



hangARts museum

MUSEOSYSTEM

210702_P5 PRESENTATION

HELEN CAO || 4470176



THE STUDIO

PUBLIC BUILDING: ART + THE CITY RE-WIRED

the New Museum impacting the city

re-defining art, enhancing the neighbourhood

multiplicity

MoMA - New York

MoMA Design Store was the precedence for many future museums, and thus re-wired the way museums were designed



THE NEW MUSEUM?

the initiator of the relationship between the audience and the museum

accessible for everyone

attract the indifferent

make art more relatable

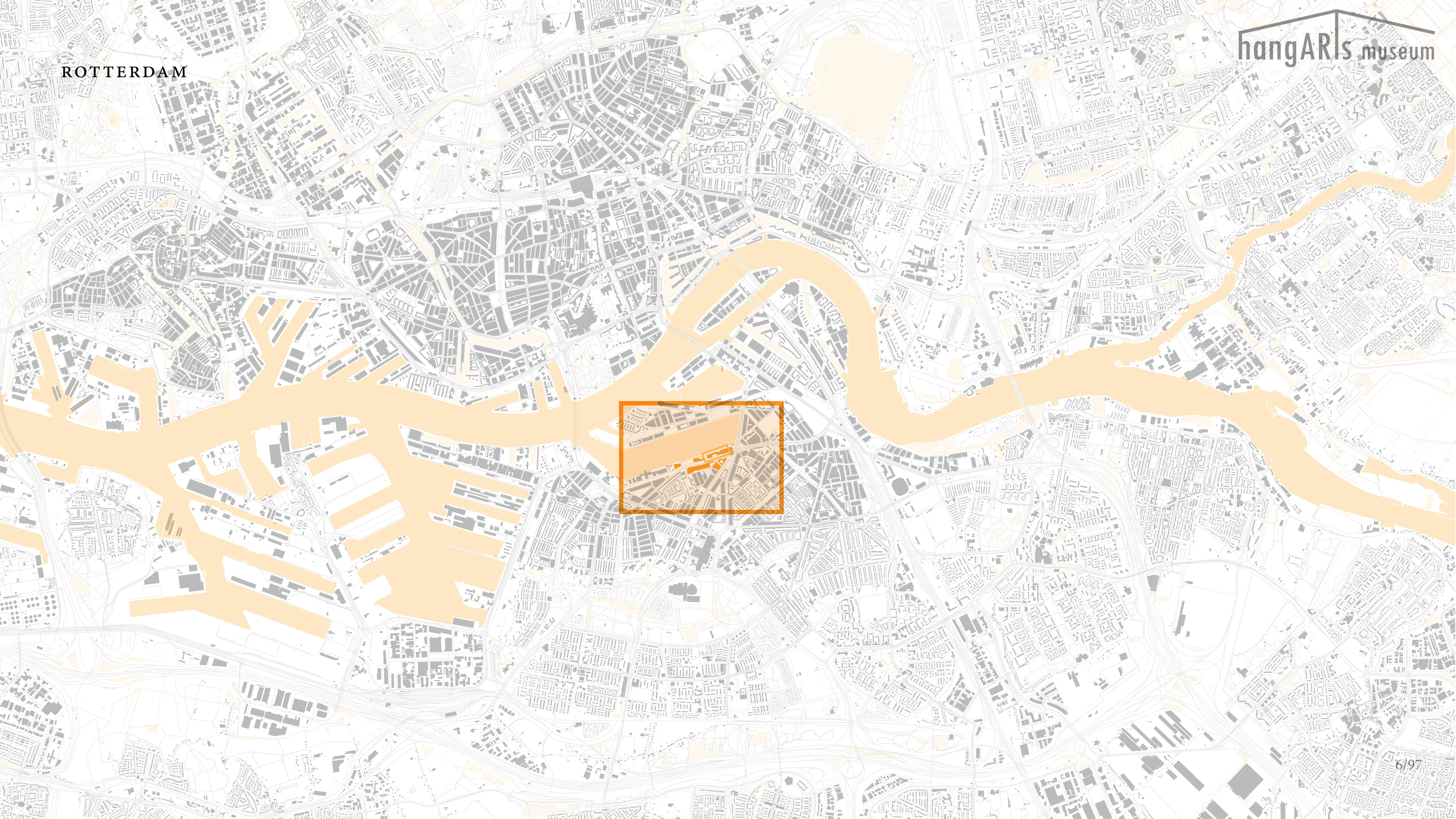
Joana Vasconcelos - Kunsthal Rotterdam

the playfulness and double meanings in her artworks is what put her on the map of 'formal' and 'casual' visitors.

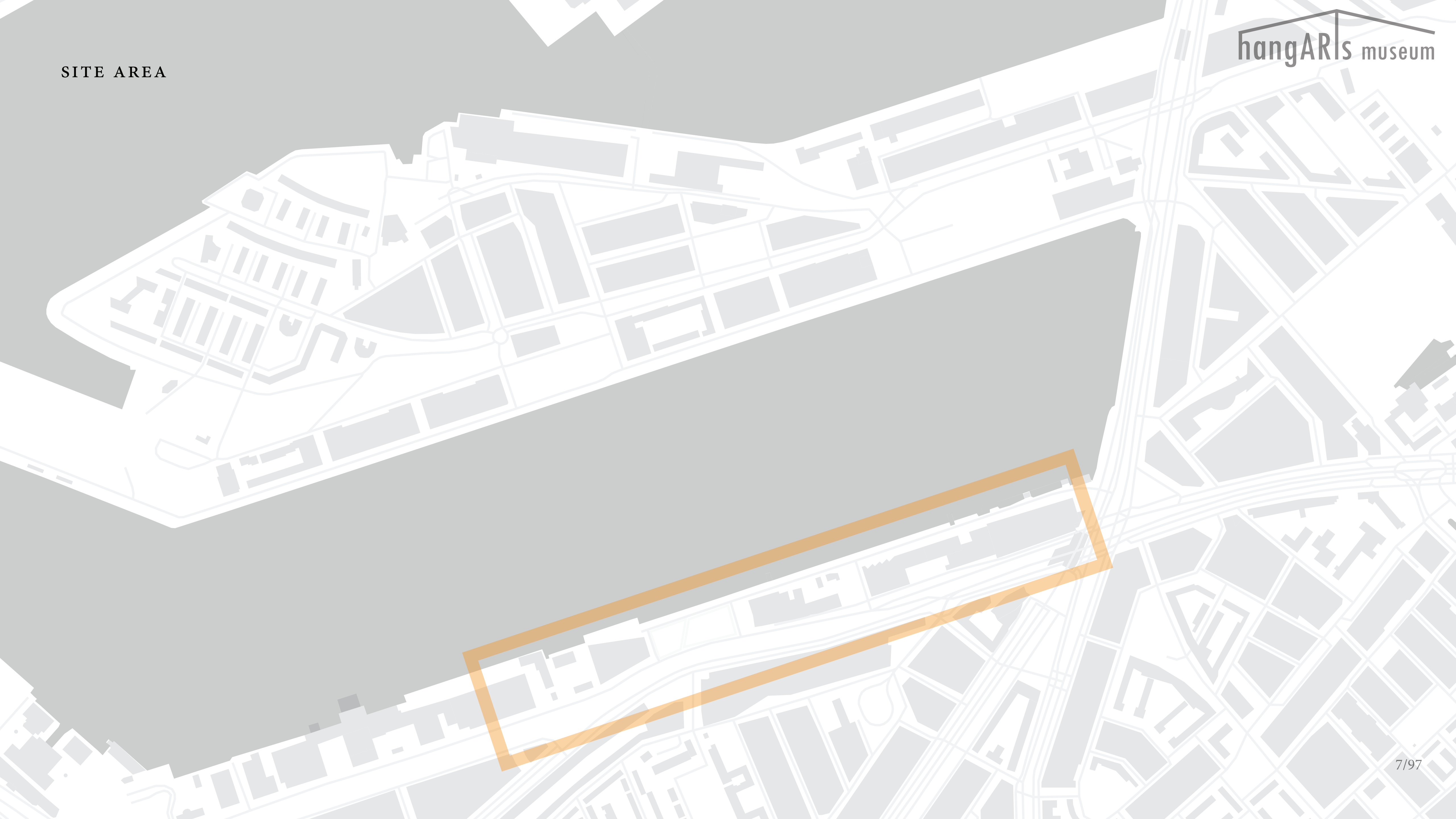


THE SITE

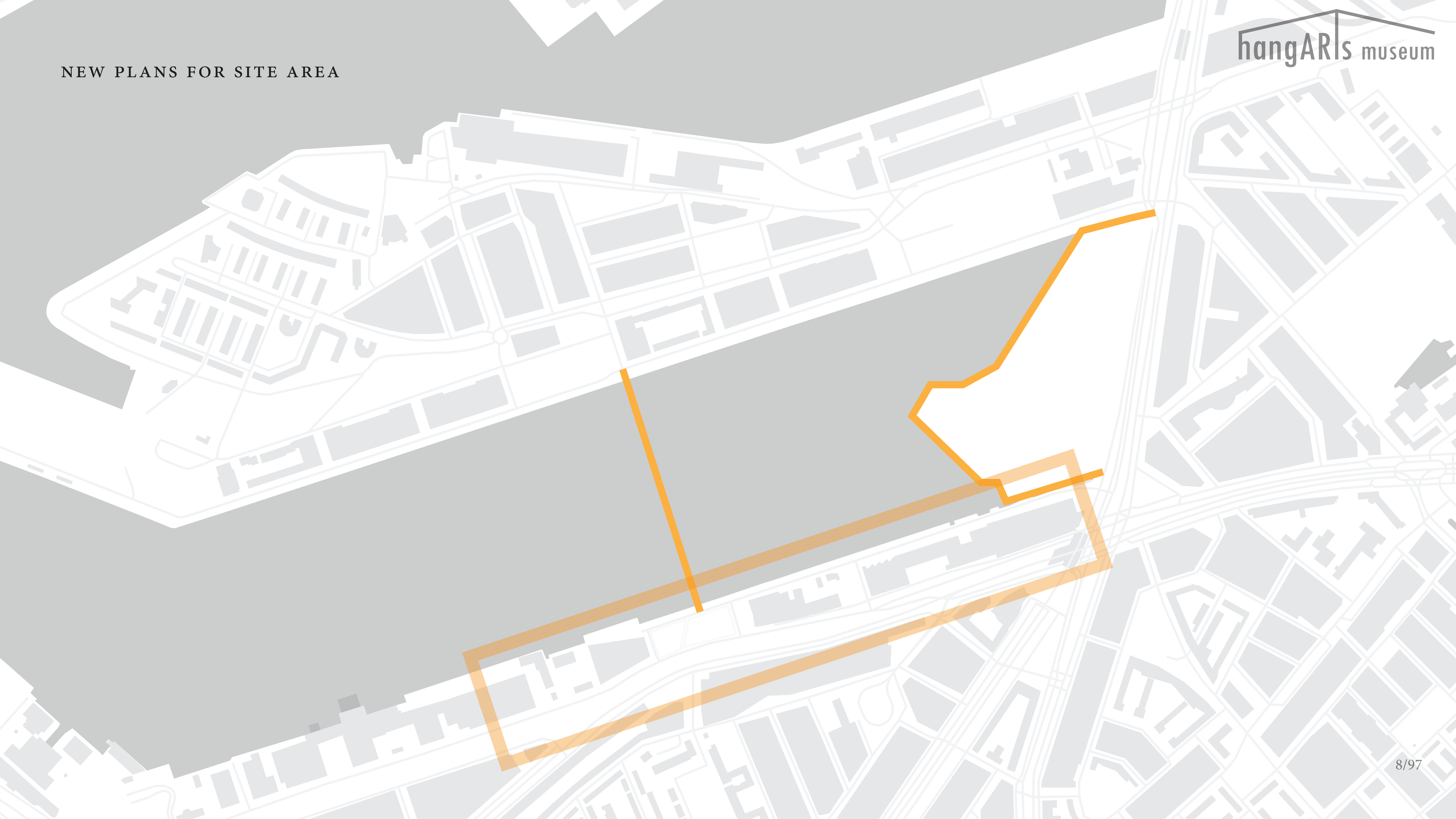
ROTTERDAM



SITE AREA



NEW PLANS FOR SITE AREA

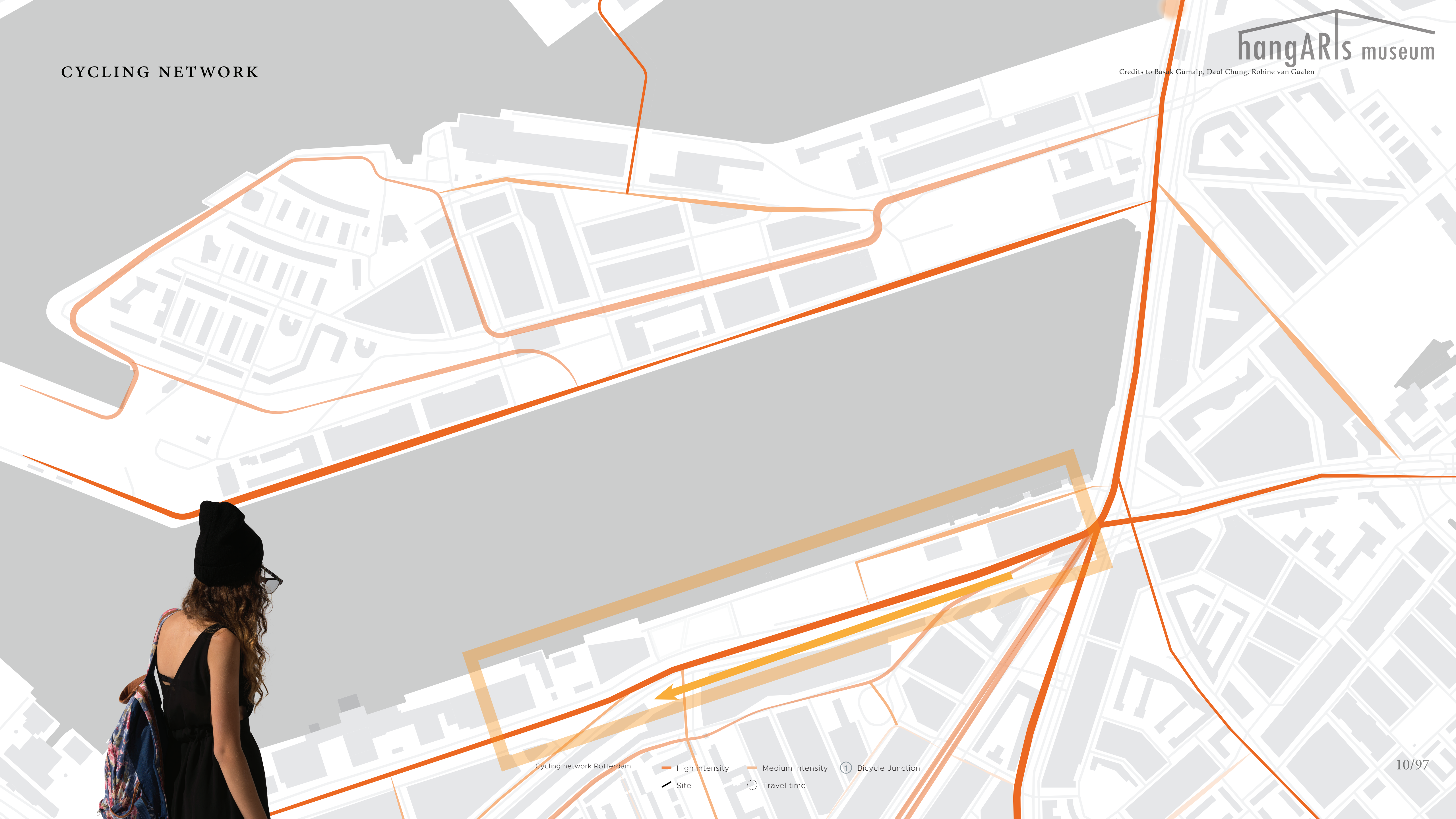


SHARON, 21 YEARS OLD



CYCLING NETWORK

Credits to Basak Gümalp, Daul Chung, Robine van Gaalen



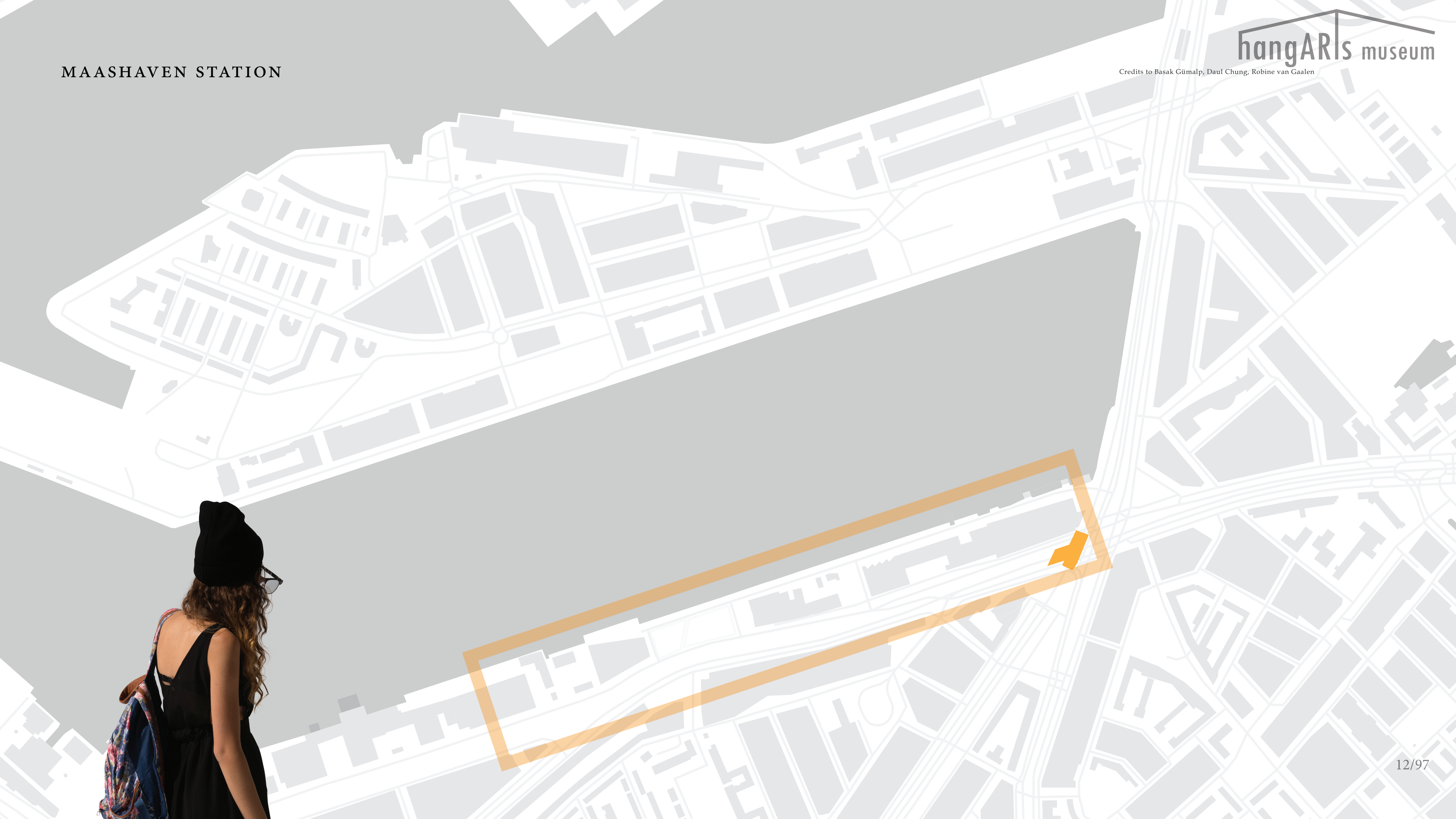
Cycling network Rotterdam

- High Intensity
- Medium intensity
- ① Bicycle Junction
- Site
- Travel time

BIKE PATH BRIELSELAAN



MAASHAVEN STATION



PUBLIC ART IN ROTTERDAM



1. Zonder titel
by Joel Shapiro



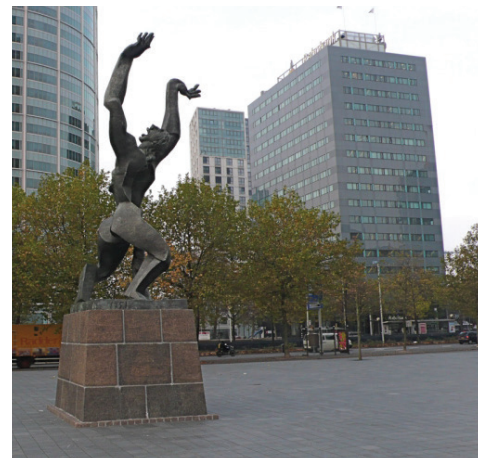
2. La grande musicienne
by Henri Laurens



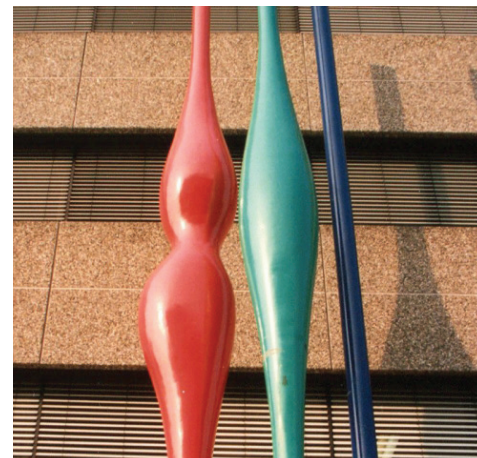
3. Moeder en kind
by Carel Visser



4. Zonder titel
by David Vandekop



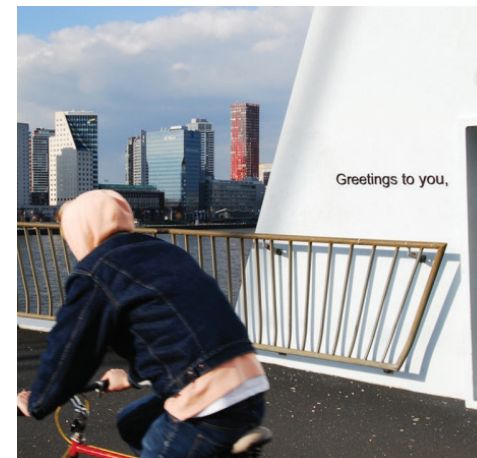
5. De verwoeste stad
by Ossip Zadkine



6. Groeivormen
by Leen Droppert



7. Marathonbeeld
by Henk Visch



8. On Spam, Lectori Saludem #6
by Niels Post



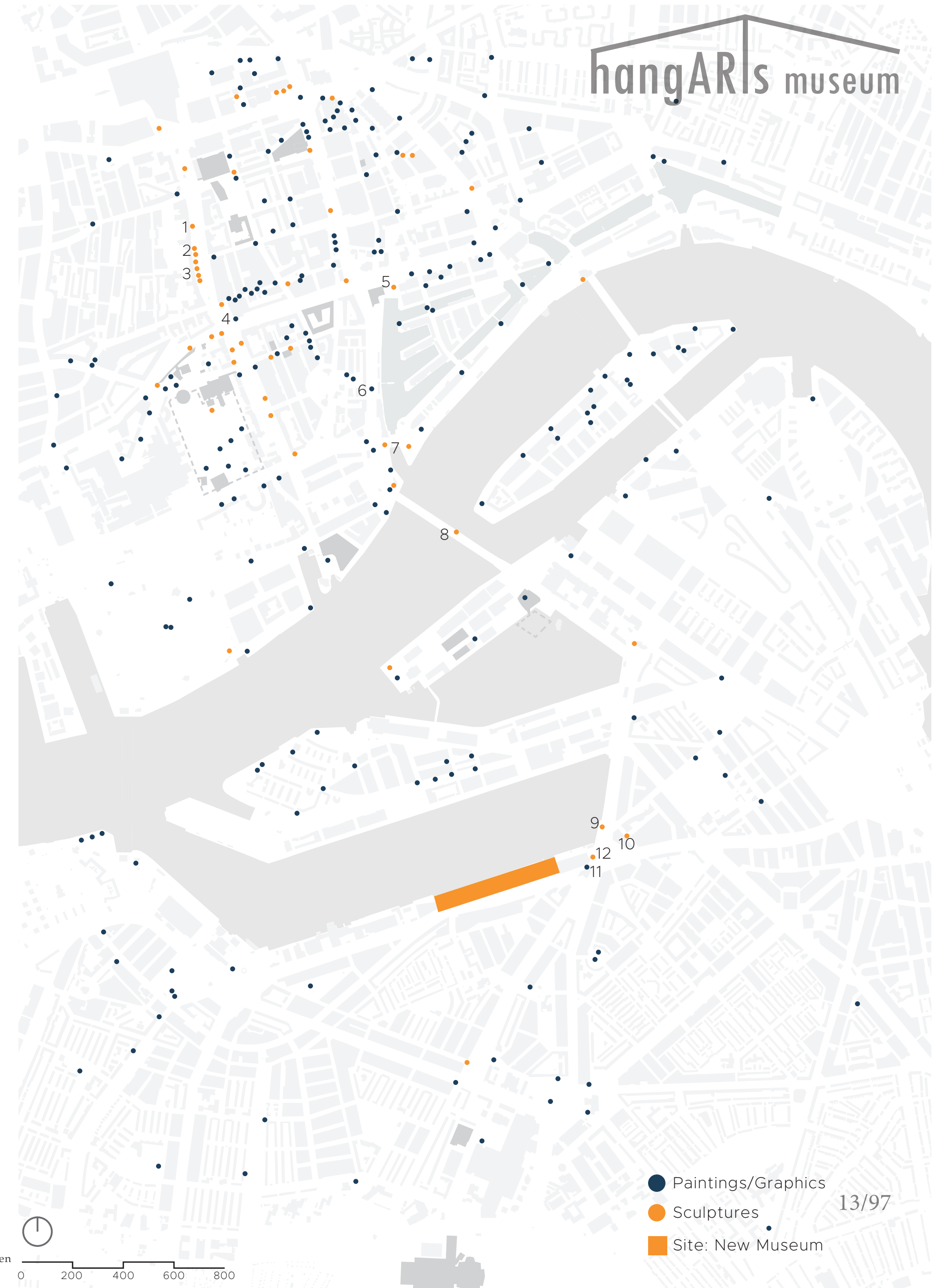
9. The Idler's Playground
by Tom Waakop Reijers



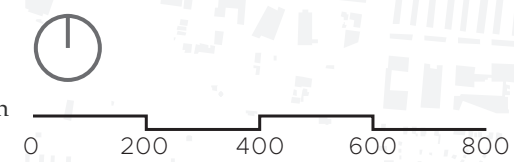
11. Yellow-free Zone
by Adrien Lucca



12. Muskusos
by Tom Waakop Reijers

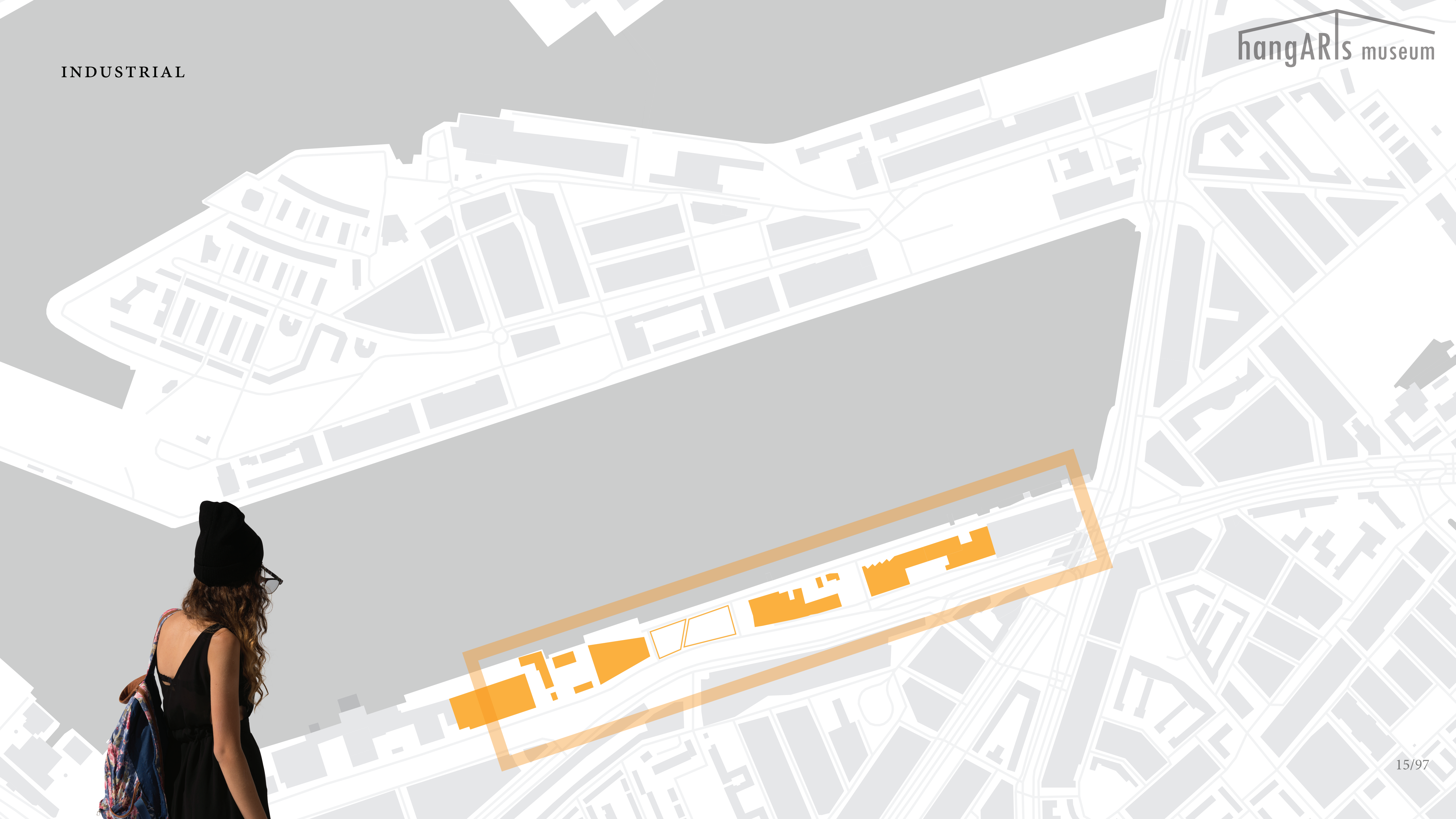


- Paintings/Graphics
- Sculptures
- Site: New Museum



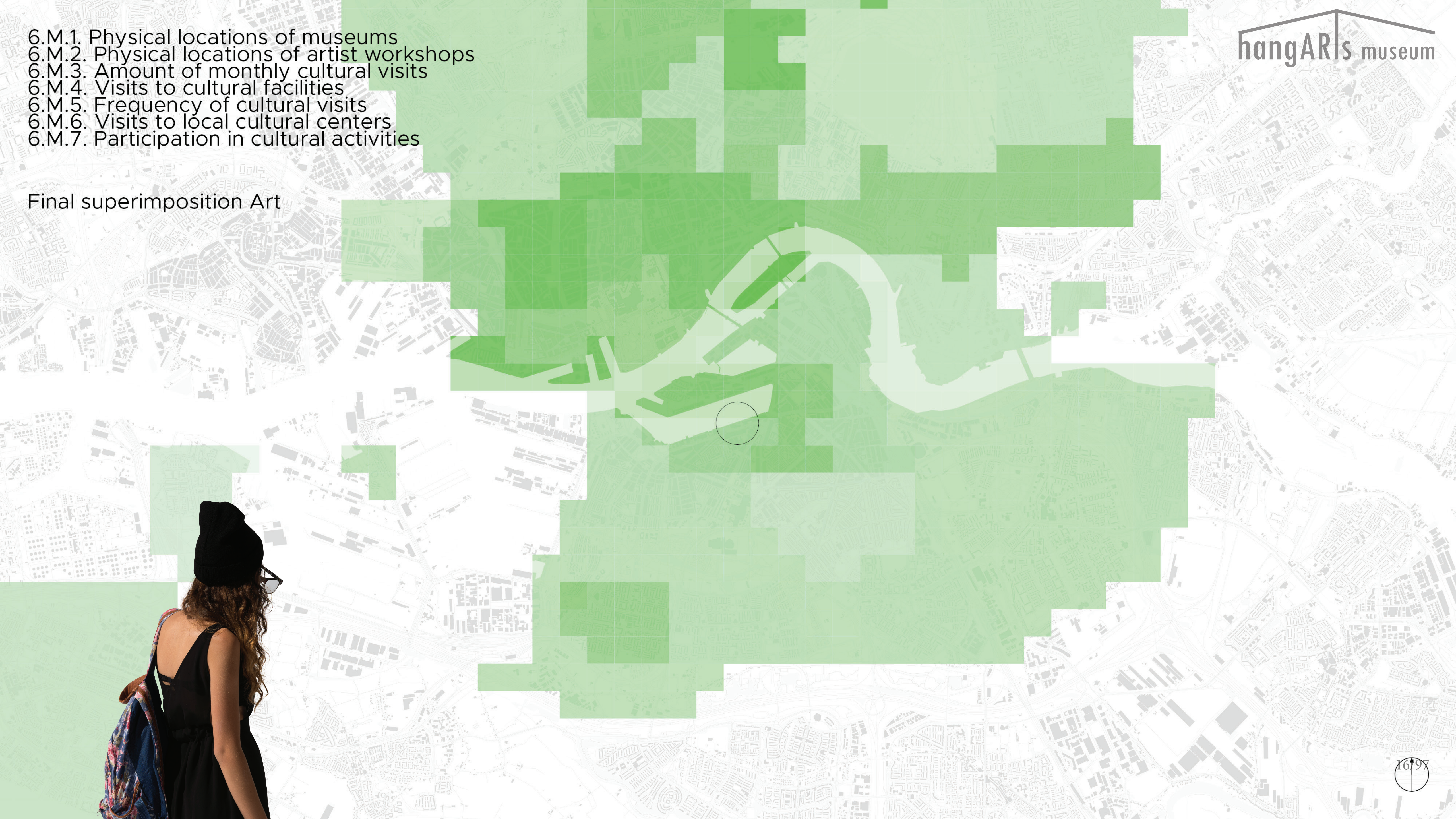


INDUSTRIAL

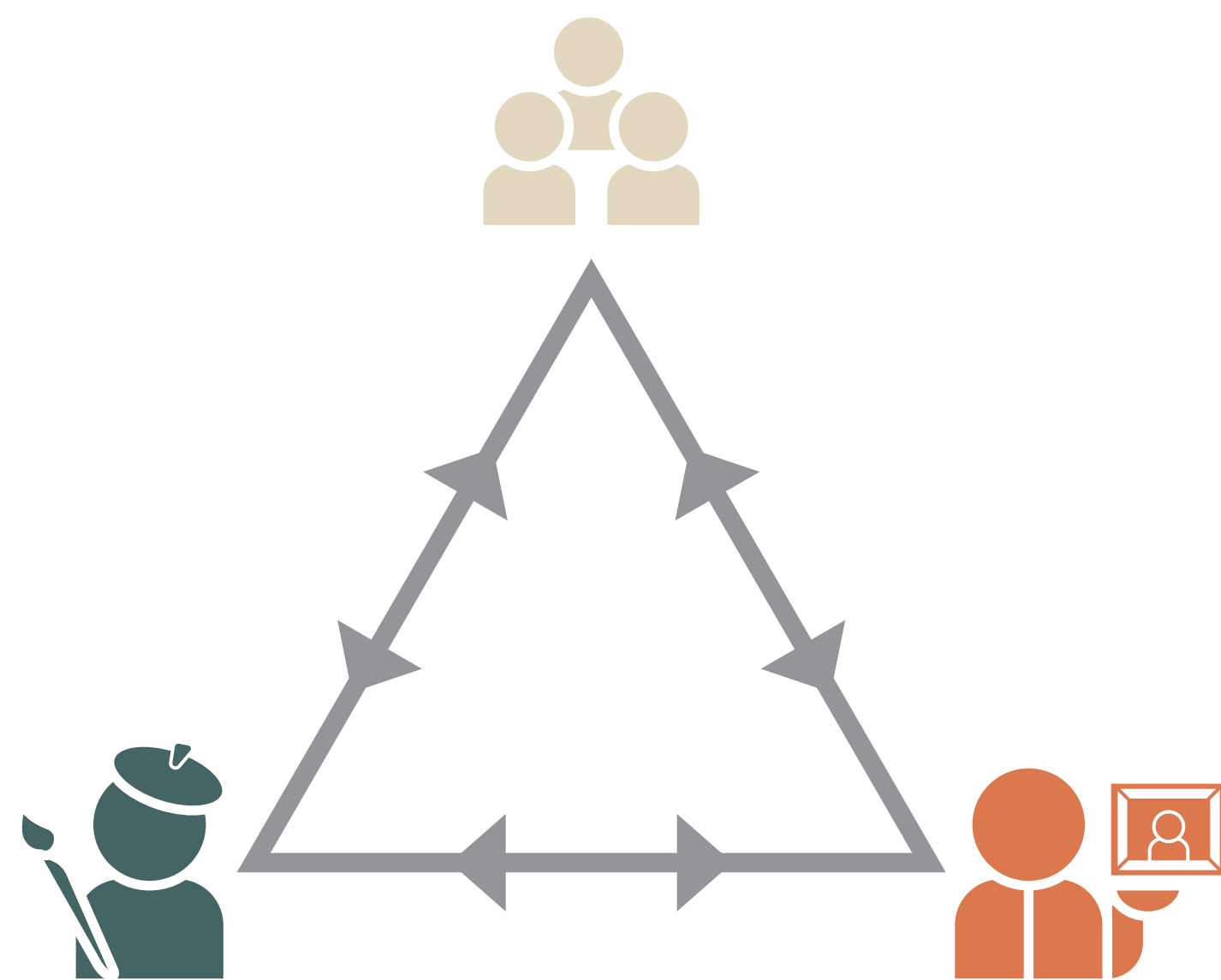


- 6.M.1. Physical locations of museums
- 6.M.2. Physical locations of artist workshops
- 6.M.3. Amount of monthly cultural visits
- 6.M.4. Visits to cultural facilities
- 6.M.5. Frequency of cultural visits
- 6.M.6. Visits to local cultural centers
- 6.M.7. Participation in cultural activities

Final superimposition Art



THE CONCEPT



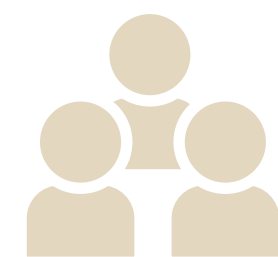
MUSEOSYSTEM: SYMBIOSIS BETWEEN ARTIST,
CURATOR, AND AUDIENCE



STARTING ARTISTS, FAMOUS ARTISTS



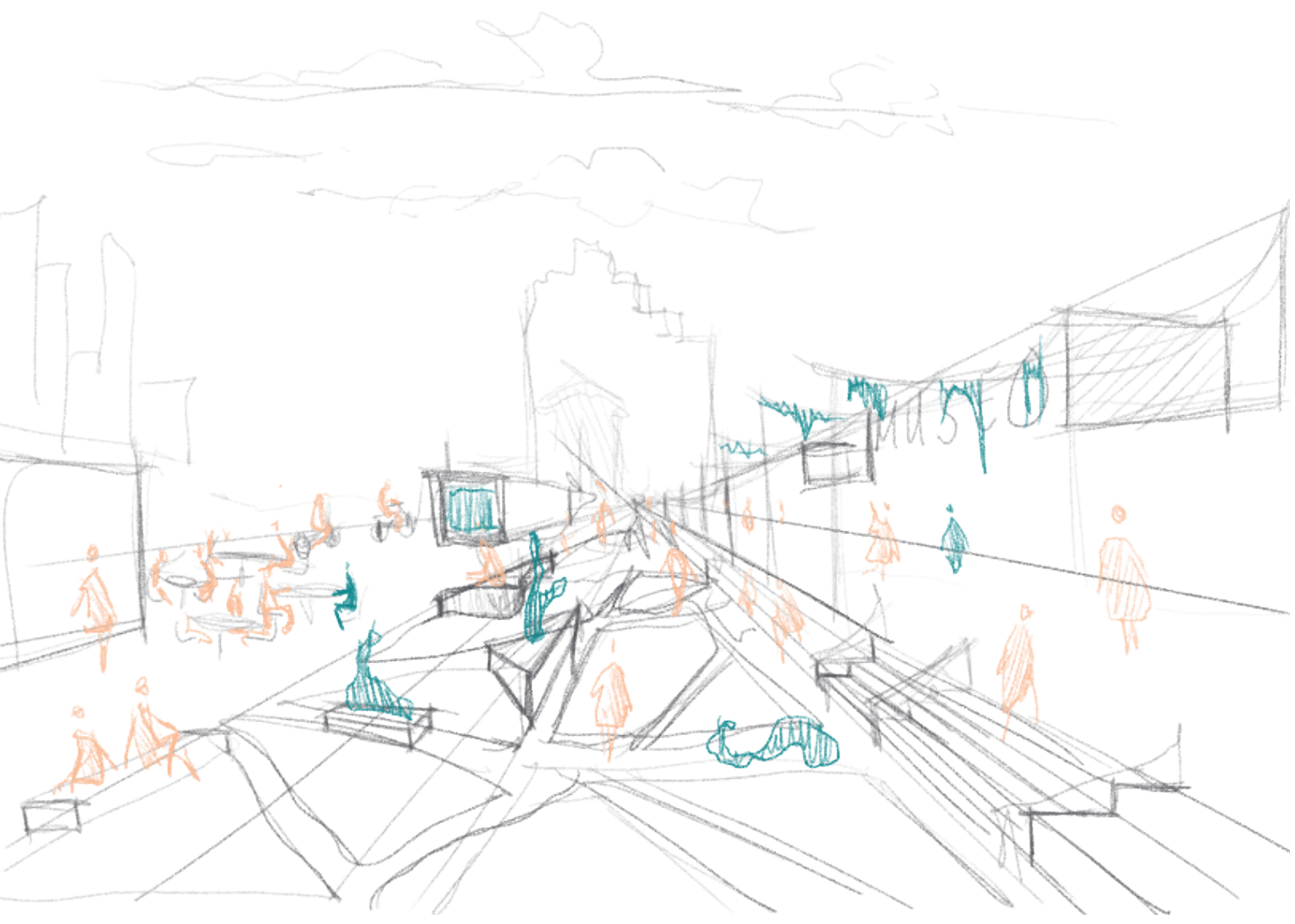
CURATOR, MUSEUM DIRECTOR, MULTI-DISCIPLINARY



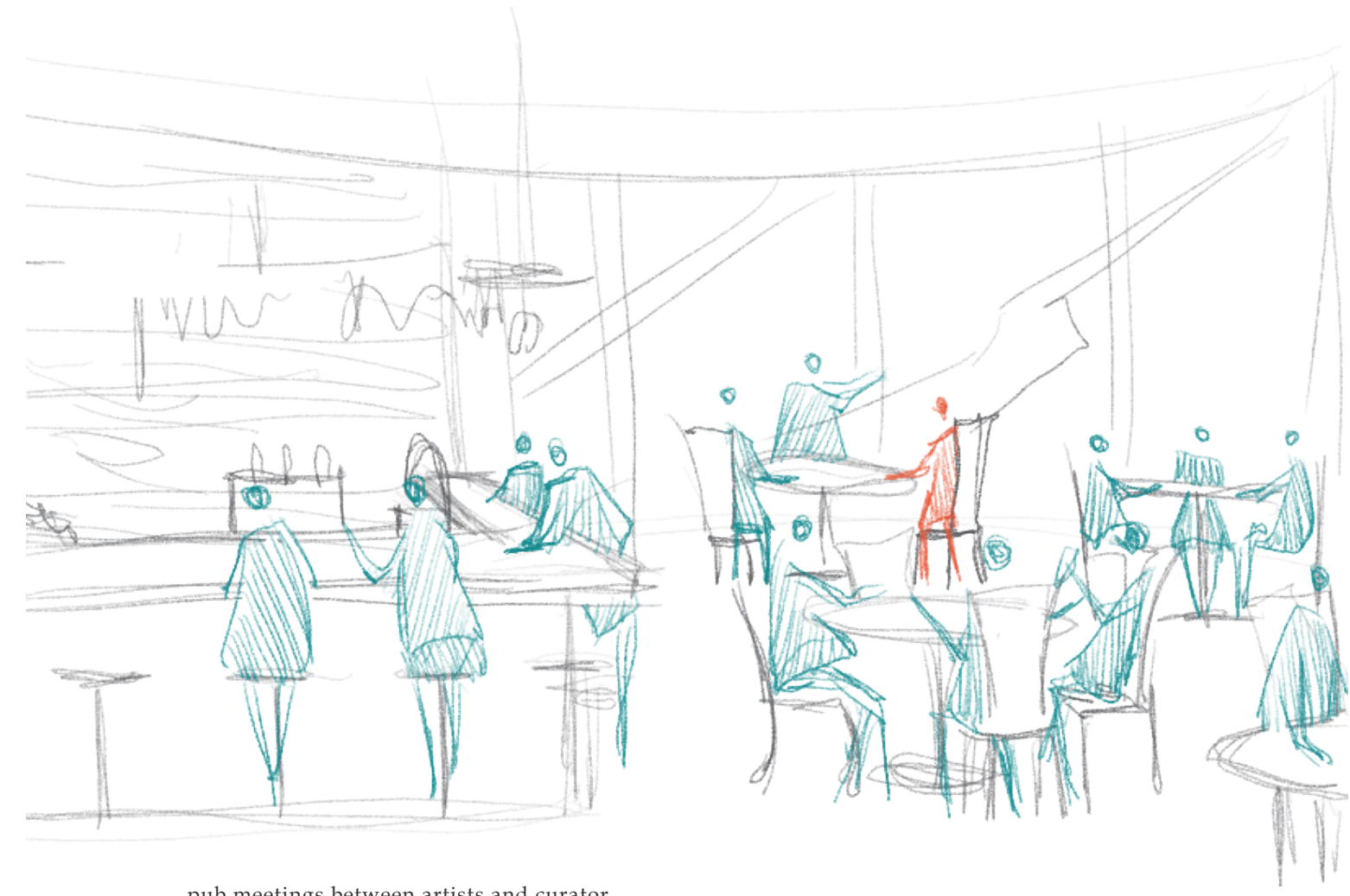
NEIGHBOURHOOD, RECRUITERS, COLLECTORS



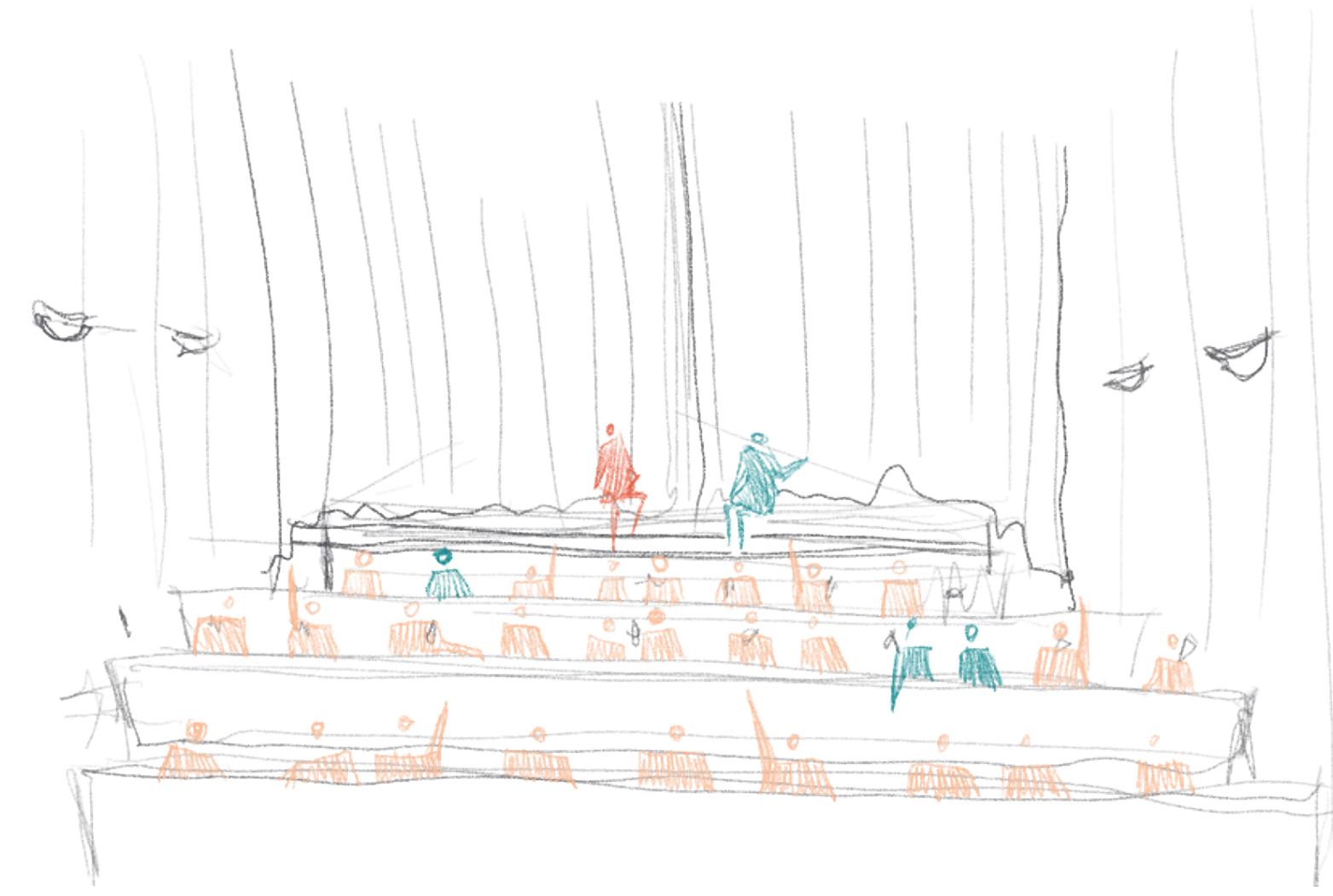
SCENARIOS



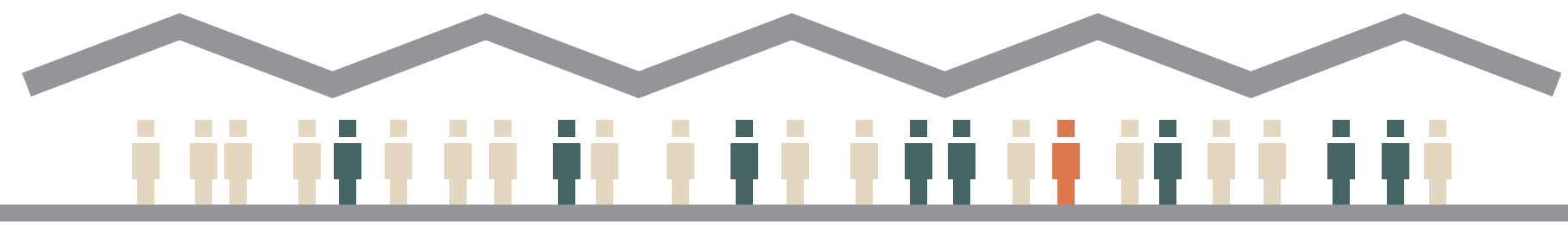
public space saturated with art



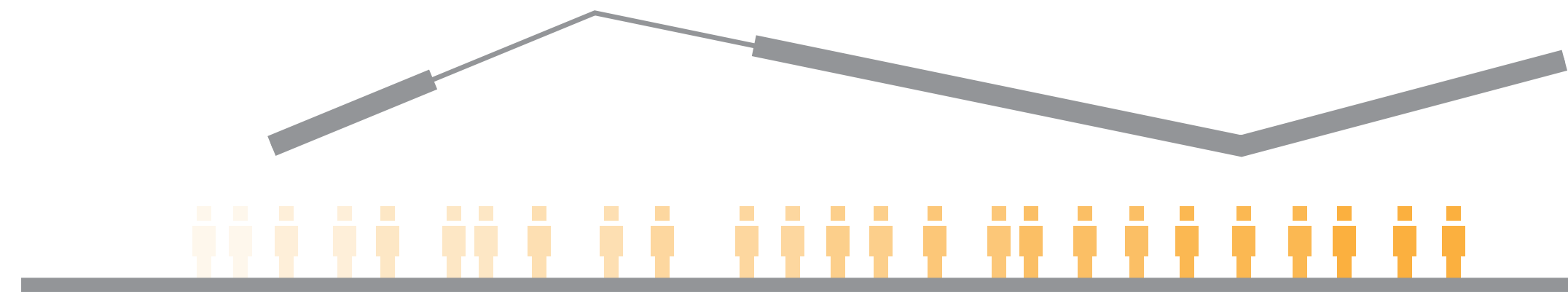
pub meetings between artists and curator



TED-talks with curator and artists



BRINGING THE PARTIES CLOSER TOGETHER



GRADIENT OF TIME AND CONCENTRATION INVESTMENT

PROGRAMME

1.	exhibition spaces		3.600 - 3.700 m ²
2.	studios		2.400 - 2.500 m ²
3.	event hall		650 - 700 m ²
4.	food & beverages		1.300 - 1.400 m ²
5.	commercial		1.500 - 1.600 m ²
6.	storage		350 - 400 m ²
7.	offices & administration		300 - 400 m ²
8.	maintenance & installations		200 - 250 m ²

netto (70%): 7210 - 7.665 m²
 tarra (30%): 3090 - 3285 m²
 gfa (100%): 10.300 - 10.950 m²

1. exhibition spaces

temporary exhibitions
 permanent exhibition

2. studios

co-op studio
 individual studios
 curator studio
 common room

3. event hall

backstage
 bleacher
 podium

4. food & beverages

pub
 cafe
 restaurant (incl. kitchen)

5. commercial

museum shop
 depot storage

6. storage

loading and unloading area
 storage for temporary structures

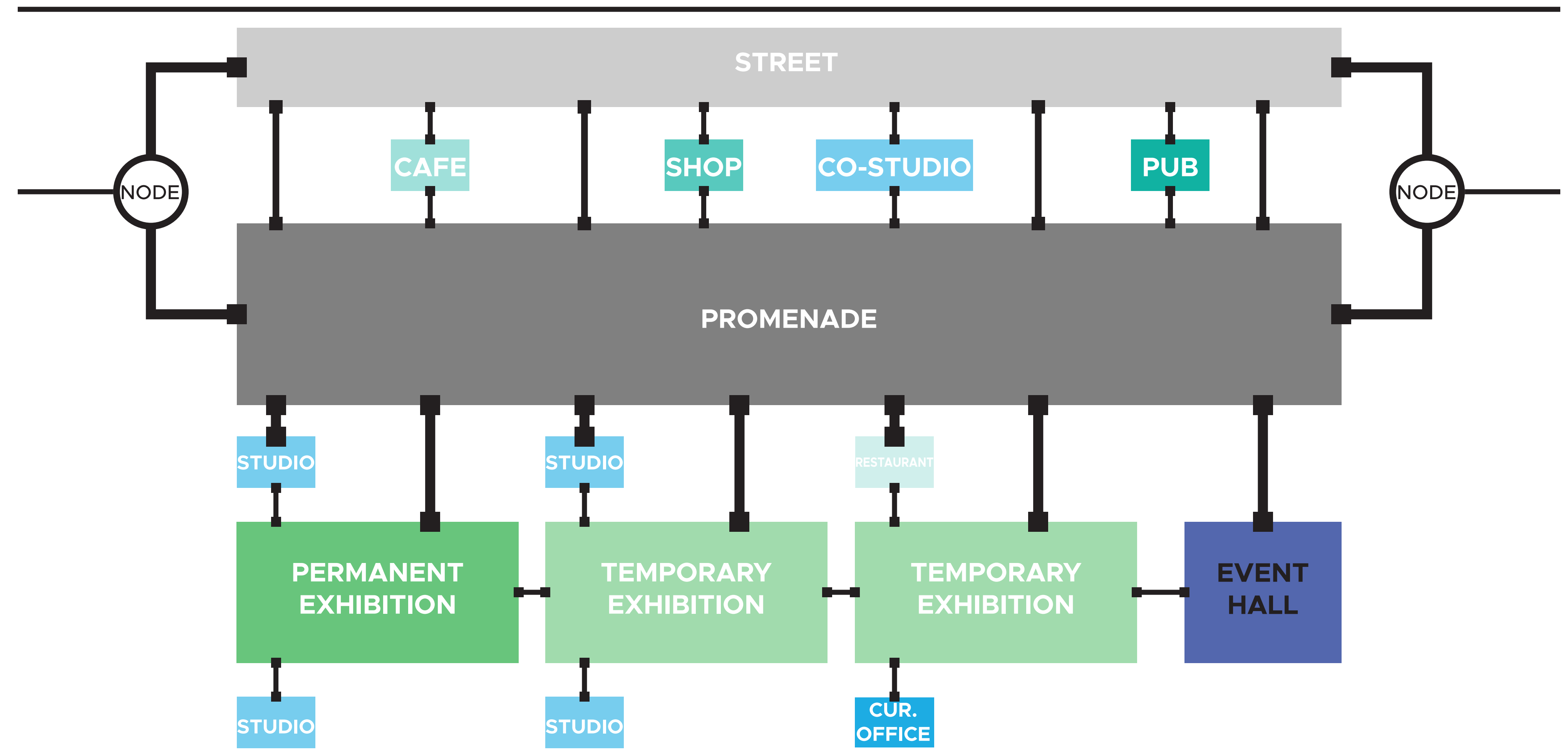
7. offices & administration

CCTV office
 security
 administration
 art preservation

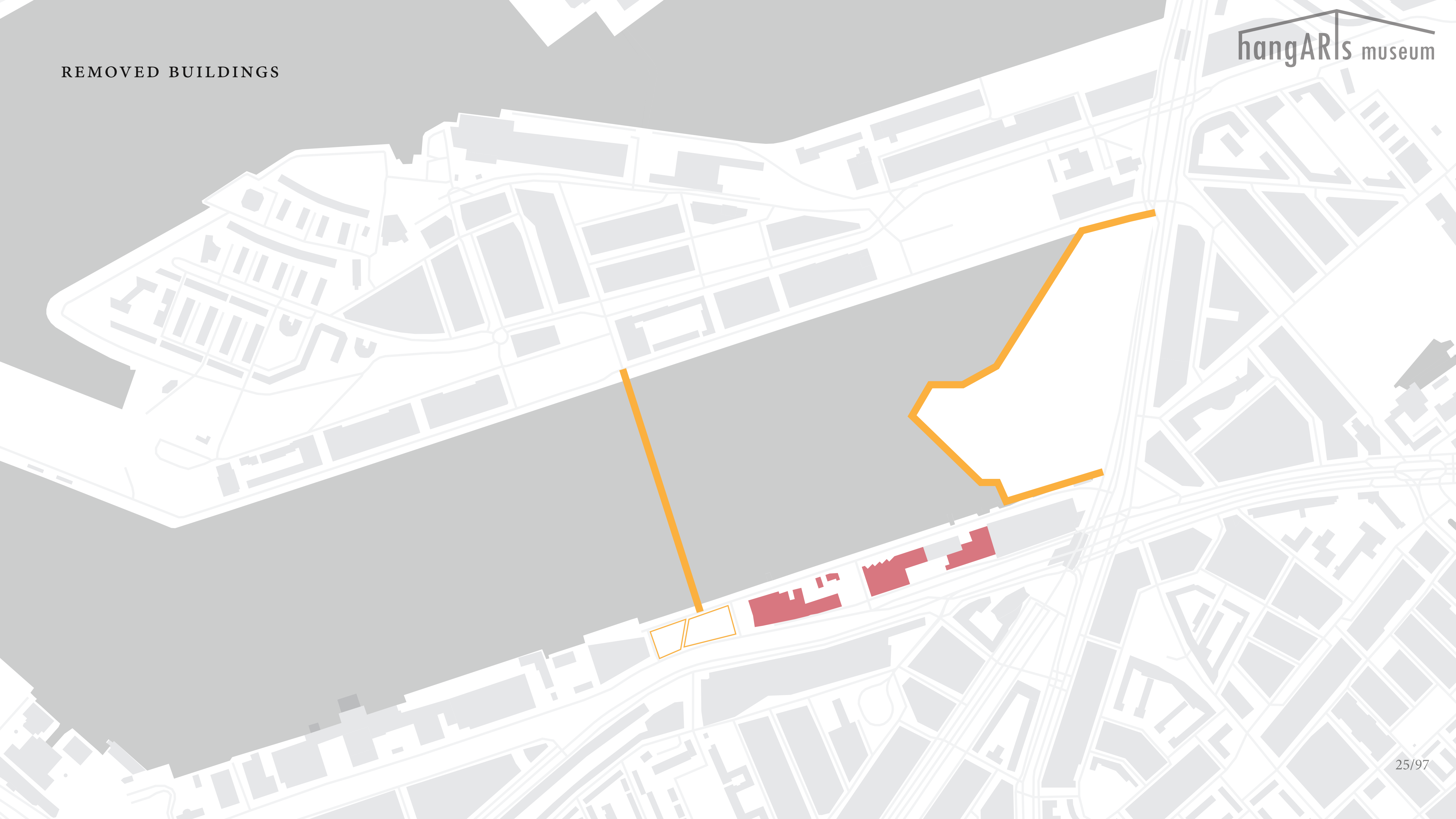
8. maintenance & installations

installation rooms

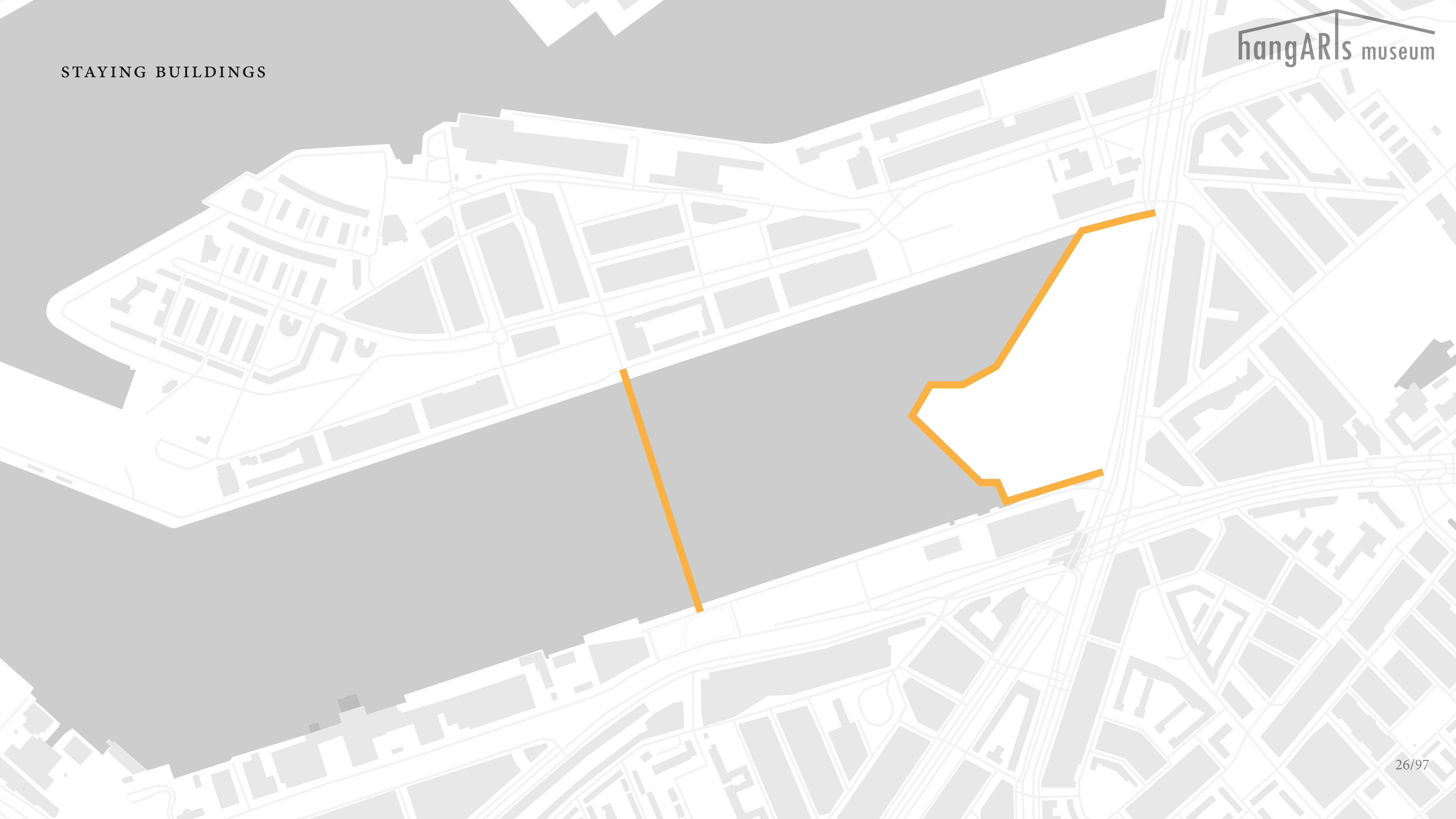
PROGRAMME SCHEMATIC

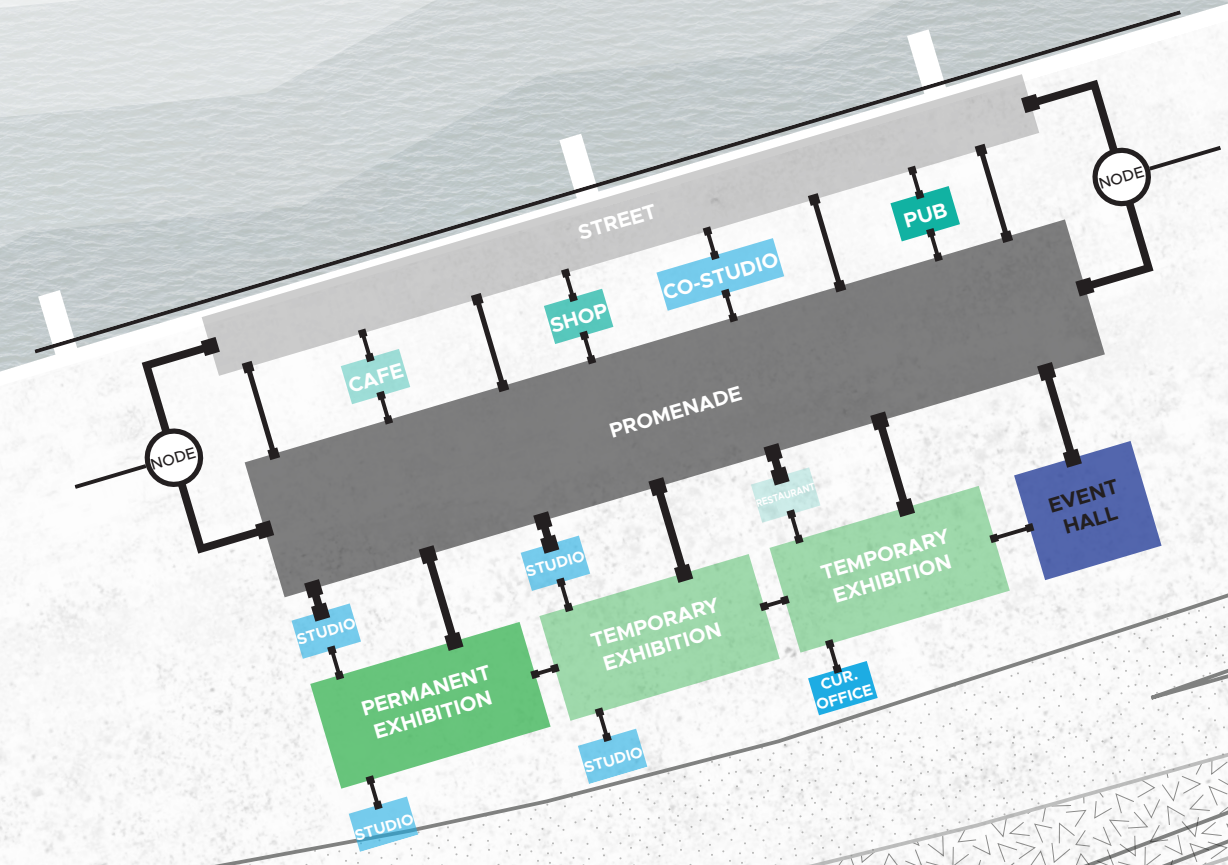


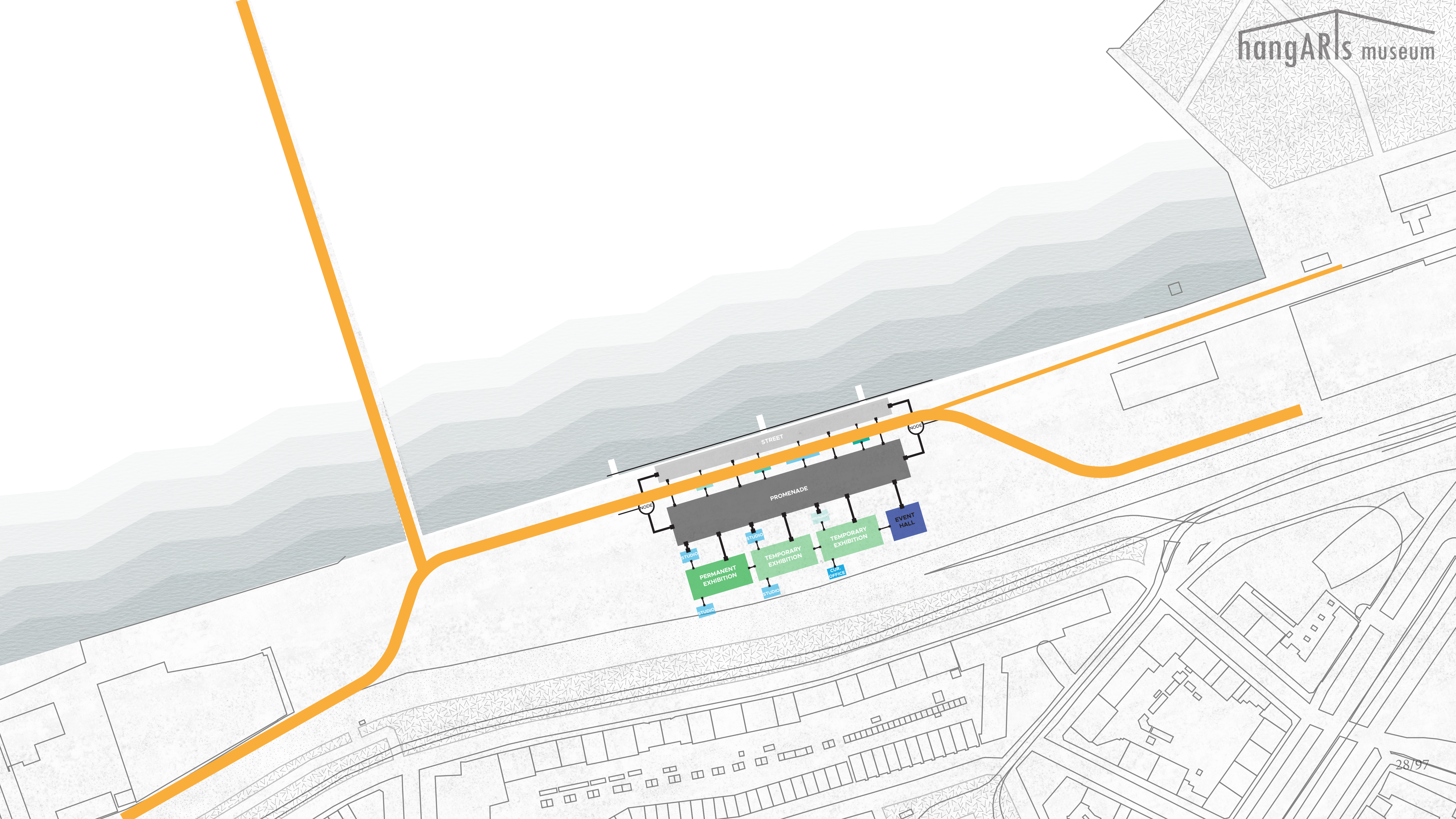
REMOVED BUILDINGS



STAYING BUILDINGS



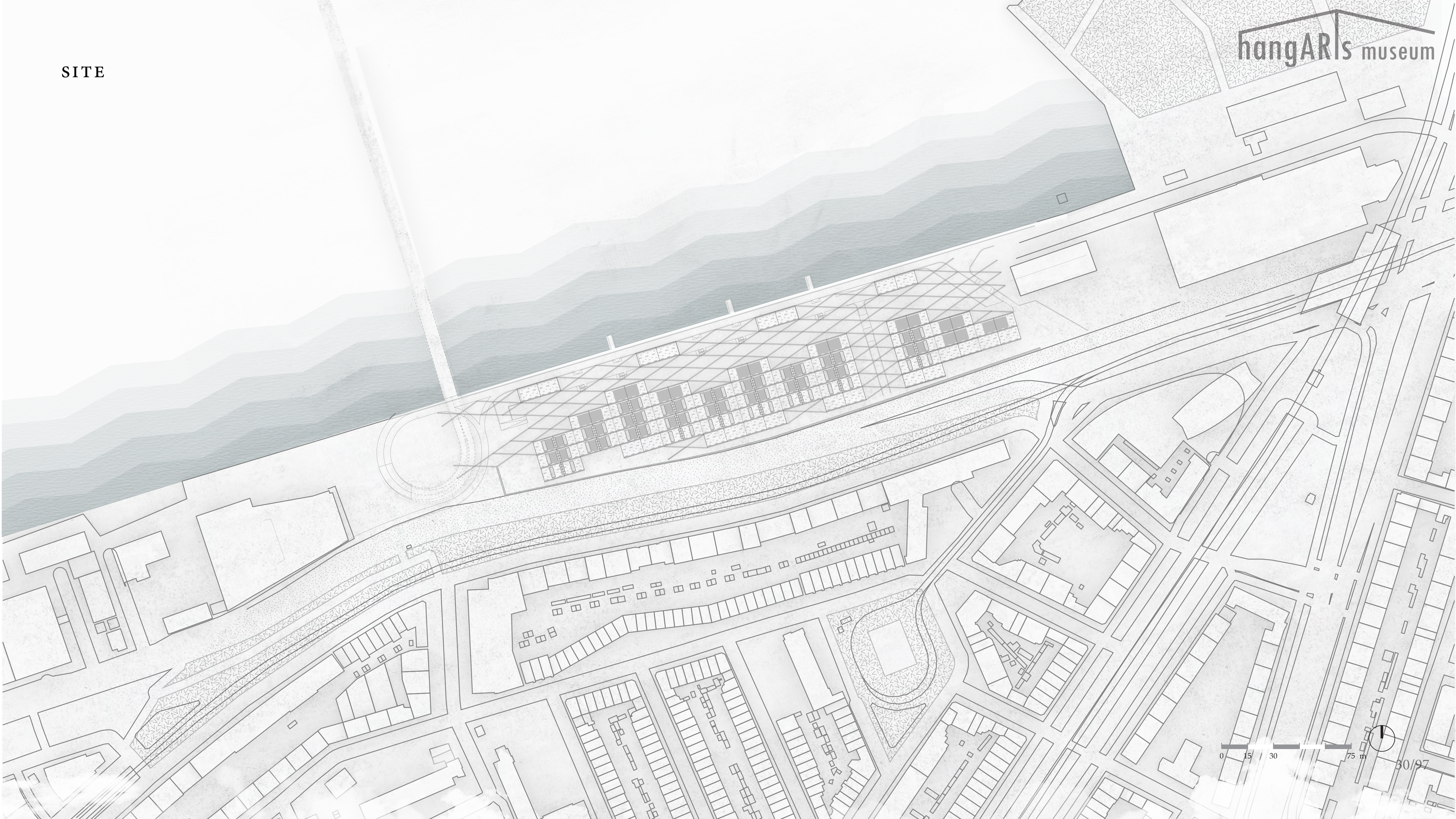




THE DESIGN

SITE

hangARis museum



0 15 30 75 m



30/97

SITE

KATENDRECHT

hangARis museum

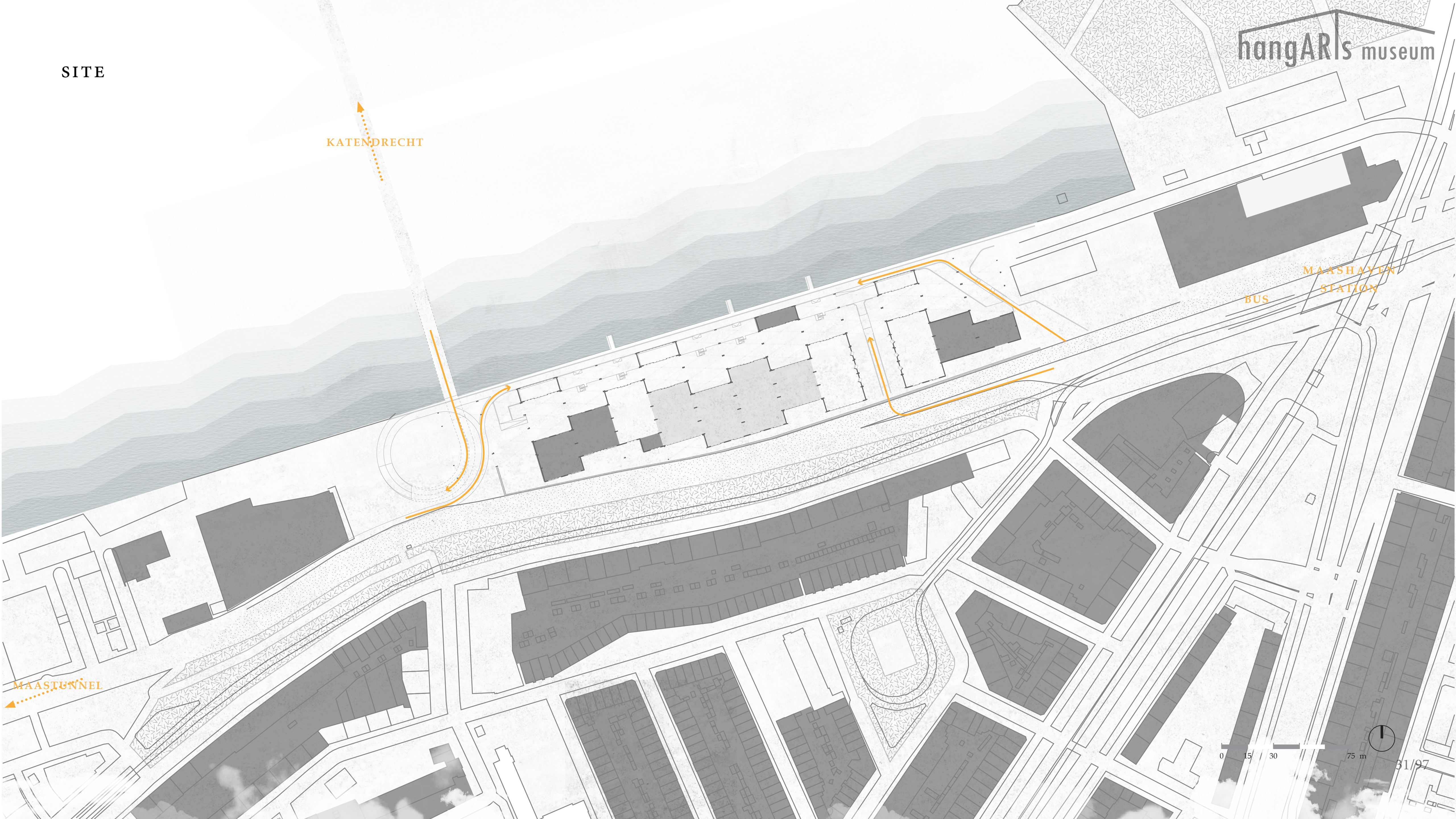
MAASHAYEN
STATION

BUS

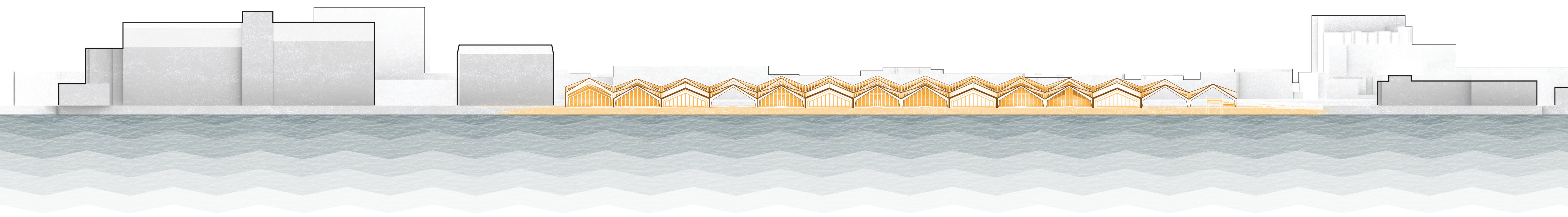
MAASTUNNEL



31/07

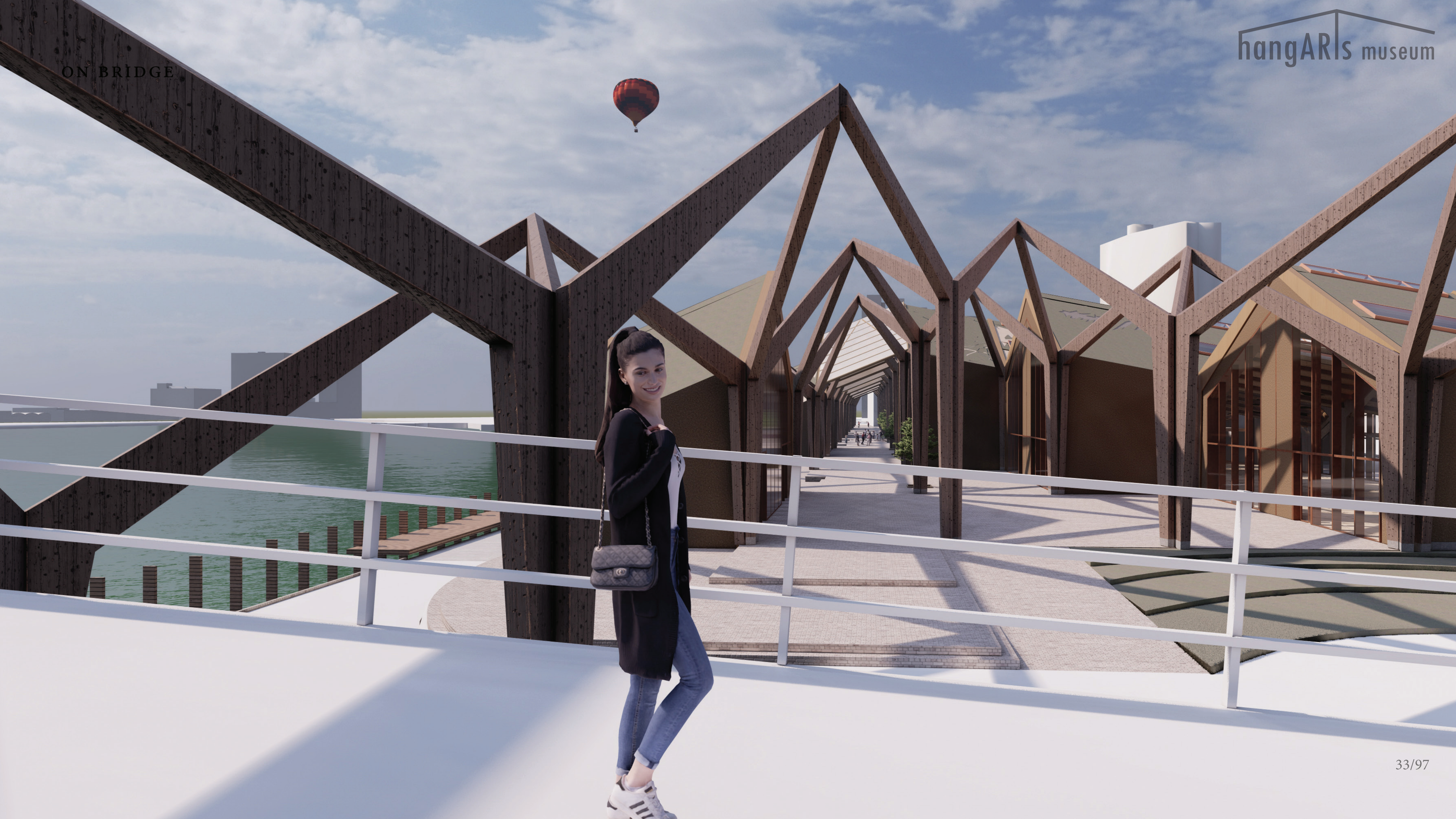


FROM KATENDRECHT



0 15 30 75 m

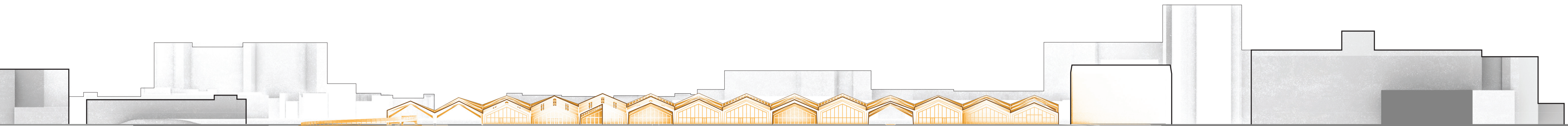
ON BRIDGE



ON SQUARE



FROM BRIELSELAAN



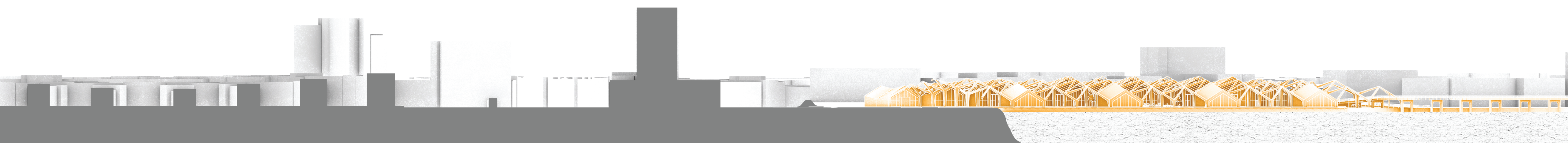
0 15 30 75 m

FROM DIKE

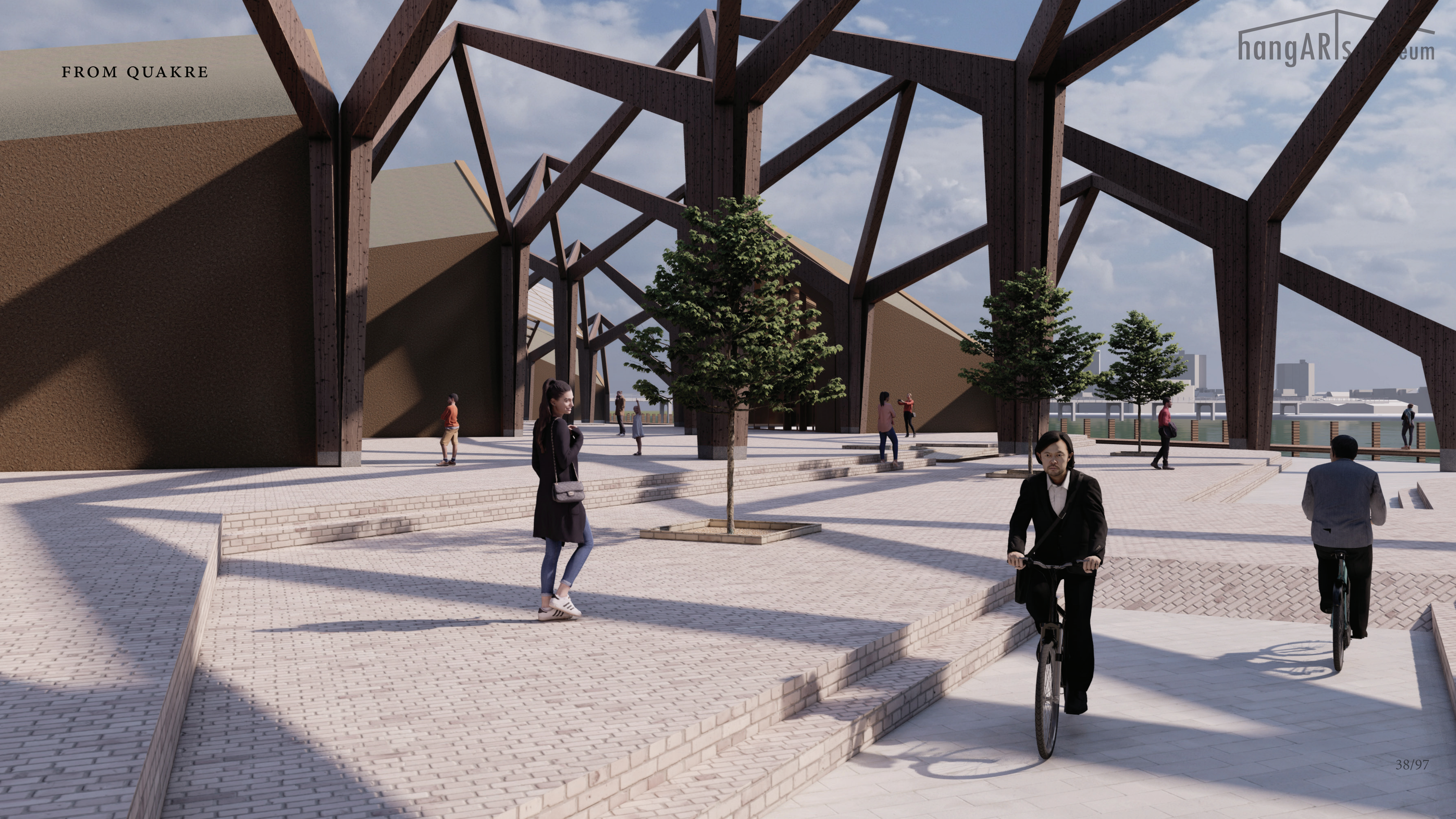
hangARIs



STREET NEXT TO QUAKER

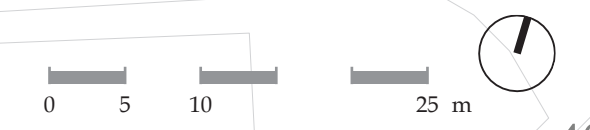
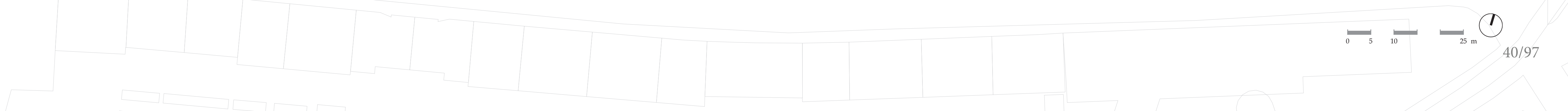
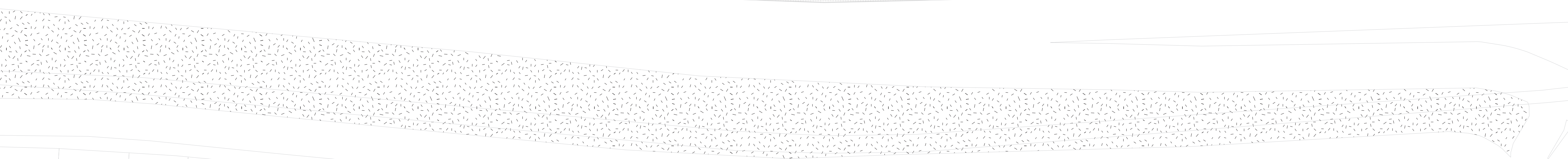
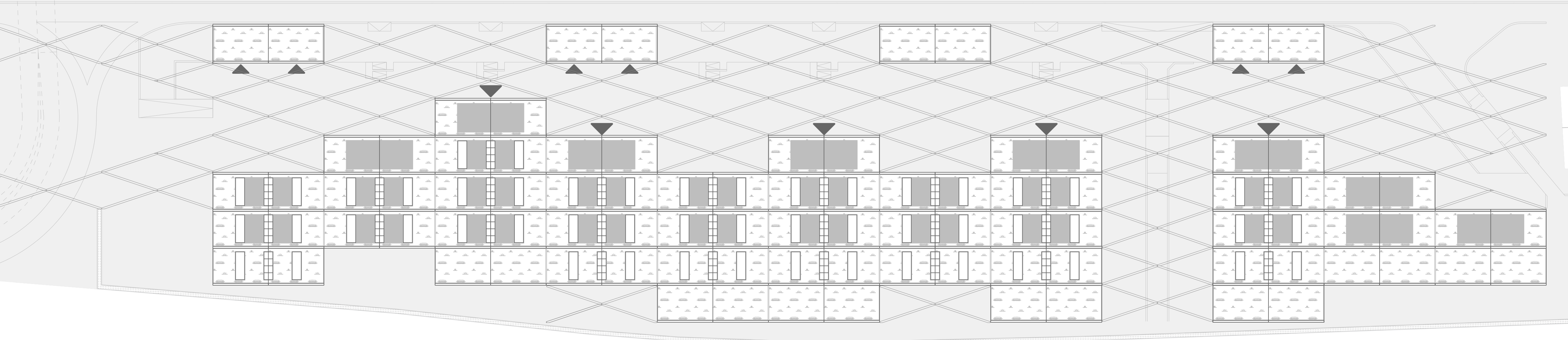
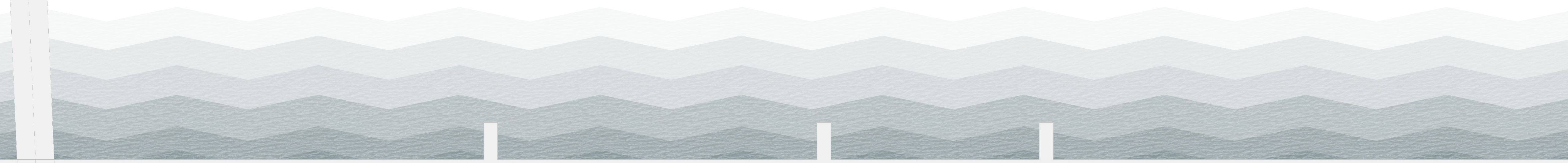


FROM QUAKRE

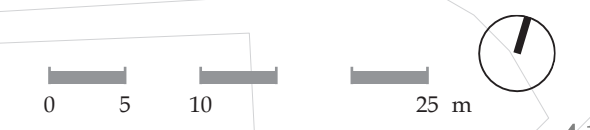
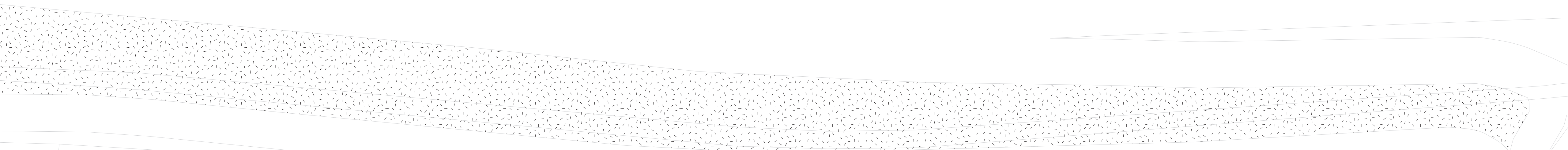
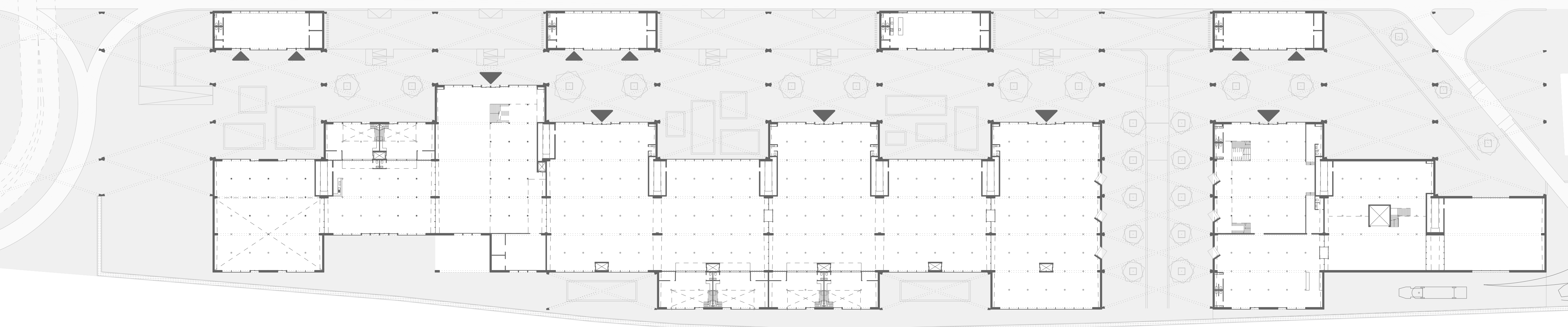
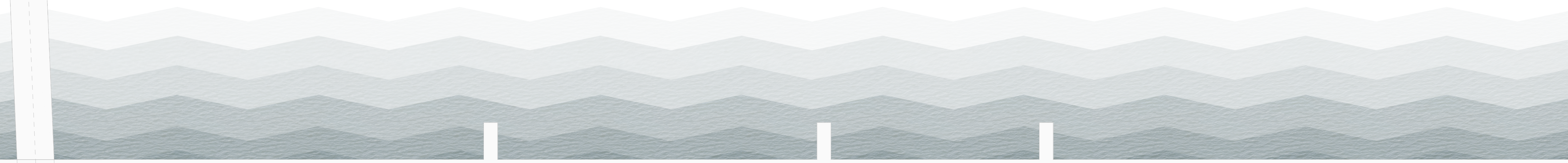


THE BUILDING

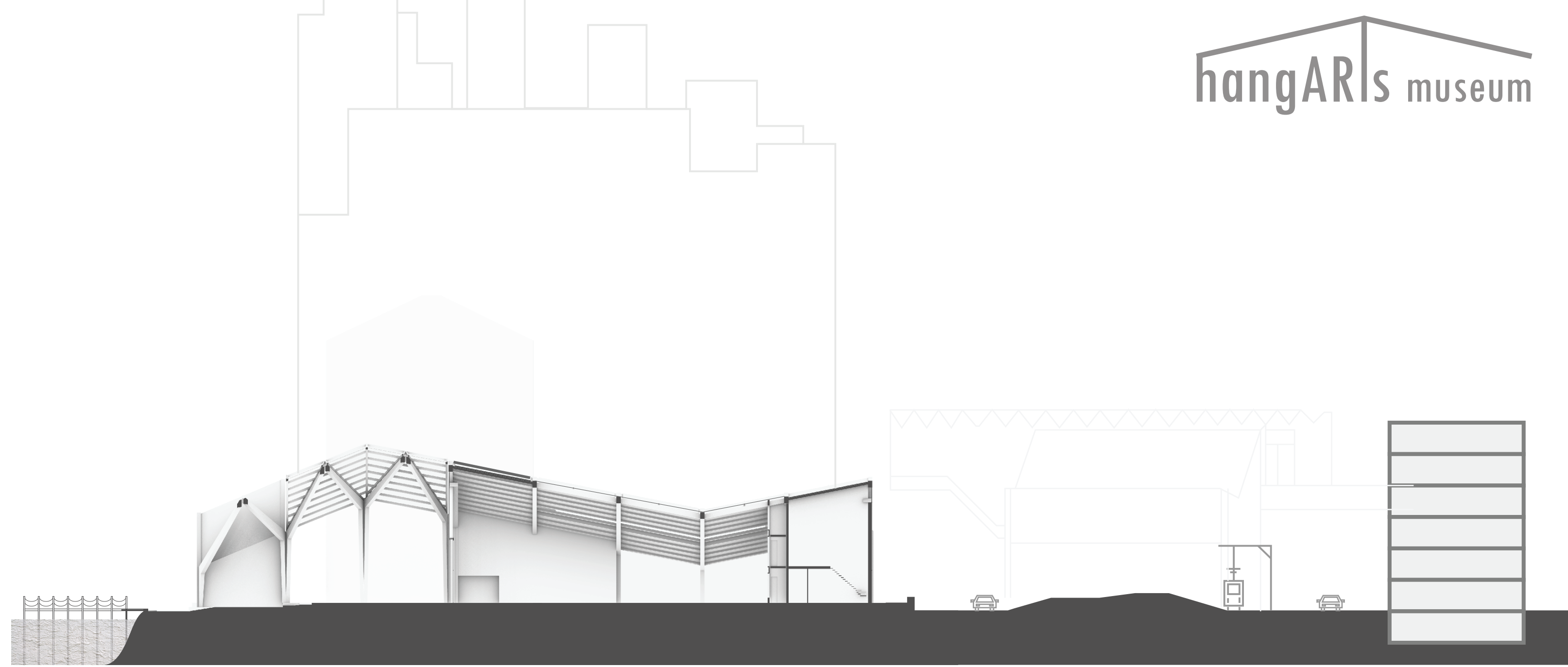
ROOFSCAPE



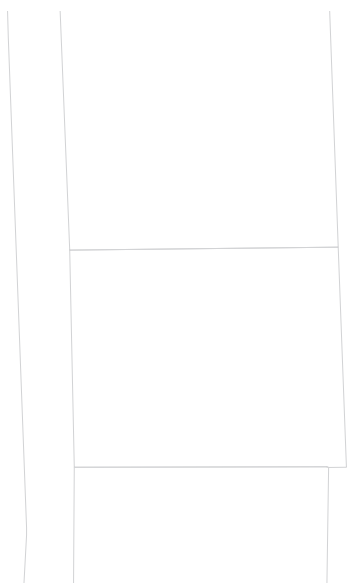
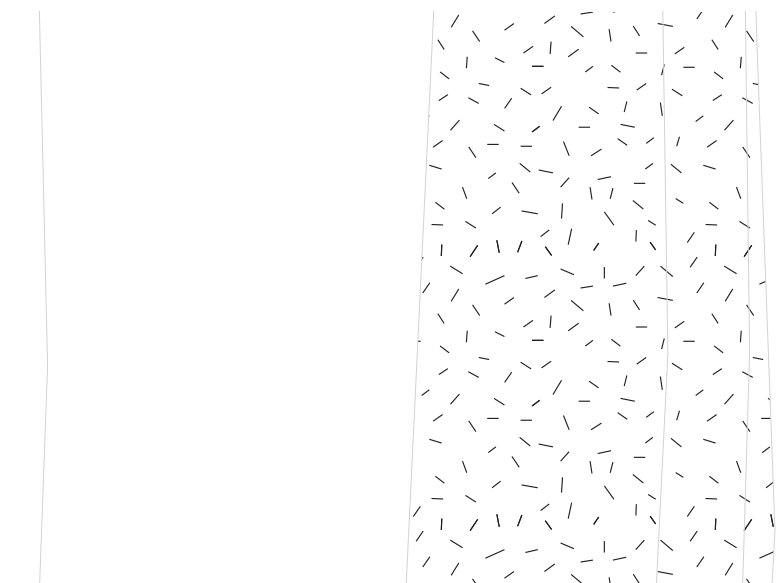
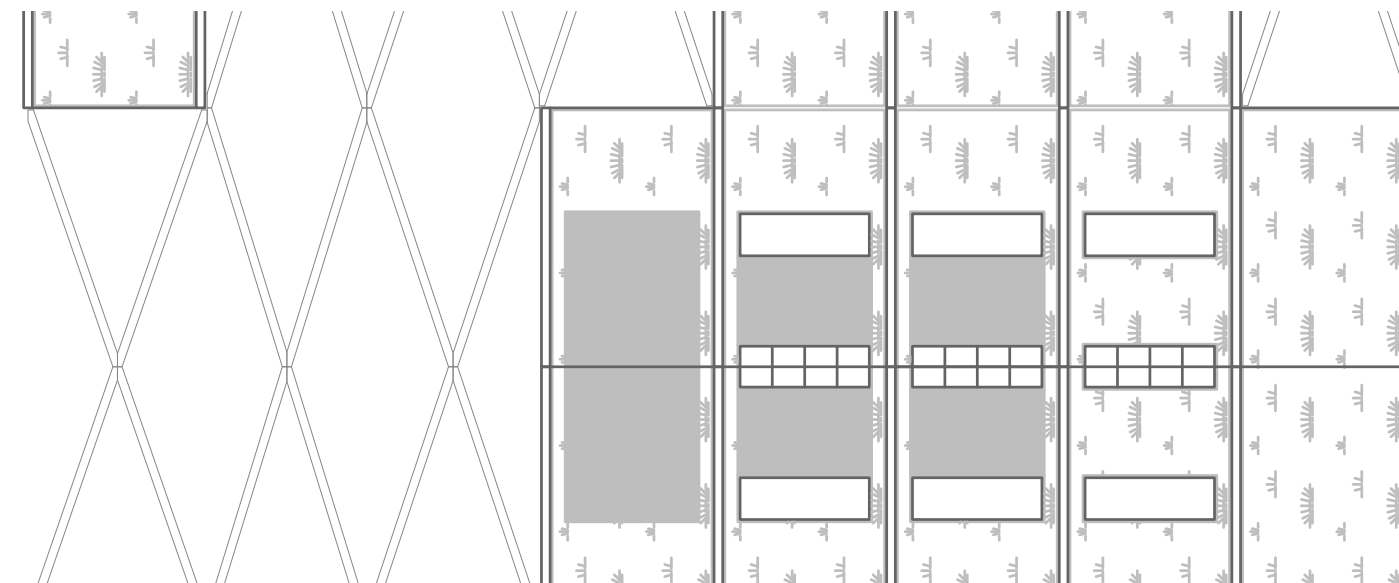
GF PLAN



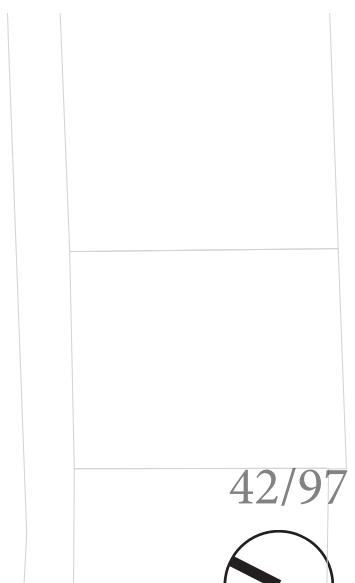
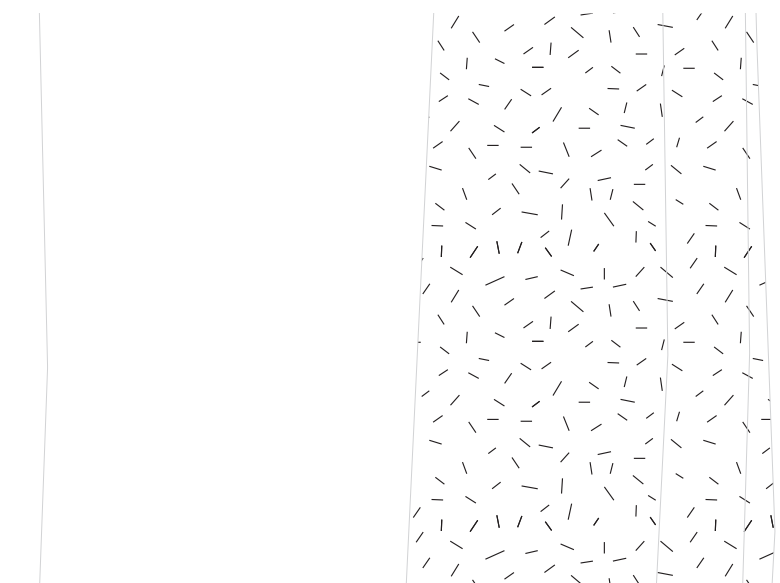
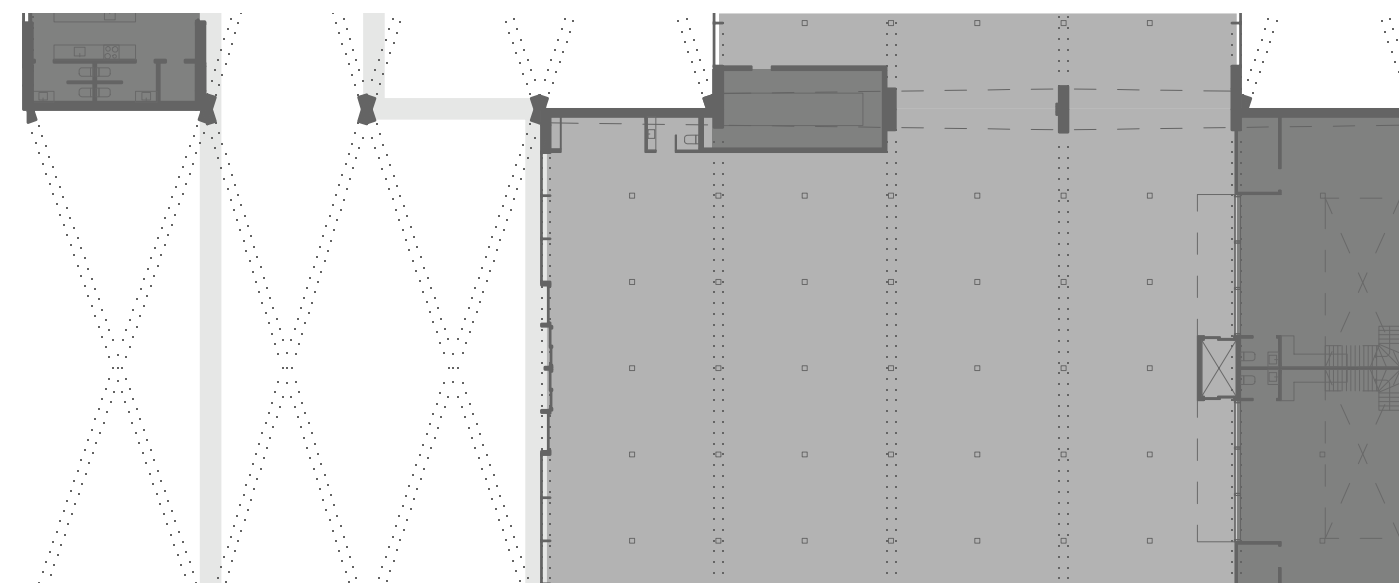
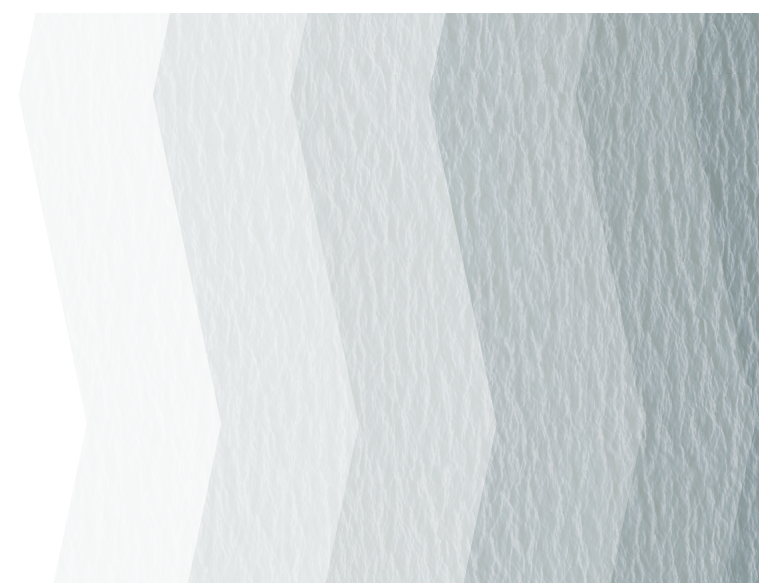
PERPENDICULAR SECTION



perpendicular section (exhibition hall)



street profile (roofscape)



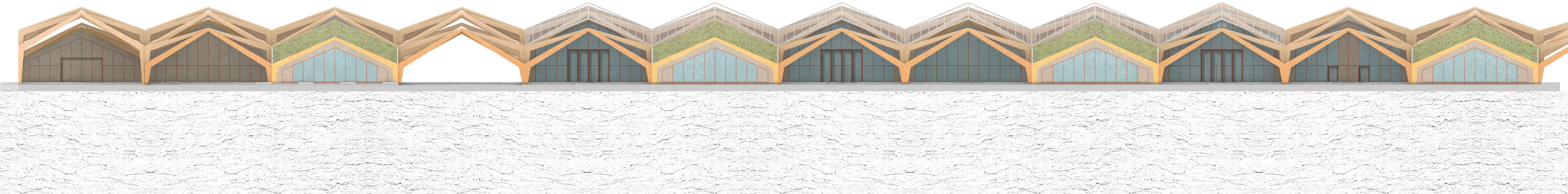
street profile (ground floor, noll)



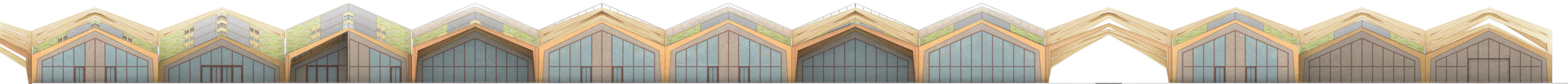
THRESHOLDS MODEL



ELEVATIONS



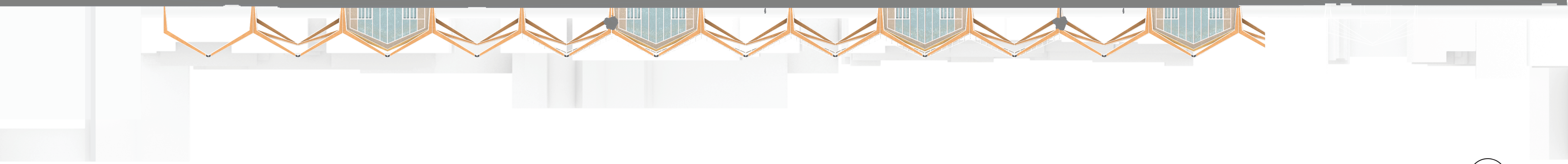
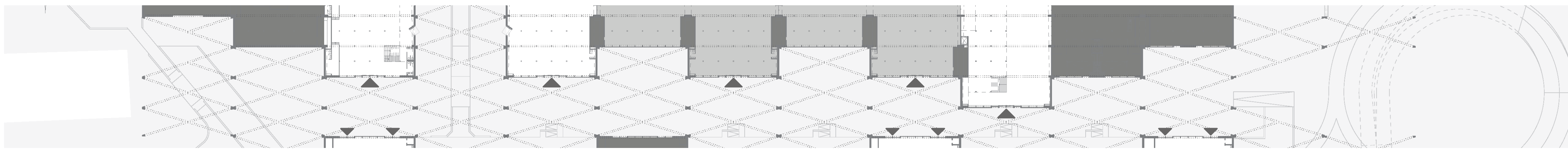
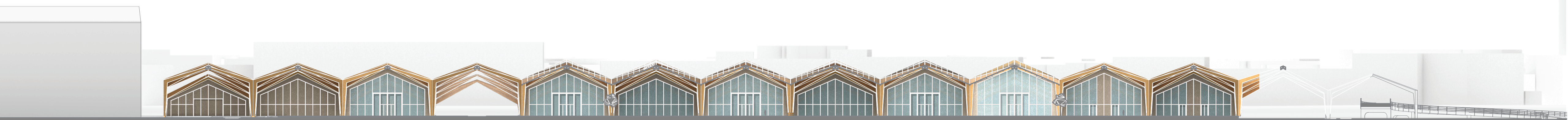
north elevation

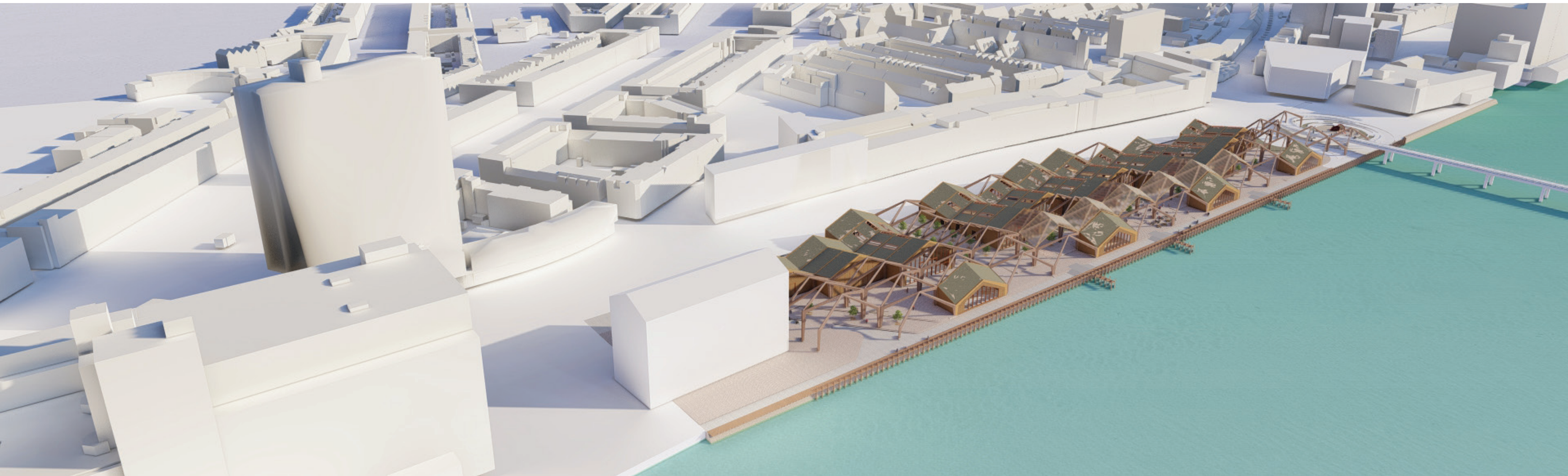


south elevation



ALONG THE PROMENADE





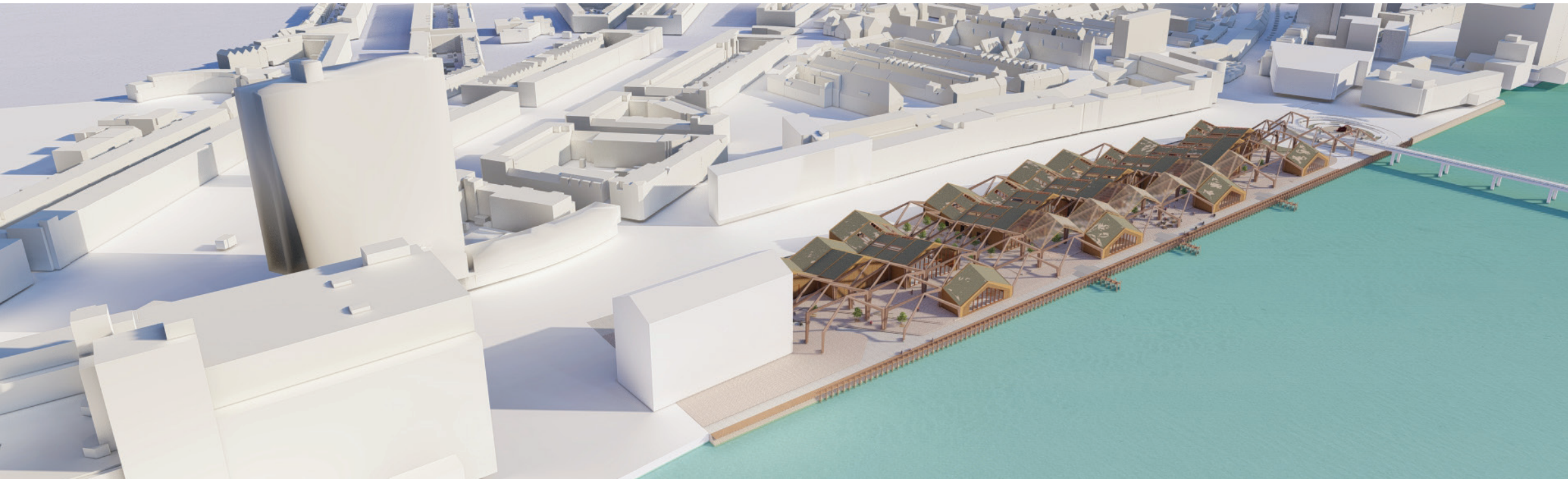


Victoria Market - Melbourne, VIC Australia



Santa Caterina Market - Barcelona, Spain

SIMILARITIES



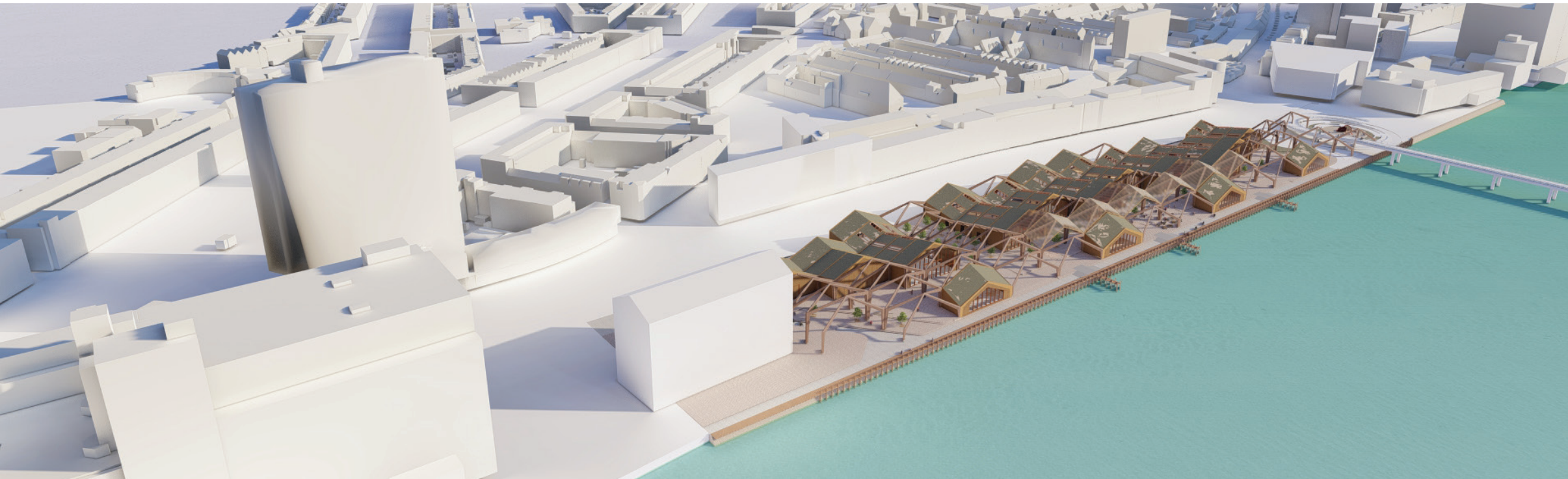
one overarching roof

very low threshold of entry

accessible for all

need for flexibility

DIFFERENCES



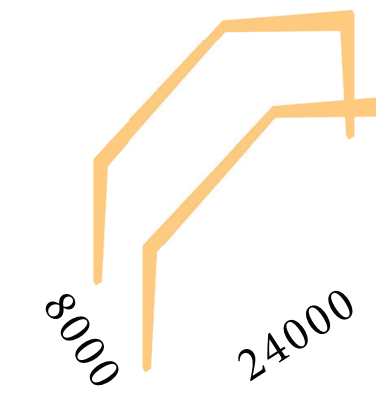
first goal: educational
more formal atmosphere
exhibitions
selling through auction



first goal: commercial
informal atmosphere
stalls
direct selling

THE MODULE

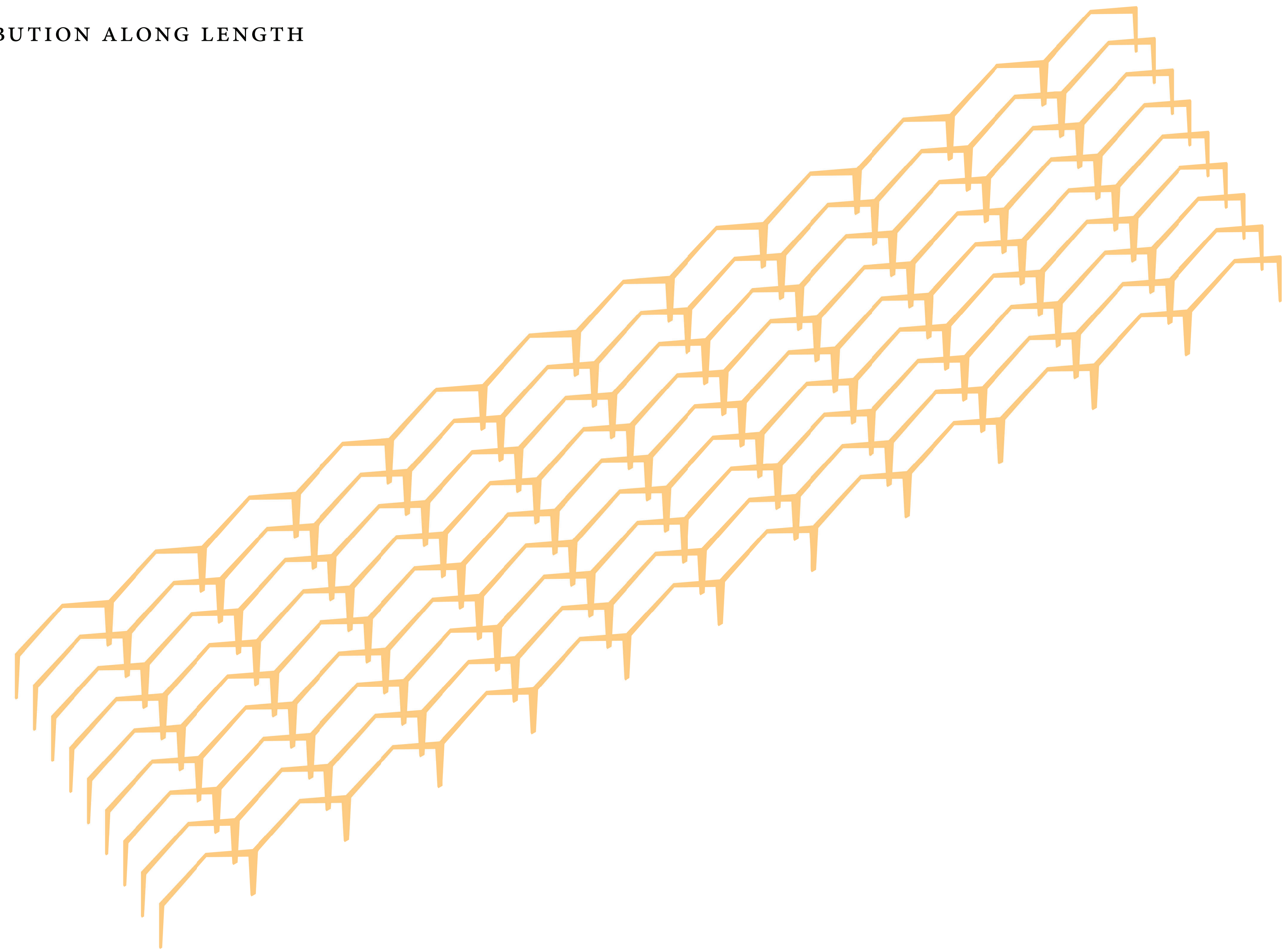
SINGLE MODULE



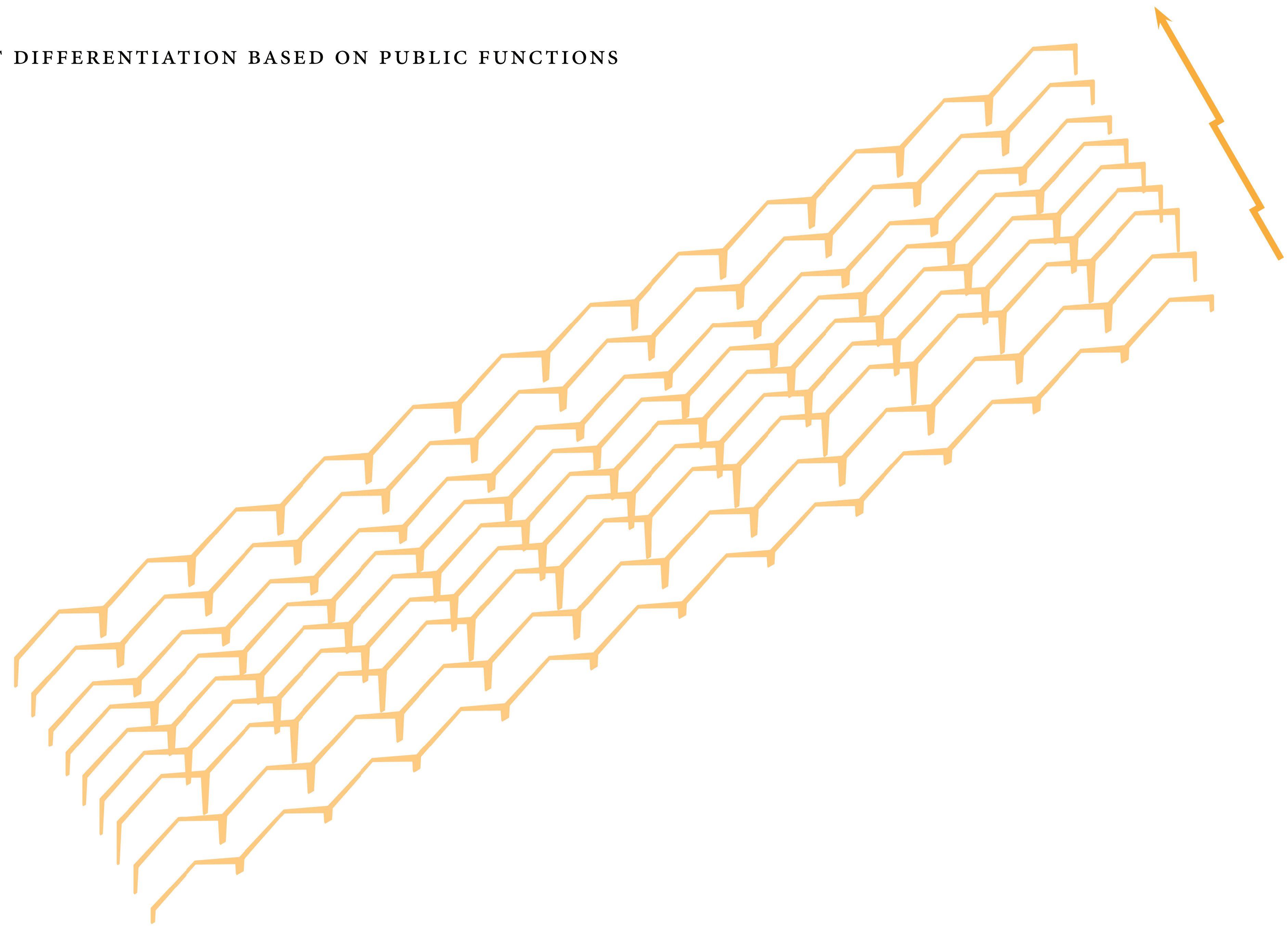
DISTRIBUTION ALONG WIDTH



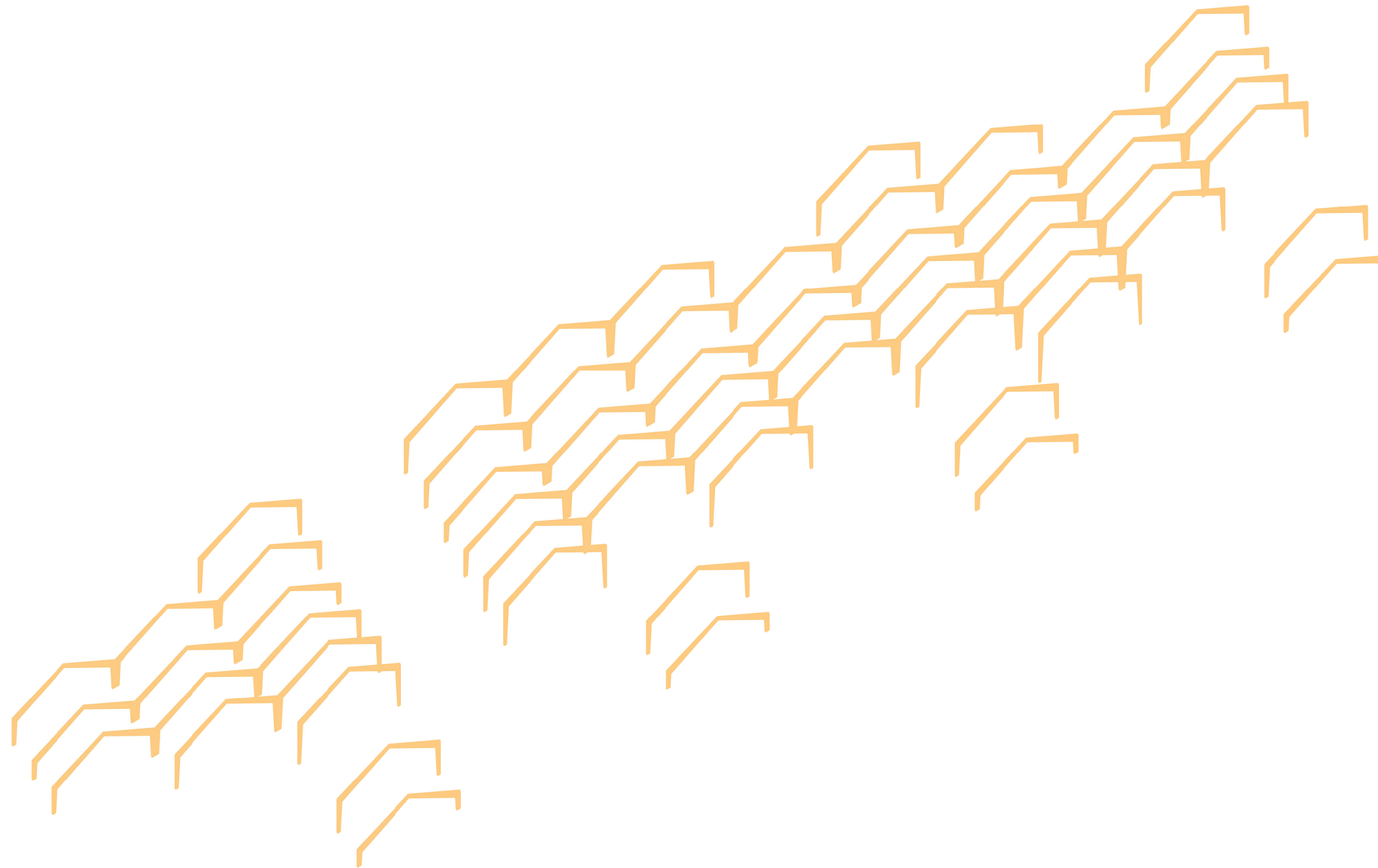
DISTRIBUTION ALONG LENGTH



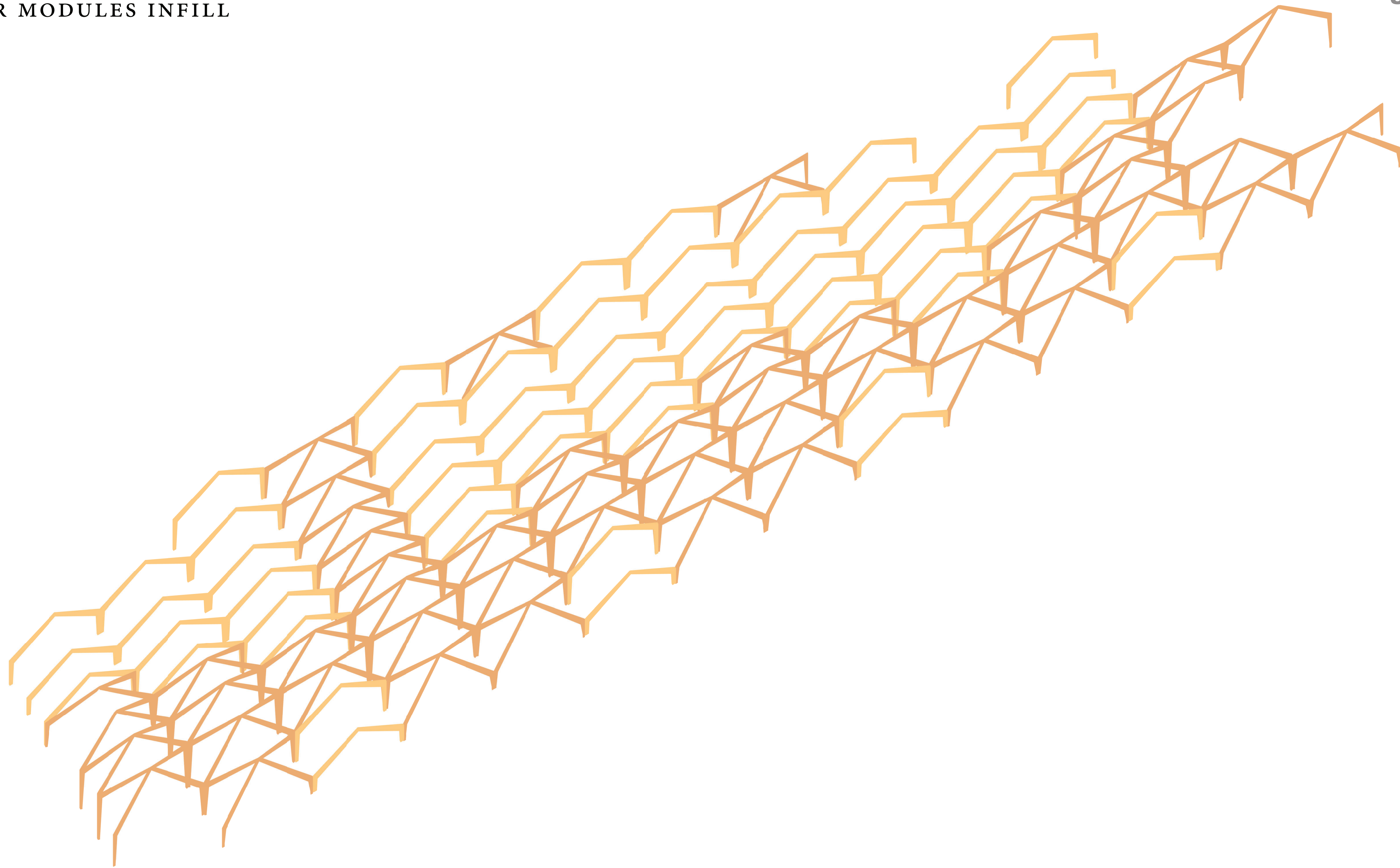
HEIGHT DIFFERENTIATION BASED ON PUBLIC FUNCTIONS



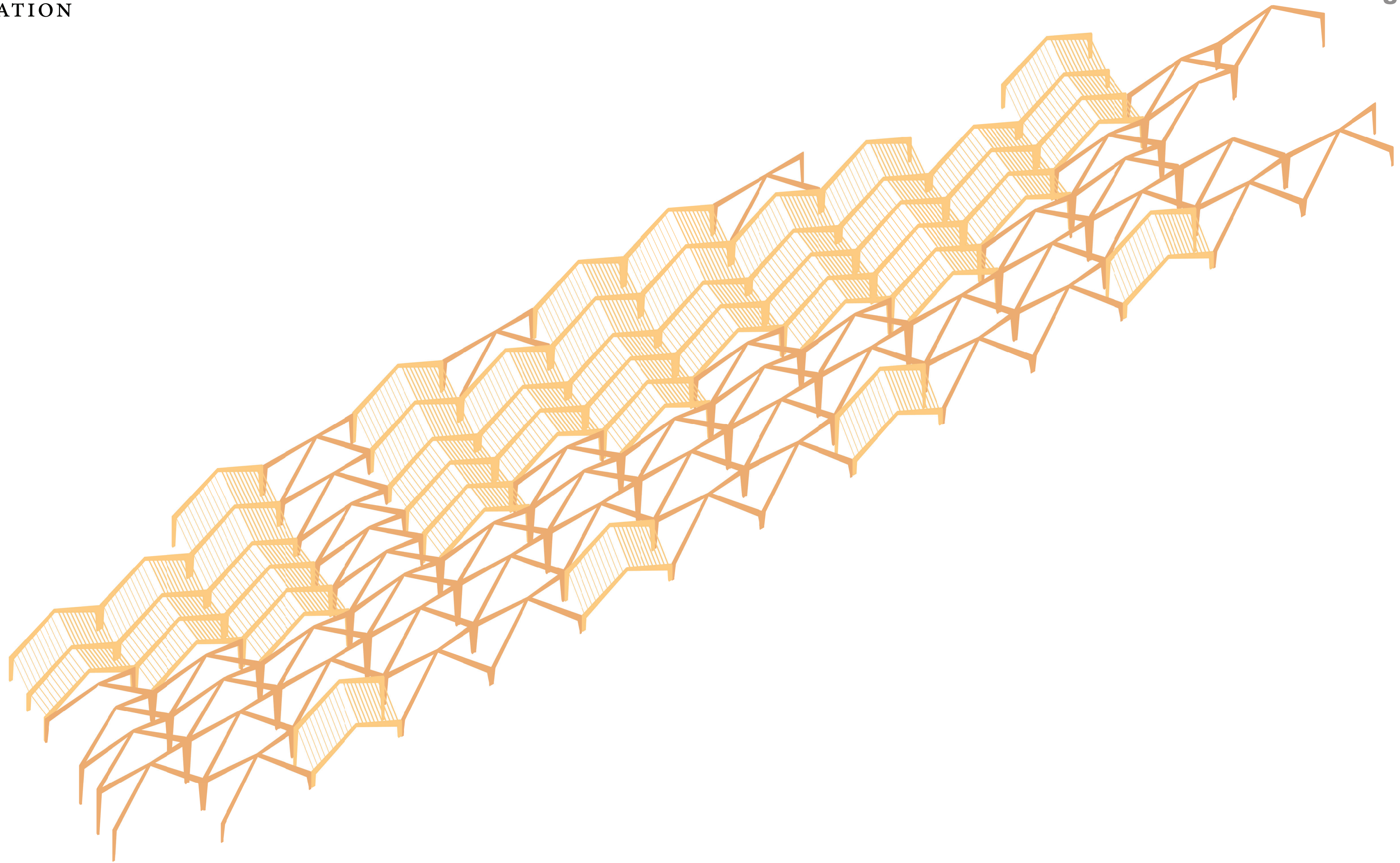
ELIMINATION BASED ON FUNCTIONS



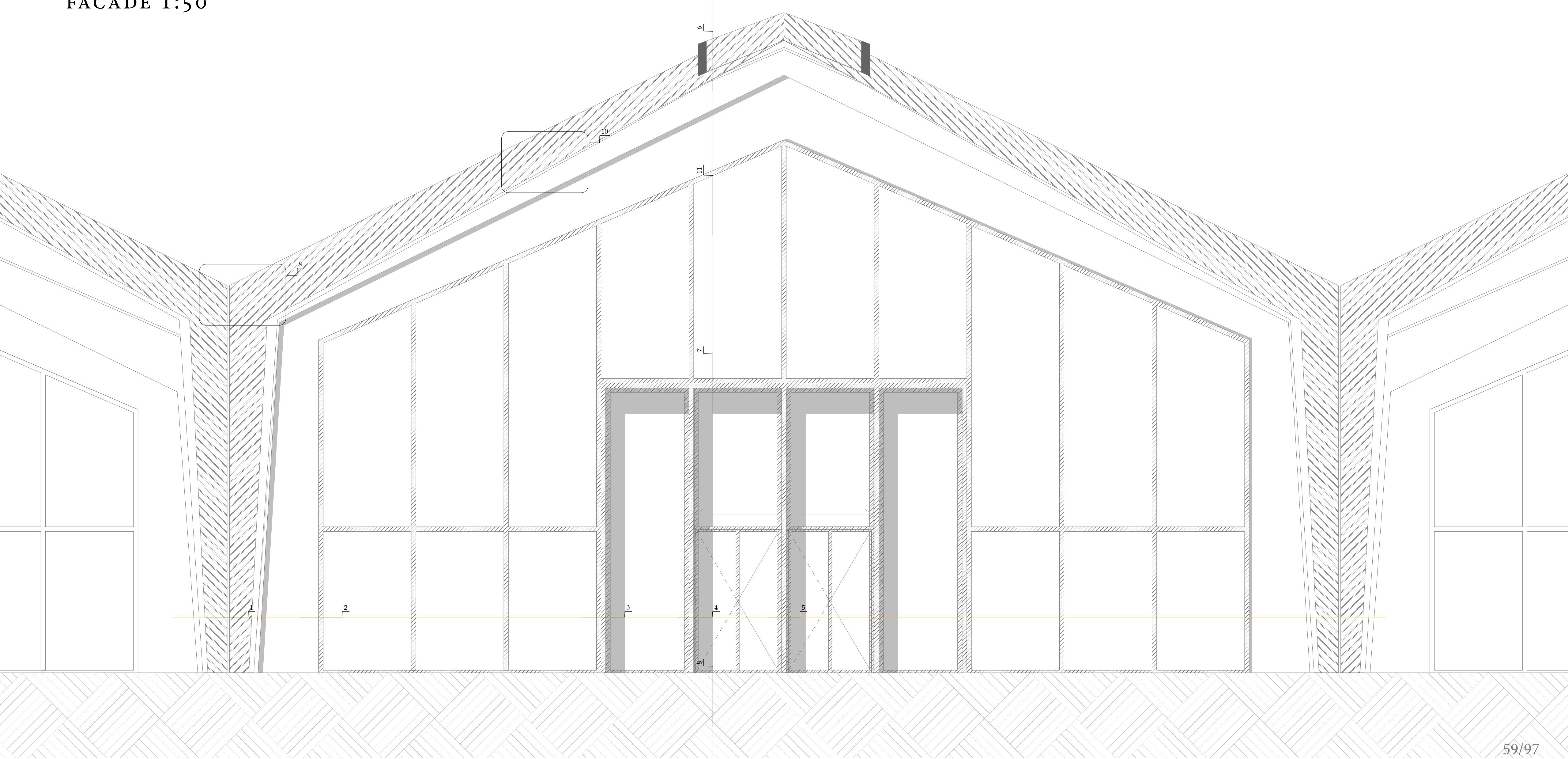
OUTDOOR MODULES INFILL



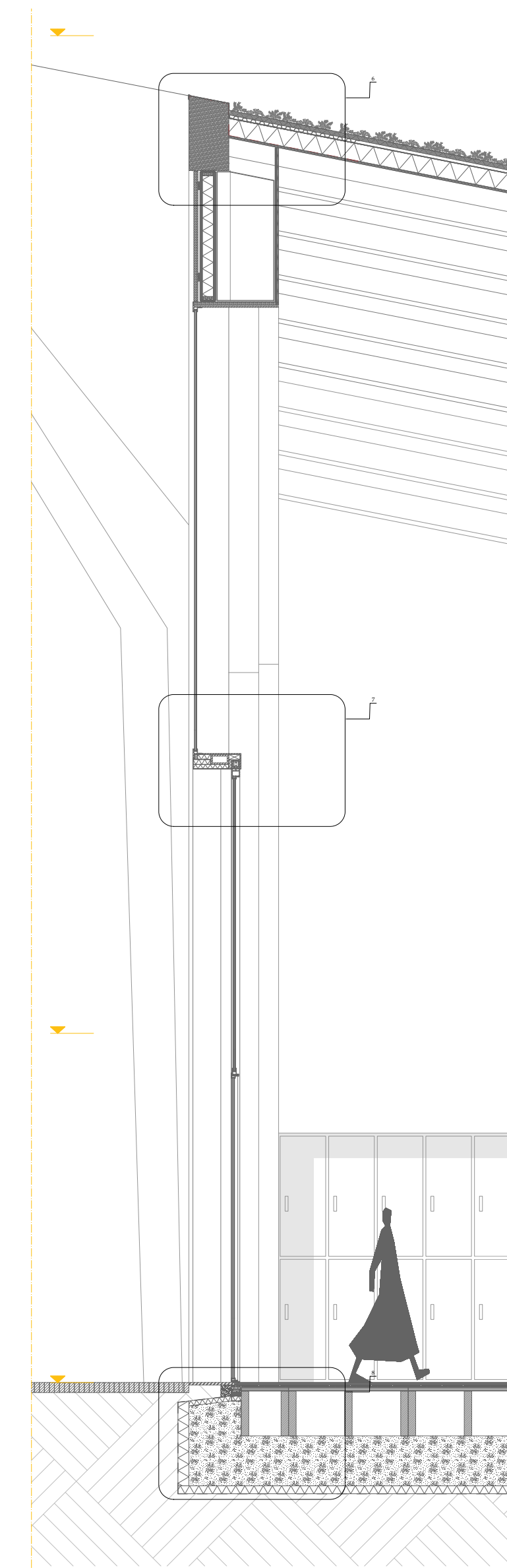
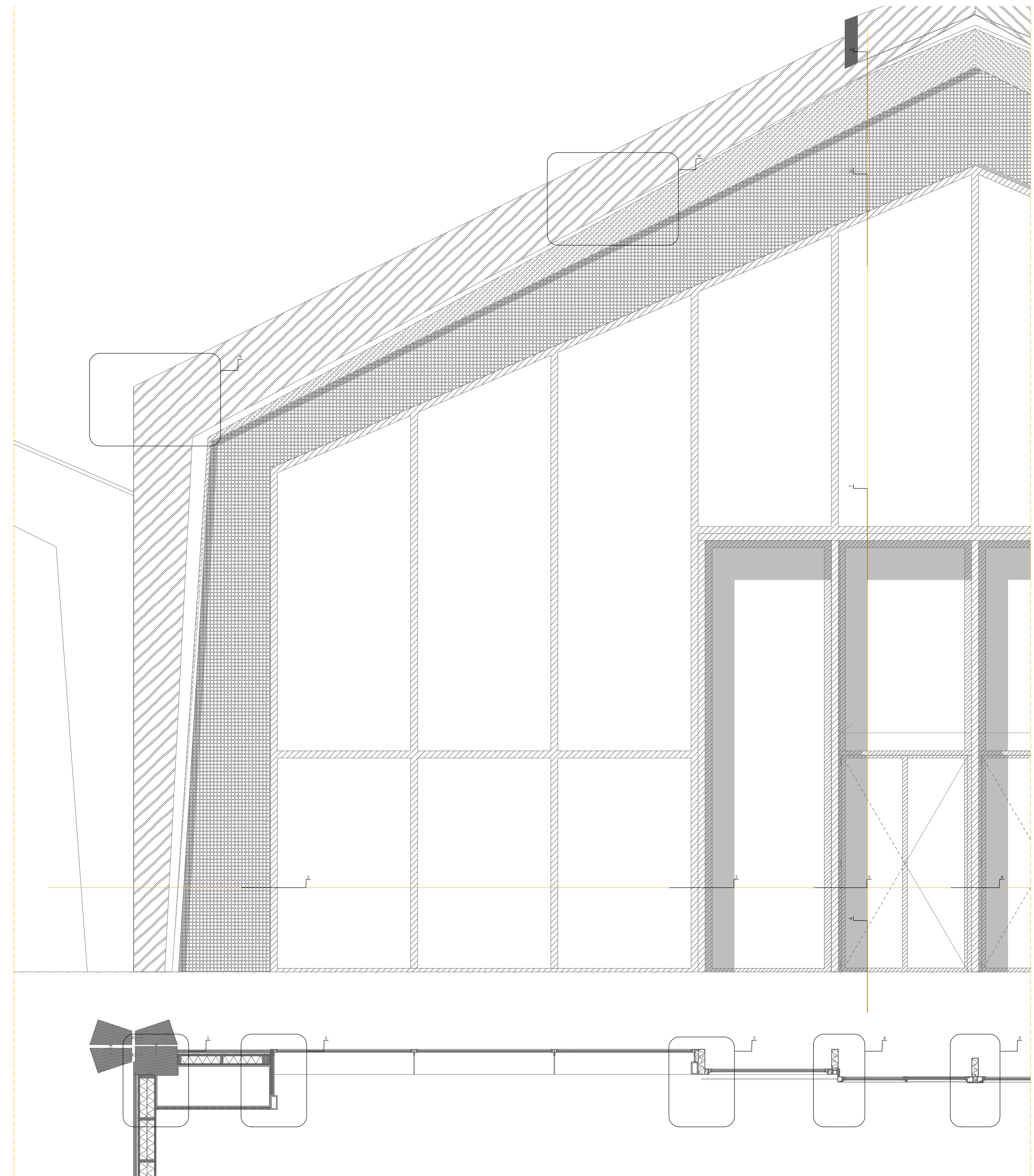
STABILISATION



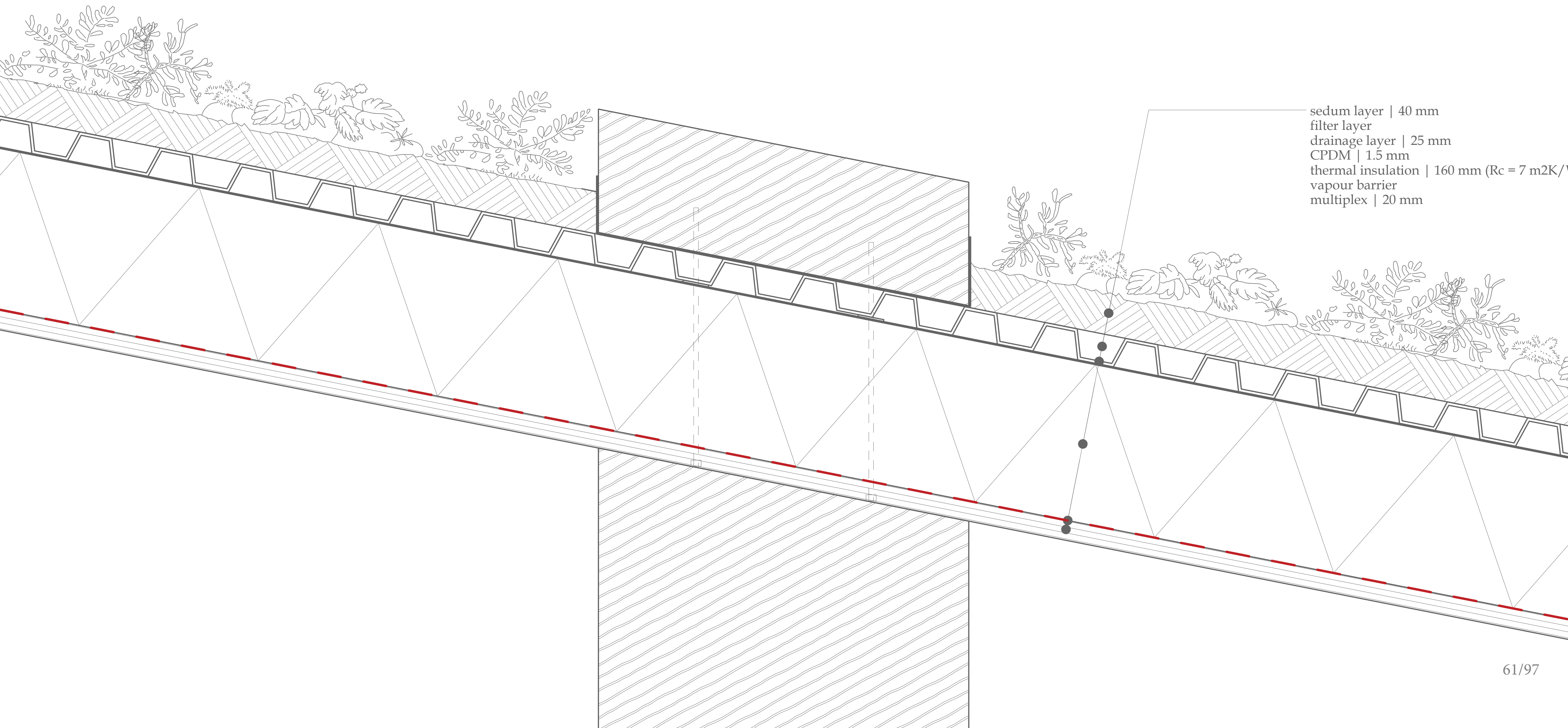
FACADE 1:50



FACADE FRAGMENT 1:50



ROOF DETAIL

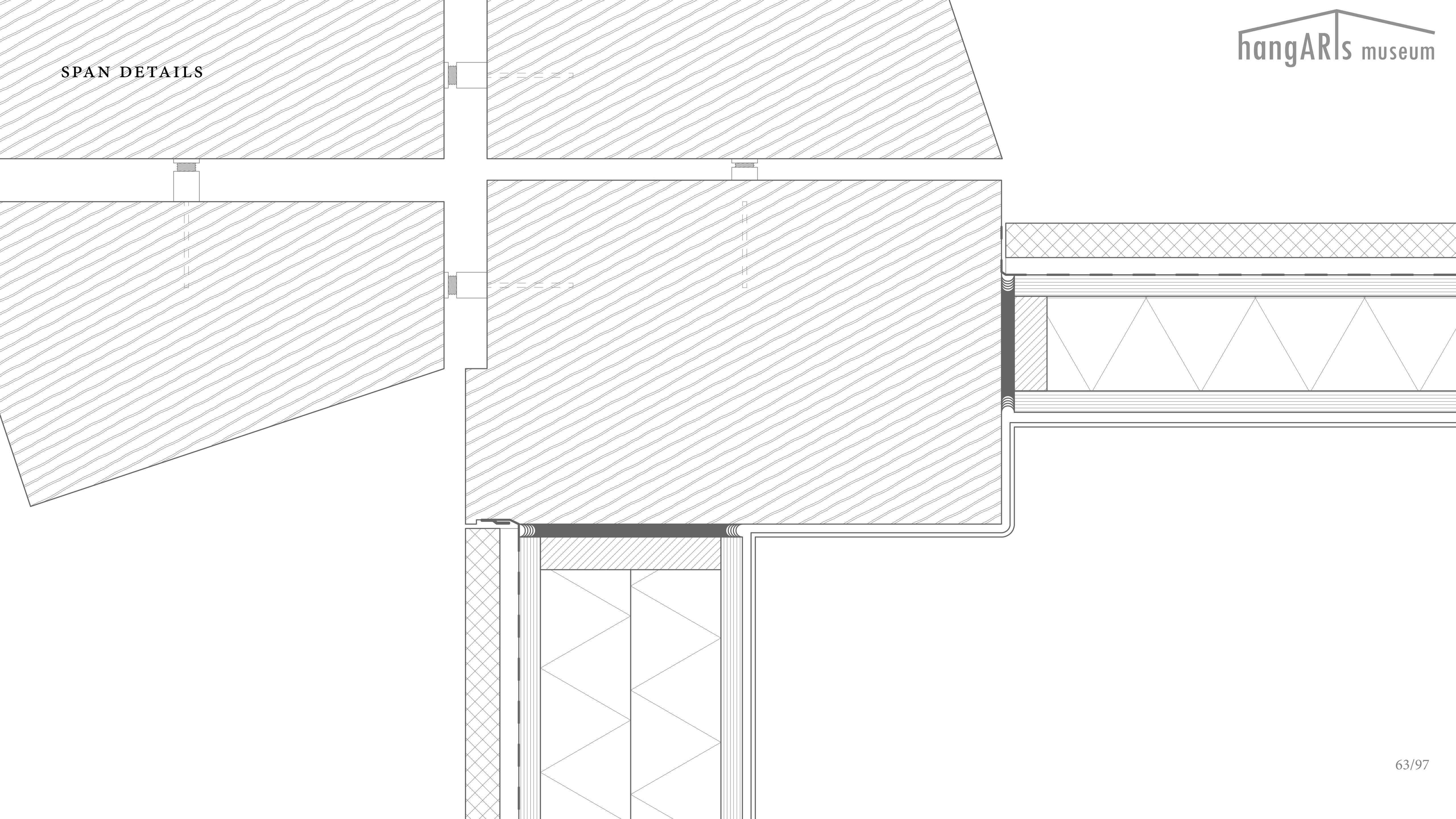


sedum layer | 40 mm
filter layer
drainage layer | 25 mm
CPDM | 1.5 mm
thermal insulation | 160 mm ($R_c = 7 \text{ m}^2\text{K/W}$)
vapour barrier
multiplex | 20 mm

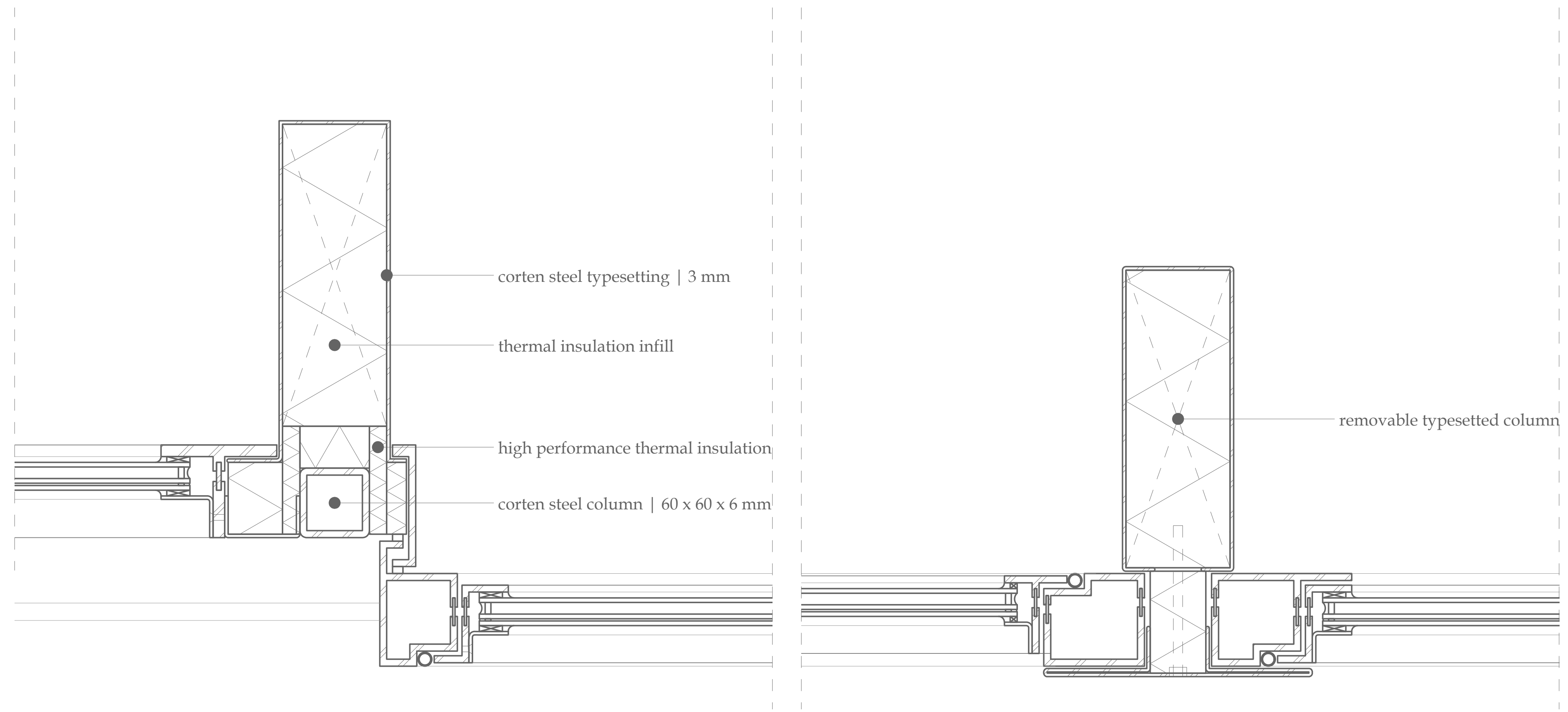
ROOF DETAIL MODEL



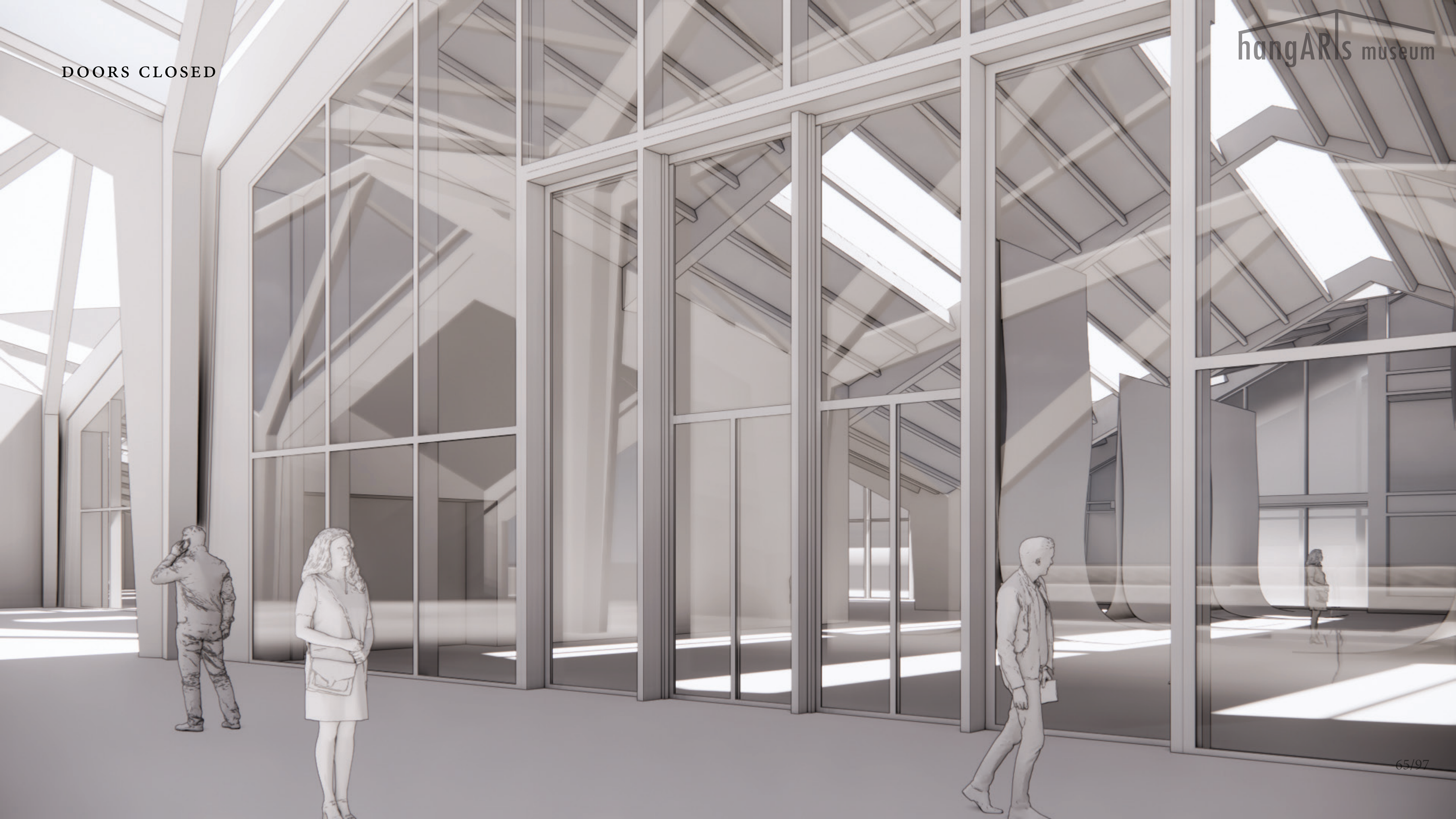
SPAN DETAILS



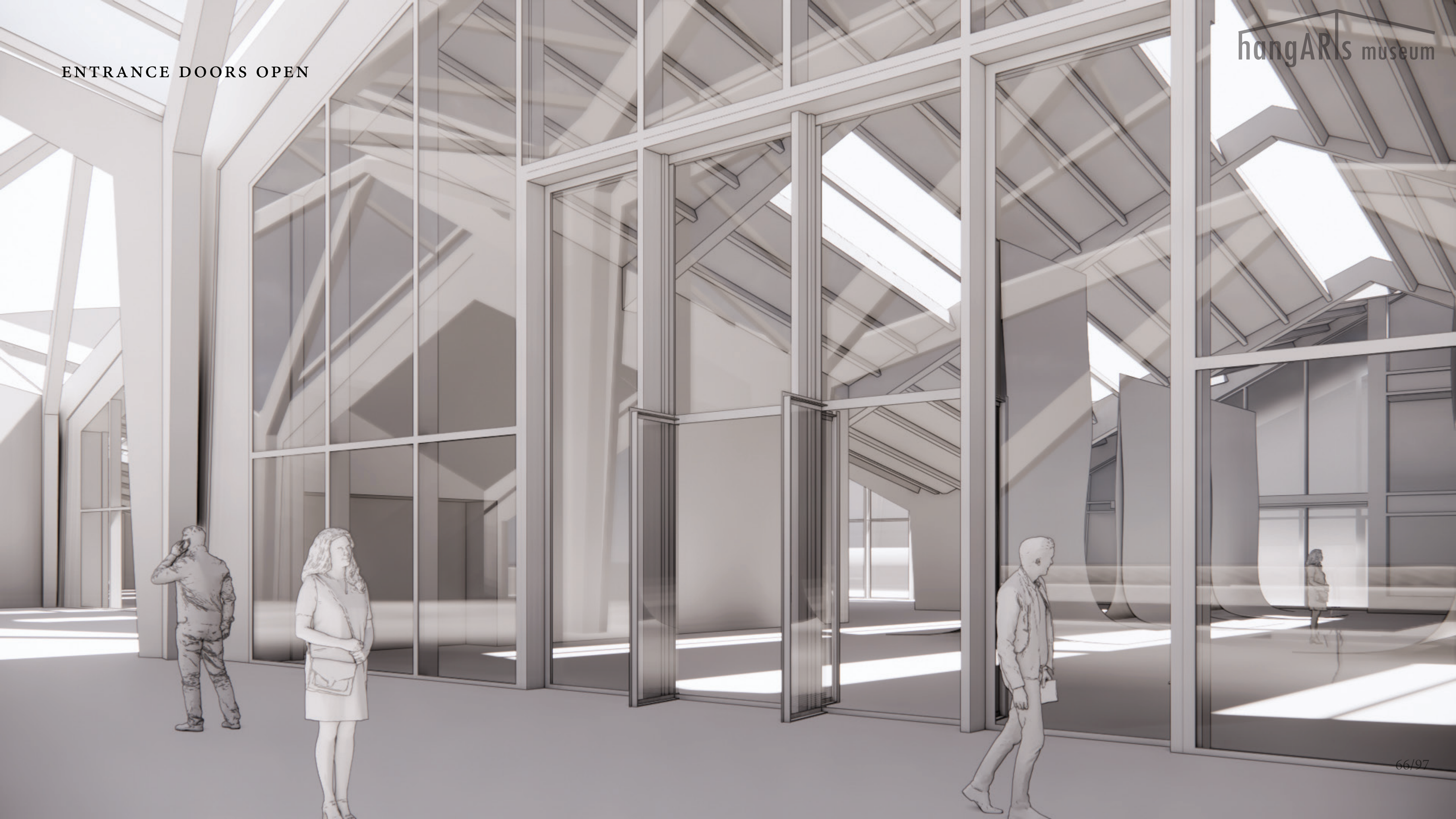
WINDOW FRAME DETAIL



DOORS CLOSED

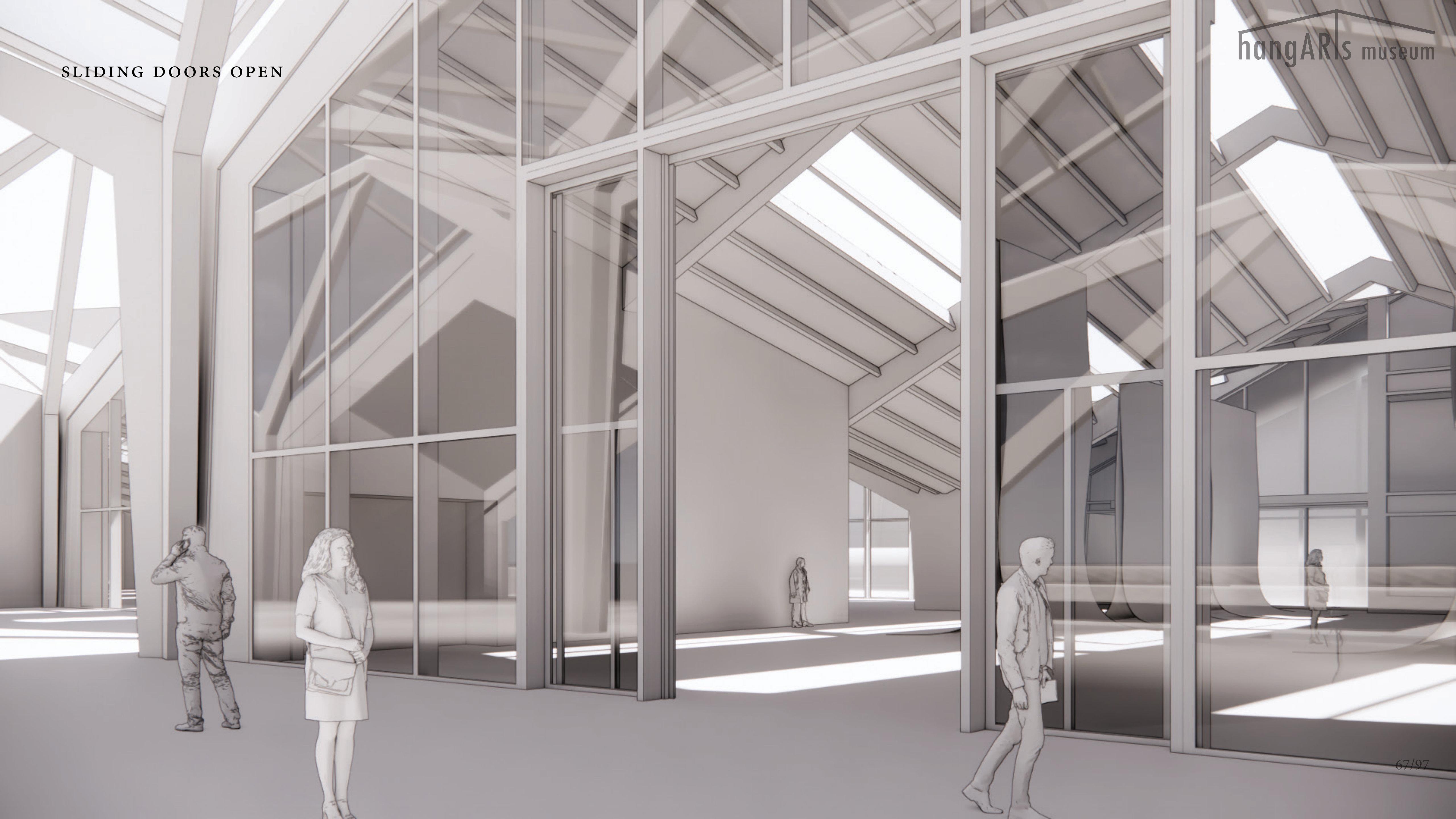


ENTRANCE DOORS OPEN



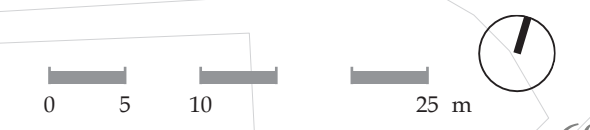
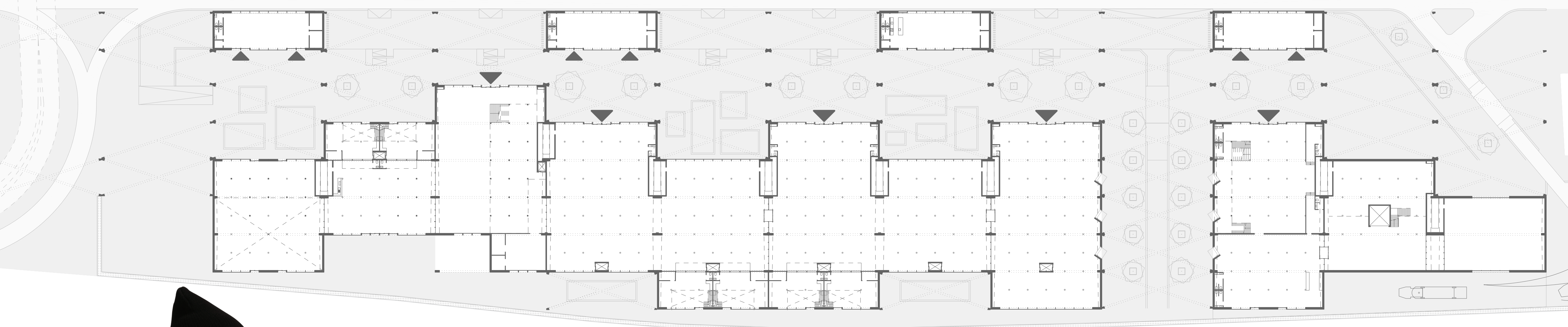
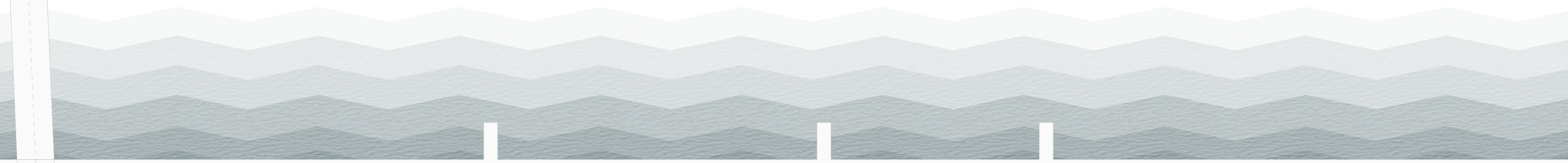
SLIDING DOORS OPEN

hangARis museum



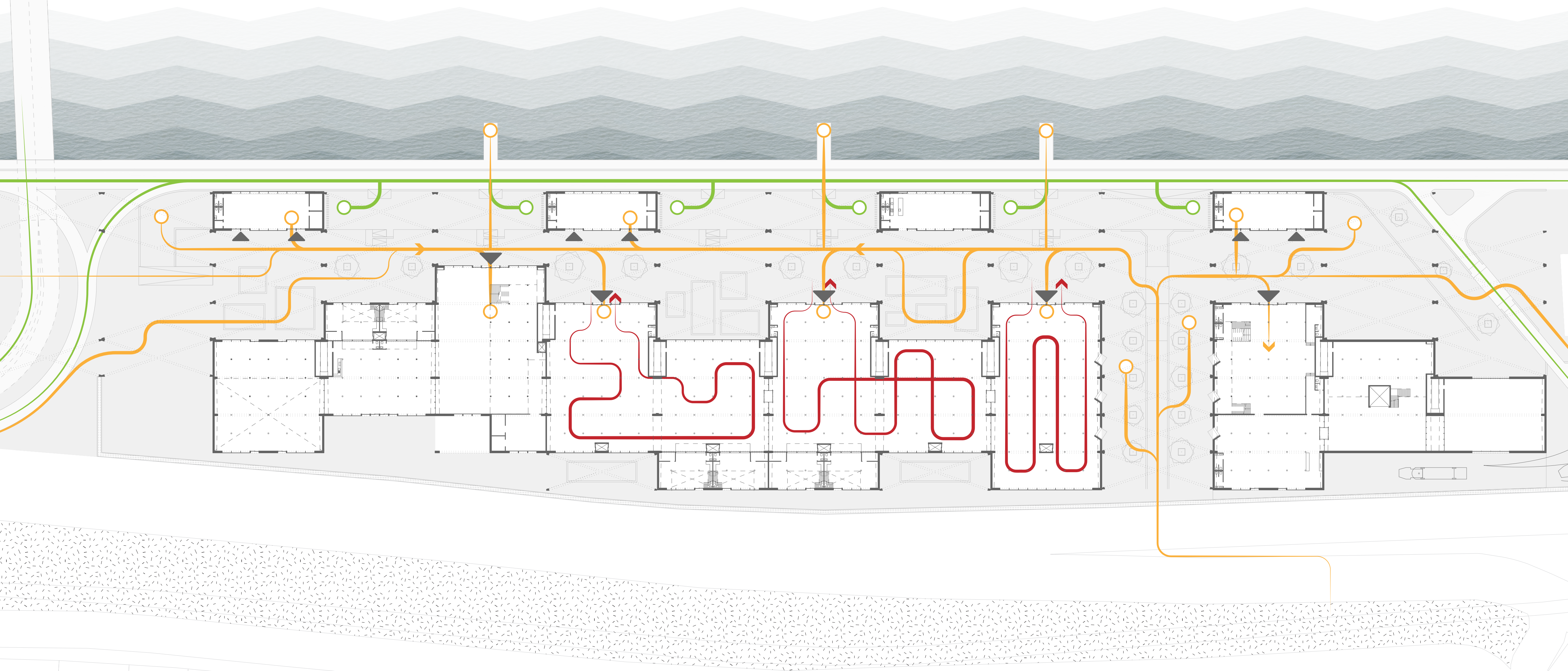
THE TRANSITION

GF PLAN

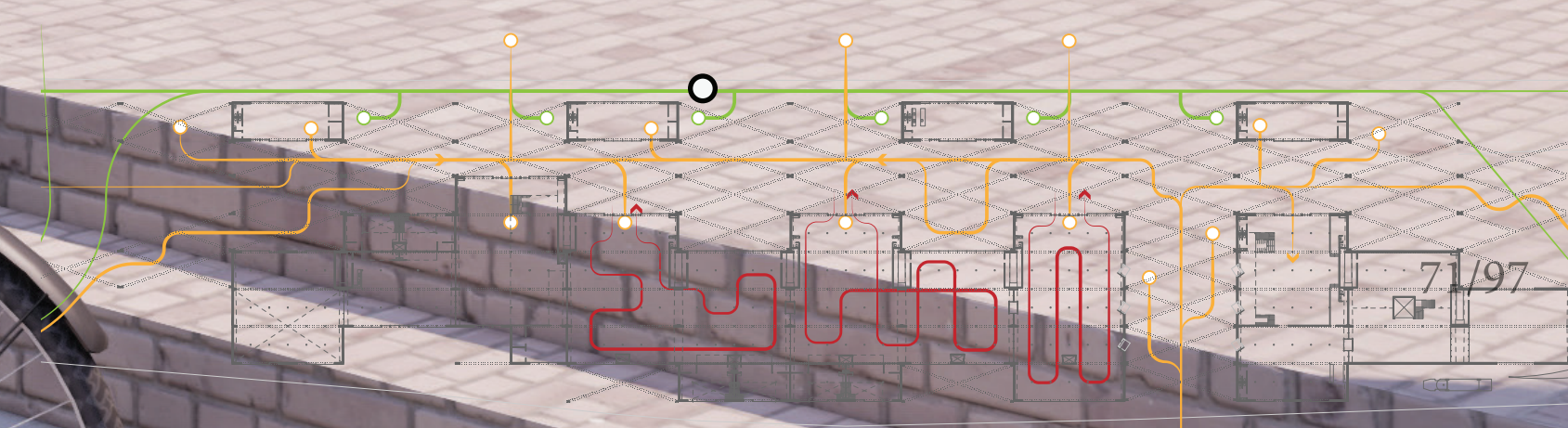


ROUTES

- cyclists
- pedestrian
- exhibition visitor

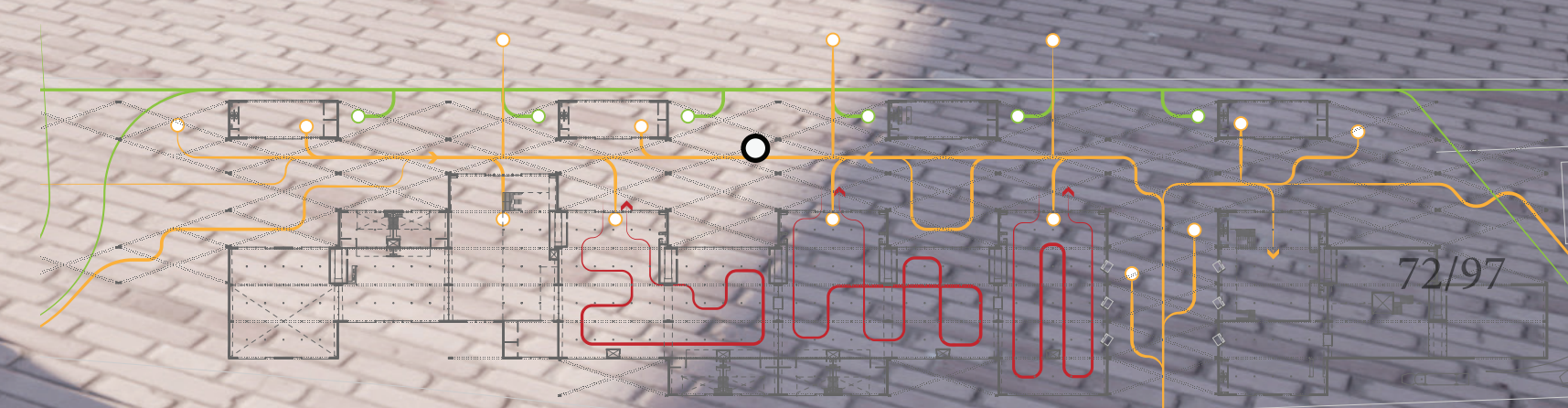
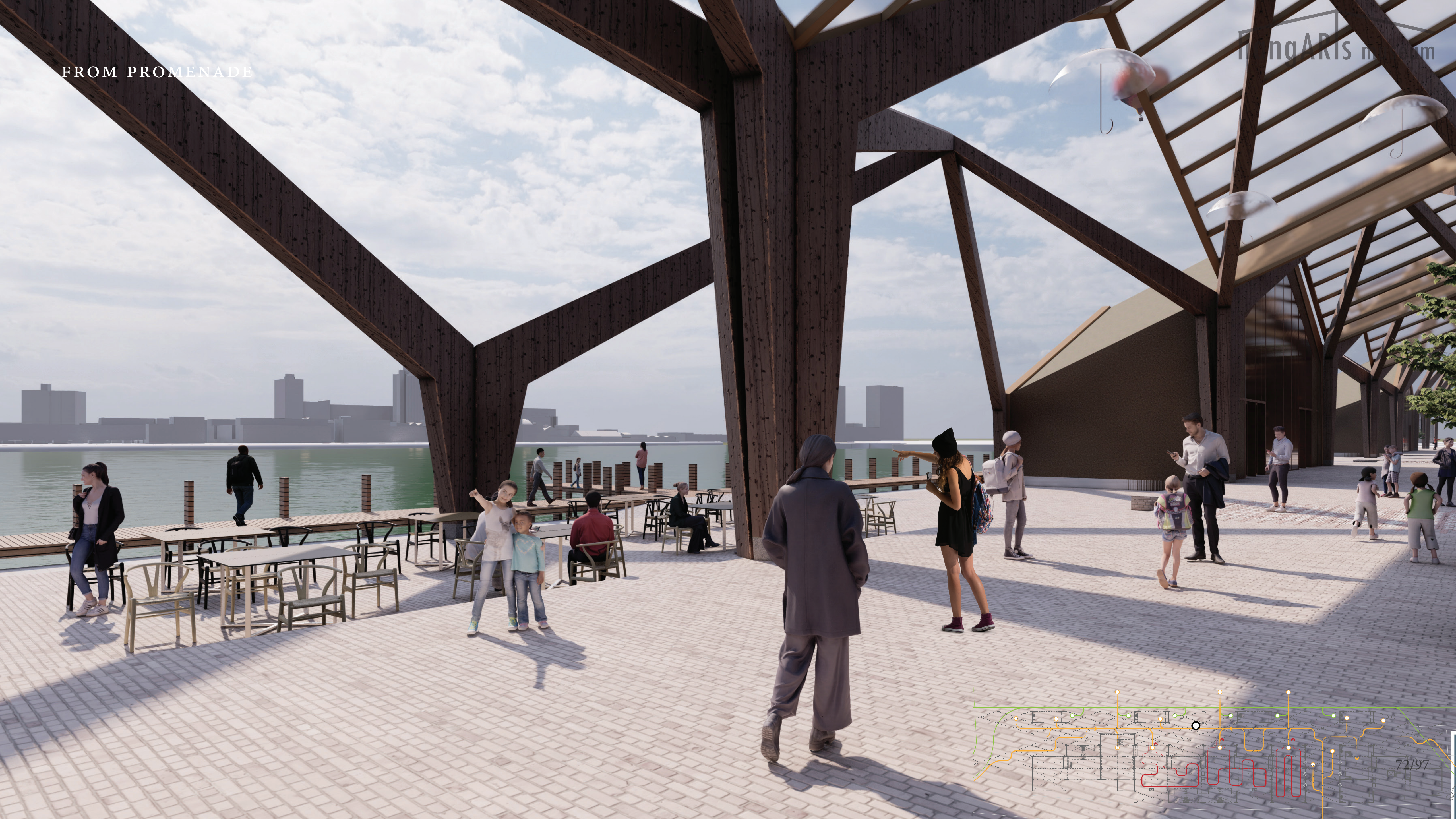


FROM BIKE PATH

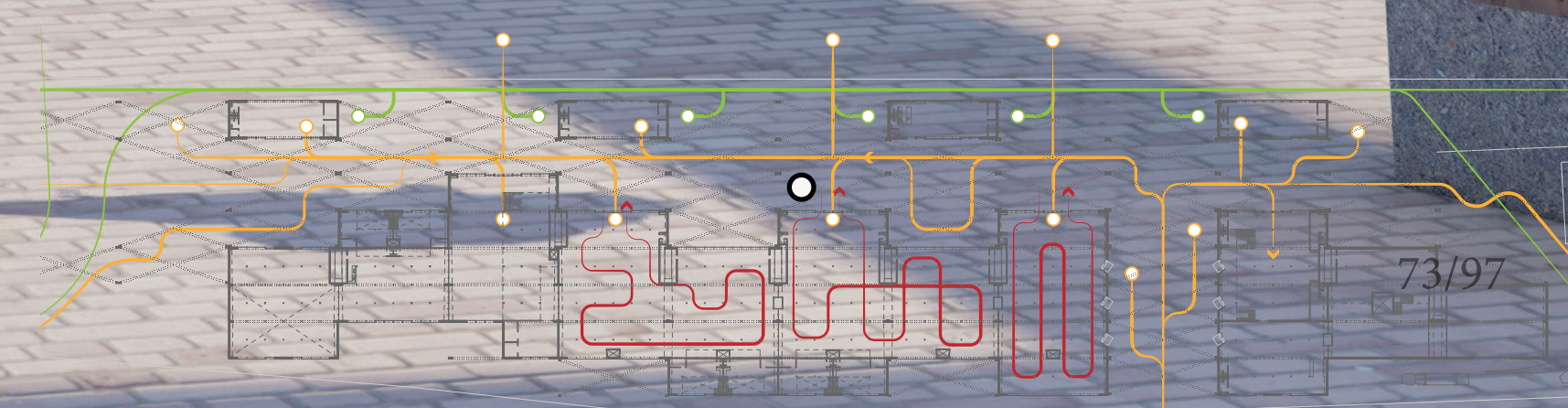


FROM PROMENADE

From ARIS museum



FROM PROMENADE



EXHIBITION

Augmented Reality museum



EXHIBITION

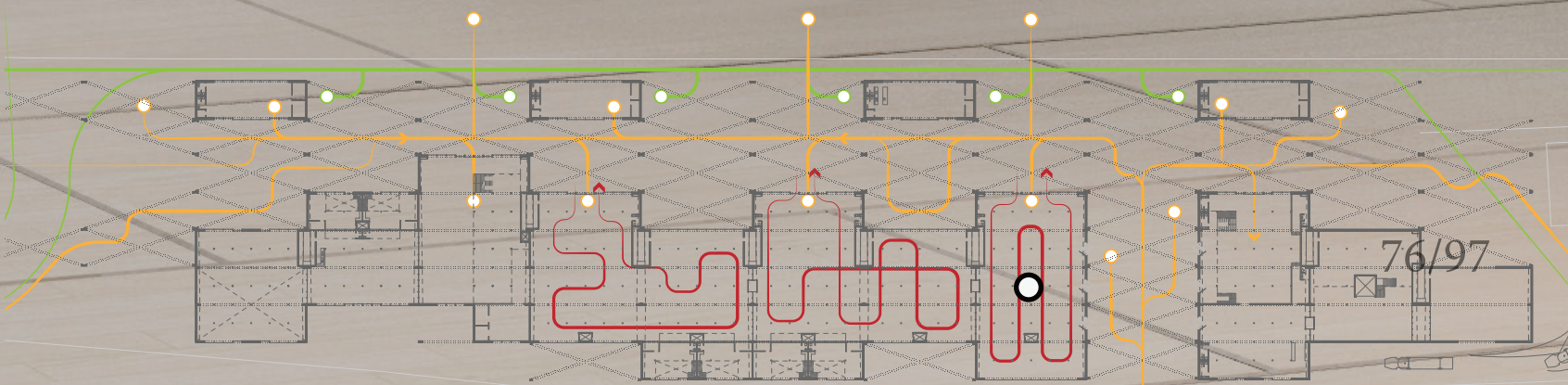
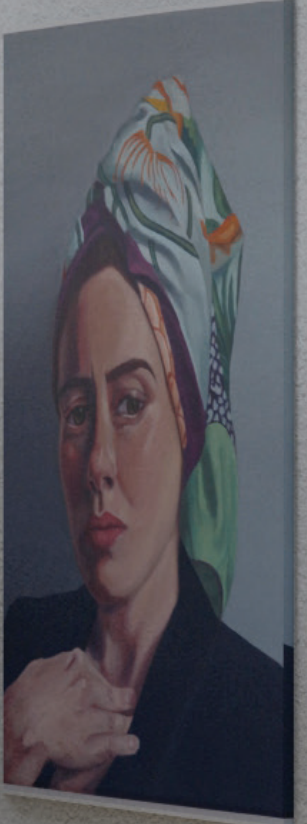
hangARts museum



EXHIBITION

Van Gogh ARIS museum

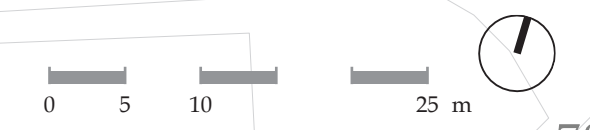
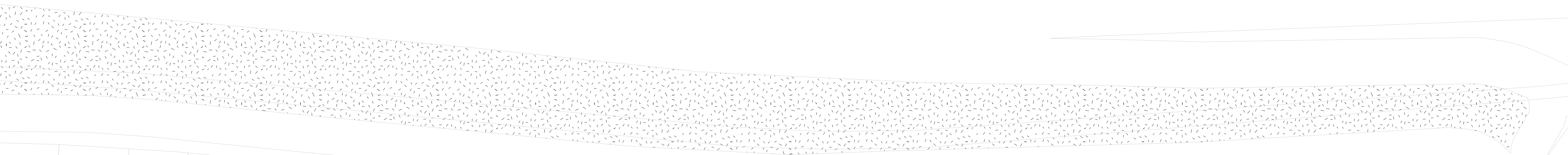
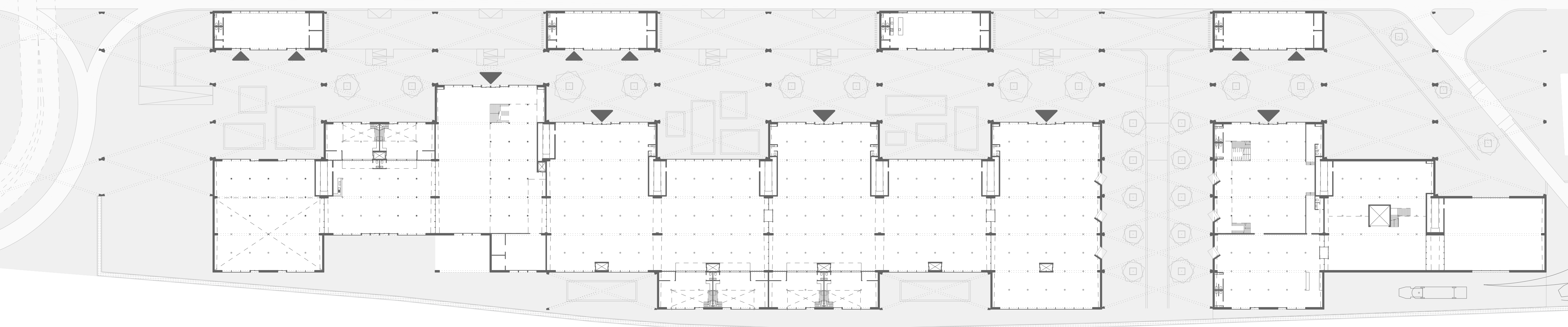
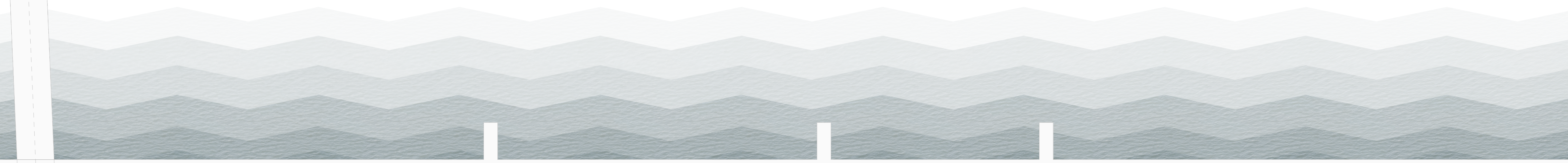
Ver van huis
ik heb weer gedronken
op een lege maag
gefallen van m'n fiets
in een bloeiende haag
ik voelde helemaal niets
kon het wel uren
stil blijven liggen
meerkbaar vond men
de duren
me zo gelukkig
in haag
en



EXHIBITION SPACE MODEL

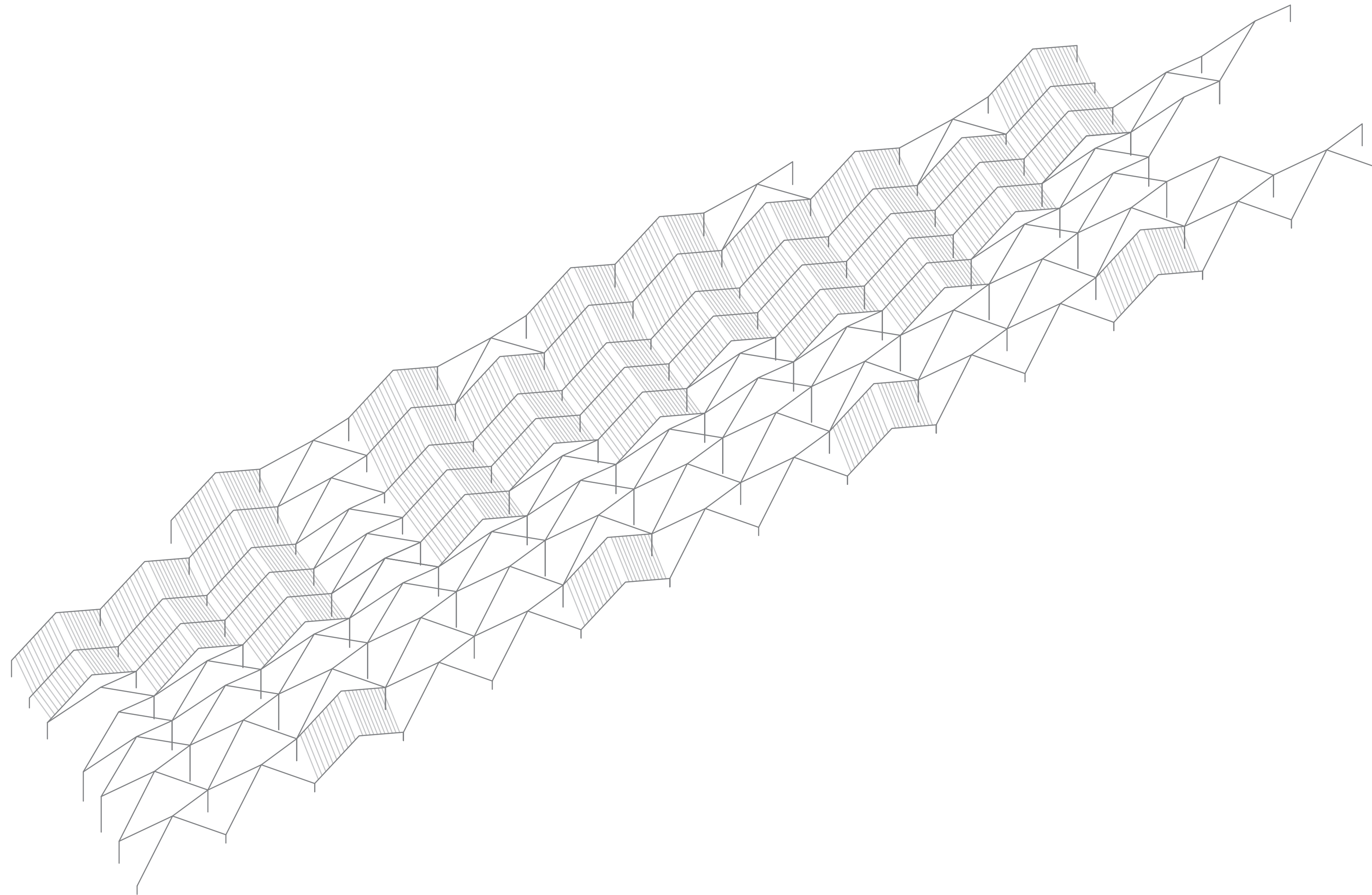


LORRY ROUTE

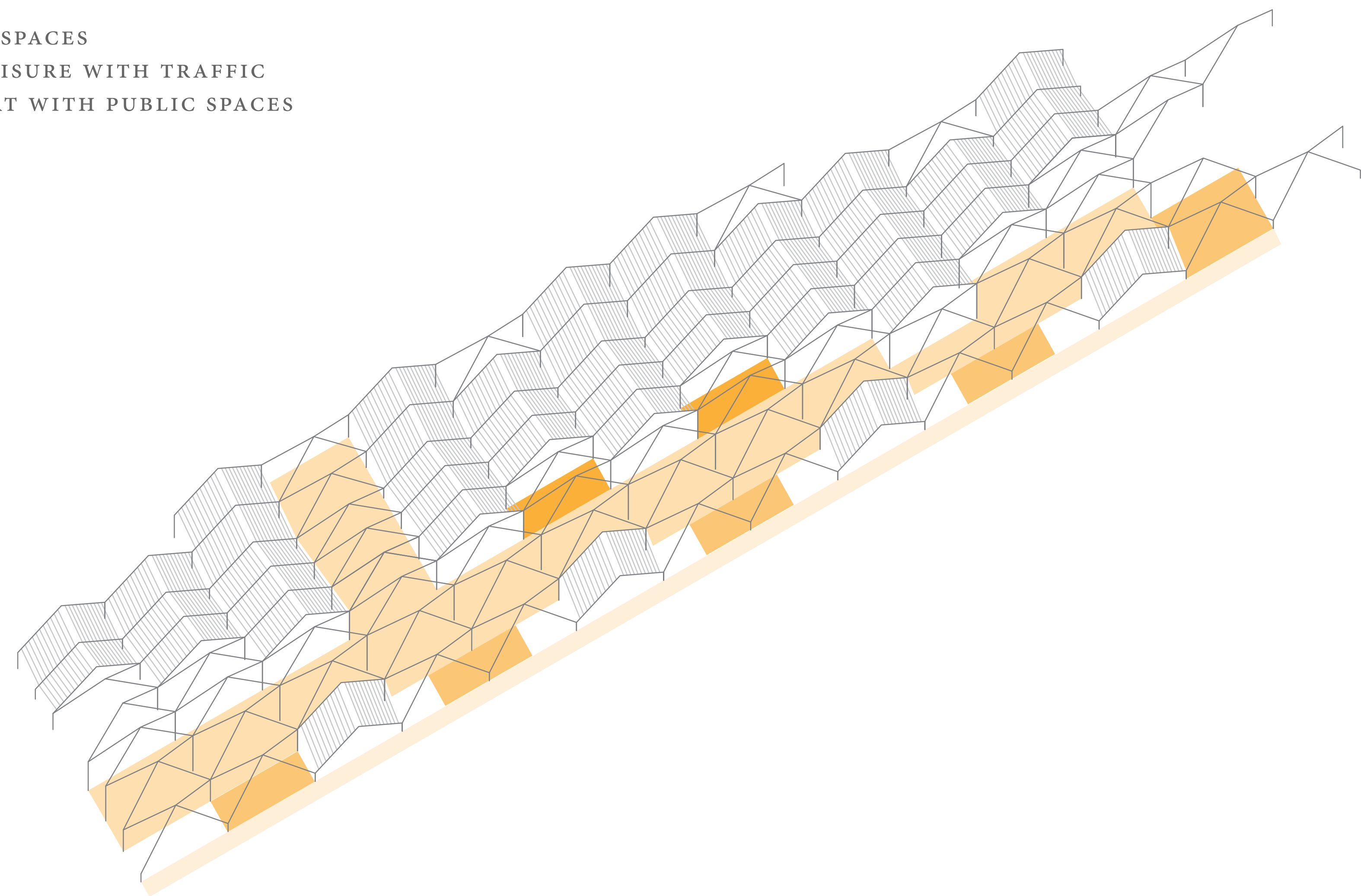


MULTIPLICITY

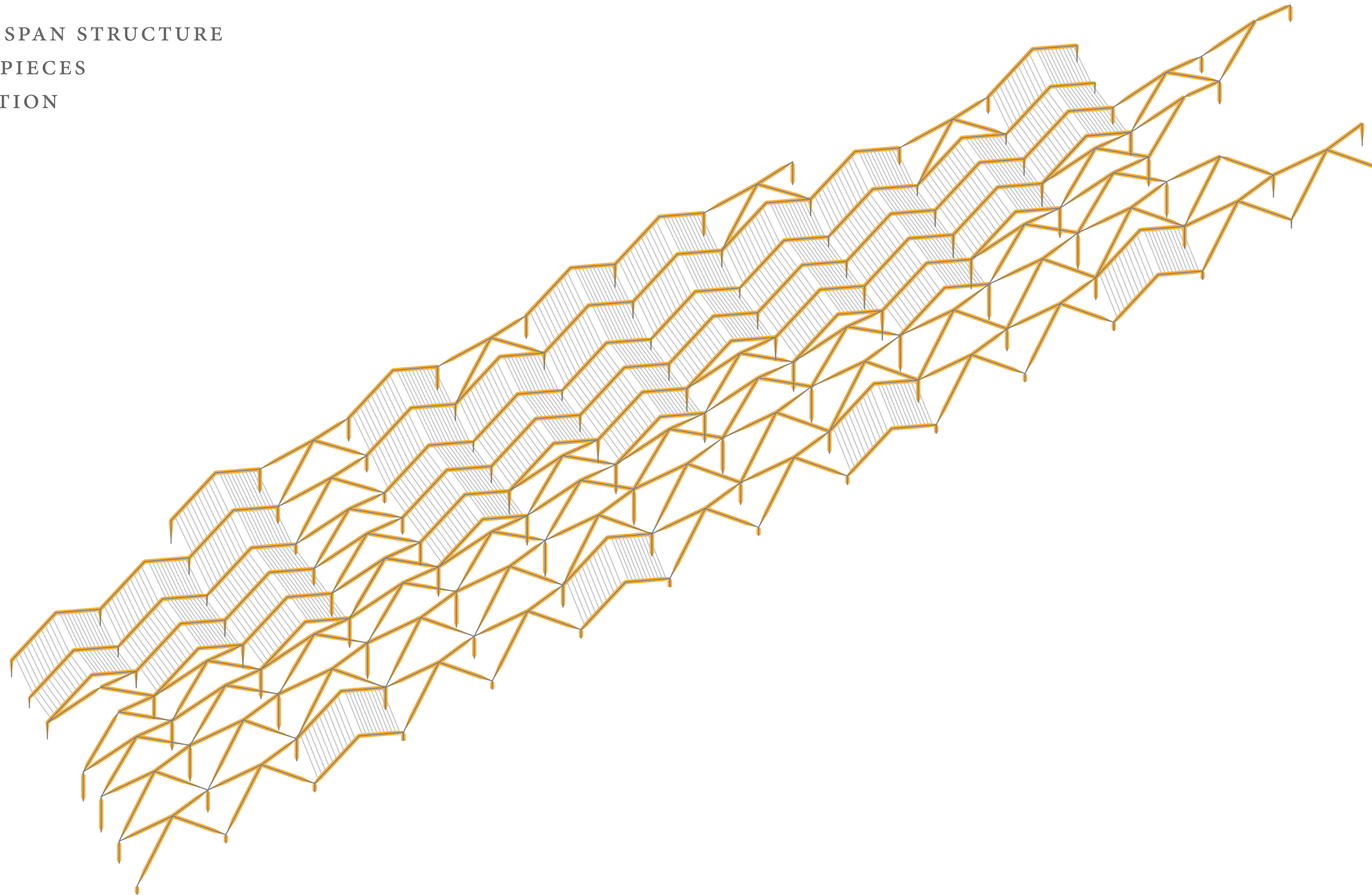
MULTIPLICITY IN:



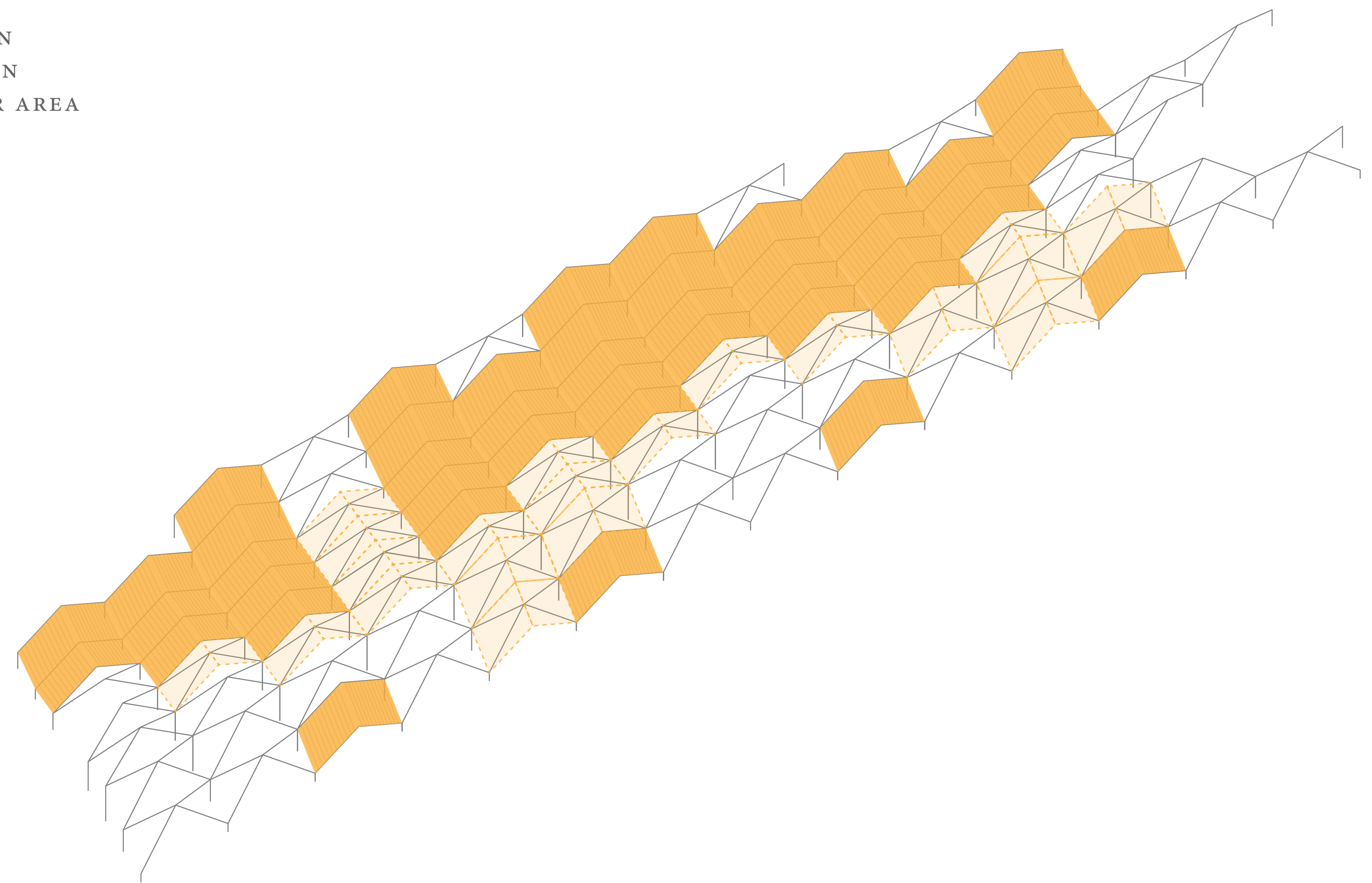
MIXING PUBLIC SPACES
CONNECTING LEISURE WITH TRAFFIC
CONNECTING ART WITH PUBLIC SPACES



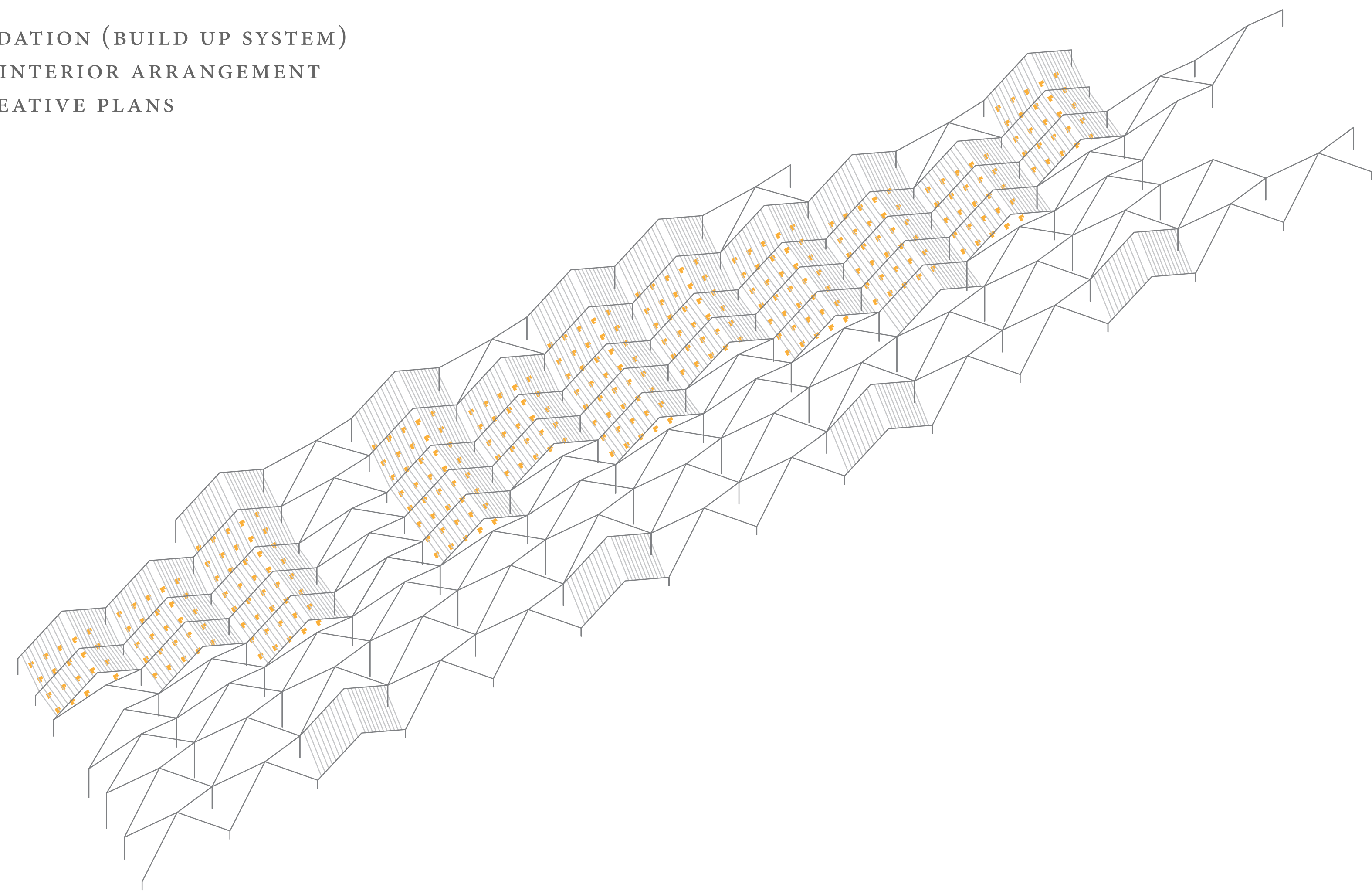
EXPRESSIVE BIG-SPAN STRUCTURE
FRAME FOR ART PIECES
SPACE DEMARCATION



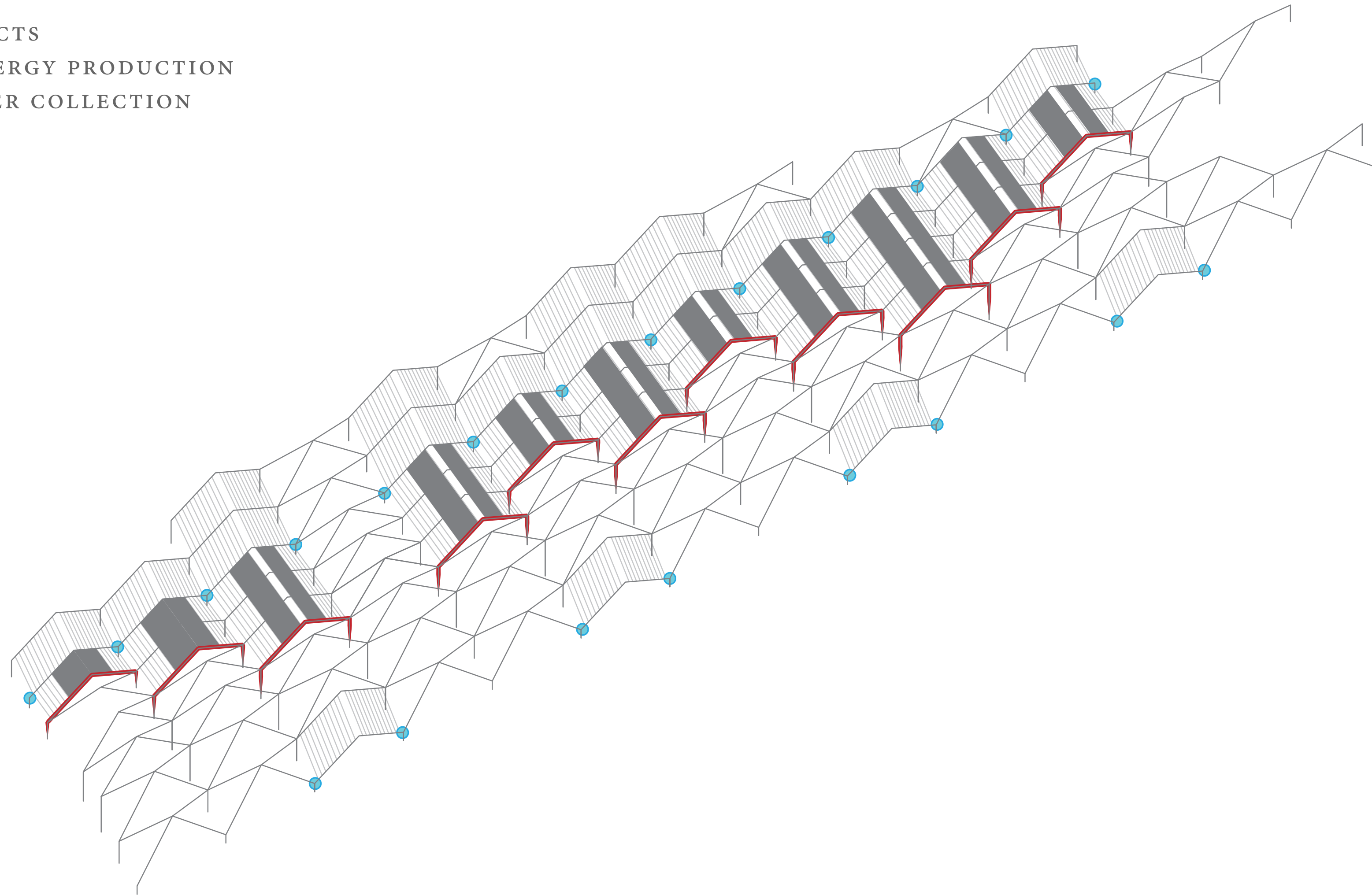
ROOF EXPANSION
ROOF REDUCTION
FLEXIBLE FLOOR AREA



PRE-CAST FOUNDATION (BUILD UP SYSTEM)
FLEXIBILITY IN INTERIOR ARRANGEMENT
ALLOWS FOR CREATIVE PLANS

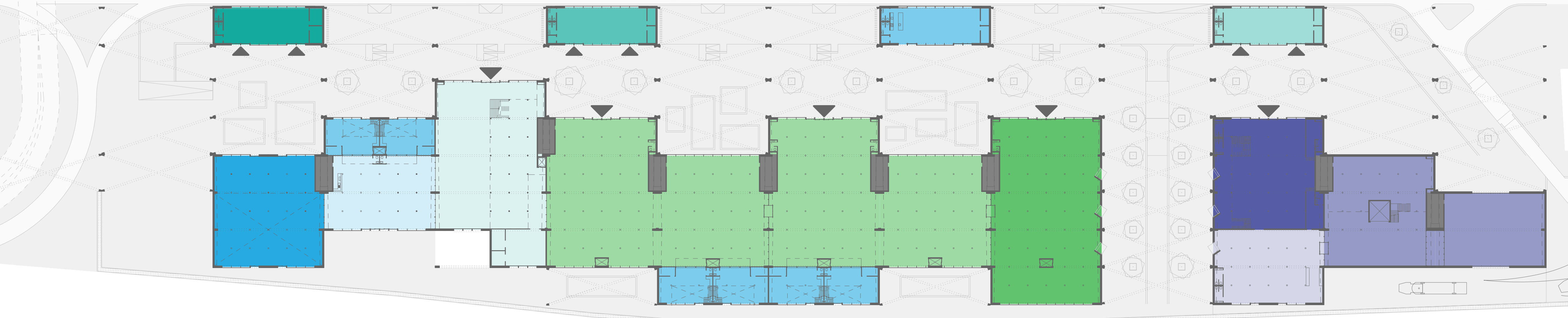


INTEGRATED DUCTS
INTEGRATED ENERGY PRODUCTION
EXTENSIVE WATER COLLECTION



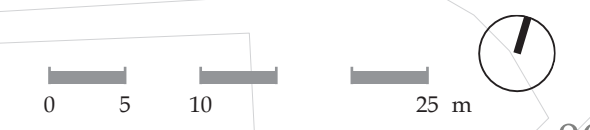
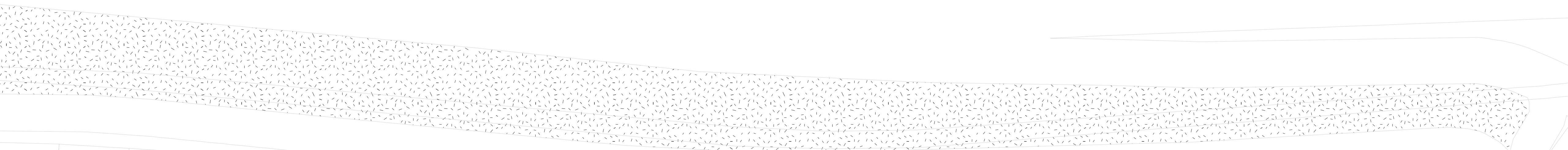
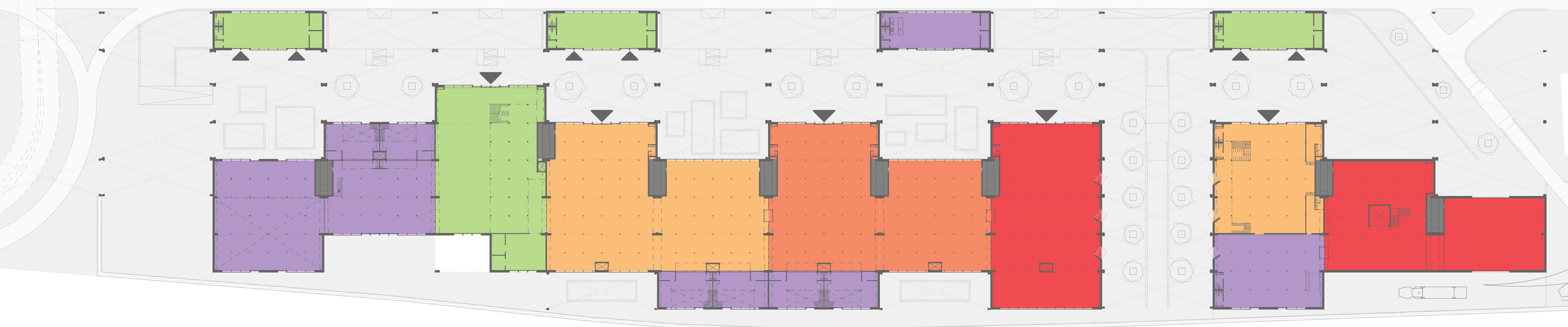
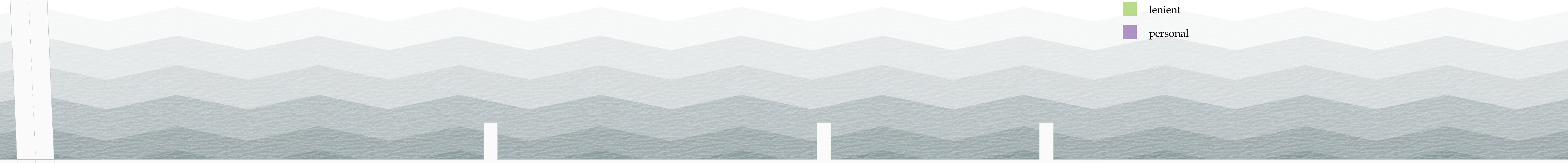
PROGRAMME

- event hall
- storage
- offices
- curator's office
- studios
- communal space
- installations
- pub
- museum shop
- cafe
- restaurant
- permanent exhibition
- temporary exhibition
- shelter

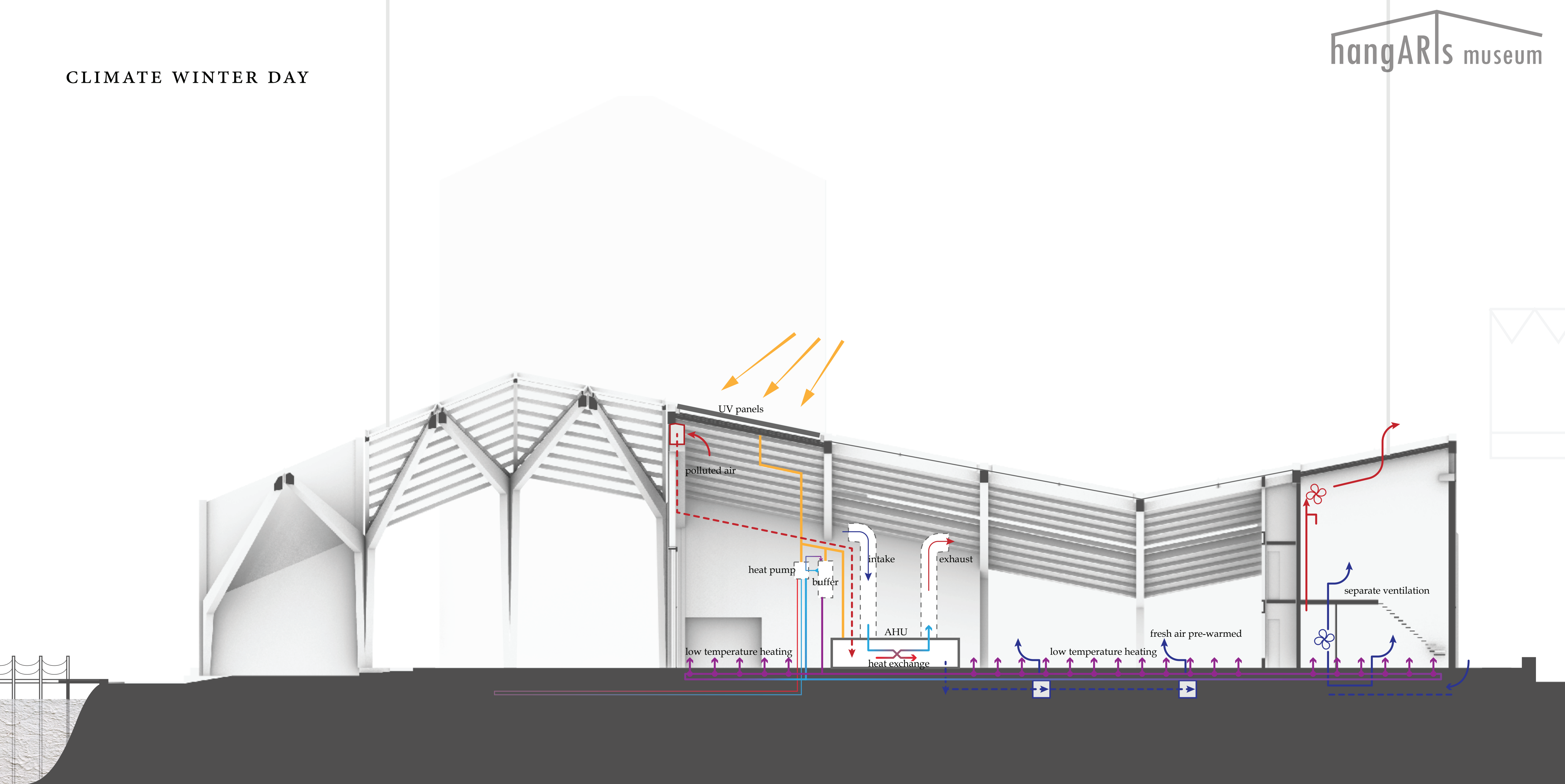




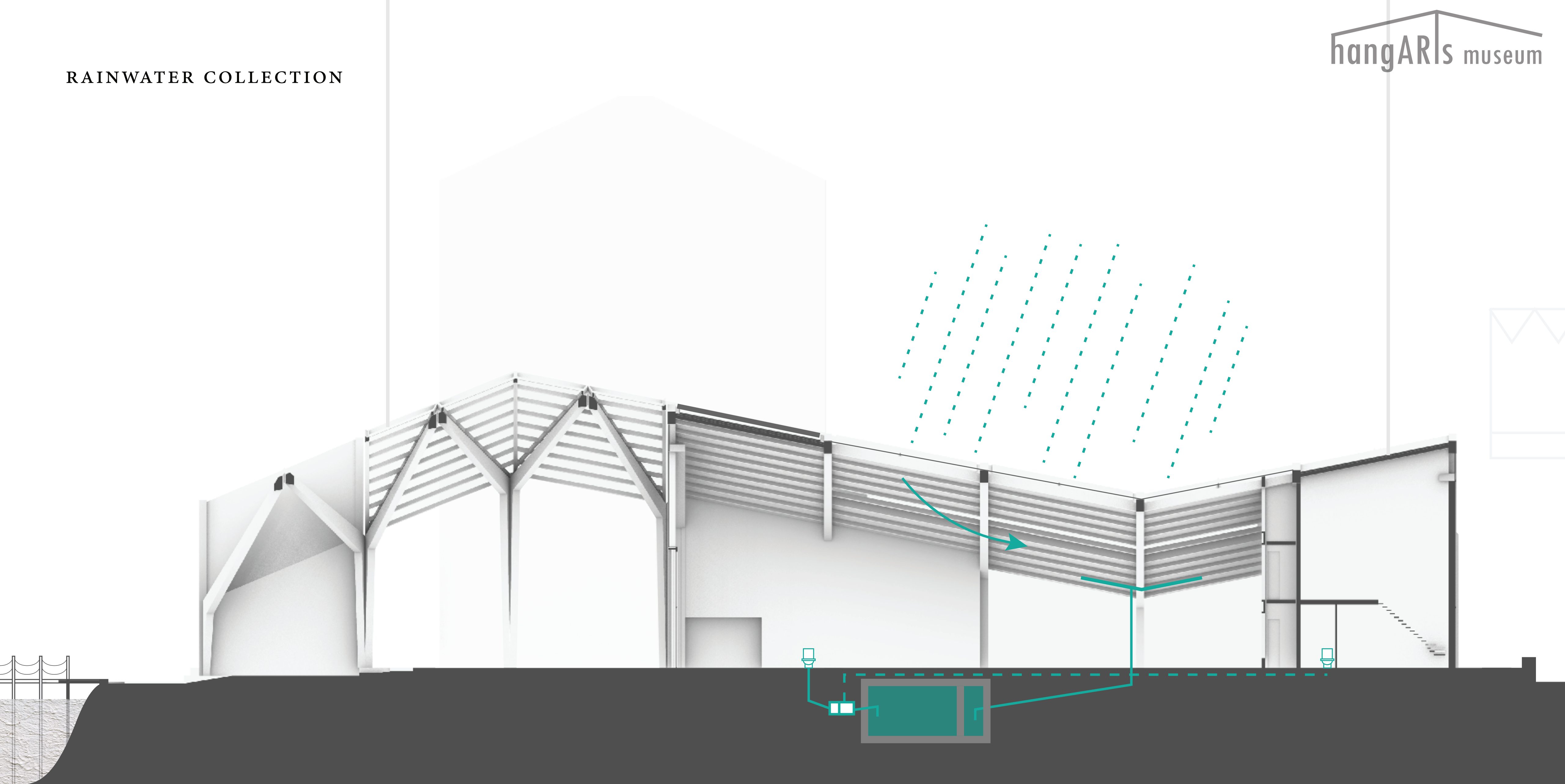
- very strict
- strict
- fairly strict
- lenient
- personal



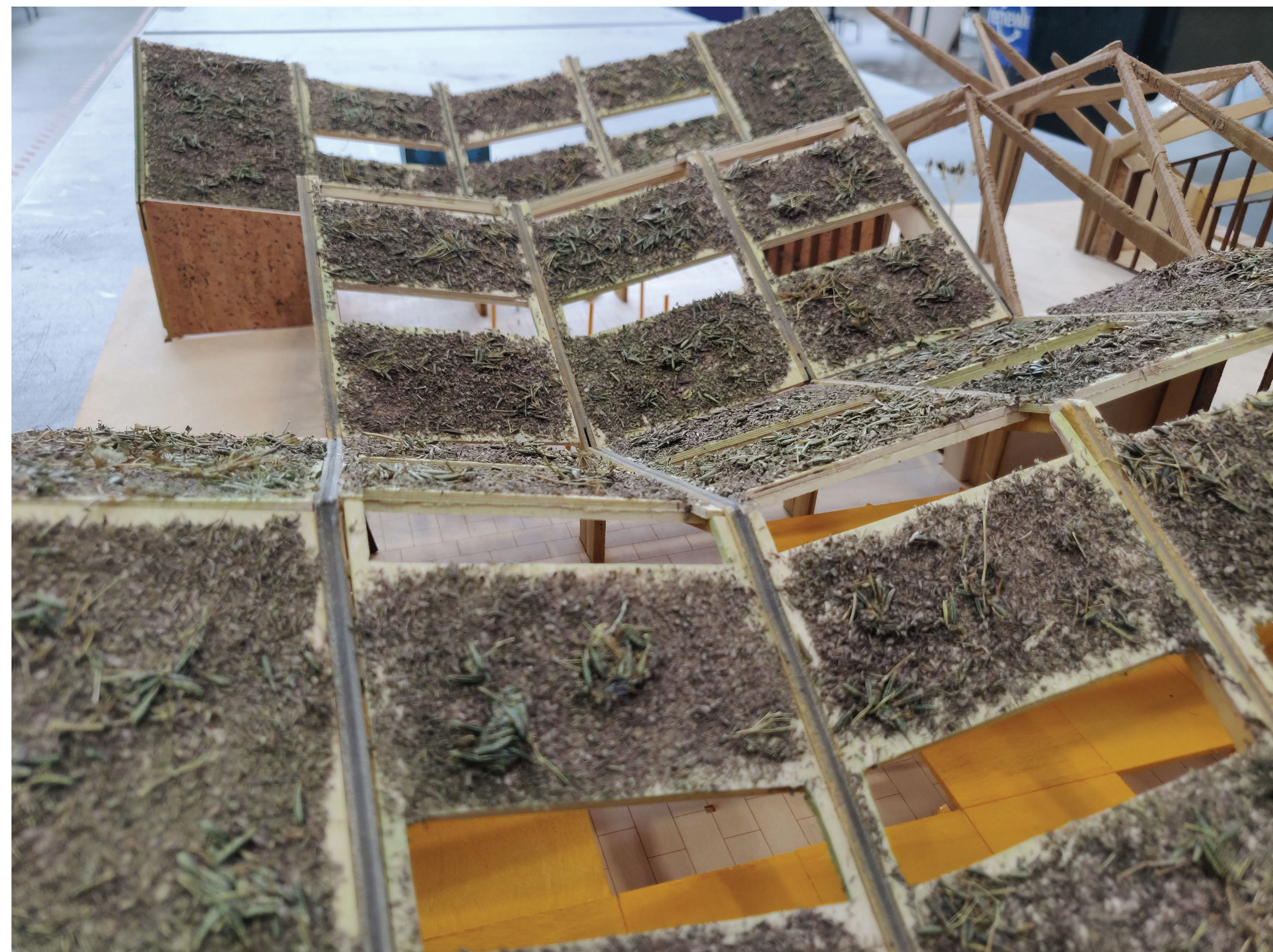
CLIMATE WINTER DAY



RAINWATER COLLECTION

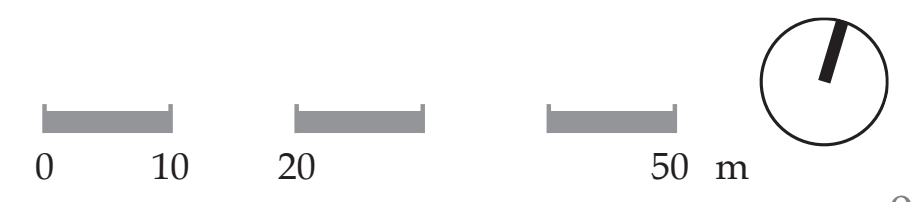
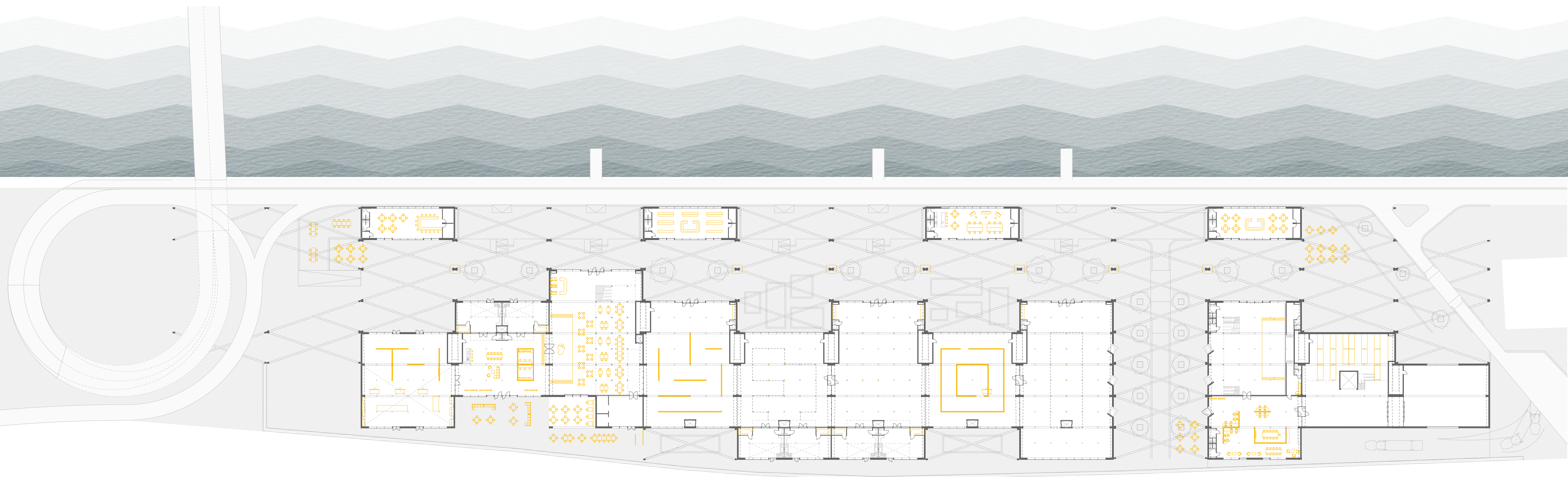


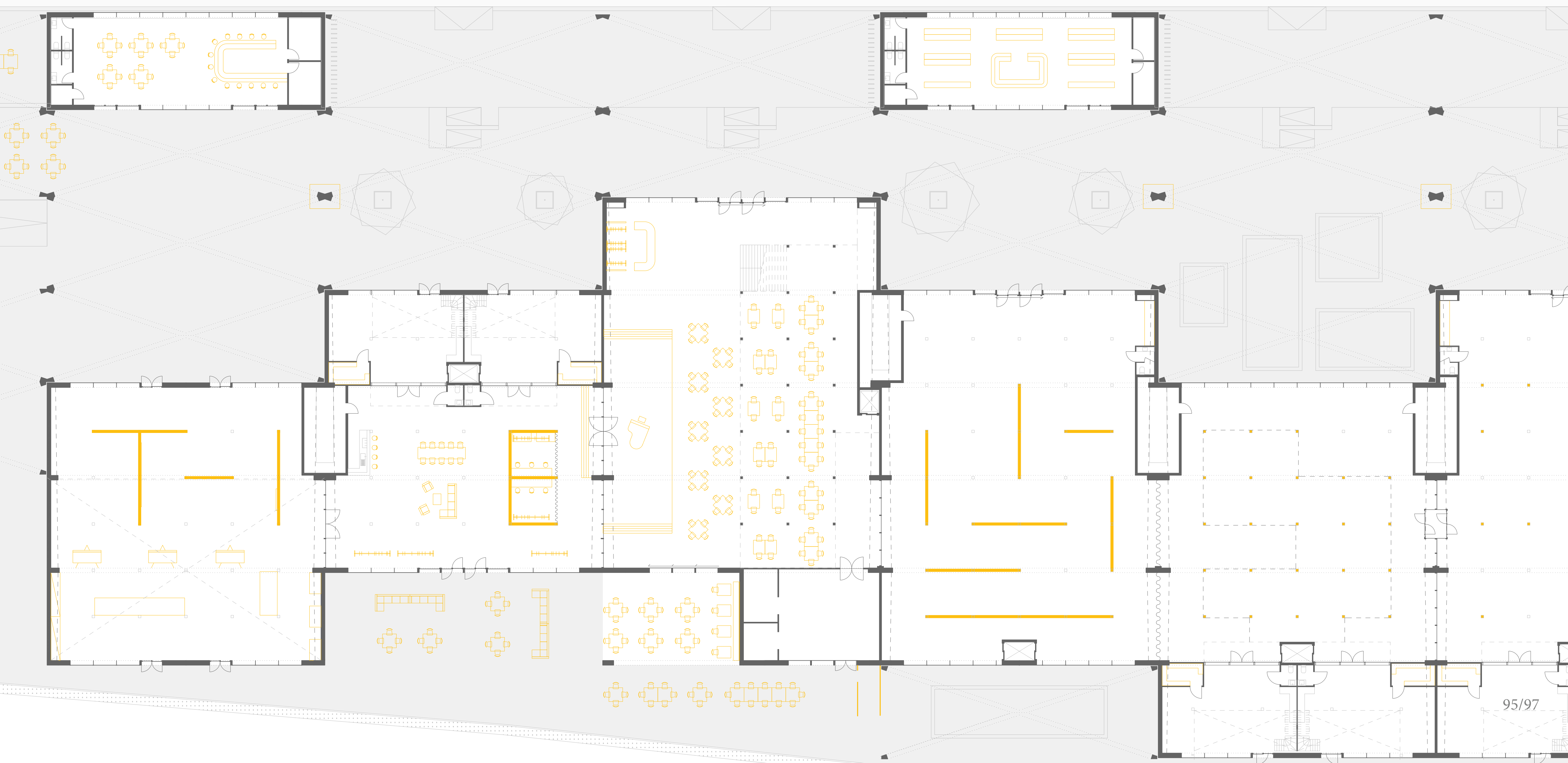
DRAINAGE LOCATION



THE USAGE

FLOOR PLAN DETAILED







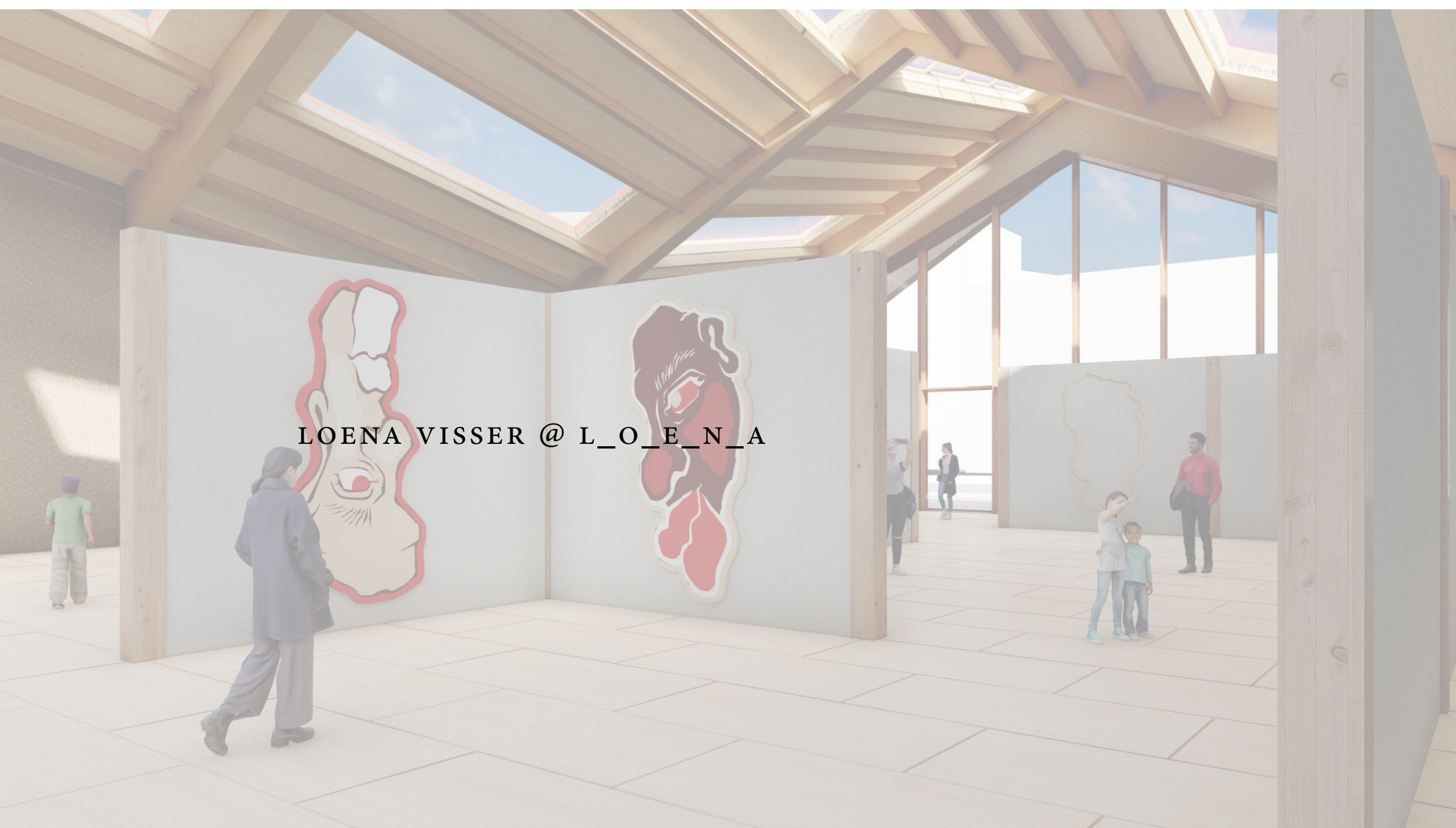


JESSE VERDOES @ARKLOW_MANOR



hangARts museum

JESSE VERDOES @ARKLOW_MANOR



LOENA VISSER @ L_O_E_N_A



EMIEL VAN DER VLIES

MARLOES WILLEMSSEN