

TRACES OF NORTH EXHIBITION GUIDE

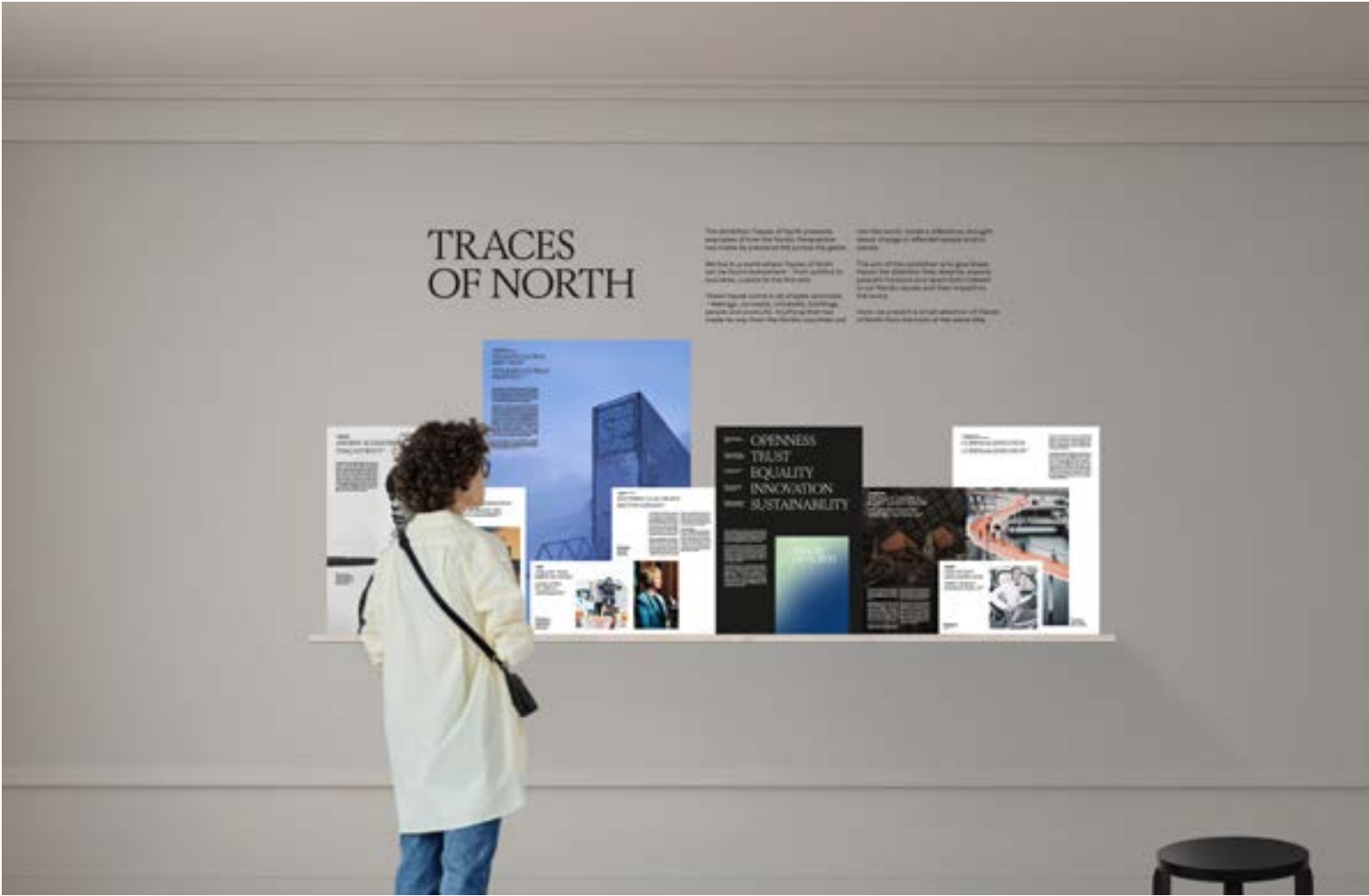
Nordic embassies around the world come in all shapes and sizes, so we have created a scalable exhibition concept with two options: **SMALL EXHIBITION – COLLAGE SHELF** and **LARGE EXHIBITION – THE BOOK**. You can choose the option that best fits your space.

In the following pages we have prepared a short guide and overview – ready to send to your preferred production partner* along with all print files.

The InDesign files are also available on request via profiling@norden.org, allowing you to adapt the language if needed and create your own print files.

We look forward to seeing the exhibition come to life and would love to receive photos from your embassy – please share them with profiling@norden.org.

SMALL EXHIBITION – COLLAGE SHELF



LARGE EXHIBITION – THE BOOK



SMALL EXHIBITION COLLAGE SHELF

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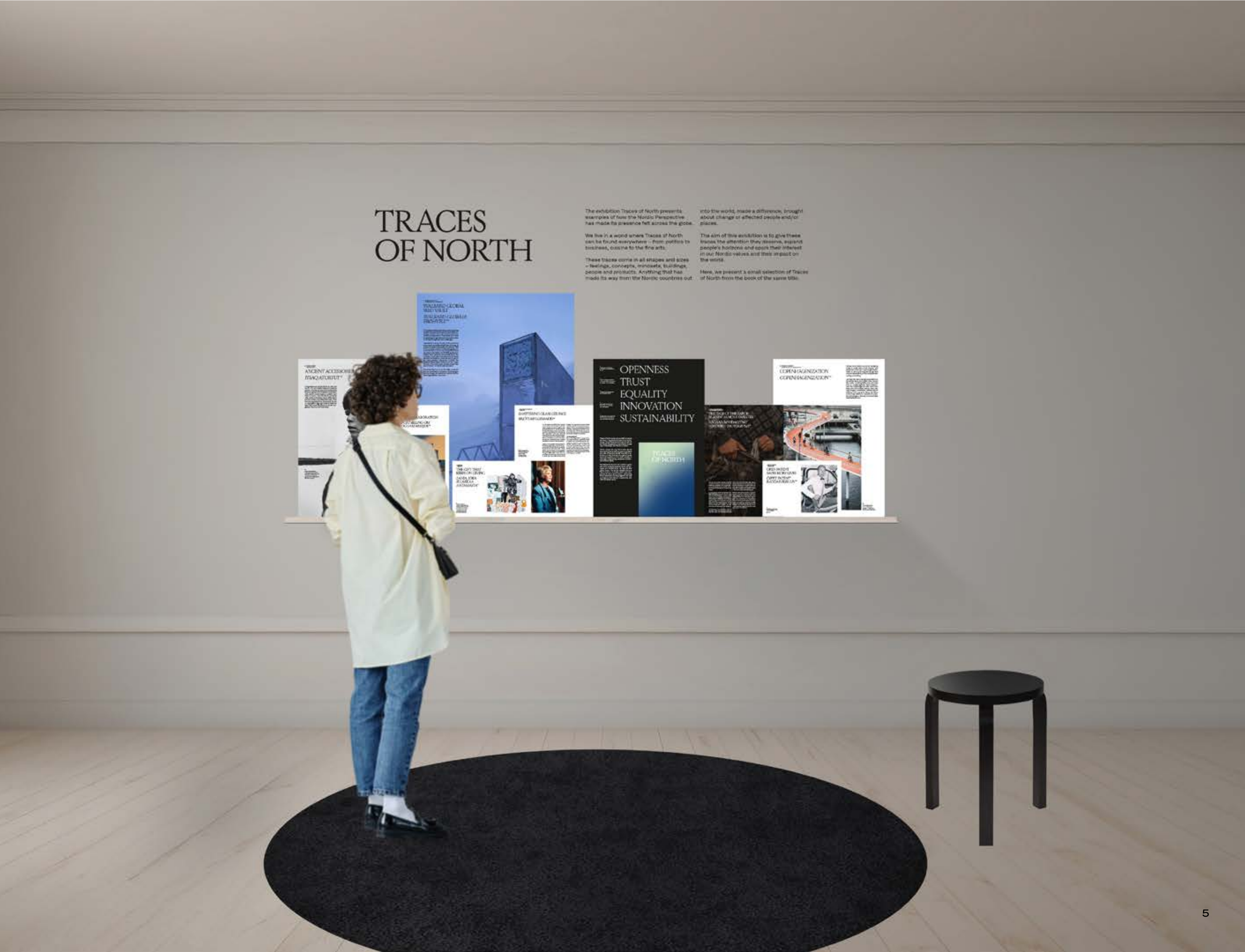
OVERVIEW

SMALL EXHIBITION – COLLAGE SHELF consists of a wall foil and nine foam boards in various formats, placed on art shelves together with the book.

Consider having a black circular carpet and/or stool, amplifying the use of the black dot as a symbol of the ‘traces’ in the book. This also adds to the feeling of a dedicated space for the exhibition and thereby enhances the experience.

To produce this exhibition you need to engage a print house,* a signage supplier and a handy person to hang the shelves.

* All print must be handled by an ecolabel-certified print house.



WALL FOIL

The wall foil should be black, preferably matte.

The letters should be cut individually and mounted according to the guide on page 9.

TITLE
594 × 197 mm



FILE NAME
• ToN-594×197-Wall-Foil.pdf

INFO TEXT
841 × 272 mm

The exhibition Traces of North presents examples of how the Nordic Perspective has made its presence felt across the globe.

We live in a world where Traces of North can be found everywhere – from politics to business, cuisine to the fine arts.

These traces come in all shapes and sizes – feelings, concepts, mindsets, buildings, people and products. Anything that has made its way from the Nordic countries out

into the world, made a difference, brought about change or affected people and/or places.

The aim of this exhibition is to give these traces the attention they deserve, expand people’s horizons and spark their interest in our Nordic values and their impact on the world.

Here, we present a small selection of Traces of North from the book of the same title.

FILE NAME
• ToN-841×272-Wall-Foil.pdf

FOAM BOARDS

Contact a print house to order nine foam boards in the following sizes:

- A1 × 1
- A2 × 3
- A3 × 3
- A4 × 2

Please note that the A4 boards are the only format printed on both sides.

The files should ideally be printed on 10 mm foam board and matte-laminated.

Alternatively, 5 mm foam boards can be used. However, please note that the larger boards might bend.



A1
CMYK 4+0

- FILE NAME
- ToN-A1-Doomsday-Vault.pdf



A3
CMYK 4+0

- FILE NAME
- ToN-A3-BlueTooth.pdf
 - ToN-A3-First-Female-President.pdf
 - ToN-A3-Traditional-Sweater.pdf



A2
CMYK 4+0

- FILE NAME
- ToN-A2-Our-Values.pdf
 - ToN-A2-Urban-Planning.pdf
 - ToN-A2-Sunglasses.pdf



A4
CMYK 4+4 (front & back)

- FILE NAME
- ToN-A4-Baby-Box-Page-1.pdf
 - ToN-A4-Baby-Box-Page-2.pdf
 - ToN-A4-Vehicle-Safety-Page-1.pdf
 - ToN-A4-Vehicle-Safety-Page-2.pdf

ART SHELVES

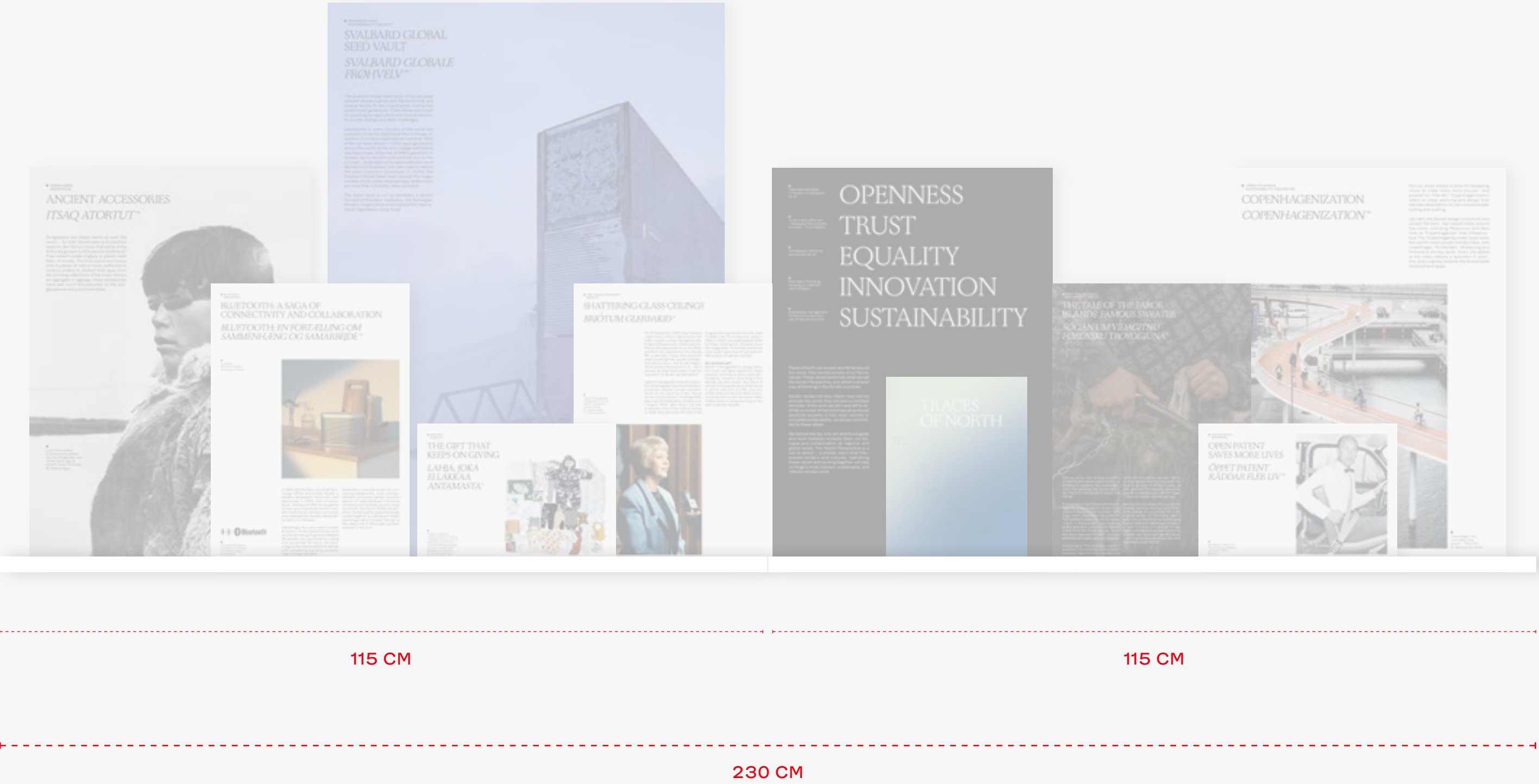
The foam boards and the book should be placed on art shelves – in other words, slim, wall-mounted shelves.

Unlike a deep bookshelf, an art shelf is narrow and features a small front lip or raised edge to keep the foam boards from sliding off.

We have based our visualisation on two art shelves measuring 115 cm each, giving a total length of 230 cm.

These can be bought [here](#).

For information on wall placement, please see page 9.



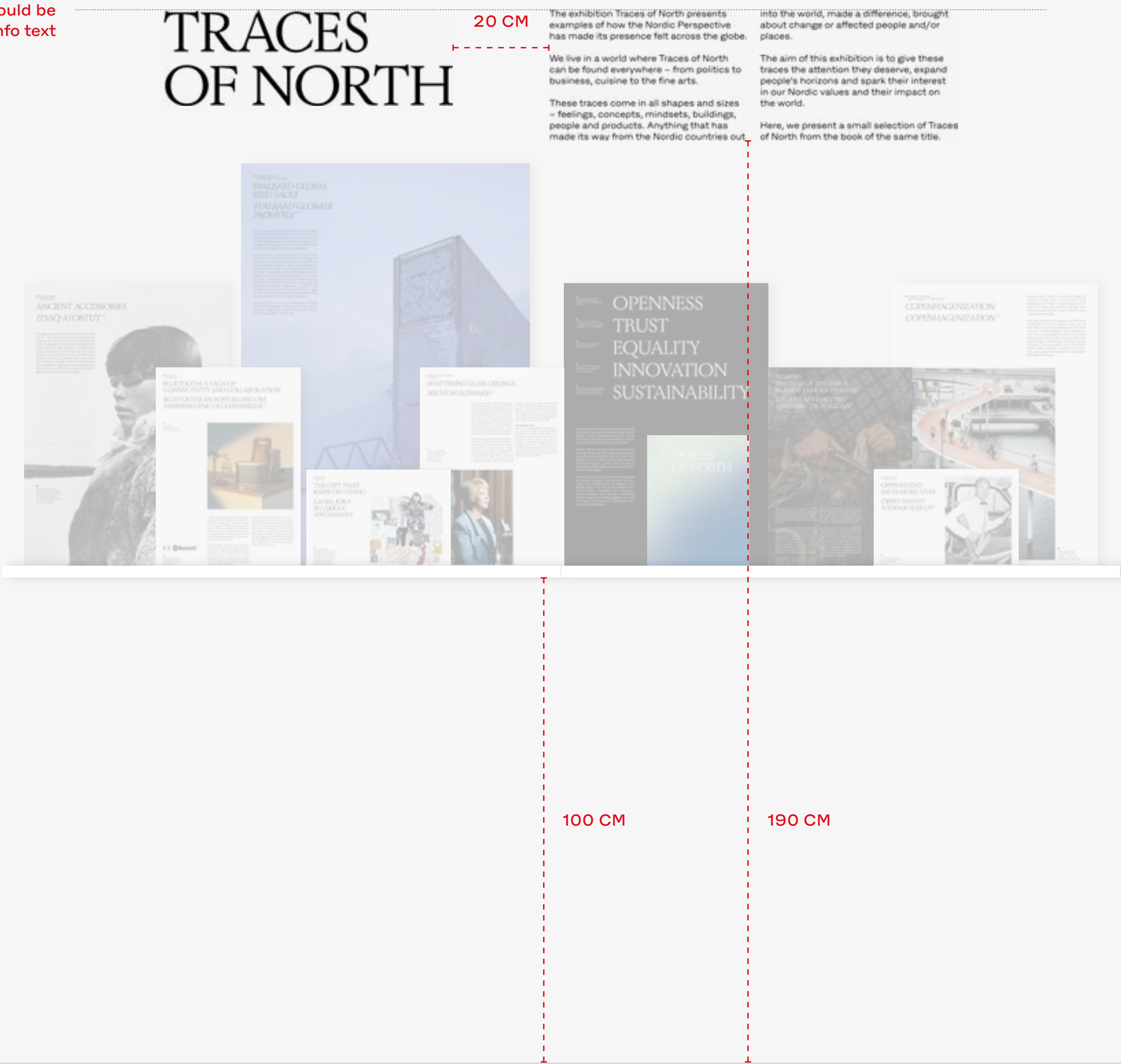
PLACEMENT

To ensure good legibility and an optimal overall experience, please see our recommended placement measurements to the right.

However, feel free to adapt these recommendations to suit your specific needs.

The measurements are based on an individual of 170 cm in height, viewing the exhibition from a distance of up to 3 m.

The top of the title should be aligned with the info text



LARGE EXHIBITION THE BOOK

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OVERVIEW

LARGE EXHIBITION – THE BOOK consists of a wall foil and three MDF wood boards with foil, hinged together as a book.

The wall foil should be placed on a wall somewhere close to the ‘book’ so it can be seen from afar when entering the room.

Consider having a black circular carpet and/or stools, amplifying the use of the black dot as a symbol of the ‘traces’ in the book. This also adds to the feeling of a dedicated space for the exhibition and thereby enhances the experience.

To produce this exhibition, you will need to engage a signage supplier and a carpenter.



WALL FOIL

The wall foil should be black, preferably matte.

The letters should be cut individually and mounted according to the guide on page 15.

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594 × 197 mm

TRACES
OF NORTH

INFO TEXT
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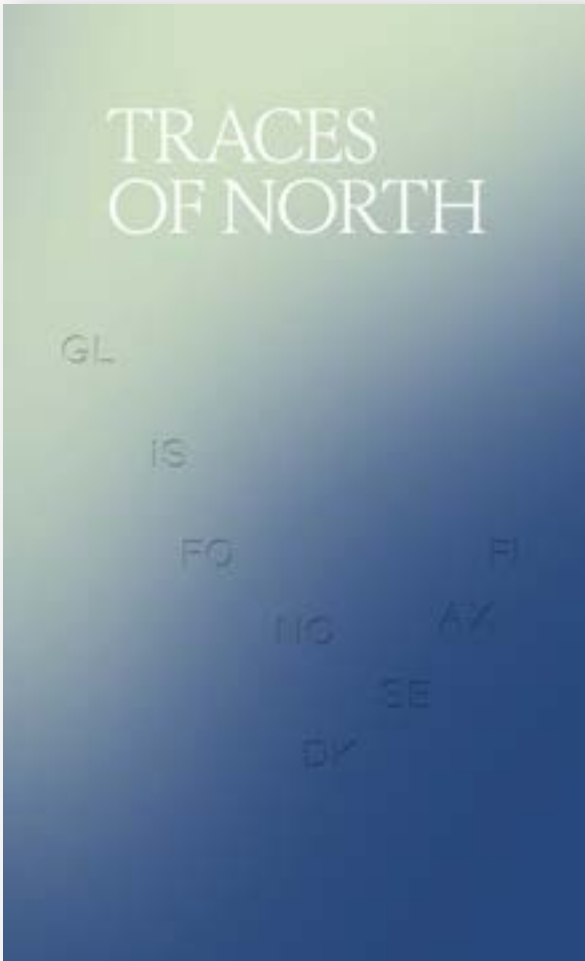
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MDF BOARDS

You will need three 19–22-mm MDF boards, each measuring 122 × 200 cm.

These should be mounted with matte foils on both sides (six foils in total).

For information on the placement of the foils, see the next page.



FRONT



FRONT



FRONT



BACK



BACK



BACK

BOARD 1
CMYK 4+4

- FILE NAME
- ToN-1220×2000-Cover-Front.pdf
 - ToN-1220×2000-Page-1.pdf

BOARD 2
CMYK 4+4

- FILE NAME
- ToN-1220×2000-Page-2.pdf
 - ToN-1220×2000-Page-3.pdf

BOARD 3
CMYK 4+4

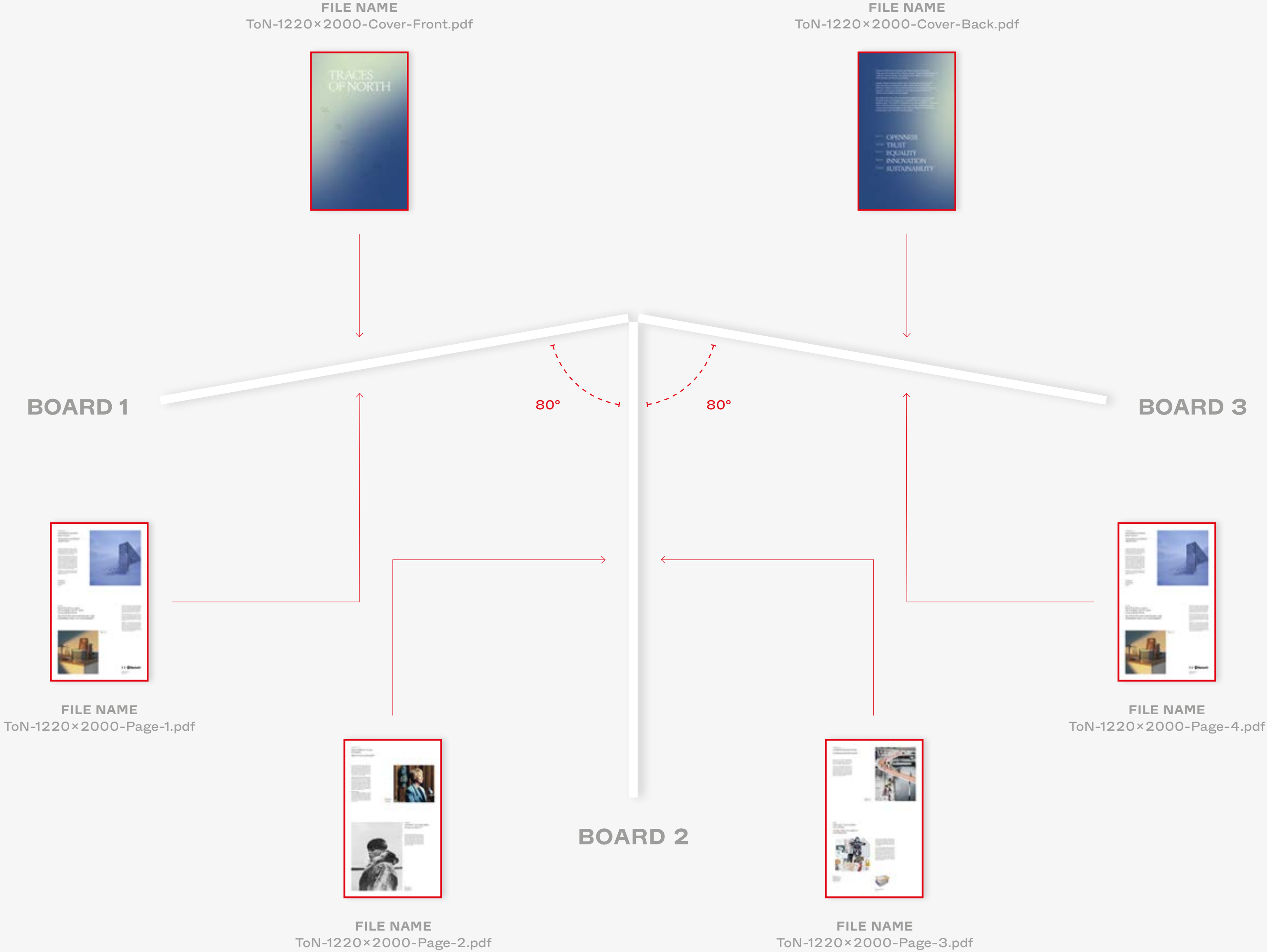
- FILE NAME
- ToN-1220×2000-Cover-Back.pdf
 - ToN-1220×2000-Page-4.pdf

ASSEMBLY

The boards should be mounted with foils according to the plan shown on the right.

The MDF boards are to be joined with hinges along the ‘spine’. Please consult your carpenter regarding the number and placement of hinges to ensure optimal stability.

We recommend positioning the boards at an 80° angle to provide both stability and sufficient space for viewers to move comfortably between them. Please confirm this with your carpenter.



PLACEMENT

To ensure good legibility and an optimal overall experience, please see our recommended placement measurements to the right.

However, feel free to adapt these recommendations to suit your specific needs.

The wall foil should be placed on a wall somewhere close to the 'book' so it can be seen from afar when entering the room.

The measurements are based on an individual of 170 cm in height, viewing the exhibition from a distance of up to 3 m.

For the best exhibition experience, we recommend leaving 1.5 m of free space around the entire 'book'.

