



FLOREAT

FINE ART & EXHIBIT LOGISTICS

AGE OF INFLUENCE

YOUTH AND NAZI PROPAGANDA

VANCOUVER
HOLOCAUST
EDUCATION
CENTRE

A Traveling Exhibition from the
Vancouver Holocaust Education Centre

OVERVIEW



ABOUT THE PROJECT

Due to the popularity and timely relevance of the Vancouver Holocaust Education Centre's (VHEC) feature exhibition, *Age of Influence: Youth & Nazi Propaganda*, VHEC was urged to develop the exhibition as a travelling show that could share the content more broadly.

The travelling exhibition is a re-creation of the original exhibition produced and hosted by the Vancouver Holocaust Education Centre. The *Age of Influence* focuses on how the Nazi regime utilized propaganda in youth magazines to manipulate young Germans. This is a subject that is relevant to students today, as part of a wider discourse on anti-hate, critical thinking, and bias in media consumption.

The media for this experience is six moderate-complex touchscreen apps in the form of one app per chapter, each on a dedicated touchscreen.



COMPONENTS



TRAVELLING EXHIBIT

6 KIOSKS

2 MAGAZINES

2 SPEAKERS

16 HANGING PANELS:

6 FREESTANDING UNITS EACH CONTAINING 2-3 PANEL FRAMES

6 KIOSKS:

6 TOUCH SCREENS, PCS, AND ADDITIONAL SETUP HARDWARE

2 MAGAZINES:

2 PHYSICAL MAGAZINES ATTACHED TO 2 KIOSKS

2 SPEAKERS:

2 SPEAKERS WITH SYNCED AUDIO



LAYOUT & FLOOR PLAN



POSSIBLE CONFIGURATIONS

MODULAR

1500-1800 SQFT.

The exhibit is designed with a linear structure, which will be maintained in its arrangement wherever feasible. The modular design allows for various configurations.

The floor plans below illustrate example setups for different room conditions, though this is not an all-encompassing list. Sample dimensions for the rooms are provided, averaging between 1600 and 1750 square feet.

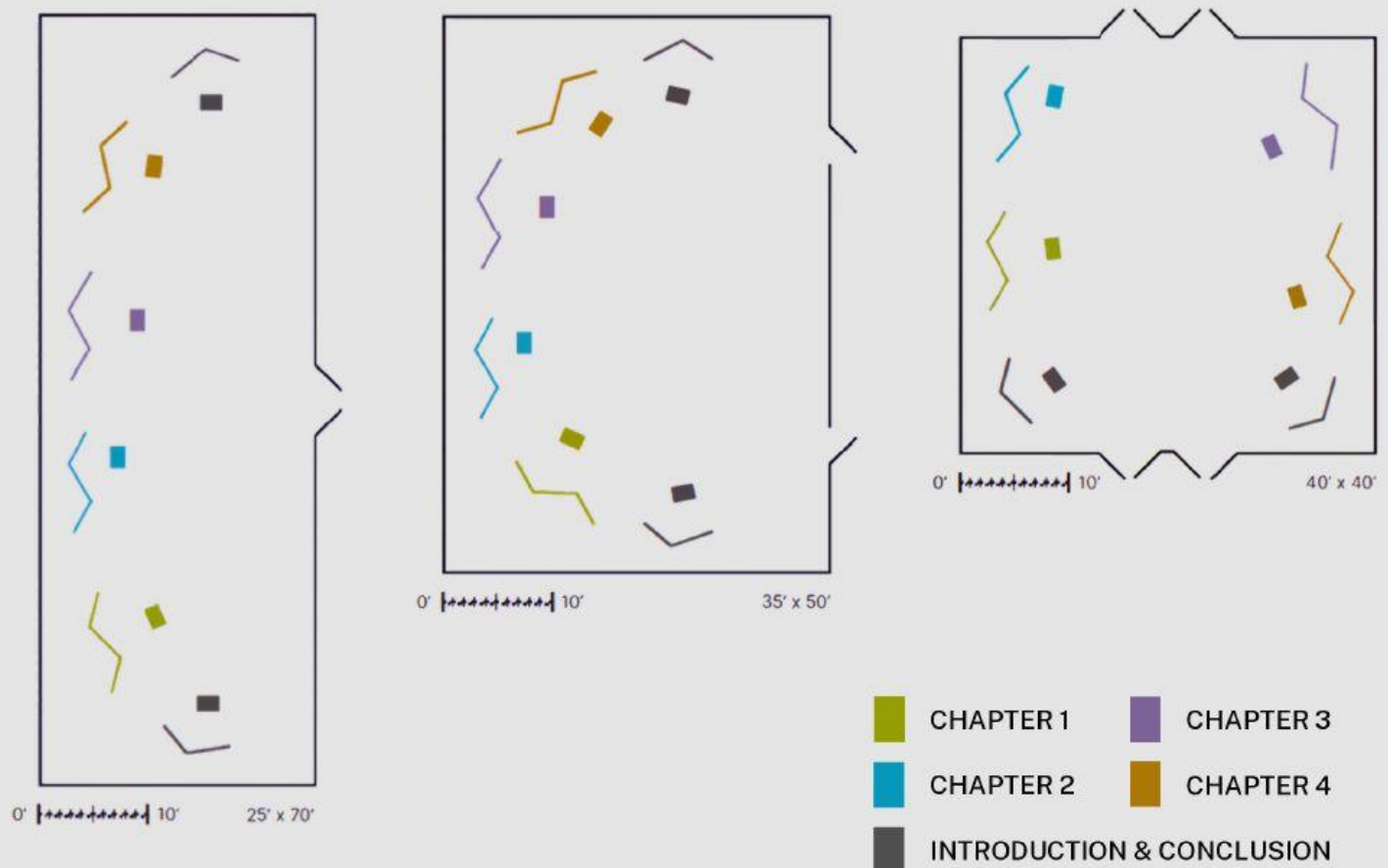


EXHIBIT MODULES



DIGITAL INTERACTIVE KIOSKS

Each interactive acts as the digital docent through the subject matter of each of the exhibition's "chapters", the introduction, and the conclusion. Each interactive includes an activity to engage the visitor and to help make real connections with what they are learning.



INTRO: THE IMPACT OF PROPAGANDA

- Attract screen leads to a parallax effect of zooming into the cover image to create a reveal of the context
- Includes a touch-to-reveal list of tactics terms

CH 1: ADDRESSING TEENAGE DREAMS

- Attract screen leads to a menu to select a media type: photos or magazine
- Photos may be tapped to reveal compositional tactics
- Magazines open to relevant articles that demonstrate rhetoric propaganda tactics

CH 2: EXPLOITING THE DESIRE TO BELONG

- Attract screen leads to menu of books on a shelf; the coloured books can be selected and explored
- Interactions include a tappable gallery and slider reveal

CH 3: GLORIFYING GENDER ROLES

- Attract screen leads to menu options: Girls and Boys
- Each option includes a close look at an artifact of the time, related to gender
- Boys option includes a scrolling poem

CH 4: DIRECTING TEENAGE ANGER

- Attract screen leads to a menu to select a media type: photos or magazine
- Photos may be tapped to reveal compositional tactics
- Magazines open to relevant articles that demonstrate rhetoric propaganda tactics

CONCL: THE IMPACT OF PROPAGANDA

- The conclusion is a game-like interactive that asks users to identify the tactics utilized in the media options
- The answers are calculated and presented as a collective data visualization
- Tappable strategies are presented as takeaway messages

CONTACT



ABOUT US

ART HANDLING

DESIGN

EXHIBIT LOGISTICS

Floreat is led by owner-operator Trent Rucker, who brings over two decades of experience working with North America's top museums, fairs, and galleries — from Miami Basel to the Guggenheim. As former North American Project Manager for MuseumsPartner, Trent built his expertise managing cultural treasures across borders before founding Floreat to bring that same standard to the Pacific Northwest.

Our exhibit services cover the full scope of a traveling show: tour planning, international freight, customs logistics, installation and deinstallation, and ongoing museum support — executed with the precision and care your collection deserves.



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