

Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences



Graduation Plan

Personal information	
Name	Evi Tacken
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Studio		
Name / Theme	Complex Projects – Bodies & Buildings	
Main mentor	Benjamin Groothuijse	Architecture
Second mentor	Joost Woertman	Building Technology
Argumentation of choice of the studio	The studio offers an opportunity to explore the interplay between complex architectural forms and human interaction. It focuses on designing not only technically innovative but also culturally and socially relevant buildings, which is of interest to me. Additionally, I aim to learn from the studio's structural design approach for dealing with complex projects, combining technical ingenuity with a creative architectural vision.	

Graduation project	
Title of the graduation project	Fondazione Prada: Museum of Temporality
Goal	
Location:	Milan

<p>The posed problem,</p>	<p>The relevance of Milan as a Fashion Capital in Europe has been decreasing over the past years, as other cities like Paris and London have increasingly dominated the global fashion scene. High-end luxury fashion, including brands like Prada, is known for being very exclusive and not accessible to all. This creates both strengths and limitations. Exclusivity makes the scene a 'place to be' and a type of achievement for many. Unfortunately, it also makes the brand less accessible to a broader audience and risks a disconnect with younger, more diverse, and international demographics.</p> <p>Today's cultural landscape calls for inclusivity, flexibility, and a more engaging approach to luxury fashion that appeals to a wider audience beyond just the elite. For Prada, this presents an extra challenge: maintaining its distinct and exclusive identity while reinventing itself to attract a wider, more diverse audience.</p> <p>This tension between exclusivity and accessibility is further amplified in the context of museums, which are increasingly expected to act as cultural hubs that reach a wide audience. The Fondazione Prada, with its focus on art, fashion, and culture, has the potential to bridge this gap.</p> <p>The design challenge lies in crafting a space that embodies Prada's luxury ethos while fostering openness, cultural exchange, and engagement with a broader audience. By addressing this problem, the project aims to enhance Milan's status as a fashion capital and redefine the role of luxury fashion within contemporary culture.</p>
<p>research questions and</p>	<p>How to design architectural adaptability for temporary exhibitions in future museums?</p>
<p>design assignment in which these result.</p>	<p>The project involves designing a partially repurposed and partially new building that establishes its own unique character while accommodating ever-changing temporary exhibitions and fashion shows.</p> <p>The museum will offer a fresh approach to showcasing contemporary art and fashion by embracing Prada's exclusivity through seasonally curated exhibitions. Each exhibit will be displayed for a limited time, creating opportunities to host events not only for fashion shows but also for exhibition openings and closings. Through this temporal framework, the museum will integrate seamlessly with Milan's vibrant cultural event scene, reinforcing its identity as a "city of temporality". Each event must be able to define its distinct identity within the</p>

	<p>adaptable architectural framework, seamlessly blending historical elements with contemporary design.</p> <p>To highlight Prada's and Milan's legacy of quality craftsmanship, the museum will house an 'artist-in-residence' program. The selected artists, collaborating with Prada's seasonal fashion collection, will create their work on-site in a semi-transparent studio. This allows museum visitors to witness the creative process, offering an engaging and immersive view into the craftsmanship and artistry behind each collection.</p>
Process	
Method description	
<p>The research will combine architectural theory and case study analysis to explore the design of architectural adaptability for temporary exhibitions. The study will focus on how spaces can transform to accommodate diverse and changing curatorial demands while maintaining functionality and enhancing visitor experience.</p> <p>The methods include:</p> <ul style="list-style-type: none">• Theoretical Framework: Exploring architectural literature and theories about flexibility, spatial adaptability, and user experience.• Case Study Analysis: Examining existing examples of museums and temporary exhibition spaces. Specific emphasis will be placed on projects that address spatial transformations for temporary exhibitions, including flexibility in layouts, material use, and circulation design.• Practical Application:<ul style="list-style-type: none">○ Flexible Spatial Design Investigating how spaces can be reconfigured without relying on modular systems, such as by using adaptable layouts, movable structures, or dynamic thresholds that allow for varied spatial experiences.○ Circulation and Flow Designing pathways and connections that allow for intuitive visitor navigation while supporting the varied needs of different temporary exhibitions.○ Integration of Context Ensuring that the architectural design respects and integrates with the character of both the existing site and its broader urban environment, reflecting the cultural and historical context of the museum.	

Literature and general practical references

The literature will include foundational texts in architecture and user experience, alongside practical references about exhibition design and spatial adaptability:

- **Literature:**
 - Evans, R. (1978). Figures, doors and passages.
 - Giedion, S. (1967). Space, Time and Architecture: The Growth of a New Tradition, Fifth Revised and Enlarged Edition. Harvard University Press.
 - Mehrabian, A., & Russell, J. A. (1974). An Approach to Environmental Psychology. MIT Press (MA).
 - Pallasmaa, J. (2012). The Eyes of the Skin: Architecture and the Senses. John Wiley & Sons.
 - Tzortzi, K. (2016). Museum space: Where Architecture Meets Museology. Routledge.
- **Case Studies:** Analysis of specific museums with flexible spaces for temporary exhibitions, such as:
 - Kunsthal, Rotterdam (OMA).
 - Kolumba Museum, Cologne (Peter Zumthor).
 - Louvre-Lens, Lens (SANAA).

Reflection

1. Relation between the graduation project and studio/master program:

The project aligns with the studio's focus on addressing complex architectural challenges, especially in the realm of designing for adaptability. By tackling the issue of creating flexible museum spaces for temporary exhibitions, this project bridges architectural theory, spatial design, and cultural expression, thus contributing to the studio's exploration of innovative solutions for dynamic and multi-functional buildings.

The project also ties into the Architecture master track by integrating spatial design, cultural context, and structural adaptability. It combines theoretical and practical research to create a design solution that responds to societal demands for flexibility and inclusivity while maintaining a strong architectural identity.

The project addresses key issues in contemporary museum design, such as the balance between functionality and artistic integrity as well as preservation and sustainable reuse of existing structures for future museums.

2. Relevance in a larger framework:

Socially, the project tackles the growing demand for inclusivity and accessibility within the traditionally exclusive realm of high-end luxury fashion. By proposing a museum that invites broader audiences and integrates art-making processes into its design, the project bridges the gap between exclusivity and engagement, offering a new way for audiences to interact with both fashion and art.

Scientifically, the project contributes to architectural research by exploring how adaptable spaces can accommodate varied temporary uses while maintaining their architectural identity.

Professionally, the project contributes to the discourse on designing for temporality and adaptability, which is increasingly relevant in cities like Milan. The proposal demonstrates how historical and contemporary elements can coexist within a single architectural framework, offering insights for future museum designs that must balance preservation with innovation.

In conclusion, this project not only redefines the intersection of fashion, art, and architecture but also provides a model for future developments where inclusivity, adaptability, and the careful balance of history and innovation are key to creating spaces that resonate with diverse audiences.