

Category: **Social Affairs**

Project: **Travelling Exhibition "Gewaltschutz on tour"**

What was the challenge?

The challenge was to address the taboo topic „violence in relationships“, while presenting extreme situations of violence in a sensitive manner. There were various forms of violence to be covered, and the challenge was to help visitors empathize with the victims and make the topic relevant and accessible to as many people as possible.

What was the solution?

The travelling exhibition "Gewaltschutz on tour" for "Verein Frauenhäuser Steiermark" consists of 7 thematic pillars revolving around the topic of violence. A central "spiral of violence" highlights the impact of aggressive behavior and provides multiple interactive stations for visitors to engage with. The design was made to be lightweight, transparent and portable, with a focus on stability. Soft color and translucent material choices play with (in-)visibility and set a contrast to the "hard" content. Furthermore, the exhibition gave visitors the opportunity to gain a deeper understanding of the topic through stalking dialogues and a virtual reality headset.

What was the effect?

Many visitors – especially school groups – visited the exhibition at its seven locations, breaking down the taboo of violence in families and leading to increased awareness of support services in the region. The visitors learned more about the different types of aggressive behavior at interactive stations and also shared personal experiences in the exhibition.

Photography: Salon Deluxe

Contact:

Stefanie Schöffmann
look! design
office@look-design.at
www.look-design.at

