

EXHIBITION CONCEPT

SMALL VERSION

Water unites

From the Glaciers to the Aral Sea

for a presentation in 3 rooms, but flexible in its dimensions, therefore also suitable for other locations starting from 160m²

EXHIBITION »WATER UNITES«

PRESENTATION IN 3 ROOMS

Previous notes:

This exhibition concept is ment to be seen as a proposal that despite beeing quite concrete in some parts, is very flexible in dimensions and can be adjusted to several target groups.

The main focus lies on the photo part of the book »water unites« and aims to give visitors the chance to get an idea about central asian landscape, culture and daily life. The theoretical part is reduced to some introducing texts that are shown on medium sized displays in order to save space for the presentation of photographs. For those who want to learn more about the region and its specific problems concerning water usage, the book, website and film give further information.

Every region is represented by around 40 photographs in this model. Number and size of photographs can be adjusted to any exhibition space.

Julie August

1 EXPOSÉ EXHIBITION »WATER UNITES«

Concept

Central Asia is fascinating. The aim of the exhibition »From the Glaciers to the Aral Sea – Water unites« is to foster a better understanding for the situation of the countries, which were previously associated with the Silk Road. We like to show how people live in Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan and how they share their water resources. We strongly believe that cooperation is the key for peace, economic and social development. It is the people who have to stay in the centre of all the development efforts. The exhibition is meant to create an even better understand among the countries and a wider public all over the world.

Structure of the show

The exhibition has two parts:

The main part is dominated by photographs, structured in 5 regional parts. They show the huge range of landscapes in Central Asia, typical forms of living (from nomads to supermodern cities) and cultural highlights beside some documentary images that are related to the water theme. Information paneels (including a map of the region and showing the places where photos were taken) give a short introduction about the particular region. The journey leads along the Syr Darya river, Zeravshan, Amu Darya, Karakum Canal and ultimately leads to the Aral Sea.

A long version taking the visitor on a journey from the glaciers to the Aral Sea as well as 8 short films about specific topics give additional information and name problems and tasks concerning water usage in central asia.

Target group

The target group of the exhibition is the interested public, politicians, journalists as well as people who are working in the filed of water management and climate change in Central Asia as well as in other regions. To make efficient use of existing water resources is one of the biggest challenges of our time.

In order to give people an idea why they are concerned, the photographs concentrate not only on themes connected with water usage on the first sight, but give a quite personal and lively view on the countries that are not very often in the focus of the western european public.

2 CORPORATE IDENTITY – COLORS, TYPEFACES, TYPE OF DISPLAYS

The corporate Identity of the exhibition is related to the catalogue «water unites» using the same colors, type faces and graphic elements. A deep bluegreen and black are the dominating colours for text informations, a lighter turquoise illustrates the glacier theme and serves as orientation.

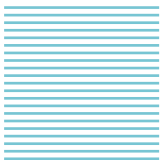


The typeface helvetica new is used in different font cuts, including capital lettering for headlines in bold and subtitles in a lighter cut.

ARAL SEA Aral Sea **WATER UNITES** Water unites

Depending on the size of displays, font sizes range from 48pt on small displays (info posts, medium sized info panels) to 232pt on huge displays.

Aa Aa 48 pt **A Aa** 232 pt



The element of thin lines that is used in the catalogue, too, gives a frame to text panels and can be seen as an abstraction of water.

All elements are printed in a high resolution with inkjet technology and applied on Kappa or Aludibond. Everything is easy to transport and can be built up at any place without requiring special knowledges.

3 TEXTS / CONTENT

3.1 General information and introduction texts

- 3.1.1. Introduction (book p.7) about the theme of water in Central Asia in general, naming the countries and giving a short summary of what kind of problems exist and should be solved.
Including the text about historical patterns of water usage and water management (book p.15),
Water usage and water management in the Soviet Union (book p.18-23)
- 3.1.2. Ecological legacies (book p. 23-24) / political legacies (book p. 26-27), including charts about water quota, per-capita water consumption and dynamics of water availability in Central Asia
- 3.1.3. The way forward (book p. 64), Conclusion (book p. 63)

3.2. Information about transboundary countries

Portraits of the 6 countries of riparian states:

Afghanistan
Kazakhstan
Kyrgyzstan
Tajikistan
Turkmenistan
Uzbekistan

3.4. Information about the 5 Regions shown in the photo part, including map

Pamir/Amu Darya
Karakum
Alai/Zarafshan
Tian Shan/Syr Darya
Aral Sea

MEDIUM SIZE DISPLAYS

medium sized displays 70 × 100 cm (bilingual 140 × 100 cm)

additionally 6 maps 50 × 70 cm

Headline: Helvetica Neue Bold, 72 / 72pt, engl: black, german: petrol

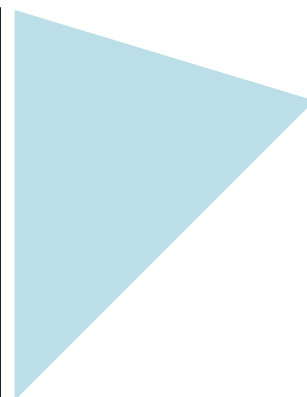
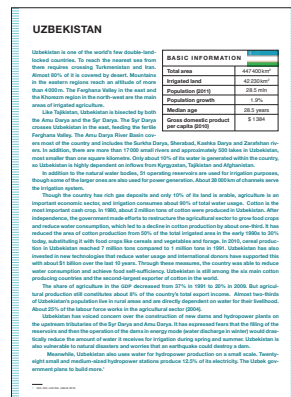
Text: Helvetica Neue Bold, 36pt / 54pt, engl: petrol, german: black

UZBEKIS

ervoirs and then t ally reduce the an



100 cm



175 cm

CONTENT:

- a) introducing texts (see 3.1)
- b) introduction texts for the five regions shown in the photo part of the exhibition:

Pamir/Amu Darya,
Karakum,
Alai/Zarafshan,
Tian Shan/Syr Darya,
Aral Sea

MEDIUM SIZE DISPLAYS

Example: introduction to Uzbekistan, additionally map



UZBEKISTAN

Uzbekistan is one of the world's few double-land-locked countries. To reach the nearest sea from there requires crossing Turkmenistan and Iran. Almost 80% of it is covered by desert. Mountains in the eastern regions reach an altitude of more than 4 000 m. The Ferghana Valley in the east and the Khorezm region in the north-west are the main areas of irrigated agriculture.

Like Tajikistan, Uzbekistan is bisected by both the Amu Darya and the Syr Darya. The Syr Darya crosses Uzbekistan in the east, feeding the fertile Ferghana Valley. The Amu Darya River Basin covers most of the country and includes the Surkha Darya, Sherabad, Kashka Darya and Zarafshan rivers. In addition, there are more than 17 000 small rivers and approximately 500 lakes in Uzbekistan, most smaller than one square kilometre. Only about 10% of its water is generated within the country, so Uzbekistan is highly dependent on inflows from Kyrgyzstan, Tajikistan and Afghanistan.

In addition to the natural water bodies, 51 operating reservoirs are used for irrigation purposes, though some of the larger ones are also used for power generation. About 28 000 km of channels serve the irrigation system.

Though the country has rich gas deposits and only 10% of its land is arable, agriculture is an important economic sector, and irrigation consumes about 90% of total water usage. Cotton is the most important cash crop. In 1980, about 2 million tons of cotton were produced in Uzbekistan. After independence, the government made efforts to restructure the agricultural sector to grow food crops and reduce water consumption, which led to a decline in cotton production by about one-third. It has reduced the area of cotton production from 50% of the total irrigated area in the early 1990s to 30% today, substituting it with food crops like cereals and vegetables and forage. In 2010, cereal production in Uzbekistan reached 7 million tons compared to 1 million tons in 1991. Uzbekistan has also invested in new technologies that reduce water usage and international donors have supported this with about \$1 billion over the last 10 years. Through these measures, the country was able to reduce water consumption and achieve food self-sufficiency. Uzbekistan is still among the six main cotton producing countries and the second-largest exporter of cotton in the world.

The share of agriculture in the GDP decreased from 37% in 1991 to 20% in 2009. But agricultural production still constitutes about 8% of the country's total export income. Almost two-thirds of Uzbekistan's population live in rural areas and are directly dependent on water for their livelihood. About 25% of the labour force works in the agricultural sector (2004).

Uzbekistan has voiced concern over the construction of new dams and hydropower plants on the upstream tributaries of the Syr Darya and Amu Darya. It has expressed fears that the filling of the reservoirs and then the operation of the dams in energy mode (water discharge in winter) would drastically reduce the amount of water it receives for irrigation during spring and summer. Uzbekistan is also vulnerable to natural disasters and worries that an earthquake could destroy a dam.

Meanwhile, Uzbekistan also uses water for hydropower production on a small scale. Twenty-eight small and medium-sized hydropower stations produce 12.5% of its electricity. The Uzbek government plans to build more.¹

BASIC INFORMATION

Total area	447 400 km ²
Irrigated land	42 230 km ²
Population (2011)	28.5 mln
Population growth	1.9%
Median age	28.5 years
Gross domestic product per capita (2010)	\$ 1 384

¹ WDI, WRI, UNCTAD, UNECE 2010.

PLOTS ON WALLS

In each of the rooms 3-7 a plot on the wall in front of the entrance shows the name of the region where photos were taken.

Small subtitles for the photographs can be put as plots on walls, too. Font for subtitles: Helvetica Neue Regular, Size: 30pt. Original size see Example below.

Font for huge plots: Helvetica Neue Bold, Size:

500 pt, petrol. Original size see below.

Ausläufer des Fedschenko-Gletschers
Fedchenko Glacier Terminus

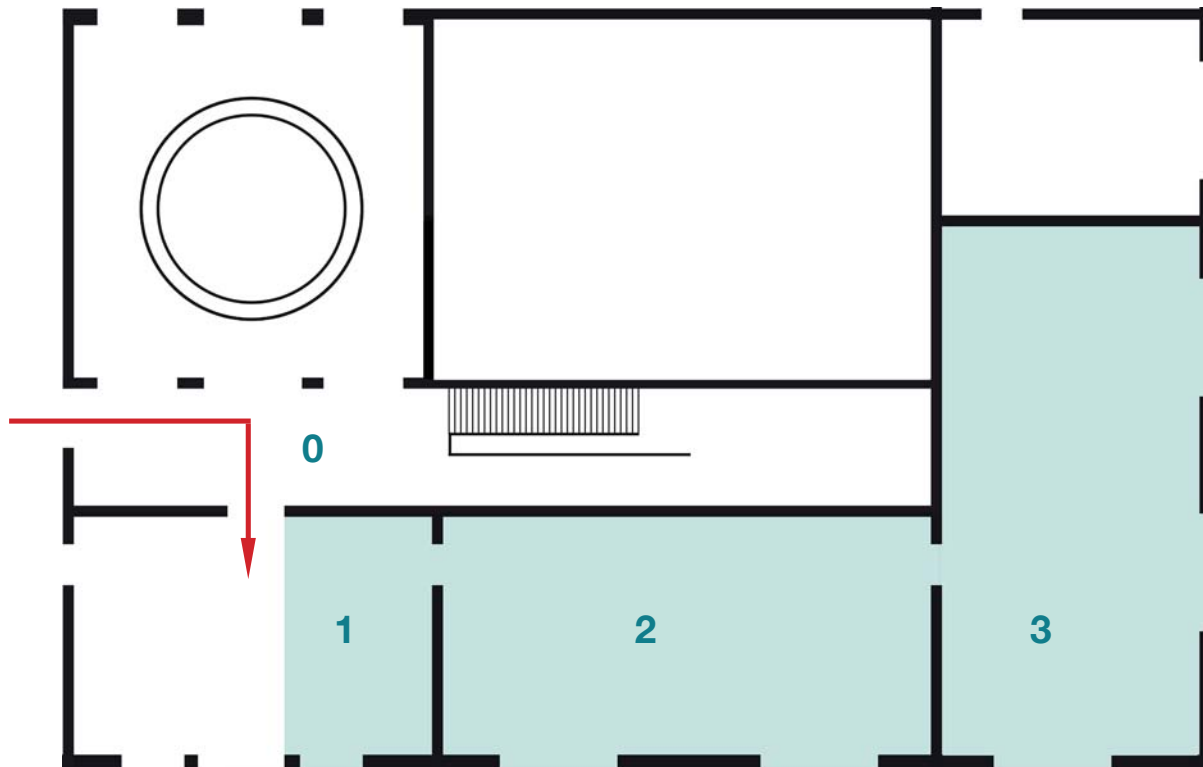
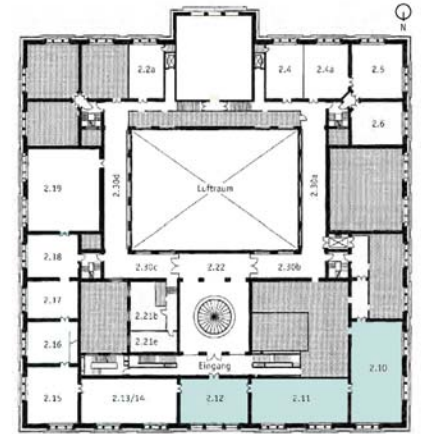
Pamir, Tajikistan



4 SPACE CONCEPT (3 ROOMS)

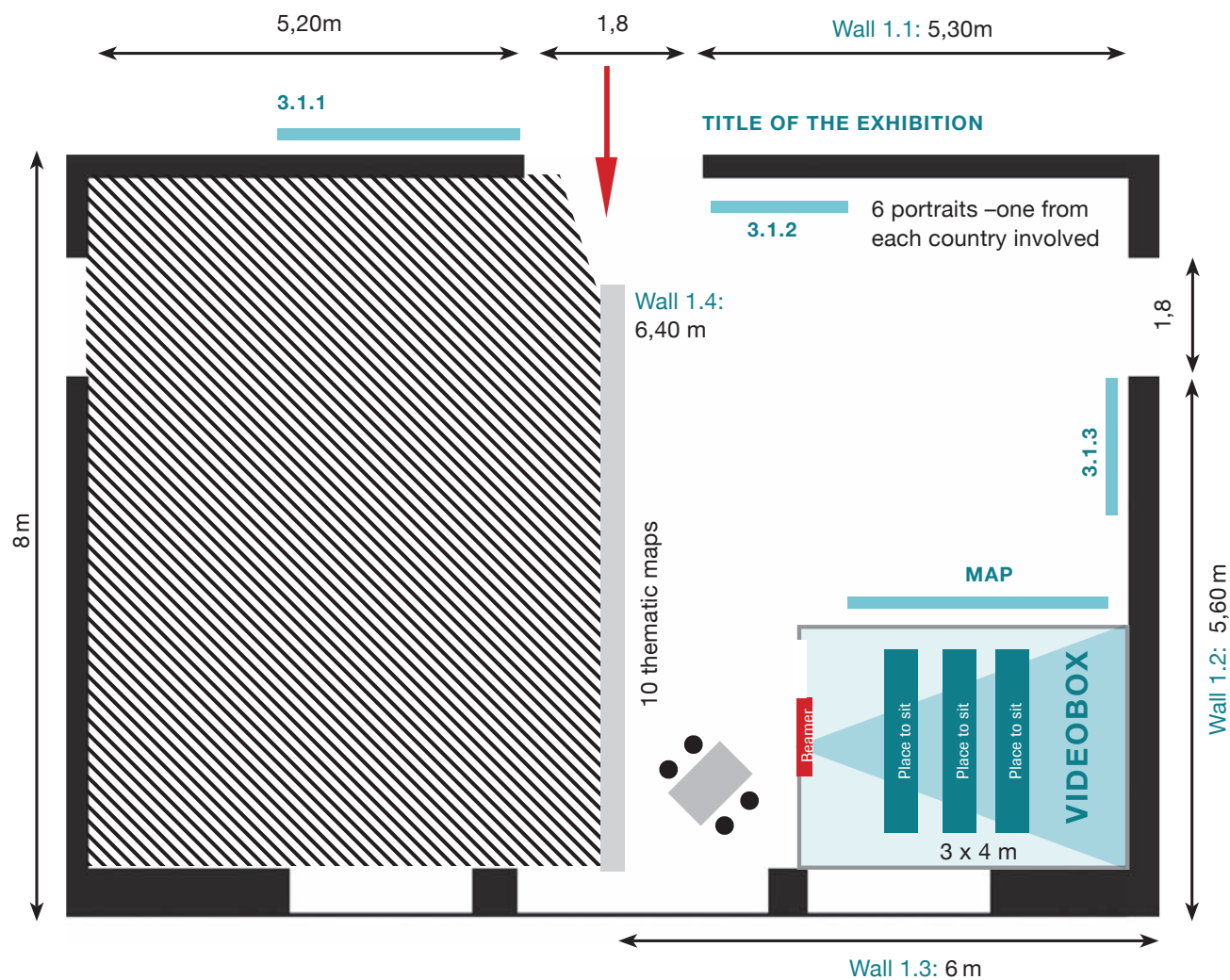
The concept for the exhibition is flexible and can be adjusted in size and content.

This concept shows, as a possible example, how the exhibition could be arranged in the third floor of Martin Gropius Bau, Berlin.



- 0** corridor: Exhibition title (plot on wall)
- 1** 2 medium sized displays introducing the region
6 photos 42 x 30 cm
Map of the region 200 x 300 cm
Video box
10 small maps showing the shrinking process
table with books and informations
- 2** 6 medium sized displays about the 6 countries
6 maps 50 x 70cm
2 medium sized displays about regions
where photos were taken
photographs from region 1 and 2
- 3** 3 medium sized displays about regions
where photos were taken
photographs from region 3, 4, 5
historical photos

EXHIBITION SPACE ENTRANCE / ROOM 1



ENTRANCE

3.1.1 huge display
TITLE plot on wall

ROOM 1

Map of the Region 3 x 2,4m
2 medium displays
6 photos 42 x 30 from the countries involved

Video box with long film
table with catalogues

thematic maps showing
the shrinking process of Aral Sea

EXHIBITION SPACE ROOM 1

Wall 1.1

1 medium size display
6 photos 42 x 30 cm

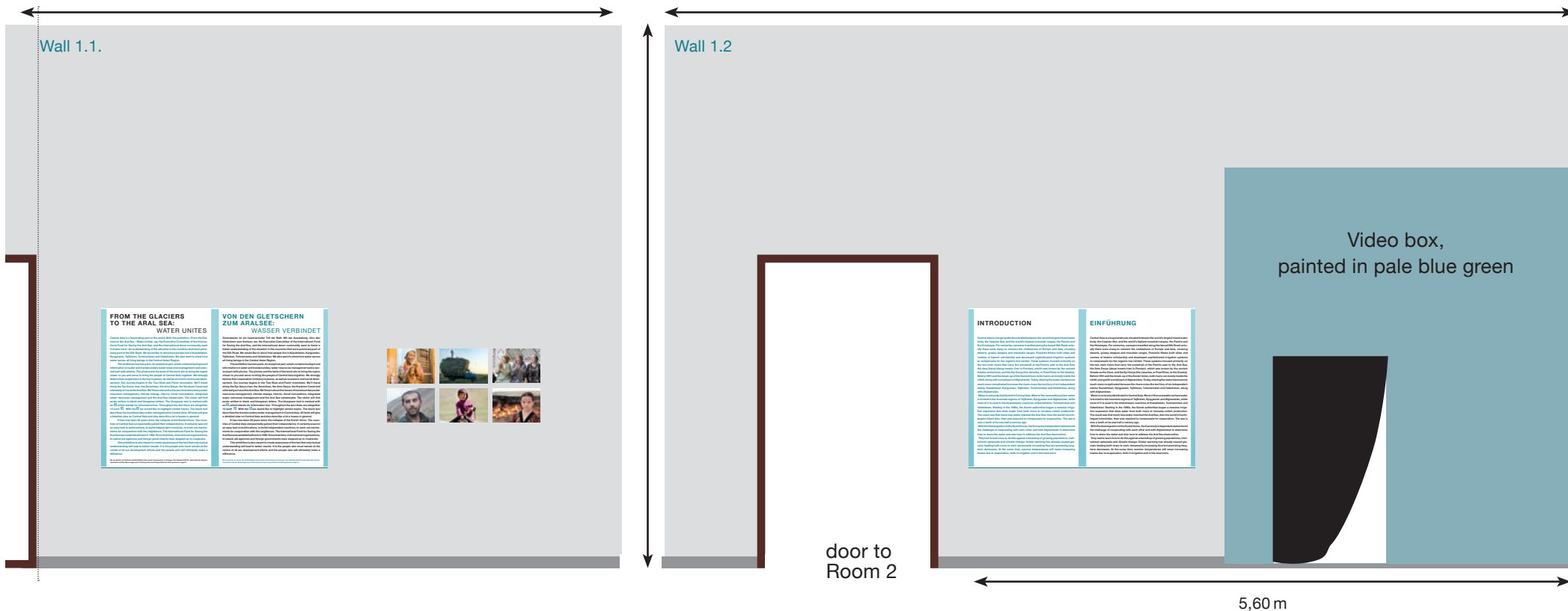
Wall 1.2

1 medium size display
Video box, painted in pale blue green

Plan in real proportions

5,30m

8,00m



EXHIBITION SPACE ROOM 1

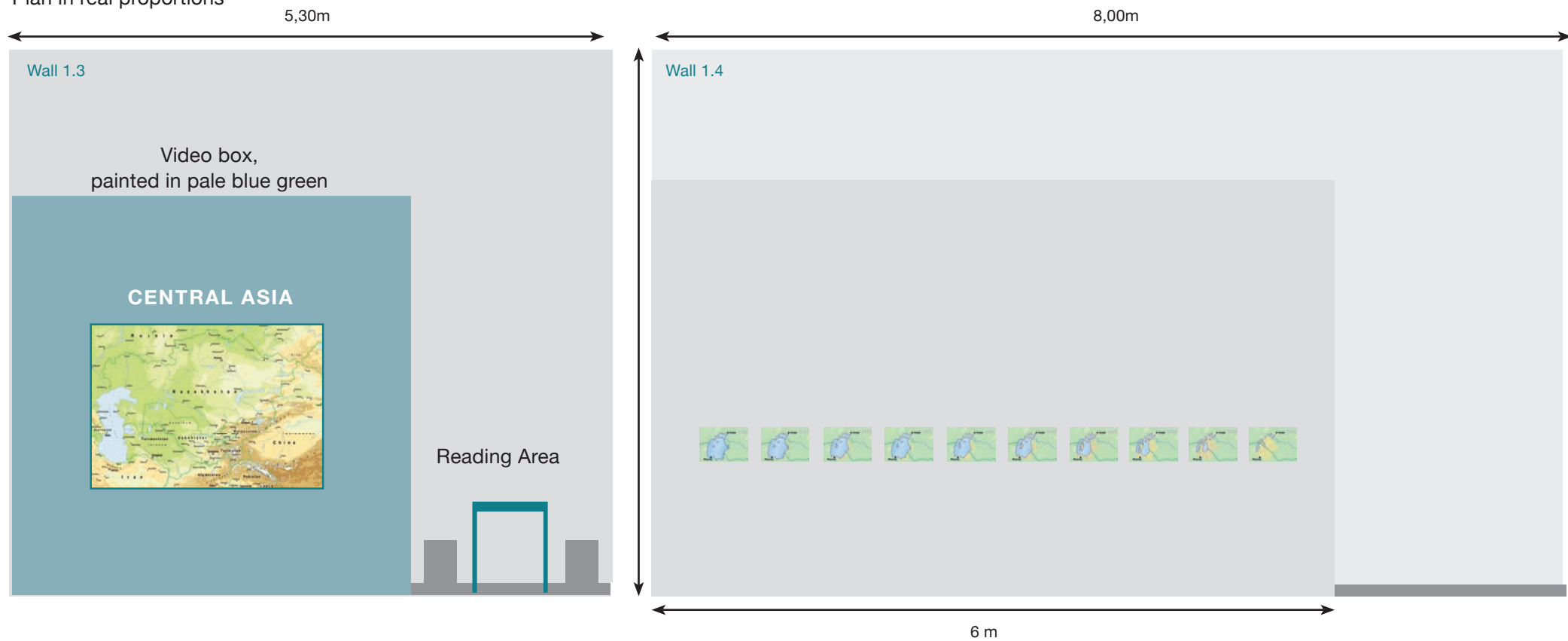
Wall 1.3

huge print of central asian map 140 x 200 cm
huge plot: Central Asia

Wall 1.4

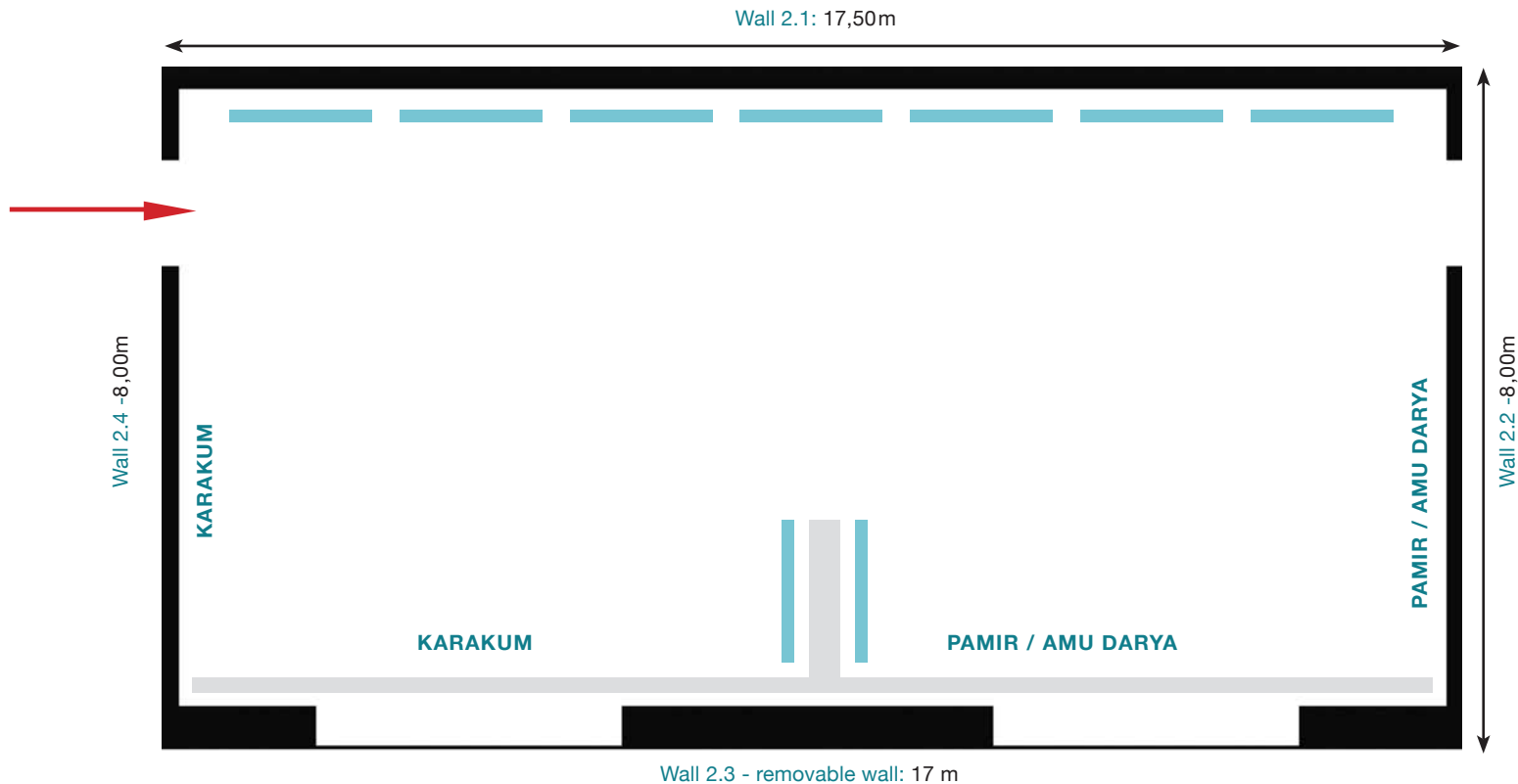
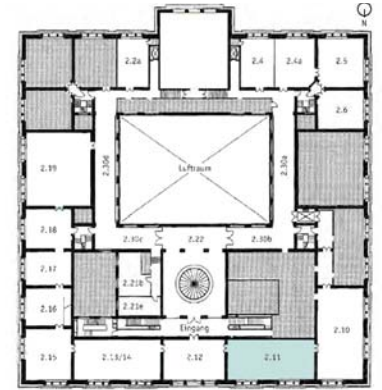
10 thematical maps 42 x 30 cm about the shrinking Aral Sea

Plan in real proportions



EXHIBITION SPACE ROOM 2:

INFORMATIONS ABOUT COUNTRIES INVOLVED,
PHOTOS PAMIR / AMU DARYA, KARAKUM



Room 2

- 1 long movable wall
- 1 short movable wall
- 14 medium sized displays (70 x 100 cm)
about the riparian states (bilingual)
including map (50 x 70 cm)
and about the regions of Pamir/Amu
Darya and Karakum

- photographs
- 2 21 x 30 cm
- 40 30 x 42 cm
- 5 50 x 70 cm
- 10 70 x 100 cm

EXHIBITION SPACE ROOM 2:

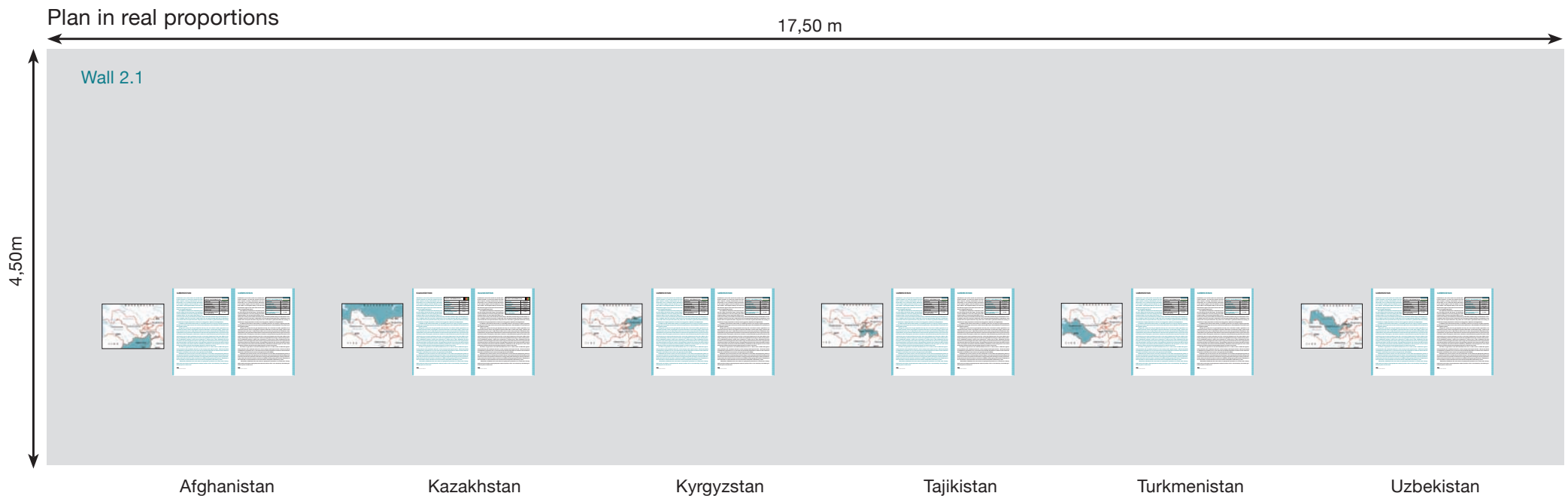
INFORMATIONS ABOUT COUNTRIES INVOLVED, PHOTOS PAMIR / AMU DARYA, KARAKUM

Wall 2.1

6 medium size displays 70 x 100 cm with informations about the countries involved.

(bilingual, including map 50 x 70 cm)

Afghanistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan



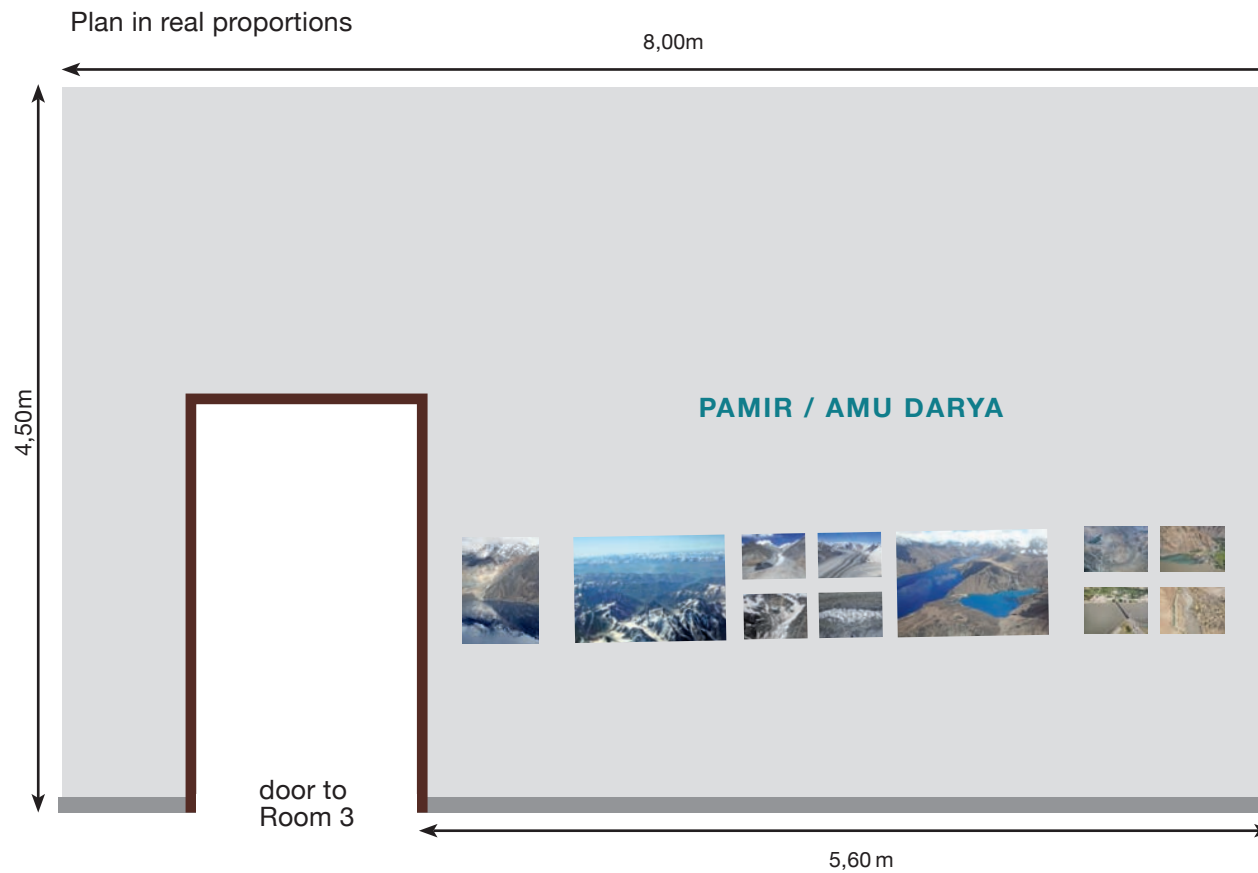
EXHIBITION SPACE ROOM 2

INFORMATIONS ABOUT COUNTRIES INVOLVED,
PHOTOS PAMIR / AMU DARYA, KARAKUM

Wall 2.2.

6 photos 42 x 30 cm

2 photos 70 x 100 cm



Room 2, Wall 2.2

huge plot

8 photos 30 x 42 cm

1 photo 50 x 70 cm

2 photos 70 x 100 cm

EXHIBITION SPACE ROOM 2:

INFORMATIONS ABOUT COUNTRIES INVOLVED, PHOTOS PAMIR / AMU DARYA, KARAKUM

Wall 2.3:
left part:

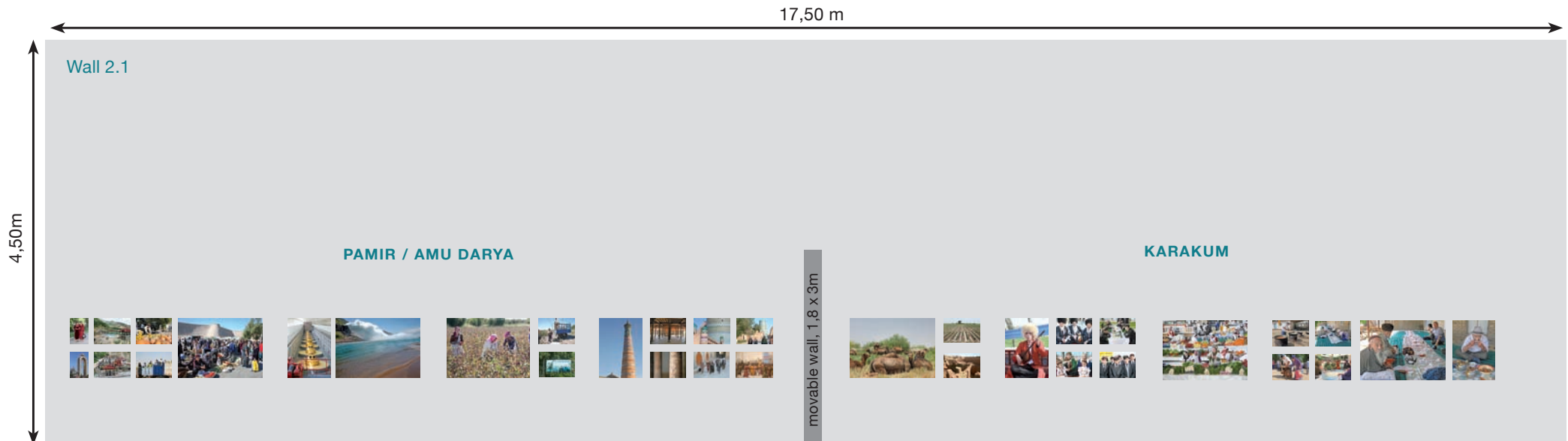
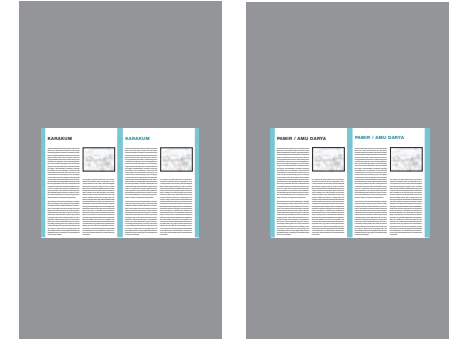
huge plot Pamir / Amu Darya:
3 photos 70 x 100 cm
2 photos 50 x 70 cm
12 photos 30 x 42
2 photos 21 x 30

Wall 2.3:
right part:

huge plot Karakum:
3 photos 70 x 100 cm
2 photos 50 x 70 cm
10 photos 30 x 42

movable wall front:
medium size display
about Pamir/Amu Darya

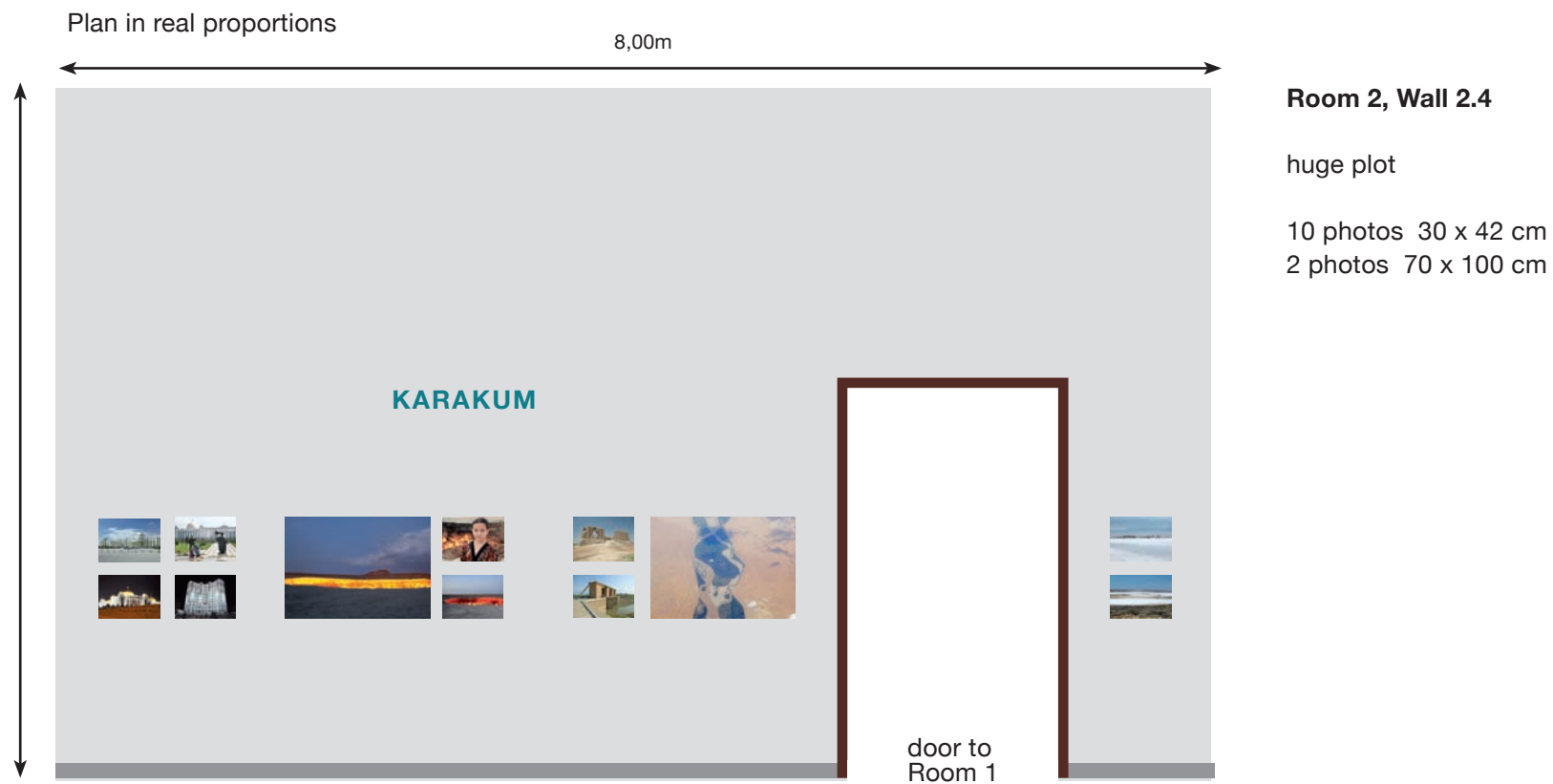
movable wall back:
medium size display
about Karakum



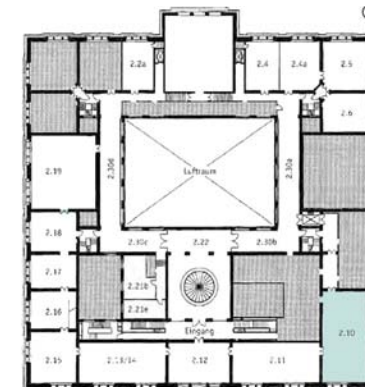
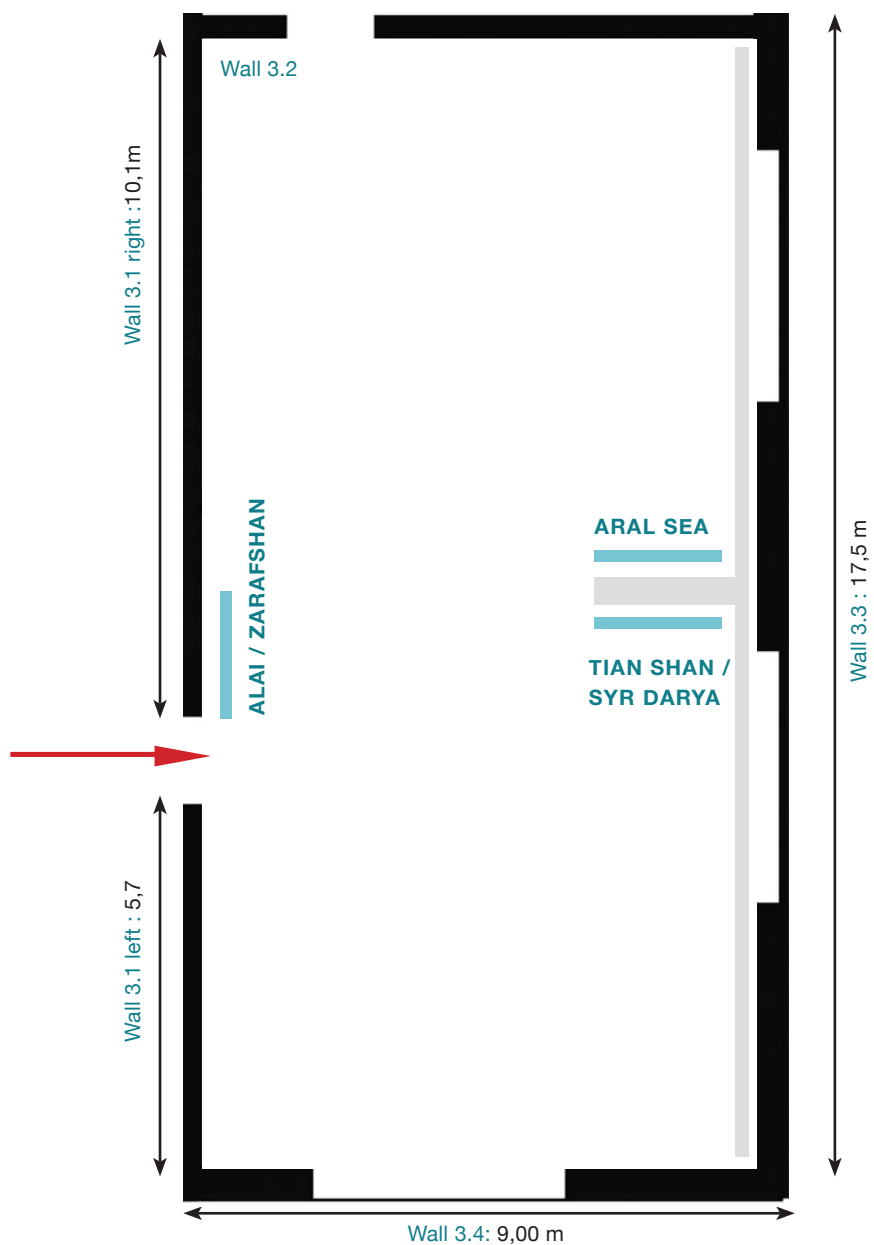
movable wall dividing the wall in two parts

EXHIBITION SPACE ROOM 2

INFORMATIONS ABOUT COUNTRIES INVOLVED,
PHOTOS PAMIR / AMU DARYA, KARAKUM



EXHIBITION SPACE ROOM 3: ALAI / ZARAFSHAN, TIAN SHAN / SYR DARYA, ARAL SEA



Room 3

1 movable wall 17m (light grey)
1 movable wall 1,8 x 3m

3 medium sized displays about
Alai / Zarafshan
Tian Shan / Syr Darya
Aral Sea

5 huge plots with names of the regions

photographs

12 à 21 x 30 cm
55 à 42 x 30 cm
7 à 50 x 70 cm
14 à 100 x 70 cm

11 historical photographs, framed

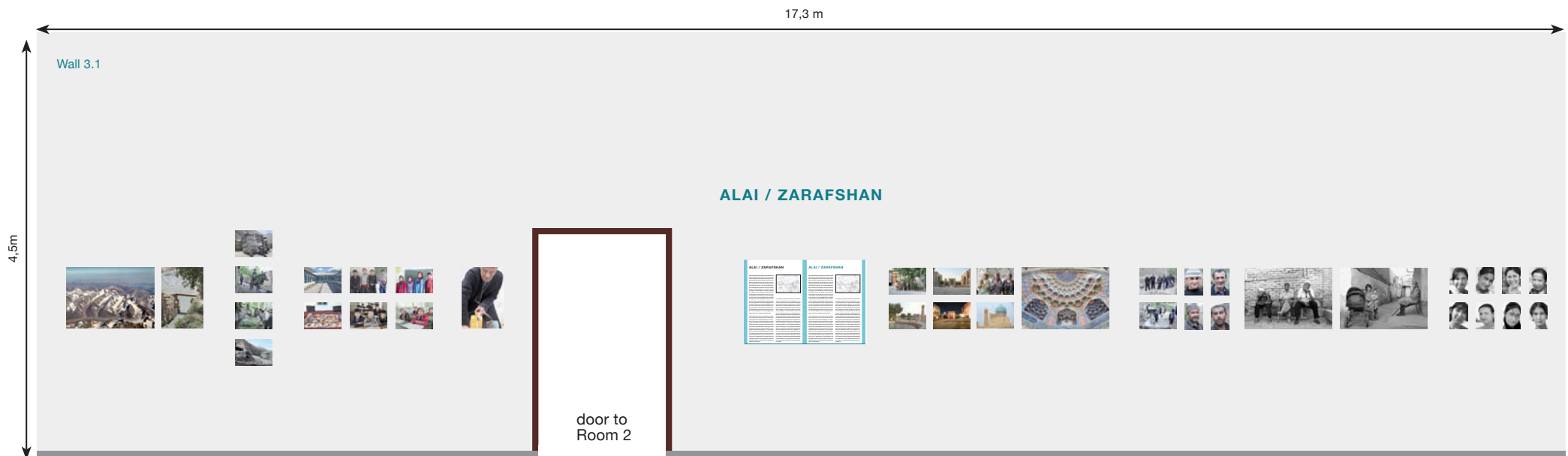
EXHIBITION SPACE ROOM 3: ALAI / ZARAFSHAN, TIAN SHAN / SYR DARYA, ARAL SEA

Room 3 Wall 3.1

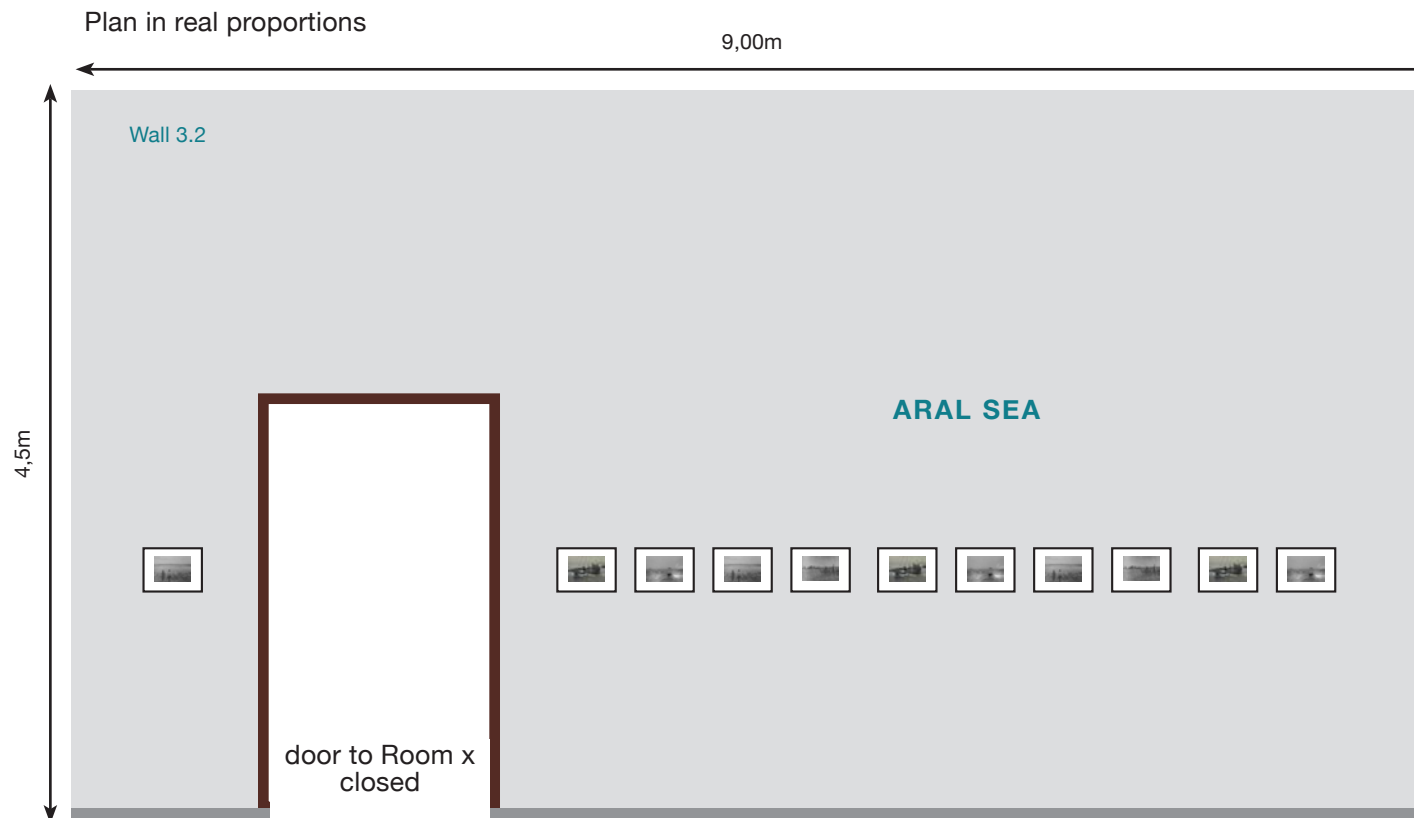
Huge Plot Alai Zarafshan
Medium size display about Alai / Zarafshan
photographs:

- 4 photos 70 x 100 cm
- 2 photos 50 x 70 cm
- 18 photos 42 x 30 cm
- 12 photos 21 x 30 cm

Plan in real proportions



EXHIBITION SPACE ROOM 3: ALAI / ZARAFSHAN,
TIAN SHAN / SYR DARYA, ARAL SEA



Room 3, Wall 3.2

huge plot: Aral Sea

11 historical photos 13 x 18cm,
framed 30 x 40 cm

EXHIBITION SPACE ROOM 3: ALAI / ZARAFSHAN, TIAN SHAN / SYR DARYA, ARAL SEA

Room 3 Wall 3.3 - left part

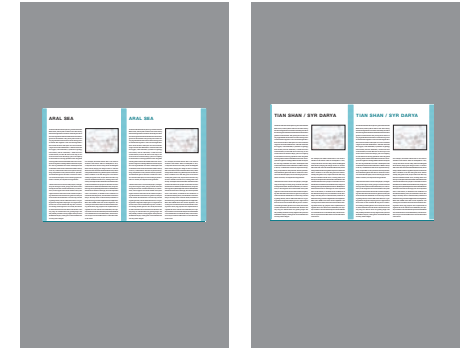
Medium size display Aral Sea
4 photos 100 x 70 cm
2 photos 50 x 70 cm
8 photos 42 x 30 cm

Room 3 Wall 3.3 - right part

Medium size display Tian Shan / Syr Darya
3 photos 100 x 70 cm
17 photos 42 x 30 cm

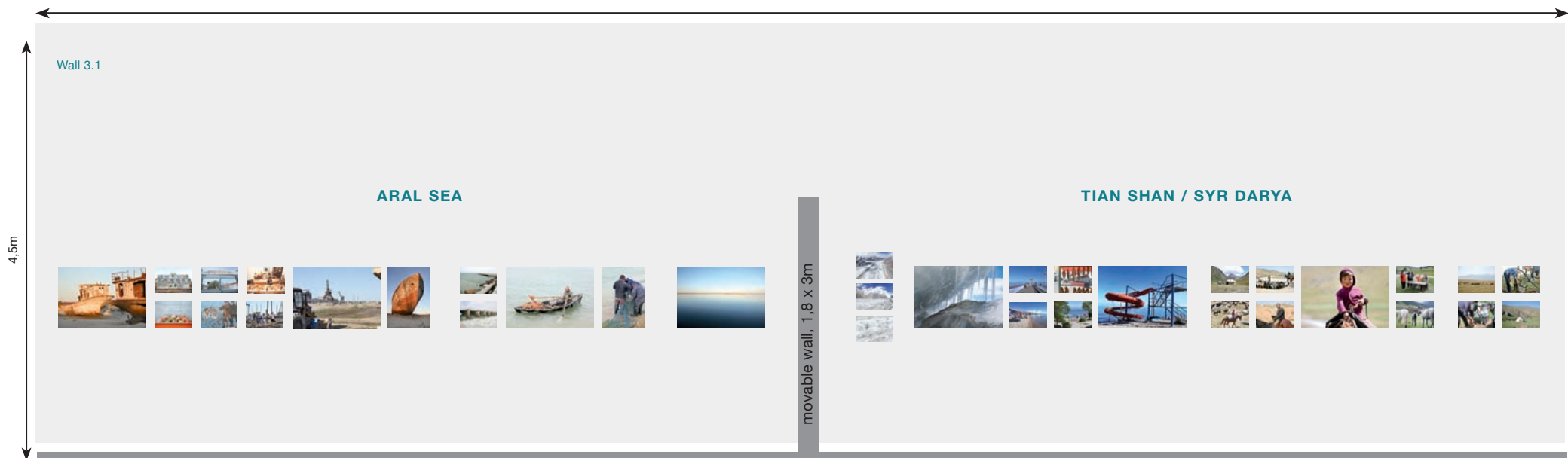
movable wall front:
medium size display
about Aral Sea

movable wall back:
medium size display
about Tian Shan / Syr Darya



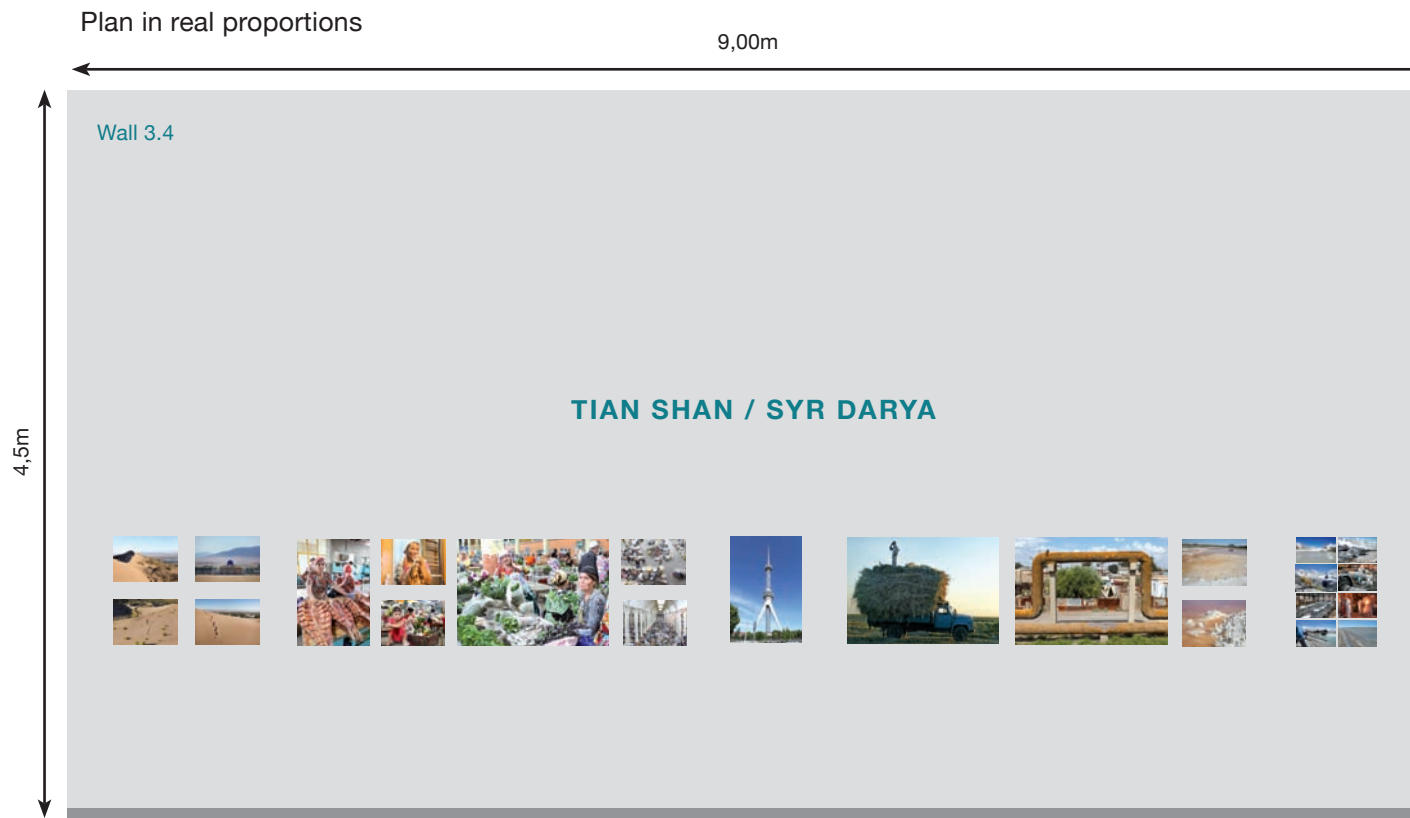
Plan in real proportions

17,3 m



movable wall dividing the wall in two parts

EXHIBITION SPACE ROOM 3: ALAI / ZARAFSHAN, TIAN SHAN / SYR DARYA, ARAL SEA



Room 3, Wall 3.4

huge plot: Tian Shan / Syr Darya

10 photos 30 x 42 cm
 3 photos 50 x 70 cm
 (1 consisting of 8 small photos)
 3 photos 70 x 100 cm