CP

COMPLEX PROJECTS

DEPARTMENT OF ARCHITECTURE

2017-2018



Post-Digital Museum in Transformation

P5

YUCHENG WU

1. SITE & GROUP STRATEGY



Site: Oud Zuid Area



The Contradiction of City



N.



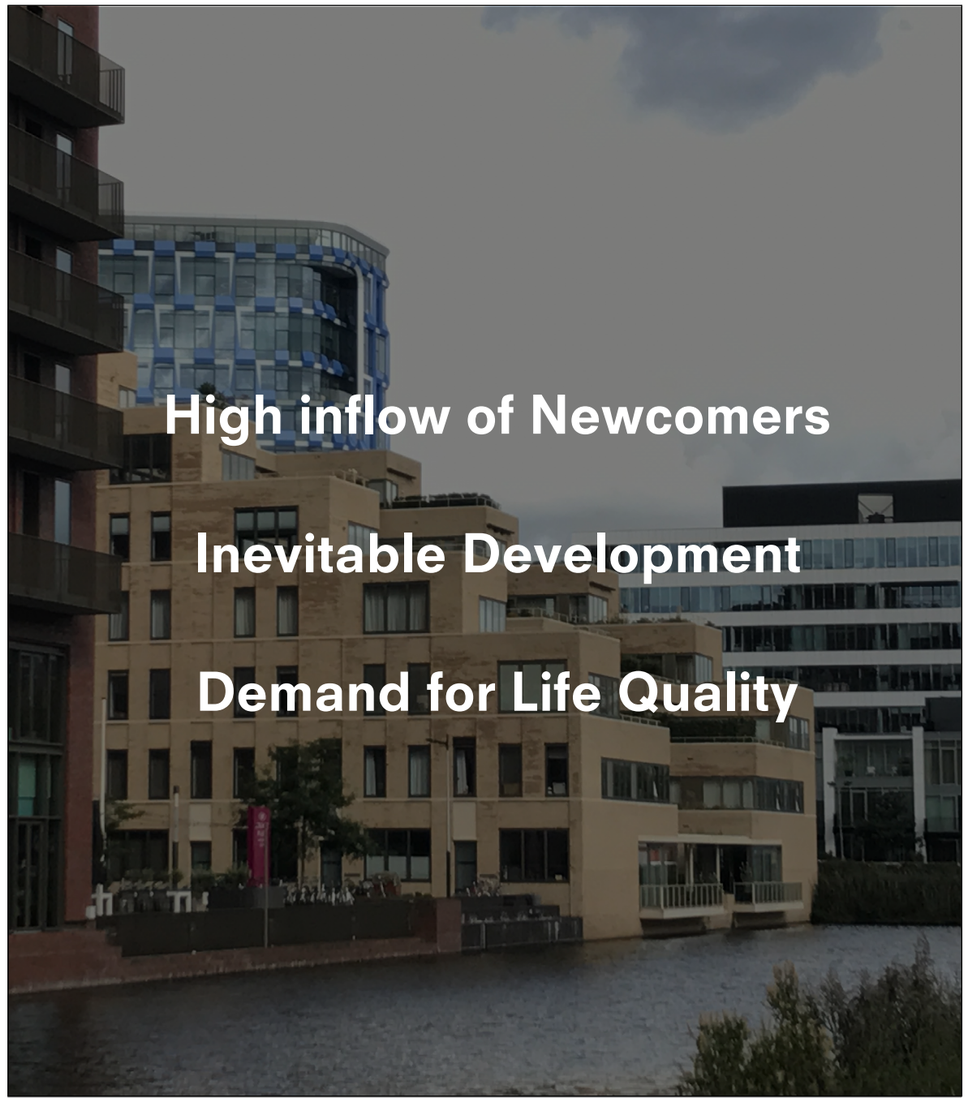
S.



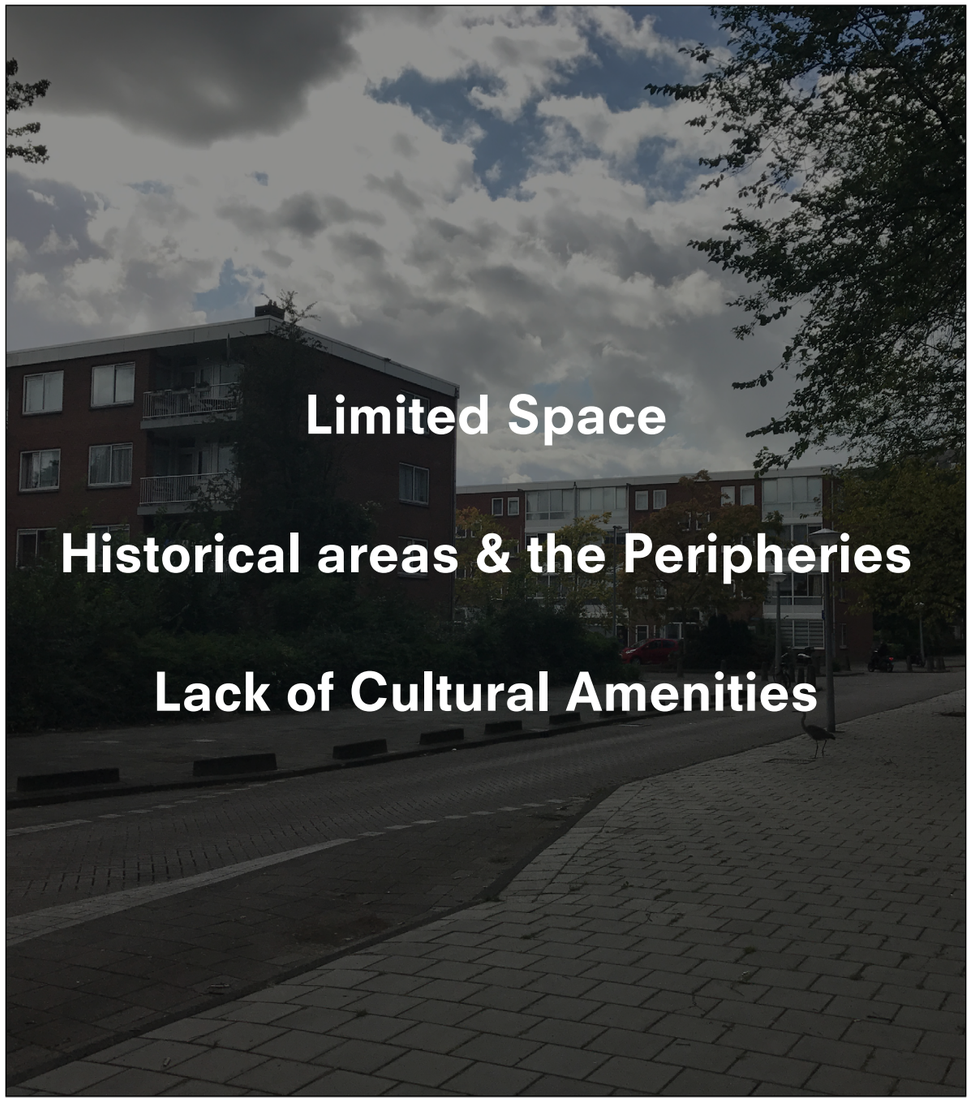
N.



S.



VS



N.

The Oud Zuid is **NOT** done

S.

2. RESEARCH PHASE

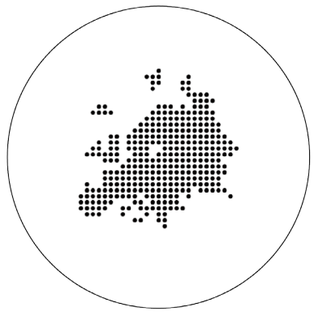




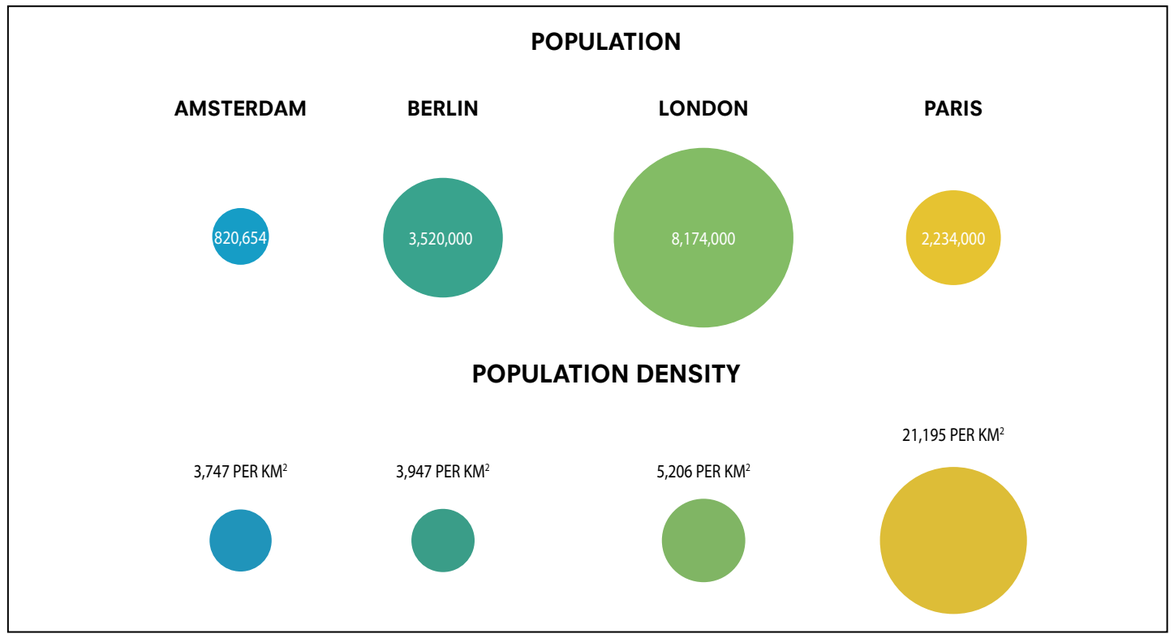


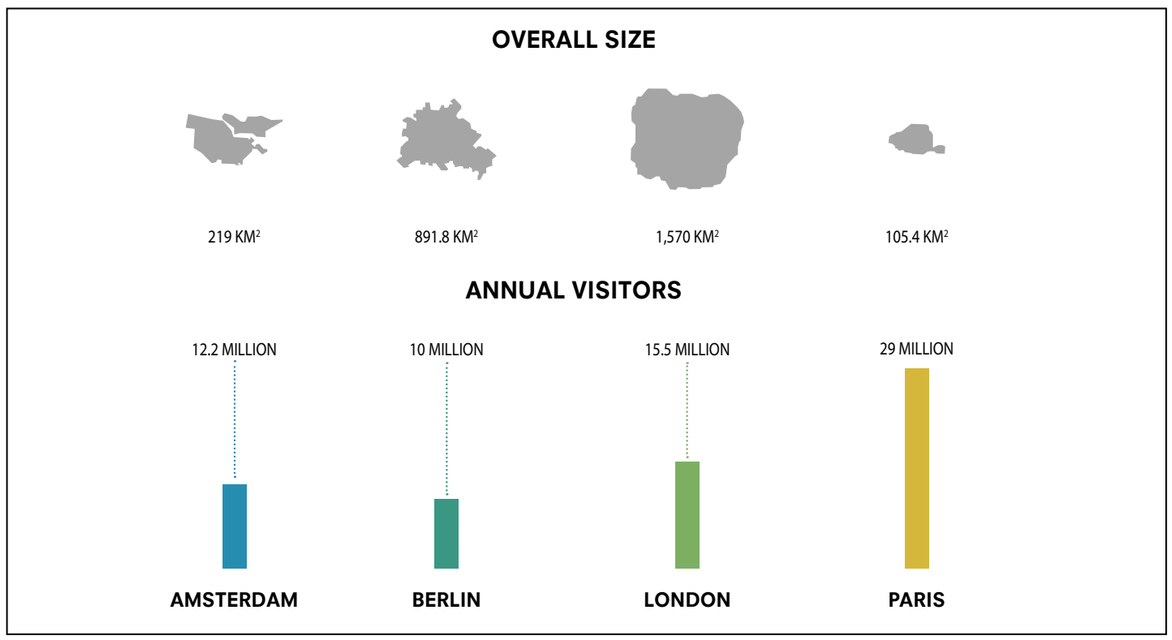


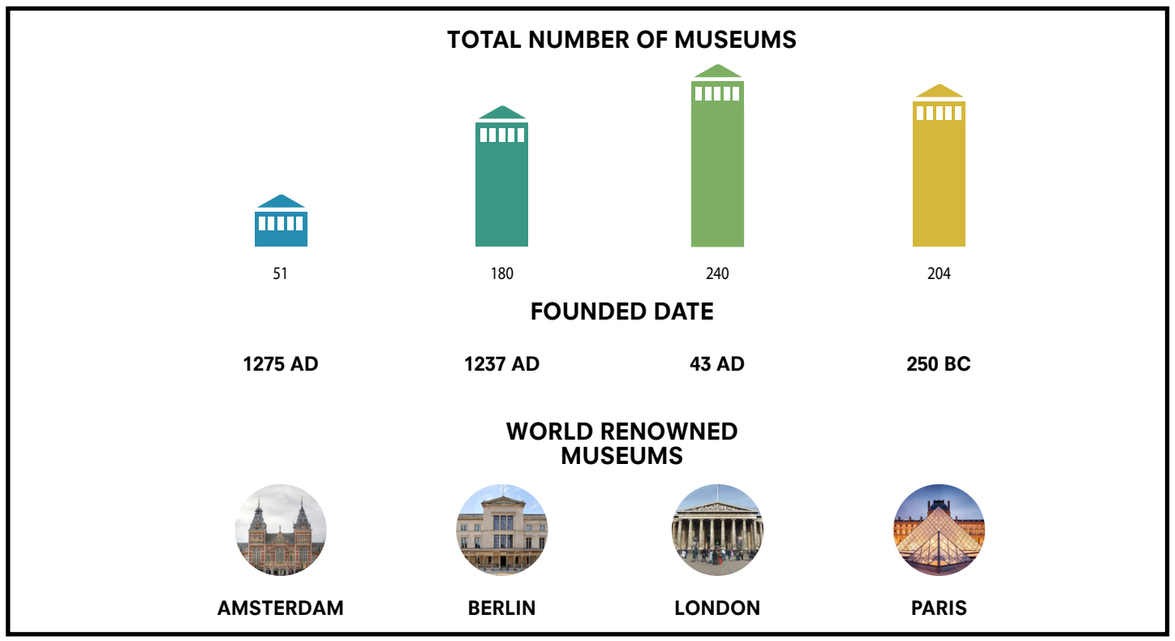
THEME:
CULTURAL ARCHITECTURE



4 CULTURE CAPTIALS IN EUROPE


















LANDMARK

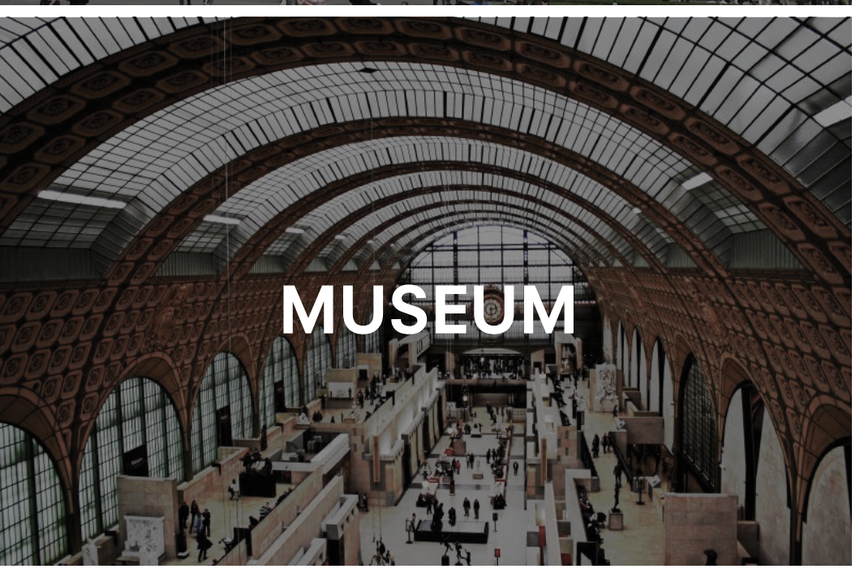

MUSEUM


LANDMARK

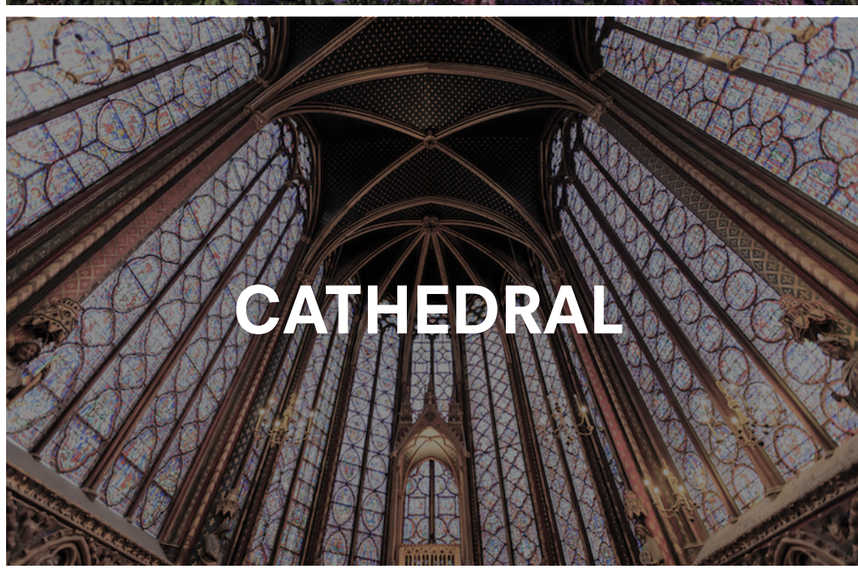

CATHEDRAL

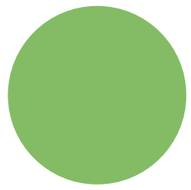
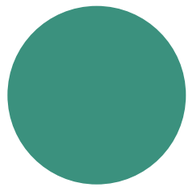
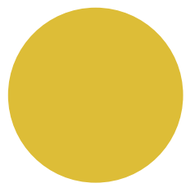

CHURCH

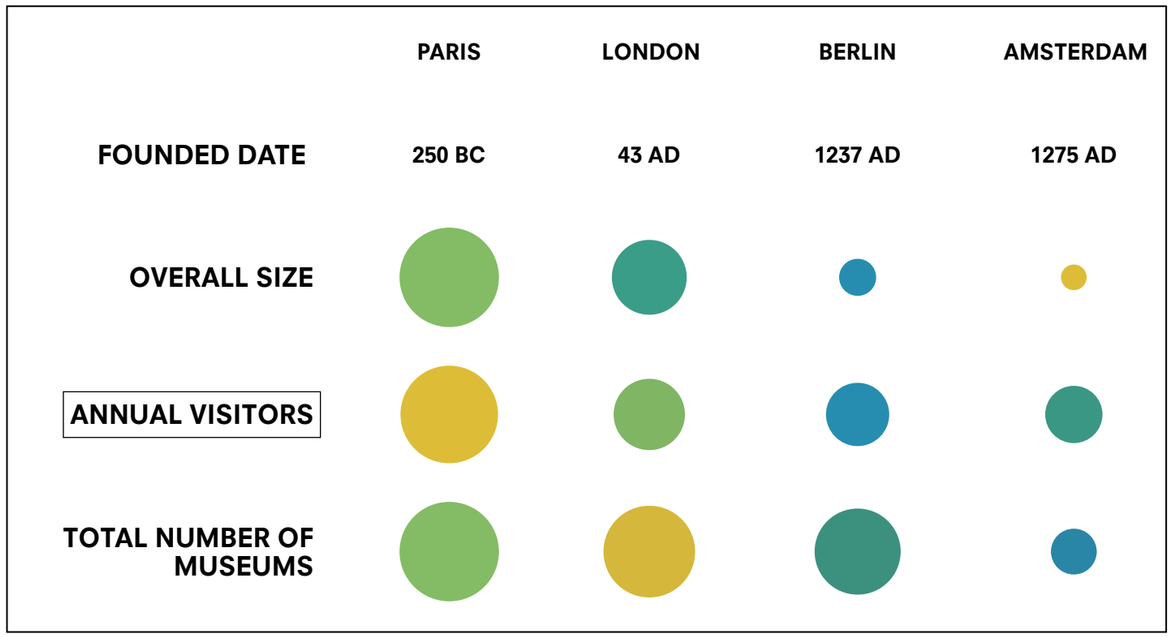

PARK

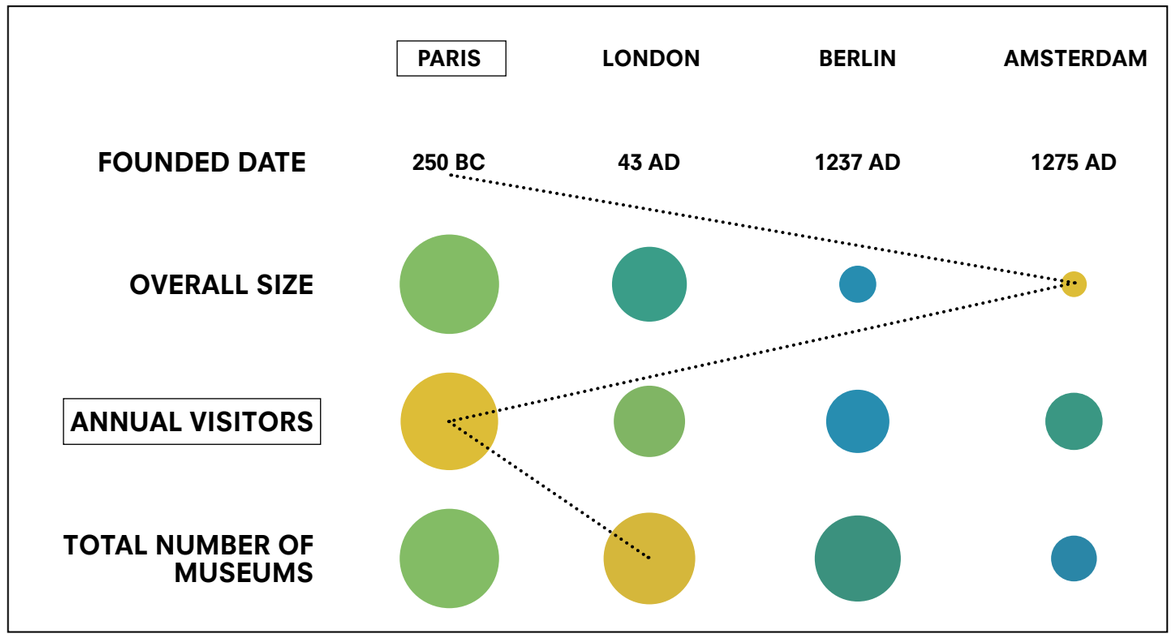

MUSEUM

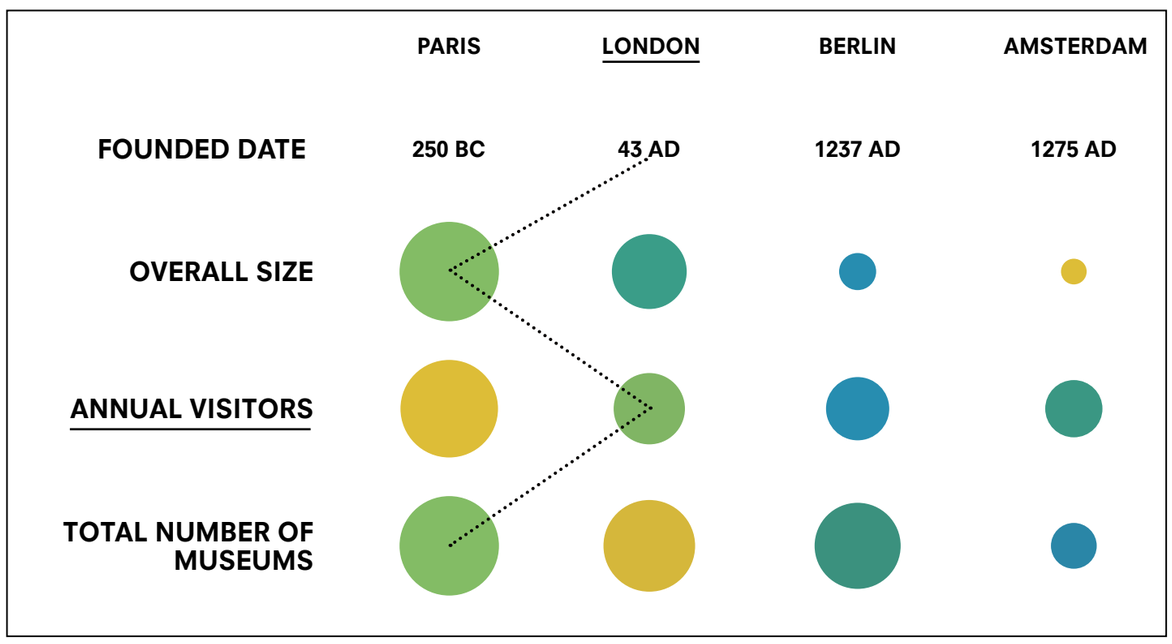

MUSEUM


CATHEDRAL

		OVERALL SIZE	NUMBER OF MUSEUMS	ANNUAL VISITORS
PARIS	**250 BC**			
AMSTERDAM	**1275 AD**			
		13.9%	**21.3%**	**78.7%**


PARIS
LONDON
BERLIN
AMSTERDAM
FOUNDED DATE
250 BC
43 AD
1237 AD
1275 AD
OVERALL SIZE
ANNUAL VISITORS
TOTAL NUMBER OF MUSEUMS


PARIS
LONDON
BERLIN
AMSTERDAM
FOUNDED DATE
250 BC
43 AD
1237 AD
1275 AD
OVERALL SIZE
ANNUAL VISITORS
TOTAL NUMBER OF MUSEUMS


PARIS
LONDON
BERLIN
AMSTERDAM
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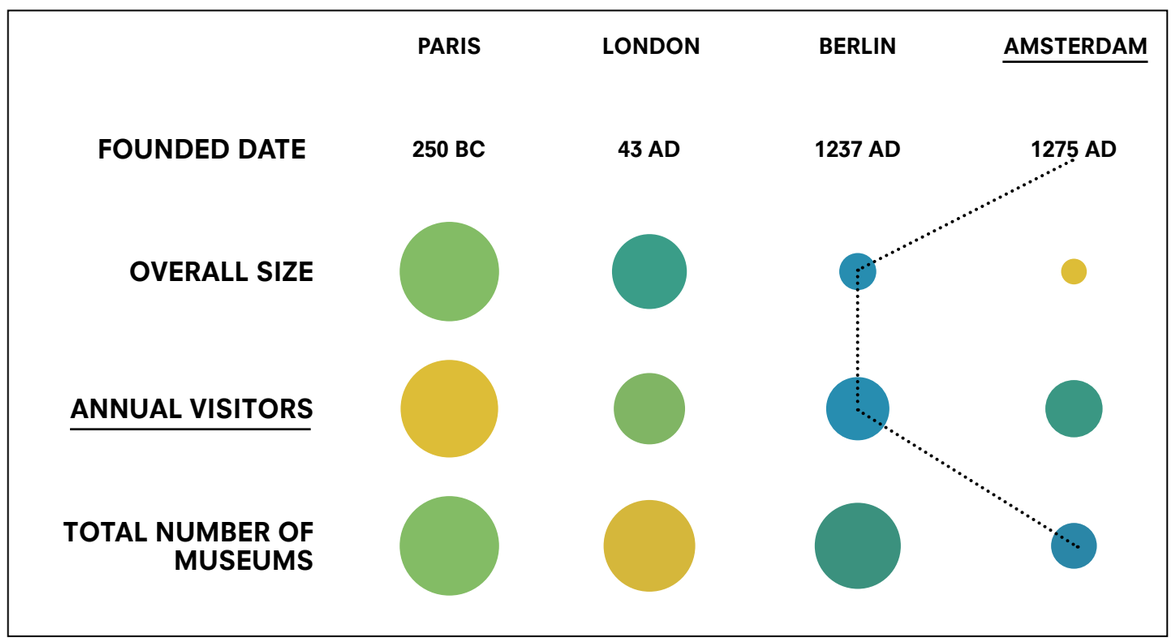

PARIS
LONDON
BERLIN
AMSTERDAM
FOUNDED DATE
250 BC
43 AD
1237 AD
1275 AD
OVERALL SIZE
ANNUAL VISITORS
TOTAL NUMBER OF MUSEUMS



MUSEUNPEIN

ART

THEME



KattenKablnet

Rijksmuseum

Van Gogh Museum

Stedelijk Museum Amsterdam

Hermitage Amsterdam

Madame Tussauds Amsterdam

Levend Paardenmuseum

Amsterdam Pipe Museum

Max Euwe Centrum

Diamant Museum Amsterdam

Tassenmuseum Hendrikje

Helneken Experlence

HISTORY

HISTORY



Woonbootmuseum

Koninkllijk Palels Amsterdam

Bijbels Museum

Torture Museum

PHOTOGRAPHIC

Huls Marseille museum voor fotografie

Foam

Amsterdam Museum

Allard Pierson Museum

Museum Het Rembrandthuis

Museum Willet-Holthuysen

Stadsarchlef Amsterdam

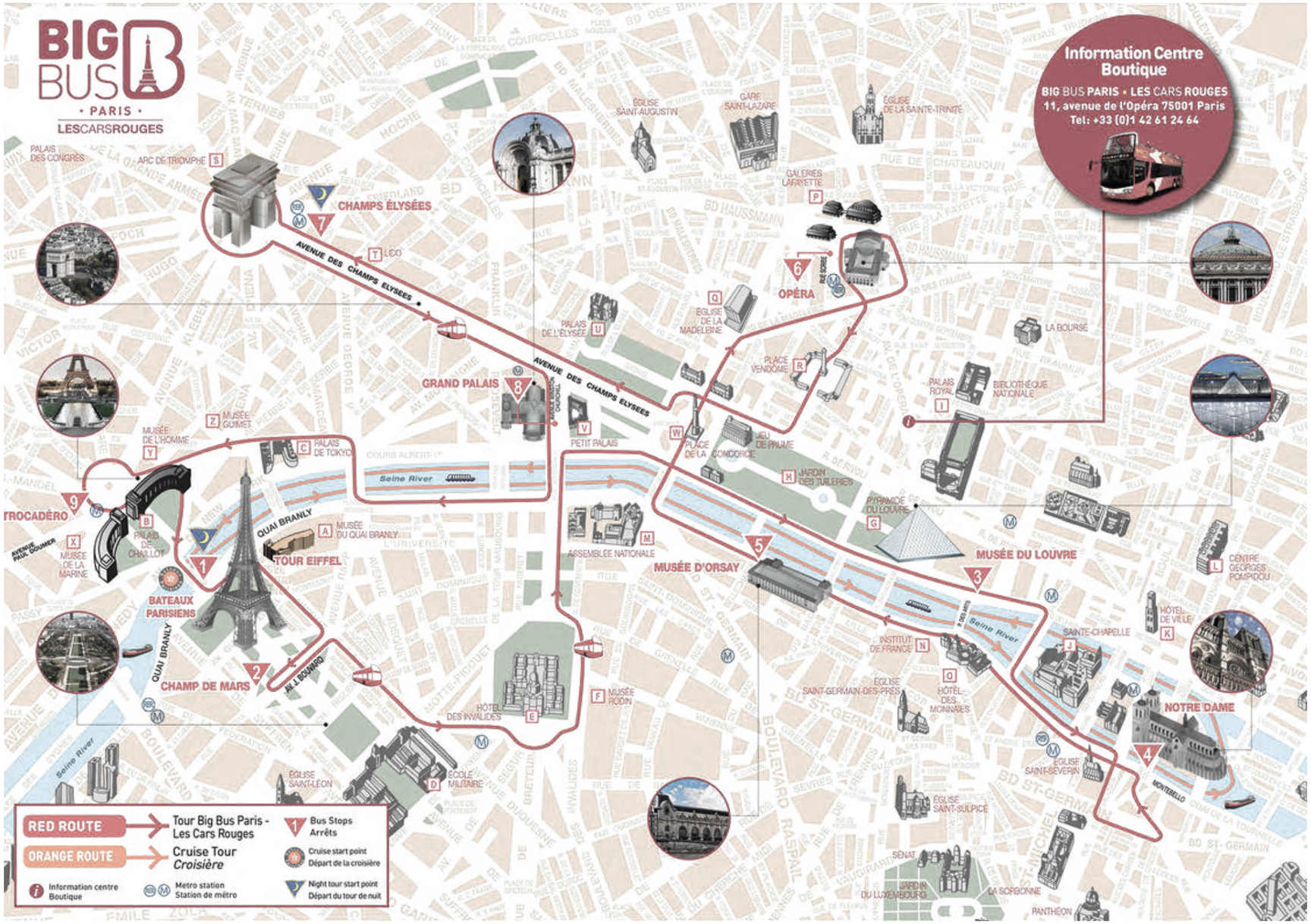
Museum Geelvlnck Hinlopen Huis

Museum Van Loon



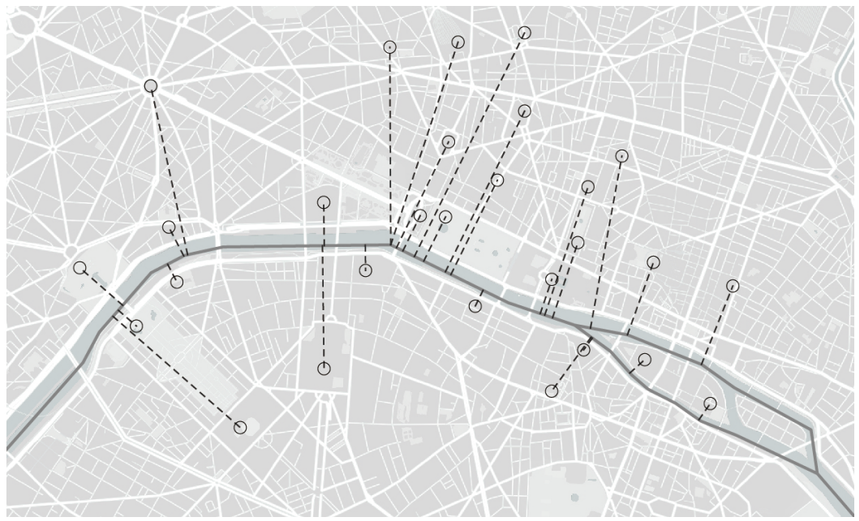
Problem of Oud Zuid-Cultural Theme

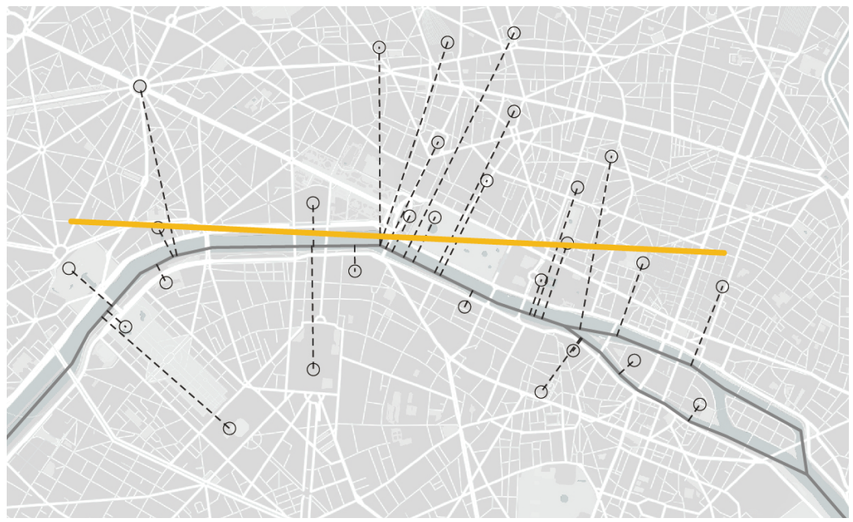
Unbalanced distribution of cultural amenities



Attraction Distribution in Paris



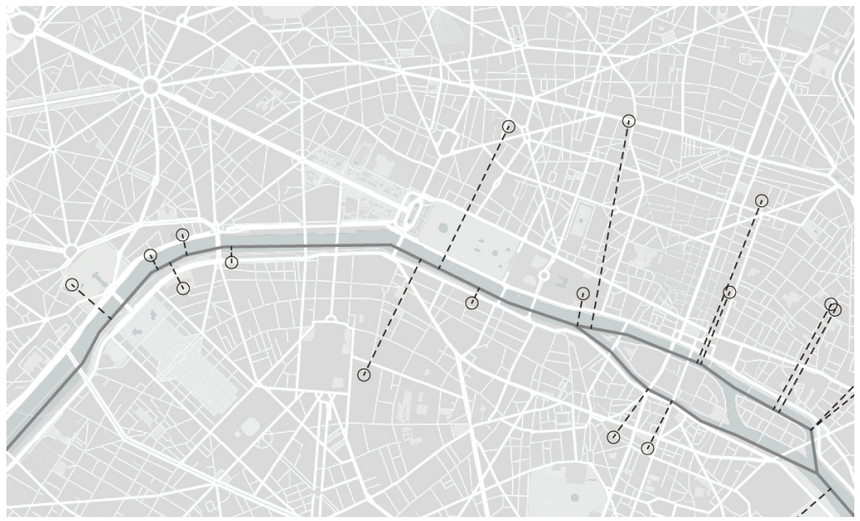


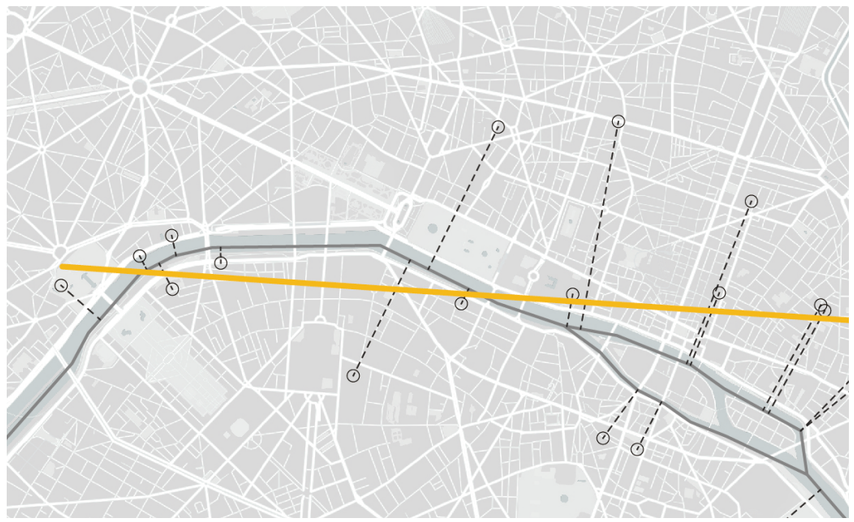


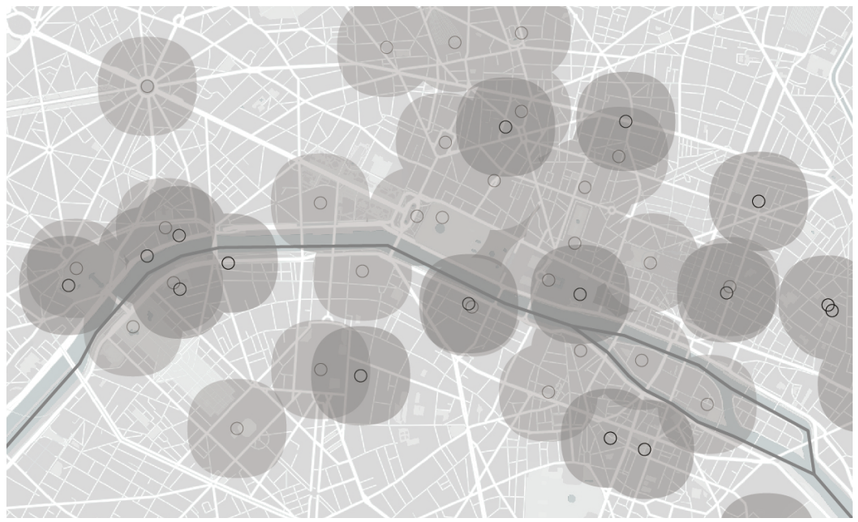


Attraction Distribution in Paris

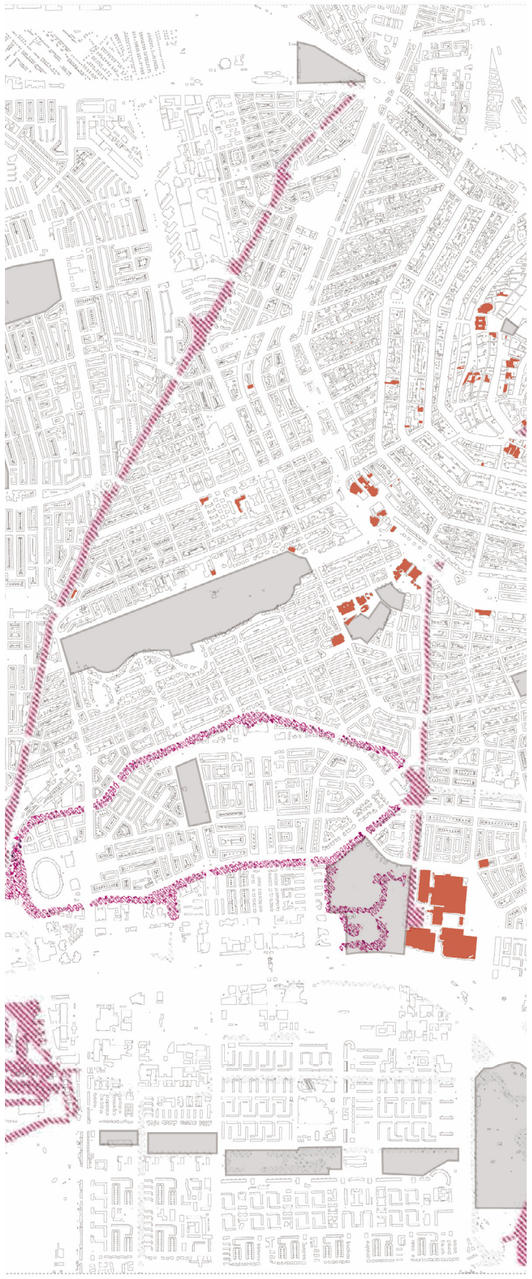




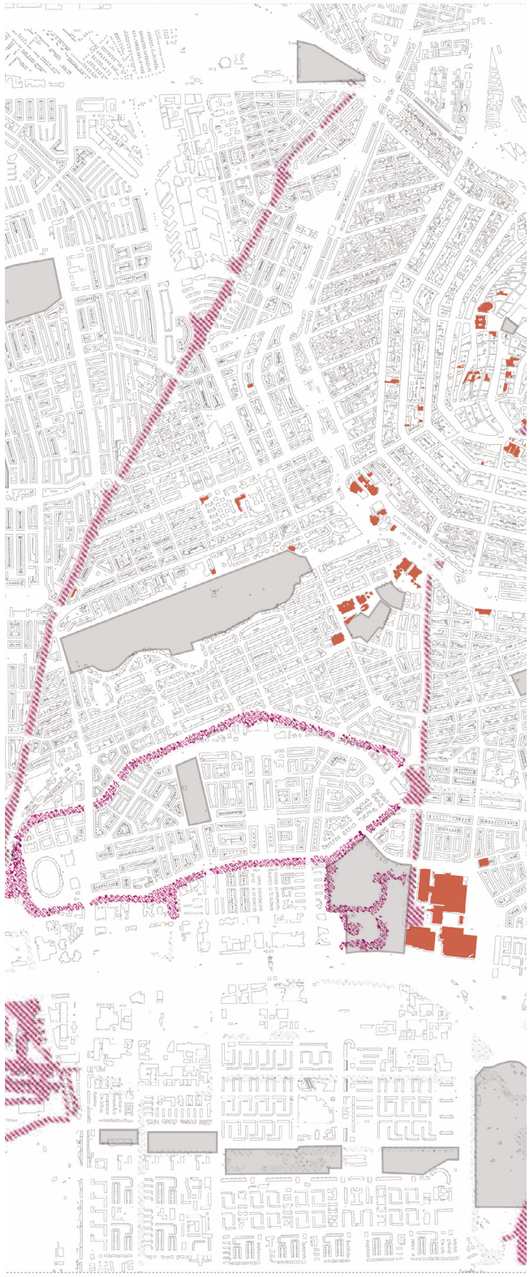




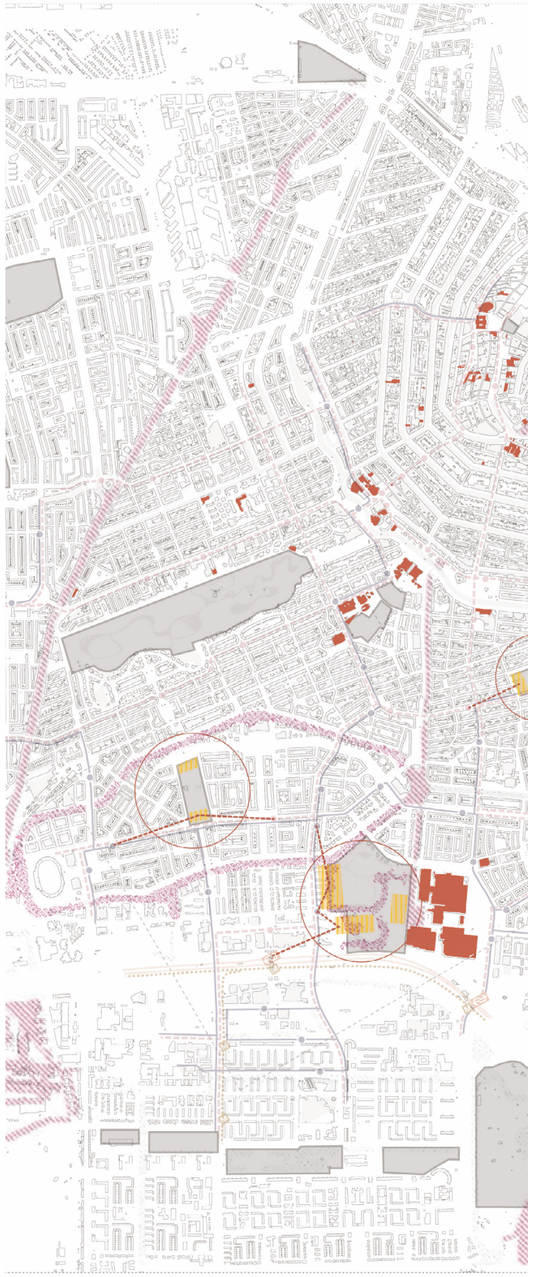
Museum Distribution in Paris



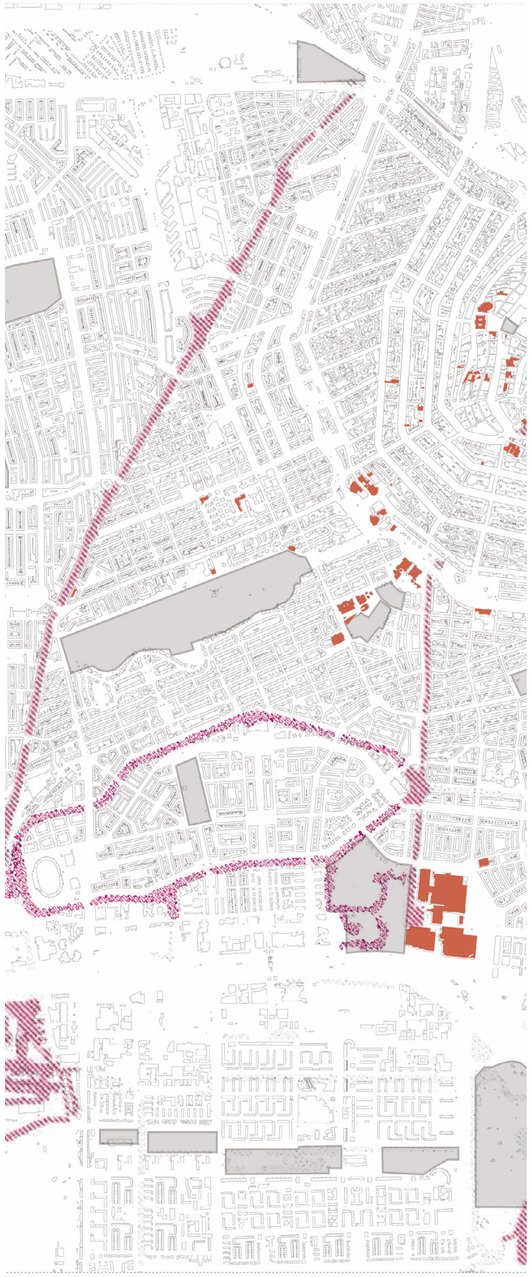
Existing Museum



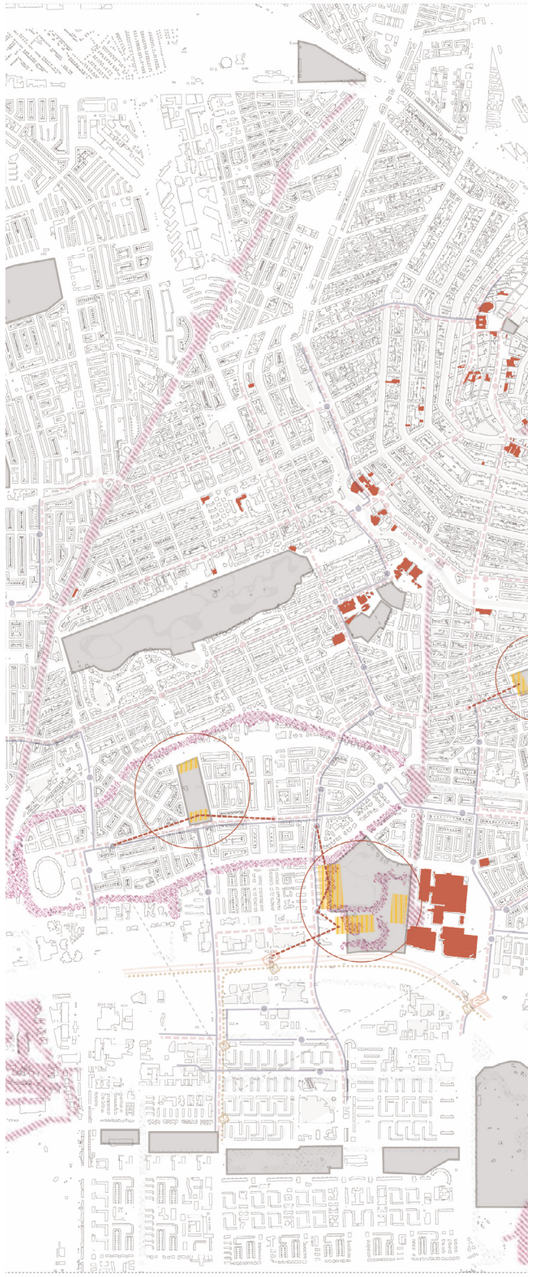
Existing Museum



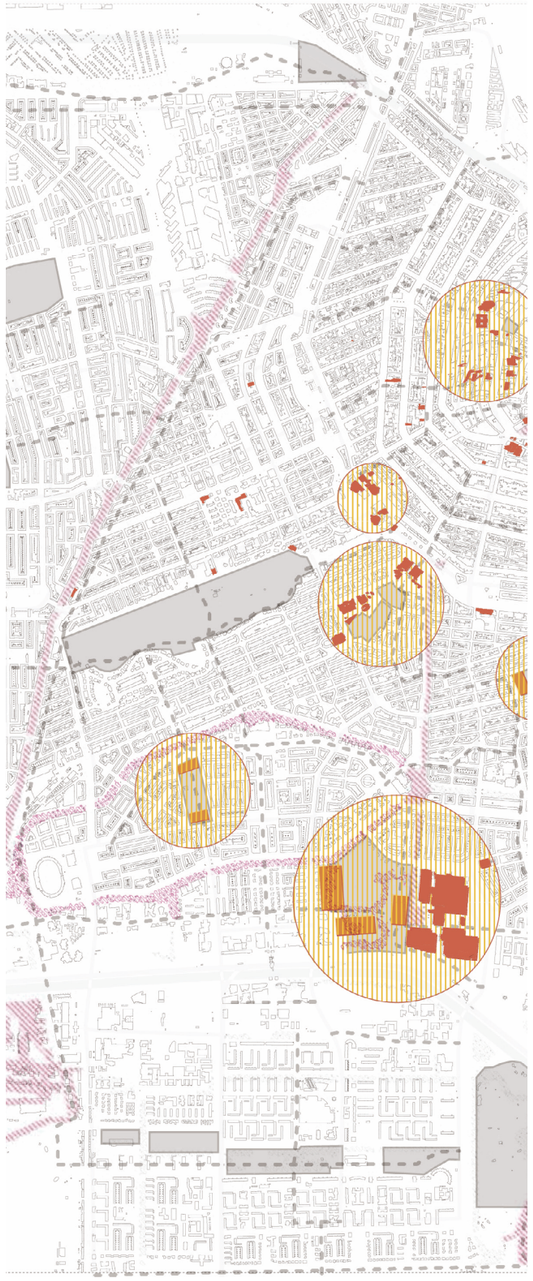
Potential Site



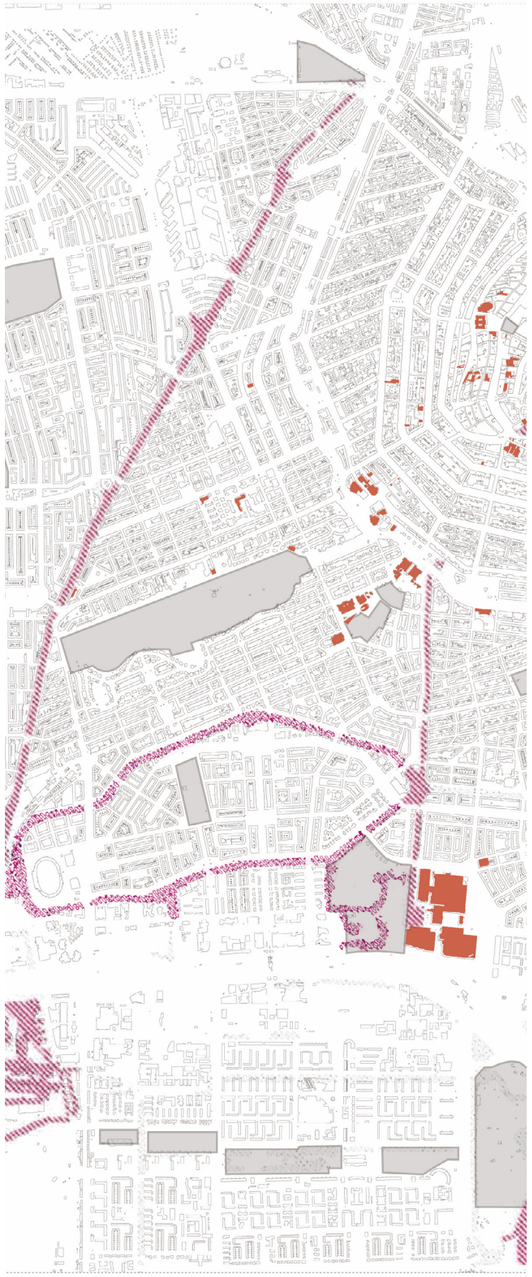
Existing Museum



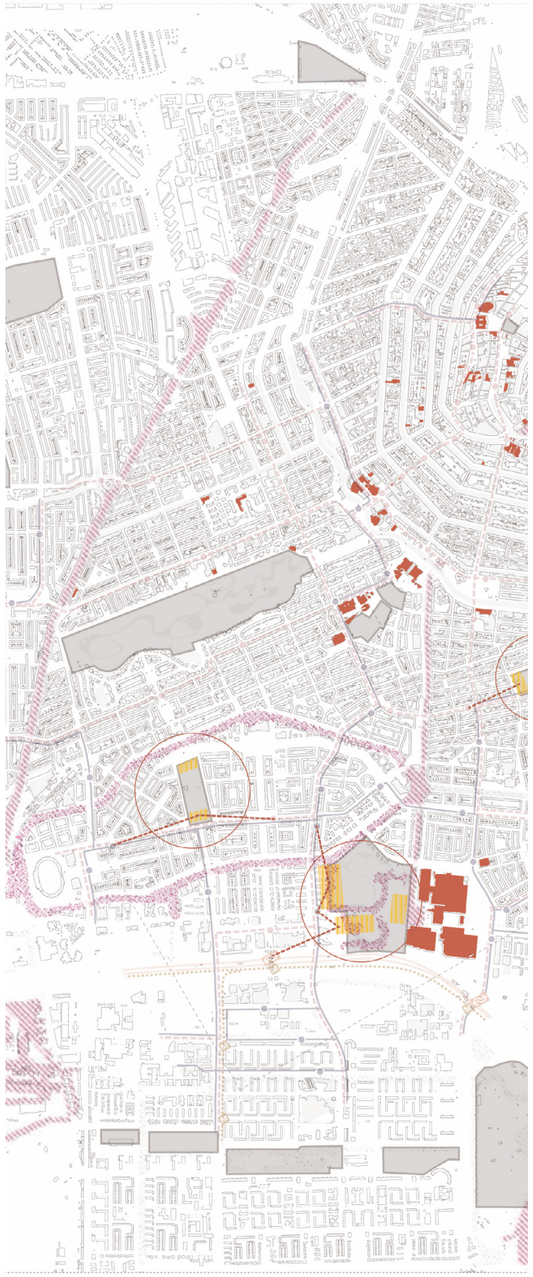
Potential Site



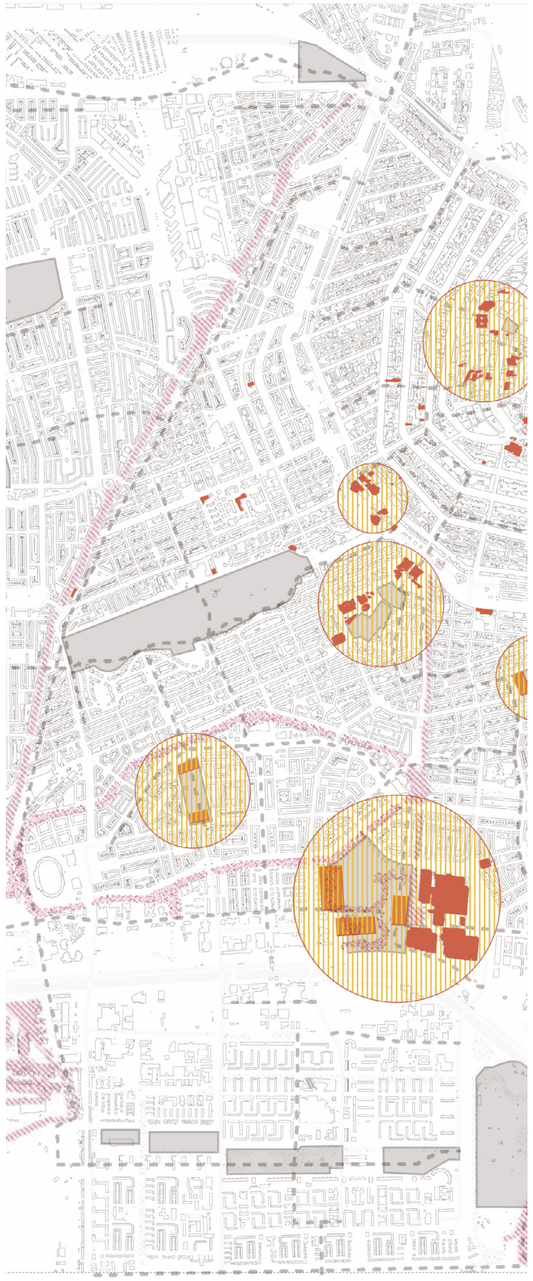
Potential Cultural Hub



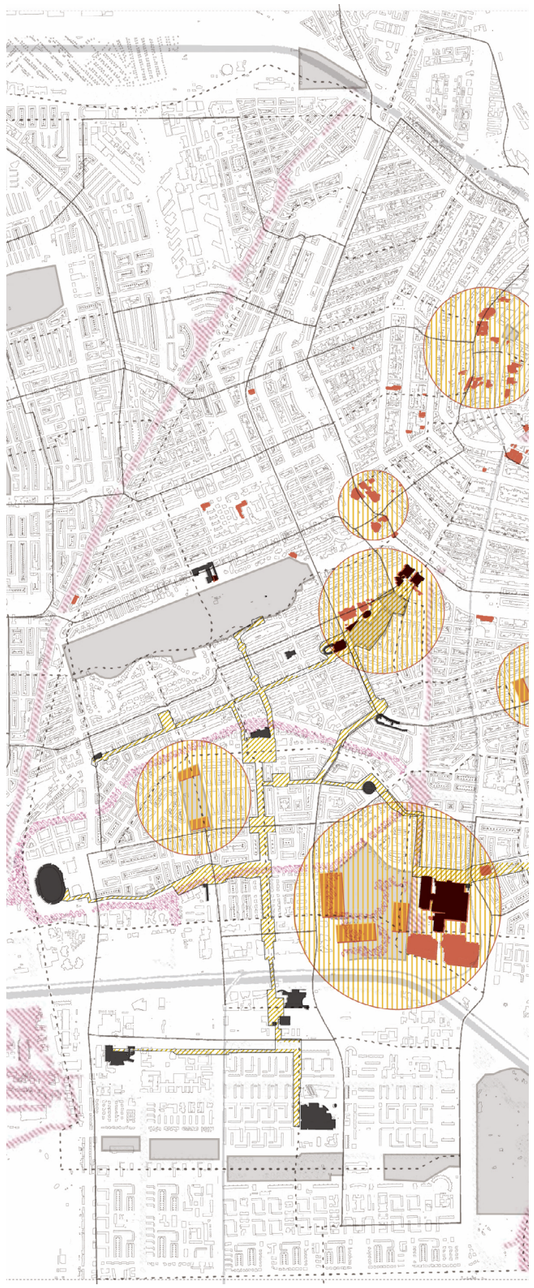
Existing Museum



Potential Site



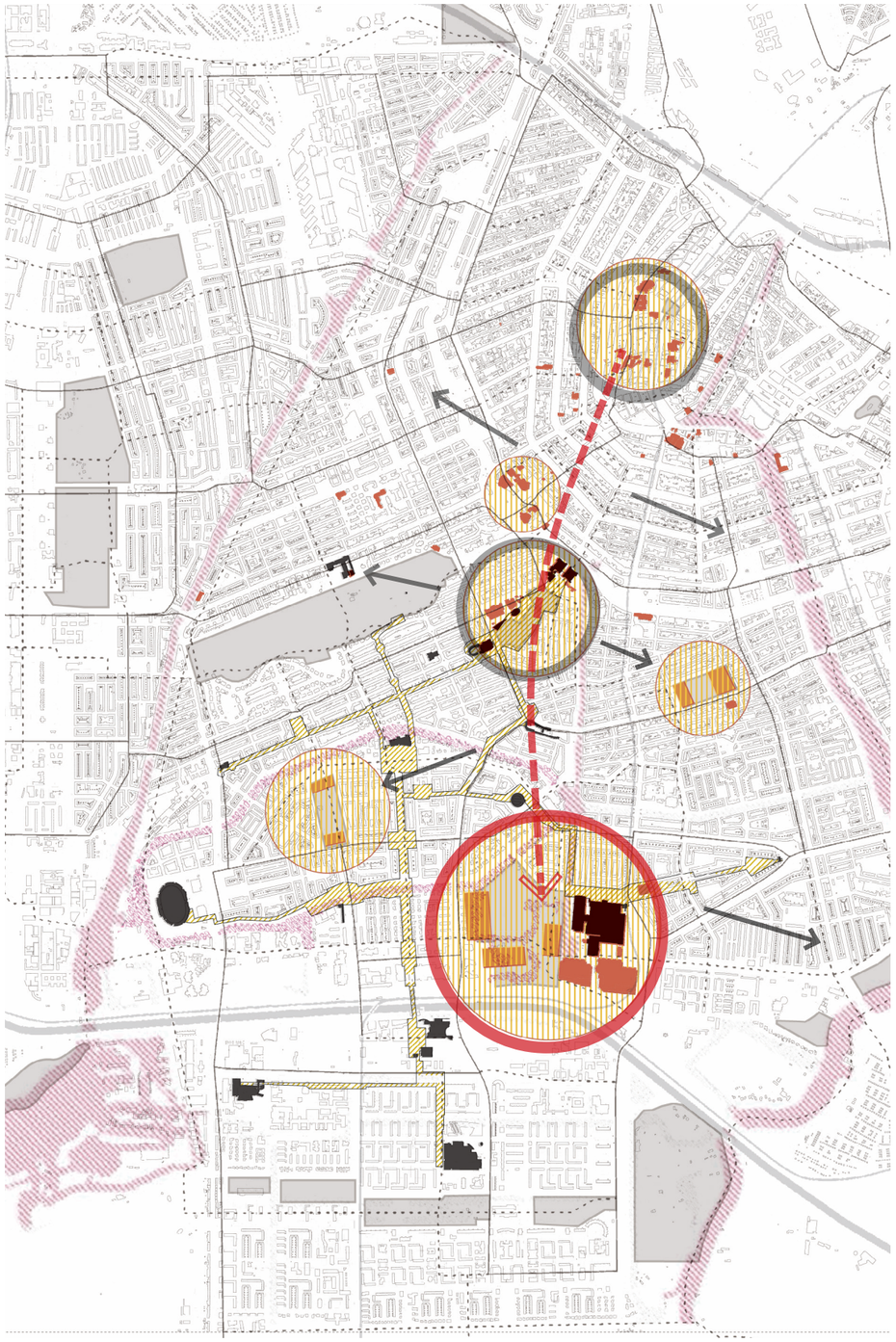
Potential Cultural Hub



South-Cultural Axis



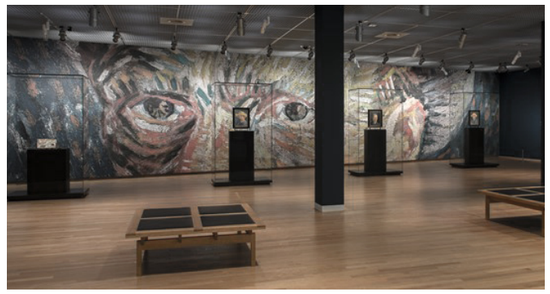
Current Main Cultural Hub



Scenario: Future South-Cultural Hub Axis



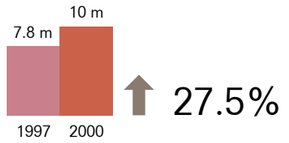




New wing & Alteration, after 1999

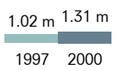
VISITOR ANALYSIS

Visitor to Netherlands



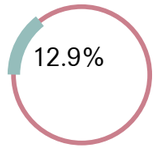
27.5%

Visitor to the museum



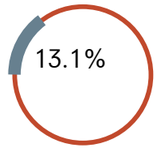
28.8%

Visitor ratio $\frac{\text{Museum}}{\text{Netherlands}}$



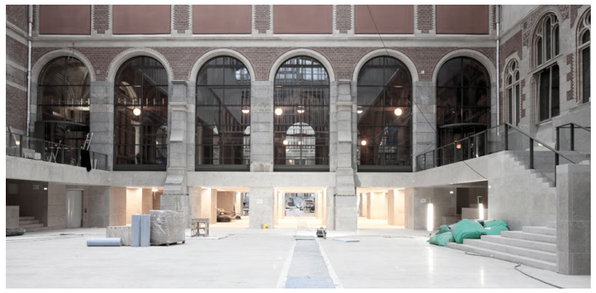
1997

Visitor ratio $\frac{\text{Museum}}{\text{Netherlands}}$



2000

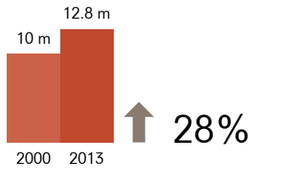






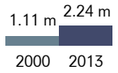
VISITOR ANALYSIS

Visitor to Netherlands



28%

Visitor to the museum



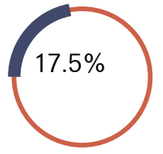
48%

Visitor ratio $\frac{\text{Museum}}{\text{Netherlands}}$



2000

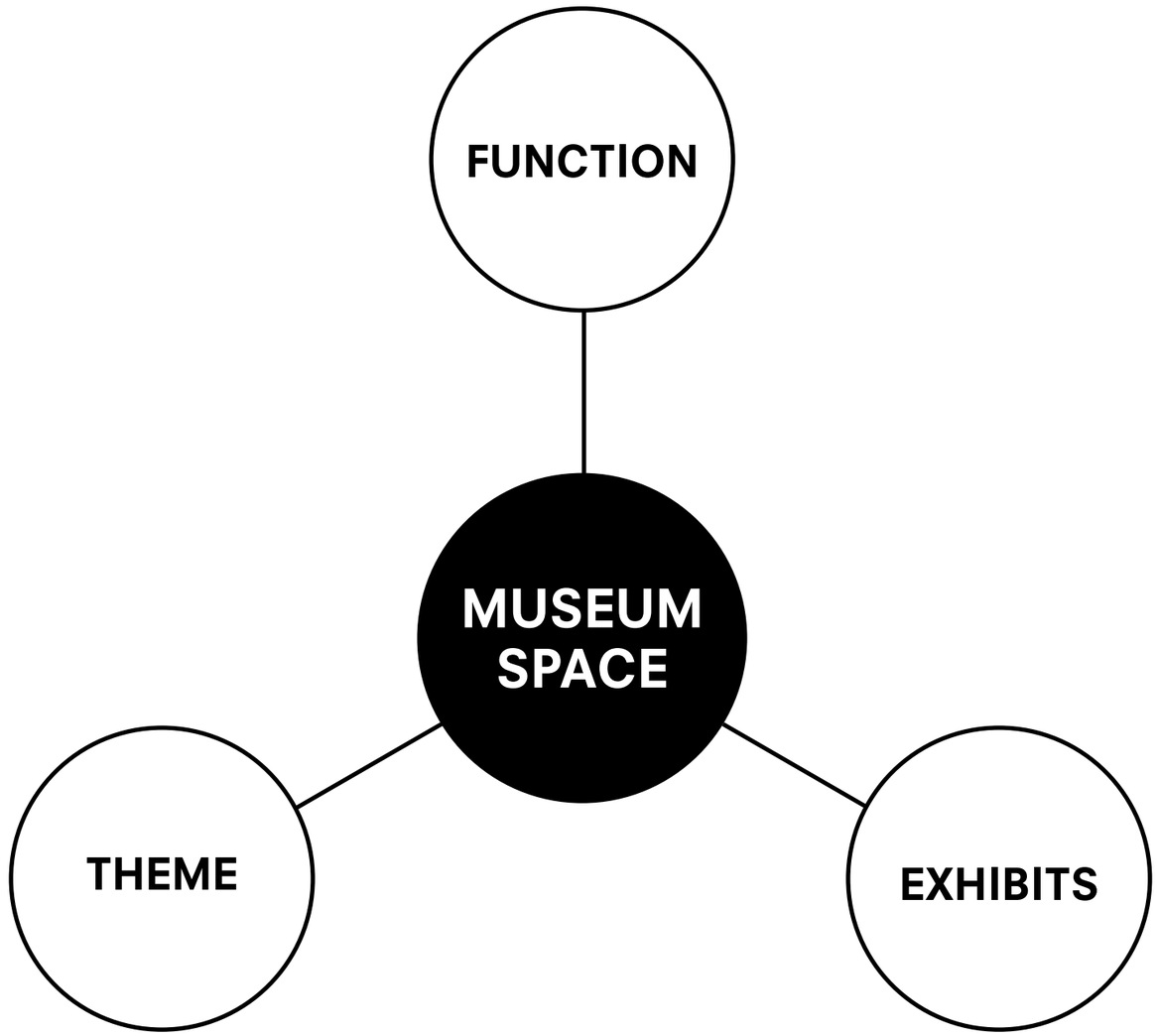
Visitor ratio $\frac{\text{Museum}}{\text{Netherlands}}$

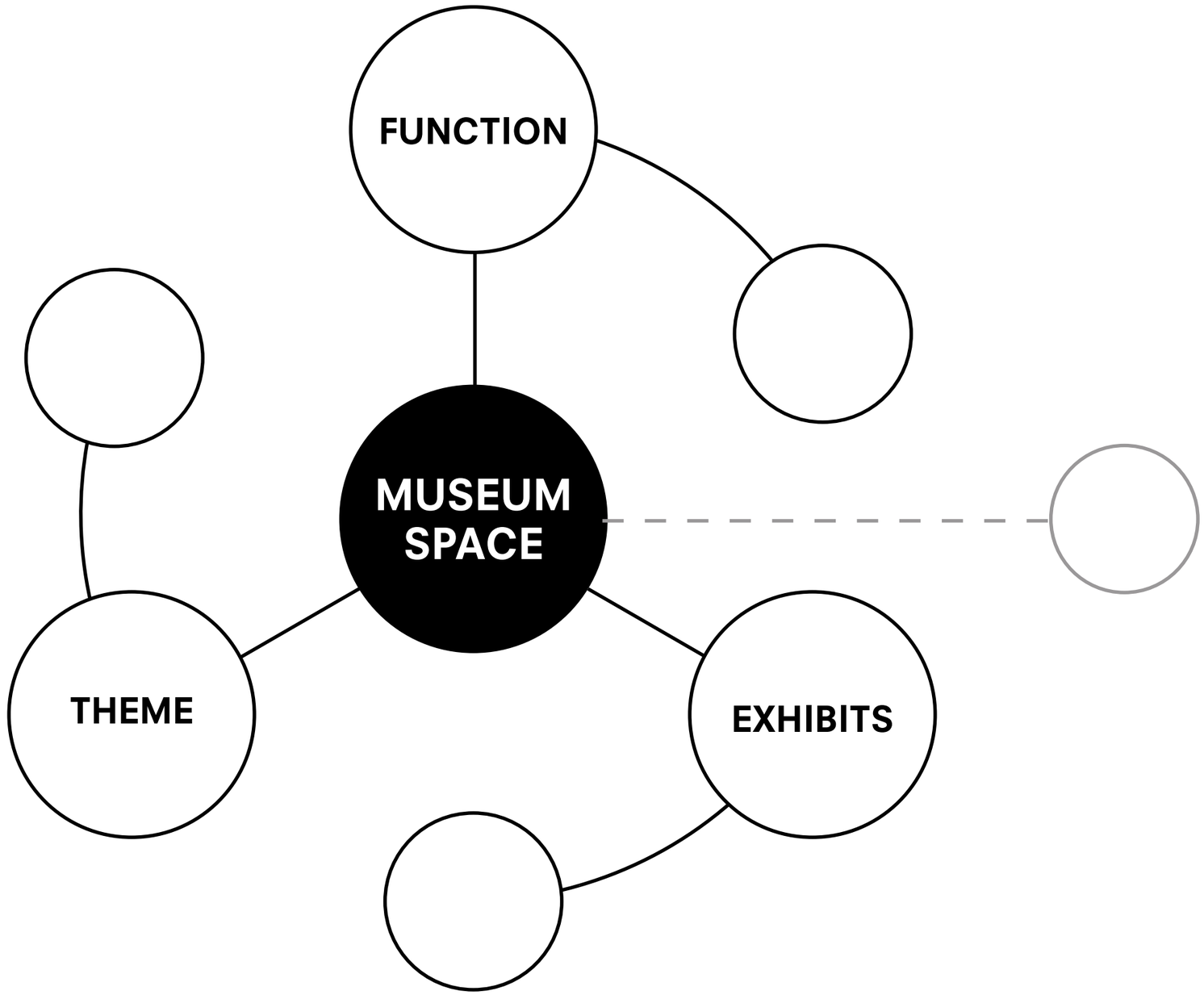


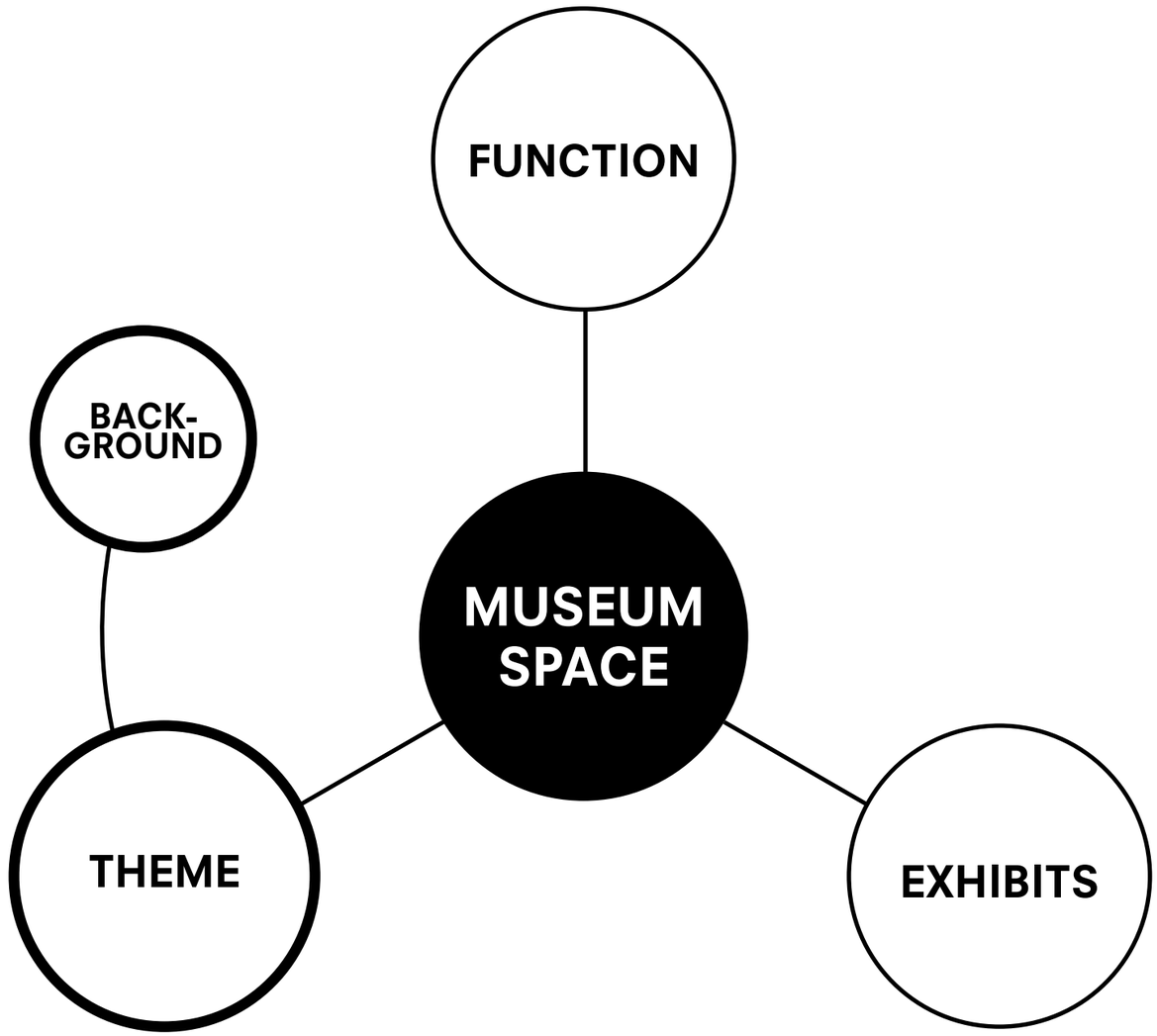
2013

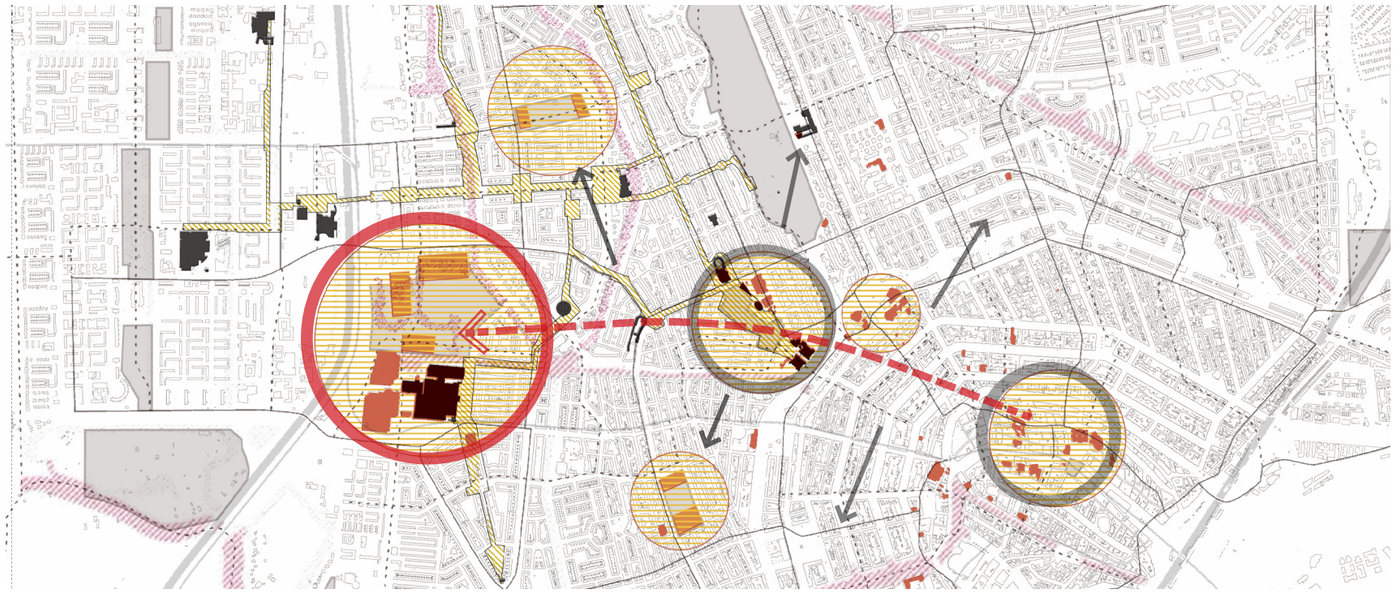
Museum Reconstruction

3. DESIGN DEVELOPMENT


FUNCTION
MUSEUM SPACE
THEME
EXHIBITS


FUNCTION
MUSEUM SPACE
THEME
EXHIBITS


FUNCTION
BACK-
GROUND
MUSEUM
SPACE
THEME
EXHIBITS



CONNECTION WITH EXISTING CULTURAL HUB



Rijksmuseum

> 1,000,000 Exhibits



Rijksmuseum

8,000 Exhibited

1,000,000 Exhibits



Rijksmuseum

8,000 Exhibited

1,000,000 Exhibits

Paintings

Dutch painting from the 15th century to around 1900

Sculpture and crafts

The collection includes sculptures , furniture , paneling , goldsmith's work , ceramics , glass , textiles and metal objects

Department of History

The collection contains paintings, ship models , weapons , flags , gold and silver objects, costumes , documents, curiosities and objects that relate to the political and military history of the Netherlands.

Rijksprentenkabinet

The national collection of printmaking , drawing, and since 1994 the national photo collection

Asian art

The collection Asian art provides an overview of the development of Chinese , Japanese , Indian and Indonesian art in particular, from an Asian point of view.



Rijksmuseum

8,000 Exhibited

1,000,000 Exhibits

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Dutch painting from the 15th century to around 1900

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Rijksmuseum

Paintings

Sculpture and crafts

Department of History

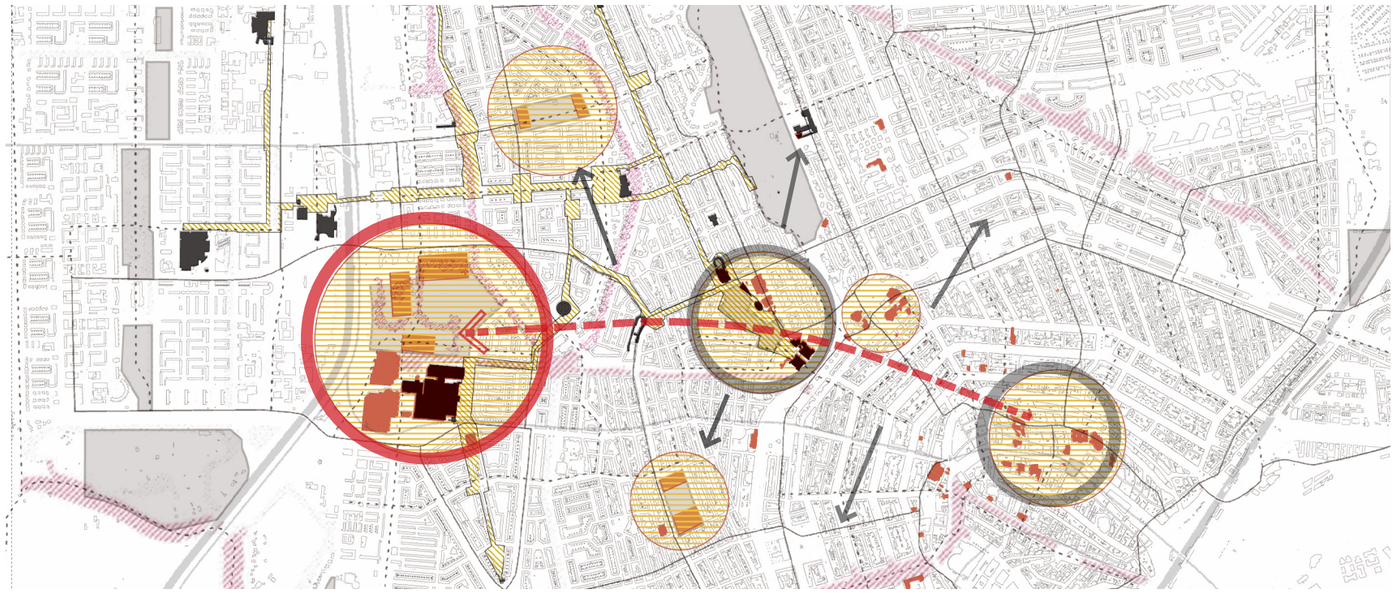
Rijksprentenkabinet

Asian art

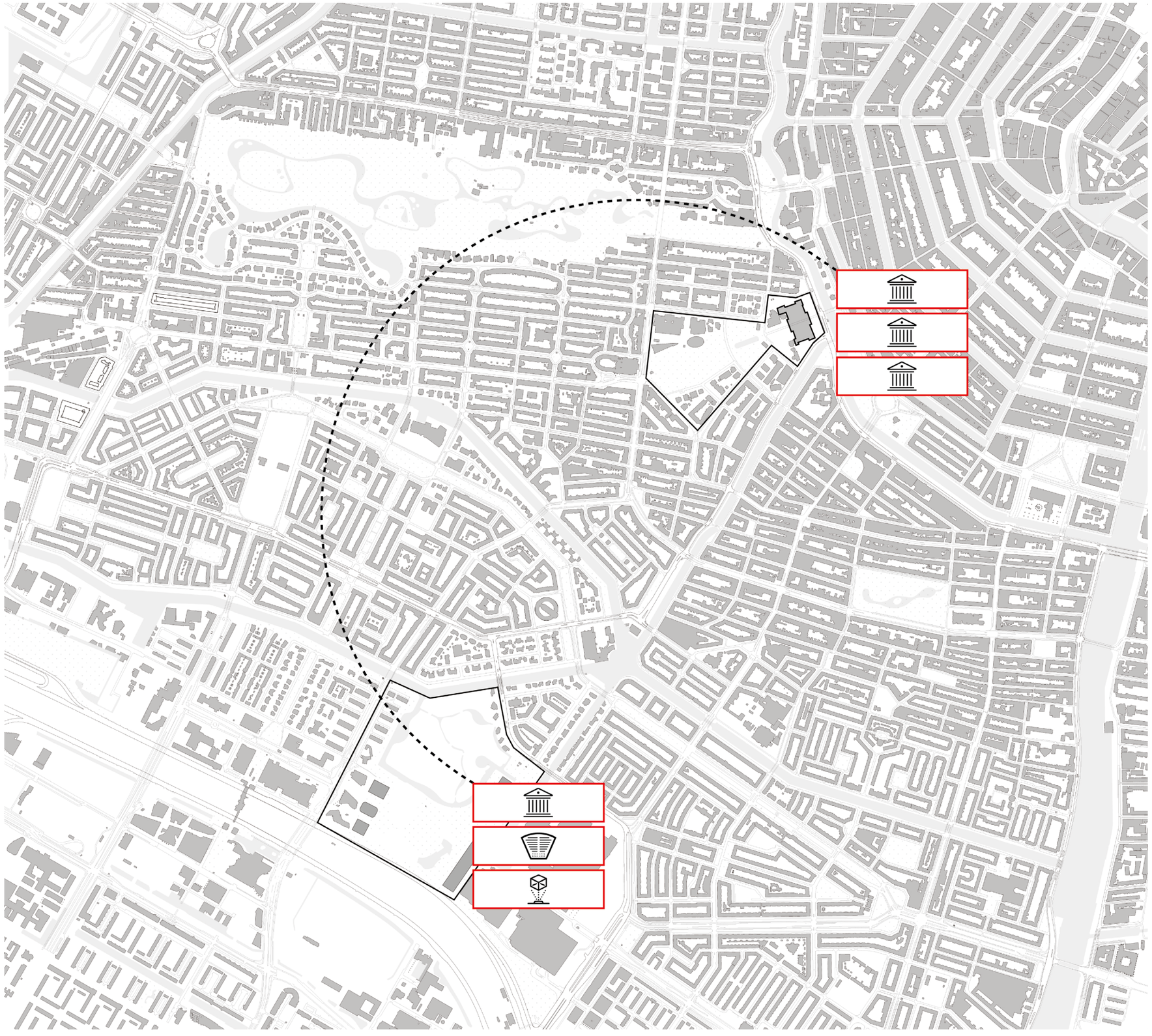
8,000 Exhibited

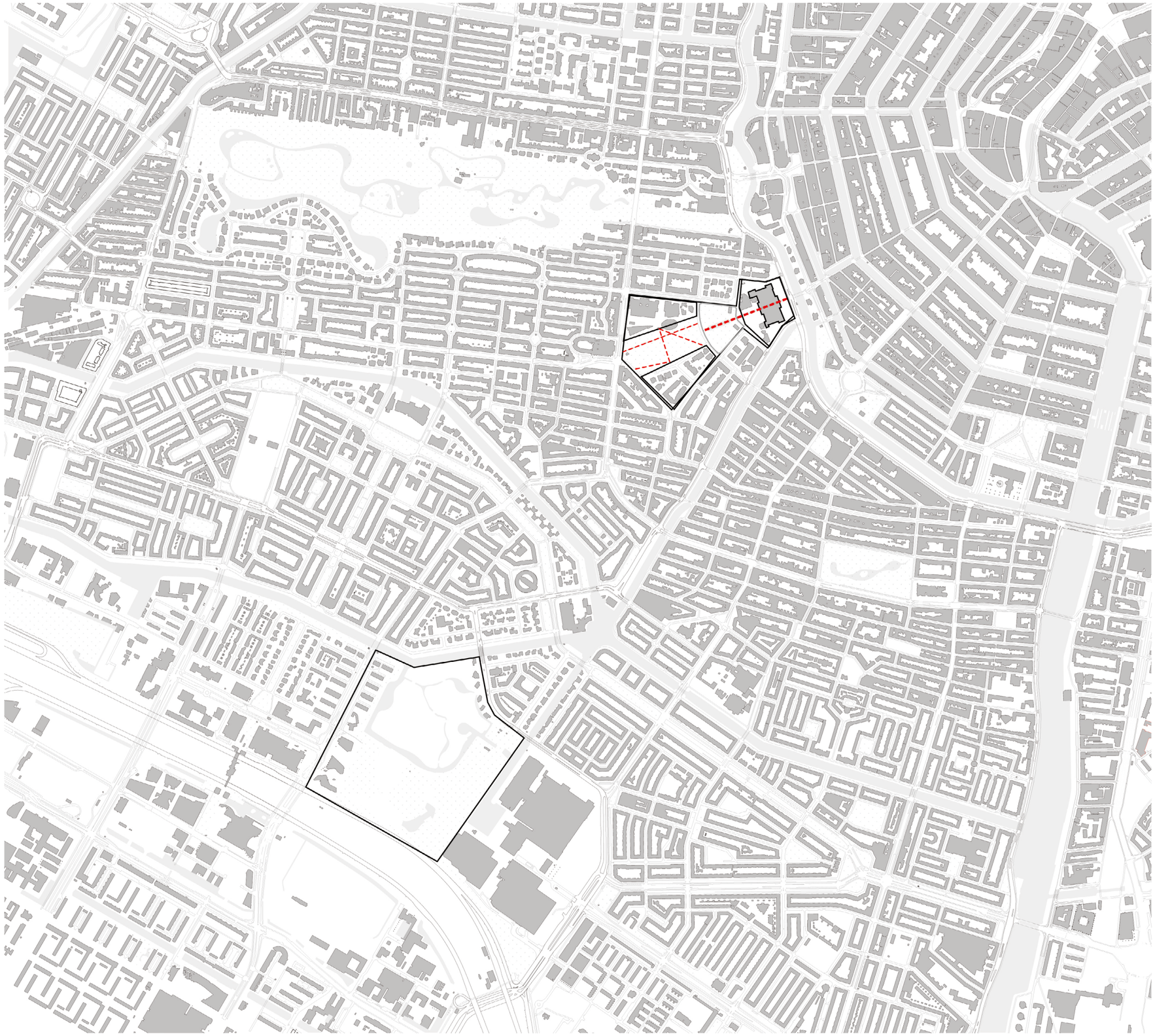
1,000,000 Exhibits

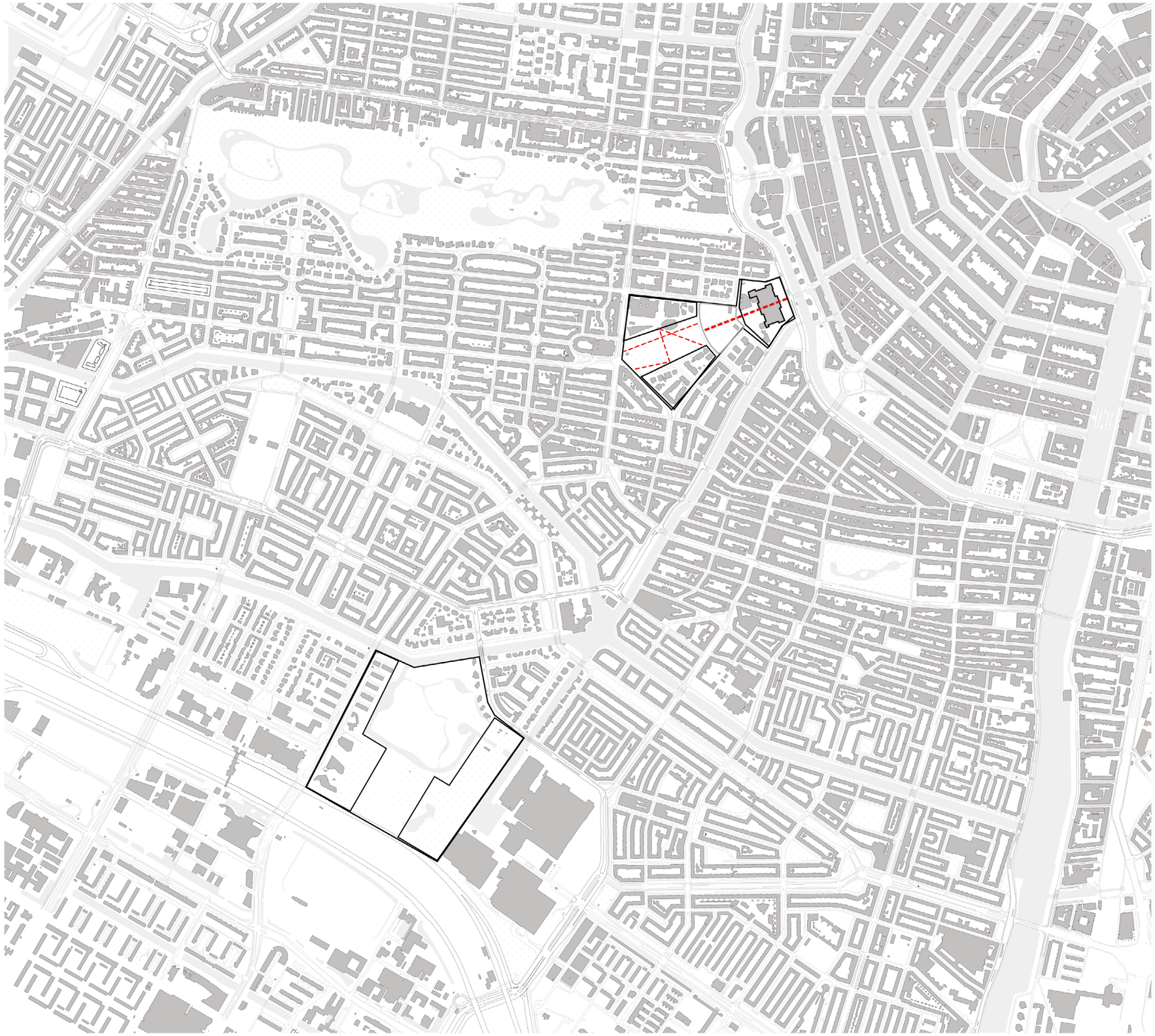
0.8%



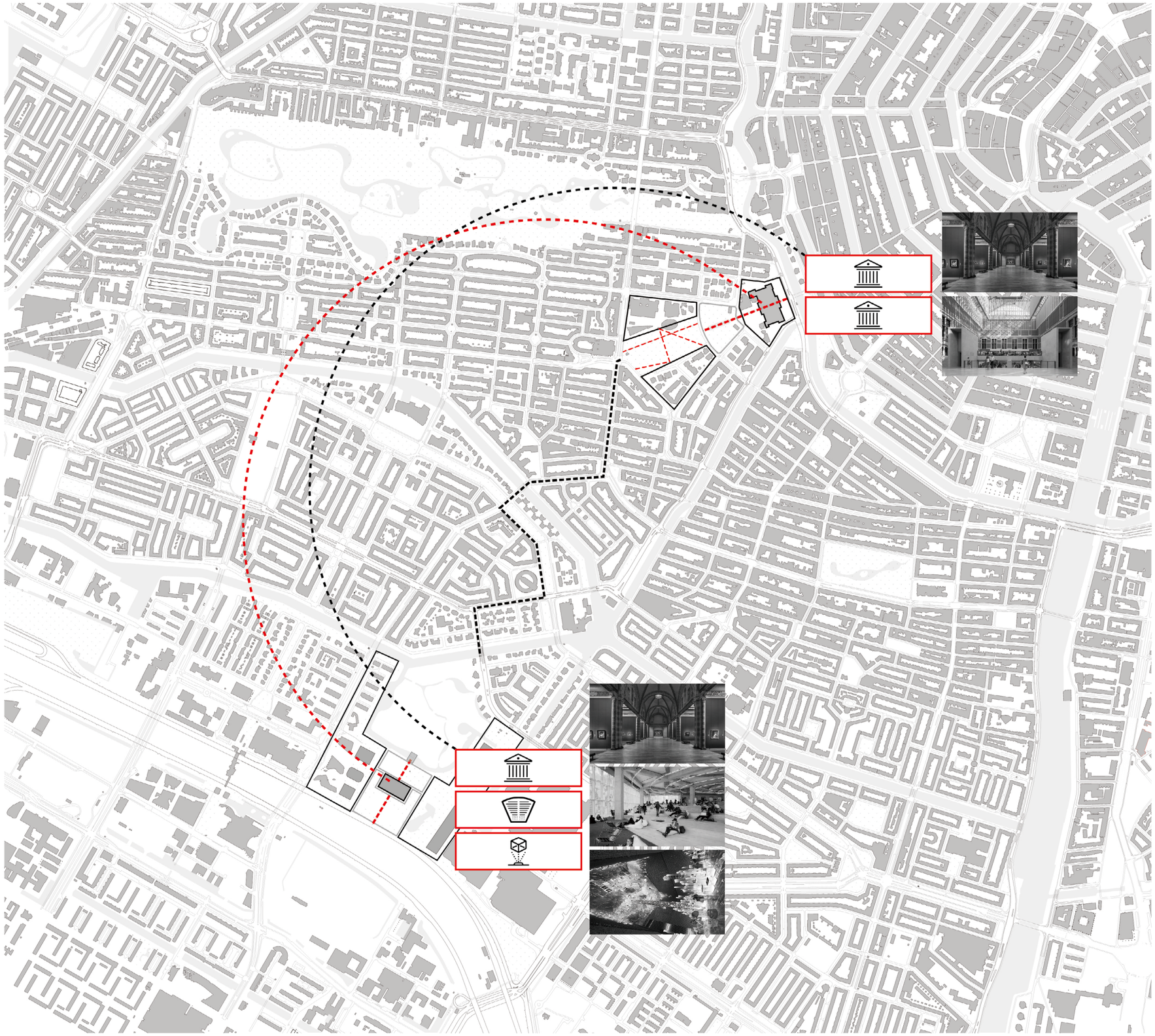
"PHYSICAL"-CULTURAL CONNECTION









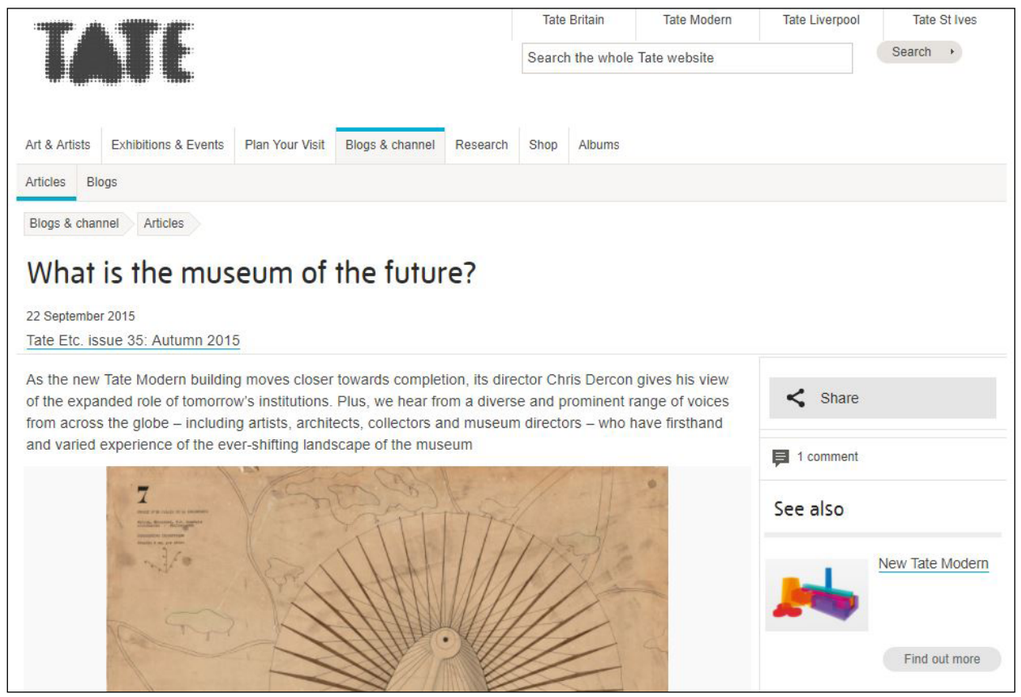


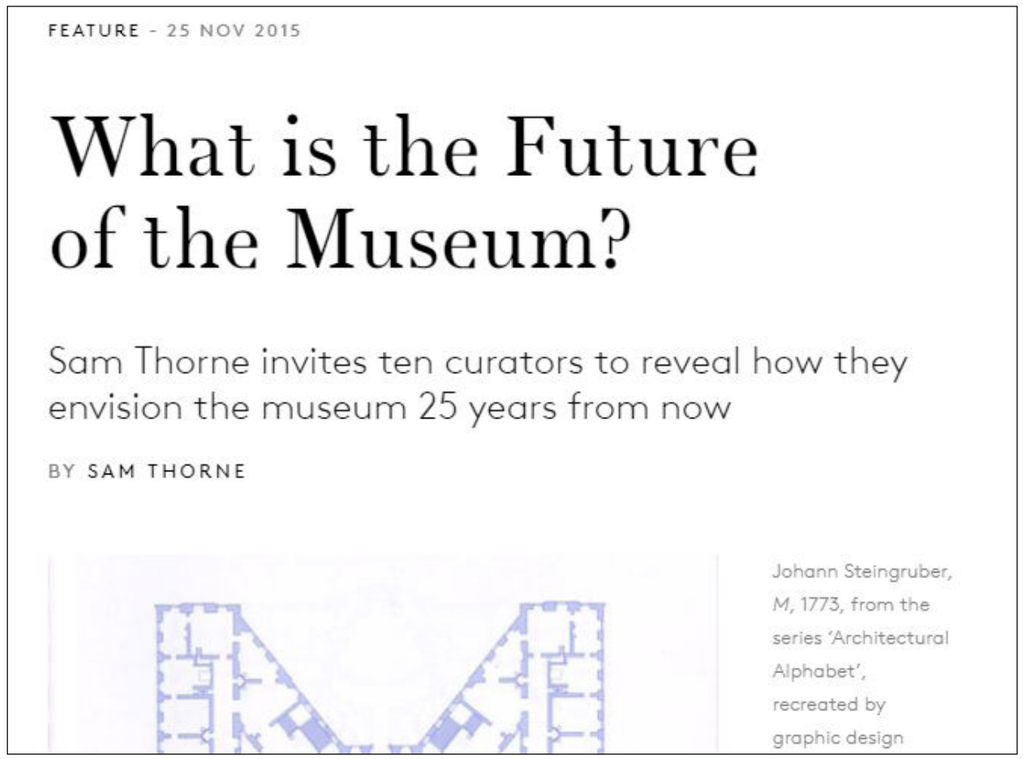
MUSEUM TRANSFORMATION



POST-DIGITAL ERA







In 2040, museums will be able to focus wholly on preservation, research and communication, because the public will have recognized the importance of the institution in engendering a functioning, civilized society.

In 2040, the contemporary art museum will increasingly become a socialized space, a plaza where people spend time together.

Judging by the geopolitical shifts we are witnessing today, the museum is likely to become a necessary sanctuary for the free exchange of ideas and cosmopolitan tolerance.



Implemented: Video Projection



Scenario: Hologram Atrium

Through the development of a holistic digital proposition there is an opportunity to use the digital to deliver current museum’s mission to promote public understanding and enjoyment of modern and contemporary art. To achieve this, **digital will need to become a dimension of everything that the future museum does.**

"*Typology is a device that links the past with the future.*"

Rafael Moneo

INSPIRATION OF MUSEUM THEME

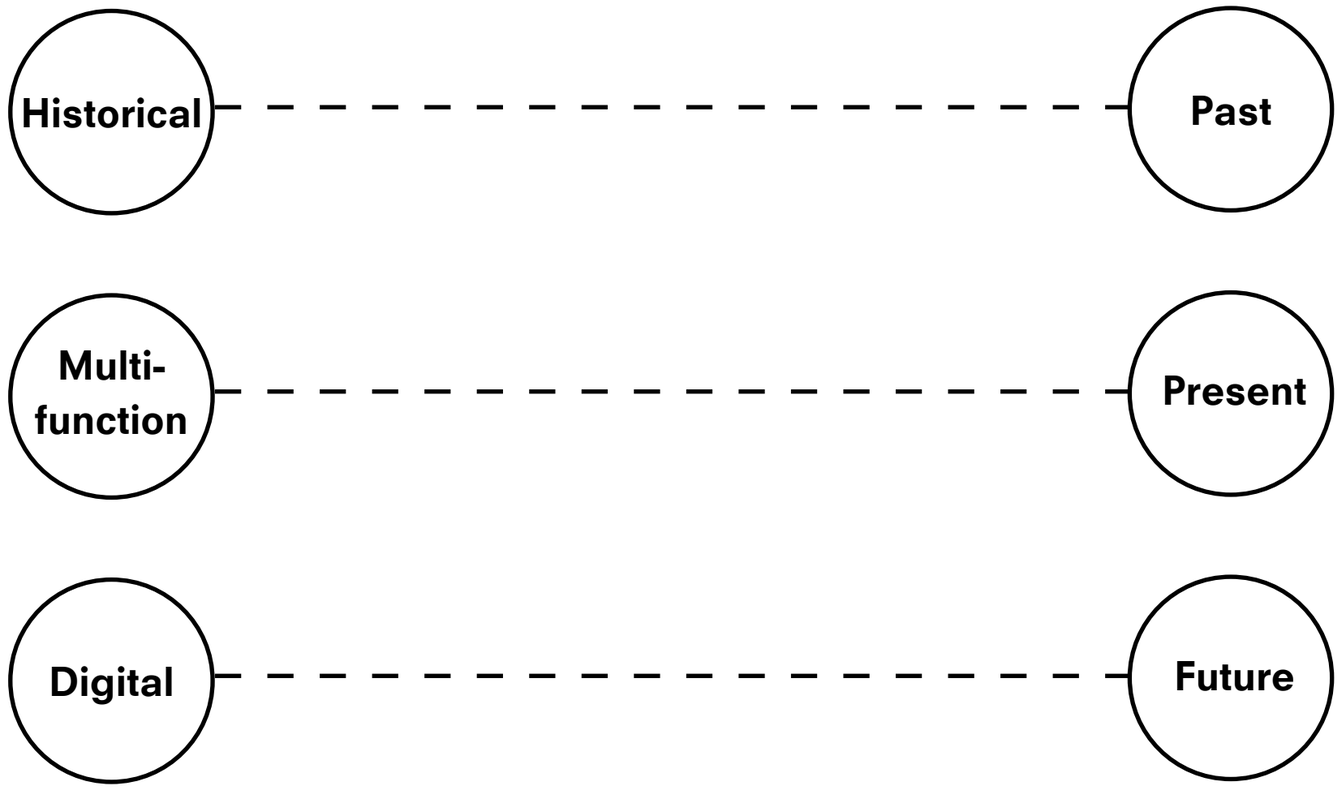
Space is a medium that links the past with the future

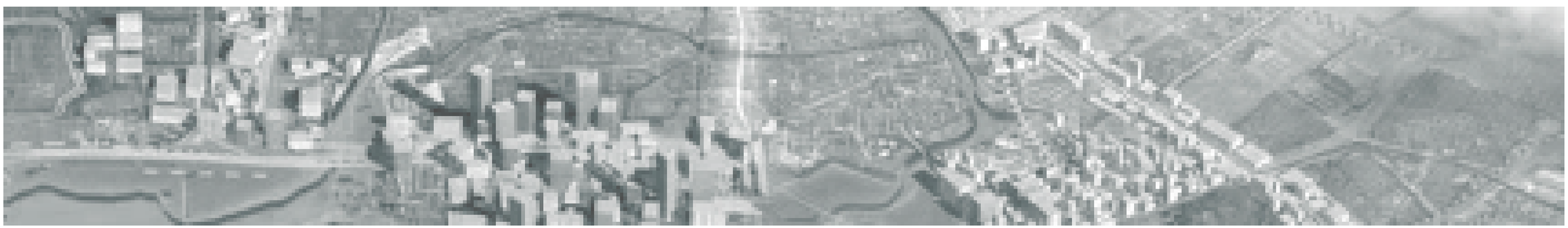
Historical

Historical

Multi-
function

Digital

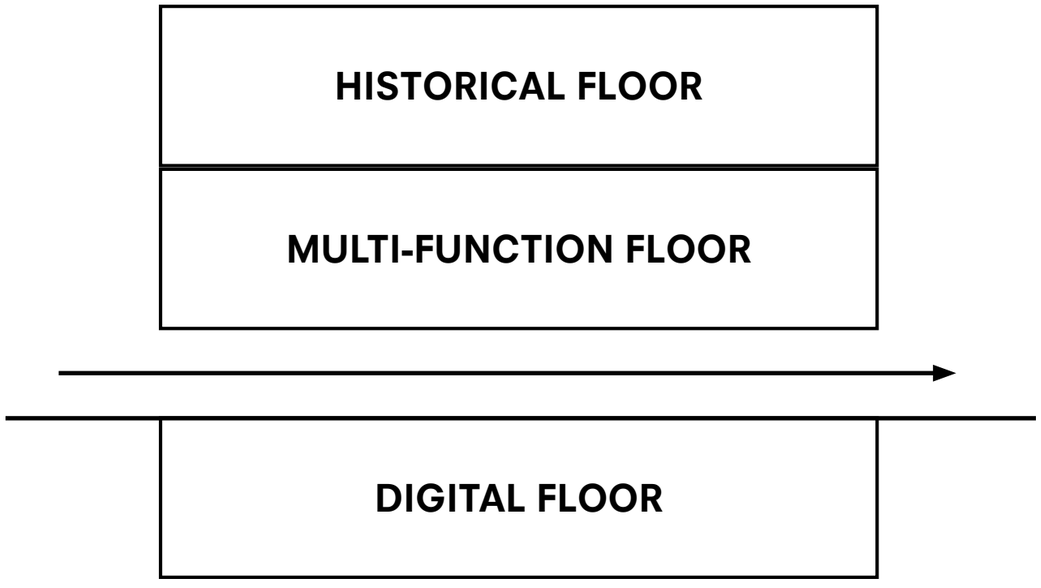

Historical
Past
Multi-
function
Present
Digital
Future

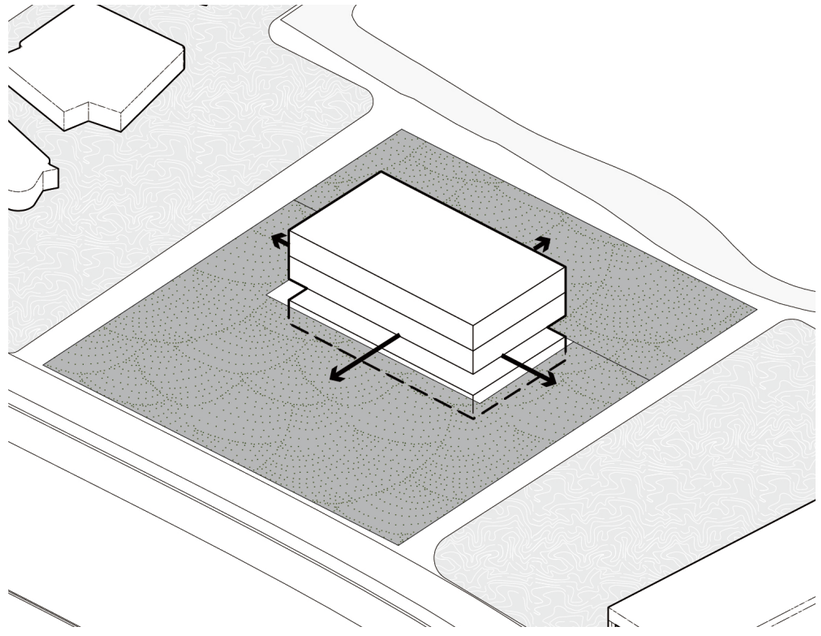


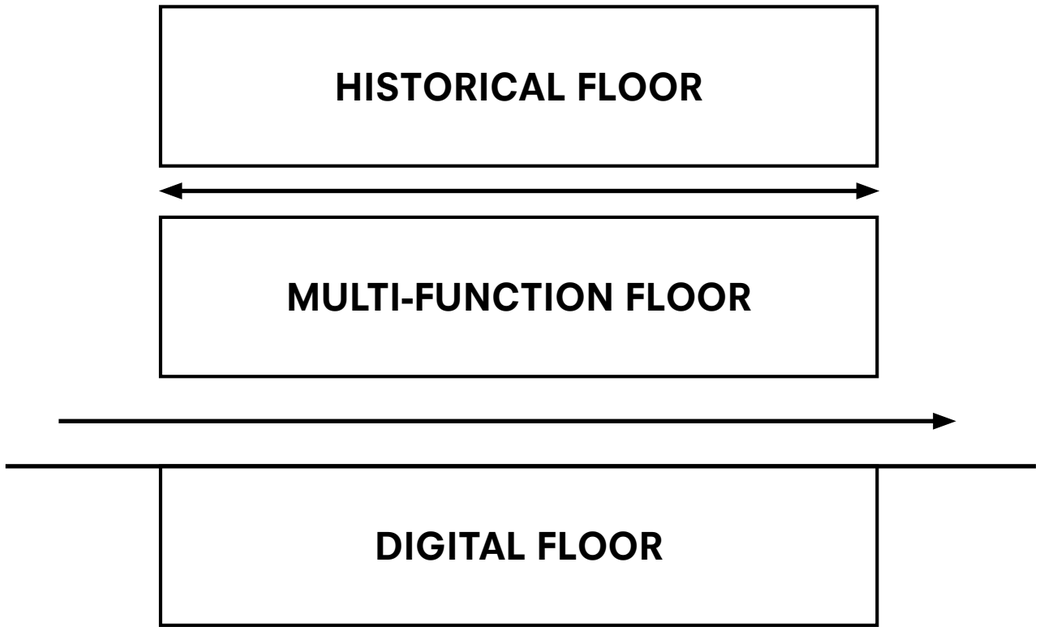
HISTORICAL FLOOR

MULTI-FUNCTION FLOOR

DIGITAL FLOOR


HISTORICAL FLOOR
MULTI-FUNCTION FLOOR
DIGITAL FLOOR




HISTORICAL FLOOR
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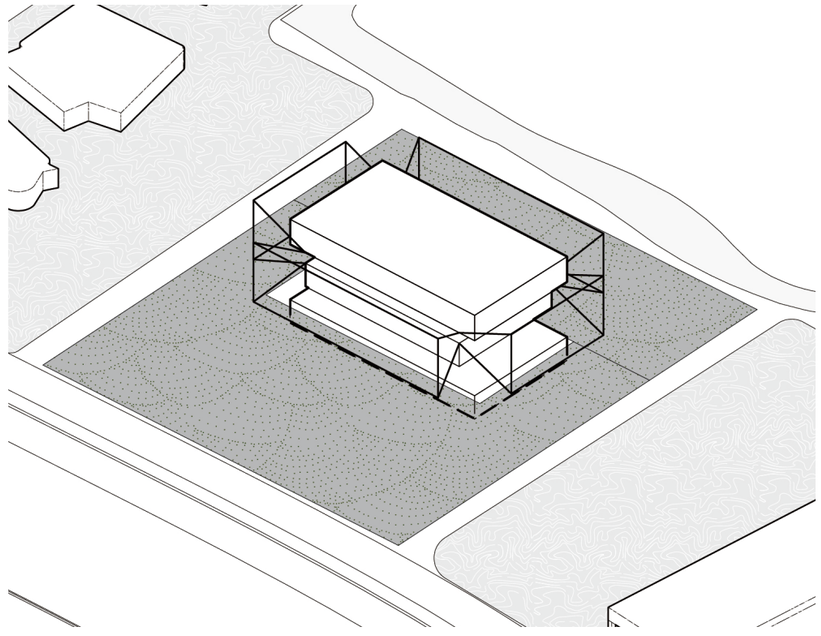
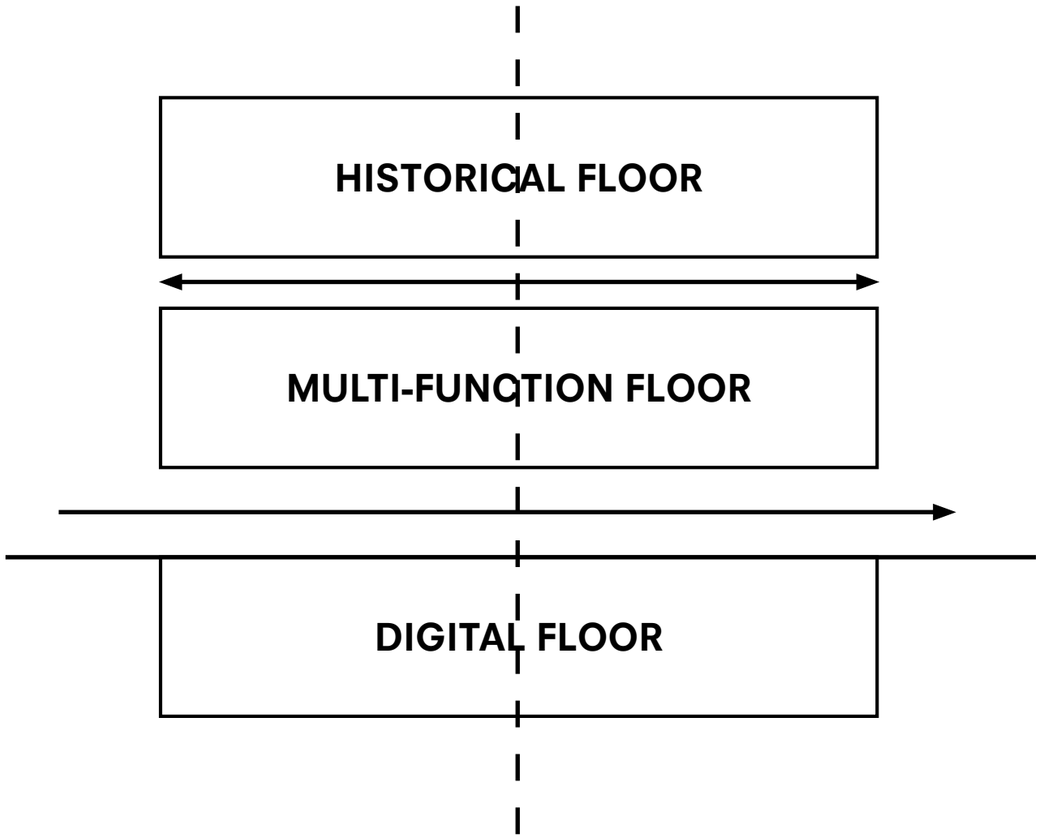
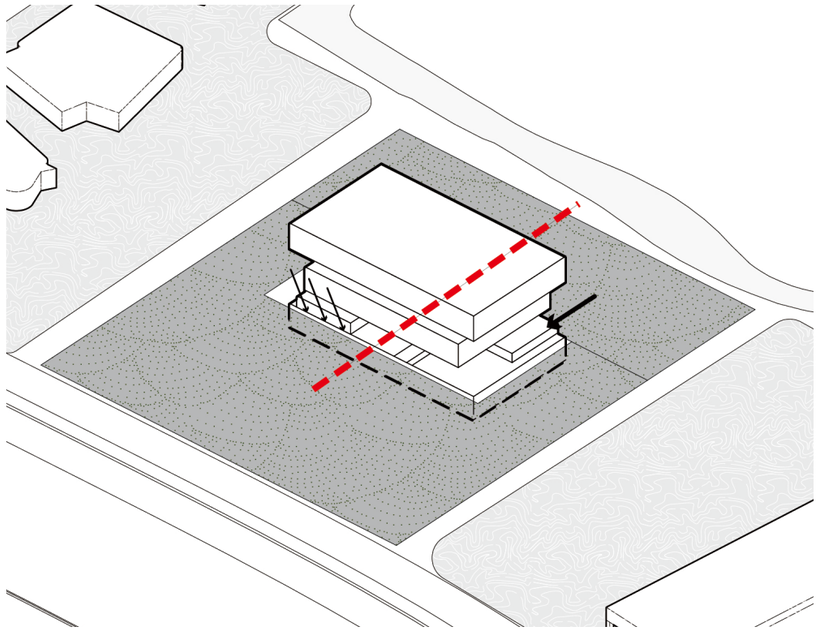
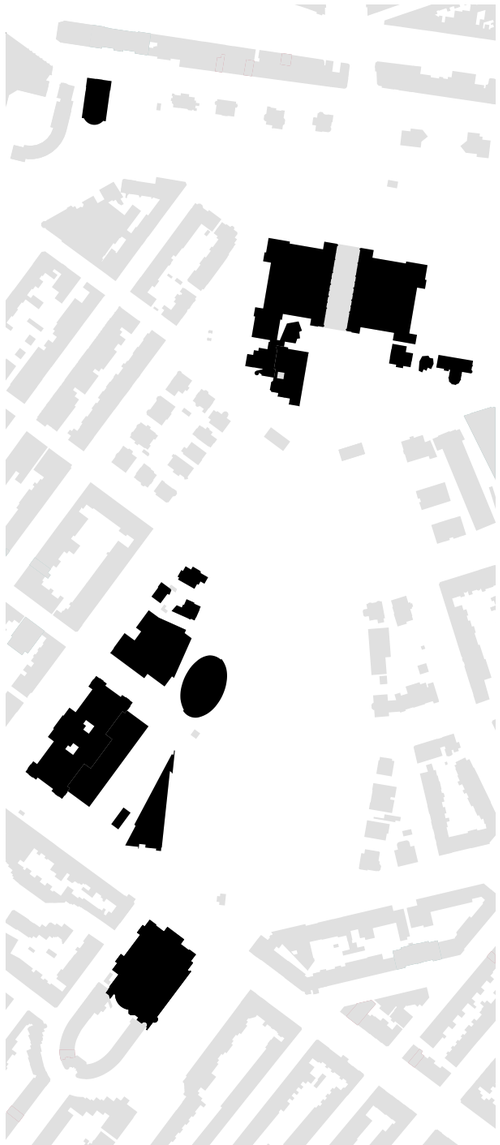
DIGITAL FLOOR




HISTORICAL FLOOR
MULTI-FUNCTION FLOOR
DIGITAL FLOOR







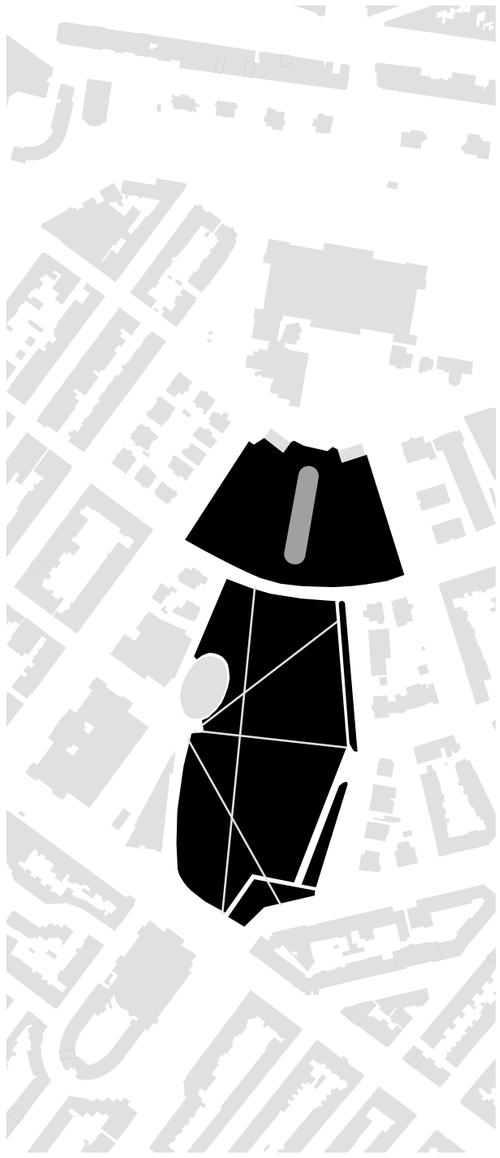


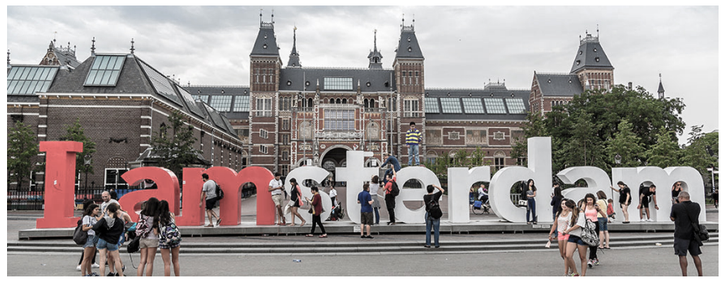




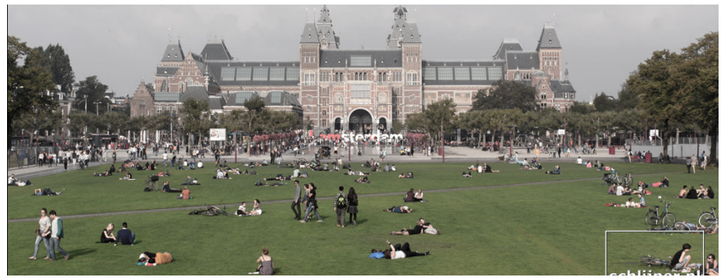


Architecture





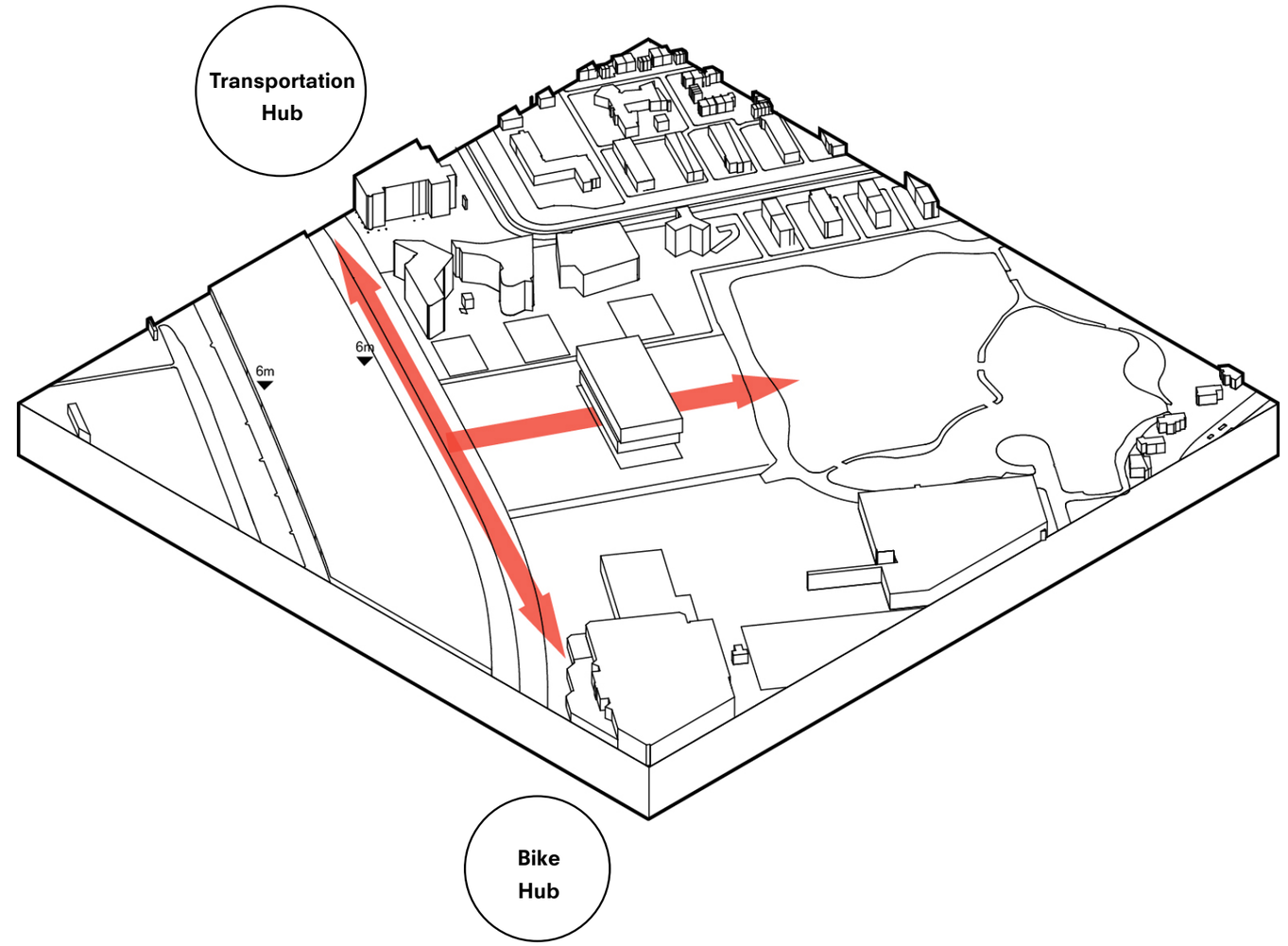


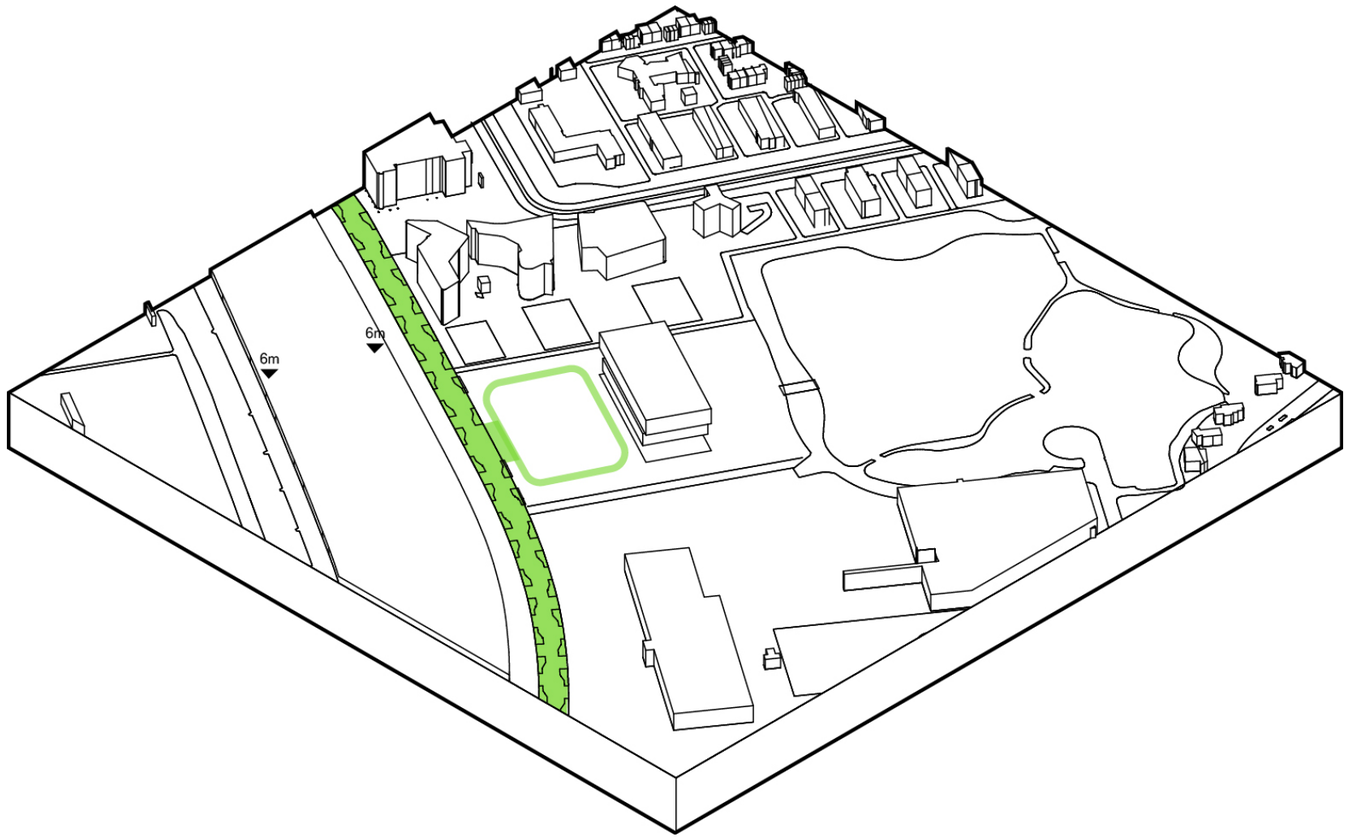




Environment




Transportation Hub
6m
6m
Bike Hub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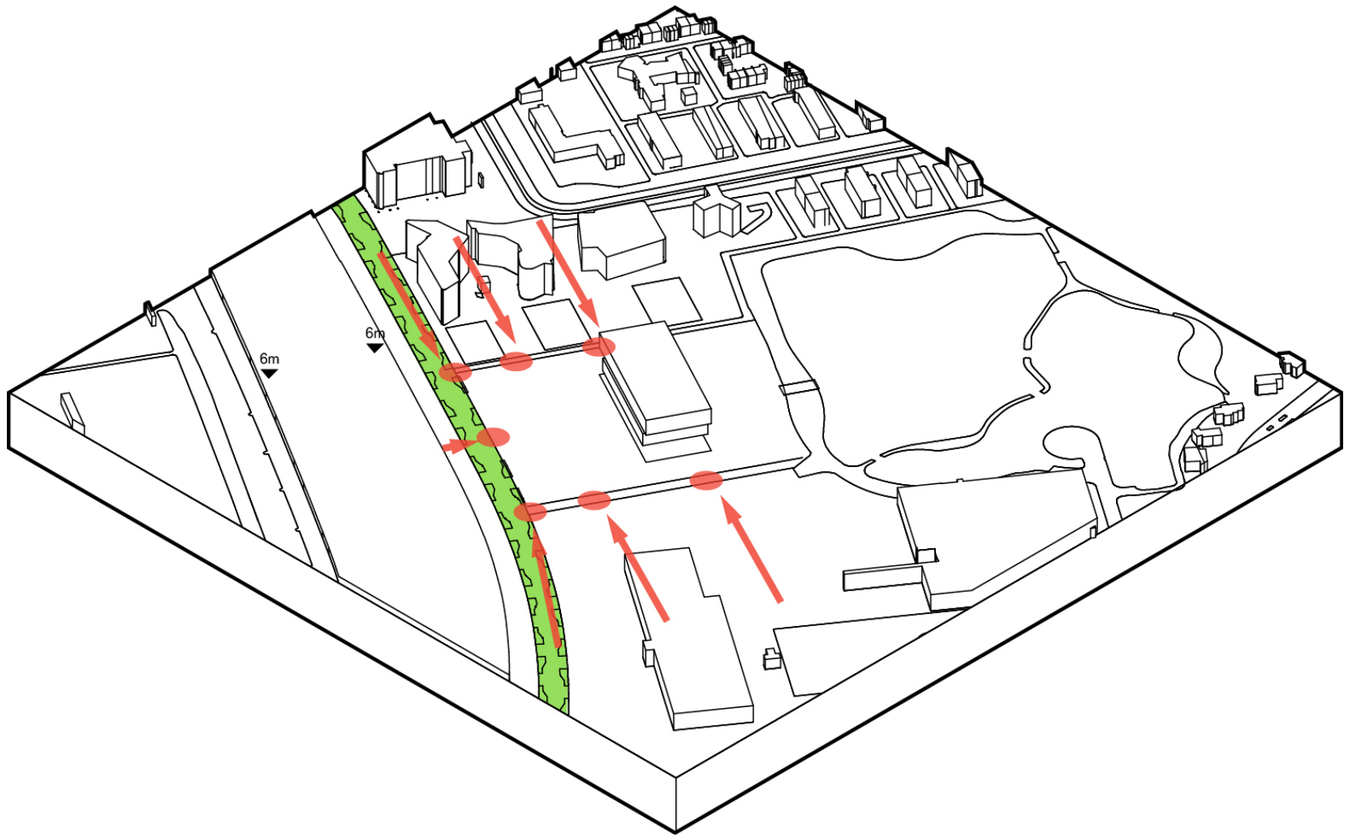
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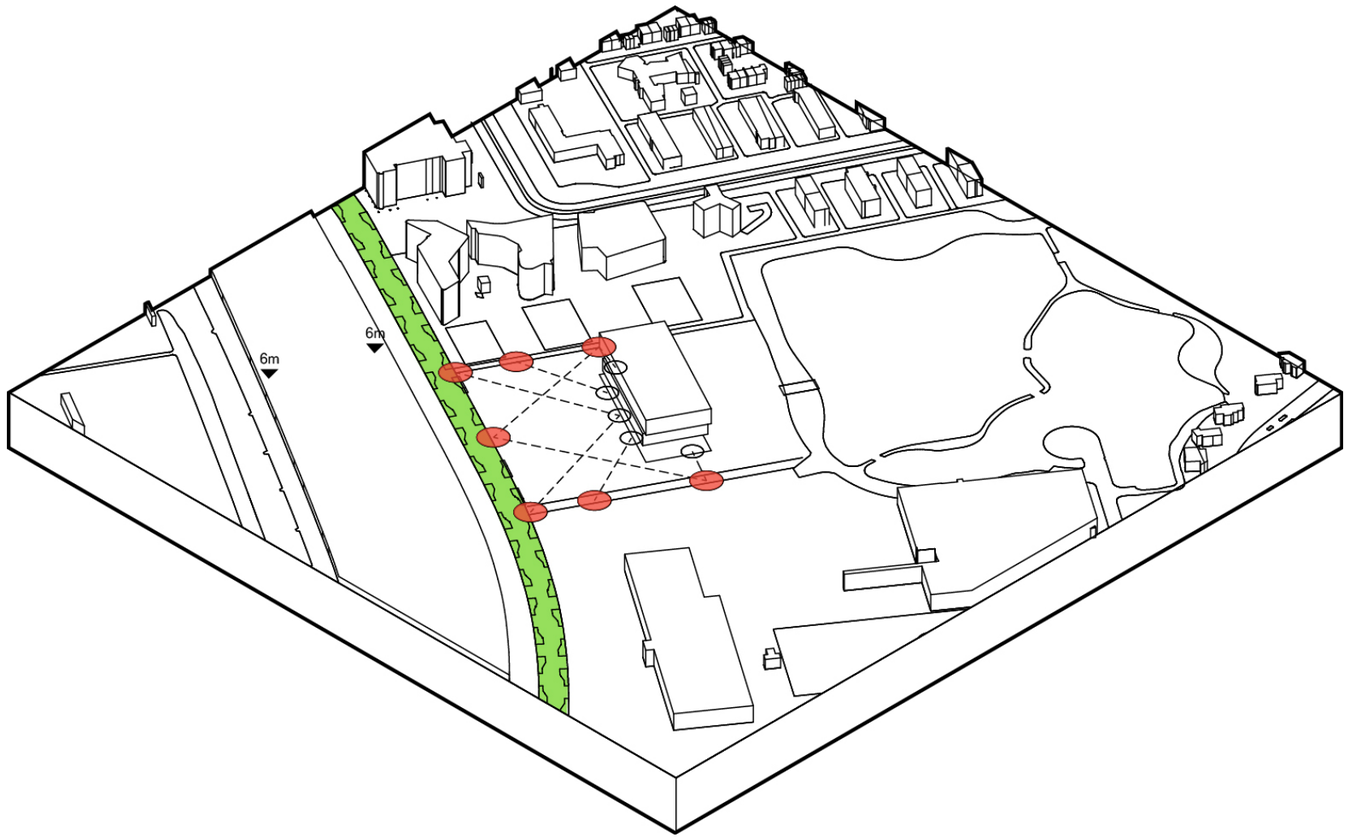
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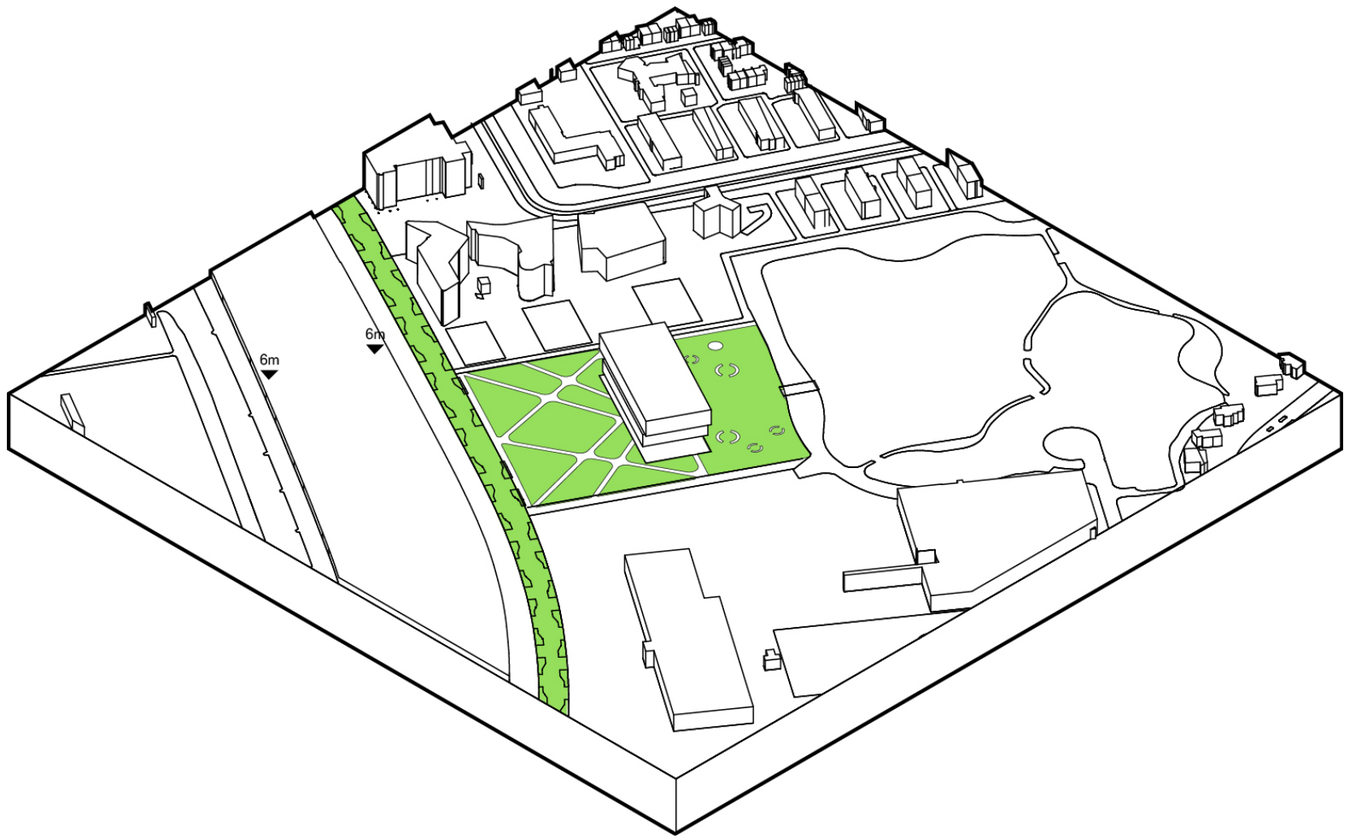
6m
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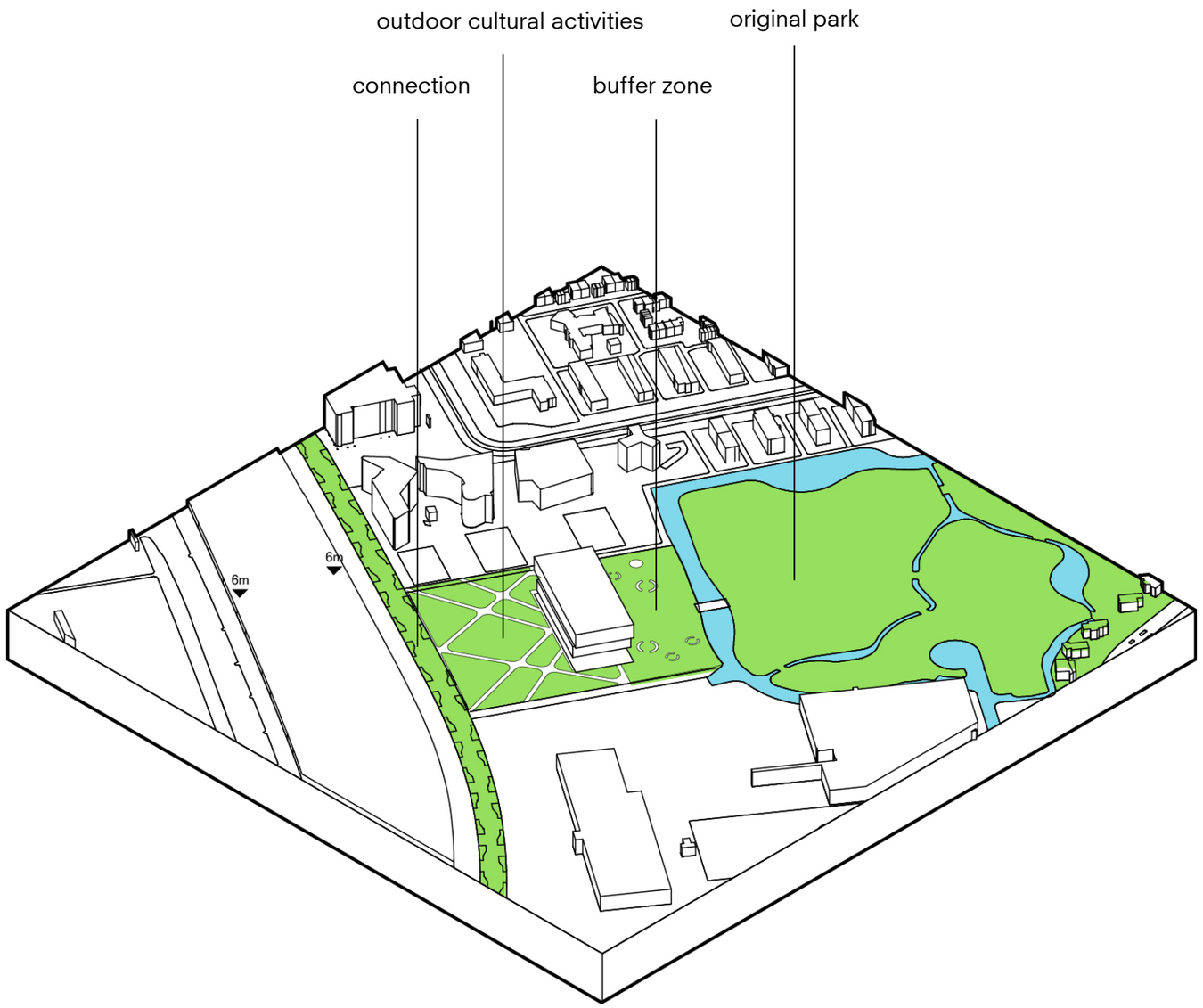
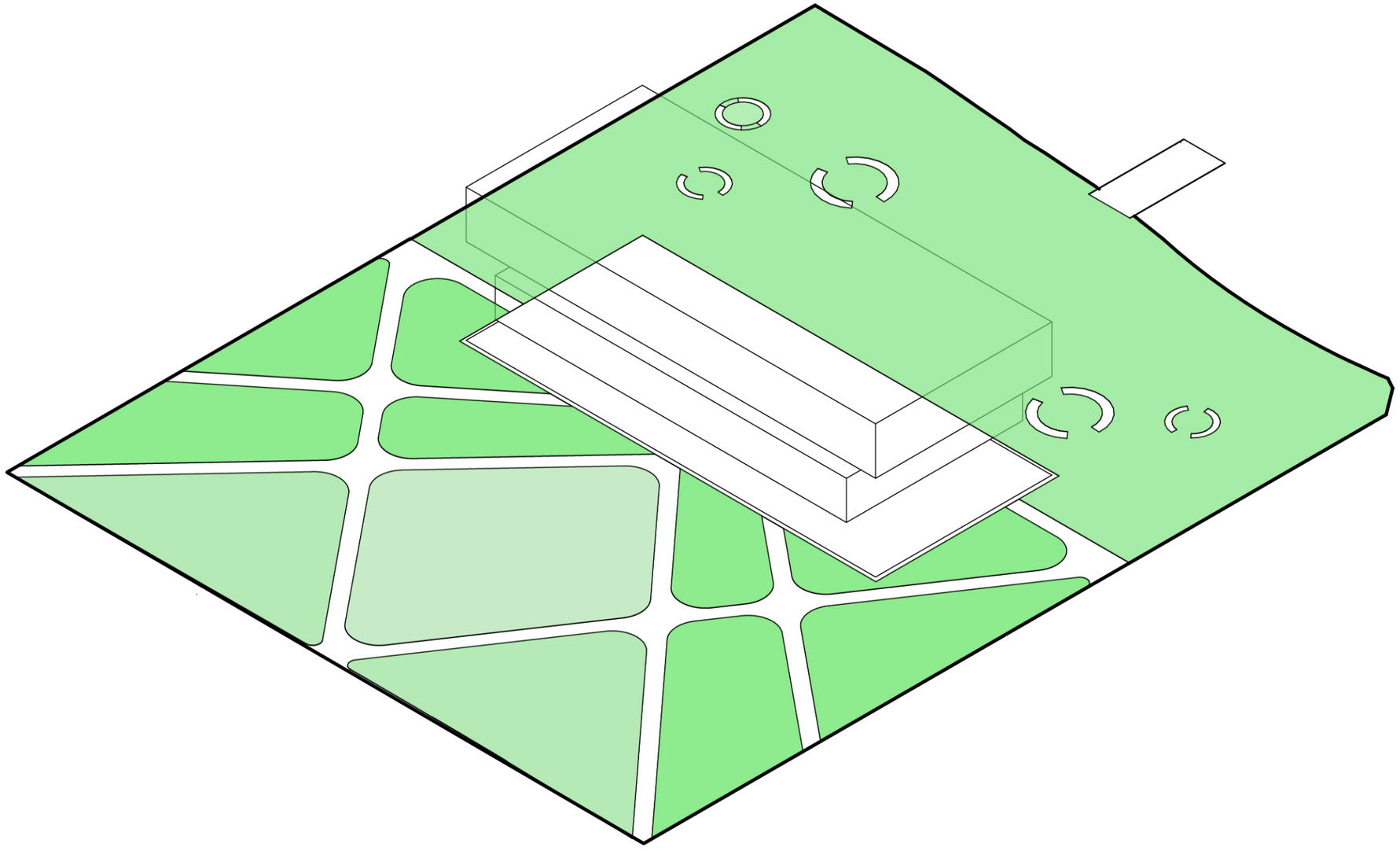
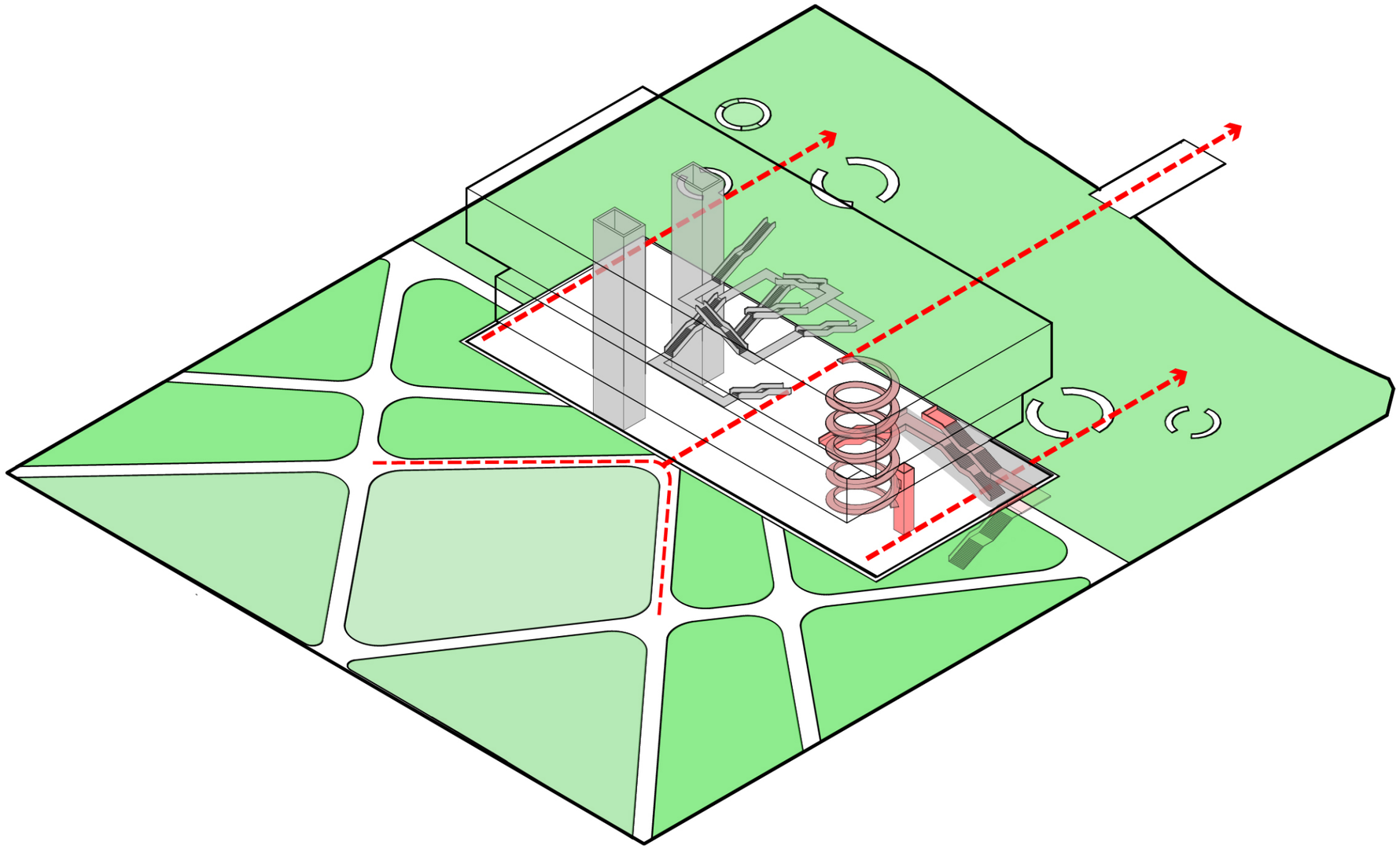
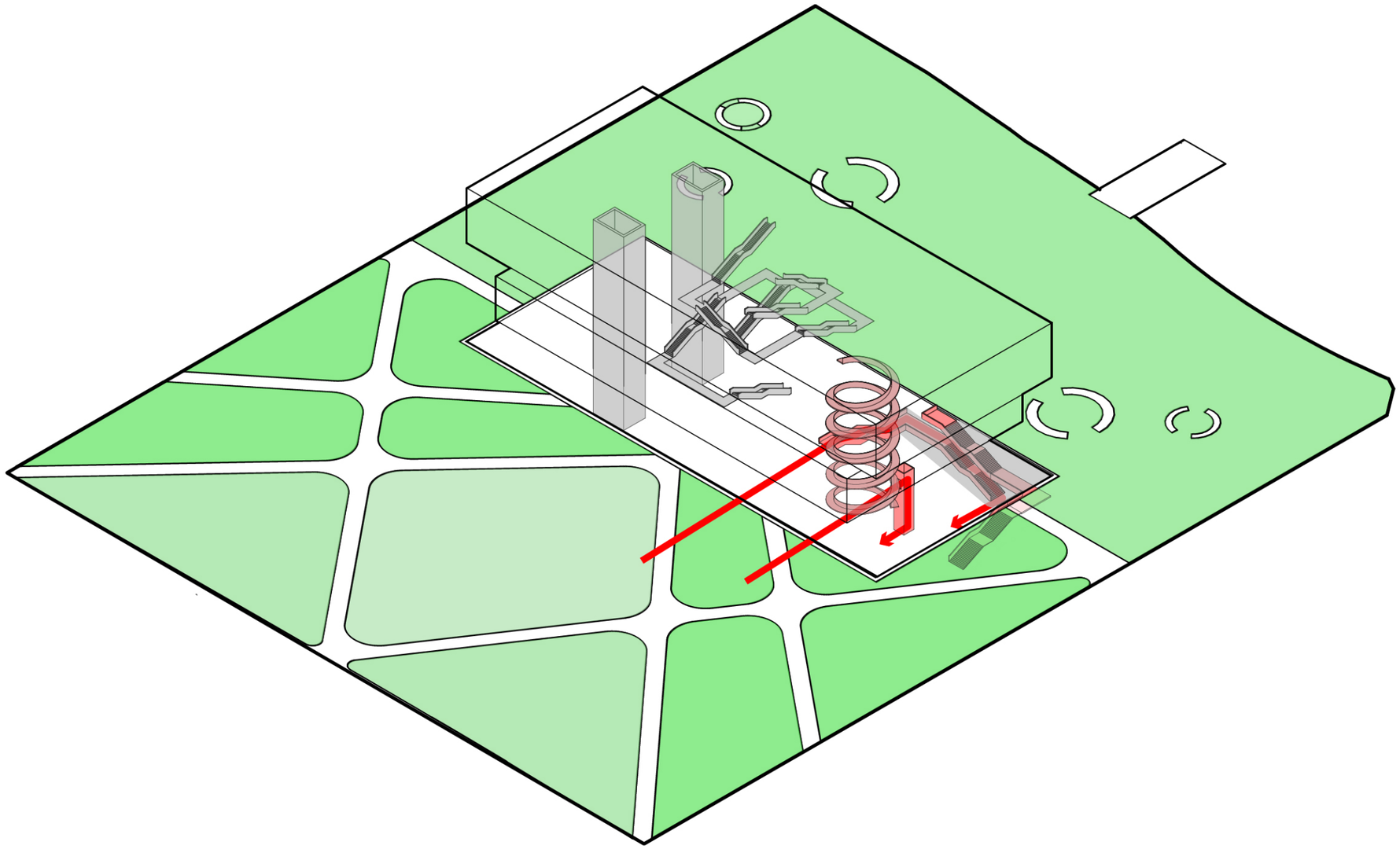

outdoor cultural activities
original park
connection
buffer zone
6m
6m



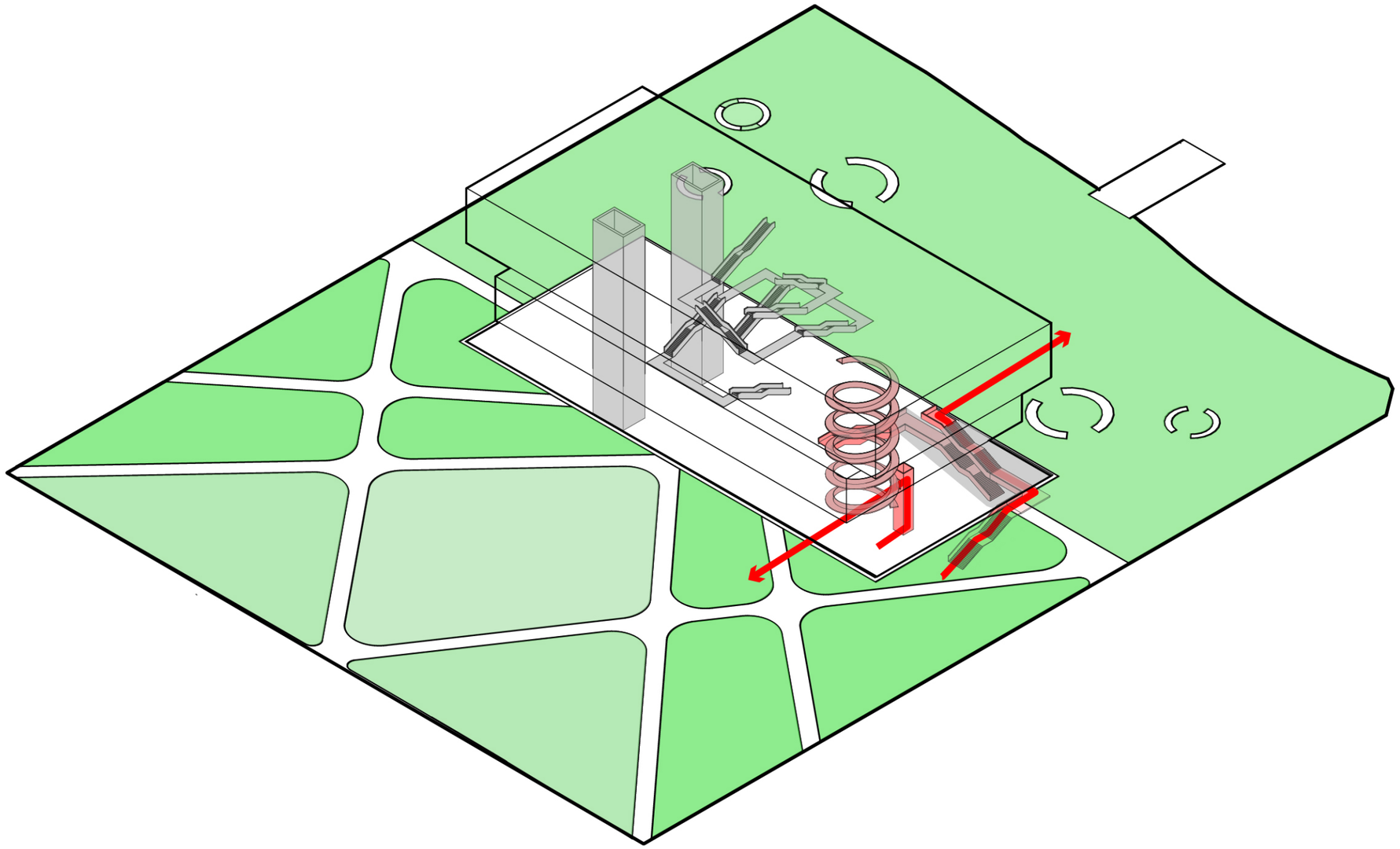
Hierarchy of Green / Public Space



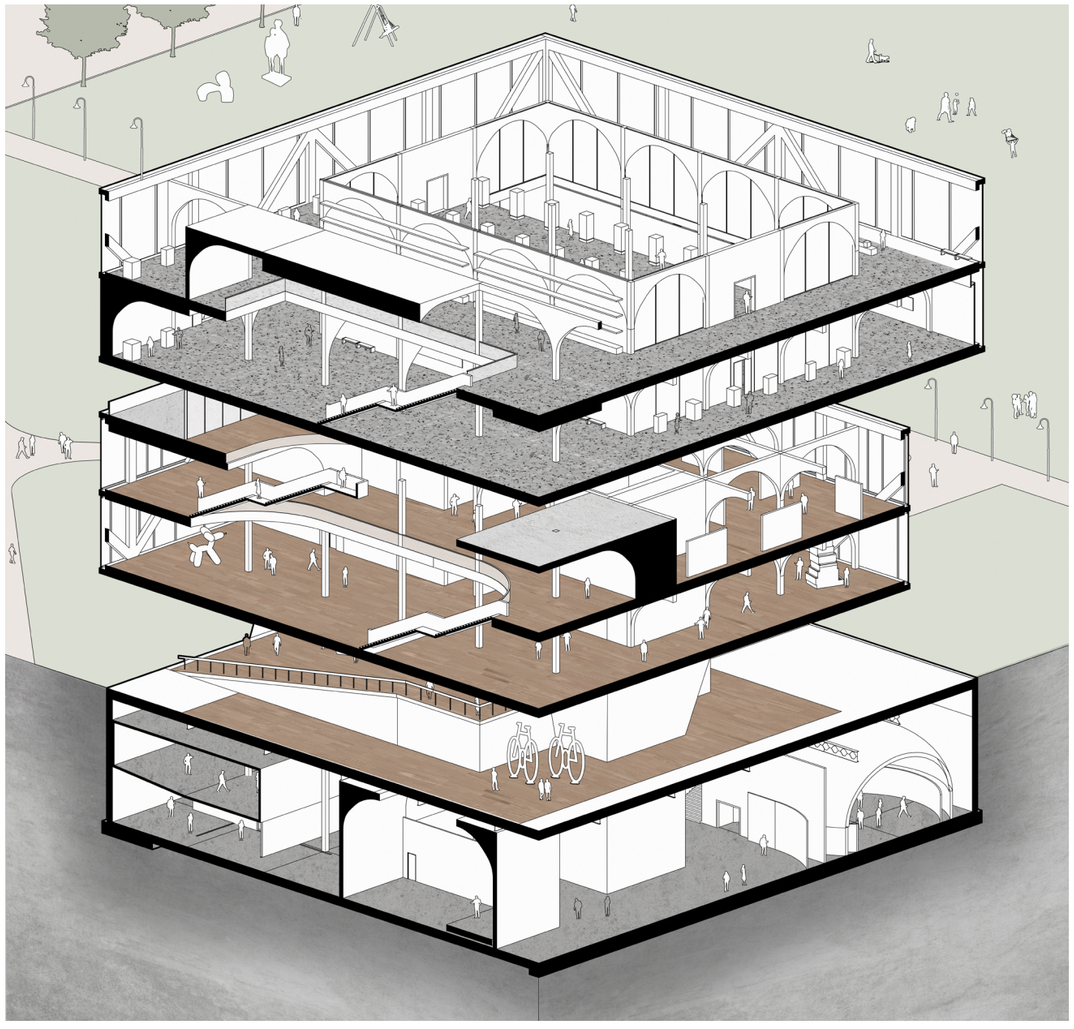
Service Space



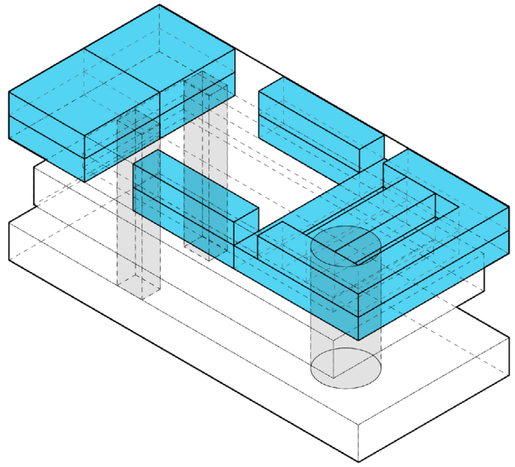
Entrance of Museum



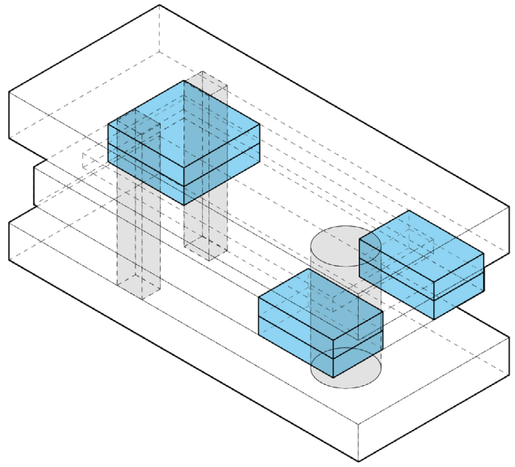
Exit of Museum



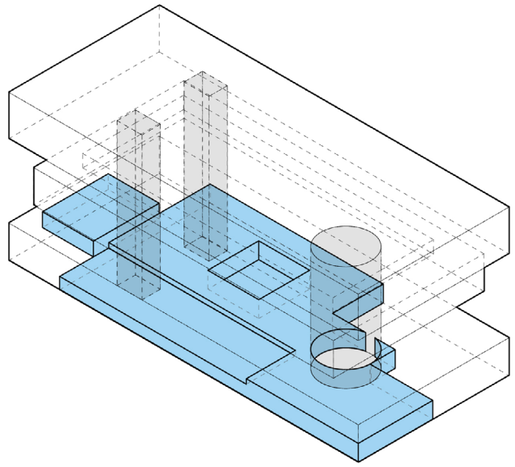
SPACE INTRODUCTION



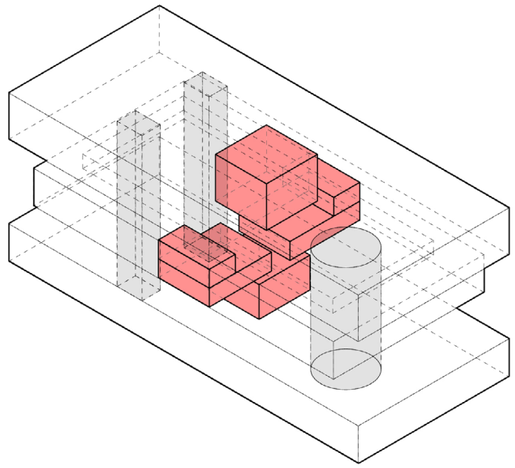
Exhibition Space - Historical Floor



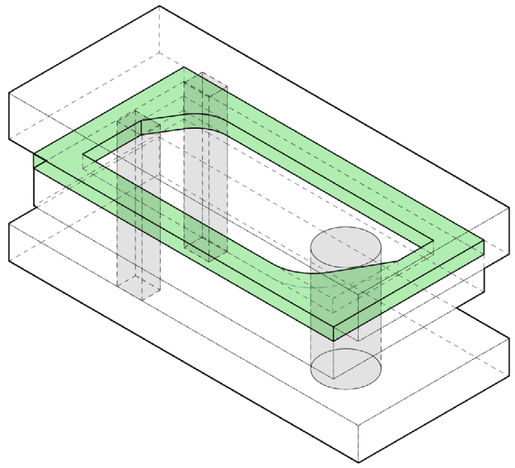
Exhibition Space - Multi-function



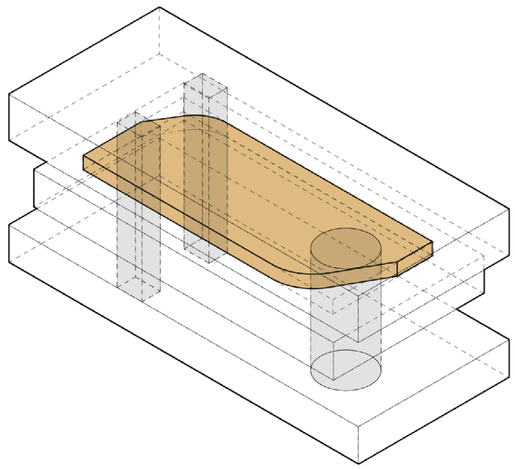
Exhibition Space - Digital Floor



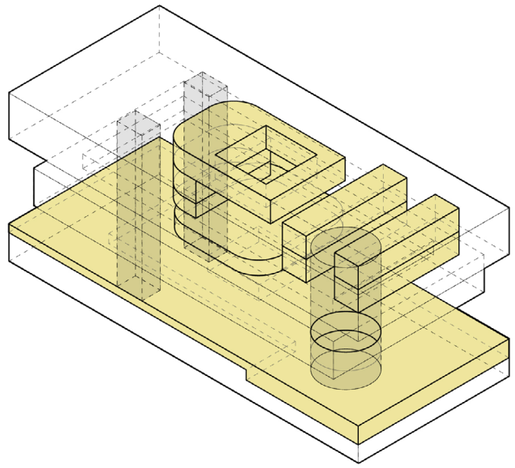
Socialized Space



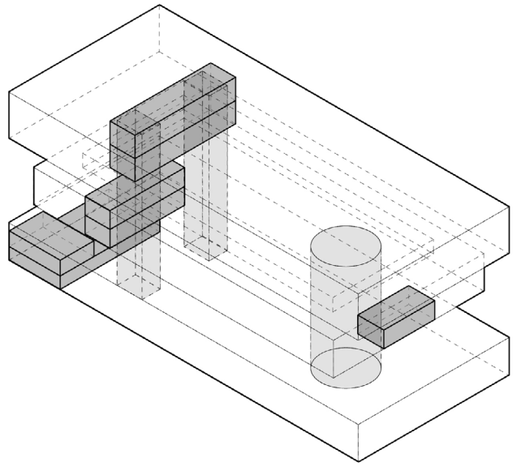
Viewing Platform



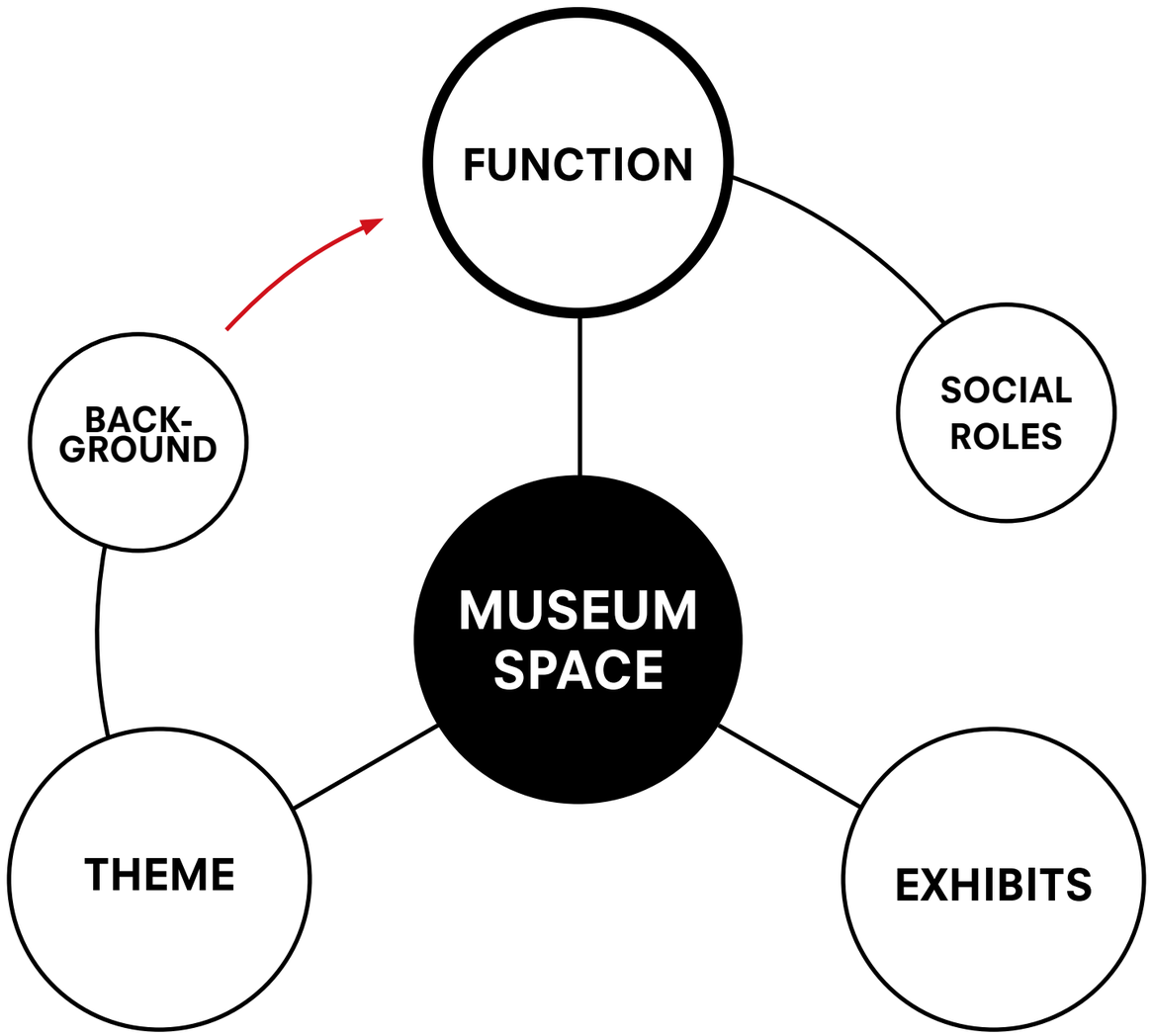
Restaurant / Cafe Space

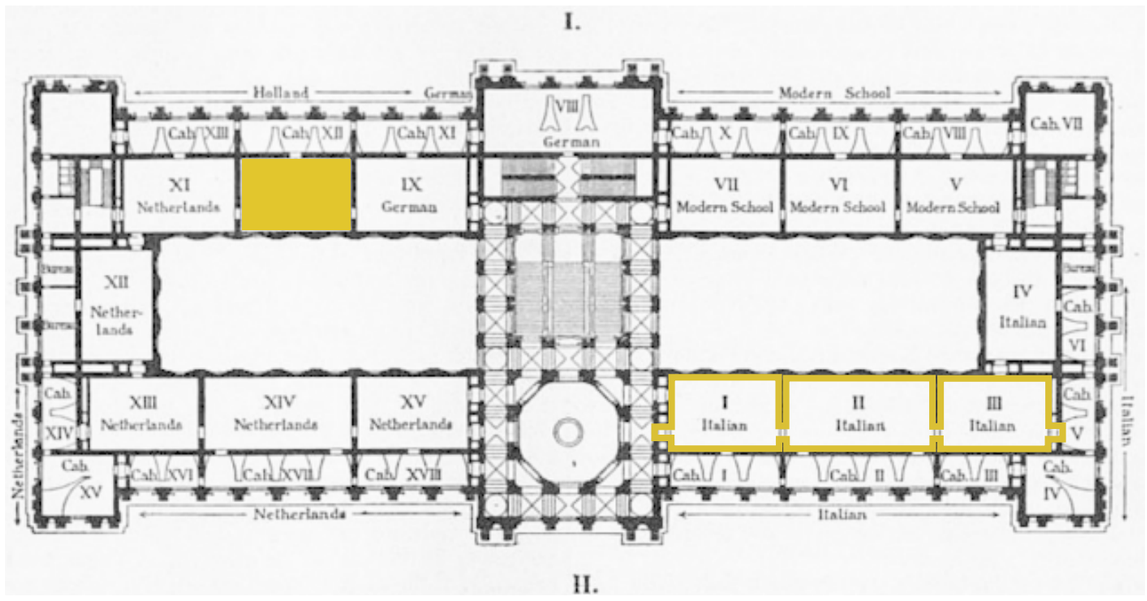


Atrium Space



Service Space


FUNCTION
BACK-
GROUND
SOCIAL
ROLES
MUSEUM
SPACE
THEME
EXHIBITS



TYPOLOGY RESEARCH

PROCESS OF TRANSFORMATION



Classic Period



Renaissance Period



Enlightenment Period



French Revolution Period



The Modern Period



Post-Digital Period



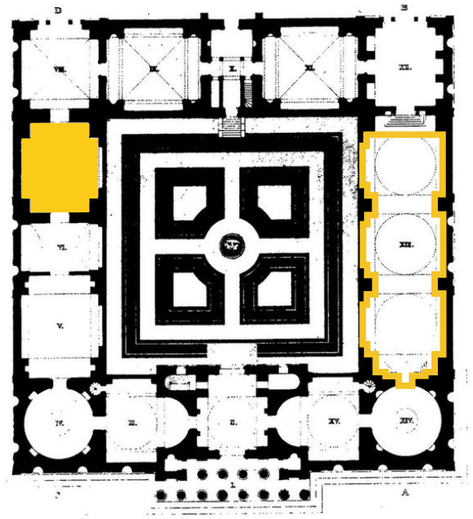
Classic Period

FUNCTION: Collection, Research

COLLECTION: Documents, Artifacts

AUDIENCE: Professionals

PRIVATE **PUBLIC**





Munich's oldest public museum; the only museum in the world that is solely dedicated to ancient sculpture ... - there is a whole range of unique characteristics that you could apply to the Munich Glyptothek. But none of these superlatives adequately express what a visit to the Glyptothek can offer in the way of aesthetic, artistic and cultural-historical pleasure.





Classic Period



Renaissance Period



Enlightenment Period



French Revolution Period



The Modern Period



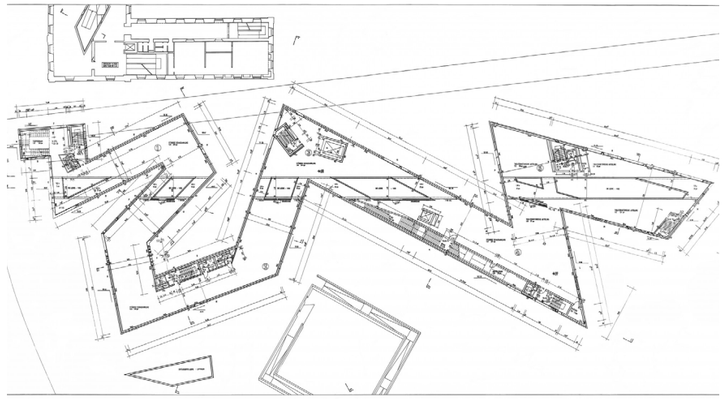
The Modern Period

FUNCTION: Collection, Research, Exhibition, Popularize Art, Exchange, Entertainment

COLLECTION: Painting, Sculpture, Cultural Relic, Photography, Installation, Video

AUDIENCE: Open to All

PRIVATE **PUBLIC**



The new design was based on three conceptions that formed the museum's foundation: first, the impossibility of understanding the history of Berlin without understanding the enormous intellectual, economic and cultural contribution made by the Jewish citizens of Berlin, second, the necessity to integrate physically and spiritually the meaning of the Holocaust into the consciousness and memory of the city of Berlin. Third, that only through the acknowledgement and incorporation of this erasure and void of Jewish life in Berlin, can the history of Berlin and Europe have a human future.

Classic Period



Post-Digital Period



PROPERTY

Private → Public

Classic Period



Post-Digital Period



PROPERTY Private → Public

FUNCTION Collection → Research → Exhibition → Popularize Art → Entertainment → Education → **?**

Classic Period



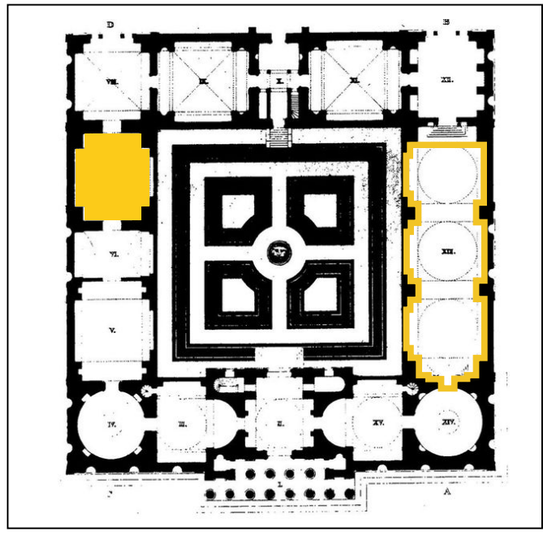
Post-Digital Period

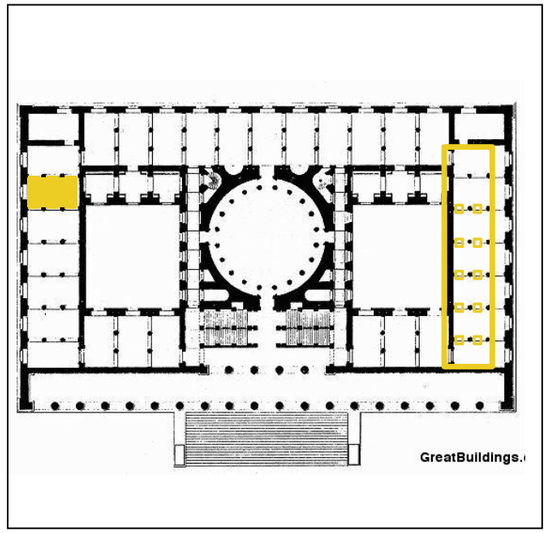


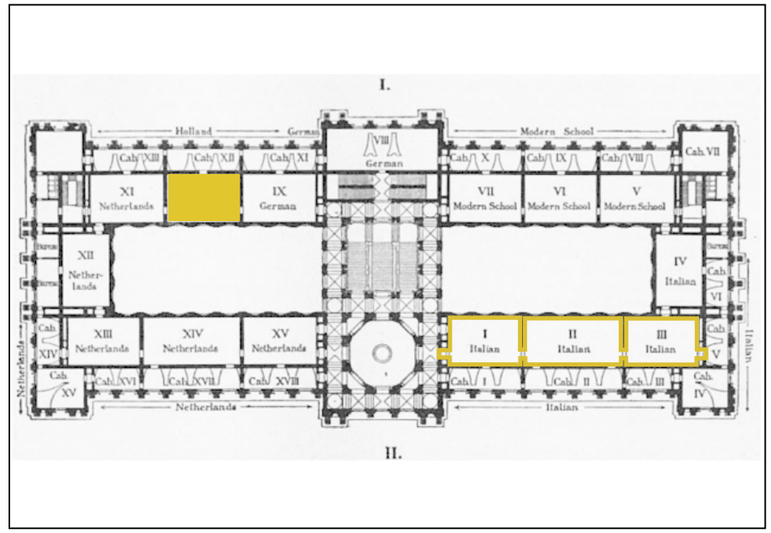
PROPERTY — Private → Public

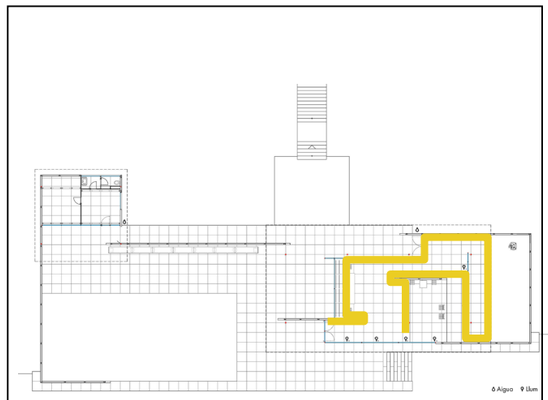
FUNCTION — Collection → Research → Exhibition → Popularize Art → Entertainment → Education → **?**

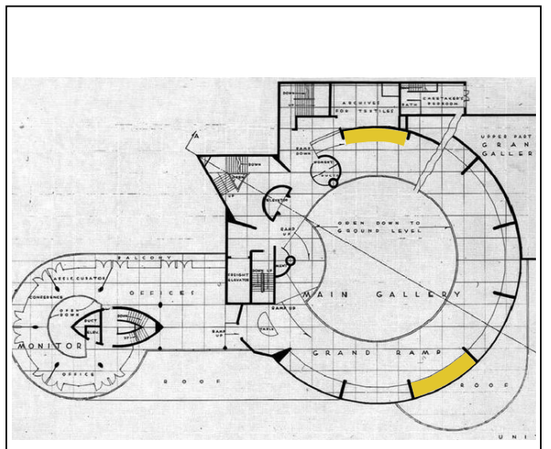
SPACE I SPACIAL SEQUENCE

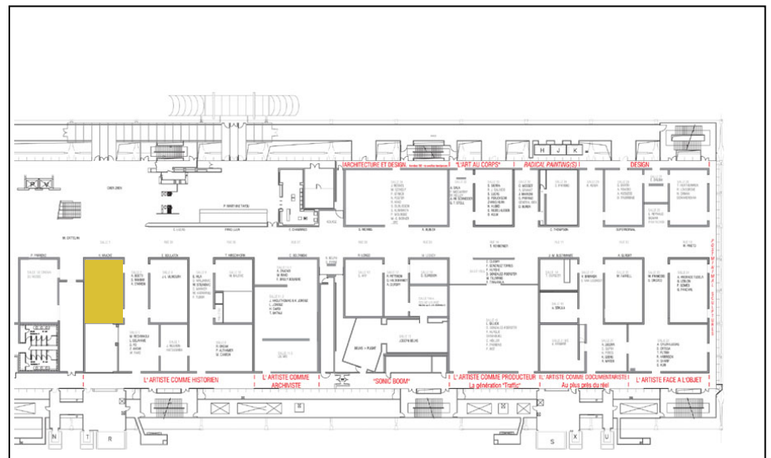


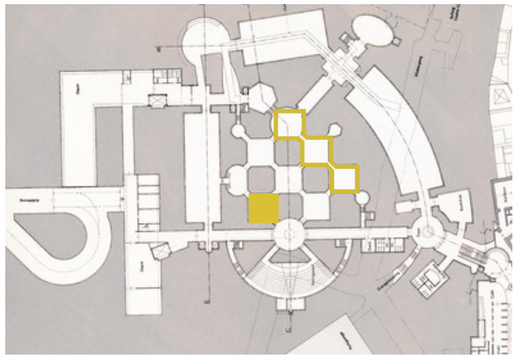

GreatBuildings.

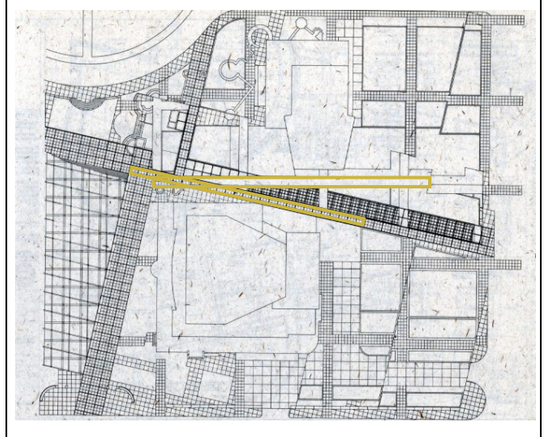

I.
Holland
German
Modern School
XI Netherlands
IX German
VIII German
VII Modern School
VI Modern School
V Modern School
XII Nether-lands
IV Italian
XIII Netherlands
XIV Netherlands
XV Netherlands
I Italian
II Italian
III Italian
Netherlands
Italian
II.

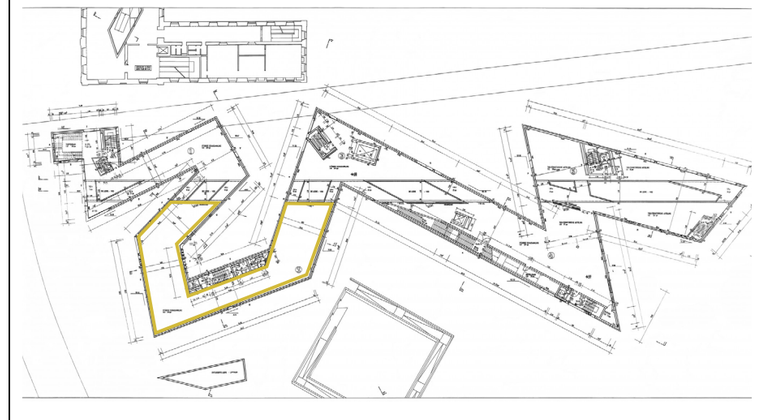


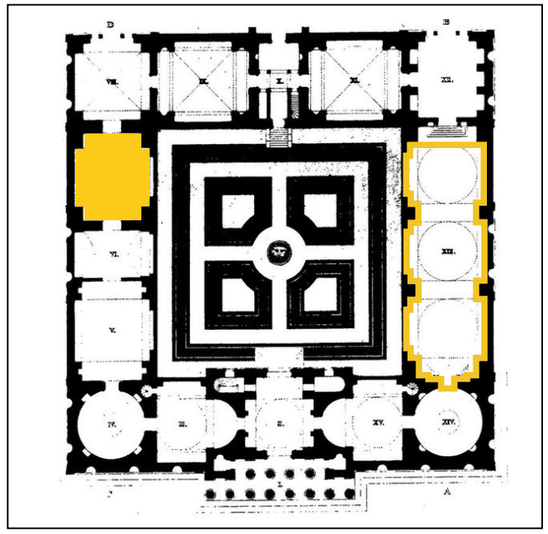

OPEN DOWN TO GROUND LEVEL
MAIN GALLERY
GRAND RAMP
MONITOR
OFFICE
ROOF

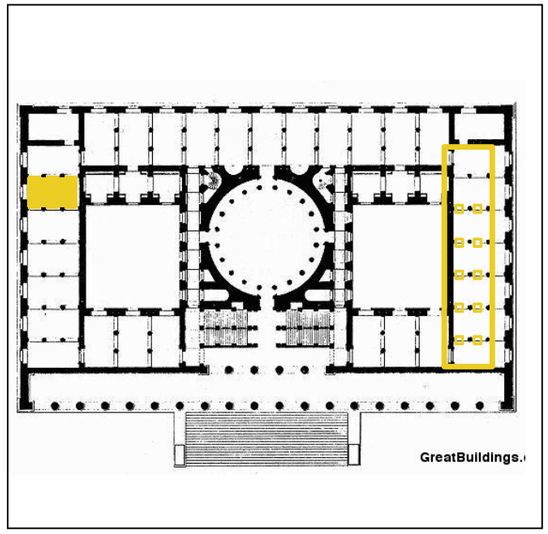

L' ARTISTE COMME HISTORIEN
L' ARTISTE COMME ARCHIVISTE
"SONIC BOOM"
L' ARTISTE COMME PRODUCTEUR
L' ARTISTE FACE A L'OBJET

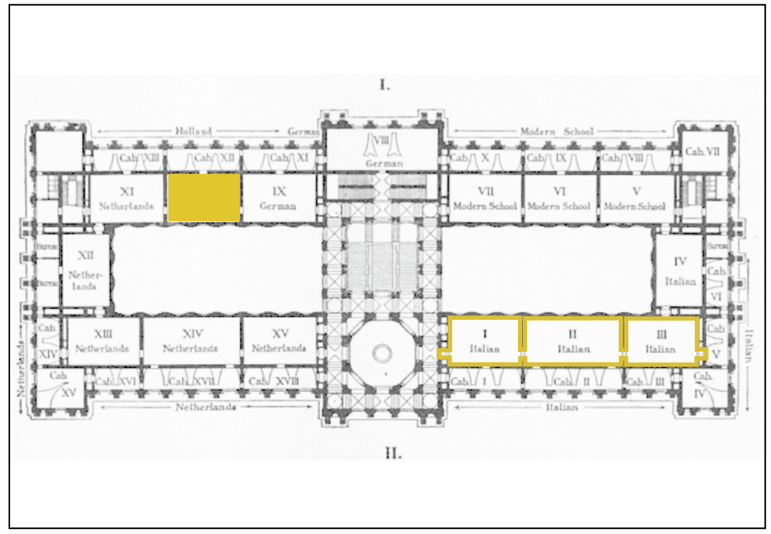


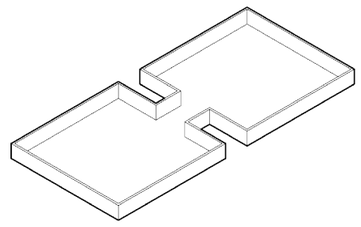




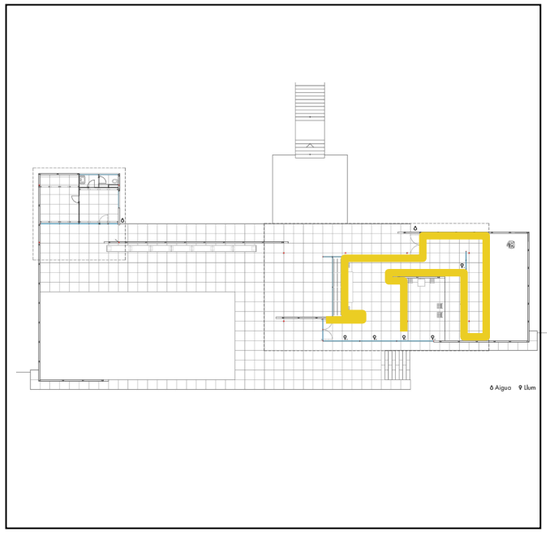


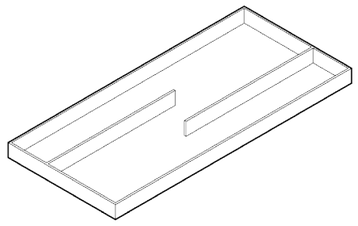




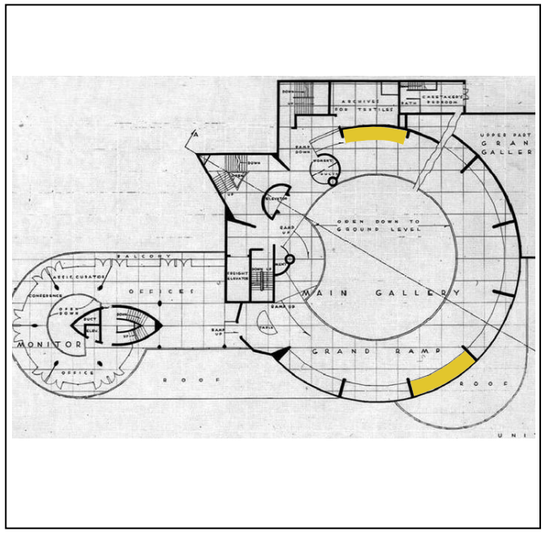


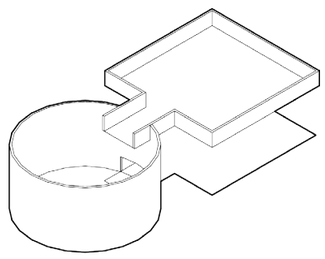
HORIZONTAL SPACE
+
COMPARTMENTALISED SEQUENCE



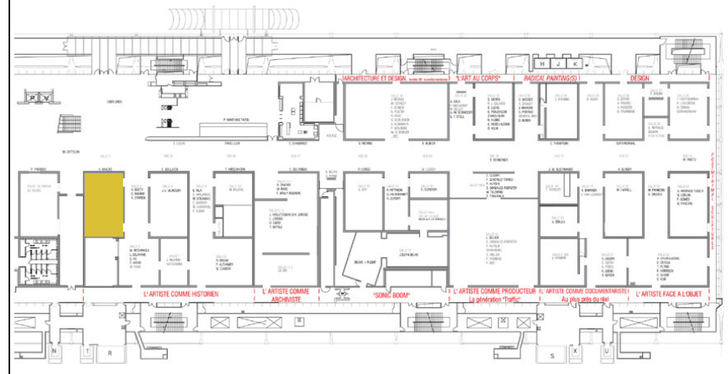


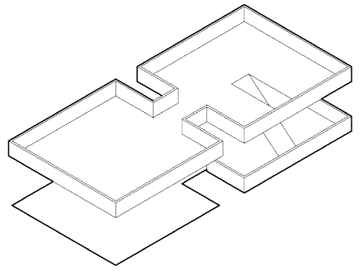
HORIZONTAL SPACE
+
FLUID SPATIAL SEQUENCE





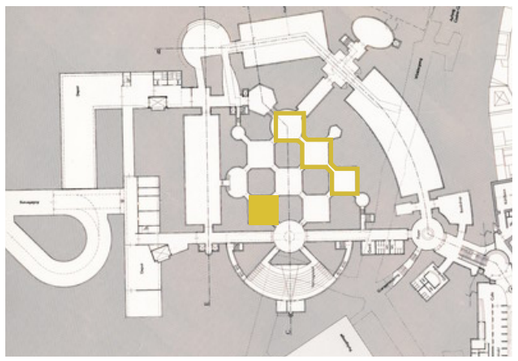
VERTICAL SPACE
+
FLUID SPATIAL SEQUENCE

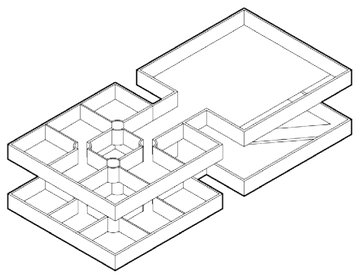




SPACE
+
SPATIAL SEQUENCE
+
PUBLIC SPACE

Museum developed as a reverse image of the city.





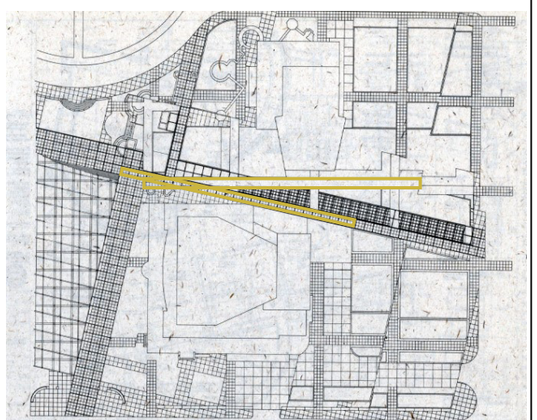
VERTICAL SPACE

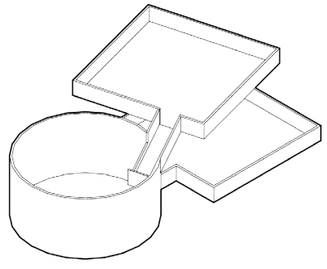
+

INTERLOCKING SPATIAL SEQUENCE

EXPERIENTIAL SPACE

exhibition visiting according to one's own inclinations



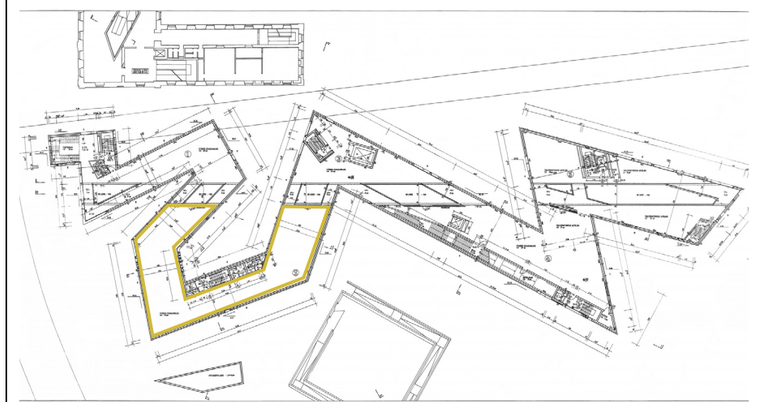


SPACE

+

INTERLEAVED SPATIAL SEQUENCE

Broke the Symmetrical and self-referential pattern



NARRATIVE VERTICAL SPACE

+

FLUID SPATIAL SEQUENCE







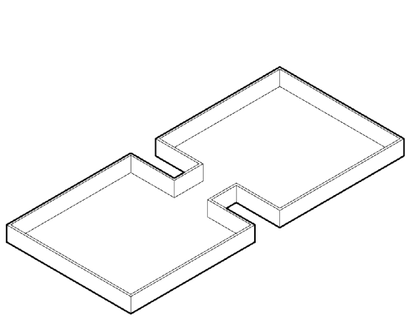
MUSEUM SPACE



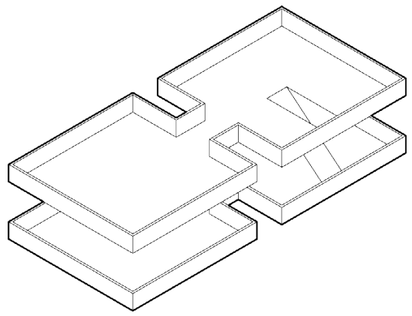




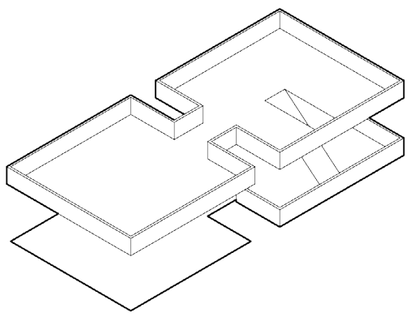
SPACE



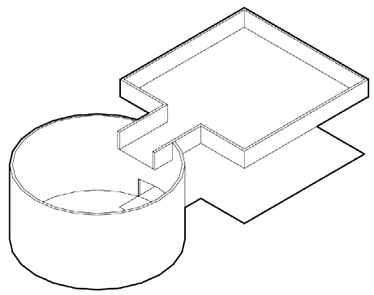
Horizontal Square



Vertical

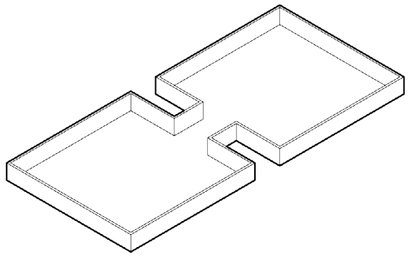


Public

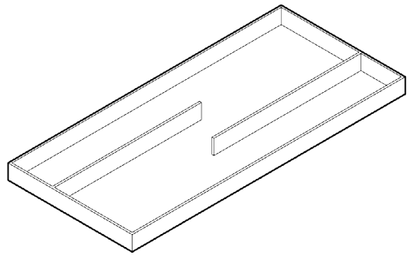


Circular

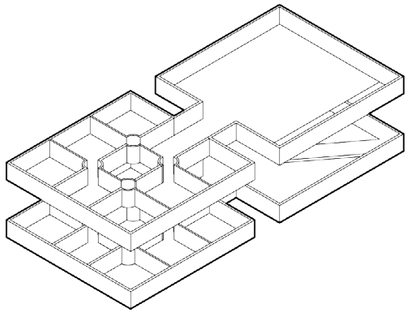
SPATIAL SEQUENCE



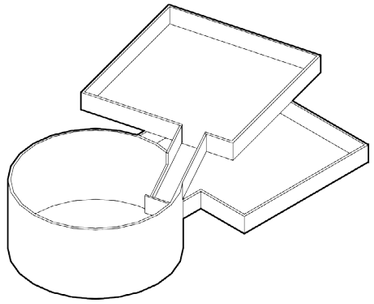
Compartmentalised



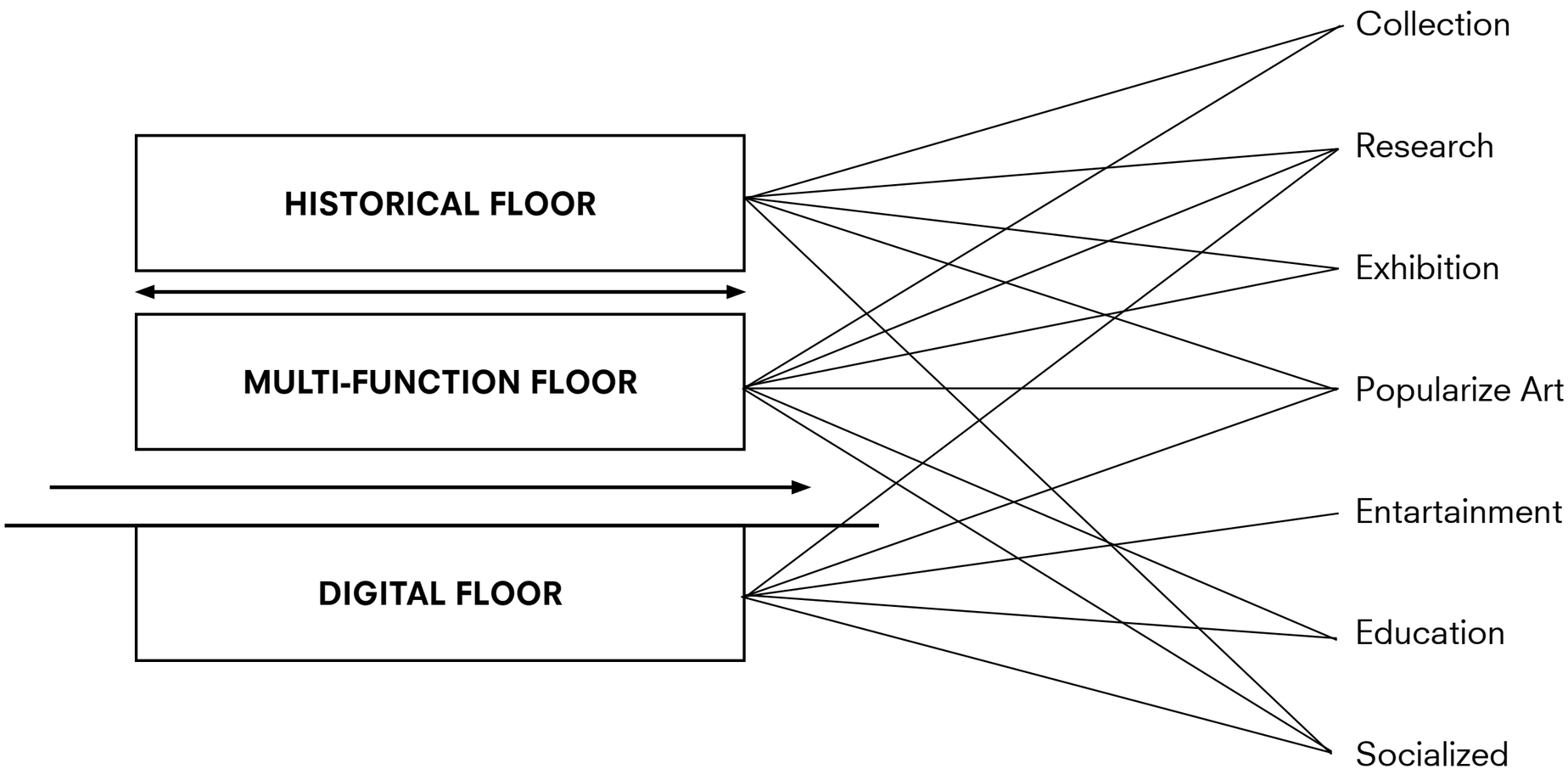
Fluid



Interlocking



Interleaved

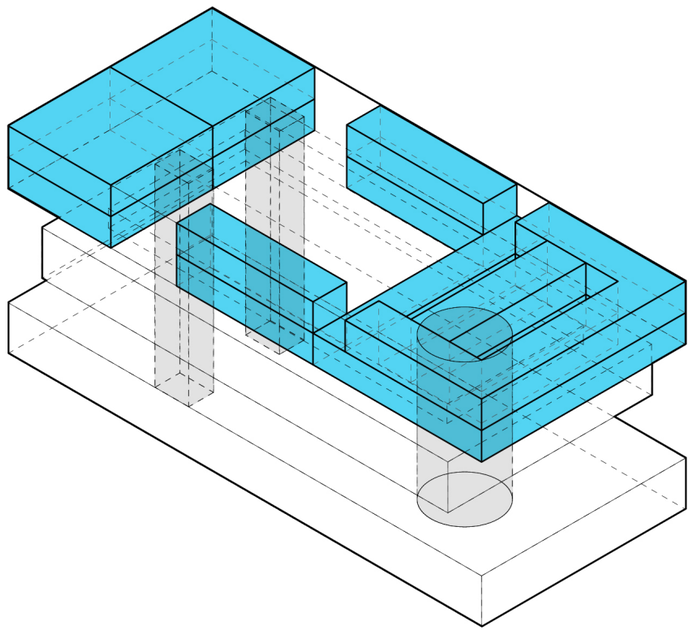

HISTORICAL FLOOR
MULTI-FUNCTION FLOOR
DIGITAL FLOOR
Collection
Research
Exhibition
Popularize Art
Entartainment
Education
Socialized

Collection

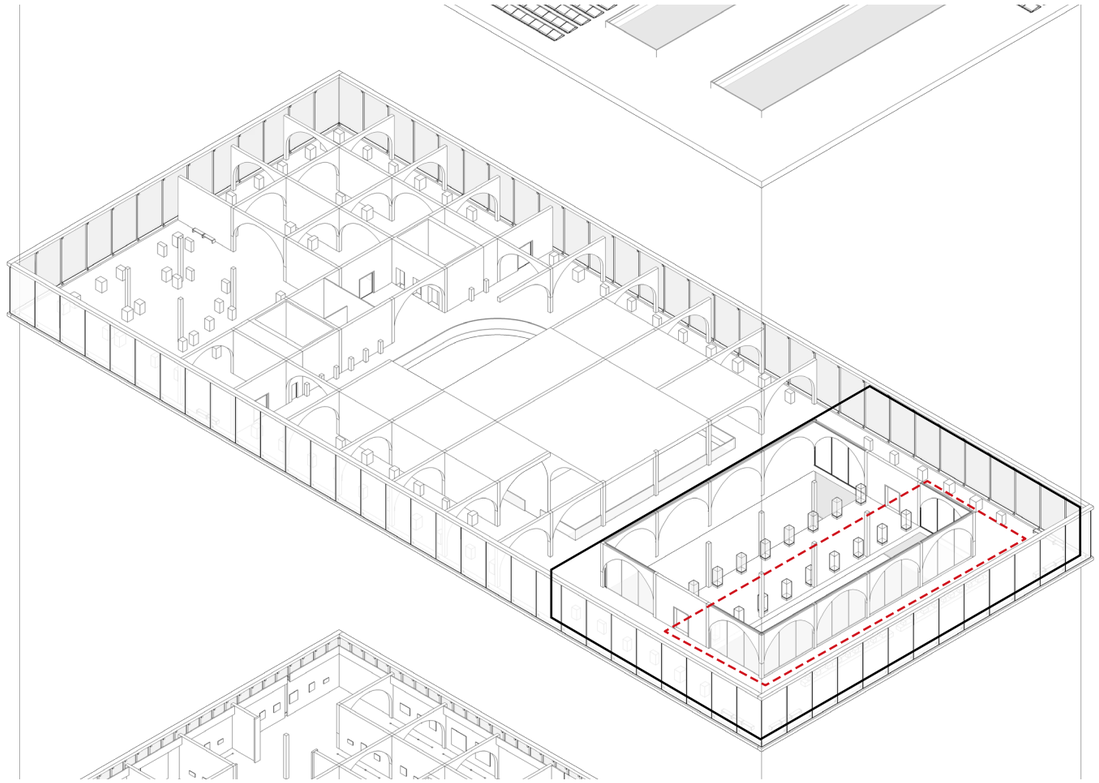
Research

Exhibition

Popularize Art

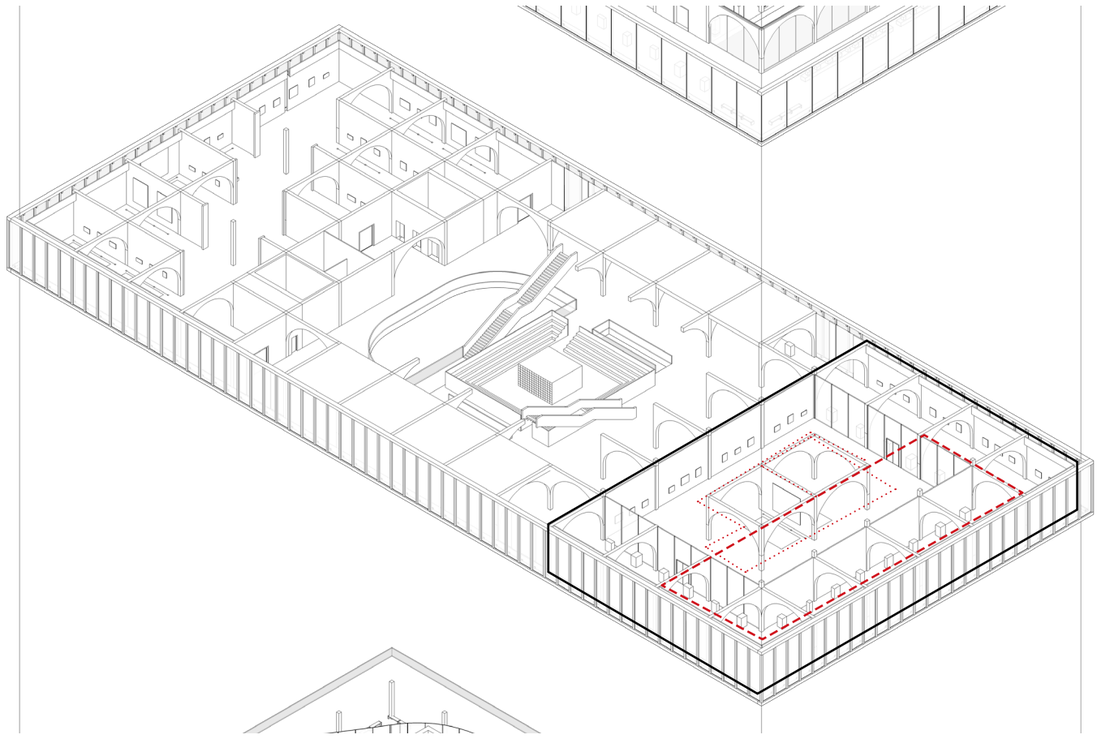


Exhibition Space - Historical Floor



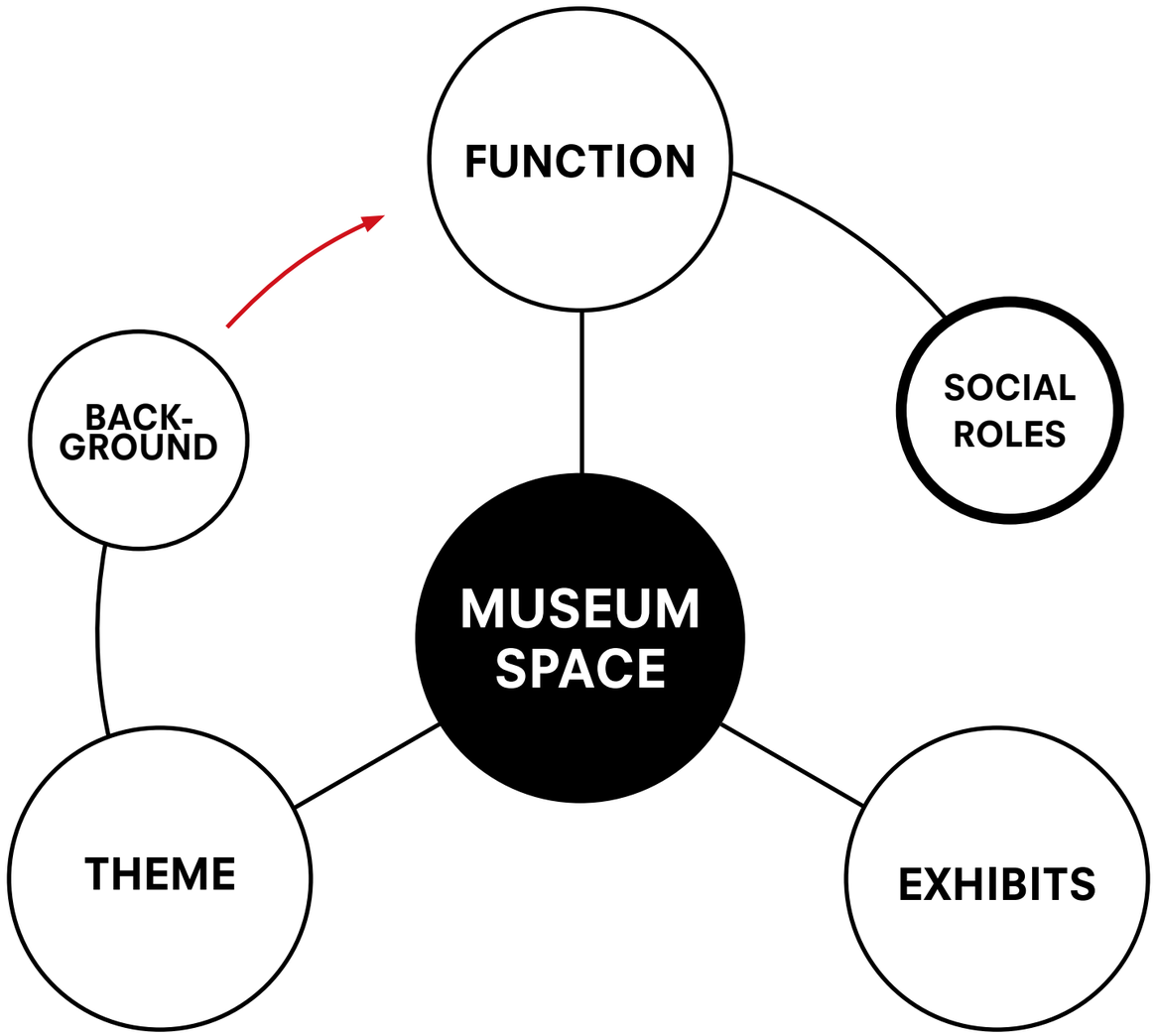


Historical Space, 5th Floor





Historical Space, 4th Floor


FUNCTION
BACK-
GROUND
SOCIAL
ROLES
MUSEUM
SPACE
THEME
EXHIBITS

Classic Period



The Modern Period



PROPERTY — Private → Public

FUNCTION — Collection · Research · Exhibition · Popularize Art · Entertainment · Education

COLLECTION — Painting · Sculpture · Cultural · Relic · Photography · Installation · Video

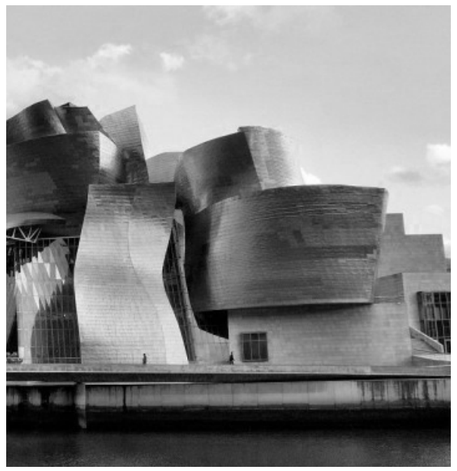
ROLE OF MUSEUM

RIJKSMUSEUM



1885

BILBAO MUSEUM



1997

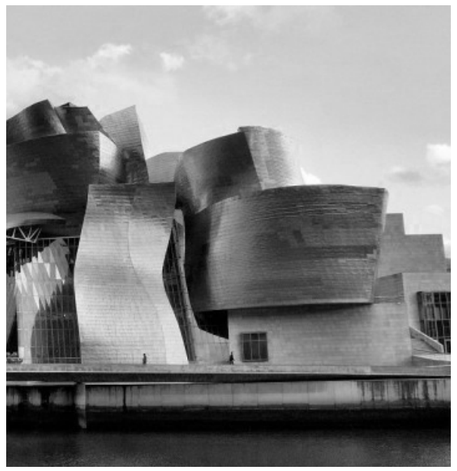
ROLE OF MUSEUM

HISTORICAL



Version 1.0

COMMERCIAL



Version 2.0

ROLE OF MUSEUM

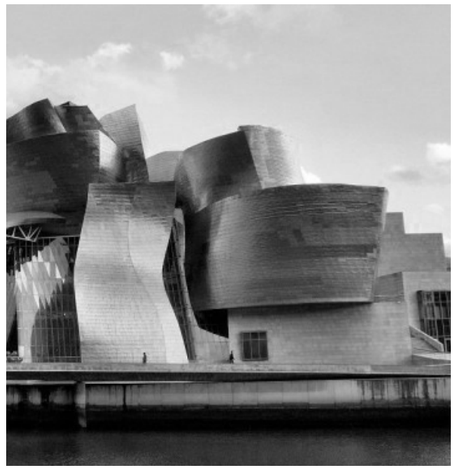
HISTORICAL



Version 1.0

→

COMMERCIAL



Version 2.0

→

EDUCATIONAL



Version 3.0

ROLE OF MUSEUM

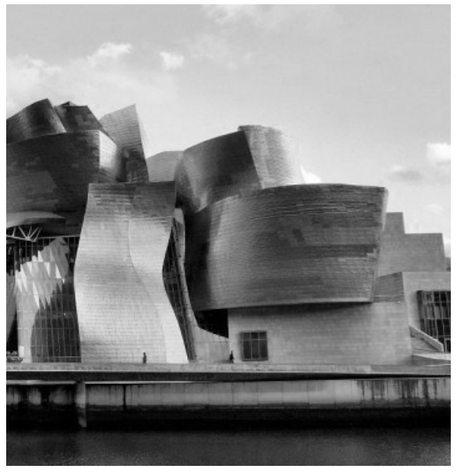
HISTORICAL



Version 1.0

→

COMMERCIAL



Version 2.0

→

EDUCATIONAL



Version 3.0

→

SOCIALIZED



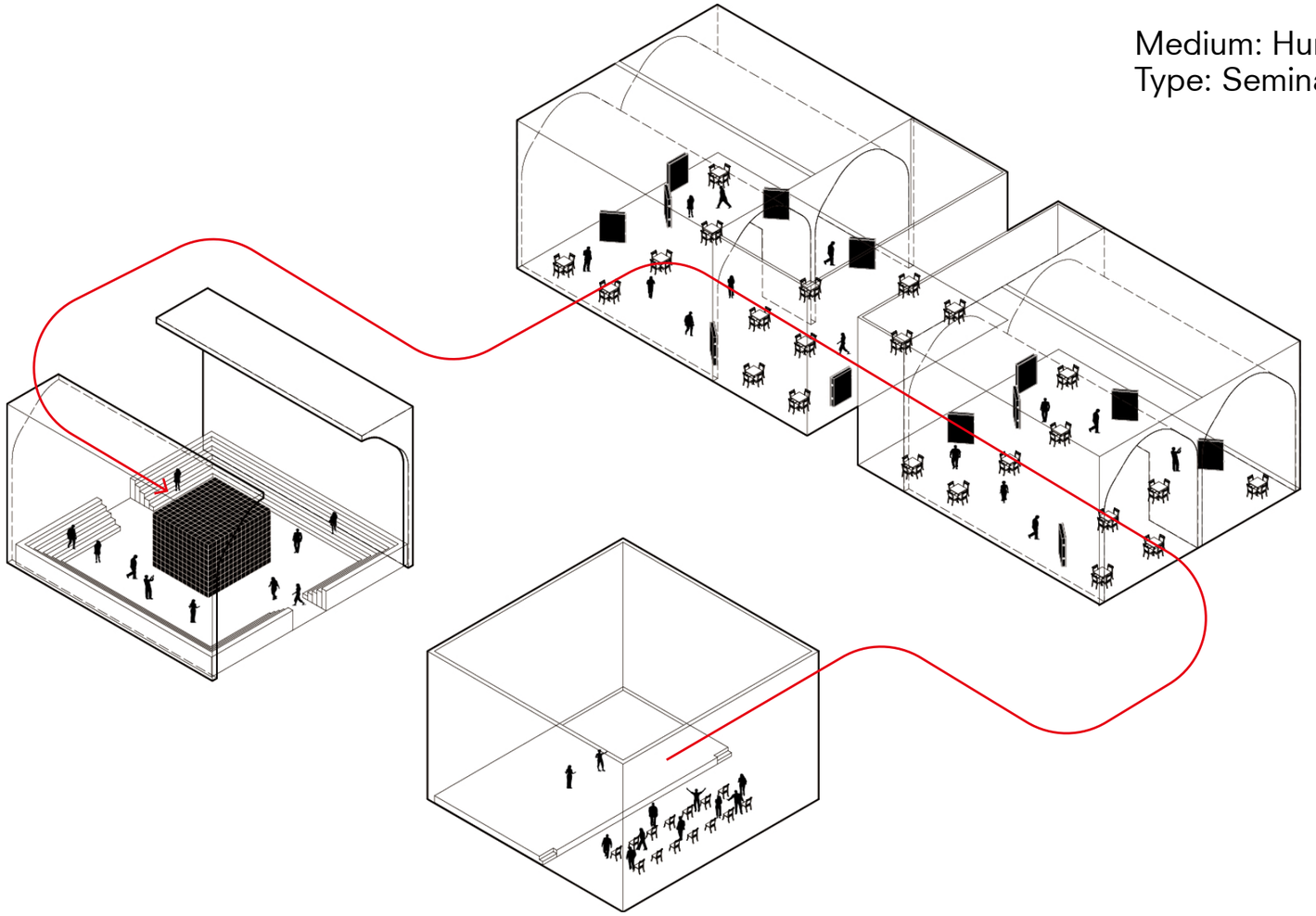
Version 4.0

SOCIALIZED SPACE



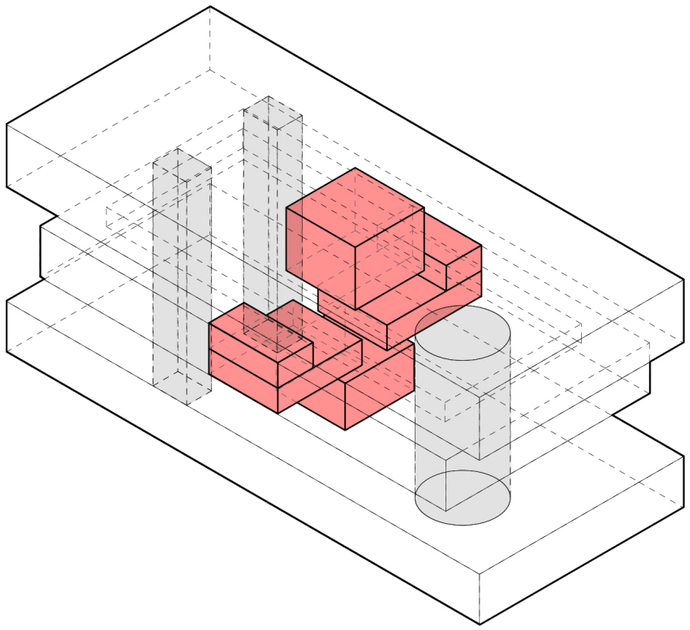
The implications for the social functioning of the museum, meaning the relations among visitors. By connecting spaces, buildings produce bond relations, so as to allow communication and encourage encounters between individuals or groups.

Medium: Digital cube
Type: Broadcast; Display

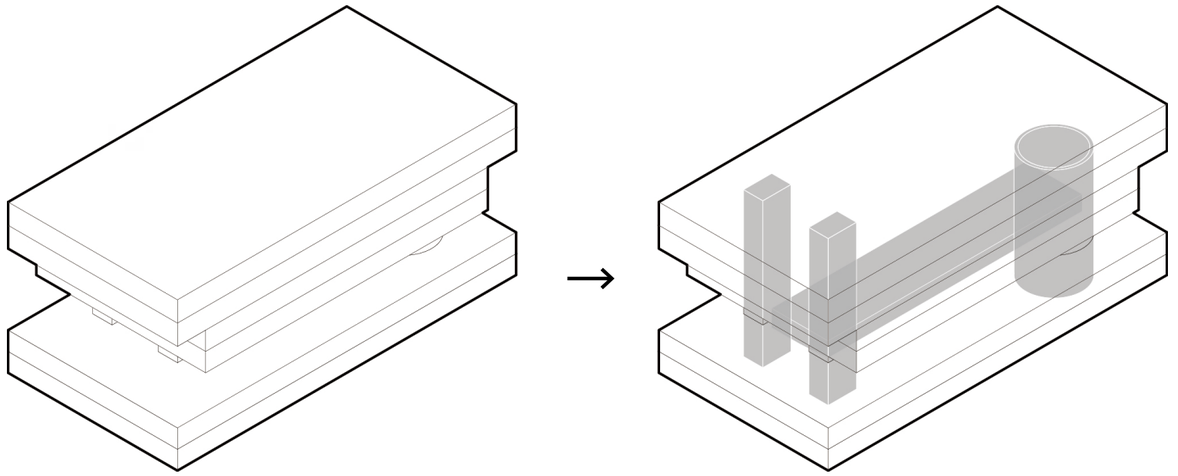


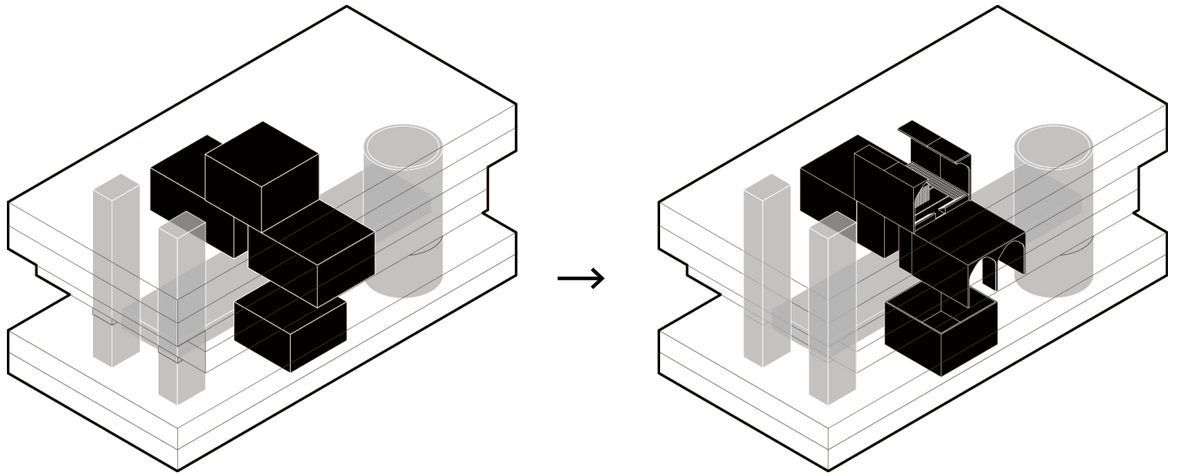
Medium: Human; Screen
Type: Seminar; Broadcast

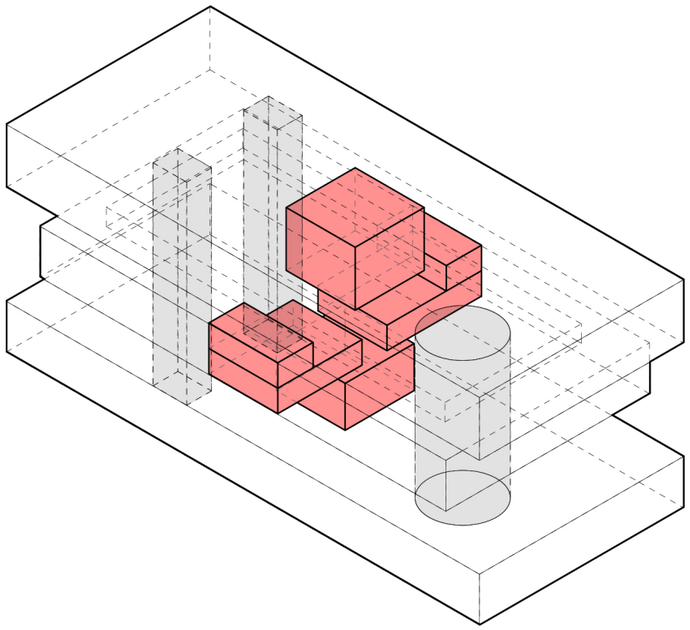
Medium: Human
Type: Speech; Seminar

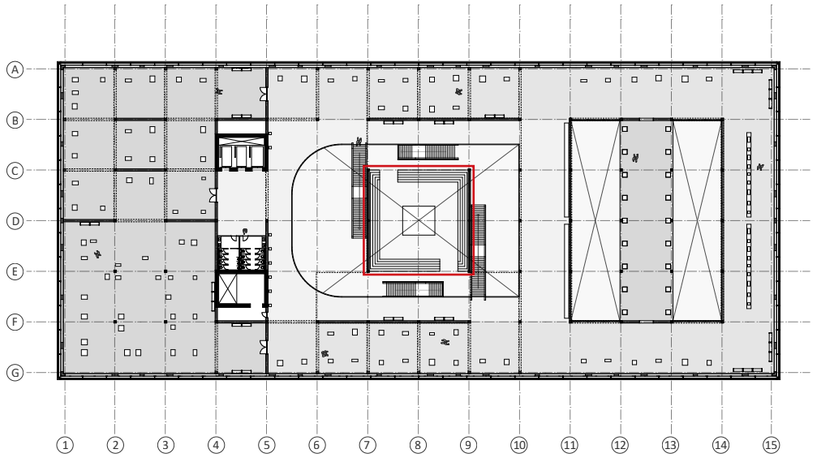


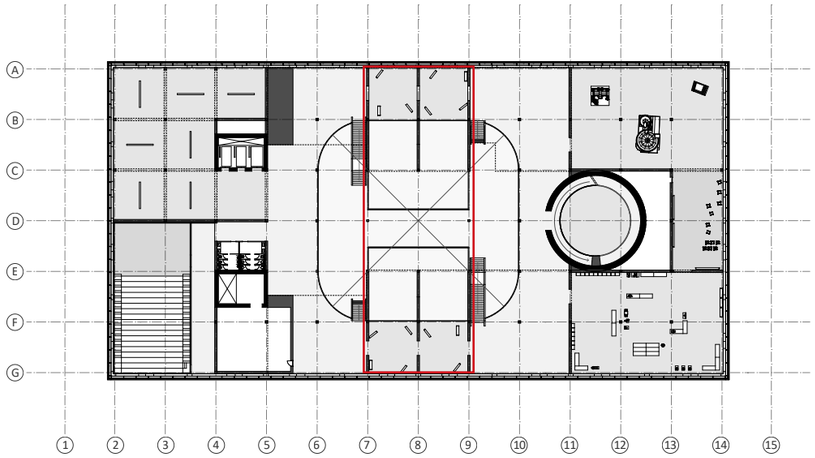
Socialized Space-Each exhibition space



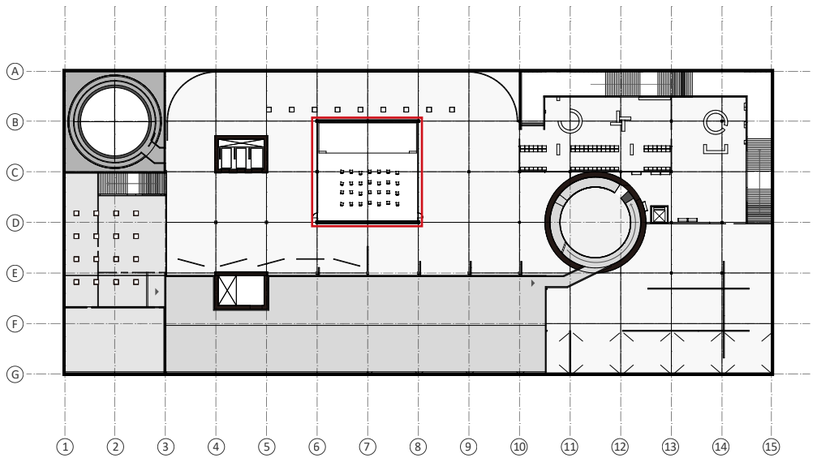


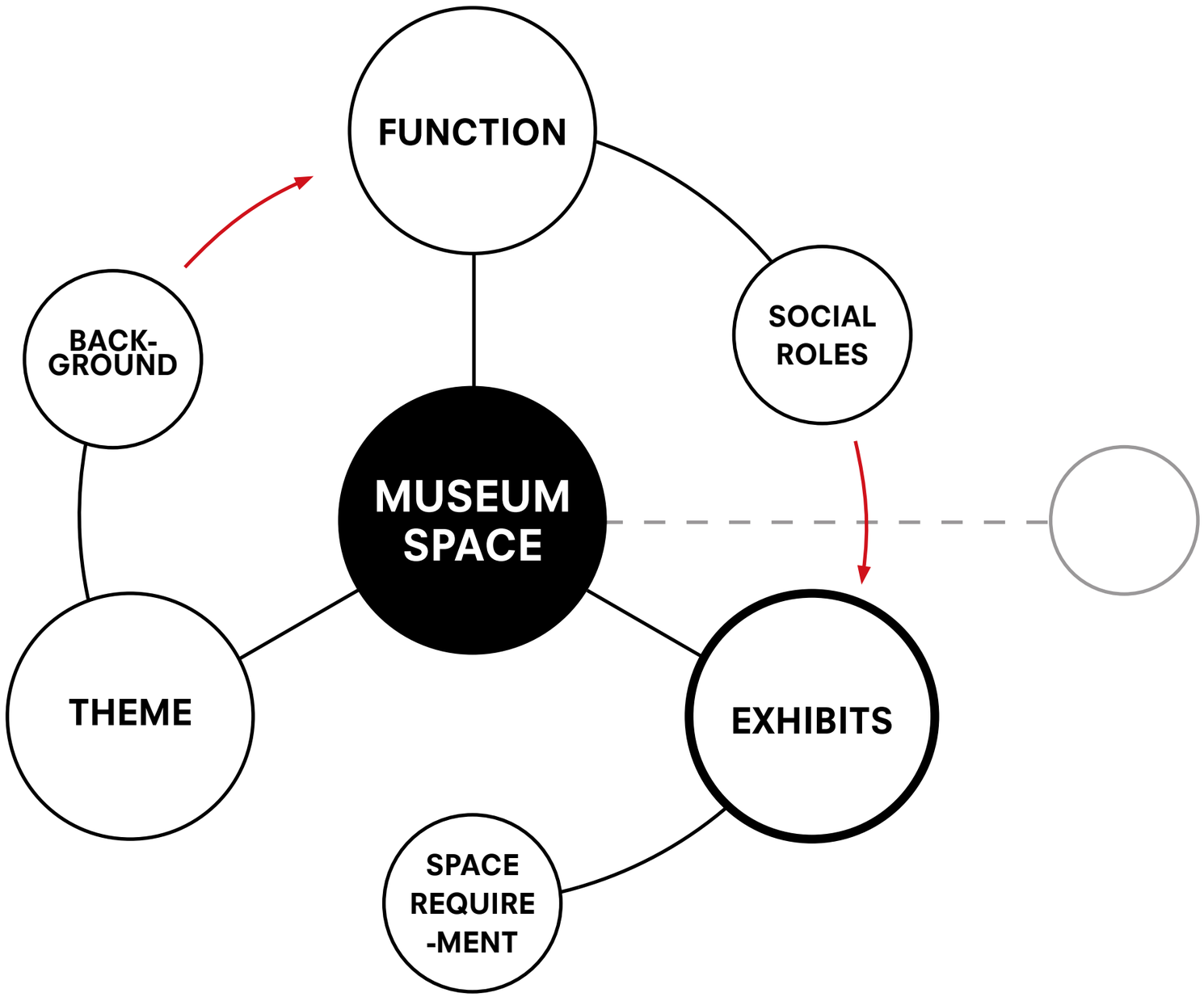






Socialized Space-Each exhibition space




FUNCTION
BACK-
GROUND
SOCIAL
ROLES
MUSEUM
SPACE
THEME
EXHIBITS
SPACE
REQUIRE
-MENT

Classic Period



Post-Digital Period



PROPERTY — Private → Public

FUNCTION — Collection, Research, Exhibition, Popularize Art, Entertainment, Education, **?**

COLLECTION — Painting, Sculpture, Cultural, Relic, Photography, Installation, Video

Video Projection, Hologram, AR, VR

2017 ART POWER 100

This year's most influential people in the contemporary artworld

1 Hito Steyerl

Film/Video	(21)
Installation	(2)
Prints	(2)

2 Pierre Huyghe

Performance Art	(12)
Film/Video	(9)
Installation	(6)
Photography	(3)
Sculpture	(1)
Work on Paper	(1)

3 Wolfgang Tillman

Photography	(59)
Prints	(27)
Work on Paper	(2)
Painting	(1)

4 Ai Weiwei

Sculpture	(76)
Installation	(30)
Photography	(27)
Design	(16)
Prints	(15)
Performance Art	(4)
Work on Paper	(4)
Painting	(3)
Film/Video	(2)
Jewelry	(2)

5 Joan Jonas

Work on Paper	(74)
Film/Video	(15)
Performance Art	(13)
Photography	(8)
Drawing	(7)
Prints	(7)
Installation	(6)
Sculpture	(2)
Painting	(1)

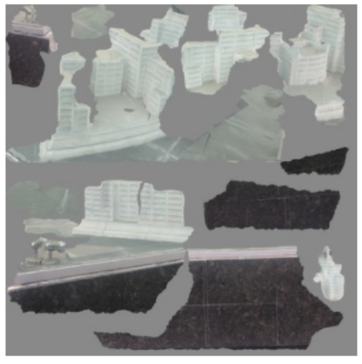
Film/Video 4

Installation 4

Photography 4



Hito Steyerl
Factory of the Sun, 2015
"Dreamlands: Immersive Cinema and Art, 190…



Hito Steyerl
Gosprom, For Parkett 97, 2015
Parkett



Pierre Huyghe
A Journey that Wasn't, 2008
Marian Goodman Gallery
Contact gallery



Pierre Huyghe
Mating, 2015
Marian Goodman Gallery
Contact gallery



Ai Weiwei
"Eye" Bag, 1988
Ethan Cohen New York
Contact gallery



Ai Weiwei
Fairytale - 1001 Chairs, 2007
Phillips
Auction closed

Performance Art 3

Sculpture 3

Painting 3



Hito Steyerl
Factory of the Sun, 2015
MOCA, Los Angeles



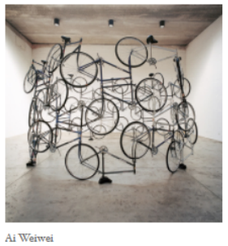


Pierre Huyghe
Players (The Host and the Cloud 2009-2010), 2…
Taro Nasu



Pierre Huyghe
Silent Score, 1997
Beirut Art Center

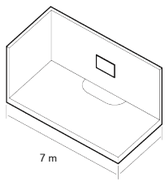


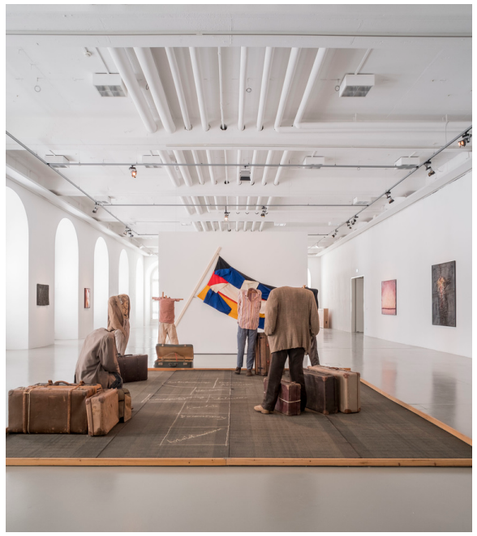


Ai Weiwei
Forever, 2003
Museum Ludwig

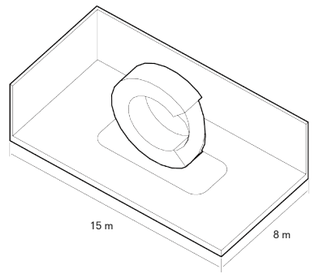


Painting



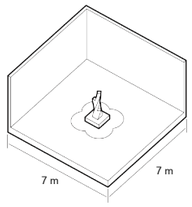


Art Installation



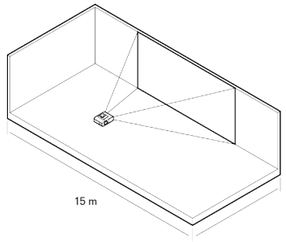


Sculpture

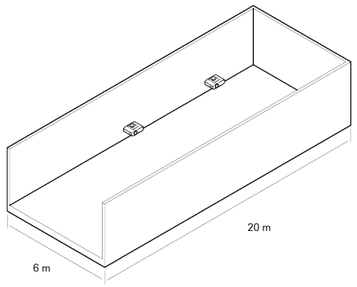




Video Projection

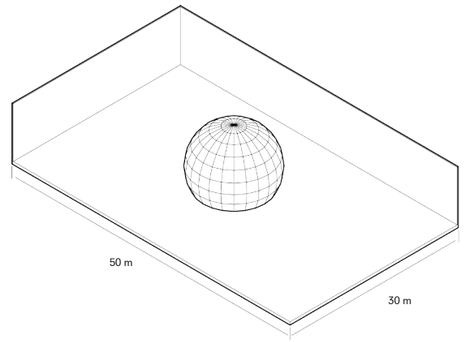






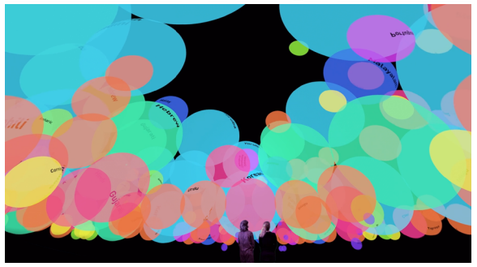
Interactive Digitalization

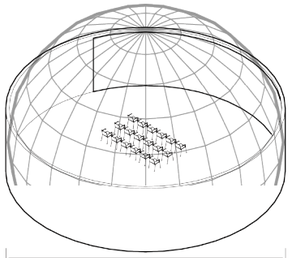




Immersive Digital Mass







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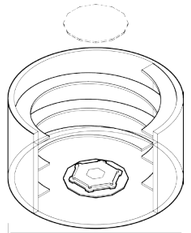

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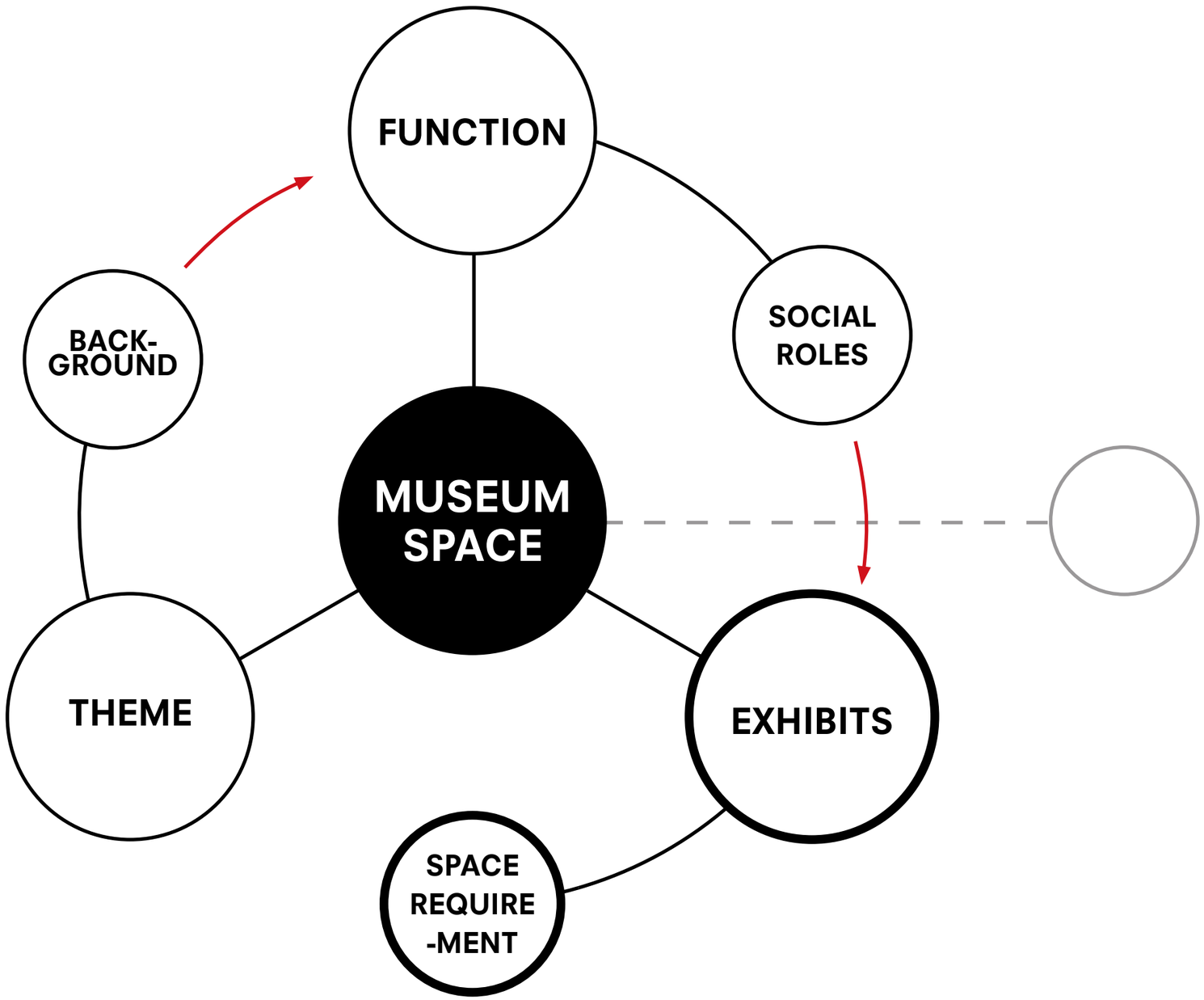
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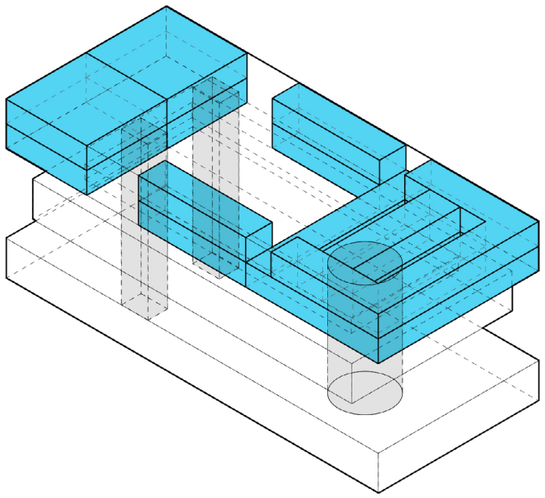

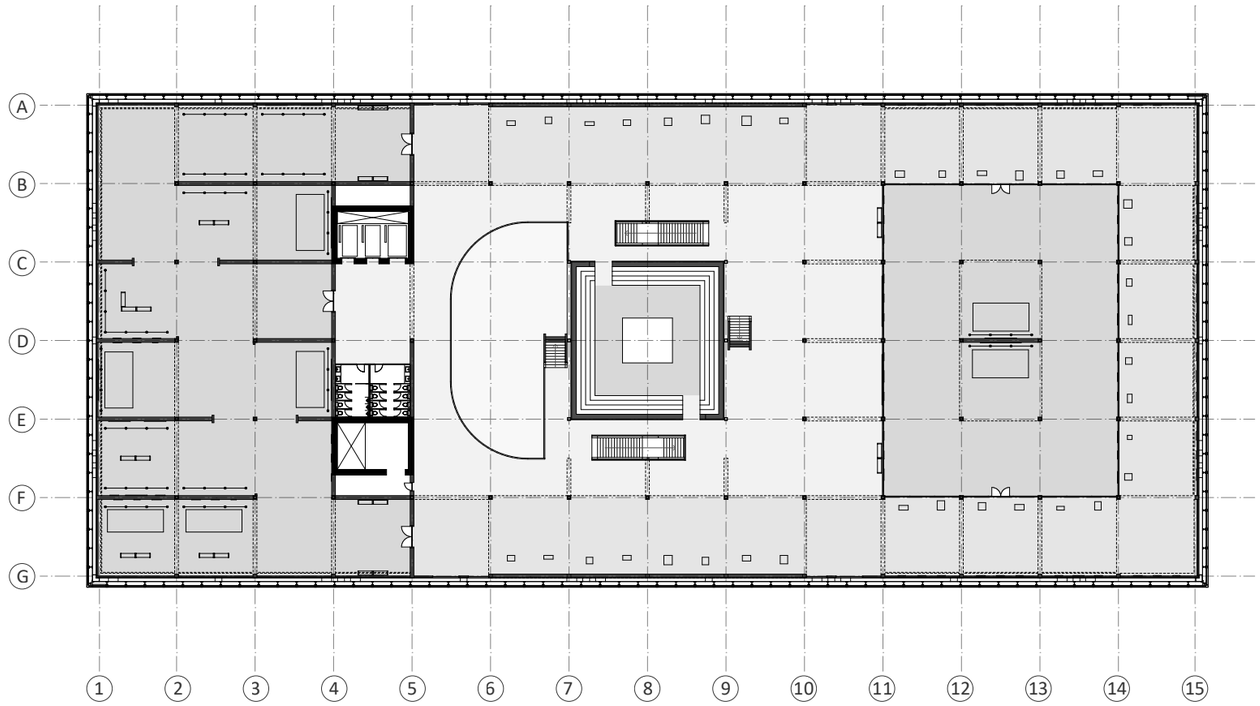
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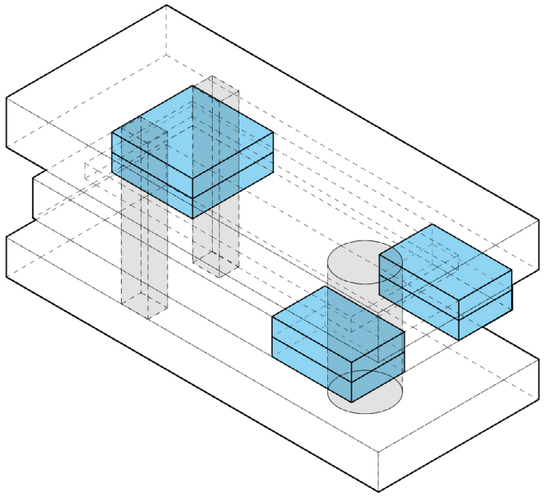

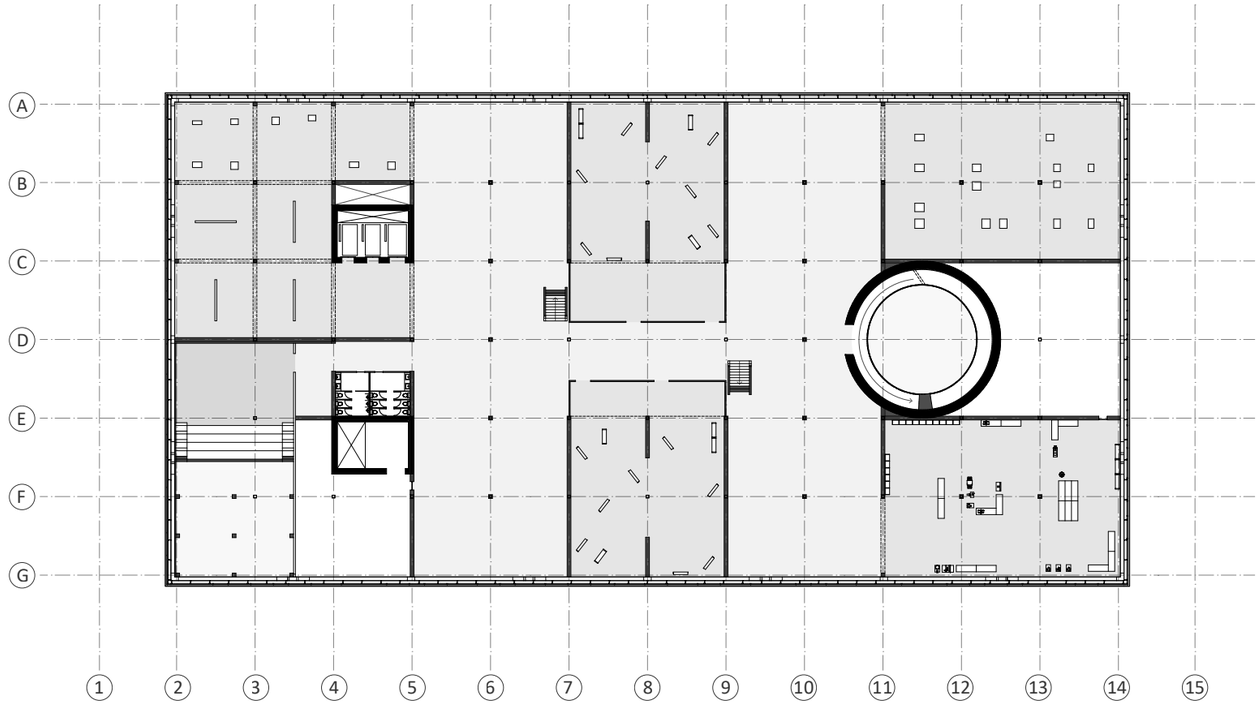
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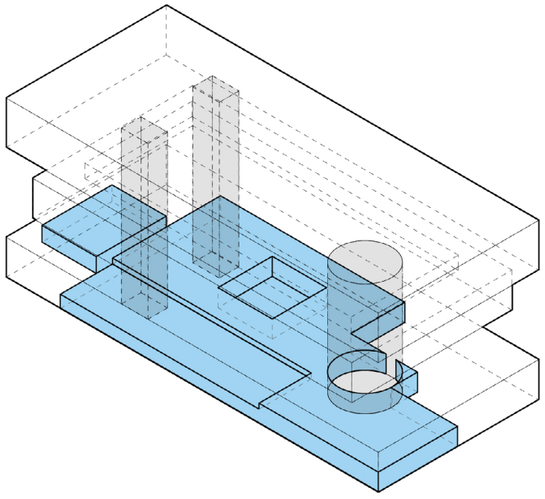

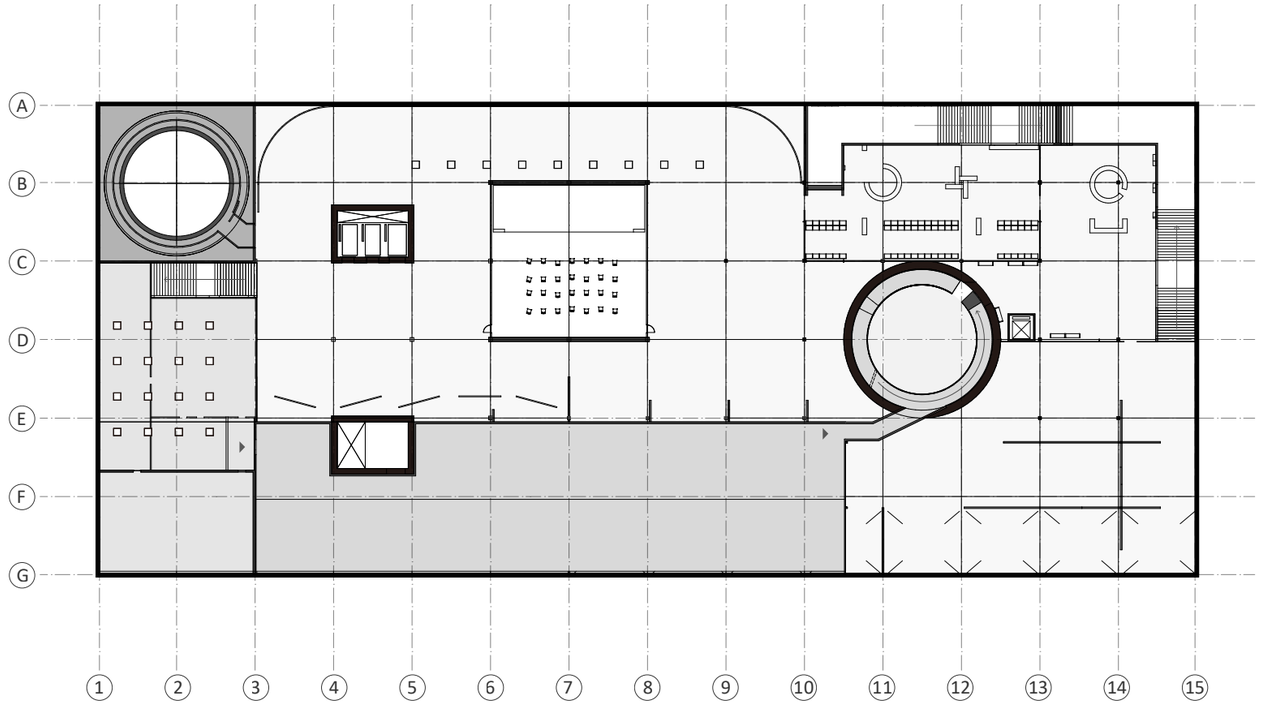
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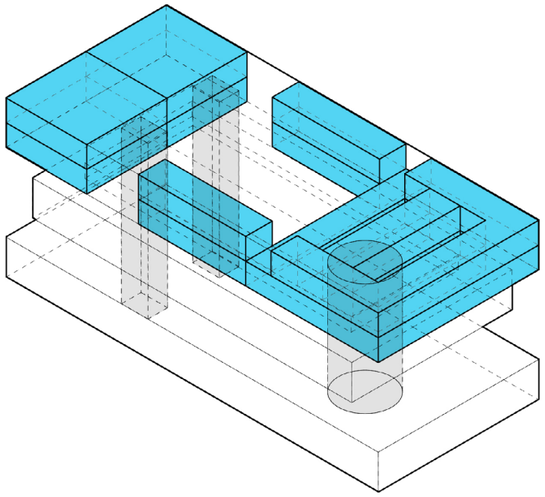

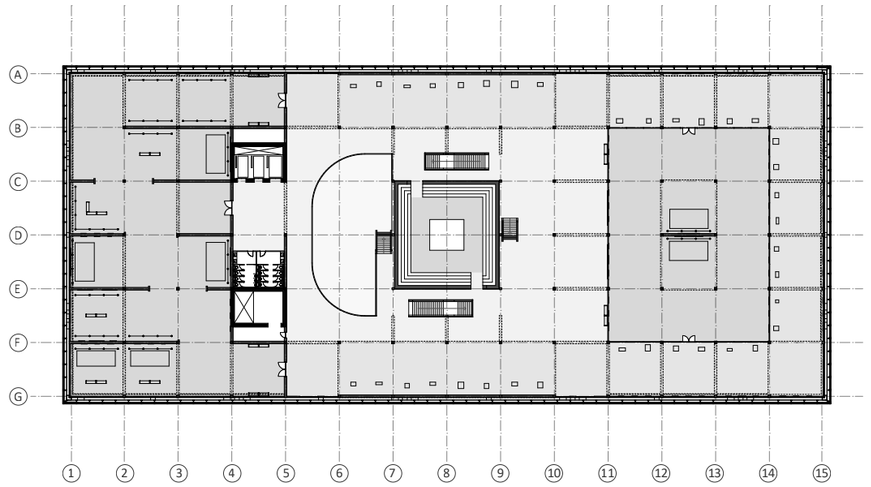

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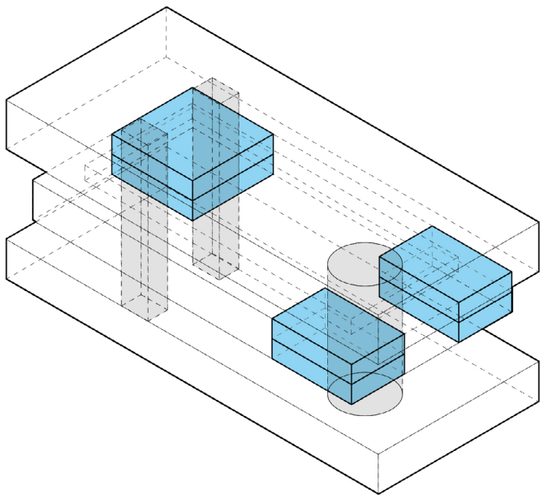

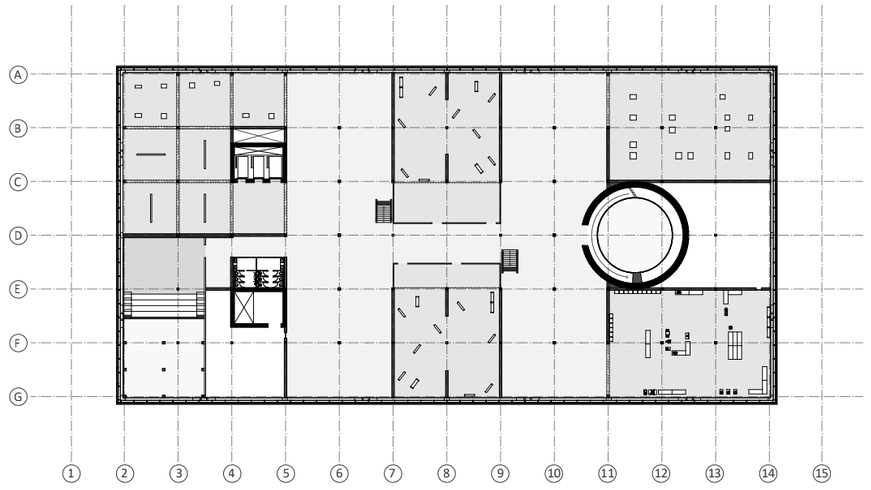

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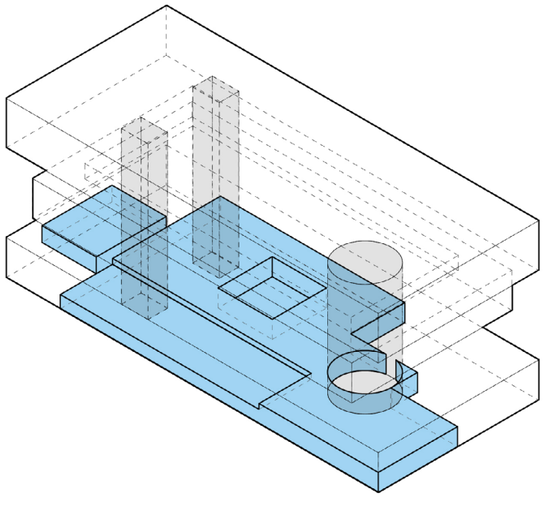
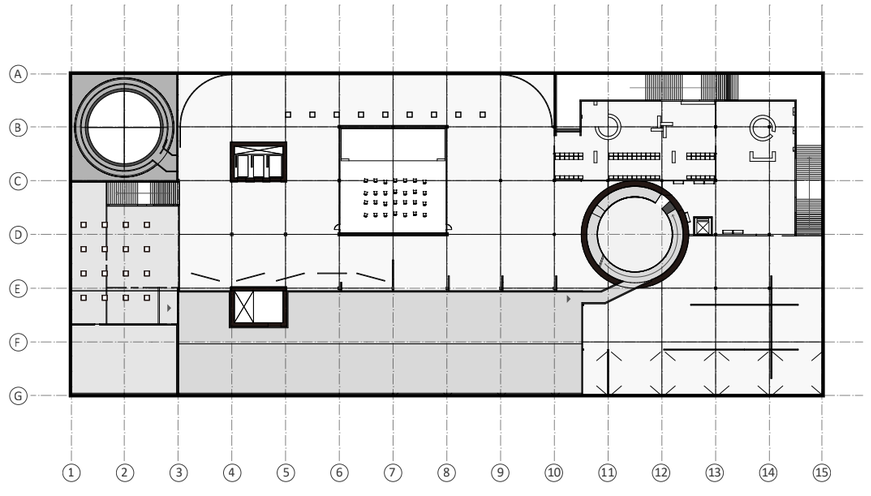
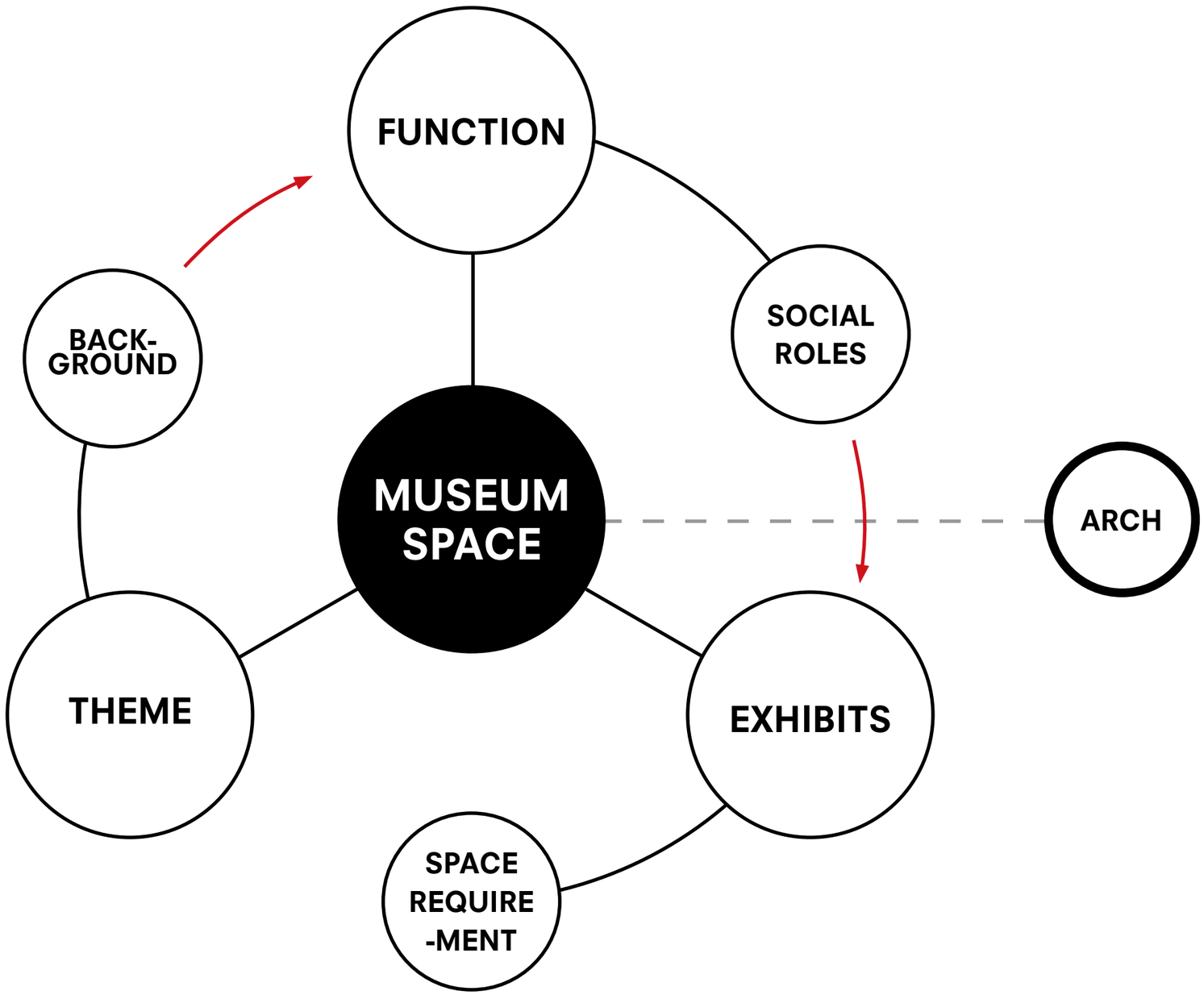




Low Density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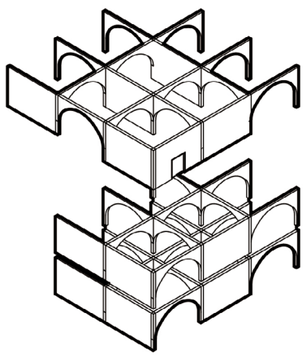
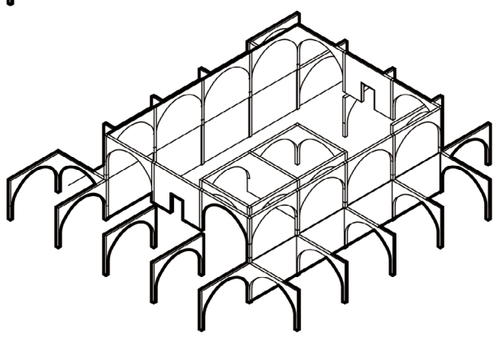
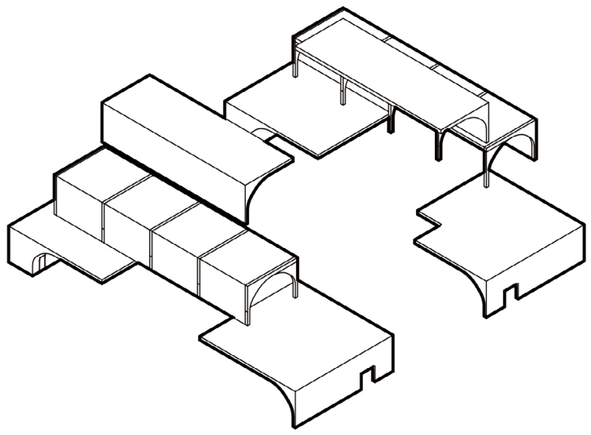
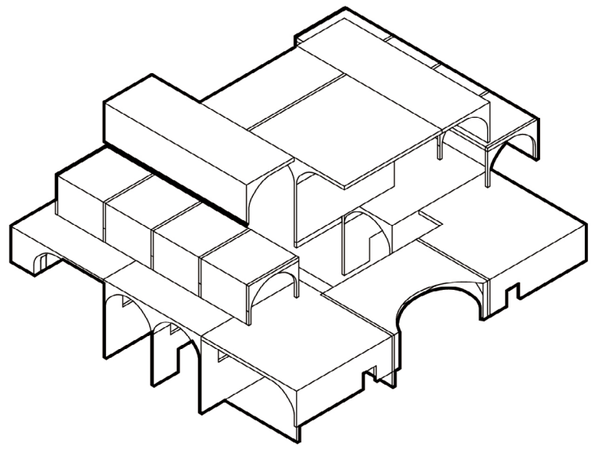
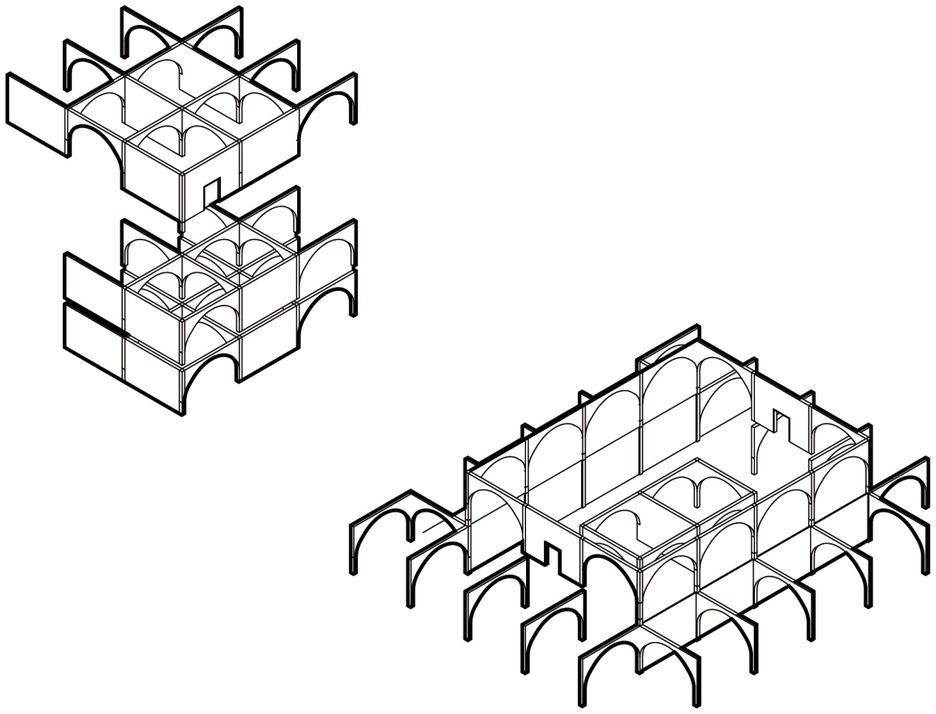








SPACIAL FUNCTION ARCHES



Type 1

Architecture Phenomenology

After the Industrial Era, the main function of architecture tends to satisfied people's functional requirements. In the process, architectures are losing the ability to convey the experiential senses and memories.

Proportions, scales, perceptions. Those elements effect the atmosphere, experience of space, thus influencing the spacial perception of people and their experience and memory of this place.

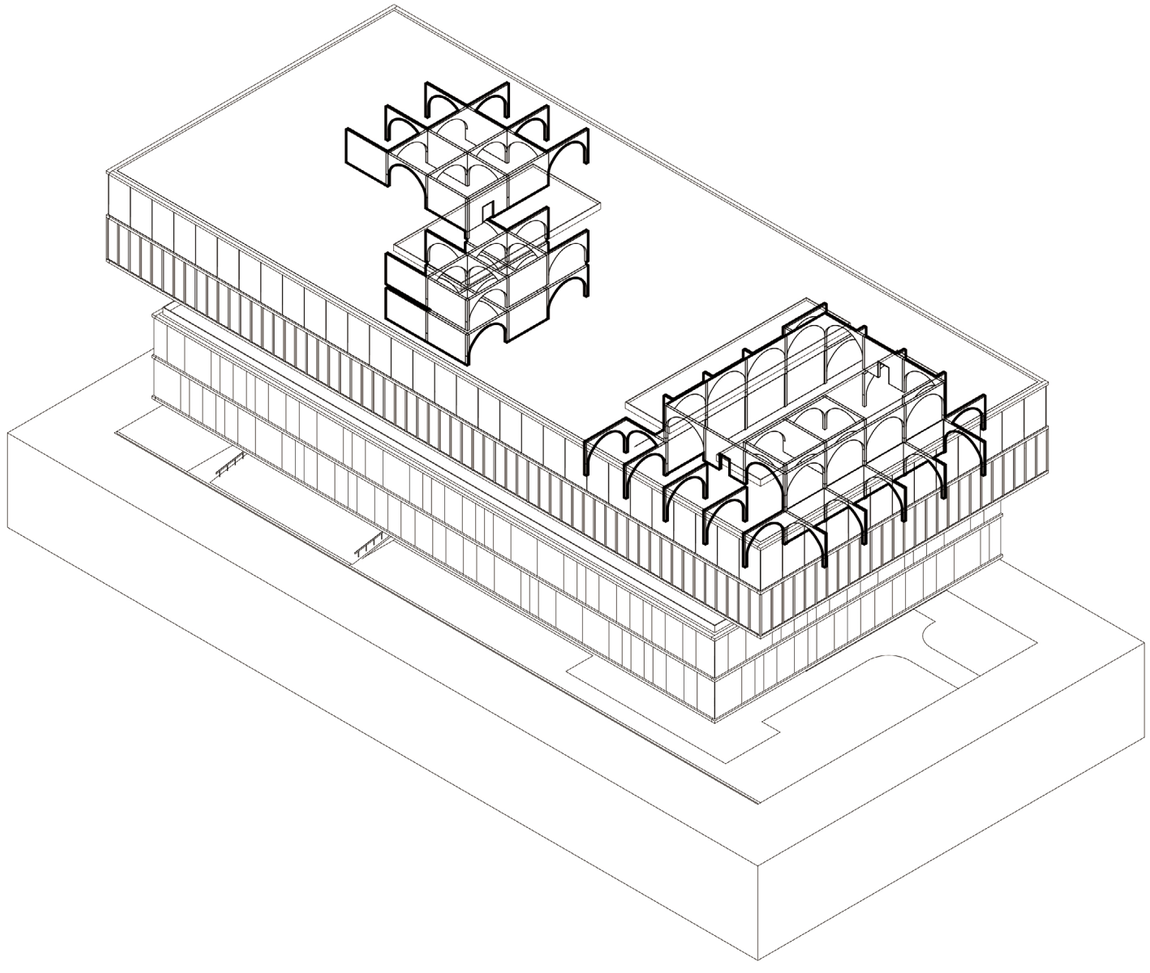




Orsay Museum



Glyptothek Museum

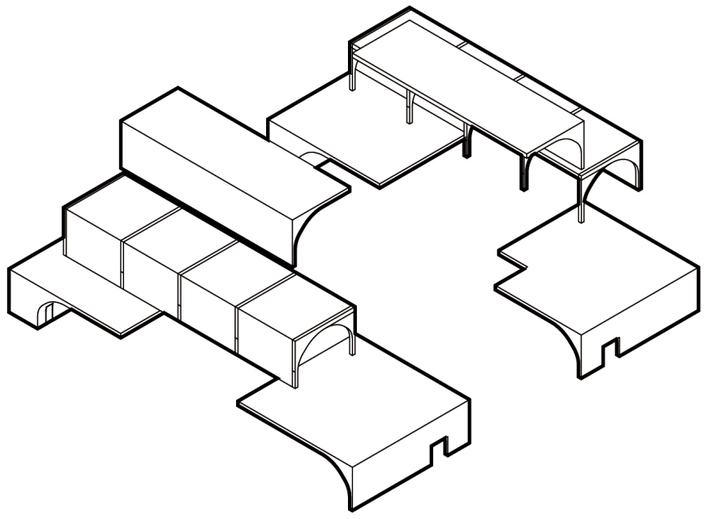




Historical Floor-Corridor

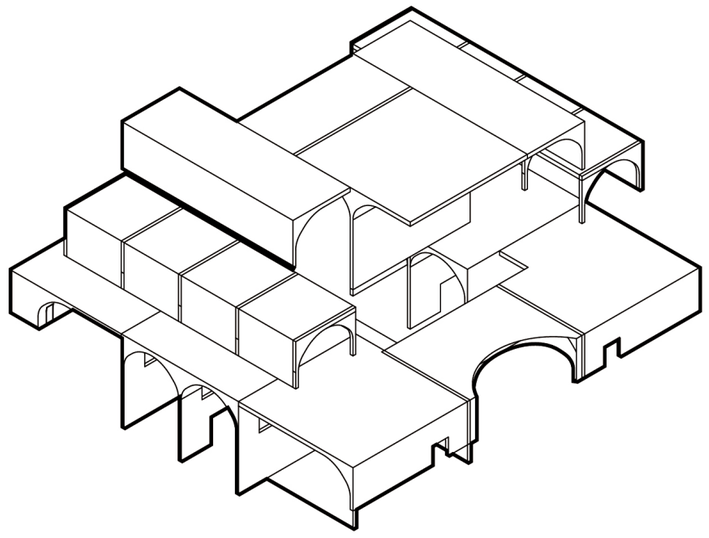


Historical Floor-Exhibition Space



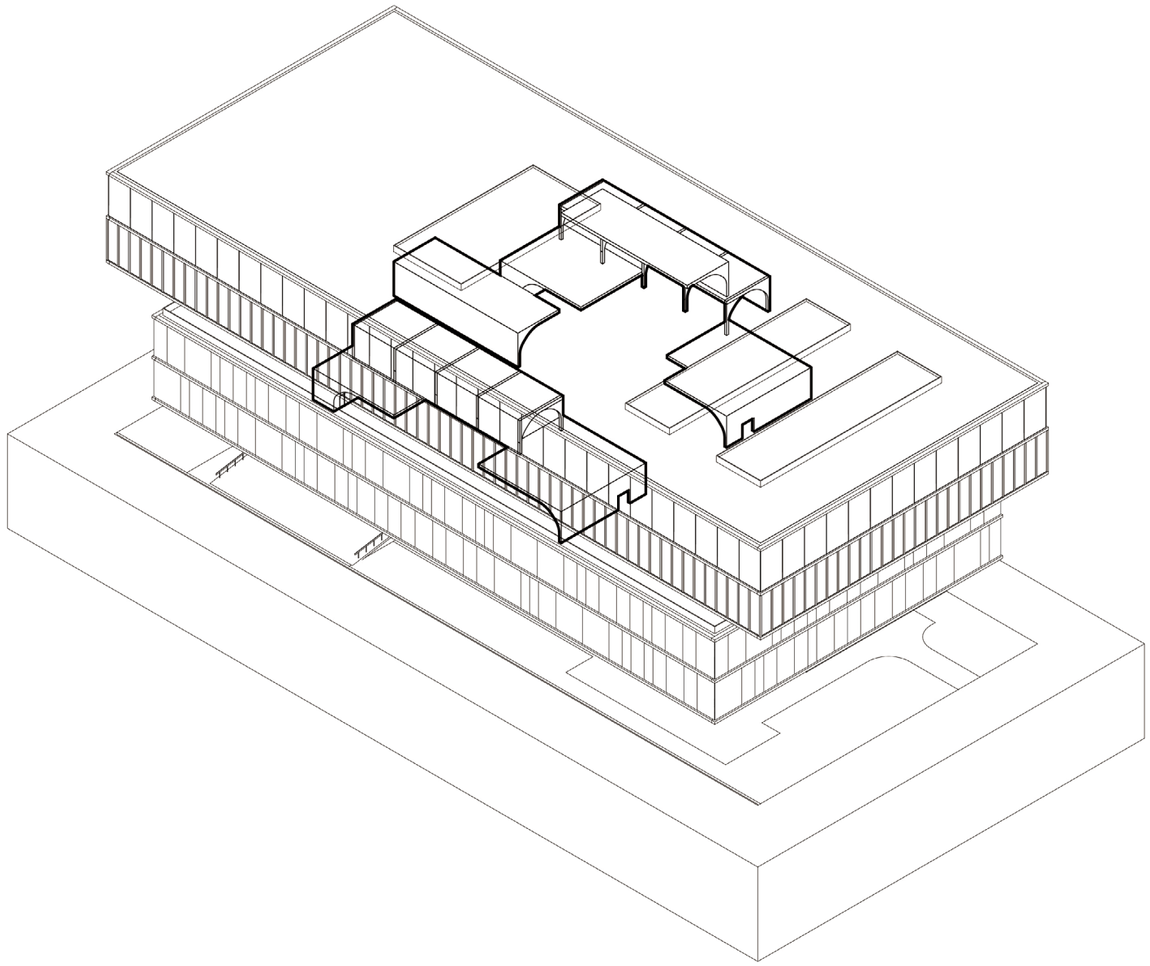
Type 2

Circulation Suggestion



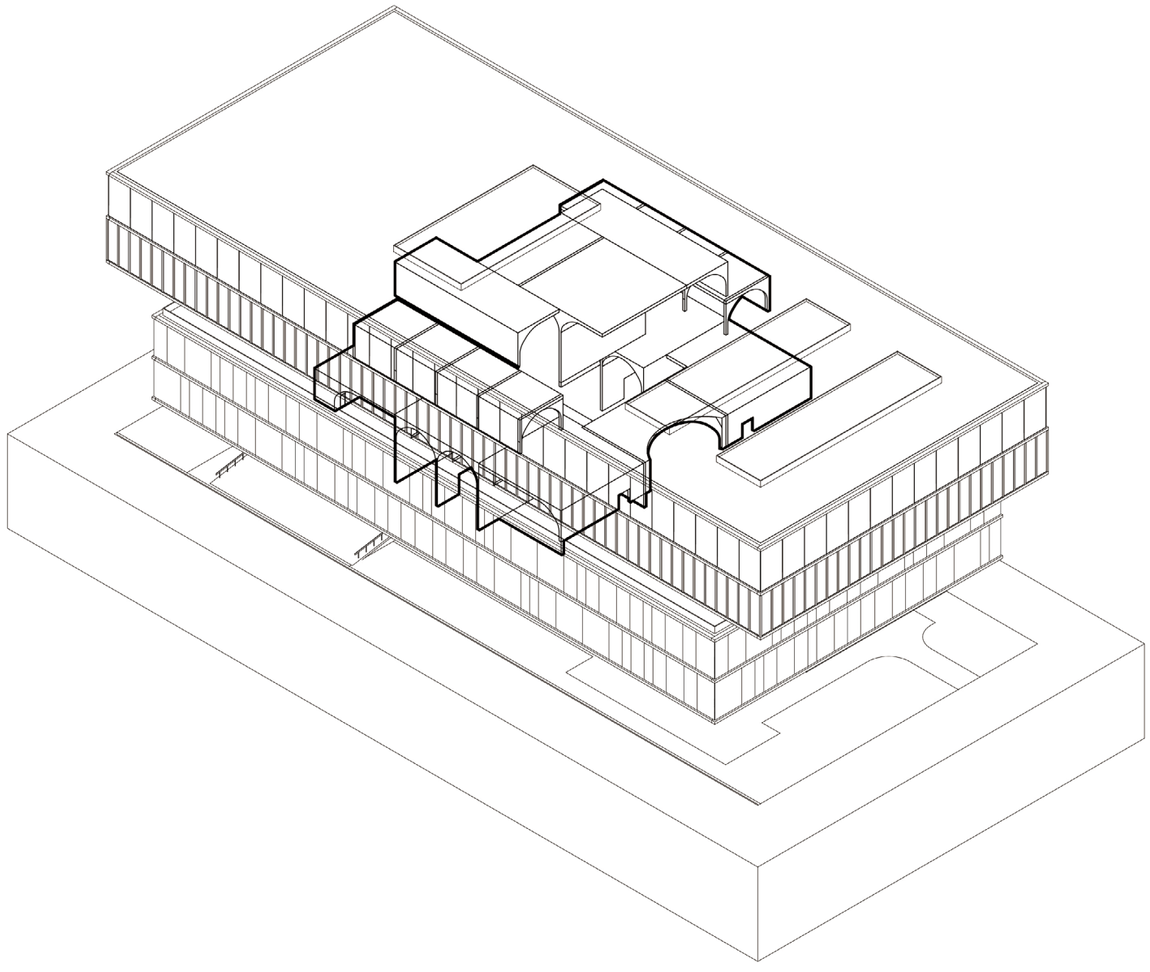
Type 3

Spatial Atmosphere



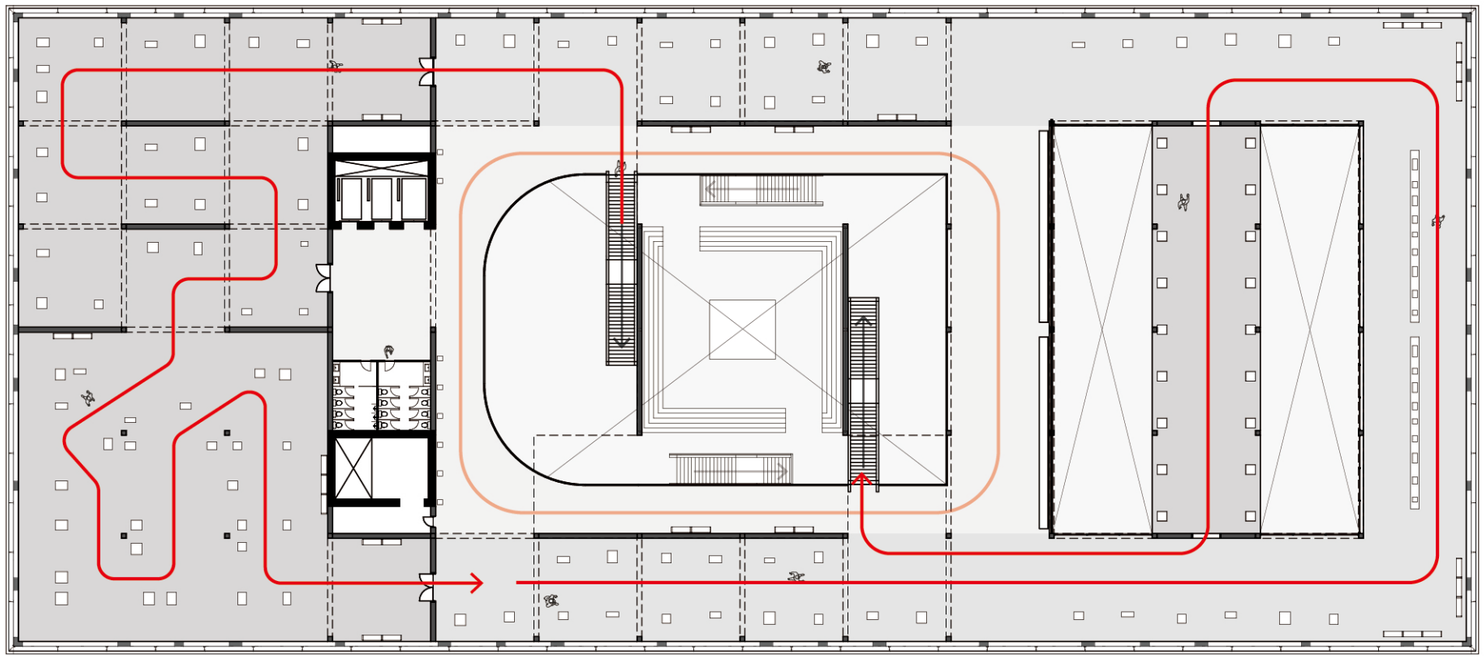




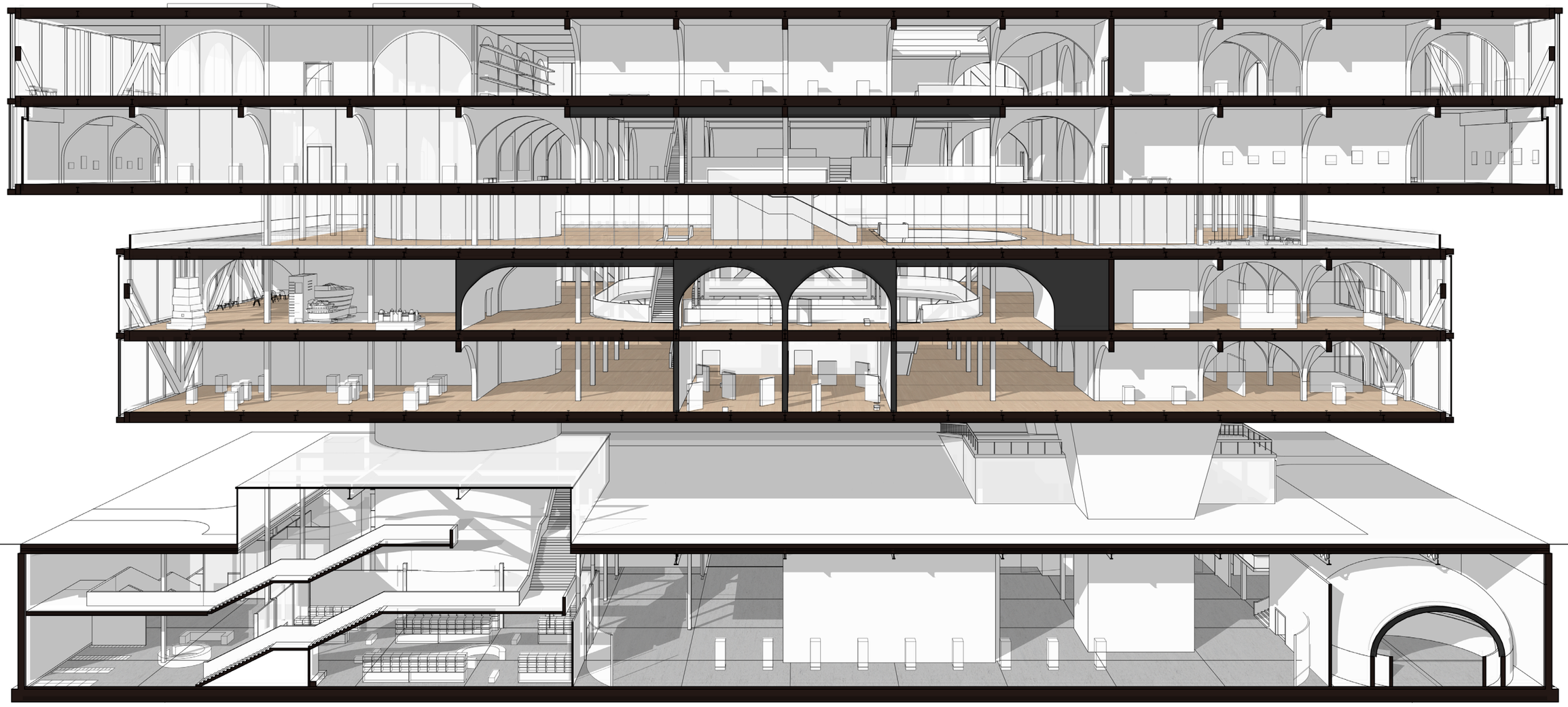




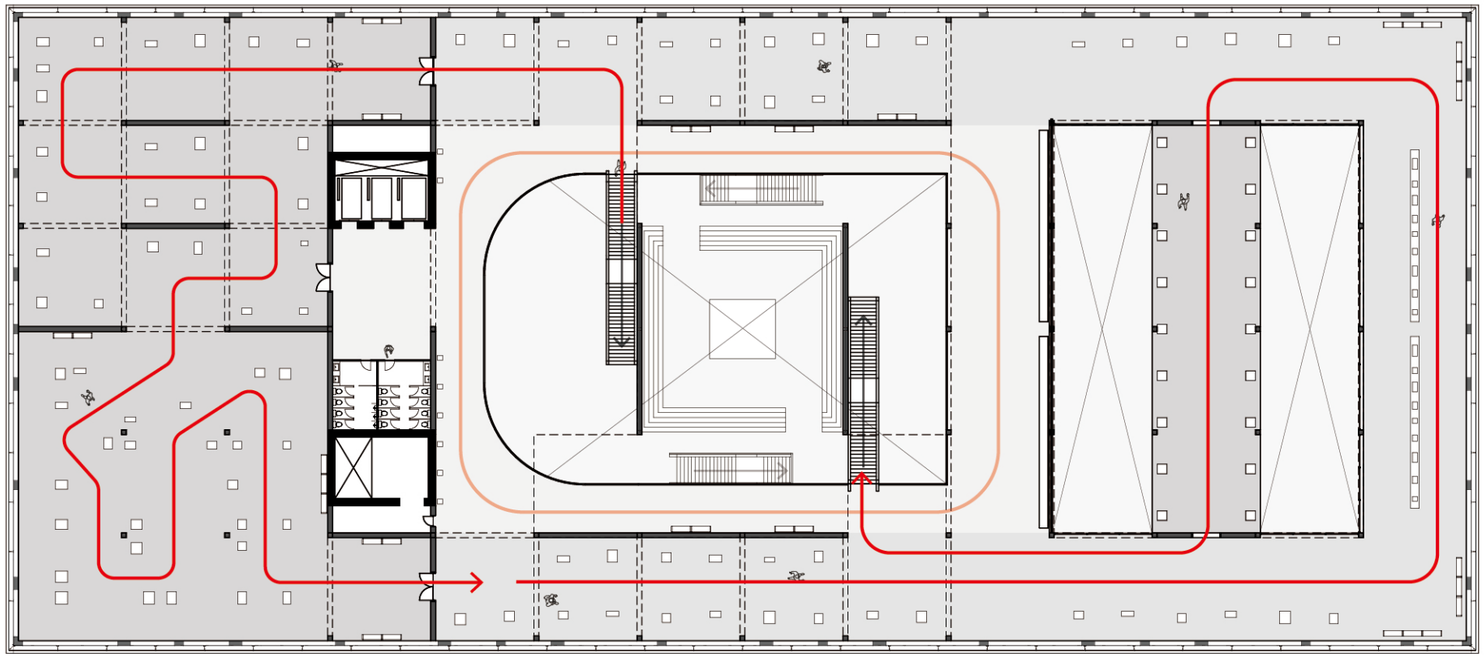




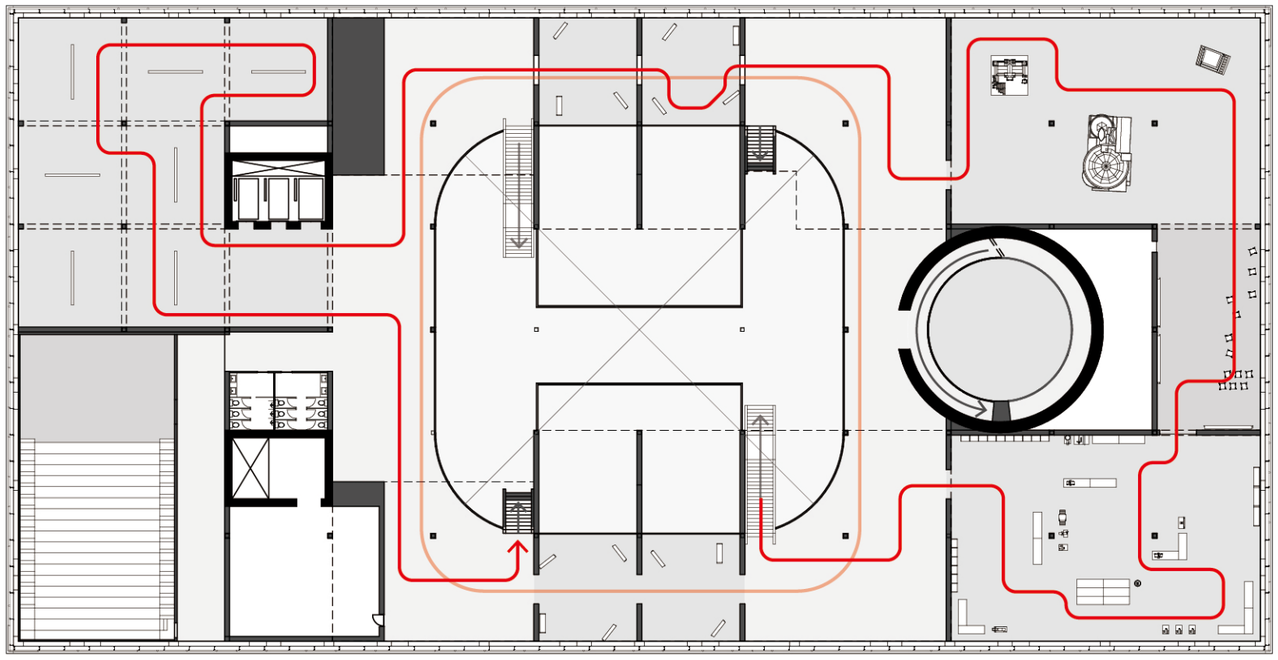
CIRCULATION



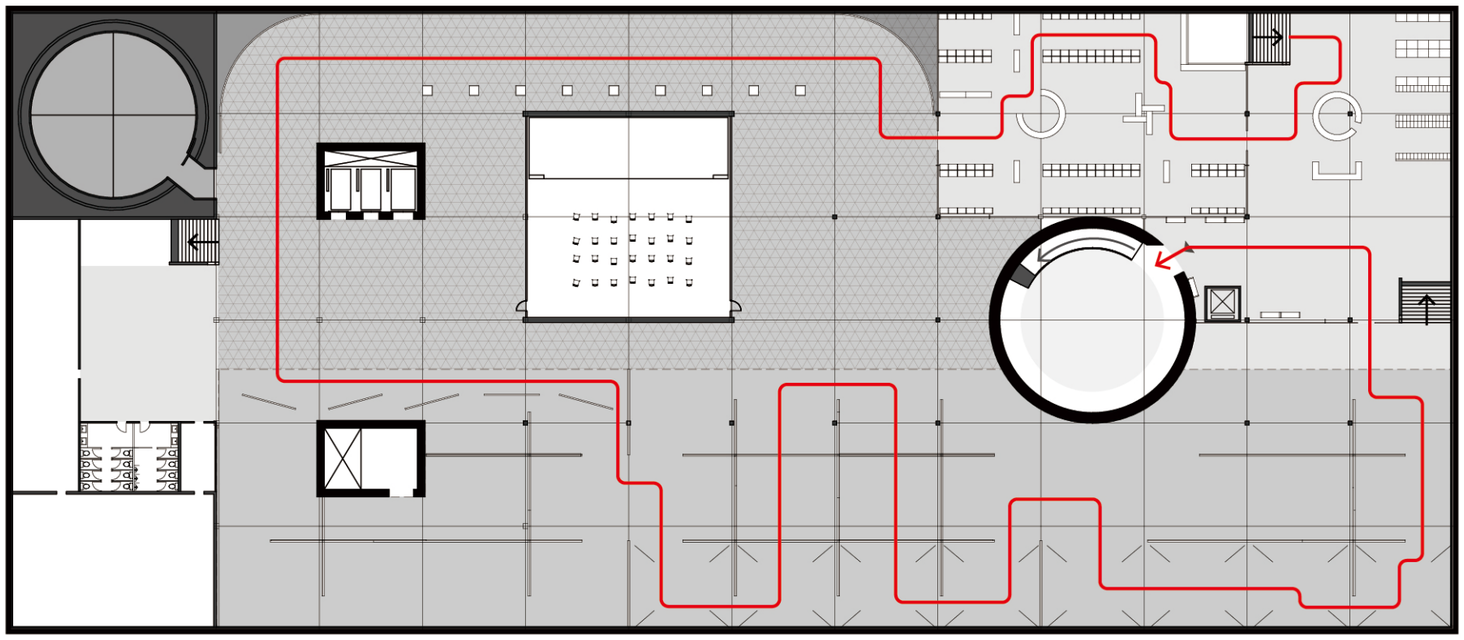
Exhibition Space– – – –Circulation Space– – – –Socialized Space– – – –Circulation Space– – – –Exhibition Space



typical circulation - Historical Floor

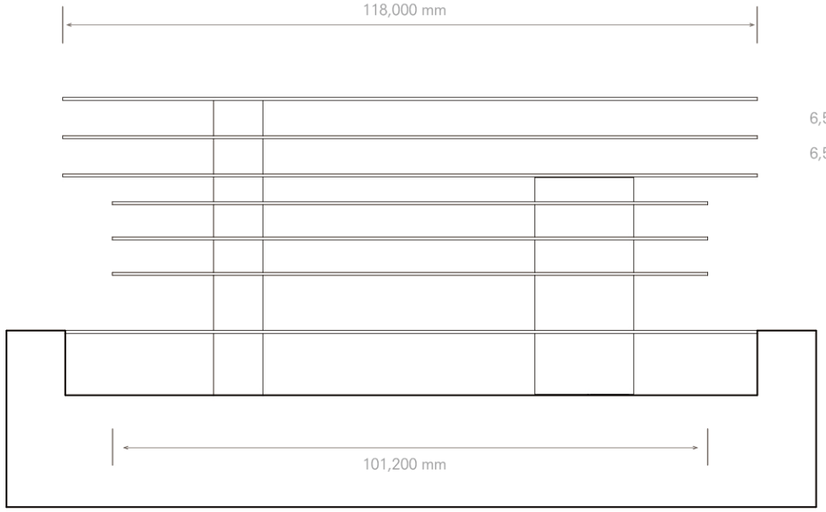


typical circulation - Multi-function Floor



typical circulation - Digital Floor

STRUCTURE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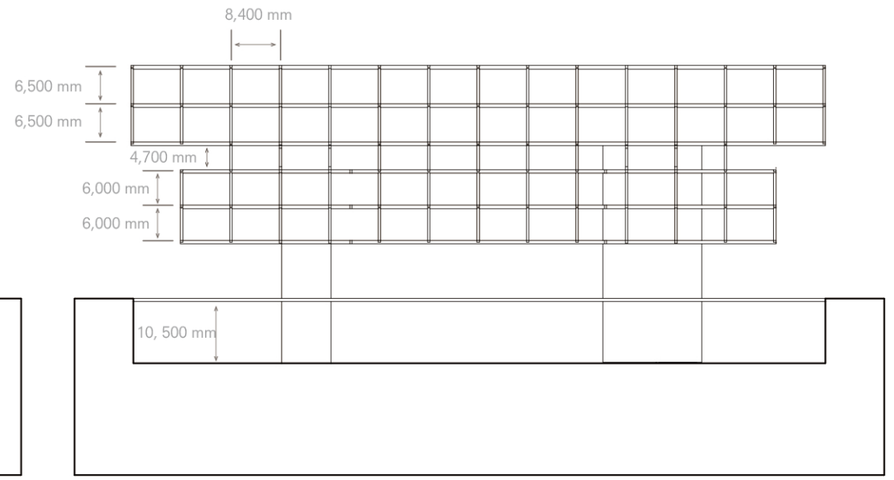
101,200 mm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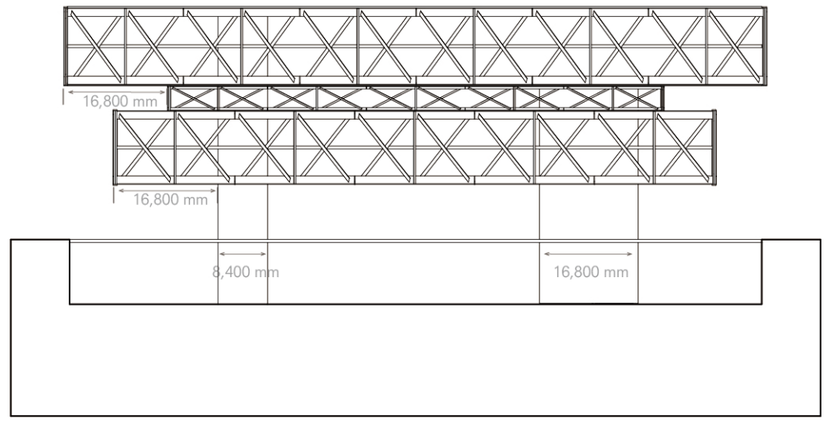
6,000 mm
6,000 mm
10, 500 mm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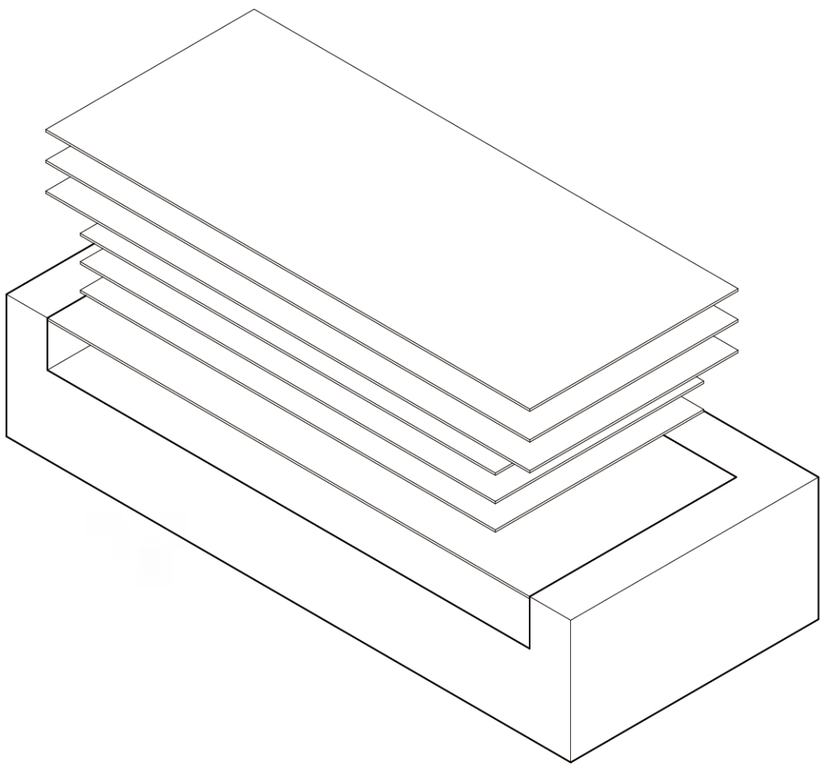

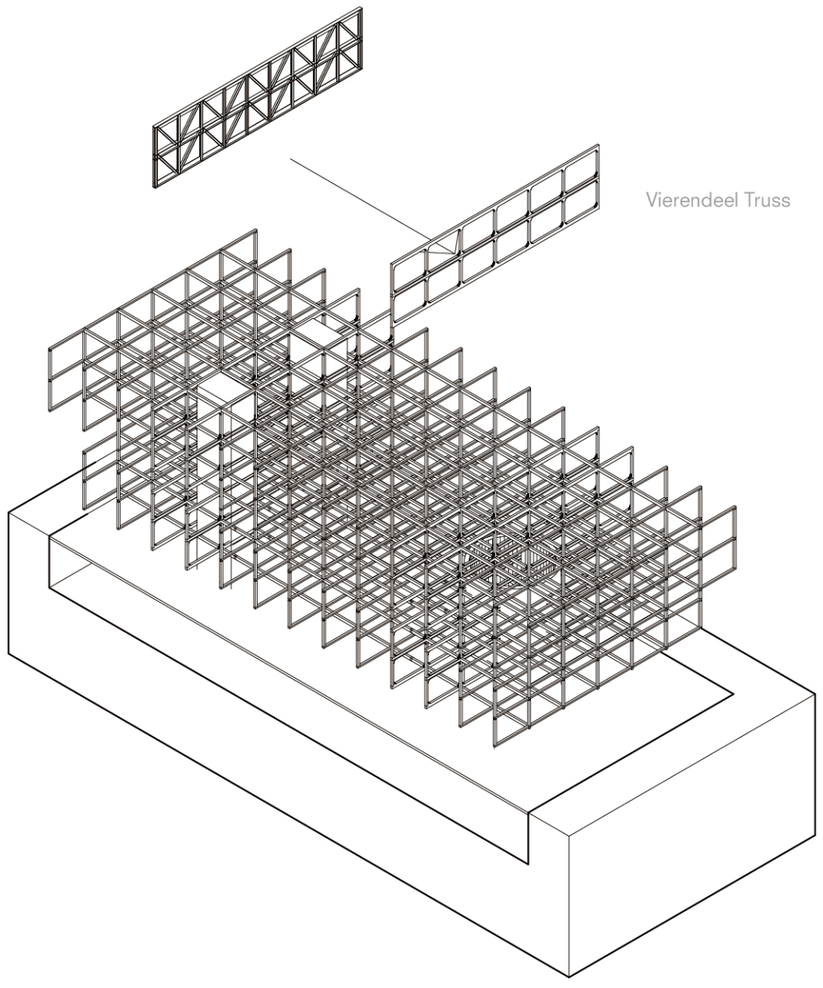
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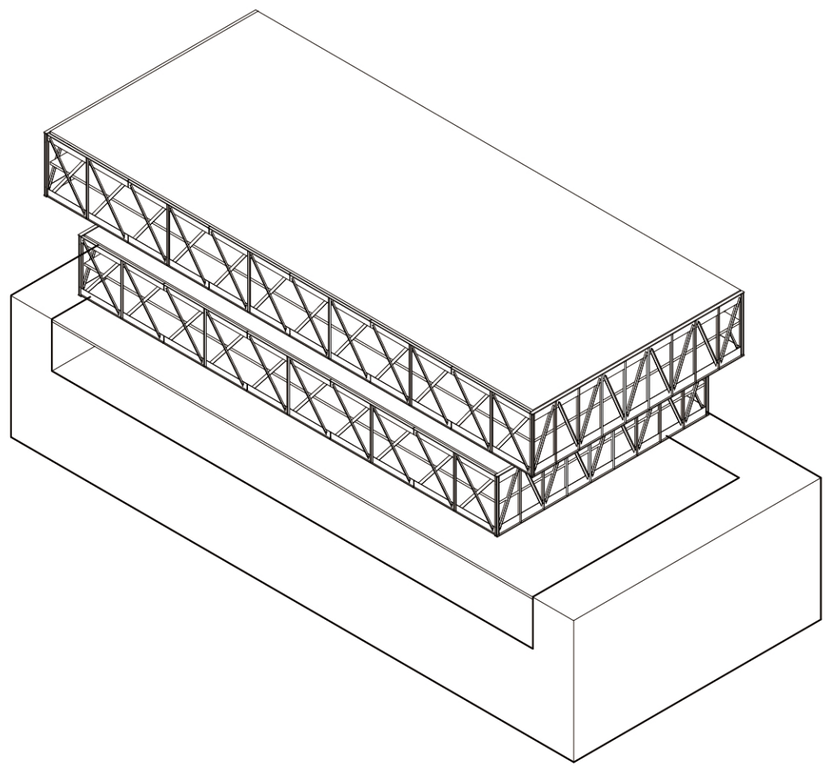

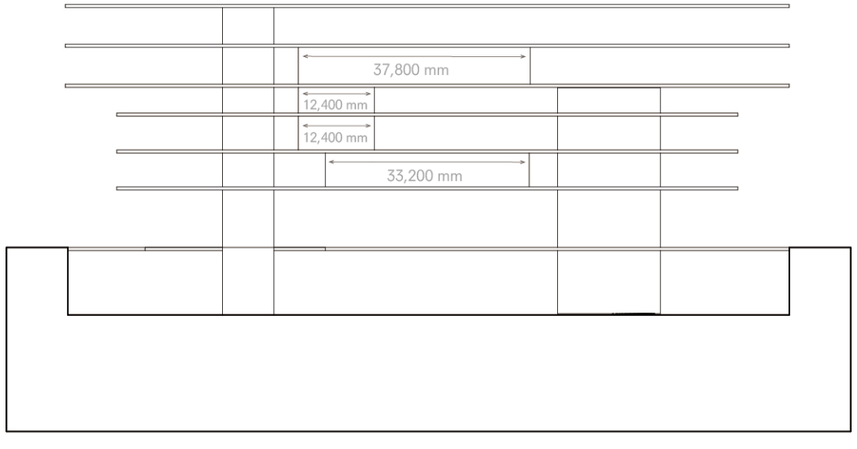
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12,400 mm
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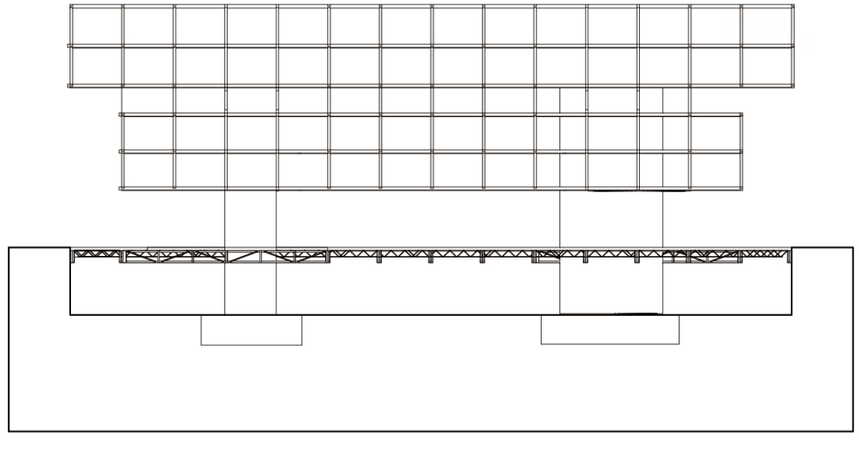
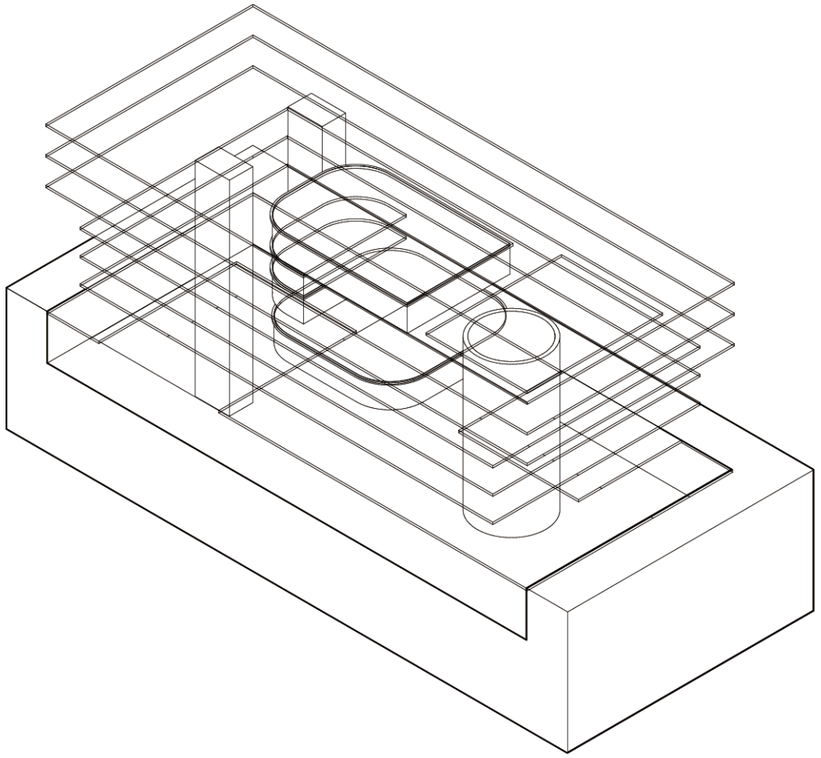
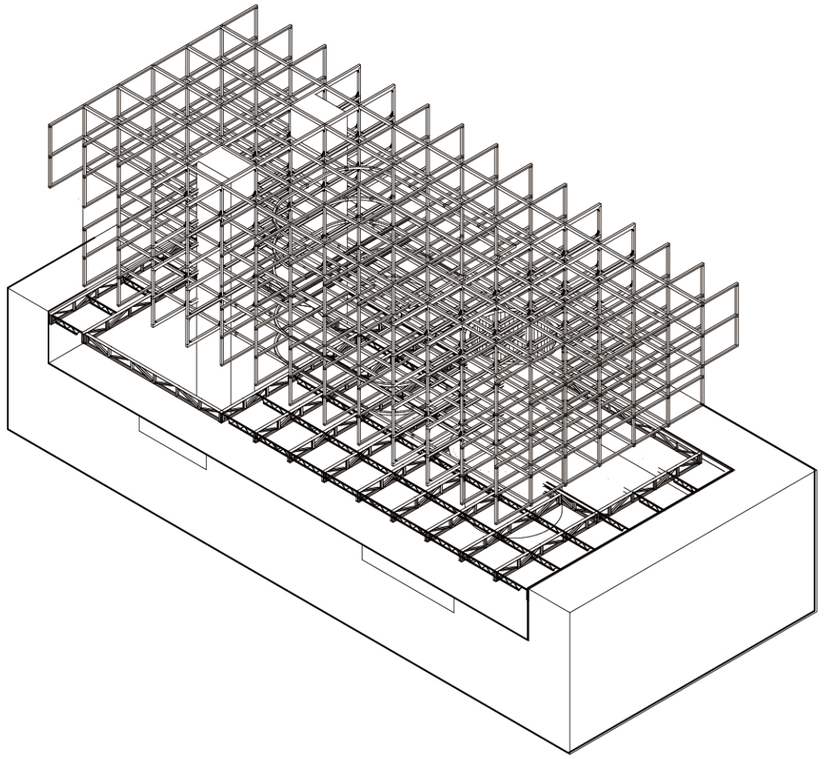
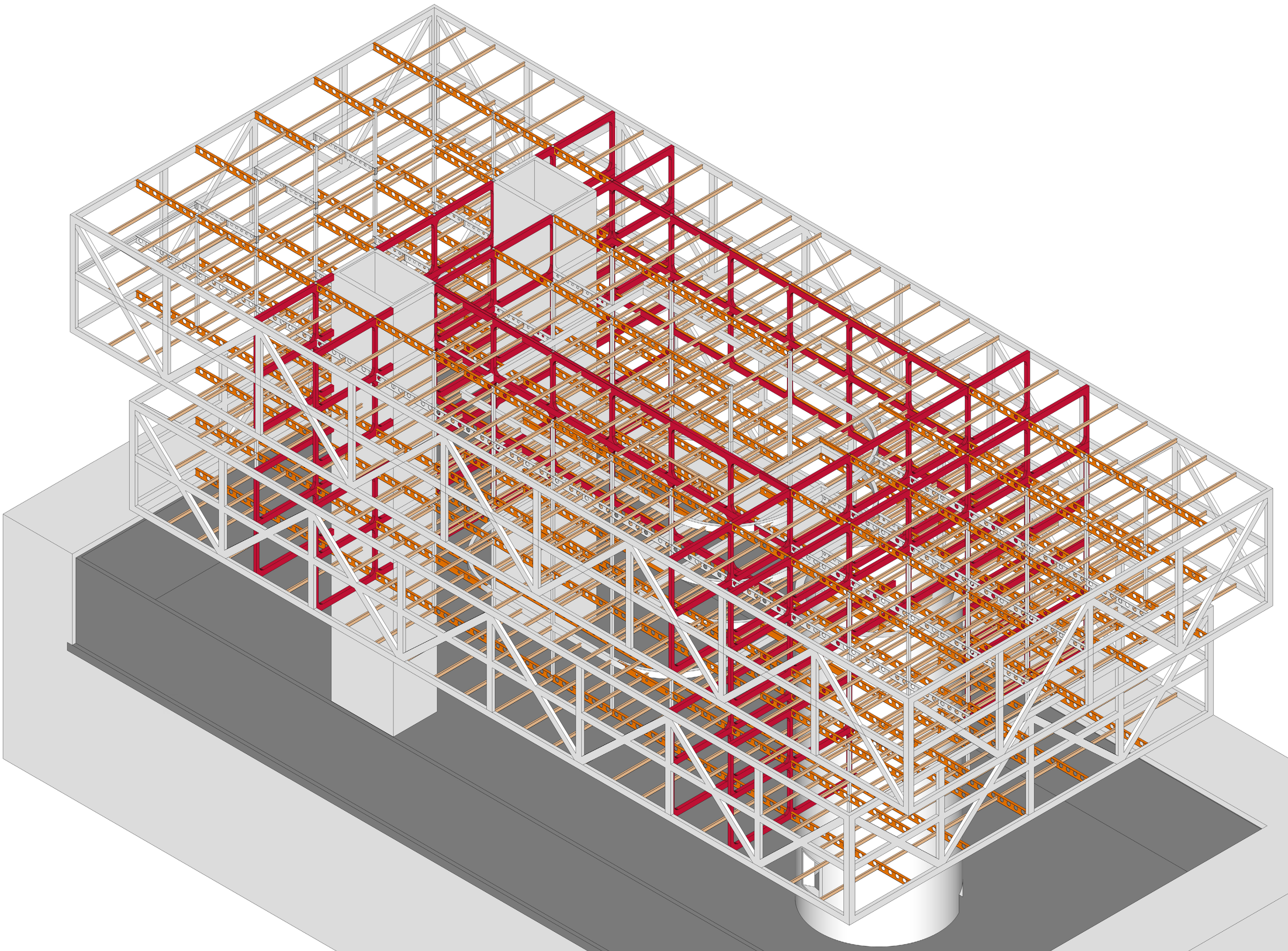
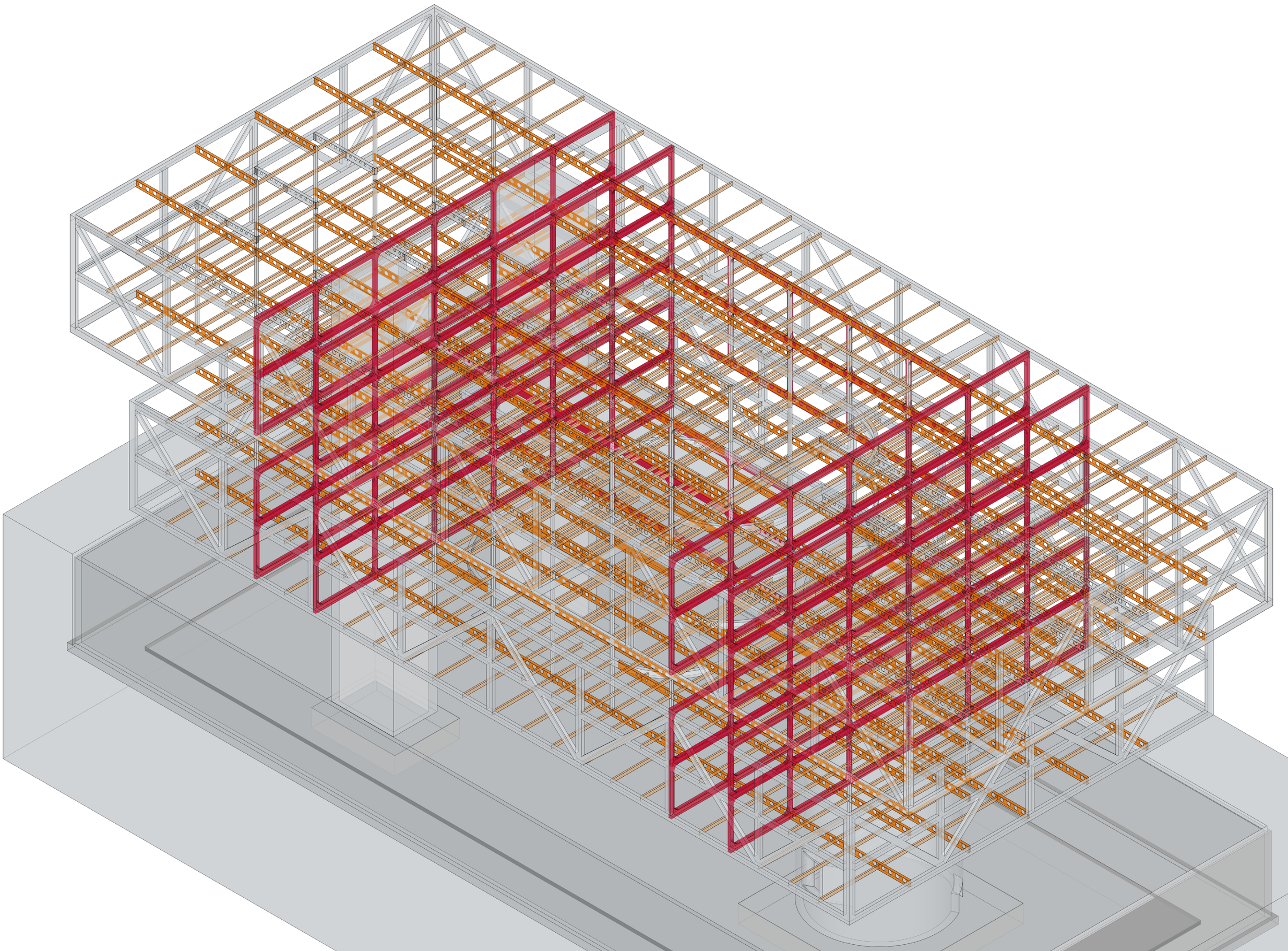


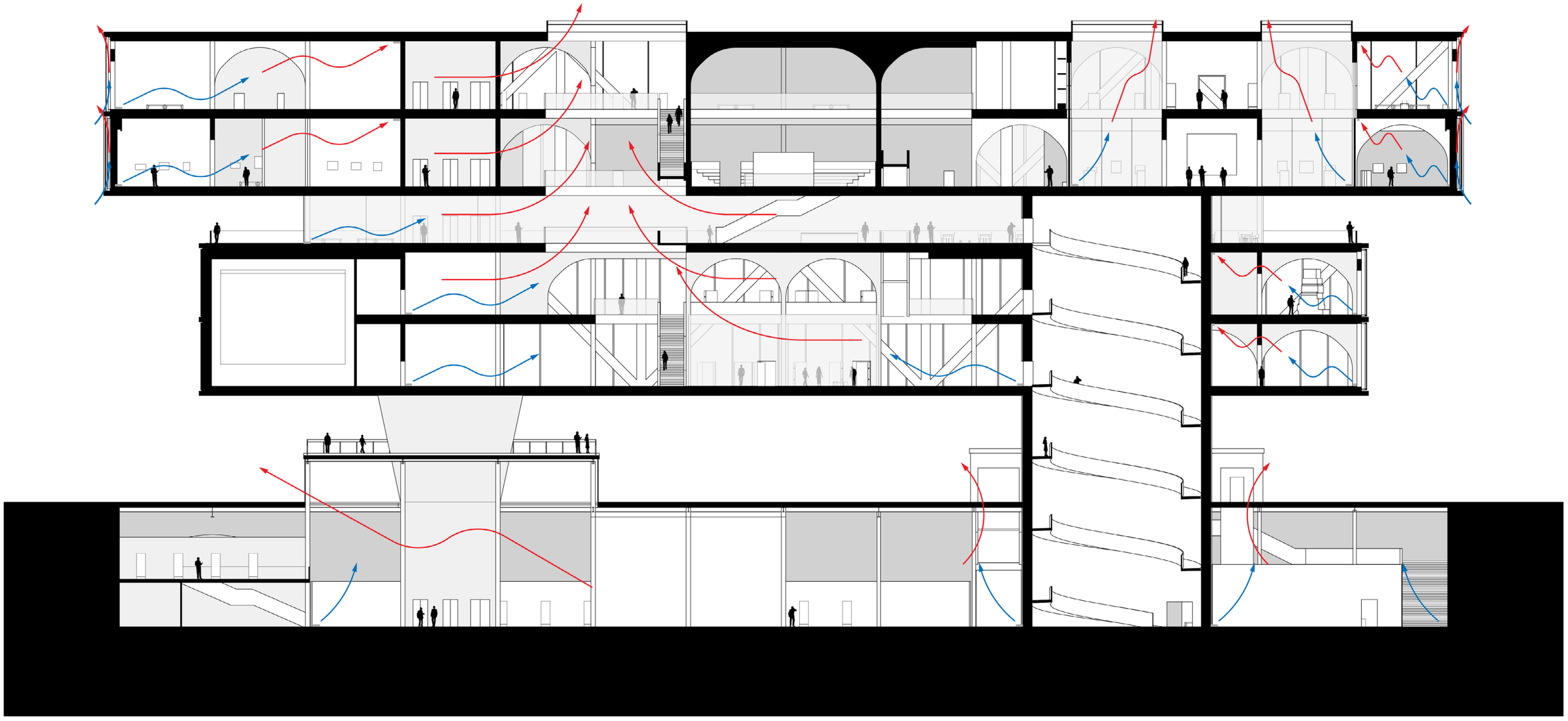




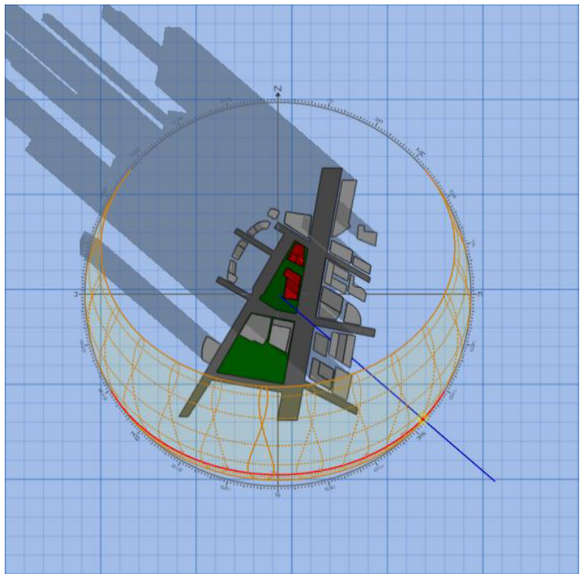
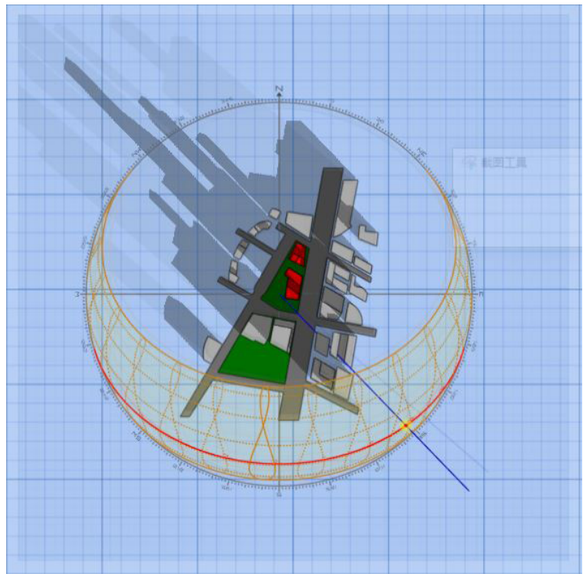
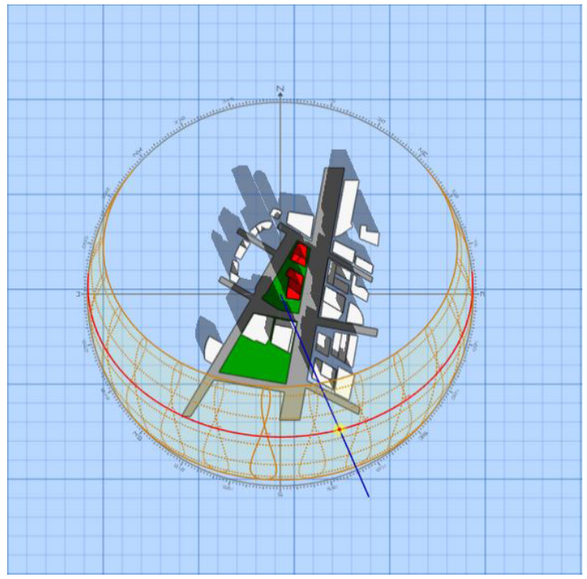
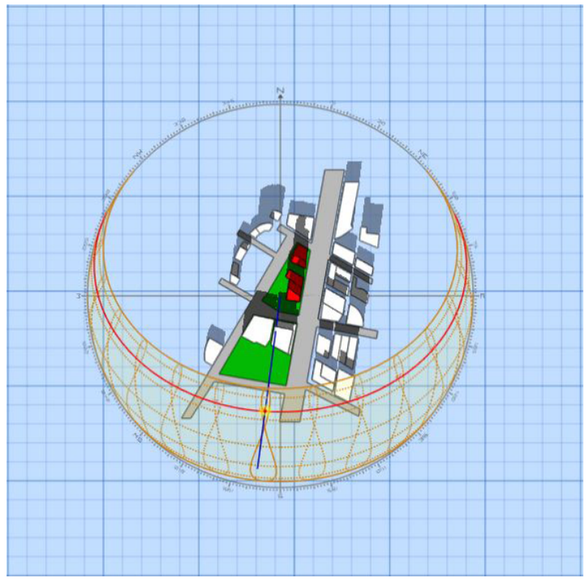
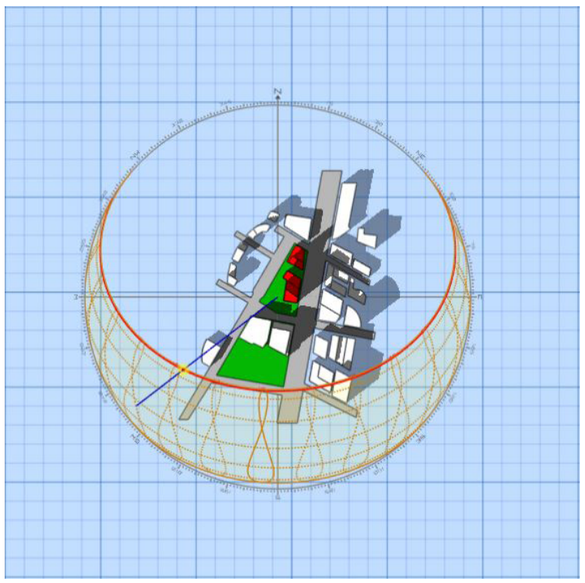
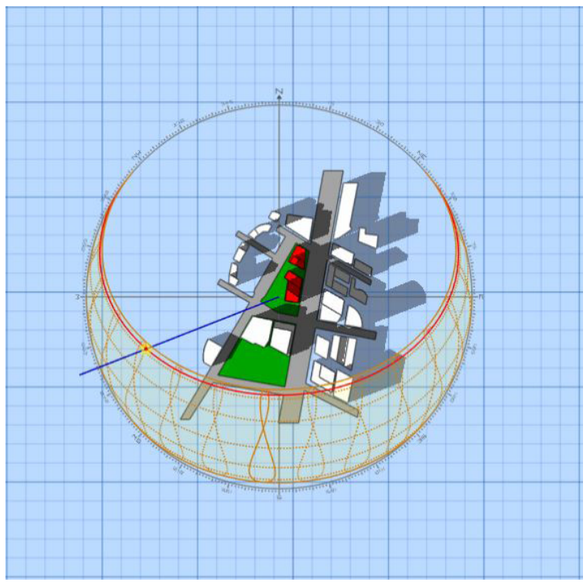
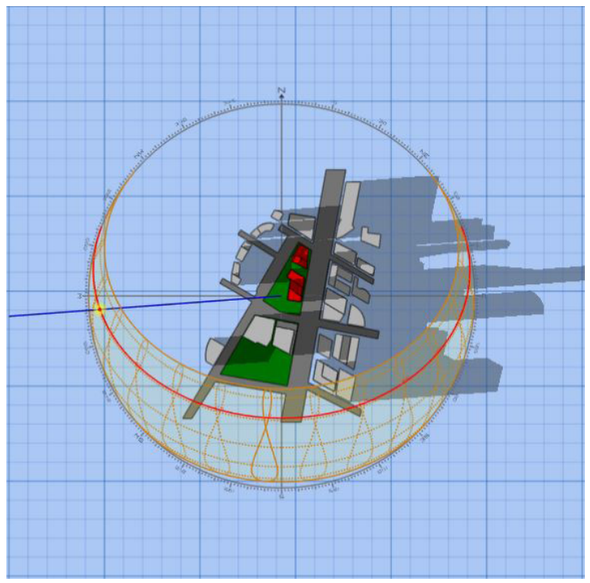
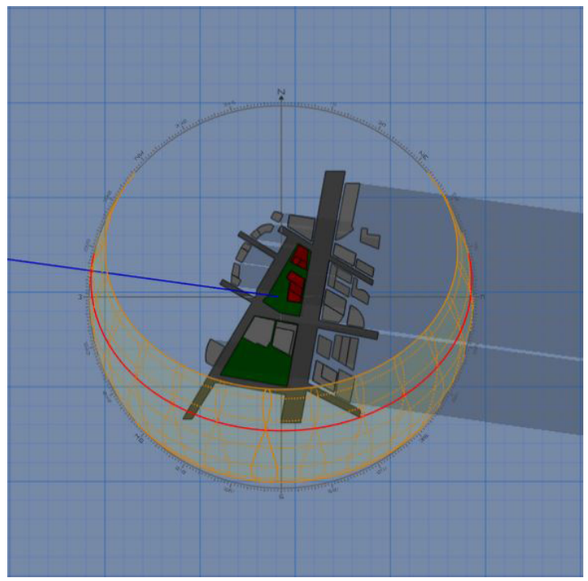




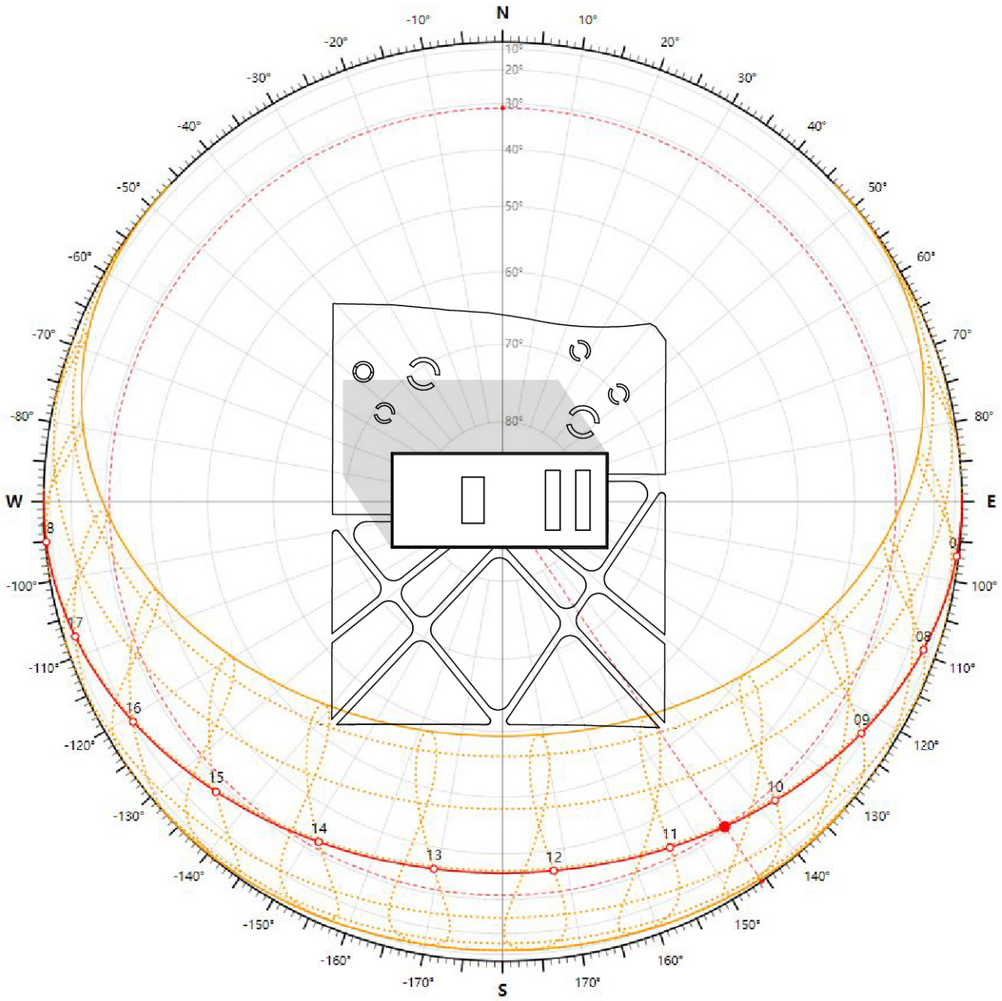
CLIMATE

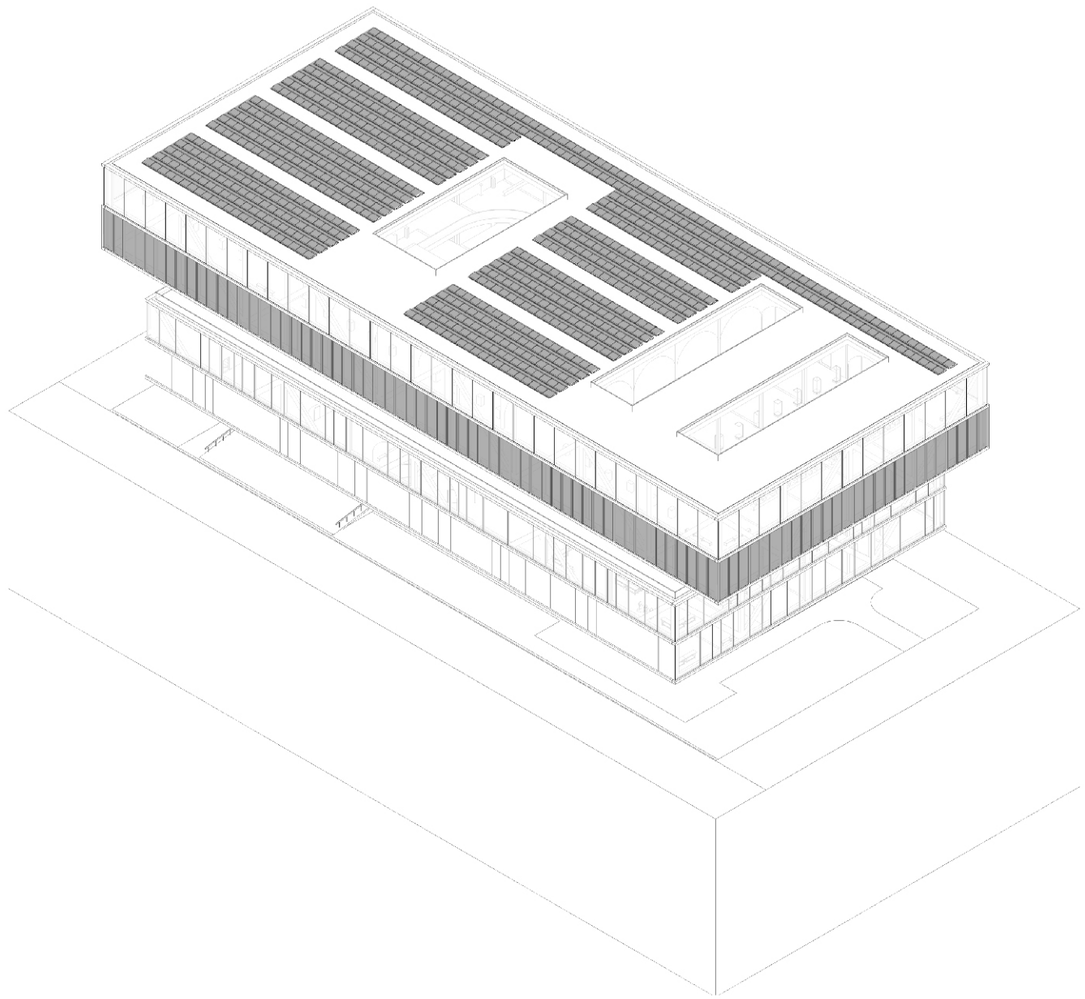


Interior Air Flow

Sun Path of Amsterdam





PV Roof and Facade system

Thank You !