

**PRINCIPAL ACADEMIC TUTOR**  
**Franca Garzotto**, Department of  
 Electronics and Information,  
 Politecnico di Milano

**ACADEMIC TUTOR**  
**Pietro Crovari**, Computer Science  
 and Engineering,  
 Politecnico di Milano  
**Fabio Catania**, Computer Science  
 and Engineering,  
 Politecnico di Milano

**EXTERNAL-INSTITUTIONS**  
 Impactscool, On-Air, I3d LAB

**TEAM MEMBERS**



**Irene Barcarolo**  
 Architecture  
 Politecnico di Milano



**Sergio Degiacomi**  
 Systemic Design  
 Politecnico di Torino



**Valentina Ferreri**  
 Communication Design  
 Politecnico di Milano



**Alessia Kayaliba**  
 Product service system  
 design  
 Politecnico di Milano



**Anika Rieth**  
 Product service system  
 design  
 Politecnico di Milano



**Valeriia Vapelnik**  
 Architecture  
 Politecnico di Milano



**Vittorio Zampinetti**  
 Data science and  
 engineering  
 Politecnico di Torino



**Francesca Zoccarato**  
 Management  
 Engineering  
 Politecnico di Milano

**IN**

**AN EXHIBITION ABOUT EQUALITY**

**Executive summary**

The IN exhibition aims to raise people’s awareness of the Sustainable Development Goals of the ONU 2030 Agenda, encouraging visitors to “see the world” from different perspectives to interpret and read data through statistics and visualizations. It is, furthermore, fostering empathy by working on awareness, acceptance, and mutual respect.

IN exhibition project shows how equality and sustainability are two sides of the same coin, showing how these two worlds are inextricably linked. The aim is to bring the visitor closer to, document, and explore the themes of sustainability and equity with an empathetic but data-driven narrative based on the scientific method. Through data, science insights will be offered, but at the same time, through storytelling and the representation of authentic stories and philosophical-moral questions, it will be possible to learn the multidisciplinary skills needed to see the world with a more all-encompassing, inclusive, and creative outlook. Through several small, not necessarily connected performances, the IN project aims to tell personal stories that make the visitors feel empathy and make them reflect on the different life situations compared to themselves. These little tales and people’s life peerage should help the visitors to get a bigger picture of the overall social situation by linking every exhibit to each other. To achieve this purpose, the technological component plays a crucial role. Technology, such as the web application, is integrated with the aim of supporting the visitors’ experience, sharing and gathering data. The technology’s purpose is to facilitate and smooth the visitor experience, it can be seen as a personal guide, a storytelling provider, which collects data from visitors and contributes to the exhibition’s growth.

**Key Words**

INCLUSIVE - INTERACTIVE - EXHIBITION - DATA ANALYSIS - PERSONAL GUIDE

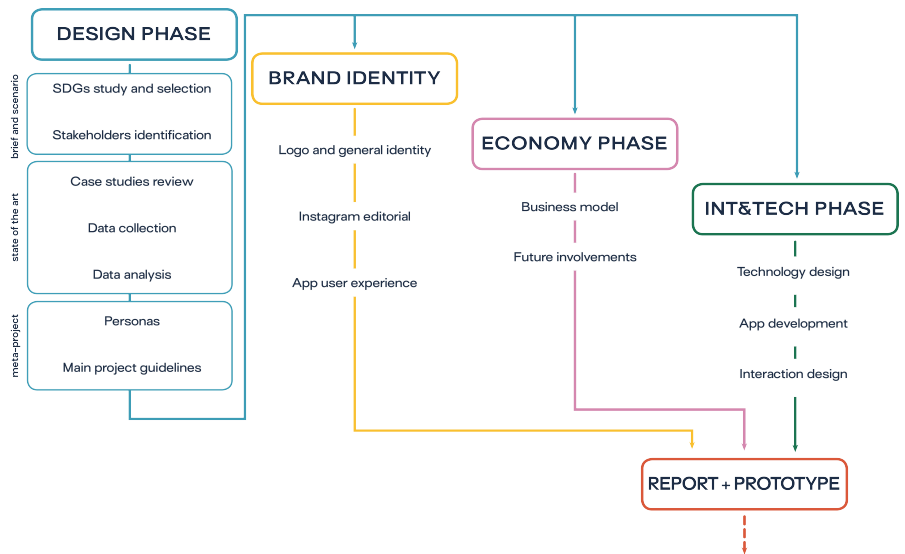


image 01 Metodological approach chart



image 02: General view of all the designed exhibits

**Project description  
written by the  
Principal Academic  
Tutor**

The project consisted of designing and prototyping an exhibition to inform about some of the Sustainable Development Goals (SDGs) by the United Nations and increase general public awareness on these topics. More in detail, the purpose was to generate an educational environment composed of many modular exhibits that guide the audience towards different social and environmental issues.

The team produced a comprehensive state-of-the-art review of exhibitions, museums, and artistic performances concerning the selected topics based on quantitative and qualitative data. They also investigated the general public's interests and knowledge about the SDGs. The outcome of these steps may empower many more dissemination projects in this field.

From the reviewed previous experiences, the team extracted some clear guidelines for effectively organizing their work and for communicating a message concerning SDGs to a generic audience.

Delivered exhibits are coherent and complementary to each other and share a common fil rouge based on content and digital interaction. The employment of advanced technologies reinforced the attractiveness and engagement of the final exhibition.

Following steps of prototyping and testing will be required to successfully submit the exhibition to external stakeholders and partners.

**Team description by  
skill**

As the group's members have very different backgrounds with skills that play key roles in different phases and created diverse points of view, the group adopted a methodology based on the hypothesis that, in each phase of the project, all the points of view were relevant.

In this way, the whole work for building the exhibition was broken down into macro steps, which are the design phase, the brand identity building, technology and material definition, and the business model building.

Each macro-phase was split into smaller steps, and for instance, the design phase comprehended the case study review, definition of the precise topics, the data collection, the data analysis, the possible solutions identification, and validation of the general requirements.

Each step was divided into pieces of work that were assigned to a part of the team according to the study background of each and the individual preferences. In a weekly meeting, every team member showed the results of the activities asking for the support and opinions of other team members. In this way, each step was presented, modified and approved by each team member.

This methodology often required time, but it brought the group two huge benefits. On the one hand, all the exhibition was always analyzed in every part by diverse eyes, and most of all, this allowed each team member to learn from the others.

## Goal

Since the birth of the Agenda 2030 and the definition of the Sustainable Development Goals by the United Nations, many events and activities have been developed and carried out to increase the awareness of all the people. Nevertheless, most of those activities focus on environment-related SDGs. Human rights and equality of opportunity between all humans, regardless of their ethnicity, gender, or social status, are topics that are just as important. Public manifestations are fundamental to spread unheard voices out loud but may not attract all sorts of people.

**The exhibition presented in this work wants to convey the same message of the public manifestations** in a different, complementary way, by **raising awareness, informing and sensitize people through storytelling and data-driven narrative**. This is achieved through a technologically driven interactive exhibition, where information is presented with the help of innovative technological solutions which however do not interfere with the communication, being minimal and complete at the same time.

The visitors will be able **to experience everyday problems that SDGs address**, sometimes in the first person, **thanks to the support of modern technologies** embedded in the exhibits which help to stimulate interest, without making the visitors feel overwhelmed.

## Understanding the problem

The Sustainable Development Goals, also known as SDGs, are 17 macro-topics which approval took place on 25 September 2015 by Assemblée Generale dell'ONU. On this historic occasion, a clear judgment was expressed on the unsustainability of the current development model, not only on the environmental level but also on the economic and social one.

In this scenario, the idea that sustainability is solely an environmental issue has been definitively overcome and this is the most innovative aspect of the 2030 Agenda. Indeed, delving into social sustainability, the principal SDGs oriented in social matters are the fifth "Gender equality" and the tenth "Reduce inequalities". These main two can be supported by others like the first "No poverty", the sixteen SDGs "Peace, justice and strong institutions" and the seventeen SDGs "Partnership for the goals". Each of these goals is linked to crucial topics that relate to specific targets. In particular, the "Gender equality" goal highlights the equal possibility in leadership roles and the issue of eliminating all forms of violence against women.

We did the data visualisation analysis aimed to better understand people's awareness of SDG goals and what they have experienced, which is the idea of inequalities exhibitons, the survey highlighted some aspects. In total, 249 people of different ages were interviewed, most of whom were in the 19-24 age group. One of the most important questions was to gain insight into people's awareness of the SDG's. Unfortunately, the percentage of negative responses exceeded positive ones, which gives a boost to develop the exhibition idea to raise national integrity. (image 03)

Then, the survey moved to analyze people's preferences.

This means that each participant was asked to express a ranking of importance on a set of sentences referring to similar topics.

On the overall comparison, talking about these preferences for changing the course of events in inequality, the majority would like to see an improved situation in ensuring equal opportunities, as well as in social protection policies.

Around the same percentage of interviewers, 16%, were also considered as mainly relevant to the role of policies for social protection and general greater equality. A crucial aspect of the survey was to understand the importance of social gender equality, and this is considered as the most crucial action by the 13% of the total number of responses. On the contrary, only 3% of respondents are concerned about the political equality of sexes. Moreover, just 2% of people care about the difference in wages for men and women, as well as a greater representation and voice for developing countries, which would possibly affect the global economy. It can be noted that the use of privileges to help others, economic equality of sexes, and the facilitation of safe emigration are in the same position, and are considered as of main relevance just by the 5% of the respondents each.

Meanwhile, the question of the abolition of violence against women takes 8%, which at the moment is an important criterion that has increasingly begun to be discussed in the outside world.

As it can be noticed, most of the preferences were on those actions to ensure equal rights and protection for all. (image 04)

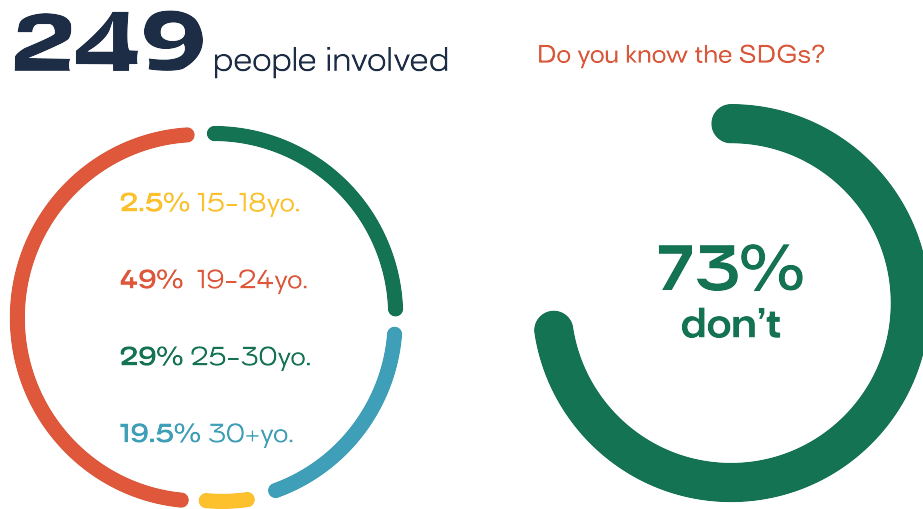


Image 03: Graph about the knowledge of Sustainable Development Goals

Preferences on equality



Image 04: Graph Best-Worst preference of some targets of sustainable development goals

**Exploring the opportunities**

The research started with an overview of the state of the art, and this went through a number of different steps. It was important to understand the good practice already done around a similar theme, and from that, building new scenarios. This step was translated into the analysis of some case studies like exhibitions, installations and artworks on social inclusions and related topics. In particular, the research was built upon some criteria, and each case study had to present at least one. They had therefore either to deal with inequalities topics or to be a relevant example of interaction, being physical or through technology. This led to an overall picture of how this theme is discussed, perceived, and how much it is integrated with the technologies as well as figuring out the existing interactions.

The second moment that let us exploring different opportunities to generate a solution was to interview some experts already engaged in these topics due to their jobs or their activities. It was possible to talk with experts about the topic of the exhibition and in doing this, they helped the group in generating new ideas, often recurrent, as well as new sources of inspiration about how to communicate. Carrying out this model of understanding different points, broadening the vision will increase the speed of making major decisions, attract more interested parties, select the final users helping them and the designer towards a complete understanding of the further steps of creating an exhibition and its implementation.

## Generating a solution

Starting from the general requirements put in lights by experts, we designed six exhibitions each of them has a personal topic, a personal gamified experience and a unique call to action. They can be lived as individuals, but as a total exhibition, they are at the finest a full path between the social and environmental transformation. It was an iterative process, as the ideas generated for the single exhibits were conjugated into designed exhibits, these exhibits were tested and often, at the first round proved to not work fine, but generated new ideas and the process restarted. Every exhibits convey a different message through a specific type of interaction they aim to create with public. Although they are all different in the field, they all share one main technological advantage: data. This feature is particularly relevant as it characterizes the exhibition as scientifically validated.

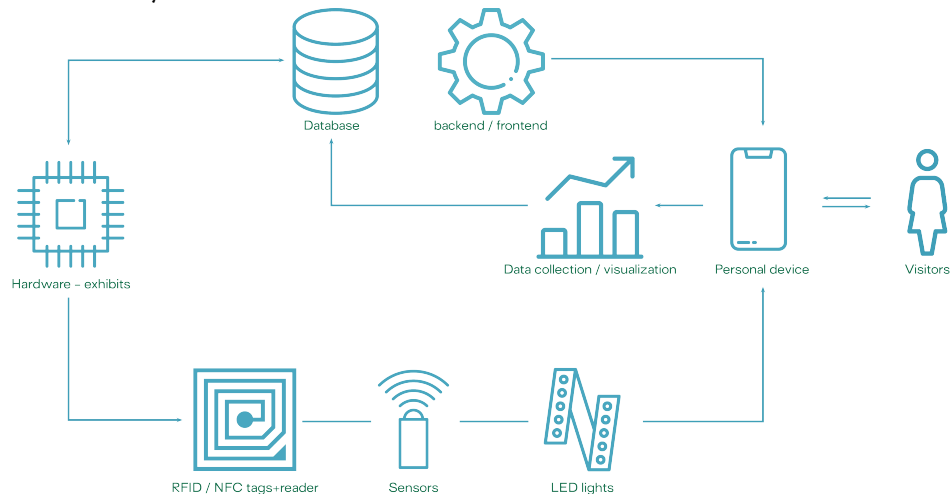


image 05: tech process

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