

MAAS MUSEUM

Hotel New York

complex projects

9 JULY 2021

P5 PRESENTATION

Introduction

Research

Design Brief

Concept

Design

Conclusion

INDEX

Introduction

Research

Design Brief

Concept

Design

Conclusion

INDEX

CULTURE-IDEOLOGY OF CONSUMERISM

'refers to a set of beliefs and values, integral but not exclusive to the system of **capitalist globalization**, intended to make people believe that human worth is best ensured and happiness is best achieved in terms of our **consumption and possessions**.'

[Sklair, 2010]

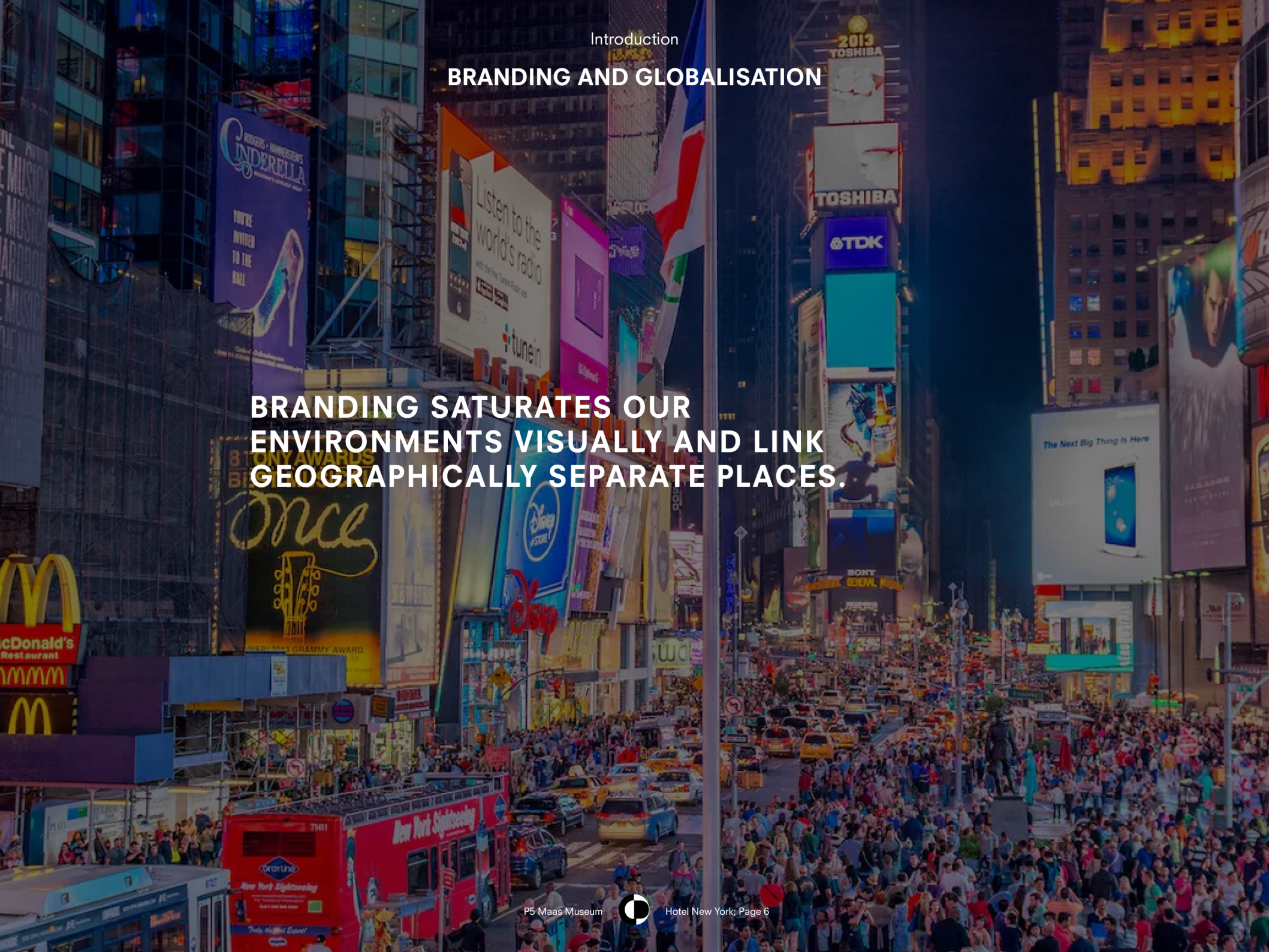


RETAIL

CULTURE OF CONSUMERISM MANIFESTING ITSELF IN THE EMPORIUM OF RETAIL AND BRANDING

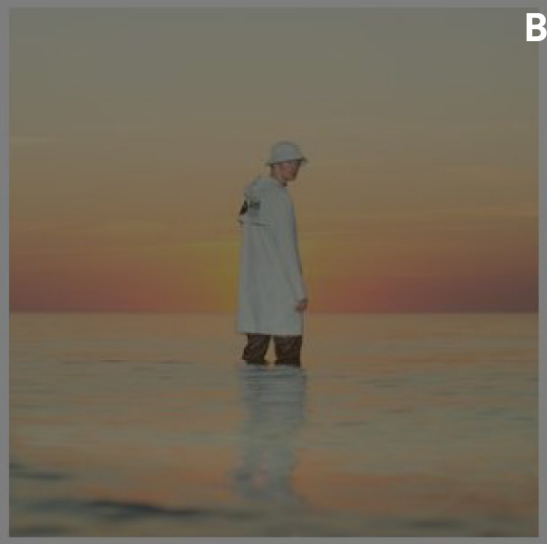


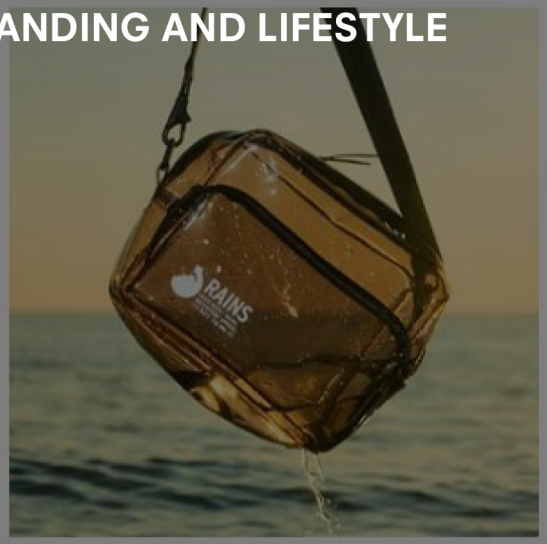
BRANDING AND GLOBALISATION



BRANDING SATURATES OUR ENVIRONMENTS VISUALLY AND LINK GEOGRAPHICALLY SEPARATE PLACES.

BRANDING AND LIFESTYLE



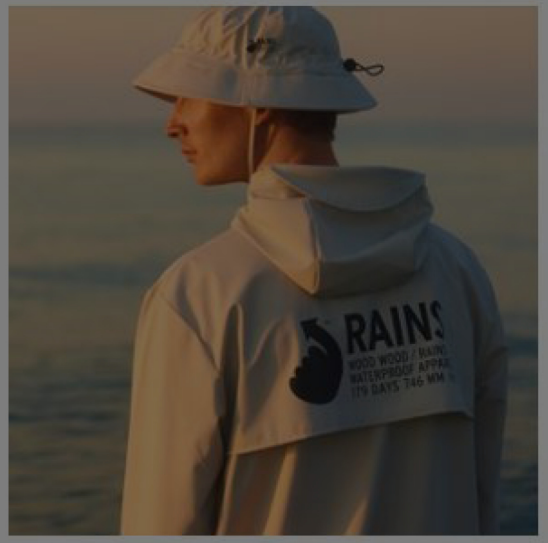




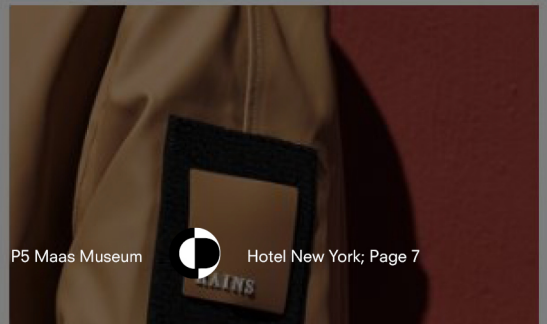
BRANDS GAIN EMOTIONAL VALUE AND SIGNIFY A LIFESTYLYE









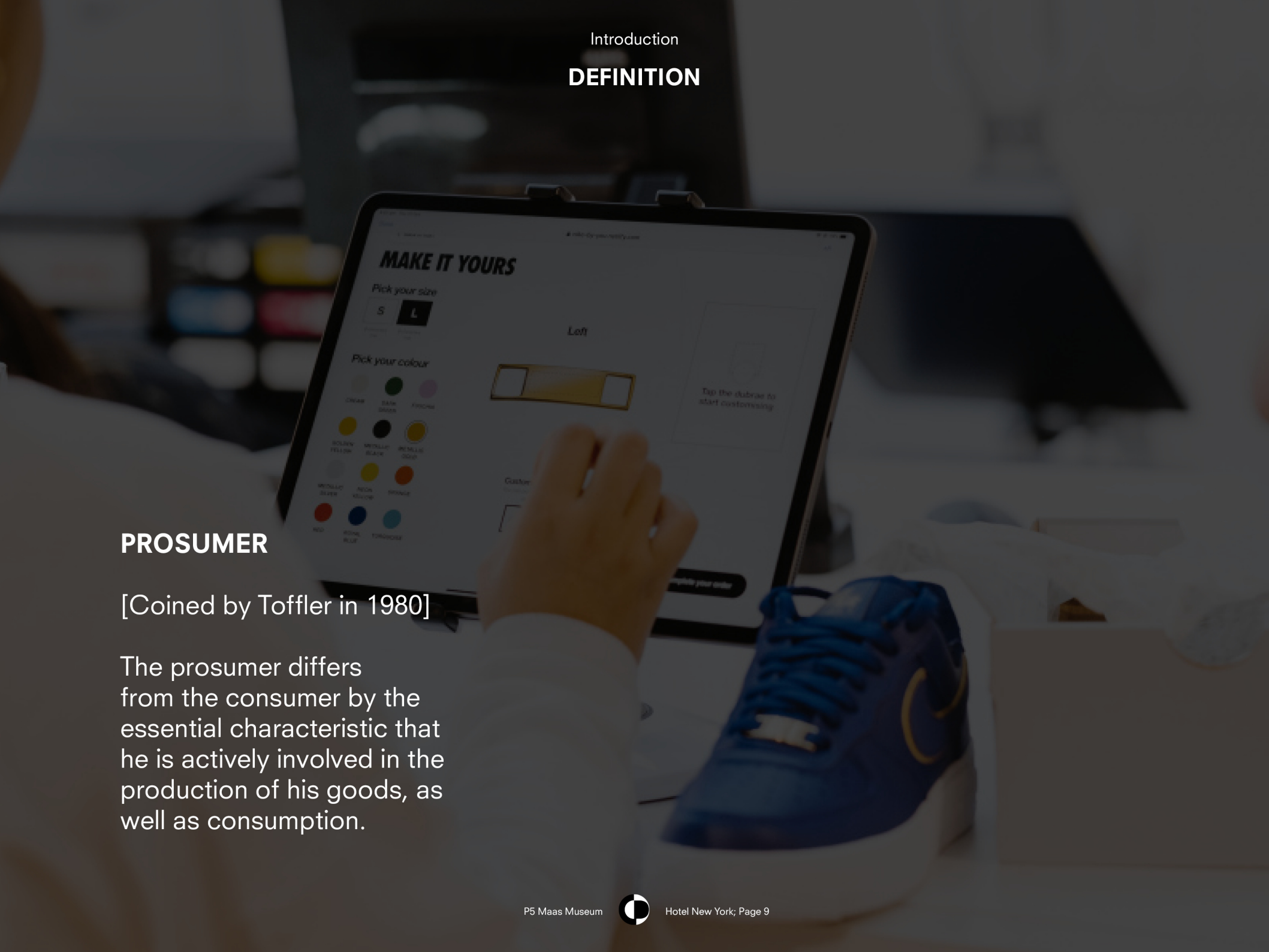






II. WE ARE ENTERING AN ERA CHARACTERISED BY A PROSUMERIST APPROACH TO CULTURE

DEFINITION

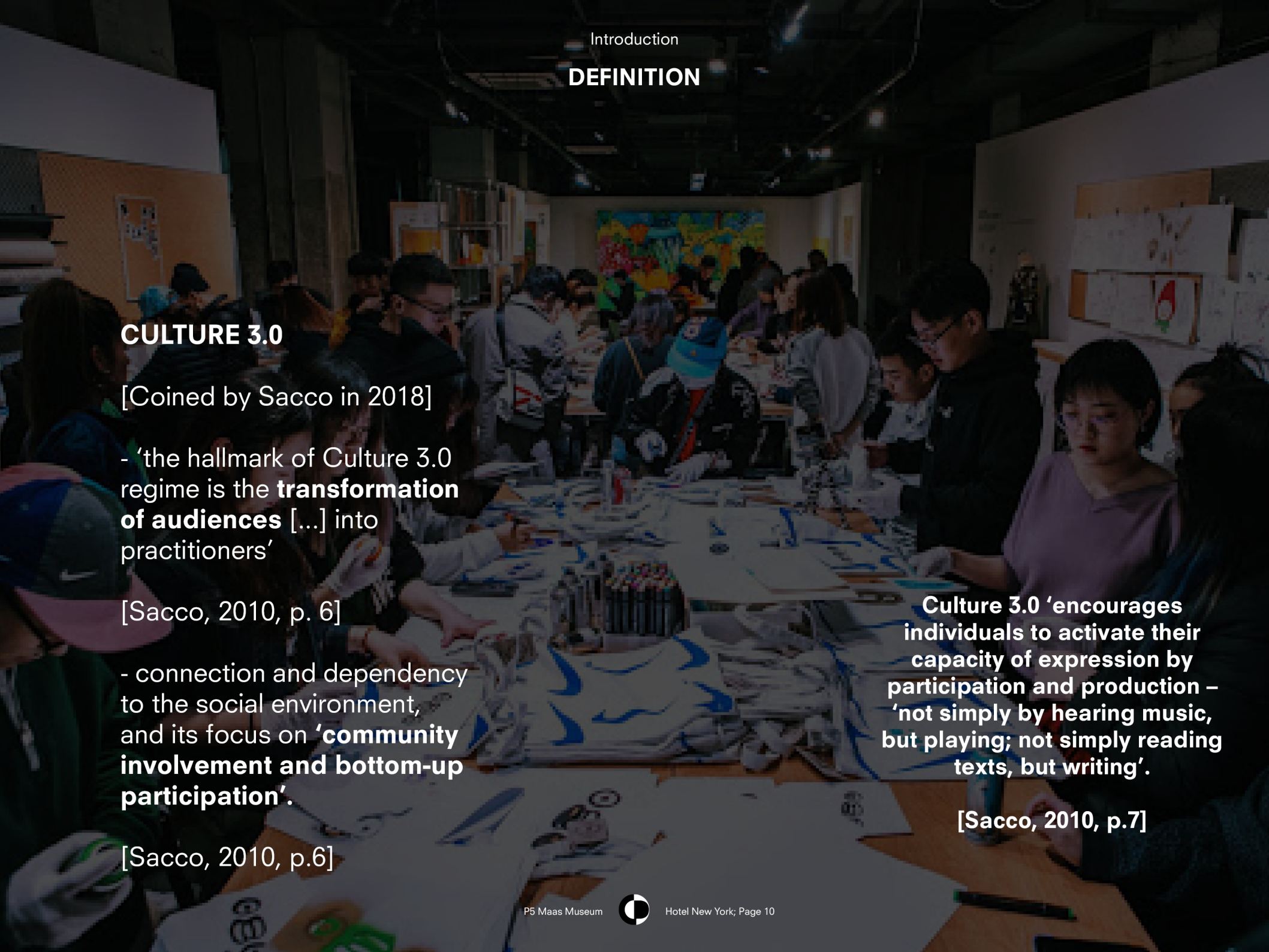


PROSUMER

[Coined by Toffler in 1980]

The prosumer differs from the consumer by the essential characteristic that he is actively involved in the production of his goods, as well as consumption.

DEFINITION



CULTURE 3.0

[Coined by Sacco in 2018]

- ‘the hallmark of Culture 3.0 regime is the **transformation of audiences** [...] into practitioners’

[Sacco, 2010, p. 6]

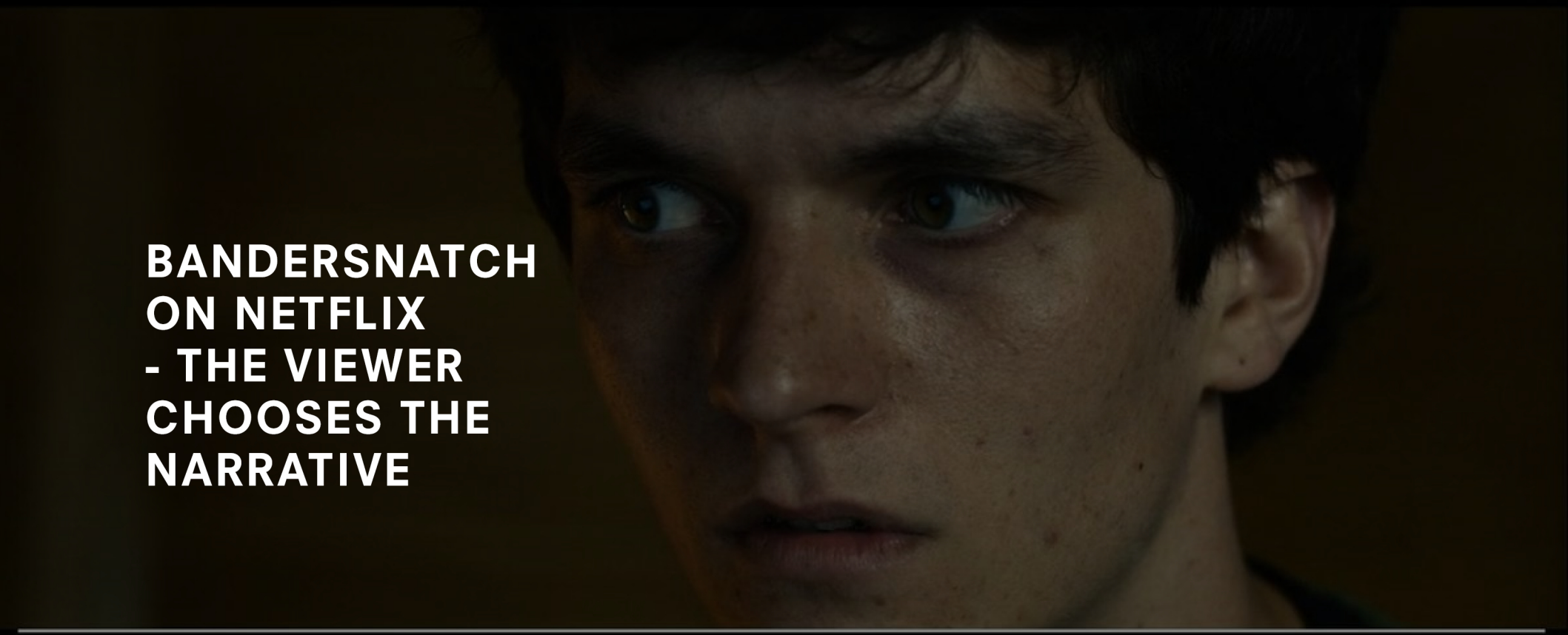
- connection and dependency to the social environment, and its focus on **‘community involvement and bottom-up participation’.**

[Sacco, 2010, p.6]

Culture 3.0 ‘encourages individuals to activate their capacity of expression by participation and production – ‘not simply by hearing music, but playing; not simply reading texts, but writing’.

[Sacco, 2010, p.7]

CULTURE 3.0 & ENTERTAINMENT



BANDERSNATCH ON NETFLIX - THE VIEWER CHOOSES THE NARRATIVE

THROW TEA OVER COMPUTER

SHOUT AT DAD

NETFLIX



PUNCHDRUNK THEATRE - THE SPECTATOR BECOMES AN ACTOR

punchdrunk

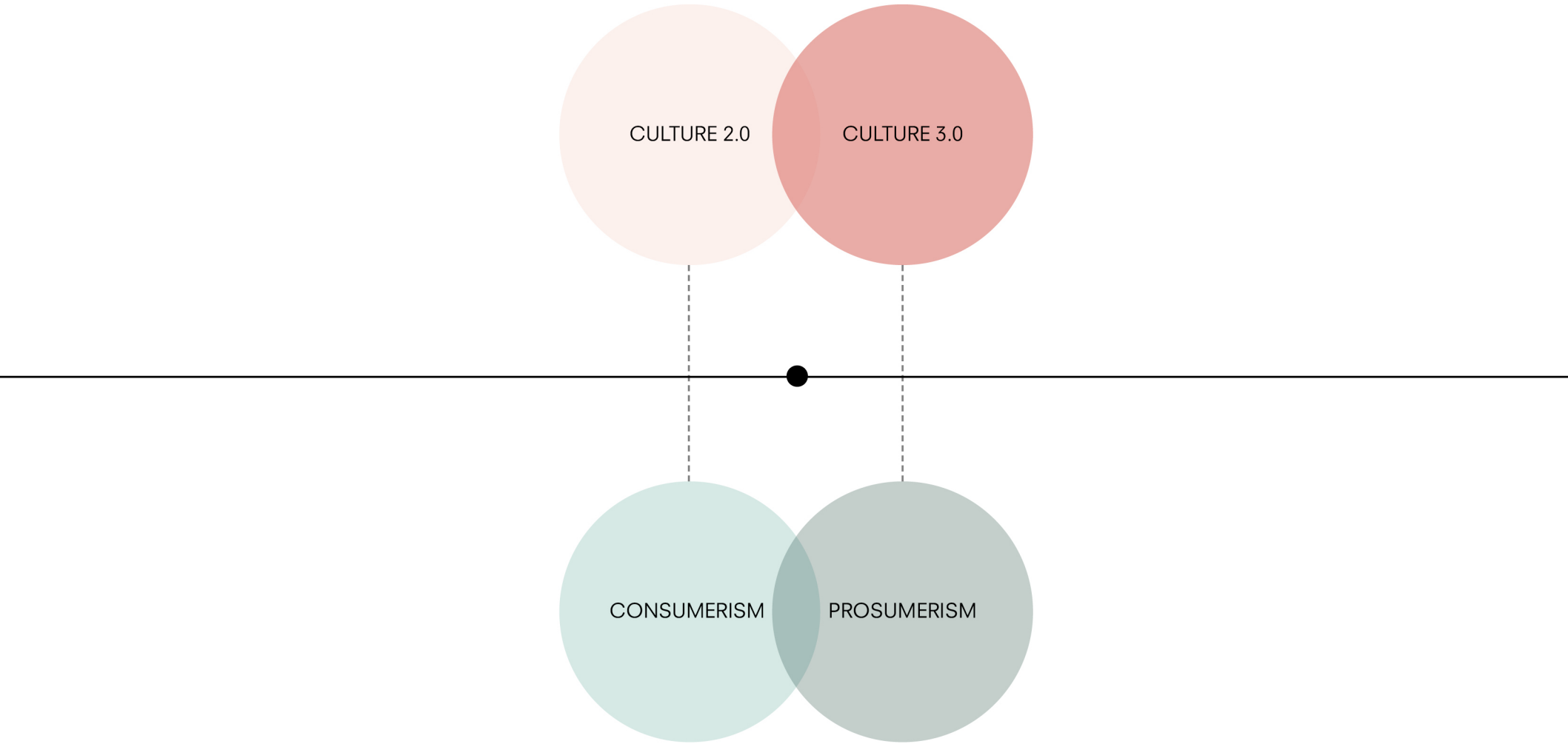


INTERACTIVE INSTALLATIONS - THE ART BECOMES VALID THROUGH PARTICIPATION

COOPER HEWITT MUSEUM - INTERACTIVE INSTALLATIONS

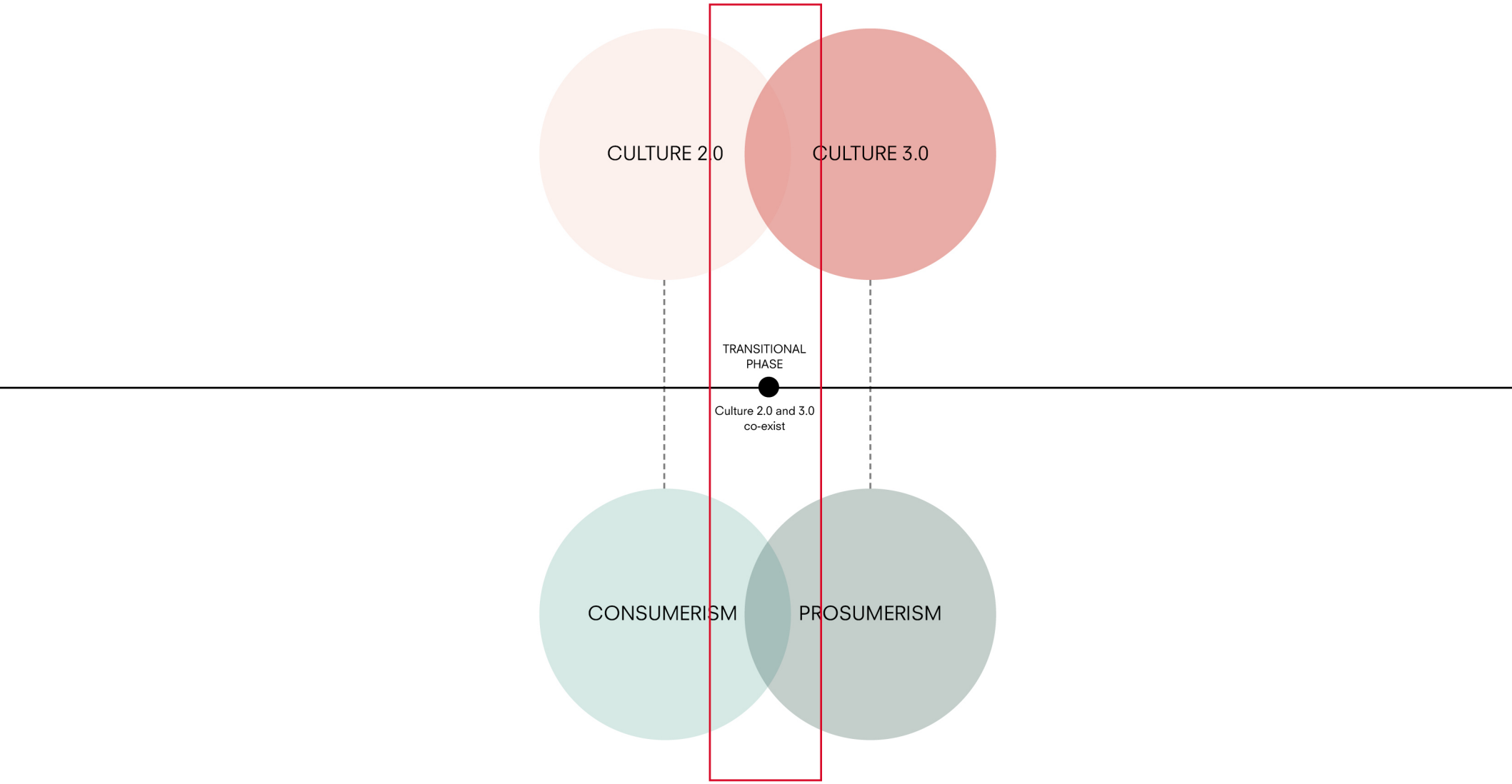


SHIFT IN LIFESTYLE



[Toffler, 1980]; [Sacco, 2018]

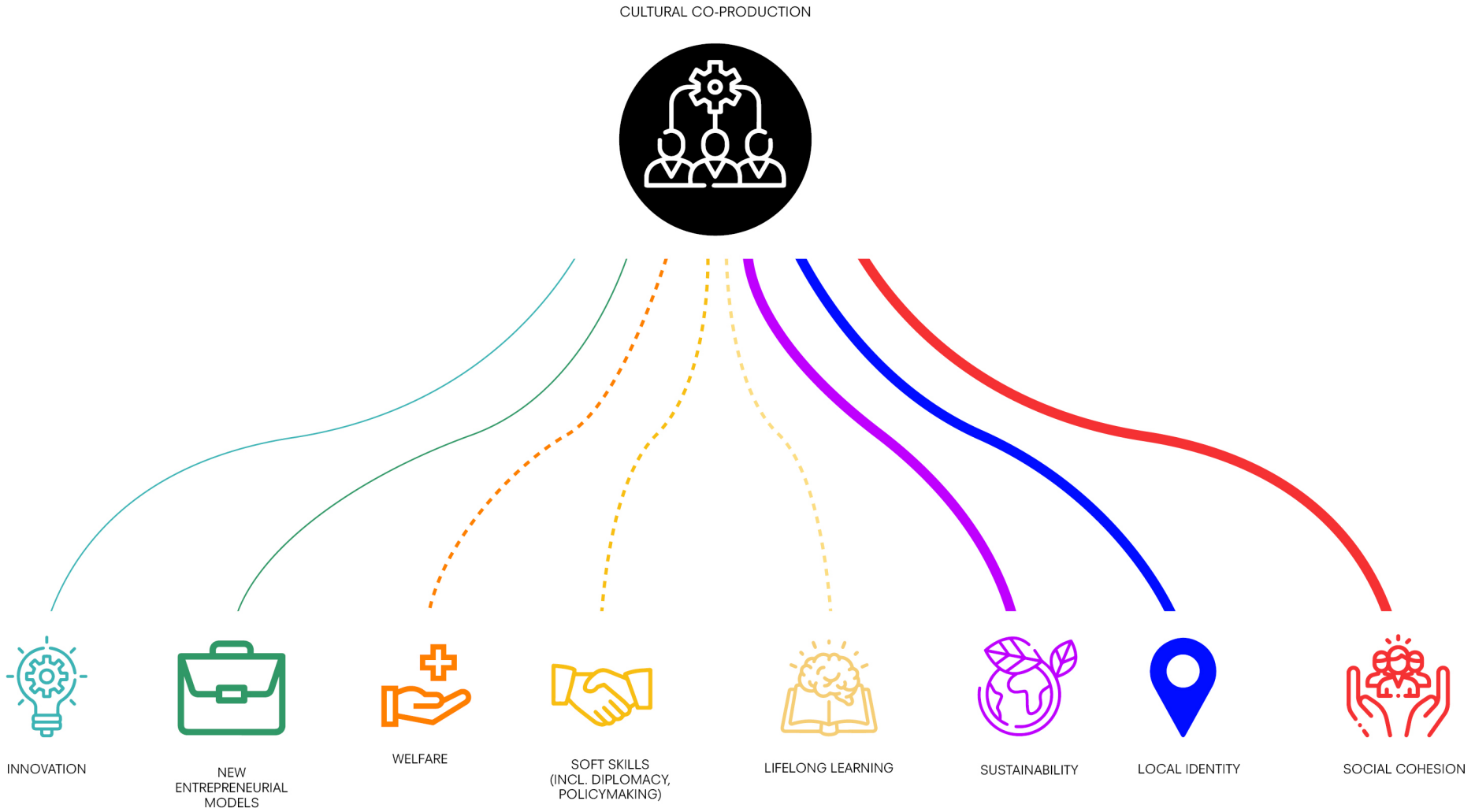
SHIFT IN LIFESTYLE



[Toffler, 1980]; [Sacco, 2018]

Programme

MACROECONOMIC IMPACTS OF CULTURAL CO-PRODUCTION



Impacts of cultural co-production

[Sacco, 2018]



III. THE DESIGN OF MUSEUMS IS NOT RESPONDING TO CHANGES IN CULTURE AND IS LED BY ICON CREATION

Introduction

Research

Design Brief

Concept

Design

Conclusion

INDEX

Museum Typology

TIMELINE

Antiquity

Renaissance

'Museion'

Repository for knowledge

Museum as Theatre

Theatre of Memory

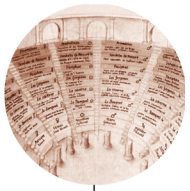
Theatre of Nature

Cabinet of curiosity

Wunderkamern











Consumerist Revolution
London, England

London, England
the shop

ca.1600 1750

3rd Century BC

Egypt, Alexandria
Ptolemy II
Philadelphius

- Library
- Artwork collection
- Scientific artefacts

15th Century

Italy, Europe
Medici, Gonzaga
and Sforza families

- Library
- Artwork collection
- Scientific artefacts
- Studies for scholars

Italy, Europe
Giulio Camillo

Italy, Europe
Ulisse Aldrovandi

- Scientific artefacts
- Study

16th Century

Germany, Europe

- Artworks
- Scientific artefacts
- Entertainment

17th Century



Consumerist Revolution
London, England

1

Museum Typology

TIMELINE

Enlightment

Neoclassicism

Modernism

The public Museum

1

Palace-Museums

Fluid space

Void as proeminent feature

2









Consumerist Revolution
London, England

London, England

the shop

ca.1600

1750

17th Century

18th Century

1793

France, Europe

Louvre, Paris is the first public museum

19th Century

Europe

1928

Barcelona, Spain

Barcelona Pavilion, Mies van der Rohe

1945

20th Century

1959

New York, America

Guggenheim Museum, Frank Lloyd Wright

Artwork collection

Entertainment

Power symbol (for society)

Artwork collection

Entertainment

Power symbol (for political class)

Artwork

Iconic

Artwork

Iconic







Consumerist Revolution
London, England

1

Second Stage Consumerism
America and Europe

1838

France, Europe

Le Bon Marche, the first department store

Post-war American Consumerism
America

2

heavy advertisement launches age of 'Modern Consumerism'

Museum Typology

TIMELINE

Modernism

Deconstructivism

Void as proeminent feature

Museum as Kinetic machine

Museum as Citadel

Museum as Sculpture/Icon

90s













20th Century

1959

New York, America

Guggenheim Museum, Frank Lloyd Wright

1977

Paris, France

Centre Pompidou, Renzo Piano

1984

Stuttgart, Germany

Neue Staatsgalerie, James Stirling

1999

Berlin, Germany

Jewish Museum, Daniel Liebskind

1998

Helsinki, Finland

Kiasma Museum, Stevhen Holl

1997

Bilbao, Spain

Guggenheim Museum, Frank Gehry

Artwork

Artwork collection

Artwork collection

Artworks

Iconic

Iconic

Iconic

Entertainment

Iconic



Post-war American Consumerism
America

2

heavy advertisement launches age of 'Modern Consumerism'

GUGGENHEIM MUSEUM - CULTURE AND PUBLIC SPACE



Guggenheim New York
Frank Lloyd Wright, 1939

>



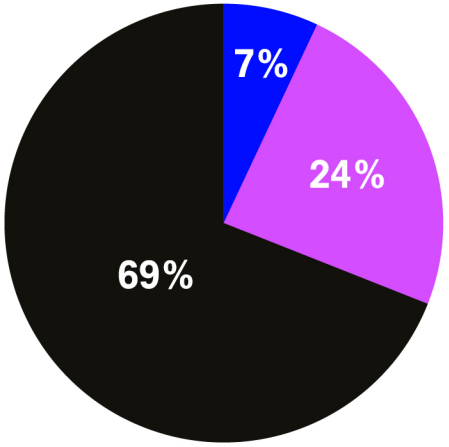
Guggenheim Bilbao
Frank Gehry, 1997

>



Guggenheim Abu Dhabi
Frank Gehry, 2017

GUGGENHEIM BILBAO - INVOLVEMENT WITH LOCAL COMMUNITY



7% BASQUE VISITORS

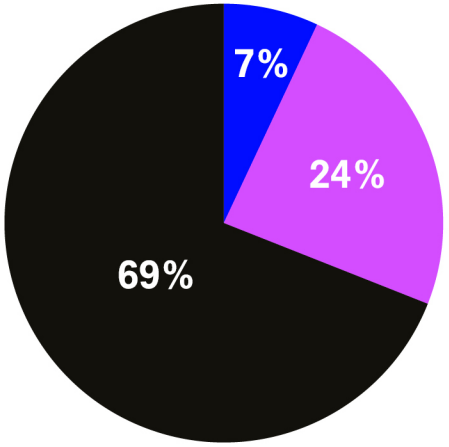
Key:

- 7% Basque region
- 24% Rest of Spain
- 69% Foreign

Total: 1.170.669

[Evans, 2003, p. 433]

GUGGENHEIM BILBAO - INVOLVEMENT WITH LOCAL COMMUNITY

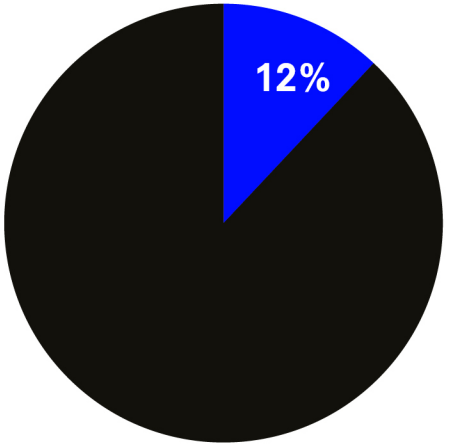


7% BASQUE VISITORS

Key:

- 7% Basque region
- 24% Rest of Spain
- 69% Foreign

Total: 1.170.669



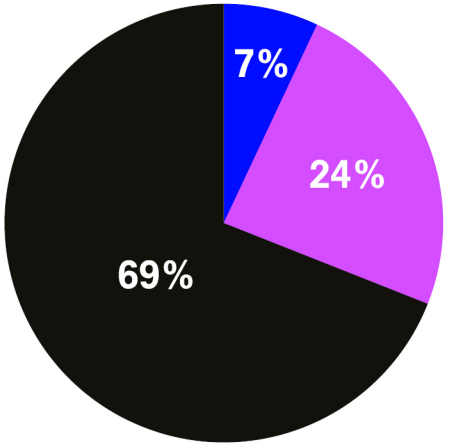
12% ART ON DISPLAY BY BASQUE ARTISTS

Key:

- 7% Basque artists
- 88% International

[Evans, 2003, p. 433]

GUGGENHEIM BILBAO - INVOLVEMENT WITH LOCAL COMMUNITY

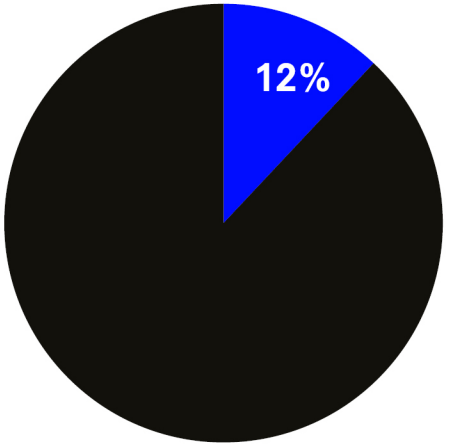


7% BASQUE VISITORS

Key:

- 7% Basque region
- 24% Rest of Spain
- 69% Foreign

Total: 1.170.669



12% ART ON DISPLAY BY BASQUE ARTISTS

Key:

- 7% Basque artists
- 88% International



LOCAL ATTENDANCE DROPPED DRASTICALLY 2 YEARS AFTER OPENING

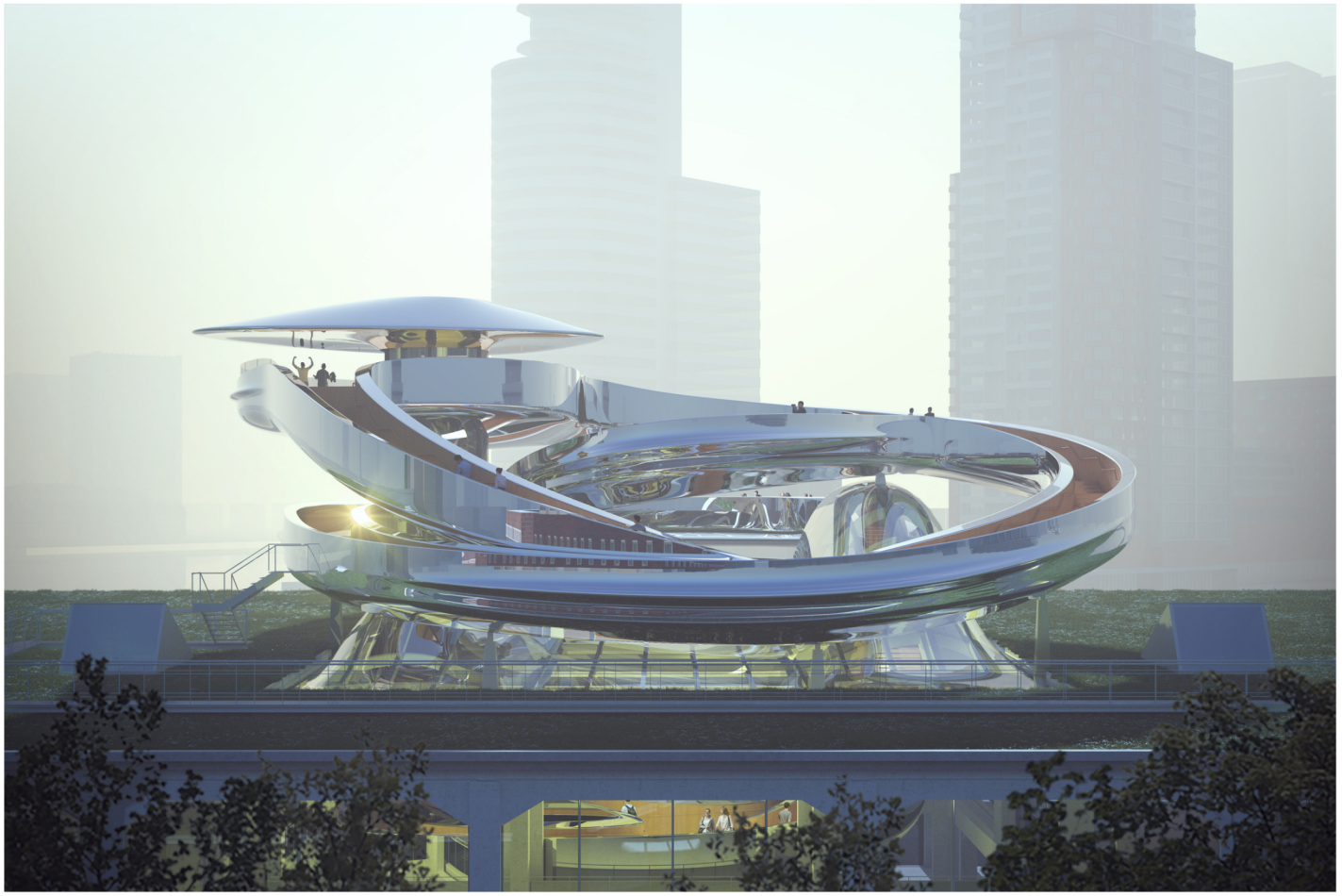
[Evans, 2003, p. 433]

THE ICONIC MUSEUM



‘Museum of the Future’, Dubai, Shaun Killa
Opening: 2020, Image courtesy of Dubai Future Foundation

THE ICONIC MUSEUM



'Museum of Migration', Rotterdam
Expected opening: 2022, Image courtesy of ArchDaily

Museum Typology

TIMELINE

Modernism

Deconstructivism

Post-structuralism

Void as proeminent feature

Museum as Sculpture/Icon

Museum as Implant/Prosthetic

Museum 3.0

90s











?

2020

1959
New York, America
Guggenheim Museum, Frank Lloyd Wright

1998
Bilbao, Spain
Guggenheim Museum, Frank Gehry

2000
London, UK
TATE Modern, Herzog & de Meuron

2001-2010
Essen, Germany
Zollverein Industrial Complex, OMA

2003
Minneapolis, US
Mill City Museum, Meyer, Scherer & Rockcastle

Artwork

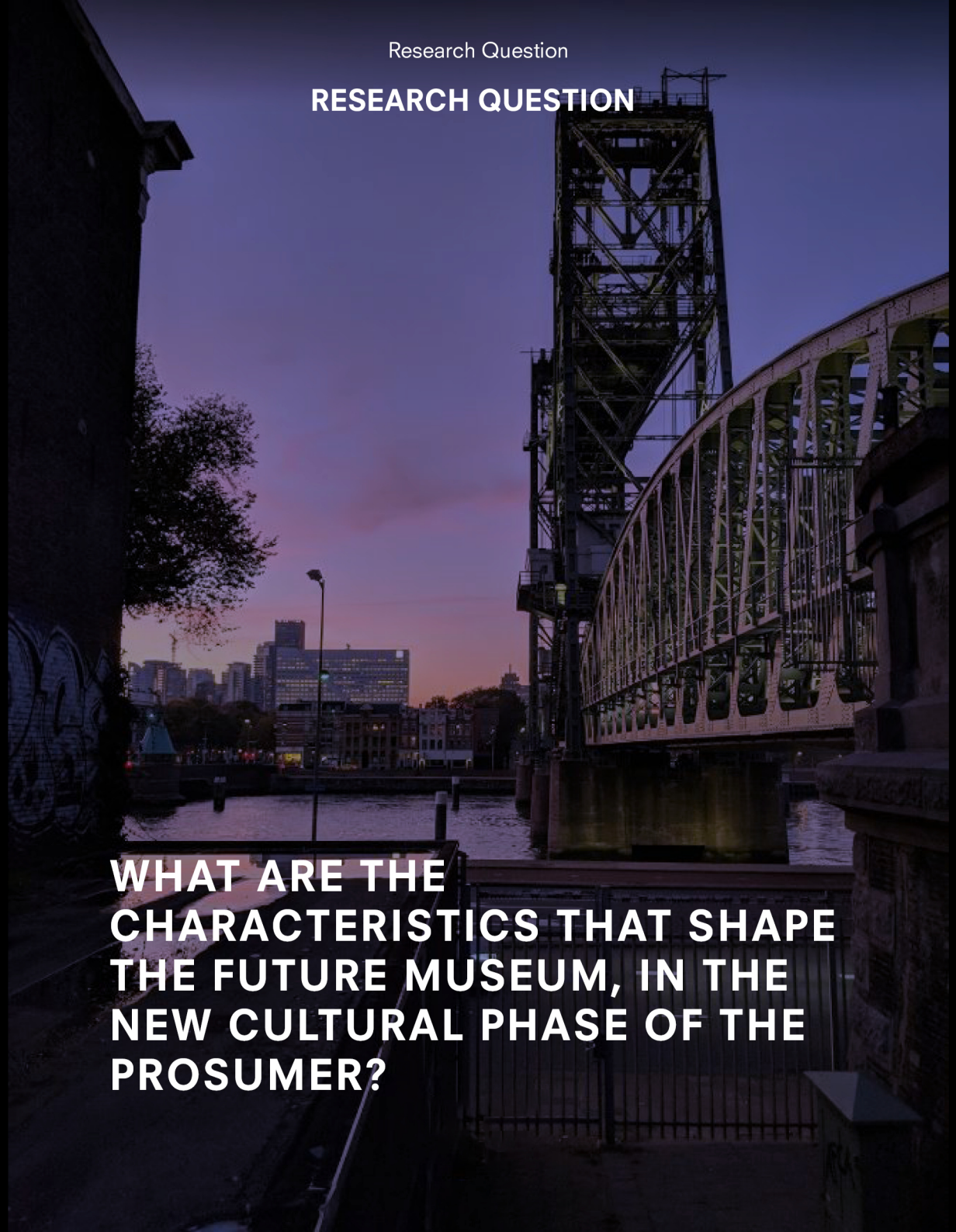
Iconic

Artworks

Entertainment

Iconic

RESEARCH QUESTION



WHAT ARE THE CHARACTERISTICS THAT SHAPE THE FUTURE MUSEUM, IN THE NEW CULTURAL PHASE OF THE PROSUMER?

Typological Study

PRECEDENTS INDEX

MUSEUM

1939



Gugenheim New York
Location: New York, USA
Architect: Frank Gehry
GFA: 6 775 m²

1992



Kunsthal
Location: Rotterdam, Netherlands
Architects: OMA
GFA: 7 000 m²

2005



TOMIHIRO ART MUSEUM
Location: Midori, Japan
Architect: aat + makoto yokomizo
GFA: 2 463 m²

2007



New Art Museum
Location: New York, USA
Architects: SANAA
GFA: 5 500 m²

2007



V&A Museum of Childhood
Location: London, UK
Architects: Caruso St John
GFA: 4 500 m²

2015



MUDEC
Location: Milan, Italy
Architect: David Chipperfield
GFA: 17 000 m²

RETAIL

2005



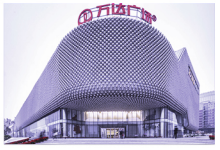
Mercato Santa Caterina
Location: Barcelona, Spain
Architects: Miralles Tagliabue embt
Area: 7 000 m²

2013



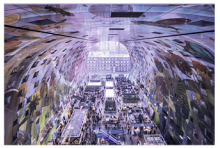
Encants Vells
Location: Barcelona, Spain
Architects: b720 Fermín Vázquez
Area: 35 440 m²

2013



Hanjie Wanda Square
Location: Wuhan, China
Architect: UNStudio
Area: 22 630 m²

2014



Markthal
Location: Rotterdam, Netherlands
Architects: MVRDV
Area: 95 000 m²

STUDIOS

1970



Kettle's Yard (Cottages)
Location: Cambridge, UK
Architects: Leslie Martin
Area: 1 125 m²

2007



RCA (Sackler Building)
Location: London, UK
Architects: Haworth Tompkins
Area: 1 280 m²

2010



NDSM Fuse
Location: Amsterdam, Netherlands
Architect: --
Area: 18 256 m²

2014



Songzhuang Studios
Location: Songzhuang, Beijing, China
Architects: Knowspace
Area: 1 488 m²

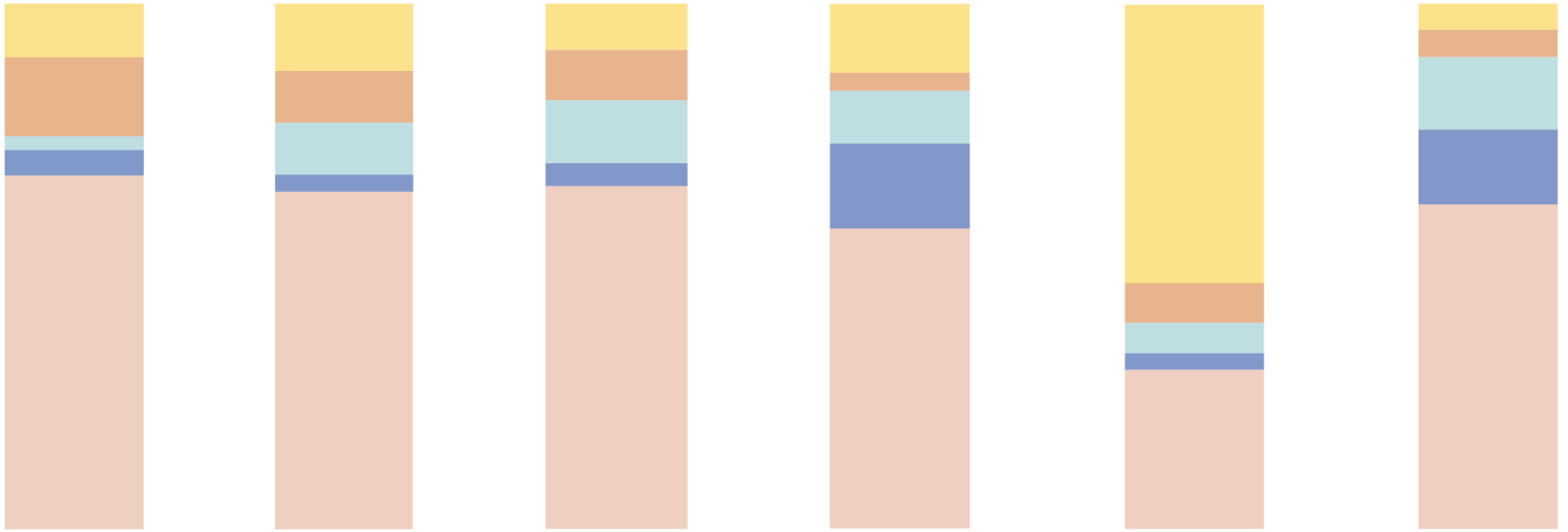
Typological Study

PUBLIC FUNCTIONS - COMPARISON







Guggenheim NY

New Art Museum

MUDEC

Tomihiro Art Museum

V&A Museum of Childhood

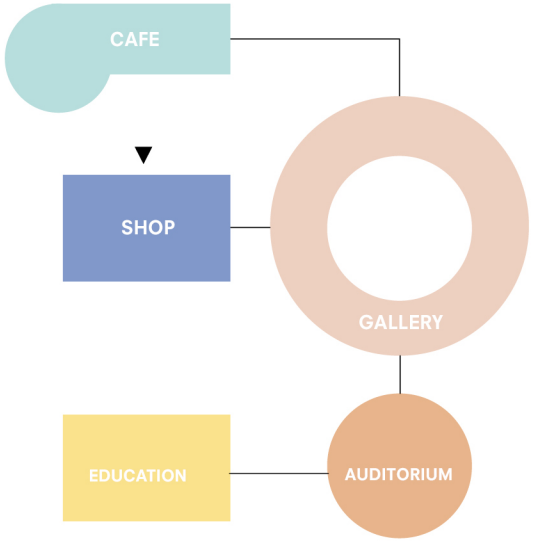
Kunsthal

Public Functions Percentage

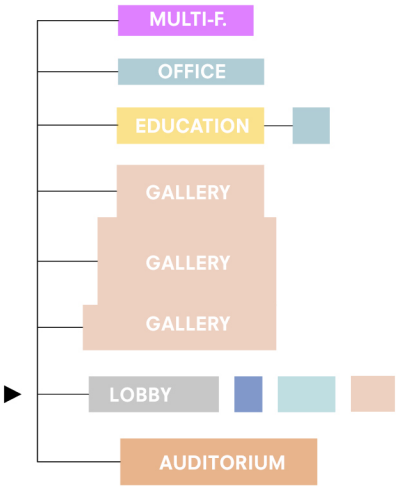
- Gallery
- Shop
- Cafe
- Entertainment
- Education

Programme

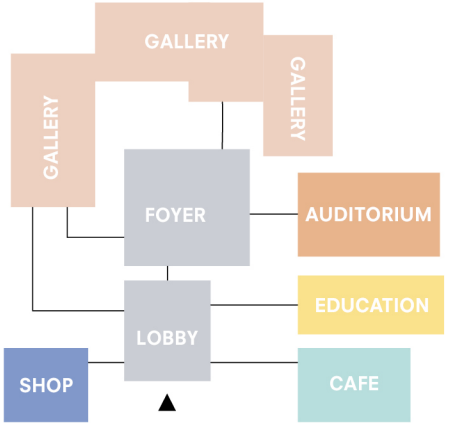
FUNCTIONS LAYOUT



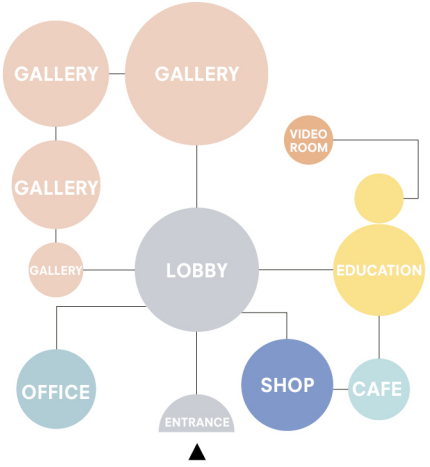
Guggenheim NY



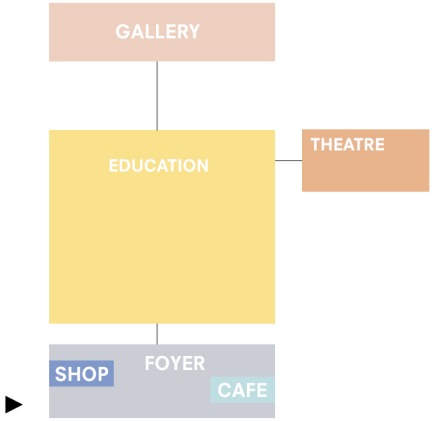
New Art Museum



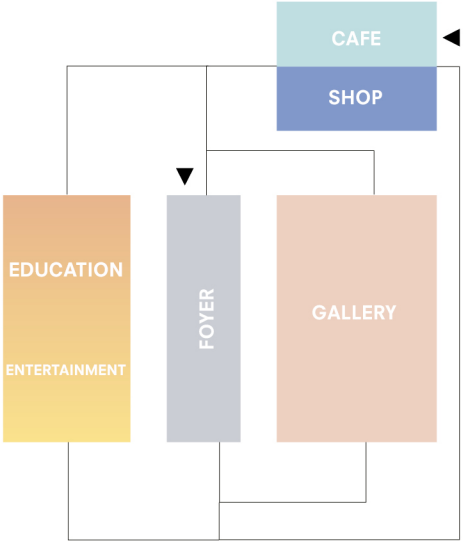
MUDEC



Tomihiro Art Museum



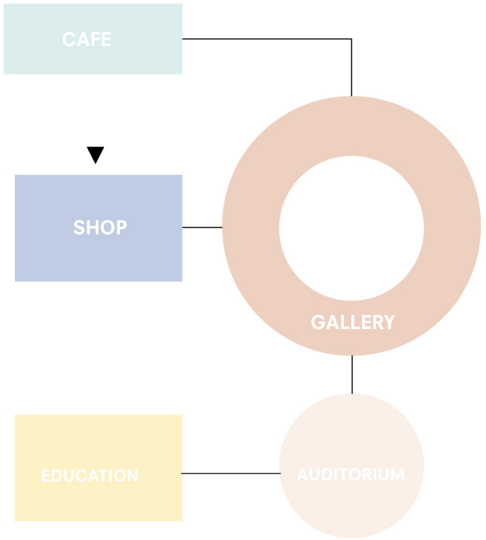
V&A Museum of Childhood



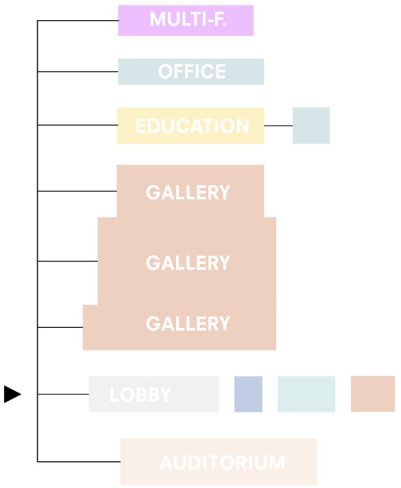
Kunsthal

Programme

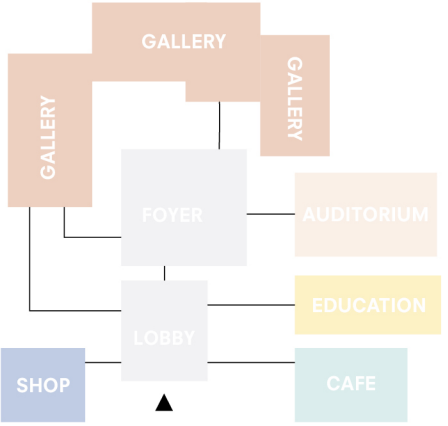
FUNCTIONS LAYOUT



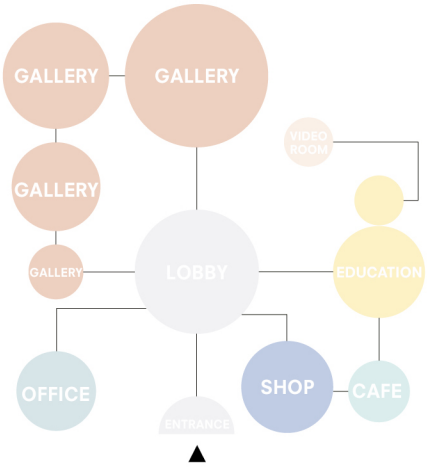
Guggenheim NY



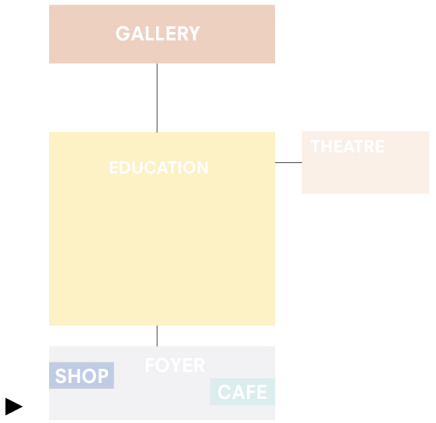
New Art Museum



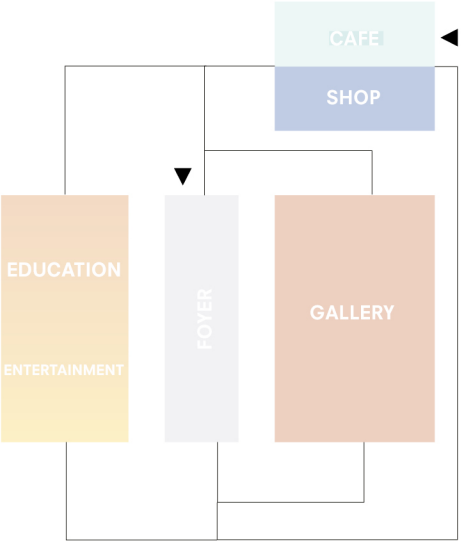
MUDEC



Tomihiro Art Museum



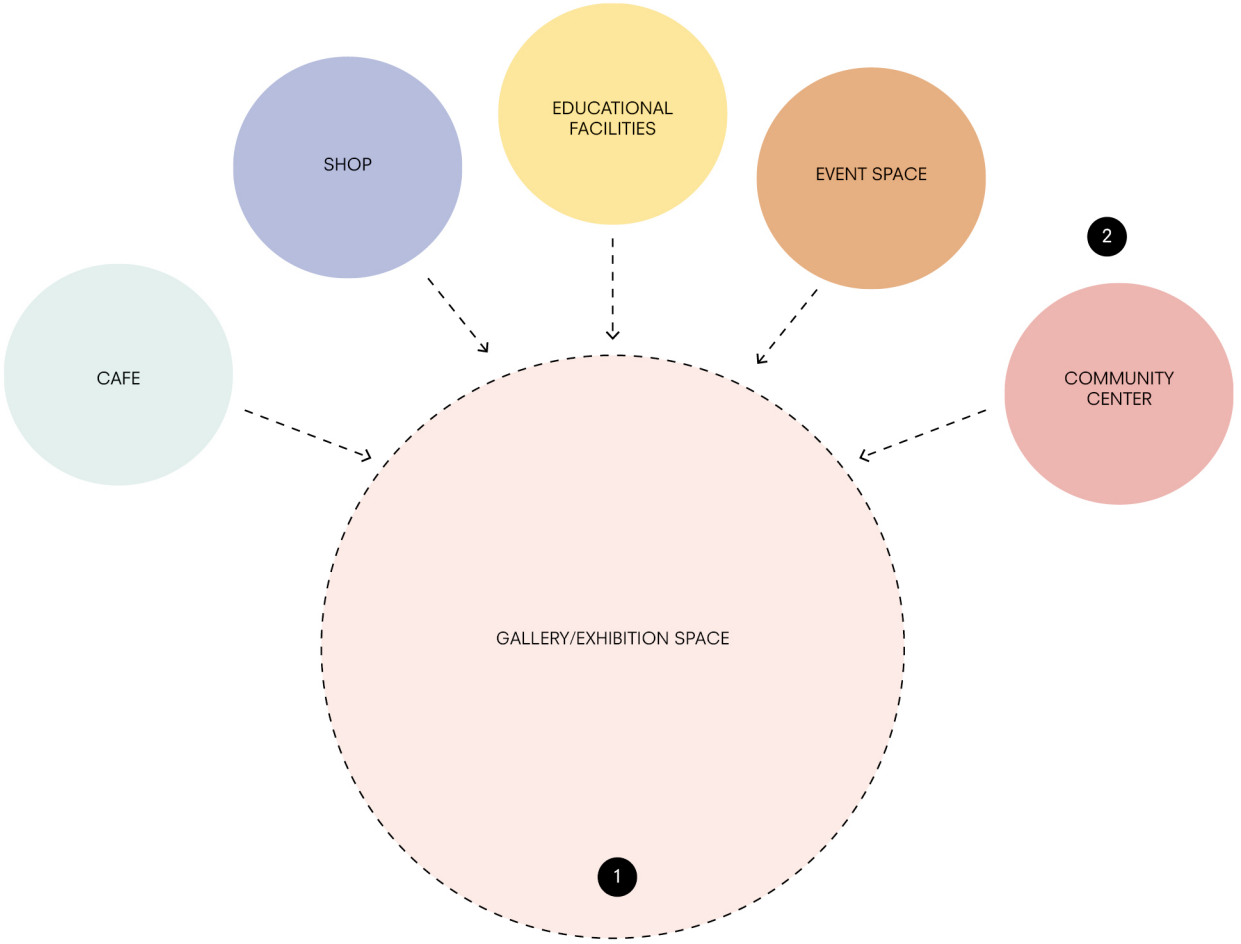
V&A Museum of Childhood



Kunsthal

Programme

MUSEUM 3.0 SHIFT IN FOCUS



Museum Programme Hierarchy - other functions supporting collection

What is art for? [Hudson, 2015]

Programme

USER EXPERIENCE



Pay
Admission Rate



Acquire
Product

Gallery (viewing)

Educational facilities

Shop

Cafe

Non-monetary
renumeration

ex. education
pleasure



Products

ex. merchadise
use of cafe



Programme

LINEAR EXPERIENCE



Pay
Admission Rate



Acquire
Product

Non-monetary
renumeration

ex. education
pleasure



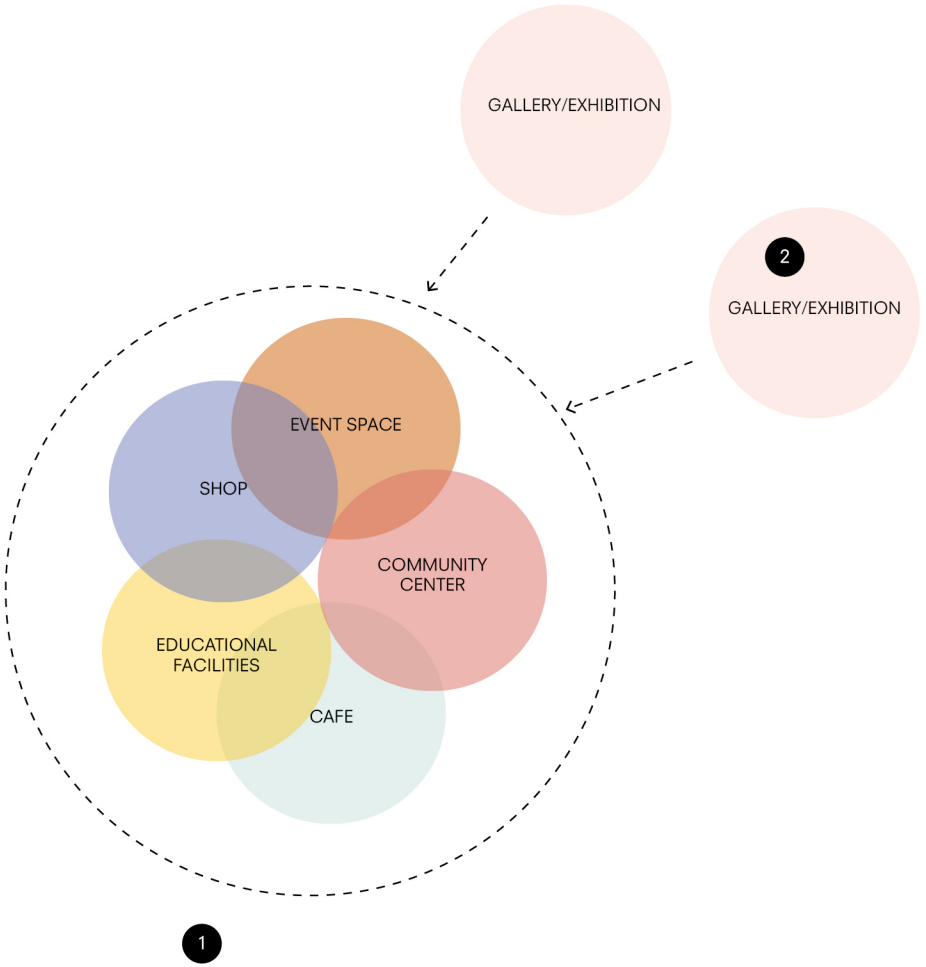
Products

ex. merchadise
use of cafe



Programme

MUSEUM 3.0 SHIFT IN FOCUS



Key:

1 Main function

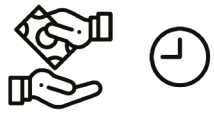
2 Auxilliary functions

Museum 3.0 - Gallery supporting other functions related to daily activity

What is art for? [Hudson, 2015]

Programme

USER EXPERIENCE
MUSEUM 3.0



Pay
Subscription rate/
One-time admission rate



Acquire
Artwork/
Product Price



Social | Education | Gallery

=

Production | Shop

Non-monetary
renumeration
(skills, wellbeing,
education)

(or product)



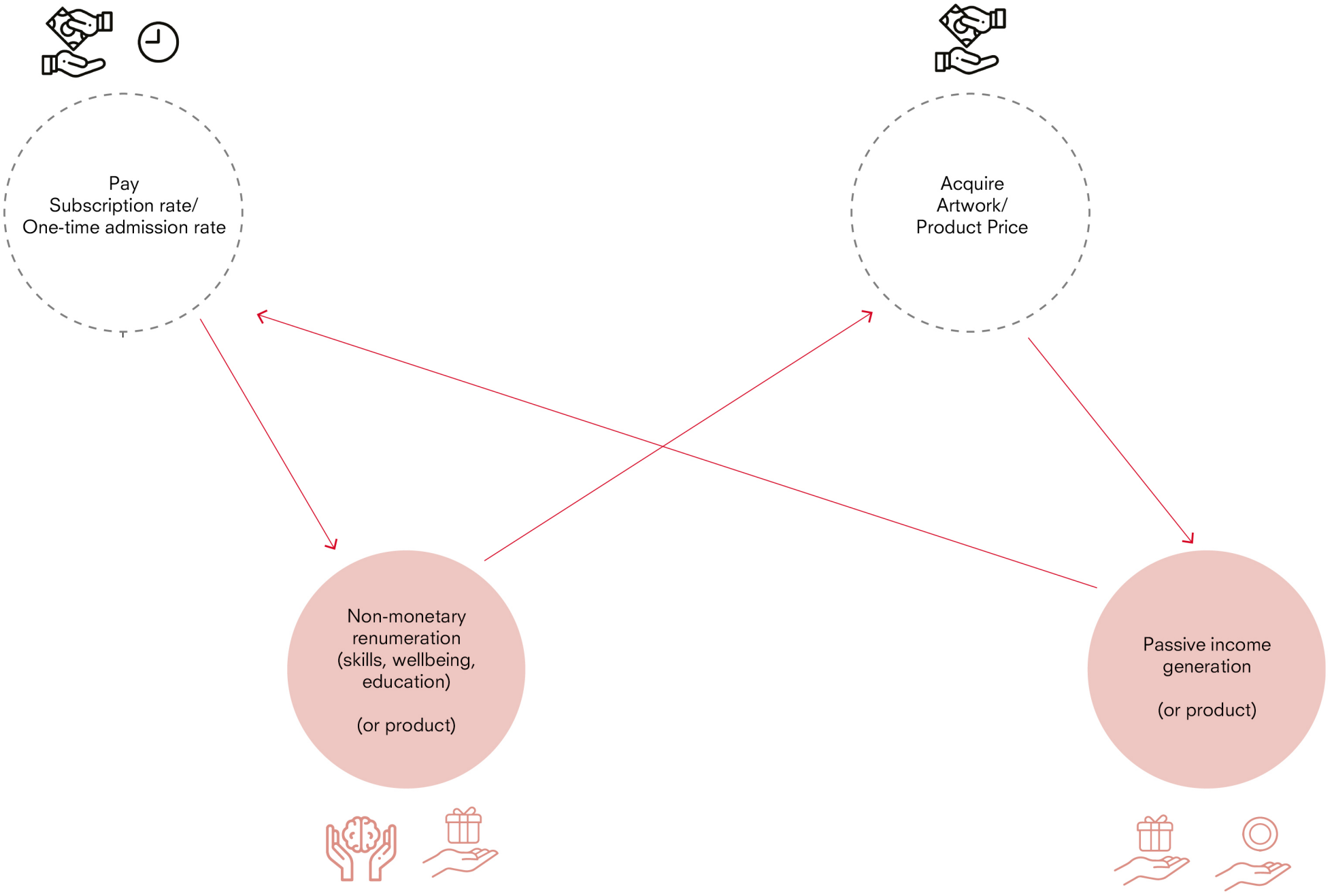
Passive income
generation

(or product)

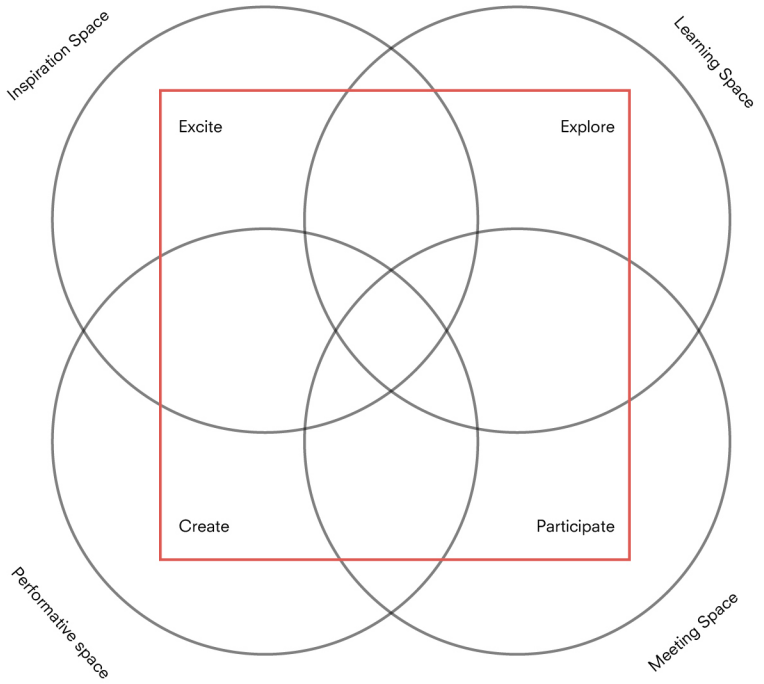


Programme

USER EXPERIENCE
MUSEUM 3.0

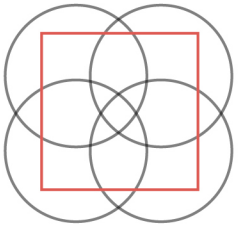


THE FOUR SPACES MODEL



The Four Spaces of the Public Library
Jochumsen, H. et. al (2012), p. 589

SUGGESTED PROGRAMME



Inspiration space

- cater to 'experience society' -
- experience, storrytelling, expressive dissemination

16%

GALLERY

SHOP



Meeting space

- encounter opinions that are challenging
- meet other citizens and communicate, be active accross generations and belongings

9%

CAFE

EVENT SPACE



Learning space

- increase competences and possibilities
- play, artistic activities, courses

20%

EDUCATION

PRODUCTION



Performative space

- help creators prepare new work
- digital natives can co-create

53%

STUDIOS

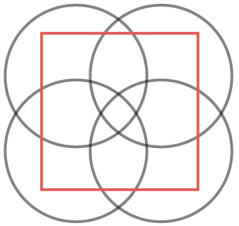
RESIDENCES



The Four Spaces of the Public Library
Jochumsen, H. et. al (2012), p. 589

Programme

ADDED PROGRAMME



Inspiration space

- cater to 'experience society' -
- experience, storrytelling, expressive dissemination

16%

GALLERY

SHOP

Meeting space

- encounter opinions that are challenging
- meet other citizens and communicate, be active accross generations and belongings

9%

Learning space

- increase competences and possibilities
- play, artistic activities, courses

20%

PRODUCTION

Performative space

- help creators prepare new work
- digital natives can co-create

53%

STUDIOS

RESIDENCES

The Four Spaces of the Public Library
Jochumsen, H. et. al (2012), p. 589

Typological Study

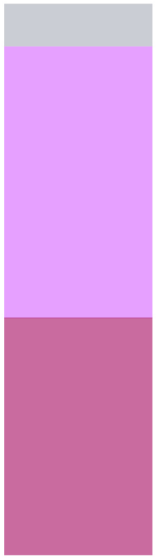
ARTISTS' STUDIOS FUNCTIONS

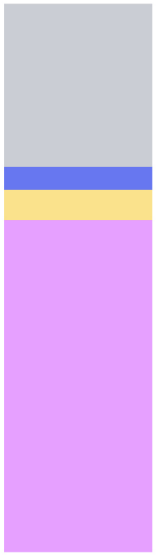
















Songzhuang Studios

RCA Sackler Building

Kettle's Yard

NDSM Art City

Public Functions Percentage

- Artist Studio
- Artist Residential
- Gallery-Residential hybrid
- Education
- Production
- Cafe
- Gallery
- Supporting (Car park, Office)

Introduction

Research

Design Brief

Concept

Design

Conclusion

INDEX

Typological Study

PRECEDENTS INDEX

MUSEUM

1939



Gugenheim New York
Location: New York, USA
Architect: Frank Gehry
GFA: 6 775 m²

1992



Kunsthal
Location: Rotterdam, Netherlands
Architects: OMA
GFA: 7 000 m²

2005



TOMIHIRO ART MUSEUM
Location: Midori, Japan
Architect: aat + makoto yokomizo
GFA: 2 463 m²

2007



New Art Museum
Location: New York, USA
Architects: SANAA
GFA: 5 500 m²

2007



V&A Museum of Childhood
Location: London, UK
Architects: Caruso St John
GFA: 4 500 m²

2015



MUDEC
Location: Milan, Italy
Architect: David Chipperfield
GFA: 17 000 m²

RETAIL

2005



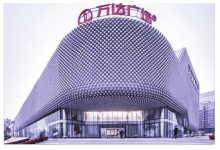
Mercato Santa Caterina
Location: Barcelona, Spain
Architects: Miralles Tagliabue embt
Area: 7 000 m²

2013



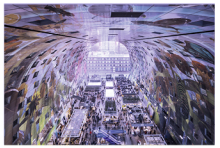
Encants Vells
Location: Barcelona, Spain
Architects: b720 Fermín Vázquez
Area: 35 440 m²

2013



Hanjie Wanda Square
Location: Wuhan, China
Architect: UNStudio
Area: 22 630 m²

2014



Markthal
Location: Rotterdam, Netherlands
Architects: MVRDV
Area: 95 000 m²

STUDIOS

1970



Kettle's Yard (Cottages)
Location: Cambridge, UK
Architects: Leslie Martin
Area: 1 125 m²

2007



RCA (Sackler Building)
Location: London, UK
Architects: Haworth Tompkins
Area: 1 280 m²

2010



NDSM Fuse
Location: Amsterdam, Netherlands
Architect: --
Area: 18 256 m²

2014



Songzhuang Studios
Location: Songzhuang, Beijing, China
Architects: Knowspace
Area: 1 488 m²

Typological Study

AREA CALCULATIONS

MUSEUM

1939

Gugenheim New York
Location: New York, USA
Architect: Frank Gehry
GFA: 6 775 m²

1992



Kunsthal
Location: Rotterdam, Netherlands
Architects: OMA
GFA: 7 000 m²

2005

TOMIHIRO ART MUSEUM
Location: Midori, Japan
Architect: aat + makoto yokomizo
GFA: 2 463 m²

2007

New Art Museum
Location: New York, USA
Architects: SANAA
GFA: 5 500 m²

2007

V&A Museum of Childhood
Location: London, UK
Architects: Caruso St John
GFA: 4 500 m²

2015

MUDEC
Location: Milan, Italy
Architect: David Chipperfield
GFA: 17 000 m²

RETAIL

2005

Mercato Santa Caterina
Location: Barcelona, Spain
Architects: Miralles Tagliabue embt
Area: 7 000 m²

2013

Encants Vells
Location: Barcelona, Spain
Architects: b720 Fermín Vázquez
Area: 35 440 m²

2013

Hanjie Wanda Square
Location: Wuhan, China
Architect: UNStudio
Area: 22 630 m²

2014

Markthal
Location: Rotterdam, Netherlands
Architects: MVRDV
Area: 95 000 m²

STUDIOS

1970

Kettle's Yard (Cottages)
Location: Cambridge, UK
Architects: Leslie Martin
Area: 1 125 m²

2007

RCA (Sackler Building)
Location: London, UK
Architects: Haworth Tompkins
Area: 1 280 m²

2010

NDSM Fuse
Location: Amsterdam, Netherlands
Architect: --
Area: 18 256 m²

2014

Songzhuang Studios
Location: Songzhuang, Beijing, China
Architects: Knowspace
Area: 1 488 m²

Typological Study

AREA CALCULATIONS

MUSEUM

1939

Gugenheim New York
Location: New York, USA
Architect: Frank Gehry
GFA: 6 775 m²

1992



Kunsthal
Location: Rotterdam, Netherlands
Architects: OMA
GFA: 7 000 m²

2005

TOMIHIRO ART MUSEUM
Location: Midori, Japan
Architect: aat + makoto yokomizo
GFA: 2 463 m²

2007

New Art Museum
Location: New York, USA
Architects: SANAA
GFA: 5 500 m²

2007

V&A Museum of Childhood
Location: London, UK
Architects: Caruso St John
GFA: 4 500 m²

2015

MUDEC
Location: Milan, Italy
Architect: David Chipperfield
GFA: 17 000 m²

RETAIL

2005

Mercato Santa Caterina
Location: Barcelona, Spain
Architects: Miralles Tagliabue embt
Area: 7 000 m²

2013

Encants Vells
Location: Barcelona, Spain
Architects: b720 Fermín Vázquez
Area: 35 440 m²

2013

Hanjie Wanda Square
Location: Wuhan, China
Architect: UNStudio
Area: 22 630 m²

2014

Markthal
Location: Rotterdam, Netherlands
Architects: MVRDV
Area: 95 000 m²

STUDIOS

1970

Kettle's Yard (Cottages)
Location: Cambridge, UK
Architects: Leslie Martin
Area: 1 125 m²

2007

RCA (Sackler Building)
Location: London, UK
Architects: Haworth Tompkins
Area: 1 280 m²

2010

NDSM Fuse
Location: Amsterdam, Netherlands
Architect: --
Area: 18 256 m²

2014



Songzhuang Studios
Location: Songzhuang, Beijing, China
Architects: Knowspace
Area: 1 488 m²

GFA CALCULATION



Kunsthal
Location: Rotterdam, Netherlands
Architects: OMA
GFA: 7 000 m²

x 1

medium-size museum

+

+



Songzhuang Studios
Location: Songzhuang, Beijing, China
Architects: Knowspace
Area: 1 488 m²

x 5

50 artists in residence

GFA CALCULATION



Kunsthal
Location: Rotterdam, Netherlands
Architects: OMA
GFA: 7 000 m²

x 1

7 000 m²

+

+



Songzhuang Studios
Location: Songzhuang, Beijing, China
Architects: Knowspace
Area: 1 488 m²

x 5

8 000 m²

15 000 m² GFA

Typological Study

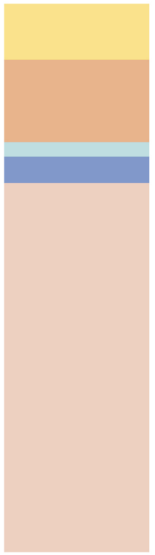
PUBLIC FUNCTIONS COMPARISON

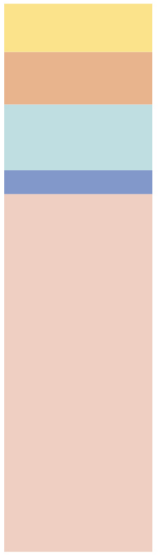
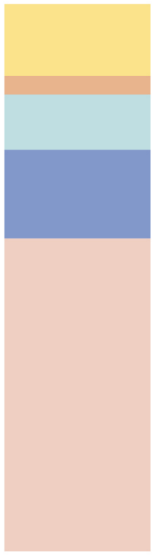


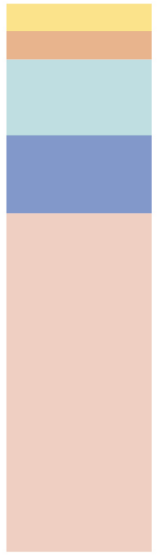











Guggenheim NY

New Art Museum

MUDEC

Tomihiro Art Museum

V&A Museum of Childhood

Kunsthal

Proposed

Public Functions Percentage

- Gallery
- Shop
- Cafe
- Entertainment
- Education
- Production

SUGGESTED PROGRAMME BAR

GFA
15 000 m²



Public

**Artists'
Village**

SUGGESTED PROGRAMME BAR

Public Area
7 000 m²

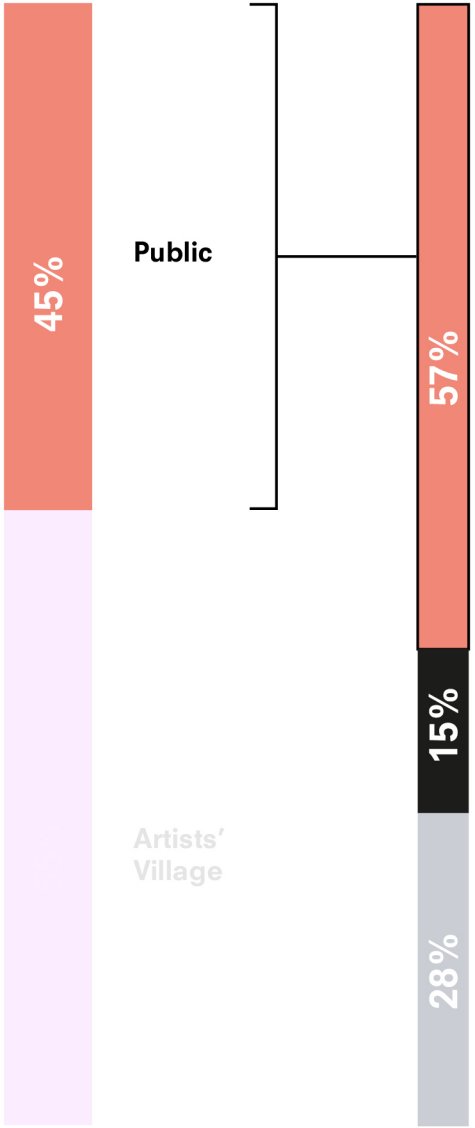


Public

Artists'
Village

SUGGESTED PROGRAMME BAR

Public Area
7 000 m²



Public Functions
4 000 m²

Gallery
Shop
Cafe / Meeting
Event Space
Education
Production

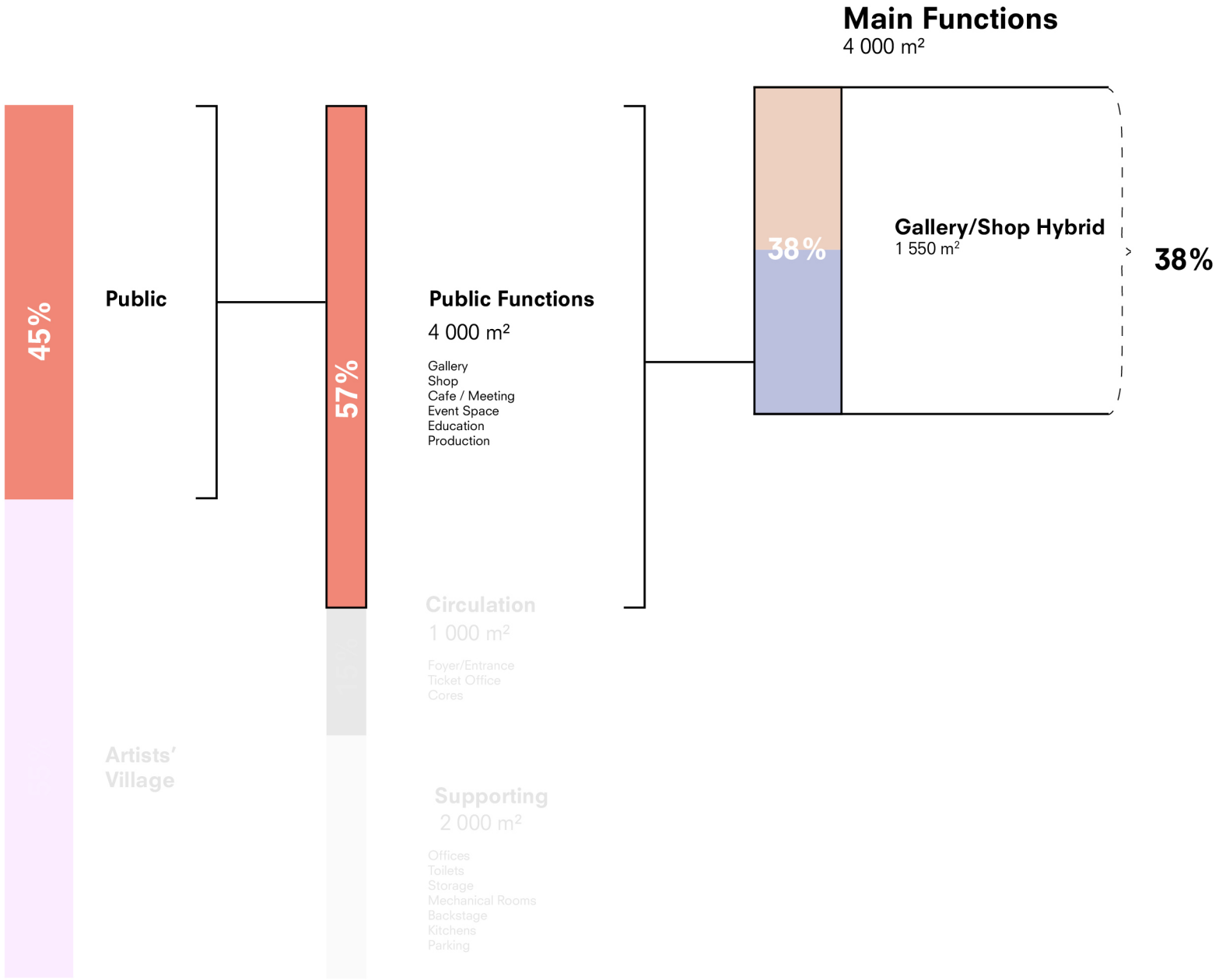
Circulation
1 000 m²

Foyer/Entrance
Ticket Office
Cores

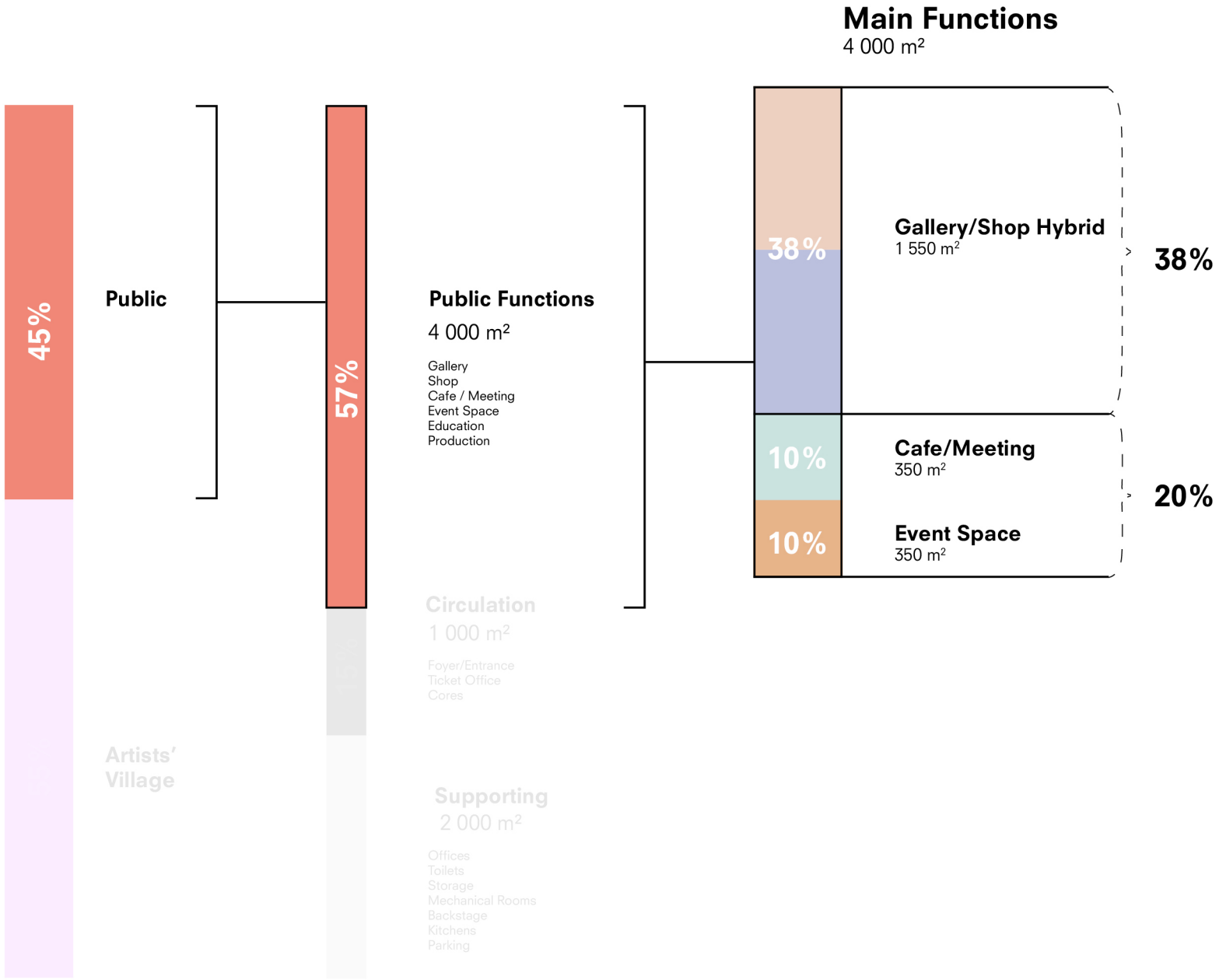
Supporting
2 000 m²

Offices
Toilets
Storage
Mechanical Rooms
Backstage
Kitchens
Parking

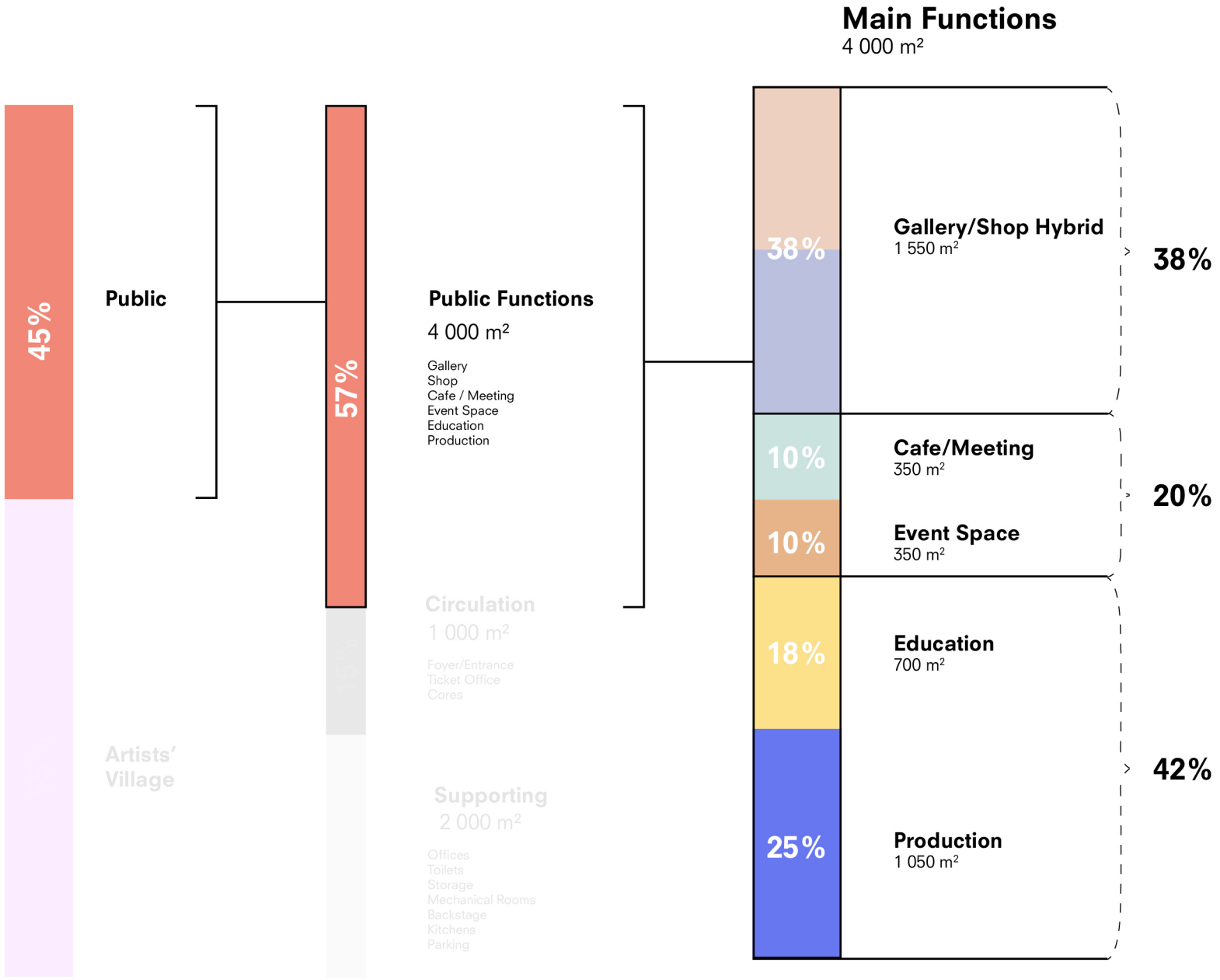
SUGGESTED PROGRAMME BAR



SUGGESTED PROGRAMME BAR



SUGGESTED PROGRAMME BAR



SUGGESTED PROGRAMME BAR

Artists' Village
8 000 m²

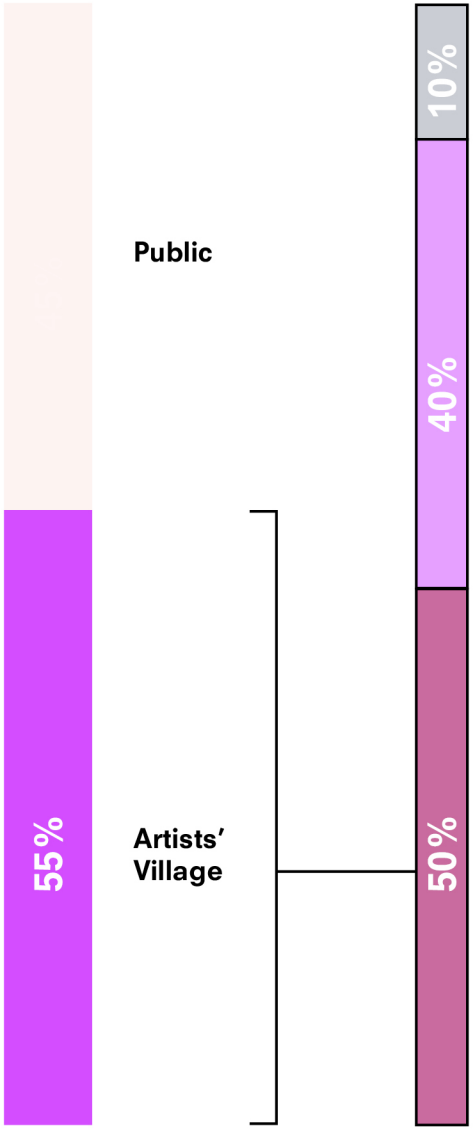


Public

Artists' Village

SUGGESTED PROGRAMME BAR

Artists' Village
8 000 m²



Supporting

800 m²

Parking
Mechanical rooms
Communal toilets

Studio - shared

3 200 m²

Double height studios
Storage areas
Outdoor creative space

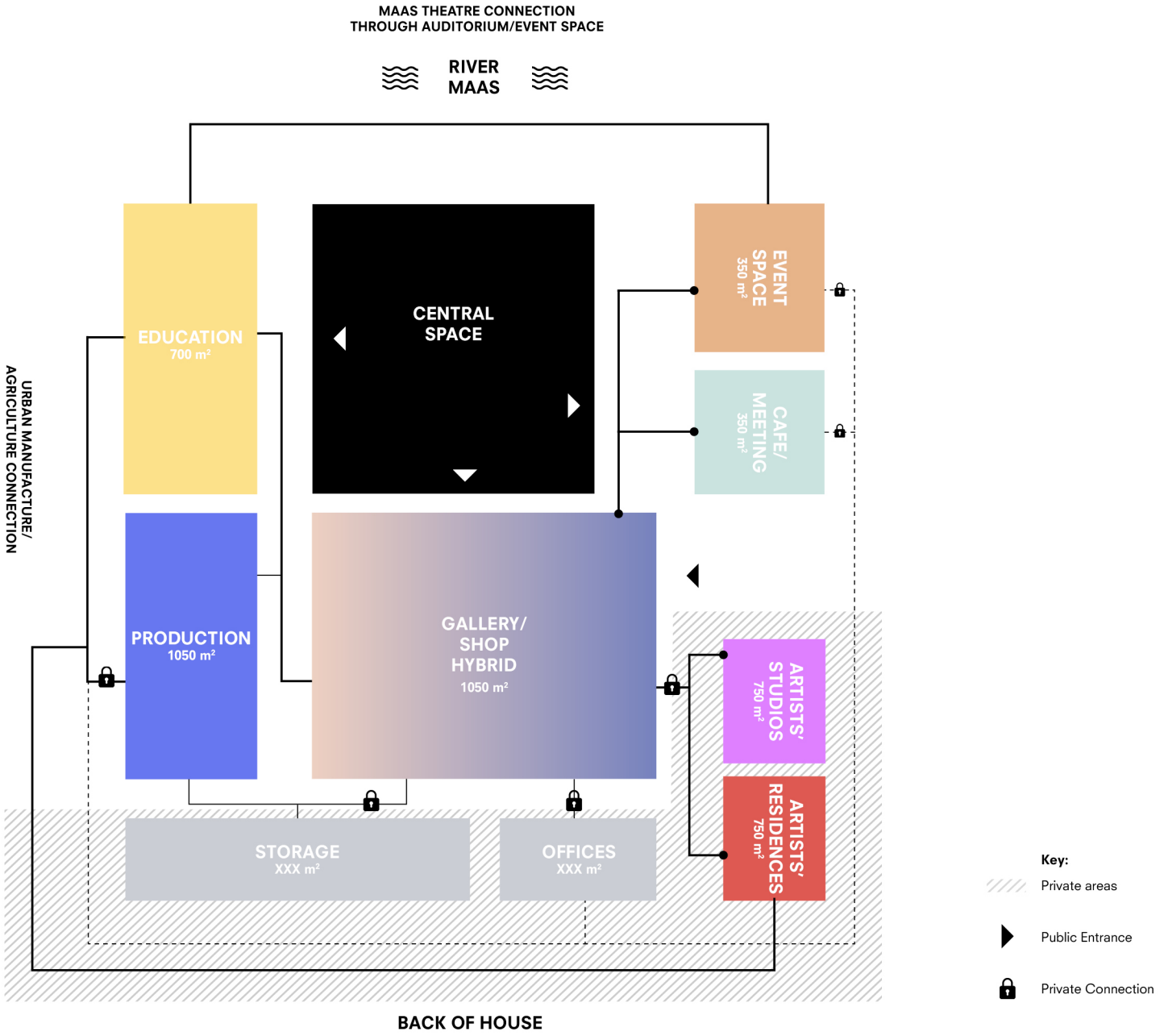
Dwellings

4 000 m²

Individual apartments (en-suite)
Double apartments
Communal living areas

Programme

PROGRAMME RELATIONS





PROJECT AMBITION

Programme

LACK OF CULTURAL INSTITUTIONS ON SITE



Programme

THE CASE FOR CULTURAL CO-PRODUCTION IN FEIJENOORD

Het Nieuwe Instituut



Museum Boijmans van Beuingen



Kunsthal





Rotterdamm Museums

TOP-DOWN BRANDING

Museum Boijmans van Beuingen



Nu te zien boijmans bij de buren Bthere

Kunsthal



KUNSTHAL ROTTERDAM

Het Nieuwe Instituut



The New Institute

Location on site

EXISTING CULTURAL INTERACTIVE PROGRAMMES ON SITE

Eco Kinderpark

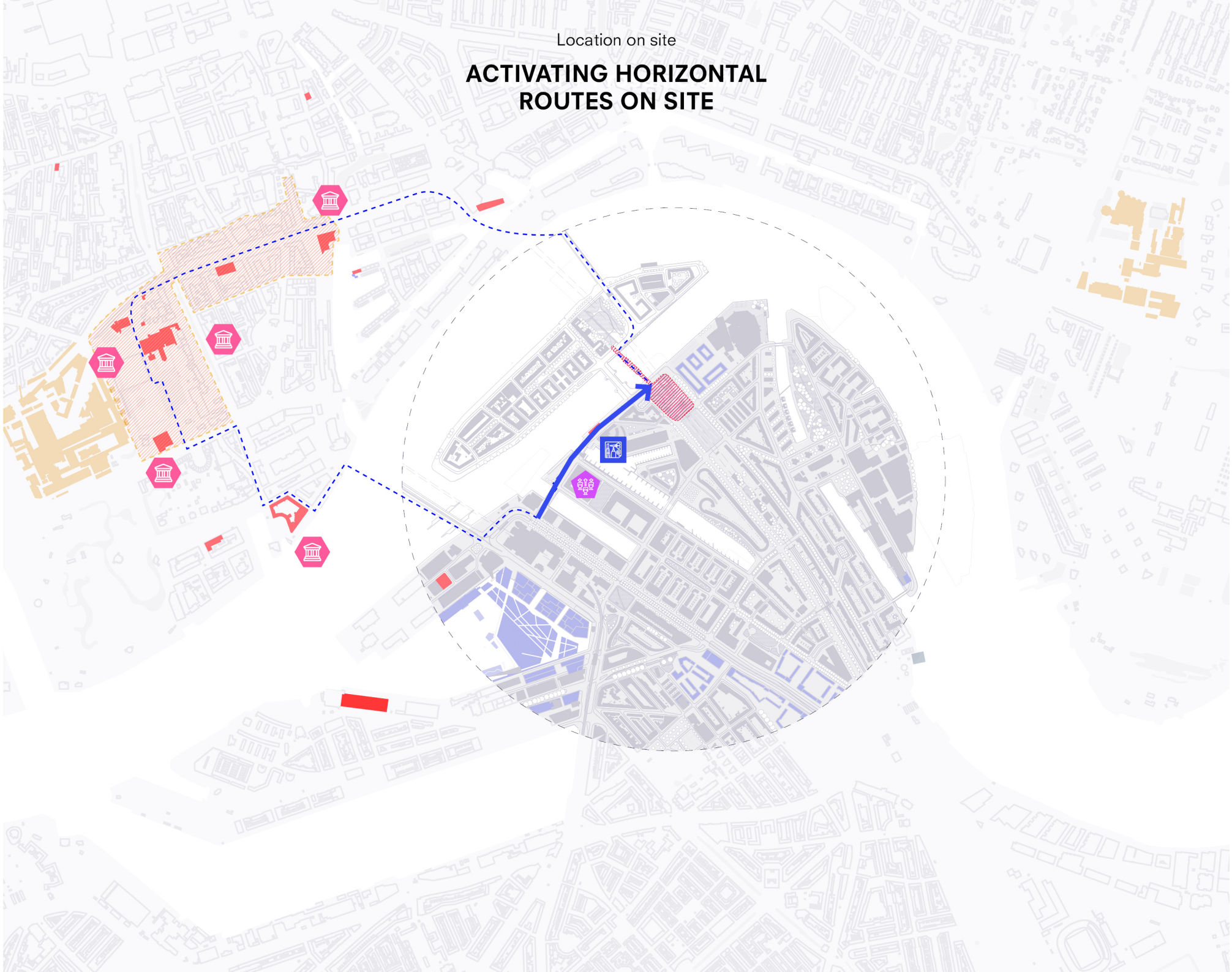


Villa Zebra



Location on site

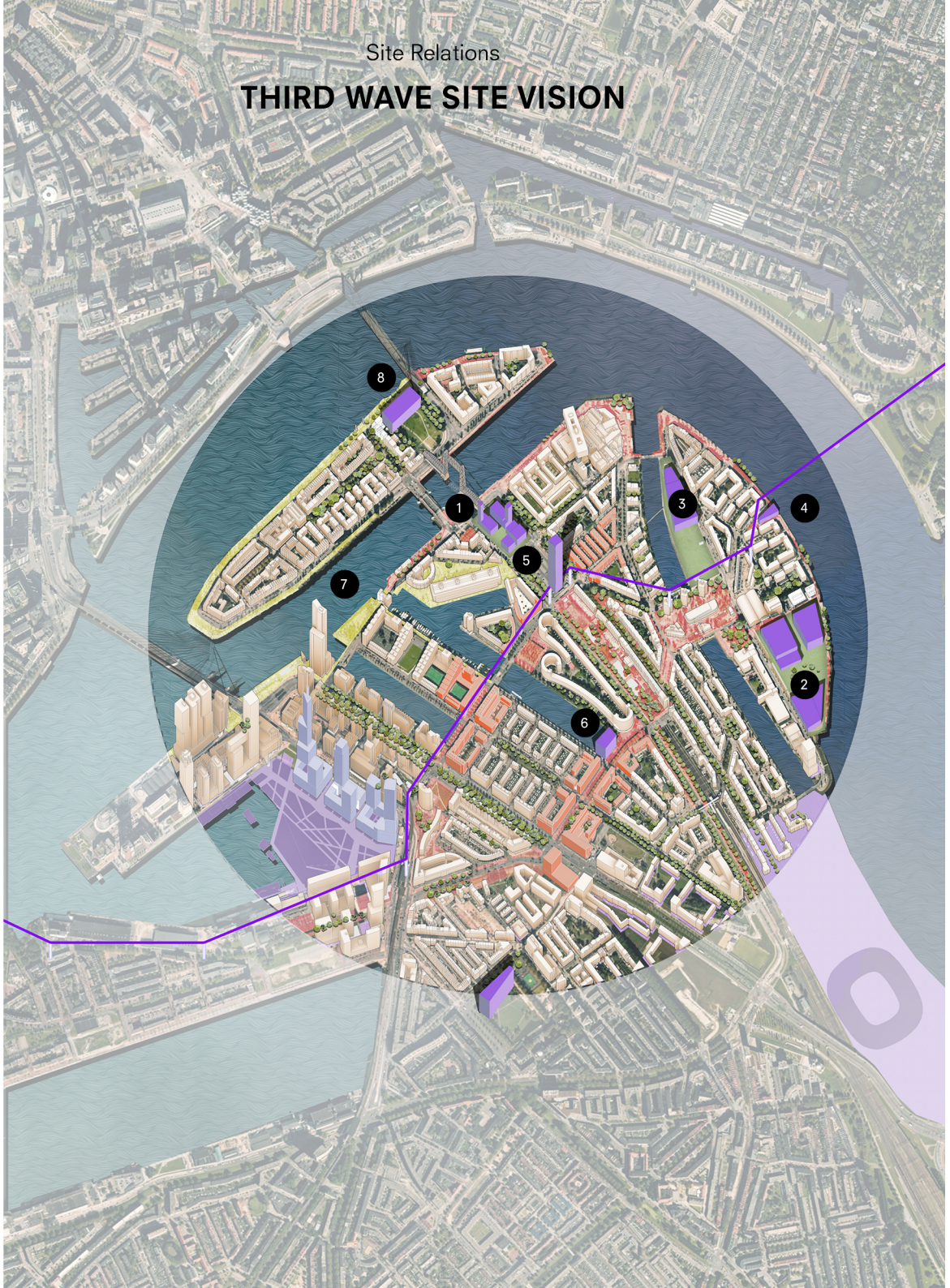
ACTIVATING HORIZONTAL ROUTES ON SITE



Site Relations

THIRD WAVE SITE VISION

1. Maas Museum
2. Microproduction Habitat
3. Urban Agriculture
4. Storage of Ideas
5. Aerialink
6. Third Place
7. House of Protest
8. Maas Theatre



Site Relations

N-S CULTURAL AXIS

1 Maas Museum

2 Microproduction Habitat

3 Urban Agriculture

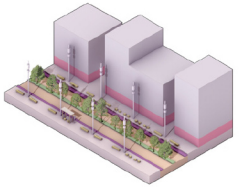
4 Storage of Ideas

5 Aerialink

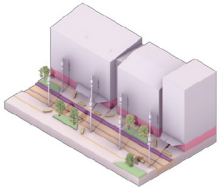
6 Third Place

7 House of Protest

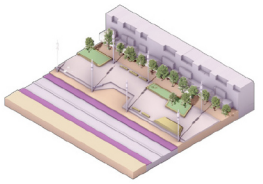
8 Maas Theatre



4 E - W Public Route



5 E - W Public Route

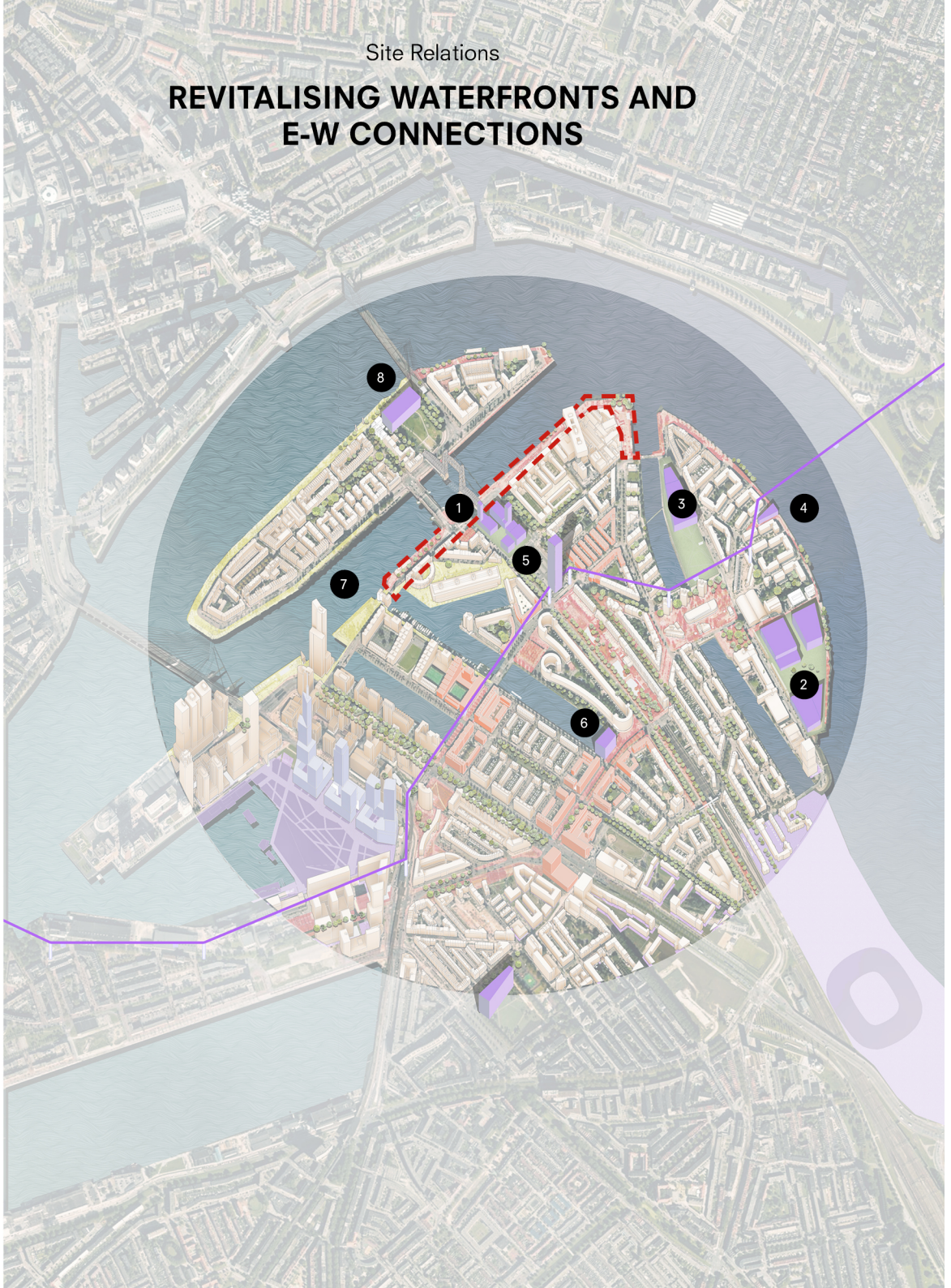


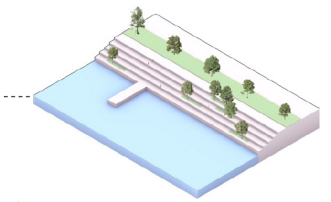
6 N-S Cultural Axis

Site Relations

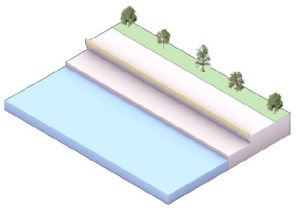
REVITALISING WATERFRONTS AND E-W CONNECTIONS

1. Maas Museum
2. Microproduction Habitat
3. Urban Agriculture
4. Storage of Ideas
5. Aerialink
6. Third Place
7. House of Protest
8. Maas Theatre

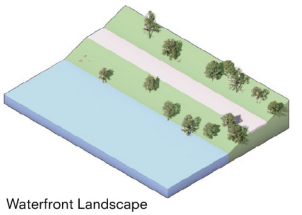




1 Waterfront Stepped



2 Waterfront Walkway



3 Waterfront Landscape

Site Relations

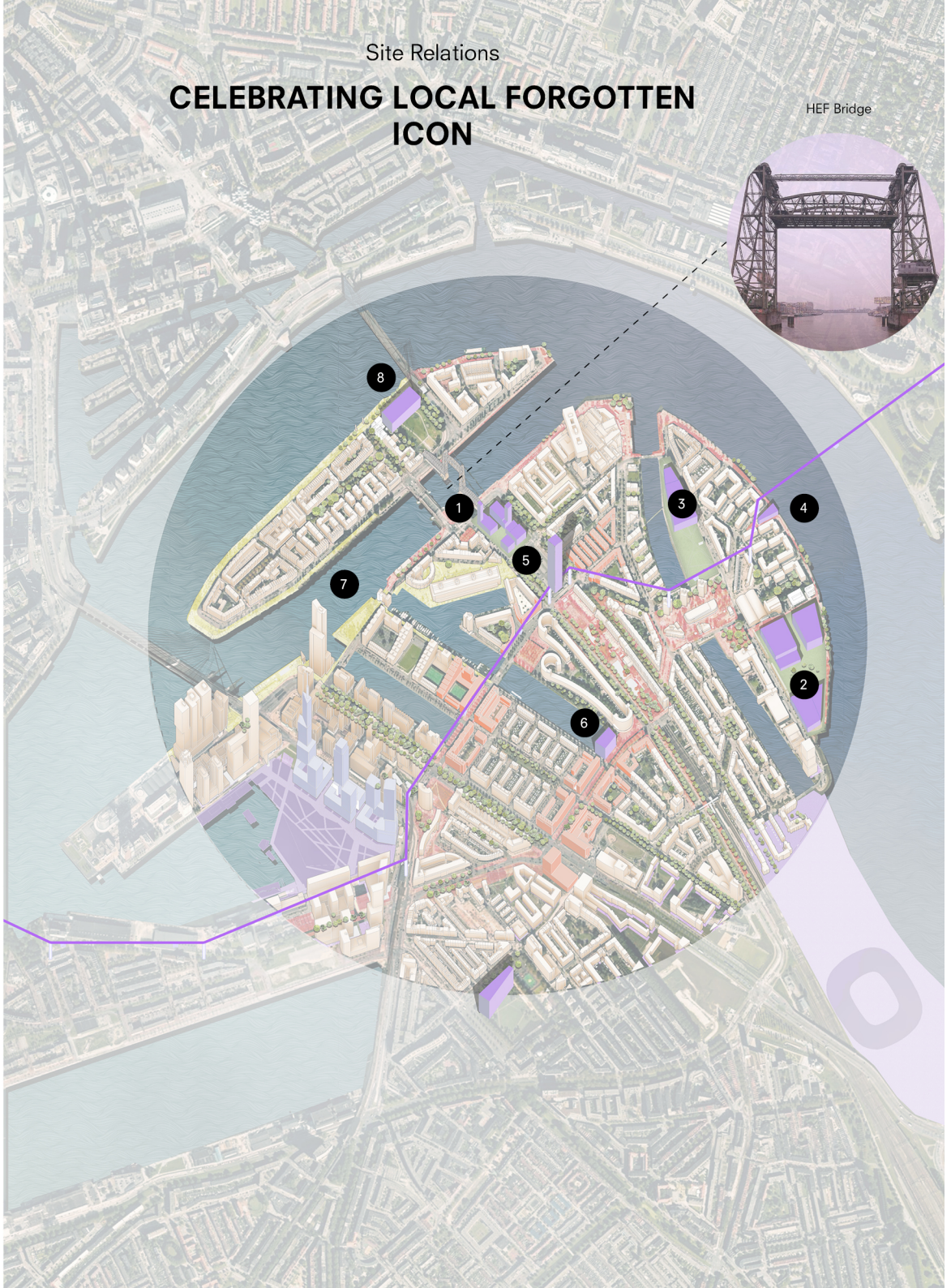
CELEBRATING LOCAL FORGOTTEN ICON











Site Relations

RELATIONS TO OTHER PROJECTS

1 Maas Museum

2 Microproduction Habitat

3 Urban Agriculture

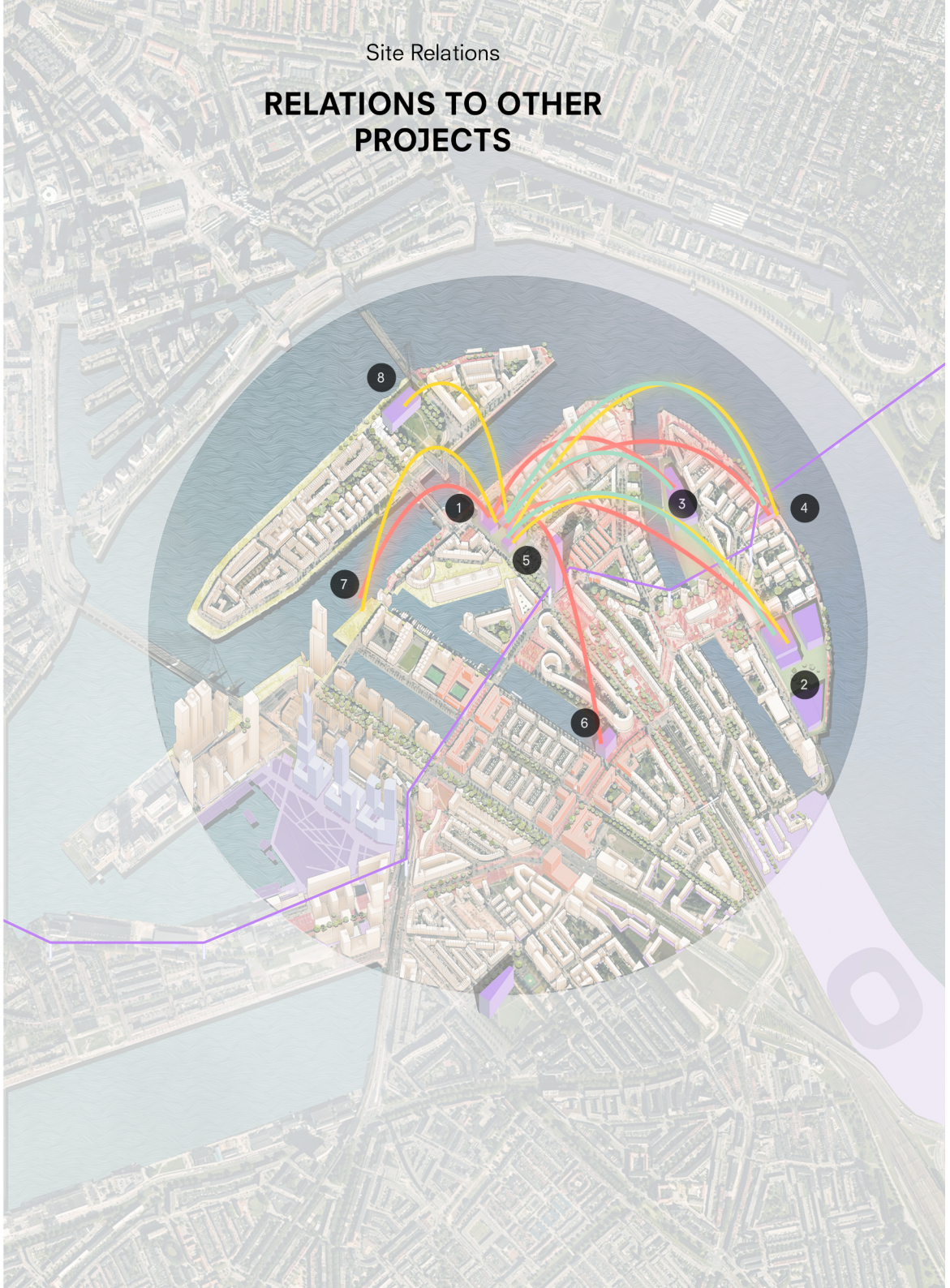
4 Storage of Ideas

5 Aerialink

6 Third Place

7 House of Protest

8 Maas Theatre



Introduction

Research

Design Brief

Concept

Design

Conclusion

INDEX

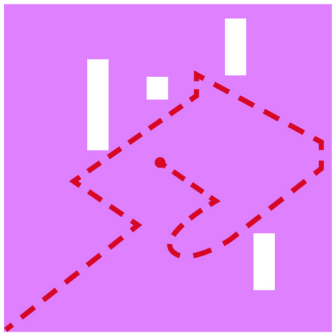
MAIN QUESTION

HOW TO DESIGN A NEW-BUILD MUSEUM THAT IS MONUMENTAL YET INFORMAL?

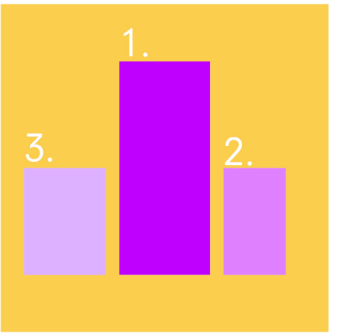
DESIGN THEMES



1. MONUMENTALITY



2. ROUTING



3. HIERARCHY



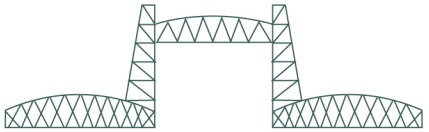
4. VISIBILITY

DESIGN THEMES

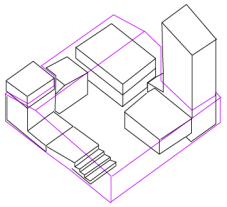


1. MONUMENTALITY

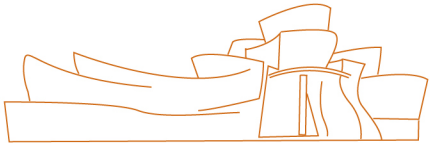
1. 1 How to design a recognisable museum next to a **local landmark** without the two undermining each-other?



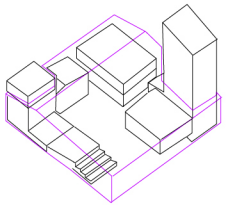
VS



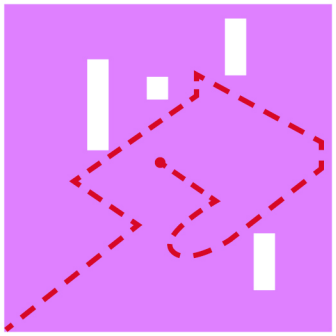
1. 2 How to design an monumental museum departing from the existing **language of iconicism**?



VS

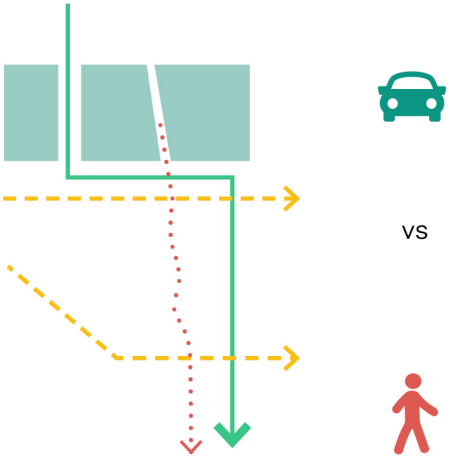


DESIGN THEMES

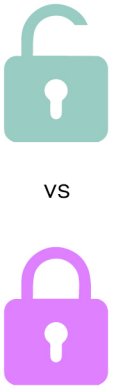


2. ROUTING

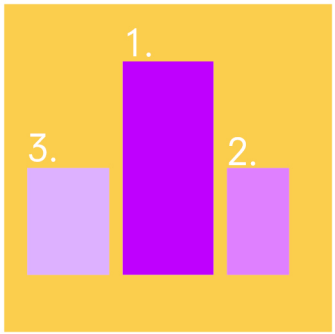
2.1 **Urban Routing:** main vs. secondary axes, pedestrian vs. vehicular, N-S vs. E-W; what is the hierarchy of routes?



2.2 **Internal routing:** Public vs. private: is circulation vertical, horizontal, how does the transition between different functions oocur?



DESIGN THEMES



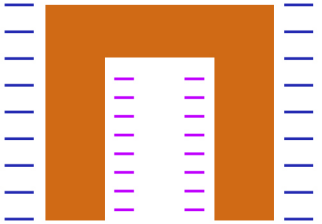
3. HIERARCHY

3.1 **Housing vs. Museum (public):** how to express that main function of building is public/ community-oriented?



vs

3.2 **Introvert vs. Extrovert:** which facades are primary, and which are secondary, is the building more expressive inwards or outwards?

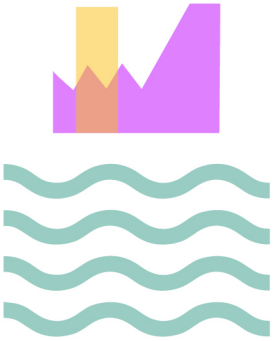


DESIGN THEMES

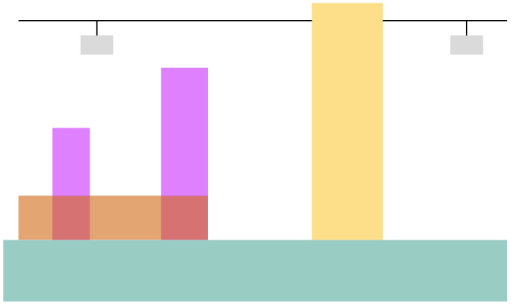


4. VISIBILITY

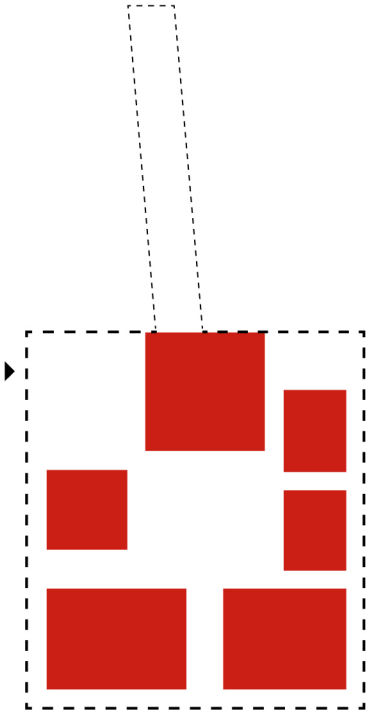
4.1 **Relation to water:** the building will want to establish a presence from the water, in relation to De HEF and other landmarks on site



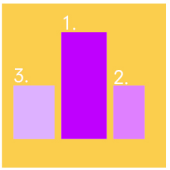
4.2 **Height accents:** relation to Erasmus Arealink at the North of the plot, how does the building make itself visible in relation to new infrastructure on site?



CONCEPT - PLAN

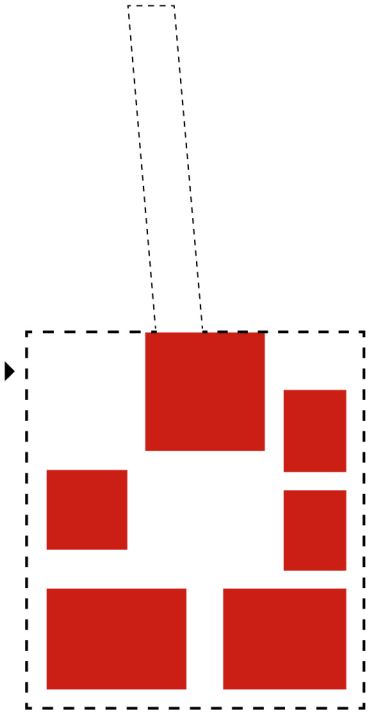


SEQUENCE OF
INFORMAL SPACES

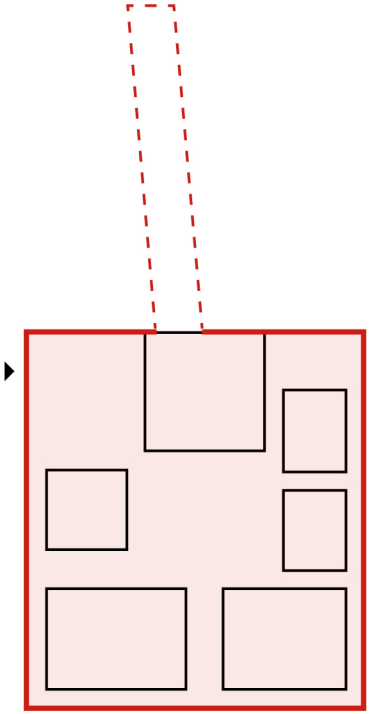


HIERARCHY

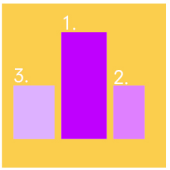
CONCEPT - PLAN



SEQUENCE OF
INFORMAL SPACES



UNIFIED BY A
MONUMENTAL ENVELOPE

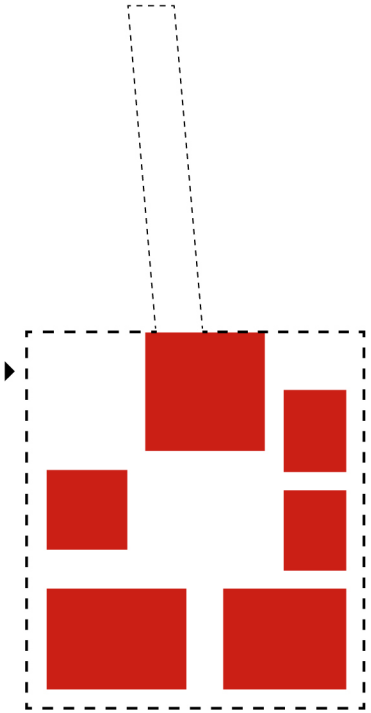


HIERARCHY

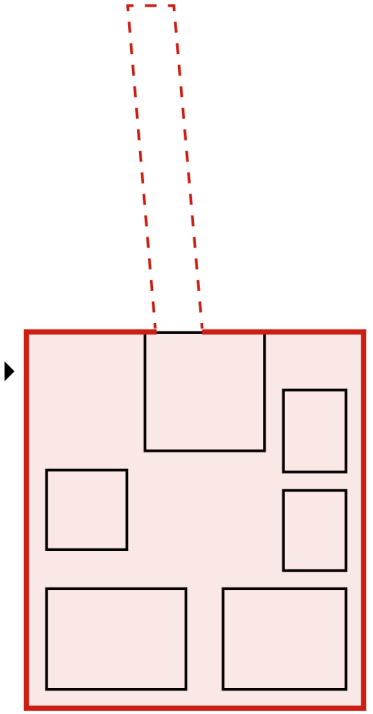


MONUMENTALITY

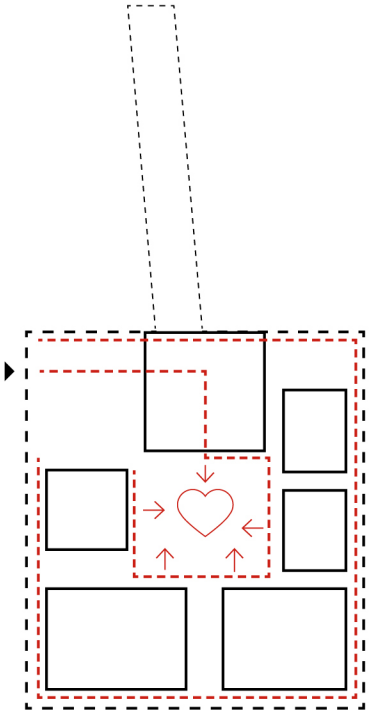
CONCEPT - PLAN



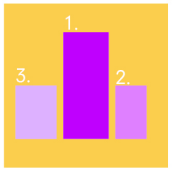
SEQUENCE OF
INFORMAL SPACES



UNIFIED BY A
MONUMENTAL ENVELOPE



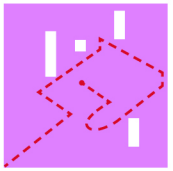
FLEXIBLE ROUTING
CONVERGING IN CENTRAL
SPACE



HIERARCHY

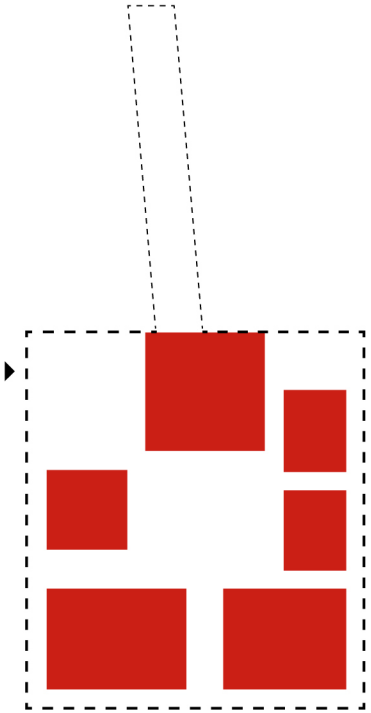


MONUMENTALITY

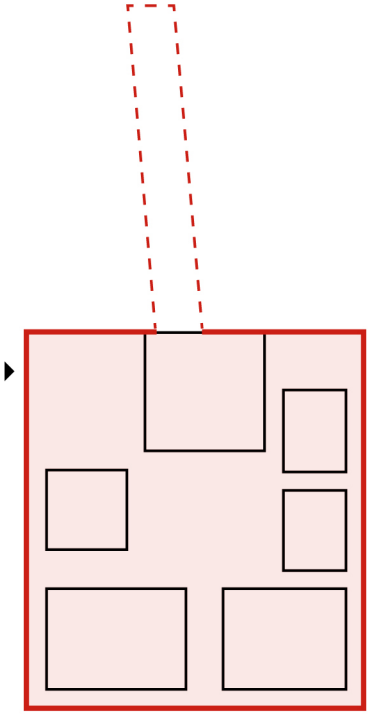


ROUTING

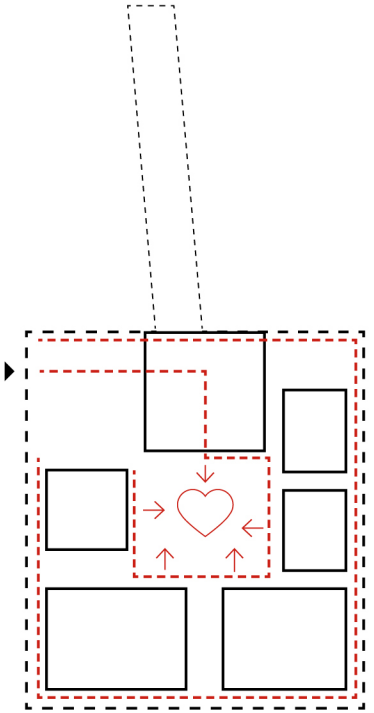
CONCEPT - PLAN



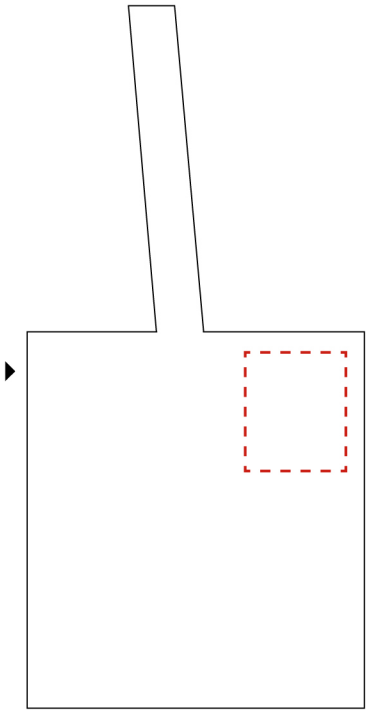
SEQUENCE OF
INFORMAL SPACES



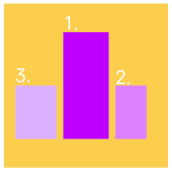
UNIFIED BY A
MONUMENTAL ENVELOPE



FLEXIBLE ROUTING
CONVERGING IN CENTRAL
SPACE



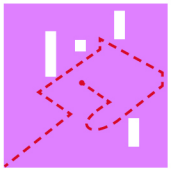
PROTRUDING RESIDENTIAL
TOWER AS ACCENT



HIERARCHY



MONUMENTALITY

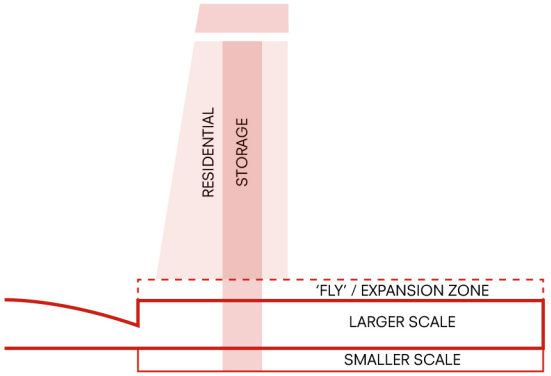


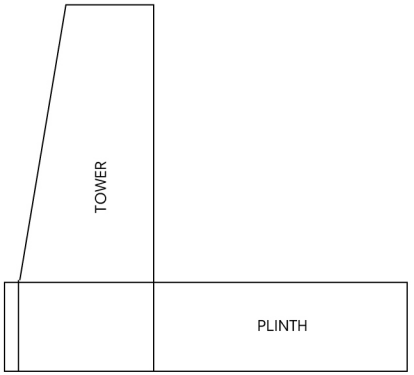
ROUTING

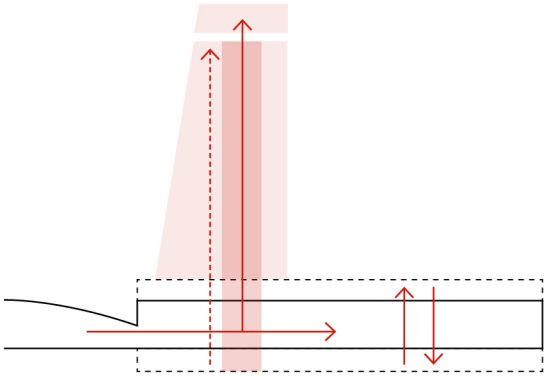


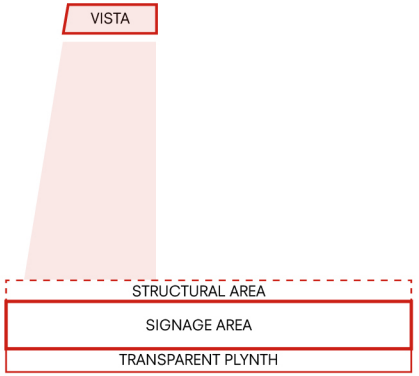
VISIBILITY

CONCEPT - SECTION







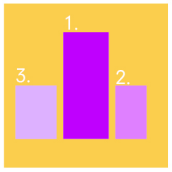


SMALLER SCALE (DENOMINATED)
LARGE SCALE (FLEXIBLE)
RESIDENTIAL

VOLUMES BINDING PROGRAMME TOGETHER

PRIVATE
PUBLIC

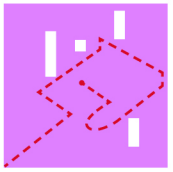
VIEWS INSIDE BUILDING
SIGNAGE AREA
VISTA POINT TOWARDS RIVEER



HIERARCHY



MONUMENTALITY

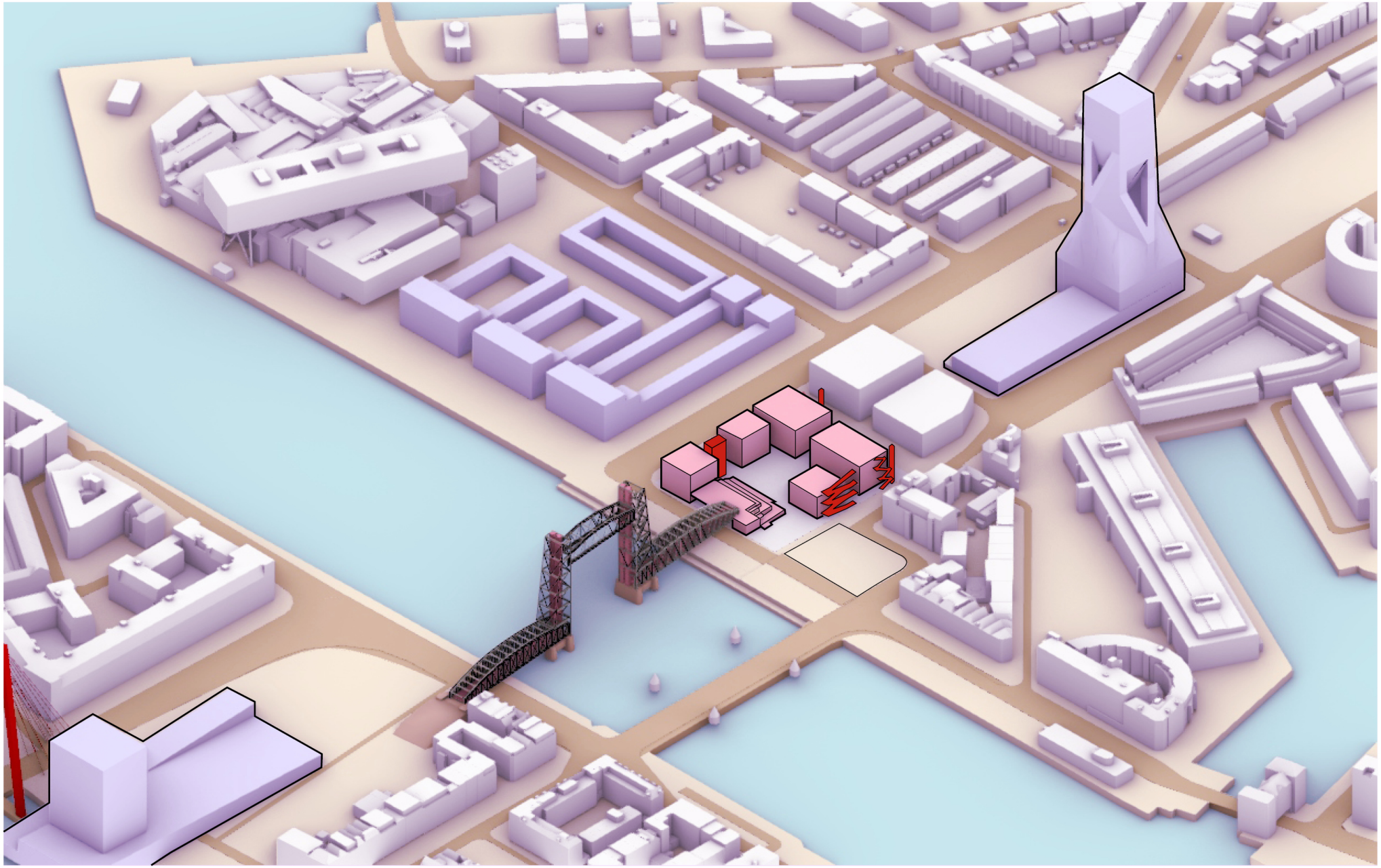


ROUTING

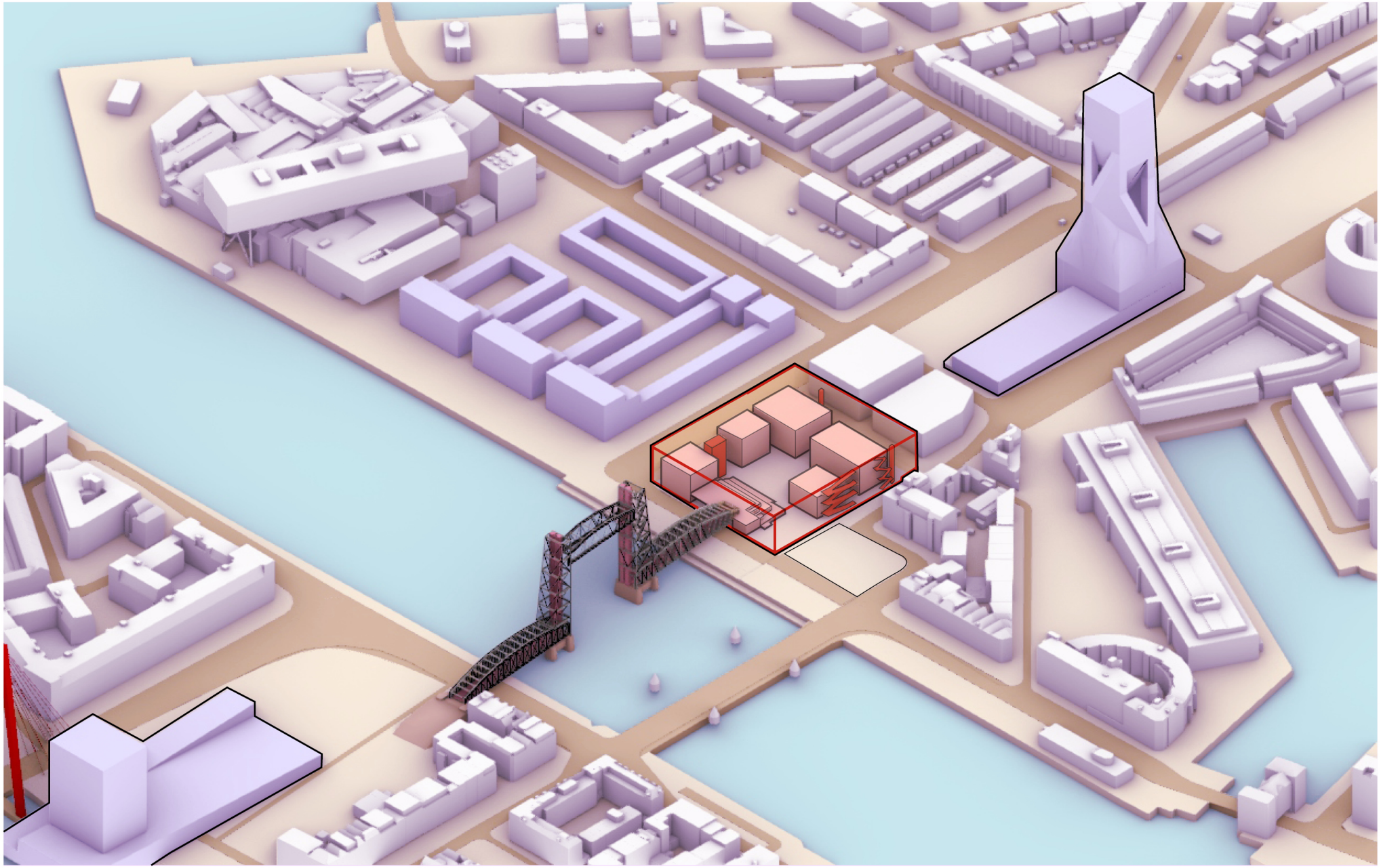


VISIBILITY

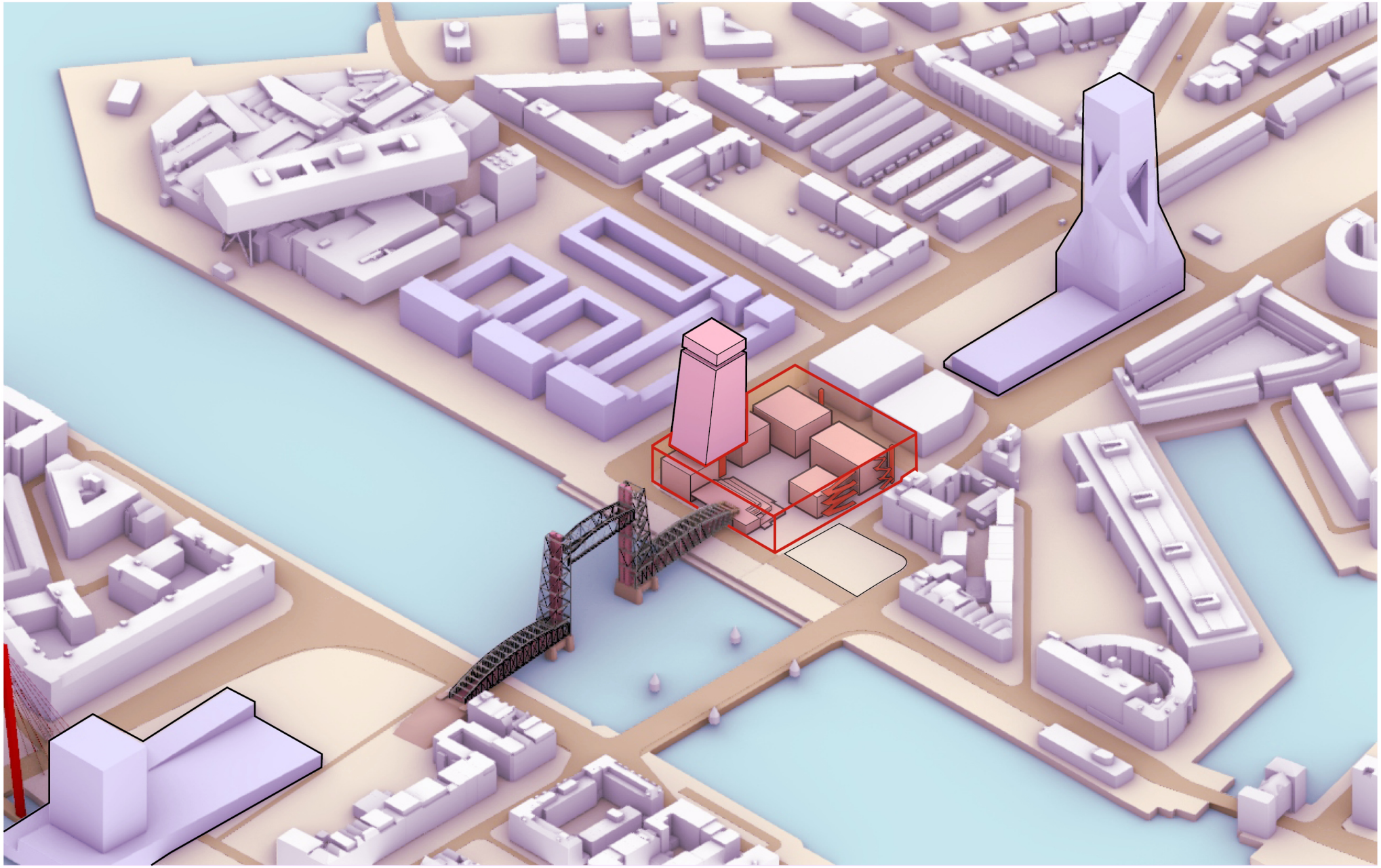
CONCEPT MASSING



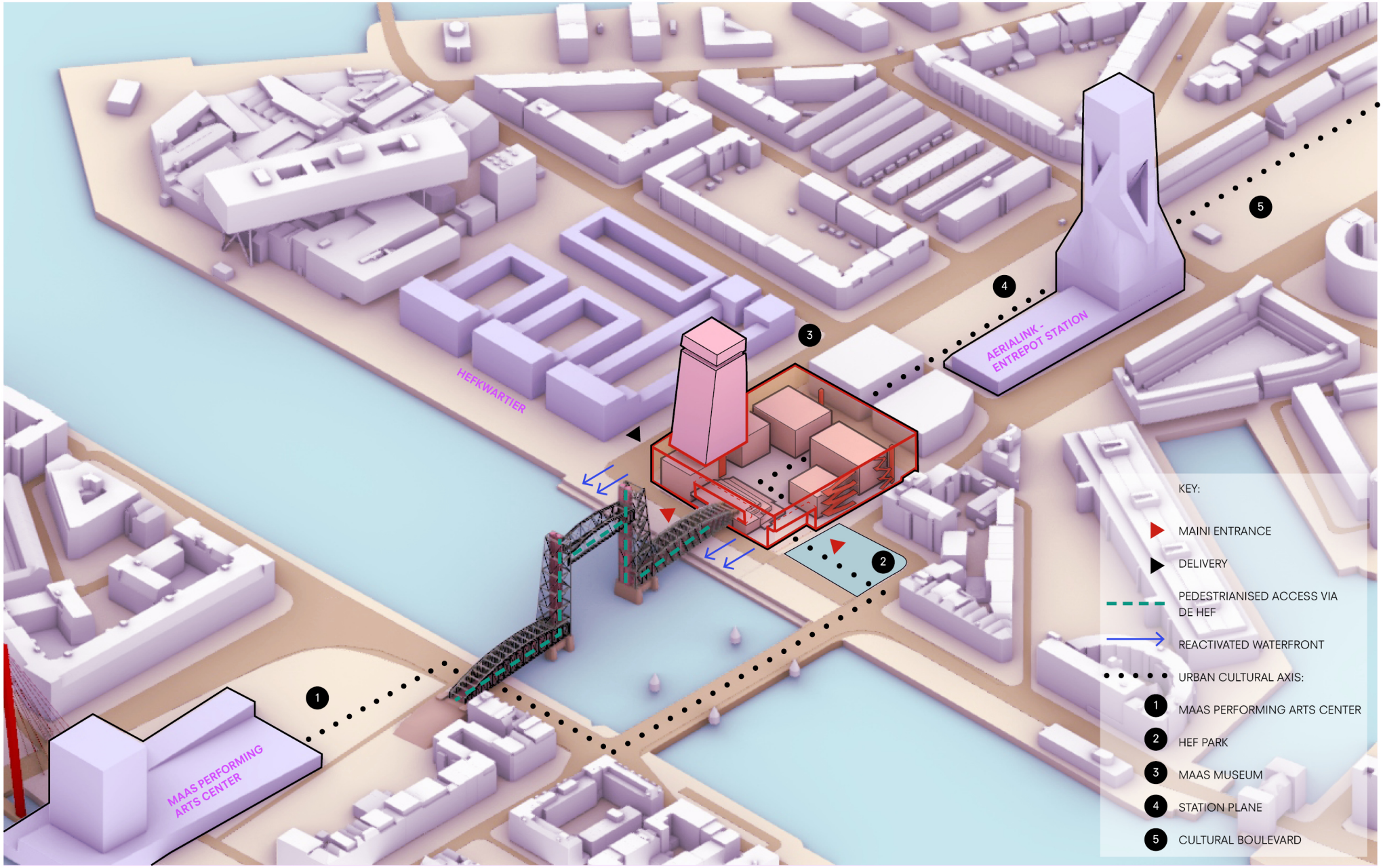
CONCEPT MASSING



CONCEPT MASSING



CONCEPT MASSING



Introduction

Research

Design Brief

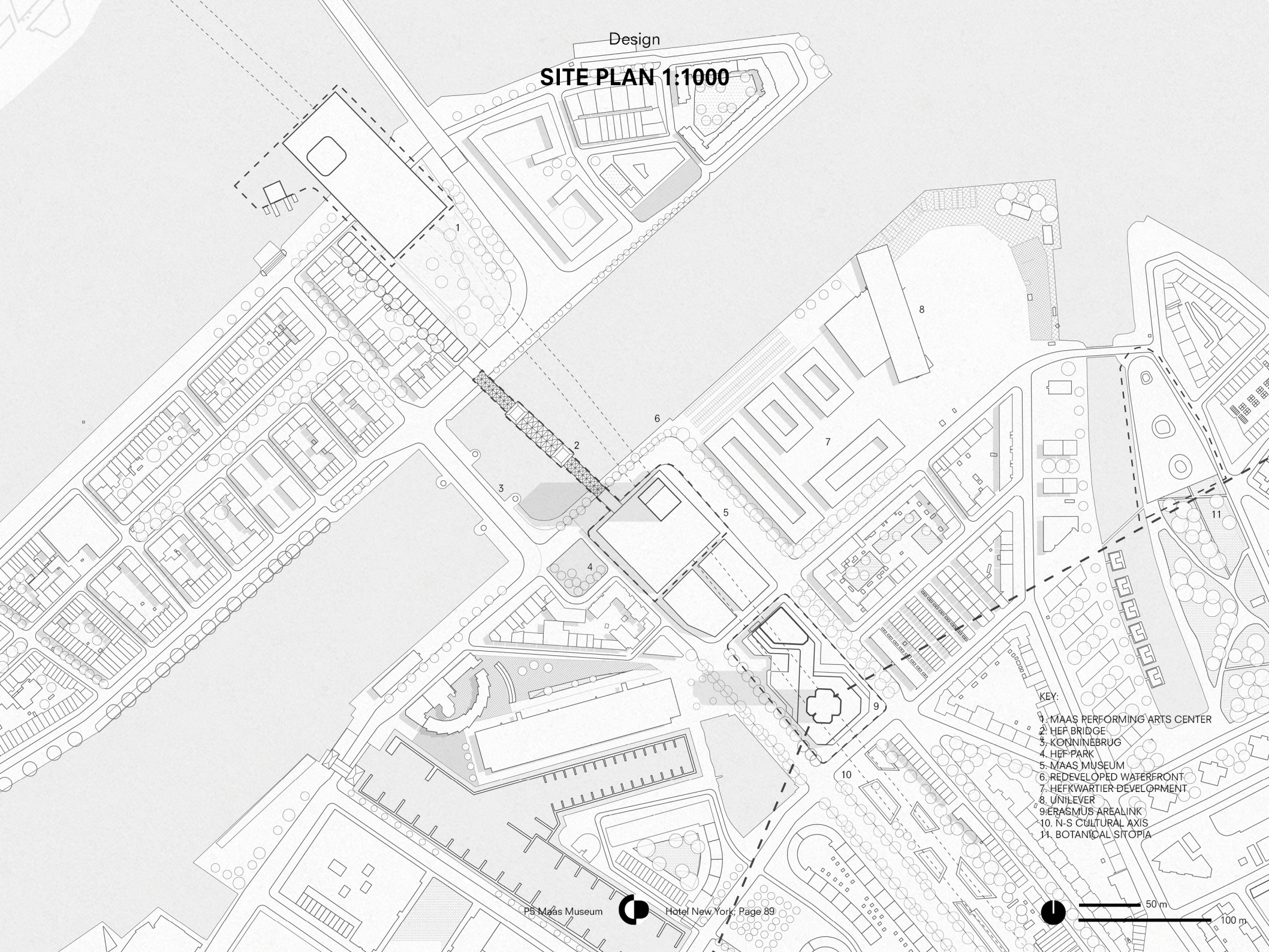
Concept

Design

Conclusion

INDEX

SITE PLAN 1:1000



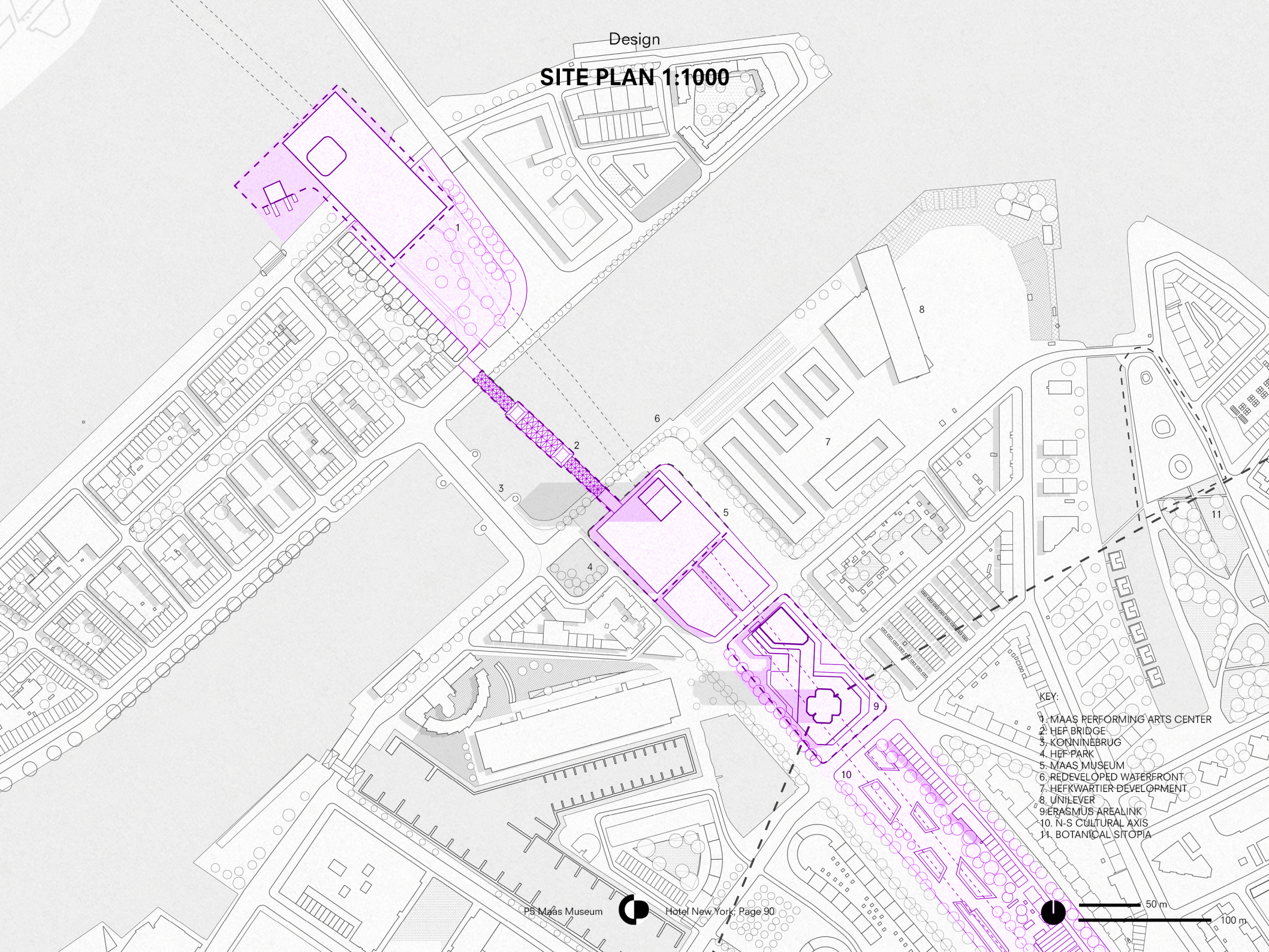
KEY:

1. MAAS PERFORMING ARTS CENTER
2. HEF BRIDGE
3. KONNINEBRUG
4. HEF PARK
5. MAAS MUSEUM
6. REDEVELOPED WATERFRONT
7. HEFKWARTIER DEVELOPMENT
8. UNILEVER
9. ERASMUS AREALINK
10. N-S CULTURAL AXIS
11. BOTANICAL SITOPIA

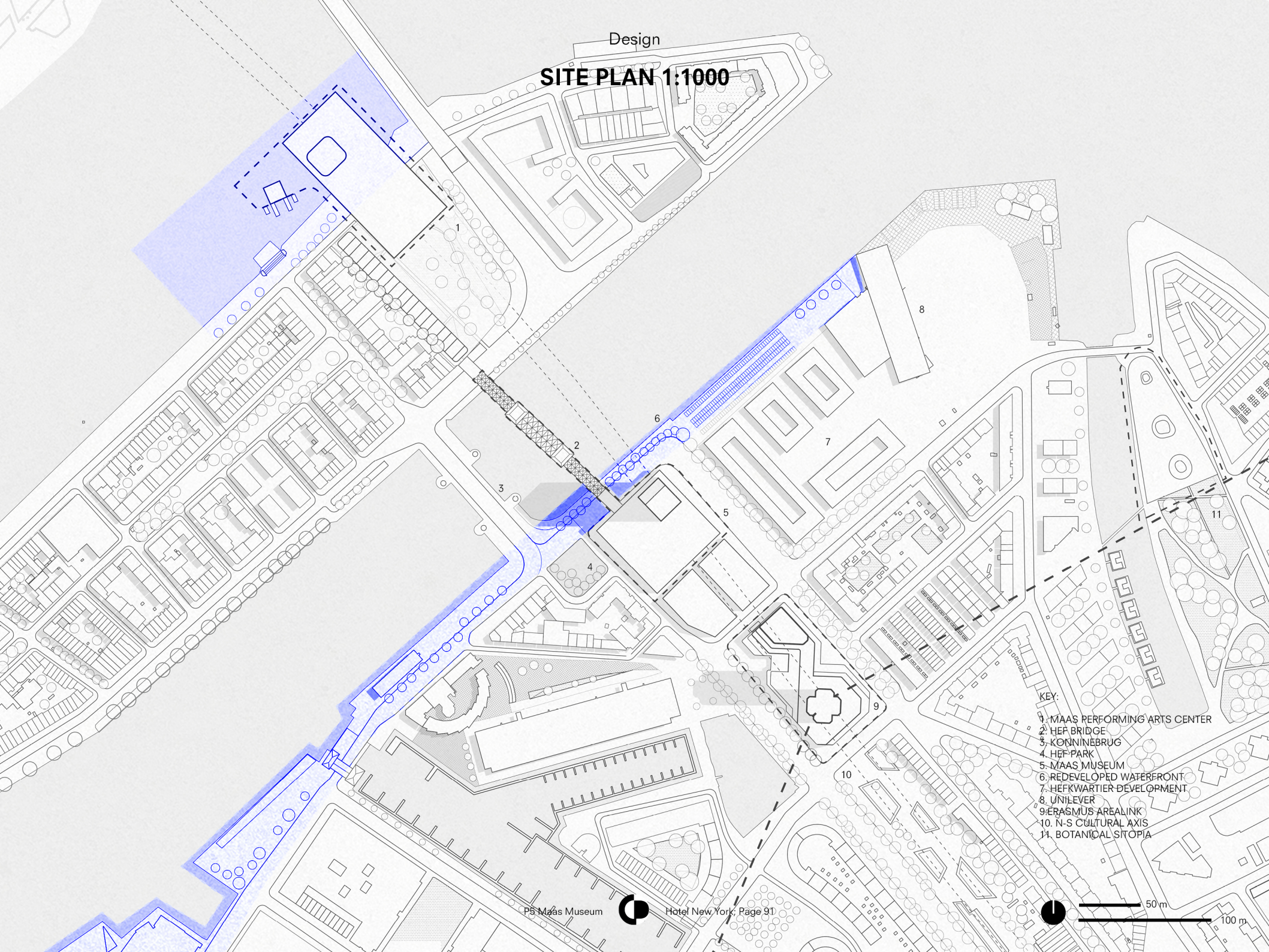
50 m
100 m

Design

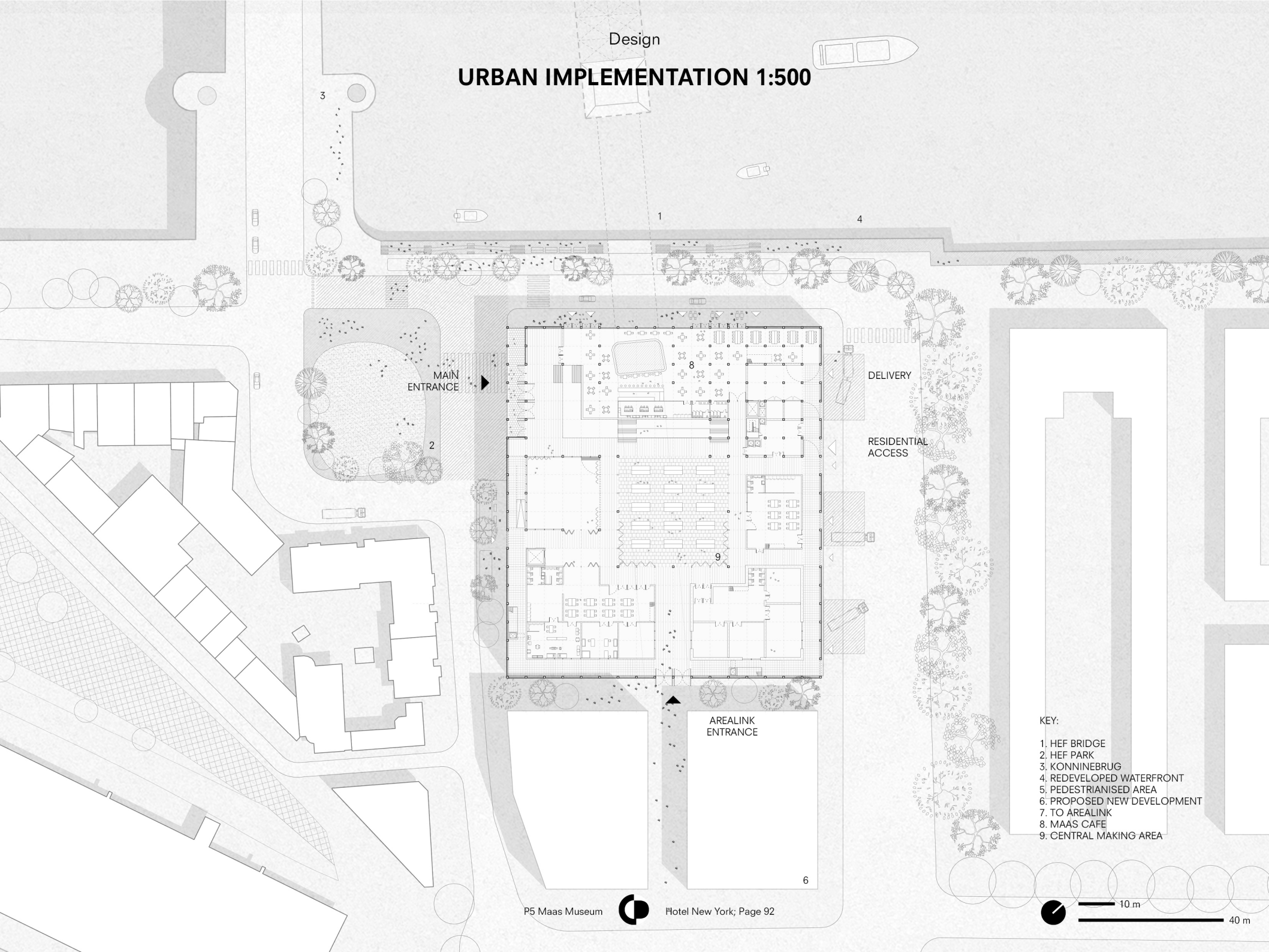
SITE PLAN 1:1000



SITE PLAN 1:1000



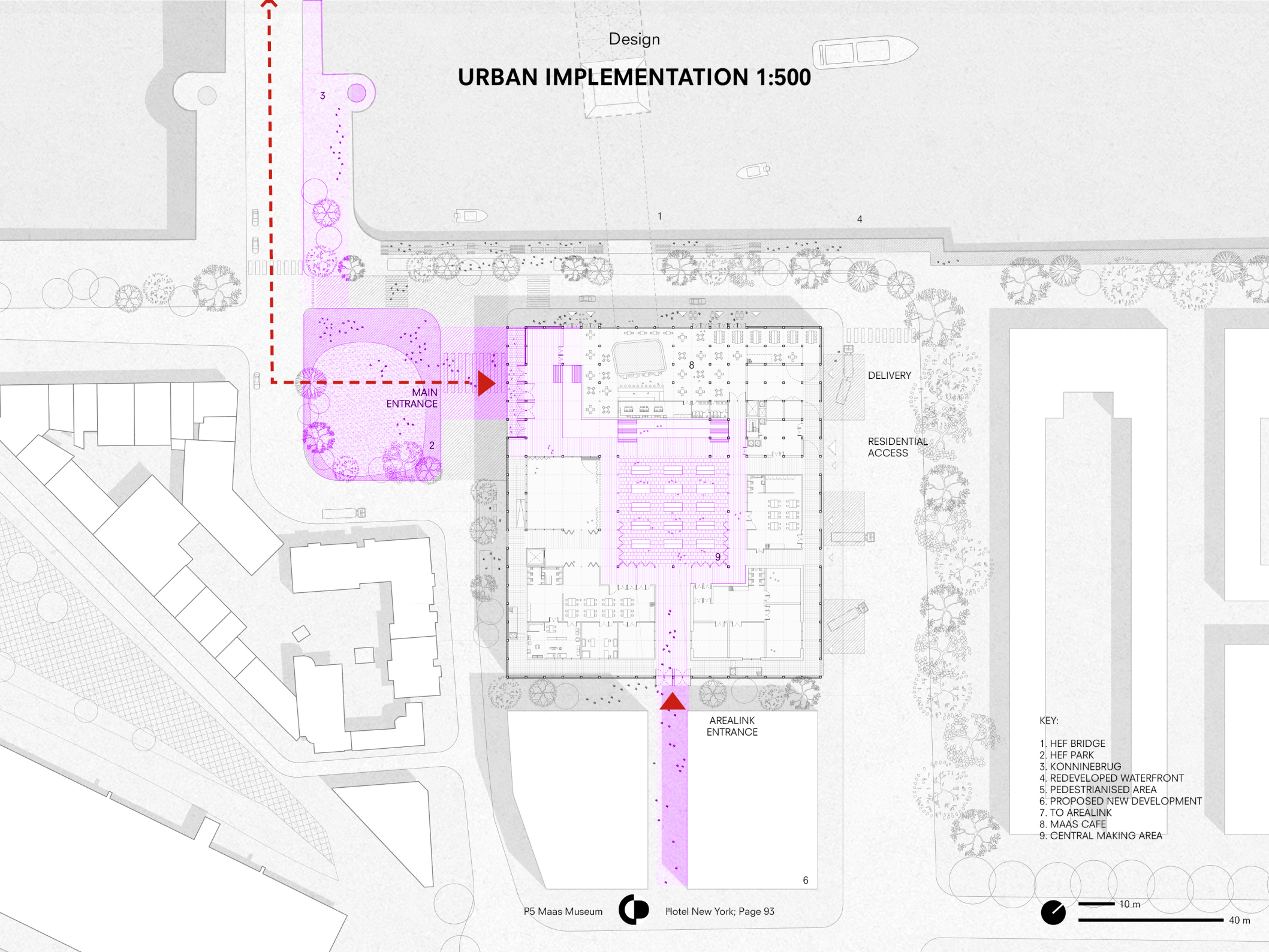
URBAN IMPLEMENTATION 1:500



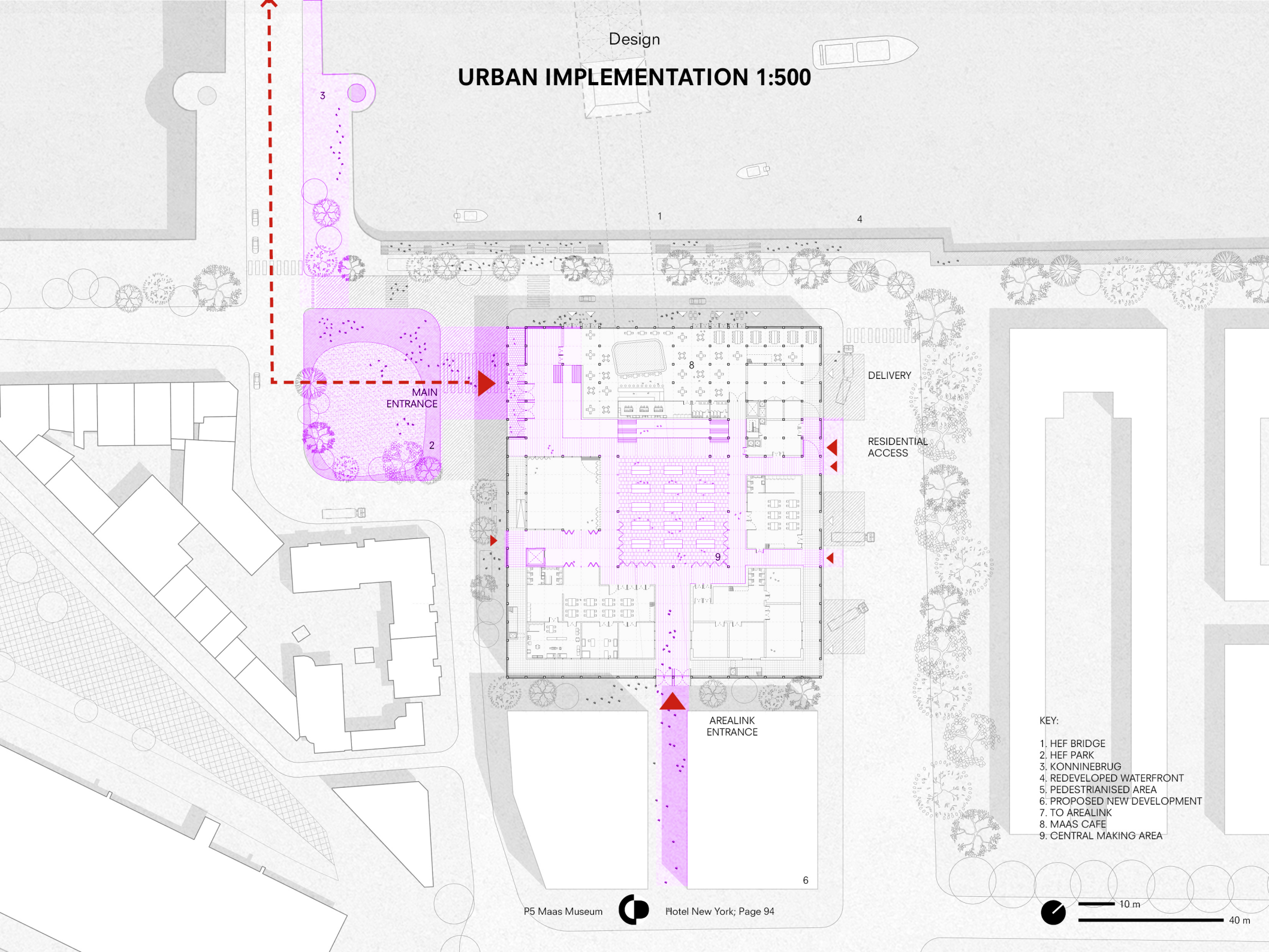
P5 Maas Museum

Hotel New York; Page 92

URBAN IMPLEMENTATION 1:500



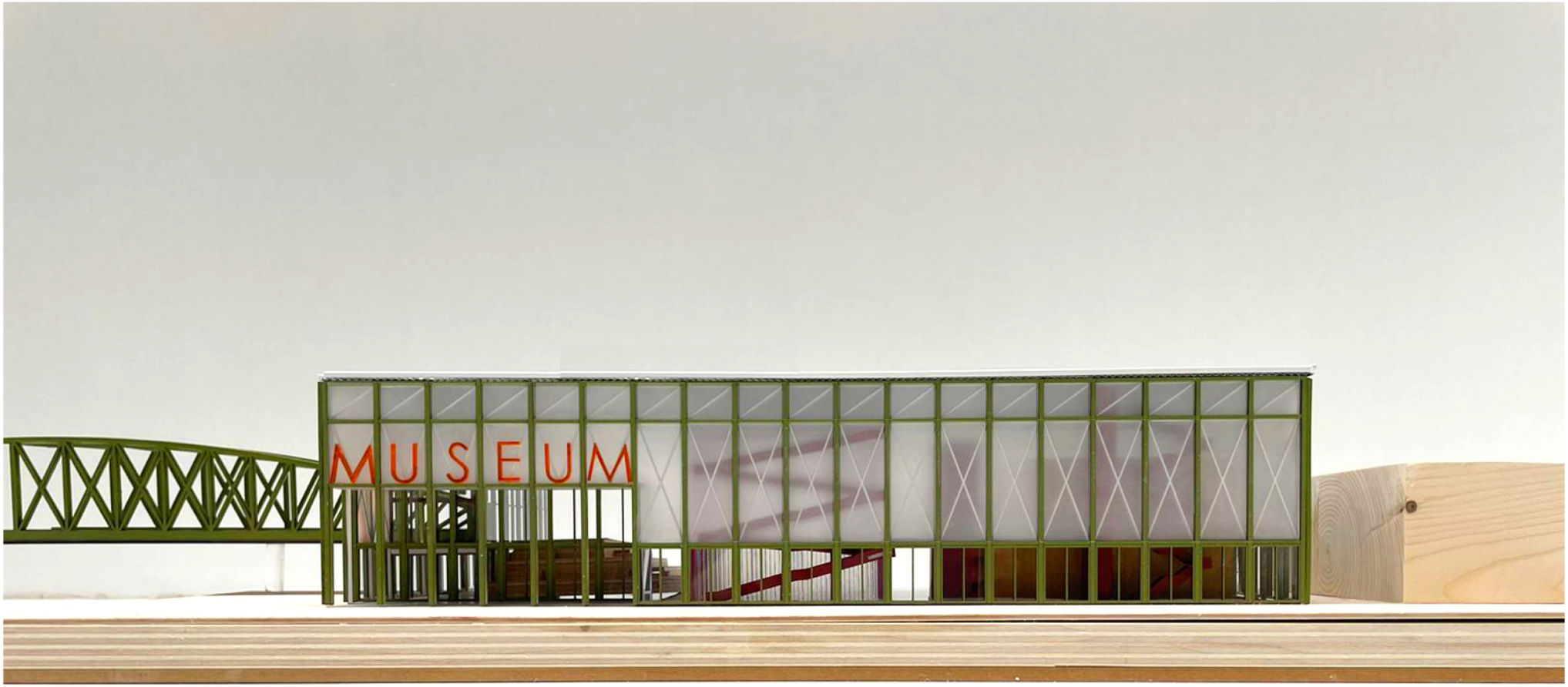
URBAN IMPLEMENTATION 1:500



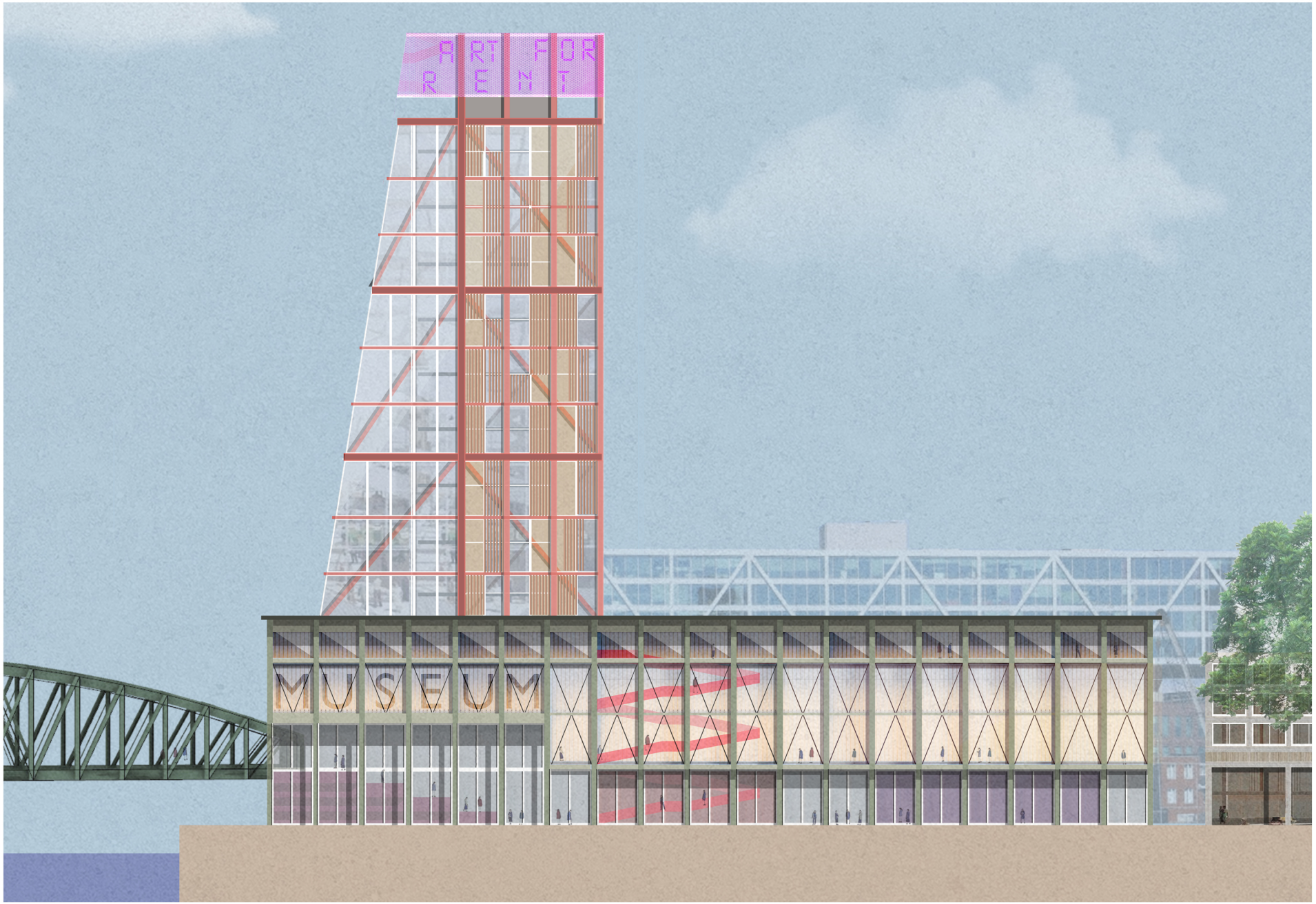
P5 Maas Museum

Hotel New York; Page 94

ENTRANCE ELEVATION

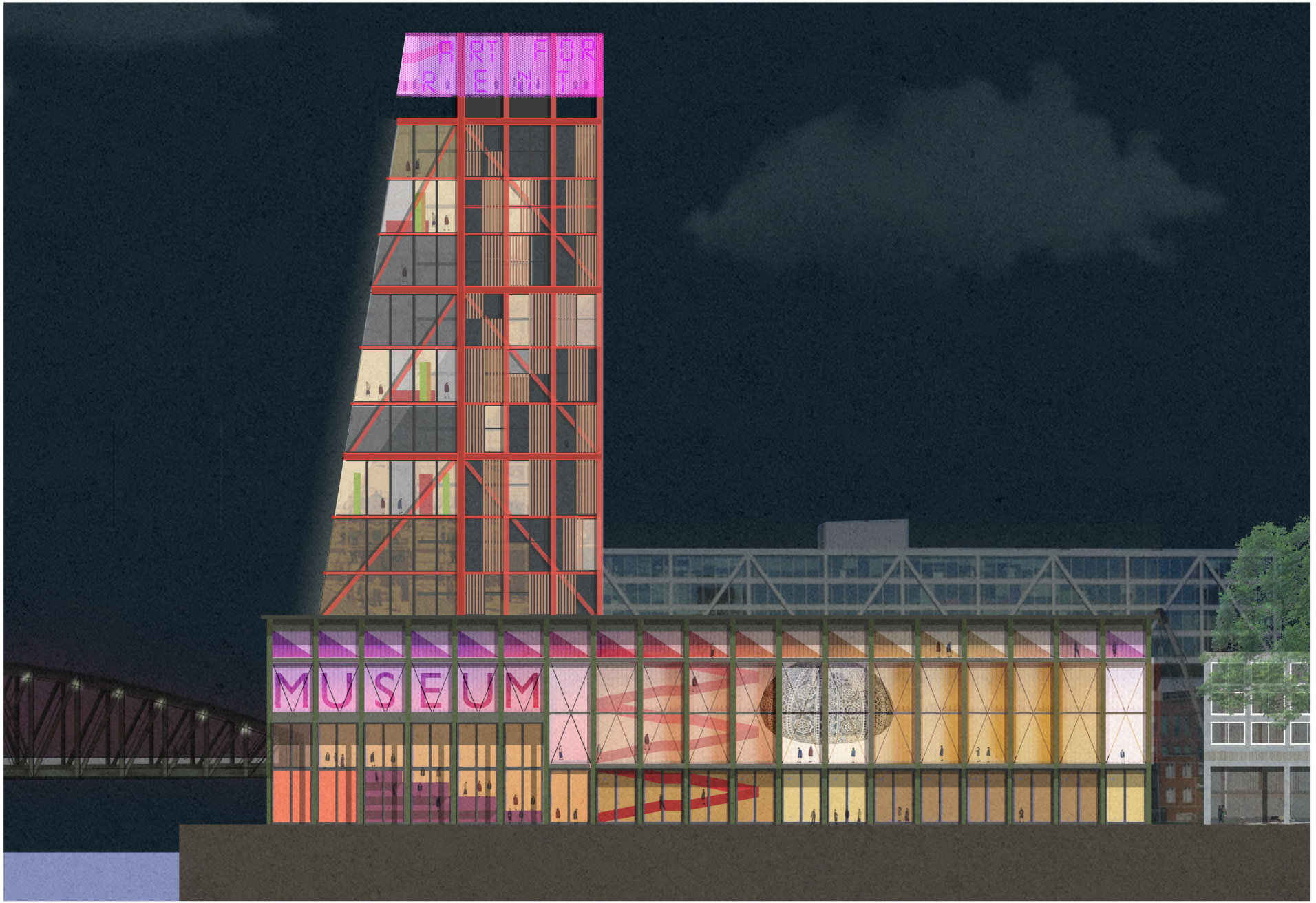


ENTRANCE (WEST)



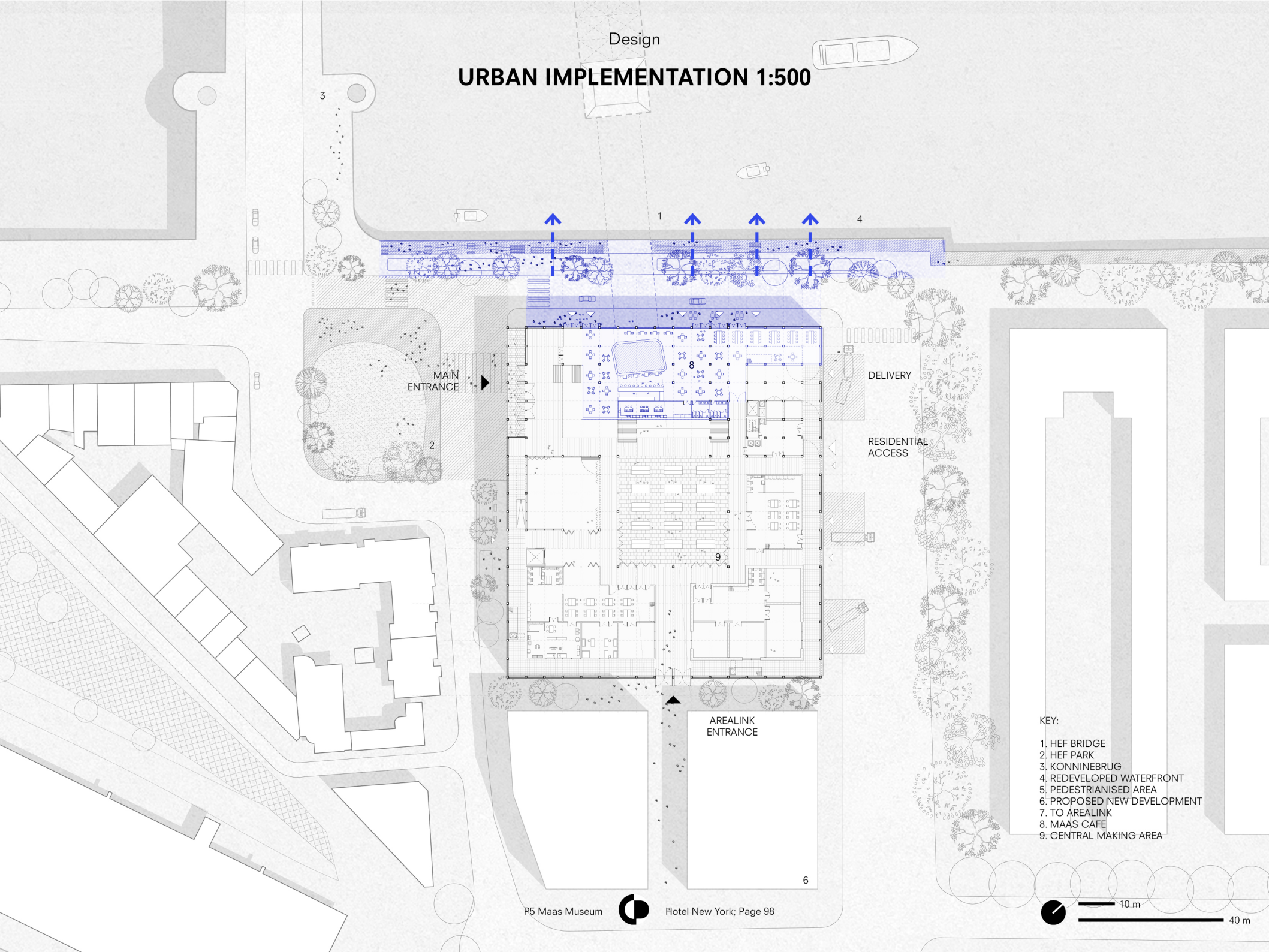
5 m
10 m

ENTRANCE ELEVATION NIGHT

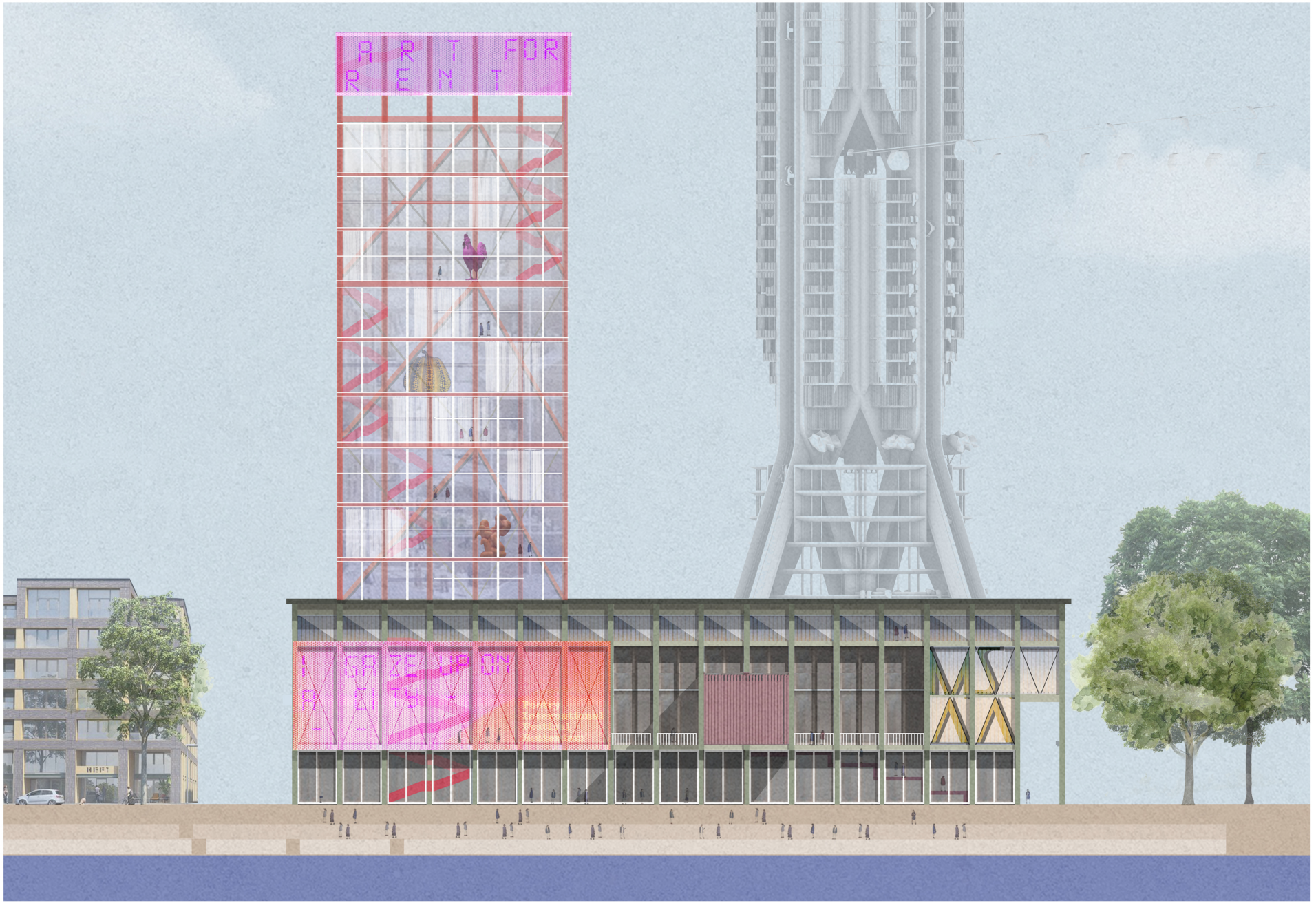


5 m
10 m

URBAN IMPLEMENTATION 1:500

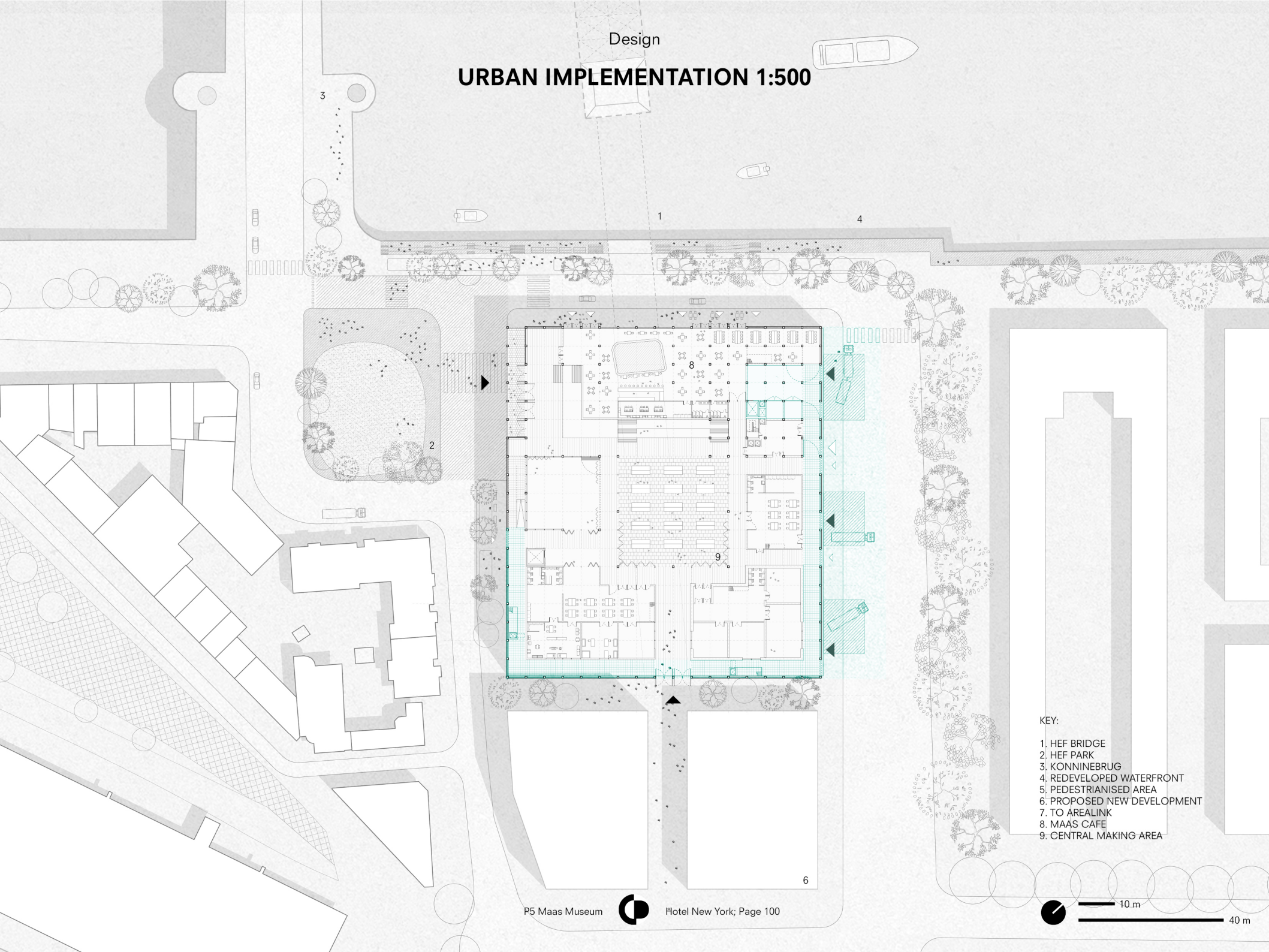


MAAS ELEVATION (NORTH)



5 m
10 m

URBAN IMPLEMENTATION 1:500



KEY:

1. HEF BRIDGE
2. HEF PARK
3. KONNINEBRUG
4. REDEVELOPED WATERFRONT
5. PEDESTRIANISED AREA
6. PROPOSED NEW DEVELOPMENT
7. TO AREALINK
8. MAAS CAFE
9. CENTRAL MAKING AREA

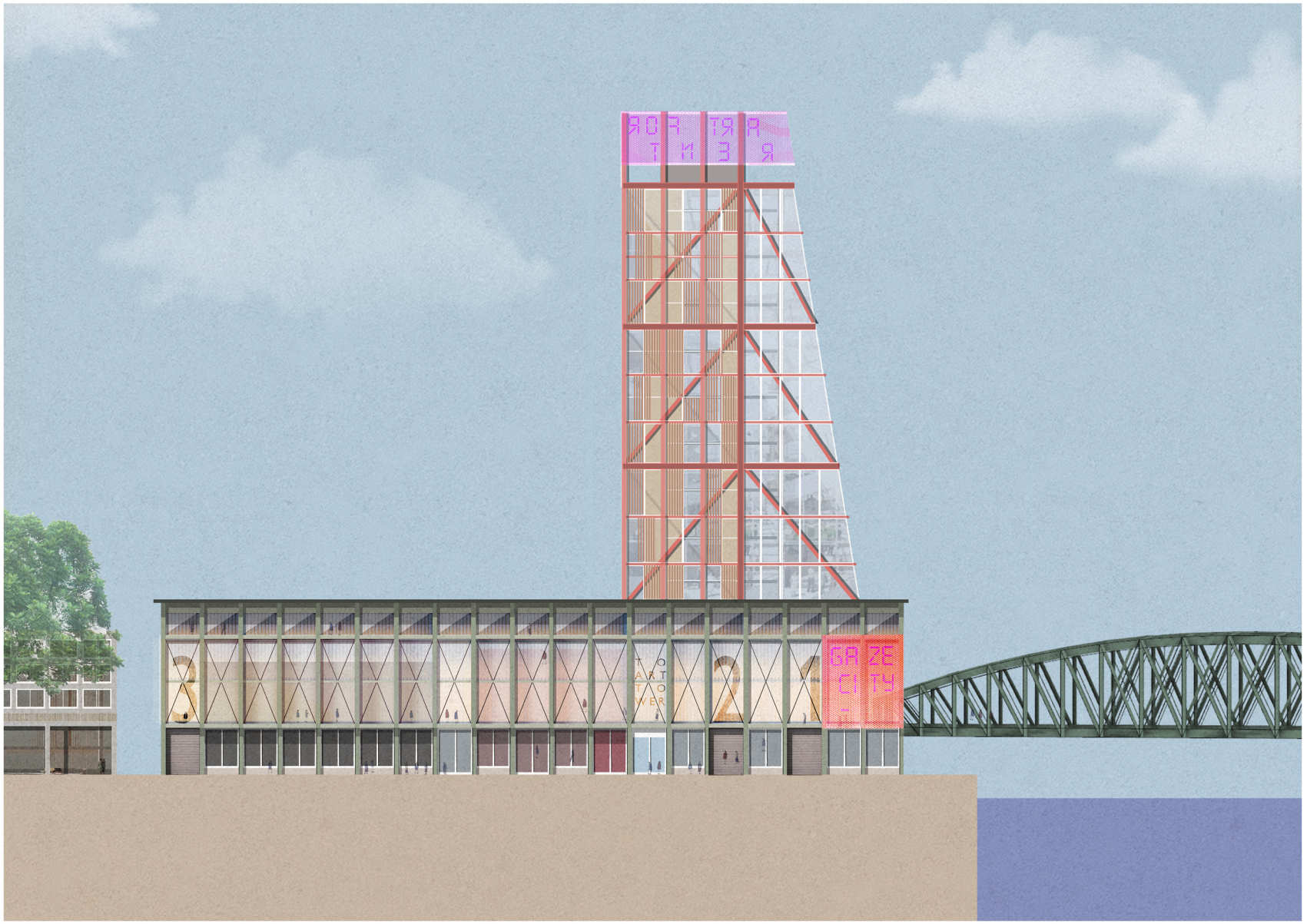
10 m

40 m

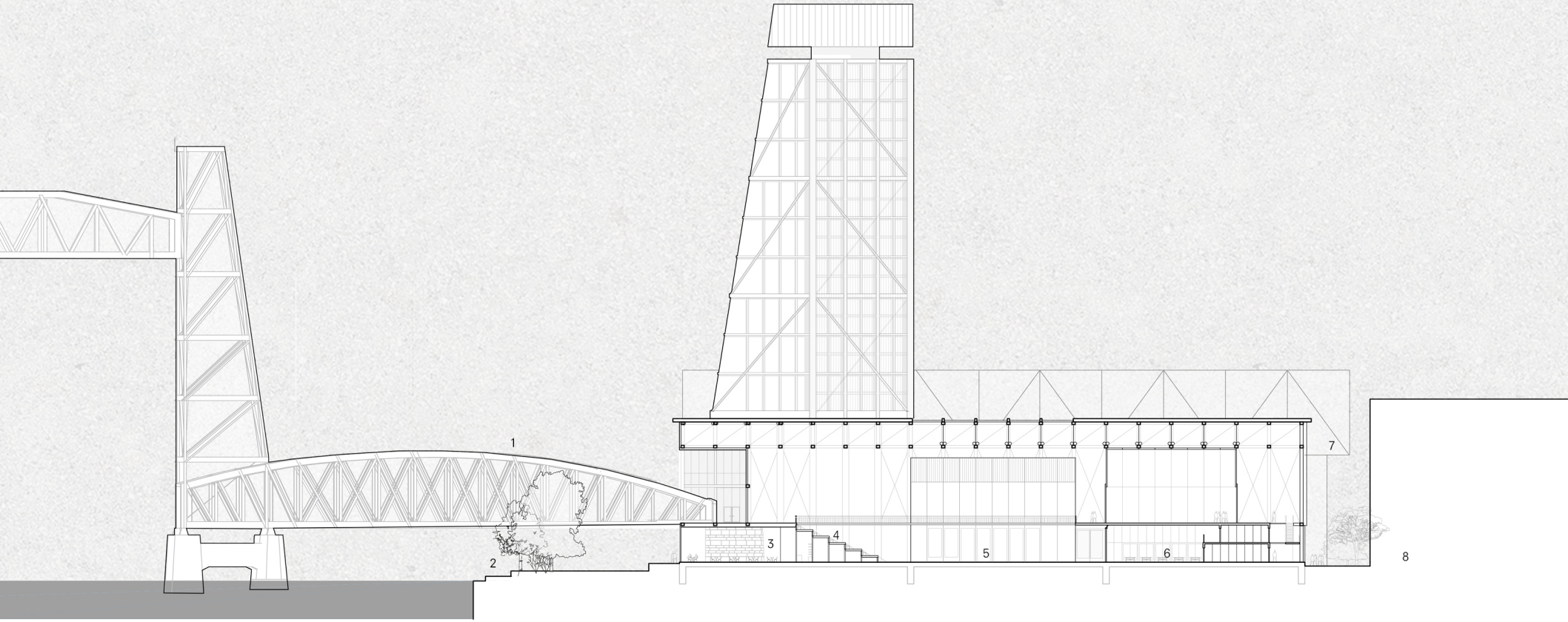
SOUTH ELEVATION

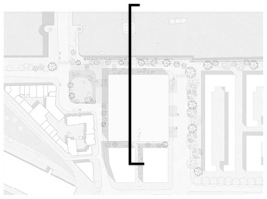


WEST ELEVATION



URBAN IMPLEMENTATION 1:500



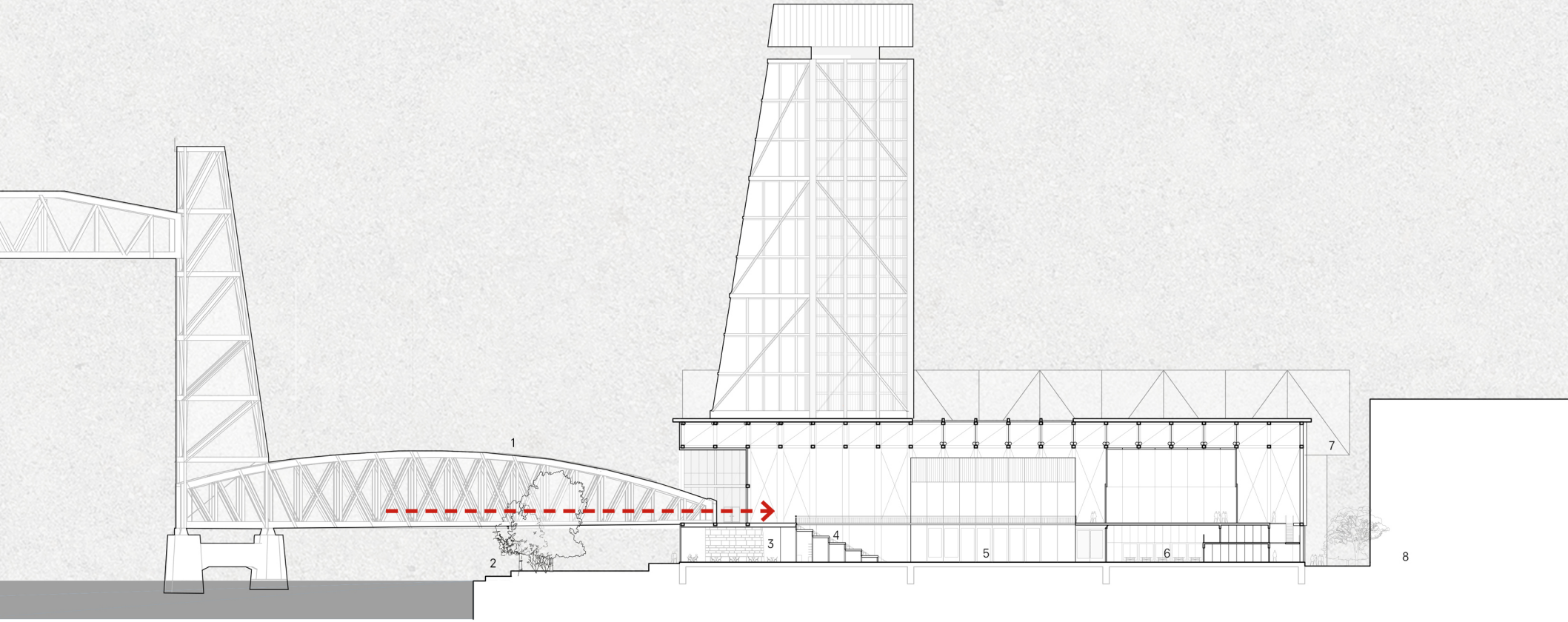


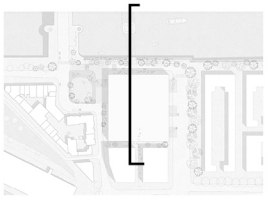
KEY:

1. HEF BRIDGE
2. ACCESSIBLE WATERFRONT
3. HEF CAFE
4. TRIBUNE
5. CENTRAL SPACE
6. ATELIER
7. UNILEVER
8. PROPOSED DEVELOPMENT

10 m
20 m

URBAN IMPLEMENTATION 1:500



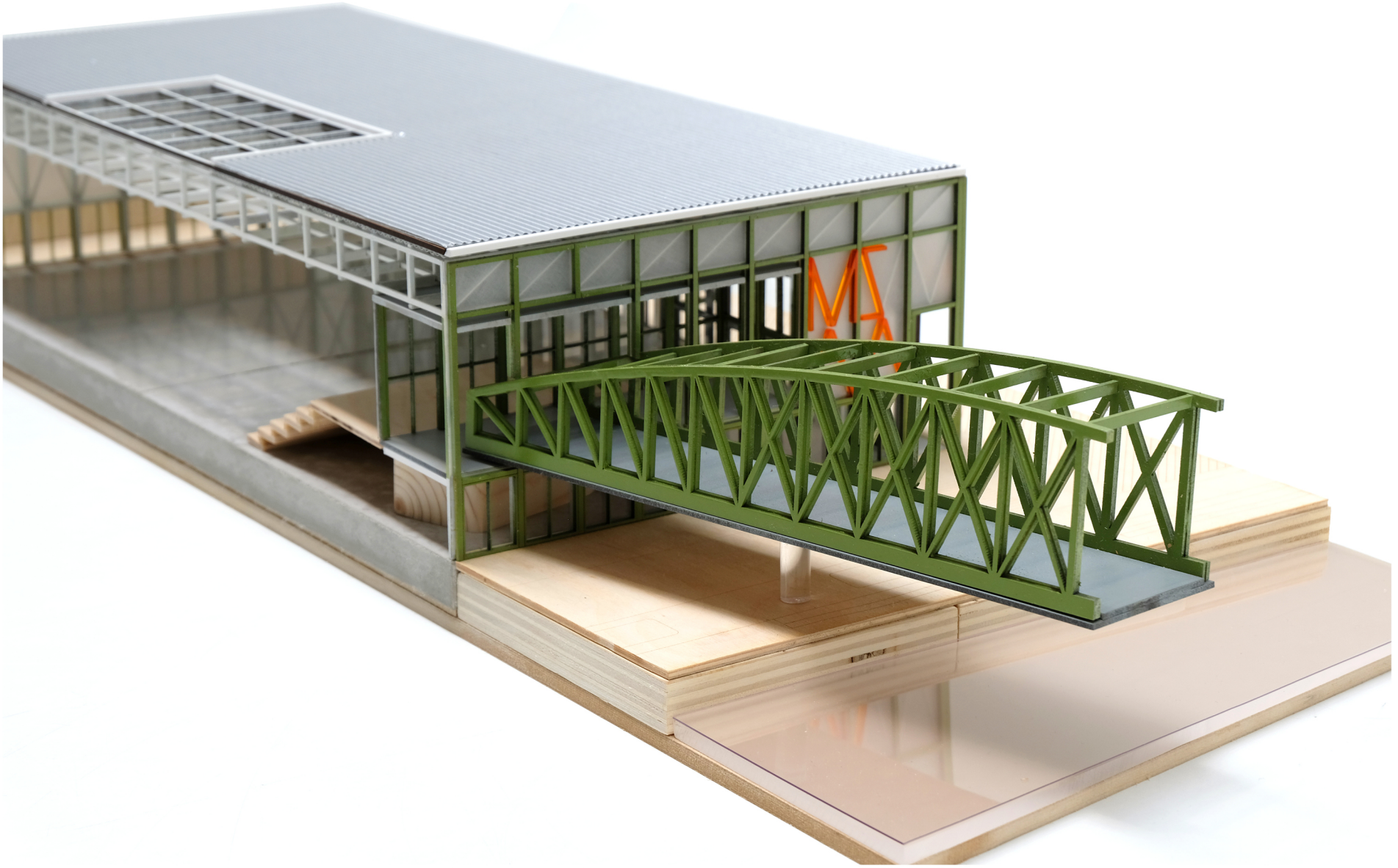


KEY:

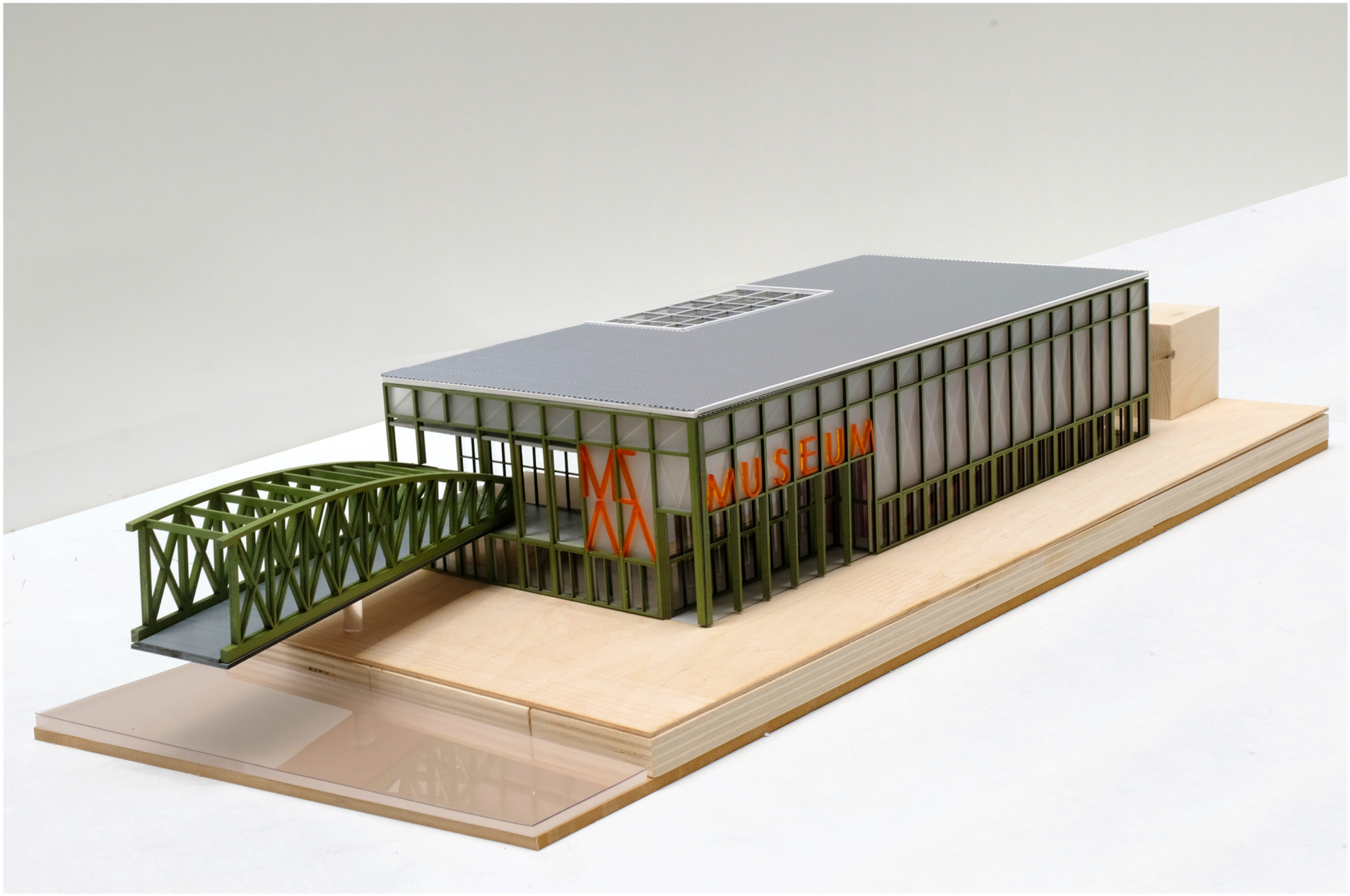
1. HEF BRIDGE
2. ACCESSIBLE WATERFRONT
3. HEF CAFE
4. TRIBUNE
5. CENTRAL SPACE
6. ATELIER
7. UNILEVER
8. PROPOSED DEVELOPMENT

10 m
20 m

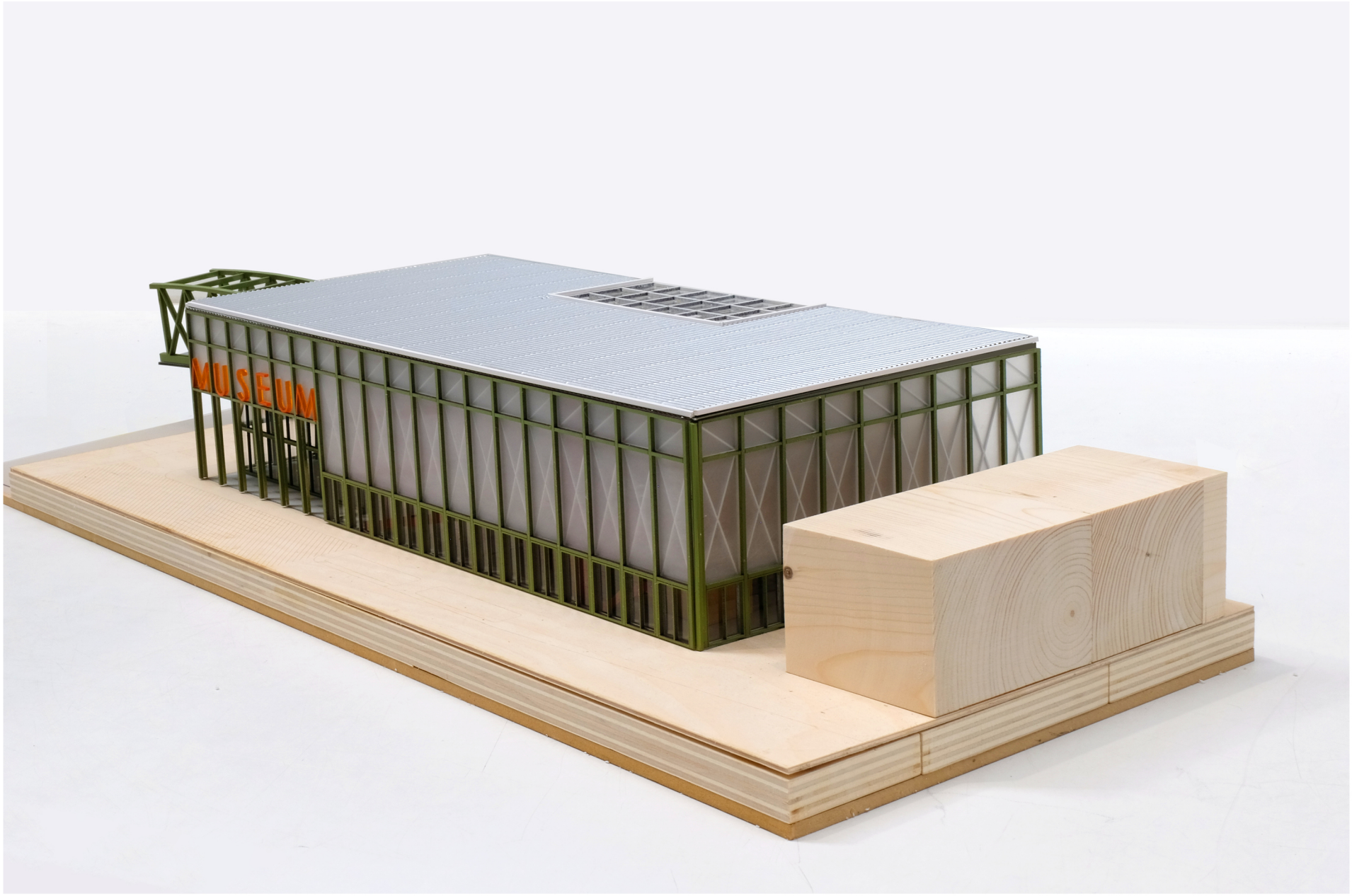
HEF ENTRANCE



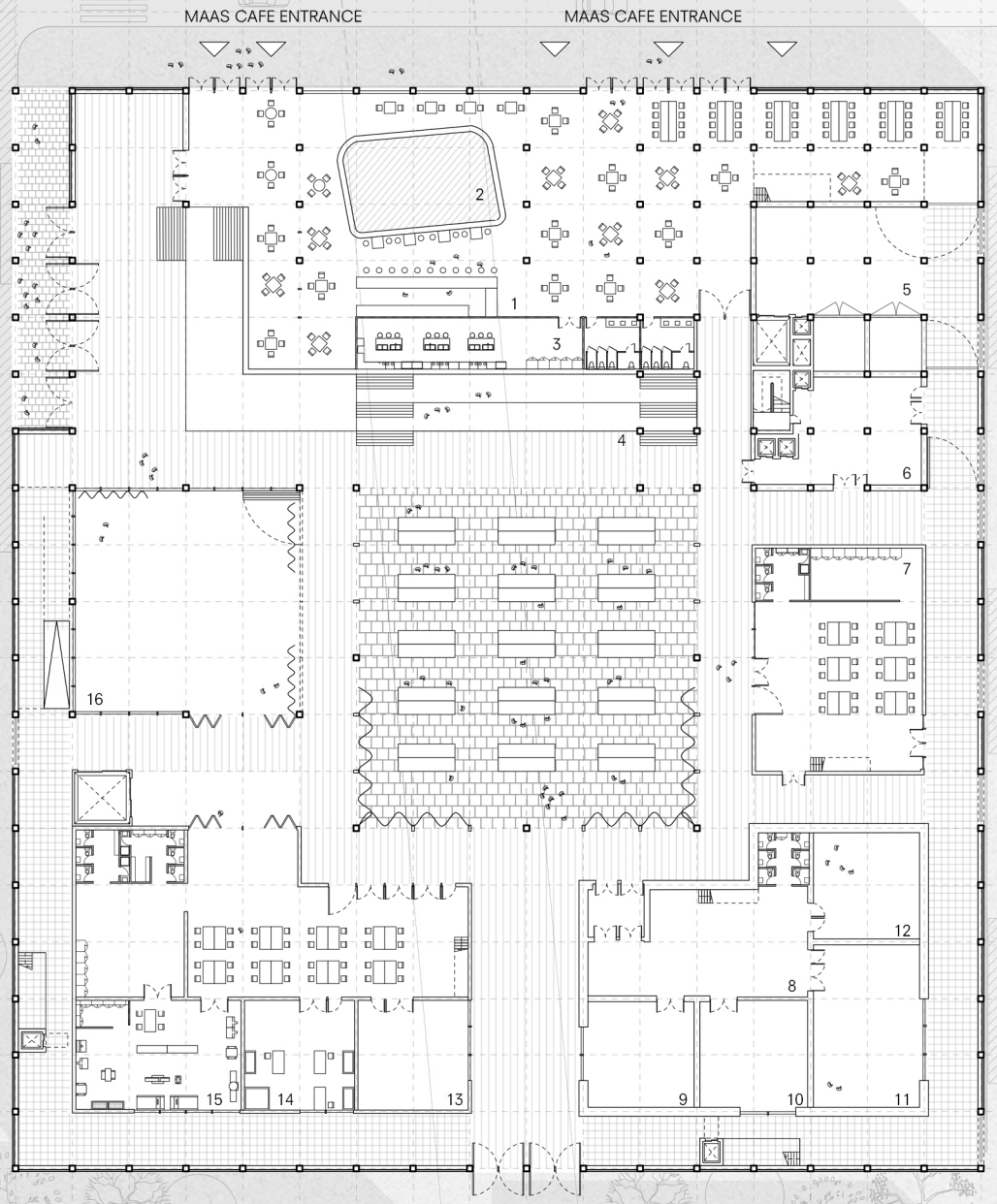
HEF ENTRANCE



BACKSIDE ELEVATION



GROUND FLOOR PLAN 1:200

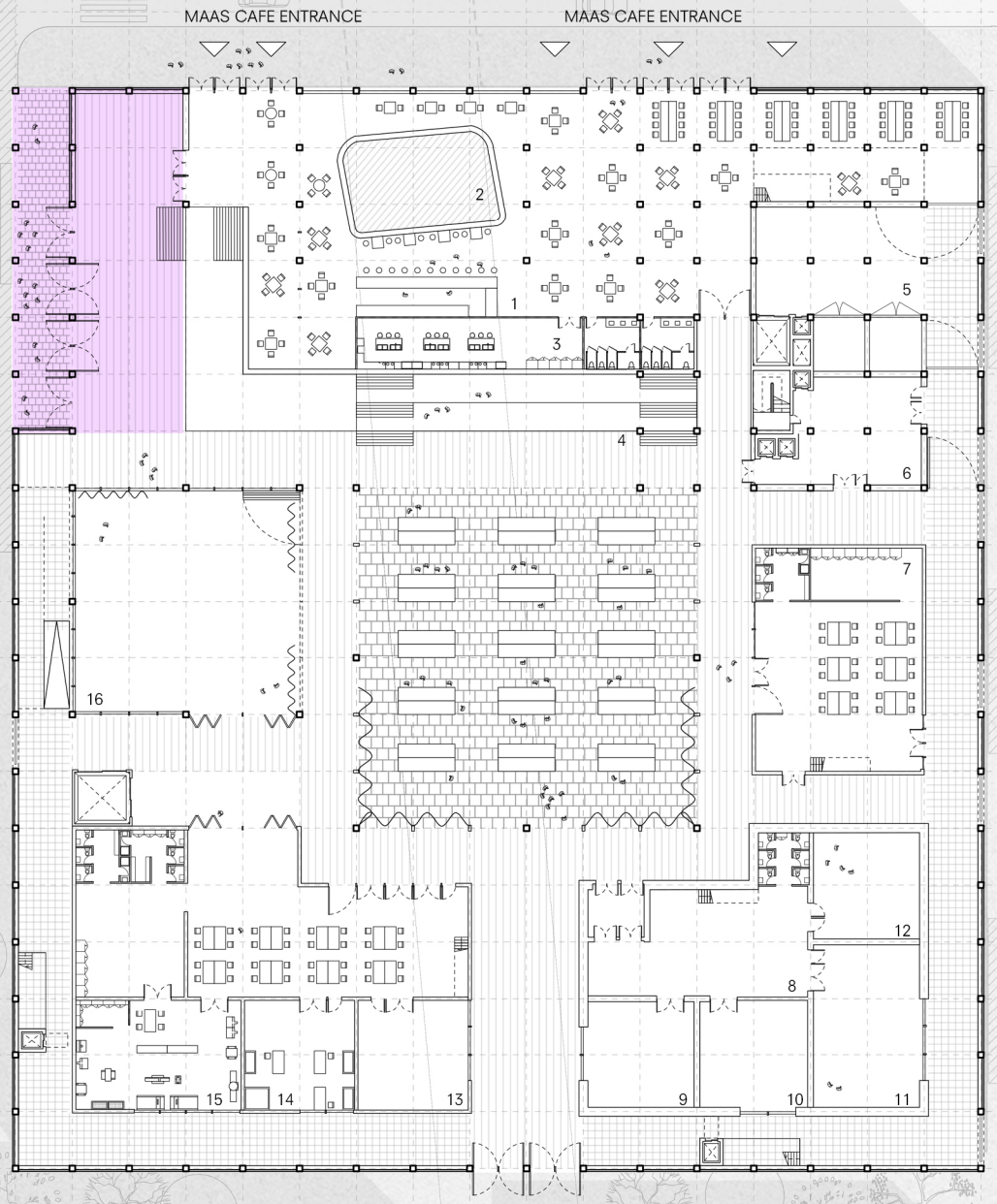


KEY:

1. MAAS CAFE
2. HEF LANDING
3. KITCHEN
4. TRIBUNE
5, DELIVERY
6. RESIDENTIAL LOBBY
7. FINE ART STUDIO
8. DARK ROOM
9. SOUND RECORDING BOOTH 1 (PHOTOGRAPHY ROOM ABOVE)
10. SOUND RECORDING BOOTH 2 (PHOTOGRAPHY DARK ROOM ABOVE)
11. FILM RECORDING (PHOTOGRAPHY STUDIO ABOVE)
12. PROJECTION ROOM (PROJECTION ROOM ABOVE)
13. 3D PRINTER
14. LASERCUTTING
15. WOODWORKING
16. LARGE INSTALLATION HALL

5 m
20 m

GROUND FLOOR PLAN 1:200



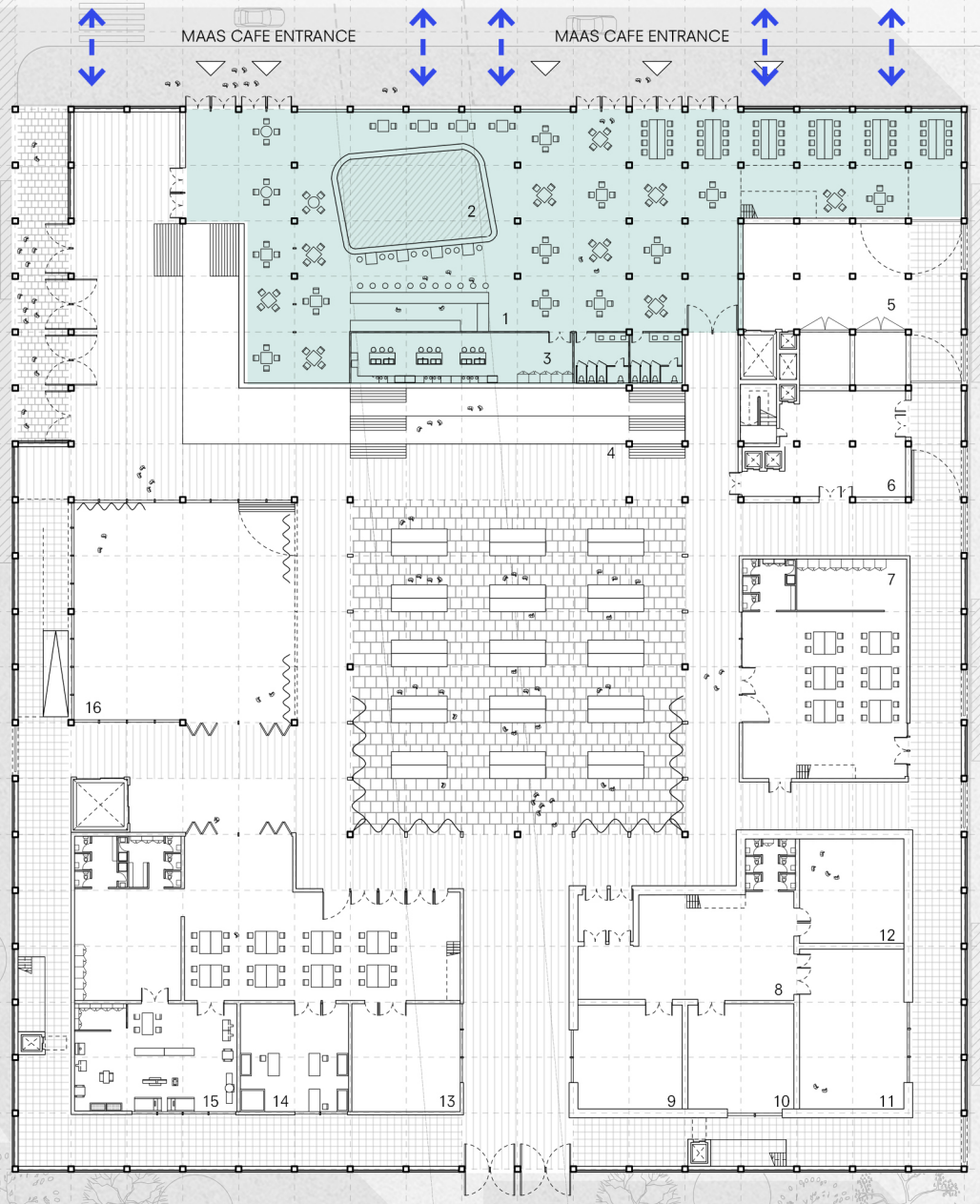
KEY:

1. MAAS CAFE
2. HEF LANDING
3. KITCHEN
4. TRIBUNE
5, DELIVERY
6. RESIDENTIAL LOBBY
7. FINE ART STUDIO
8. DARK ROOM
9. SOUND RECORDING BOOTH 1 (PHOTOGRAPHY ROOM ABOVE)
10. SOUND RECORDING BOOTH 2 (PHOTOGRAPHY DARK ROOM ABOVE)
11. FILM RECORDING (PHOTOGRAPHY STUDIO ABOVE)
12. PROJECTION ROOM (PROJECTION ROOM ABOVE)
13. 3D PRINTER
14. LASERCUTTING
15. WOODWORKING
16. LARGE INSTALLATION HALL

5 m
20 m


MUSEUM

GROUND FLOOR PLAN 1:200



KEY:

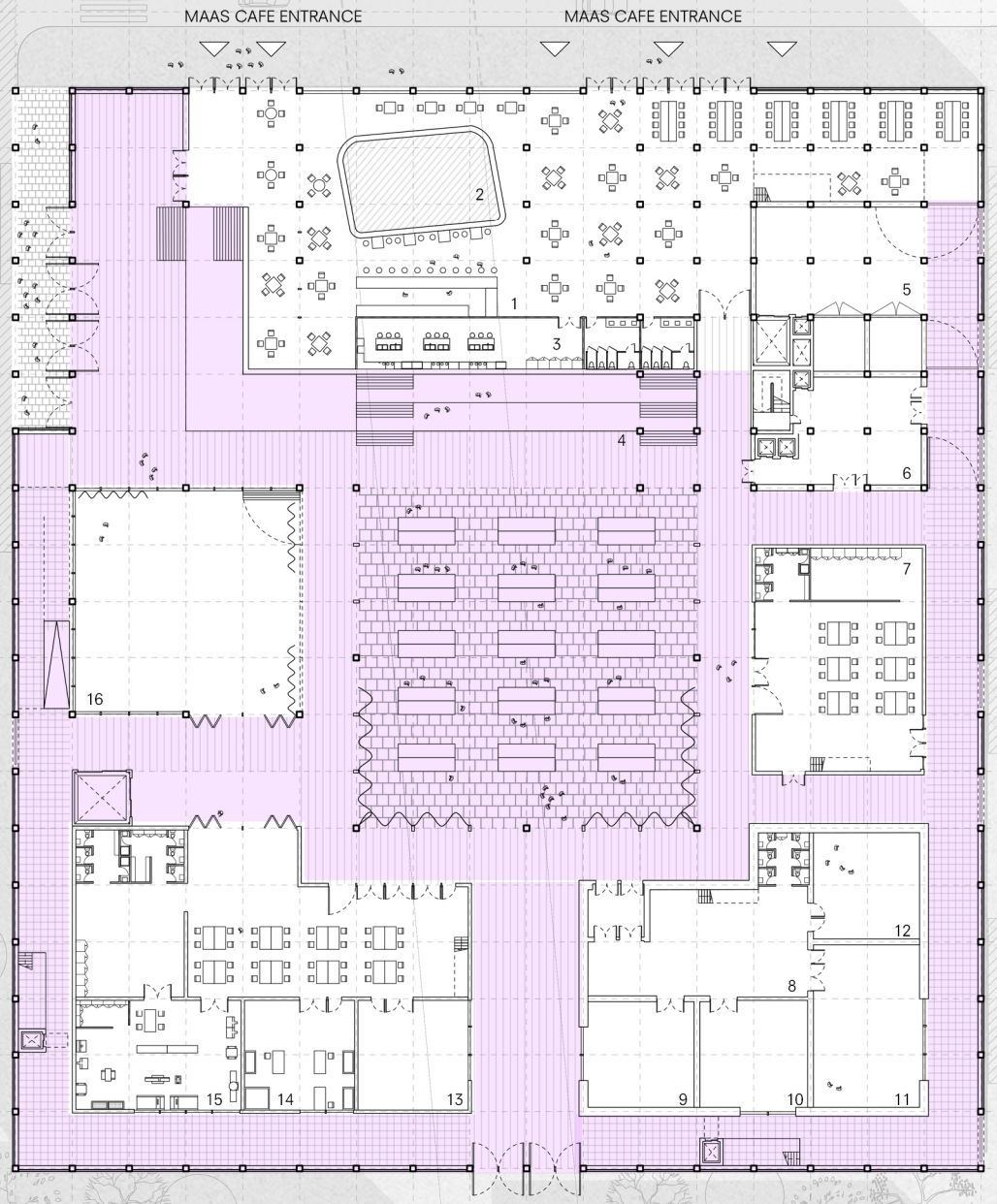
1. MAAS CAFE
2. HEF LANDING
3. KITCHEN
4. TRIBUNE
5, DELIVERY
6. RESIDENTIAL LOBBY
7. FINE ART STUDIO
8. DARK ROOM
9. SOUND RECORDING BOOTH 1 (PHOTOGRAPHY ROOM ABOVE)
10. SOUND RECORDING BOOTH 2 (PHOTOGRAPHY DARK ROOM ABOVE)
11. FILM RECORDING (PHOTOGRAPHY STUDIO ABOVE)
12. PROJECTION ROOM (PROJECTION ROOM ABOVE)
13. 3D PRINTER
14. LASERCUTTING
15. WOODWORKING
16. LARGE INSTALLATION HALL

5 m
20 m




WHAT'S ON

GROUND FLOOR PLAN 1:200

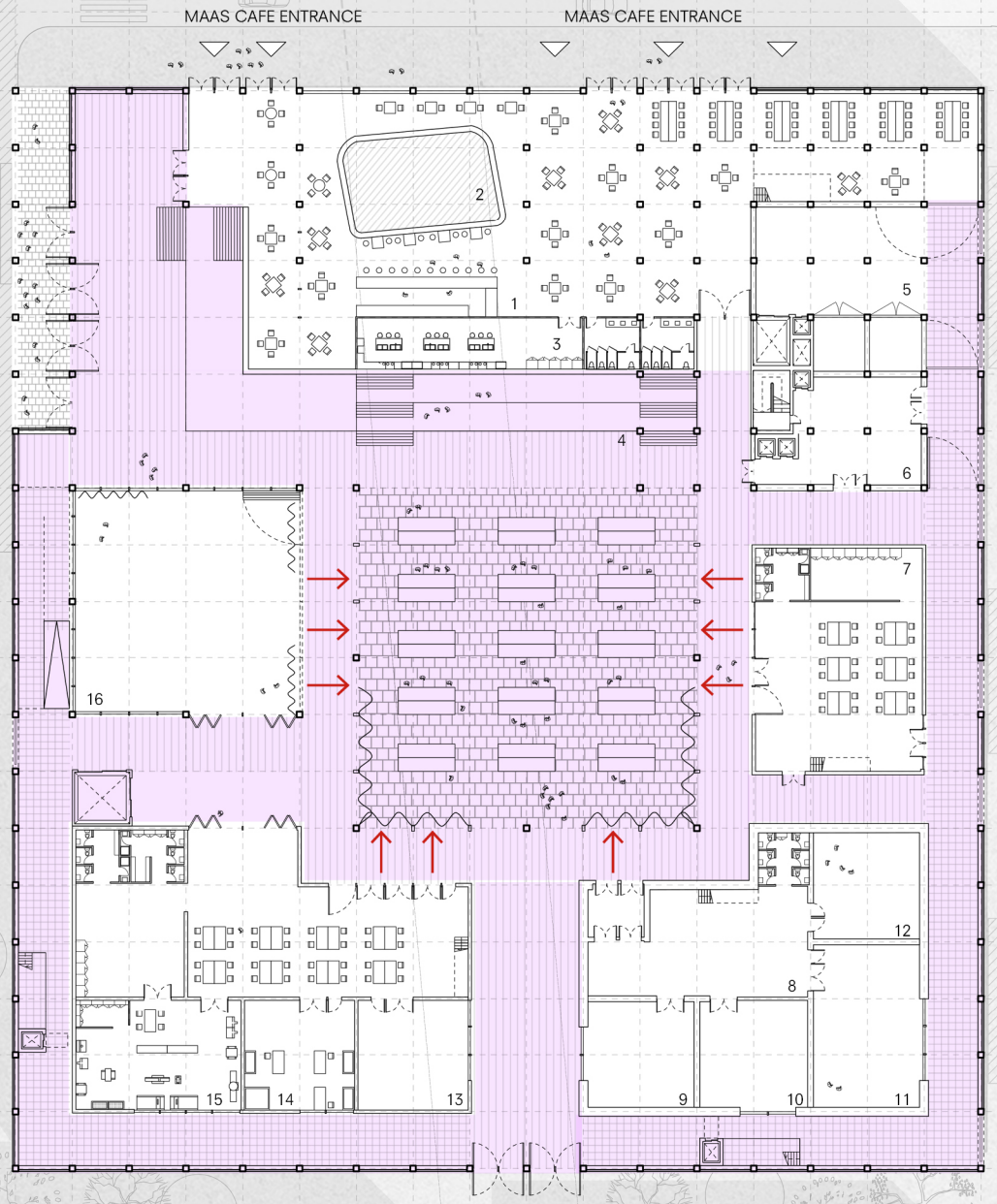


KEY:

1. MAAS CAFE
2. HEF LANDING
3. KITCHEN
4. TRIBUNE
5, DELIVERY
6. RESIDENTIAL LOBBY
7. FINE ART STUDIO
8. DARK ROOM
9. SOUND RECORDING BOOTH 1 (PHOTOGRAPHY ROOM ABOVE)
10. SOUND RECORDING BOOTH 2 (PHOTOGRAPHY DARK ROOM ABOVE)
11. FILM RECORDING (PHOTOGRAPHY STUDIO ABOVE)
12. PROJECTION ROOM (PROJECTION ROOM ABOVE)
13. 3D PRINTER
14. LASERCUTTING
15. WOODWORKING
16. LARGE INSTALLATION HALL

5 m
20 m

GROUND FLOOR PLAN 1:200

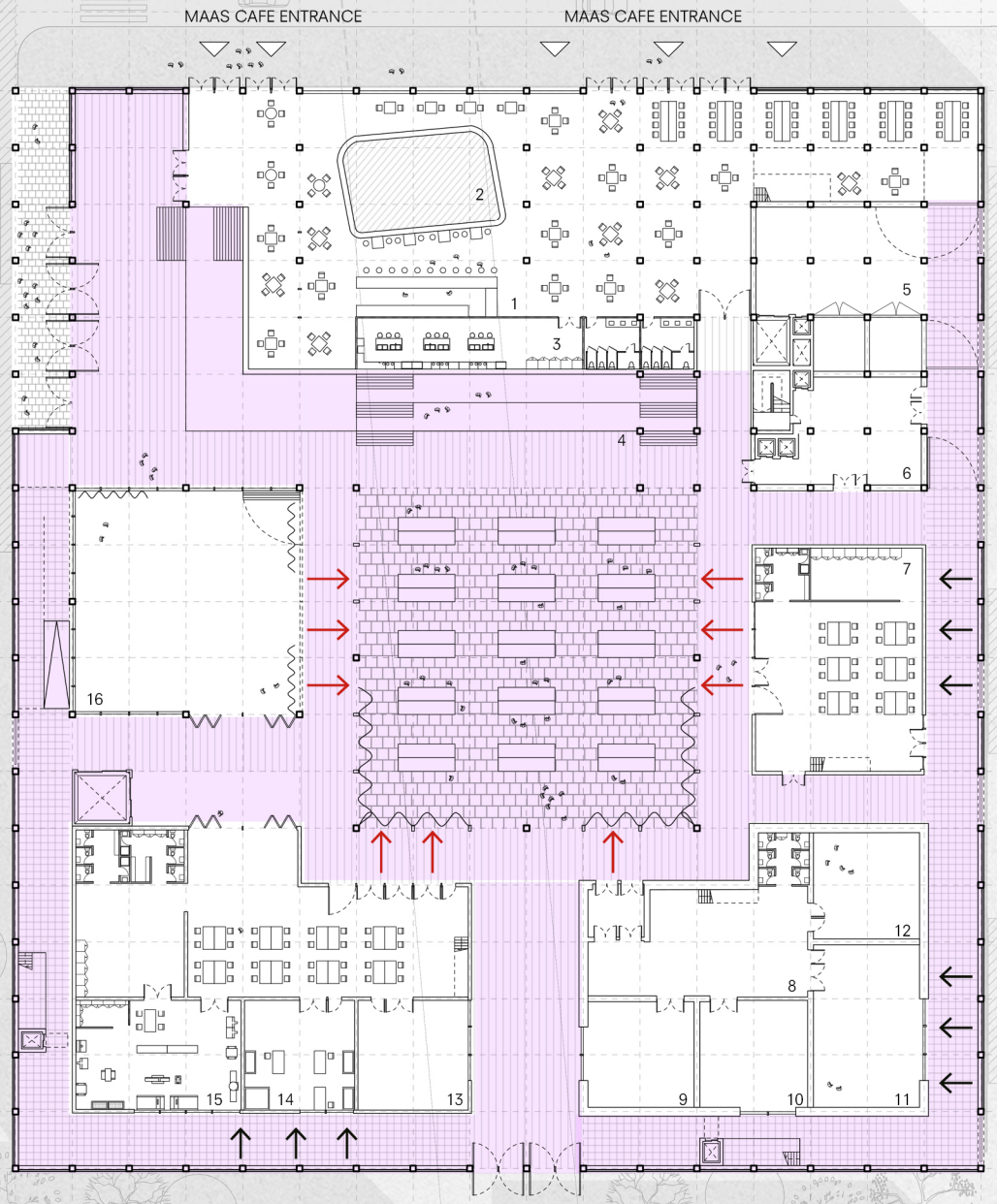


KEY:

1. MAAS CAFE
2. HEF LANDING
3. KITCHEN
4. TRIBUNE
5, DELIVERY
6. RESIDENTIAL LOBBY
7. FINE ART STUDIO
8. DARK ROOM
9. SOUND RECORDING BOOTH 1 (PHOTOGRAPHY ROOM ABOVE)
10. SOUND RECORDING BOOTH 2 (PHOTOGRAPHY DARK ROOM ABOVE)
11. FILM RECORDING (PHOTOGRAPHY STUDIO ABOVE)
12. PROJECTION ROOM (PROJECTION ROOM ABOVE)
13. 3D PRINTER
14. LASERCUTTING
15. WOODWORKING
16. LARGE INSTALLATION HALL

5 m
20 m

GROUND FLOOR PLAN 1:200

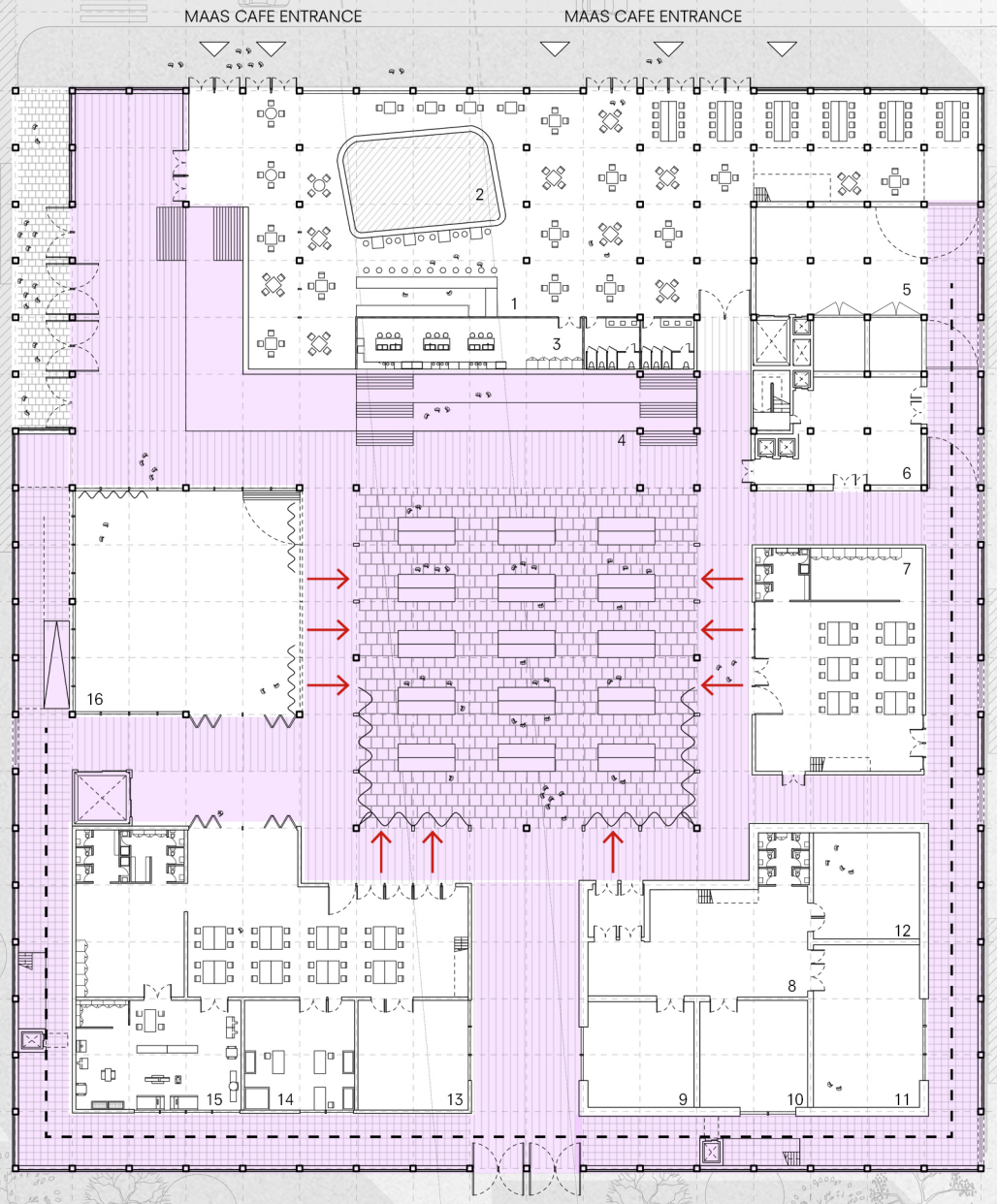


KEY:

1. MAAS CAFE
2. HEF LANDING
3. KITCHEN
4. TRIBUNE
5, DELIVERY
6. RESIDENTIAL LOBBY
7. FINE ART STUDIO
8. DARK ROOM
9. SOUND RECORDING BOOTH 1 (PHOTOGRAPHY ROOM ABOVE)
10. SOUND RECORDING BOOTH 2 (PHOTOGRAPHY DARK ROOM ABOVE)
11. FILM RECORDING (PHOTOGRAPHY STUDIO ABOVE)
12. PROJECTION ROOM (PROJECTION ROOM ABOVE)
13. 3D PRINTER
14. LASERCUTTING
15. WOODWORKING
16. LARGE INSTALLATION HALL

5 m
20 m

GROUND FLOOR PLAN 1:200

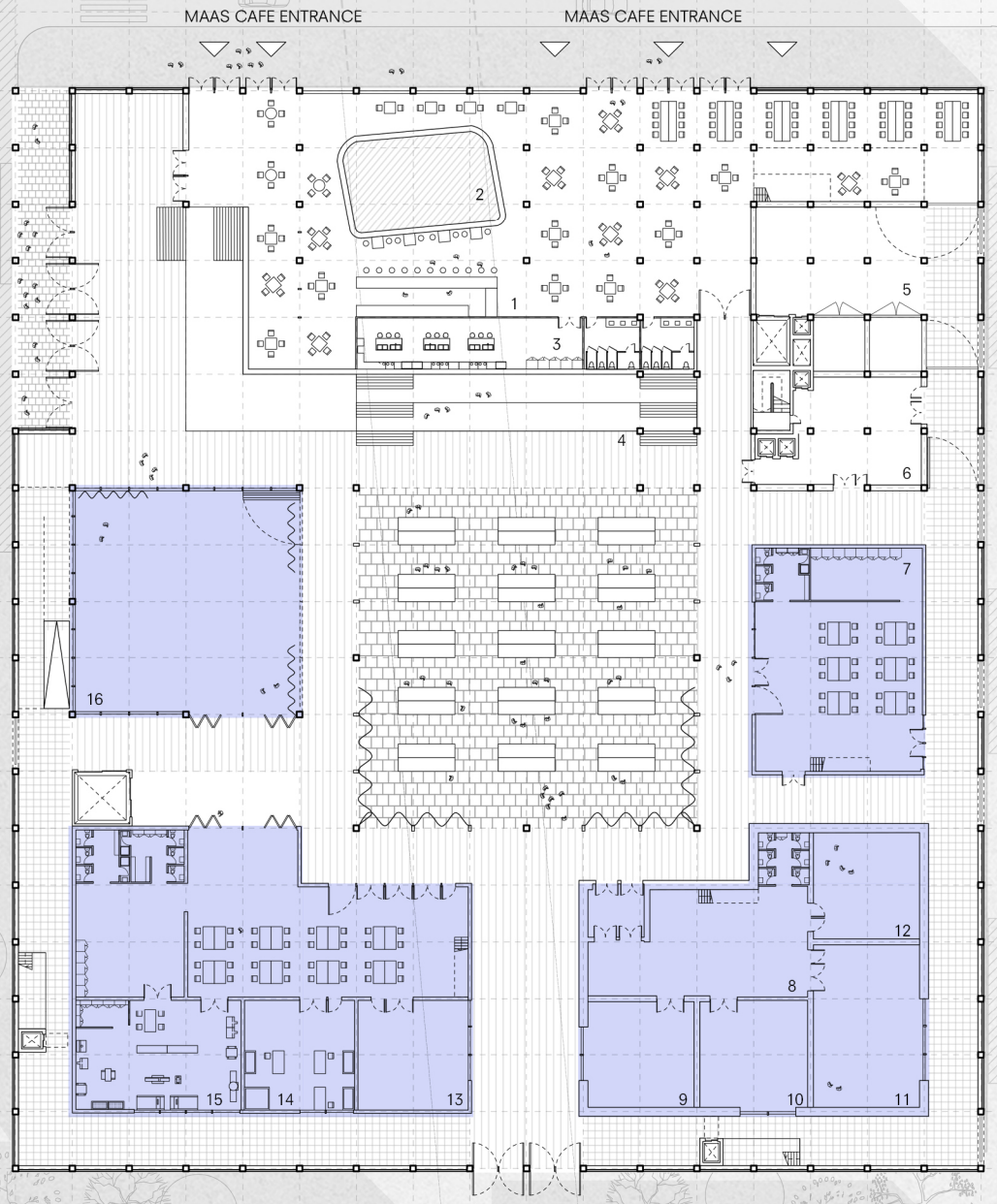


KEY:

1. MAAS CAFE
2. HEF LANDING
3. KITCHEN
4. TRIBUNE
5, DELIVERY
6. RESIDENTIAL LOBBY
7. FINE ART STUDIO
8. DARK ROOM
9. SOUND RECORDING BOOTH 1 (PHOTOGRAPHY ROOM ABOVE)
10. SOUND RECORDING BOOTH 2 (PHOTOGRAPHY DARK ROOM ABOVE)
11. FILM RECORDING (PHOTOGRAPHY STUDIO ABOVE)
12. PROJECTION ROOM (PROJECTION ROOM ABOVE)
13. 3D PRINTER
14. LASERCUTTING
15. WOODWORKING
16. LARGE INSTALLATION HALL

5 m
20 m

GROUND FLOOR PLAN 1:200



KEY:

1. MAAS CAFE
2. HEF LANDING
3. KITCHEN
4. TRIBUNE
5, DELIVERY
6. RESIDENTIAL LOBBY
7. FINE ART STUDIO
8. DARK ROOM
9. SOUND RECORDING BOOTH 1 (PHOTOGRAPHY ROOM ABOVE)
10. SOUND RECORDING BOOTH 2 (PHOTOGRAPHY DARK ROOM ABOVE)
11. FILM RECORDING (PHOTOGRAPHY STUDIO ABOVE)
12. PROJECTION ROOM (PROJECTION ROOM ABOVE)
13. 3D PRINTER
14. LASERCUTTING
15. WOODWORKING
16. LARGE INSTALLATION HALL

5 m
20 m


1
2
3
4


PICNIC
Paint
Paint
Paint
Prime

MATERIALITY

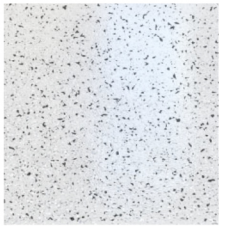


BOXES

TIMBER BOX

VARNISHED BIRCH PLY

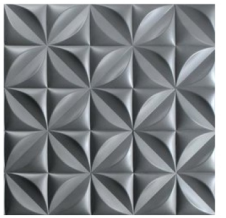

CHIPBOARD PANELS

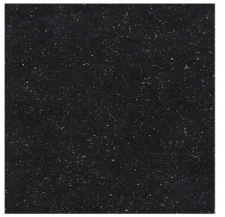

POURED EPOXY FLOORING


CORK PANELS

DARK ROOM


WALLS - ACOUSTIC FELT


WALLS - ACOUSTIC FELT

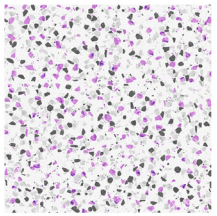

RUBBER FLOORING


WALLS - ACOUSTIC FELT

LARGE INSTALLATION ROOM

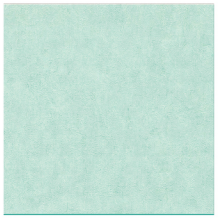

PLASTIC COVERING


CORRUGATED POLYCARB


LYNOLEUM FLOORING


CURTAIN

PAINTING ROOM


SMOOTH PLASTERED WALL


PLASTIC COVERING

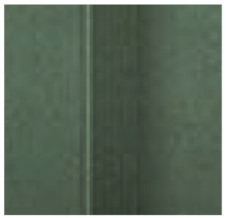
SMOOTH PLASTERED WALL


OSB PINBOARDS

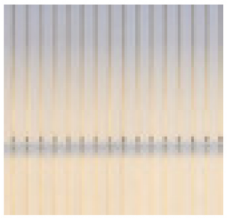
MATERIALITY

ENVELOPE

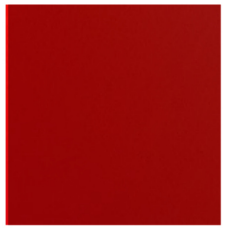
OUTSIDE



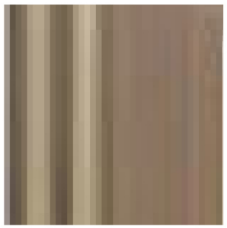
PAINTED STEEL STRUCTURE



POLYCARBONATE SHEETING



RED TIMBER CIRCULATION



TINDED ALUMINIUM

INSIDE

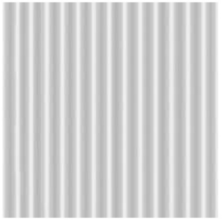


FIREPROOF PAINTED STEEL



SEPARATION CURTAINS

POLISHED CONCRETE



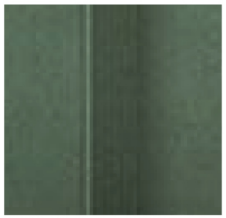
TRAPEZOIDAL STEEL

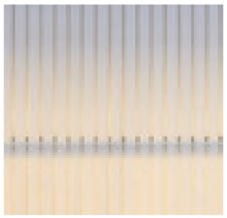


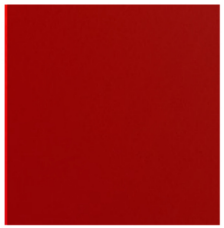
MATERIALITY

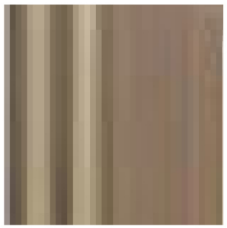
ENVELOPE

OUTSIDE


PAINTED STEEL STRUCTURE


POLYCARBONATE SHEETING


RED TIMBER CIRCULATION

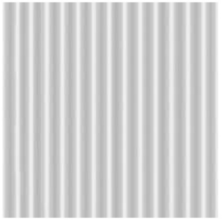

TINDED ALUMINIUM

INSIDE


FIREPROOF PAINTED STEEL


SEPARATION CURTAINS

POLISHED CONCRETE

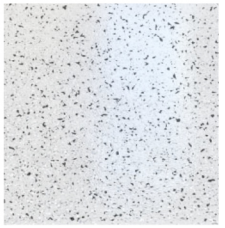

TRAPEZOIDAL STEEL

BOXES

TIMBER BOX

VARNISHED BIRCH PLY

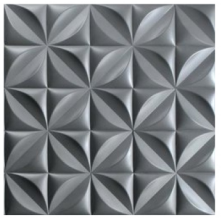

CHIPBOARD PANELS


POURED EPOXY FLOORING


CORK PANELS

DARK ROOM


WALLS - ACOUSTIC FELT


WALLS - ACOUSTIC FELT

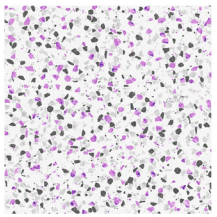

RUBBER FLOORING


WALLS - ACOUSTIC FELT

LARGE INSTALLATION ROOM

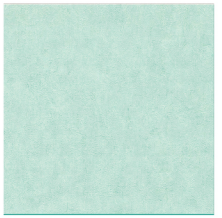

PLASTIC COVERING


CORRUGATED POLYCARB


LYNOLEUM FLOORING


CURTAIN

PAINTING ROOM

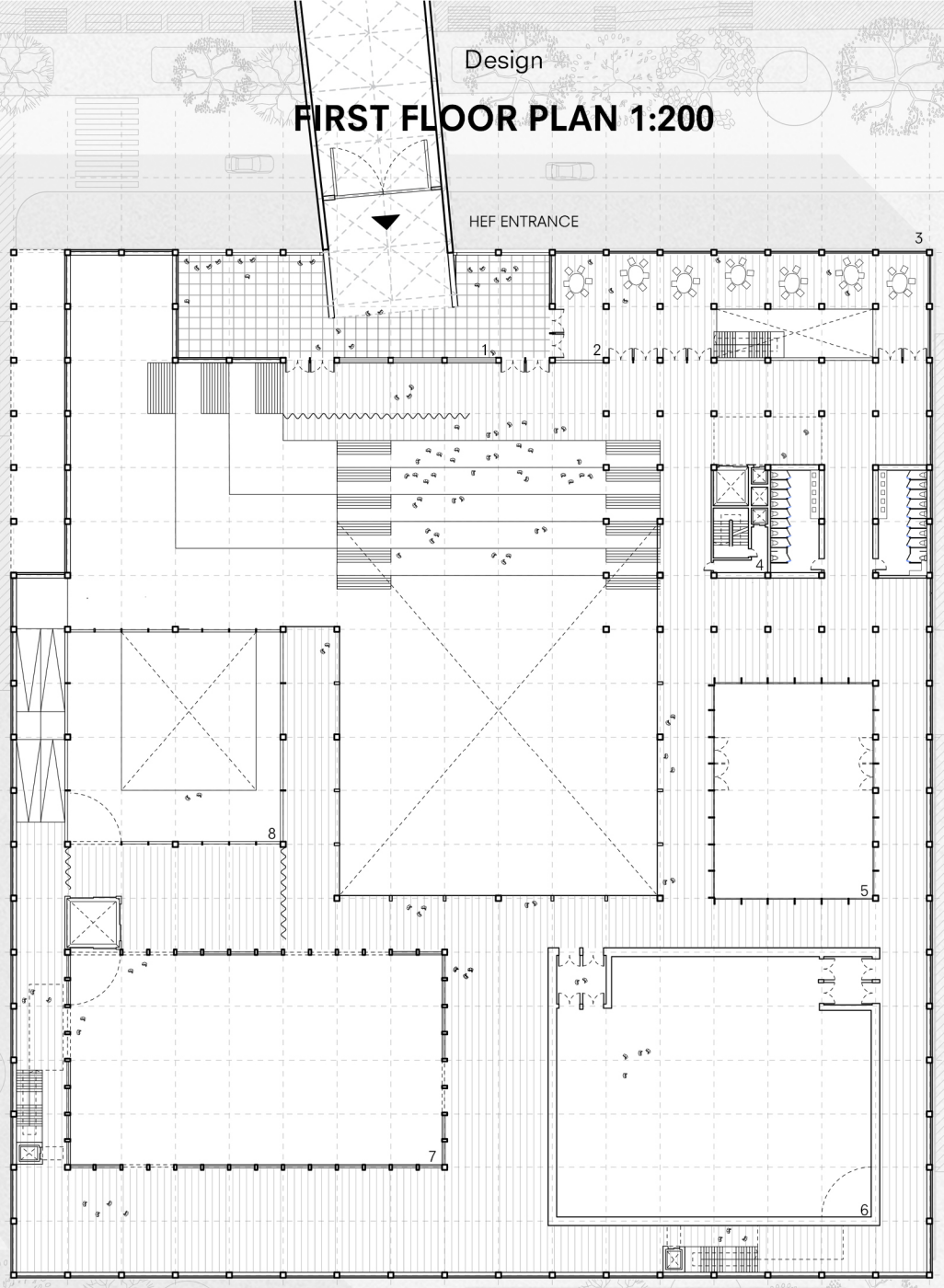

SMOOTH PLASTERED WALL


PLASTIC COVERING

SMOOTH PLASTERED WALL


OSB PINBOARDS

FIRST FLOOR PLAN 1:200



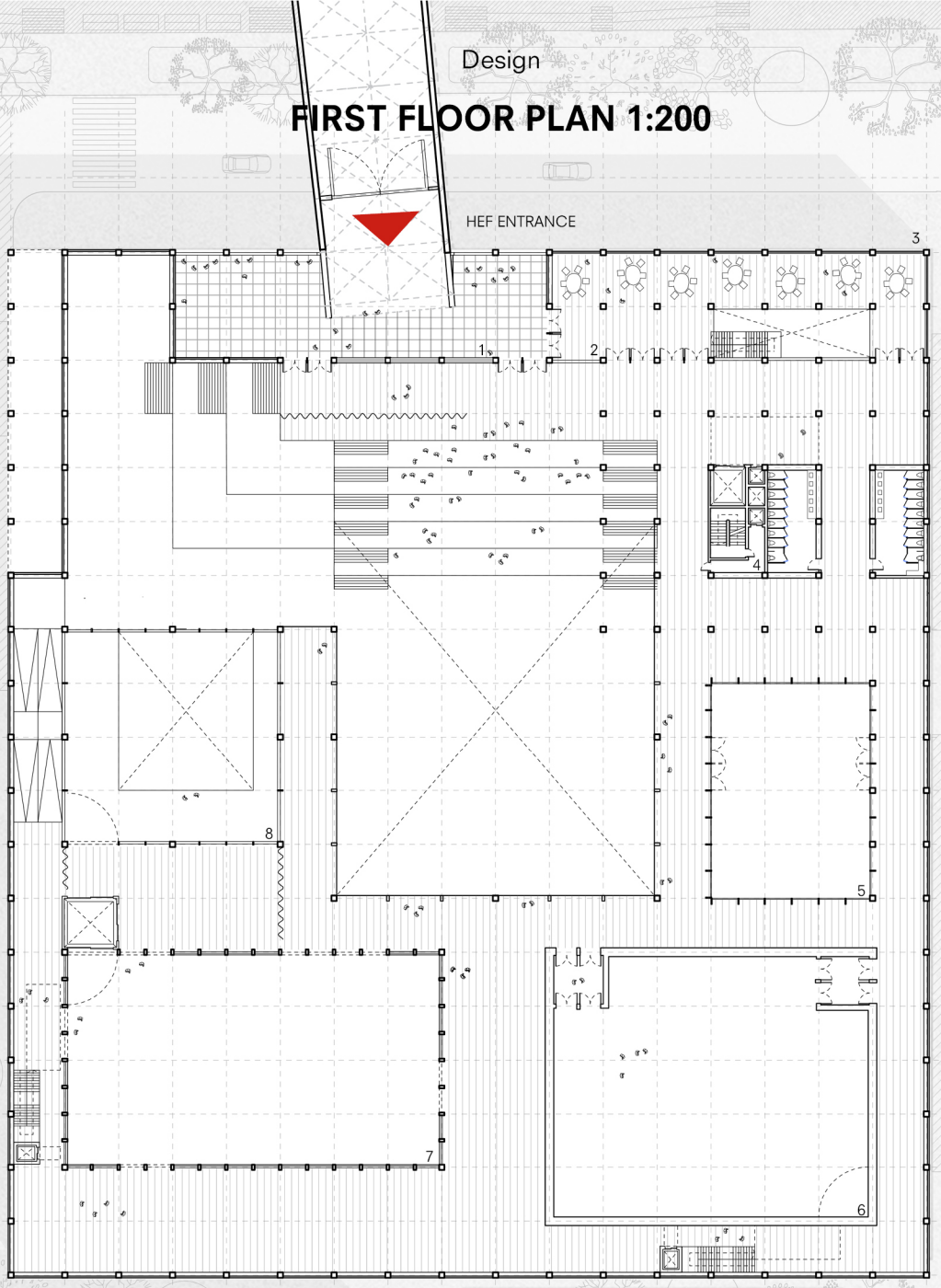
KEY:

1. HEF LANDING TERRACE
2. RIVERVIEW FOYER
3. MEDIAMESH DISPLAY TOWARDS RIVER
4. CORE FOR RESIDENTIAL TOWER
5. GALLERY 1
6. DARK ROOM
7. GALLERY 2
8. LARGE INSTALLATION ROOM

5 m

20 m

FIRST FLOOR PLAN 1:200

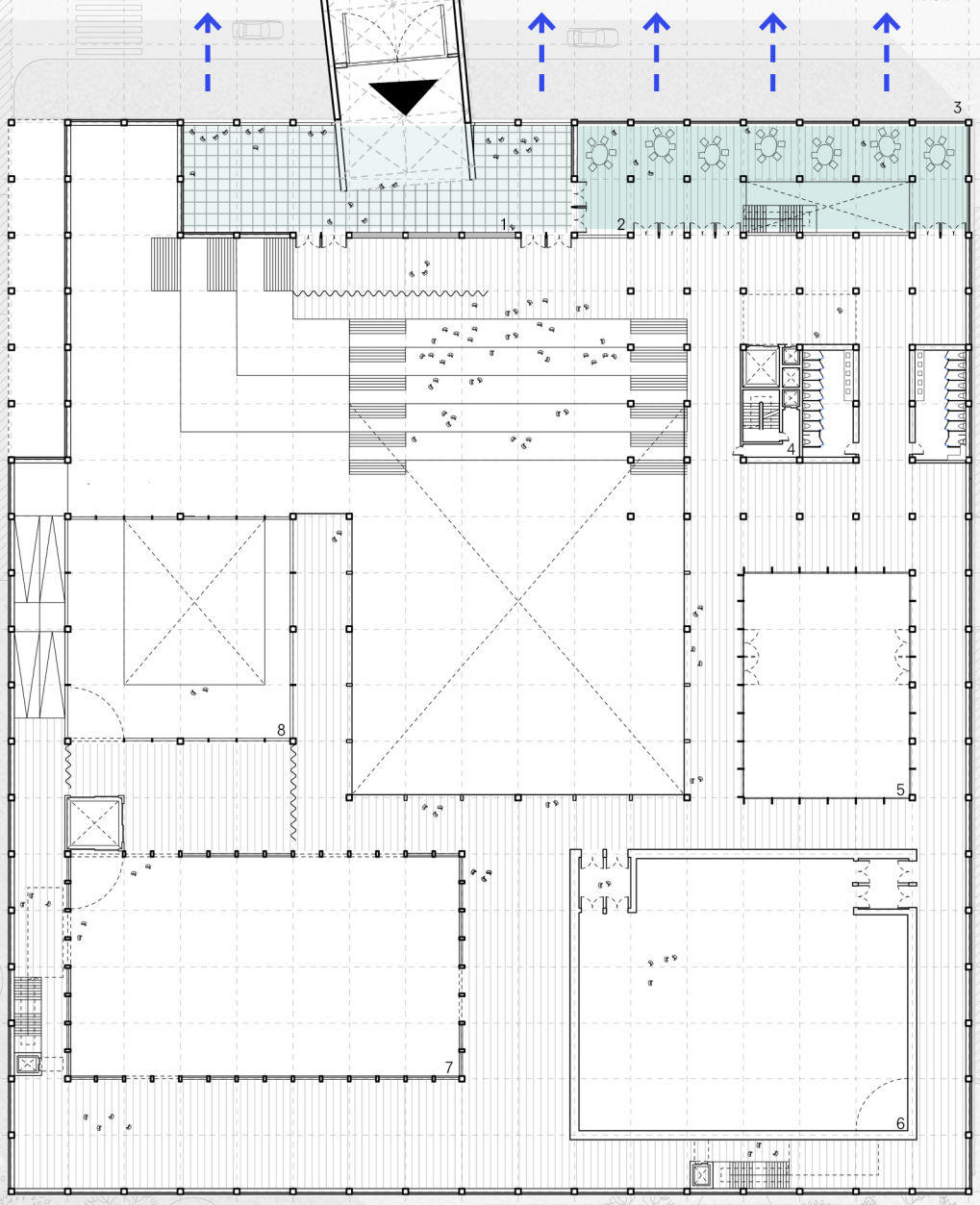


KEY:

1. HEF LANDING TERRACE
2. RIVERVIEW FOYER
3. MEDIAMESH DISPLAY TOWARDS RIVER
4. CORE FOR RESIDENTIAL TOWER
5. GALLERY 1
6. DARK ROOM
7. GALLERY 2
8. LARGE INSTALLATION ROOM

5 m
20 m

FIRST FLOOR PLAN 1:200



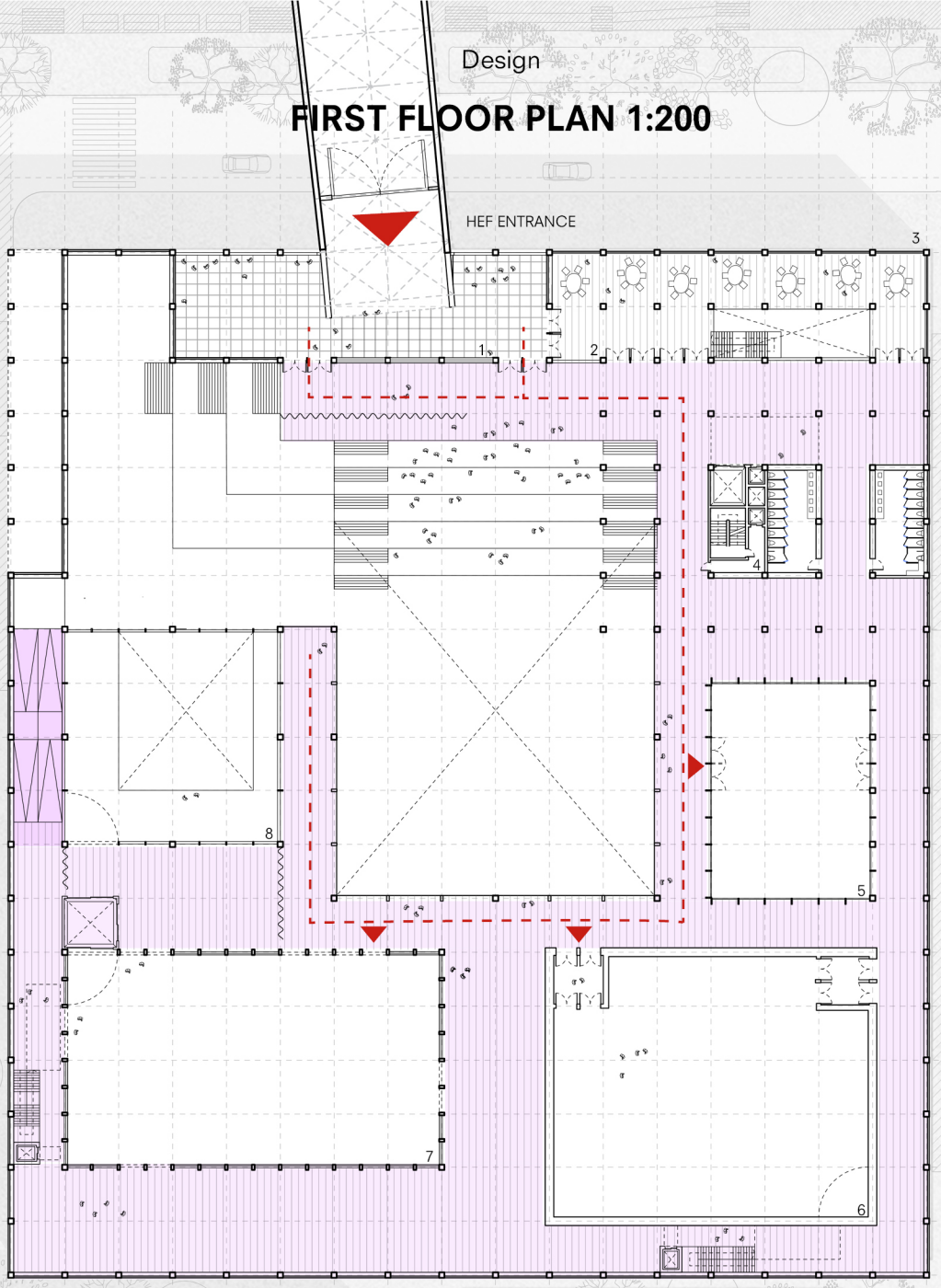
KEY:

1. HEF LANDING TERRACE
2. RIVERVIEW FOYER
3. MEDIAMESH DISPLAY TOWARDS RIVER
4. CORE FOR RESIDENTIAL TOWER
5. GALLERY 1
6. DARK ROOM
7. GALLERY 2
8. LARGE INSTALLATION ROOM

5 m
20 m



FIRST FLOOR PLAN 1:200

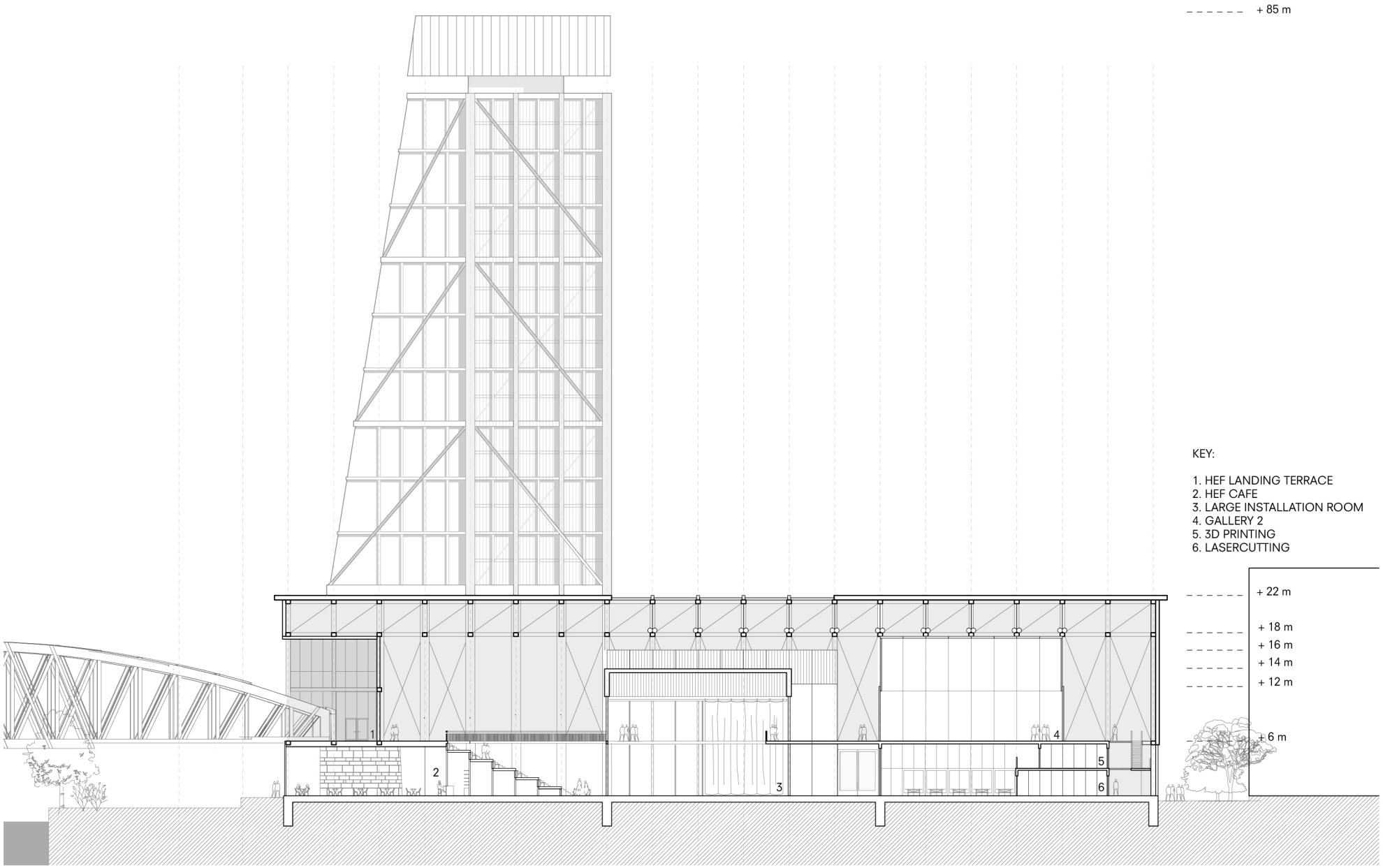


KEY:

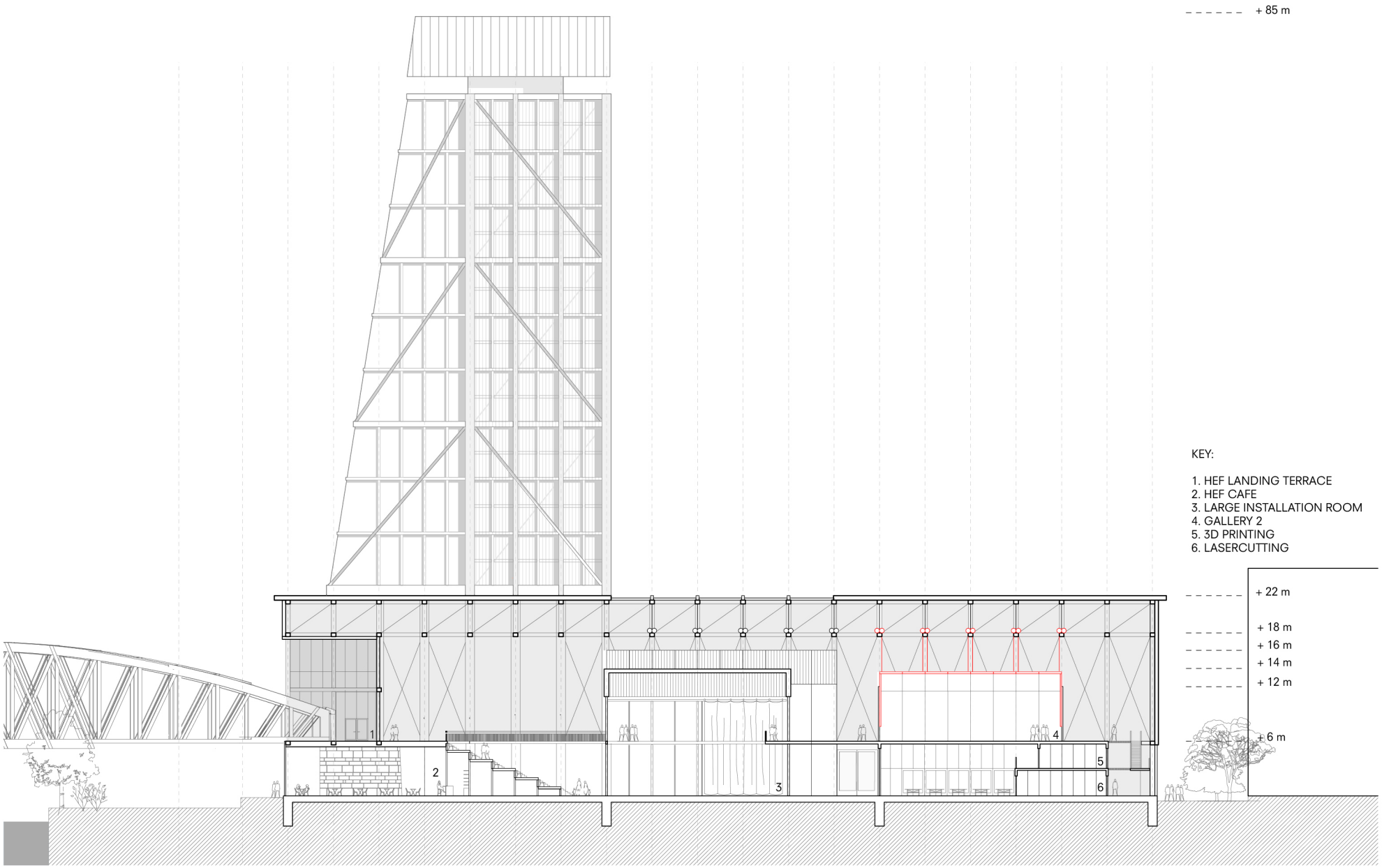
1. HEF LANDING TERRACE
2. RIVERVIEW FOYER
3. MEDIAMESH DISPLAY TOWARDS RIVER
4. CORE FOR RESIDENTIAL TOWER
5. GALLERY 1
6. DARK ROOM
7. GALLERY 2
8. LARGE INSTALLATION ROOM

5 m
20 m

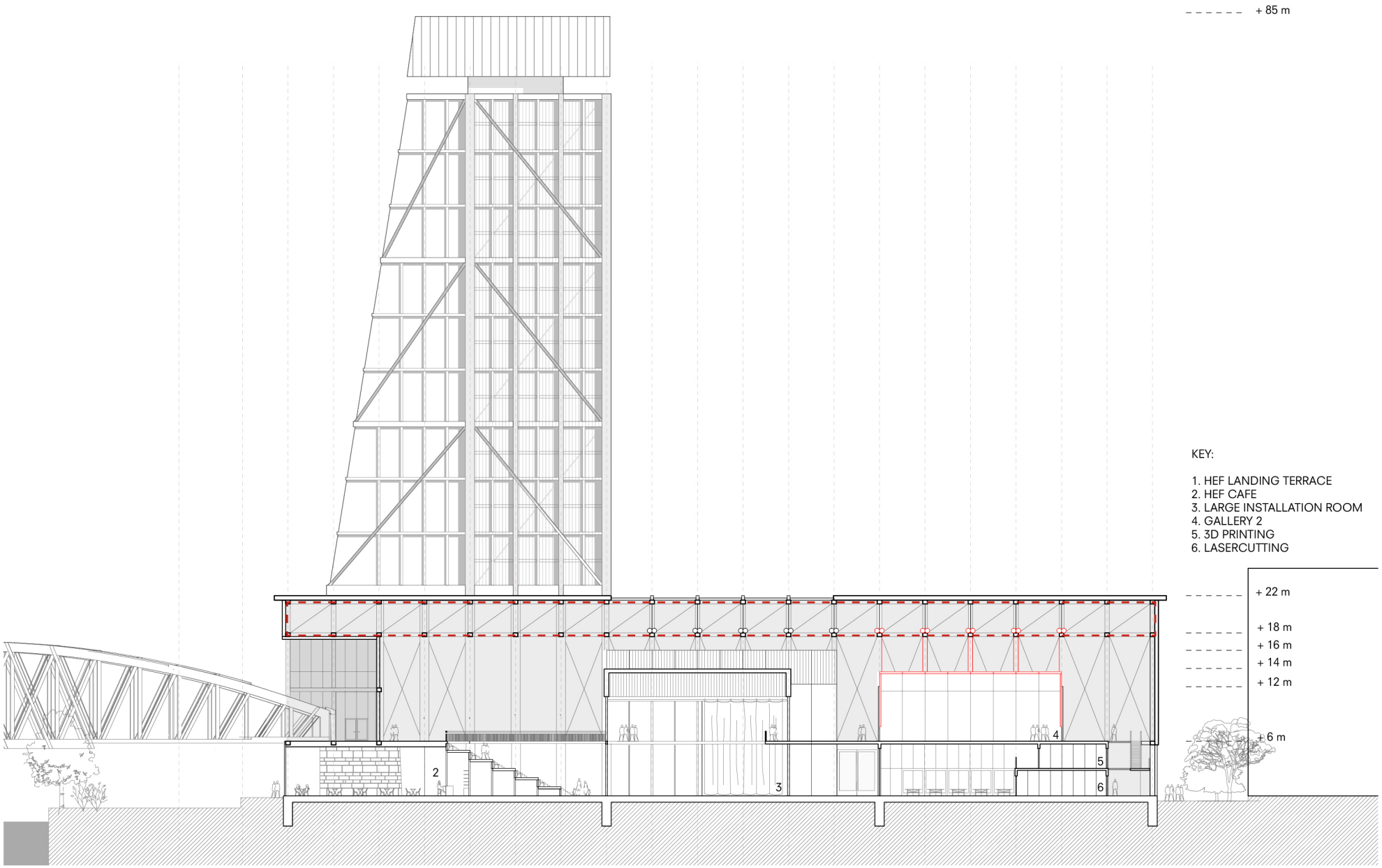
SECTION AA

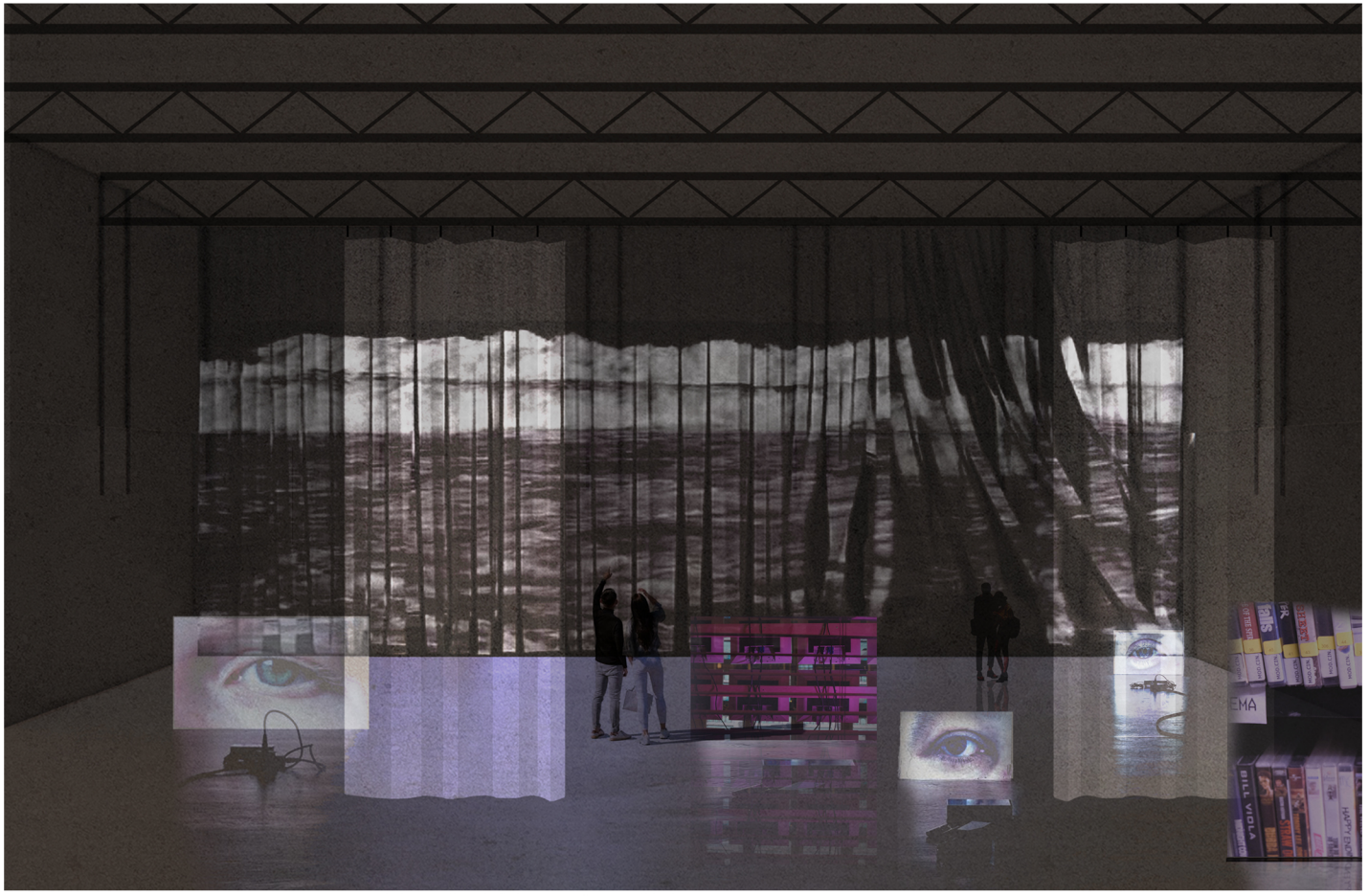

+ 85 m
KEY:
1. HEF LANDING TERRACE
2. HEF CAFE
3. LARGE INSTALLATION ROOM
4. GALLERY 2
5. 3D PRINTING
6. LASERCUTTING
+ 22 m
+ 18 m
+ 16 m
+ 14 m
+ 12 m
+ 6 m
1
2
3
4
5
6
5 m
10 m

SECTION AA


+ 85 m
KEY:
1. HEF LANDING TERRACE
2. HEF CAFE
3. LARGE INSTALLATION ROOM
4. GALLERY 2
5. 3D PRINTING
6. LASERCUTTING
+ 22 m
+ 18 m
+ 16 m
+ 14 m
+ 12 m
+ 6 m
1
2
3
4
5
6
5 m
10 m

SECTION AA


+ 85 m
KEY:
1. HEF LANDING TERRACE
2. HEF CAFE
3. LARGE INSTALLATION ROOM
4. GALLERY 2
5. 3D PRINTING
6. LASERCUTTING
+ 22 m
+ 18 m
+ 16 m
+ 14 m
+ 12 m
+ 6 m
2
3
4
5
6
5 m
10 m


BILL VIOLA




GA

SECTIONAL MODEL



SECTIONAL MODEL



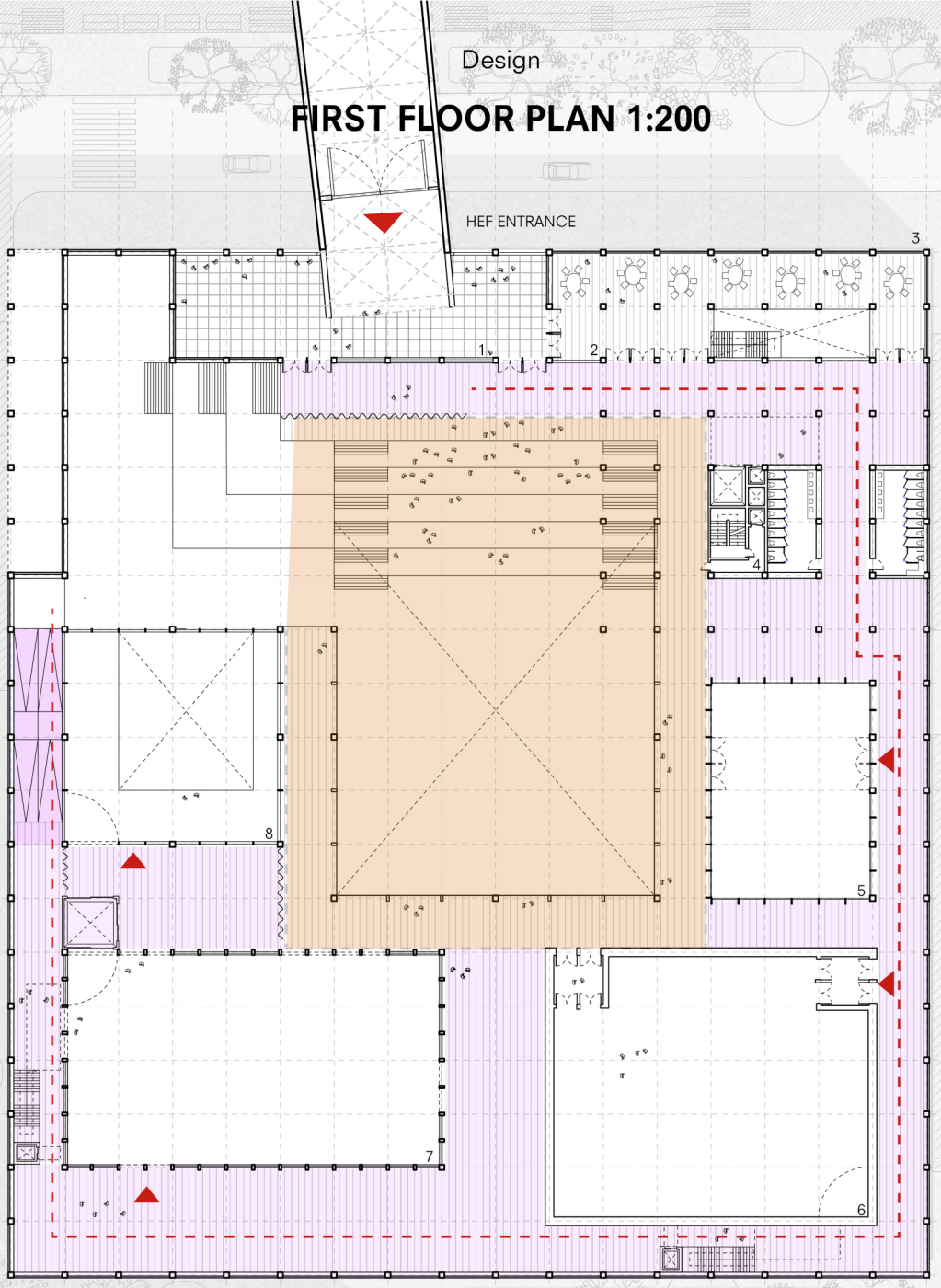
SECTIONAL MODEL



SECTIONAL MODEL



FIRST FLOOR PLAN 1:200



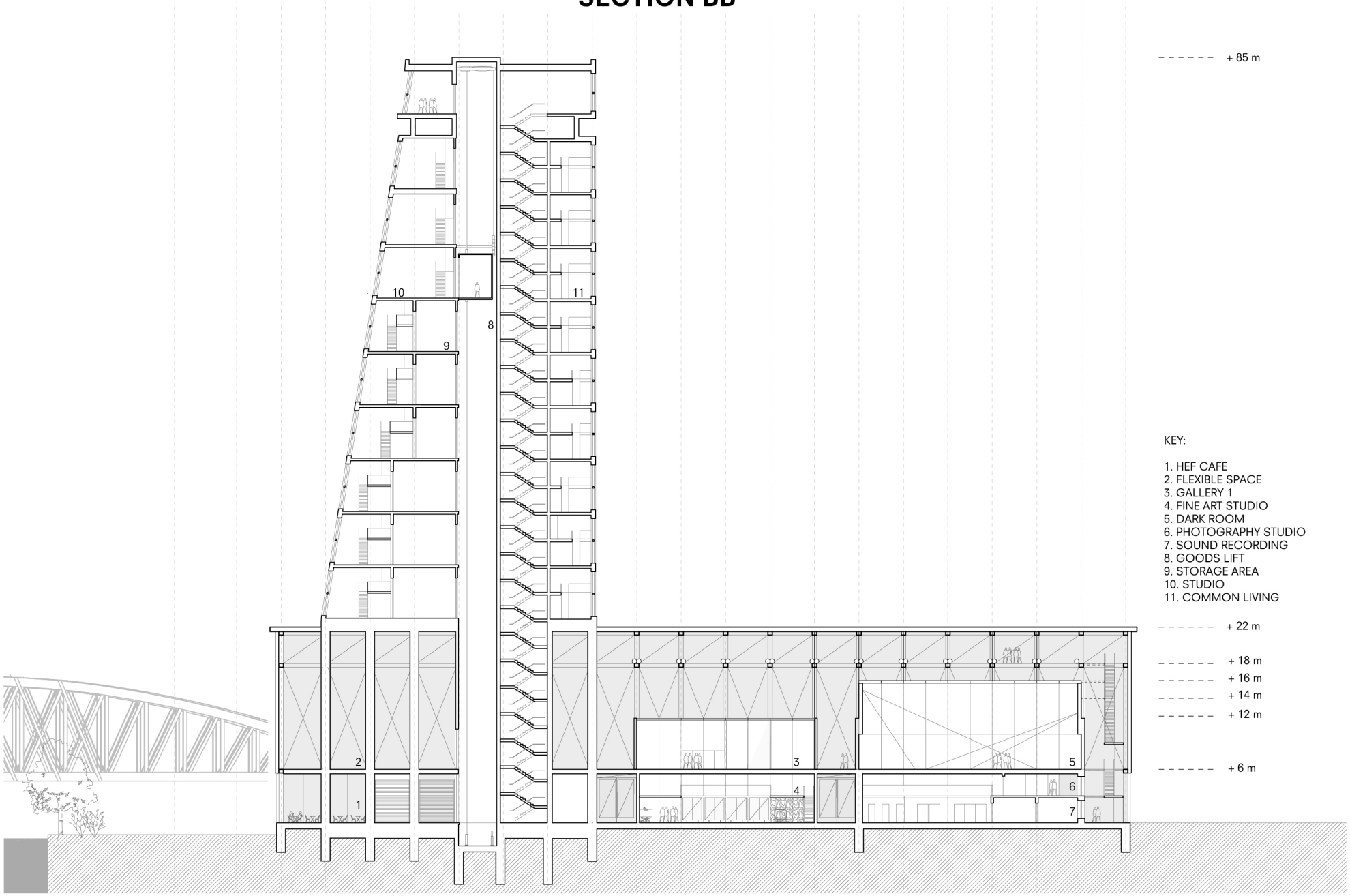
KEY:

1. HEF LANDING TERRACE
2. RIVERVIEW FOYER
3. MEDIAMESH DISPLAY TOWARDS RIVER
4. CORE FOR RESIDENTIAL TOWER
5. GALLERY 1
6. DARK ROOM
7. GALLERY 2
8. LARGE INSTALLATION ROOM

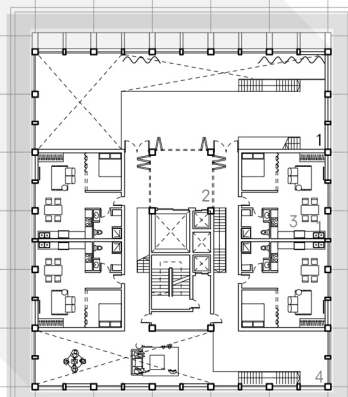
5 m
20 m



SECTION BB


+ 85 m
KEY:
1. HEF CAFE
2. FLEXIBLE SPACE
3. GALLERY 1
4. FINE ART STUDIO
5. DARK ROOM
6. PHOTOGRAPHY STUDIO
7. SOUND RECORDING
8. GOODS LIFT
9. STORAGE AREA
10. STUDIO
11. COMMON LIVING
+ 22 m
+ 18 m
+ 16 m
+ 14 m
+ 12 m
+ 6 m
1
2
3
4
5
6
7
8
9
10
11
5 m
10 m

RESIDENTIAL FLOOR PLAN 1:200

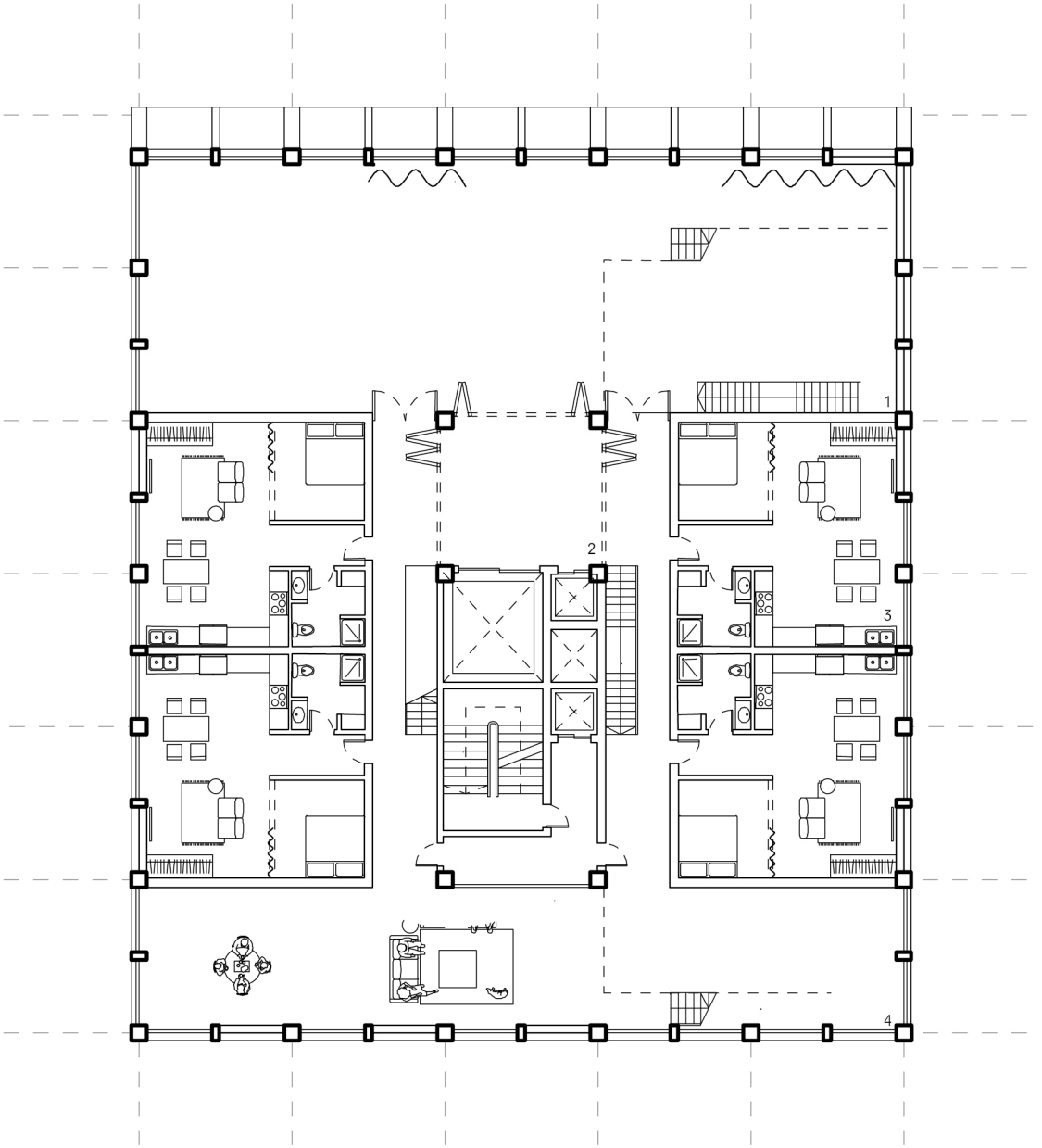


KEY:

1. NORTH-FACING STUDIO
2. STORAGE AREA
3. STUDIO APARTMENT (50 m²)
4. SHARED LIVING AREA

5 m
20 m

RESIDENTIAL FLOOR PLAN 1:100



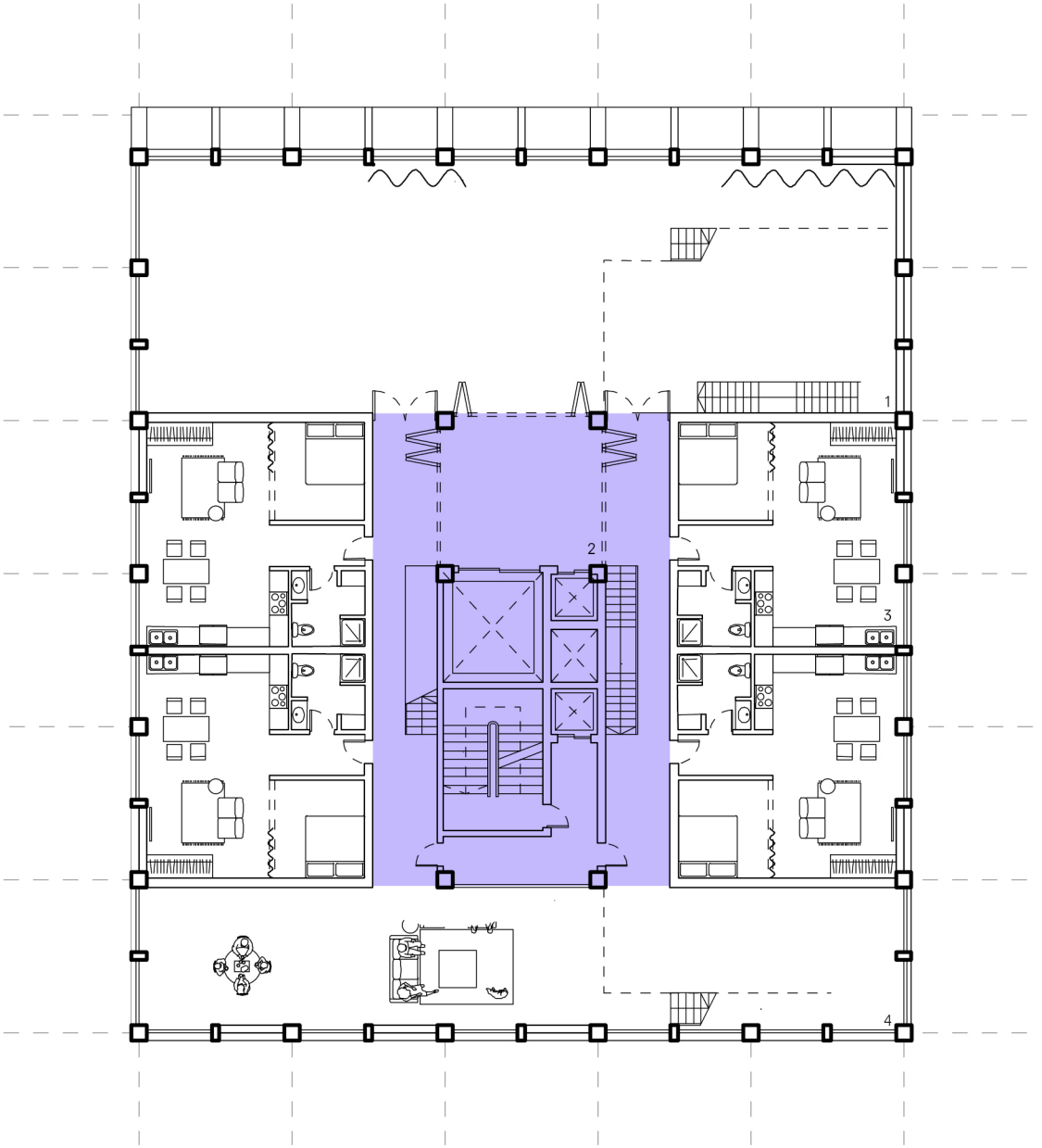
KEY:

1. NORTH-FACING STUDIO
2. STORAGE AREA
3. STUDIO APARTMENT (50 m²)
4. SHARED LIVING AREA

2.5 m

5 m

RESIDENTIAL FLOOR PLAN 1:100



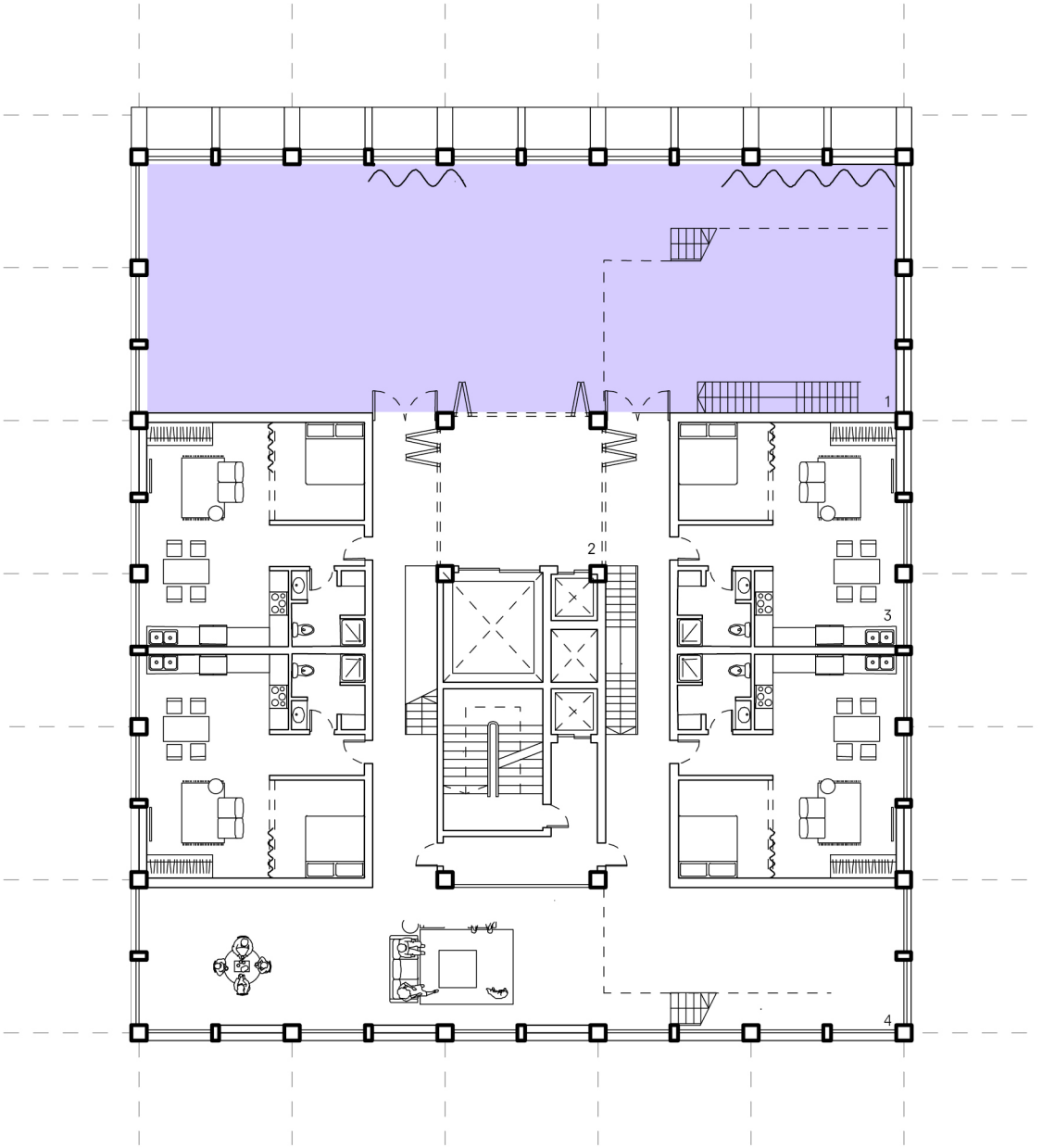
KEY:

1. NORTH-FACING STUDIO
2. STORAGE AREA
3. STUDIO APARTMENT (50 m²)
4. SHARED LIVING AREA

2.5 m

5 m

RESIDENTIAL FLOOR PLAN 1:100



KEY:

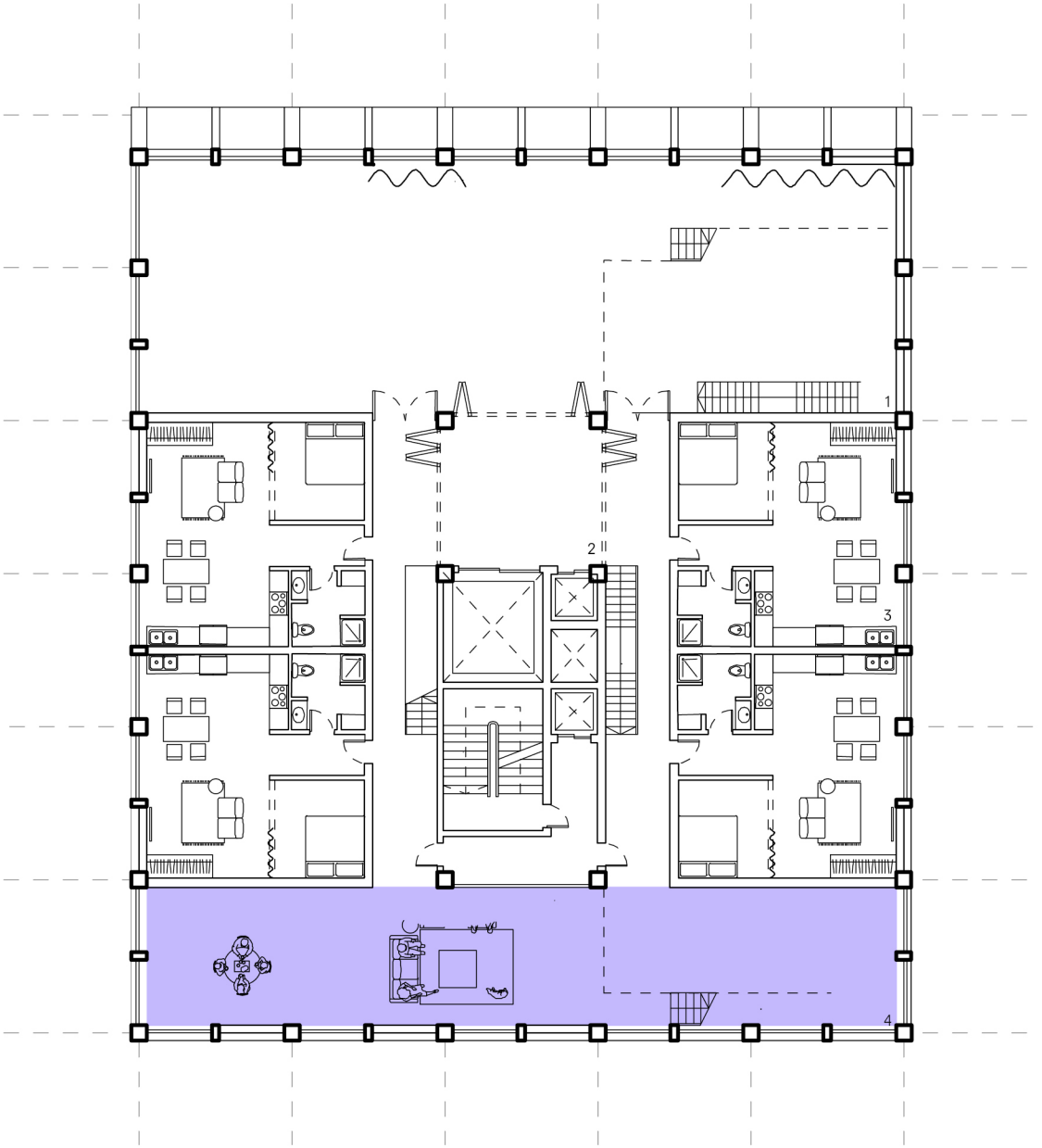
1. NORTH-FACING STUDIO
2. STORAGE AREA
3. STUDIO APARTMENT (50 m²)
4. SHARED LIVING AREA

2.5 m

5 m



RESIDENTIAL FLOOR PLAN 1:100



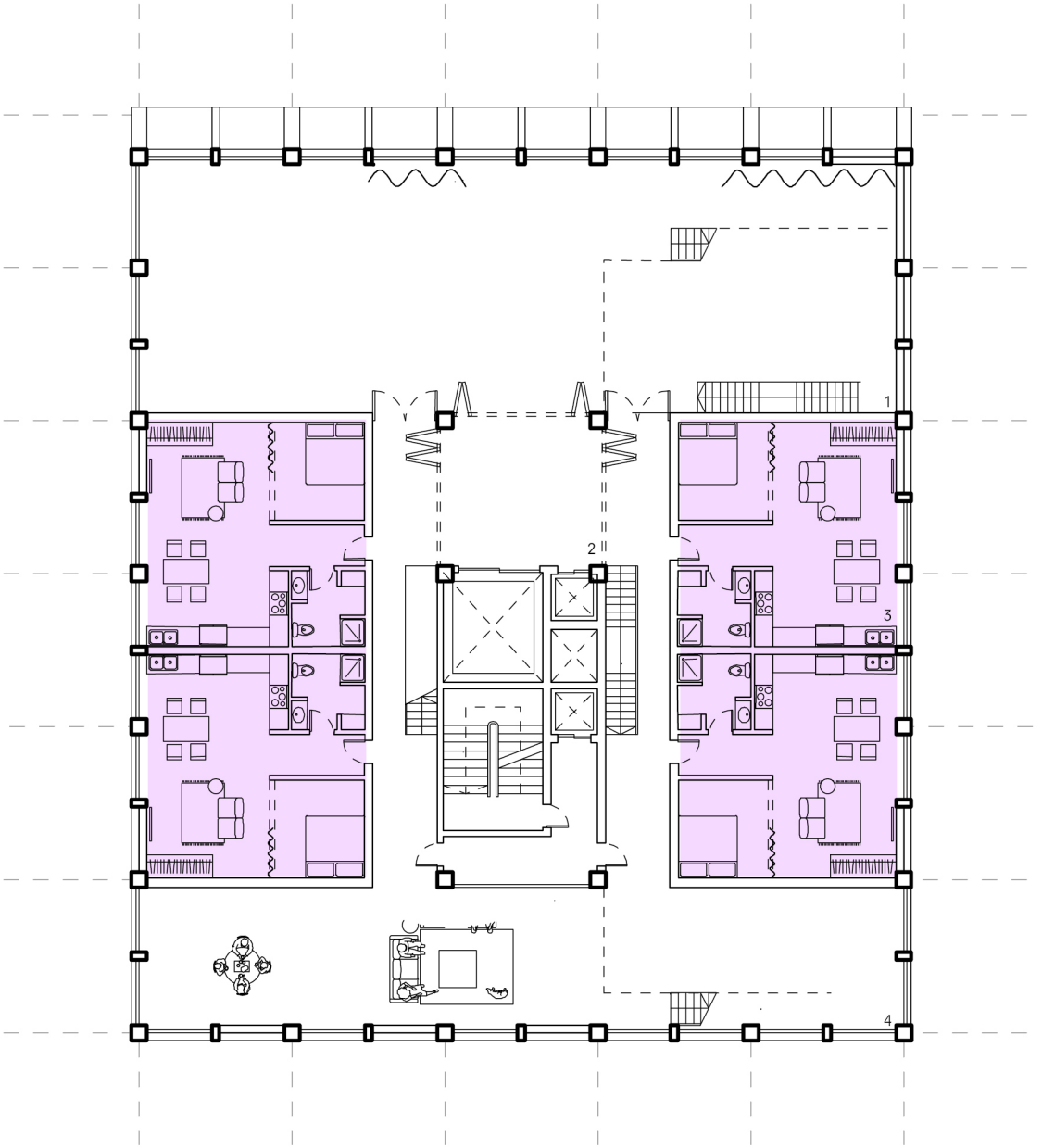
KEY:

1. NORTH-FACING STUDIO
2. STORAGE AREA
3. STUDIO APARTMENT (50 m²)
4. SHARED LIVING AREA

2.5 m

5 m

RESIDENTIAL FLOOR PLAN 1:100



KEY:

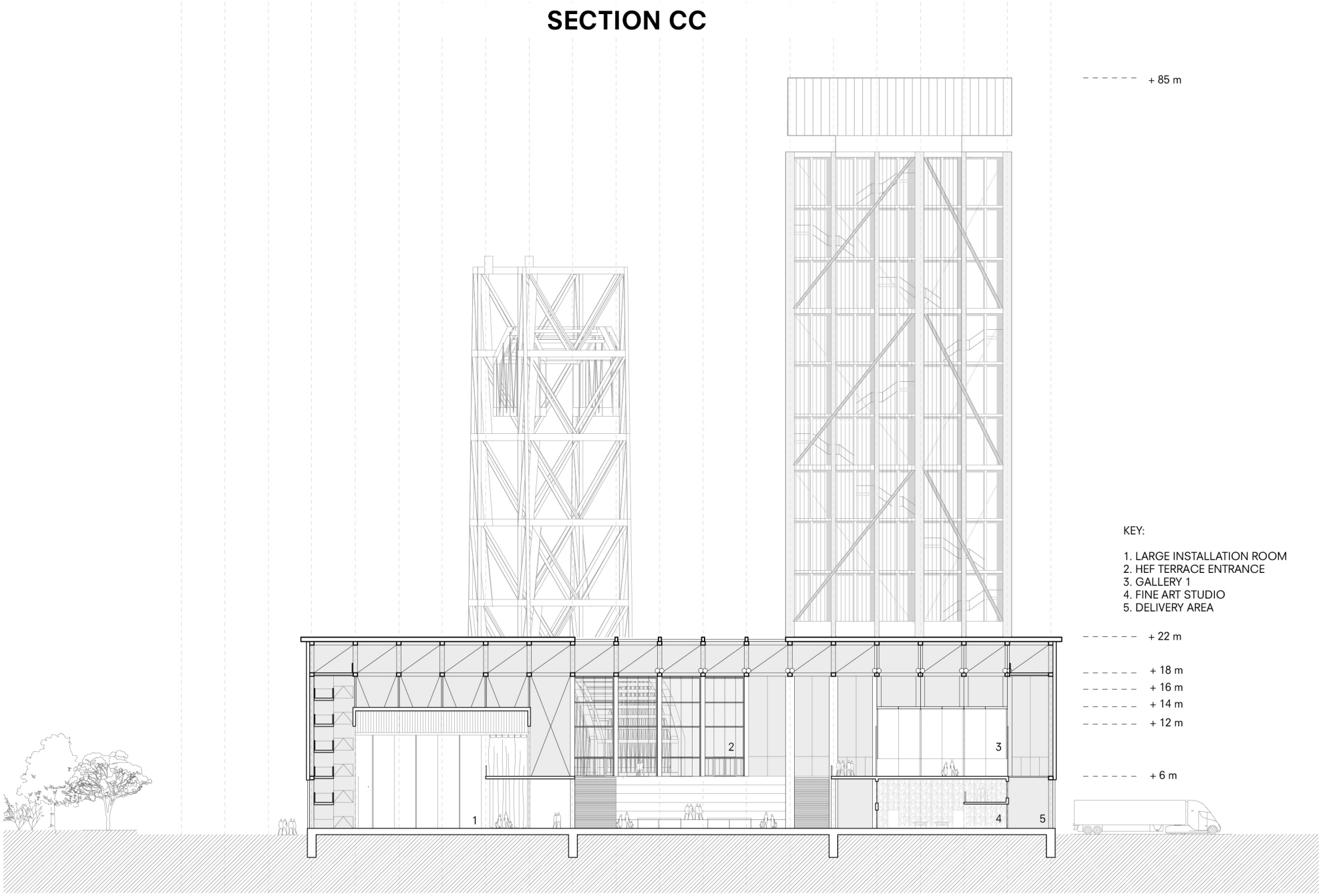
1. NORTH-FACING STUDIO
2. STORAGE AREA
3. STUDIO APARTMENT (50 m²)
4. SHARED LIVING AREA

2.5 m

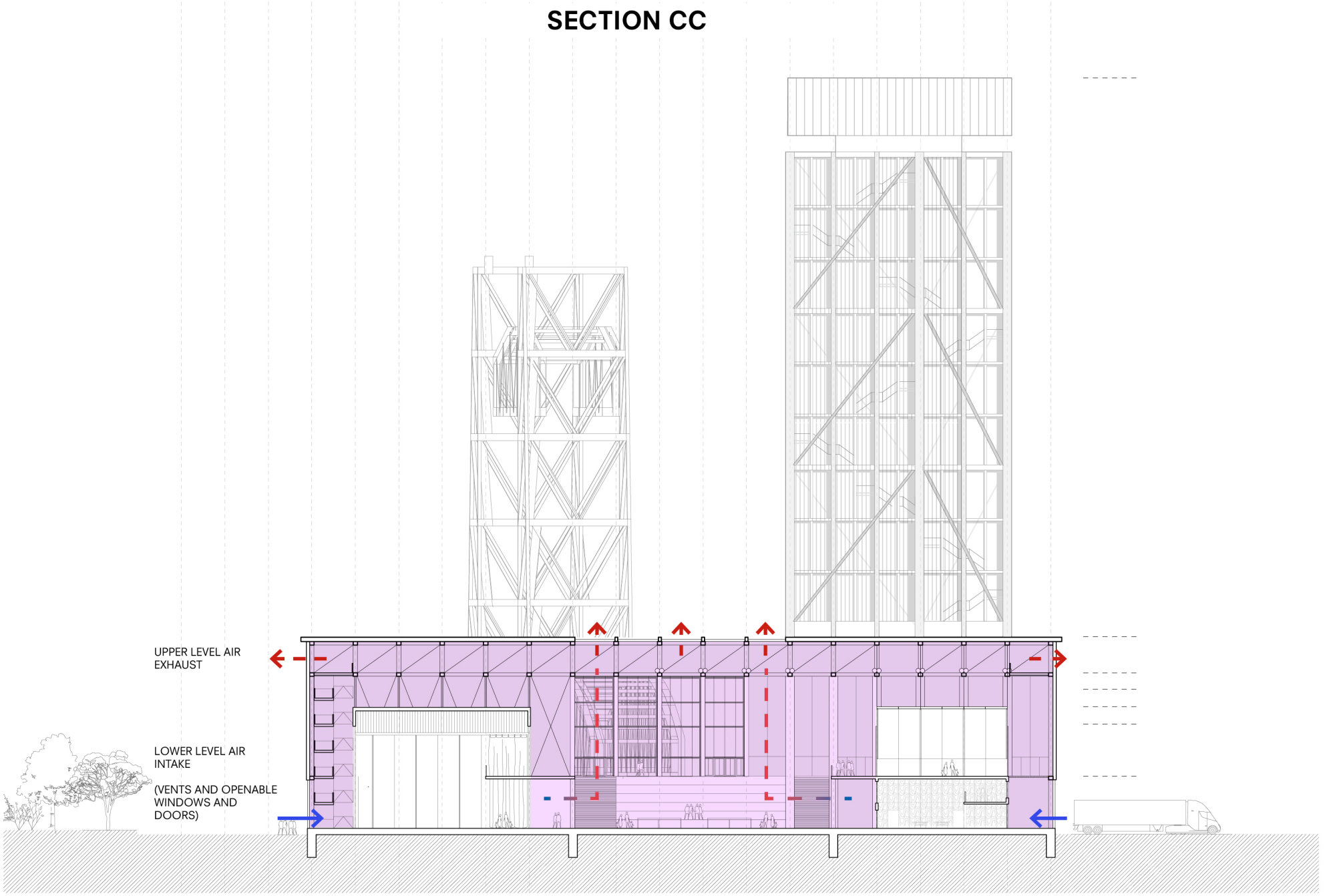
5 m



SECTION CC

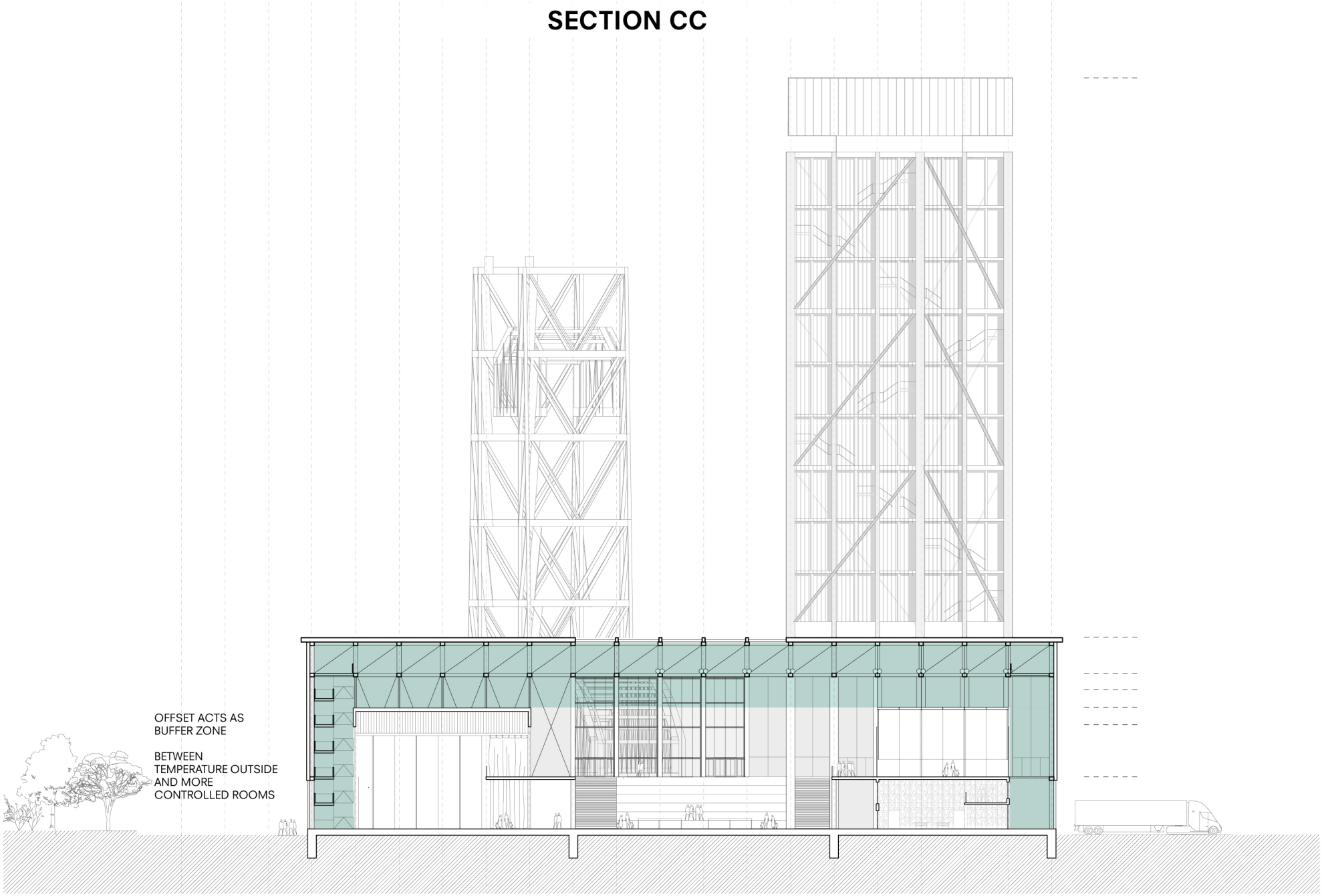

+ 85 m
KEY:
1. LARGE INSTALLATION ROOM
2. HEF TERRACE ENTRANCE
3. GALLERY 1
4. FINE ART STUDIO
5. DELIVERY AREA
+ 22 m
+ 18 m
+ 16 m
+ 14 m
+ 12 m
+ 6 m
1
2
3
4
5
5 m
10 m

SECTION CC



5 m
10 m

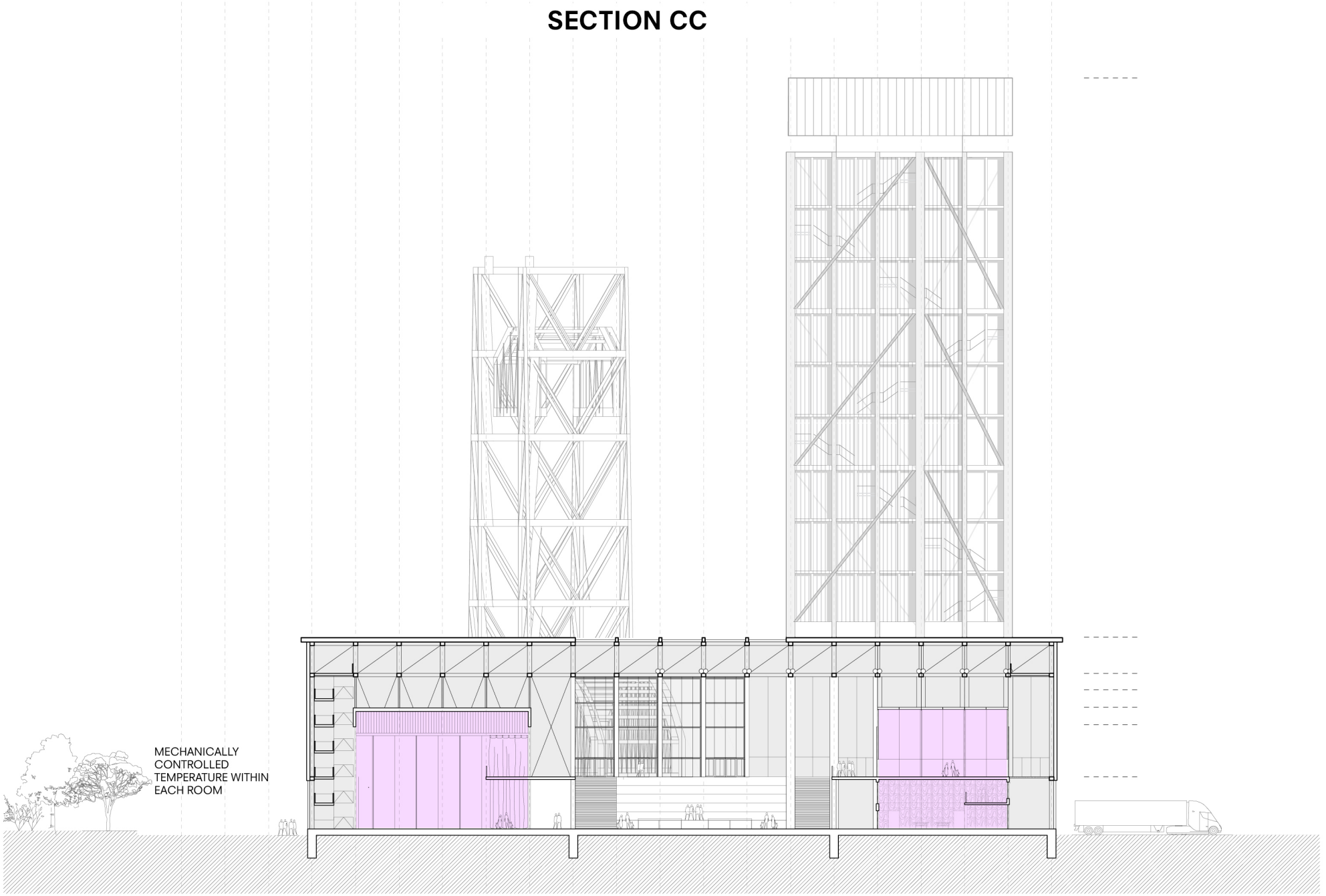
SECTION CC



5 m

10 m

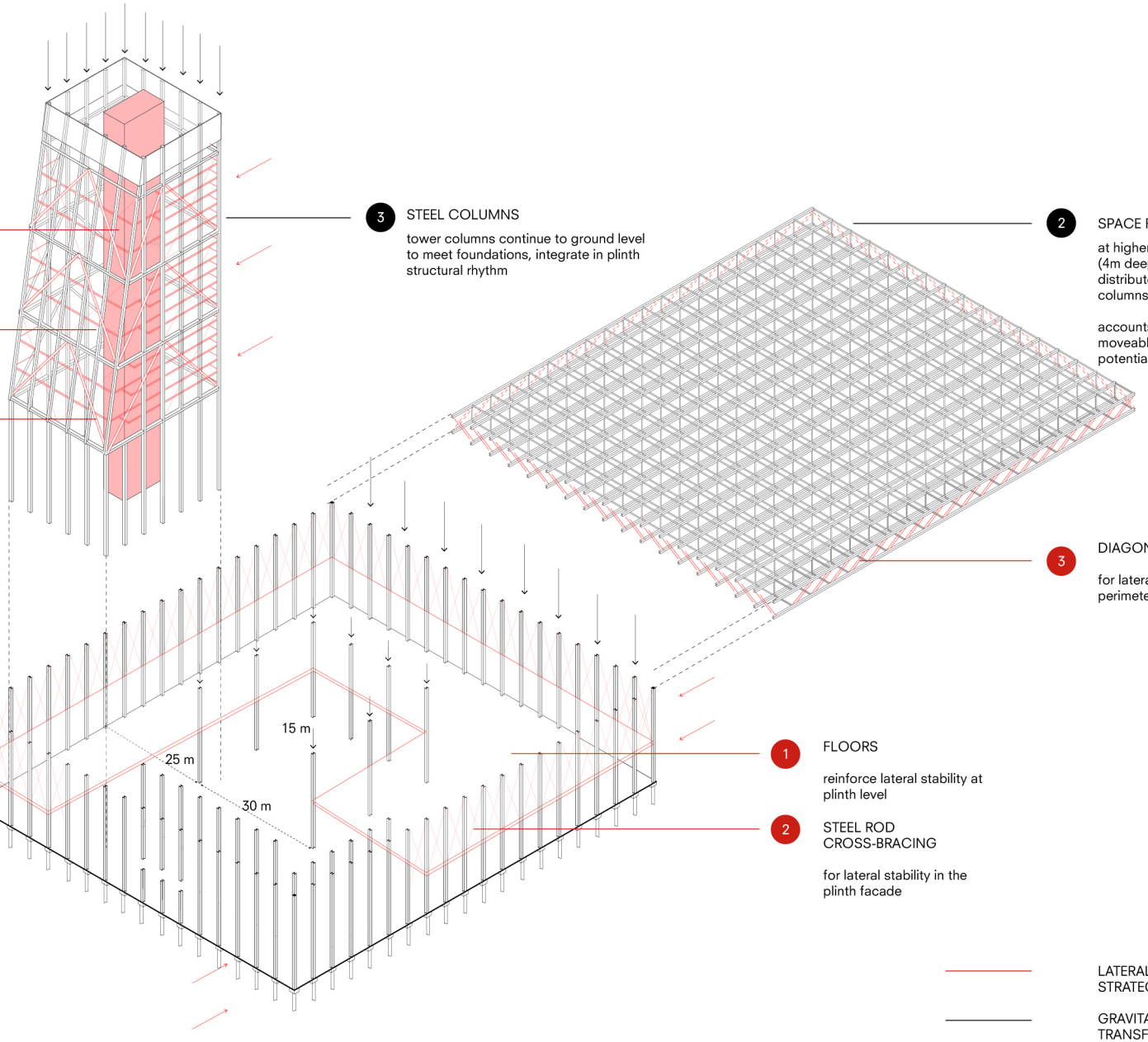
SECTION CC



5 m
10 m

STRUCTURAL DIAGRAM

*LATERAL PROVIDES IDENTITY
VERTICAL PROVIDES RHYTHM



4 REINFORCED CONCRETE CORE

tower columns continue to ground level to meet foundations, integrate in plinth structural rhythm

5 BEAMS

transfer the load from the facade back to the core

5 CROSS-BRACING

provides for lateral stability of the facade (compression + tension)

3 STEEL COLUMNS

tower columns continue to ground level to meet foundations, integrate in plinth structural rhythm

2 SPACE FRAME

at higher level (4m deep, 5 m spacing) distributes load from the roof to columns below

accounts for downward pull of moveable walls; depth includes potential extension

3 DIAGONAL MEMBERS

for lateral stability at perimeter of structural level

1 STEEL COLUMNS

450 mm sq section carry gravitational load down to foundations

1 FLOORS

reinforce lateral stability at plinth level

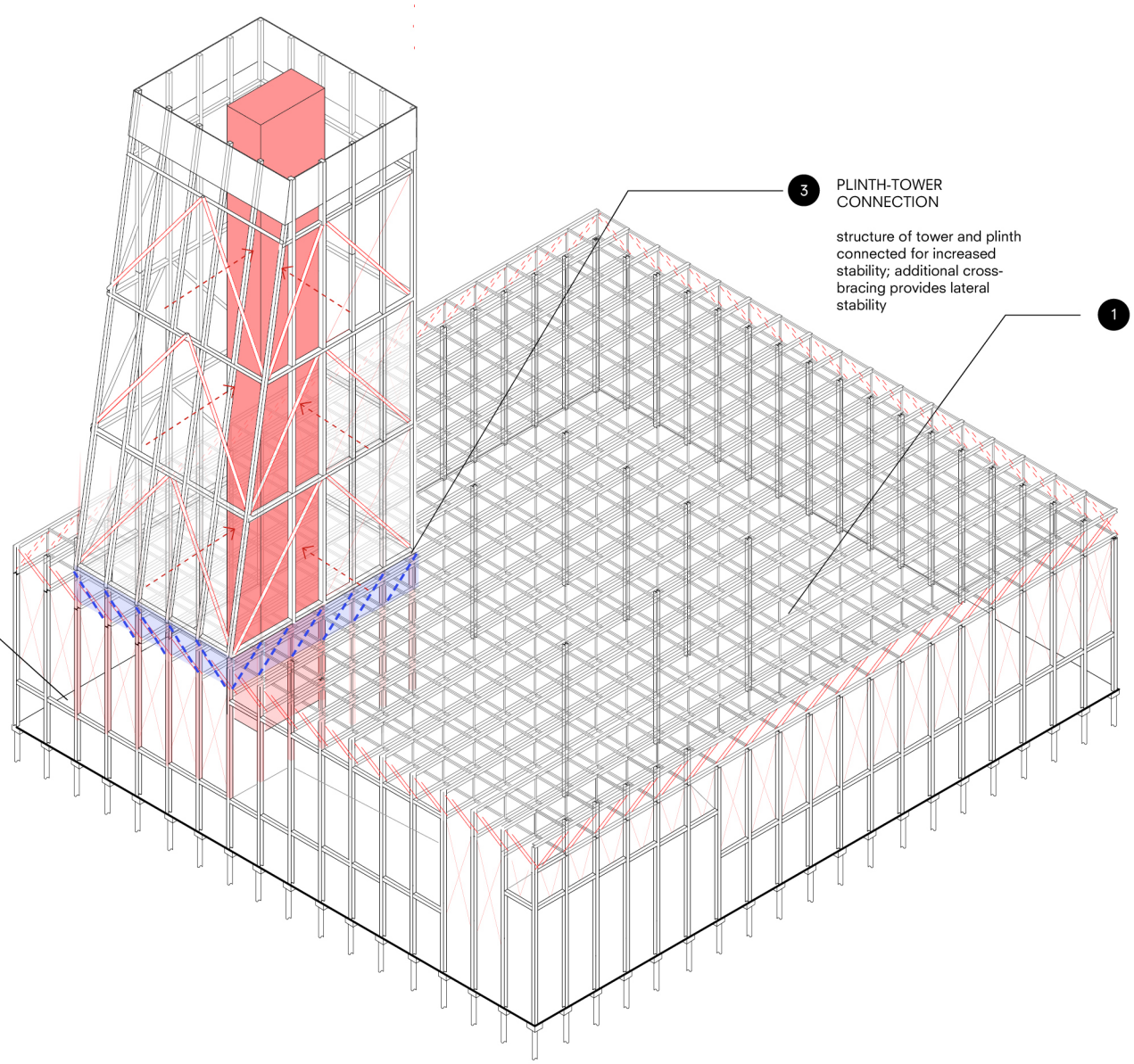
2 STEEL ROD CROSS-BRACING

for lateral stability in the plinth facade

LATERAL LOADING STRATEGY

GRAVITATIONAL LOAD TRANSFER

STRUCTURAL DIAGRAM



3 PLINTH-TOWER CONNECTION

structure of tower and plinth connected for increased stability; additional cross-bracing provides lateral stability

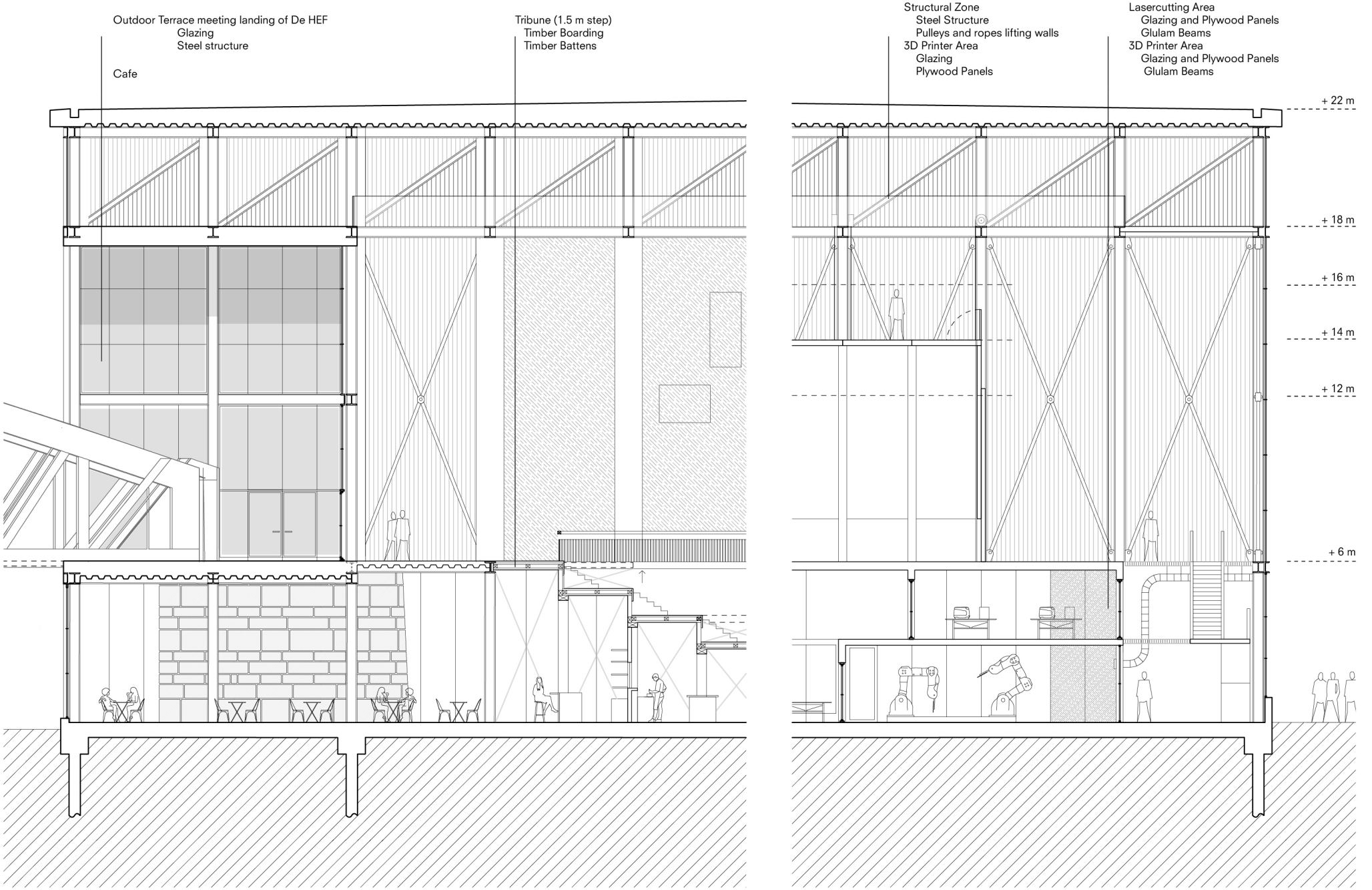
1 SPACE FRAME
distributes the load to the inner rigng of columns, breaking up long span of the building

2 TOWER COLUMNS

continue all the way to the ground and into foundations, carrying vertical loads to ground

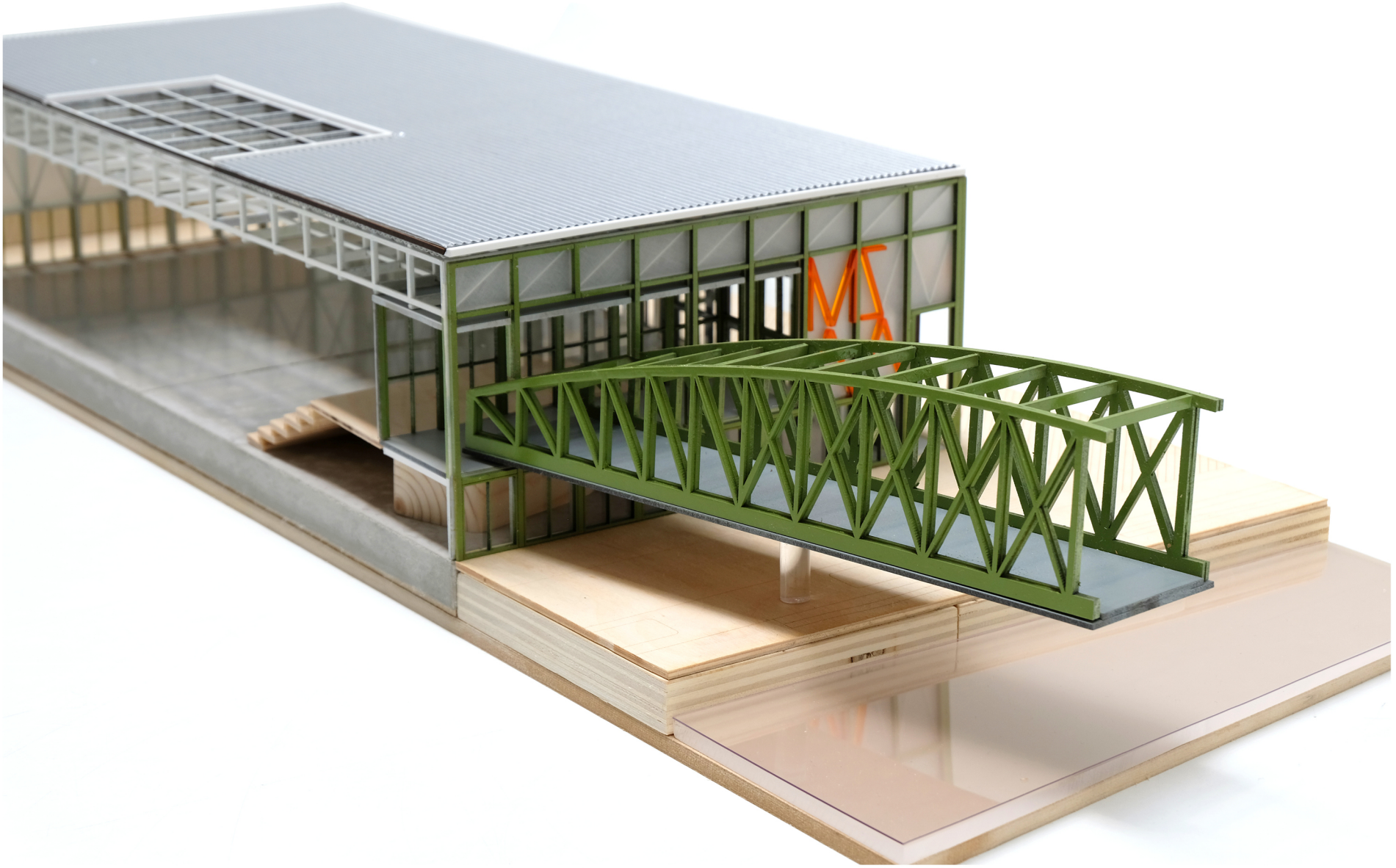
*beams carry the lateral load from the facade back to the core

SECTION 1:50

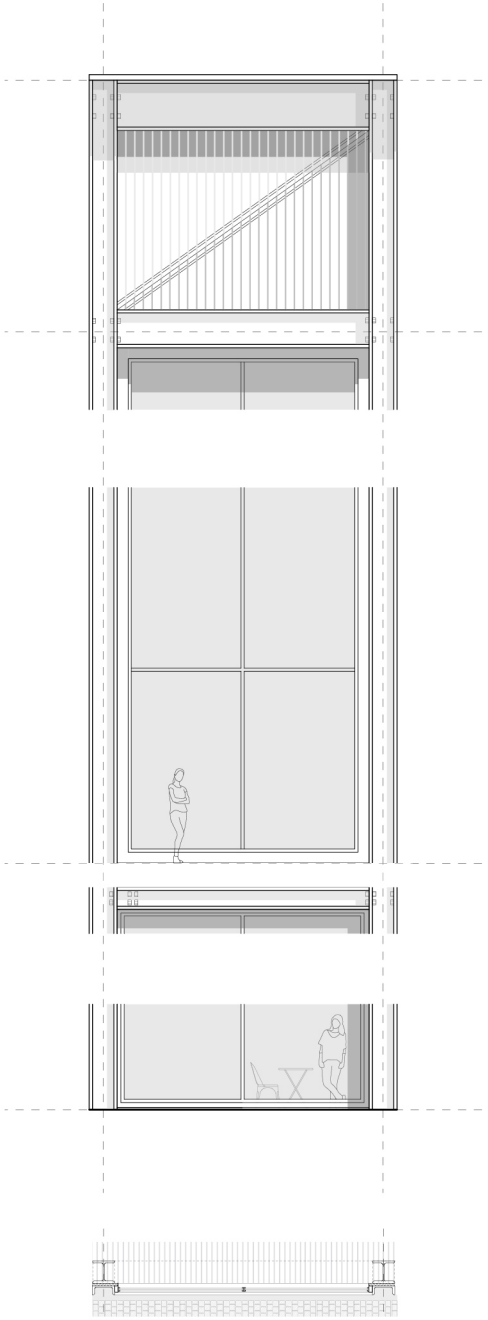


1 m
5 m

HEF ENTRANCE



FACADE FRAGMENT 1:20



Roof:
393.6 x 399.0 mm profile steel I-beam/column
200 mm prefabricated steel trapezoidal section
reinforced concrete and integrated piping
vapour barrier
250 mm mineral wool insulation
mineral wool insulation laid to fall
sealing layer (waterproofing)
12 mm plywood sheeting
aluminium roof tiling

Wall:
393.6 x 399.0 mm profile steel column
12 mm diameter steel tube cross-bracing
399.0 x 110 mm steel C-section
5 mm x 2 mm steel channel purlin
60 mm polycarbonate hollow cellular slab
U Value: 1.65 Wm^2/K
30/50/5 mm aluminium angle bent to shape
2 mm aluminium frame

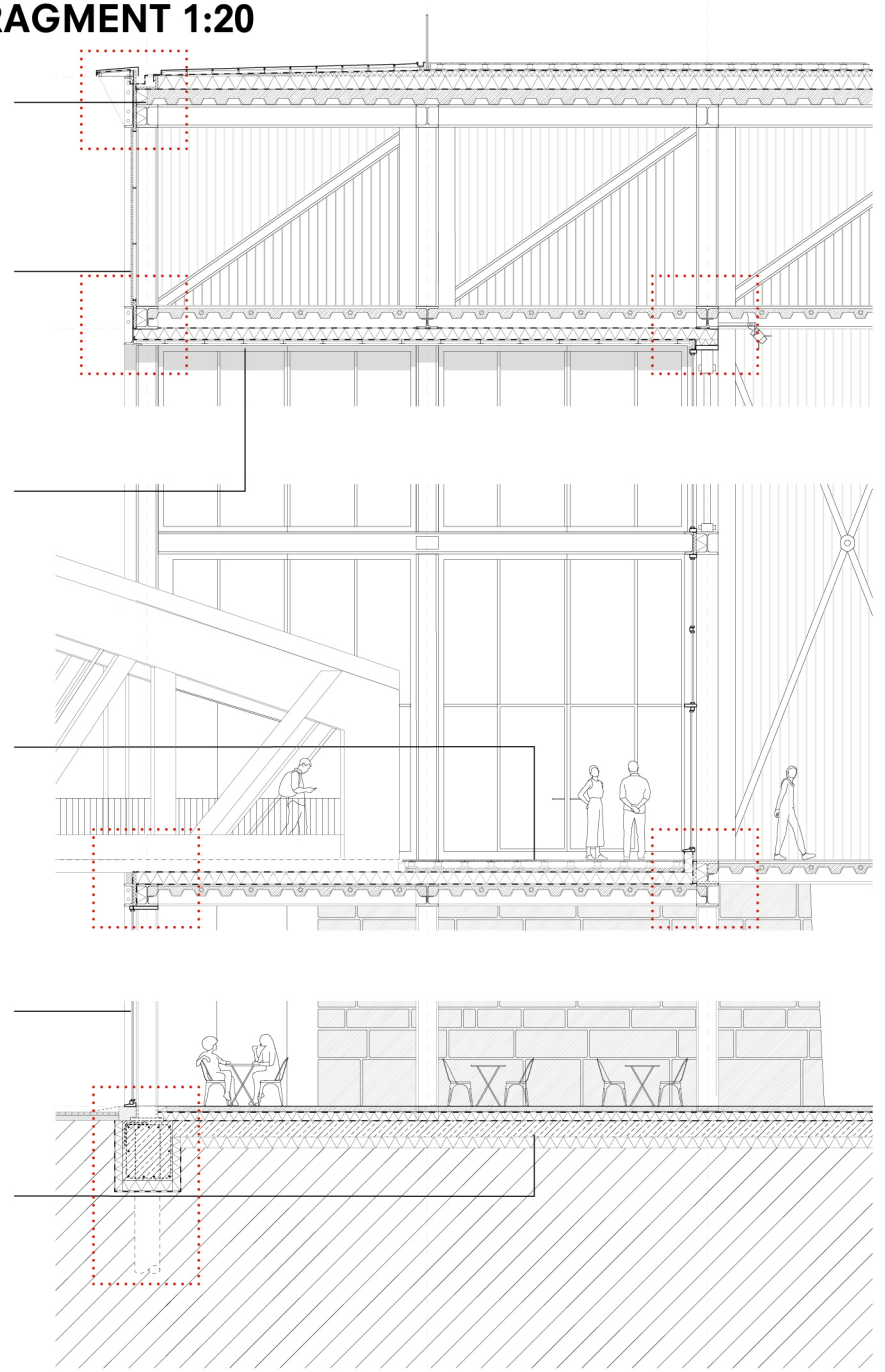
Soffit:
4 mm PVC floor finish
200 mm steel trapezoidal section
piping below flooring
vapour barrier
200 mm mineral wool insulation
100 mm aluminium H-section fixtures
painted metal cladding

Terrace Floor:

393.6 x 399.0 mm profile steel I-beam/column
200 mm prefabricated steel trapezoidal section
reinforced concrete and integrated piping
matte finish
resting on L-section steel bracket
vapour barrier
200 mm mineral wool insulation
sealing layer (waterproofing)
130 mm levelling pedestals
30 mm smooth concrete tiling

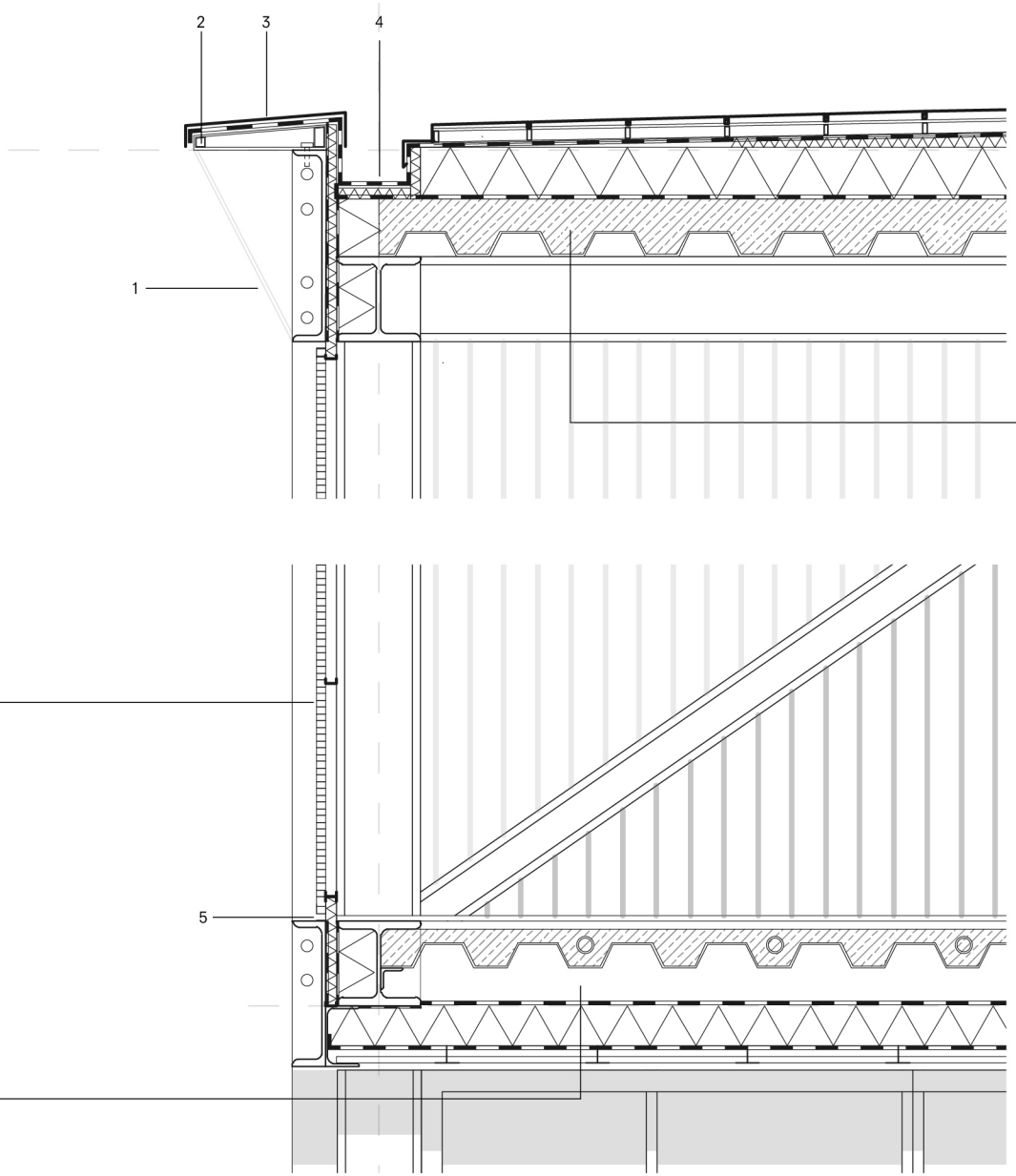
Wall:
double glazing:
8 mm laminated safety glass
+ 16 mm cavity
+ 8 mm toughened glass

Floor:
4mm polished concrete
55 mm (heating) screed
vapour barrier
10 mm thermal insulation
sealing sheeting (waterproofing)
150 mm thermal insulation
300 mm reinforced concrete slab
200 mm thermal insulation around foundation



1 m
3 m

1:15 DETAIL - ROOF AND SOFFIT



Roof:

393.6 x 399.0 mm profile steel I-beam/column
steel trapezoidal section filled with concrete
vapour barrier
250 mm mineral wool insulation
mineral wool insulation laid to fall
sealing layer (waterproofing)
12 mm plywood sheeting
aluminium roof tiling

Wall:

393.6 x 399.0 mm profile steel column
12 mm diameter steel tube cross-bracing
399.0 x 110 mm steel C-section
5 mm x 2 mm steel channel purlin
60 mm polycarbonate hollow cellular slab
U Value: 1.65 Wm²/K

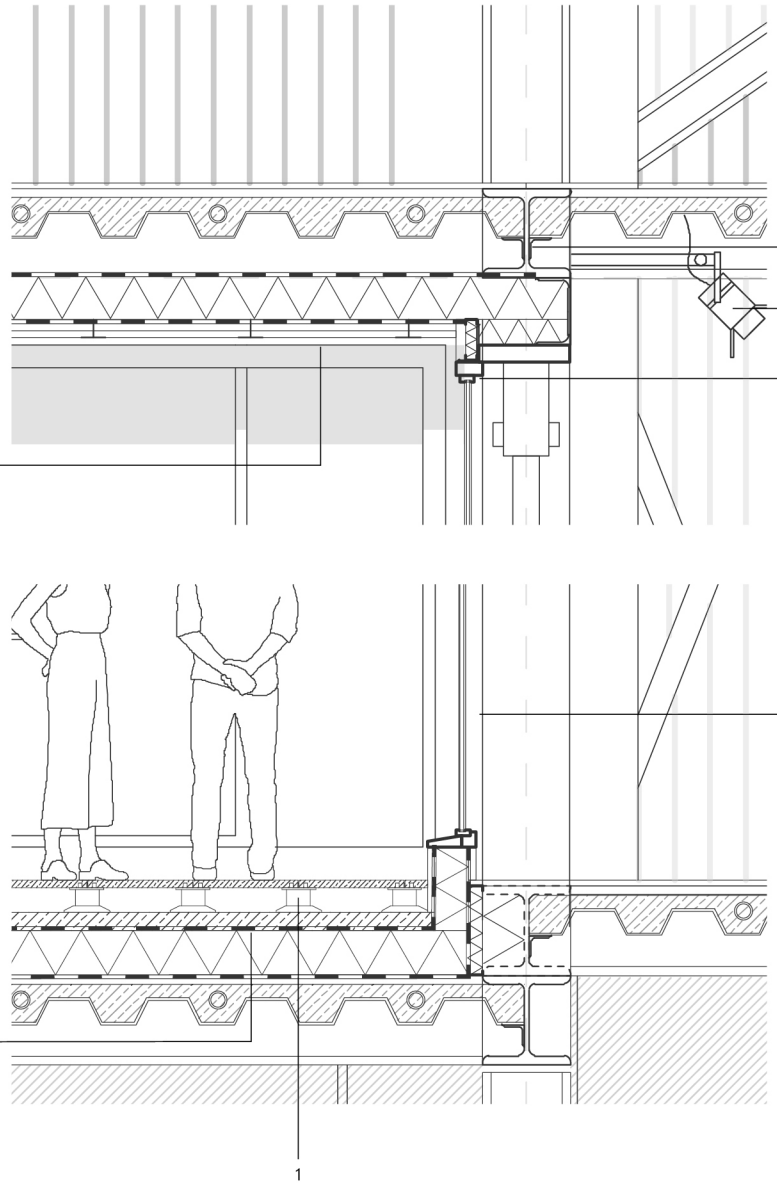
Soffit:

4 mm floor finish200 mm steel trapezoidal section
piping below flooring
vapour barrier
200 mm mineral wool insulation
100 mm aluminium H-section fixtures
painted metal soffit cladding

Key:

1 - Metal cable stau
2 - Hollow Steel section louvre sunshading
3 - Copper roof finishing
4 - Gutter:
5- Polycarbonate fixing to steel C-section
30/50/5 mm aluminium angle bent to shape;
2 mm aluminium frame

1:5 DETAIL - HEF TERRACE



Soffit:
4 mm floor finish ?
200 mm steel trapezoidal section
piping below flooring
vapour barrier
200 mm mineral wool insulation
100 mm aluminium H-section fixtures
metal soffit cladding ?

Wall:
double glazing:
8 mm laminated safety glass
+ 16 mm cavity
+ 8 mm toughened glass

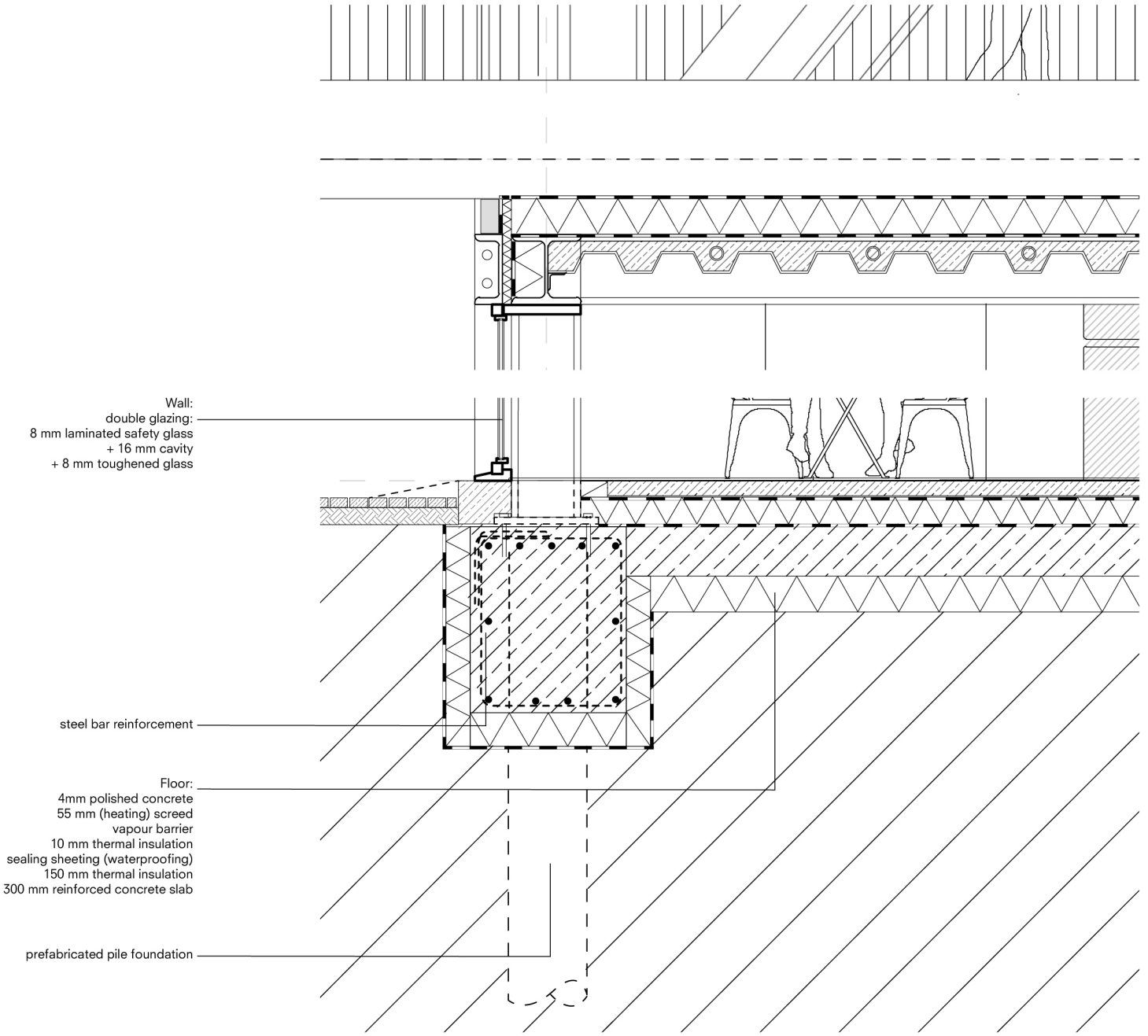
Terrace Floor:

393.6 x 399.0 mm profile steel I-beam/column
steel trapezoidal section, reinforced concrete filling
vapour barrier
200 mm mineral wool insulation
sealing layer (waterproofing)
levelling platforms
30 mm x 470 x 470 precast smooth concrete tiling

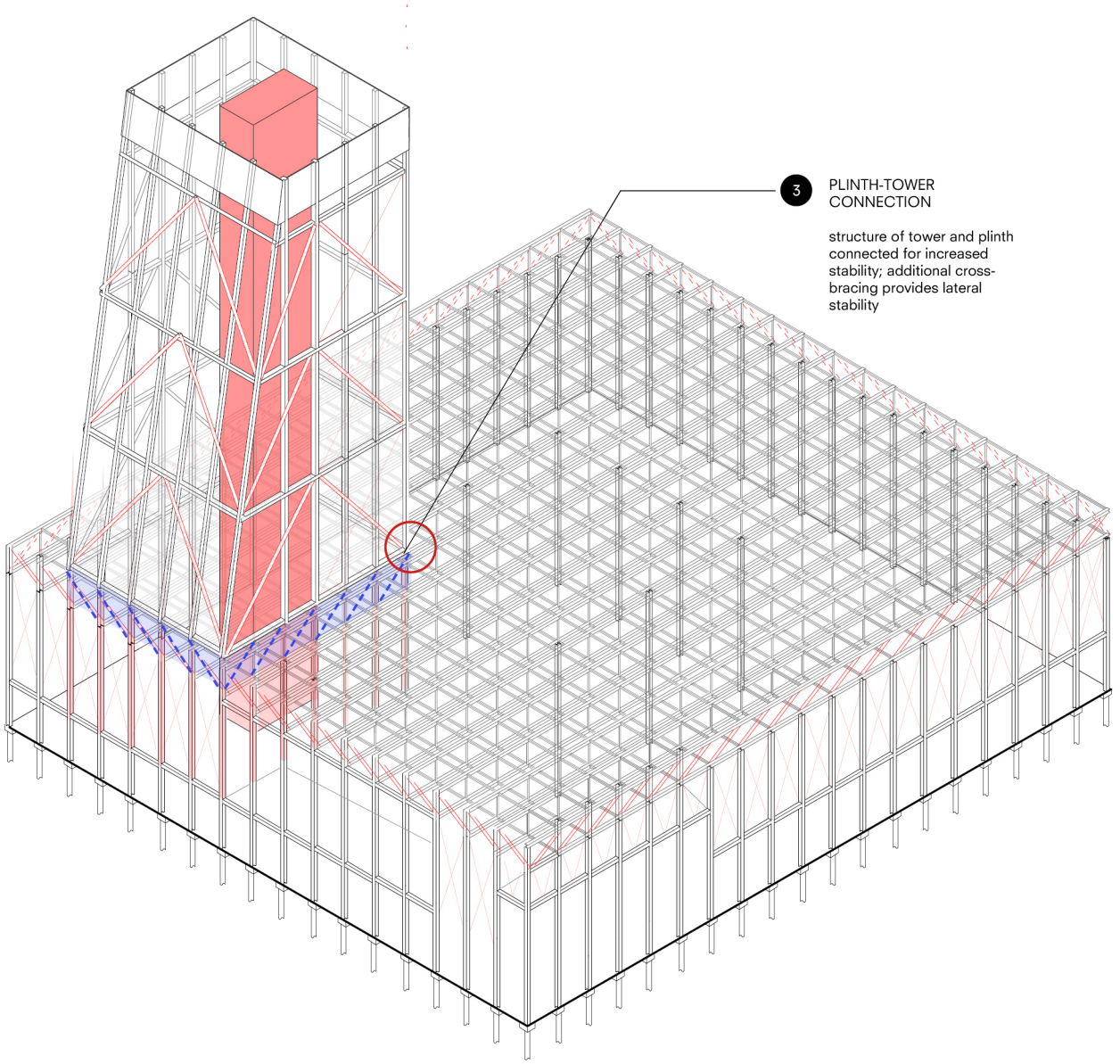
Key:

1 - Levelling platforms
2 - Aluminium window frame
3 - Lighting fixture attached to I-beam
4 - L-shape steel bracket bolted to column

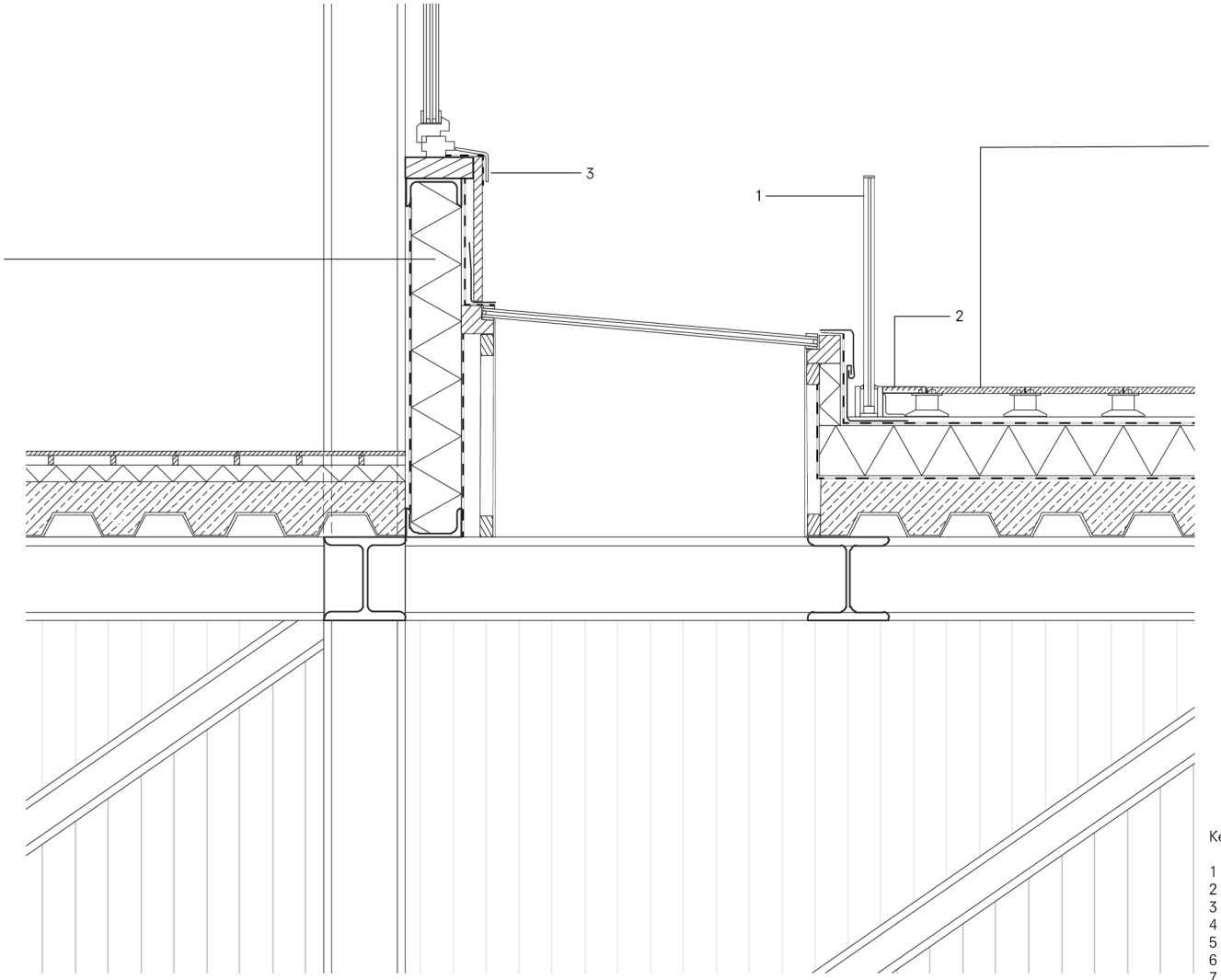
1:5 DETAIL - PILE FOUNDATION



TOWER-PLINTH CONNECTION



1:10 DETAIL - TOWER TO PLINTH



Wall build-up:
steel structure
vapour barrier
250 mm Mineral Wool Insulation
sealing sheeting (waterproofing)
40 x 40 mm larchwood vertical cladding

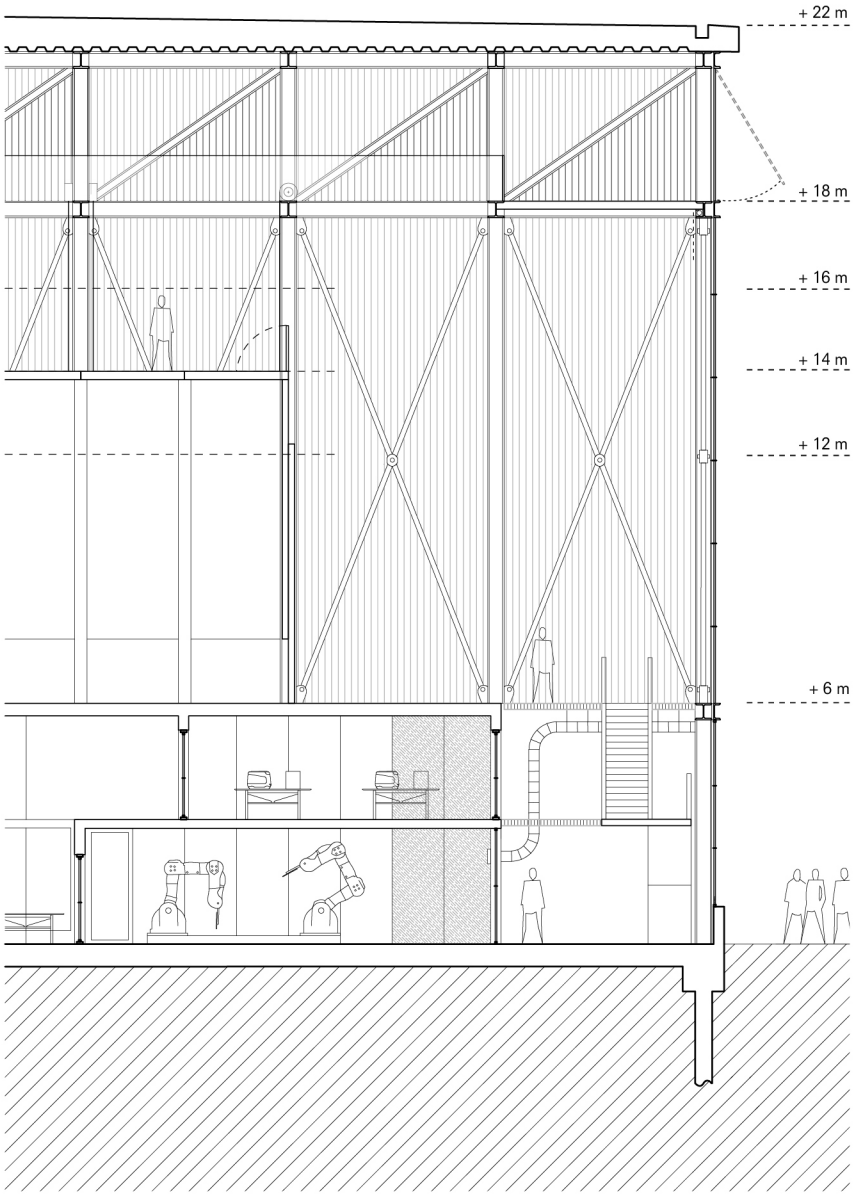
Walkable roof:

393.6 x 399.0 mm profile steel I-beam/column
200 mm prefabricated steel trapezoidal section
reinforced concrete and integrated piping
matte finish
resting on L-section steel bracket
vapour barrier
250 mm mineral wool insulation
sealing layer (waterproofing)
130 mm levelling pedestals
30 mm smooth concrete tiling

Key:

1 - Toughened glass balustrade
2 - Drainage
3 - Aluminium sheeting window sill
4 - Driping element
5 - 40 x 30 mm timber batten
6 - Plasterboard
7 - Rooflight: toughened security glass

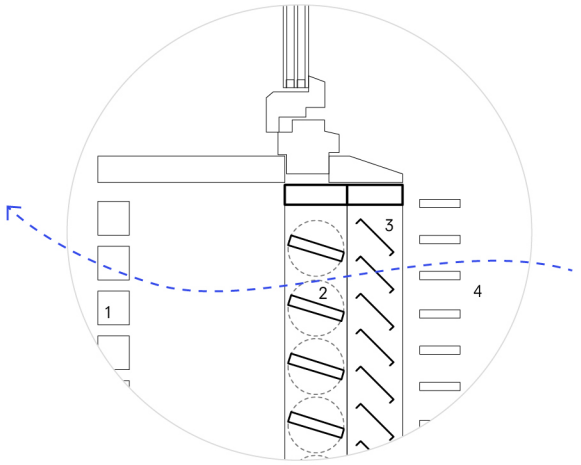
SECTION 1:50



1 m

5 m

CLIMATIC STRATEGY

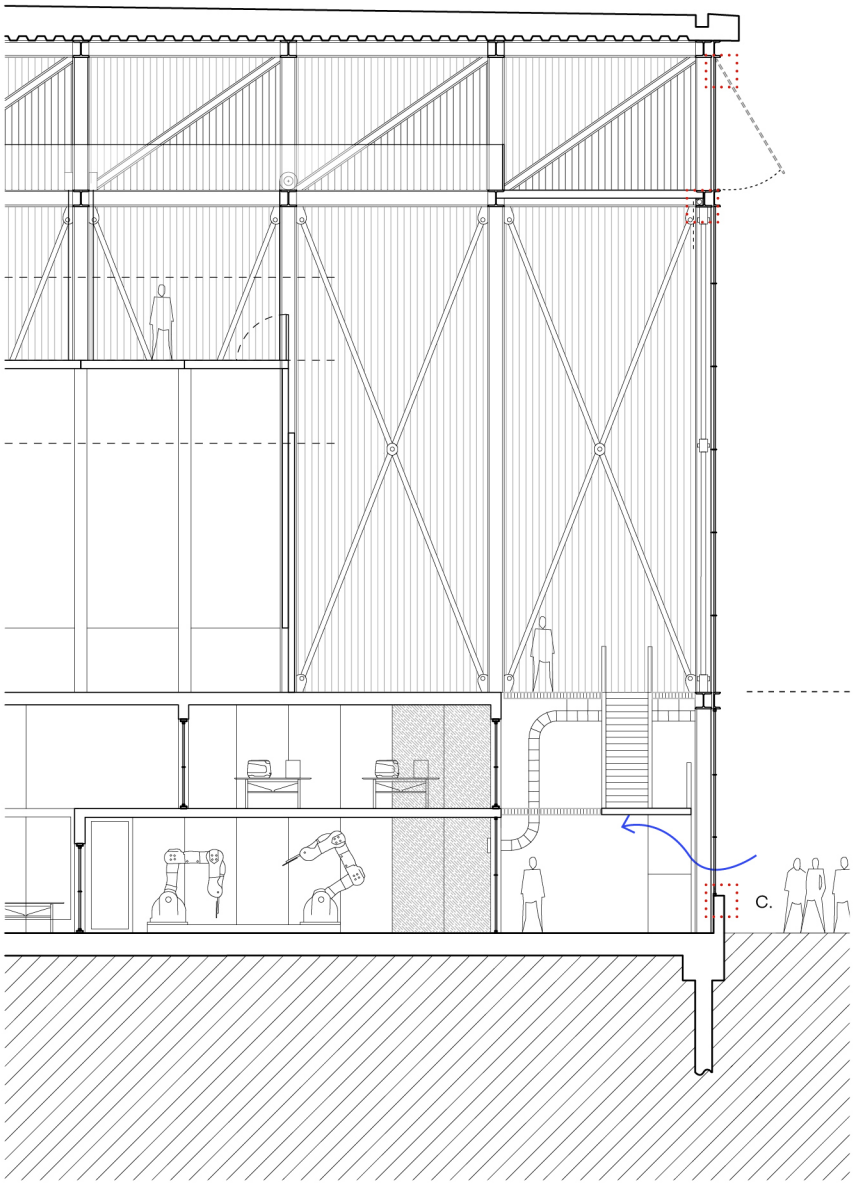


C. FRESH AIR INTAKE

at ground level windows
automatically opens during
the summer and generates a
convection current

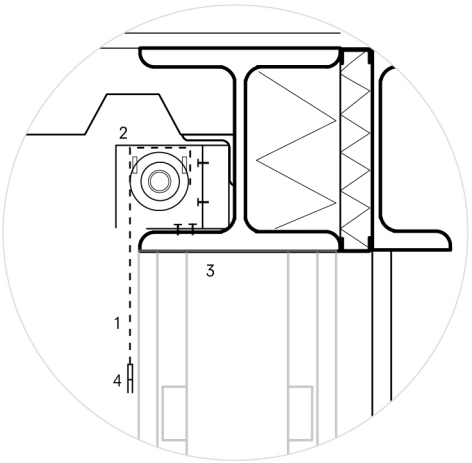
remains closed during the winter

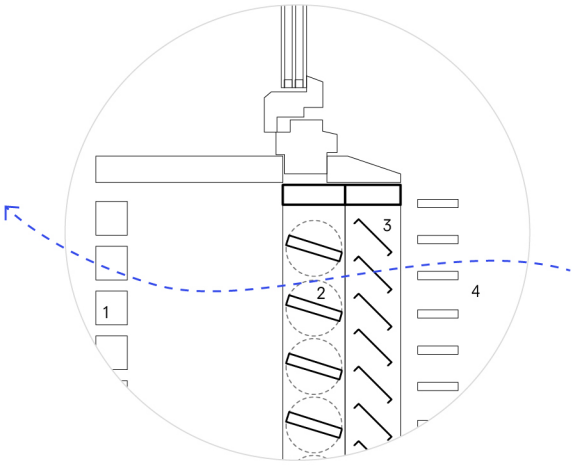
1. Perforated ply panelling
2. Damper protection device
3. Natural Ventilation Louvres
4. Perforated Steel Cladding



1 m
5 m

CLIMATIC STRATEGY





B. BLACKOUT BLINDS

fitted under upper level floor
mitigate heat gains during the summer

and provide for the potential of using the intermediary spaces as dark exhibition areas

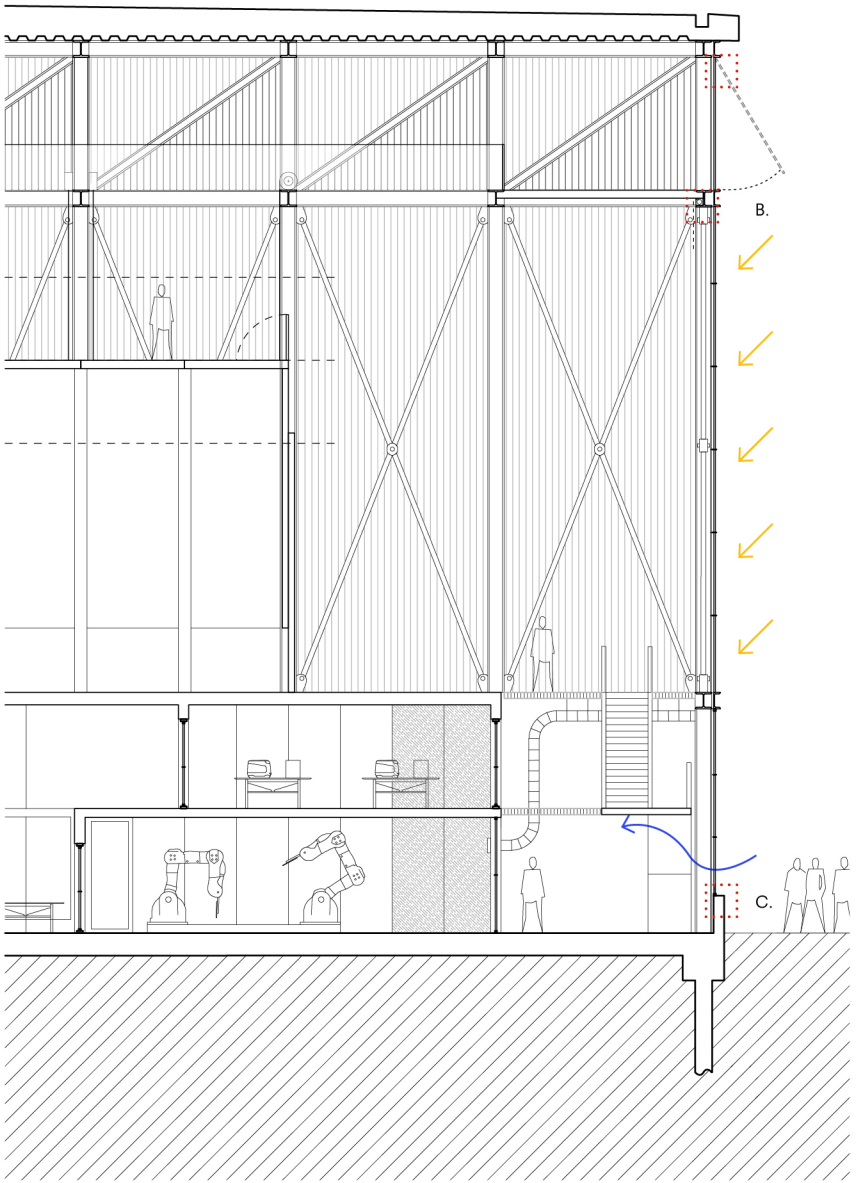
1. Motorized solar shade
2. Aluminium pocket and enclosure
3. Bolt fixtures
4. Hembar

C. FRESH AIR INTAKE

at ground level windows automatically opens during the summer and generates a convection current

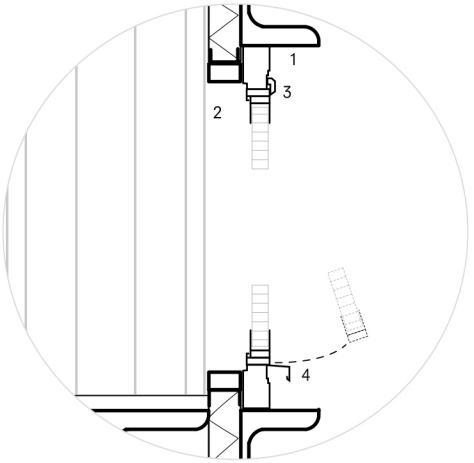
remains closed during the winter

1. Perforated ply panelling
2. Damper protection device
3. Natural Ventilation Louvres
4. Perforated Steel Cladding



1 m
5 m

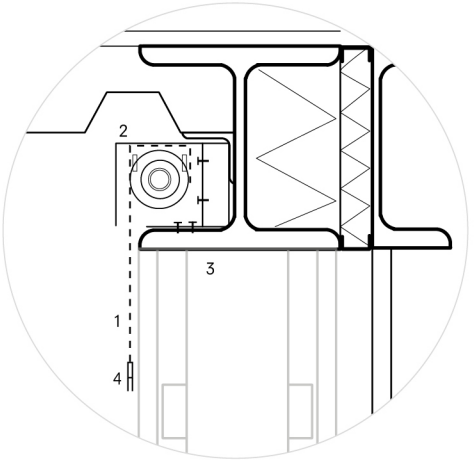
CLIMATIC STRATEGY



A. OPENABLE WINDOWS

at structural levels aid natural ventilation and release warm air

1. Upper Profile
2. Opening profile
3. Hinge
4. Drainage

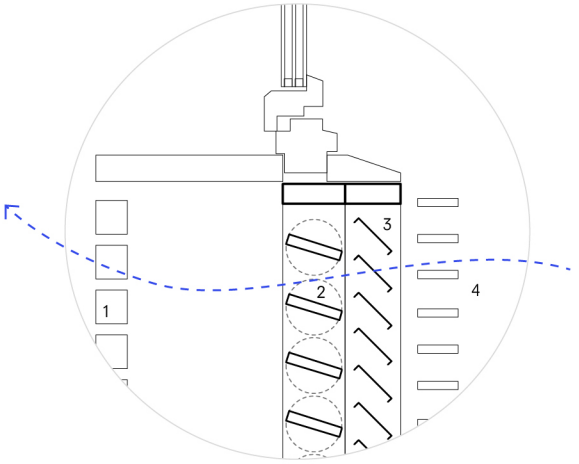


B. BLACKOUT BLINDS

fitted under upper level floor mitigate heat gains during the summer

and provide for the potential of using the intermediary spaces as dark exhibition areas

1. Motorized solar shade
2. Aluminium pocket and enclosure
3. Bolt fixtures
4. Hembar

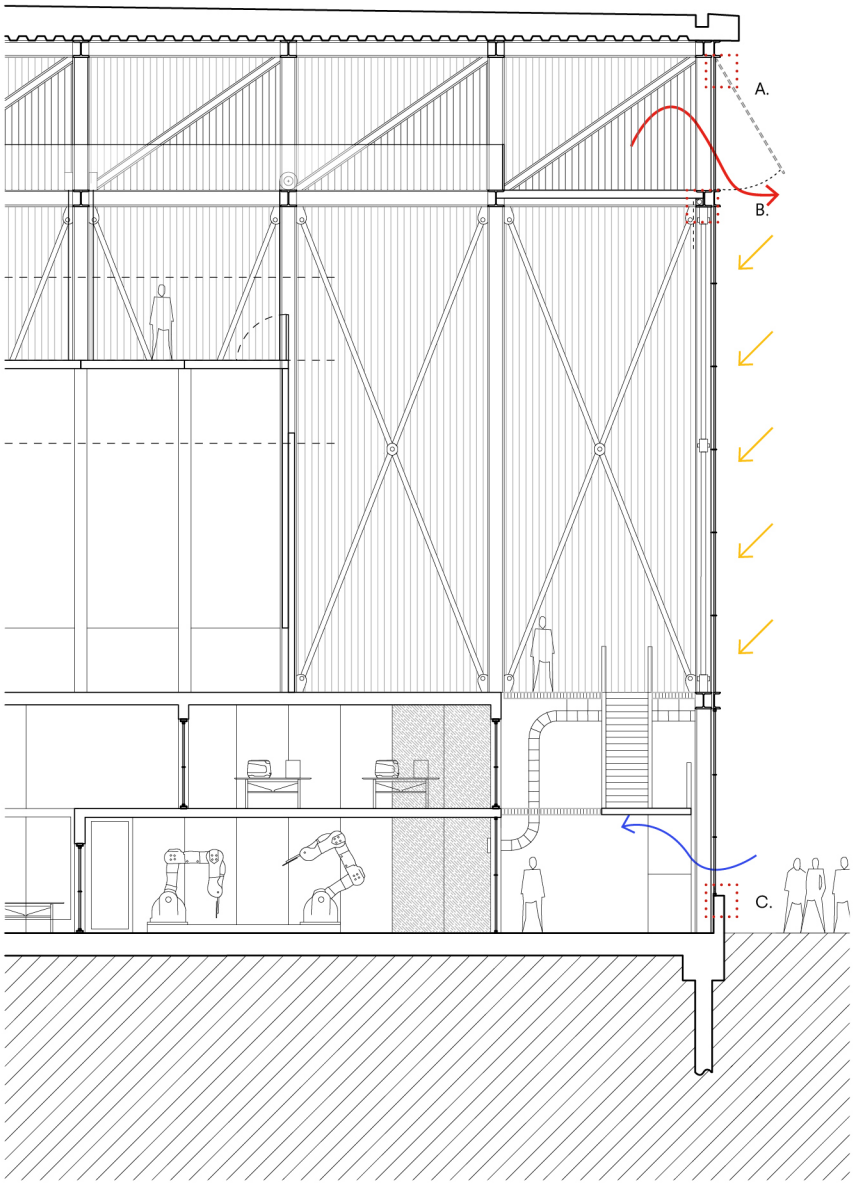


C. FRESH AIR INTAKE

at ground level windows automatically opens during the summer and generates a convection current

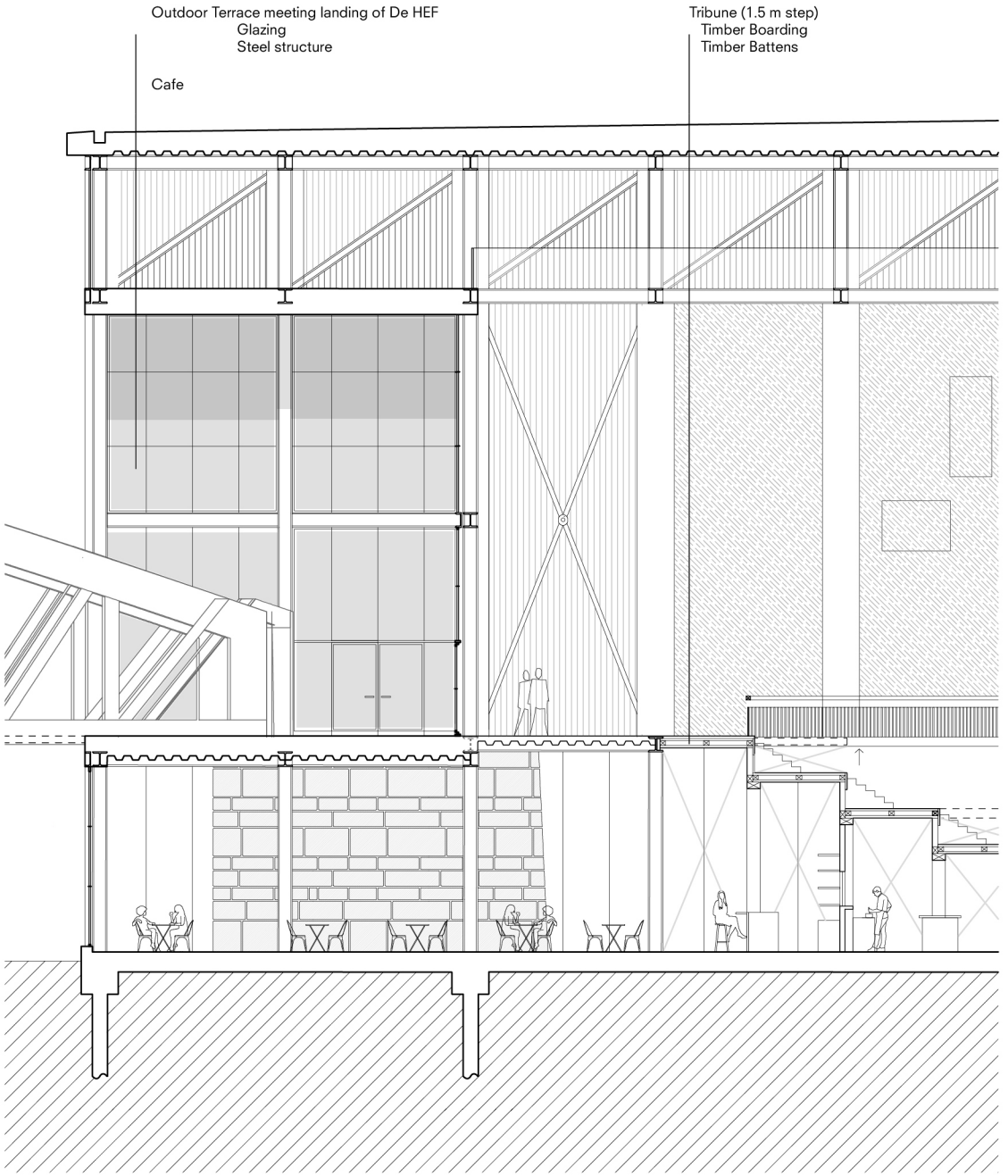
remains closed during the winter

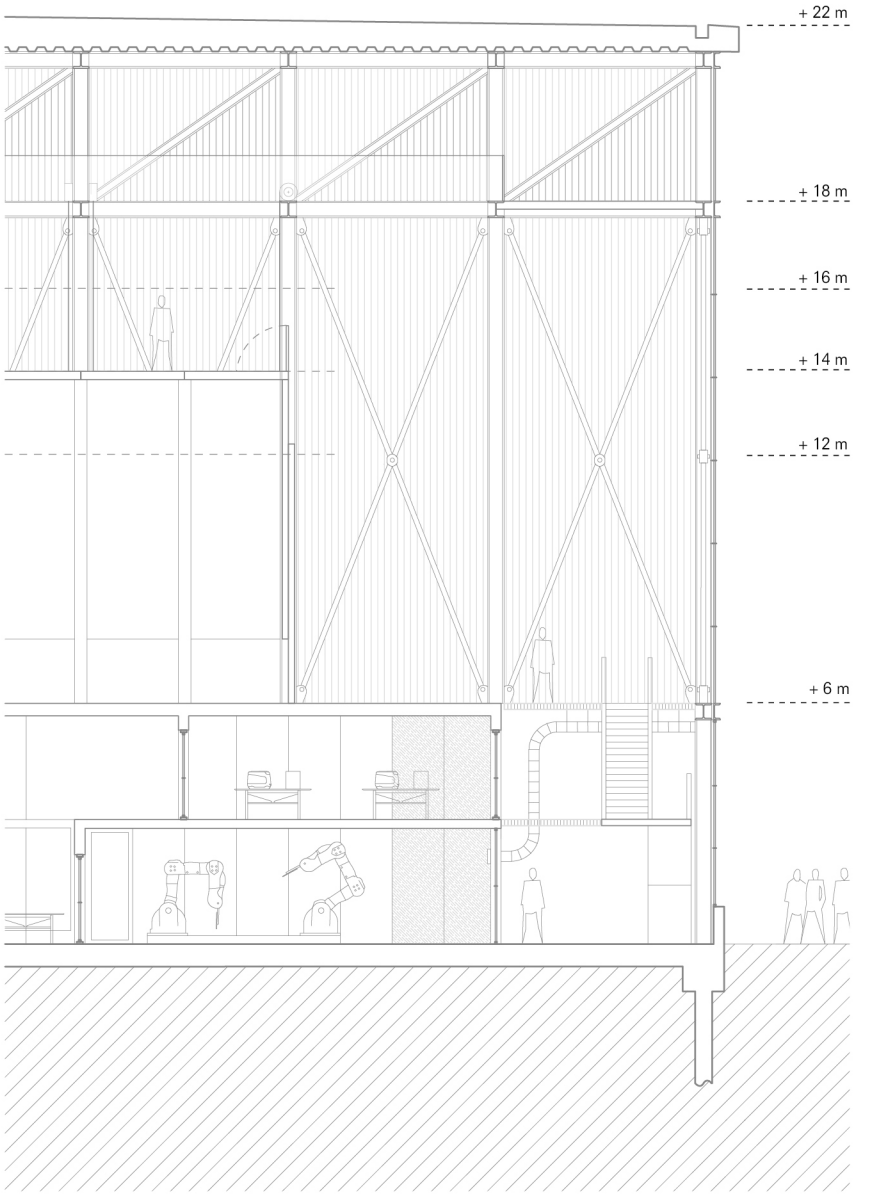
1. Perforated ply panelling
2. Damper protection device
3. Natural Ventilation Louvres
4. Perforated Steel Cladding



1 m
5 m

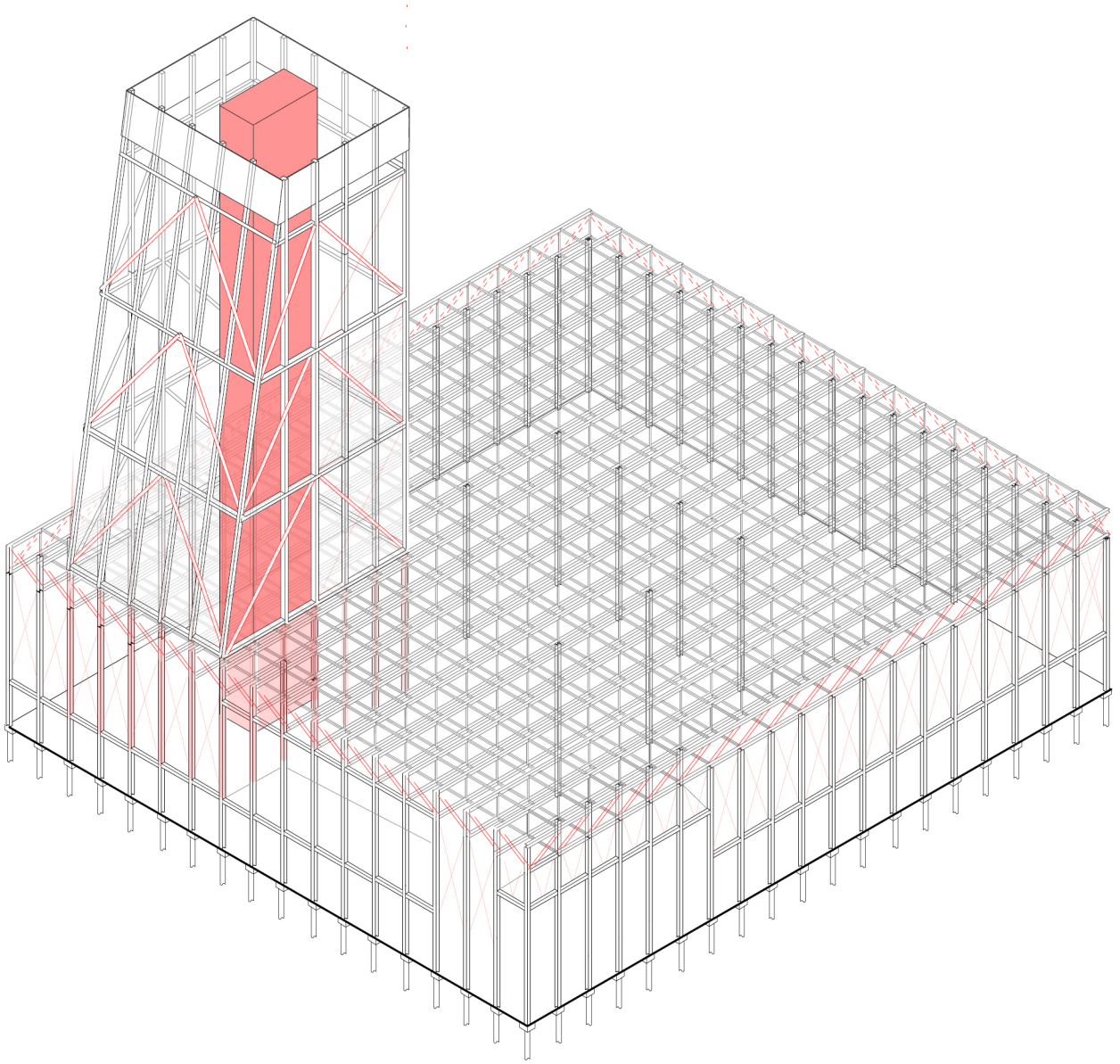
SECTION 1:50



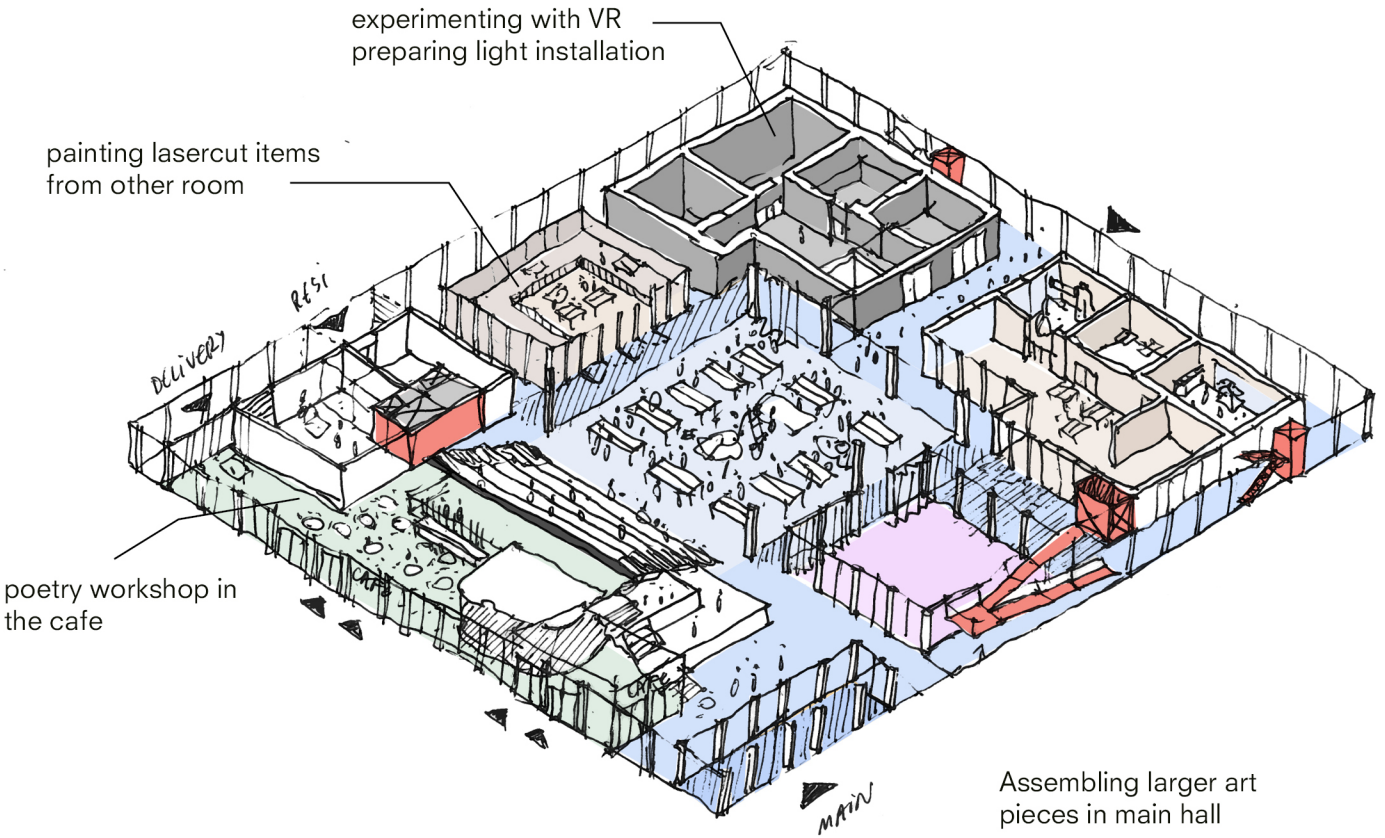


1 m
5 m

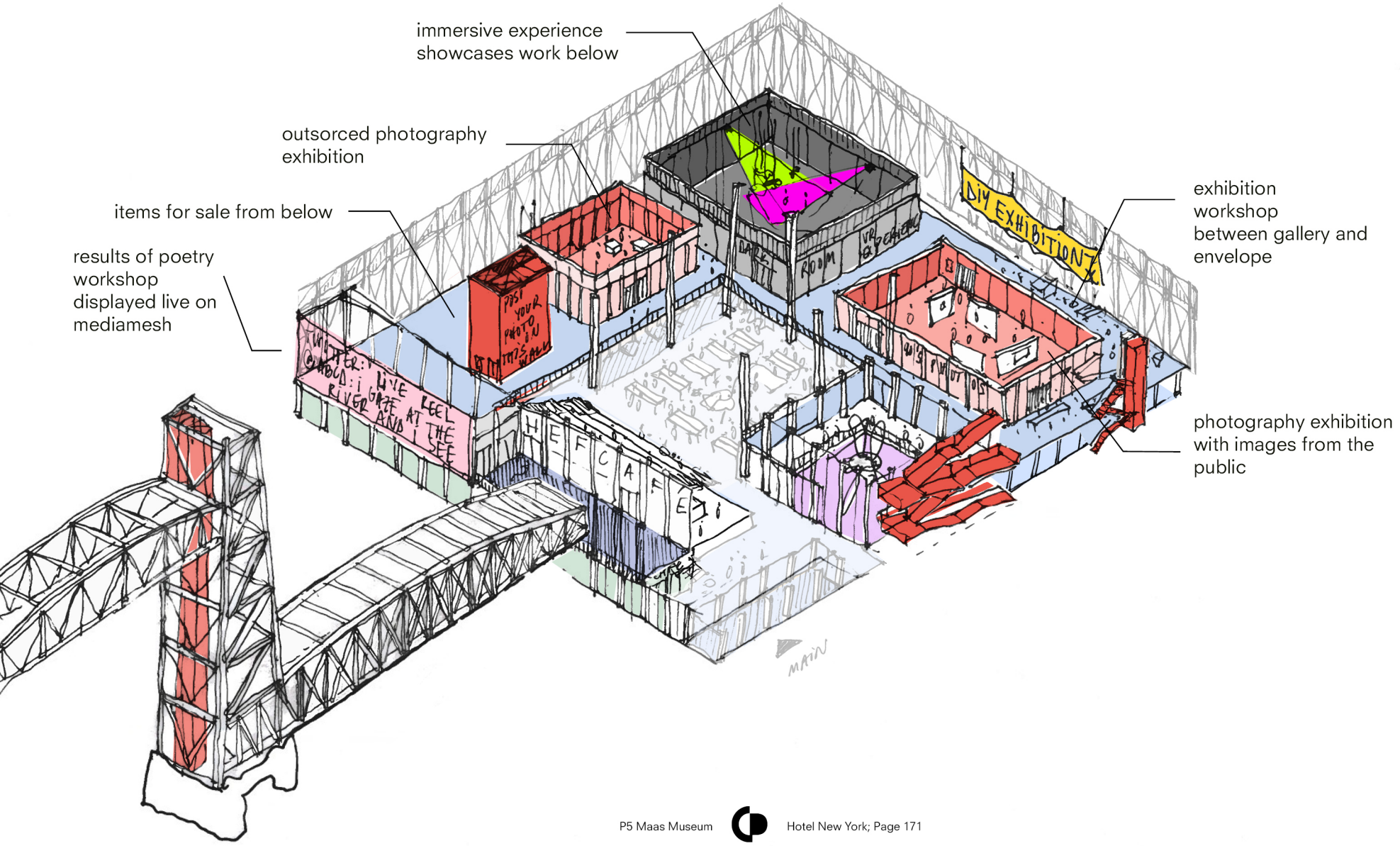
SIMPLICITY IN STRUCTURAL GRID



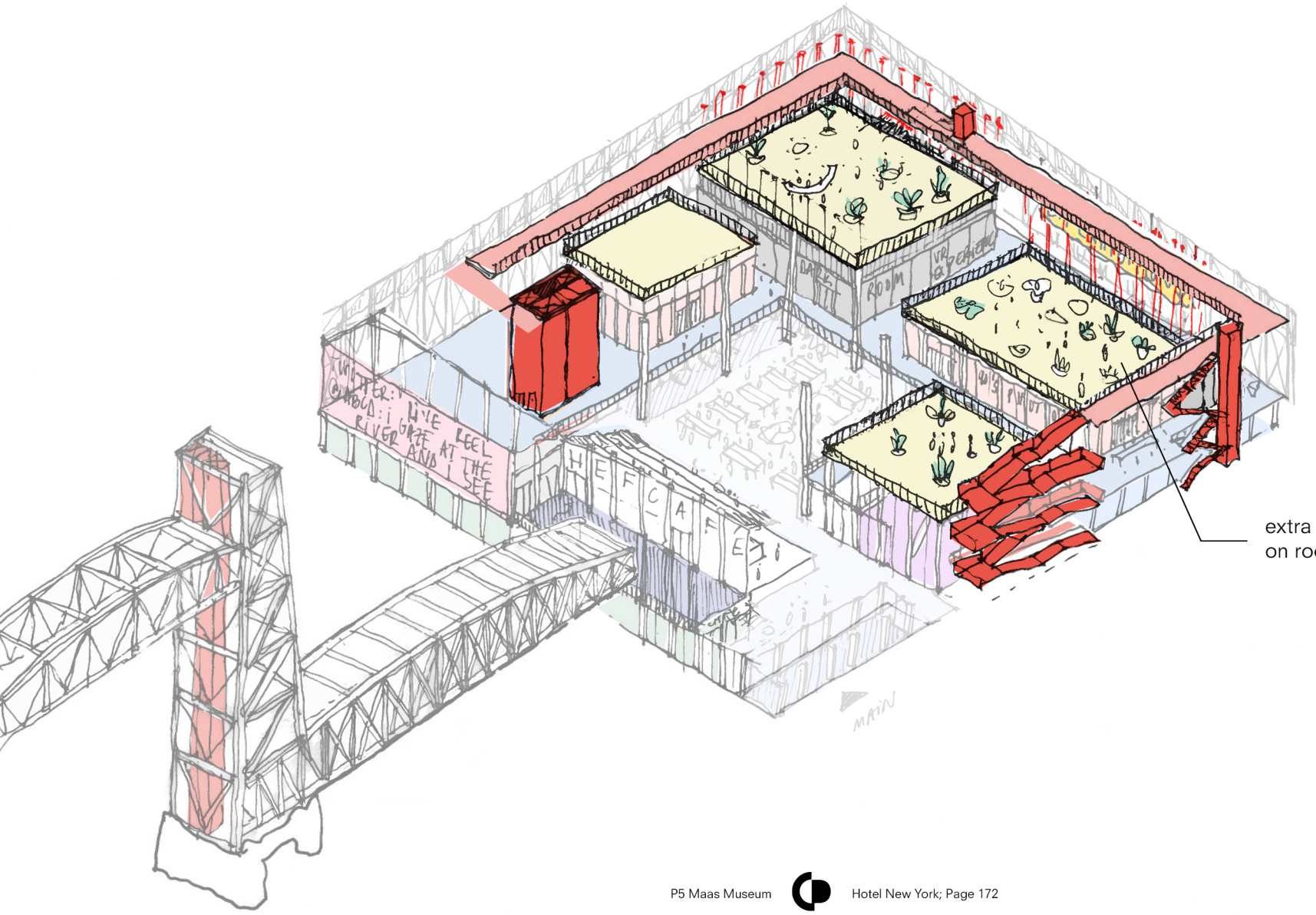
SCENARIO 1 - PRODUCTION MODE



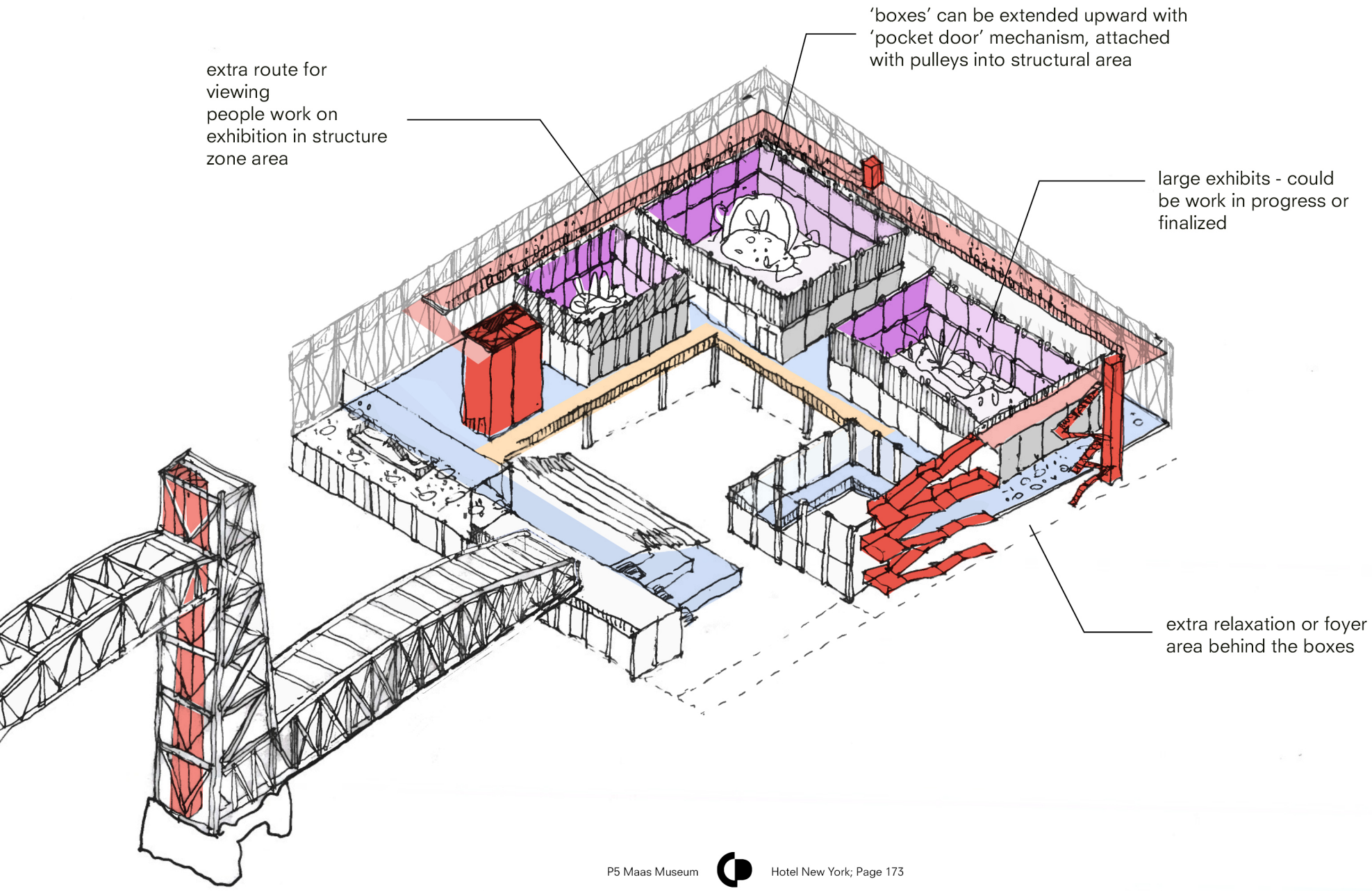
SCENARIO 1 - PRODUCTION MODE



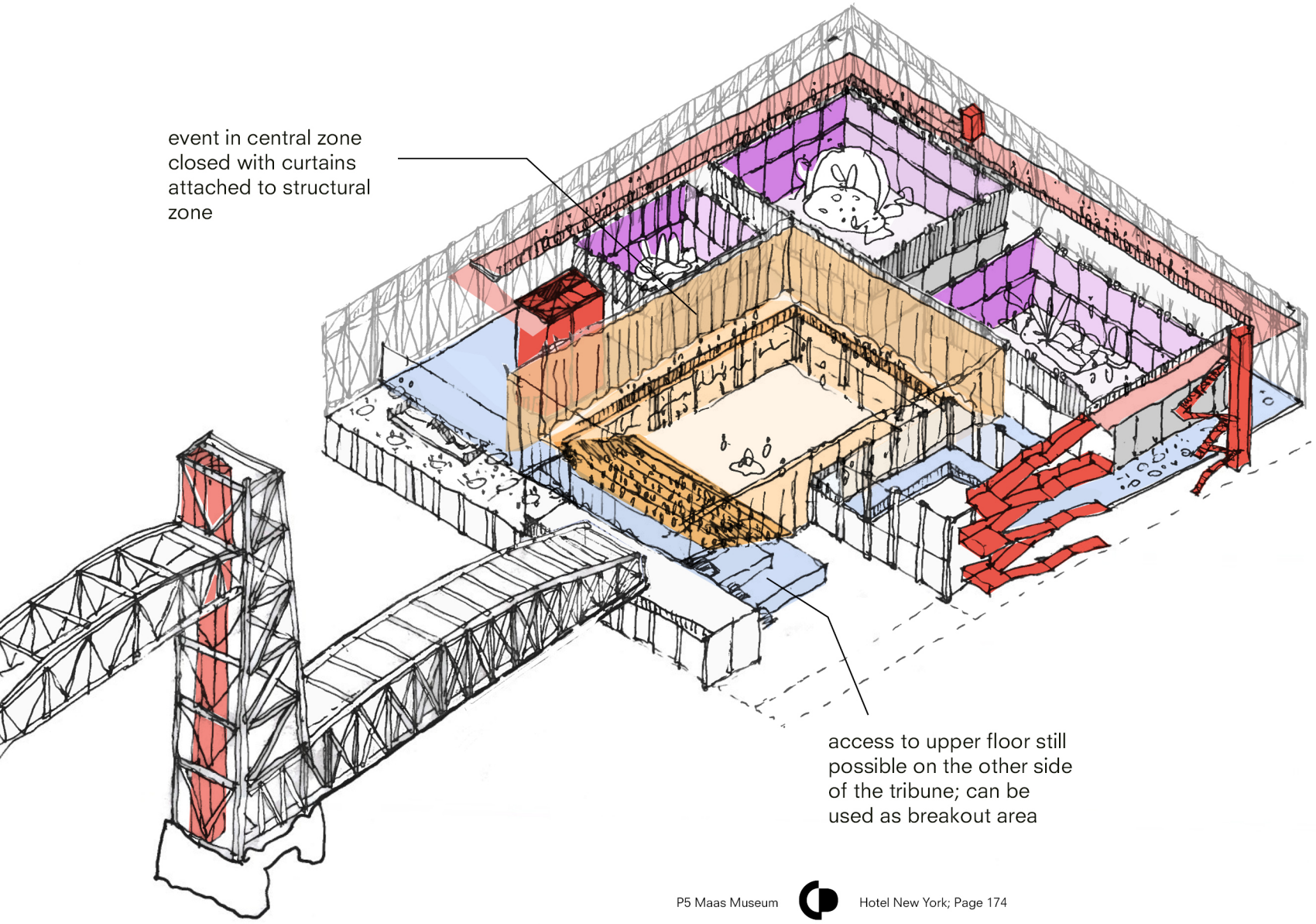
SCENARIO 1 - PRODUCTION MODE



SCENARIO 2 - EVENT MODE

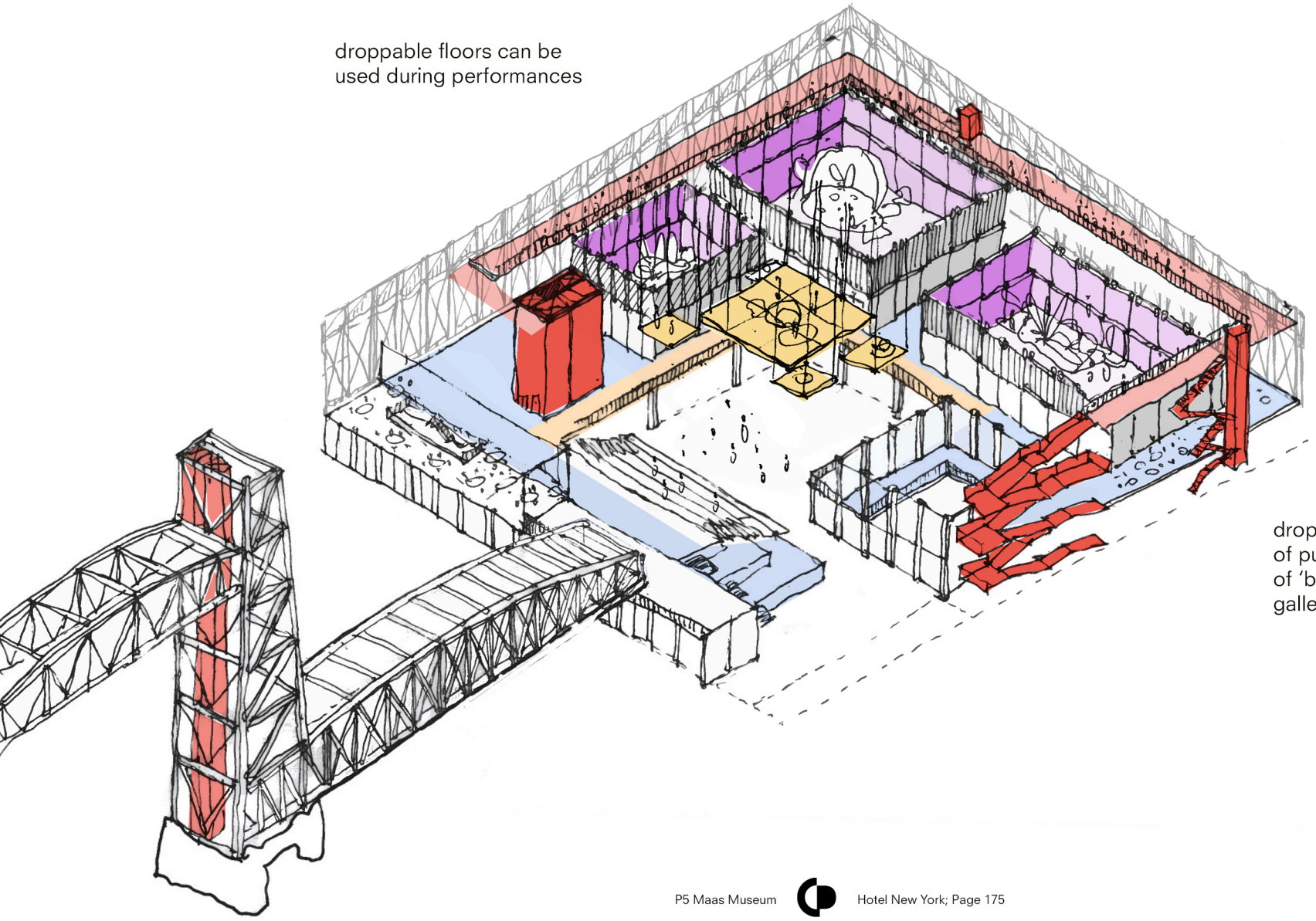


SCENARIO 2 - EVENT MODE



SCENARIO 3 - DROPPING FLOORS

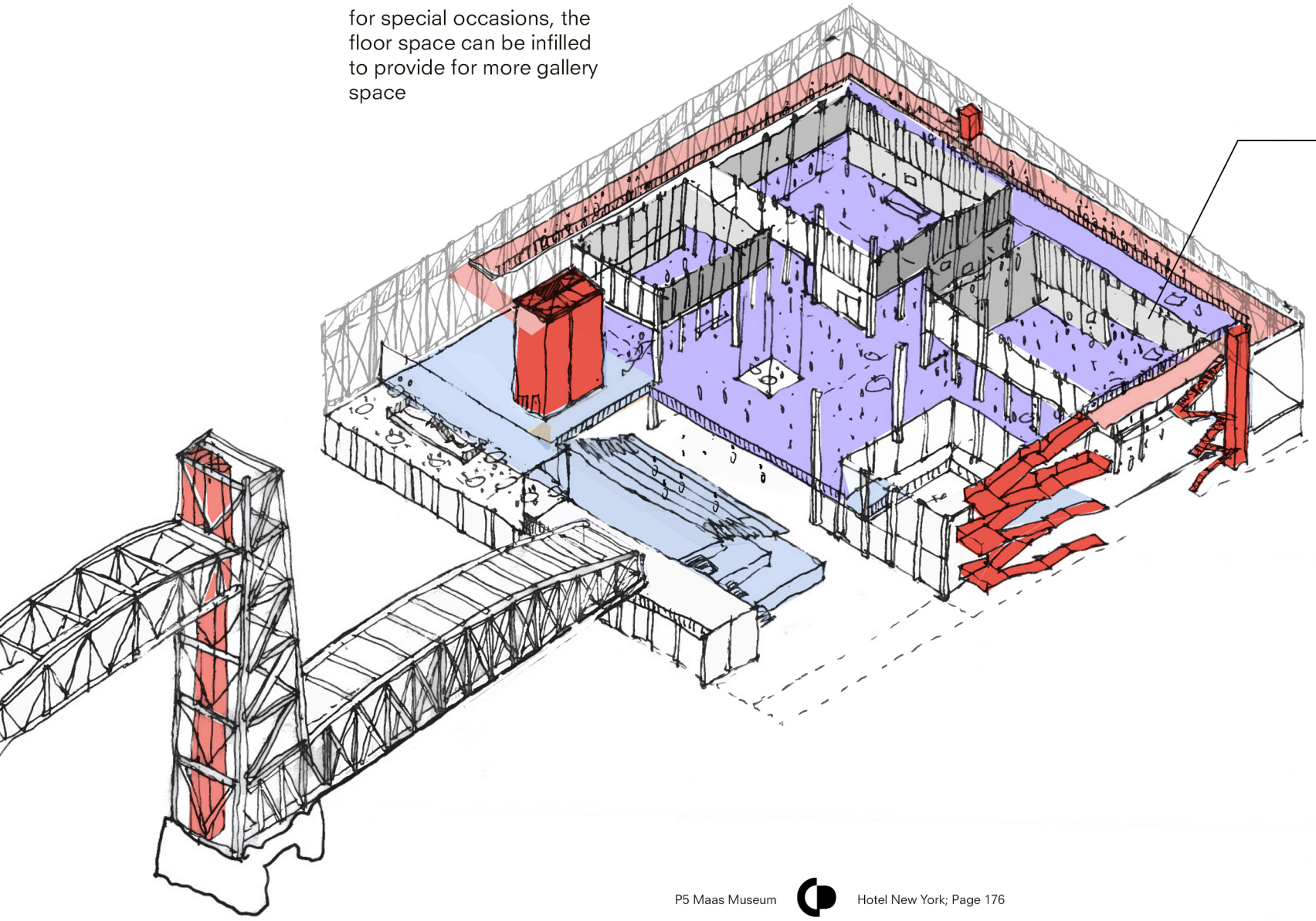
droppable floors can be
used during performances



dropping floors on system
of pulleys similar to roofs
of 'boxes' can provide 3D
gallery experience

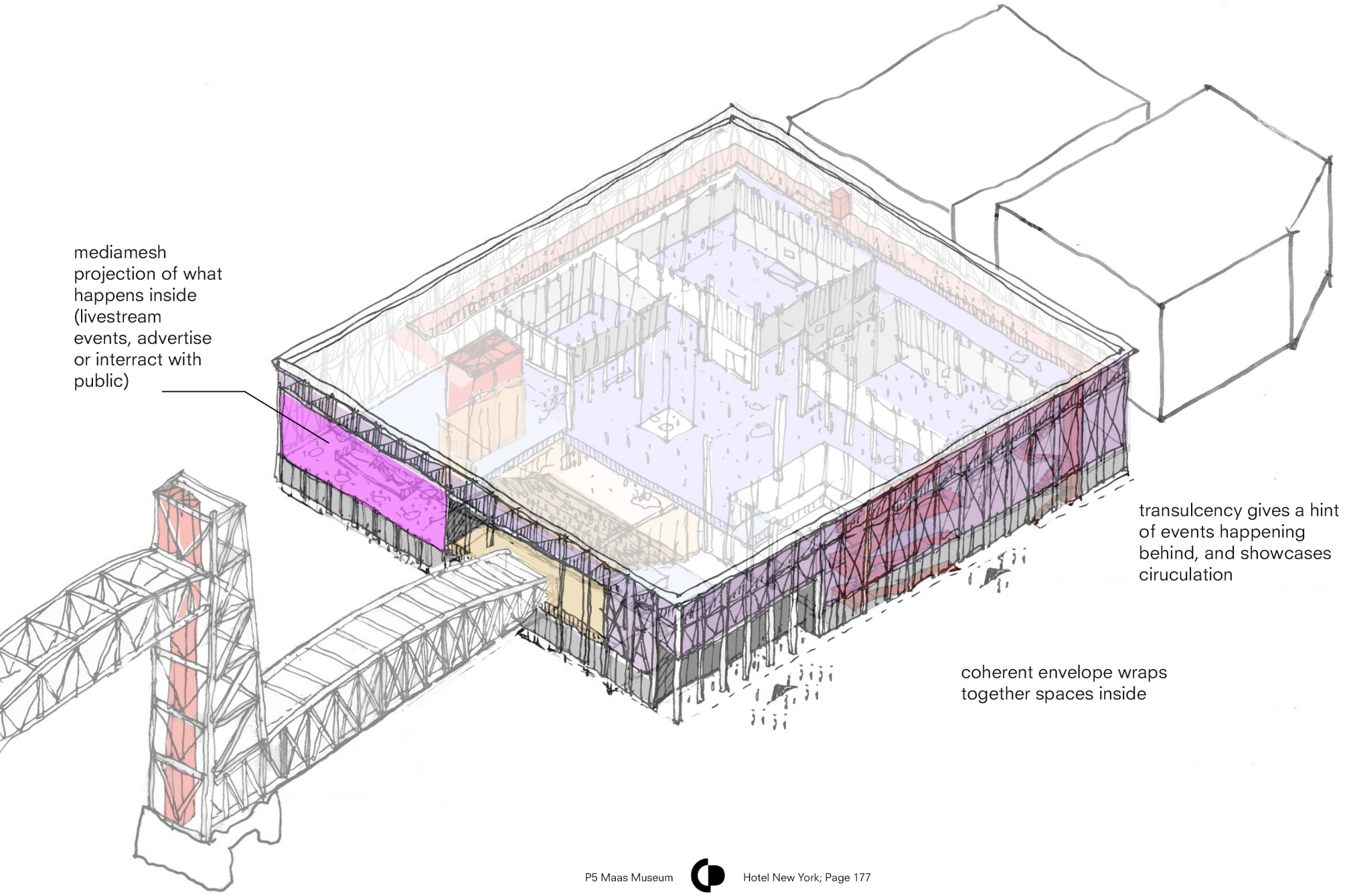
SCENARIO 4 - FULL FLOOR

for special occasions, the floor space can be infilled to provide for more gallery space



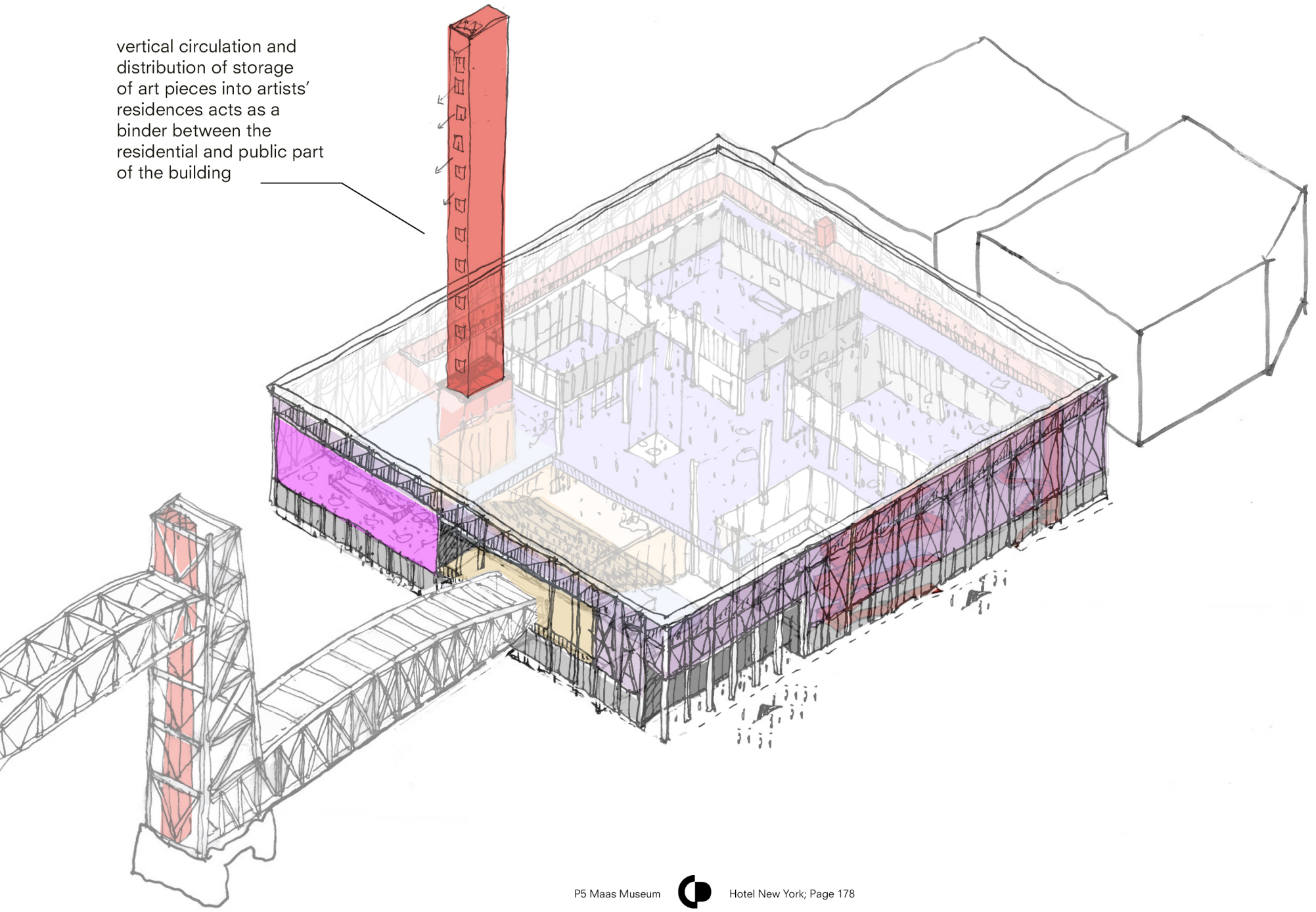
walls of boxes can be lifted to create 'maze' exhibition layout

SCENARIO 2 - EVENT MODE

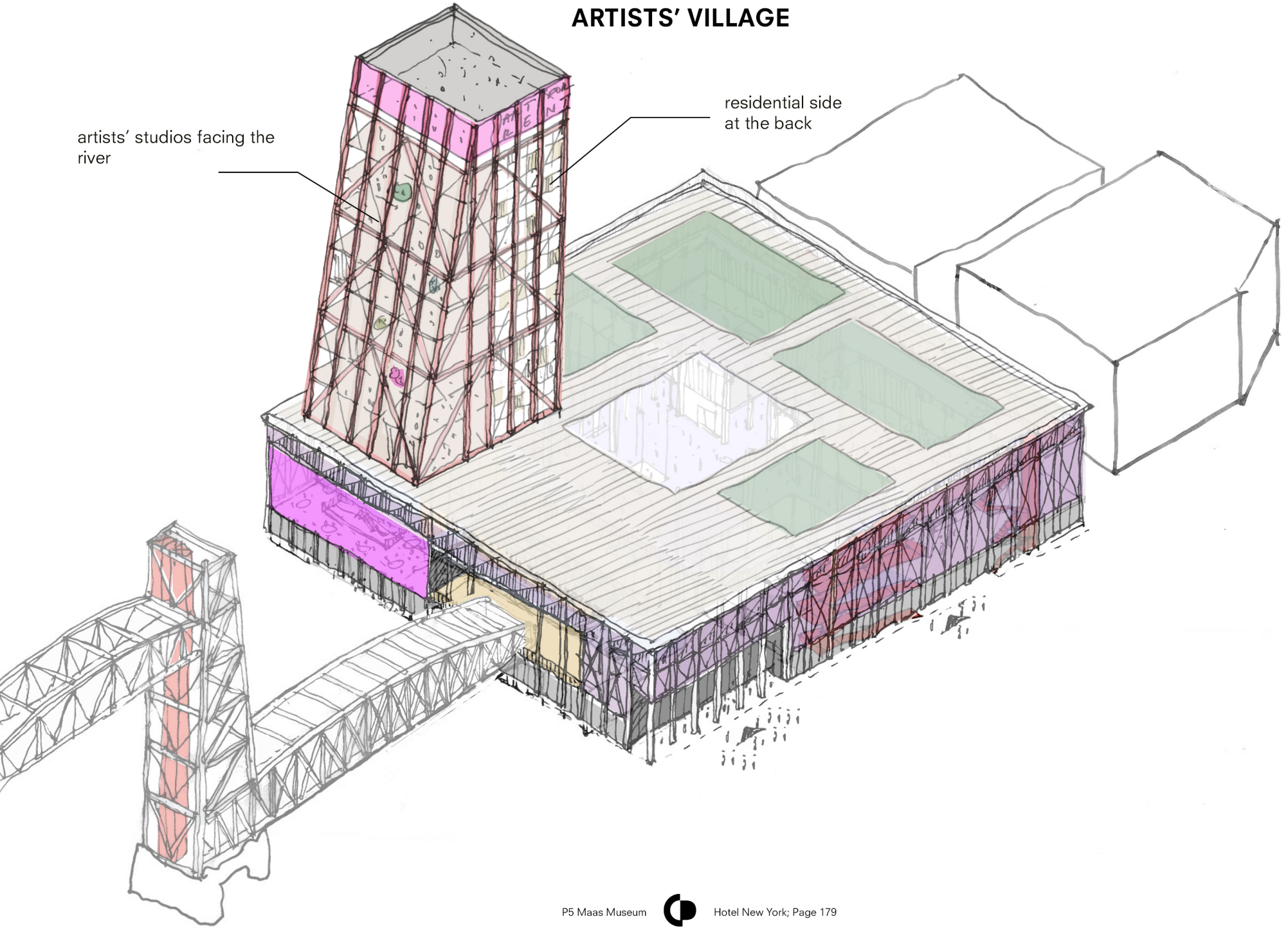


STORAGE AS BINDER

vertical circulation and distribution of storage of art pieces into artists' residences acts as a binder between the residential and public part of the building



ARTISTS' VILLAGE



Introduction

Research

Design Brief

Concept

Design

Conclusion

INDEX

Museum Typology

TIMELINE

Modernism

Deconstructivism

Post-structuralism

Void as proeminent feature

Museum as Sculpture/Icon

Museum as Implant/Prosthetic

Museum 3.0

90s











?

2020

1959
New York, America
Guggenheim Museum, Frank Lloyd Wright

1998
Bilbao, Spain
Guggenheim Museum, Frank Gehry

2000
London, UK
TATE Modern, Herzog & de Meuron

2001-2010
Essen, Germany
Zollverein Industrial Complex, OMA

2003
Minneapolis, US
Mill City Museum, Meyer, Scherer & Rockcastle

Artwork

Iconic

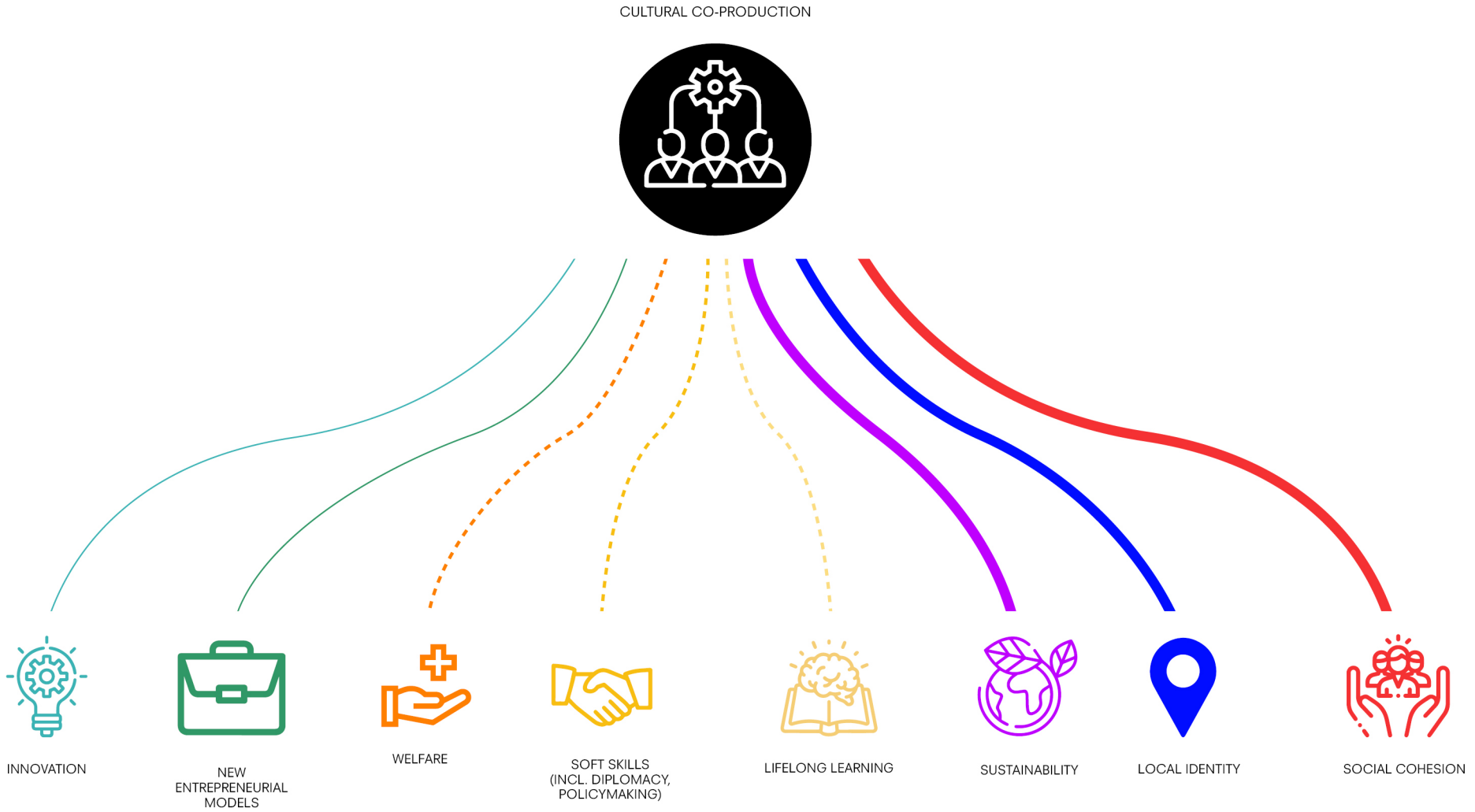
Artworks

Entertainment

Iconic

Programme

MACROECONOMIC IMPACTS OF CULTURAL CO-PRODUCTION



Impacts of cultural co-production

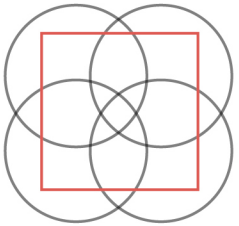
[Sacco, 2018]



PROJECT AMBITION

Programme

ADDED PROGRAMME



Inspiration space

- cater to 'experience society' -
- experience, storrytelling, expressive dissemination

16%

GALLERY

SHOP

Meeting space

- encounter opinions that are challenging
- meet other citizens and communicate, be active accross generations and belongings

9%

Learning space

- increase competences and possibilities
- play, artistic activities, courses

20%

PRODUCTION

Performative space

- help creators prepare new work
- digital natives can co-create

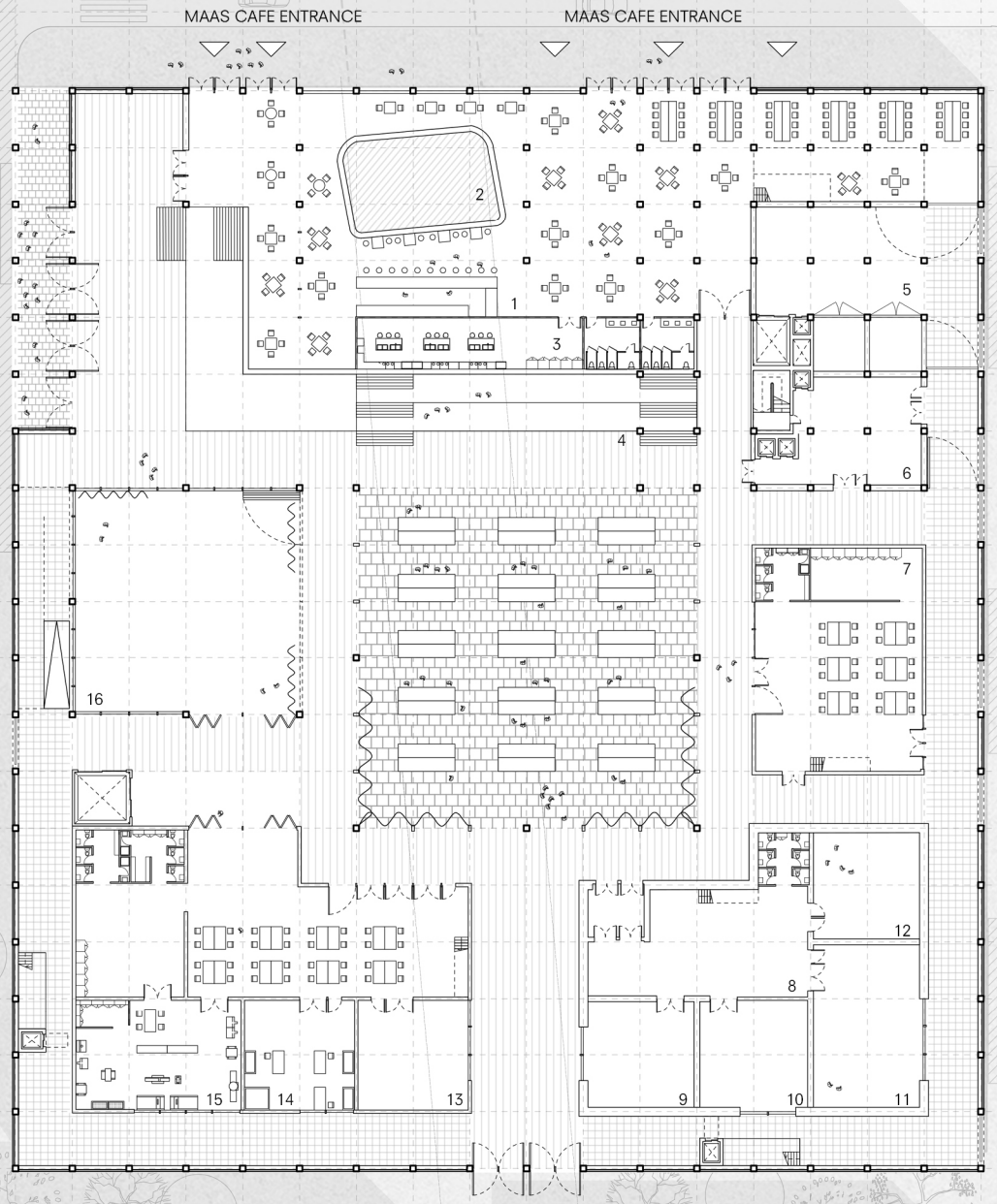
53%

STUDIOS

RESIDENCES

The Four Spaces of the Public Library
Jochumsen, H. et. al (2012), p. 589

GROUND FLOOR PLAN 1:200



KEY:

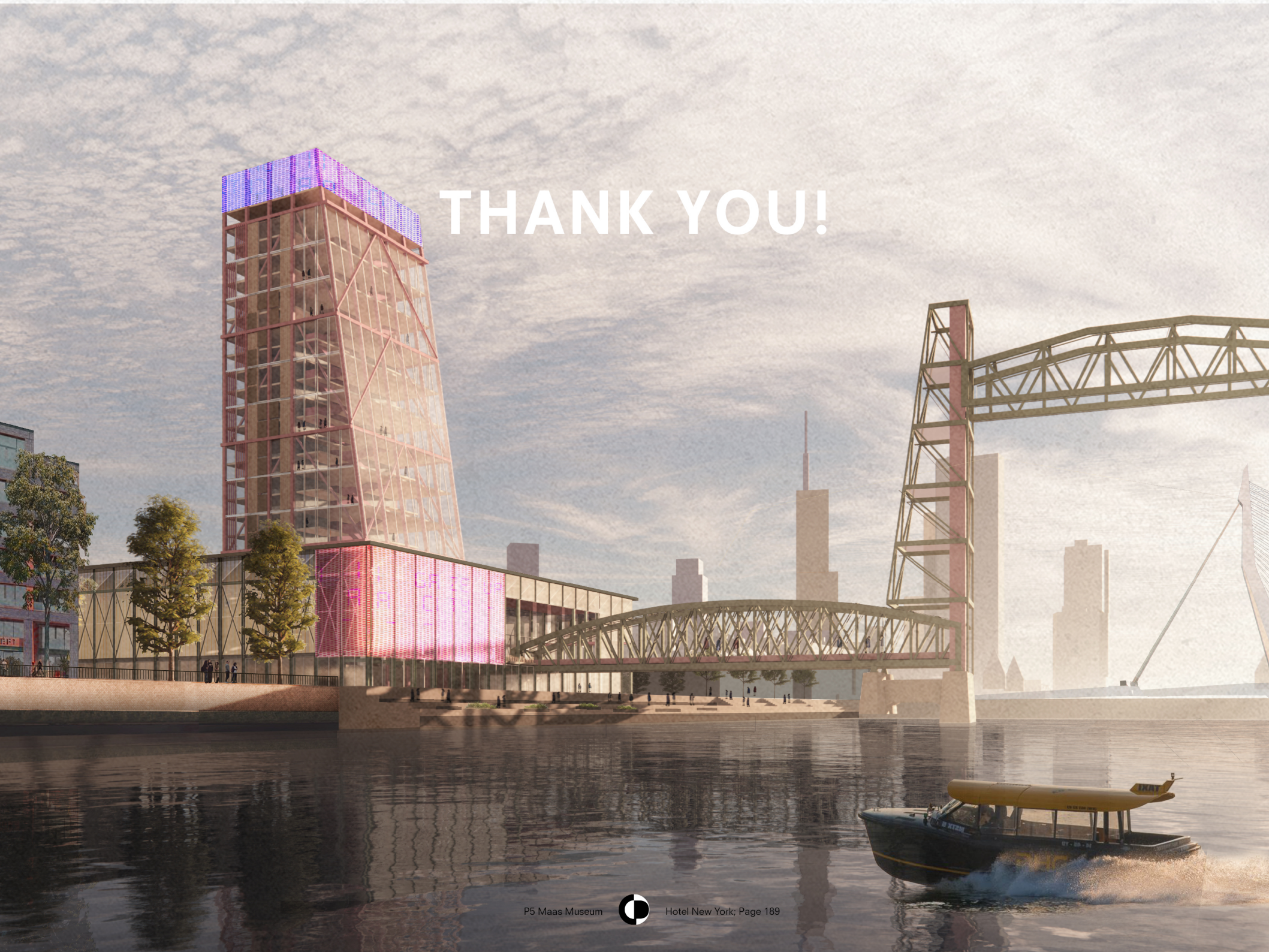
1. MAAS CAFE
2. HEF LANDING
3. KITCHEN
4. TRIBUNE
5, DELIVERY
6. RESIDENTIAL LOBBY
7. FINE ART STUDIO
8. DARK ROOM
9. SOUND RECORDING BOOTH 1 (PHOTOGRAPHY ROOM ABOVE)
10. SOUND RECORDING BOOTH 2 (PHOTOGRAPHY DARK ROOM ABOVE)
11. FILM RECORDING (PHOTOGRAPHY STUDIO ABOVE)
12. PROJECTION ROOM (PROJECTION ROOM ABOVE)
13. 3D PRINTER
14. LASERCUTTING
15. WOODWORKING
16. LARGE INSTALLATION HALL

5 m
20 m


1
2
3
4


GA

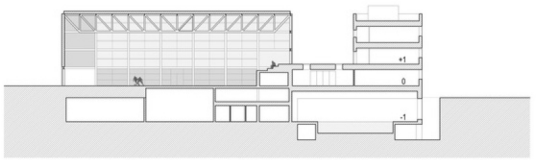



THANK YOU!

APPENDIX

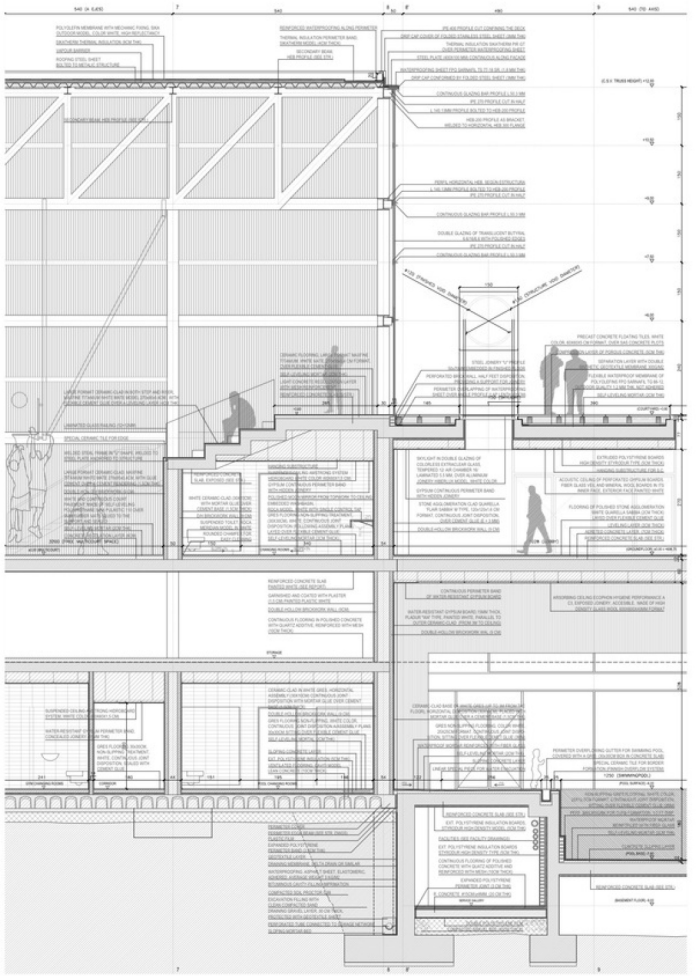
STEEL STRUCTURE PRECEDENT

MULTI-SPORT PAVILION AND CLASSROOM COMPLEX
Pozuelo De Alarcon, Spain
Architects: Alberto Campo Baeza
Year: 2017
Manufacturers: BANDALUX, Ecophon



LONGITUDINAL SECTION

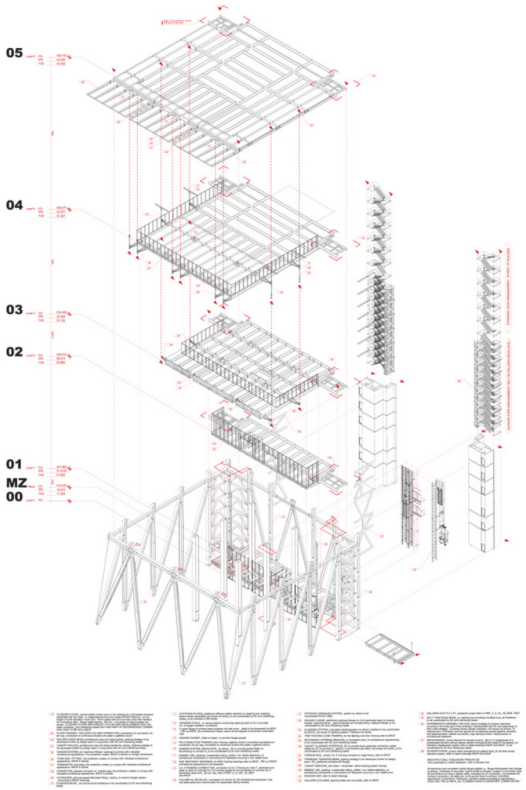


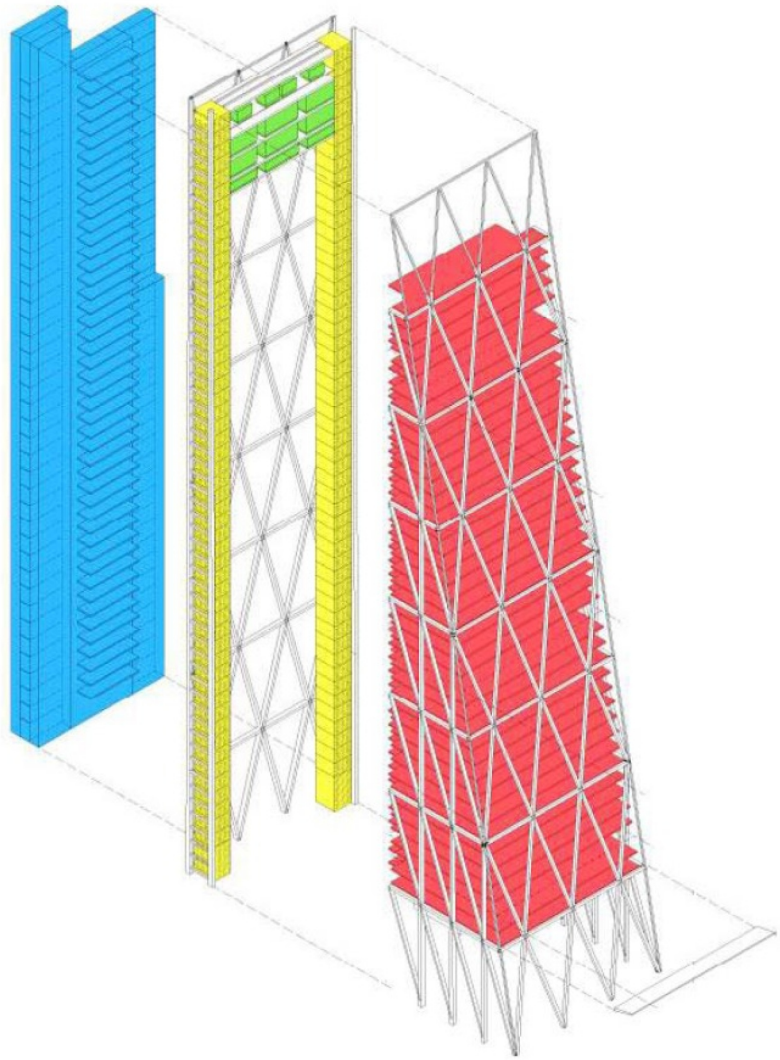


TOWER STRUCTURE PRECEDENT

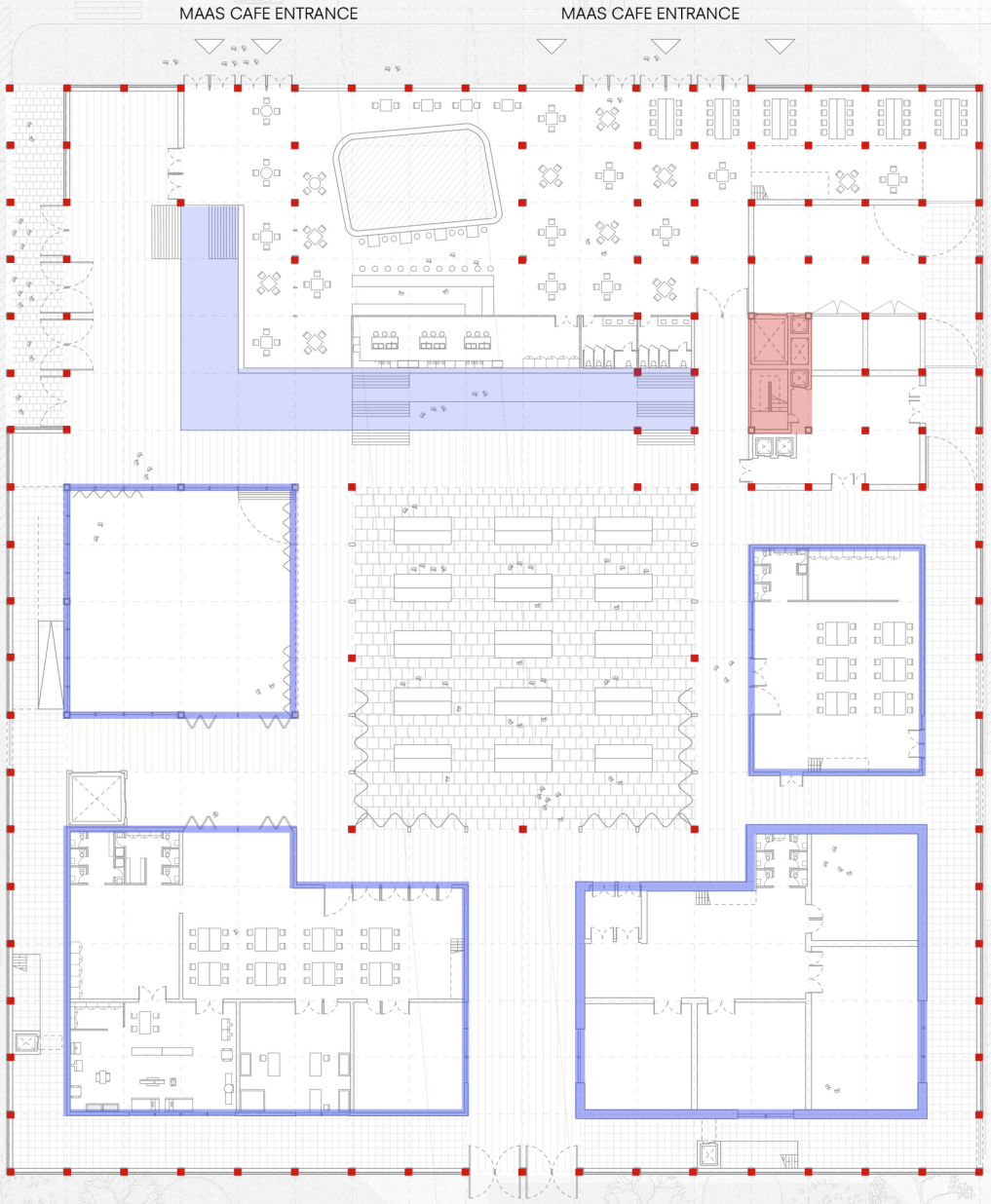
LAEDENHALL BUILDING
London, UK
Architects: Rogers Stirk Harbour + Partners
Area: 84424 m²
Year: 2014







EMBODIED ENERGY



KEY:

STEEL - PERMANENT STRUCTURE

REPLACEABLE PARTS

5 m

20 m

PUBLIC CHARACTER



OVERLOOKING THE MARKET
ENCANTS VELLS
B720 FERMÍN VÁZQUEZ ARQUITECTOS



OPENNESS OF CENTRAL ATRIUM
CITROËNGARAGE KANAL BRUSSELS
SERGEISON BATES

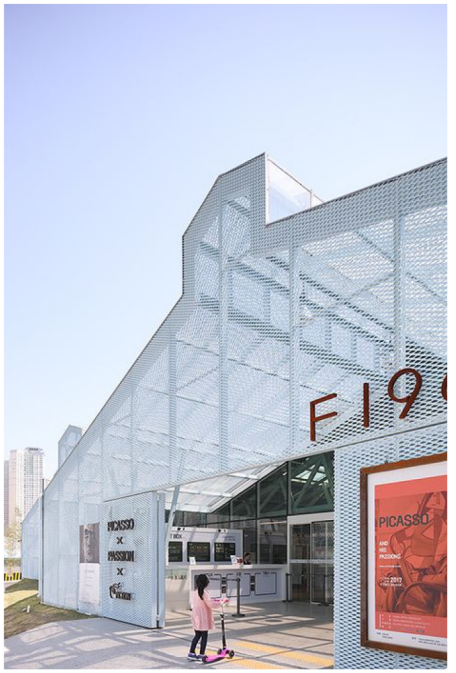


VISIBILITY OF PRODUCTION SPACES
NEW AARCH
ADEPT

PRECEDENTS - ENVELOPE



LAYERING ON DIFFERENT LEVELS
COMPETITION ENTRY FOR SPORTS HALL IN CORDOBA, ARGENTINA
ALDANA LORENZO, VALERIA JAROS, MARINA ERCOLE, VIRGINIA BARBERIS



SEMI-TRANSPARENT MESH
F1963
BCHO ARCHITECTS



SEMI-TRANSPARENT TIMBER CLADDING
ERNST BUSCH UNIVERSITY OF PERFORMING ARTS
O&O BAUKUNST

SIGNAGE ON BUILDING



LARGE SIGNAGE AND CIRCULATION DISPLAY
WERK 12
MVRDV



LARGE SIGNAGE
PEX
OMA, BASE



LARGE SIGNAGE THAT APPEARS AT NIGHT AND FADES DURING THE DAY
KUNSTMUSEUM BASEL
CHRIST & GANTENBEIN

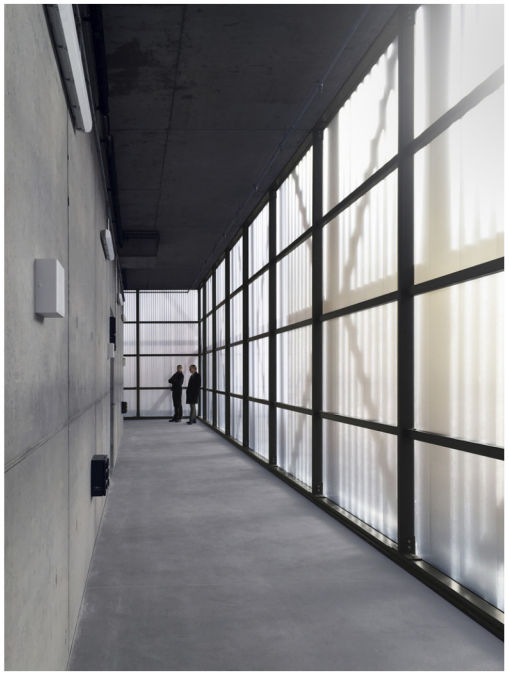
PRECEDENTS - MEDIATING BETWEEN ENVELOPPE AND VOLUMES



DISPLAYING CIRCULATION ON FACADE IN COLOR
COMPETITION ENTRY FOR SPORTS HALL IN CORDOBA, ARGENTINA
ALDANA LORENZO, VALERIA JAROS, MARINA ERCOLE, VIRGINIA BARBERIS



CIRCULATION BETWEEN VOLUMES AND MESH
KUKJE GALLERY,
SO-IL ARCHITECTS



DELIVERY AREAS
ERNST BUSCH UNIVERSITY OF PERFORMING ARTS
O&O BAUKUNST

Typological Study

SONGZHUANG STUDIOS

Location: Songzhuang, Beijing, China
Architects: Knowspace
Year of completion: 2014
Area: 1 488 m²



External Elevation
Shongzhuang

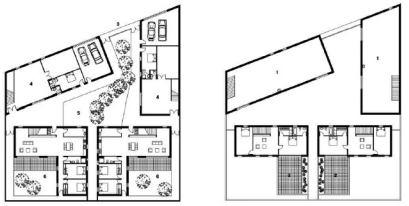


Elevation
Entrance





Artists' Shared studio



Plans
Ground and First Floor

0 5 10 30 m

Functions Ratios

57% Residential (624 m²)

35% Studio (508 m²)

8% Support/ Parking (110 m²)

Typological Study

RCA SACKLER BUILDING

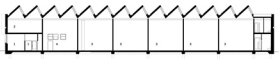
Location: London, UK
Architects: Haworth Tompkins
Year of completion: 2007
Area: 1 280 m²



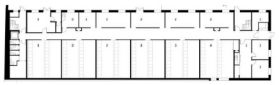
Front Elevation
London

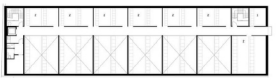


Central Isle



Section
Cross-Section





Plans
Ground and First Floor

0 5 10 30 m



Functions Ratios

- 55% Studio (709 m²)
- 5% Education
- 4% Production - Workshop
- 36 % Support - Offices, Circulation, Toilet

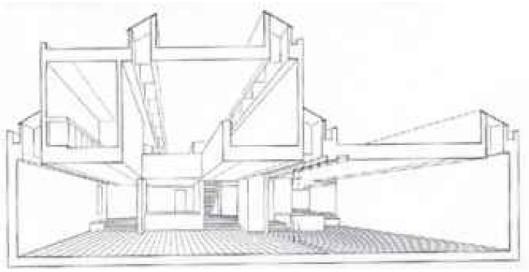
Typological Study

KETTLE'S YARD (COTTAGES)

Location: Cambridge, UK
Architects: Leslie Martin, David Owers
Year of completion: 1970s
Area: 1 125 m²



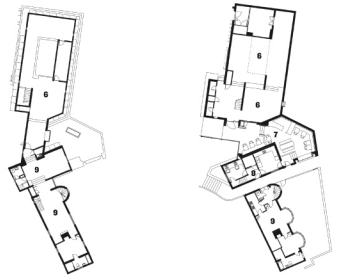
Courtyard and Cottage
Cambridge



Section
Cross-Section



Above: Living space doubles up as gallery



Plans
Ground and First Floor

0 5 10 30 m

Functions Ratios

100% Residential - Gallery Hybrid

Typological Study

NDSM ART CITY

Location: Amsterdam, Netherlands
Architects: --
Year of completion: 2010
Area: 18 256 m2



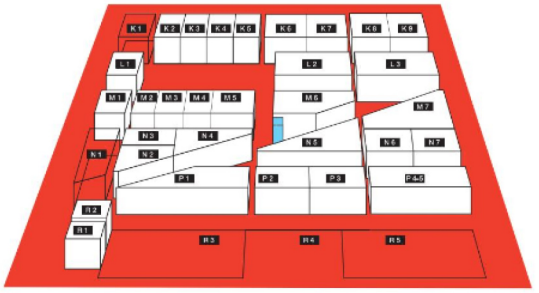
NDSM Fuse Building
Amsterdam



Axonometric
Mezzanine



Studio alleyway



Axonometric
Ground Floor



Functions Ratios

- 44% Studio Space
- 8% Gallery
- 4% Cafe
- 42% Circulation

Typological Study

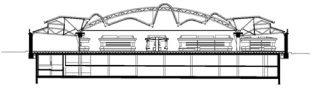
MERCATO SANTA CATERINA

Location: Barcelona, Spain
Architects: Miralles Tagliabue embt
Year of completion: 2005
Area: 7 000 m²

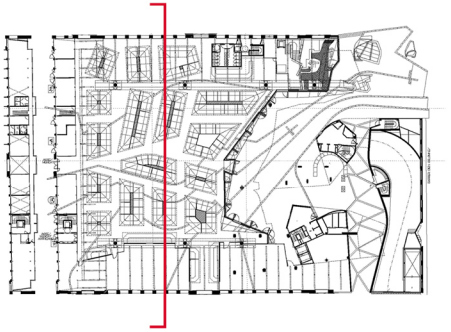




Above: Street View
Under: Interior



Section
Cross-Section



Plans
Ground and First Floor

0 5 10 30 m



Circulation to shopping rations (per typical floorplan)

27% Stalls/Shopping area

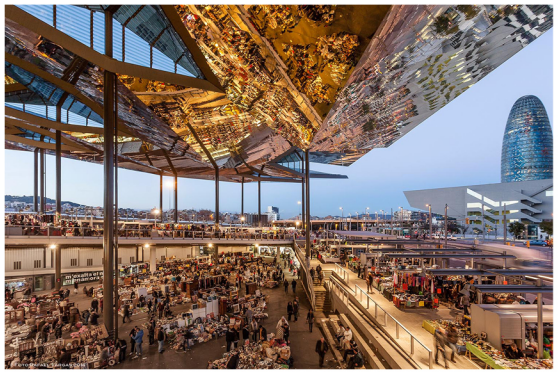
41% Circulation

32% Support (Delivery areas, Storage)

Typological Study

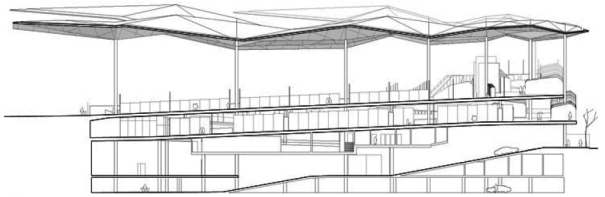
MERCATO SANTA CATERINA

Location: Barcelona, Spain
Architects: b720 Fermín Vázquez Arquitectos
Year of completion: 2013
Area: 35 440 m²

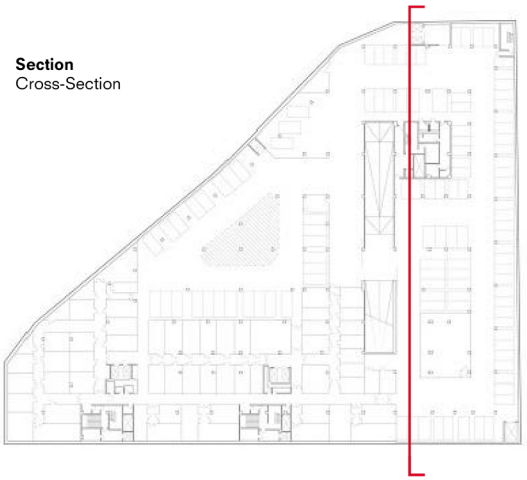




Above: Street View
Under: Interior



Section
Cross-Section



Plans
Ground and First Floor

0 5 10 30 m



Circulation to shopping rations (per typical floorplan)

33% Stalls/Shopping area

37% Circulation

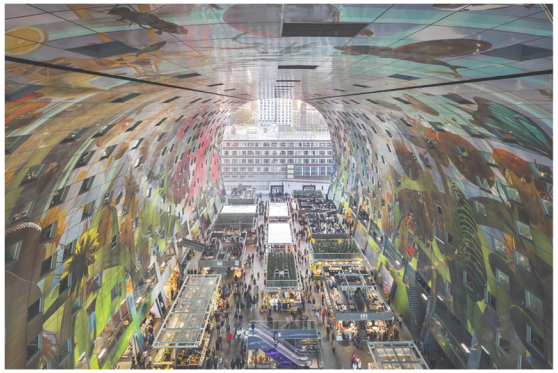
30% Support (Deliverey areas, Storage,

Typological Study

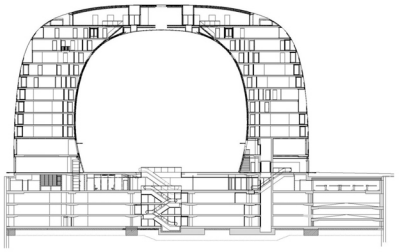
MARKTHAL

Location: Rotterdam, Netherlands
Architects: MVRDV
Year of completion: 2014
Area: 95 000 m²

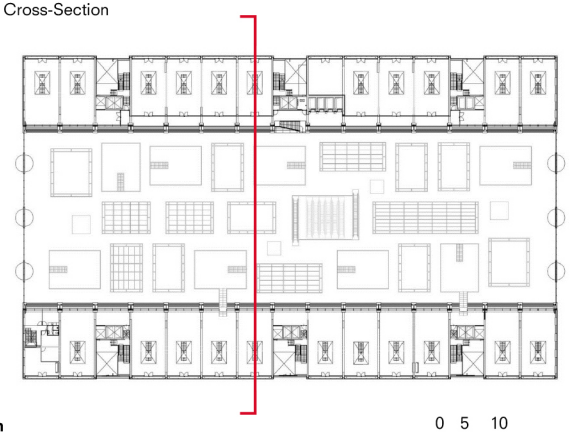




Above: Street View
Under: Interior



Section
Cross-Section



Plan
Fourth Floor Plan

0 5 10 30 m



Circulation to shopping rations (per typical floorplan)

xx% Stalls/Shopping area

yy% Circulation

zz% Support (Deliverey areas, Storage,

Typological Study

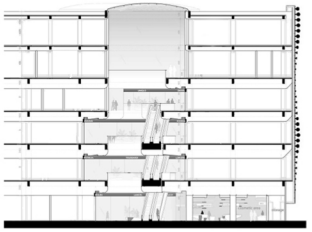
HANJIE WANDA SQUARE

Location: Wuhan, China
Architect: UNStudio
Year of completion: 2013
Area: 22 630 m²

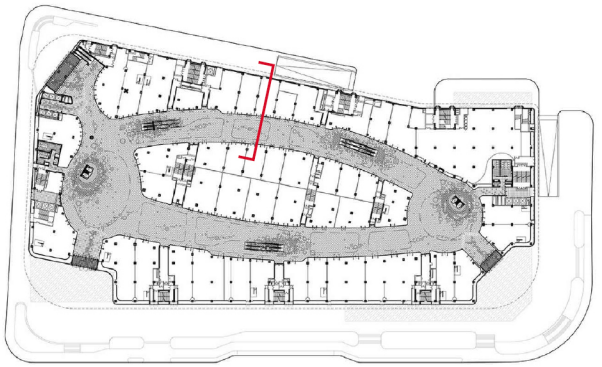




Above: Street View
Under: Interior



Section
Cross-Section



Plan
Ground Floor Plan

0 20 60 m



Circulation to shopping rations (per typical floorplan)

52% Shops

35% Lobby + Circulation

53% Service Areas

Typological Study

GUGGENHEIM, NEW YORK

Location: New York, USA
Architect: Frank Gehry
Year of completion: 1939
Footprint: 1 484 m²
Gross Floor Area: 6 775 m²
Number of floors: 6 + basement

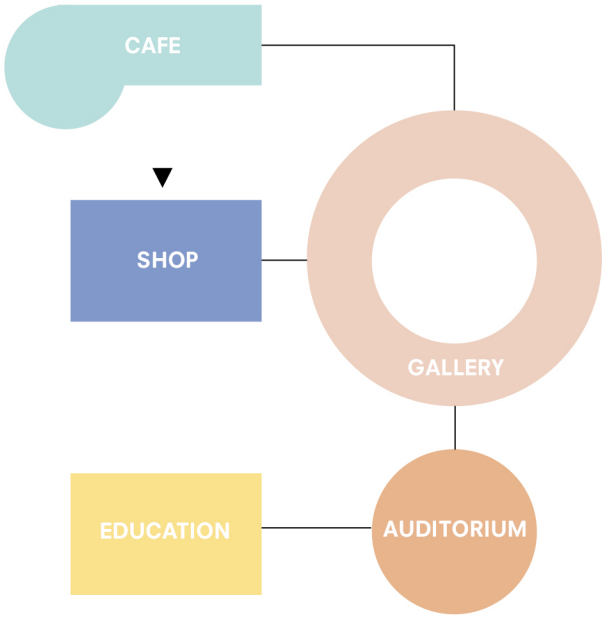


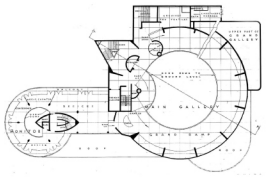
Project position in city scale
New York





Above: Gallery
Above Left: Street View





Functional relation scheme
Plan Diagram



Public Functions Percentage

- 68% Gallery (3100 m²)
- 5% Shop (216 m²)
- 3% Cafe (117 m²)
- 15% Entertainment (668 m²)
- 11% Education (490 m²)



Public to Support functions ratios

- 68% Public Functions
- 15% Lobby + Circulation
- 17% Support (Cleaning, Storage, Offices, Services, Toilets)

Typological Study

NEW ART MUSEUM

Location: New York, USA
Architects: SANAA
Year of completion: 2007
Footprint: 690 m²
Gross Floor Area: 5 500 m²
Number of floors: 7 + basement

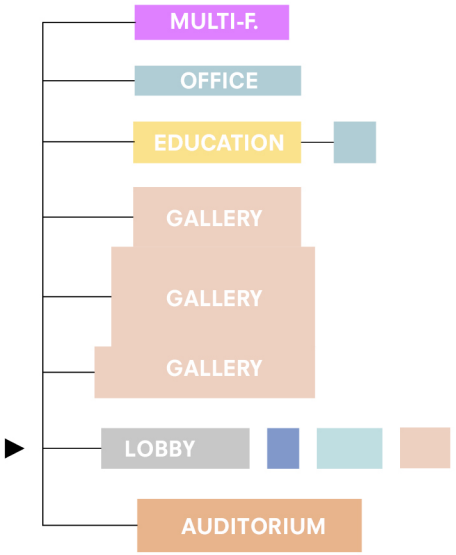


Project position in city scale
New York





Above: Gallery
Above Left: Street View







Functional relation scheme
Plan Diagram



Public Functions Percentage

- 64% Gallery (1 010 m²)
- 3% Shop (50 m²)
- 10% Cafe (155 m²)
- 10% Entertainment (155 m²)
- 13% Education (200 m²)



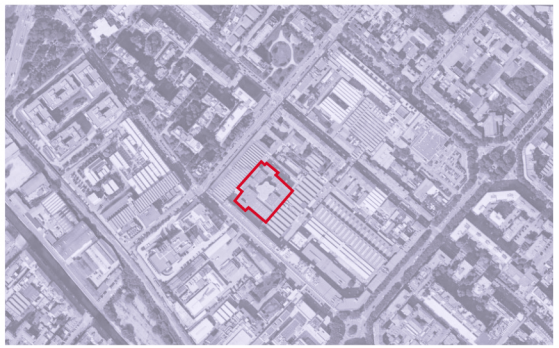
Public to Support functions ratios

- 33% Public Functions
- 31% Lobby + Circulation
- 37% Support (Cleaning, Storage, Offices, Services, Toilets)

Typological Study

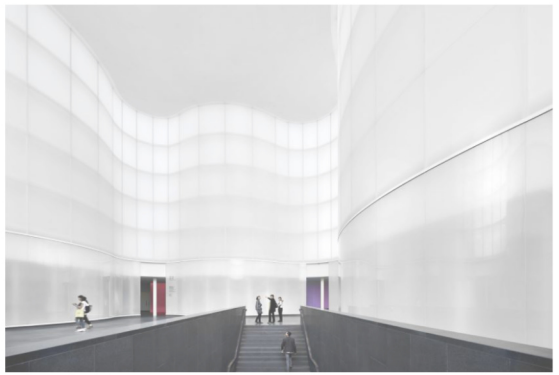
MUDEC

Location: Milan, Italy
Architect: David Chipperfield Architects
Year of completion: 2015
Footprint: 3 800 m²
Gross Floor Area: 17 000 m²
Number of floors: 4 + 2 basement

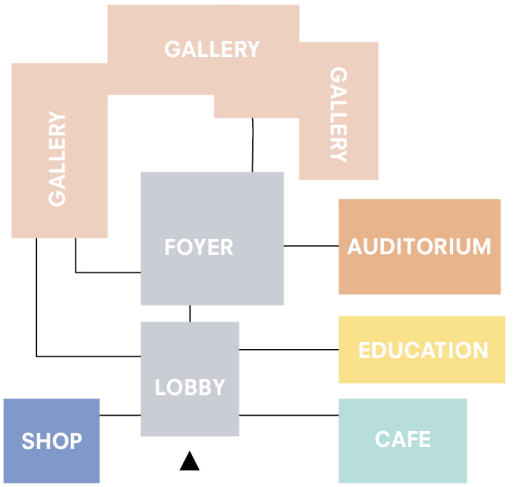


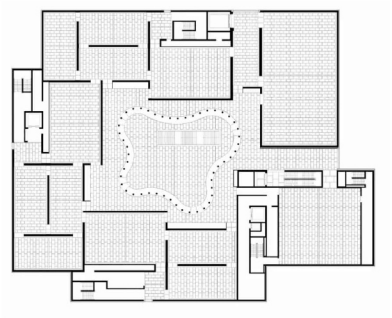
Project position in city scale
Milan

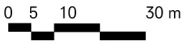




Above: Gallery
Above Left: Street View







Functional relation scheme
Plan Diagram



Public Functions Percentage

- 65% Gallery (2 133 m²)
- 4% Shop (140 m²)
- 12% Cafe (393 m²)
- 10% Entertainment (313 m²)
- 9% Education (288 m²)



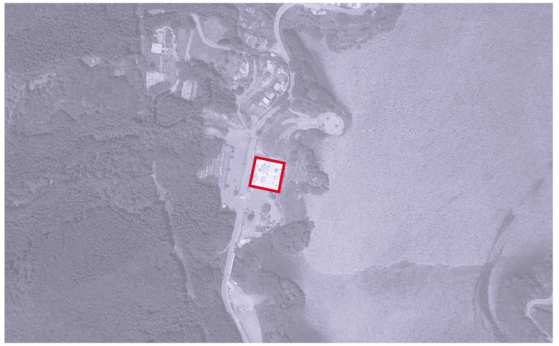
Public to Support functions ratios

- 37% Public Functions
- 9% Lobby + Circulation
- 54% Support (Cleaning, Storage, Offices, Services, Toilets)

Typological Study

TOMIHIRO ART MUSEUM

Location: Midori, Japan
Architect: aat + makoto yokomizo architects
Year of completion: 2005
Gross Floor Area: 2 463 m²
Footprint: 2 463 m²
Number of floors: 1

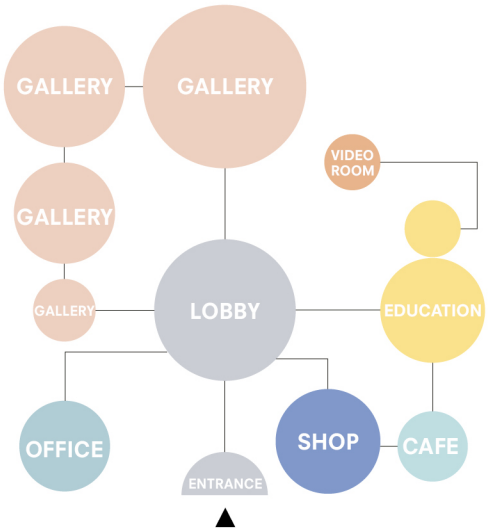


Project position in city scale
Midori





Above: Gallery
Above Left: Street View





0 5 10 30 m

Functional relation scheme
Plan Diagram



Public Functions Percentage

- 57% Gallery (566 m²)
- 16% Shop (160 m²)
- 10% Cafe (100 m²)
- 3% Entertainment (34 m²)
- 13% Education (130 m²)



Public to Support functions ratios

- 37% Public Functions
- 21% Lobby + Circulation
- 42% Support (Cleaning, Storage, Offices, Services, Toilets)

Typological Study

V&A MUSEUM OF CHILDHOOD

Location: London, UK
Architects: Caruso St John
Year of completion: 2007
Gross Floor Area: 4 500 m²
Footprint: 2 450 m²
Number of floors: 1+ mezzanine + basement

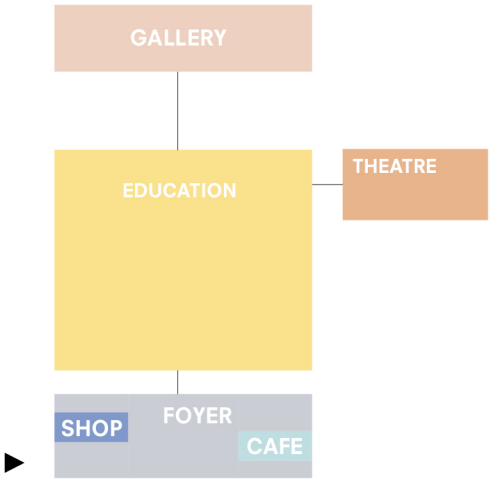


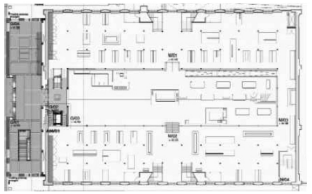
Project position in city scale
London





Above: Gallery
Above Left: Street View







Functional relation scheme
Plan Diagram



Public Functions Percentage

- 30% Gallery (600 m²)
- 3% Shop (61 m²)
- 6% Cafe (115 m²)
- 8% Entertainment (150 m²)
- 53% Education (1 050 m²)



Public to Support functions ratios

- 65% Public Functions
- 20% Lobby + Circulation
- 15% Support (Cleaning, Storage, Offices, Services, Toilets)

Typological Study

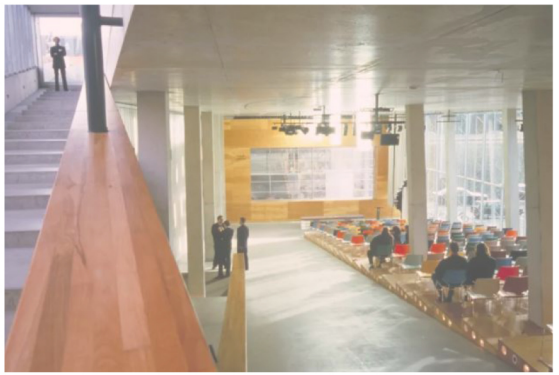
KUNSTHAL

Location: Rotterdam, Netherlands
Architects: OMA
Year of completion: 1992
Gross Floor Area: 7 000 m²
Footprint: 2 650 m²
Number of floors: 2 + basement

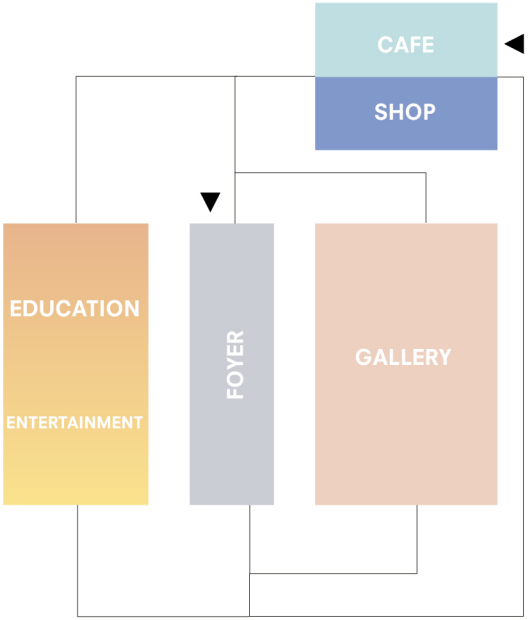


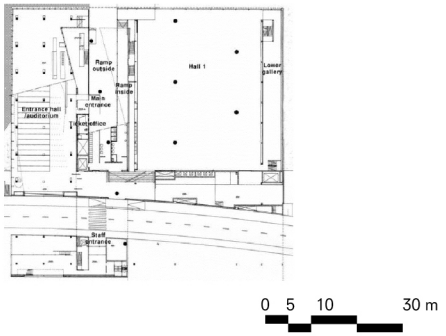
Project position in city scale
Rotterdam





Above: Gallery
Above Left: Street View





Functional relation scheme
Plan Diagram



Public Functions Percentage

- 62% Gallery (3 350 m²)
- 14% Shop (770 m²)
- 14% Cafe (750 m²)
- 5% Entertainment (560 m²)
- 5% Education



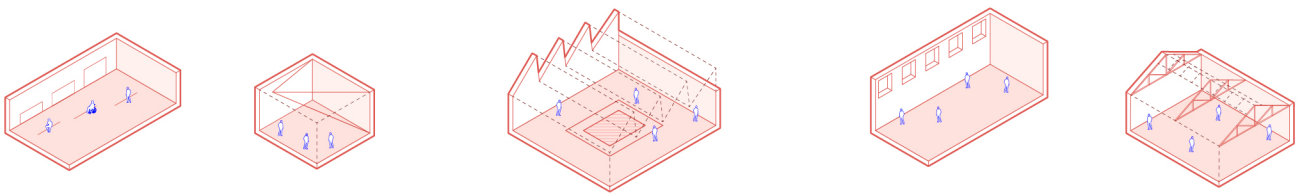
Public to Support functions ratios

- 71% Public Functions
- 23% Lobby + Circulation
- 6% Support (Cleaning, Storage, Offices, Services, Toilets)

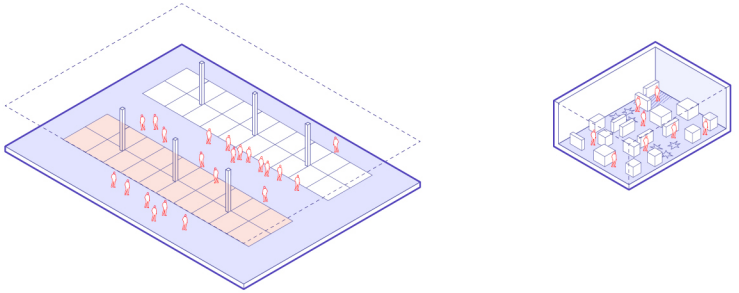
'Neufert'

ELEMENTS

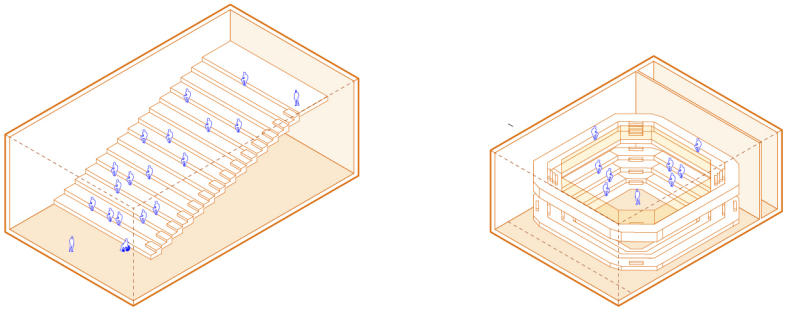
Gallery



Retail



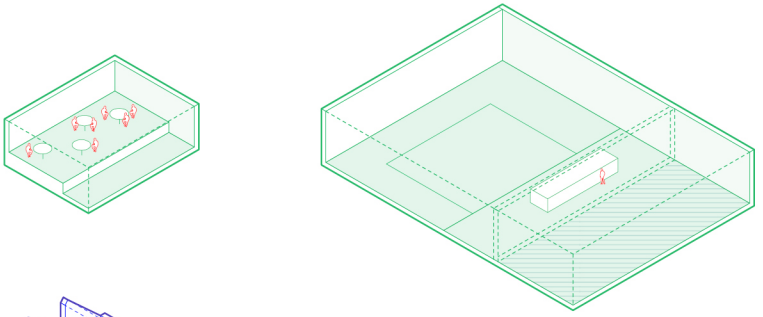
Event



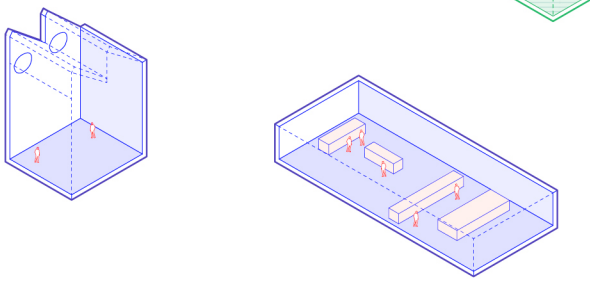
Education



Cafe



Production



Programme

NON-PROFIT REVENUE

2 % Program services



incl. Admission rates

[Sotherby's https://www.sothebysinstitute.com/news-and-events/news/the-business-model-of-the-nonprofit-museum]

Programme

NON-PROFIT REVENUE

40 % Earned income



incl. Merchendise, gift
shop, licensing, educational
programmes

[Sotherby's https://www.sothebysinstitute.com/news-and-events/
news/the-business-model-of-the-nonprofit-museum]

Programme

NON-PROFIT REVENUE

60 % Contributions and fundraising



incl. donations, sponsorships
and Governmental subsidy

[Sotherby's https://www.sothebysinstitute.com/news-and-events/
news/the-business-model-of-the-nonprofit-museum]