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In the Light of Amarna - 100 Years Since Nefertiti's Excavation

The Exhibition:

To mark the 100th anniversary of Nefertiti being found in Egypt, Duncan McCauley is designing the special exhibition that will introduce visitors to the history of Amarna. The design concept aims to introduce and accompany visitors to the Amarna period - from its building to its excavation up to the current state of research. The exhibition design is based on bringing together the various cultural and historical contexts surrounding the bust of Nefertiti.

The core aspect of the exhibition is the "sun wedge", a design element that imparts the presence of sunlight, creating a vivid atmosphere of Amarna. This light installation lends the interiors of the New Museum very different dimensions, symbolizing the fracture of the Amarna period within history, the abstract level of God as sunlight and the transition to a new phase.

To aid understanding, interactive media installations enable visitors to look in more depth at individual aspects of the exhibition. For instance, original excavation diaries will be on show as well as digitalized versions, in which visitors can browse and call up specific passages. On their way around the exhibition, visitors will come across a variety of touchable elements, giving the space a particularly haptic quality. Informative video installations will introduce the different themes and explain the contexts.

The Studio:

Duncan McCauley specializes in architecture and exhibition design for museums, cultural institutions and private companies. Founded by the English and Irish architects Tom Duncan and Noel McCauley in 2003, the studio's approach is characterized by interdisciplinary collaboration and thinking across borders. Content, architecture and media are combined into a single design concept, creating a walk-through narrative space. Themes are dramatically translated into highly communicative visual language. The "narrative space" appeals to all visitors' senses, inspires and animates them.