

FOR EVERYONE

MUSEUM OF

TEMPORALISY

COMPLEX PROJECTS GRADUATION STUDIO

2024-2025 Milan Culture Group P5.0

Evi Tacken

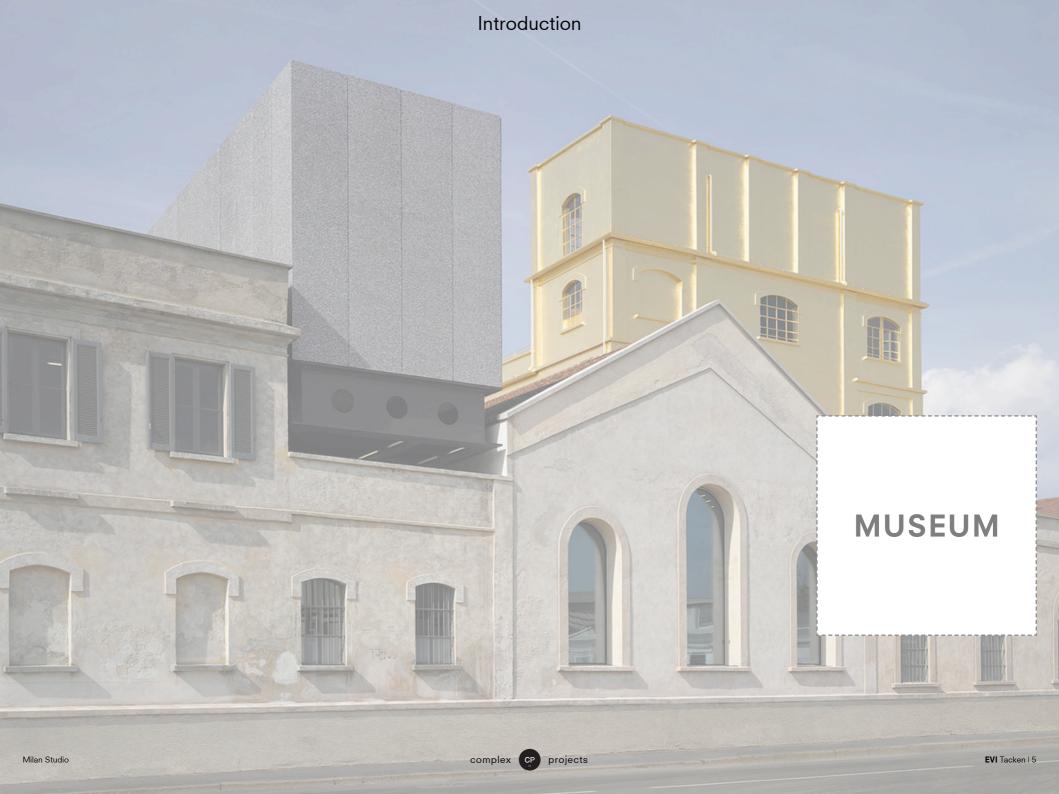
July/02/2025

COMPLEX PROJECTS GRADUATION STUDIO

2024-2025 Milan Culture Group P5.0

TRAIN STATION	AIRPORT	HOSPITAL	COURT BUILDING
SCHOOL	LIBRARY	THEATRE	MUSEUM

TRAIN COURT HOSPITAL **AIRPORT STATION** BUILDING **MUSEUM** SCHOOL LIBRARY **THEATRE**

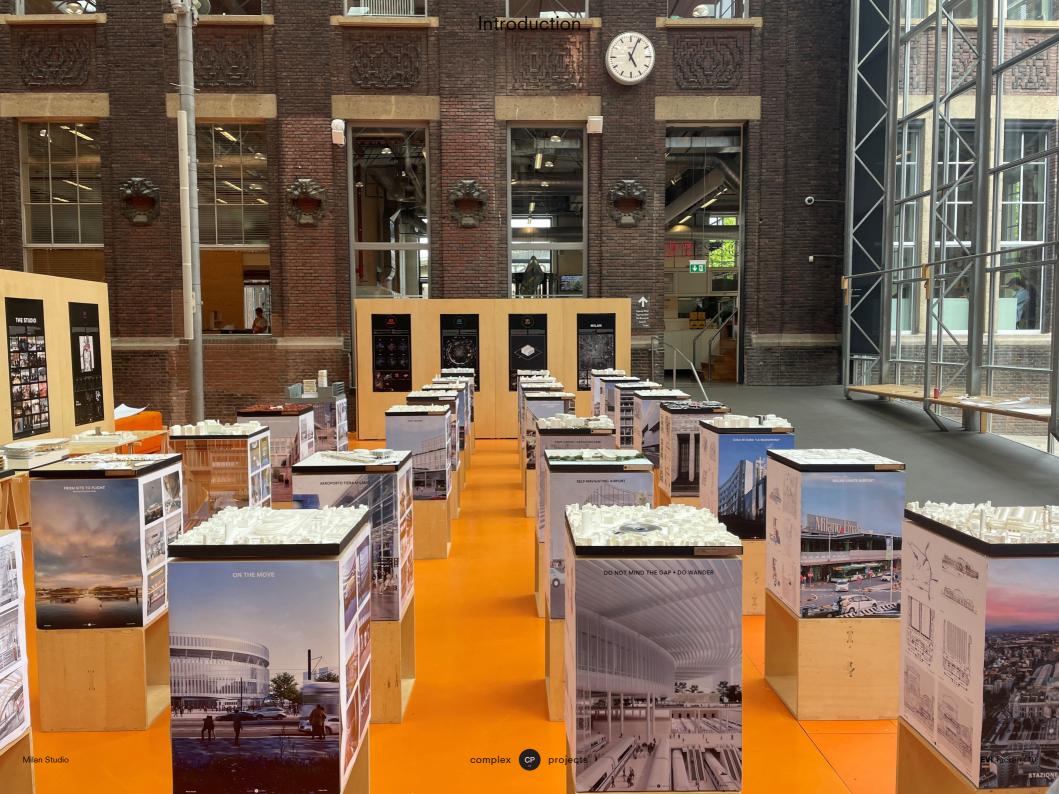








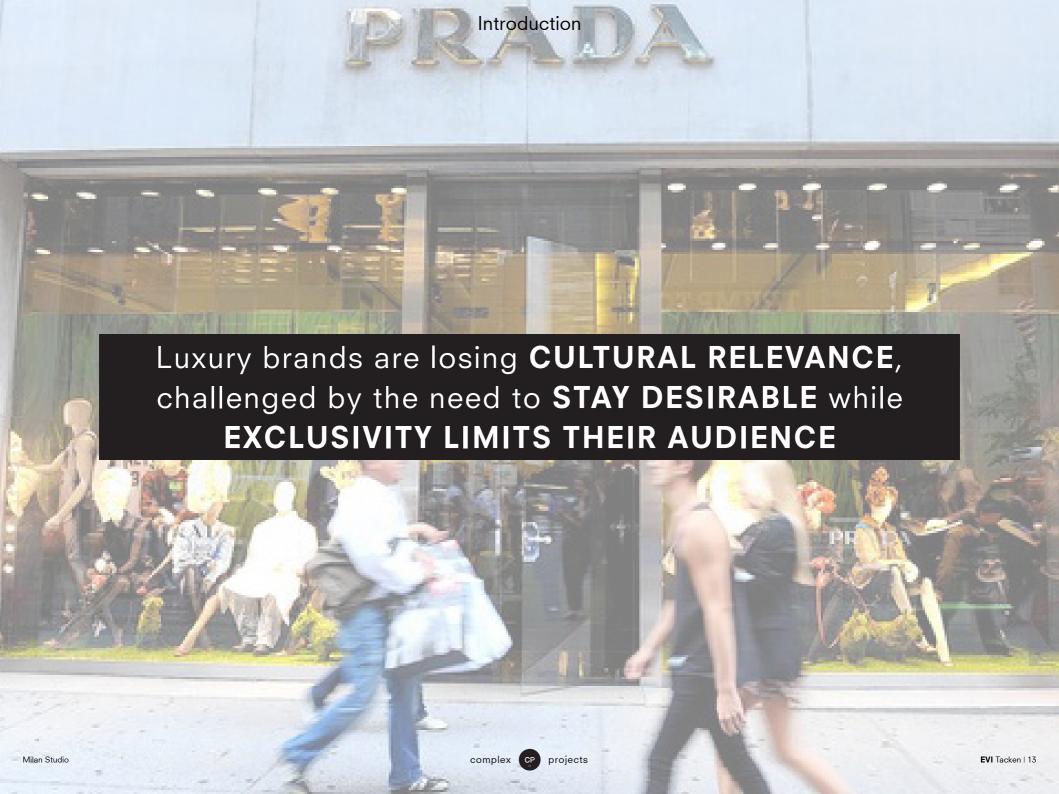


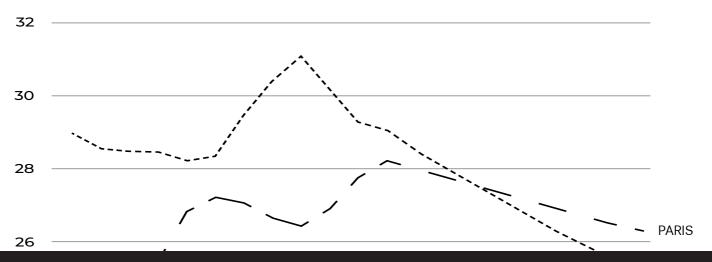




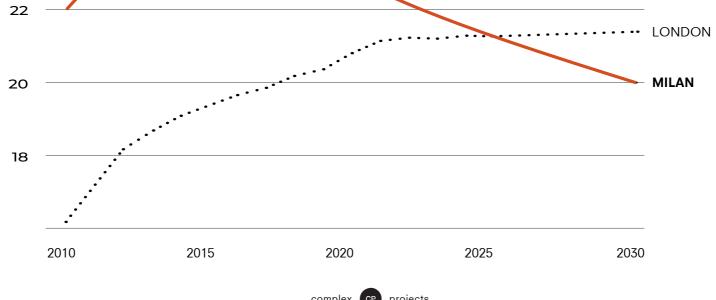
INTRODUCTION

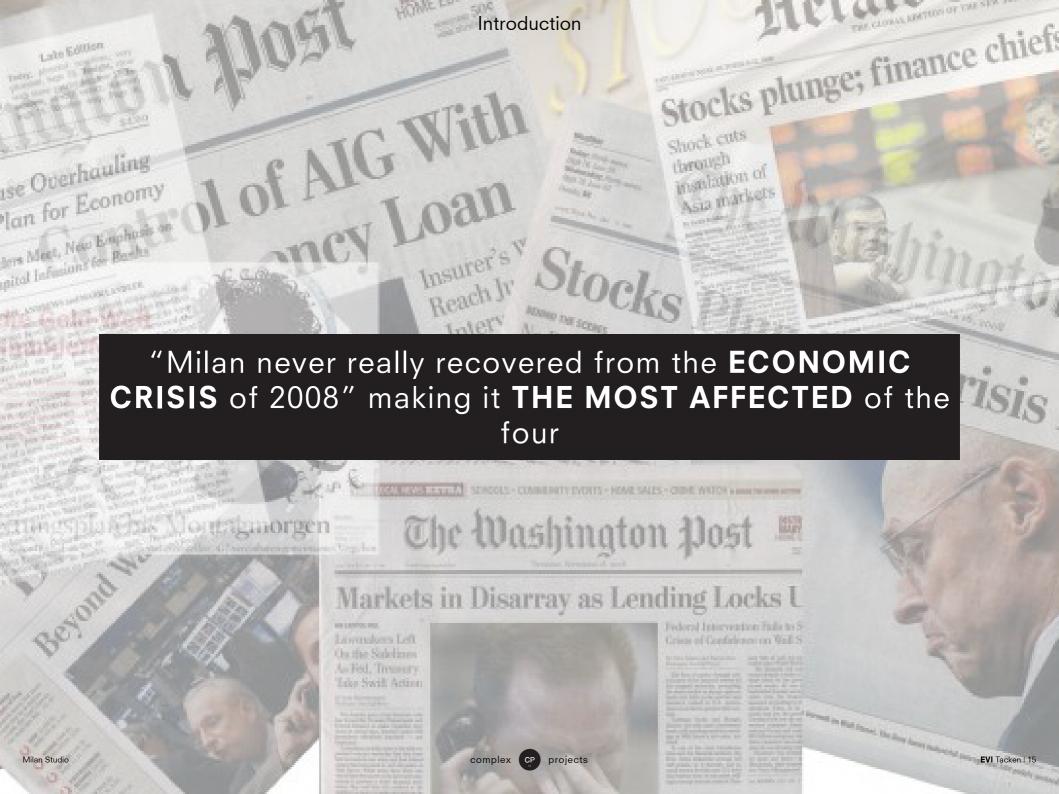
research
design brief
concept
design
conclusion





This shift directly affects the success and global impact of FASHION EVENTS - especially in the FOUR MAJOR FASHION CAPITALS, including Milan.









introduction

RESEARCH

design brief concept design

HOW TO CREATE VISIBILITY WHILE MAINTAINING EXCLUSIVITY?

AN ART & FASHION MUSEUM OF TEMPORALITY IN MILAN

FOR FONDAZIONE PRADA

WHICH MEANS A MUSEUM WITH:

NO PERMANENT EXHIBITIONS

NO HUGE ART STORAGE

INSTEAD:

ARTISTS IN RESIDENCE TAKING
THEIR TURN TO SHARE THEIR CULTURE AND
COLLABORATE WITH PRADA

ART BEING CREATED AND DEMOLISHED INSIDE THE MUSEUM TO BE WITNESSED BY WHOEVER CAN MAKE IT THERE

introduction research

DESIGN BRIEF

concept design conclusion



CLIENT

FONDAZIONE PRADA

Represented by Miuccia Prada

In collaboration with City of Milan



CLIENT



Visitor diversity



Spread Milan's events



Milan Studio

Flexibility
without
limits: easy
expansion
options



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PROGRAM

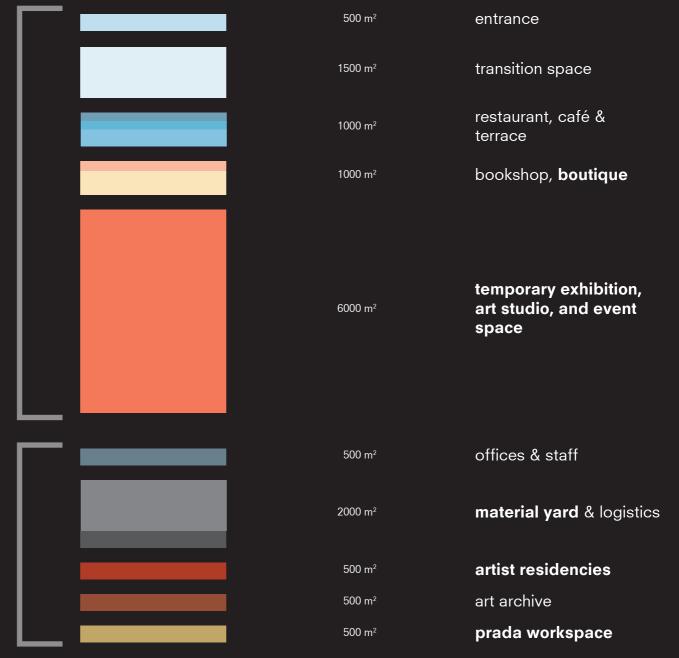
F.O.H.

Front of house

B.O.H.

Back of house

PROGRAM



PROGRAM



Adaptive functionality



Different levels of transparency



500 m² entrance

1500 m² transition space

restaurant, café &

terrace

bookshop, **boutique**

temporary exhibition, art studio, and event

space



Secured Back of the House access



500 m² offices & staff

2000 m² material yard & logistics

500 m² artist residencies

oo m² art archive

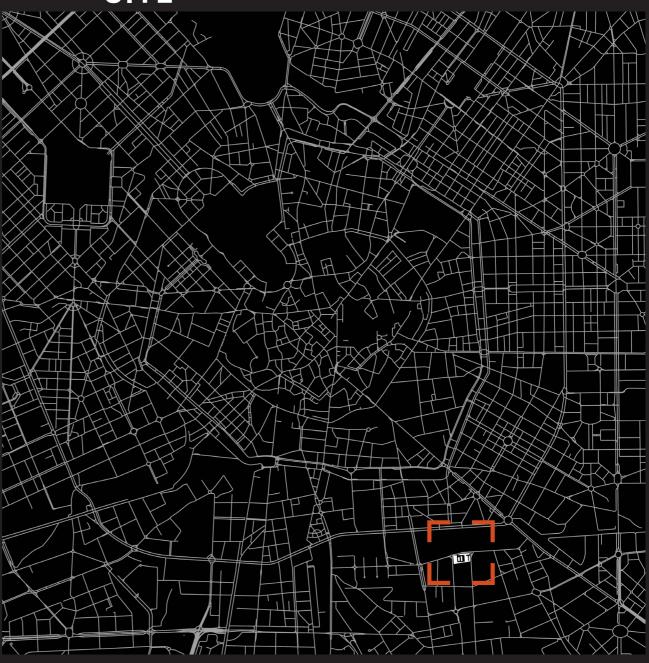
prada workspace

SITE

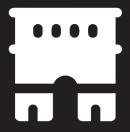
MILAN, ITALY

Industrial area south of the historic center

Exisiting structure of a former gin distillery



SITE



Preservation of industrial character



Recognizable site



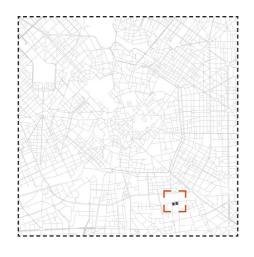
Accessible site with a Northern main entrance

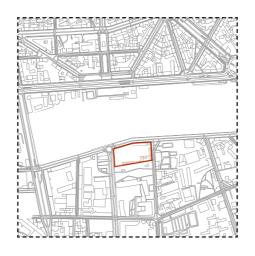


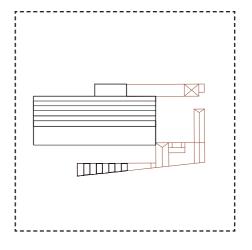
introduction research design brief

CONCEPT

design conclusion





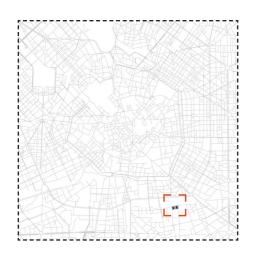


CITY SCALE

SITE SCALE

BUILDING SCALE

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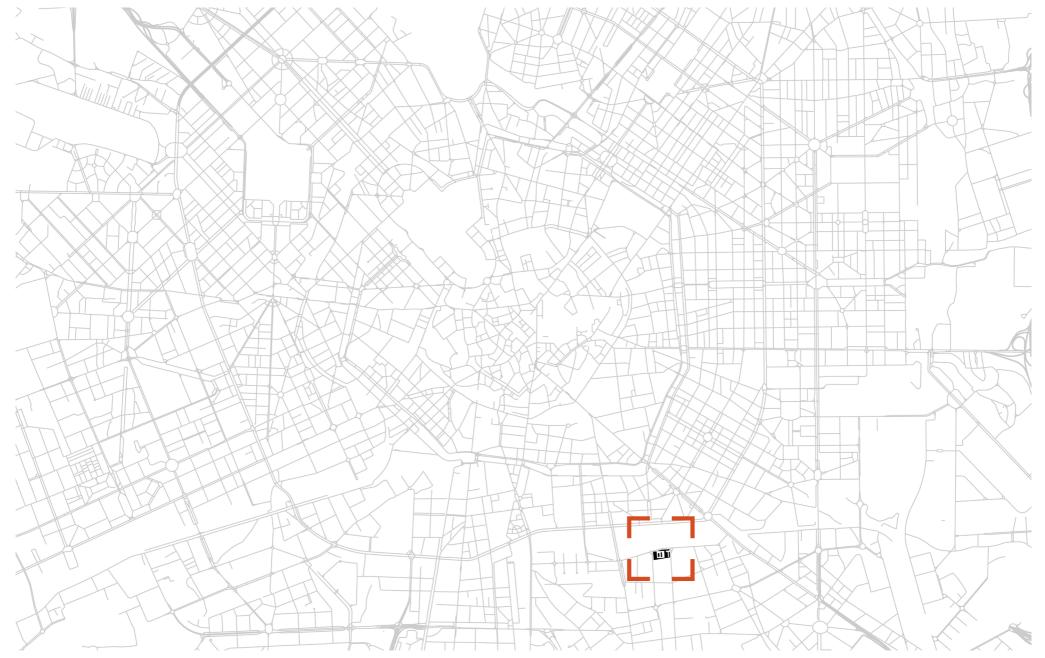


CITY SCALE

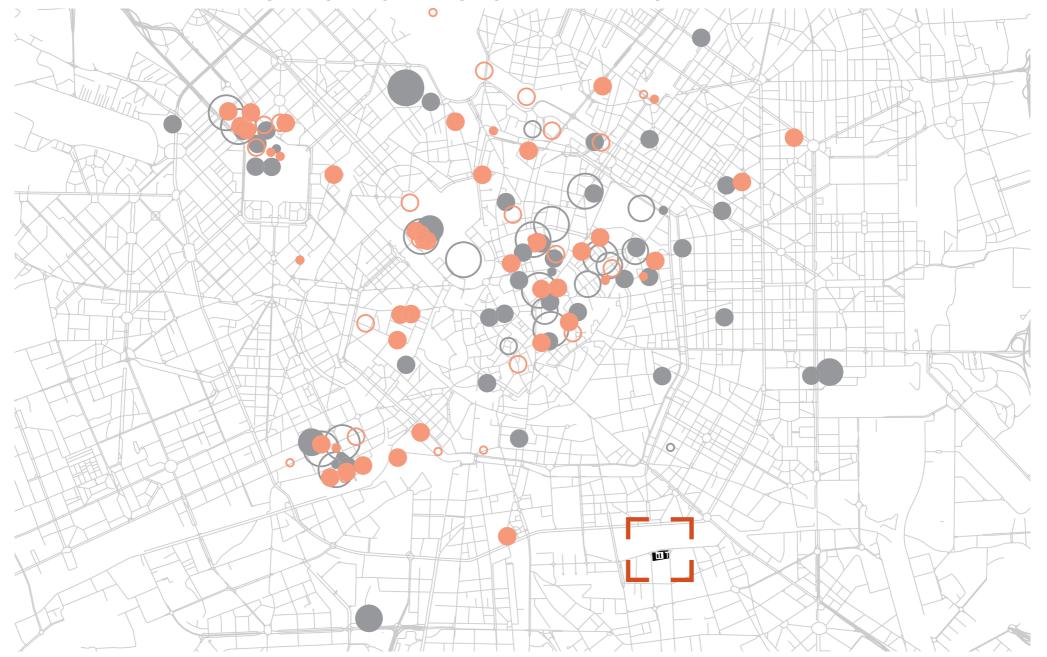
SITE SCALE

BUILDING SCALE

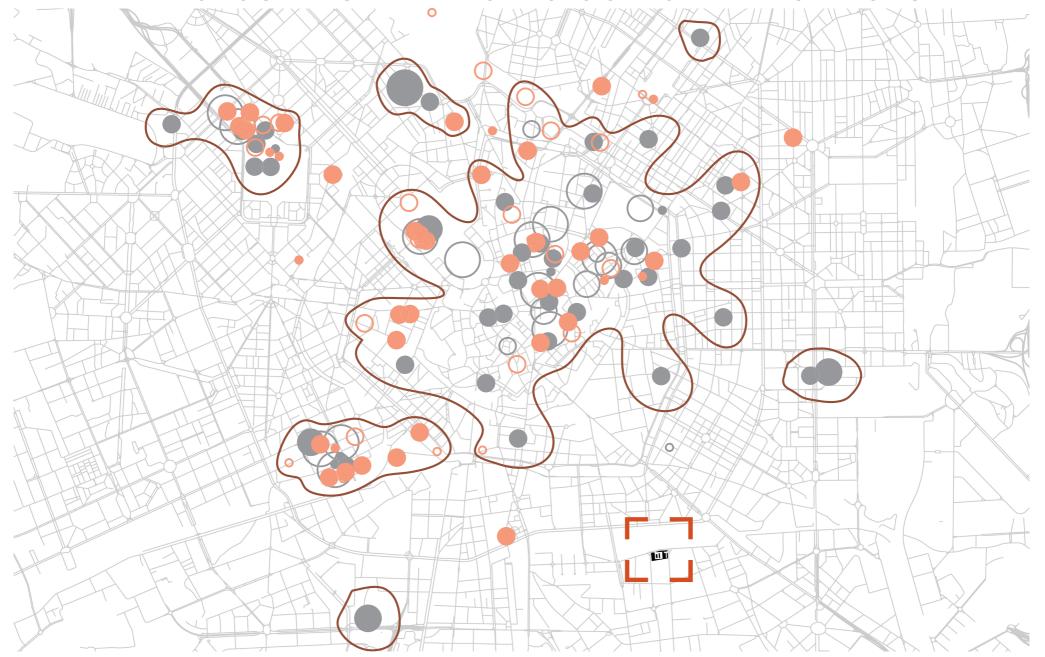
SITE LOCATION



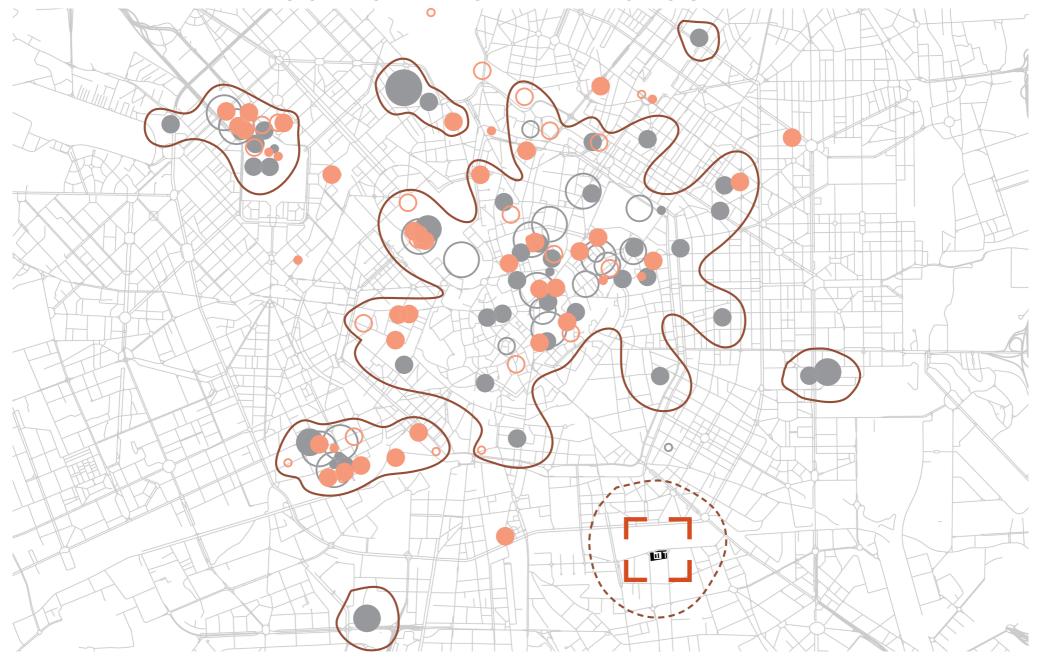
FASHION & DESIGN EVENTS IN MILAN



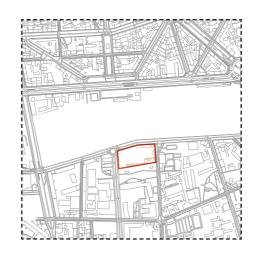
KEY CLUSTERS - EMERGING CULTURAL DISTRICTS



SUPPORTING A NEW CLUSTER









CITY SCALE

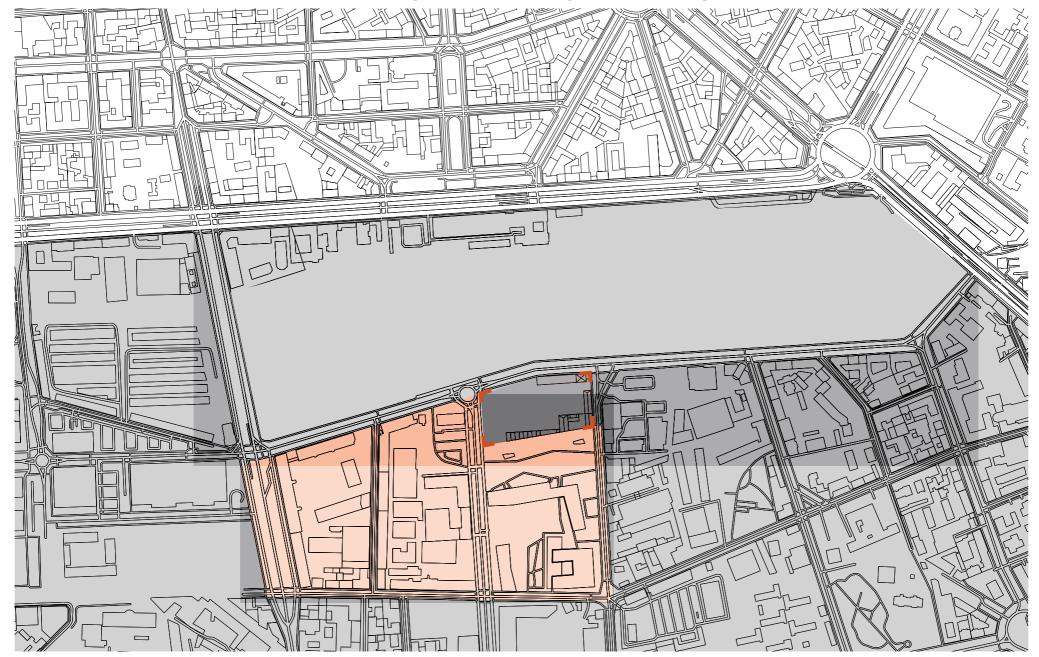
SITE SCALE

BUILDING SCALE

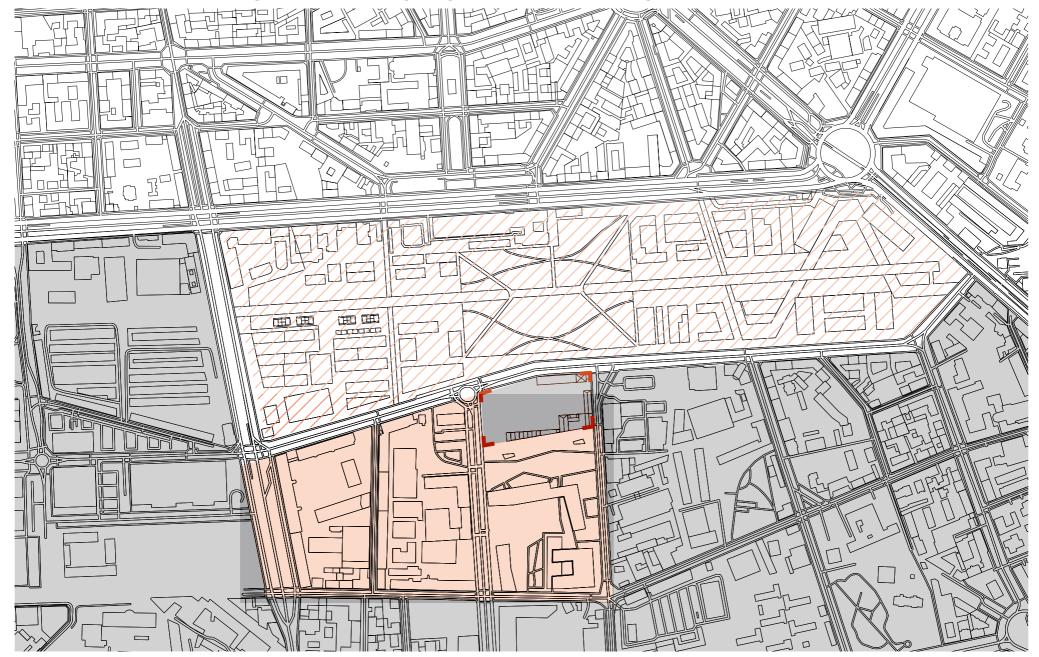
SITE SURROUNDINGS - INDUSTRIAL AREA



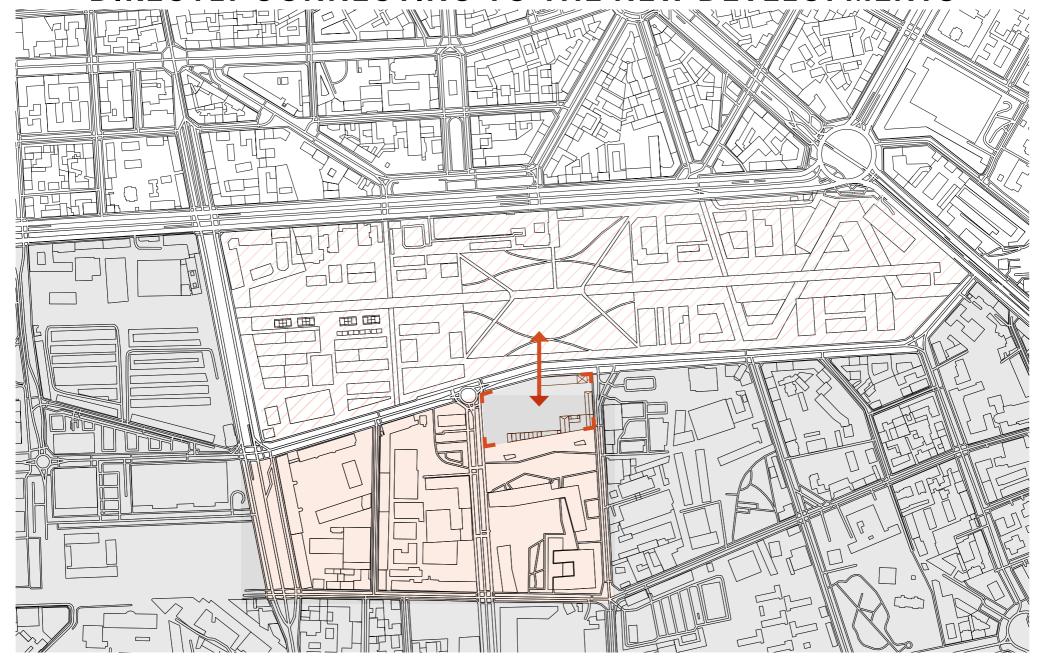
LATEST DEVELOPMENTS



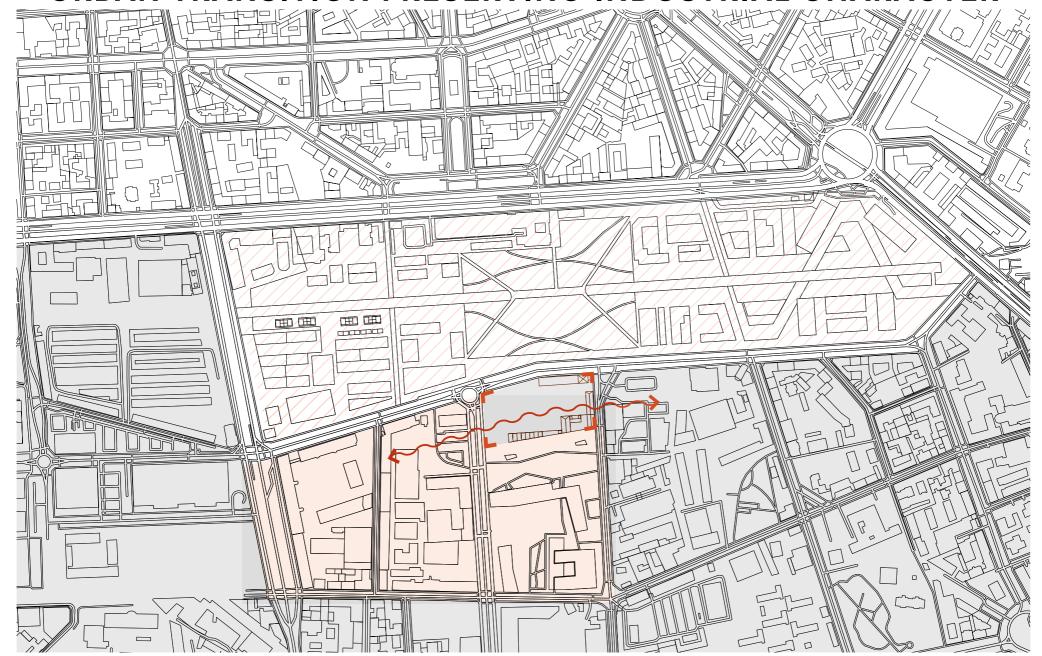
EYE ON THE FUTURE - DEVELOPMENT PLAN



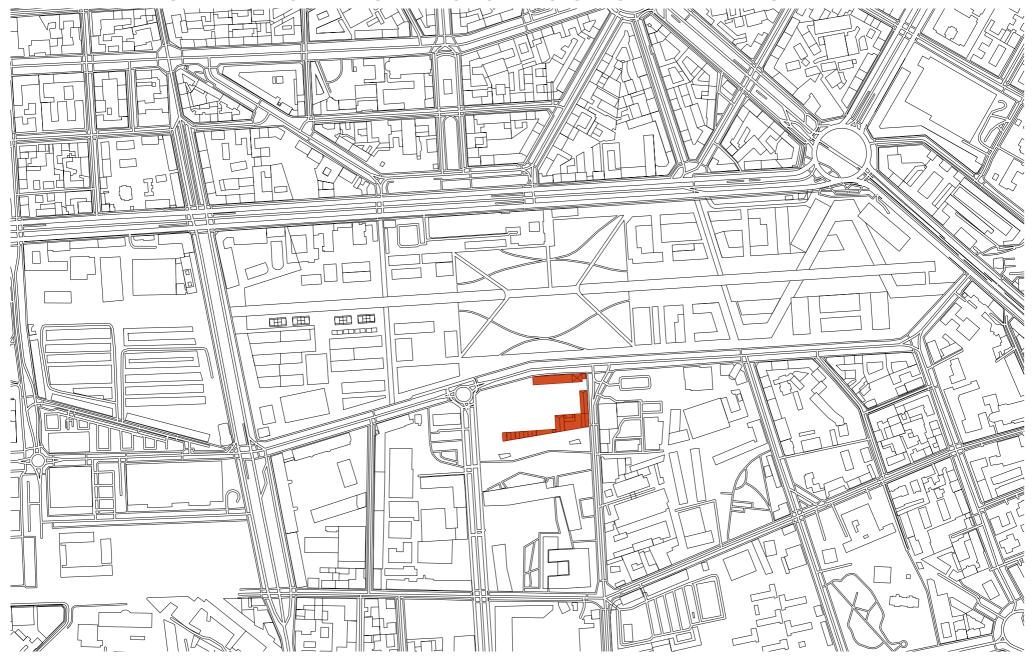
DIRECTLY CONNECTING TO THE NEW DEVELOPMENTS



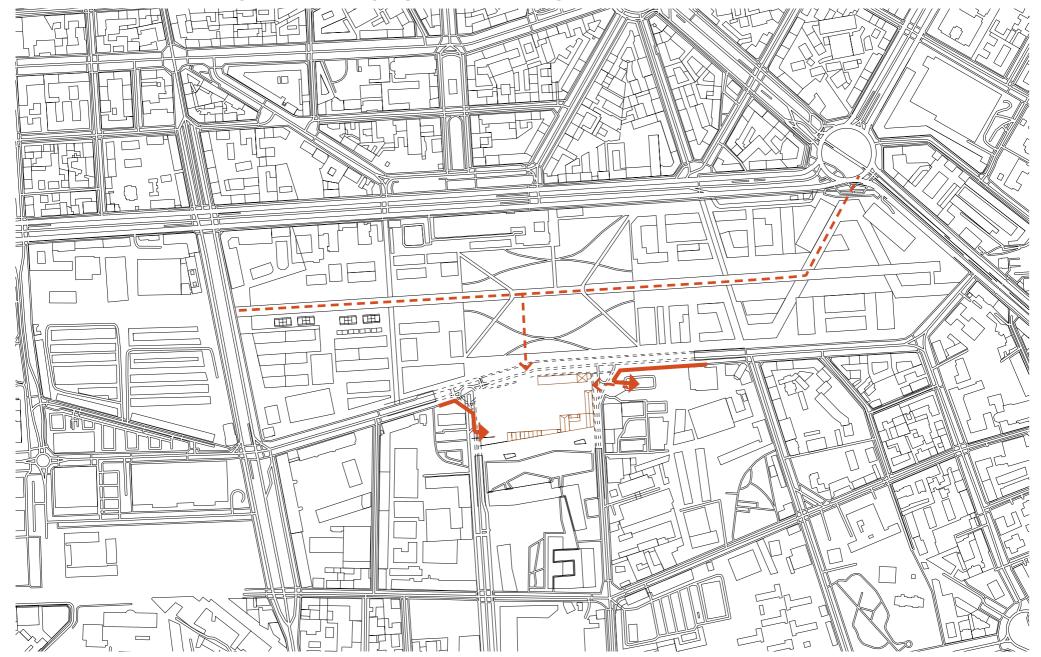
URBAN TRANSITION PRESERVING INDUSTRIAL CHARACTER



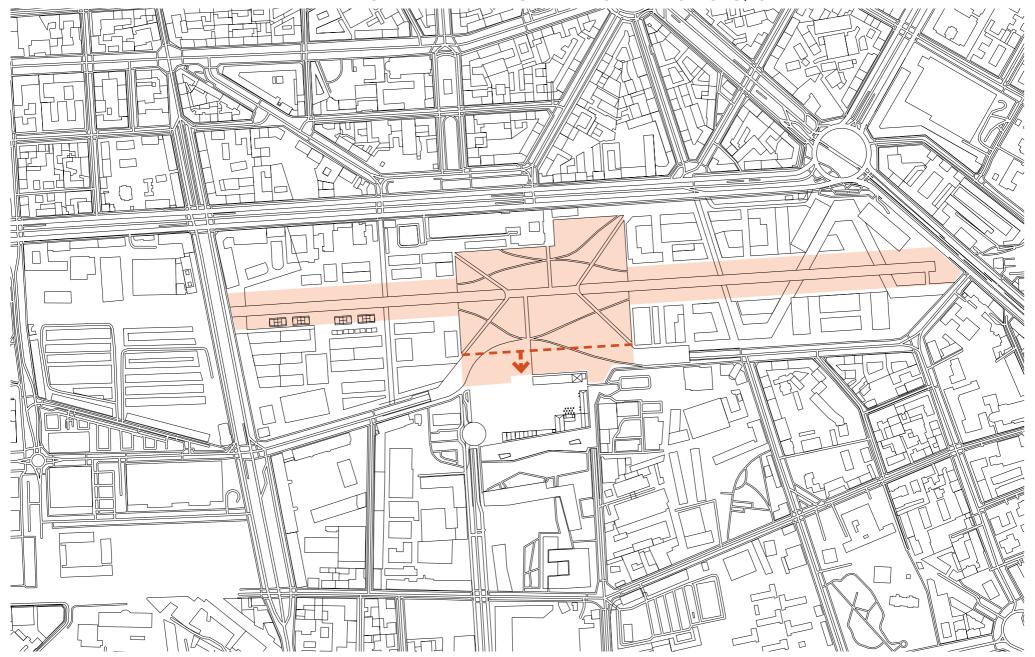
PRESERVING EXISTING STRUCTURE AND SITE WALL



LOWERING STREET TO BREAK BARRIER

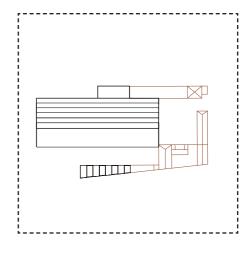


EXTENDING PARK AS A PUBLIC SQUARE









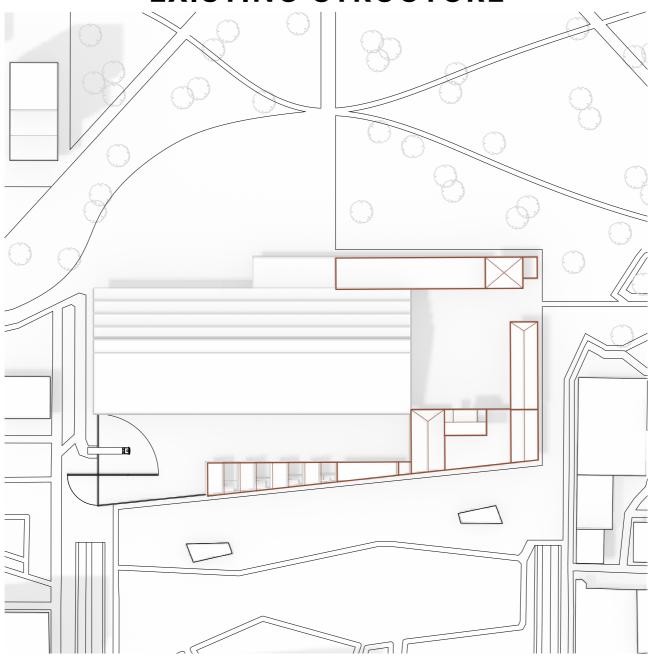
CITY SCALE

Milan Studio

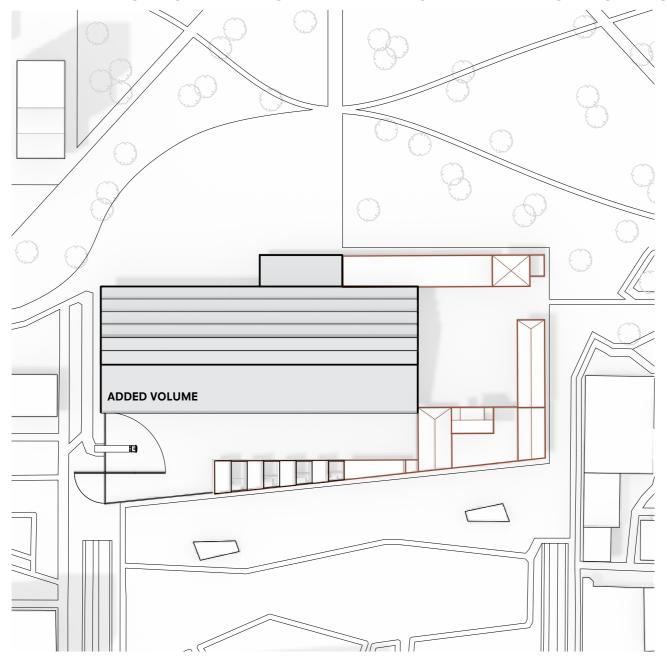
SITE SCALE

BUILDING SCALE

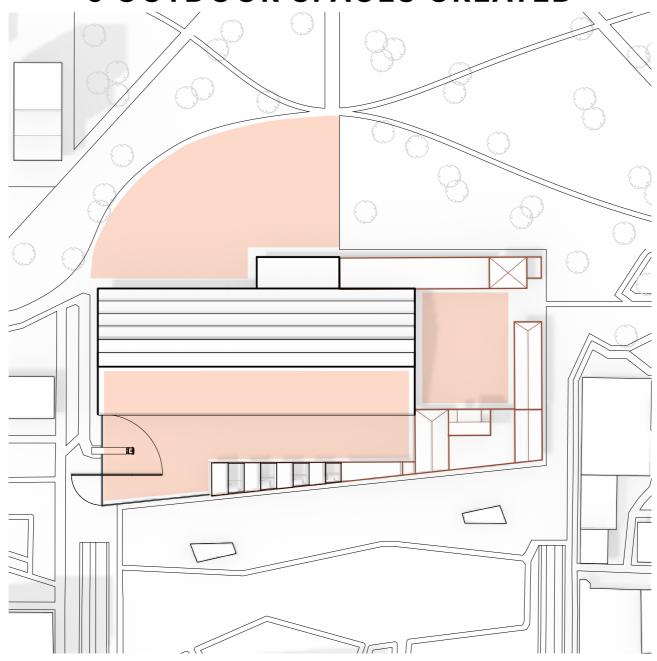
EXISTING STRUCTURE



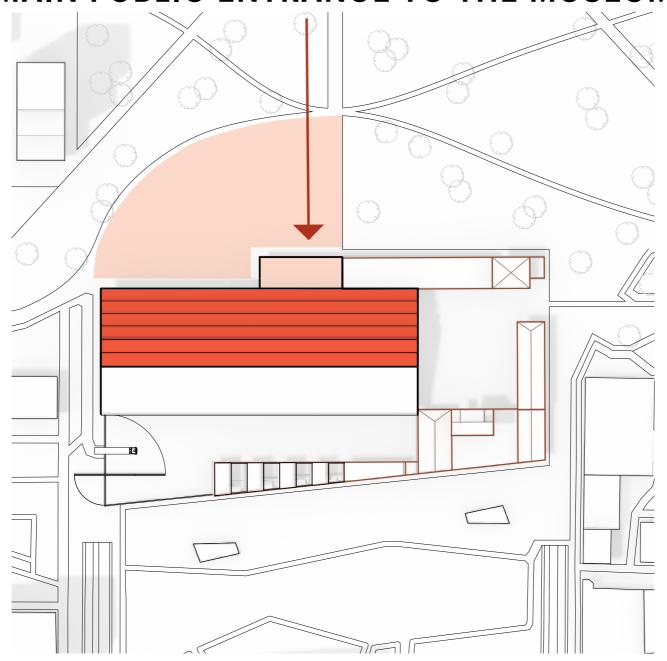
FLEXIBLE VOLUME FOR TEMPORARY FUNCTIONS



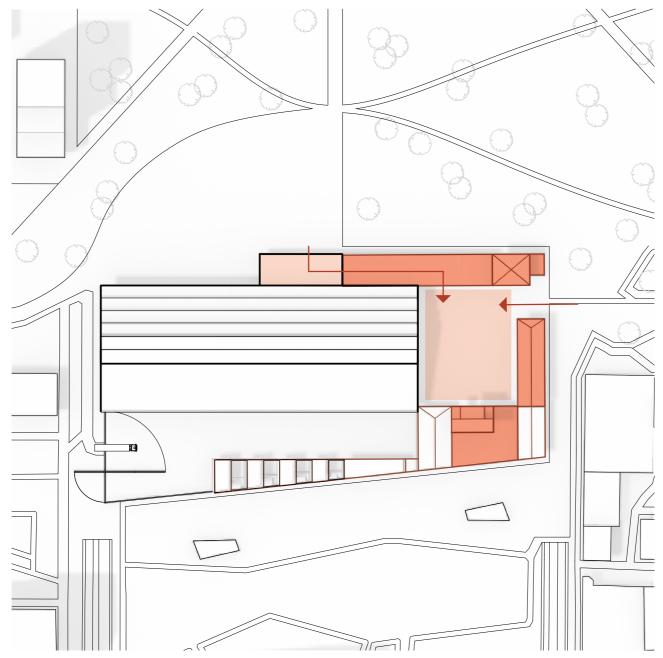
3 OUTDOOR SPACES CREATED



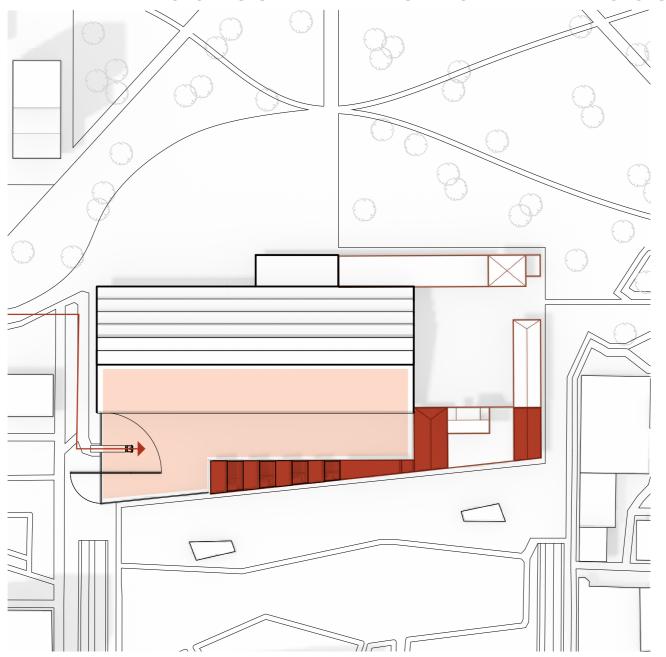
MAIN PUBLIC ENTRANCE TO THE MUSEUM



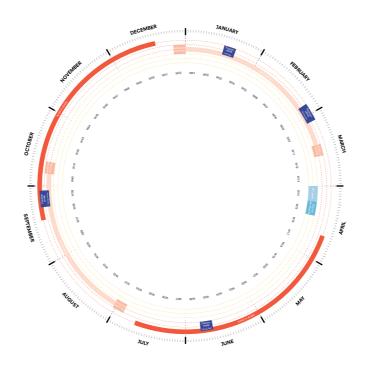
INTIMATE PLAZA WITH SUPPORTING PUBLIC FACILITIES



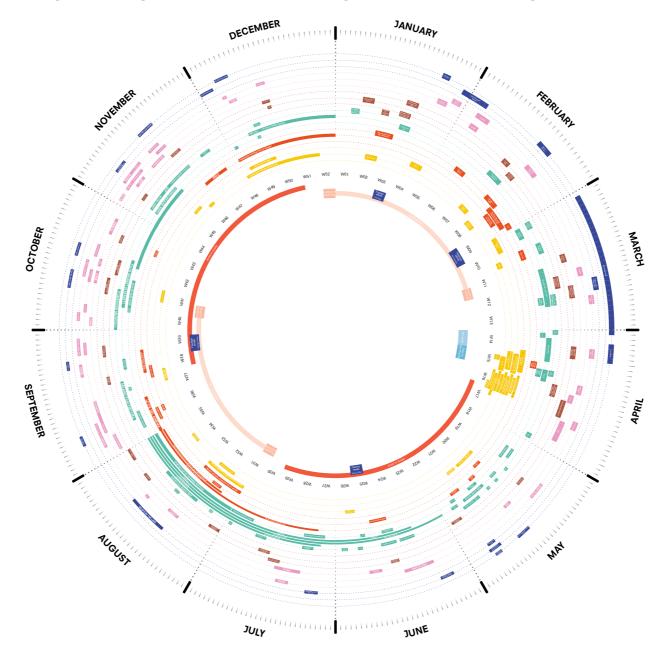
PRIVATELY ACCESSIBLE BACK OF THE HOUSE



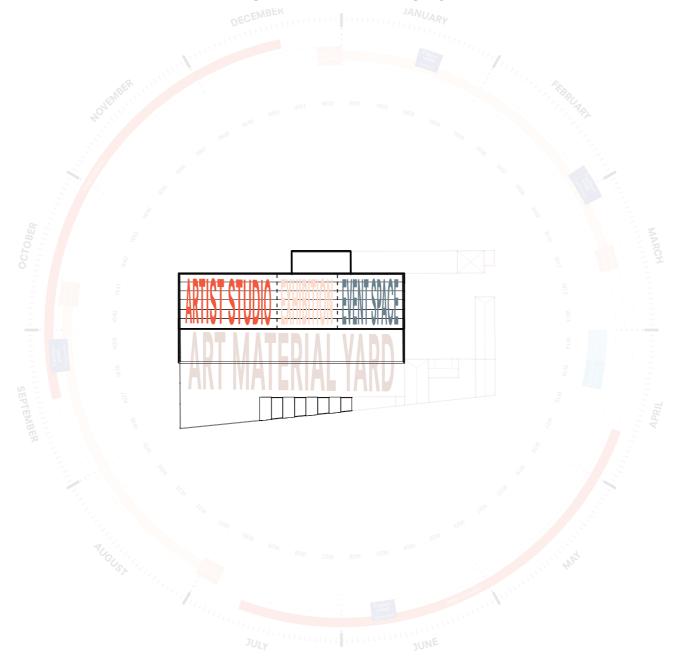
A MUSEUM CALENDAR



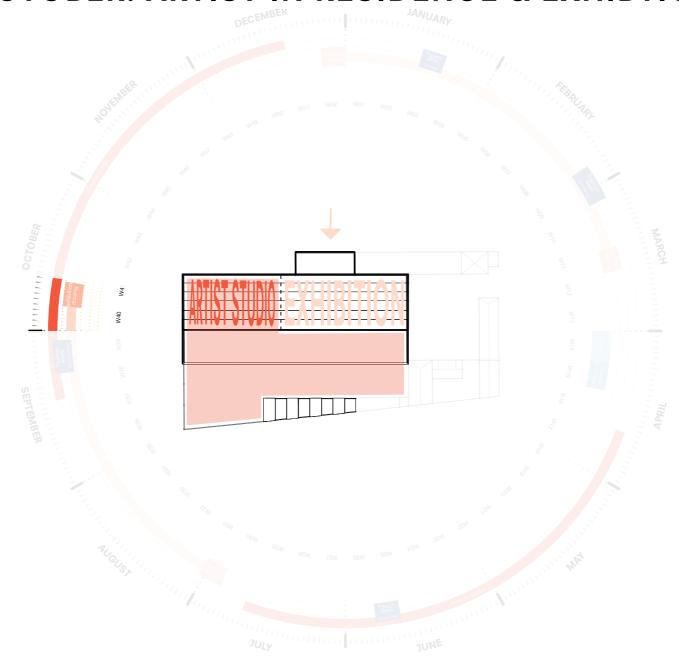
ALIGNING WITH THE CALENDAR OF MILAN



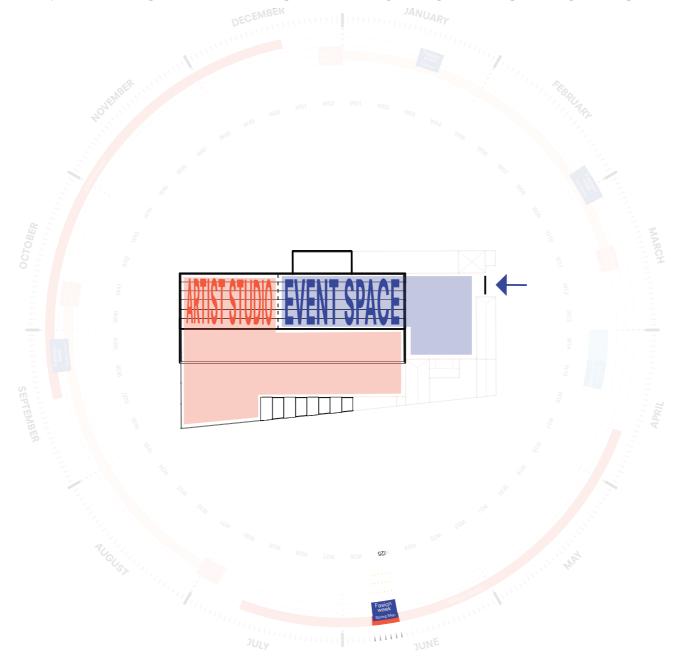
TEMPORARY PROGRAM



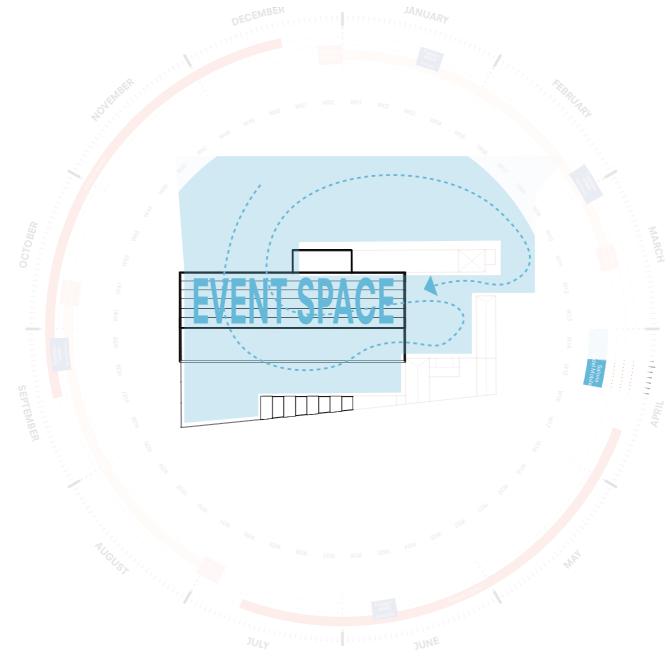
OCTOBER: ARTIST IN RESIDENCE & EXHIBTION



JUNE: ARTIST IN RESIDENCE & FASHION SHOW



APRIL: SALONE DEL MOBILE

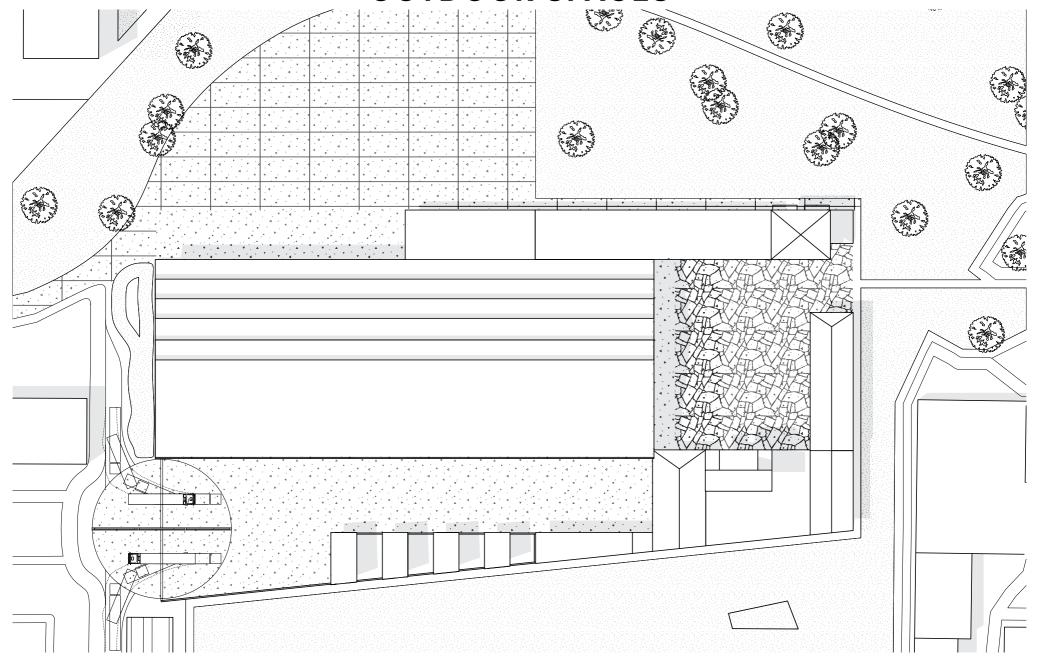


introduction research design brief concept

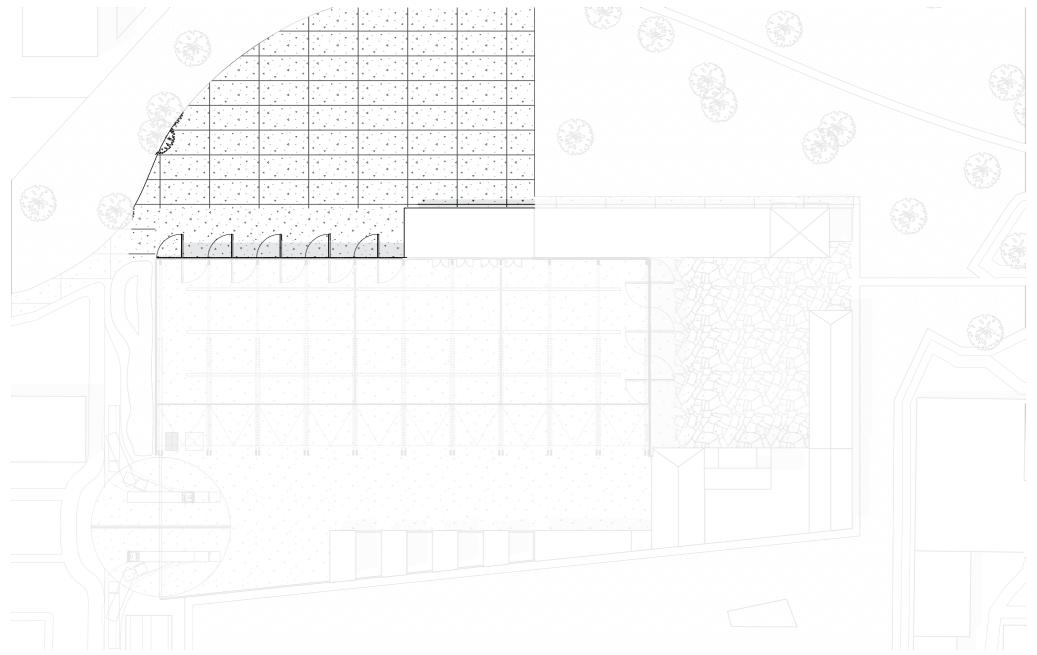
DESIGN

conclusion

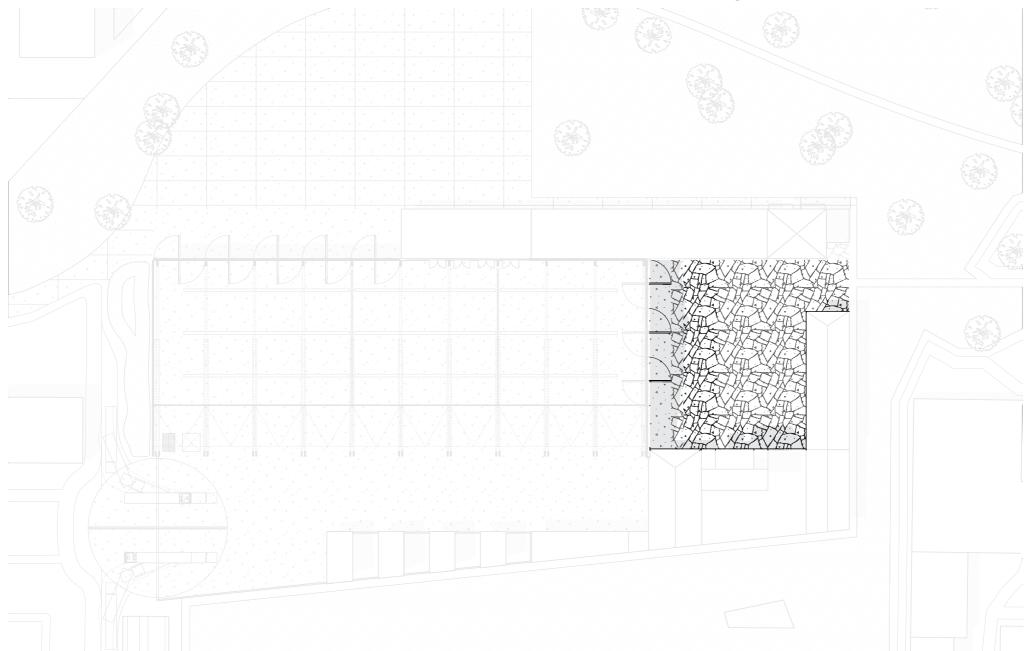
OUTDOOR SPACES



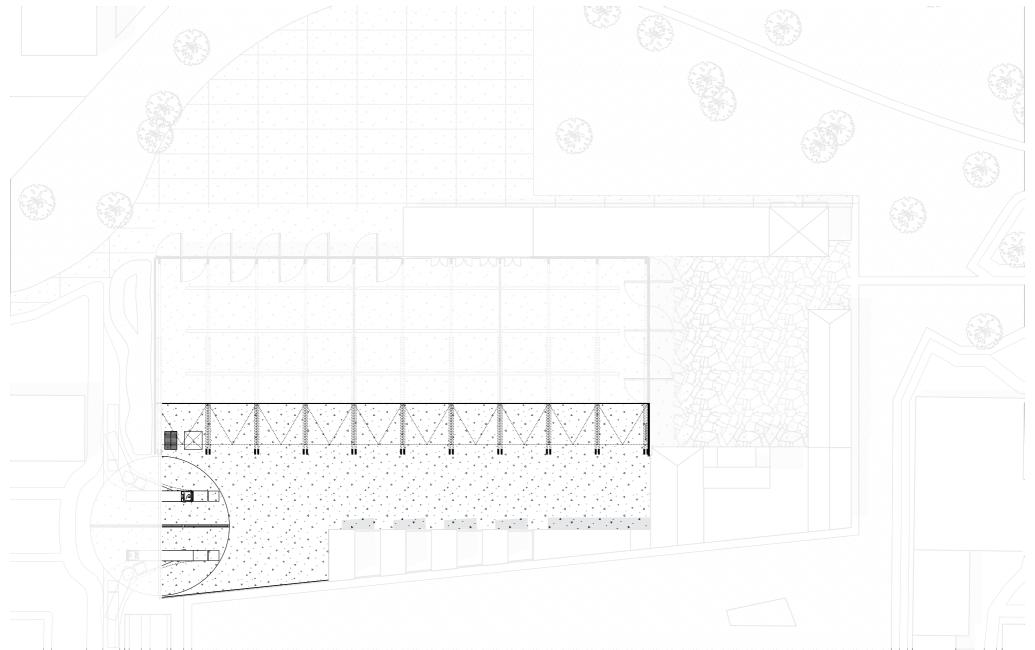
IMPRESSIVE FRONT OF HOUSE



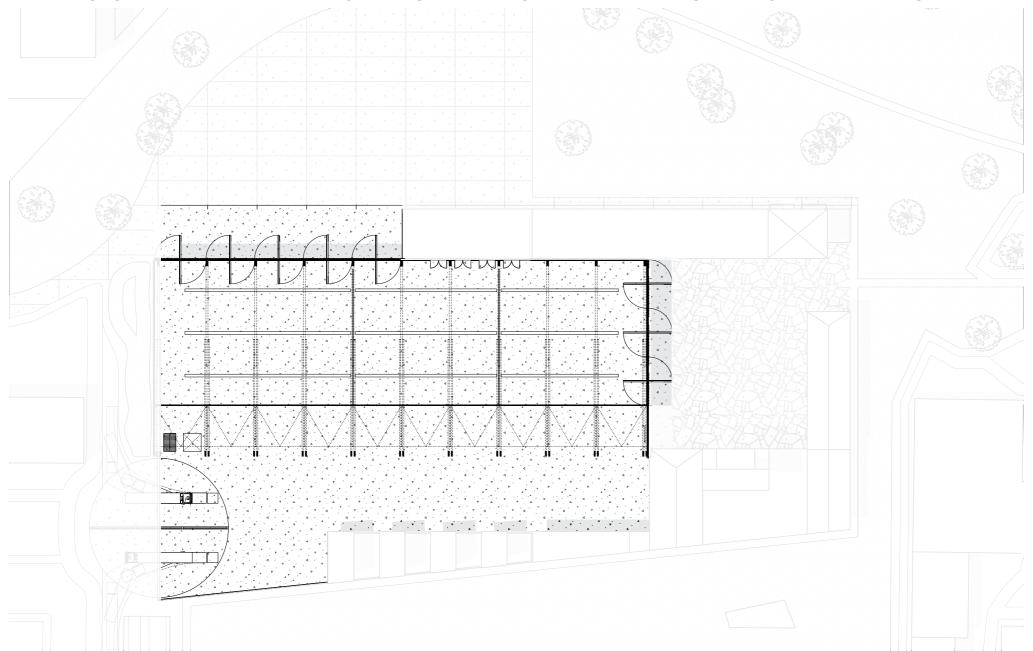
INTIMATE ITALIAN TERRAZZO



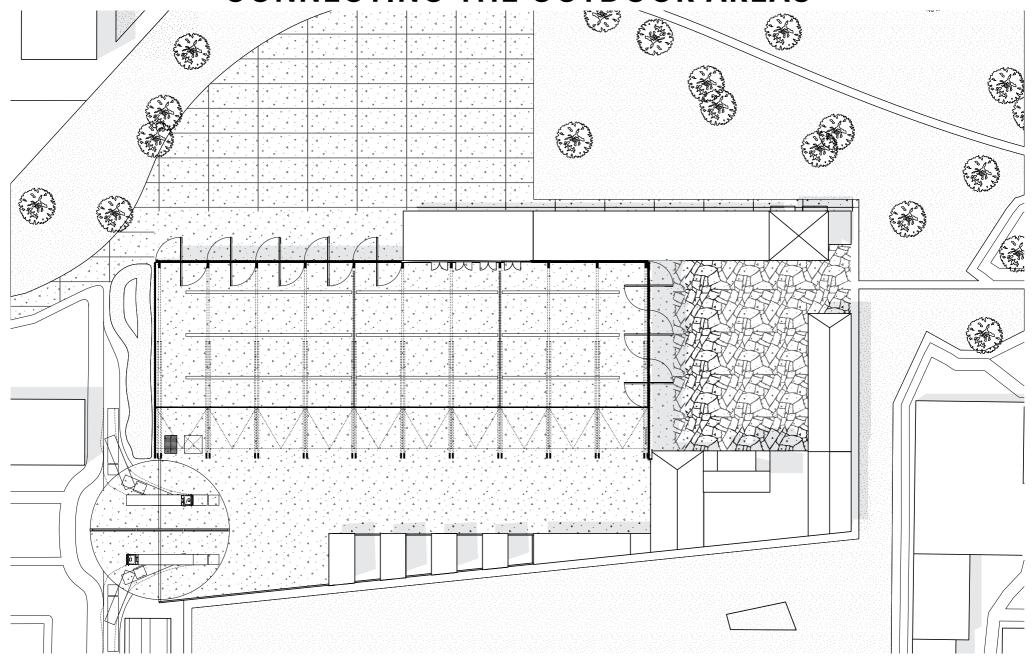
INDUSTRIAL BACK OF HOUSE



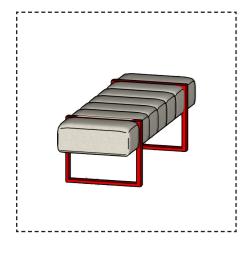
COMPLIMENTING FLOW FROM INTERIOR TO EXTERIOR



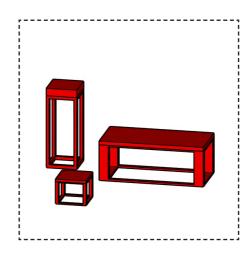
CONNECTING THE OUTDOOR AREAS

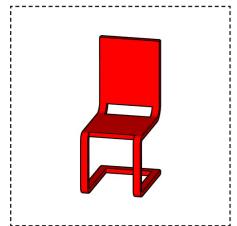


MOVEABLE ITEMS TO CHANGE SCENARIO'S

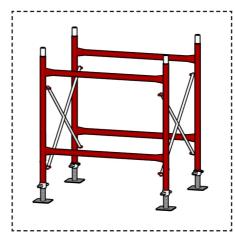






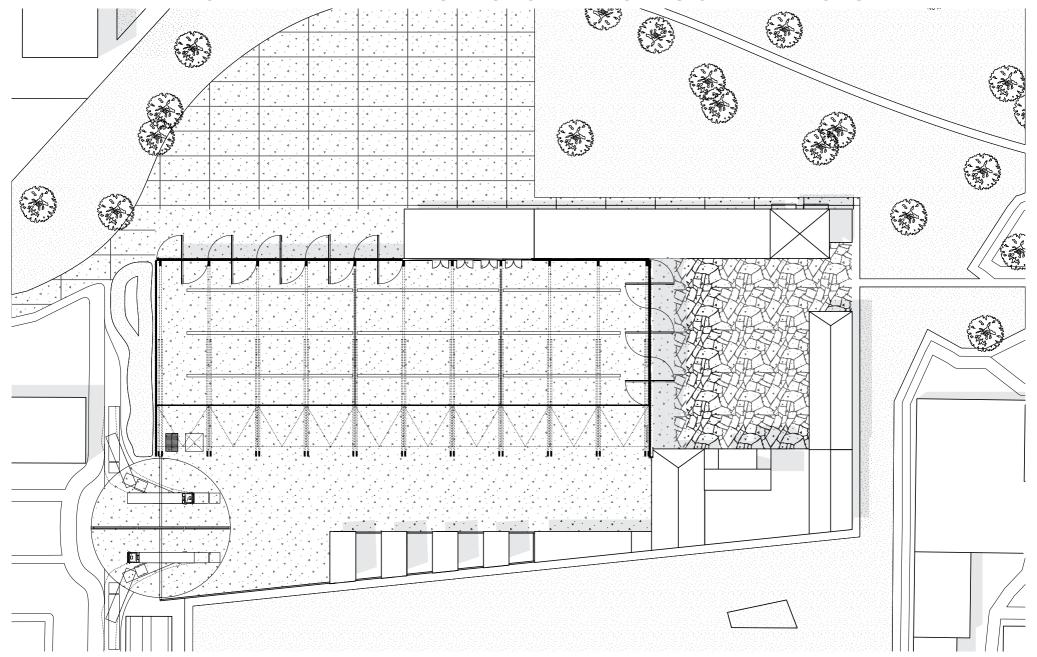




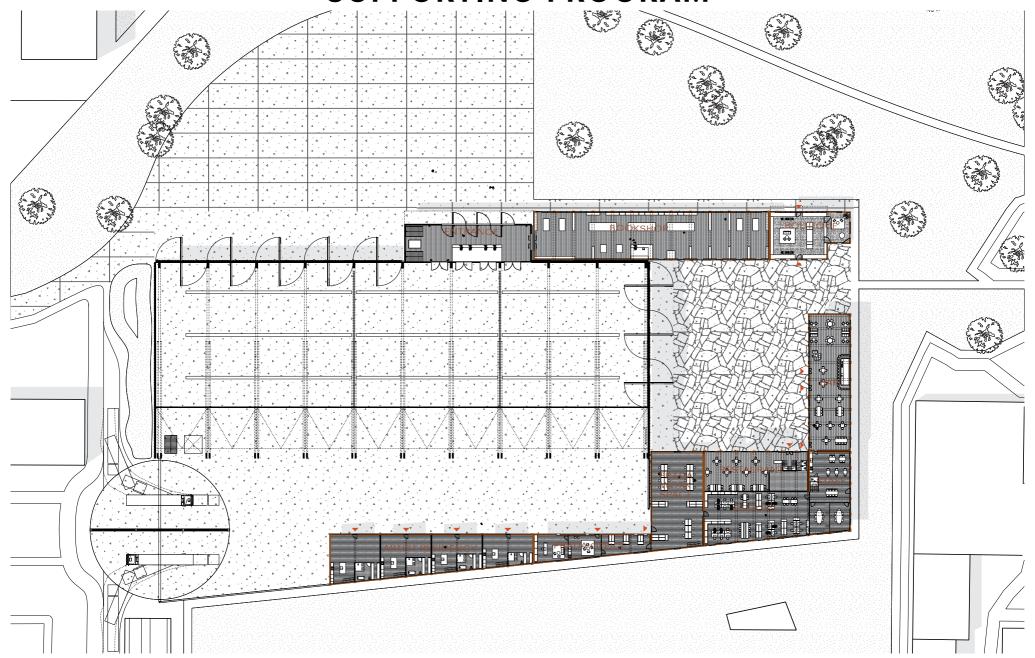




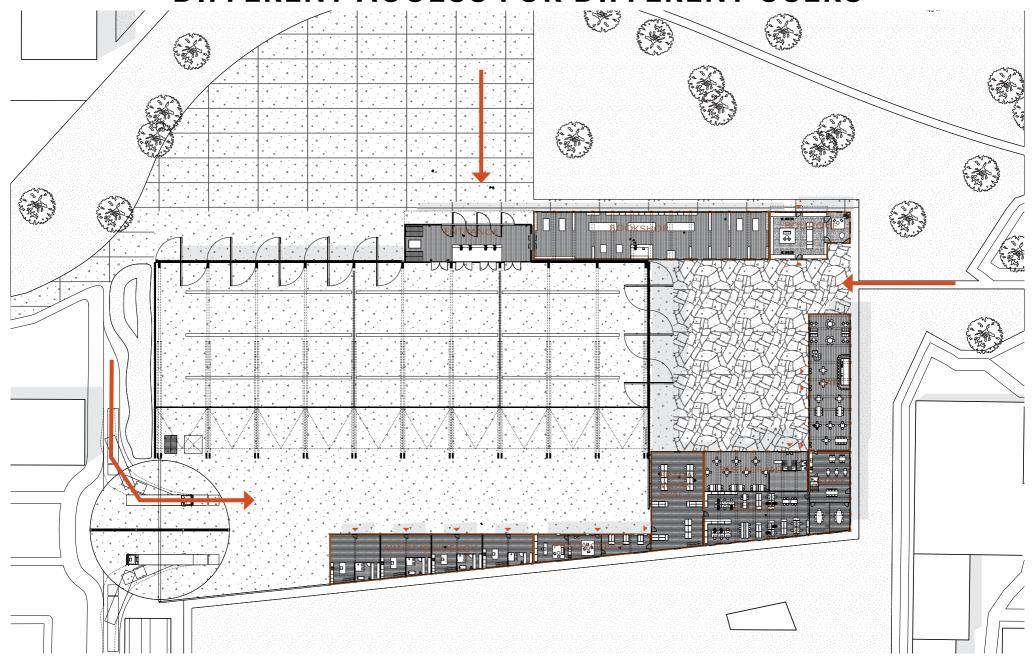
MOVEABLE ITEMS TO CHANGE SCENARIO'S



SUPPORTING PROGRAM

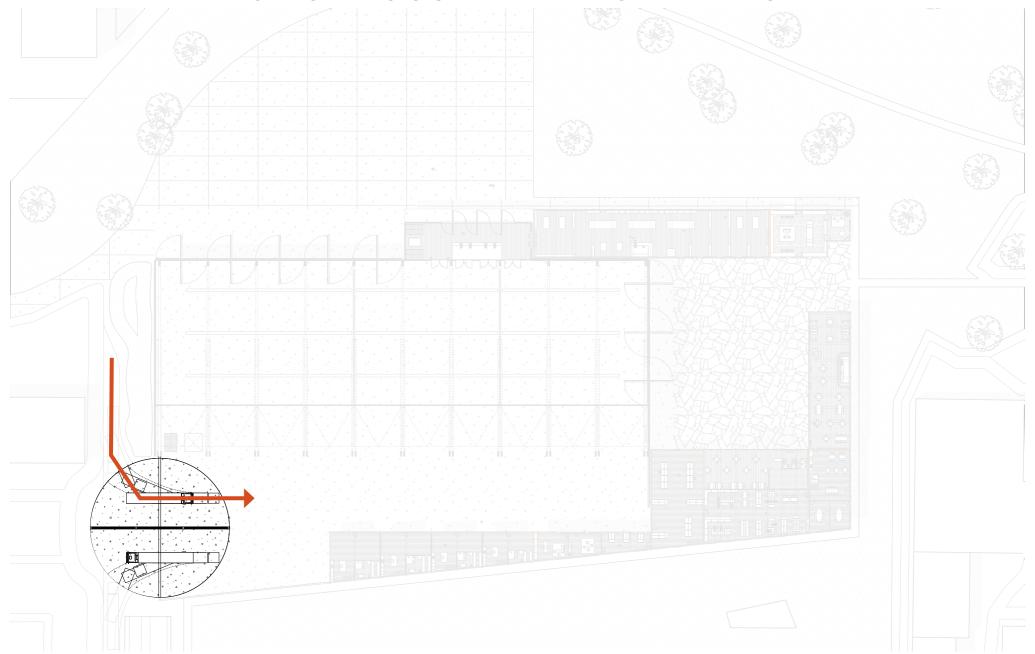


DIFFERENT ACCESS FOR DIFFERENT USERS

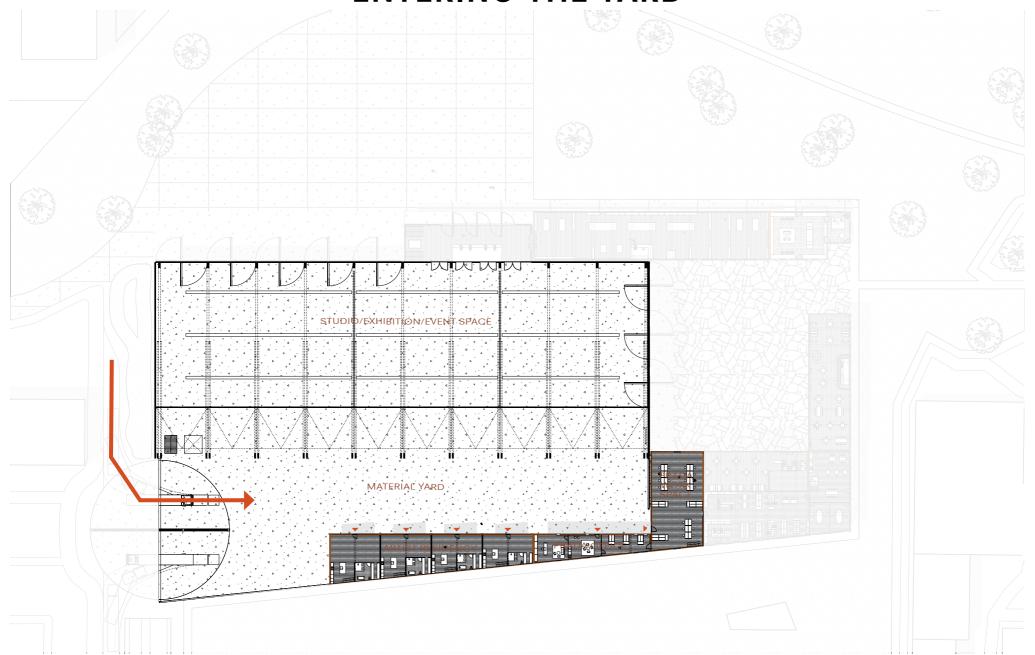


ARTIST EXPERIENCE

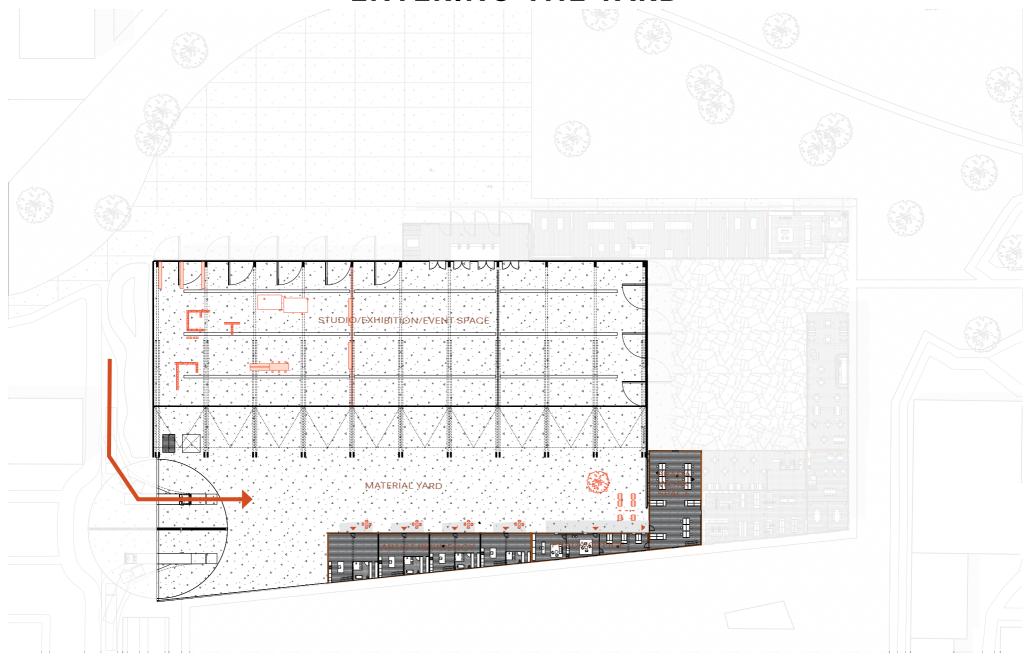
BACK OF HOUSE ENTRANCE PLATFORM



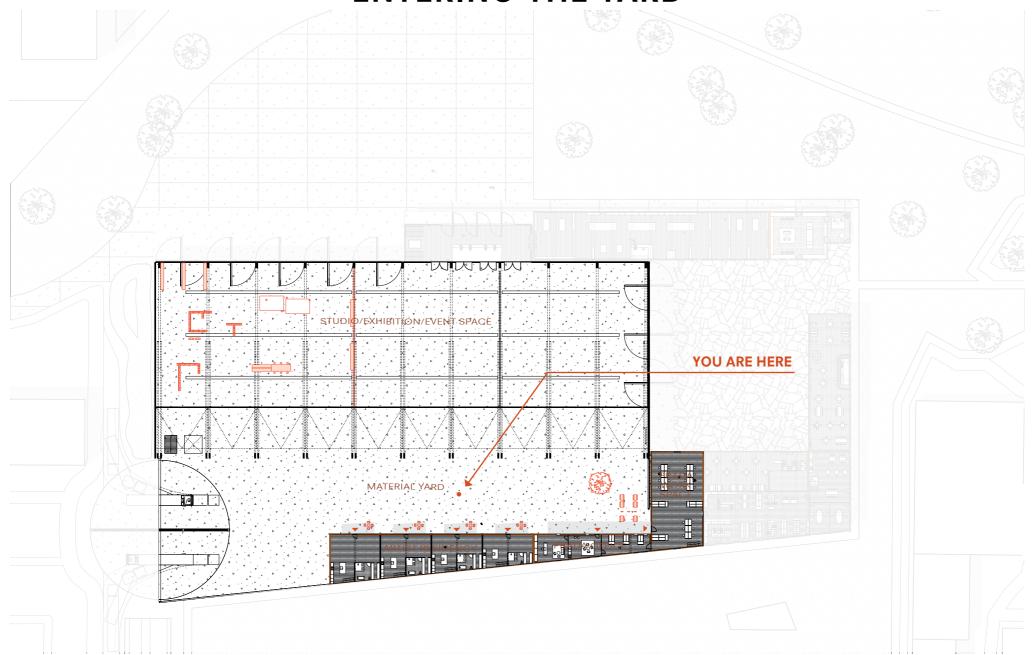
ENTERING THE YARD



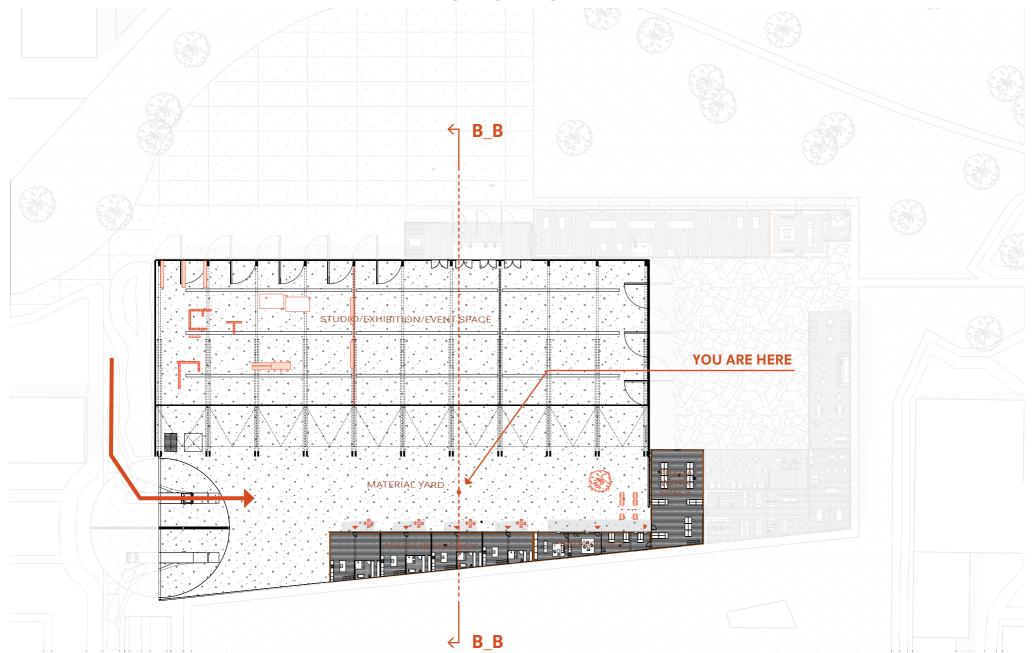
ENTERING THE YARD



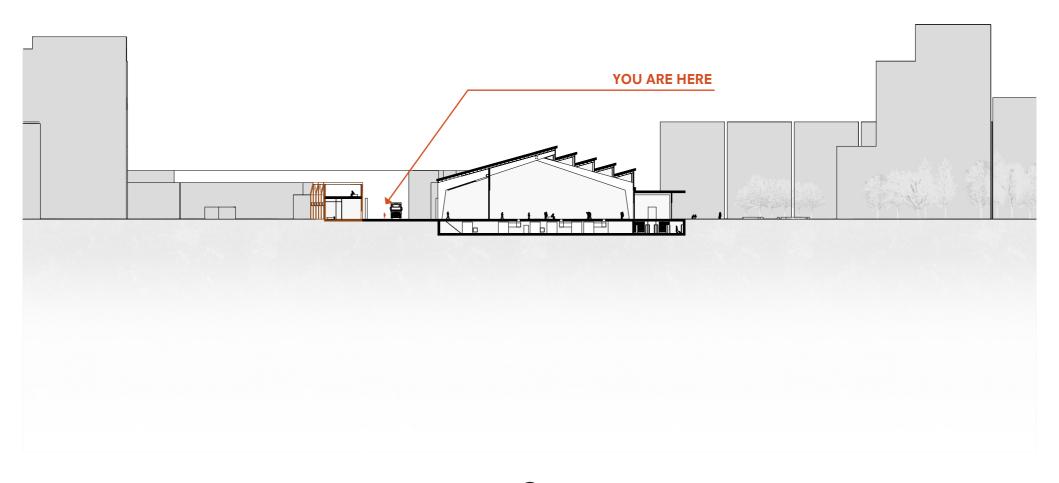
ENTERING THE YARD



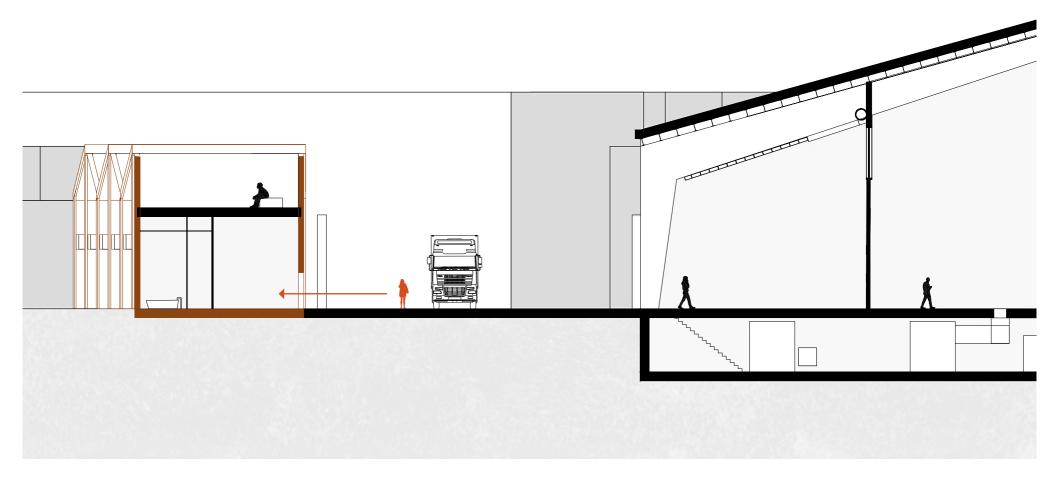
SECTION



Design SECTION B



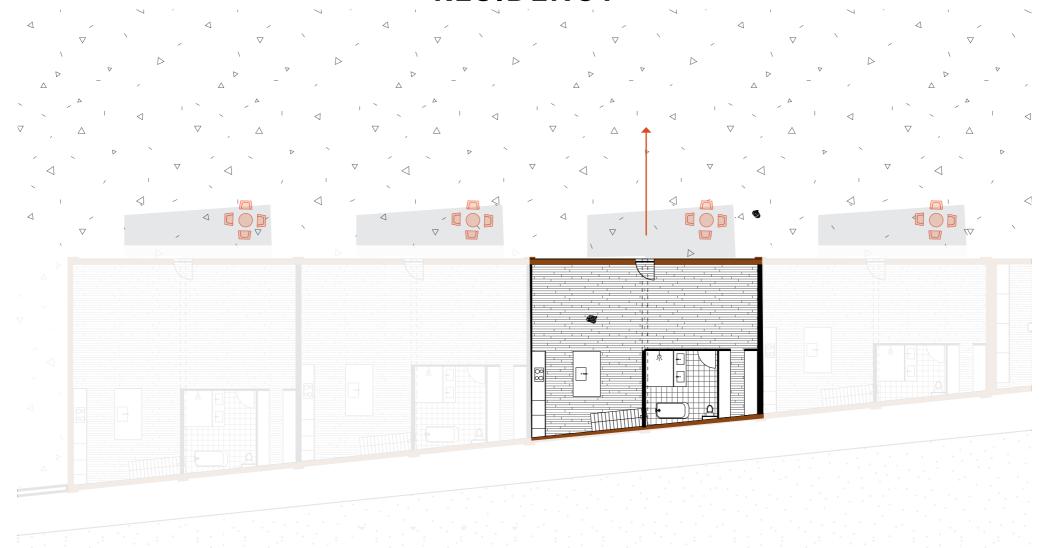
Design ENTERING YOUR RESIDENCE



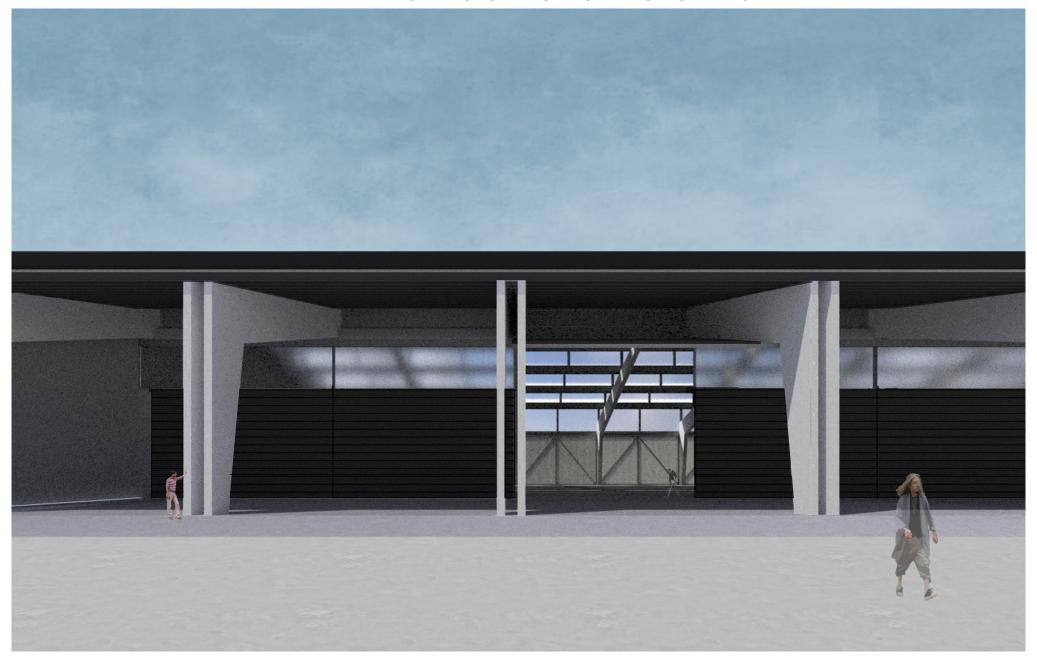
Design **RESIDENCY**



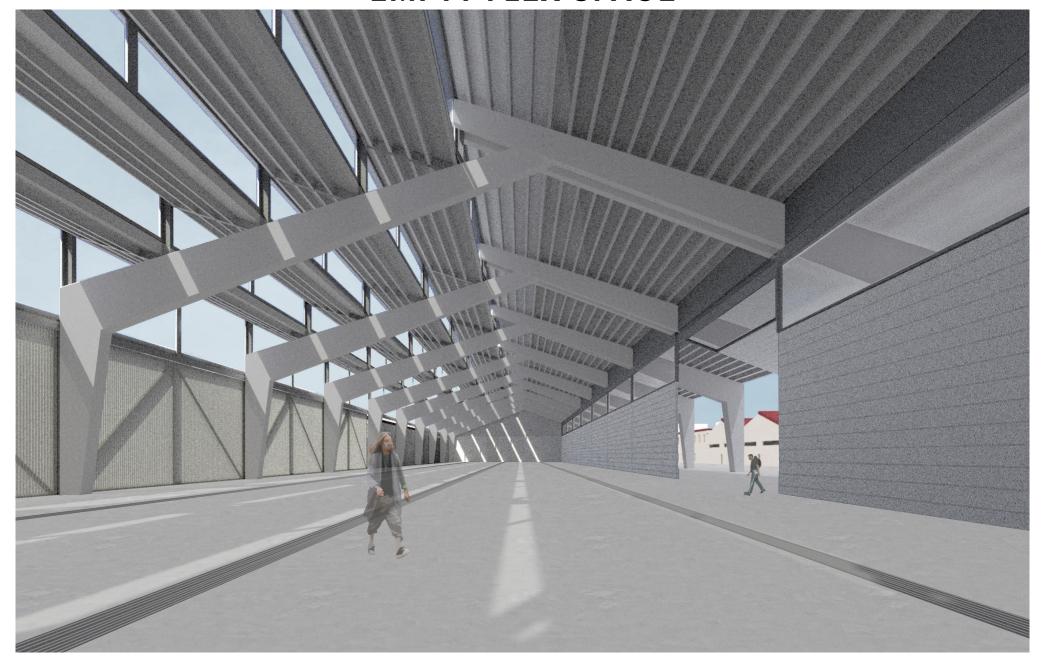
RESIDENCY



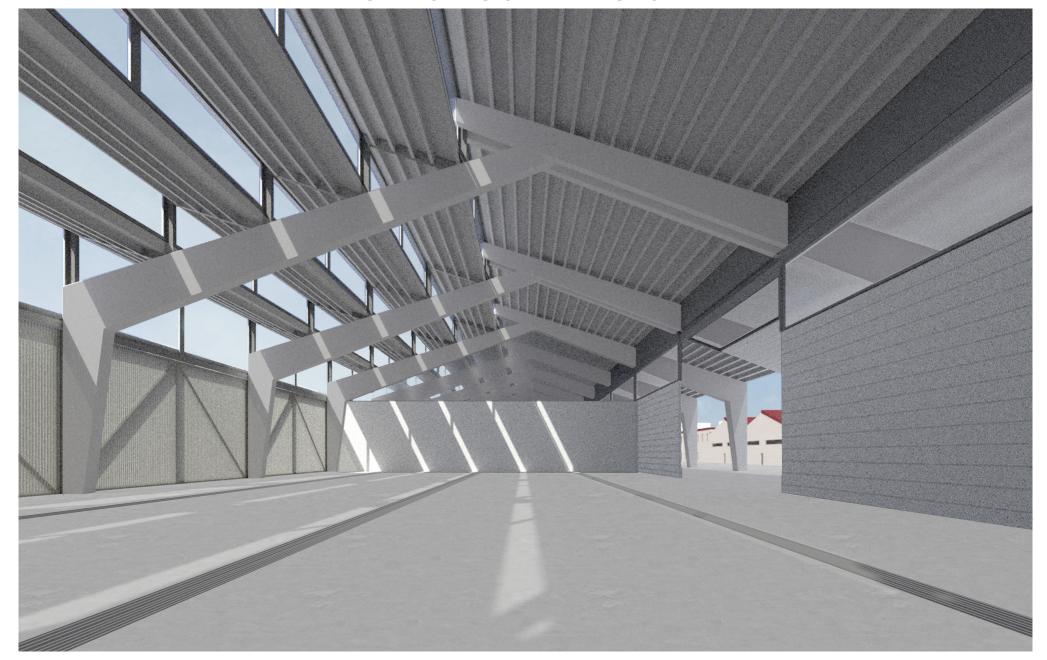
ENTERING YOUR STUDIO SPACE



EMPTY FLEX SPACE



SPACE SUBDIVISION

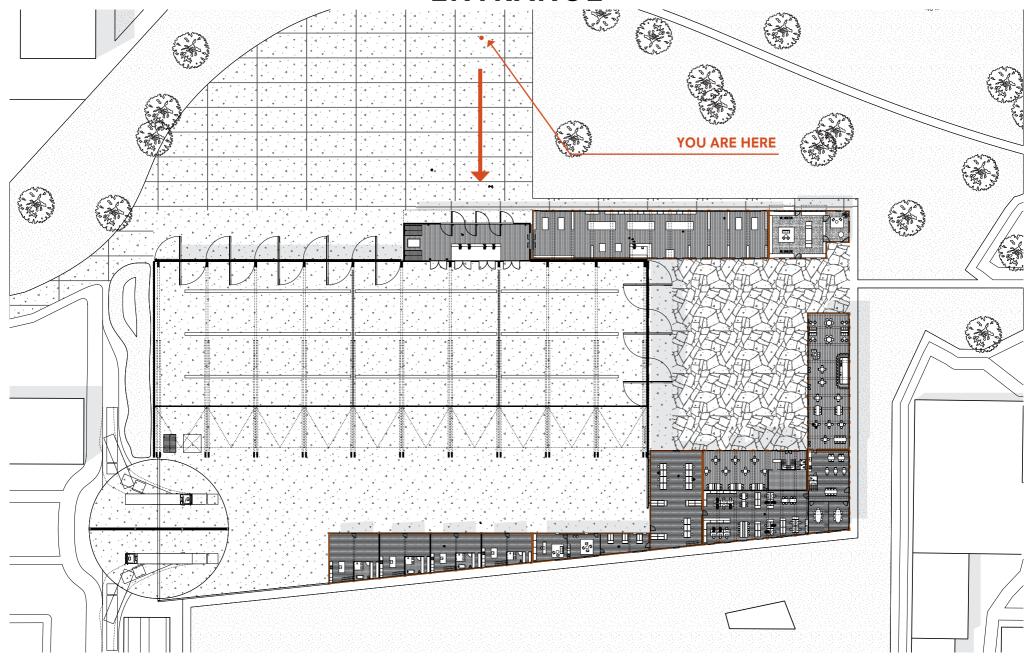


ARTIST STUDIO

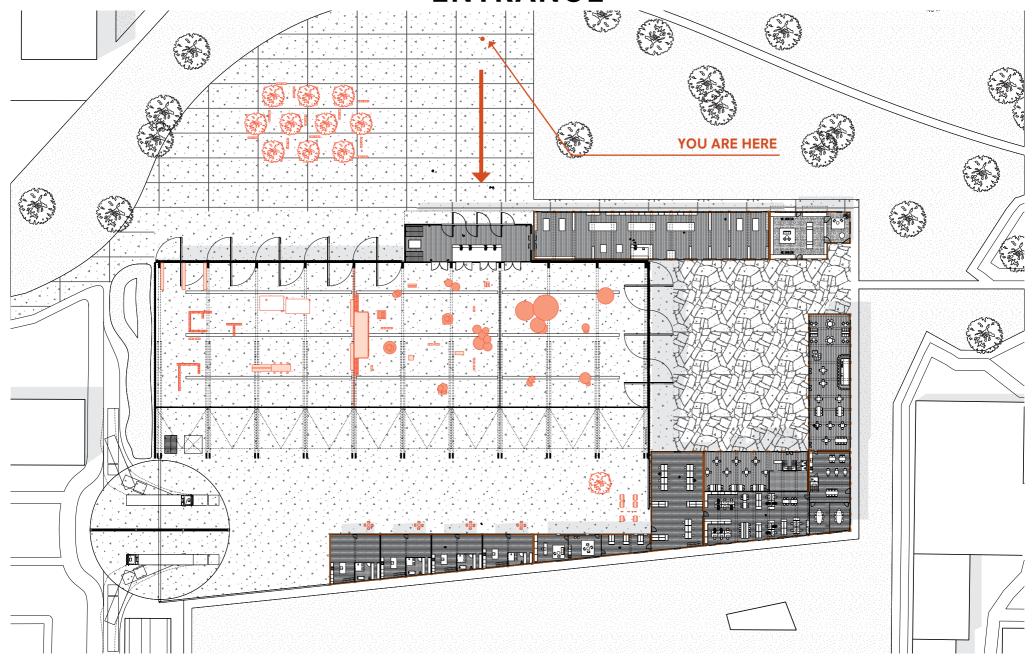


EXCLUSIVE ART EXHIBTION

ENTRANCE



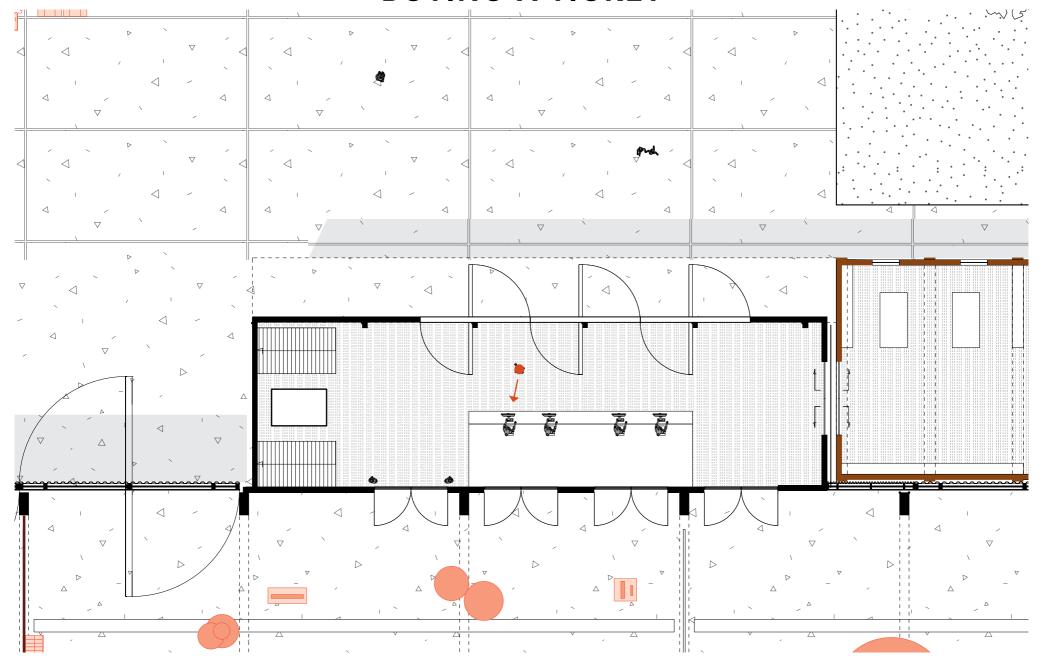
ENTRANCE



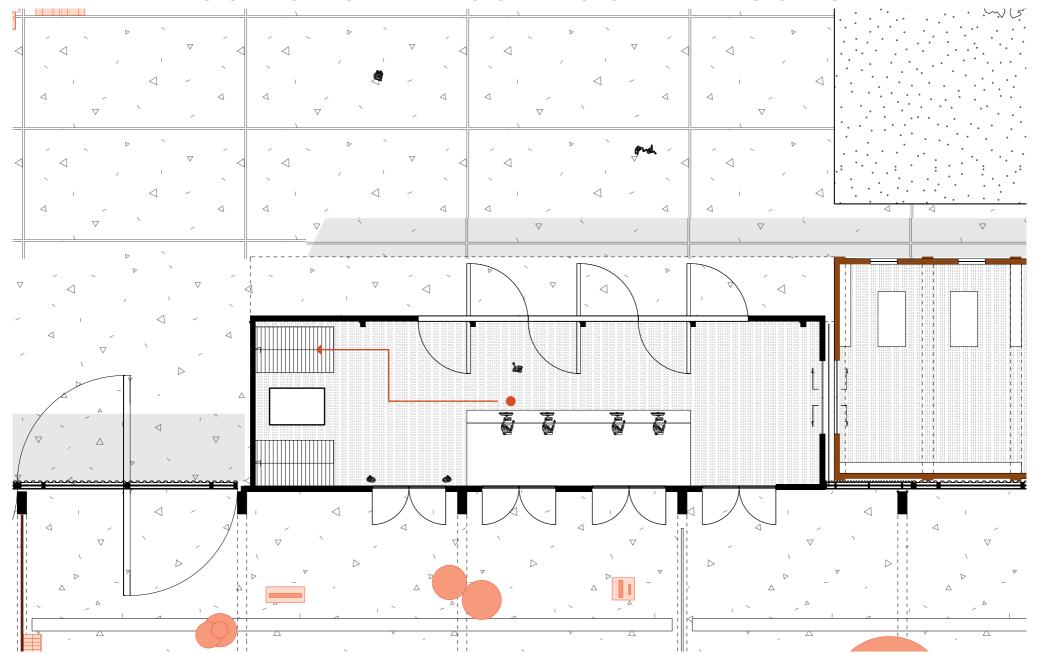
HEADING TOWARDS THE BUILDING



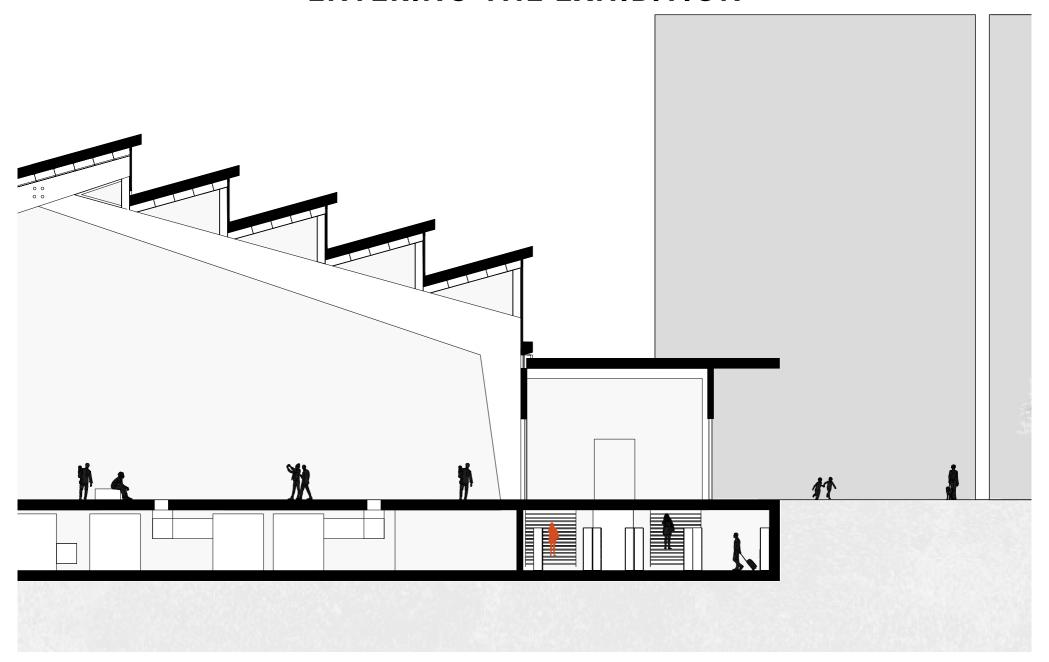
BUYING A TICKET



GOING TO THE LOCKERS & BATHROOMS



ENTERING THE EXHIBITION



EXPERIENCING ART & CREATION



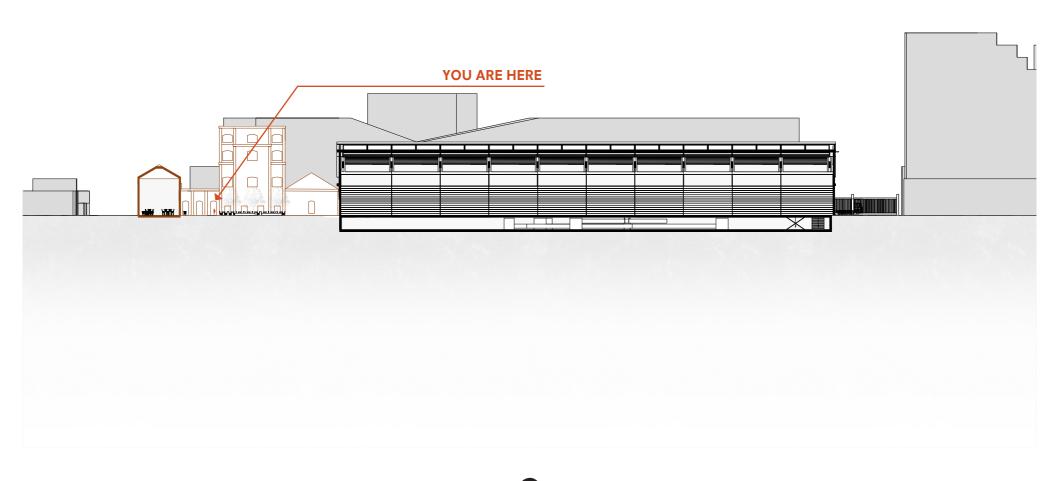
EXIT THROUGH BOOKSHOP TO TERRACE



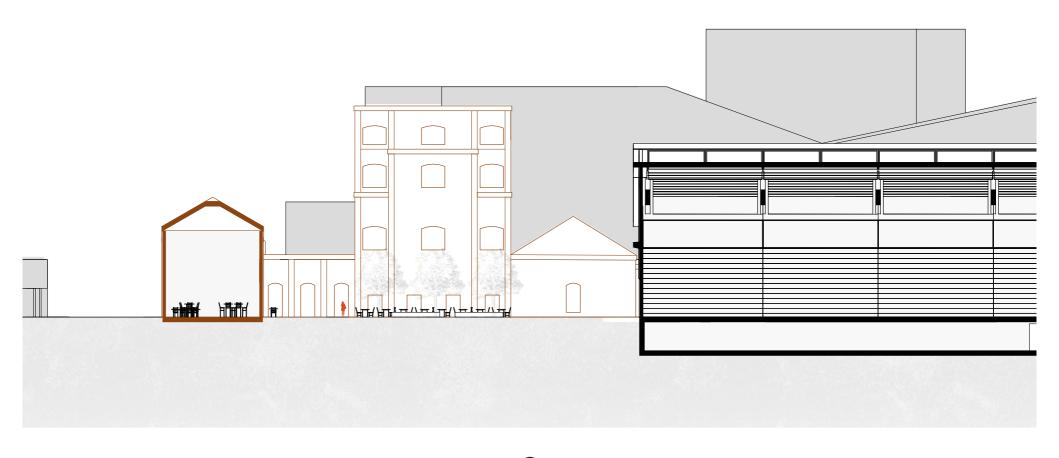
EXIT THROUGH BOOKSHOP TO TERRACE



Design **APERITIVO TIME**



Design **APERITIVO TIME**

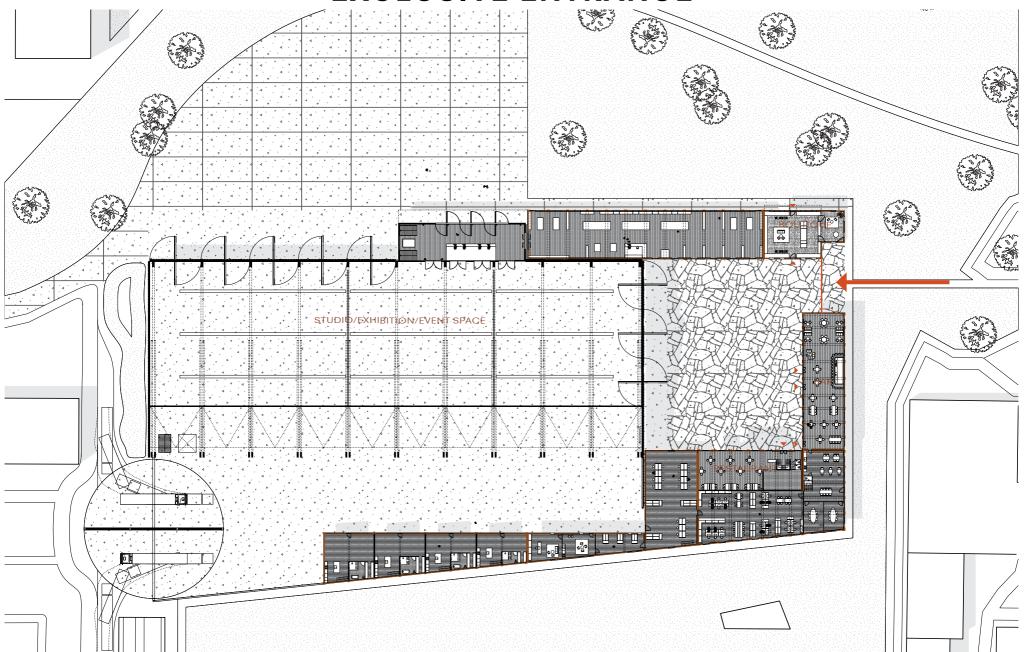


LOOKING OUT FROM THE TERRACE

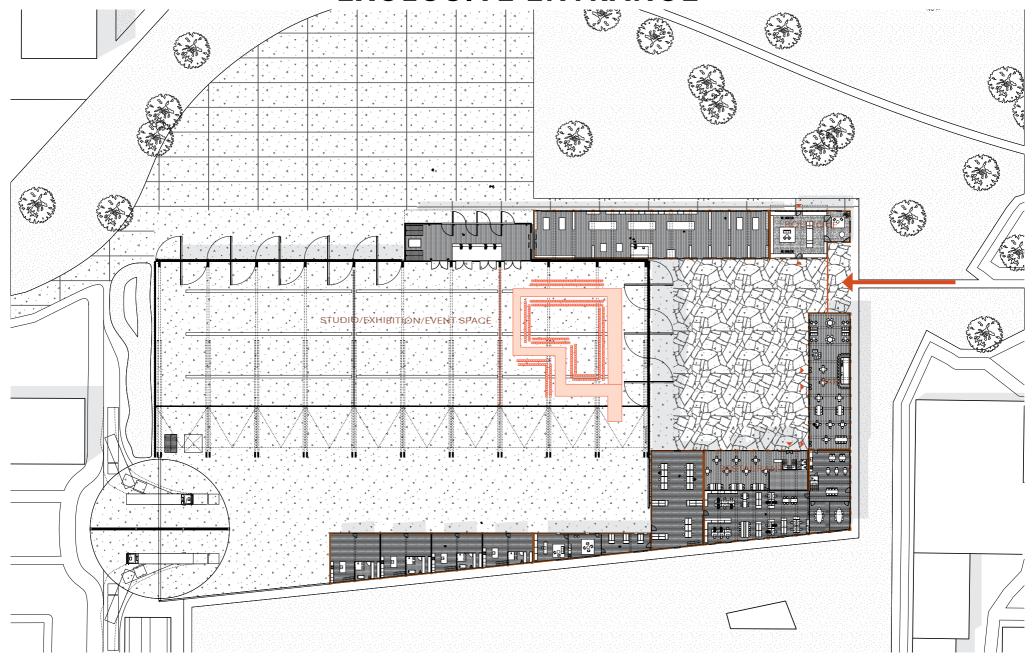


EXCLUSIVE EVENT EXPERIENCE

EXCLUSIVE ENTRANCE



EXCLUSIVE ENTRANCE



LOOKING OUT FROM THE TERRACE

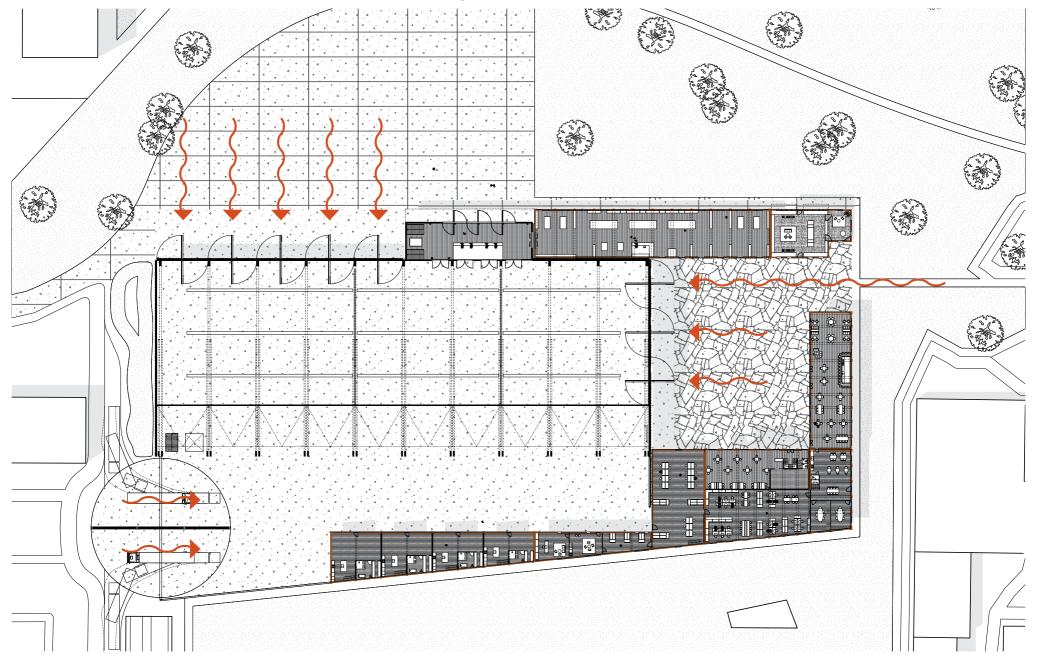


PRIVATE ACCESS FOR EVENT



CITY EVENT EXPERIENCE

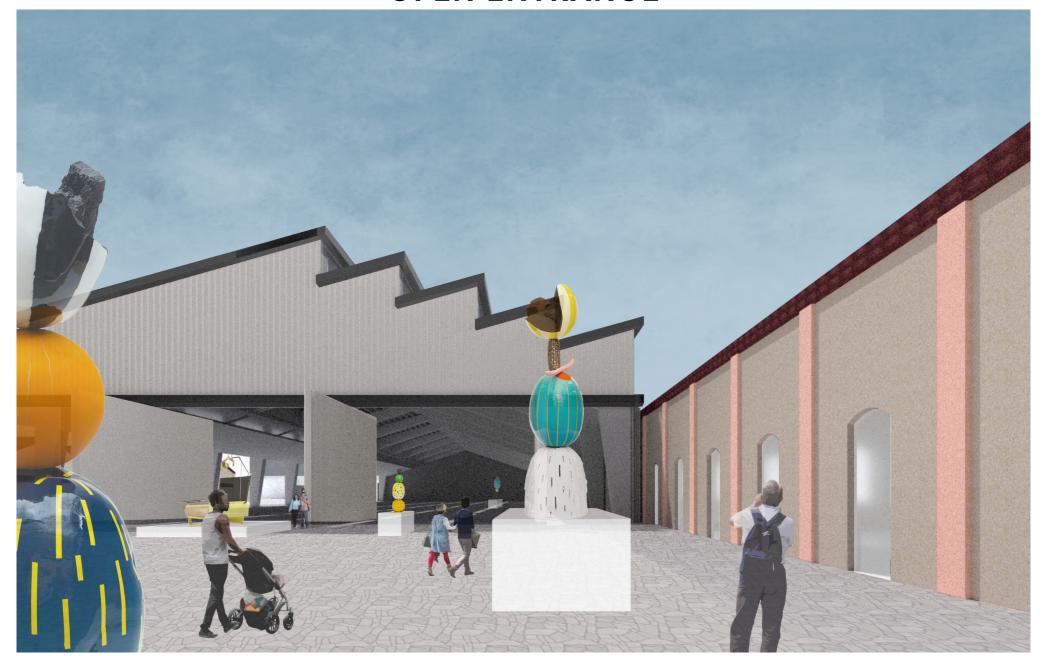
ENTRANCE EVERYWHERE



OPEN ENTRANCE



OPEN ENTRANCE



OPEN ENTRANCE



OPEN ENTRANCE



OPEN ENTRANCE



Design OPEN ENTRANCE



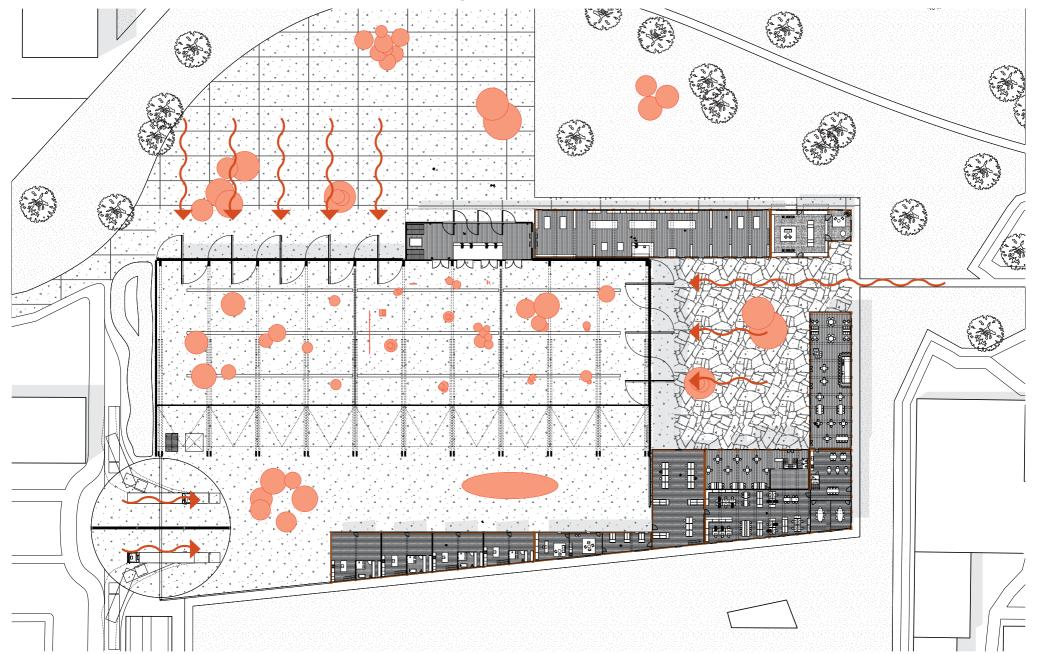
OPEN ENTRANCE



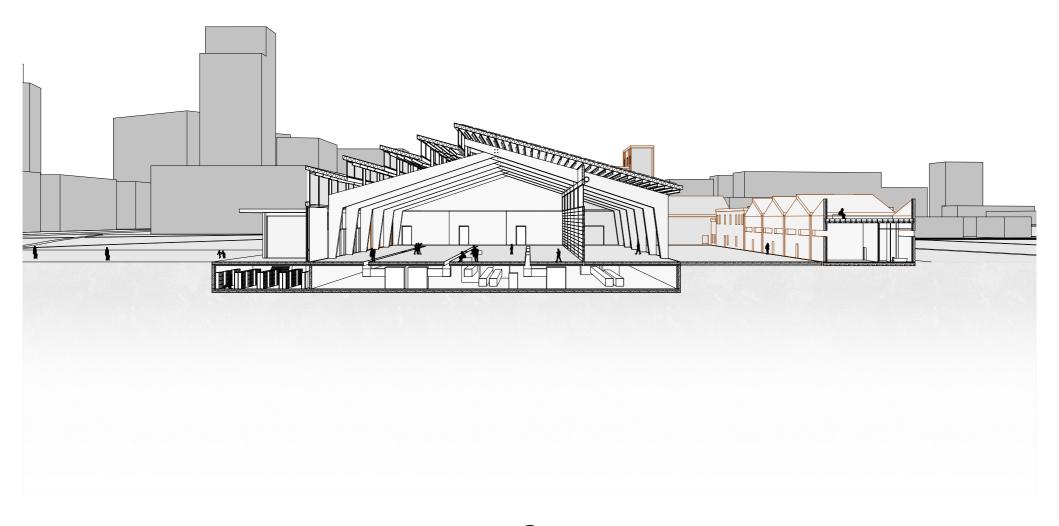
FULLY PUBLIC OUTDOOR EXHIBITION SPACE



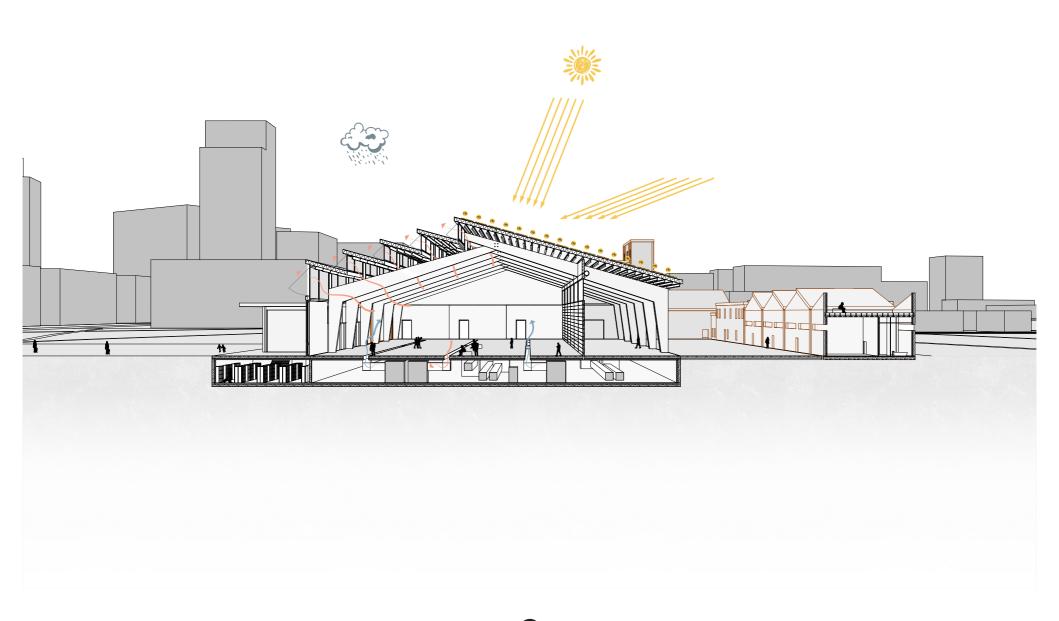
ENTRANCE EVERYWHERE



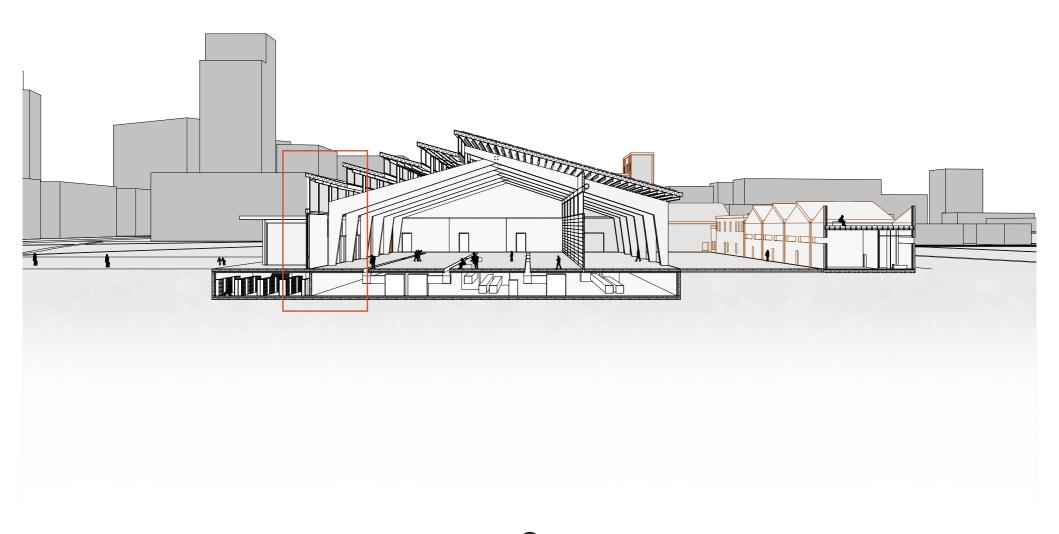
IMPORTANCE OF KEEPING STRUCTURE 'CLEAN'



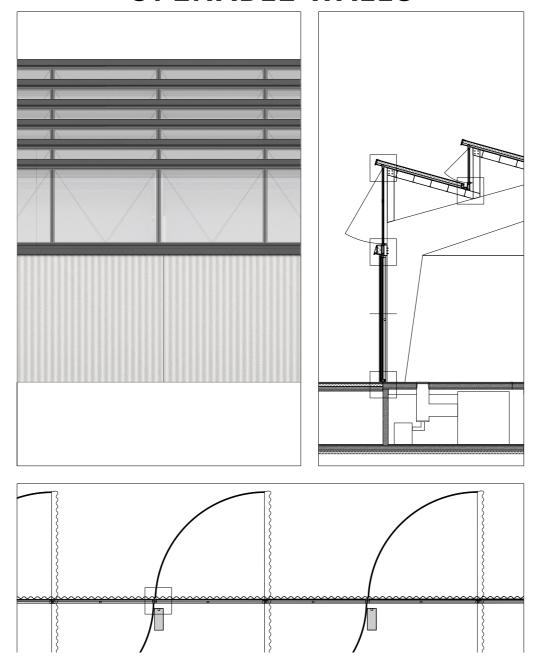
INSTALLATIONS UNDERGROUND



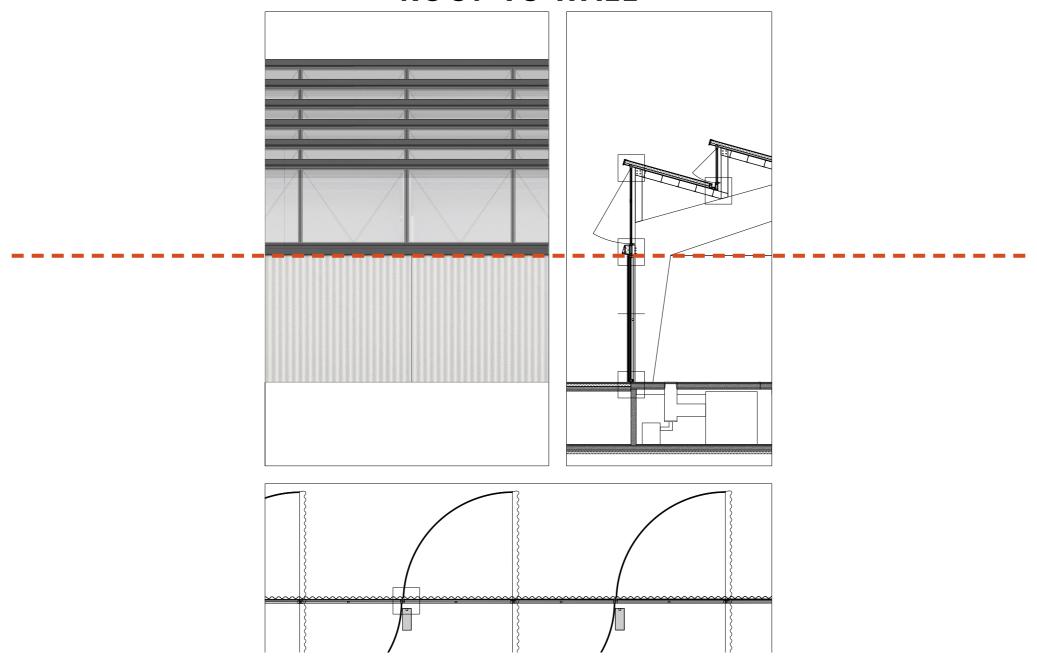
ZOOMING INTO THE DETAILS



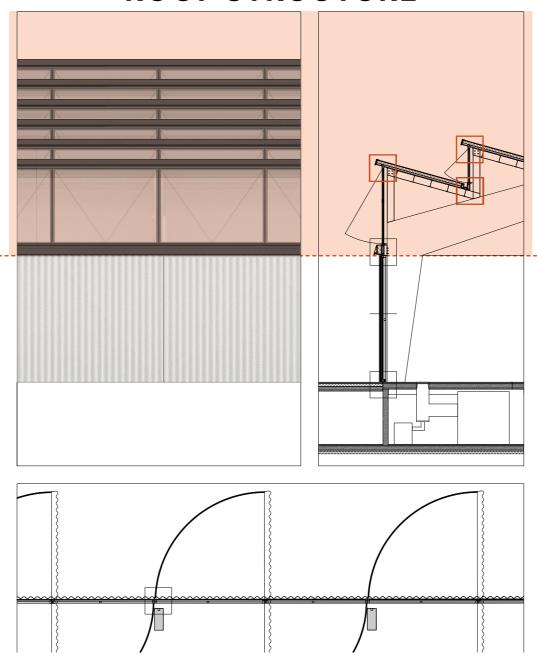
OPENABLE WALLS



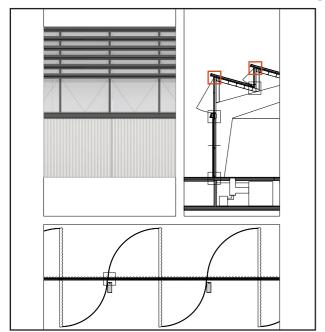
ROOF VS WALL

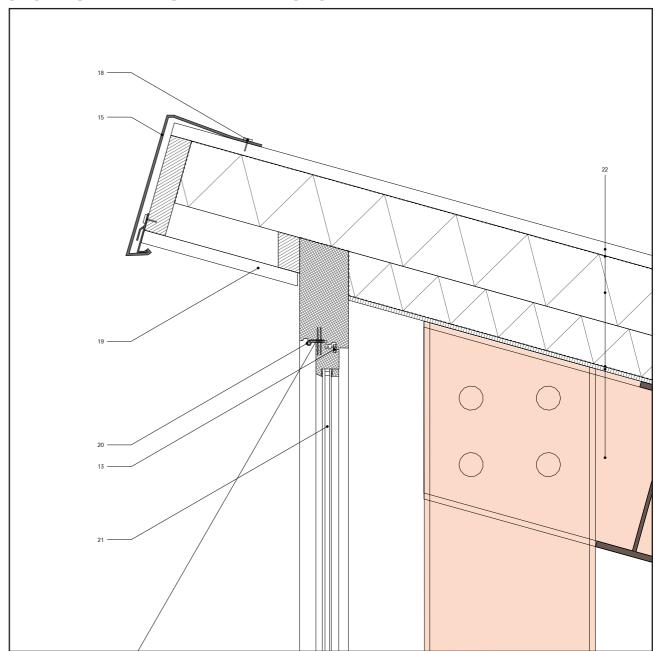


ROOF STRUCTURE



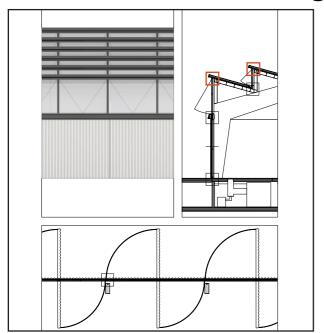
STRUCTURAL SHED ROOF

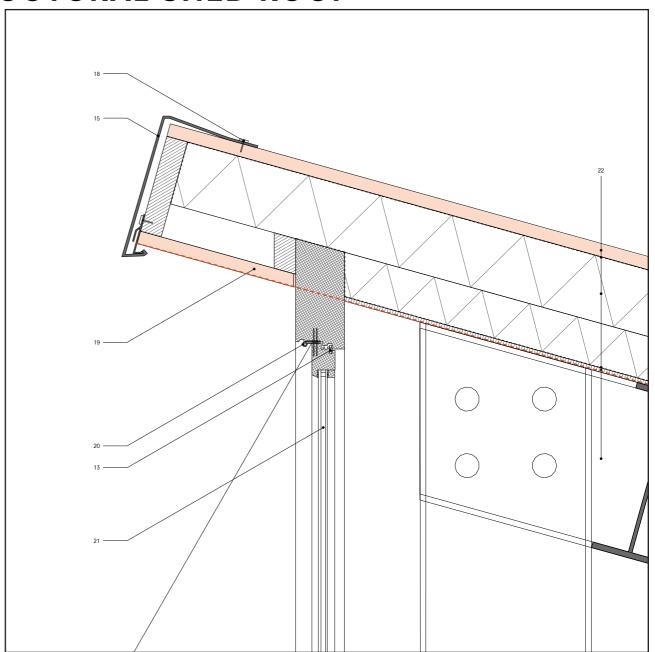


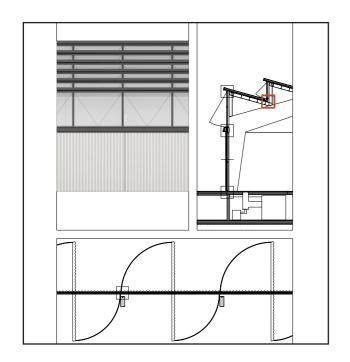


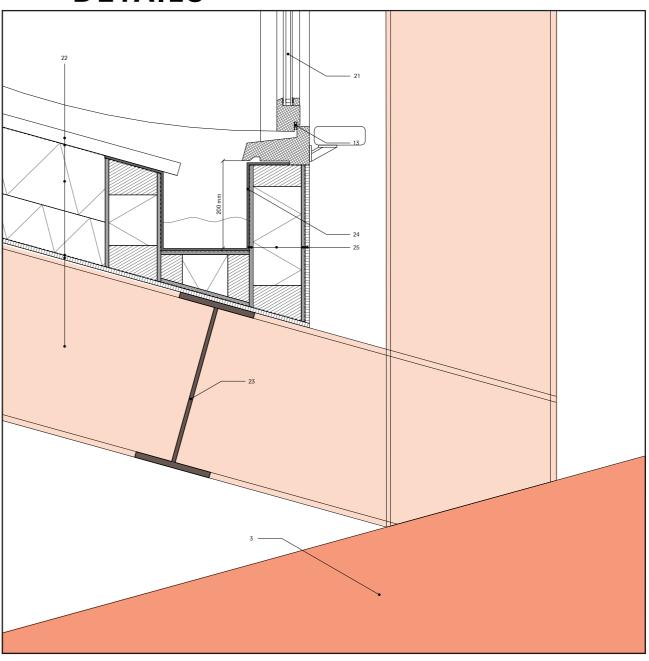
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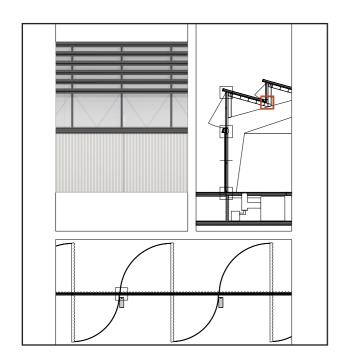
STRUCTURAL SHED ROOF

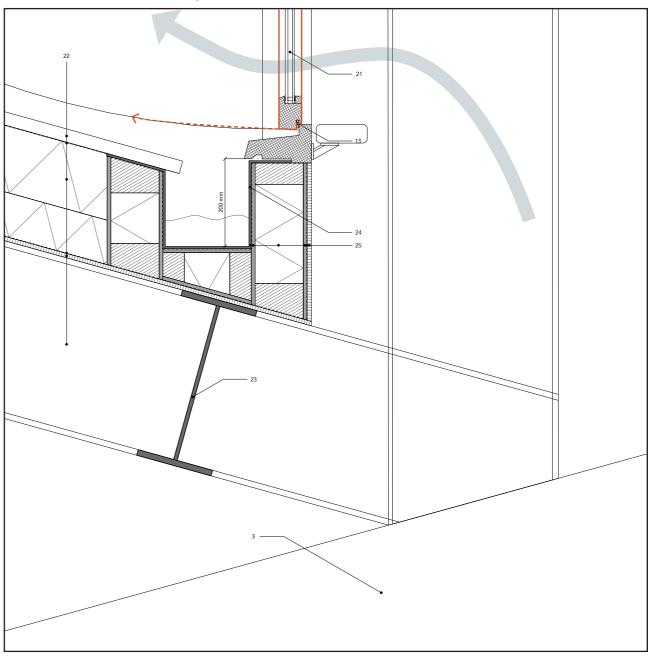


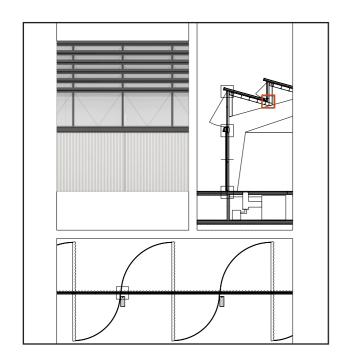


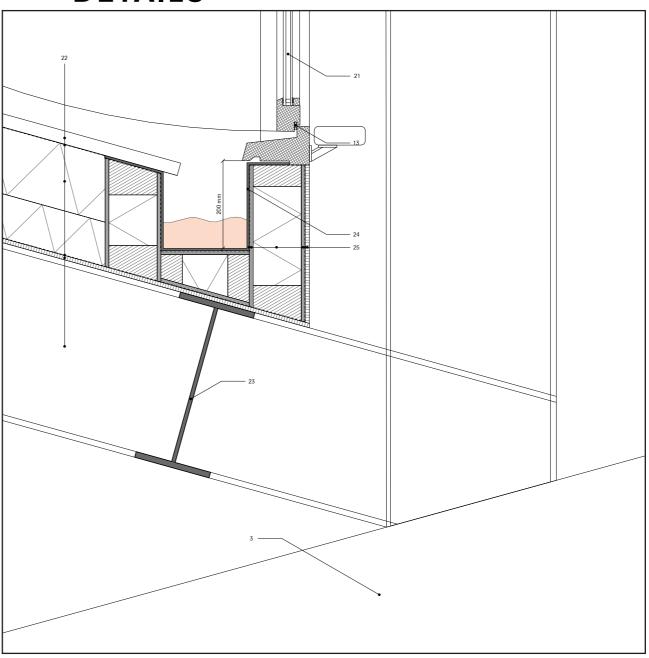




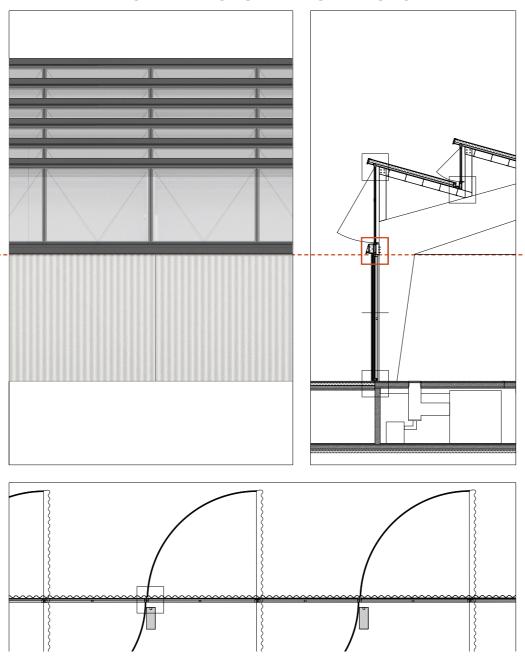


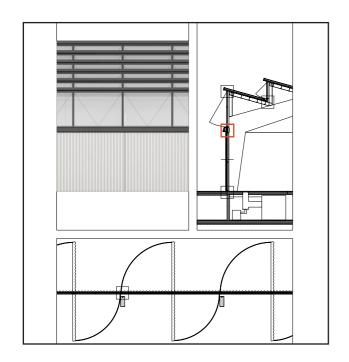


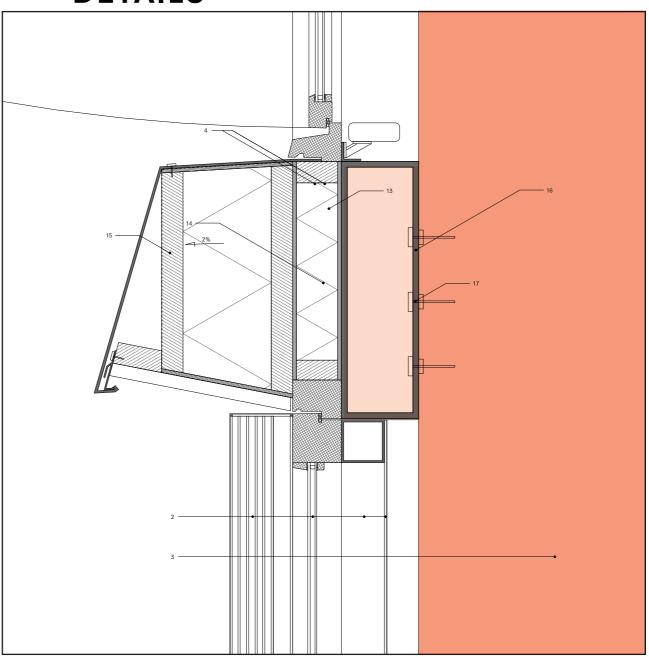


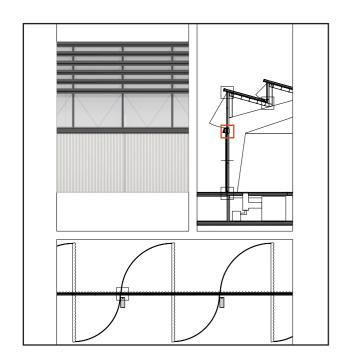


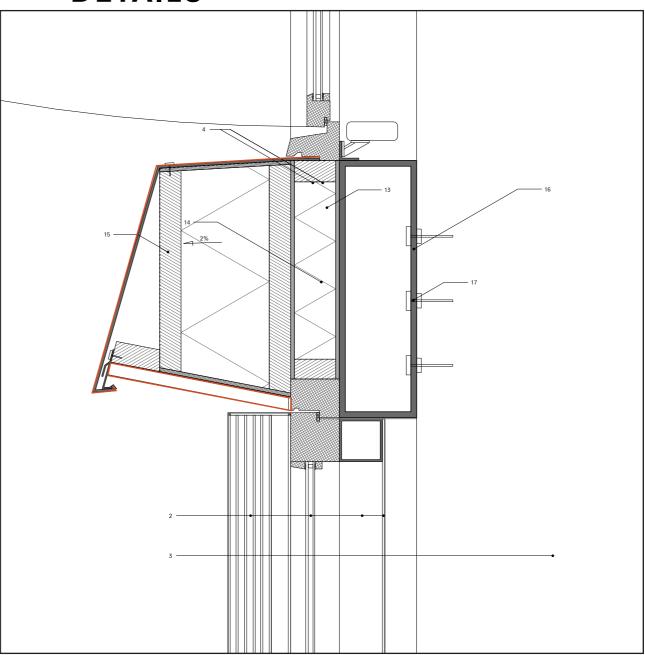
FROM ROOF TO DOOR

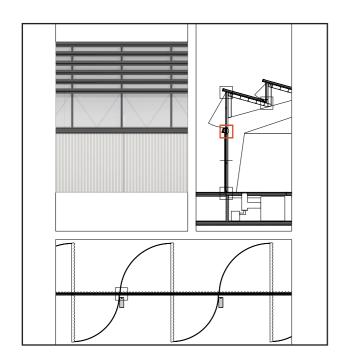


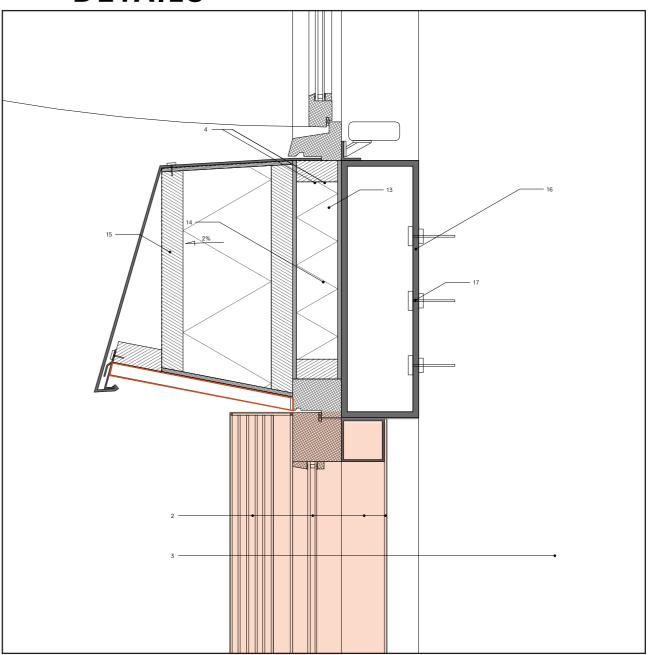




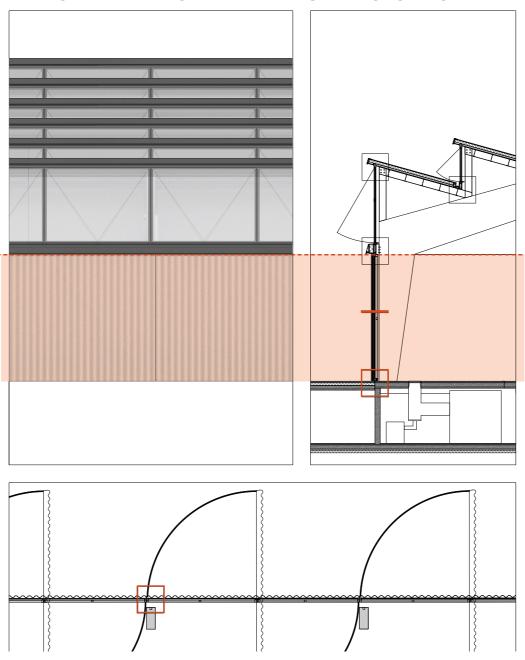


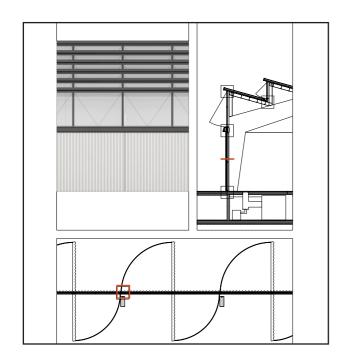


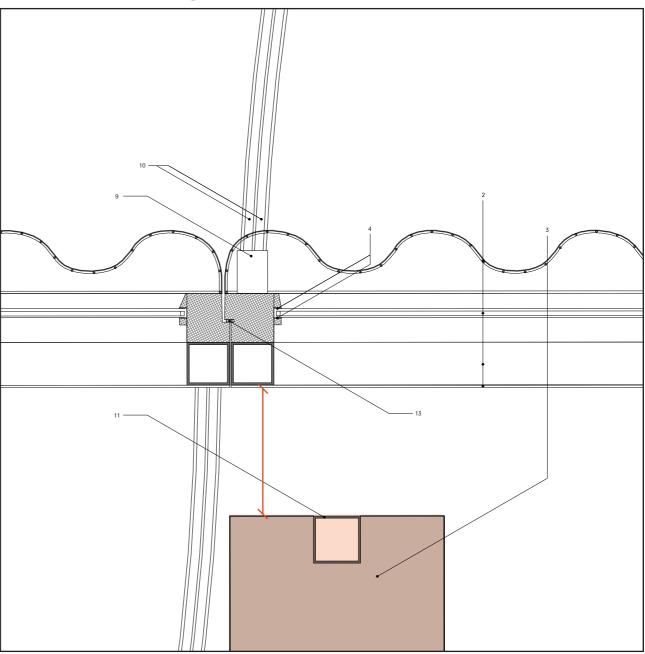


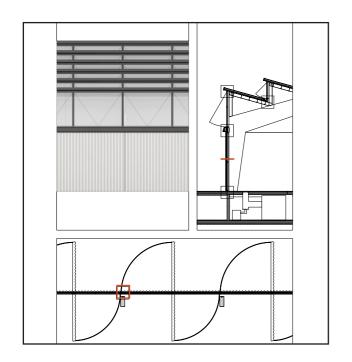


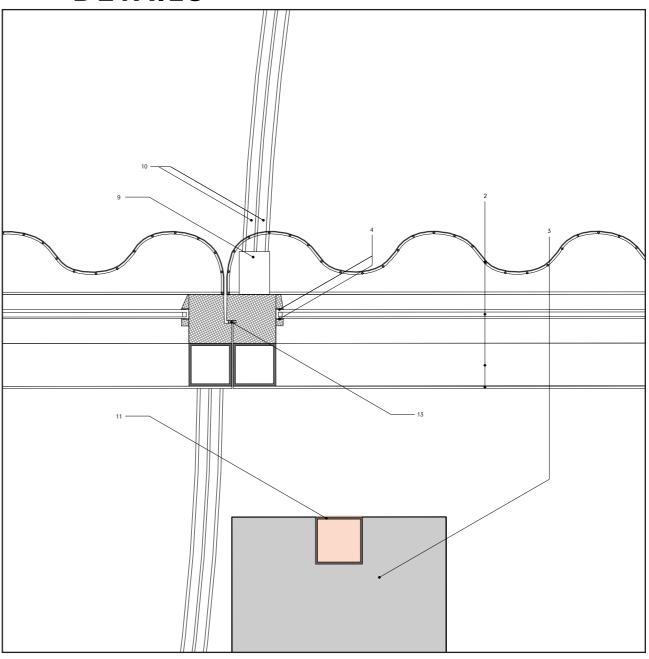
ROTATING WALL STRUCTURE

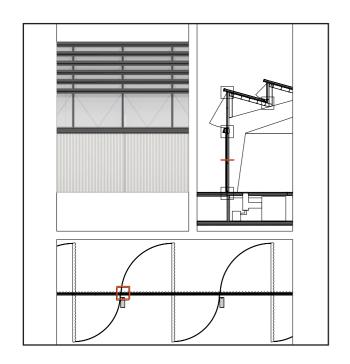


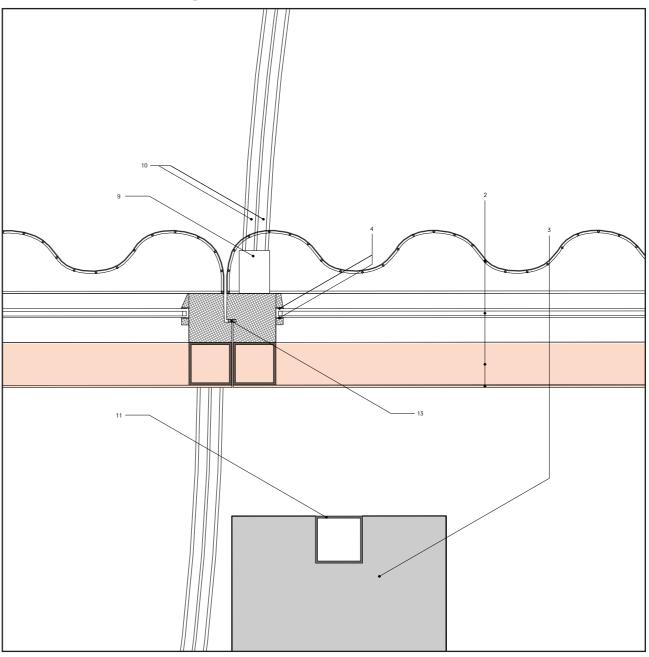


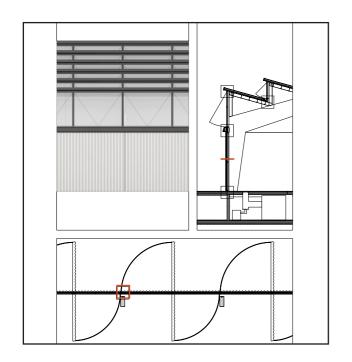


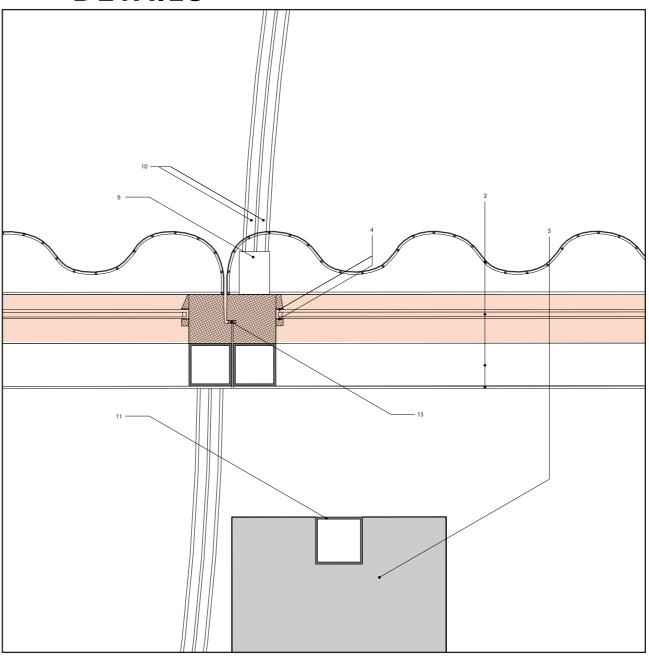


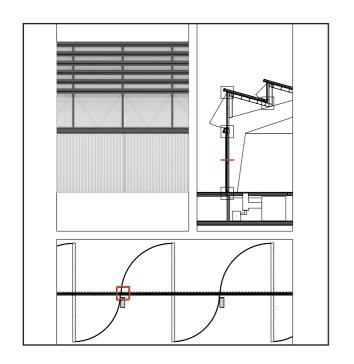


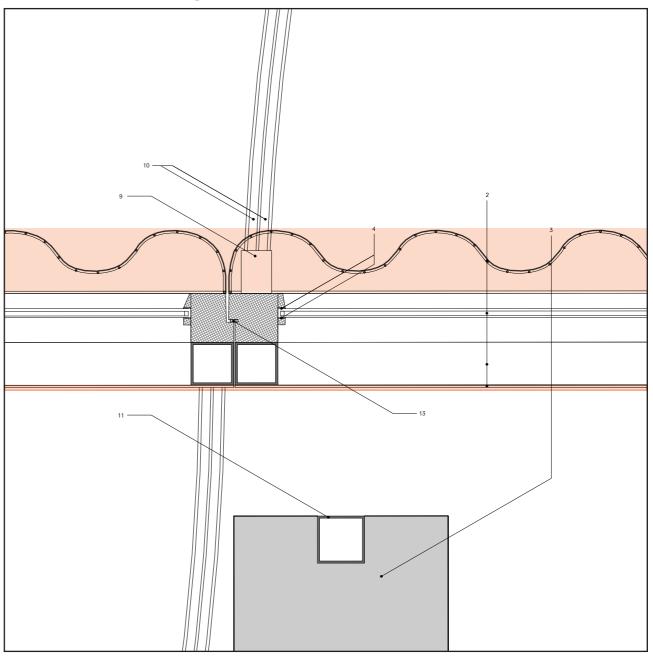


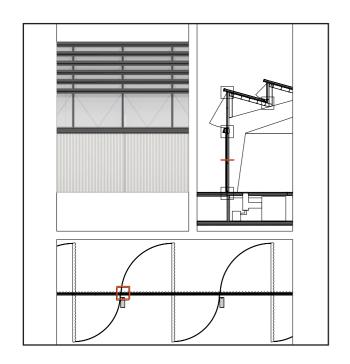


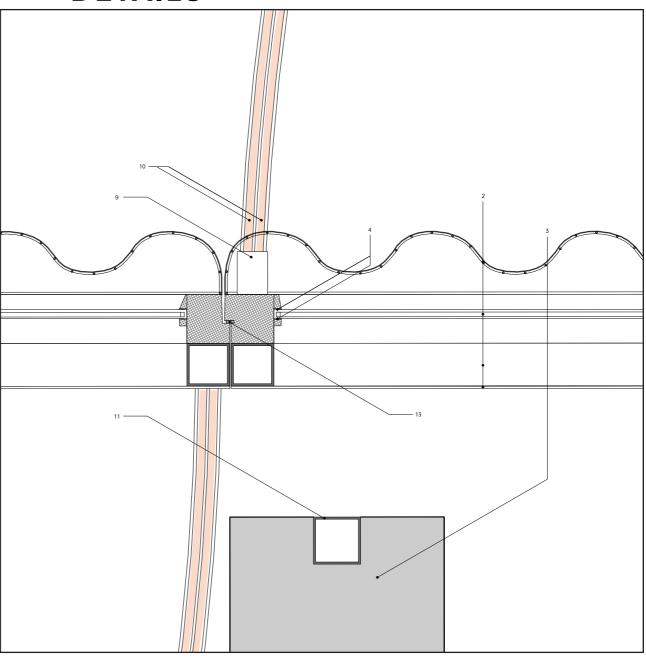




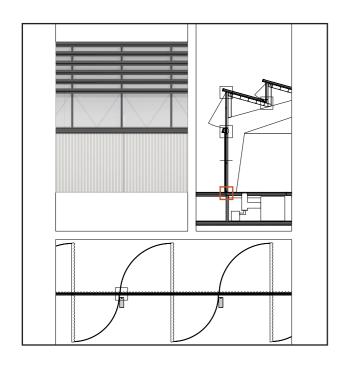




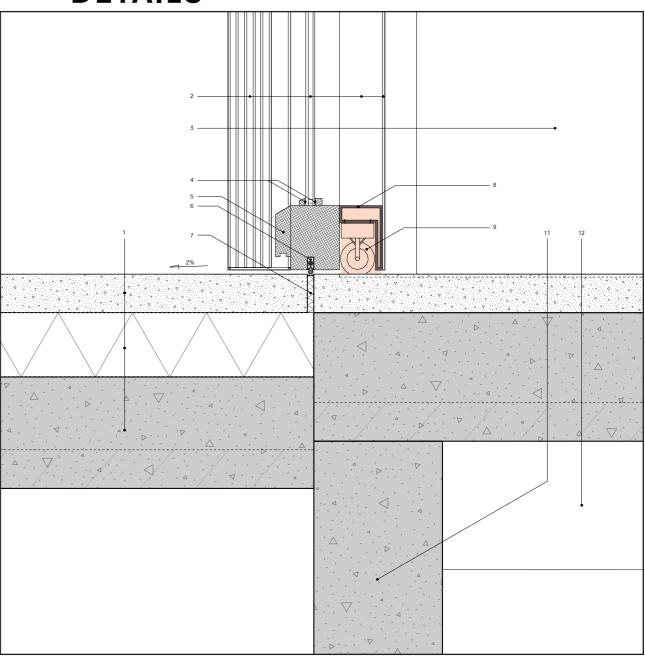


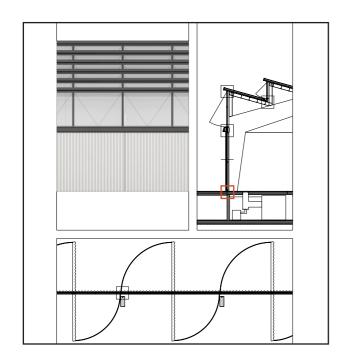


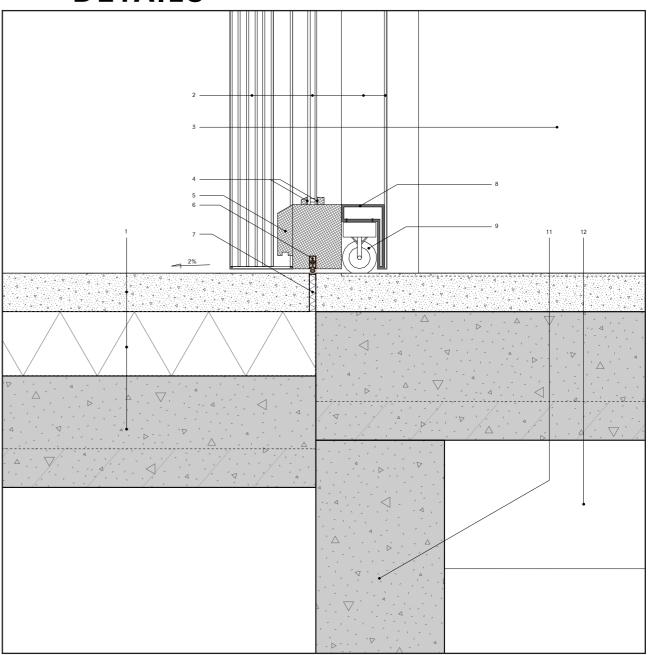
DETAILS



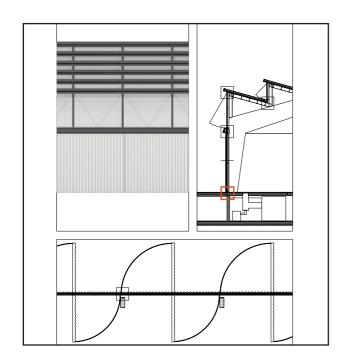
Milan Studio



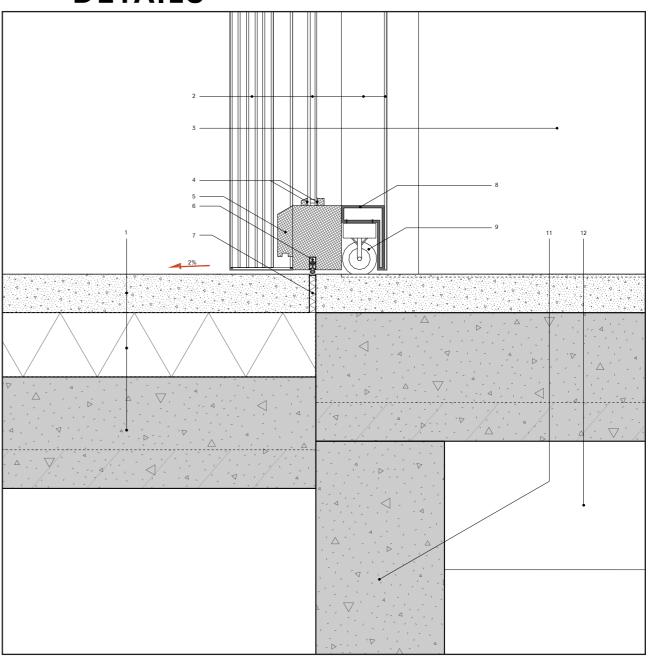




DETAILS



Milan Studio



introduction research design brief concept design

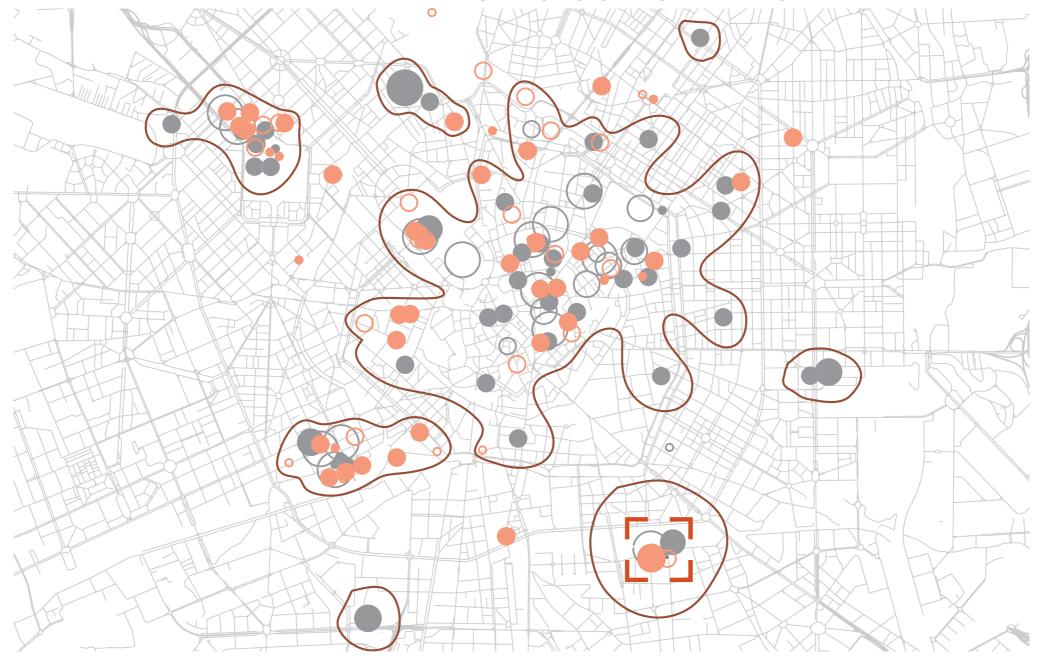
CONCLUSION





Conclusion

A NEWLY EMERGING CULTURAL HUB



Conclusion

PRADA & MILAN BACK ON THE MAP



REGAINING RELEVANCE WITHIN THE BIG 4

