

# Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences



## Graduation Plan: All tracks

Submit your Graduation Plan to the Board of Examiners ([Examencommissie-BK@tudelft.nl](mailto:Examencommissie-BK@tudelft.nl)), Mentors and Delegate of the Board of Examiners one week before P2 at the latest.

The graduation plan consists of at least the following data/segments:

Personal information		
Name		
Student number	5061413	

  

Studio		
Name / Theme	Public Building - THE NEW MUSEM   Art + the City Re-wired	
Main mentor	Henk Bultstra	Architectural Design
Second mentor	Florian Eckardt	Building Technology
Third mentor	Sang Lee	Architectural Design
Argumentation of choice of the studio	I am fascinated to research public building in community and urban scale, from a programmatic view. I see it as a catalyst to activate social activities related with politics, economy, education, culture, science, etc. Museum is a complicated program that I have never touched, and it's a treasure of a city that only a few architects have a chance to design it, so I am excited to study it.	

  

Graduation project	
Title of the graduation project	Urban Interface: a museum of new media art for social stimulation and interaction

  

Goal	
Location:	Maashaven Zuidzijde, Tarwewijk, Rotterdam South, the Netherlands
The posed problem,	<ol style="list-style-type: none"><li>1. The new digital media technologies weaken social relations in physical environment. It will influence both physiological and psychological health of human, and also restrain development of a collaborative society. Museum as a socio-cultural institution should take responsibility to enhance social relations in physical reality.</li><li>2. The traditional "white box" art space is passive for interaction</li></ol>

	<p>between artworks and unprofessional audience. It is important because today the new spirit of contemporary art asks for interactivity and engagement between artworks and audience, in order to create an inclusive culture environment.</p> <p>3. Disconnection between Southern and Northern Rotterdam. Currently this disconnection has raised many social problems which impedes the development of whole Rotterdam. Such a socio-cultural isolation should be erased for a sustainable and integrated living environment.</p>
research questions and	<p>What is the future of experiencing art?</p> <p>Related questions:</p> <ul style="list-style-type: none"> <li>- What does interface mean in architecture/museum?</li> <li>- What role does this interface play in social interactions?</li> <li>- Who is mediating audience with artwork?</li> <li>- How does new media art encourage people to interact with each other?</li> </ul>
design assignment in which these result.	<p>The new media art museum will offer inclusive and interactive art experience, using digital instrument to attract both visitors and passer-by engaging in a playful experience with each other. It will also play an educational role for creative production in this new art domain, inviting unprofessionals to co-create with professionals.</p> <p>The museum will become a new public sphere of Tarwewijk, it will function as</p>

	interface to not only mediate the artworks with people from no matter what socio-cultural background, but also adapt individual to physical urban life. In this sense, it will stimulate social relations among urban populations.
<p>[This should be formulated in such a way that the graduation project can answer these questions. The definition of the problem has to be significant to a clearly defined area of research and design.]</p>	
<b>Process</b>	
<b>Method description</b>	
<p>Different methods will be used to further development my theoretical position towards design process:</p> <p><b>Theoretical methods</b> At beginning, I will use theory of "interface design" to study general definition of interface in order to understand the basic attributes of this term. Next, I will redefine interface in architecture domain by referring to Robert Venturi's "architecture as communication" theory as he said "all buildings contain certain messages that should be transmitted by architectural design". These messages will be classified into two aspects: socio-cultural relation (inter-) and technological method (-face). Finally zooming into museum and art, Nicholas Bourriaud's concept of "relational aesthetics" and other interactive art theory will be used to discuss new social relationships under current art domain.</p> <p><b>Statistic research</b> It is important to understand who is the audience in my museum so I will research population characteristic by analysing statistics collected in P1 thematic research period. Especially focus on the demographic information of Tarwewijk. The result will be illustrated by mappings.</p> <p><b>Case study</b> To better understand and define what new media art is, I will study some popular cases of it, especially focusing on what medium they use, which perception they trigger, what meanings they have and what physical space and conditions they need. These will be used as reference for next design steps. Also, I will search for some museum cases focusing on how they integrate education function with exhibition space.</p>	

## Literature and general practical preference

### Literature:

Adams, M., Moreno, C., Polk, M., & Buck, L. (2003). The Dilemma of Interactive Art Museum Spaces. *Art Education*, 56(5), 42-52.

Benjamin, W. (1935). The Work of Art in the Age of Mechanical Reproduction. In: *Illuminations*, edited by Hannah Arendt, translated by Harry Zohn, from the 1935 essay. New York: Schocken Books, 1969

Blas, M., Bourgeon-Renault, D. & Jarrier, E. (2015). Can Interactive Mediation Tools Bridge the Identity Gap Between the Public and the Art Museum? *International Journal of Arts Management*, 18(1), 52-64.

Carroll, N. (1985). *The Specificity of Media in the Arts*. *Journal of Aesthetic Education*, 19(4), 5-20.

Choi, S. (2013). Relational Aesthetics in Art Museum Education: Engendering Visitors' Narratives Through Participatory Acts for Interpretive Experience. *Studies in Art Education*, 55(1), 51-63.

De Waal, M. (2013). Body Movies: The City as Interface. In Thissen J., Zwijnenberg R., & Zijlmans K. (Eds.), *Contemporary Culture: New Directions in Art and Humanities Research* (pp. 62-72). Amsterdam University Press.

Grossmann, M. (2011). Museum as interface. In M. Grossmann & G. Mariotti (Ed.). *Museum Art Today / Museu Arte Hoje*, São Paulo, Hedra & Forum Perma-nente, pp 89-116.

Kothe, E. (2012). Beyond Art Waitressing: Meaningful Engagement in Interactive Art Galleries. *Art Education*, 65(4), 19-24.

Lindhé, C. (2016). Visual Touch: Ekphrasis and Interactive Art Installations. In Van den Akker C. & Legêne S. (Eds.), *Museums in a Digital Culture* (pp. 31-40). Amsterdam: Amsterdam University Press.

Marino, M. & Teräväinen, H. (2012). *Architecture as Human Interface*. Aalto University Publication series.

Pierce, E. (2011). The Architecture of Robert Venturi and Denise Scott Brown: Democratic and Dangerous. *Volume 19 - 2011*. 5.

Scott, S., Hinton-Smith, T., Härmä, V., & Broome, K. (2013). Goffman in the Gallery: Interactive Art and Visitor Shyness. *Symbolic Interaction*, 36(4), 417-438.

Secomandi, F., & Snelders, D. (2013). Interface Design in Services: A Postphenomenological Approach. *Design Issues*, 29(1), 3-13.

Snoep, N. (2020). "Suggestions for a Post-Museum". In Von Oswald M. & Tinius J. (Eds.), *Across Anthropology: Troubling Colonial Legacies, Museums, and the Curatorial* (pp. 324-335). Leuven (Belgium): Leuven University Press.

**General practical precedent:**

Architecture:

The Manetti Shrem Museum at UC Davis by SO-IL (2016)

Nxt Museum in Amsterdam

Eye filmmuseum in Amsterdam

Artwork:

The Recovery of Discovery by Cyprien Gaillard (2011, Berlin)

Body Movies – Relational Architecture 6 by Rafael Lozano-Hemmer (2001, Rotterdam)

Arc Tangent by Camille Utterback (2002, USA)

**Reflection**

1. What is the relation between your graduation (project) topic, the studio topic (if applicable), your master track (A,U,BT,LA,MBE), and your master programme (MSc AUBS)?

The Public Building studio takes a clear position of "multiplicity" of architecture in public sphere. In my project, the audience will play multiple roles like visitors, artists, curators, consumers, even art object. The museum will take functions of not only exhibition but also education, laboratory, retail, leisure park, community centre, etc. The new media art emphasizes on interactivity between audience, stimulate social interactions in public urban life. In this sense my project will also help to re-wire art to city.

Interface is a term typically used in computer domain, now we could also apply it to architecture. Since industrial age architecture was seen as machine by modernism architects, today it could also be regarded as a complex system offering service to human. This complexity is embodied not only in the interdisciplinary cooperation, but also in the new smart technique applied in building environment and multiplicity of urban context.

2. What is the relevance of your graduation work in the larger social, professional and scientific framework.

My study focuses on the role transition of museum in the future, seeking ways to stimulate social interactions in urban public sphere, and meanwhile reflects on the serious social problem in our site – the disconnection between south and north Rotterdam. Our society is now switching from industrial age into digital

age. Although new digital media technologies narrow the distance and time in virtual space, but it also traps people in their own social networks. Facing this social dilemma, museum should switch from an exclusive cultural temple into an open-ended cultural interface, enhancing physical relations among public populations.

The idea of “interface” also helps to interrelate architecture industry with digital industry, since both of these two industries have a similar design strategy: design from users’ needs. I believe buildings and cities in the future will become more and more complex with the intervention of new smart technology (e.g. smart city), but all these efforts should not deviate from the basis of our profession: better environment for human beings.