'Screen Worlds':
**The Story of Film, Television & Digital Culture**
Australian Centre for the Moving Image (ACMI)
Melbourne, Australia
2009

Client: ACMI
Brief: Revolutionise the public offering at the
Australian Centre for the Moving Image (ACMI)
in Melbourne by re-designing the venue's façade
and public spaces and developing a stunning new
permanent exhibition about moving image culture.

Drawing inspiration from the Australian
terrain, we transformed ACMI's ground floor into
a fantastical, undulating landscape. Soft, lush
green flooring spreads out across the space.
Bamboo forms sweep into plinths and display
cases, while immersive caves house dazzling
film installations.

A key design challenge was working with the
existing architecture of the exhibition space,
which was claustrophic, hard and angular. We
painted the space out black, removing every
extraneous particle to mute the existing structure.
Mirrored walls extend the space in every direction
and soft, tactile materials and curvilinear forms
give it an organic feel.

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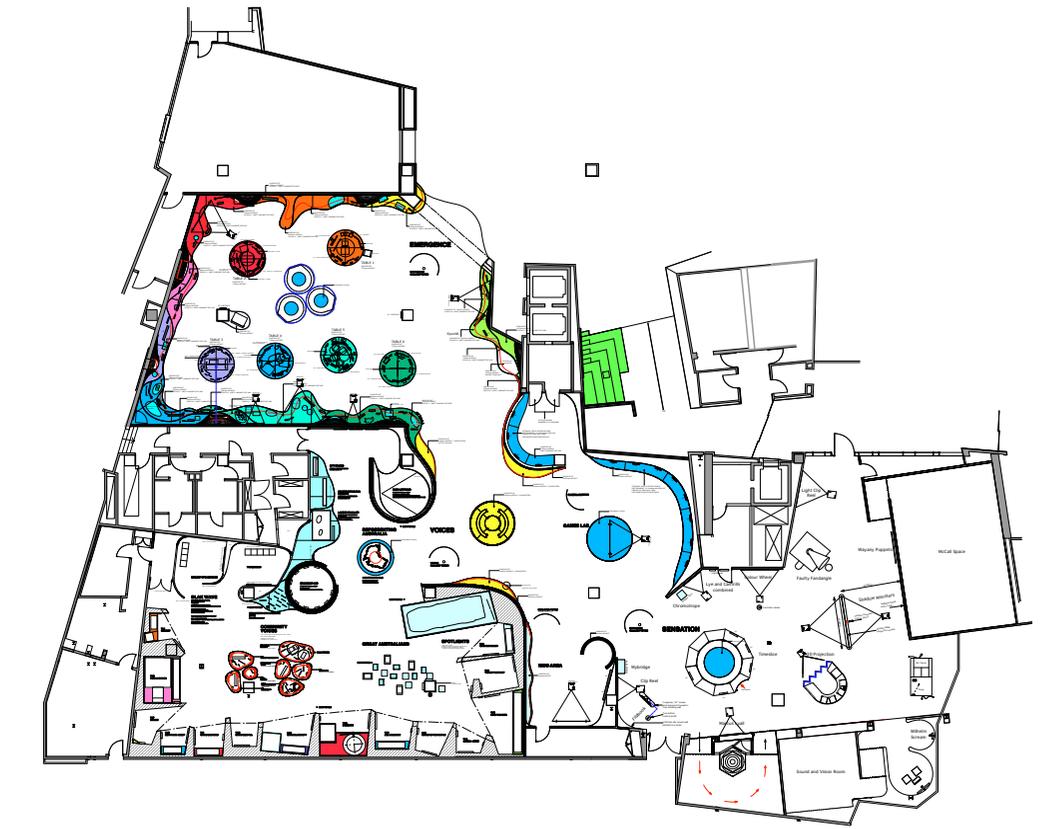
'Laid out in curvaceous timber pods in a
colourful hall of mirrors, the space feels
more like a kids playground or a fairground
ride than a dusty museum gallery.'

Mathieu Ravier, *The Festivalists*

ACMI

The process behind 'Screen Worlds' was radical in that content development and design took place hand in hand. We brought in collaborators including curator Michael Connor, interactive designer Dom Robson, and graphics collaborators GTF to work with the client on developing and communicating a storyline. The cross-pollination of design and content led us to develop a series of strong, physical interactives and installations that heighten the sensations of the moving image.

Working with our architectural consultant and graphics collaborators, we re-designed the venue's façade to attract new hordes of visitors. Friendly green blobs dot the sidewalk, offering an array of videos and games; a vivid portal offers a tantalizing glimpse of colourful delights inside the building. The visual language of the gallery spills out onto the street, ensuring that the museum's exterior conveys the identity and energy of the programme within.

Architectural Consultant: Denton Corker Marshall, DA.Studio
Graphics Collaborators: Graphic Thought Facility
Interactive Consultant: Dominic Robson
Coordinating Curator: Michael Connor

'The Screen Worlds project was more than just an exhibition - for ACMI it represented the centerpiece in the repositioning of the organisation, and we needed designers who were prepared to think beyond the straightforward.'

Tony Sweeney, *Director of ACMI*