



Museum of Printing and Printmaking

**Reconstruction and Adaptive reuse of a
Former Newspaper Printing Facility into a Museum,
Including Exhibition and Museum Display Design**



The Museum of Printing and Printmaking occupies a former printing facility within the “Forum” building, one of the first post-war newspaper houses in former Yugoslavia, originally designed by **architect Pavle Žilnik** (design: 1955; construction: 1955–1957). The project reinterprets this historical space through a contemporary museum intervention that reconnects the building with its original purpose.



Location: Novi Sad, Serbia
Building: Forum and Magyar Szó Newspaper
Surface: 351 m²
Year of Design: 2023-24
Year of Construction: 2024-25



Existing Conditions Photographs

Printing Facility, Semi-Basement

Historical Archive

Visitor Route

Architectural Experience

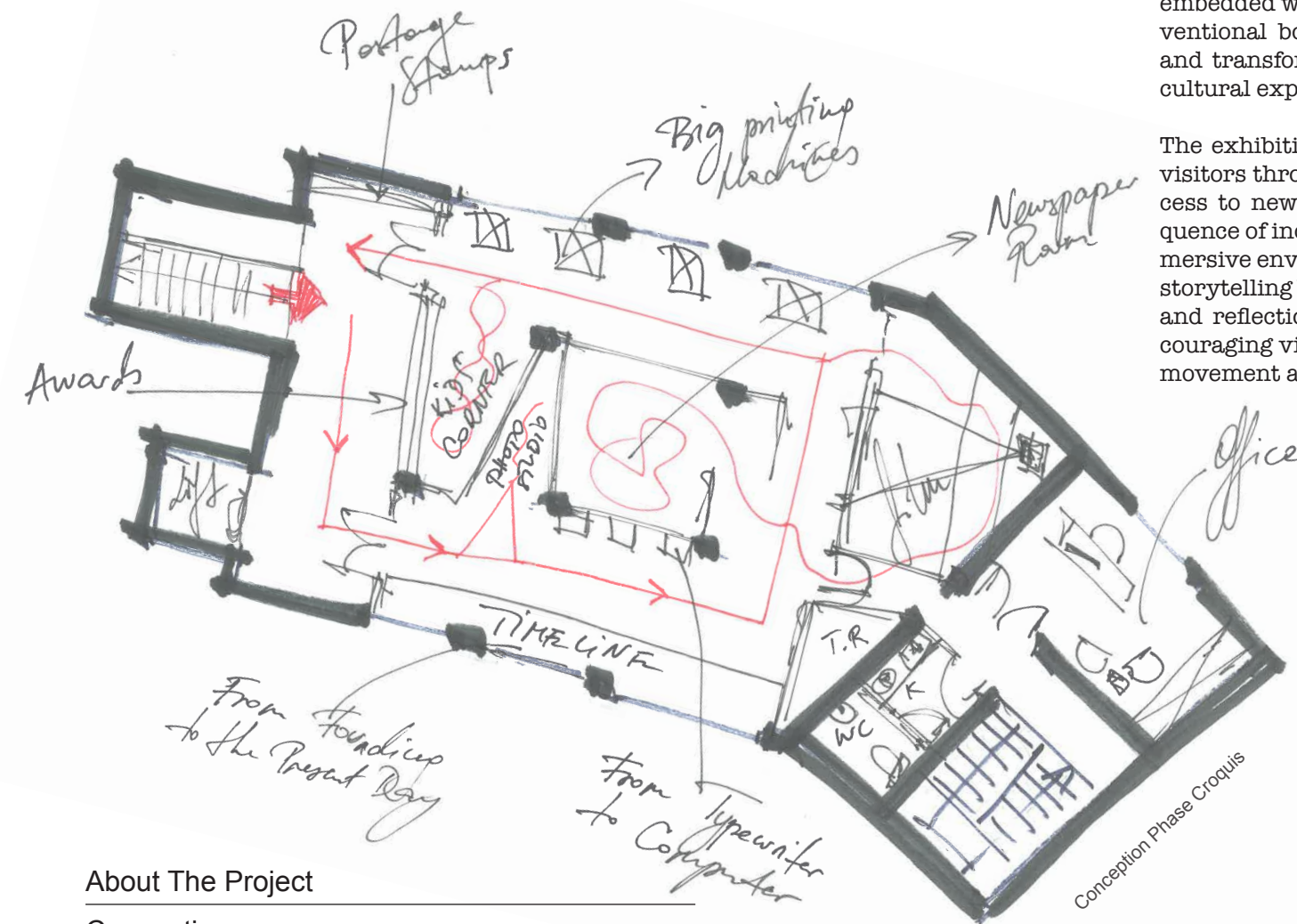
Curatorial Concept

Exhibition Elements

Spatial Organization

The project simultaneously develops the exhibition concept, curatorial narrative, visitor experience, and architectural intervention as a single, integrated design process. The museum narrative is embedded within the spatial organization itself, dissolving the conventional boundary between architecture and exhibition design and transforming the former printing facility into an immersive cultural experience.

The exhibition unfolds as a continuous spatial narrative, guiding visitors through the history of Magyar Szó, from the editorial process to newspaper production. Rather than functioning as a sequence of independent displays, the museum is conceived as an immersive environment in which architecture, exhibition design, and storytelling become inseparable. Spatial transitions, transparency, and reflections create a sequence of immersive experiences, encouraging visitors to engage with the museum's narrative through movement and perception.

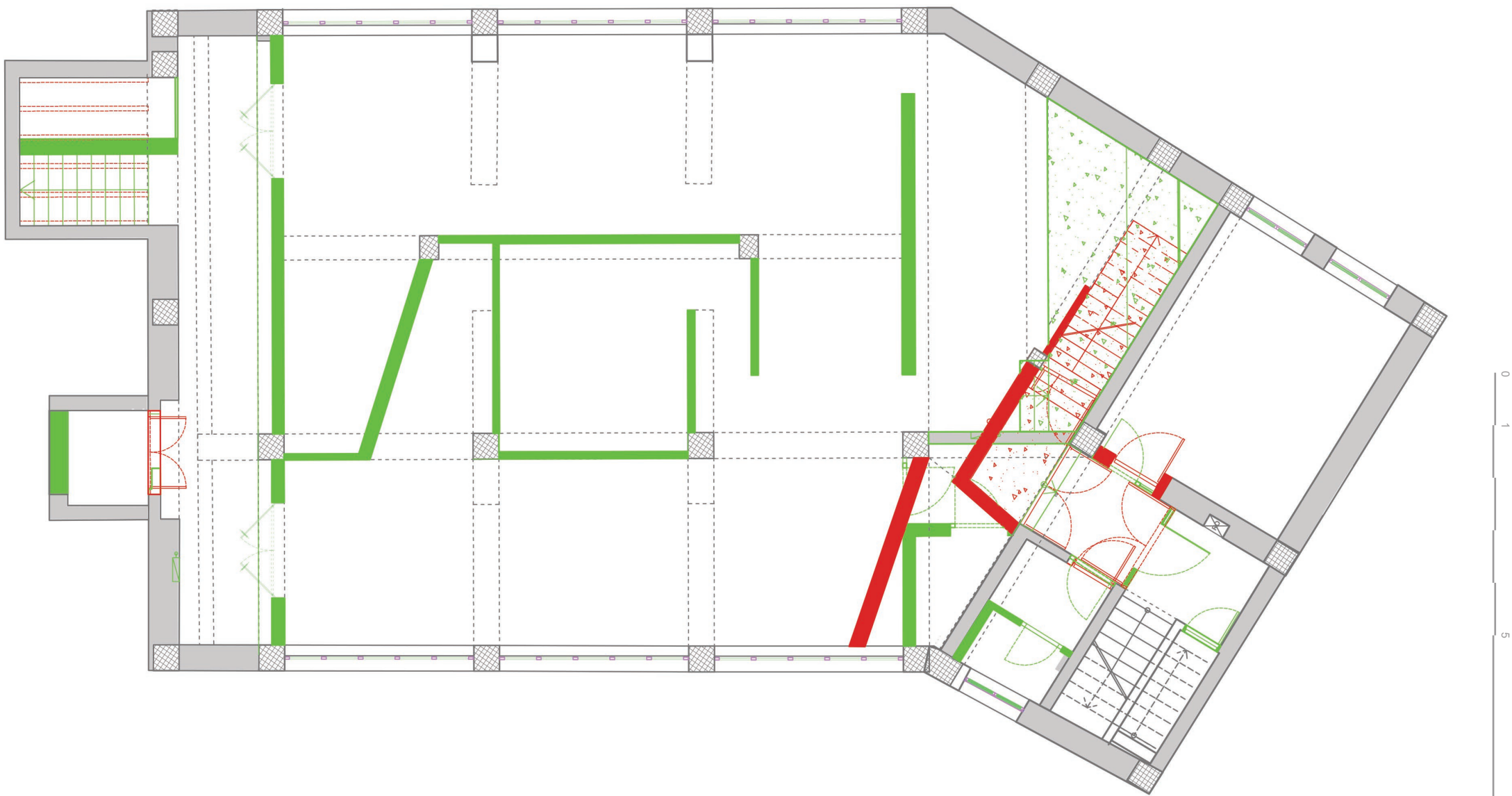


About The Project

Conception

LEGEND

Demolition
Construction



Demolition - Construction Plan

Semi-Basement Floor Plan

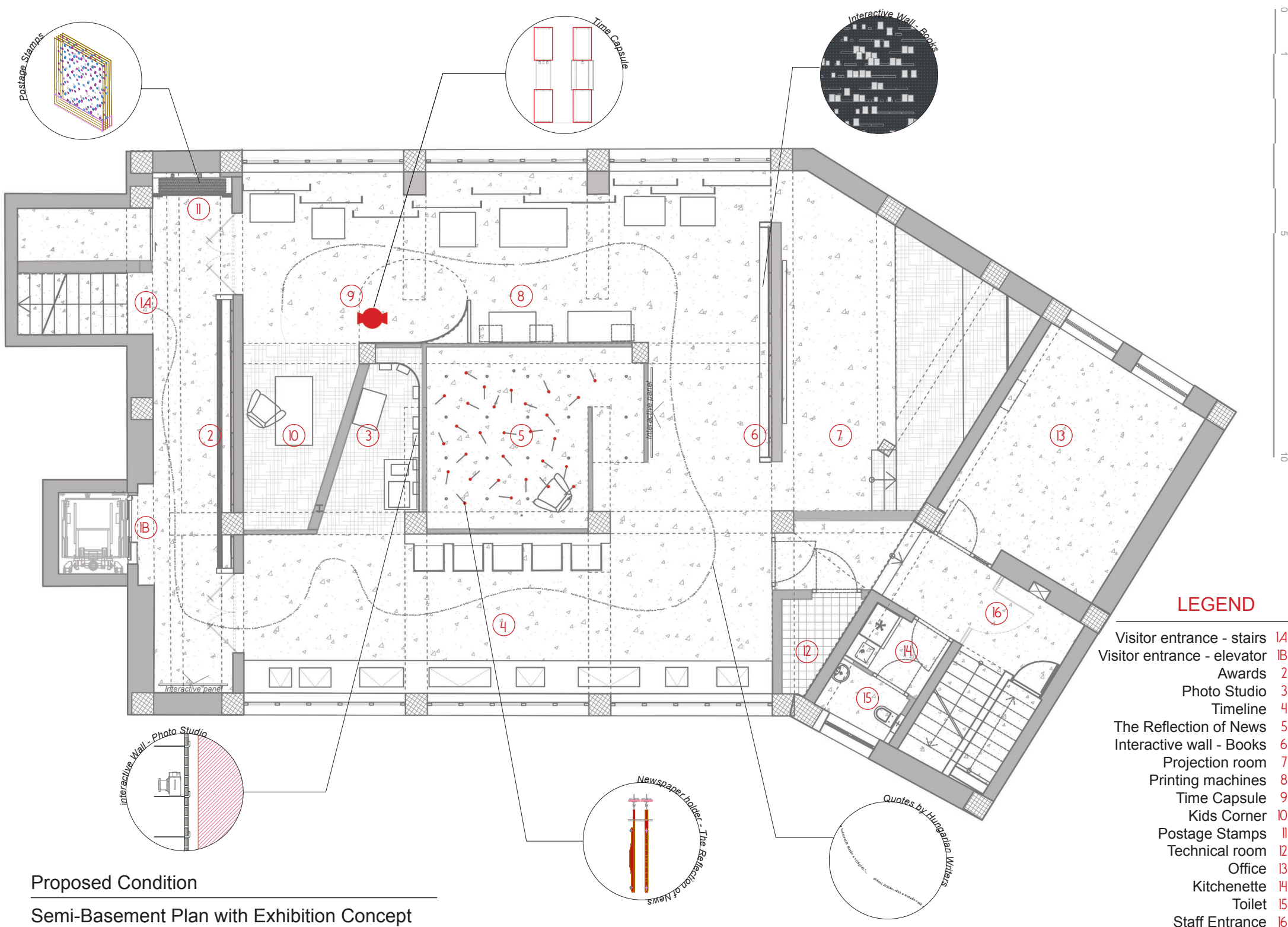
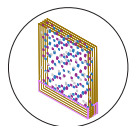




Photo: Jovana Rakezić



Although small in scale, postage stamps are powerful carriers of identity, memory, and place. Instead of remaining concealed within archival albums, they are displayed on a multilayered transparent wall that transforms the collection into a spatial installation. Serving as a visual focal point, the display evokes the multiplication and circulation of information while reflecting the historical role of stamps as compact yet enduring vehicles of communication.



ÍRÓGÉPEK

Az írógépek története a 19. században kezdődött, amikor a kézi írógépek helyére a gépi írógépek kerültek. A gépi írógépek először a hadseregben és a hivatalokban használták, majd a közéletben is elterjedtek. A gépi írógépek a 20. században váltak a leggyakoribb íróeszközzé, és a mai napig is használatban vannak.

PISÁCE MASÍNE

A pisáce masínek a 19. században kezdtek elterjedni, amikor a kézi pisácek helyére a gépi pisácek kerültek. A gépi pisácek először a hadseregben és a hivatalokban használták, majd a közéletben is elterjedtek. A gépi pisácek a 20. században váltak a leggyakoribb pisáceszközzé, és a mai napig is használatban vannak.

Az írógépek és a pisáce masínek a 19. században kezdtek elterjedni, amikor a kézi eszközök helyére a gépi eszközök kerültek. A gépi eszközök először a hadseregben és a hivatalokban használták, majd a közéletben is elterjedtek. A gépi eszközök a 20. században váltak a leggyakoribb eszközökké, és a mai napig is használatban vannak.

FORUM

válik jobbá, ha megérti, hogy ez a világunk a világunk



Photo: Jovana Rakezić

Each exhibition element was specifically designed in response to the character and scale of the displayed artefacts. Custom-designed exhibition furniture, display systems, and spatial installations establish a coherent architectural language while responding to the specific requirements of each artefact. Interactive installations, including an evolving book wall and a Time Capsule to be opened in one hundred years, extend the exhibition beyond static presentation, encouraging visitor participation and establishing a dialogue between memory, time, and the future.





Photo: Jovana Rakezić



Photo: Jovana Rakezić



Photo: Jovana Rakezić

The restrained material palette is inspired by the visual identity of Magyar Szó, allowing the collection to remain the primary focus. White and black surfaces are complemented by carefully placed green planes and red accents that guide visitors through the exhibition. A newly introduced terrazzo floor references the original flooring found throughout the Forum building, establishing visual continuity between the museum intervention and its historic architectural context. Quotations from Hungarian writers embedded within the terrazzo floor accompany visitors throughout the museum, transforming circulation into an integral part of the exhibition narrative.



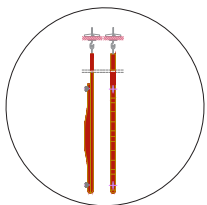
Interactive Wall - Books

Photo: Jovana Rakezić



The Reflection of News

Photo: Jovana Rakezić



The Reflection of News is conceived as an immersive installation where selected editions of Magyar Szó are displayed on custom-designed red stands within a mirrored environment. The interplay of reflection and repetition reinforces the layered character of media history, inviting visitors to experience the exhibition as a spatial interpretation of memory, information, and time.

Photo: Jovana Rakezić



Photo: Jovana Rakezić





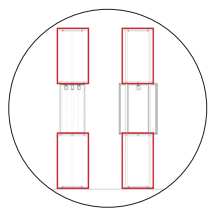
Photo: Jovana Rakezić



FORUM
NOVINSKA I GRAFIČKA I ŠTAMPARSKA
RADNA ORGANIZACIJA sa s. o. o. DOOR-a
NOVI SAD, VOJVODE MIŠICA 1

DOOR „IZDAVAČKA DELATNOST“
DOOR „MAGYAR SZÓ“ REDAKCIJA
DOOR „MARKETPRINT“ REDAKCIJA
DOOR „PLASMAN KNJIGA“
DOOR „PLASMAN ŠTAMPE I PROMET ROBE“
DOOR „REDAKCIJE NEDELJNI LISTOVI“
-RJ „DOLGOŽOK“
-RJ „JÓ PAJTÁS“
-RJ „KÉPES IFJÚSÁG“
DOOR „SPOLJNA TRGOVINA“
DOOR „ŠTAMPARIJA“
RZ „ZAJEDNIČKI POSLOVI“

Projection Room



Time Capsule



Photo: Jovana Rakezić



Photos: Jovana Rakezić

