

Narrative Design and Cultural Research

Classroom ☐

Studio or workshop ☐

External venue ☐

Online ☐

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**M-KH-E-201-FS-252601-04, M-KH-201-FS-252601-04,
B-KH-201-FS-252601-04**

Codes

Host **MOME Future School**

	Type	ECTS	Contact hours	Homework hour	Course type	Semester	Unit
Basic info	Practice	-	20	-	Intensive week	Academic year 2025/2026, Fall	-

Recommend	This course gives students hands-on experience in narrative design and curatorial thinking, with a focus on identity and belonging. You'll explore object-based storytelling through critical analysis, design, and cultural inquiry, and put your ideas into practice during a mini pop-up exhibition at the end of the week. It's a great opportunity to develop tangible projects for your portfolio while learning how to create meaningful connections between creators and audiences, drawing on the fresh perspectives of a newly graduated collective.
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Short	Inspired by <i>Fragments</i> , the debut collection of MAIII Collective - an emerging Hungarian design group - this course invites students to explore narratives rooted in personal and collective identity. Working with existing objects, participants will develop exhibition concepts through a curatorial lens while gaining a foundational understanding of narrative design.
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Teachers

Name	Contact	Bio	Office hours
Eszter Hanko	+36205247907 eszti.hanko@gmail.com	Design teacher, Product designer	By email appointment
Flora Lukovics	+36 30 215 5283 lukovicsflora@gmail.com info@maiiicollective.com	Product designer	By email appointment

Semester schedule	<table> <tr> <th>Course scheduling</th><th>Class appointments</th></tr> <tr> <td>10:00-12:50</td><td>October 13-17, 2025</td></tr> </table>	Course scheduling	Class appointments	10:00-12:50	October 13-17, 2025
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#	Date	Educational content
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1	2025. 10. 13.	<p>Introduction, presentations and object play.</p> <ul style="list-style-type: none"> • Course introduction: goals, structure, expectations • Associative icebreaker: students give other function to a simple object • Student introduction • Short lecture: <i>How Objects Tell Stories - Introducing MAIII Collective</i> • Inspiration: presentation of the <i>Fragments</i> collection and case studies of related design exhibitions • Reflection circle: discussion on how objects relate to personal and collective identity • Closing Game: What I would pass on from my family's traditions... and by sharing these thoughts with each other, we practice quick empathizing and prototyping with the students.
2	2025. 10. 14.	<p>Identity research - anthropology lecture, design thinking, personal story exploration, group work.</p> <ul style="list-style-type: none"> • Icebreaker: associative game with - haiku • Each student brings a personal object and shares its story (identity mapping exercise) • Exercise: In pairs, students analyze an object from multiple perspectives (personal, societal, cultural) • Workshop: <i>Transformation Practice</i> - students can slightly modify their personal objects (e.g., labels, coatings, combinations with photos or video) to reveal new meanings • Workshop: Writing short texts for objects (curatorial label exercise) • Group critique: discussion on multiple interpretations of objects • Homework: case study analysis: how identity and community themes appear in contemporary exhibitions - bring two examples
3	2025. 10. 15.	<p>Exhibition design - concept development, spatial arrangement, prototyping.</p> <ul style="list-style-type: none"> • Icebreaker • Presentation: how identity and community themes appear in contemporary exhibitions • Small-group work: choose a theme (e.g., tradition vs. contemporary, local vs. global, personal memory vs. collective history) • Brainstorming and concept development: which objects and installation solutions are needed to tell the story?
4	2025. 10. 16.	<p>Visual communication, exhibition plan and installation.</p> <ul style="list-style-type: none"> • Icebreaker • Workshop: create spatial models and sketches (paper, cardboard, or digital tools) • Group work: visualize exhibition concepts and plan layout • Flyer and/or presentation creation, exhibition promotion, visualize the "brand" of the exhibition • Group critique: evaluate how the story works in the space and what kind of visitor experience it creates • Homework: finish the prints, "branding"
5	2025. 10. 17.	<p>Execution - installation, opening, presentation, evaluation</p>

		<ul style="list-style-type: none"> • Group work: finalize concepts and arrange objects and installation elements • Prepare exhibition space • Mini exhibition “opening” with the other collective members • Each group presents its exhibition concept and object modifications • Closing discussion: lessons learned about narrative design and curatorial thinking and how students can apply these methods in future projects
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Requirements and evaluation	Assignments	Evaluation criteria	Deadline	% in evaluation
	Individual and group research docs	Creativity and conceptual thinking		Research documentation: 30%
	Exhibition concept and installation plan	Application of theoretical knowledge, teamwork		Concept + execution: 50%
	Group presentation	Quality of presentation		Presentation: 20%

Compulsory readings

[Mihaly Csikszentmihalyi - The Meaning of Things: Domestic Symbols and the Self](#)

Recommended readings

[Rick Rubin - The Creative Act: A Way of Being](#)

[Naoto Fukasawa and Jasper Morrison: Super Normal - Sensations of the Ordinary](#)

Learnings	Knowledge	Narrative design, cultural identity, the symbolic meaning of objects
	Skills	Storytelling through objects, exhibition design, teamwork
	Attitude	Open, collaborative, and reflective approach to creative processes
	Responsibility	Taking responsibility for all phases of the project from concept to exhibition realization

Exemption

☒ Exemption from attending and completing the course cannot be granted,
☐ Exemption may be granted from the acquisition of certain competencies and the fulfilment of tasks
☐ Some tasks can be replaced by other activities,
☐ A full exemption can be granted

TechPark	Resources		
	Requests	Personal (expert consultation)	MAIII Collective members, Kisgyörgy Balázs - Product designer
		Tools	Access to plinths and print shop
		Materials	Post-its, markers, large papers, projector/TV, colored cardboard, glue, masking tape, glue gun

	Space	M_013, M_00 Aula
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