tested for Outdoor Use
- Proven Technical Components and Materials meet the required Structural and Fire Safety Standards

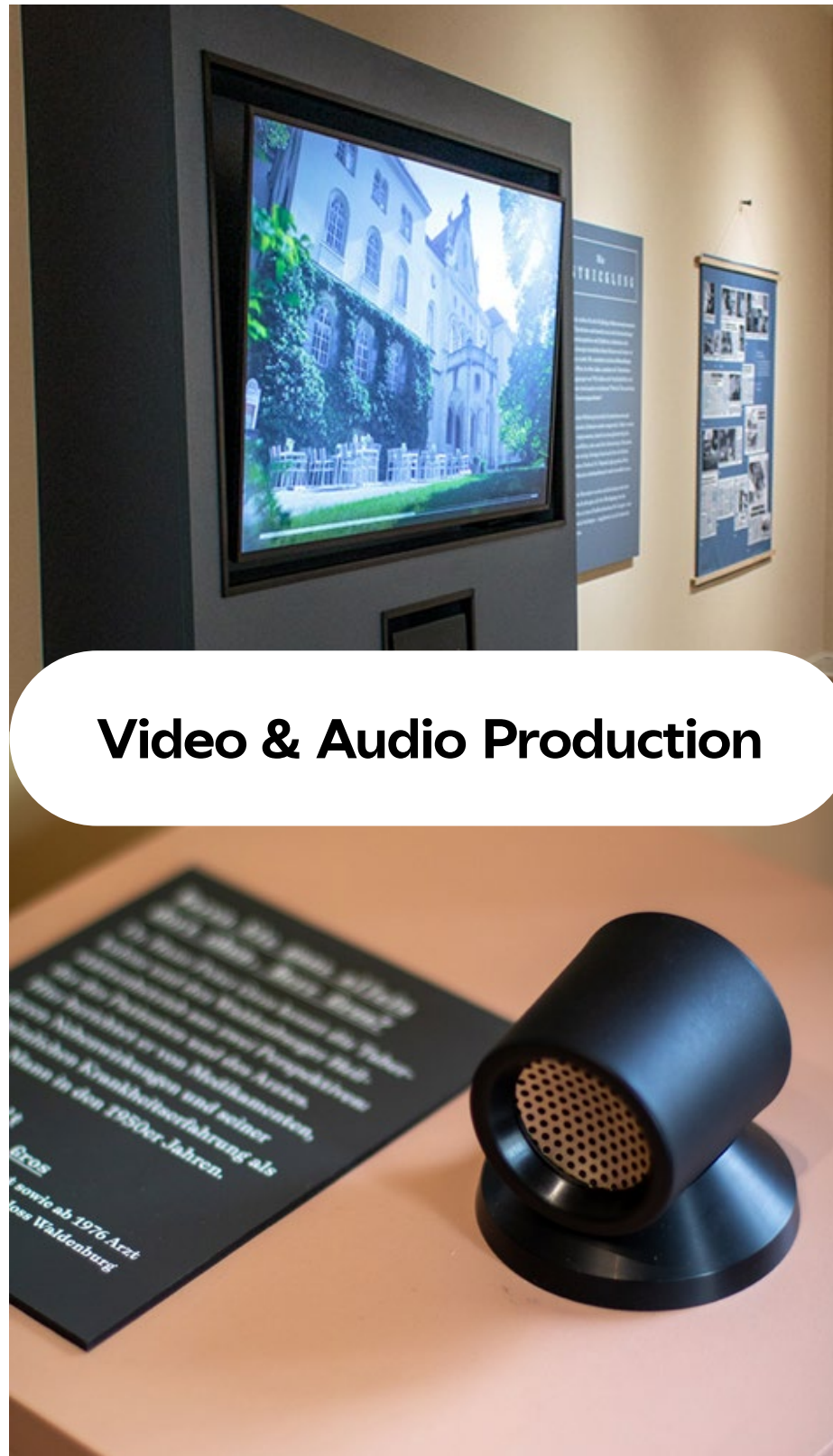
Sustainable Implementation where suited

- Where possible, use environmentally certified Materials (e.g. FSC certified Wood, Paint and Varnish).

Simple, yet adequate Functionality

- Mechanical Games auto-return to their Initial State
- Easy Maintenance, easy Access to Mechanical and Technical Components
- No Dependencies due to technical and functional Documentation of the Learning Station

tangible



Video & Audio Production

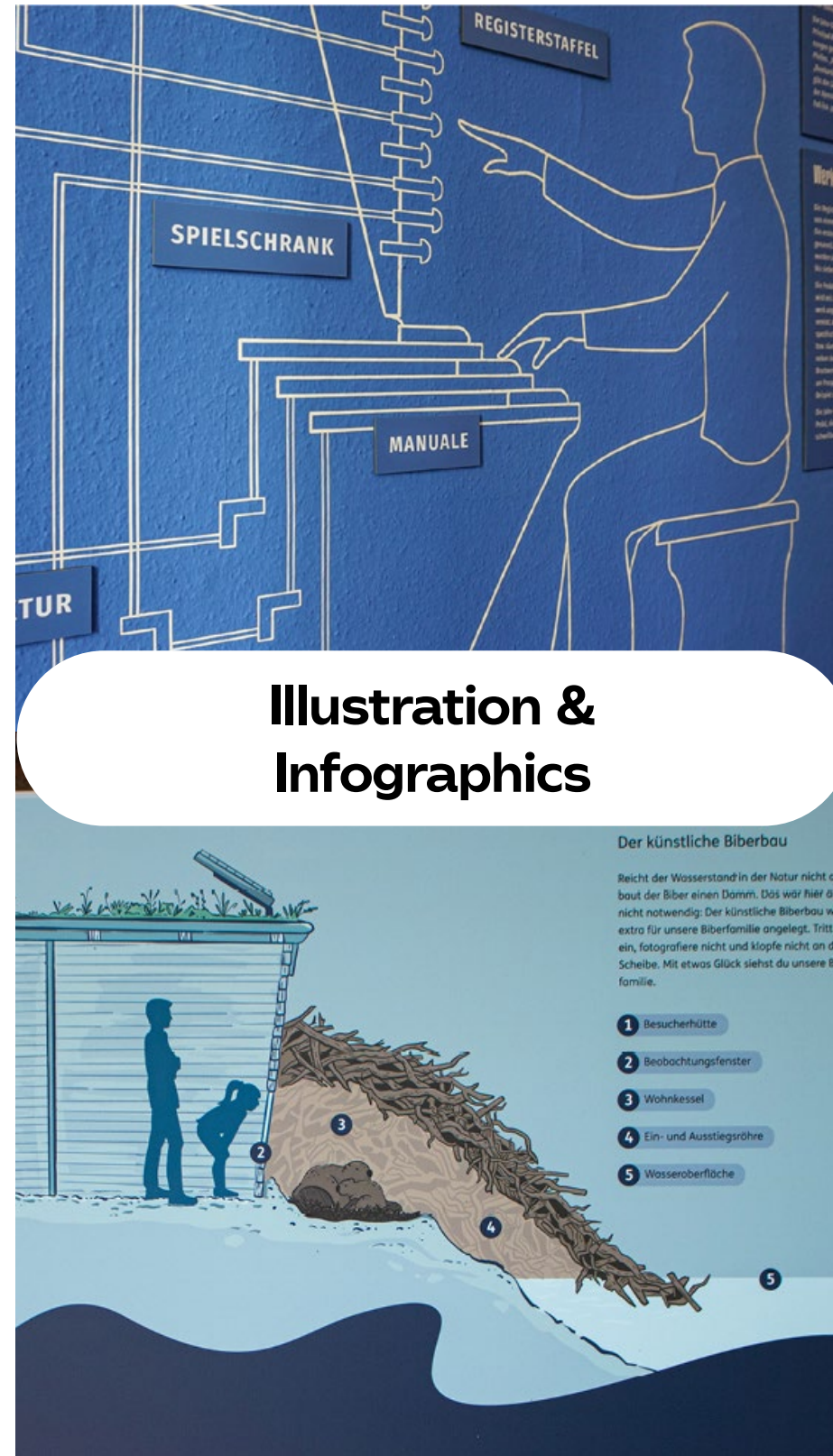
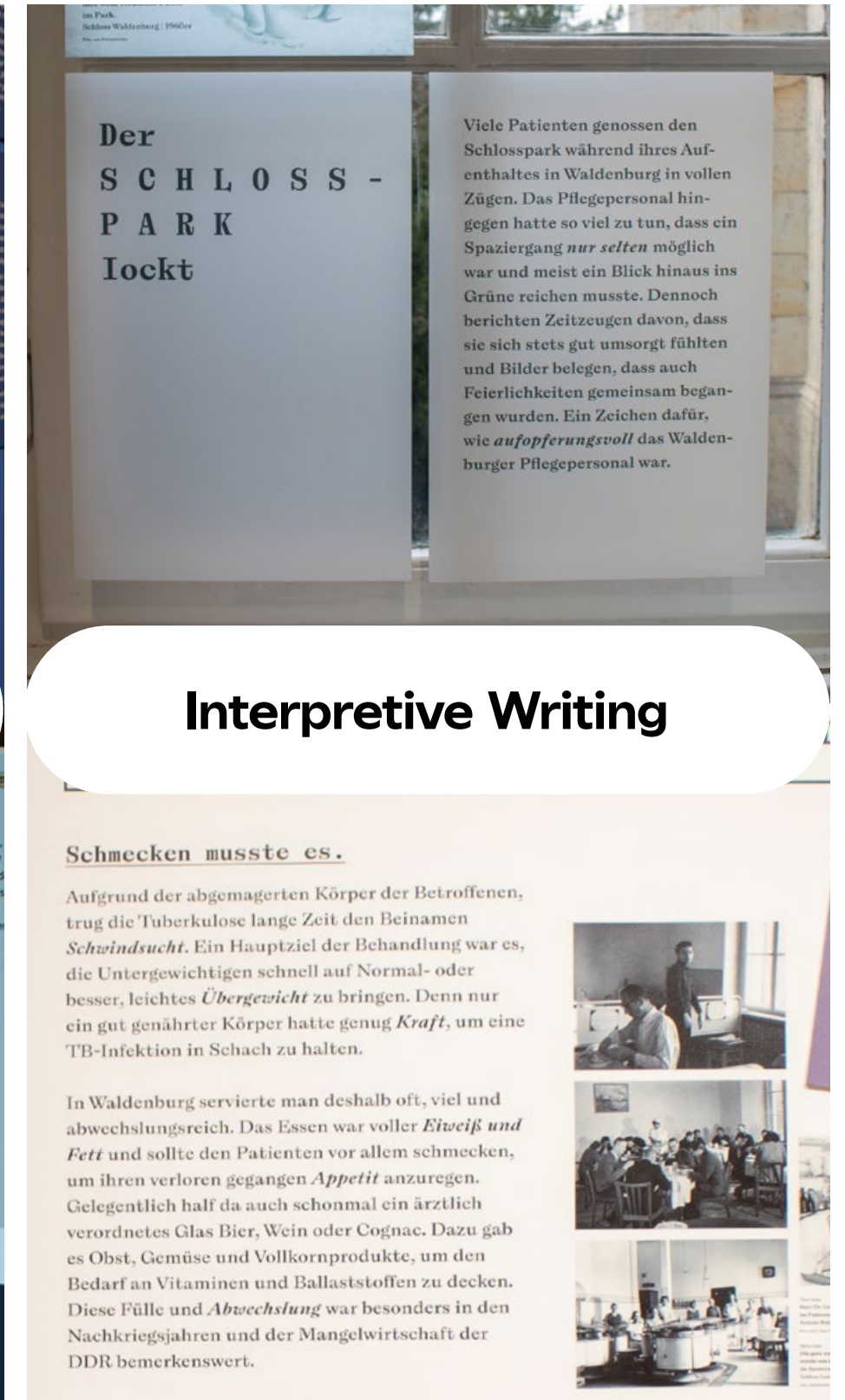


Illustration & Infographics



Interpretive Writing

For everyone

and all Senses



Interactions



ungestalt.



Displays & Games



2025
Case Studies Exhibitions



OoH & Products



References

Special Exhibitions



Saxon Industrial Museum Chemnitz
Tales of Transformation +



Senckenberg Natural History
Collections Dresden
Out of the Box +



Museum of Cultural History
Magdeburg
Exhibition Struwwelpeter



ASL Castle companies gGmbH
Elector with a Vision ★



GRASSI Museum of Applied Arts
Cultural Affairs

Permanent Exhibitions



State Palaces, Castles and Gardens
of Saxony gGmbH
Dresden Park Railway



Waldenburg Castle
Hospital History



Zoo Leipzig
Ark for Species Protection



Waldenburg Castle
**A Marvel of the
Art of Sound**



Leipzig School Museum
Exhibition Turning Point

Travelling Exhibitions



Heinrich-Schütz-House Weißenfels
The Muses are female +



NABU Nature Conservation Centre
Beaver Farm Torgau
Exhibition The Elbe Beaver



State Association for Sustainable
Saxony e. V.
National Exhibition BNE



Topf & Söhne Place of Remembrance
Where are you taking us? +

our

Transformation



TRANSFORMATION DURCH IDENTITÄT & STADTGESELLSCHAFT

TRANSFORMATION THROUGH IDENTITY & URBAN SOCIETY

DE Industrie prägt seit Jahrhunderten das Leben und die Geschichten der Menschen in Chemnitz. Sie ist damit zu einem wesentlichen Teil der Chemnitzer Identität geworden. Die Chemnitzer Esse ist heute ein 302 Meter hohes vielfarbiges Kunstwerk und eines der Wahrzeichen der Stadt. Auch der „Nischl“, das Karl-Marx-Monument, bleibt nach dem Ende des Sozialismus ein Symbol der Stadt. Chemnitz besitzt keine prunkvollen Schlösser oder Kirchen, sondern beeindruckt mit seinen Industriebauten, die als architektonische Highlights die Geschichte von Fleiß, Risikobereitschaft und Innovation lebendig halten. In einer Stadt, die sich ständig wandelt, sind Aushandlungsprozesse über den Umgang mit dieser Vergangenheit wichtig für ein erfolgreiches Zusammenleben.

EN The industrial sector has shaped the lives and stories of the people of Chemnitz for centuries and in doing so has become an essential part of Chemnitz's identity. Today, the Chemnitz Esse is a 302-metre high, multi-coloured work of art and one of the city's landmarks. The 'Nischl', the Karl Marx monument, has also remained as a symbol of the city, even after the end of socialism. Chemnitz has no magnificent palaces or churches, but catches the eye with its industrial buildings which are architectural highlights that keep the history of diligence, risk-taking and innovation alive. In a city that is constantly changing, negotiations about this past are important for successful coexistence.

→ Special Exhibition

⊕ Exhibition Marketing

→ Saxon Industrial Museum Chemnitz

→ 2024 – 25

Transformation

The special exhibition Tales of Transformation at the Industriemuseum Chemnitz highlights the exciting development of the city of Chemnitz from industrialisation to current transformation processes. An outstanding feature here is the look at other European industrial cities such as Gabrovo, Tampere, Mulhouse and Manchester. The exhibition takes place as part of the European Capital of Culture Chemnitz 2025. We are developing the exhibition title, designing a strong marketing campaign with a key visual and realising it together with the museum. We also created the entire analogue exhibition graphics in close coordination with the curators and the exhibition designers from whitebox GmbH.

- Exhibition Graphics
- Creation of the Exhibition Title and Key Visual
- Creation of a Campaign Concept
- Planning and Implementation of Measures







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2025
Case Studies Exhibitions

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→ Special Exhibition

+ Exhibition Marketing

→ Senckenberg Natural History
Collections Dresden

→ 2024

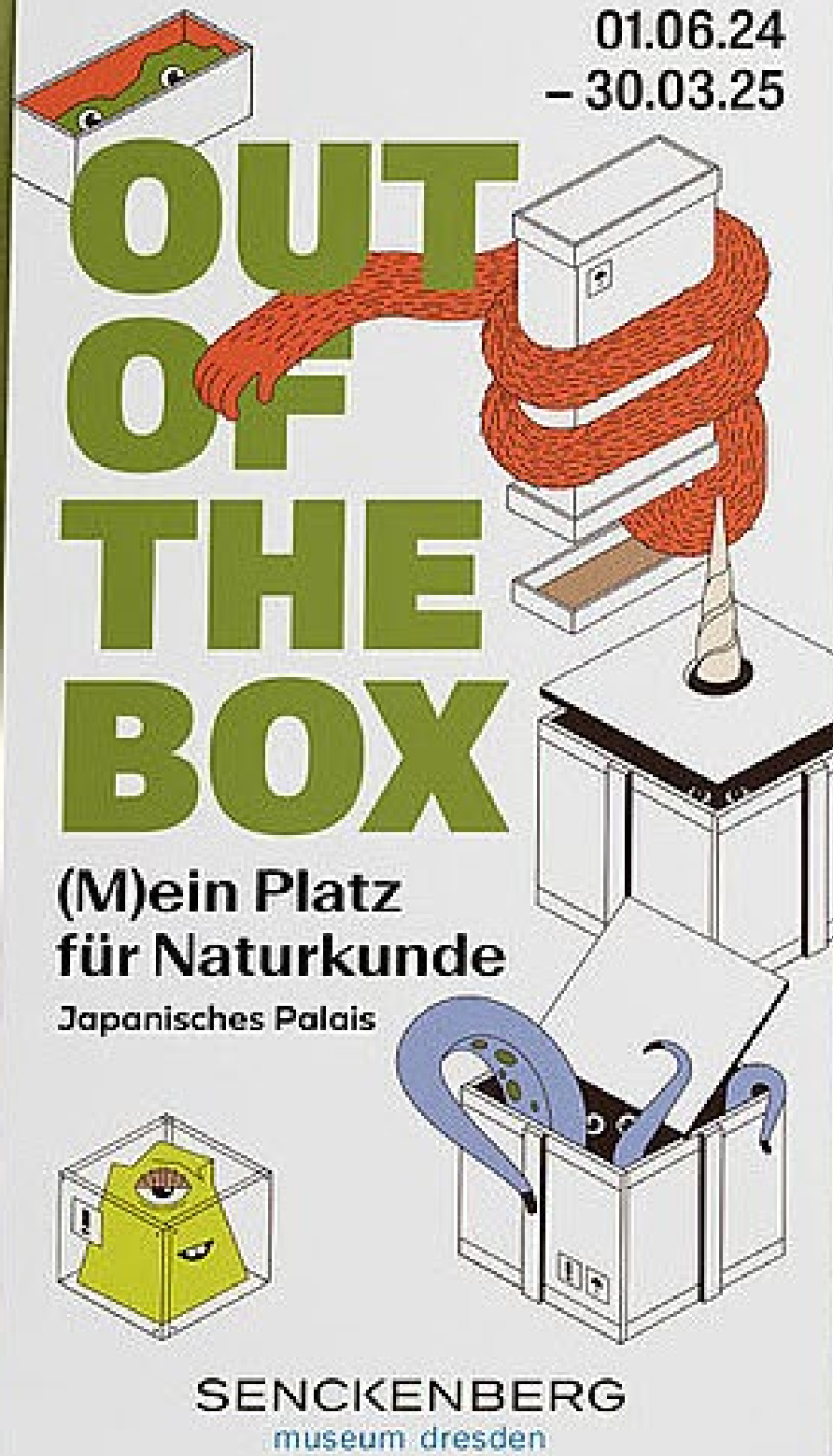
The renowned Natural History Museum is home to over 7 million objects relating to the history of the earth and biodiversity. In a brand new Out of the Box exhibition, old transport boxes and crates serve as object cabinets. This awakens the spirit of research. The exhibition is designed to attract and inspire children, young people and families.

- Exhibition Design
- Key Visual Creation
- Creation of Illustrations
- Realisation of Exhibition Marketing
- Creation of Graphic Guidelines for the Curators
- A1 Poster, CLP and dCLP Advertising Material

01.06.24
– 30.03.25

OUT OF THE BOX

**(M)ein Platz
für Naturkunde**
Japanisches Palais



SENCKENBERG
museum dresden

Die Sonderausstellung **Out of the Box – (M)ein Platz für Naturkunde** holt spannende Objekte aus unseren Depots und gibt einen Einblick in die bewegte Sammlungsgeschichte der **SENCKENBERG Naturhistorischen Sammlungen Dresden**.

Wie kamen wir zu unseren Sammlungen mit über 7 Millionen Objekten und woran forschen unsere Wissenschaftler*innen heute?

Erlebt im **SENCKENBERG Nature Lab** Wissenschaft hautnah und denkt mit uns „outside the box.“

**SENCKENBERG Naturhistorische
Sammlungen Dresden**

Japanisches Palais
Palaisplatz 11, 01097 Dresden

Öffnungszeiten Museum:

Di bis So 10:00 – 18:00 Uhr

Montags geschlossen,

sowie am 24. – 26.12., 31.12.2024, 01.01.2025

Eintritt:

Bezahle, was du möchtest.

Wir freuen uns über deinen Beitrag.

Führungen und Workshops für Schule, Hort und Kindergarten nach vorheriger Anmeldung:
dresden_fuehrungen@senckenberg.de

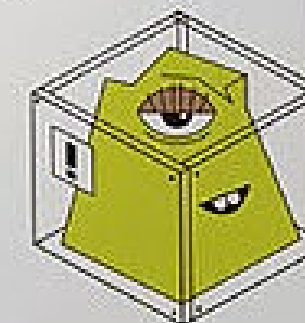
Mehr Informationen?

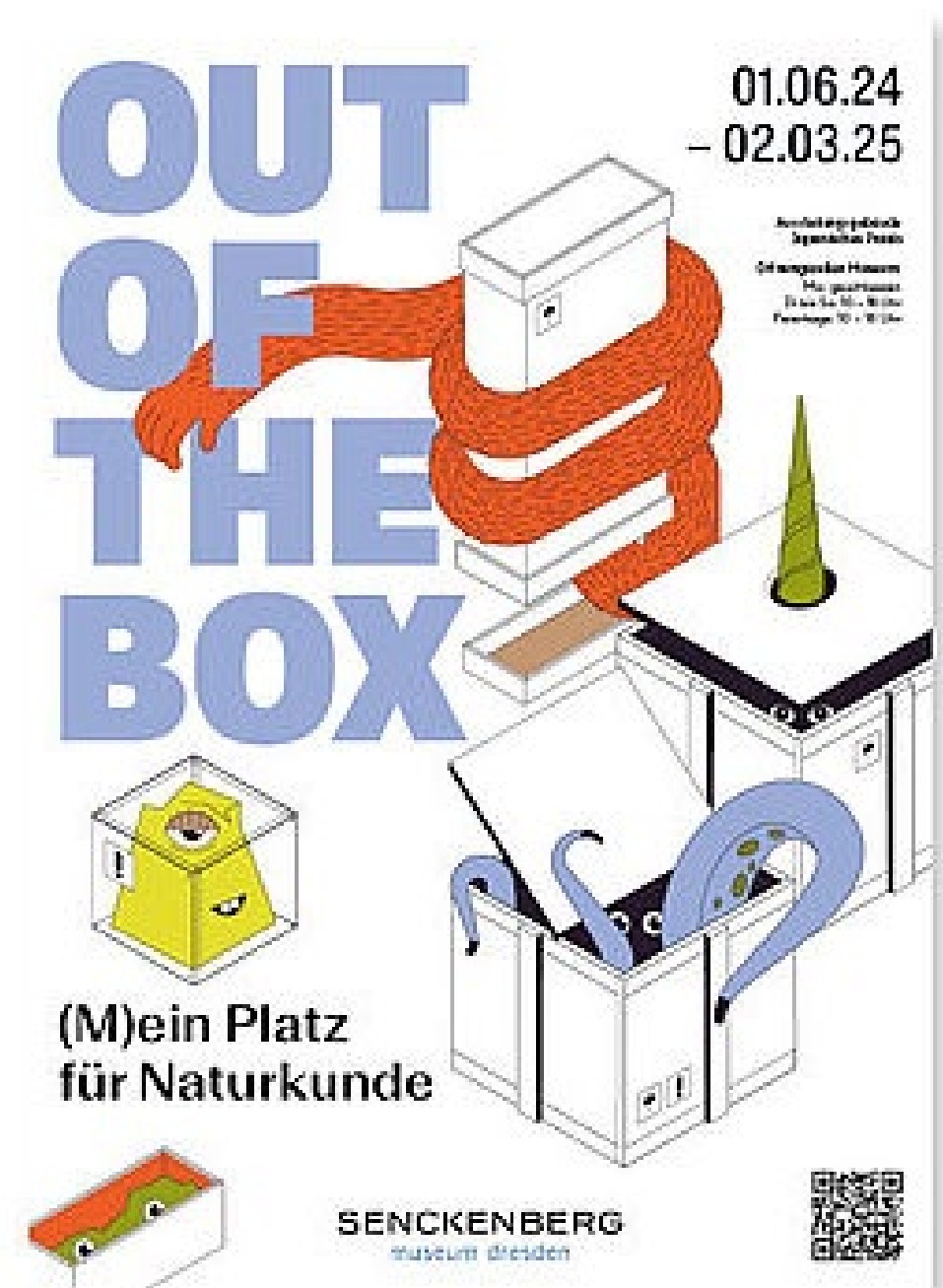
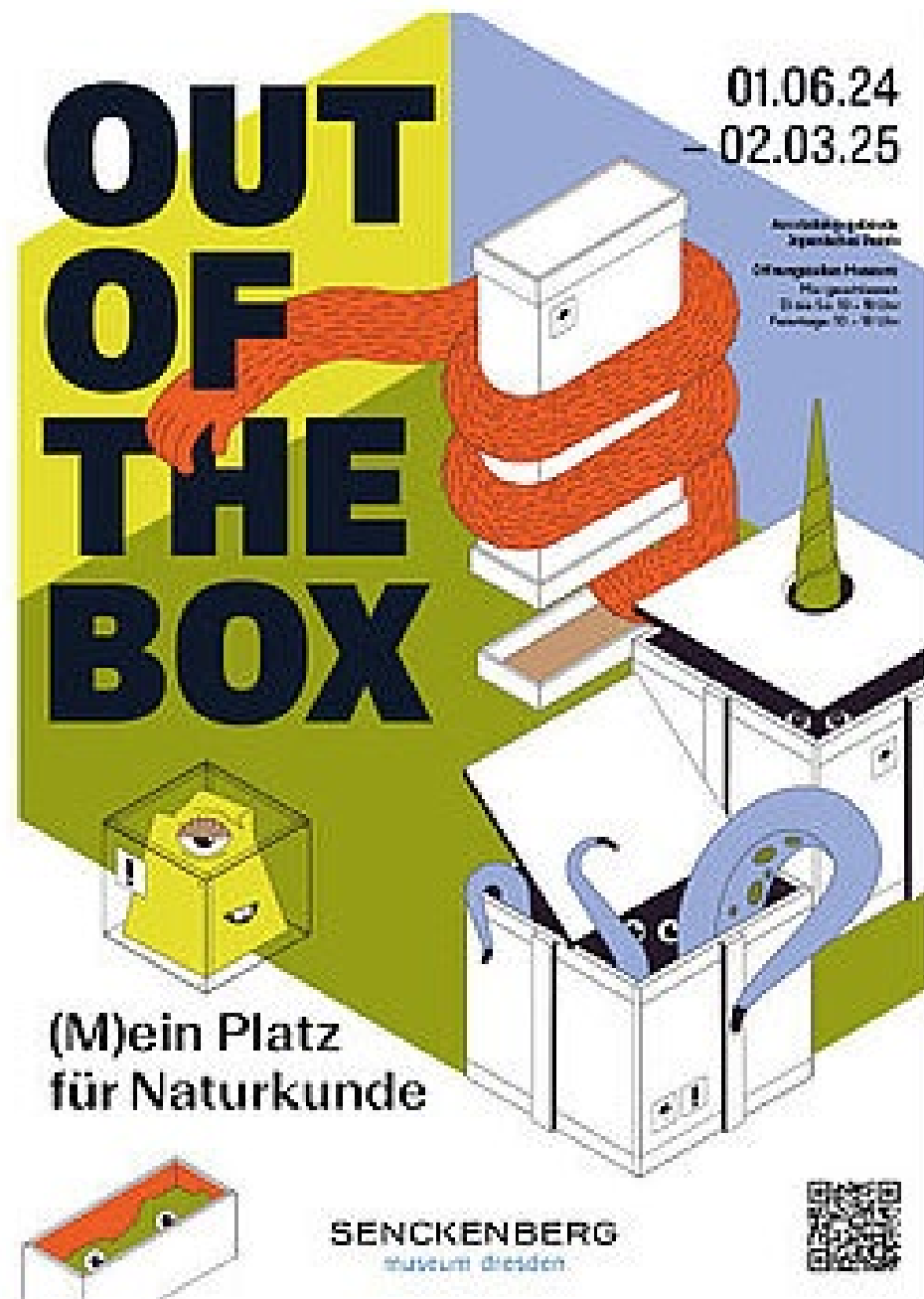
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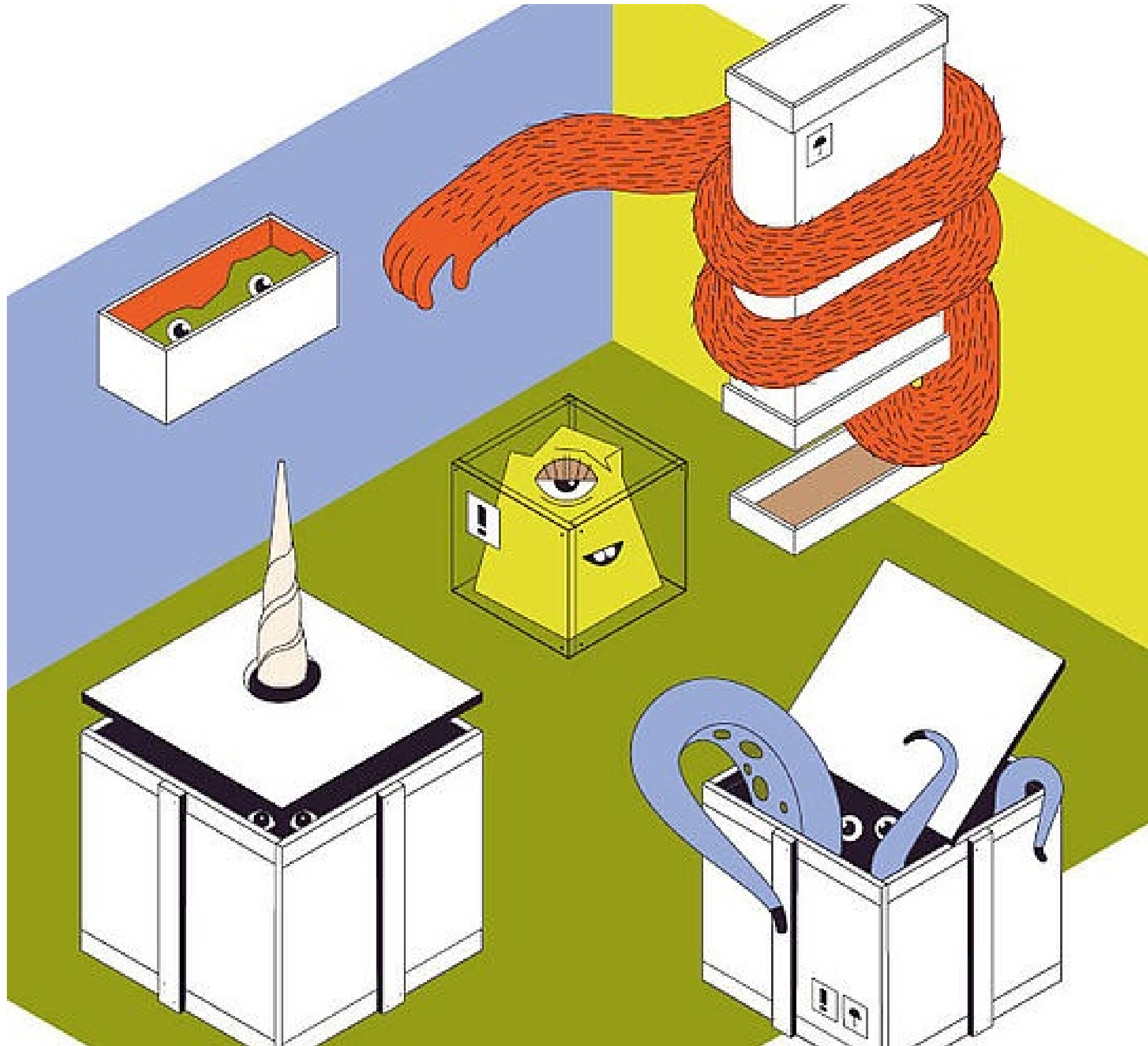


museumdresden.senckenberg.de

Die Ausstellung befindet sich im 1. OG und ist nur über eine Treppe zu erreichen.







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2025
Case Studies Exhibitions



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Struwwelpeter

Exhibition

Die gar traurige Geschichte mit
dem Feuerzeug

Die gar traurige Geschichte mit dem Feuerzeug ist eine der bekanntesten Geschichten aus dem Struwwelpeter-Buch. Sie handelt von einem kleinen Jungen, der mit einem Feuerzeug spielt und schließlich in die Hölle kommt. Die Geschichte ist eine Warnung vor dem Feuer und vor dem Spielen mit Feuerzeug.



2

denlutscher

5

appel-Philipp

Die Welt und Zensur

→ Special Exhibition

→ Museum of Cultural History Magdeburg

→ 2022

Struwwelpeter

The witty exhibition presents original stories and contemporary artistic interpretations of the most successful and probably most controversial children's book in German literature. Karin Kanter and her team from the Museum of Cultural History Magdeburg curated the exhibition, while we provided advice and realised the exhibition design.

- Exhibition Planning according to HOAS based on curatorial Specifications and existing Objects
- Incl. Planning Visitor Guidance, Showcases and Wall Development
- Creating Exhibition Graphics Specifications
- Develop Illustrations
- Layout, Typesetting and Production of all Information Elements





Elector with a Vision

Campaign



→ Special Exhibition

★ Exhibition Marketing

→ ASL Castle Companies gGmbH

→ 2021–22

Elector with a Vision

Augustusburg Castle celebrated its 450th anniversary in 2022. In this context, a specially developed exhibition in honour of the castle and Elector August of Saxony will be shown. As part of a tender for the ASL Schlossbetriebe palace association, we were commissioned to design, plan and implement the entire advertising campaign for the exhibition. We managed the media planning within the available media budget and defined and designed all advertising measures. We developed an exhibition title and a striking key visual as the basis for the exhibition marketing.

- Development of Exhibition Title
- Creation of Corporate Design (Key Visual Image/Advertising Measures)
- Creation of Media Planning
- Conception, Creation and Realisation of Advertising Campaign
- Creation of all Communication Media according to Media Planning





Affairs

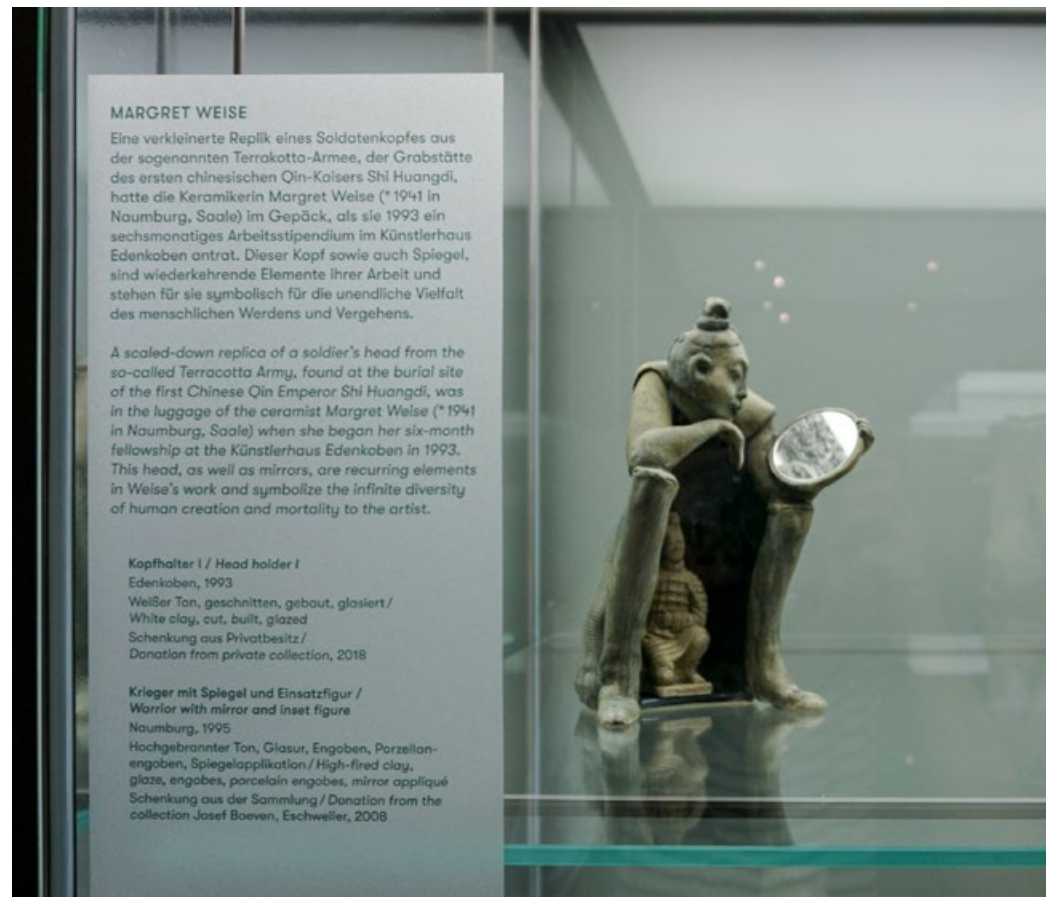
→ Special Exhibition

→ GRASSI Museum of Applied Arts

→ 2021

As 'travelling objects', CULTURAL AFFAIRS primarily presents jewellery, fashion and textiles as well as graphic and industrial design by contemporary young designers and artists. These are characterised by an often global and even transcultural origin and biography. Shown are global networks and interpretations of techniques and objects as well as their developments, aesthetics and messages that have changed through travelling. The focus on the present and the future clearly shows that in this time of cultural pluralism and heterogeneity, collaborative, international and inter-cultural projects are becoming increasingly important.

- Spatial Planning and Scenography
- Design Development and Production of all Graphic Exhibition Elements
- Implementation Planning and Realisation Support





The special exhibition addressed many social and political issues, which is why it was particularly important for the exhibition to be communicated on as many levels as possible. ungestalt found very creative and experimental solutions for this.

- Silvia Gaetti, Curator Asian Art, GRASSI Museum

Park Railway



→ Permanent Exhibition

→ State Palaces, Castles and Gardens of Saxony gGmbH

→ 2024 – 25

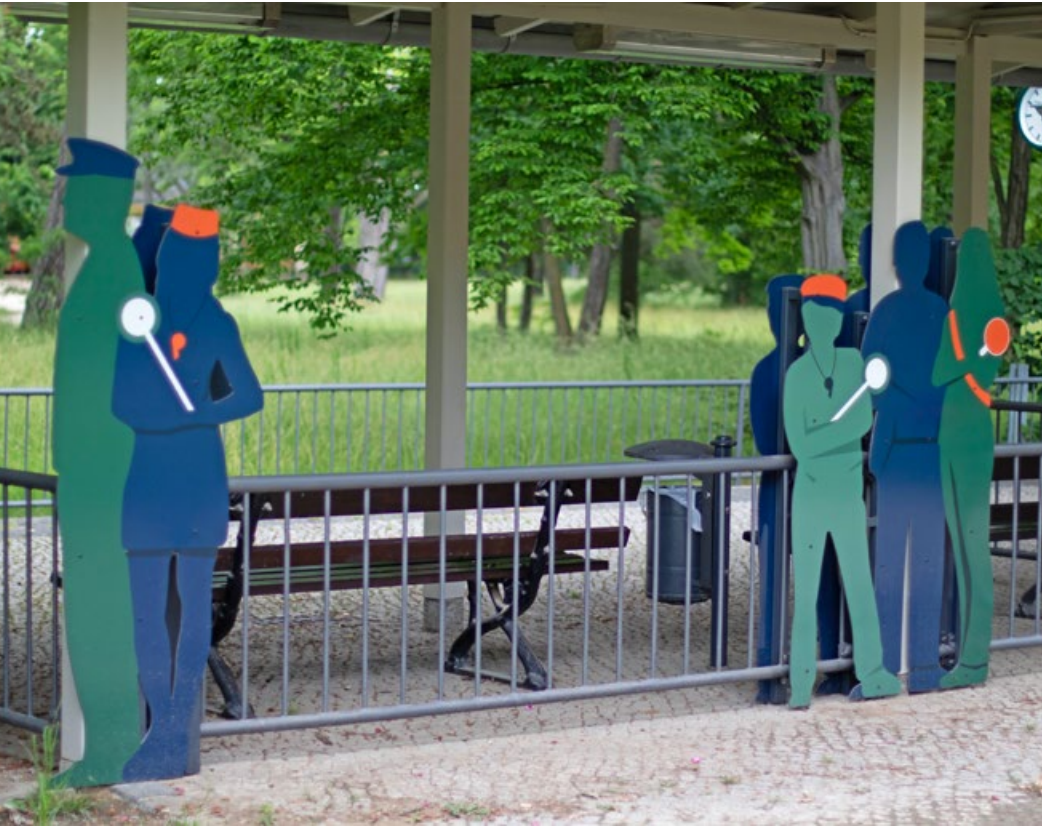
Park Railway

The Dresden Park Railway has been delighting railway fans of all ages for decades. To celebrate its 75th anniversary, all of the railway stations have been completely revised and in some cases thoroughly renovated and remodelled. After winning a competition, we took over the design and implementation planning for the revision of the mediation offers. Taking into account the high monument protection requirements in the Großer Garten garden monument, both analogue-interactive elements on site and digital offers will be created to deepen the knowledge imparted.

- Concept
- Design Planning and Implementation Planning
- Production Support









Hospital History



→ Permanent Exhibition

→ Waldenburg Castle

→ 2024

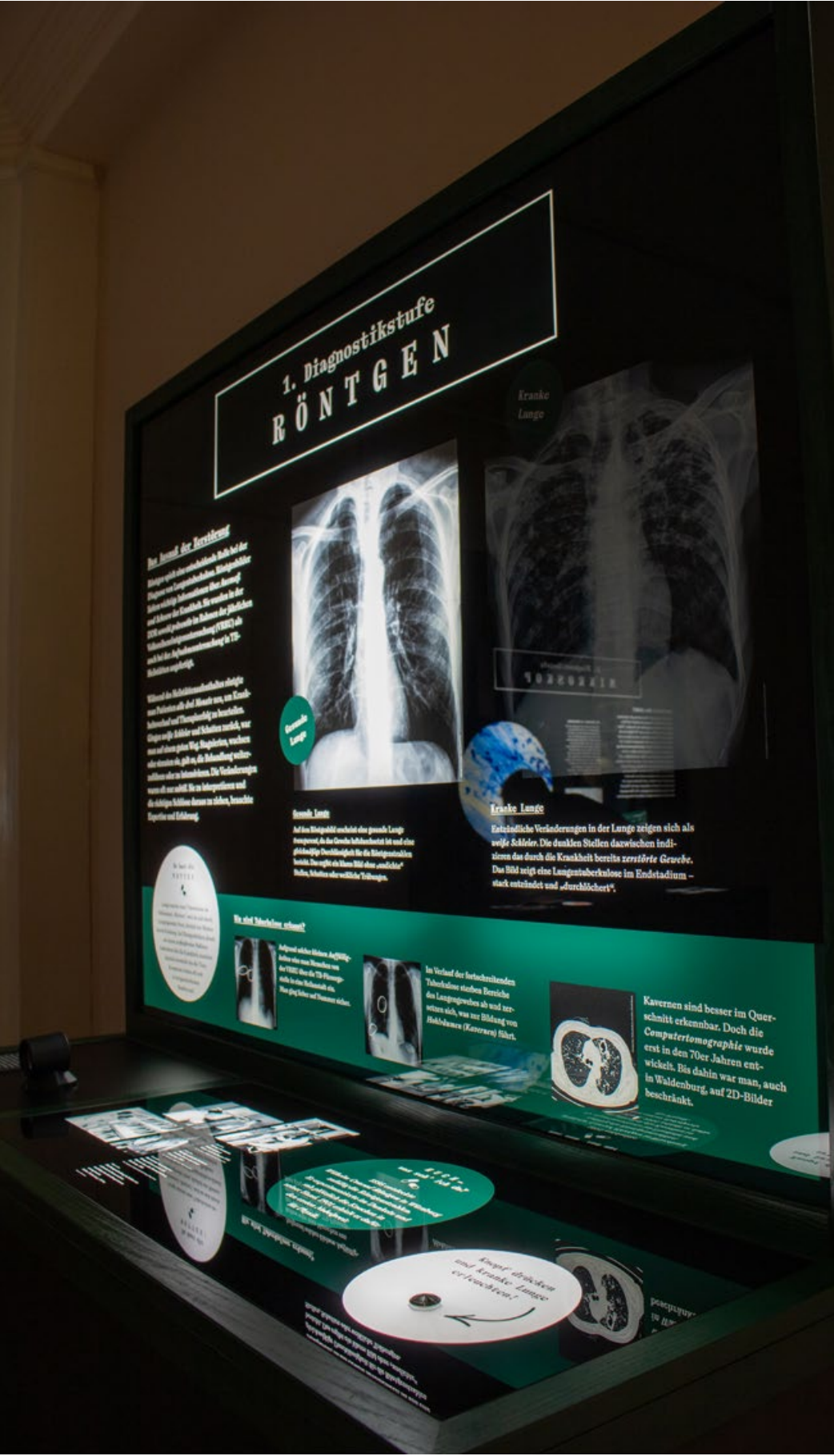
Hospital History

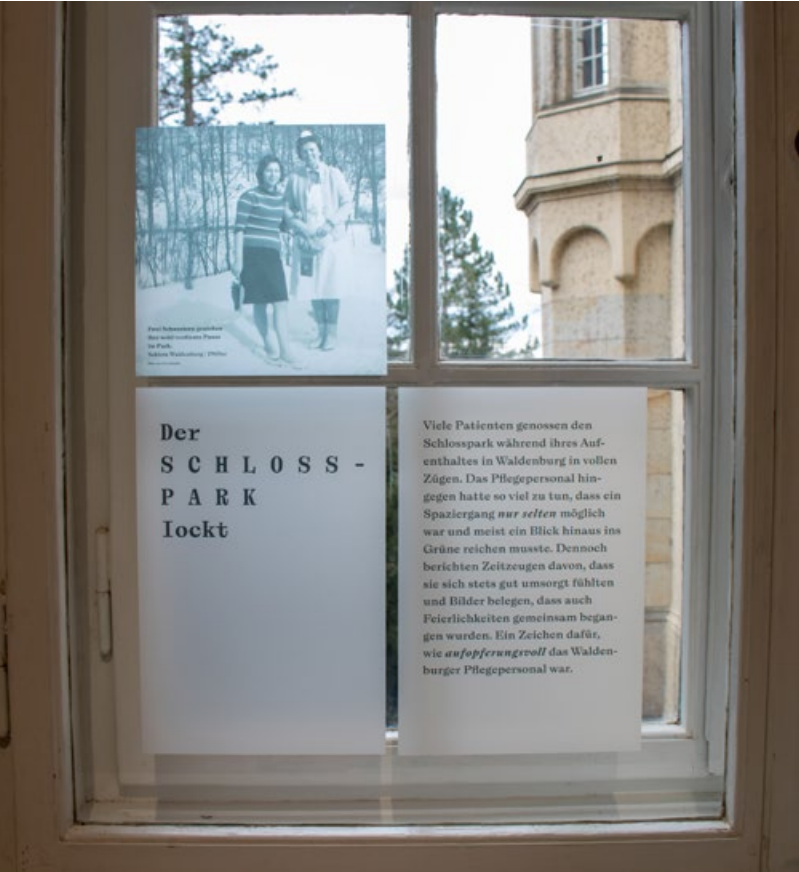
The Waldenburg Castle near Chemnitz opens a new chapter of its history to visitors:

The 50-year period as a hospital, primarily as a tuberculosis sanatorium, is honoured in a permanent exhibition covering 500 square metres. It conveys medicine and people in a sensitive and exciting way for a wide range of target groups with different levels of knowledge. The guiding principle of the design: Talking about a hospital story without it looking like a hospital. The photo-brilliant tiles and customised partition wall systems are a subtle reference to the hospital look of the 1950s.

- Curation (incl. Archive Visits, Interviews with contemporary Witnesses, specialised Literature)
- Exhibition Design, Planning and Realisation through to turnkey Handover
- General Management of all Commissioning Processes
- Creation of Content (Film and Interviews) for Media Stations
- Creation of Exhibition Graphics
- Development of Infographics and Illustrations
- Creation of all Text Content







Species Protection

ungestalt.

2025
Case Studies Exhibitions

→ Permanent Exhibition

→ Zoo Leipzig GmbH

→ 2022–23



Species Protection

In 2023 the multimedia indoor venue Discovery Ark for Species Protection opened its doors to the audience. Our mission here: To enrich the immersive multimedia experience inside the Ark with educational content. We deliver full-service: developing a didactic concept, design and plan the multi-sensory implementation, including the realisation of all exhibition elements.

We never installed a self-updating customer-feedback-station-system before. Now we did.

- Immersive Scenography in Themed Spaces
- Intensive Use of Media: Audio, Video and Feedback Stations

→ Integrated Installation with multiple Partners in Building and Media Planning throughout Project







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2025
Case Studies Exhibitions



A Marvel of

the Art of Sound



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2025
Case Studies Exhibitions

→ Permanent Exhibition

→ Waldenburg Castle

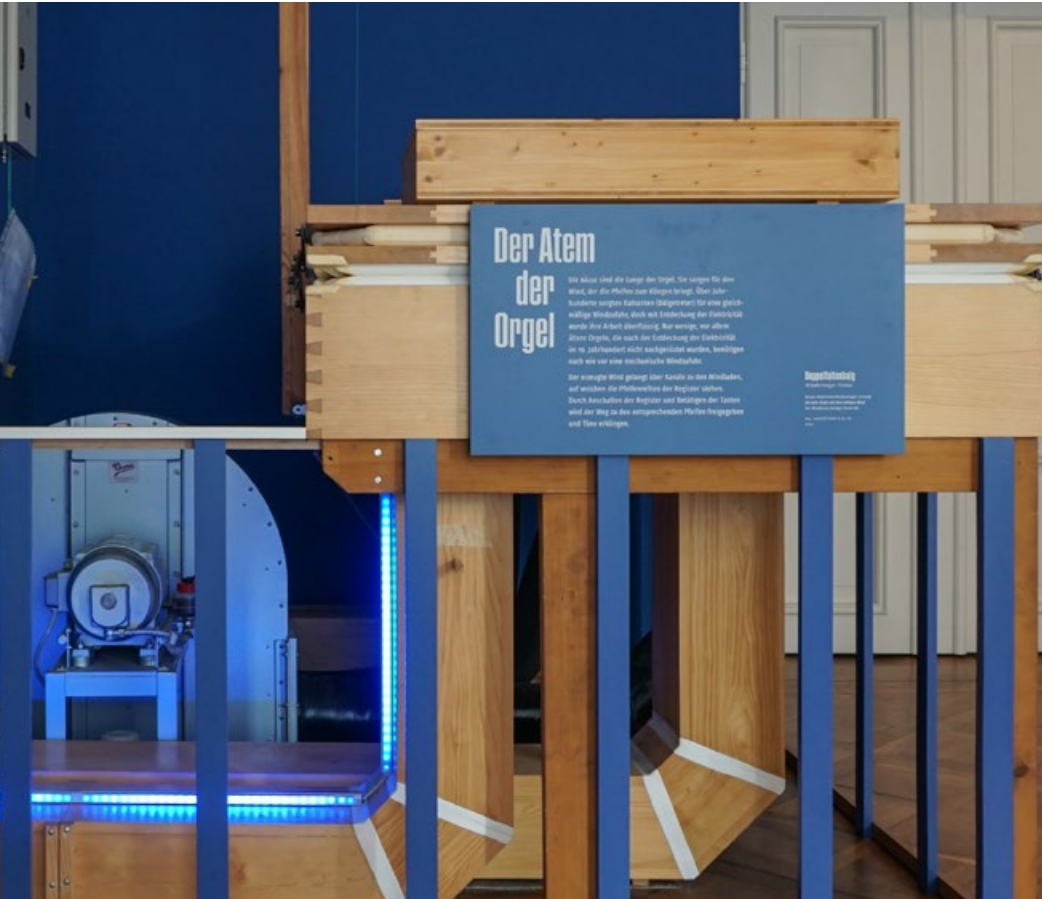
→ 2020 – 21

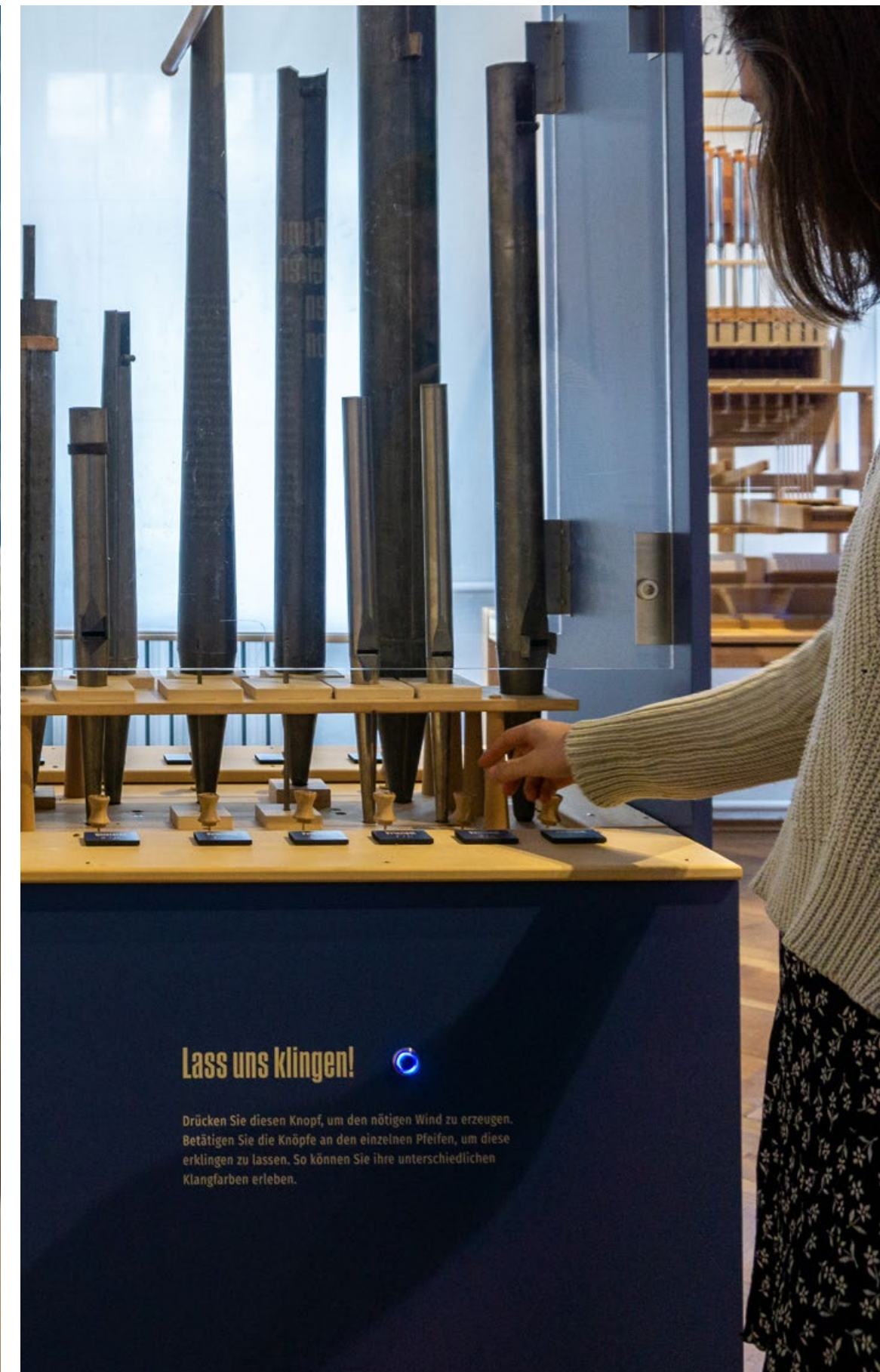
the Art of Sound

The organ – it is the queen of instruments, imposing in size, powerful in sound and far more than just a church instrument. Its history is closely interwoven with the Free State of Saxony, in particular with Gottfried Silbermann, the most important organ builder of the Baroque era. Reasons enough for a tribute!

The exhibition ‘Die Orgel – Wunderwerk der Klangkunst’ at Waldenburg Castle near Chemnitz provides unique insights into the life of the organ, presents the collection of the Saxon Organ Academy in a new way and playfully conveys the history, function and beauty of this unique instrument.

- Development of the Curatorial Concept
- Processing and Expansion of the Collection
- Development of Design Concept and Exhibition Design
- Realisation and Production Support for all Exhibitions
- Elements (Graphics and Interactive Stations)





We wanted to upgrade the existing organ exhibition in the castle. With ungestalt at our side, a completely new, interactive, unique exhibition was created. Thank you for your creativity, expertise and uncomplicated collaboration.

- Ina Klemm, Managing Director of Tourismus und Sport GmbH, Waldenburg Castle

Turning Time

e und Mitgestaltung

Was wir dem Kindern
im Jahr 2000
sagen wollen!

Positionen



Neuorientierung
von Kindern und
Jugendlichen

Lebensplanung
in eigener Hand

Organisierte Freizeit

Legende

Wendekinder

Eltern

Neue Möglichkeiten
der Mitgestaltung



→ Permanent Exhibition

→ Leipzig School Museum

→ 2020

Turning Time

The School Museum in Leipzig is expanding its permanent exhibition on the events of reunification and the post-reunification period. Together with Dr Töpfer and his team, we are taking on the challenge of presenting the diversity and depth of the upheavals in the educational landscape in a very small space.

- Exhibition Planning of two Rooms based on Curatorial Specifications
- Developing Specifications for the Exhibition Graphics
- Layout, Typesetting and Production of all Information Elements
- Realisation of Video and Audio Stations and Activating Elements for Educational Work with School Classes

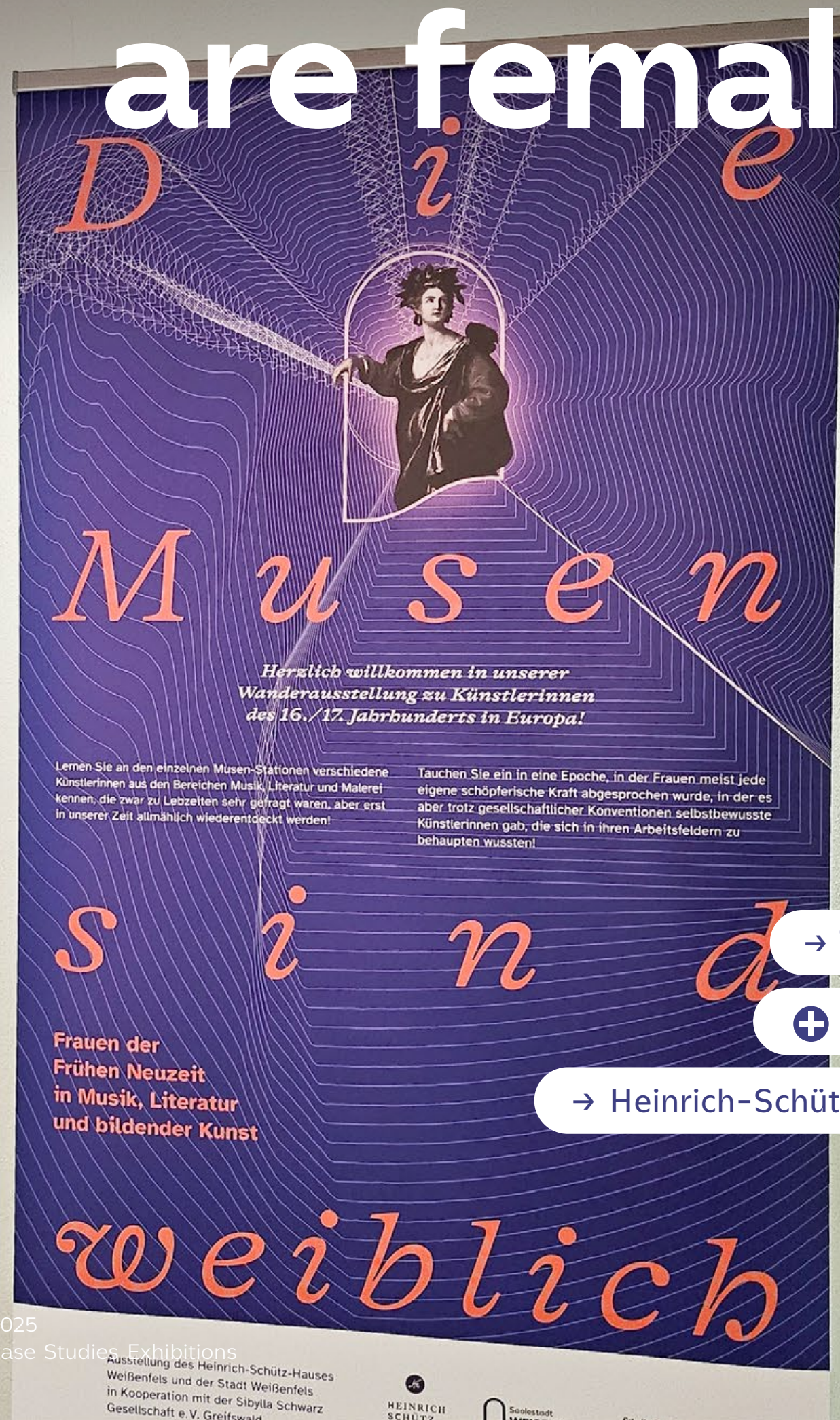




The Muses

ungestalt.

are female



→ Travelling Exhibition

⊕ Exhibition Marketing

→ Heinrich-Schütz-House Weißenfels

→ 2024

2025

Case Studies Exhibitions

Ausstellung des Heinrich-Schütz-Hauses
Weißenfels und der Stadt Weißenfels
in Kooperation mit der Sibylla Schwarz
Gesellschaft e. V. Greifswald

HEINRICH
SCHÜTZ

Saalestadt
WEIßENFELS

are female

The Heinrich Schütz House in Weißenfels is a place of remembrance and a cultural and musical history centre dedicated to the composer. As a part of the Women's Year 2024, the focus is on female musicians and other artists from Schütz's time as well as contemporary interpreters of early music. Director Dr Maik Richter entrusted us with the wonderful task of finding a memorable design that blends in with the existing building and at the same time clearly stands out from it.

- Creation of Key Visual and Corporate Design for all Exhibition Elements
- Typesetting, Pre-Press of Banners and Exhibition Panels
- Exhibition Marketing: Creation of Leaflet and Accompanying Brochure









Exhibition

The Elbe Beaver

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2025
Case Studies Exhibitions

→ Travelling Exhibition

→ NABU Nature Conservation
Centre Biberhof Torgau

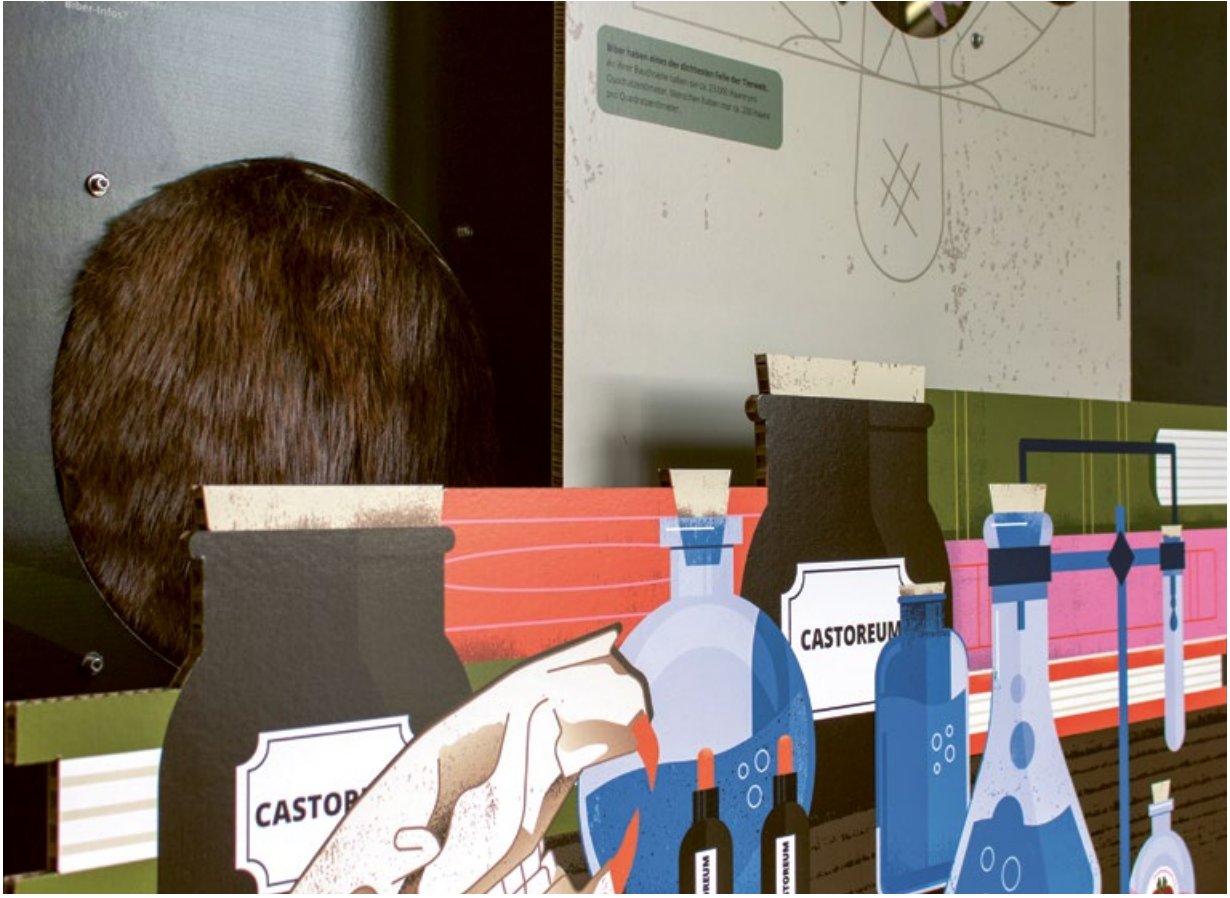
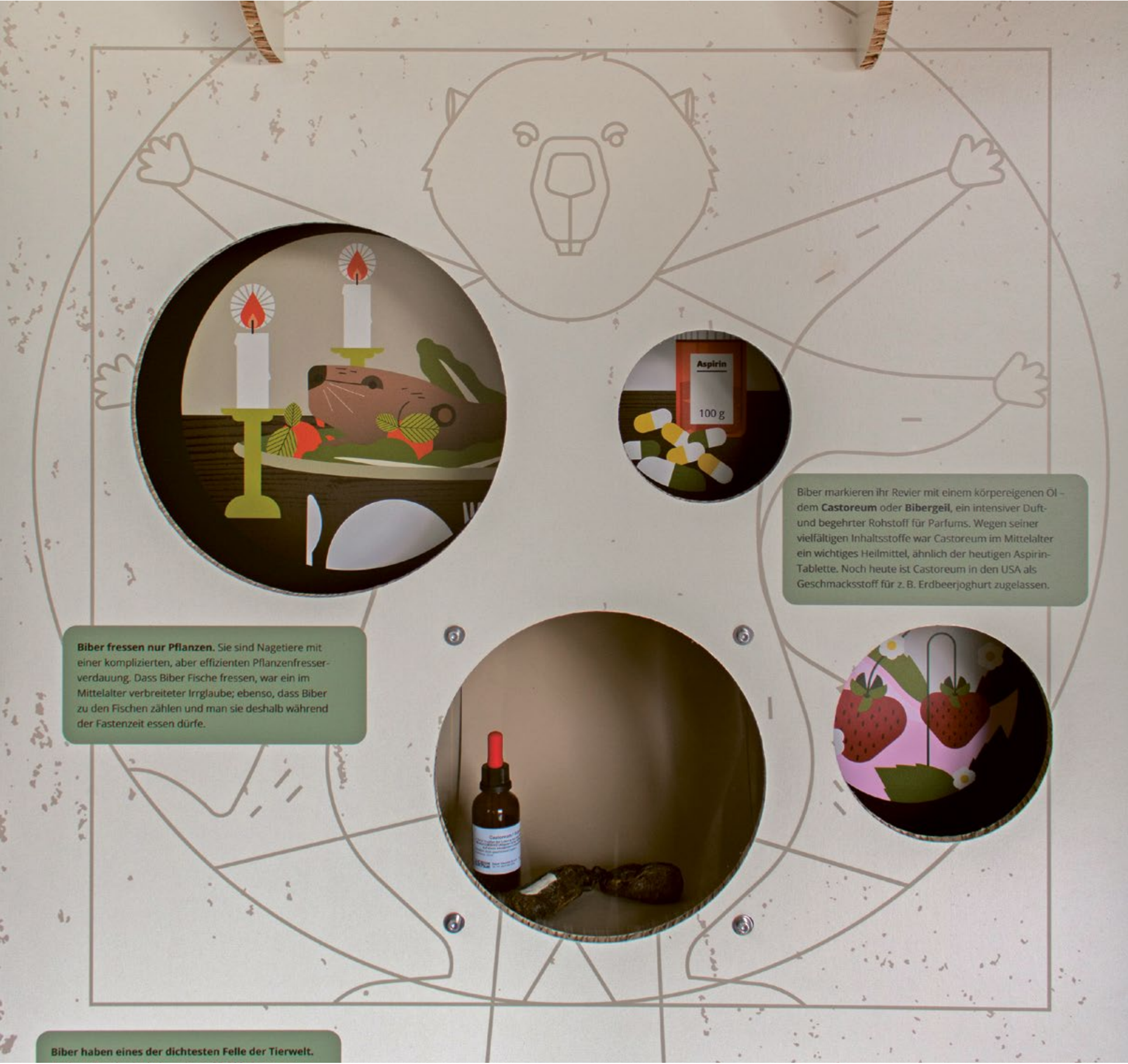
→ 2023

The Elbe Beaver

The NABU has been providing important educational work on the subject of nature conservation for many years, including the NABU nature conservation centre Biberhof Torgau, which is particularly committed to increasing understanding and education on the subject of the Elbe beaver. Sensitising young people to the protection of nature and its wildlife is just one of the many tasks and goals of the Biberhof. Tasks to which we also dedicate ourselves with pleasure and passion in projects.

- Development of a Modular Travelling Exhibition
- Creation of four Exhibition Displays
- Creation of Illustrations
- Development of a Plug-In System made of Honeycomb Cardboard
- Realisation and Production Support of all Exhibition Elements (Graphics and Interactive Stations)





Exhibition BNE

LehrLernNetzwerk „BNE in der Hochschullehre“

Im LehrLernNetzwerk „BNE in der Hochschullehre“ (vorher Facharbeitskreis BNE) treffen sich Lehrende und Studierende sächsischer Hochschulen, die die Implementierung einer BNE sowohl in der eigenen Lehre als auch gesamtinstitutionell voranbringen möchten und tauschen sich hochschulübergreifend aus. Das Netzwerk wurde vom Hochschuldidaktischen Zentrum Sachsen in Leipzig eingerichtet. Die Treffen finden alle zwei Monate digital statt.

→ Travelling Exhibition

→ State Association for Sustainable Saxony e.V.

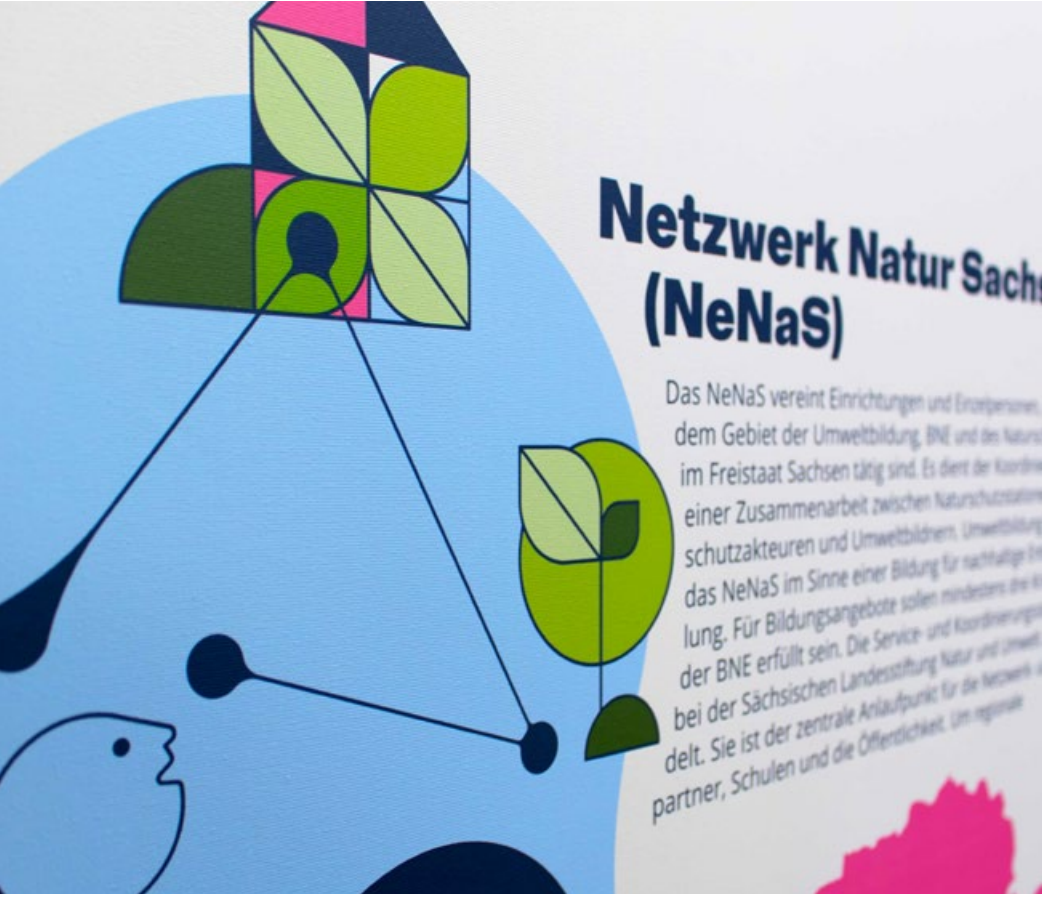
→ 2023

Exhibitor BNE

The Landesverband Nachhaltiges Sachsen e. V. (LVNS) presents a variety of networks and shows support structures for a sustainable educational landscape. The content is presented on a woody display, this we call a coherent concept. To ensure that a lot of knowledge is passed on vividly, we develop a tangible illustration style.

- Development of a Graphic Concept for Communicating the Content
- Creation of Banners for the Presentation of Information
- Creation of the Centrepiece of the Exhibition





Where are

you taking us?

ungestalt.

2025
Case Studies Exhibitions

→ Travelling Exhibition

+ Exhibition Marketing

→ Topf & Söhne Place of Remembrance

→ 2020 – 2022

you taking us?

‘Euthanasia’ - a Nazi euphemism for the systematic murder of over 300,000 people with mental, intellectual or physical disabilities. This dark chapter in history has so far received little public attention. However, the exhibition at the Topf & Söhne Memorial Centre in Erfurt aims to change this. Together with curator Lisa Caspari and museum director Annegret Schüle, we set ourselves the task of giving this sensitive, important topic an appropriate appearance. An additional challenge was that the exhibition is intended to tour several places of remembrance throughout Germany.

- Development of Design Concept as Basis for Exhibition Design and Key Visual of Advertising Material
- Design and Production Support for all Exhibition Elements and Advertising Material





Sigrid Falkenstein

»Ich erzähle Annas Geschichte, damit wir genau hinsehen, hinhören und widersprechen, wenn einzelne Menschen oder Gruppen nach ihrer Nützlichkeit, nach ihrem vermeintlichen Wert oder Unwert bemessen werden. [...]

Ich erzähle Annas Geschichte, weil sie uns Orientierung geben kann bei der Gestaltung einer Gesellschaft, die Respekt hat vor dem Leben in all seiner Verschiedenheit und Unvollkommenheit.«

über ihre Tante Anna Lehnkering ermordet in Grafeneck

Raul Krauthausen
Aktivist für Inklusion und Barrierefreiheit

»Nicht laufen zu können, macht nicht automatisch unglücklich – wohl aber durch nicht vorhandene Barrierefreiheit [...] vom gesellschaftlichen und beruflichen Leben ausgeschlossen zu werden. Dies zu verändern liegt weder in den Möglichkeiten noch in der Verantwortung des einzelnen behinderten Menschen, sondern ist eine Aufgabe, die gesamtgesellschaftlich angegangen und gelöst werden muss – zum Nutzen aller.«

www.raul.de

Artikel 3

[1] Alle Menschen sind vor dem Gesetz gleich.

[3] Niemand darf wegen seiner Behinderung benachteiligt werden.

Grundgesetz

Exhibition Projects

Current

Special Exhibition Paul de Witt

Museum of Musical Instruments at GRASSI Leipzig, til the End of 2025

The Determining Gaze

Leipzig Institut Dubnow, til mid-2025

Hydropower Learning Station

Tin Mine Ehrenfriedersdorf, til mid-2025

Questions?



Swana Sobottka

Head of Exhibition Design & Marketing

T +49 341 240 59 473

E s.sobottka@ungestalt.de

We are ungestalt. We make content tangible in an engaging way. Our interdisciplinary team advises, plans, designs and implements brand, information and exhibition projects.

Thank

You

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