



COMPLEX PROJECTS **BEYOND THE WHITE CUBE**

Redefining the White Cube museum in this Digital Age

Floris Boerma

07/01/2024

Introduction

Concept

Design

Conclusion

Introduction

THE WHITE CUBE



Introduction | White Cube

CHARACTERISTICS



Introduction | White Cube

CHARACTERISTICS



Introduction | White Cube

CHARACTERISTICS



WHITE CUBE PRINCIPLES



INNOVATIVE



MOMA



Introduction | White Cube
TATE MODERN

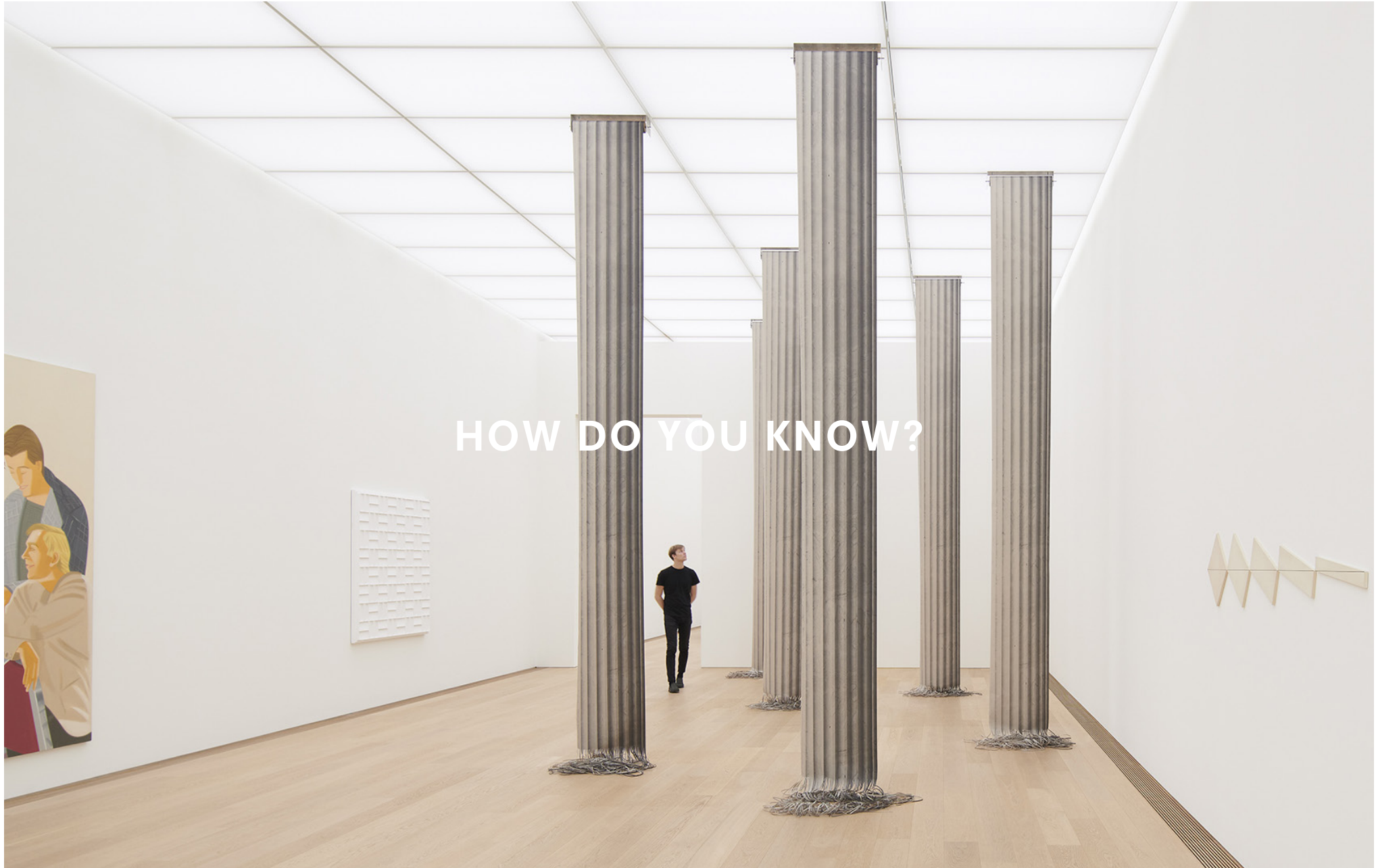


Introduction | White Cube

VOORLINDEN



Introduction | White Cube
VOORLINDEN?



Introduction | Experience

WHITE WALLS



Introduction | Experience

SAME ARTISTS



Introduction | Experience

SAME EXPERIENCE



LOOKING



Introduction | Experience

DESCRIPTION



PHOTO



AUDIO



Introduction | Experience

30 SECONDS



Introduction | Experience

FOLLOWING ALONG



Introduction | Experience

SHOP



Introduction | Experience

CAFÉ

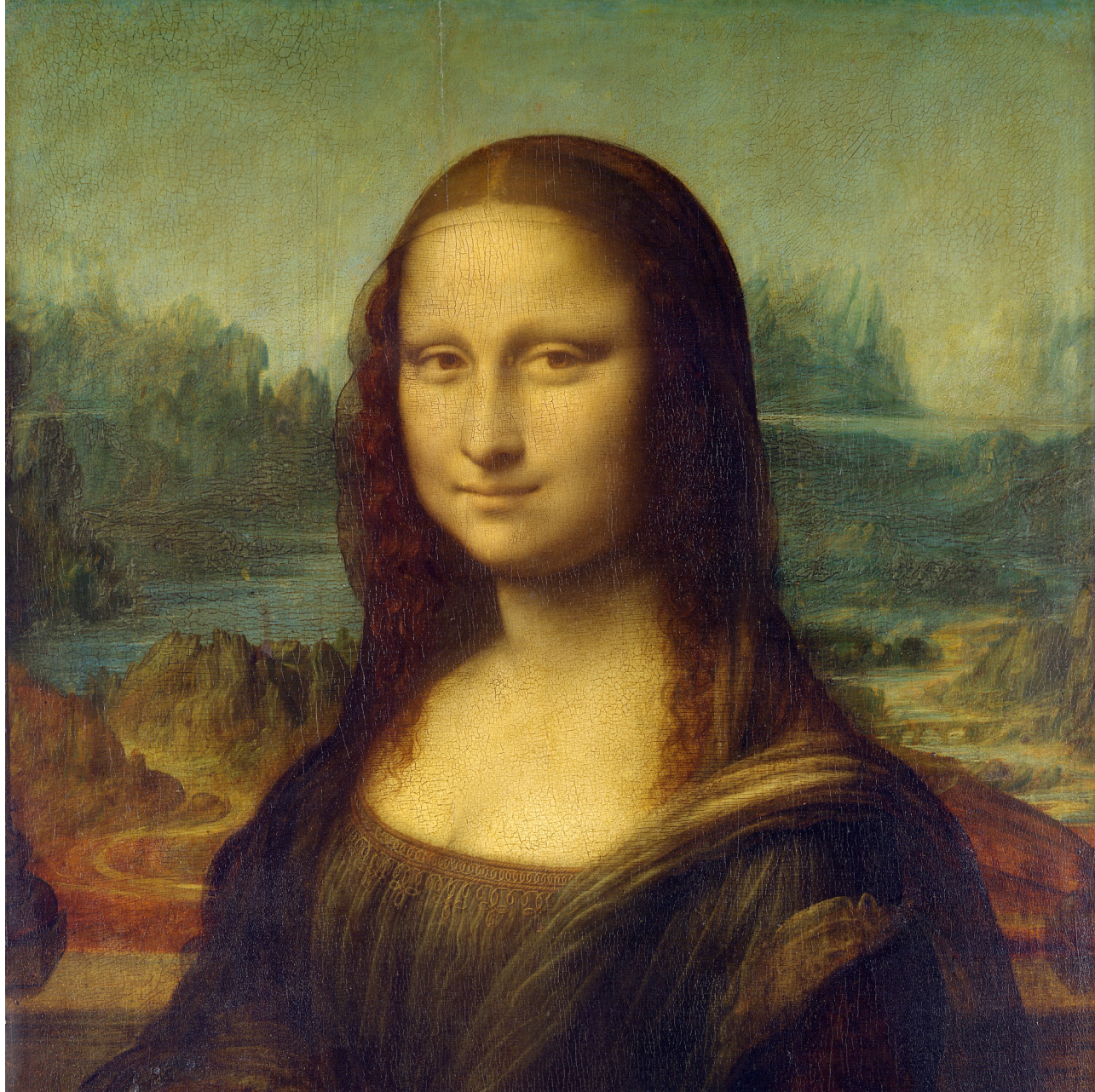


CONCLUSION

**PASSIVE
INDIVIDUALISTIC**

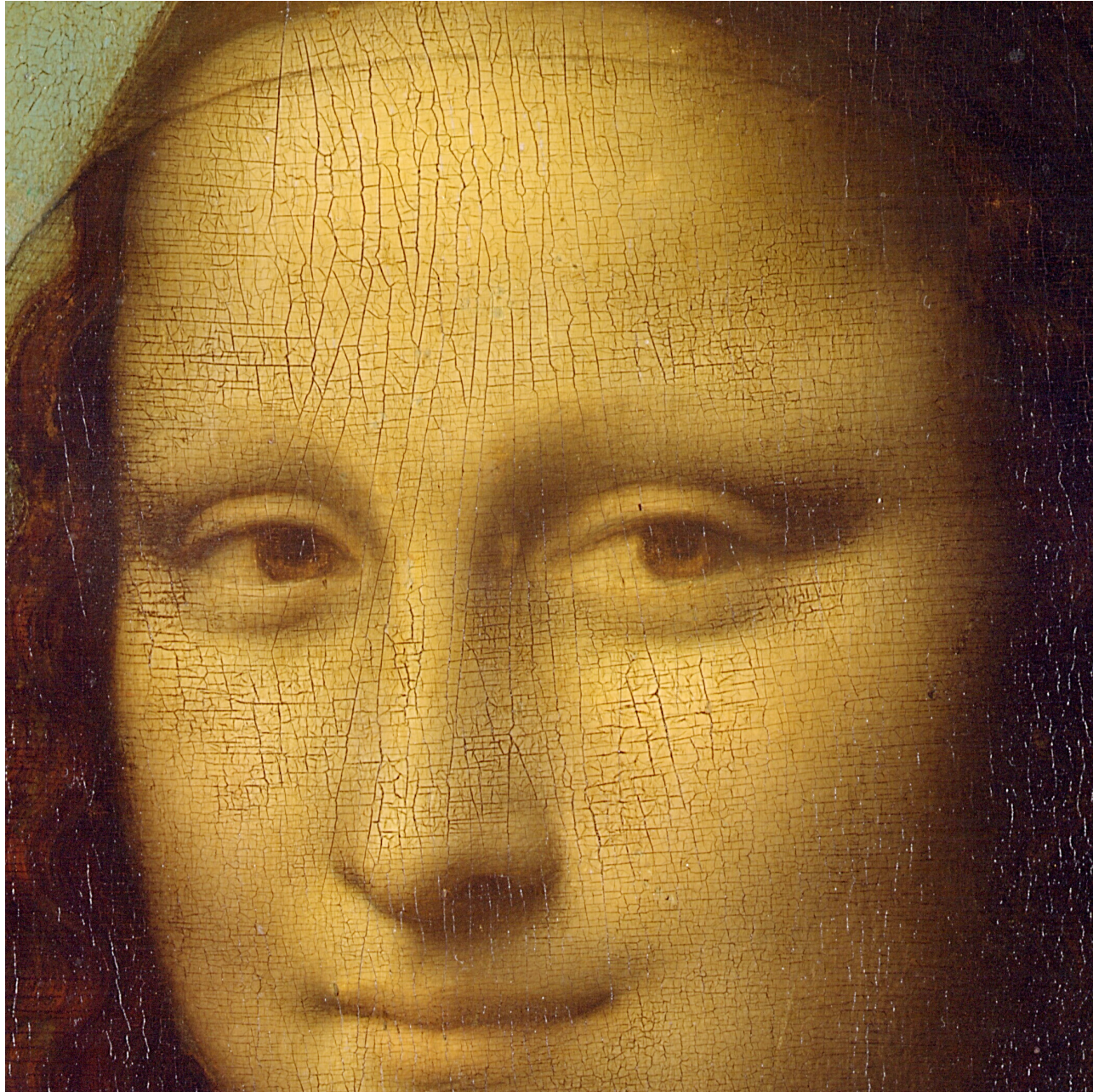
Introduction | Experience

DIGITAL AGE



Introduction | Experience

ONLINE



REALITY



QUESTION

**IS THE WHITE CUBE STILL
CONTEMPORARY?**

STATEMENT

NO

MESSAGE



Introduction | Research

NO REACTION



Introduction | Research

CATALYST FOR DIALOGUE



INTERACT AND CONNECT

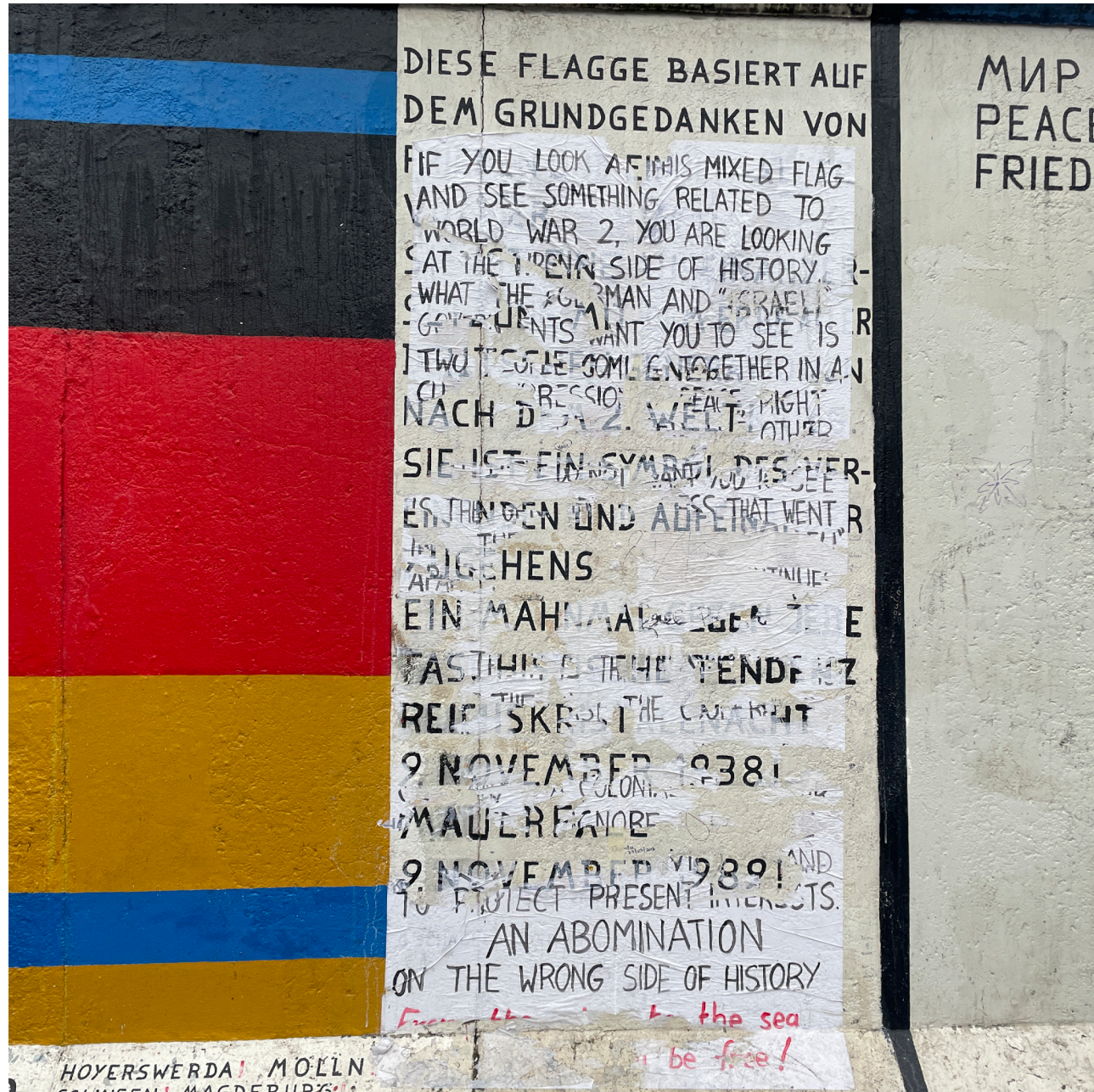


EAST SIDE GALLERY



Introduction | Research

INTERACTION



Introduction | Research Question

RESEARCH QUESTION

HOW TO DESIGN A CONTEMPORARY ART MUSEUM?

Introduction | Research Question

RESEARCH QUESTION

**HOW TO DESIGN A MUSEUM THAT
FOSTERS INTERACTION BETWEEN THE
ART AND VISITORS?**

AMBITION

**CREATING A MUSEUM WHERE THERE
IS INTERACTION AND CONNECTION
BETWEEN THE ART AND VISITORS**

Introduction

Concept

Design

Conclusion

Concept

NOT ANOTHER WHITE CUBE



Concept | Main Concepts

MAIN CONCEPT

BUILDING AS A CANVAS
ART + SOCIAL
INTERACTION AND CONNECTION

Concept | Building as a canvas

WHITE CUBE



Concept | Building as a canvas

CANVAS



Concept | Building as a canvas

WHITE CUBE TO CANVAS

NEUTRAL

SPECIFIC

Concept | Building as a canvas

WHITE CUBE TO CANVAS

FLEXIBLE

ACCOMODATING

Concept | Building as a canvas

WHITE CUBE TO CANVAS

DECONTEXTUALIZED

CONTEXTUALIZED

Concept | Building as a canvas

WHITE CUBE TO CANVAS

NEUTRAL

FLEXIBLE

DECONTEXTUALIZED

SPECIFIC

ACCOMODATING

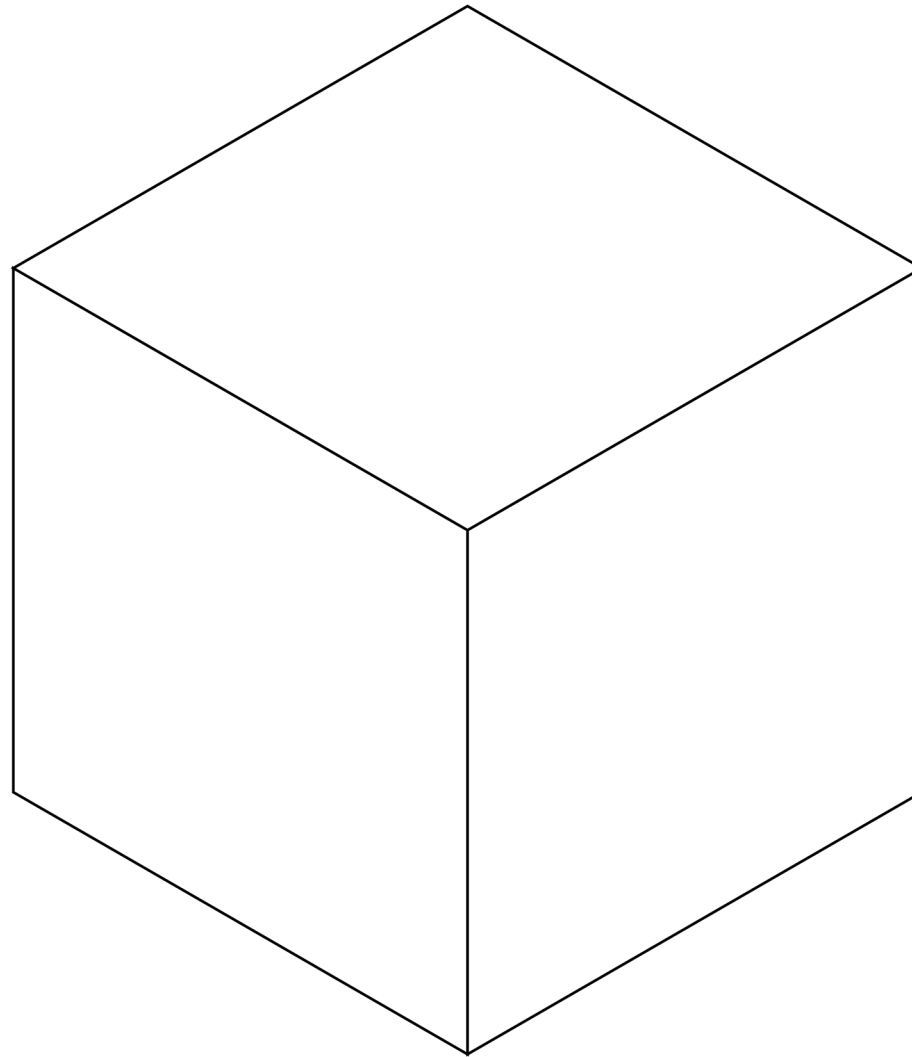
CONTEXTUALIZED

Concept | Building as a canvas | Specific

NEUTRAL TO SPECIFIC

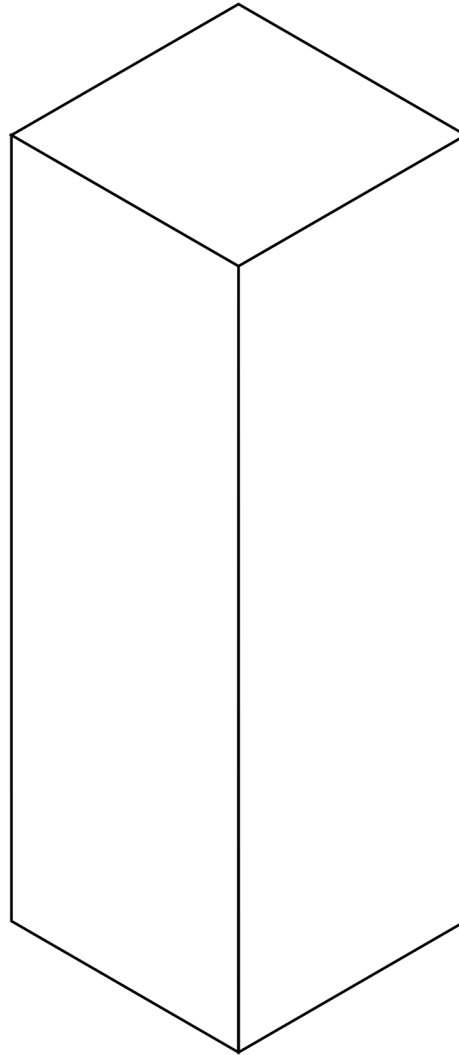
**WITHOUT IDENTITY
OWN QUALITY AND CHARACTERISTICS**

CUBE



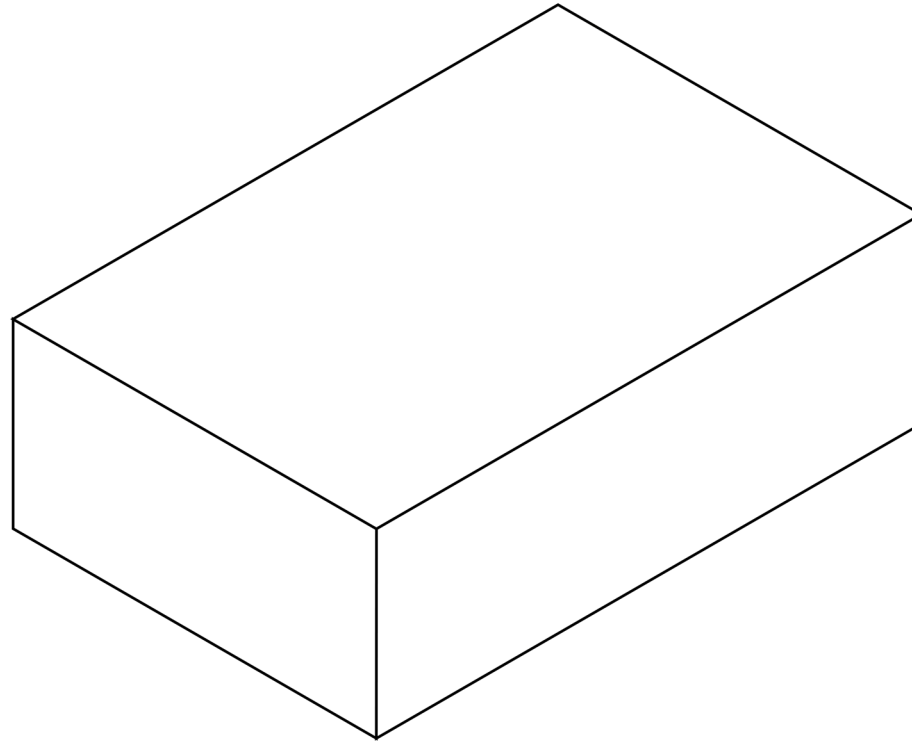
1 : 1 : 1

TOWER



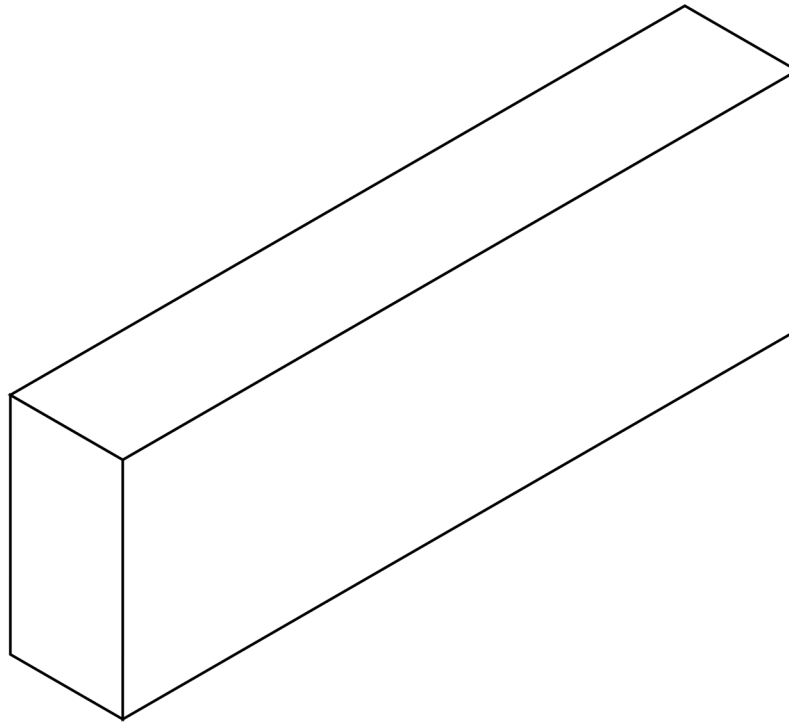
1 : 1 : 3

HALL



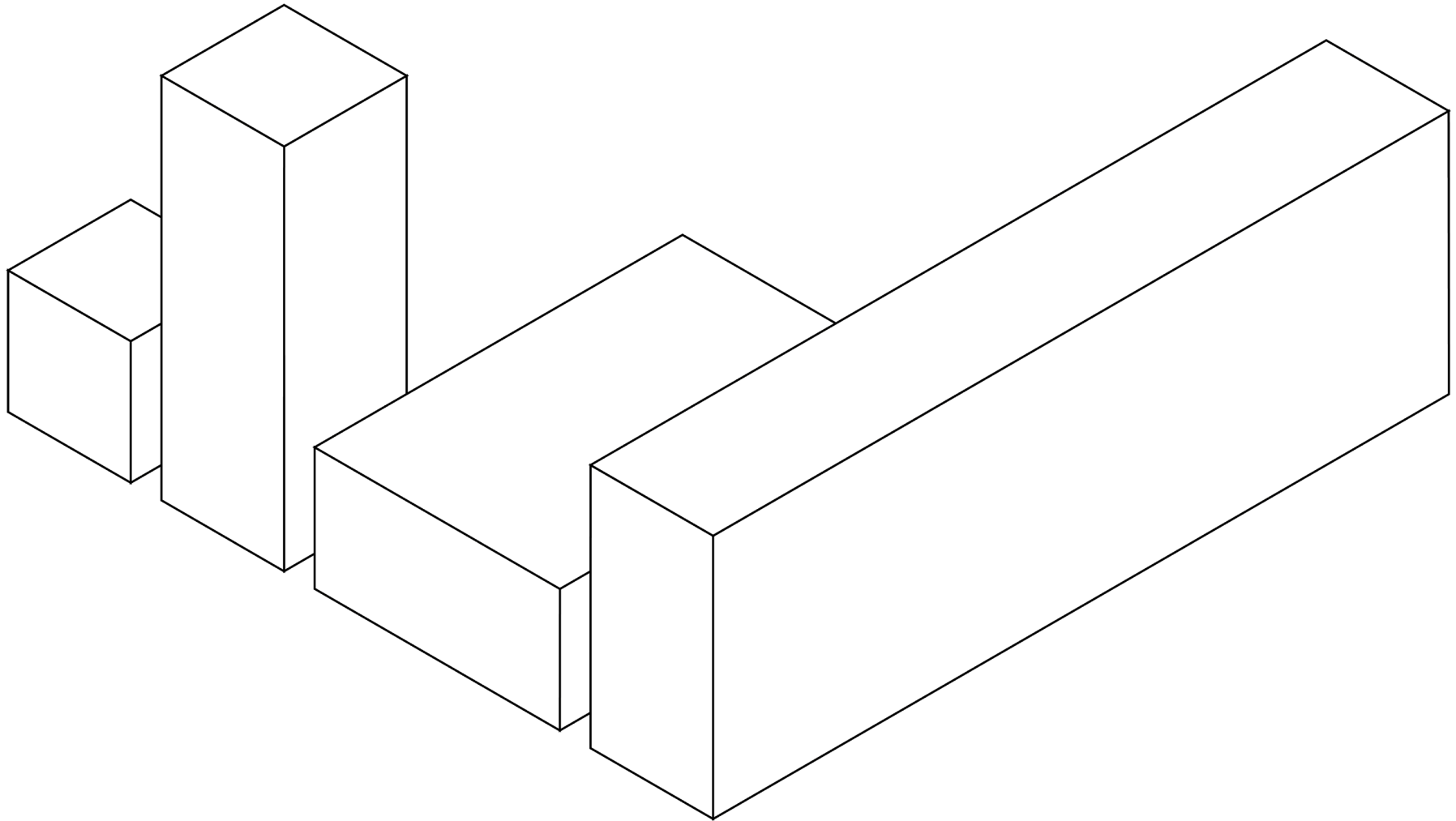
2 : 3 : 1

GALLERY



1 : 6 : 2

SHAPE CATALOGUE



Concept | Building as a canvas

WHITE CUBE TO CANVAS

NEUTRAL

FLEXIBLE

DECONTEXTUALIZED

SPECIFIC

ACCOMODATING

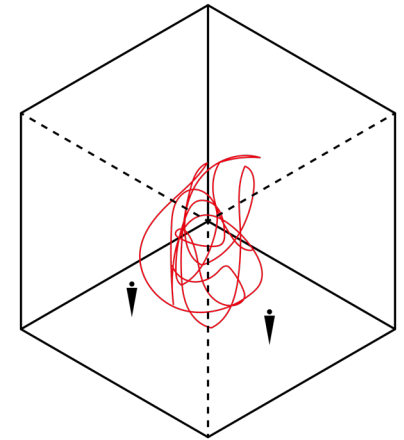
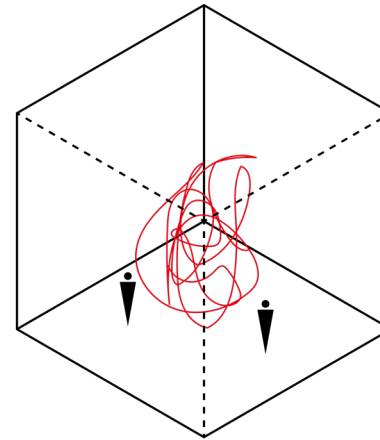
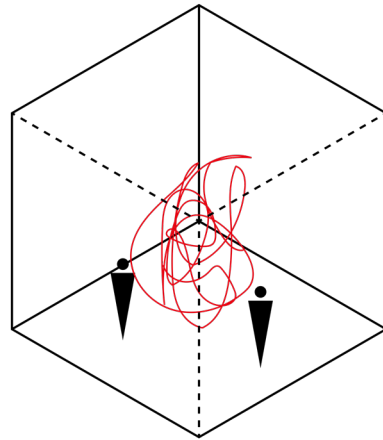
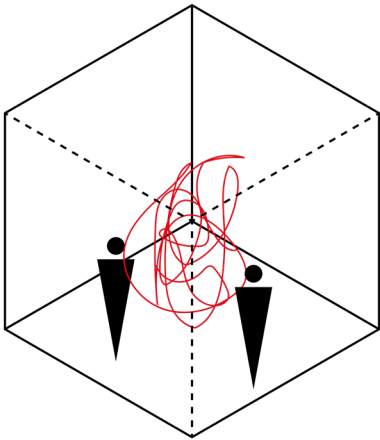
CONTEXTUALIZED

Concept | Building as a canvas | Accomodating

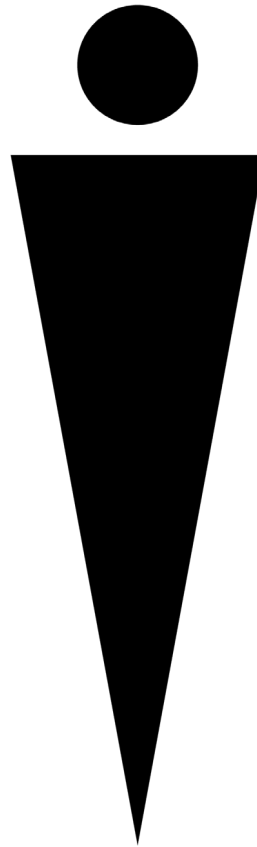
FLEXIBLE TO ACCOMODATING

**SPACE ADAPTING TO ART
ART ADAPTING TO SPACE**

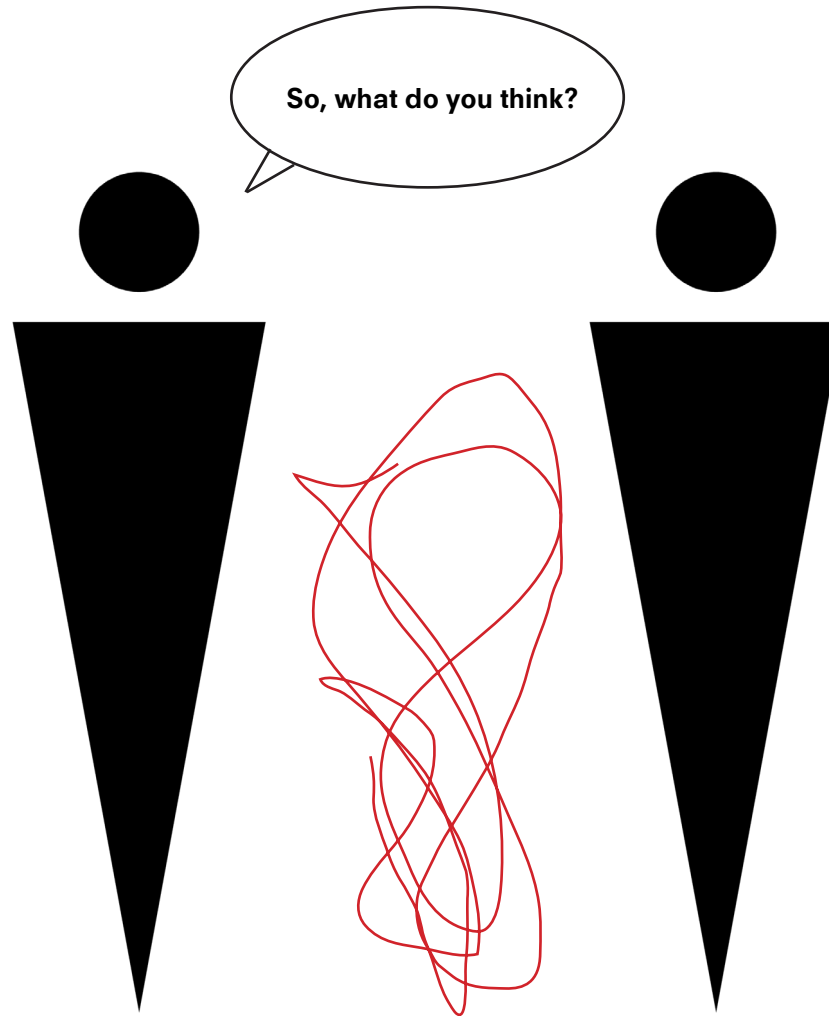
S OR XL?



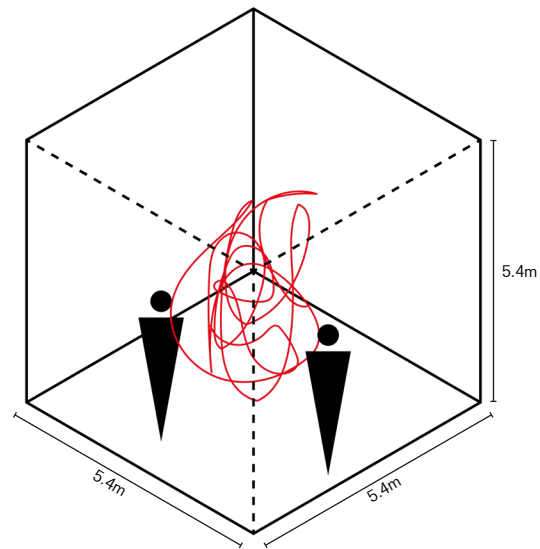
BODY SCALE



DIALOGUE SCALE



XS



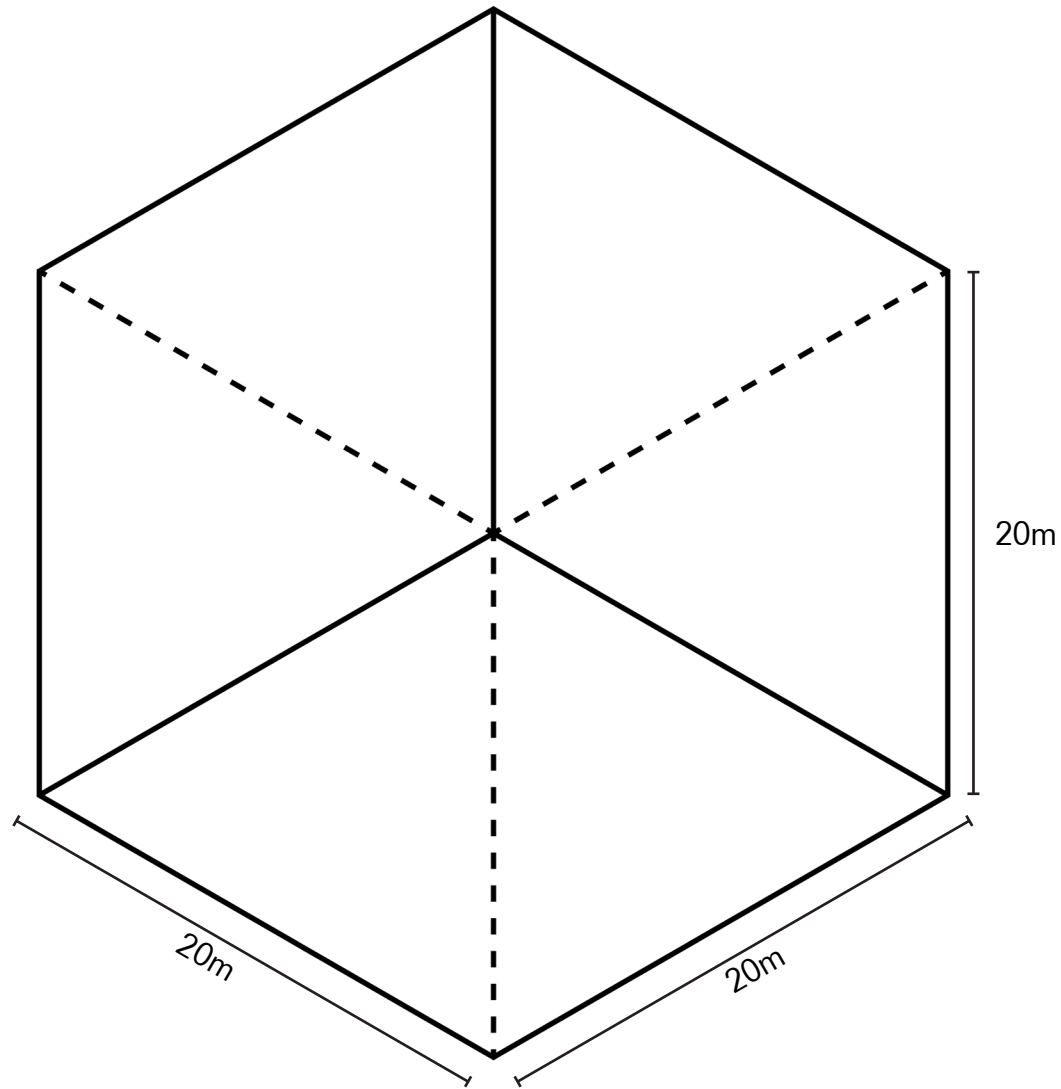
Concept | Building as a canvas | Accomodating

KINDL MUSEUM BERLIN

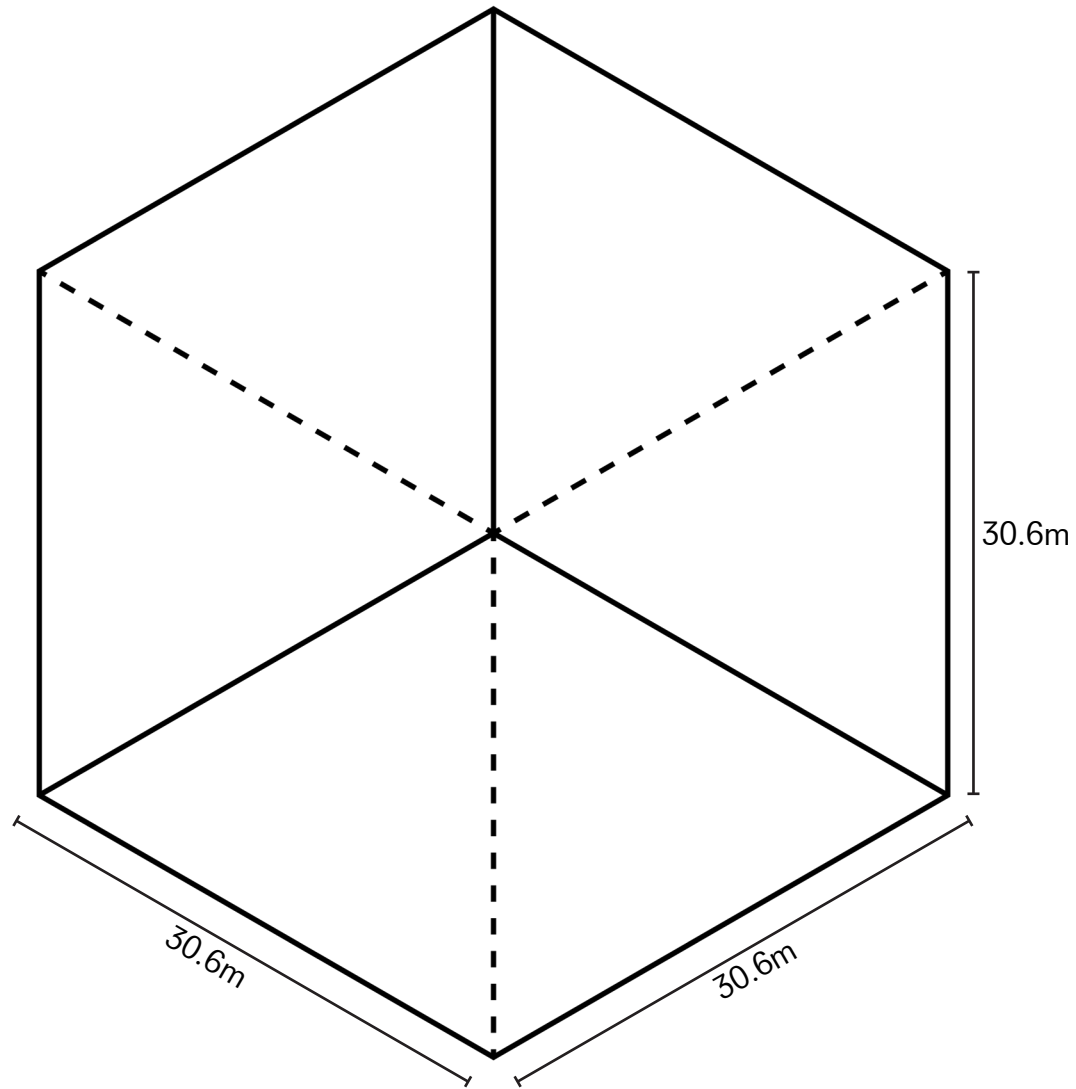


Concept | Building as a canvas | Accomodating

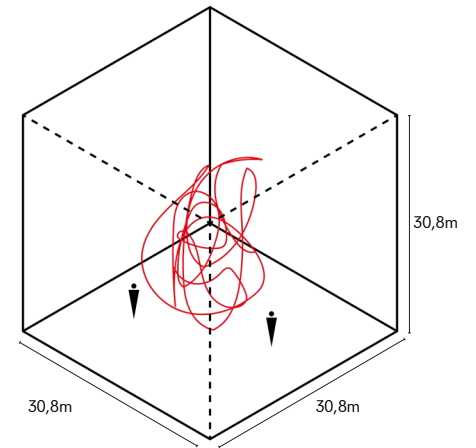
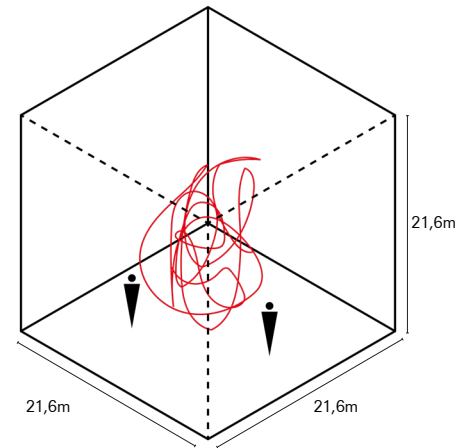
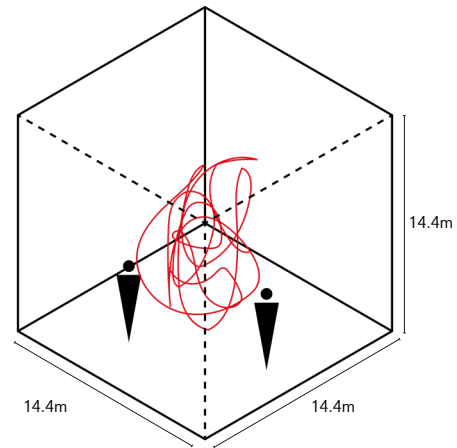
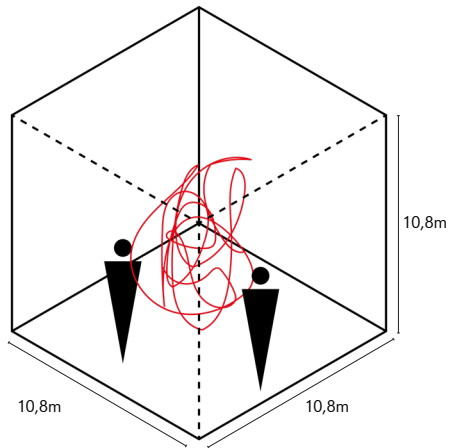
KINDL MUSEUM BERLIN



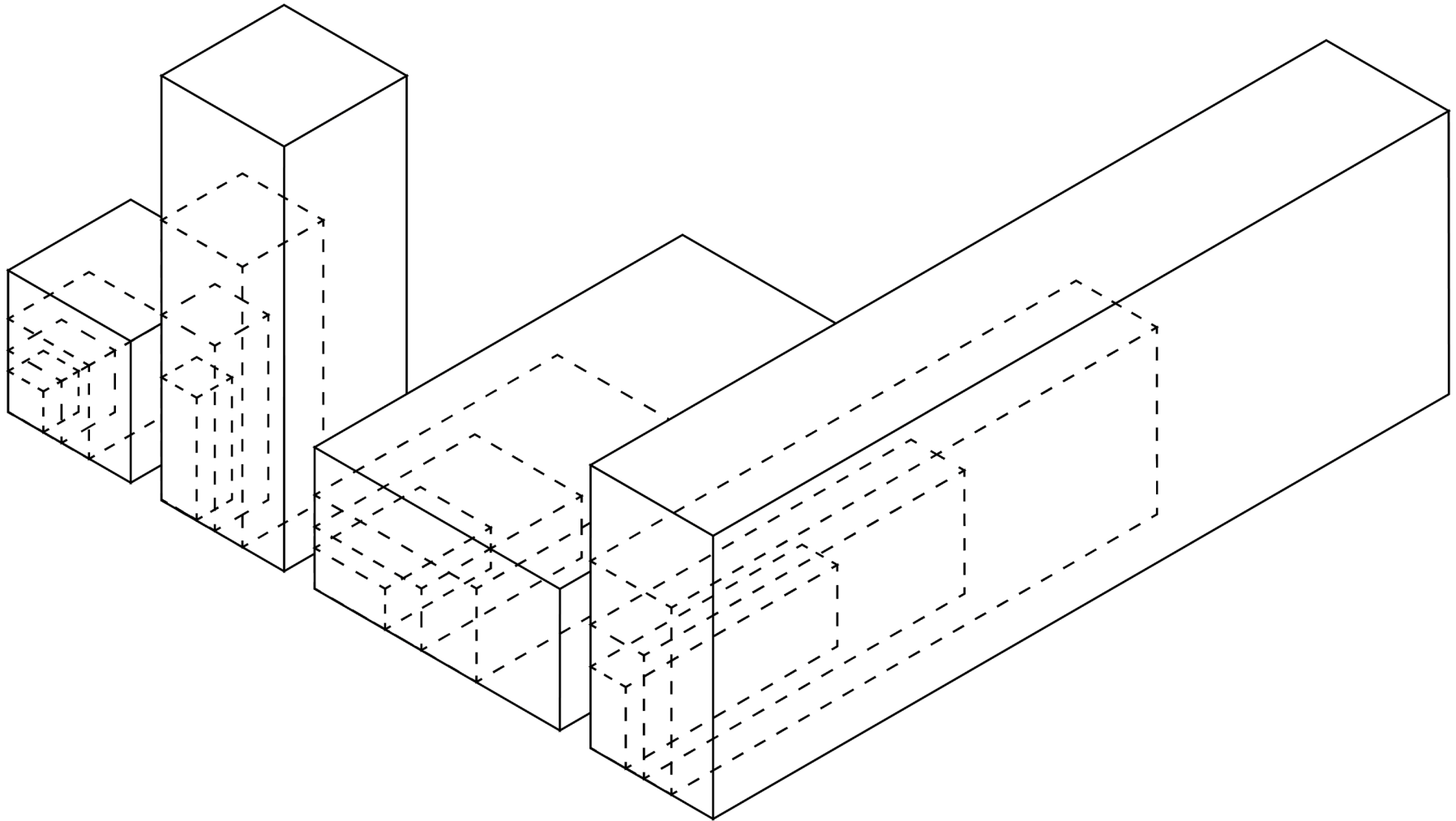
XL



Concept | Building as a canvas | Accomodating
(XS) S M L XL



SIZE CATALOGUE



Concept | Building as a canvas

WHITE CUBE TO CANVAS

**NEUTRAL
FLEXIBLE**

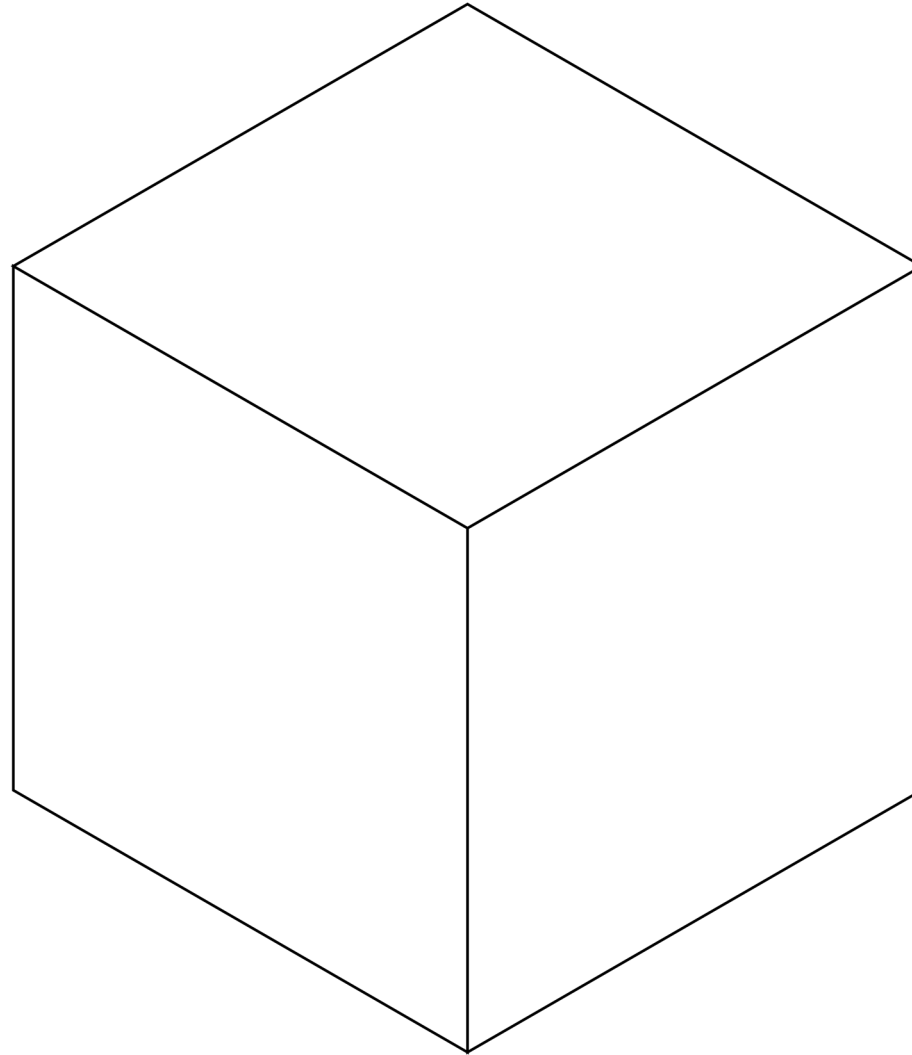
DECONTEXTUALIZED

**SPECIFIC
ACCOMODATING
CONTEXTUALIZED**

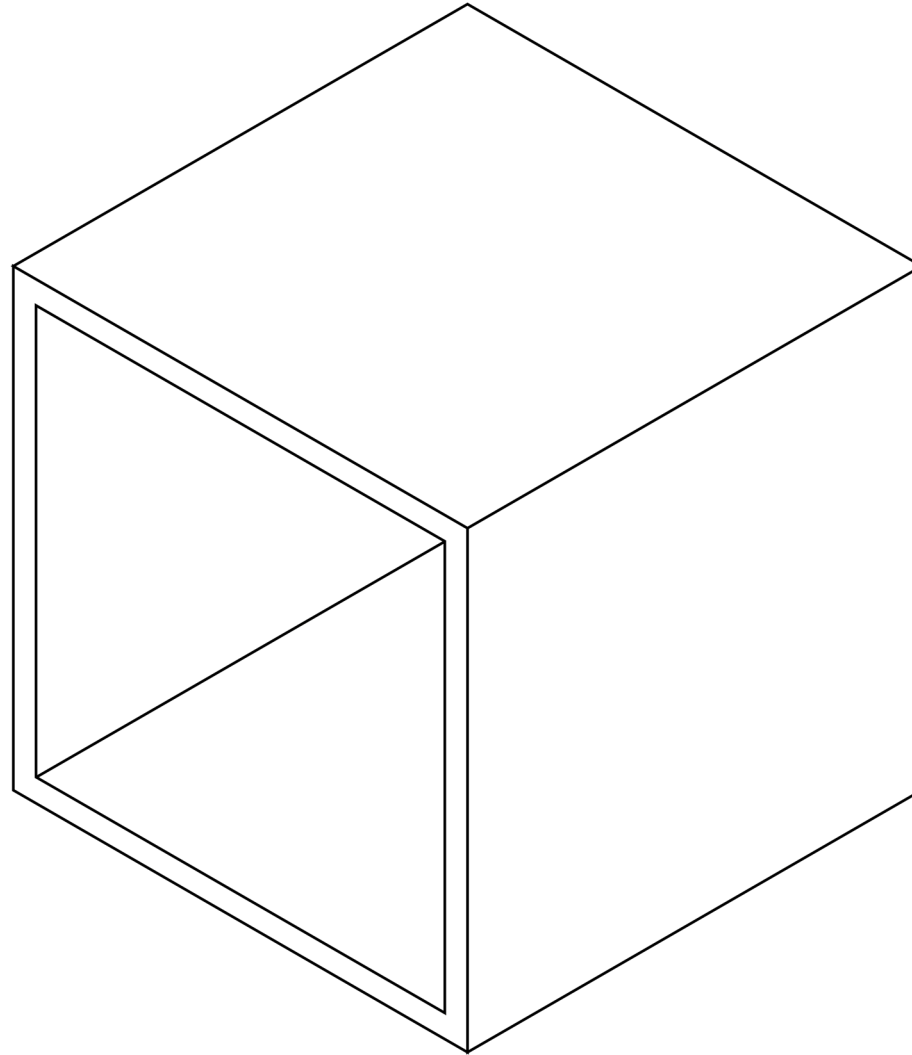
DECONTEXTUALIZED TO CONTEXTUALIZED

**NO CONNECTION TO CONTEXT
CONTEXT AS PART OF THE SPACE**

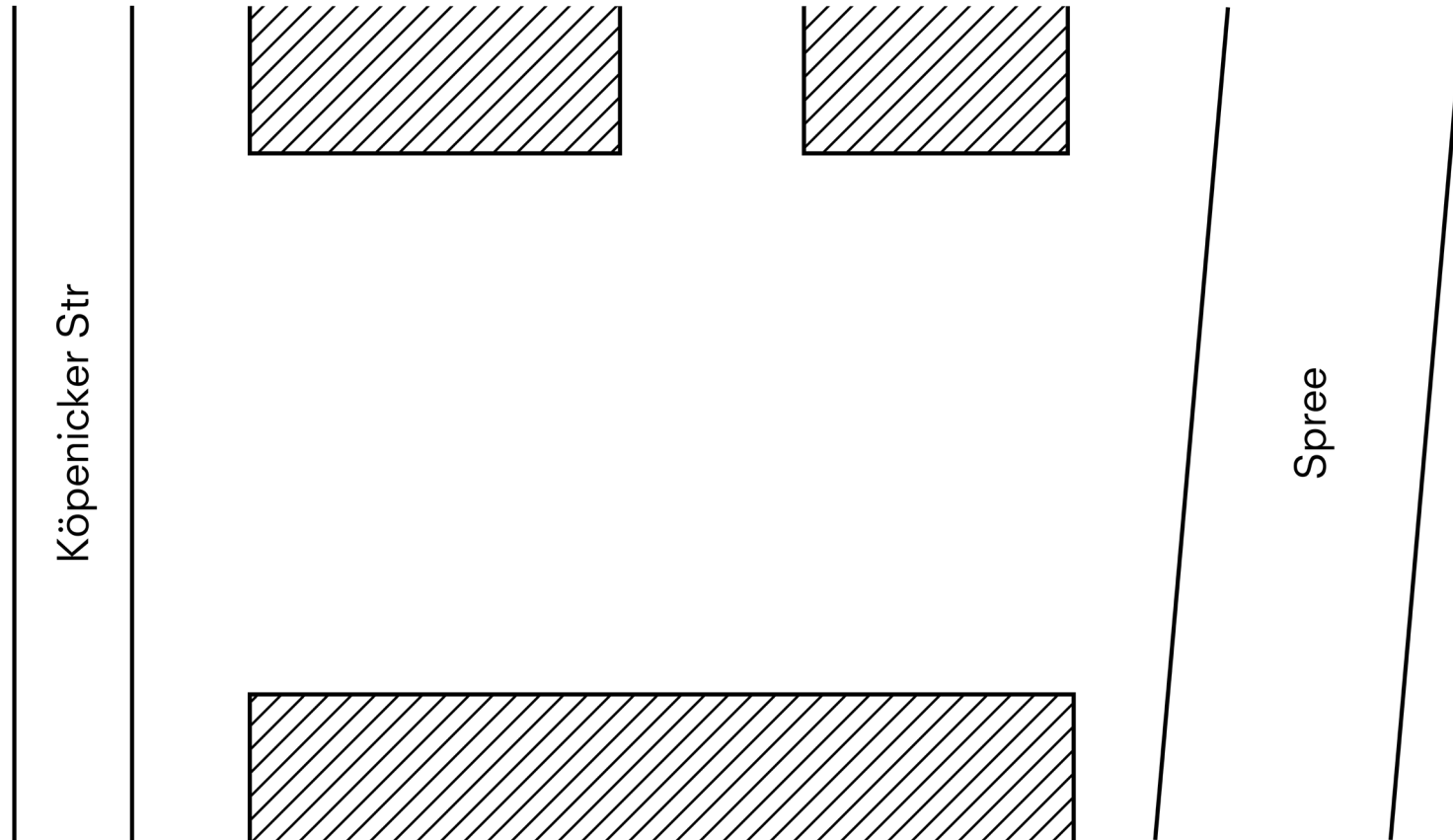
CLOSED



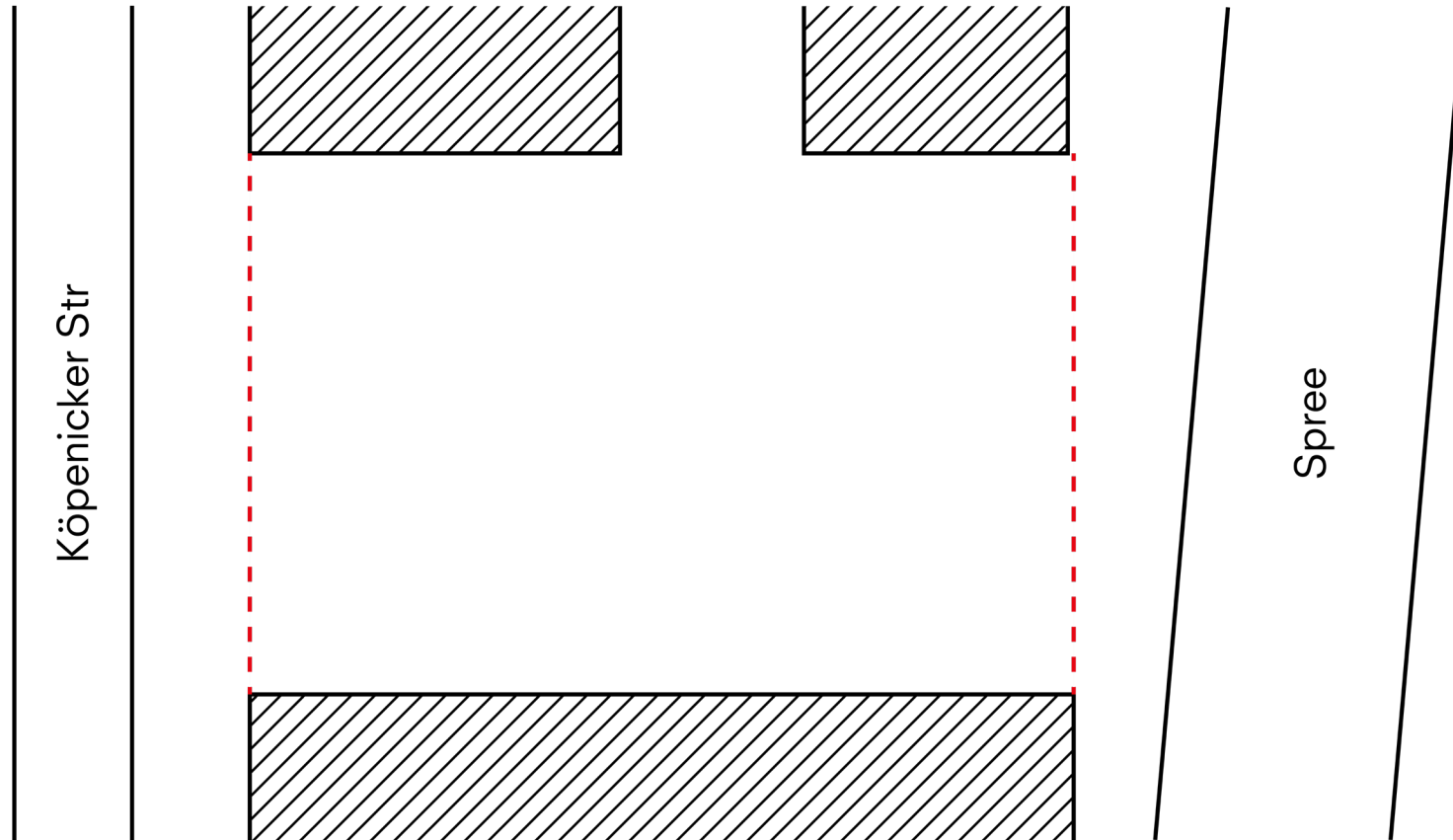
OPEN



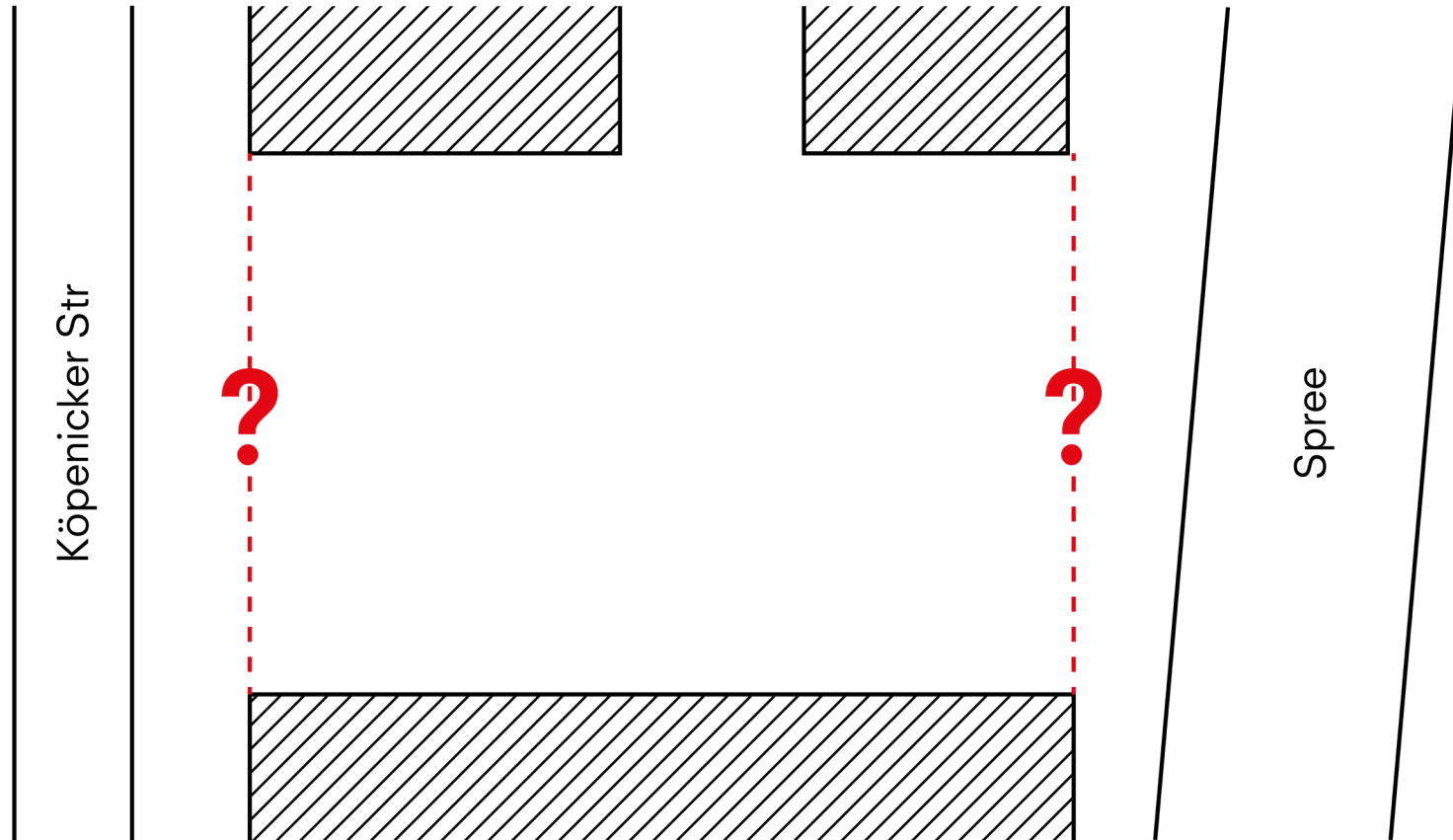
SITE PLAN



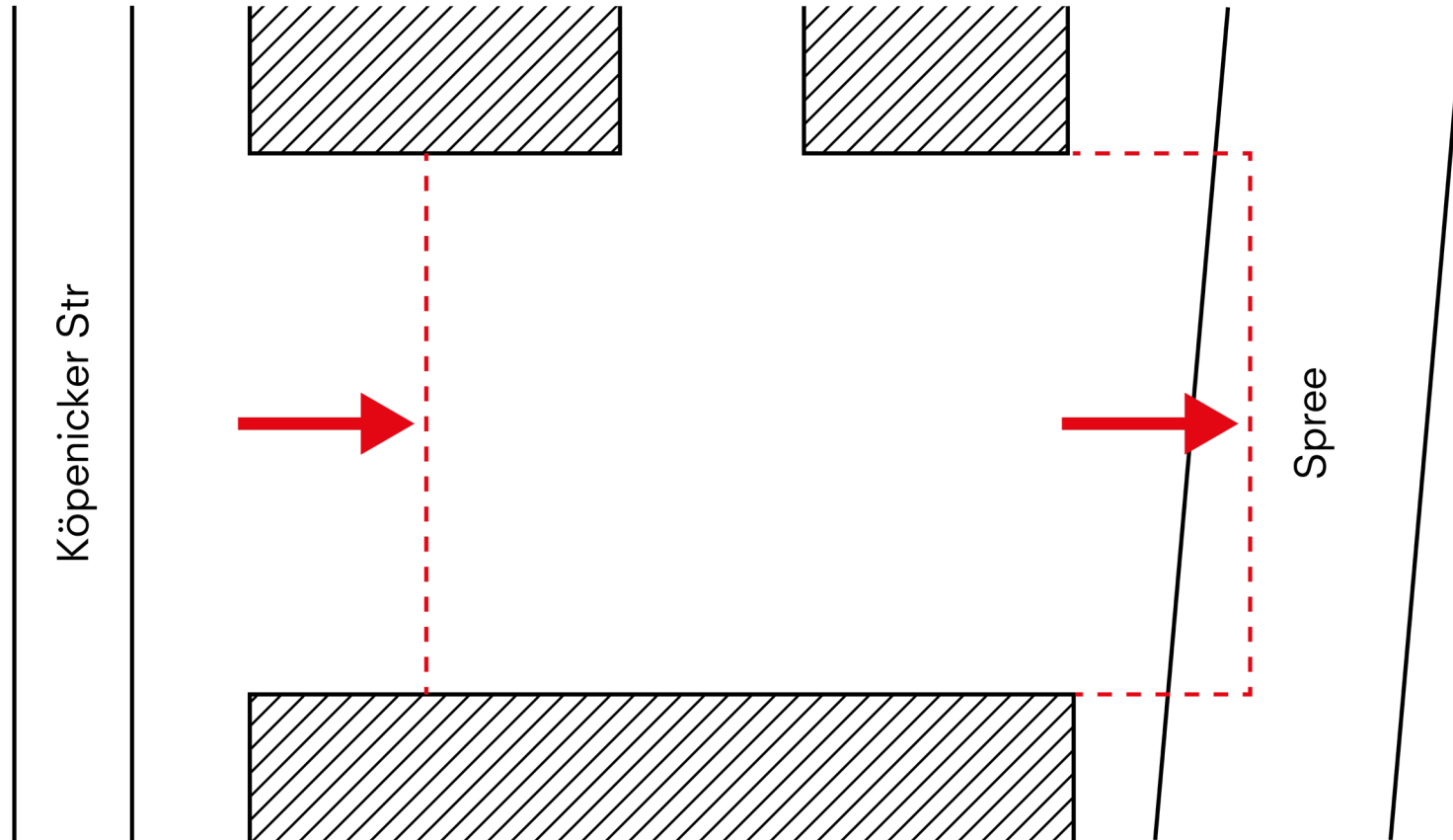
BOUNDARIES



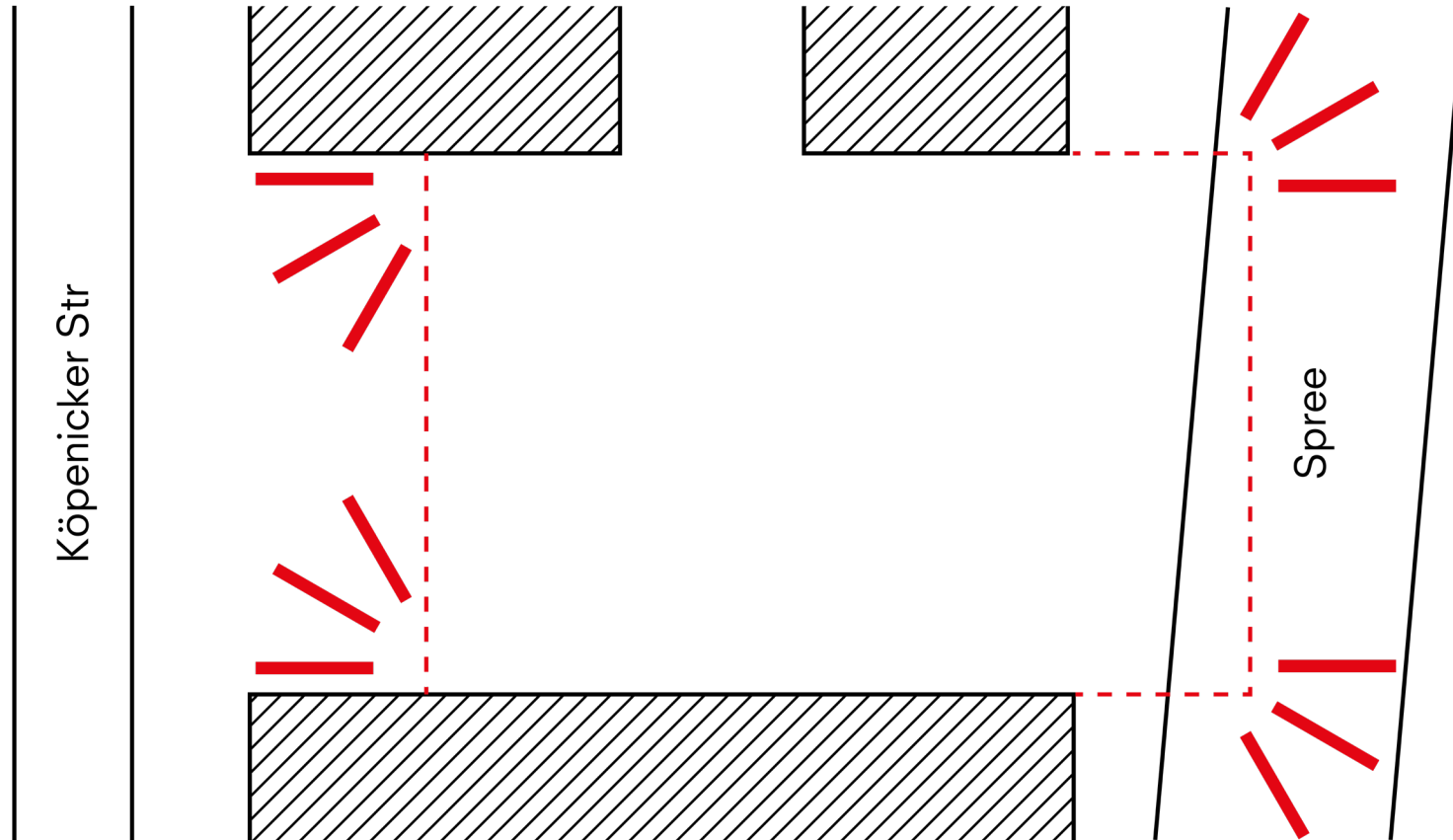
HOW TO REACT?



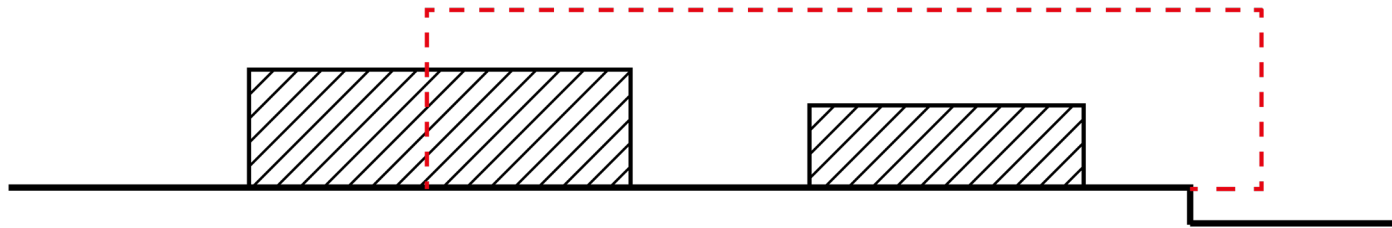
PUSH BACK AND OVER



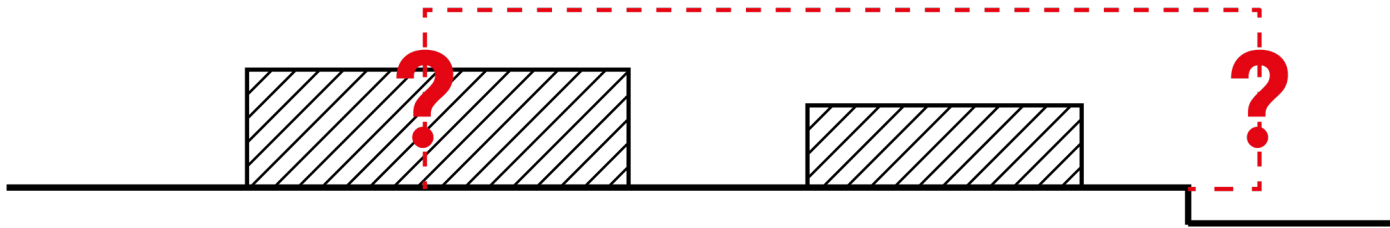
LANDMARK



SITE SECTION

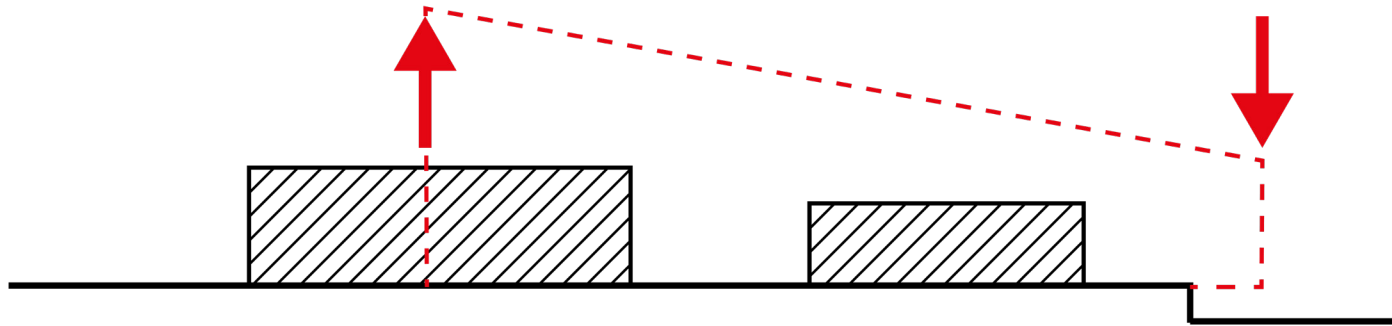


HOW TO REACT?

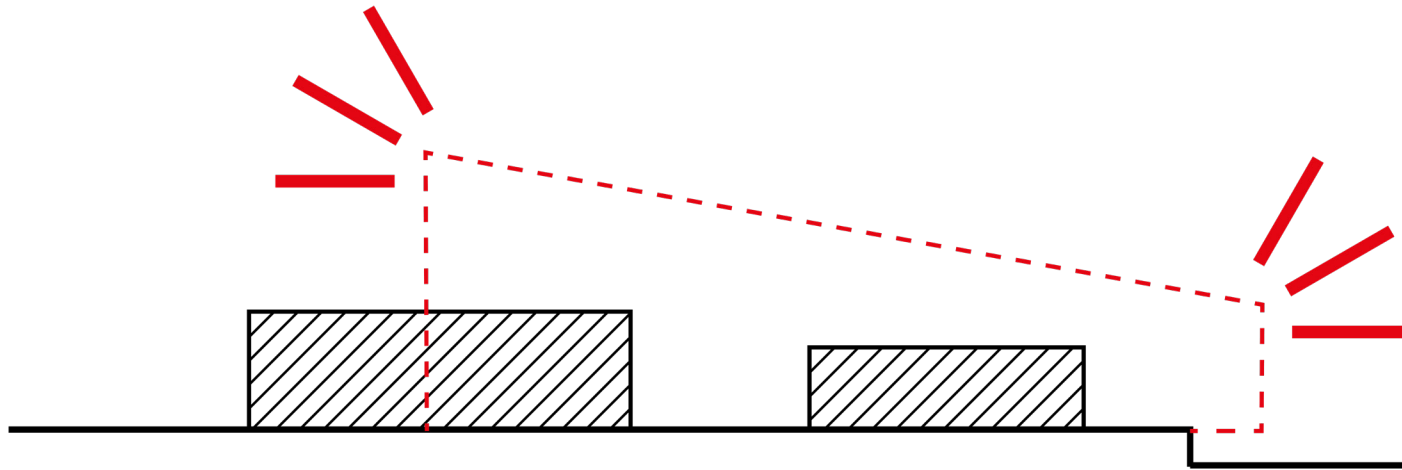


Concept | Building as a canvas | Contextualized

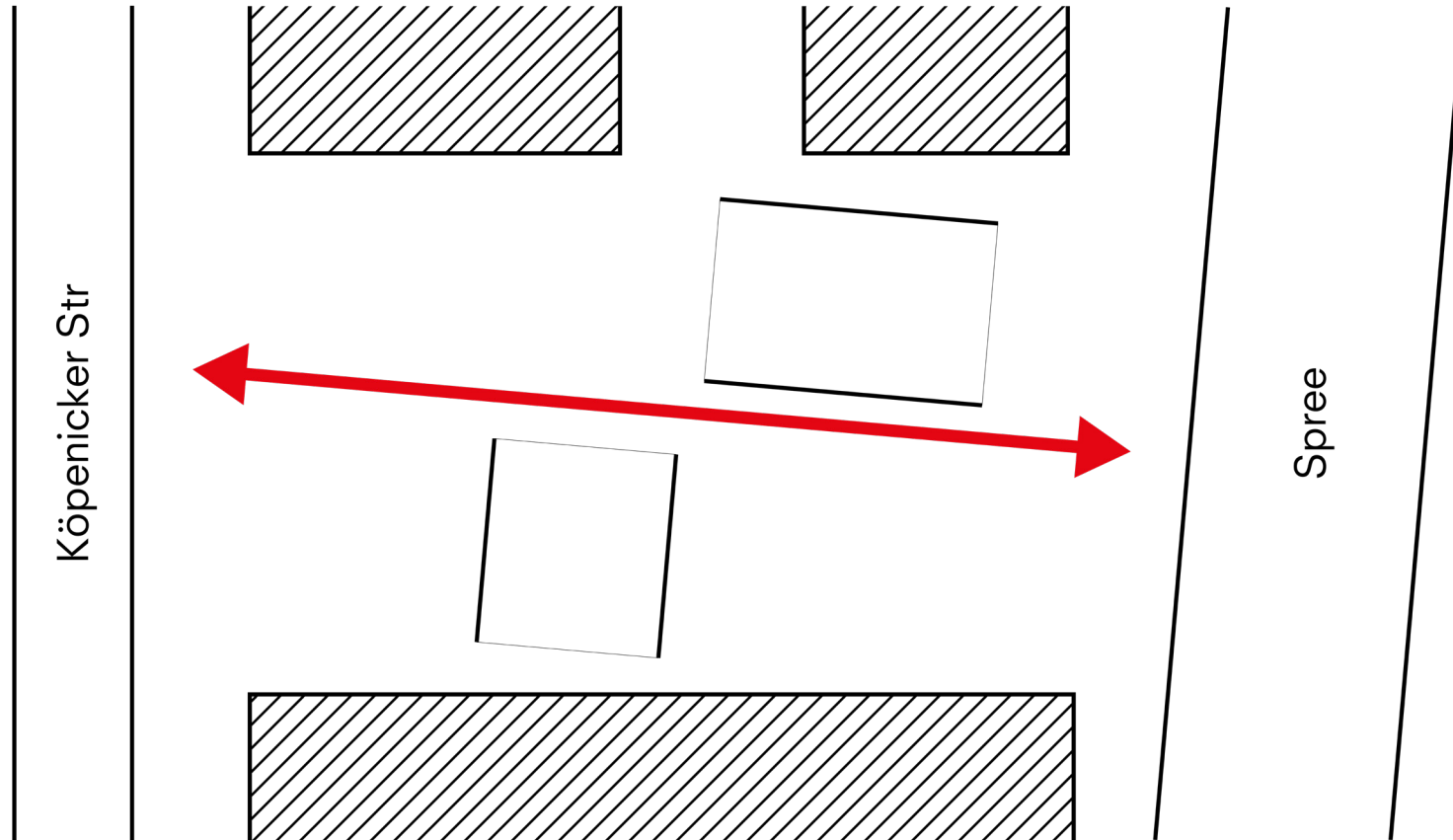
STREET HIGH AND WATER LOW



LANDMARK

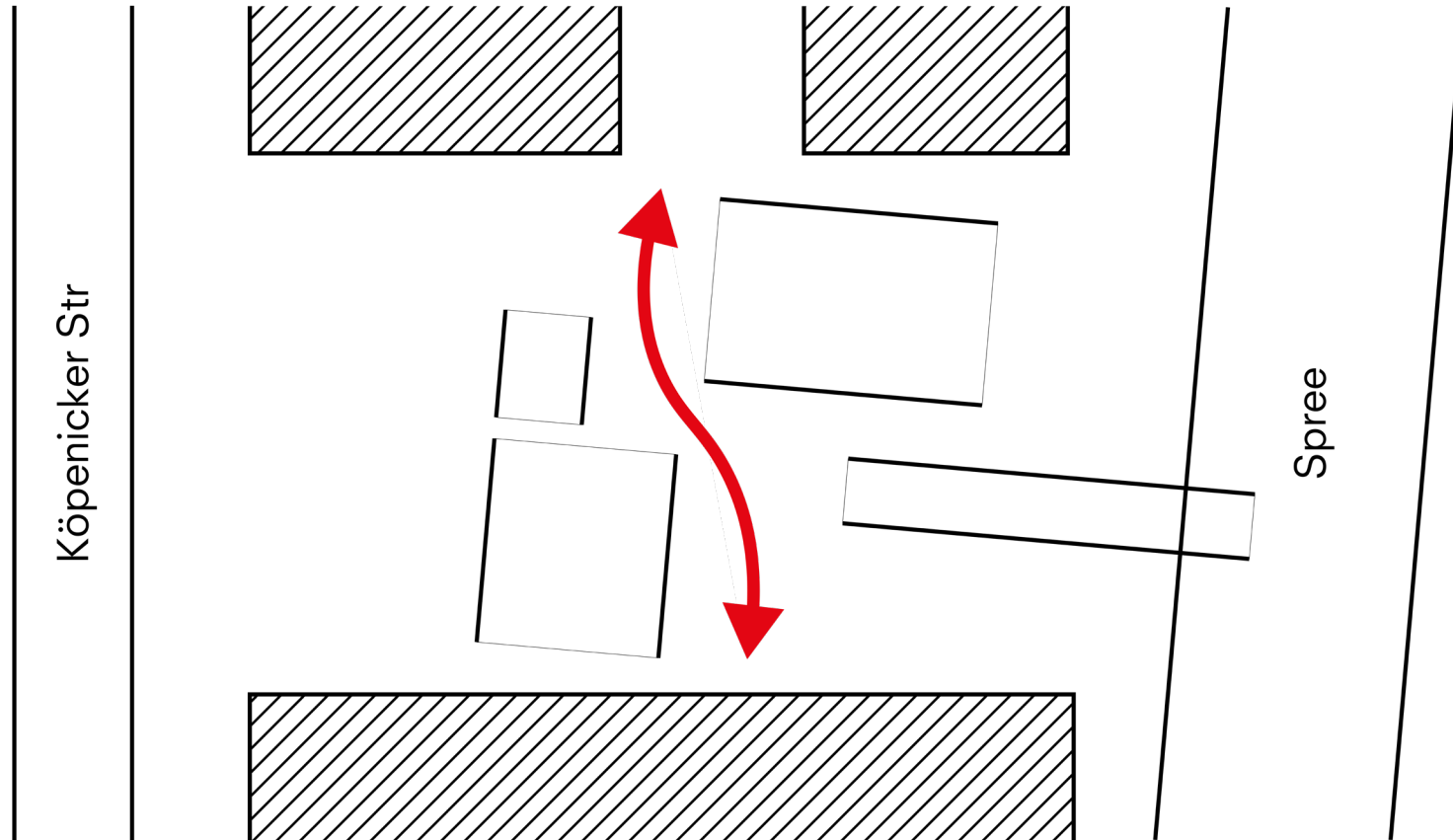


MAIN CONNECTION

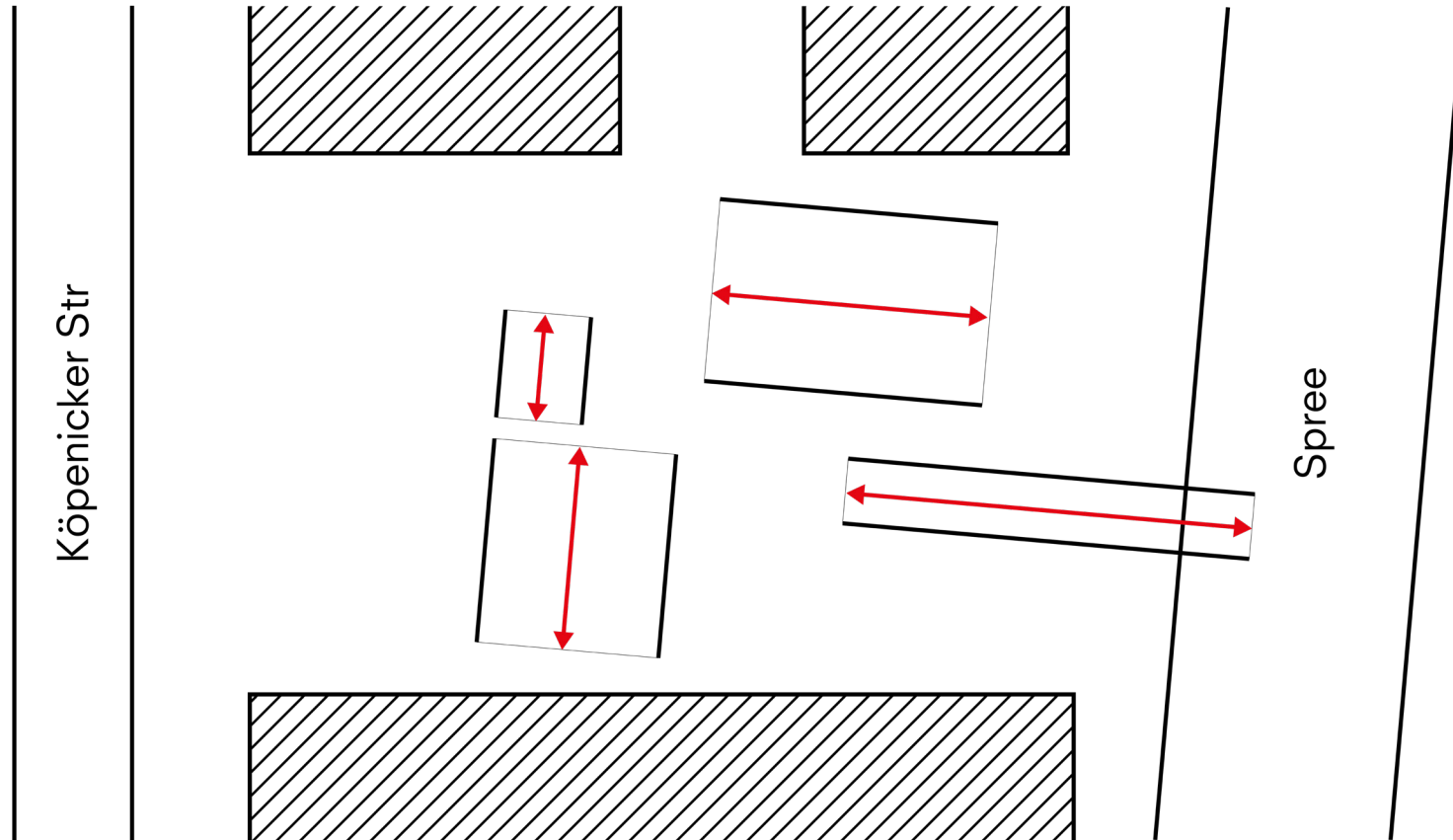


Concept | Building as a canvas | Contextualized

SECONDARY CONNECTION

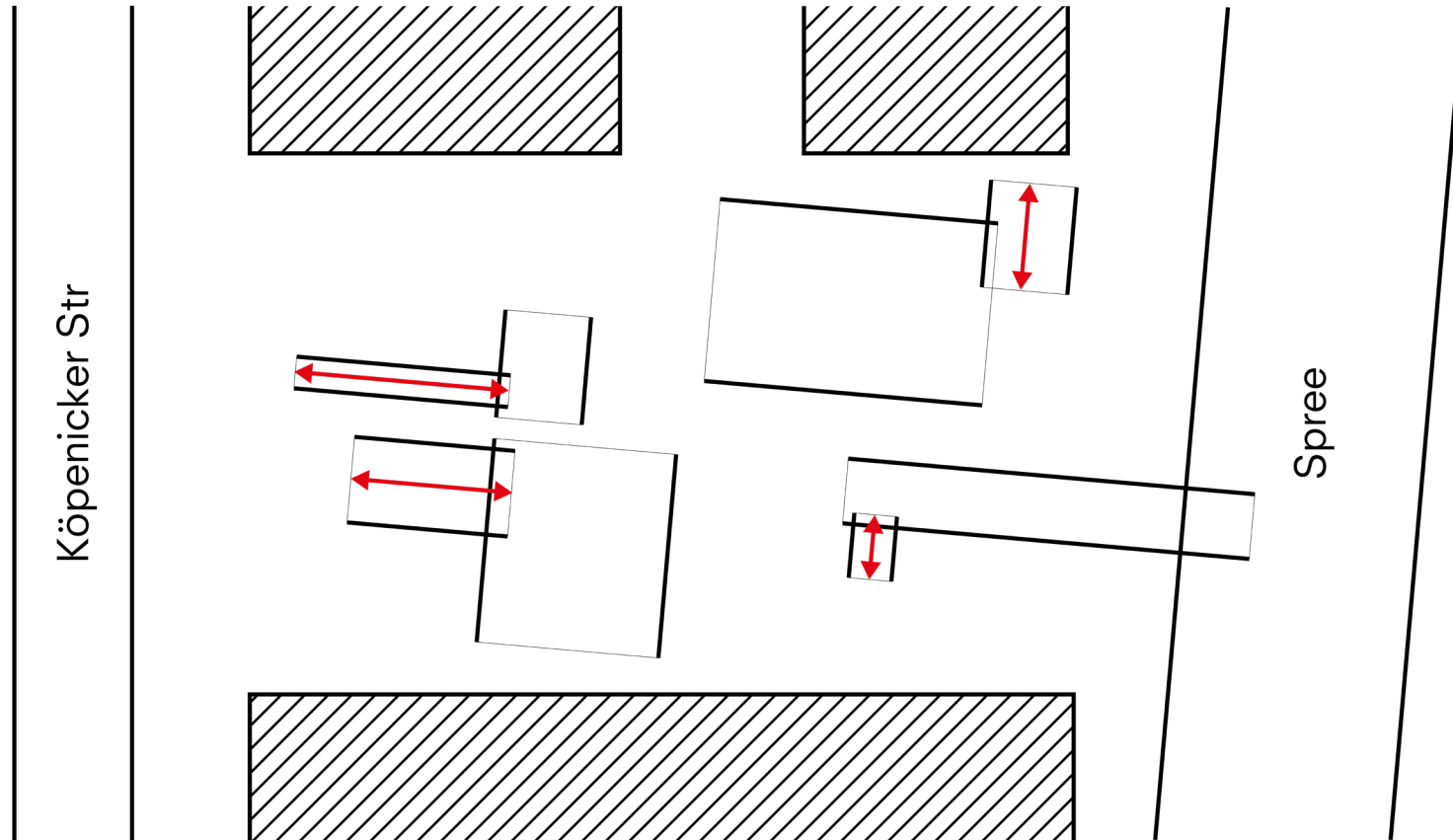


ORIENTATION XL



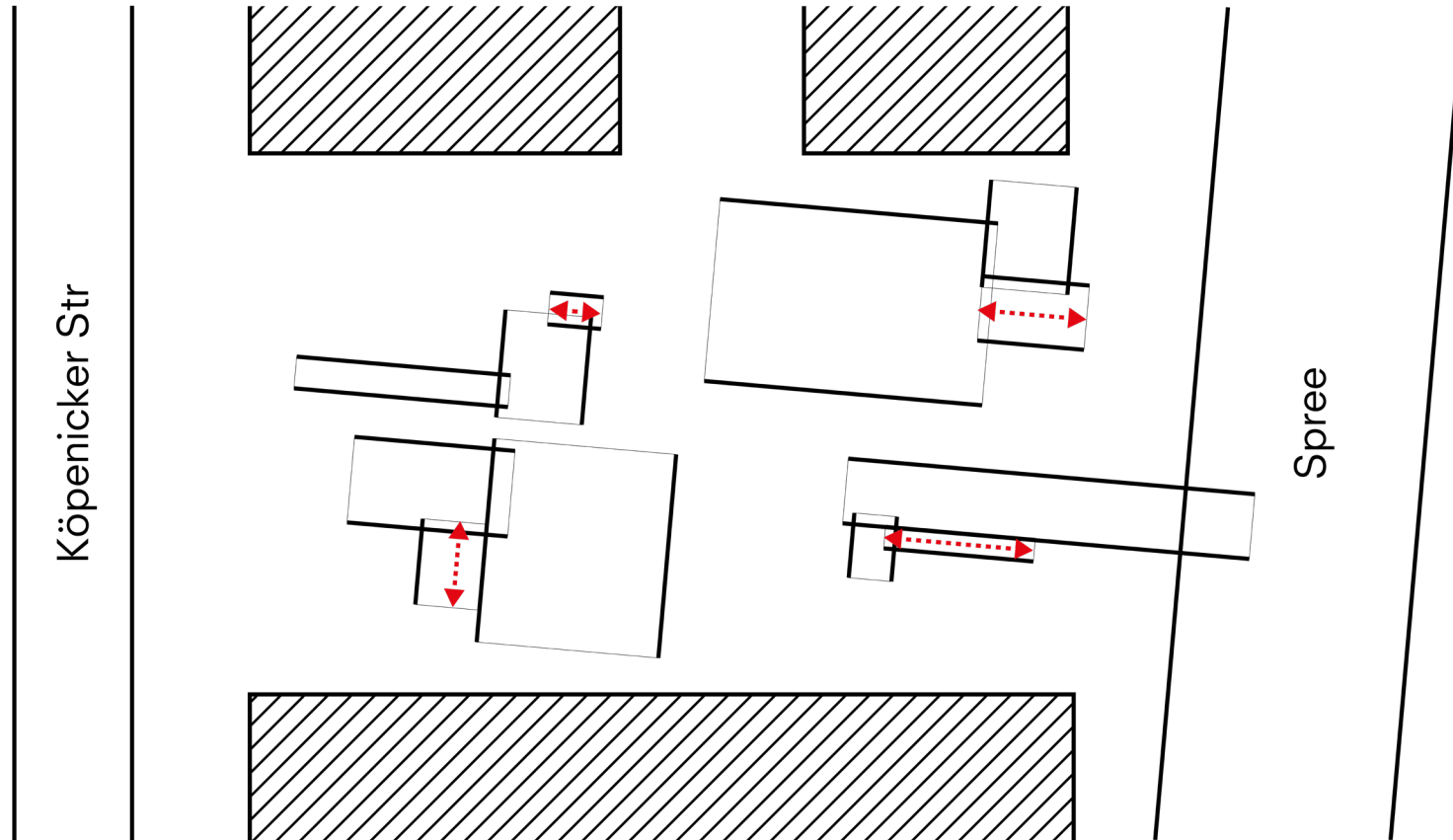
Concept | Building as a canvas | Contextualized

OPPOSITE ORIENTATION M

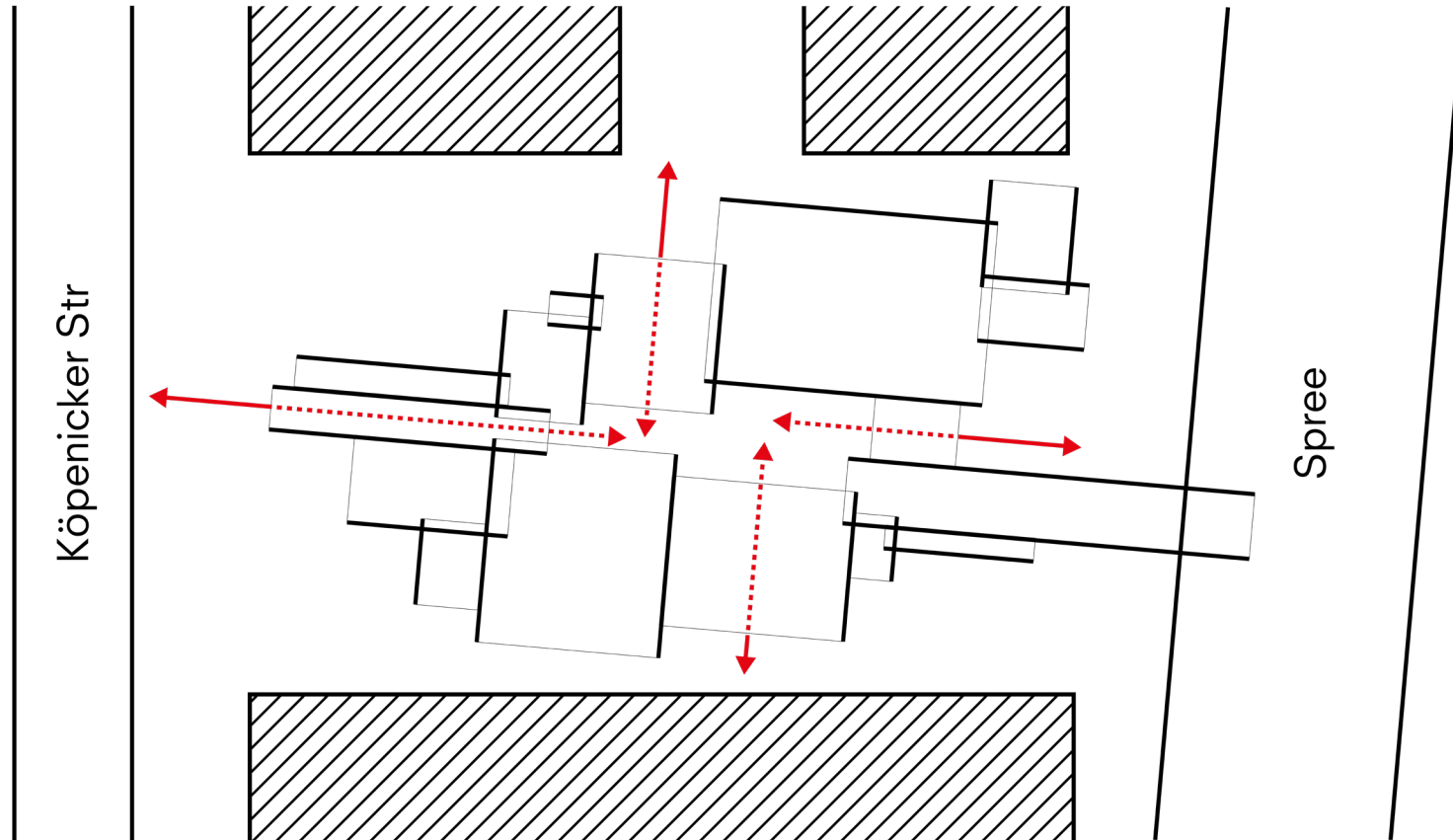


Concept | Building as a canvas | Contextualized

OPPOSITE ORIENTATION S



CONNECTING SPACES L



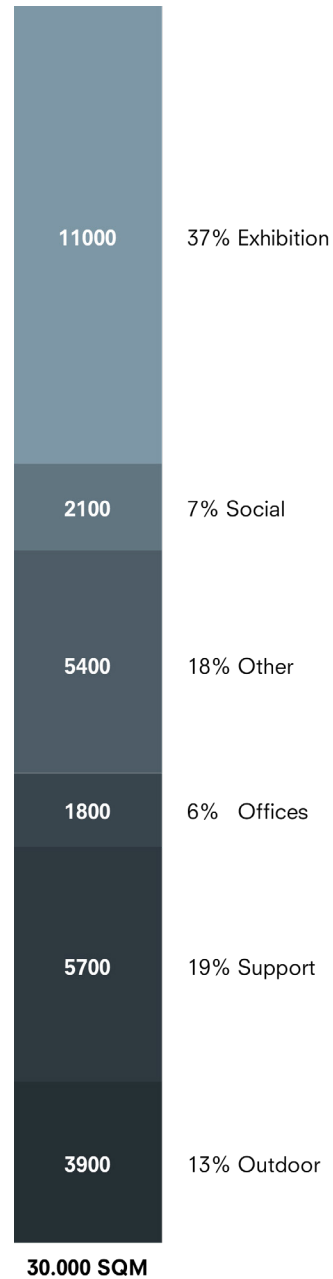
Concept | Main Concepts

MAIN CONCEPT

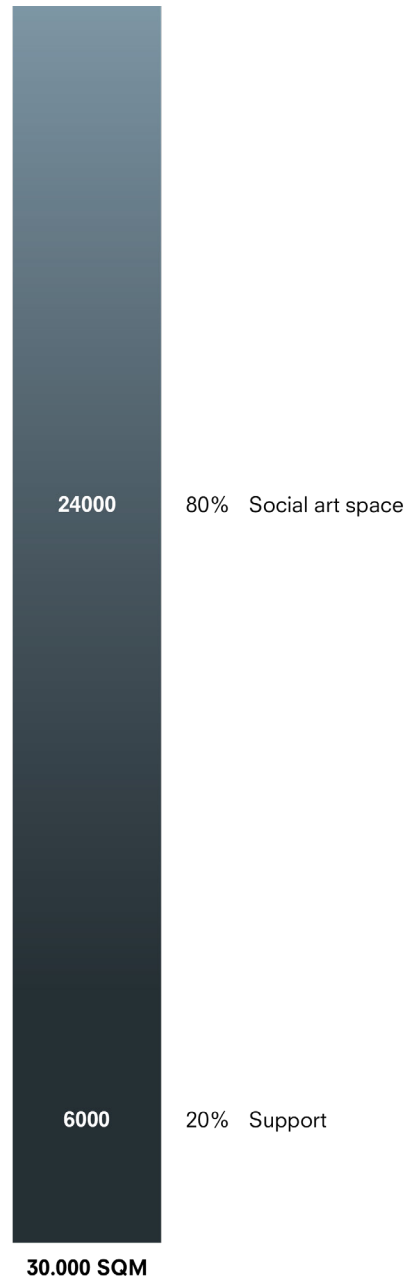
BUILDING AS A CANVAS
ART + SOCIAL
INTERACTION AND CONNECTION

Concept | Art + Social

SEPERATED PROGRAM

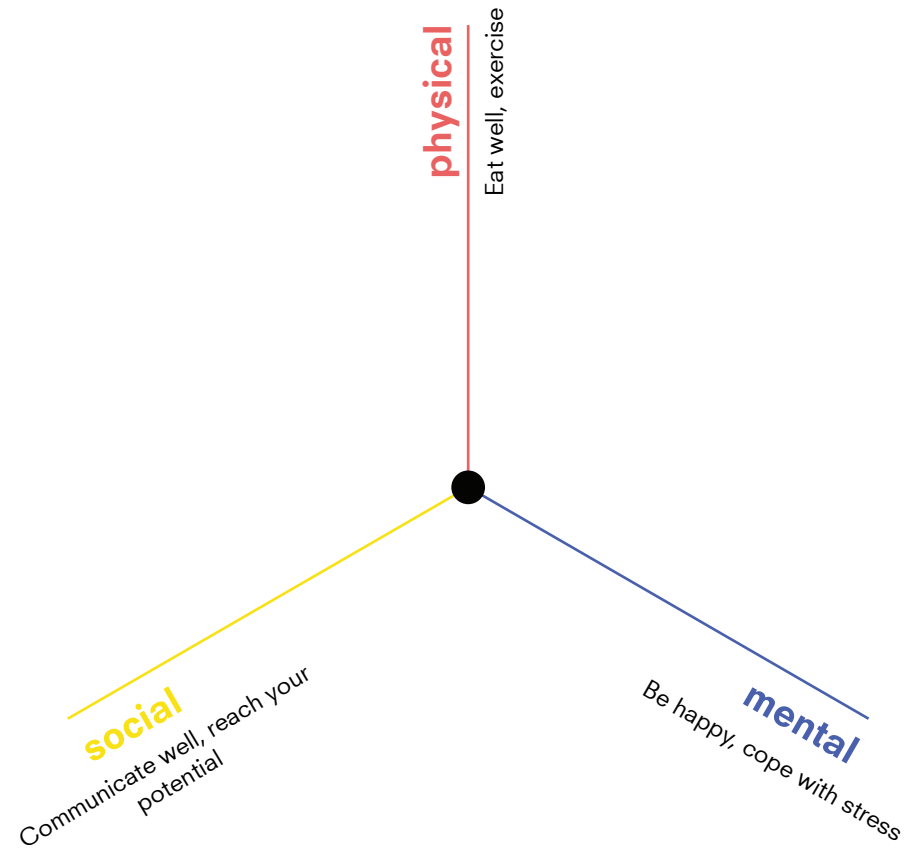


INTERGRATED PROGRAM



Concept | Art + Social | Health

GROUP THEME HEALTH

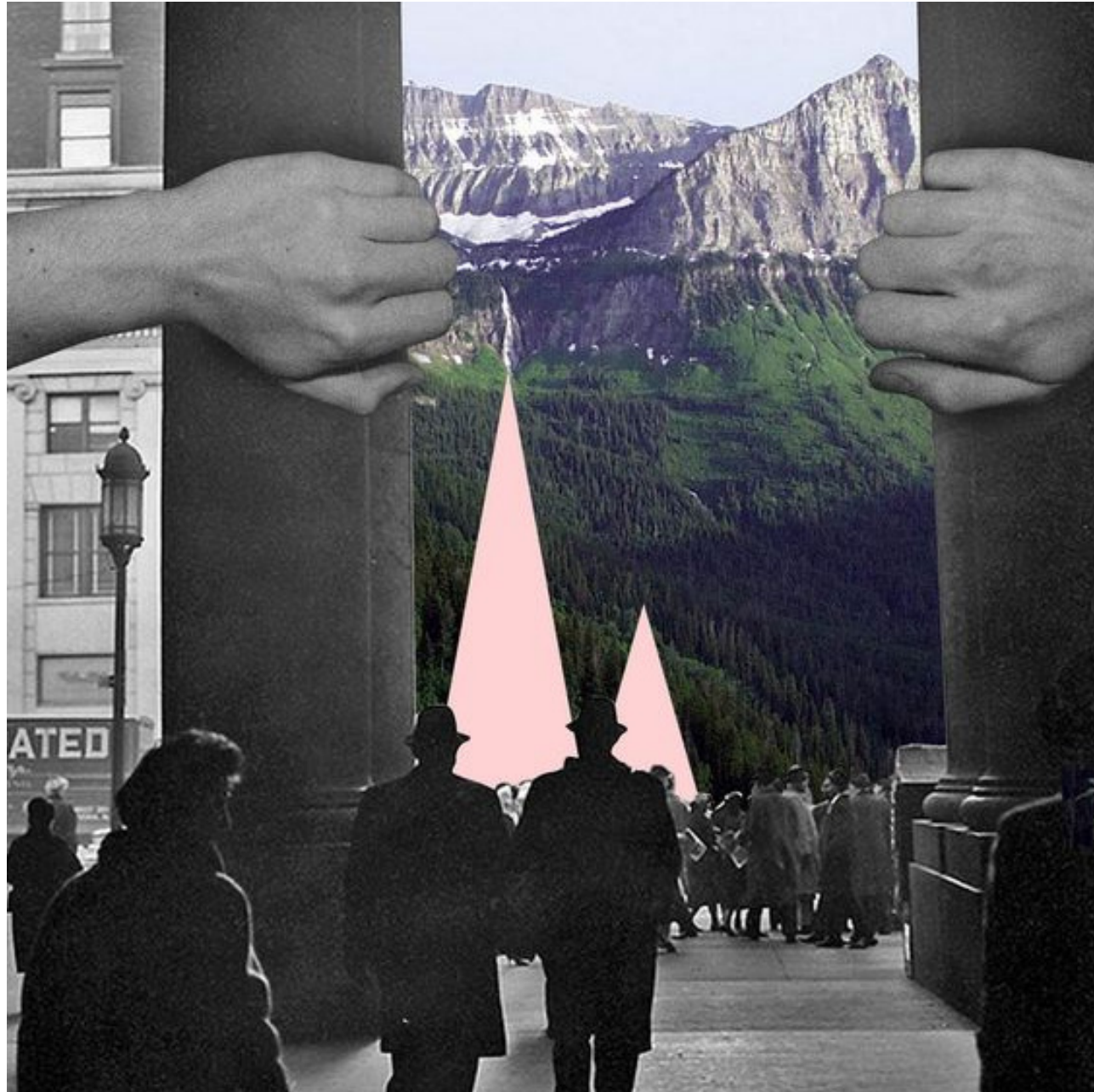


HEALTH STRATEGY BERLIN



Concept | Art + Social | Health

"CABIN IN THE CITY"




Concept | Art + Social | Health

LONELINESS EPIDEMIC

☰ CNN Health Watch Listen Live TV Sign in

The loneliness epidemic: Nearly 1 in 4 adults feel lonely, new survey finds

By Taylor Nicioli, CNN
🕒 5 minute read · Updated 7:00 AM EDT, Tue October 24, 2023



In a new Meta-Gallup survey, 24% of people age 15 and older self-reported feeling very or fairly lonely, with young adults ages 19 to 29 having the highest rates. Yaroslau Saulevich/iStockphoto/Getty Images

(CNN) — If you feel lonely, you're actually in good company: Nearly 1 in 4 adults across the world have reported feeling very or fairly lonely, a new Meta-Gallup survey has found.

DW Live TV ☰

IN FOCUS French elections Euro 2024 Israel-Hamas

SOCIETY

Berlin, capital of loneliness

Elizabeth Schumacher
10/17/2019

The Christian Democrats in Berlin are calling for a special commissioner for loneliness as isolation plagues the metropolis. The loneliness epidemic is having serious effects on health and society in the German capital.

f X ↕

WHO declares loneliness a 'global public health concern'

The World Health Organization has launched an international commission on loneliness, which can be as bad for people's health as smoking 15 cigarettes a day

Supported by

the guardian .org

About this content

Sarah Johnson

Thu 16 Nov 2023 09:00 CET

ART + CAFÉ



ART + LIBRARY



ART + OFFICE



ART + MUSIC



Concept | Art + Social | Health

ART + WORKSHOP



ART + EVENT



Concept | Art + Social | Health

CAFÉ AND ART SPACE



Concept | Main Concepts

MAIN CONCEPT

BUILDING AS A CANVAS
ART + SOCIAL
INTERACTION AND CONNECTION

Concept | Interaction and Connection

INDIVIDUALISM AND SOLITUDE



INTERACTION AND CONNECTION



PUBLIC SPACE TO VOICE OPINION



REACTION WALL



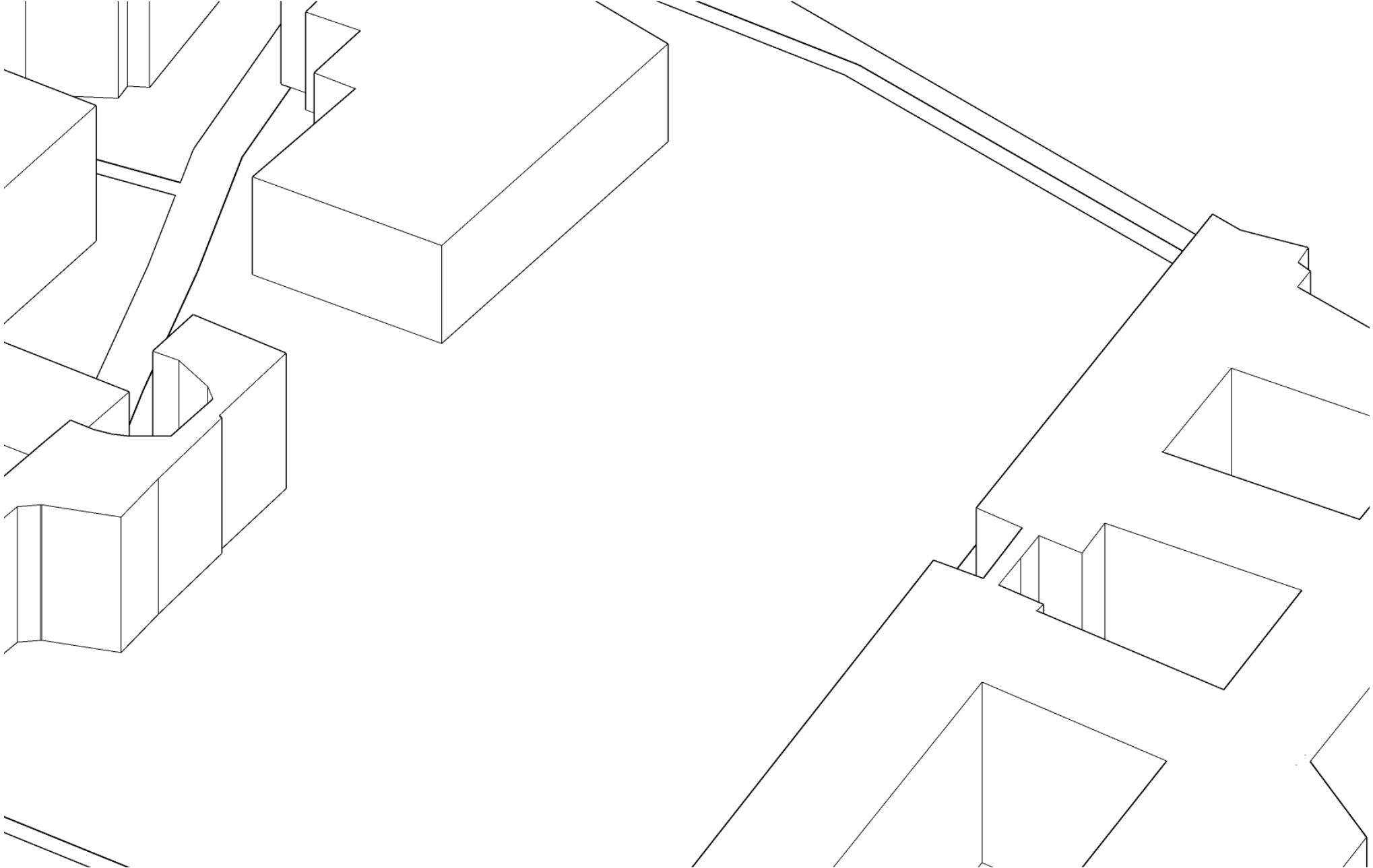
Introduction

Concept

Design

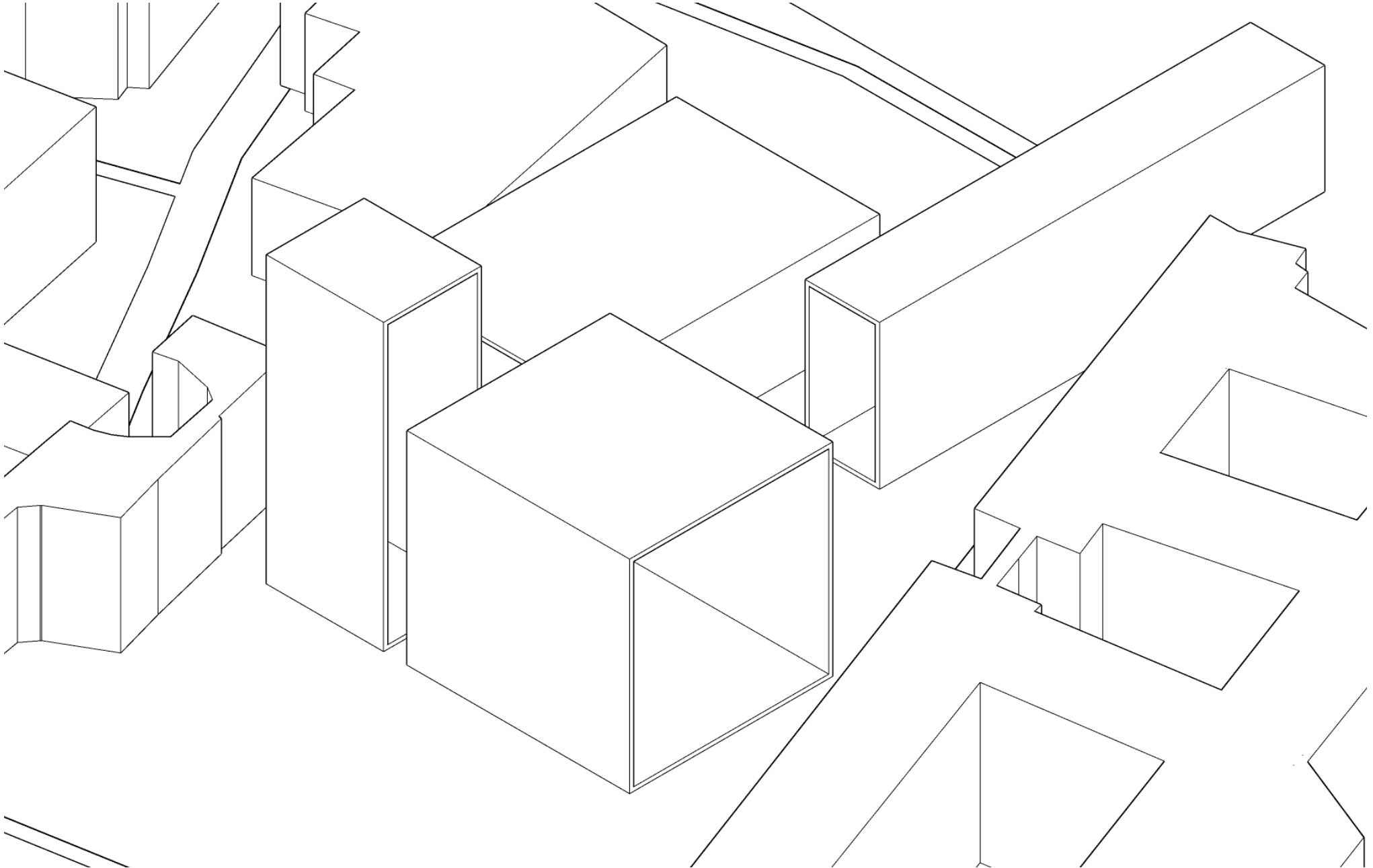
Conclusion

SITE



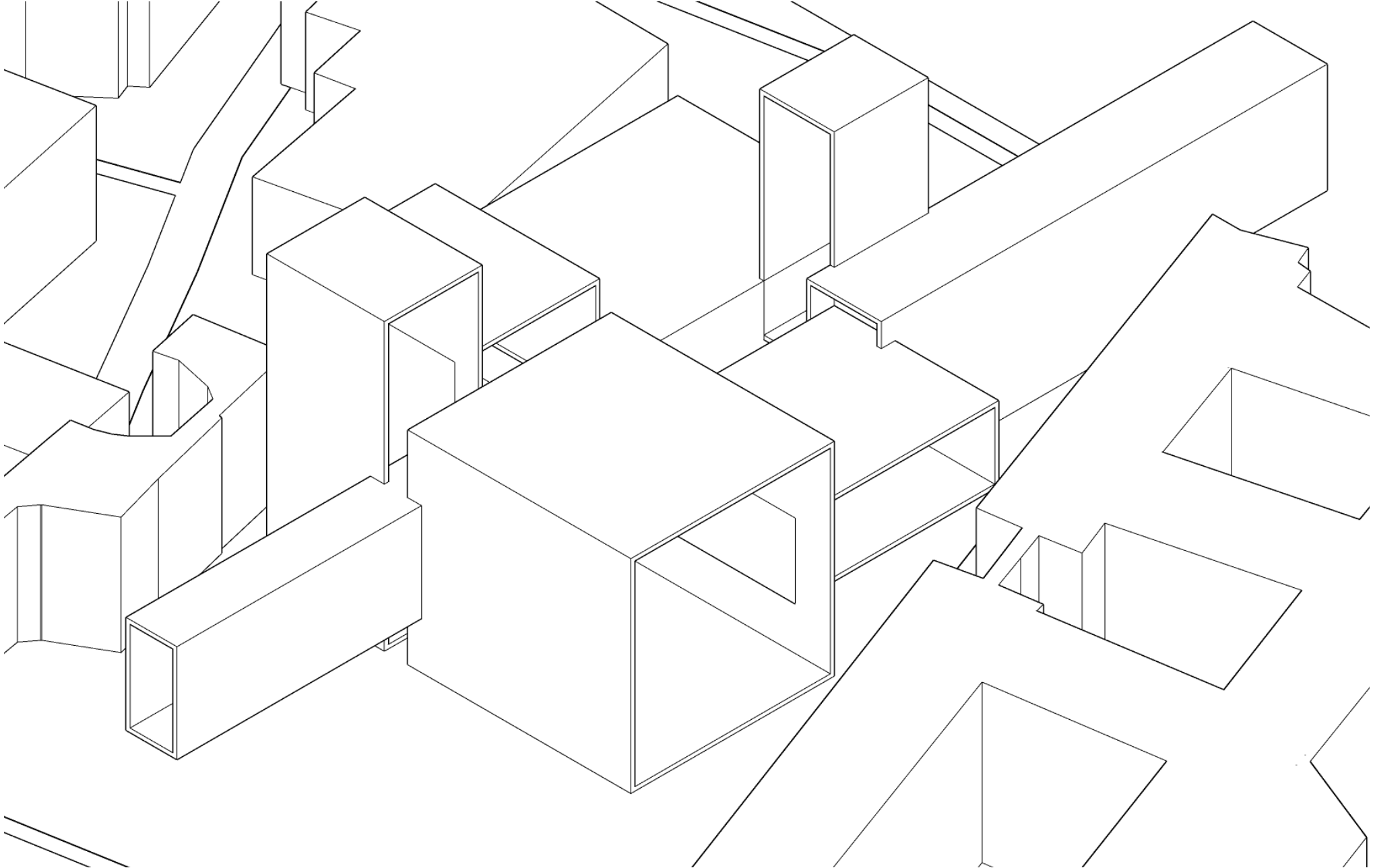
Design | Massing

XL SPACES



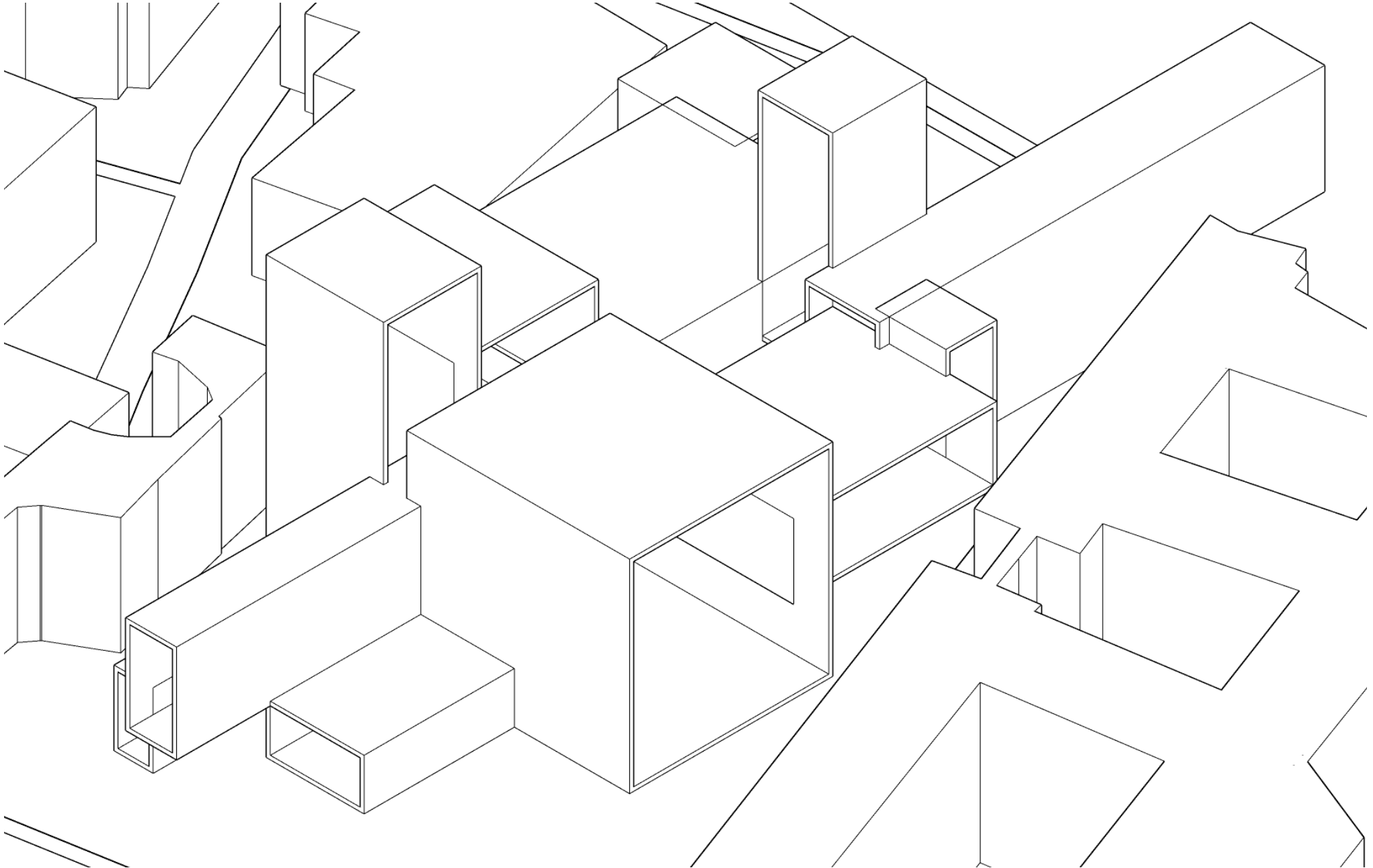
Design | Massing

L SPACES

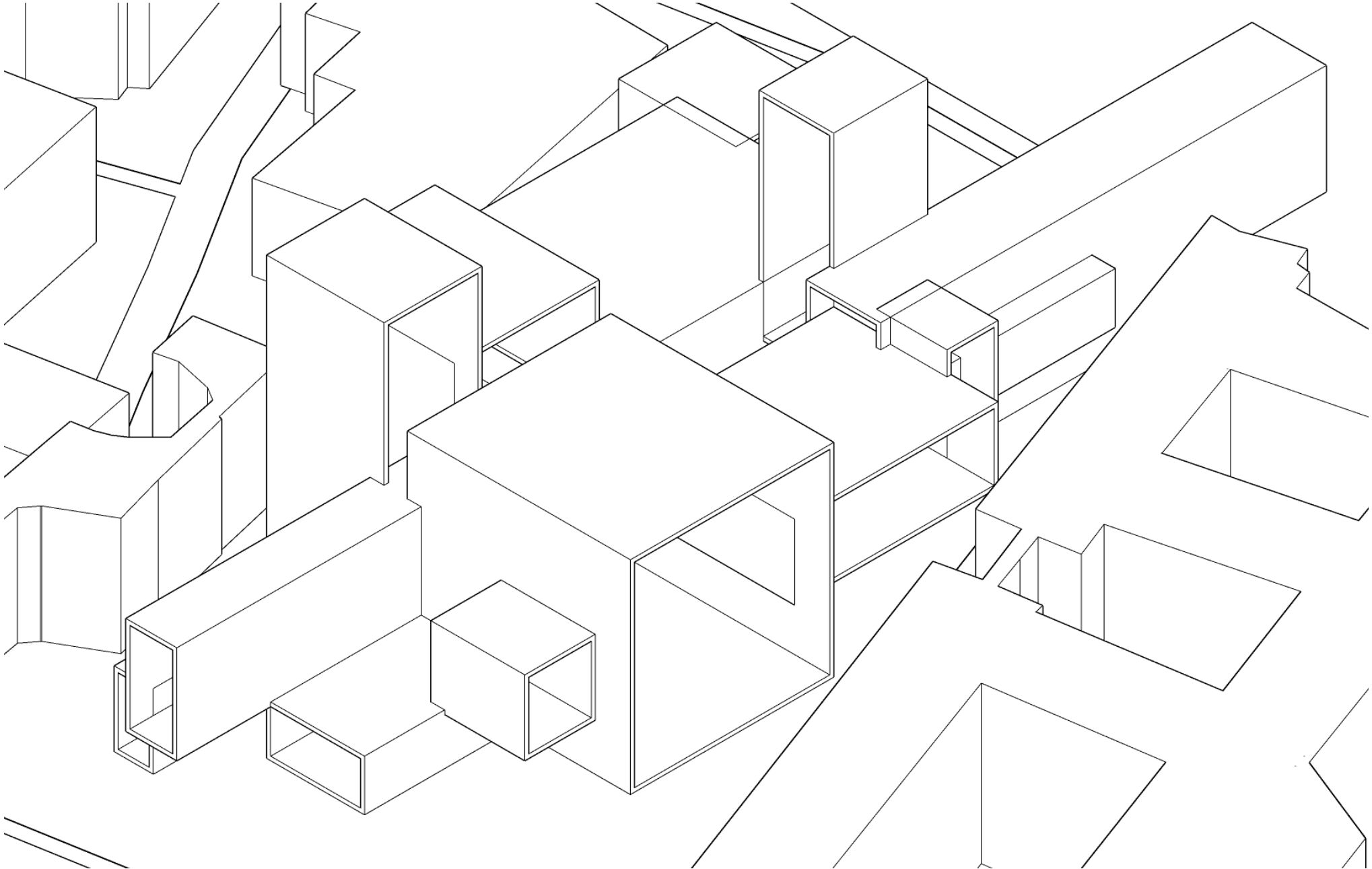


Design | Massing

M SPACES

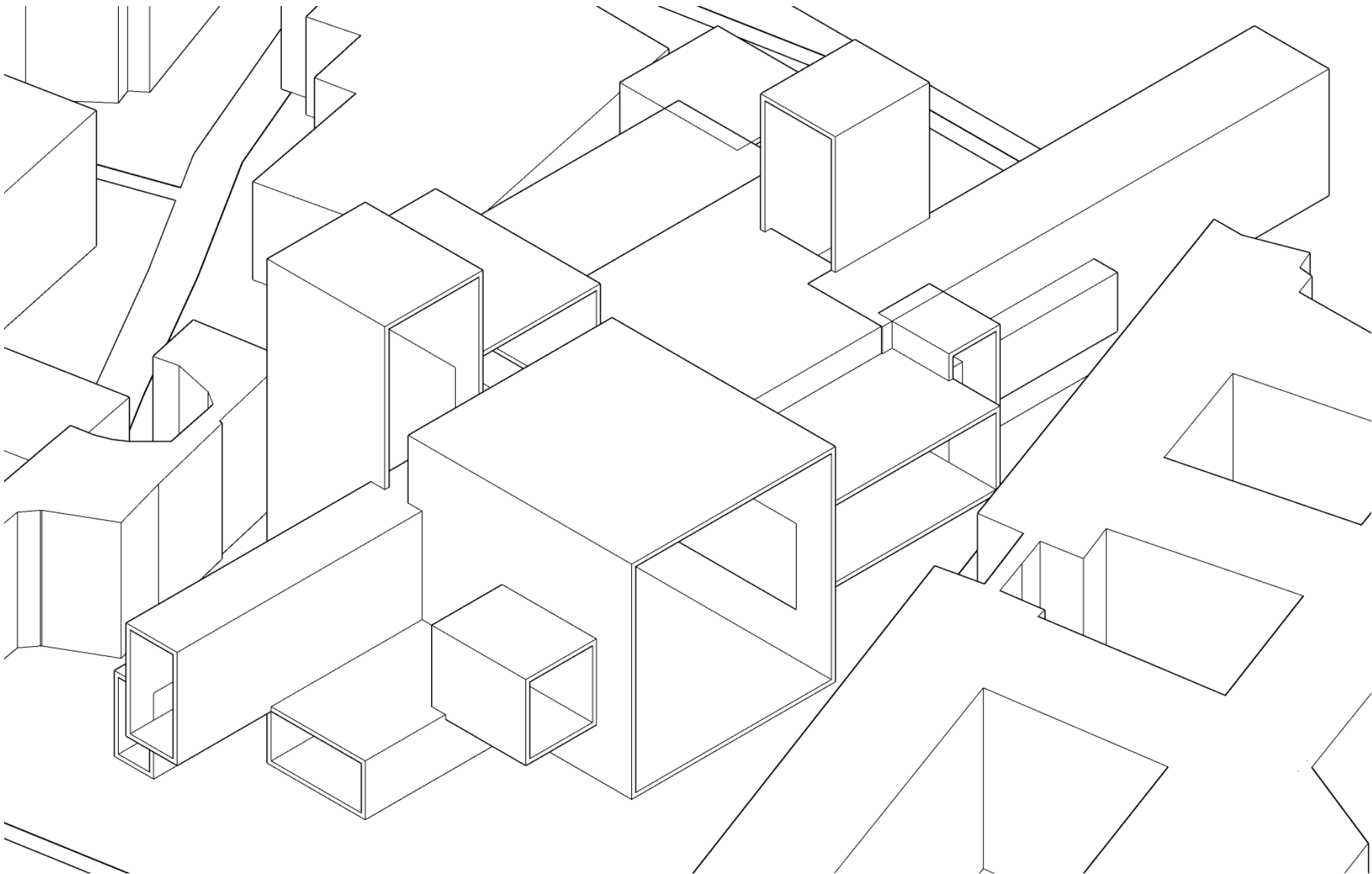


S SPACES



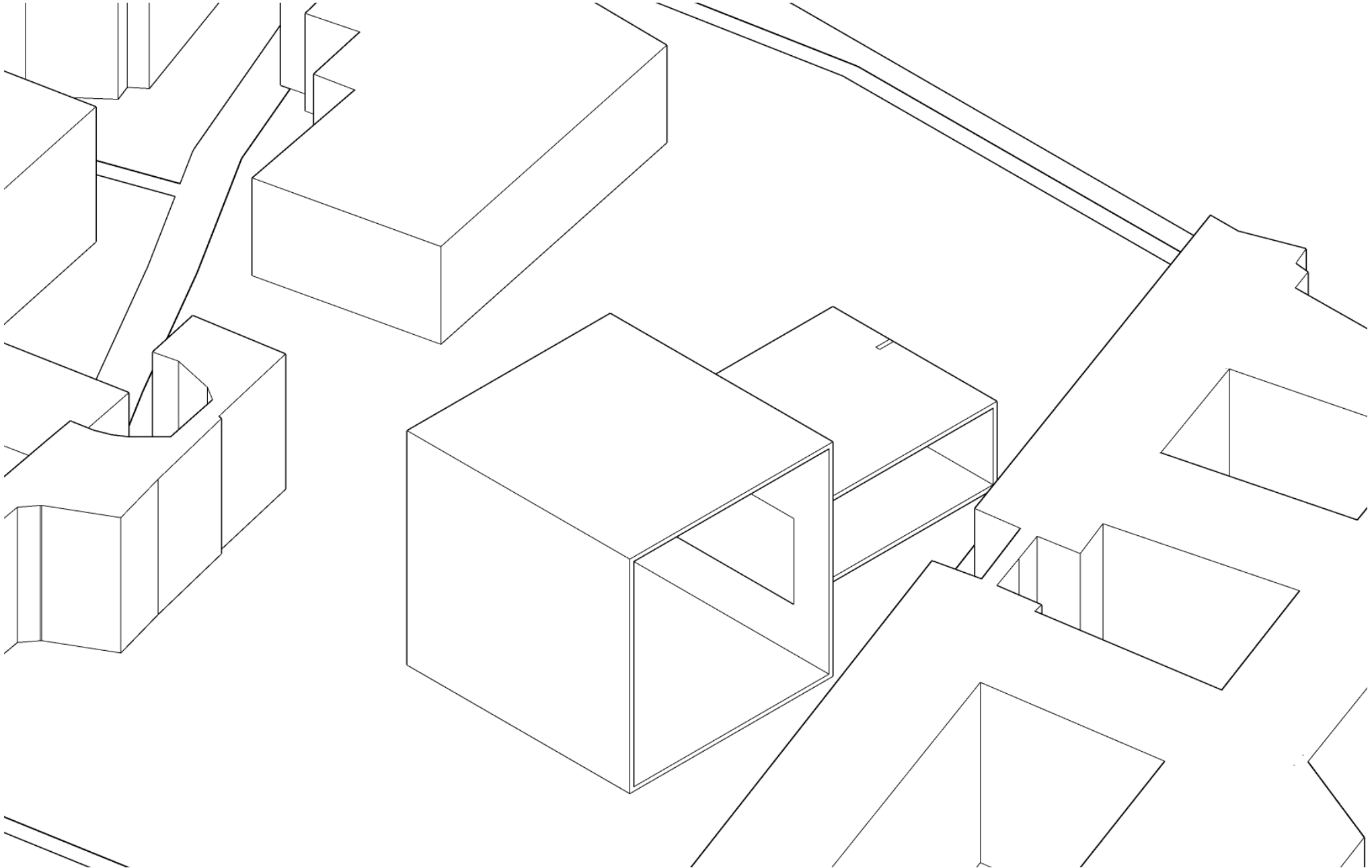
Design | Massing

COURTYARD



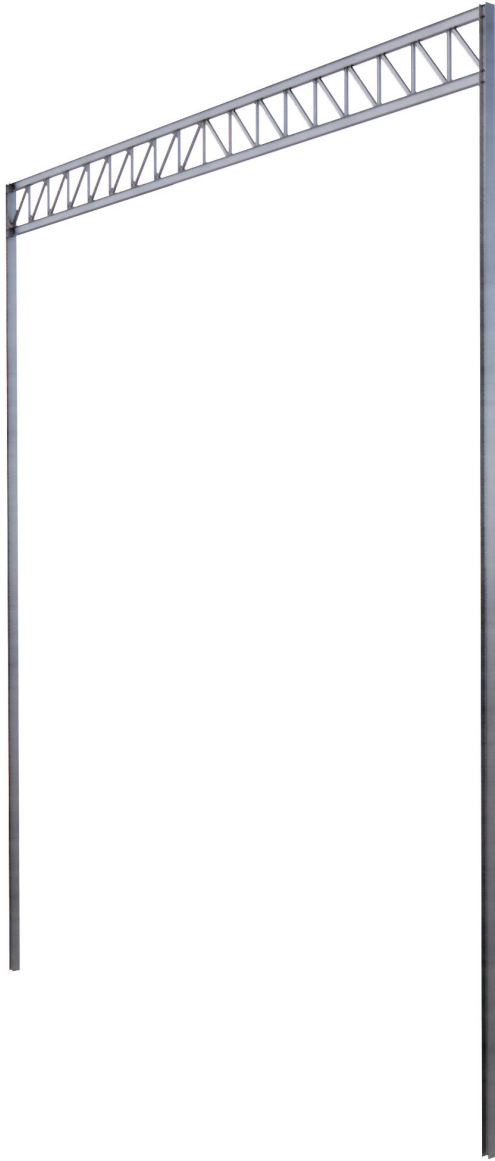
Design | Construction

XL CUBE & L HALL



Design | Construction

STEEL FRAME



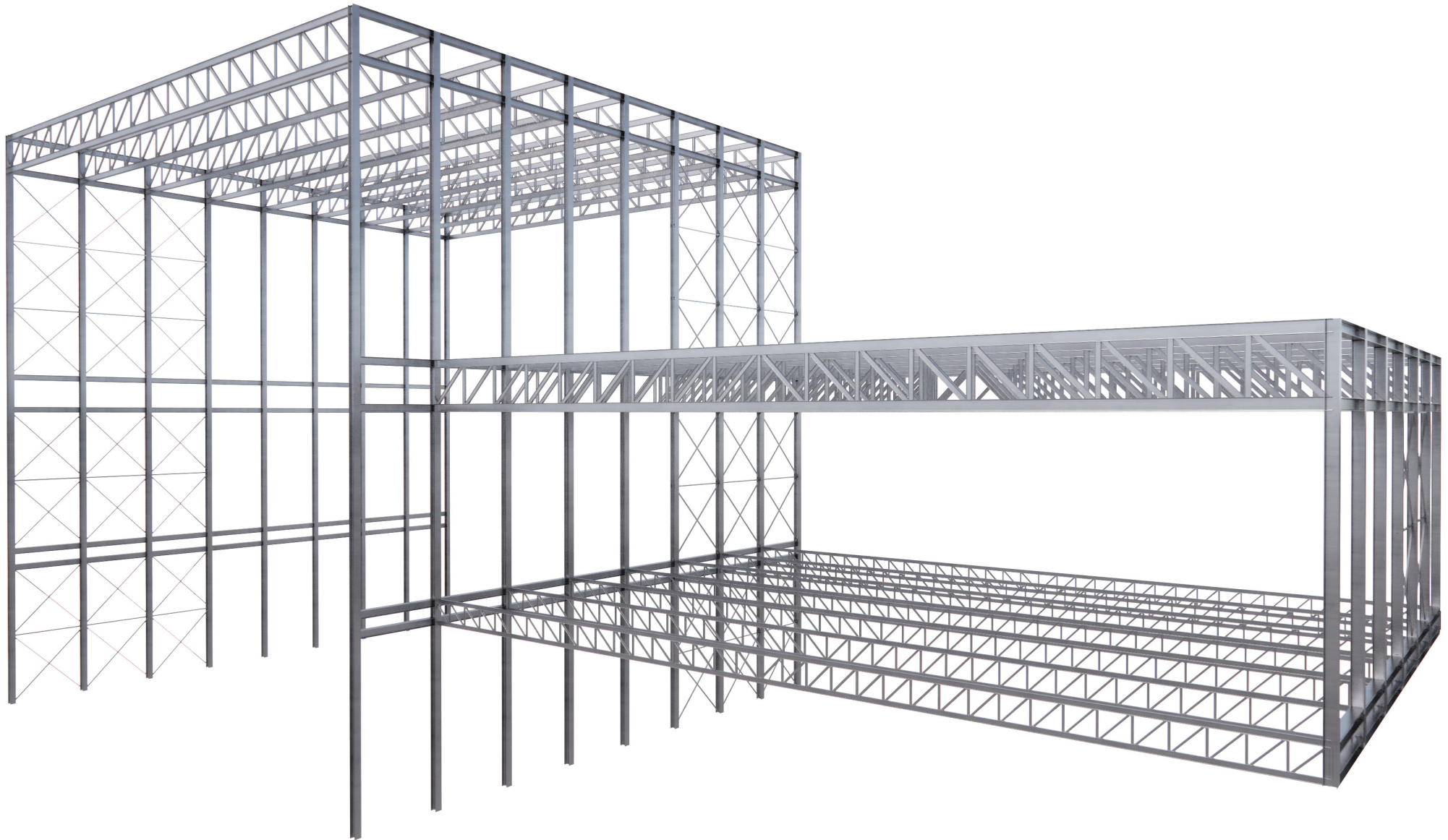
Design | Construction

FRAMEWORK



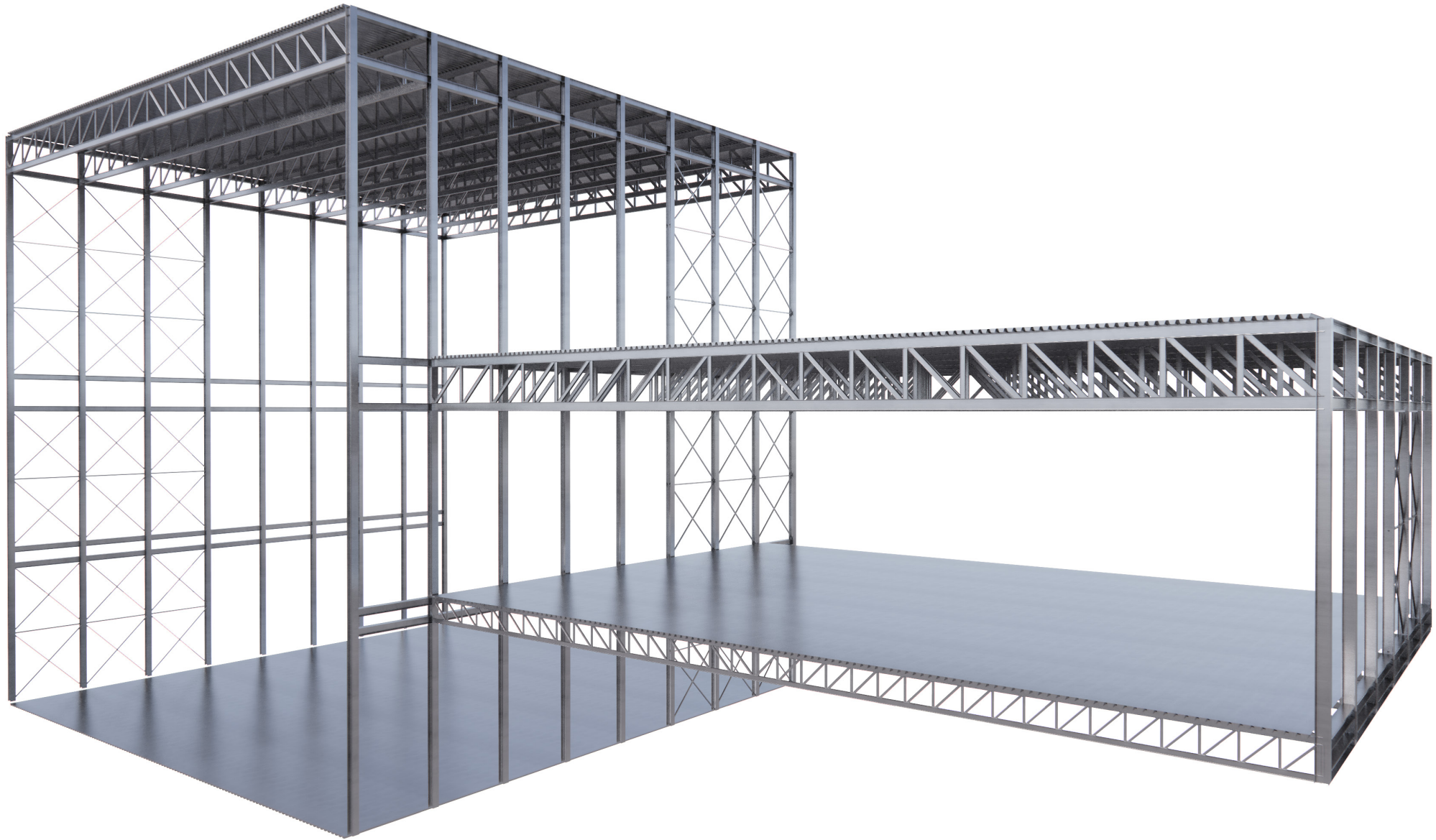
Design | Construction

CONNECTION



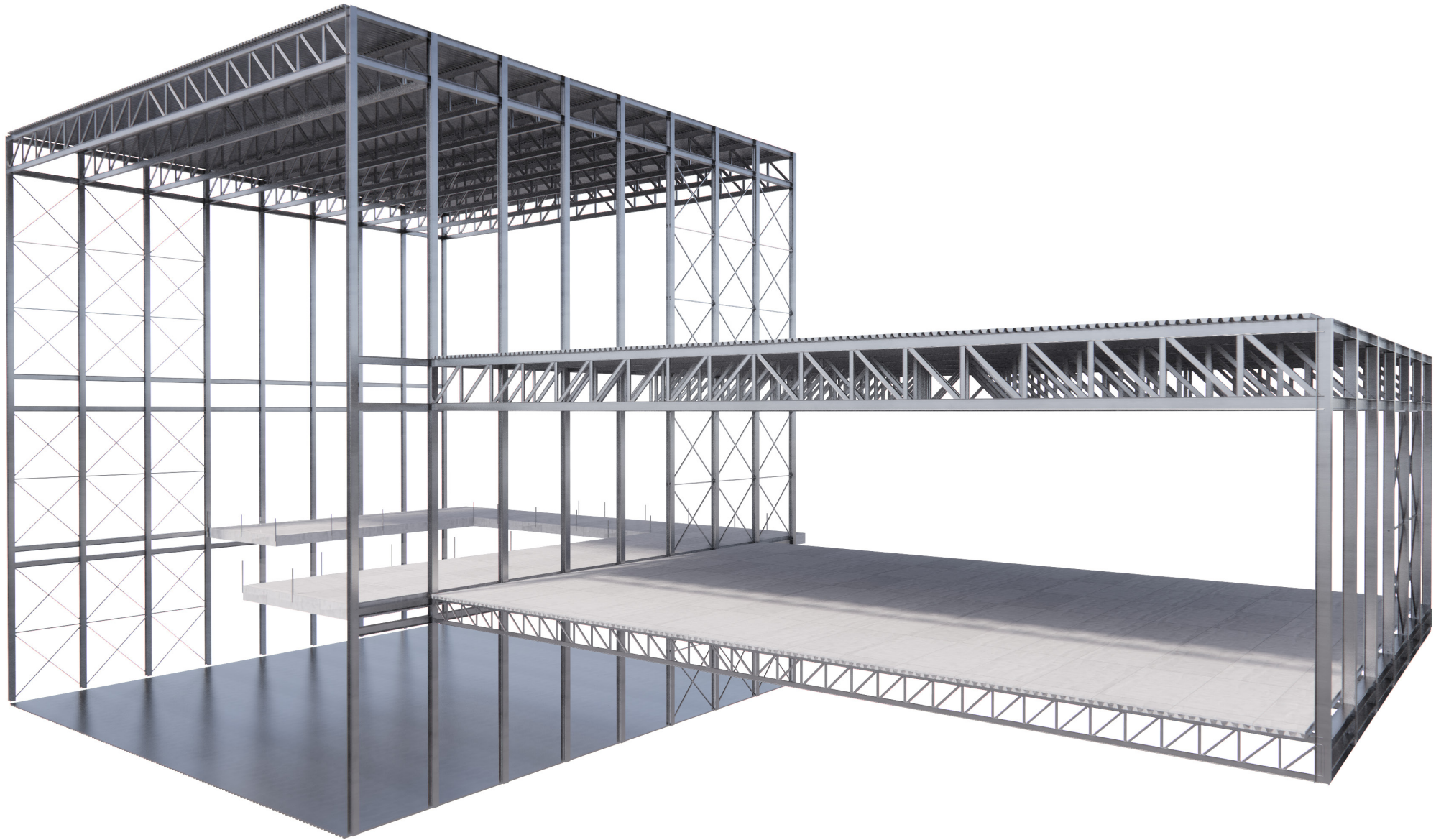
Design | Construction

PROFILED STEEL

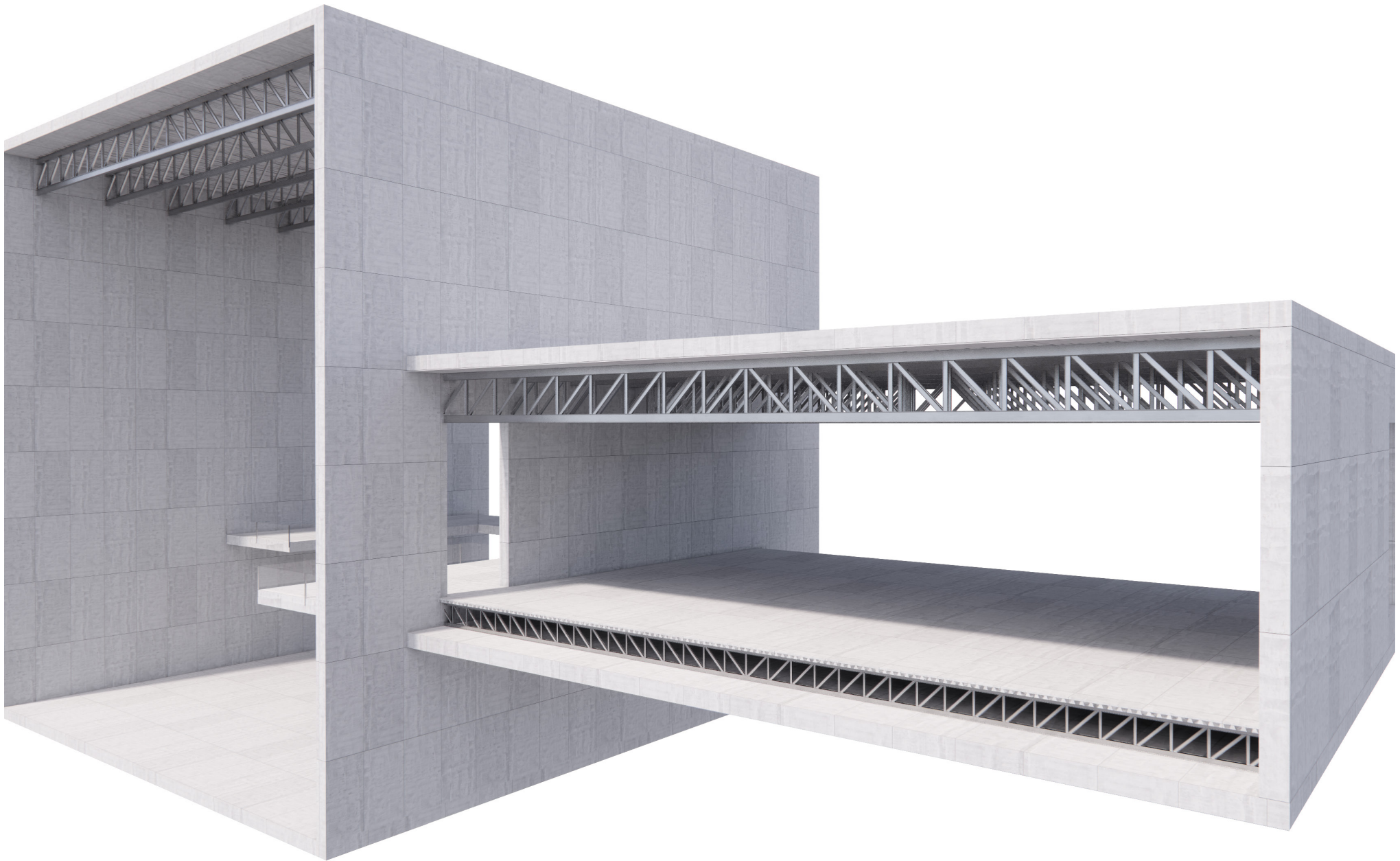


Design | Construction

FLOOR & MEZZANINE

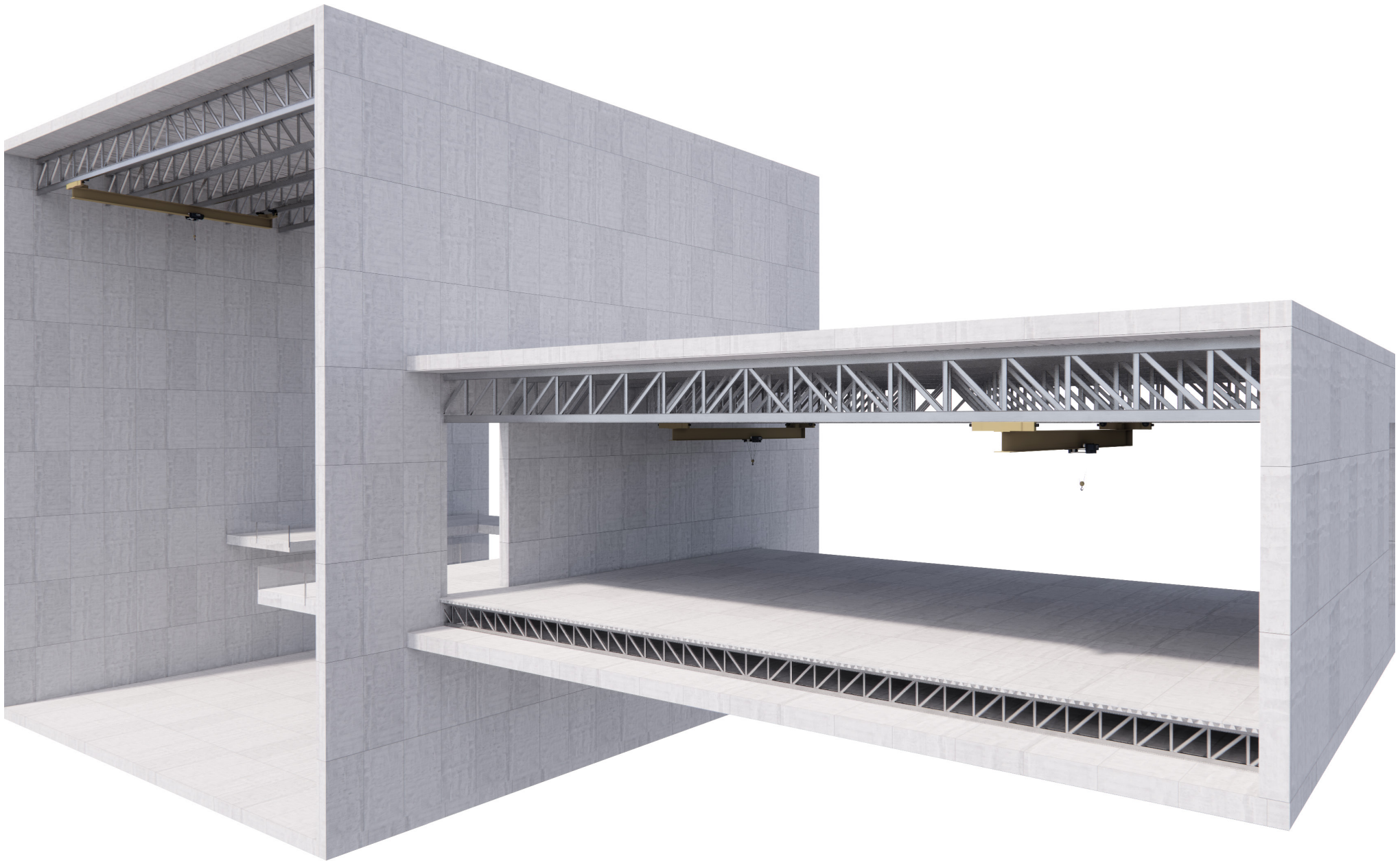


SKIN



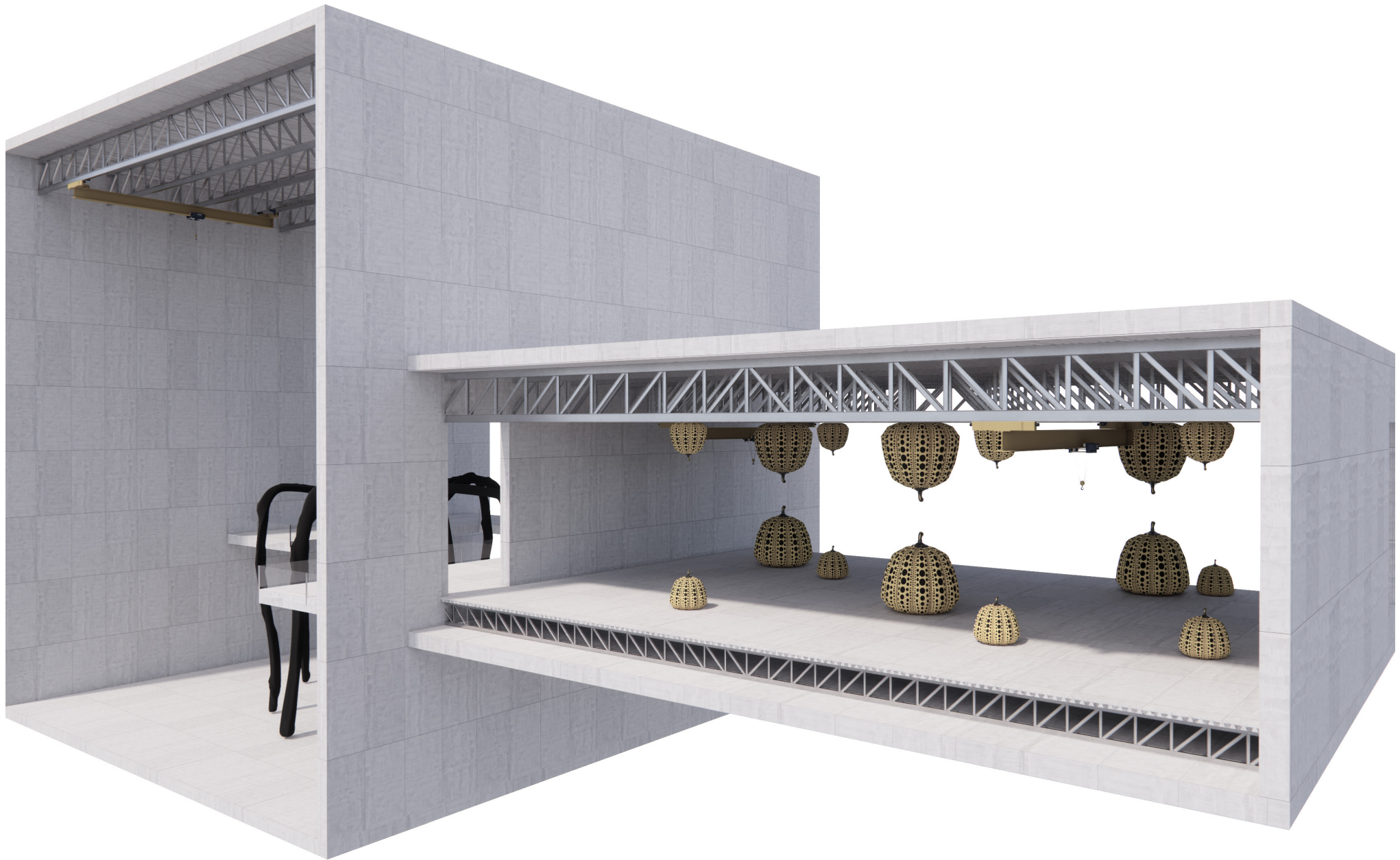
Design | Construction

OVERHEAD CRANES



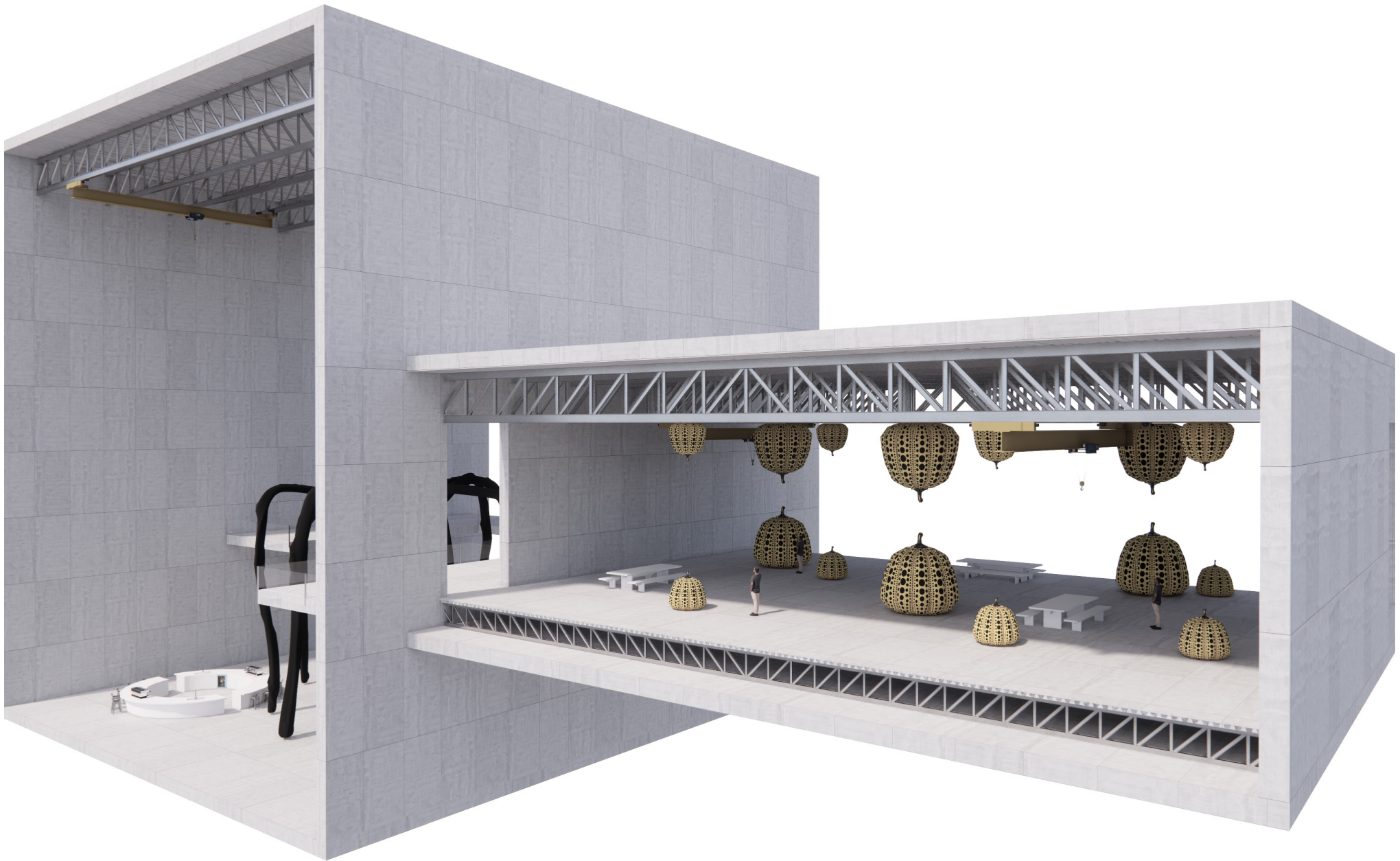
Design | Construction

ART



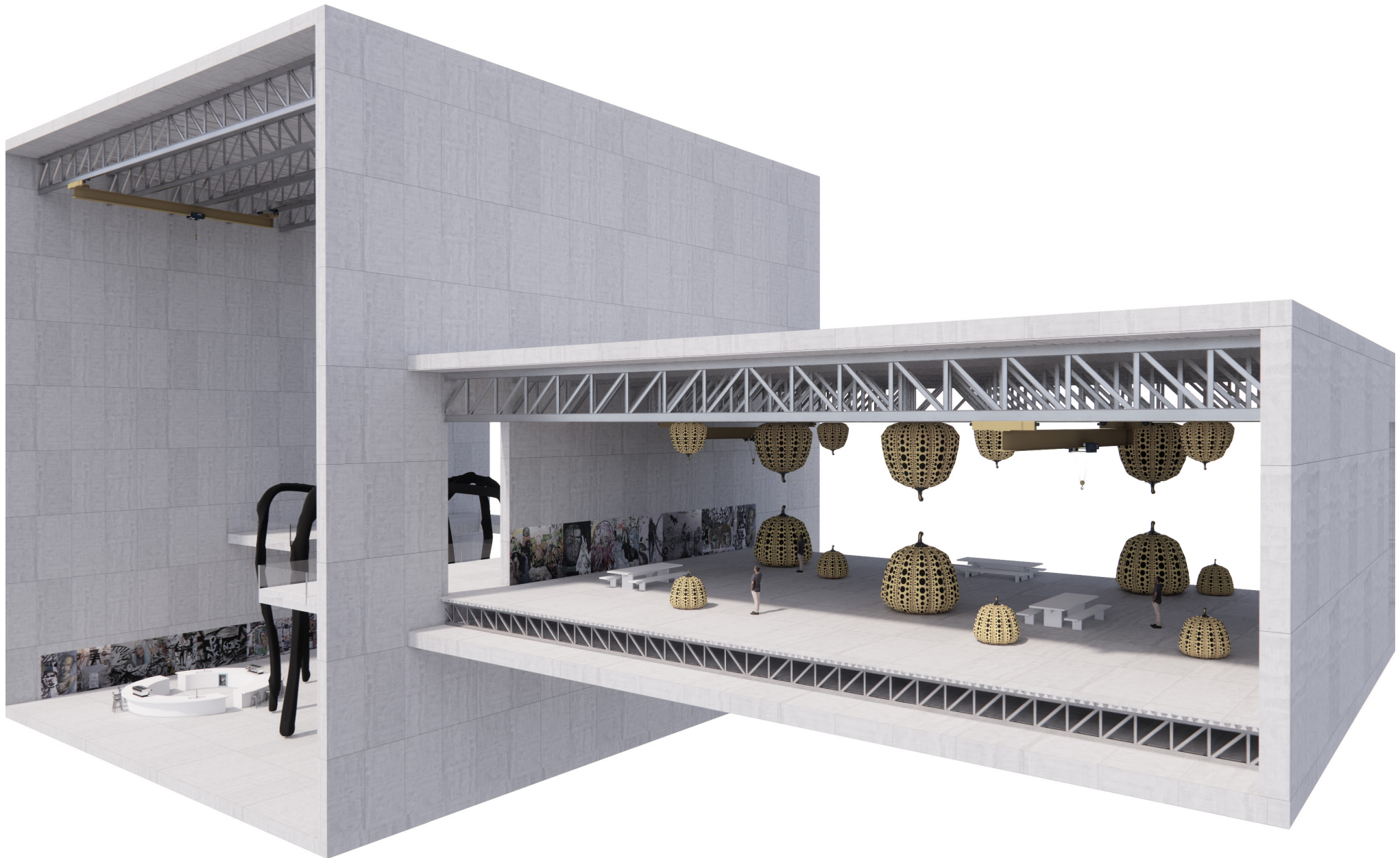
Design | Construction

SOCIAL



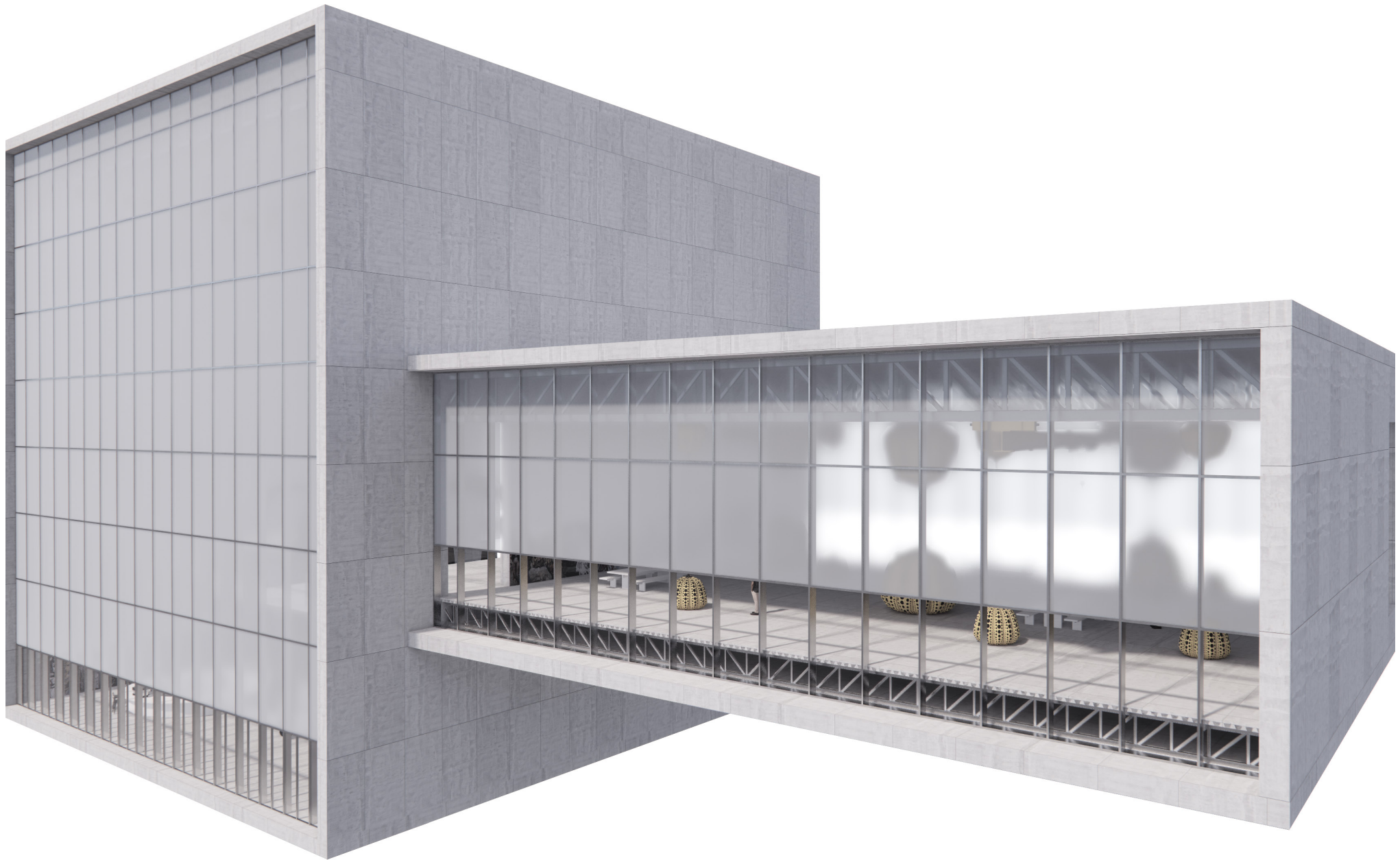
Design | Construction

REACTION WALL



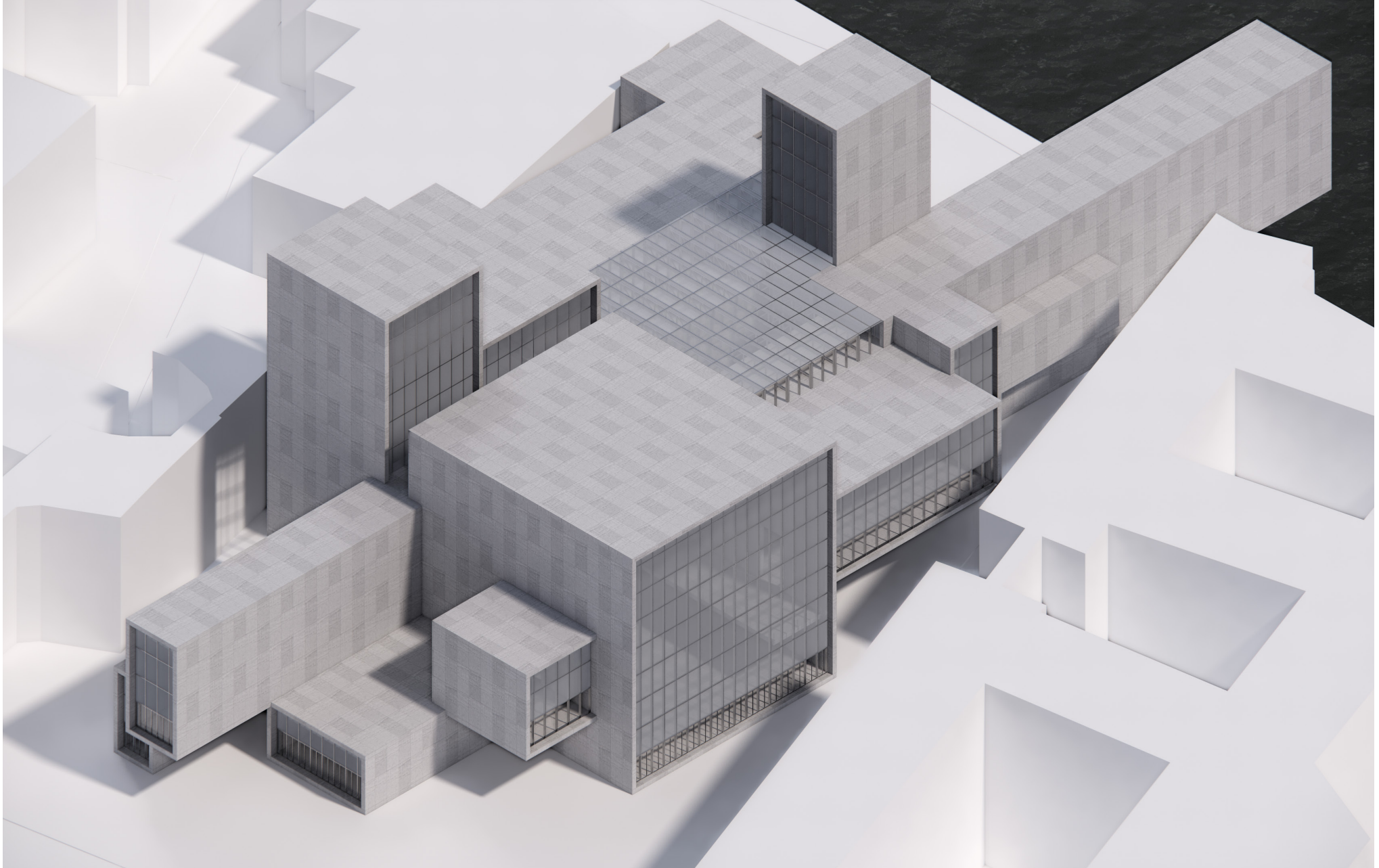
Design | Construction

CURTAIN WALL



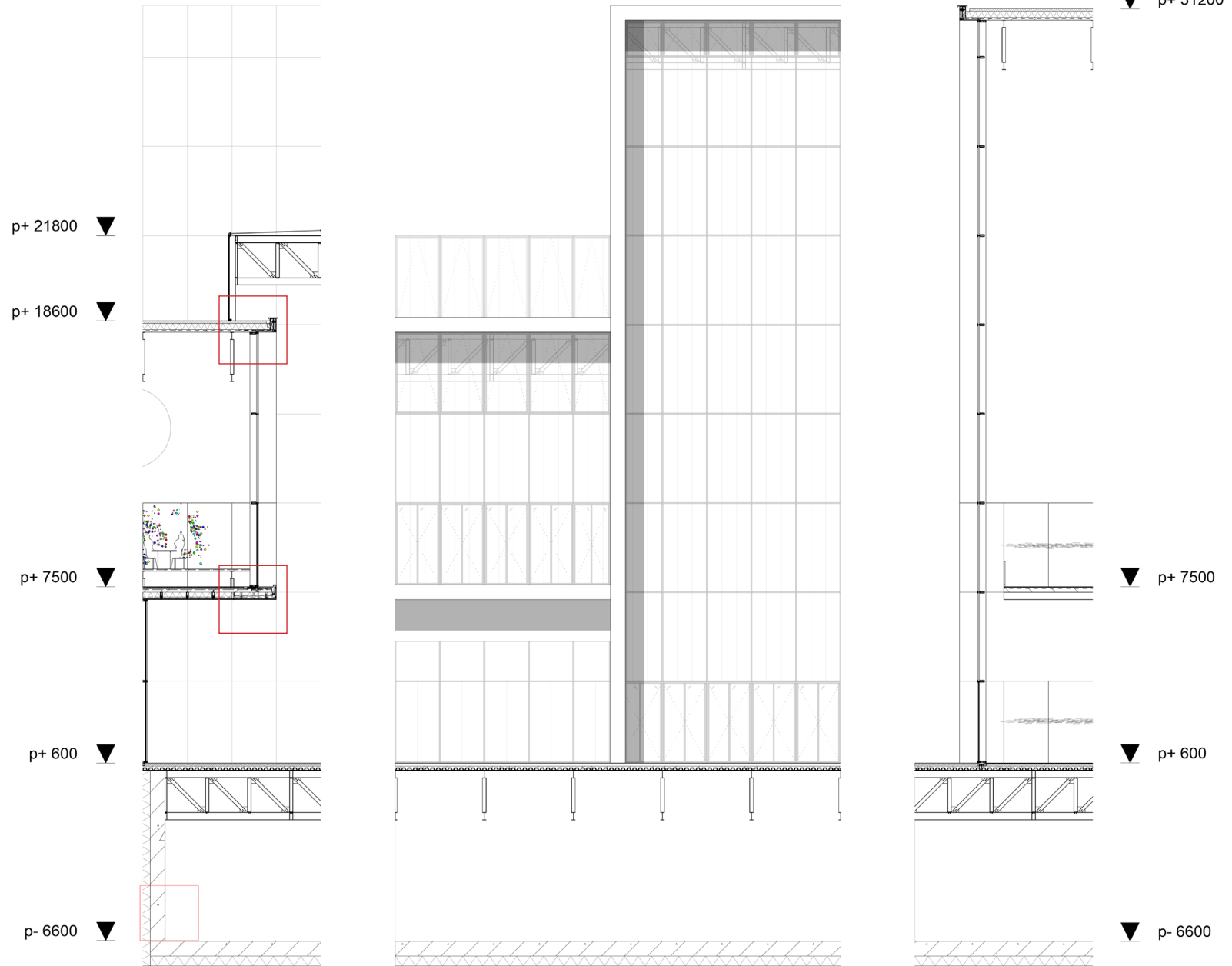
Design | Construction

WHOLE BUILDING

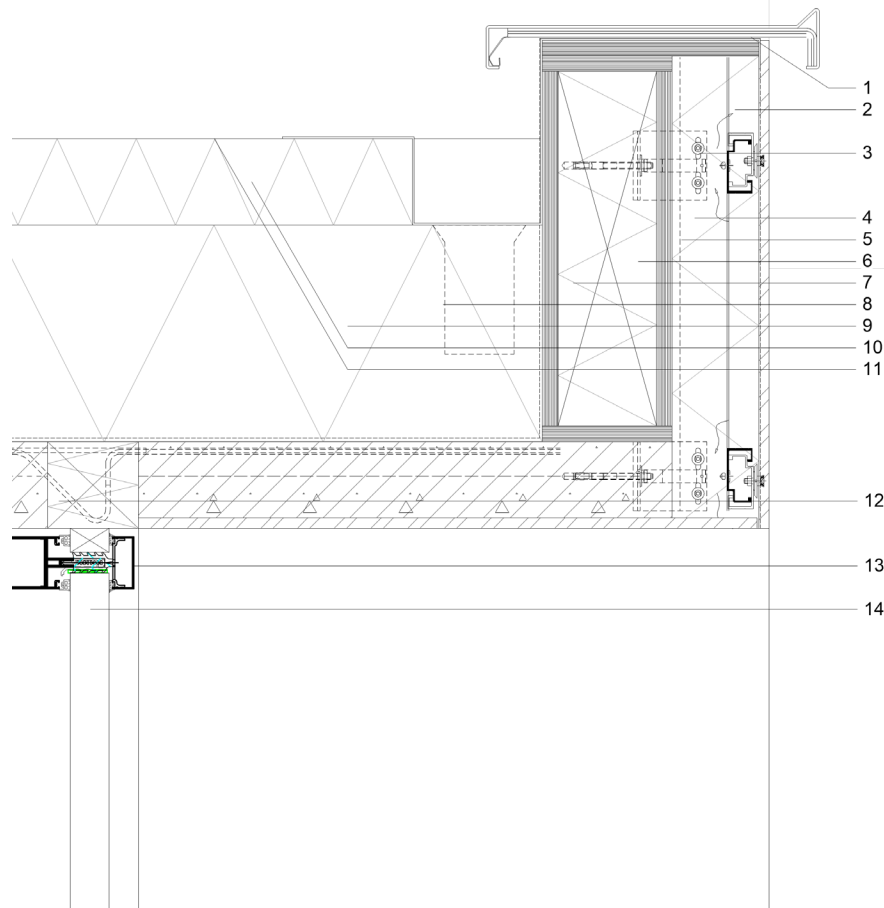


Design | Construction

FACADE FRAGMENT

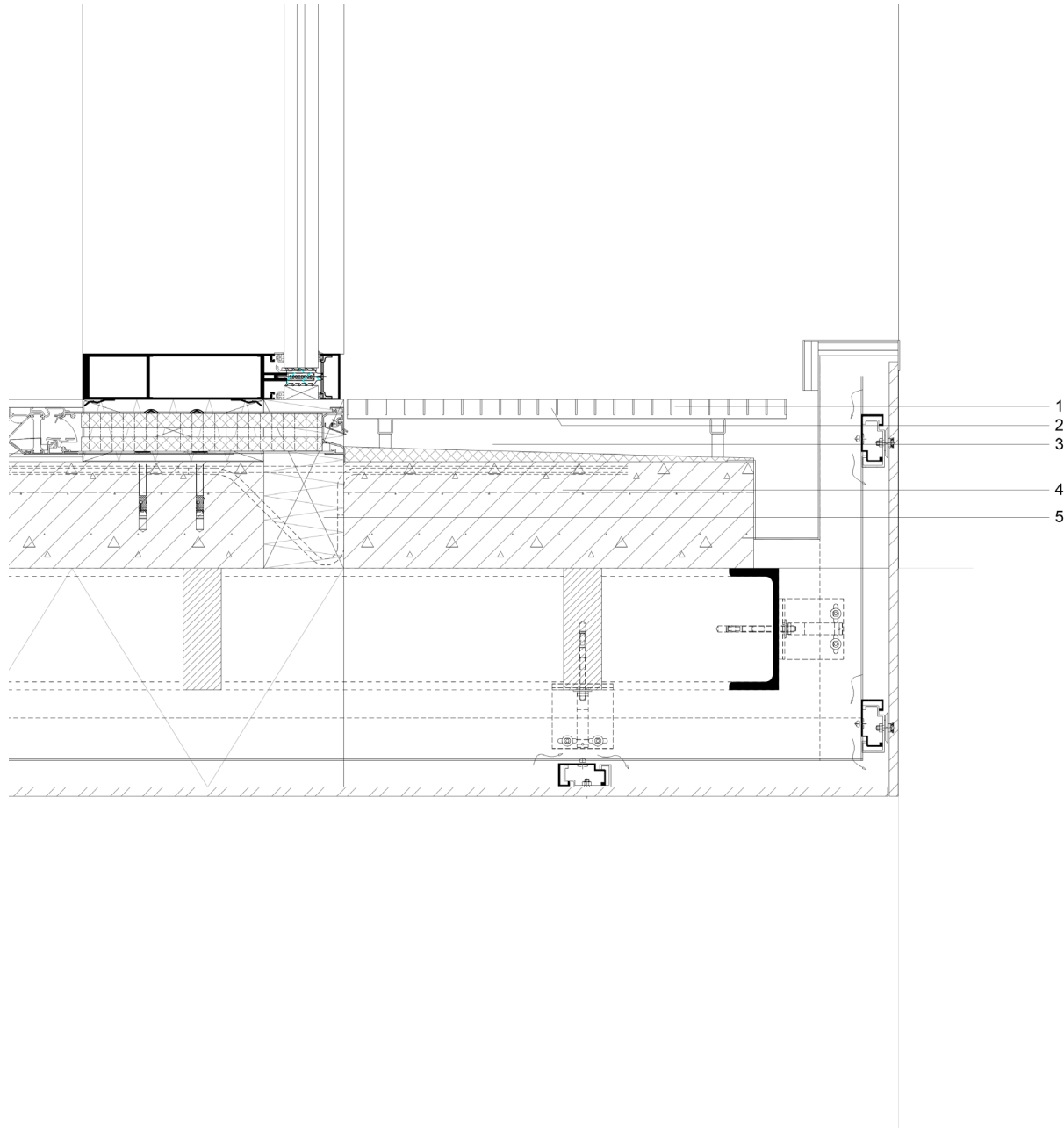


ROOF & CURTAIN WALL



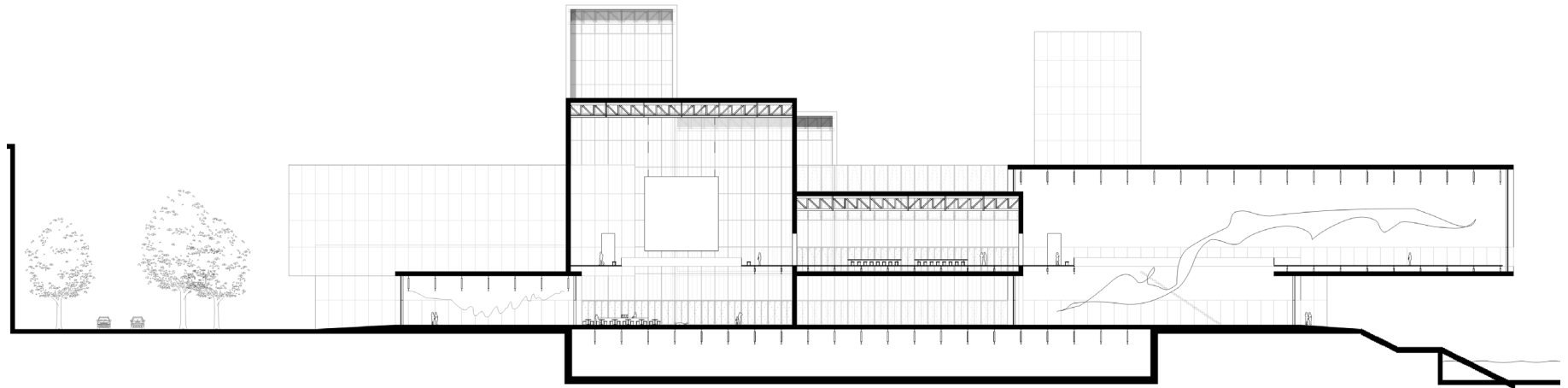
Design | Construction

FLOOR & CURTAIN WALL

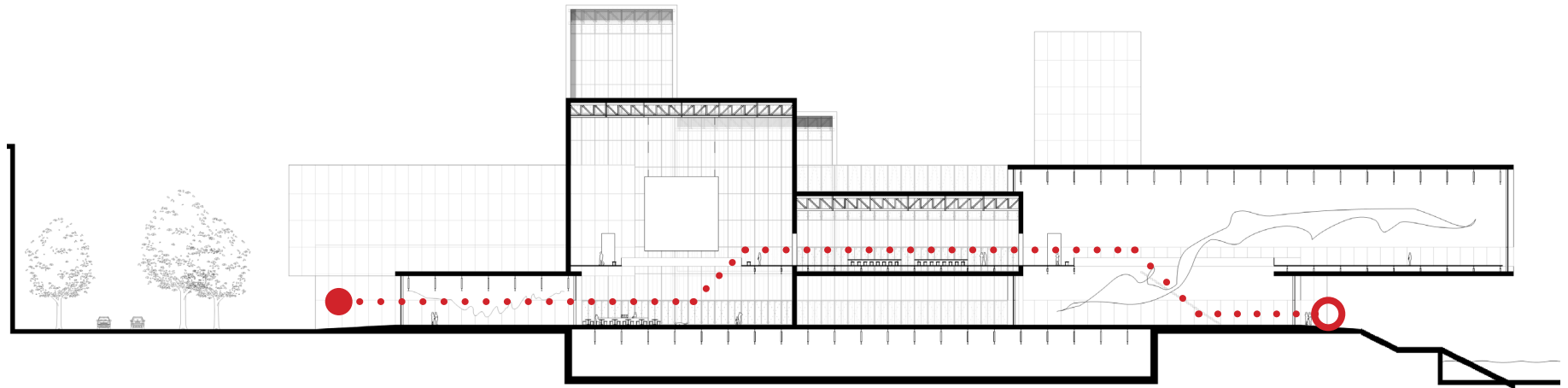


Design | Construction

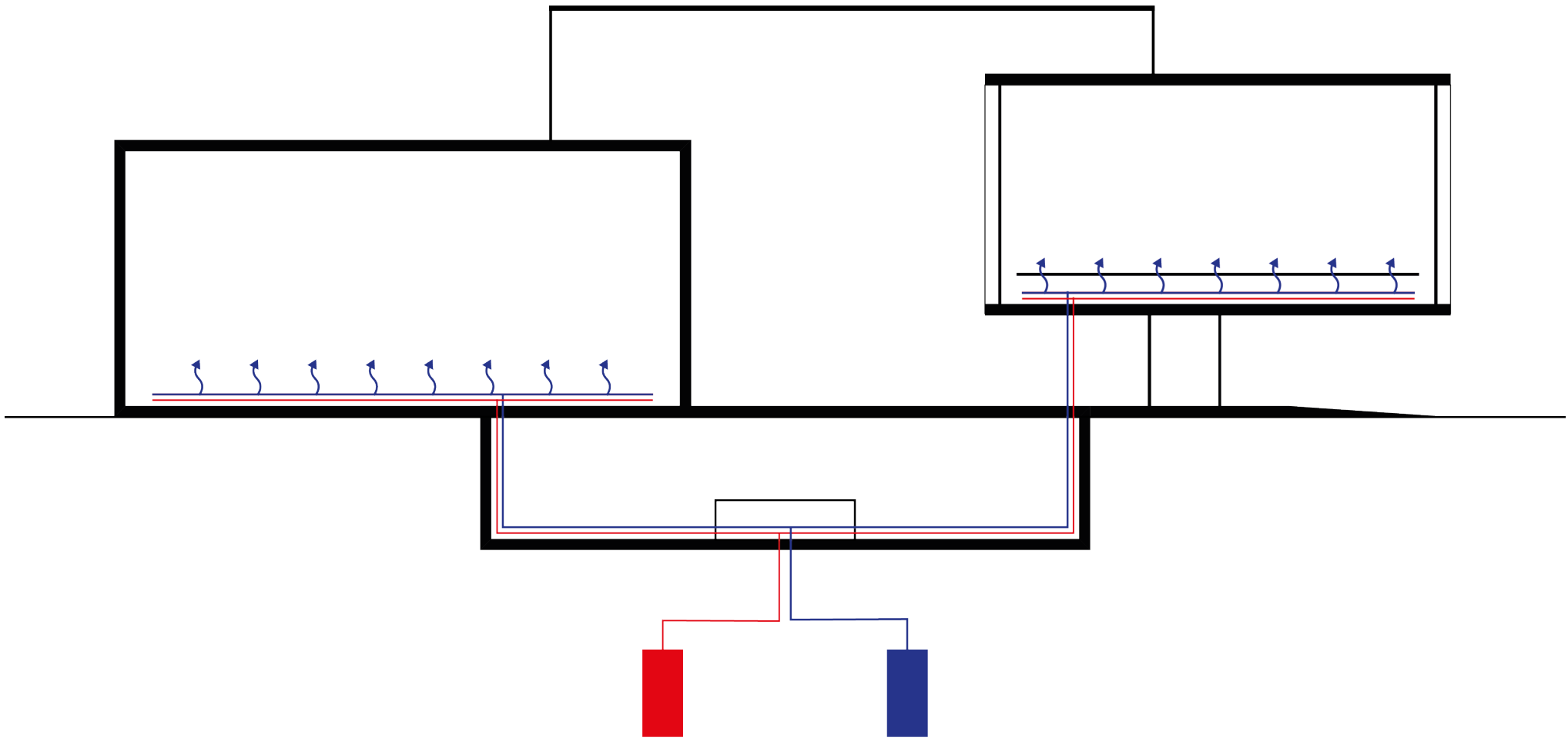
SECTION AA



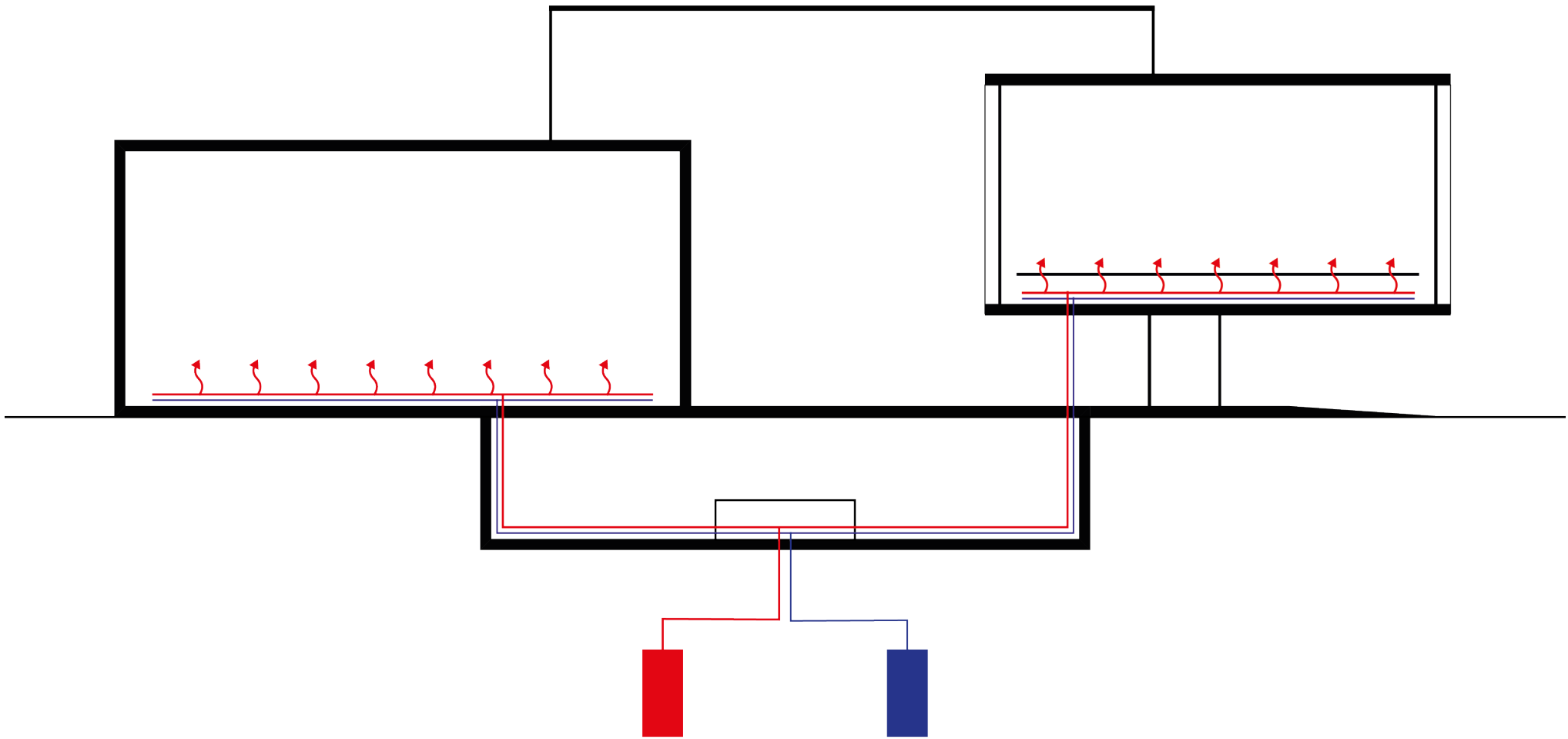
ROUTE



COOLING

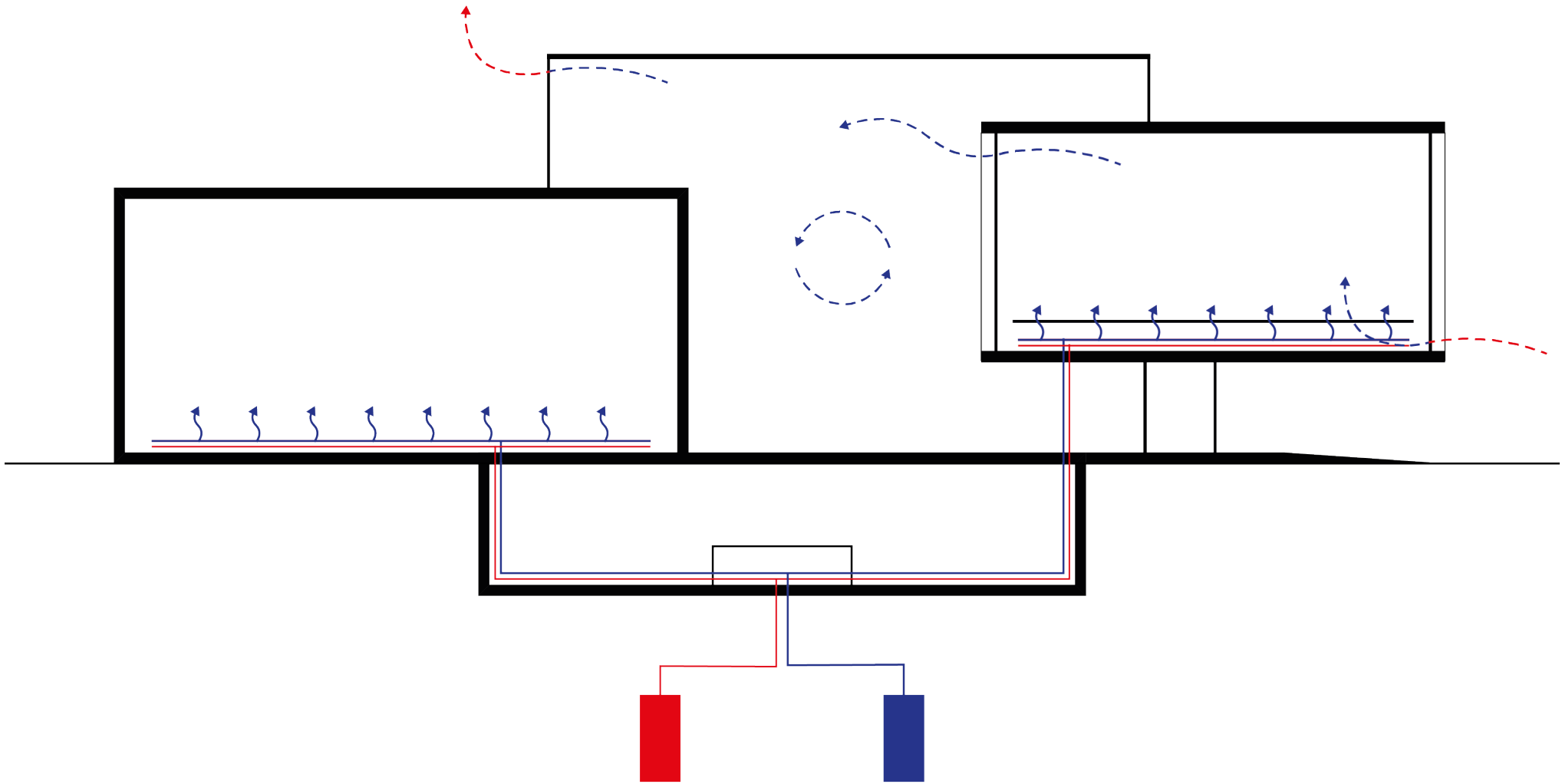


HEATING



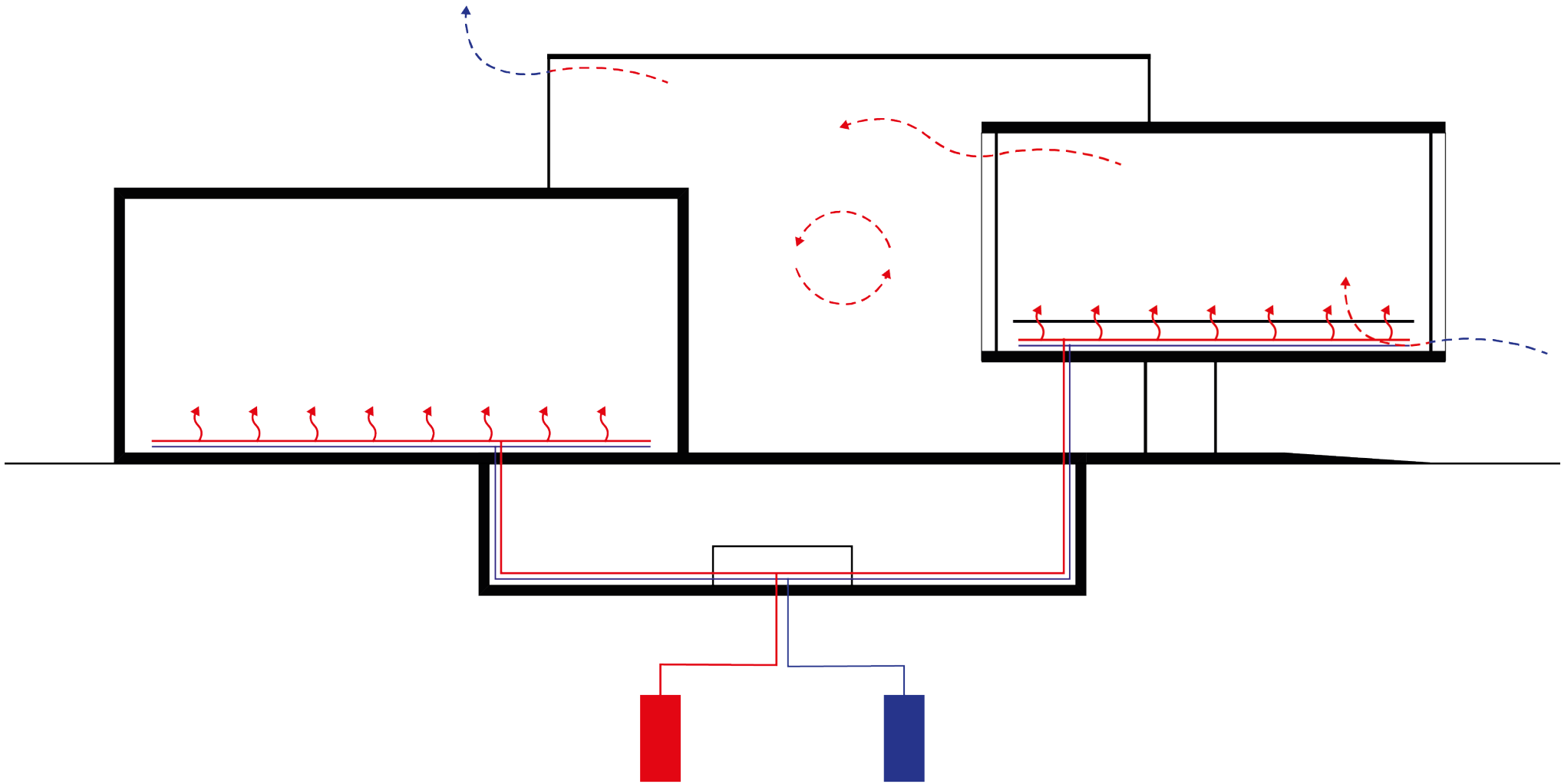
Design | Climate & Sustainability

SUMMER VENTILATION

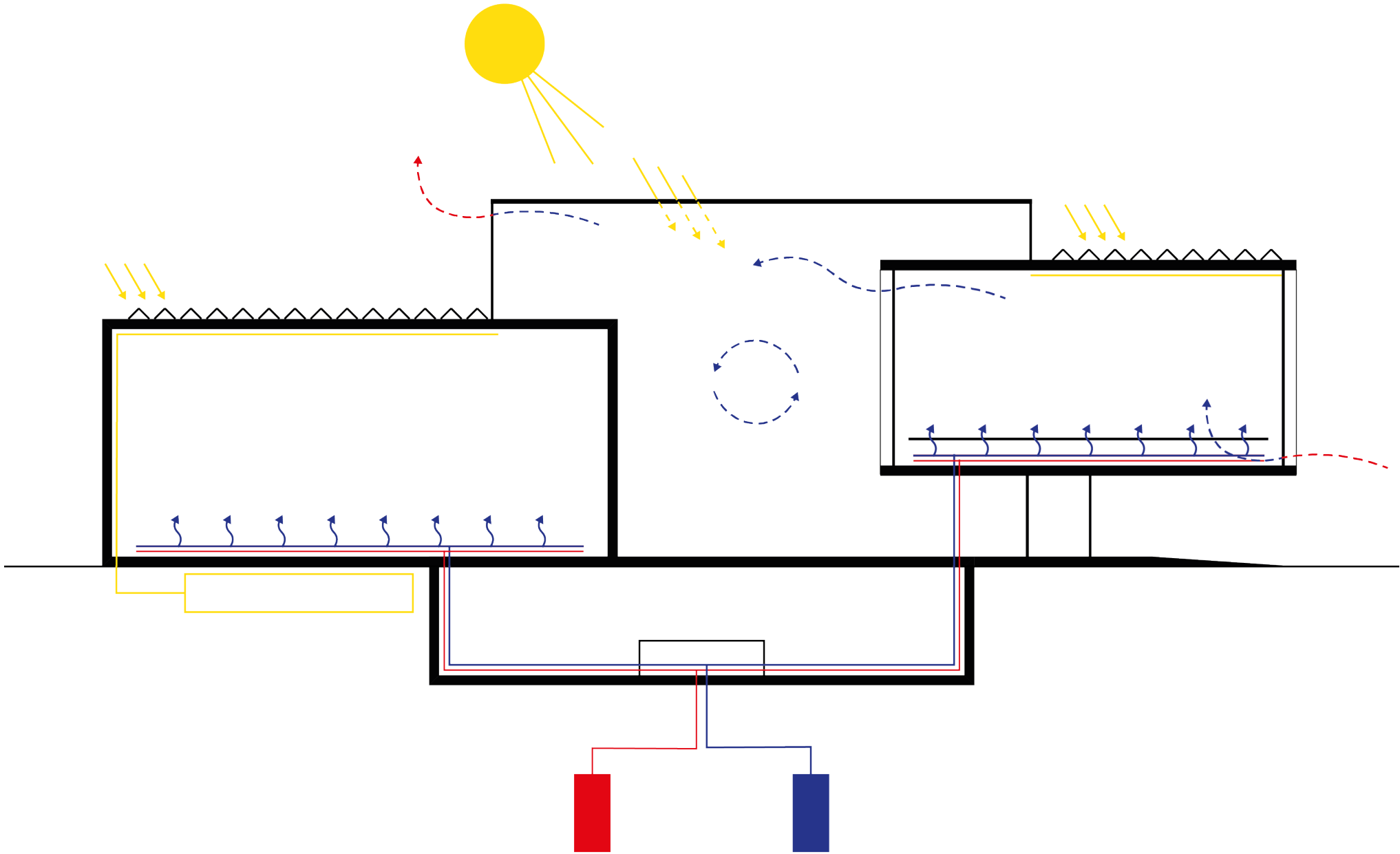


Design | Climate & Sustainability

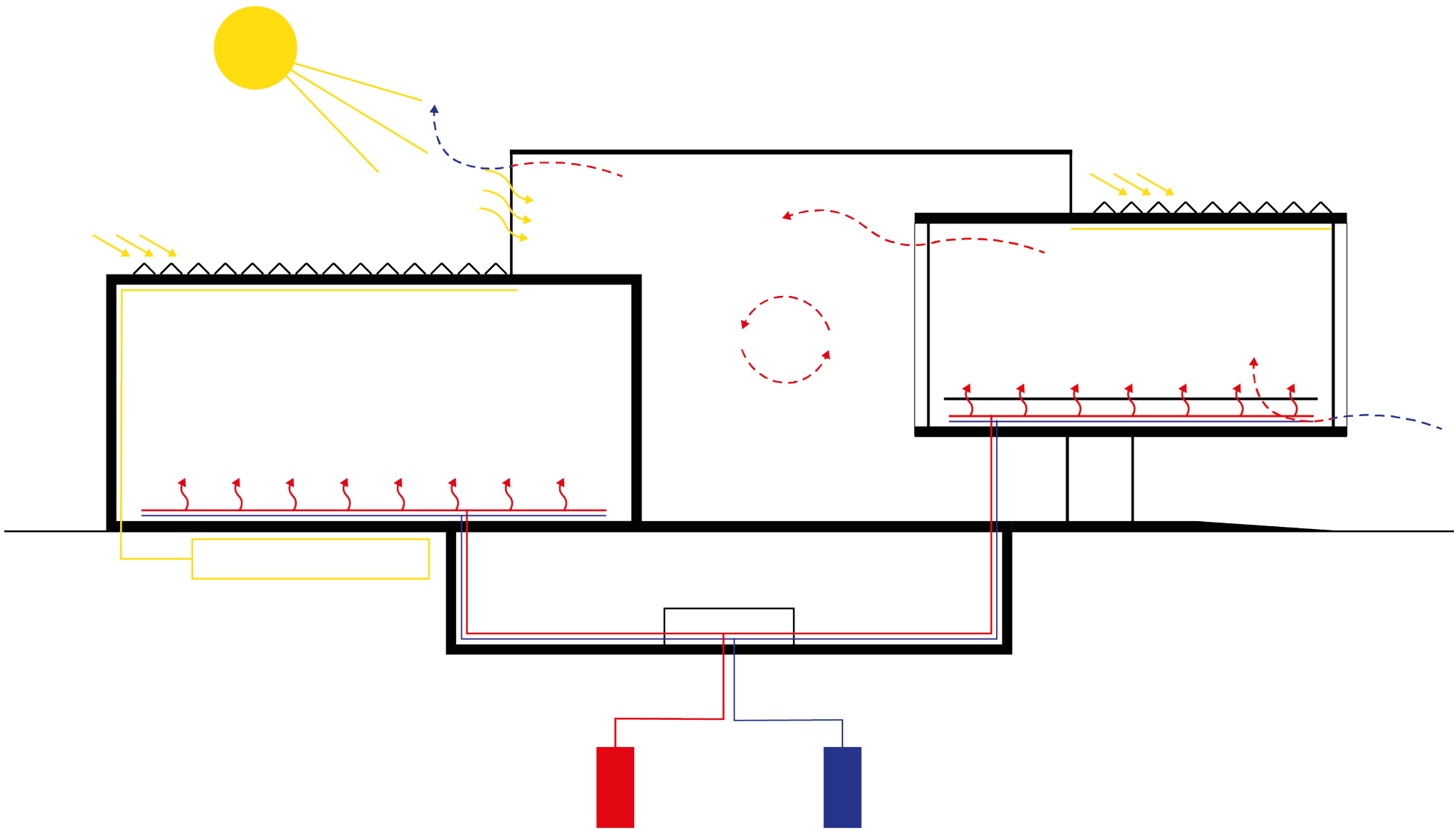
WINTER VENTILATION



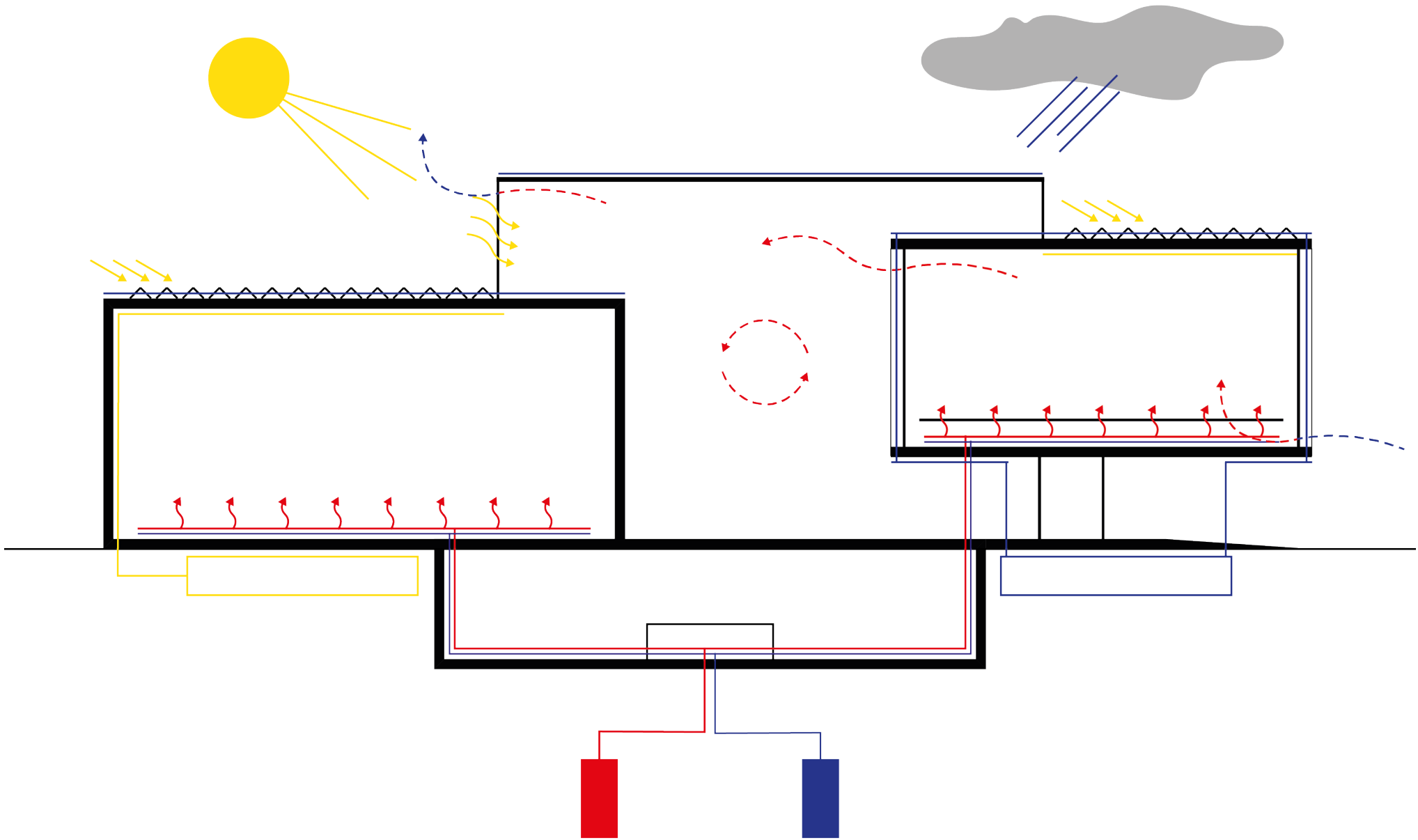
SUMMER SUN



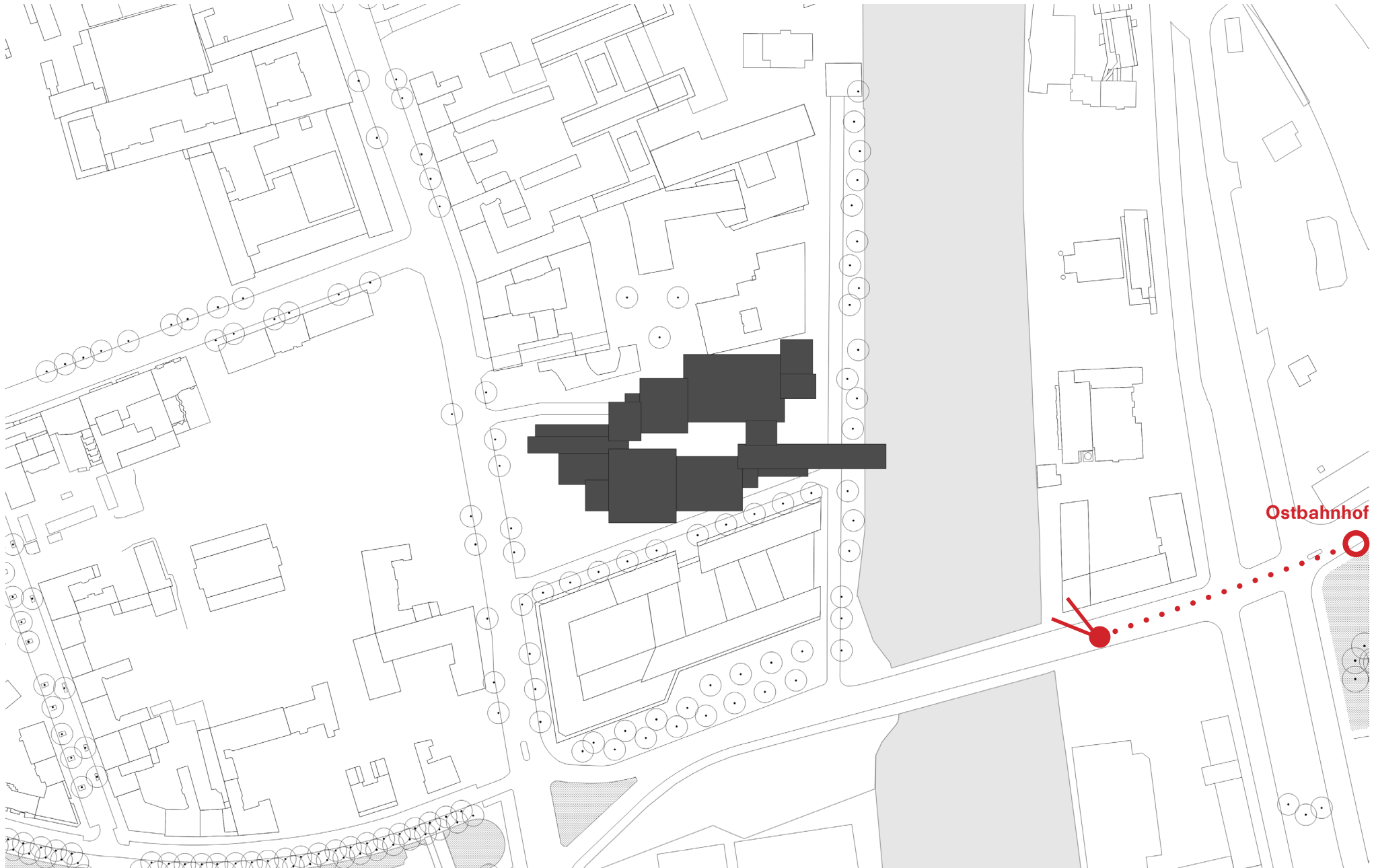
WINTER SUN



RAIN



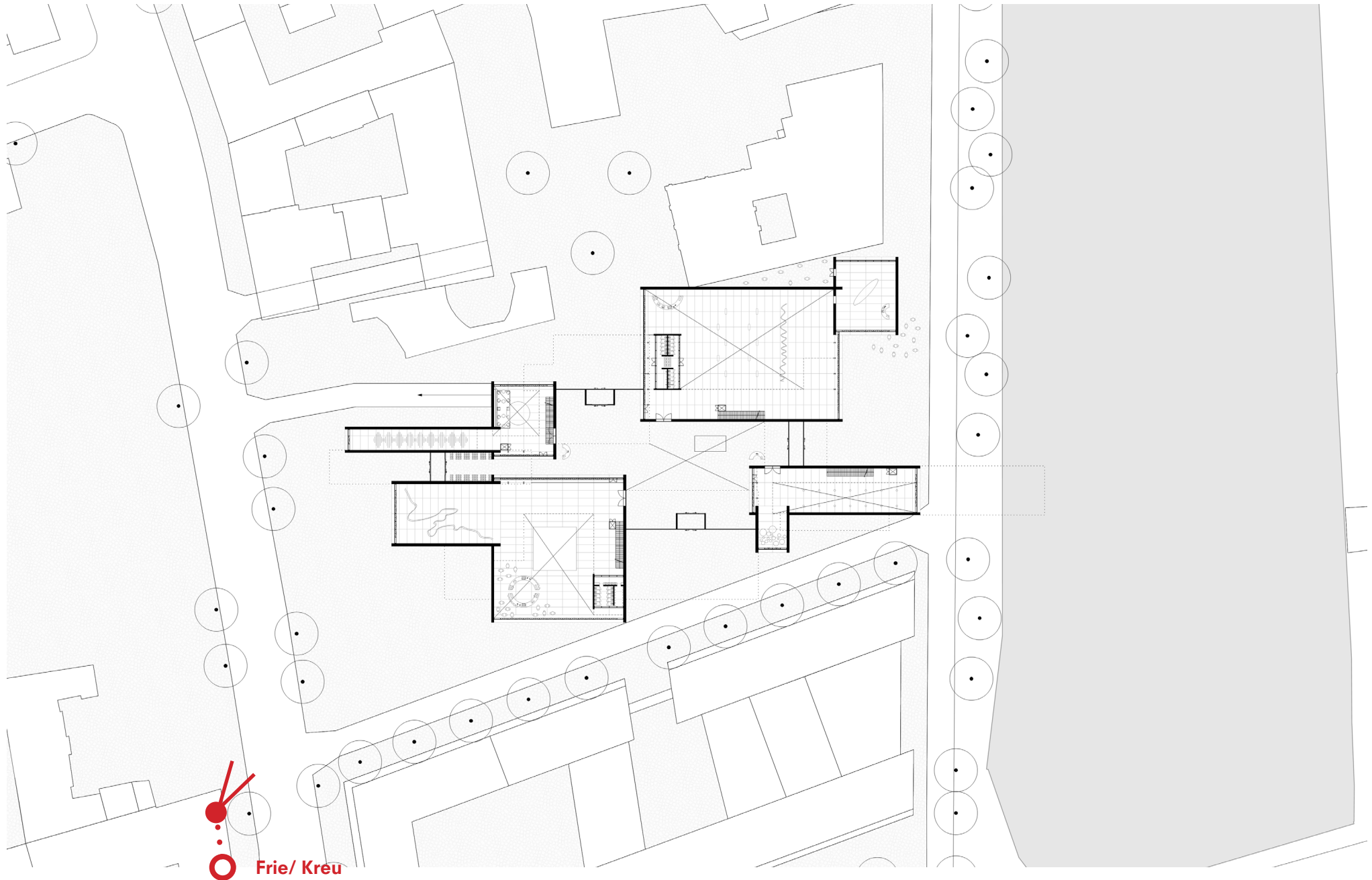
MAIN APPROACH



LANDMARK



MAIN APPROACH

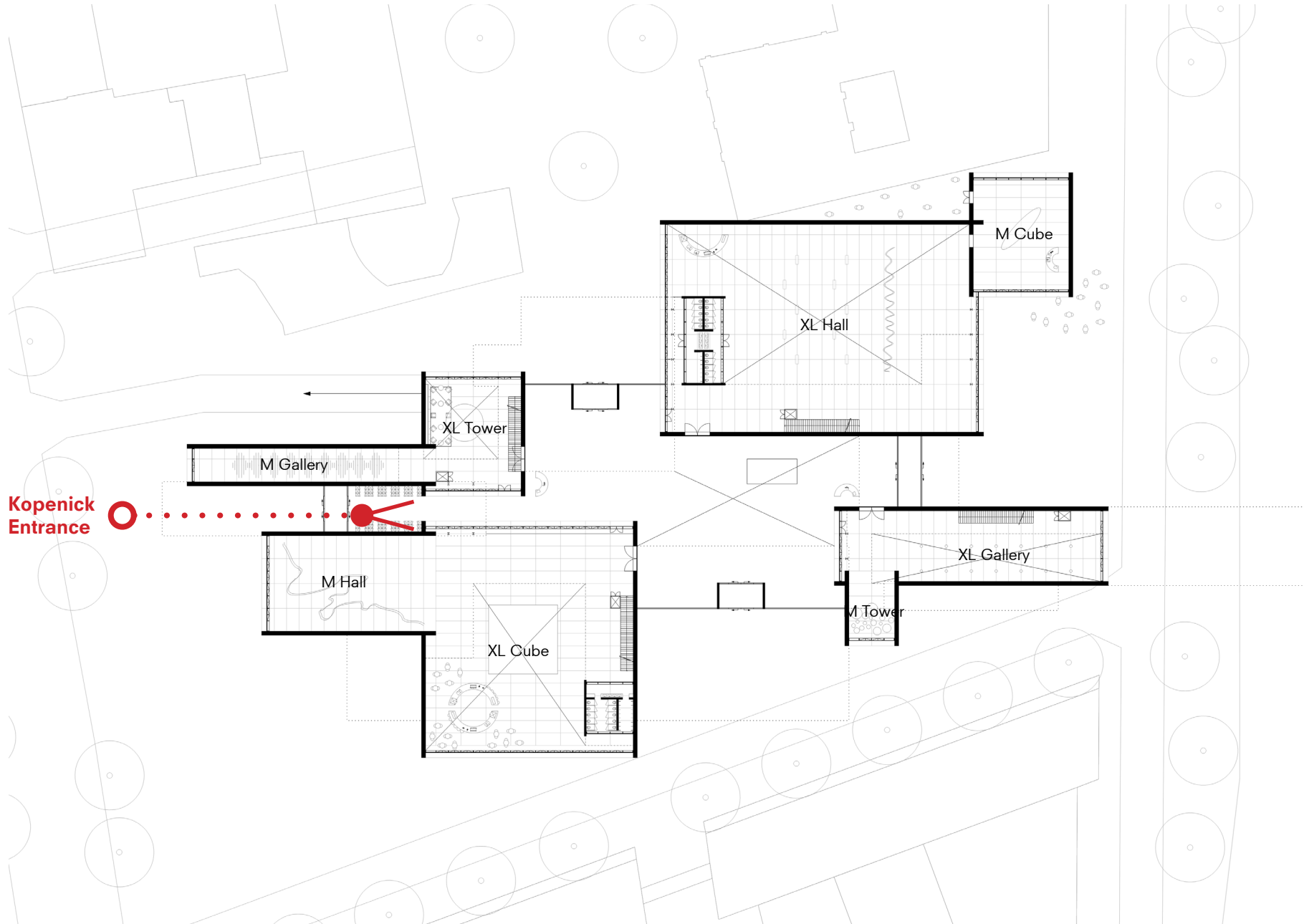


Design | Building | Urban implementation

PUBLIC SQUARE



MAIN ENTRANCE



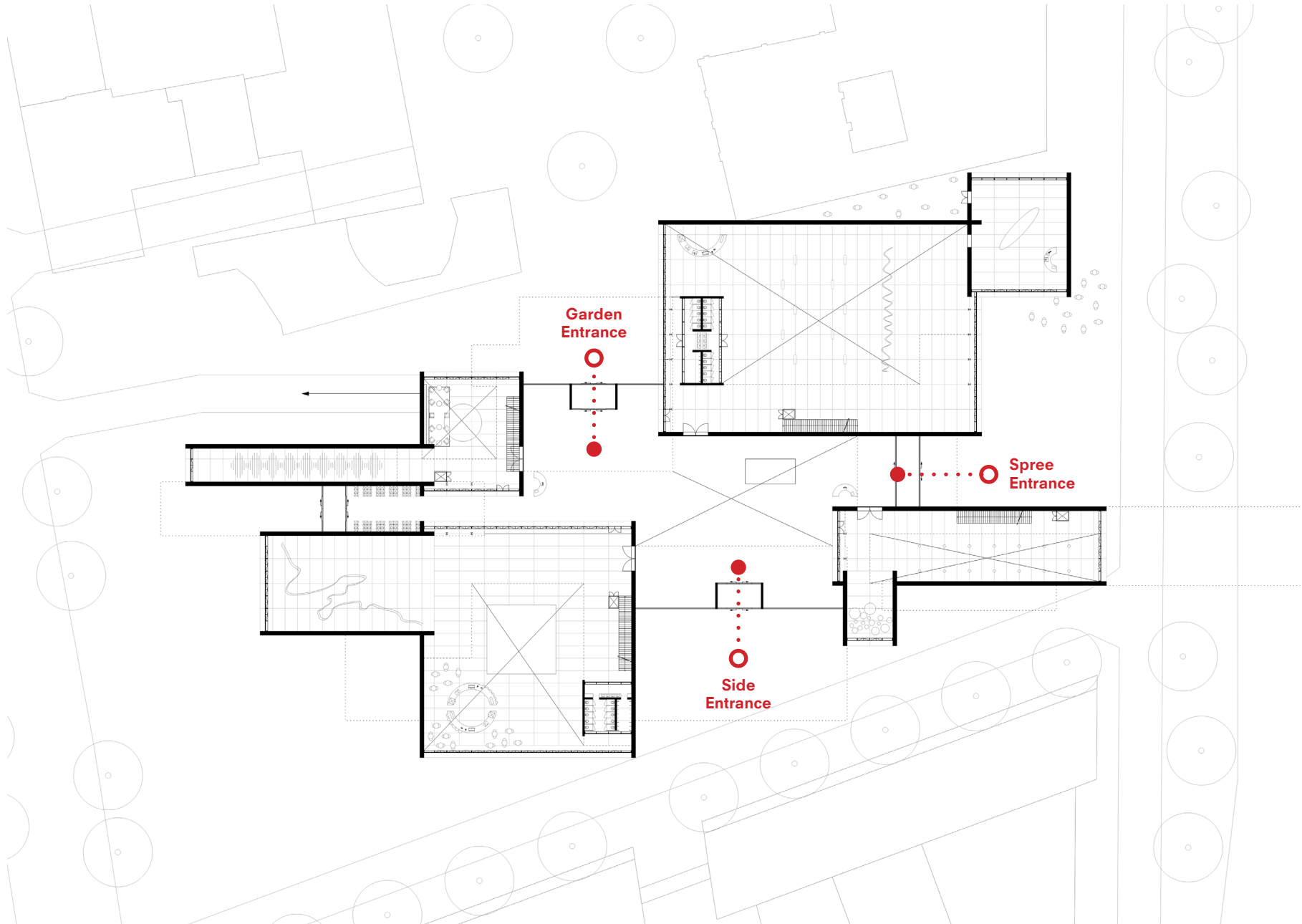
Design | Building | Ground Floor

MAIN ENTRANCE

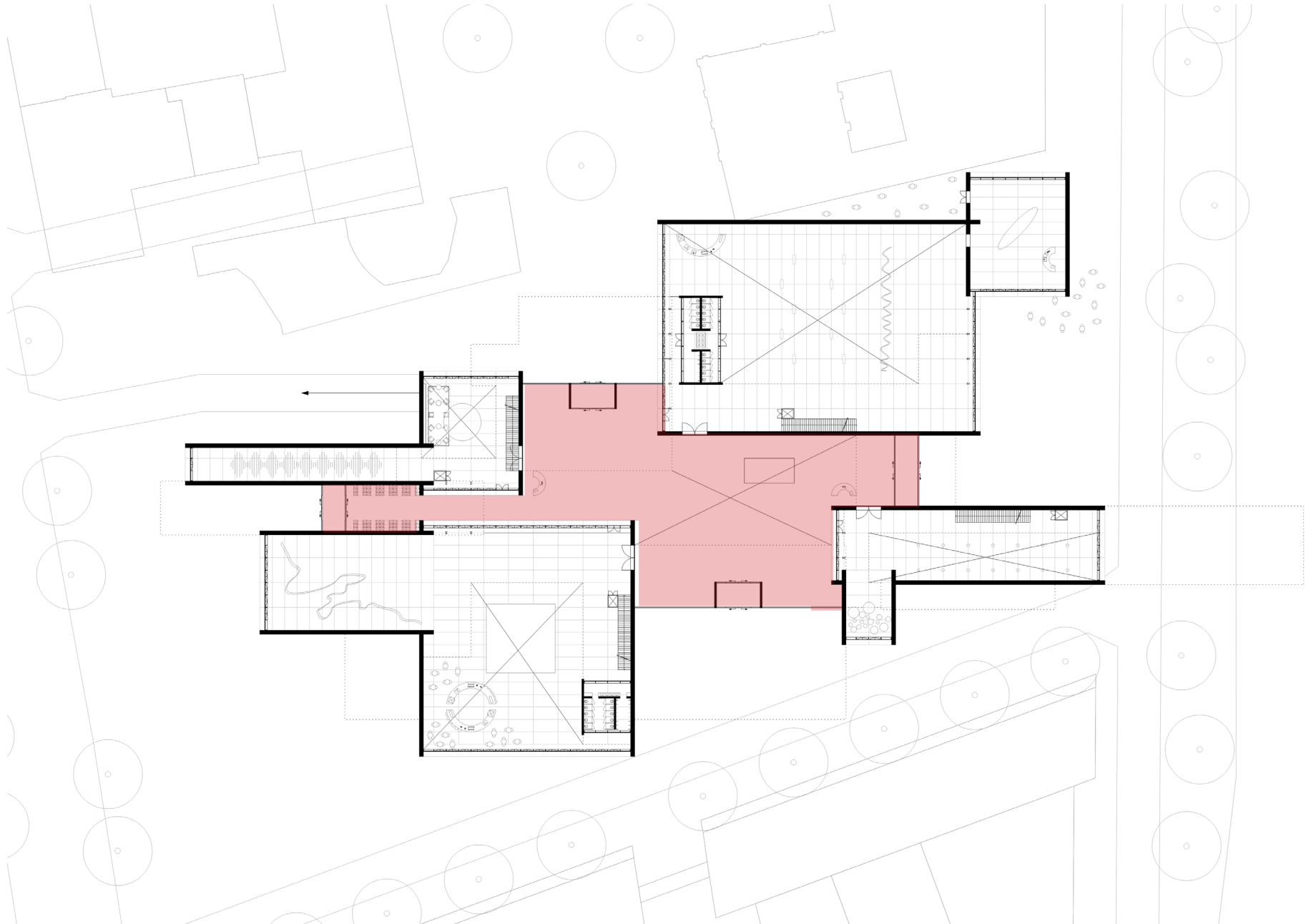


Design | Building | Ground Floor

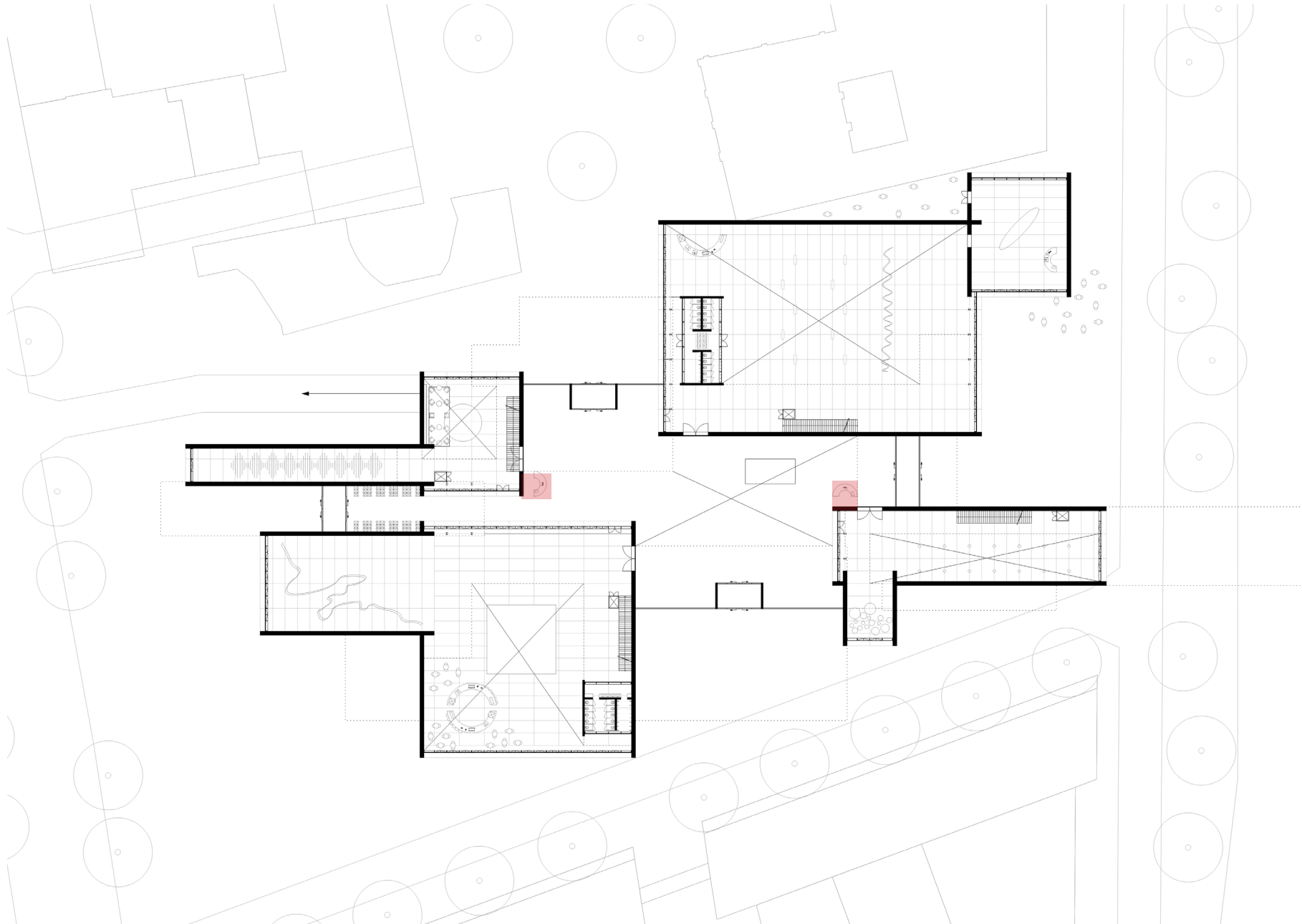
SECONDARY ENTRANCES



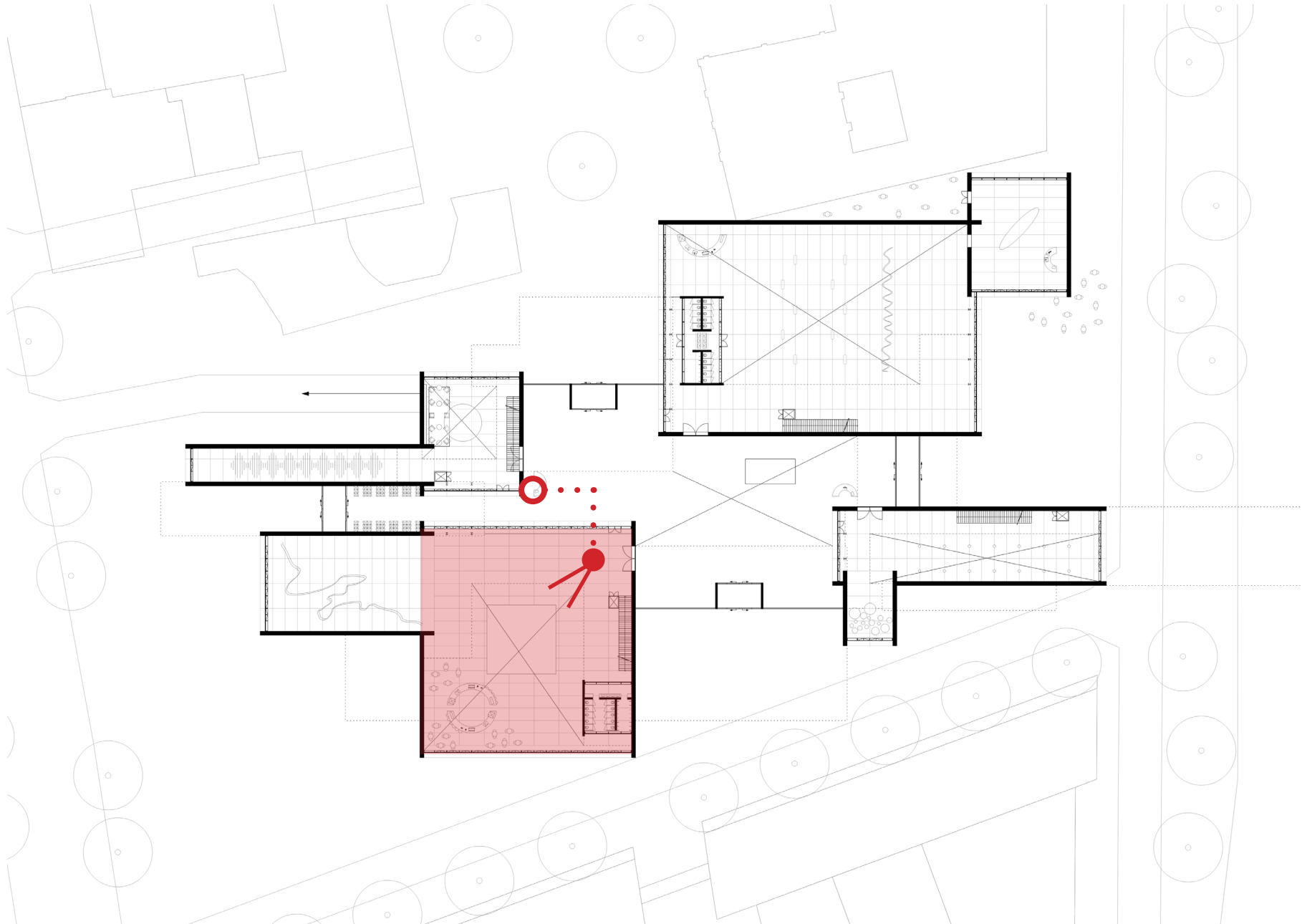
COURTYARD



FRONT DESKS



XL CUBE

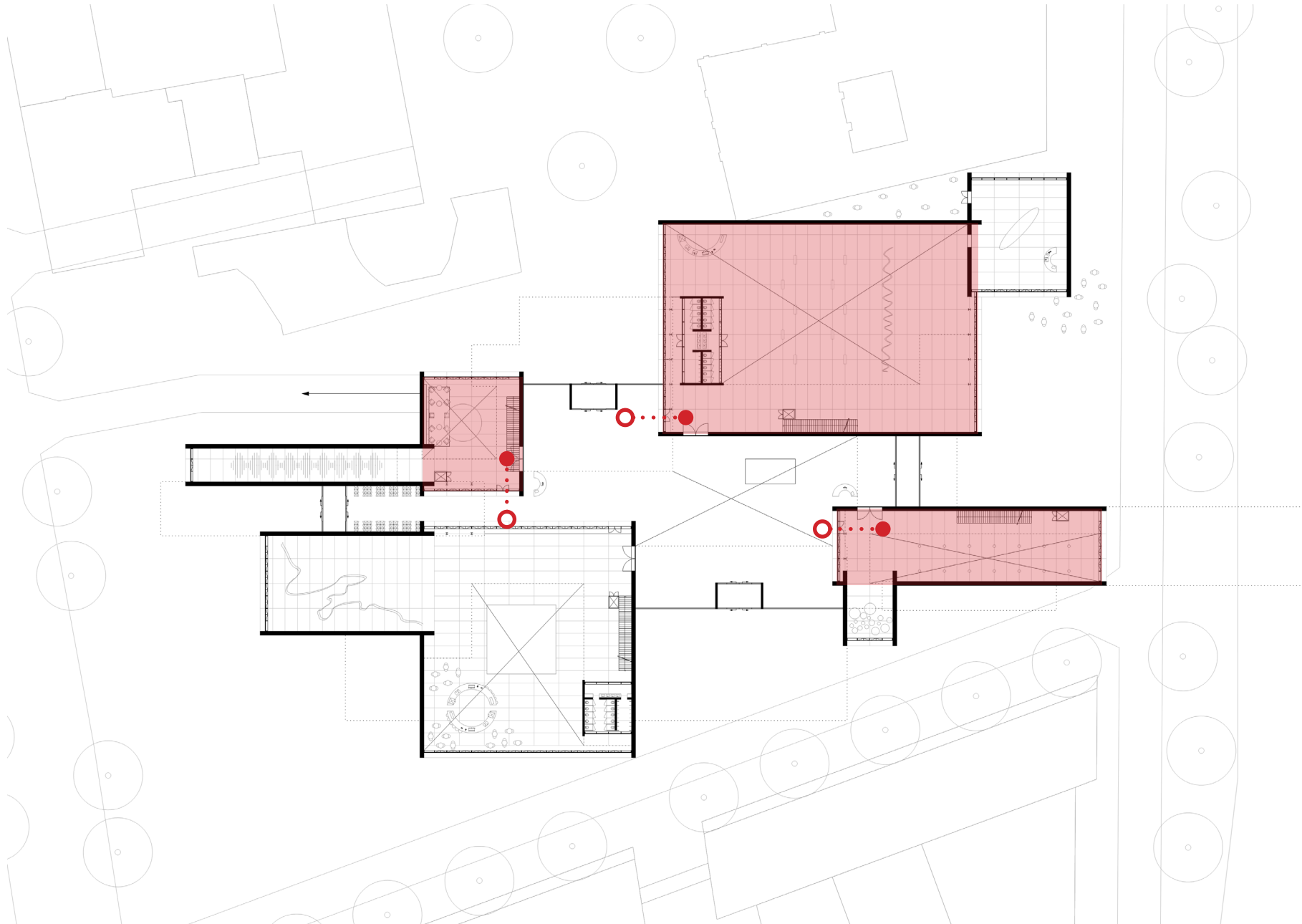


Design | Building | Ground Floor

ART AND CAFÉ

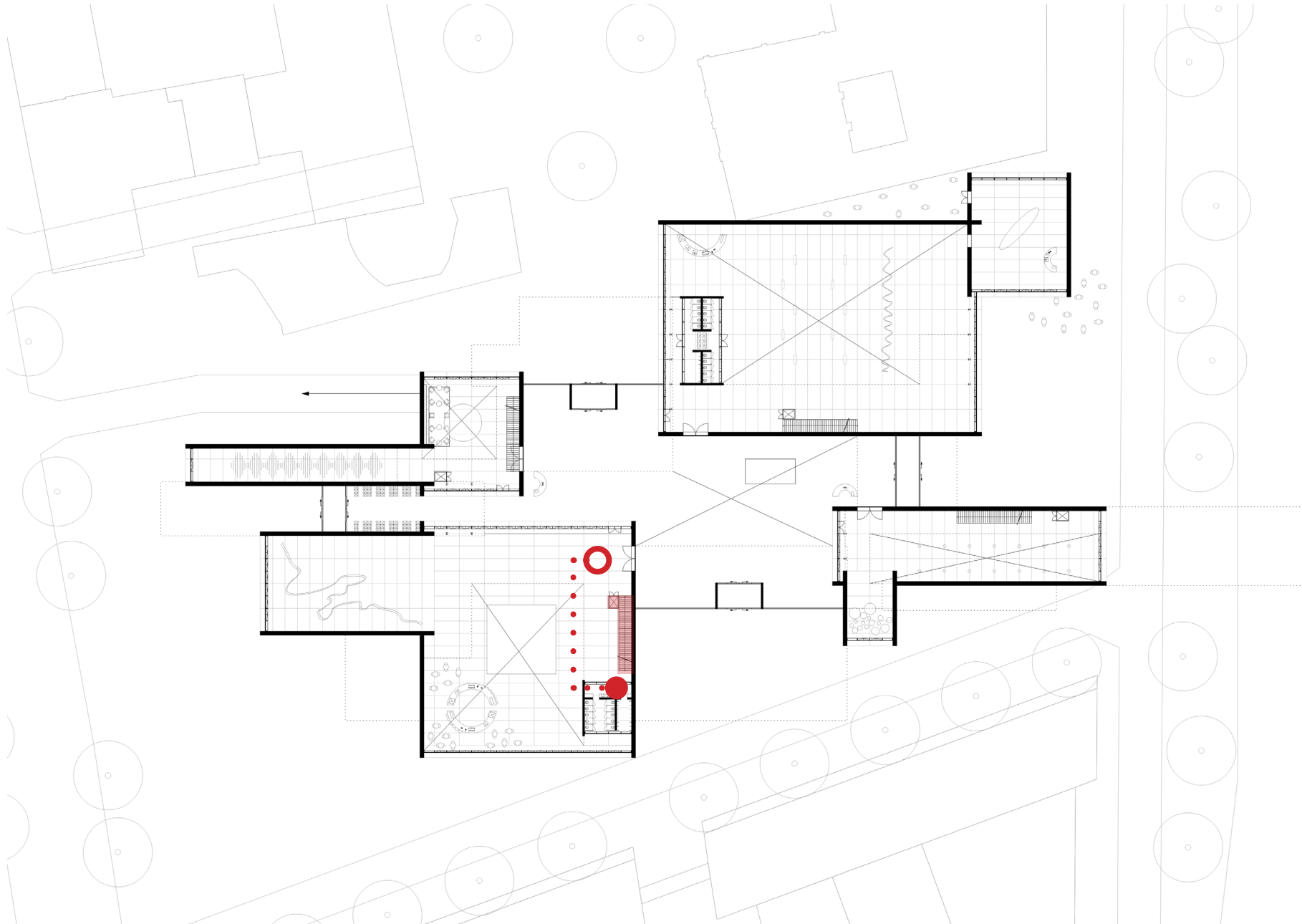


XL TOWER, HALL & GALLERY

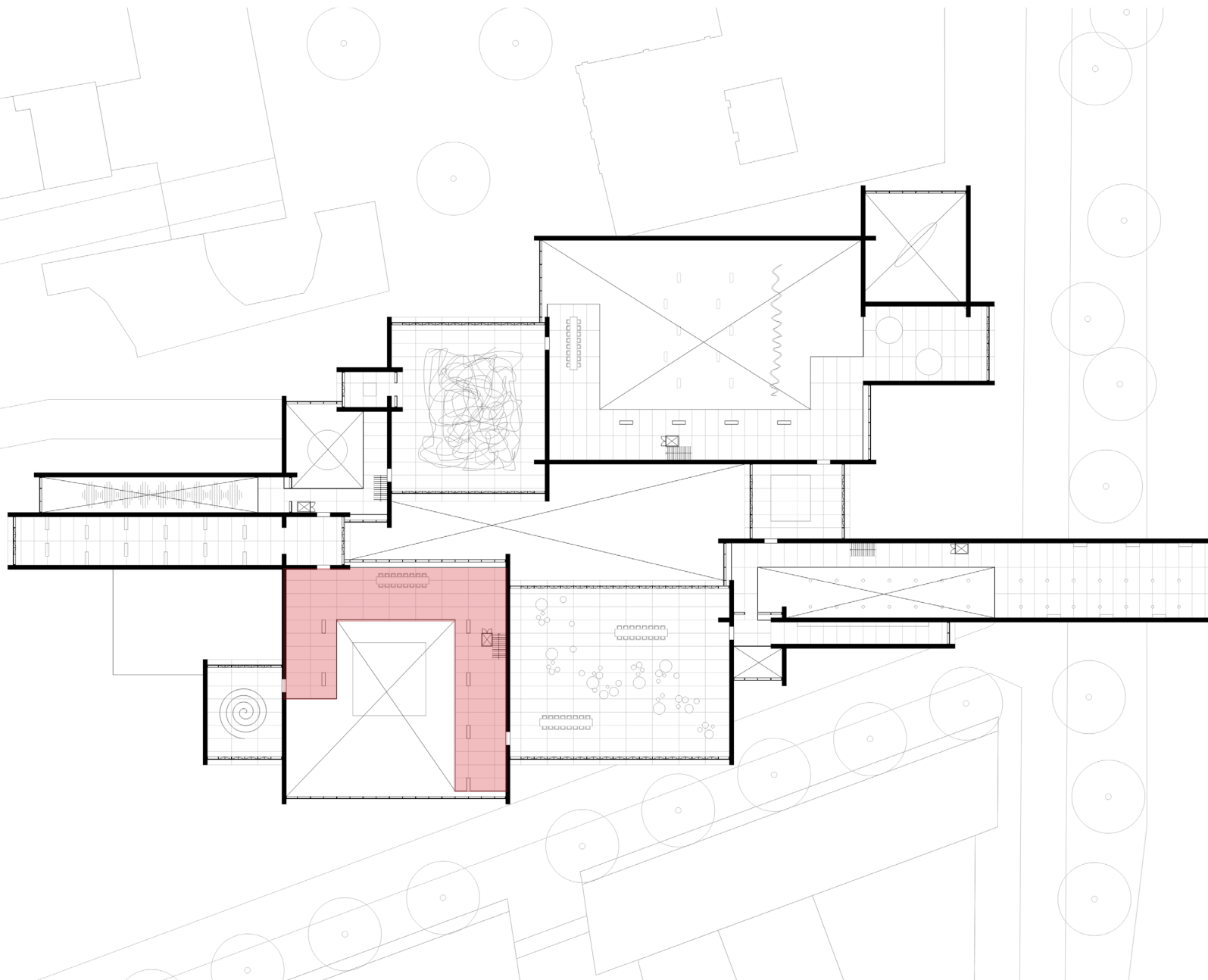


Design | Building | Ground Floor

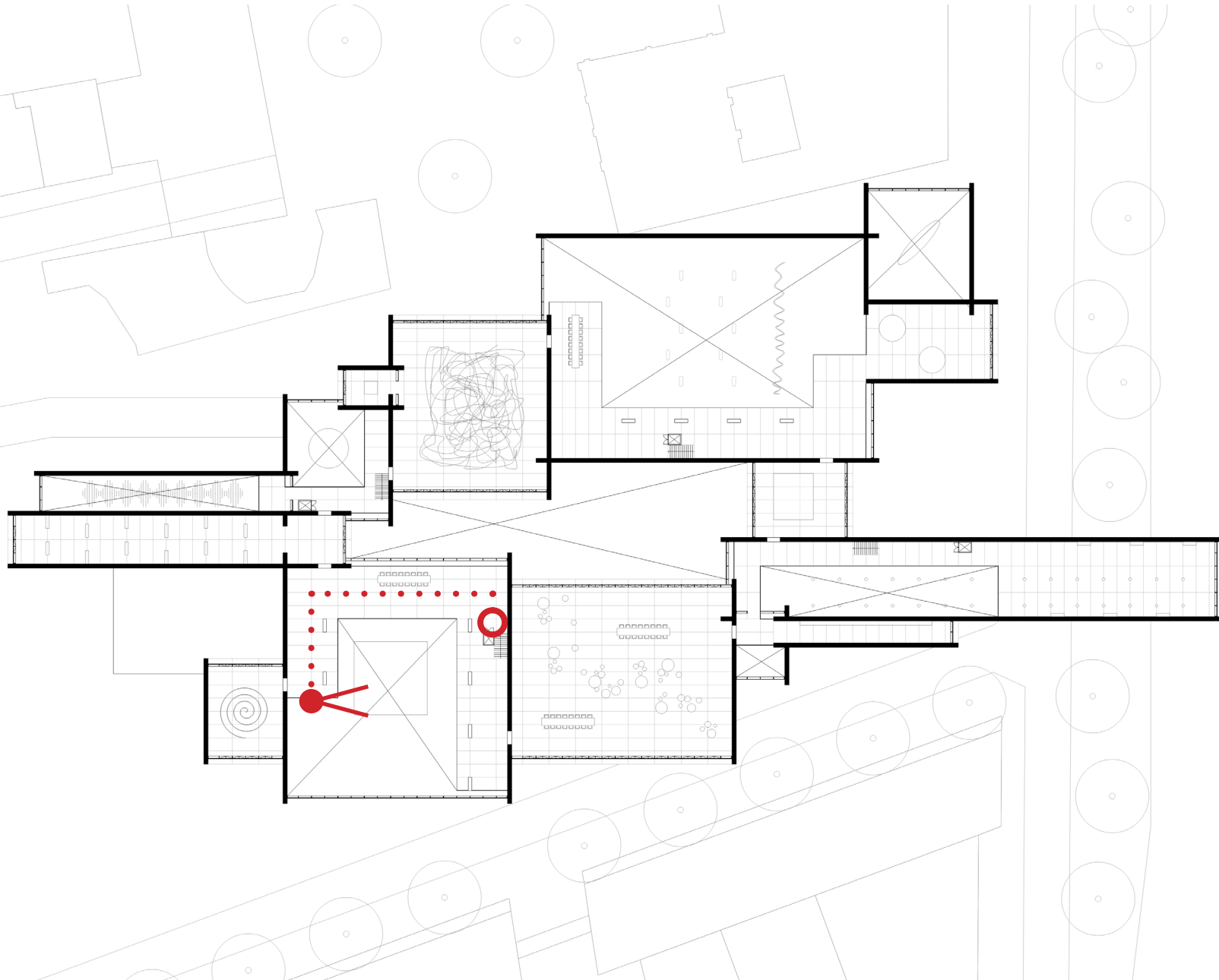
STAIR AND ELEVATOR



MEZZANINE



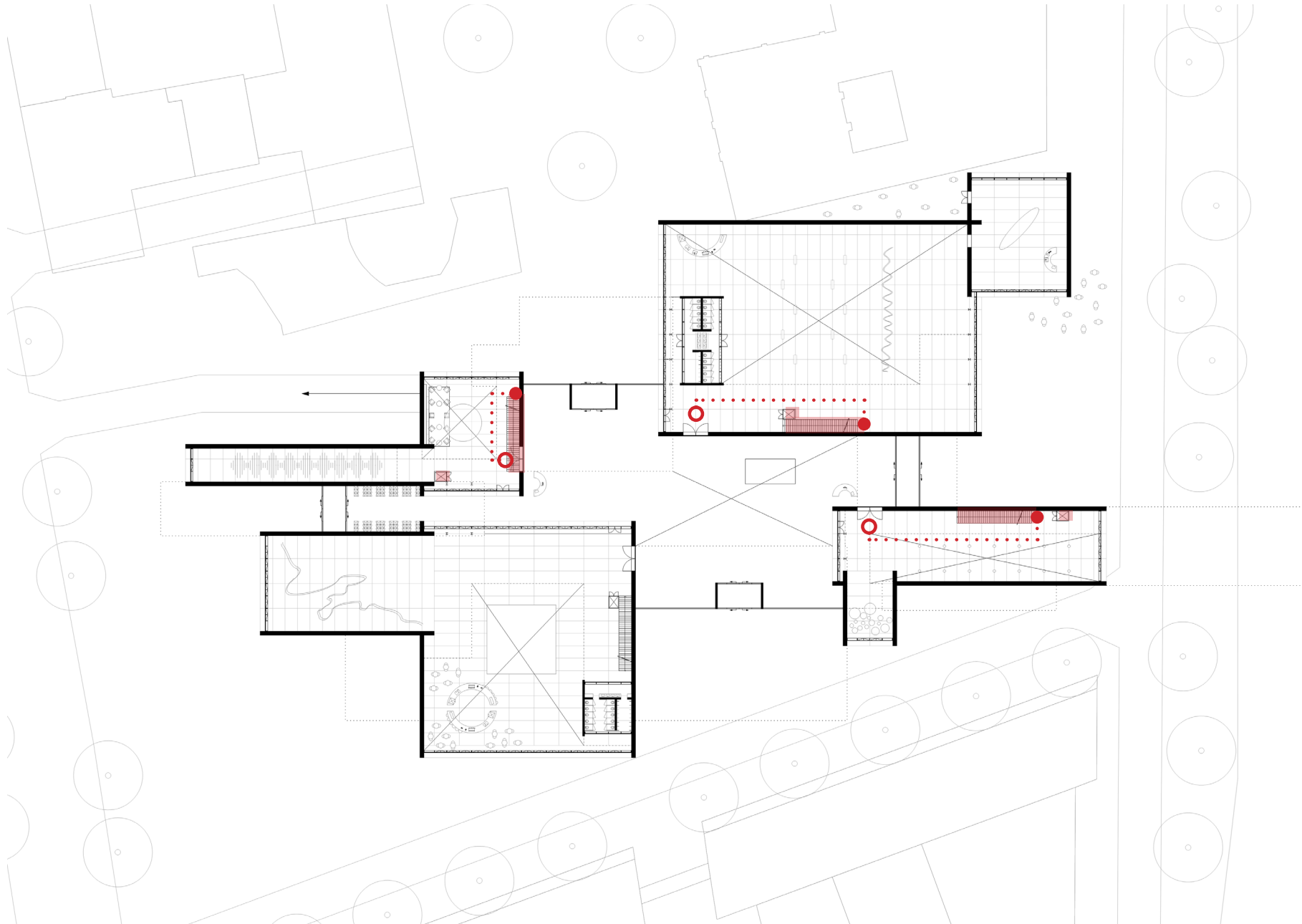
MEZZANINE VIEW



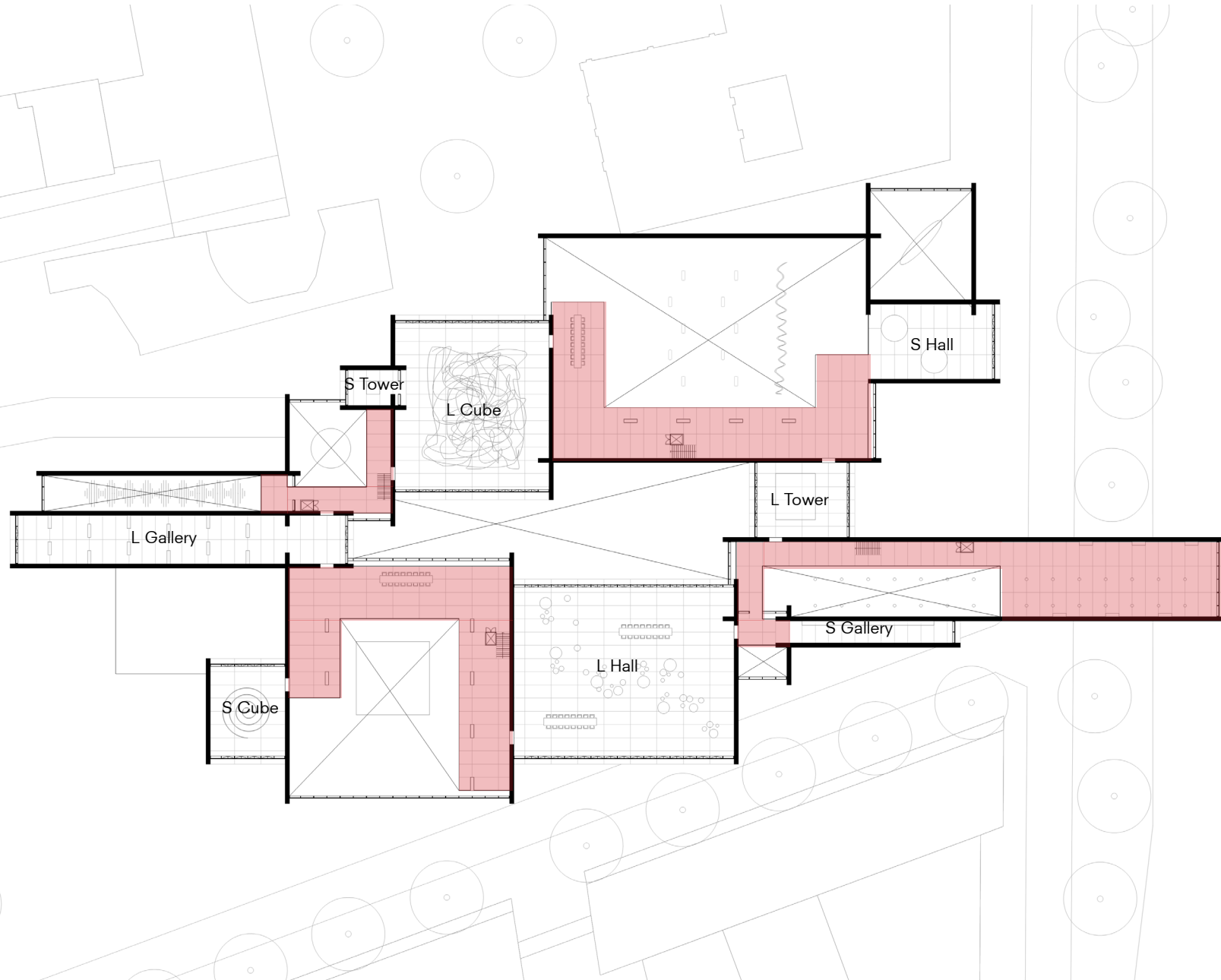
MEZZANINE



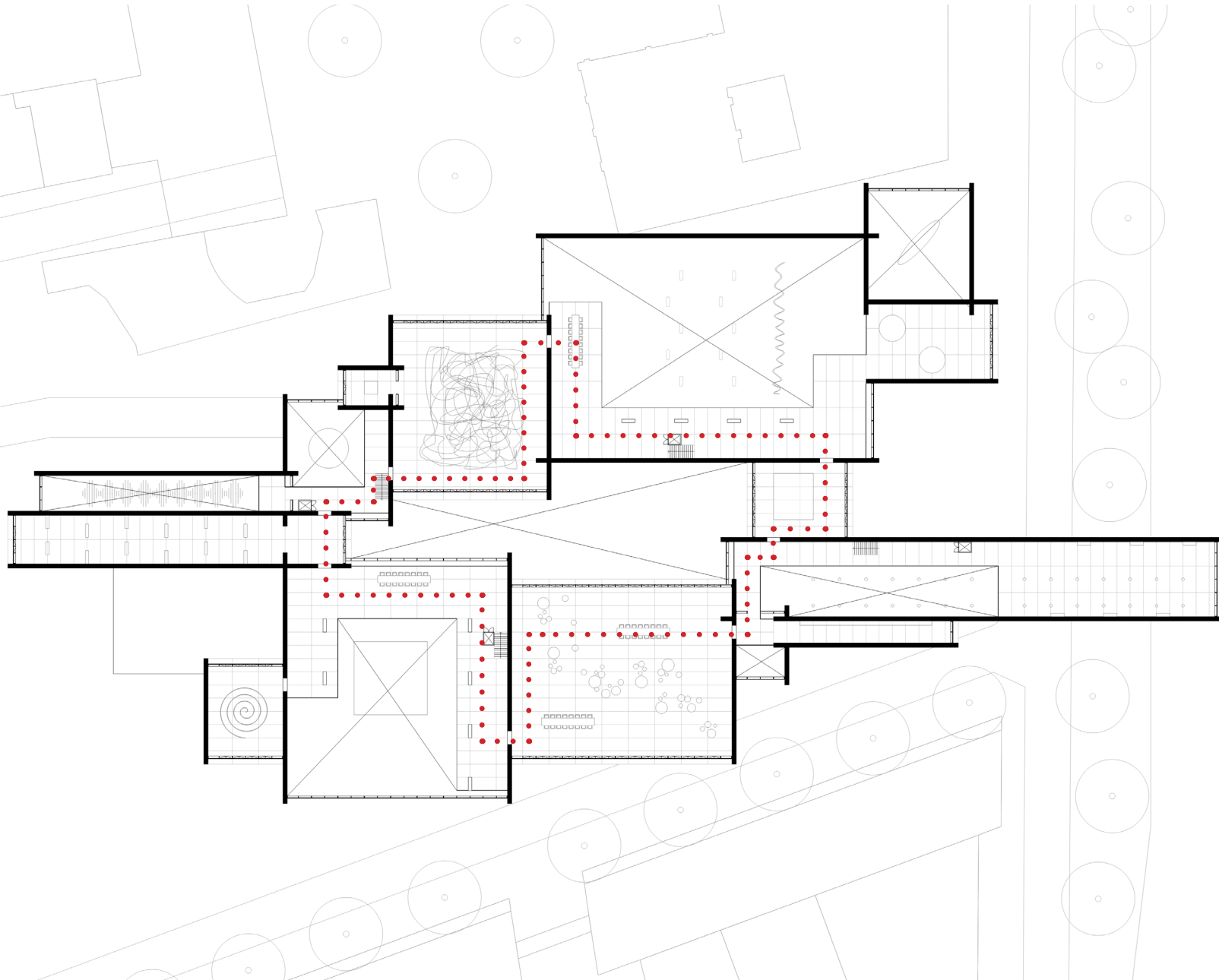
OTHER STAIRS AND ELEVATORS



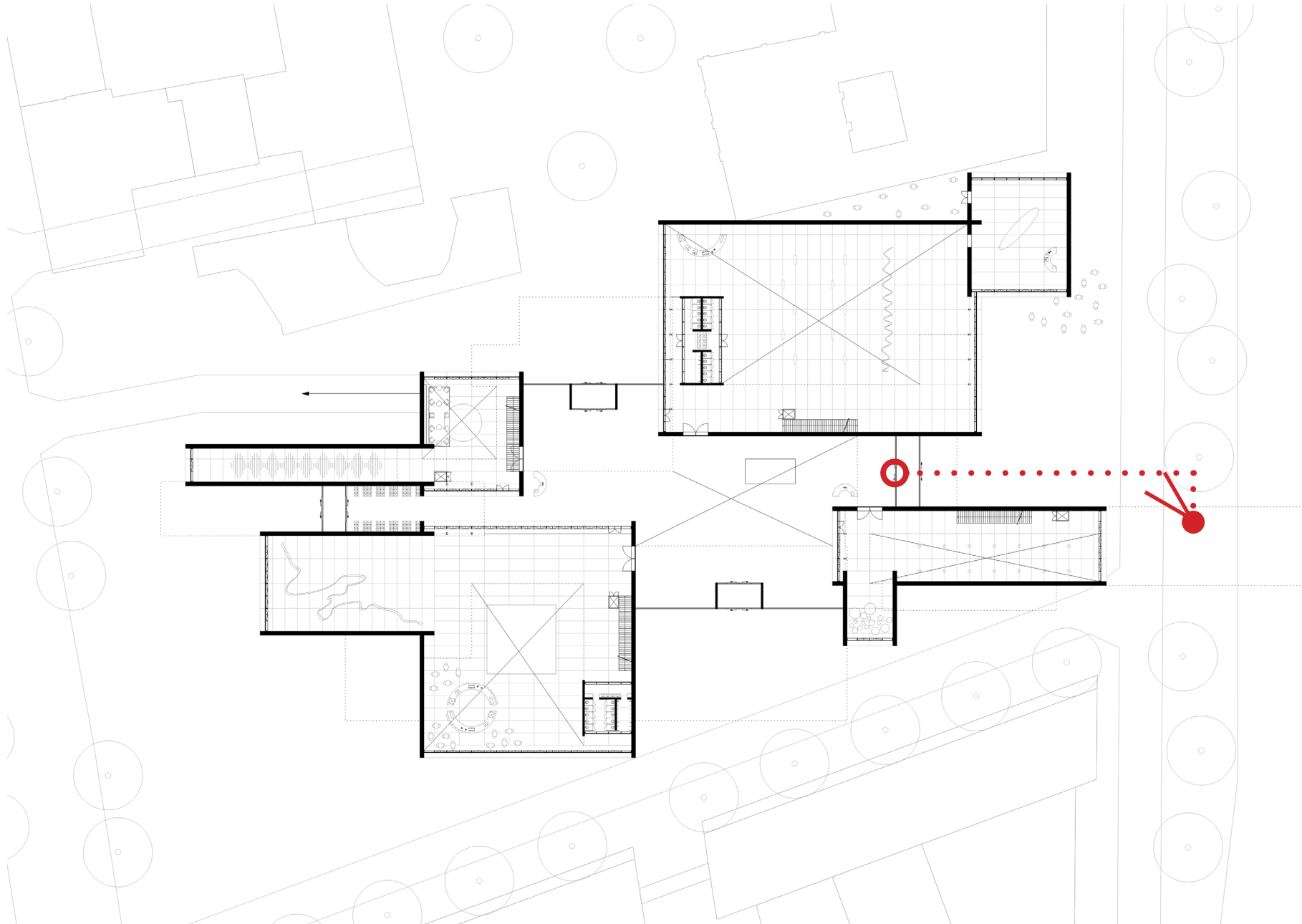
MEZZANINE



CONNECTING ROUTE



EXIT



Design | Building | Ground Floor

SPREE SIDE



Introduction

Concept

Design

Conclusion

RESEARCH QUESTION

**HOW TO DESIGN A CONTEMPORARY
ART MUSEUM?**

RESEARCH QUESTION

**HOW TO DESIGN A MUSEUM THAT
FOSTERS INTERACTION BETWEEN THE
ART AND VISITORS?**

Conclusion

AMBITION

**CREATING A MUSEUM WHERE THERE
IS INTERACTION AND CONNECTION
BETWEEN THE ART AND VISITORS**

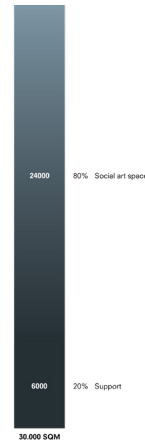
Conclusion

CONCEPTS



Building as a canvas

Specific
Accommodating
Contextualized



Art + Social

Intergrated Program



Interaction & Connection

Reaction Wall

Conclusion **DESIGN**



Conclusion
DESIGN



INTERACTION AND CONNECTION

