KLIMAFORUM

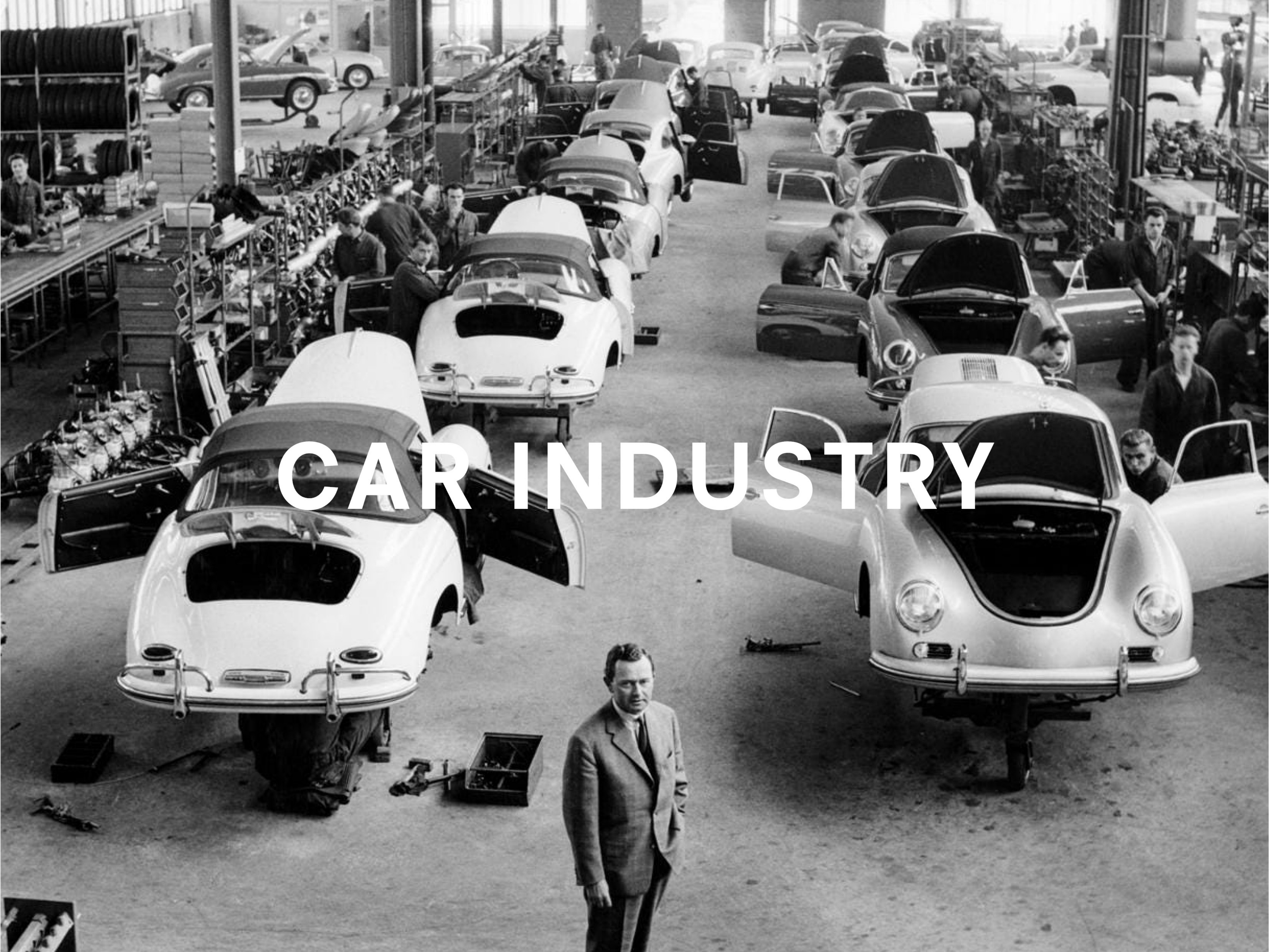
Introduction

GERMANY

Introduction

BERLIN


FOOTBALL



CAR INDUSTRY


OKTOBERFEST

FLOODS

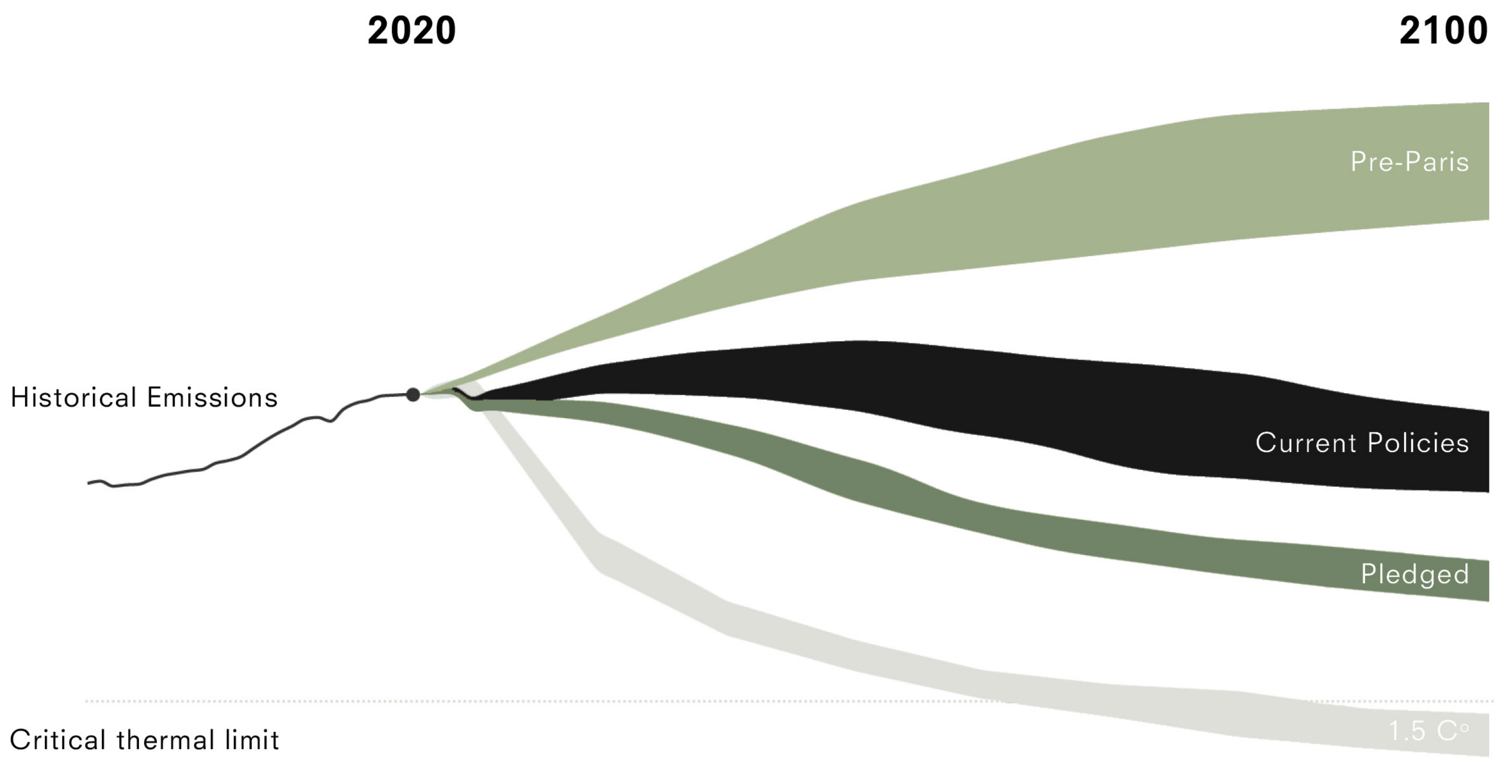
DROUGHTS

WILDFIRES

CLIMATE CHANGE

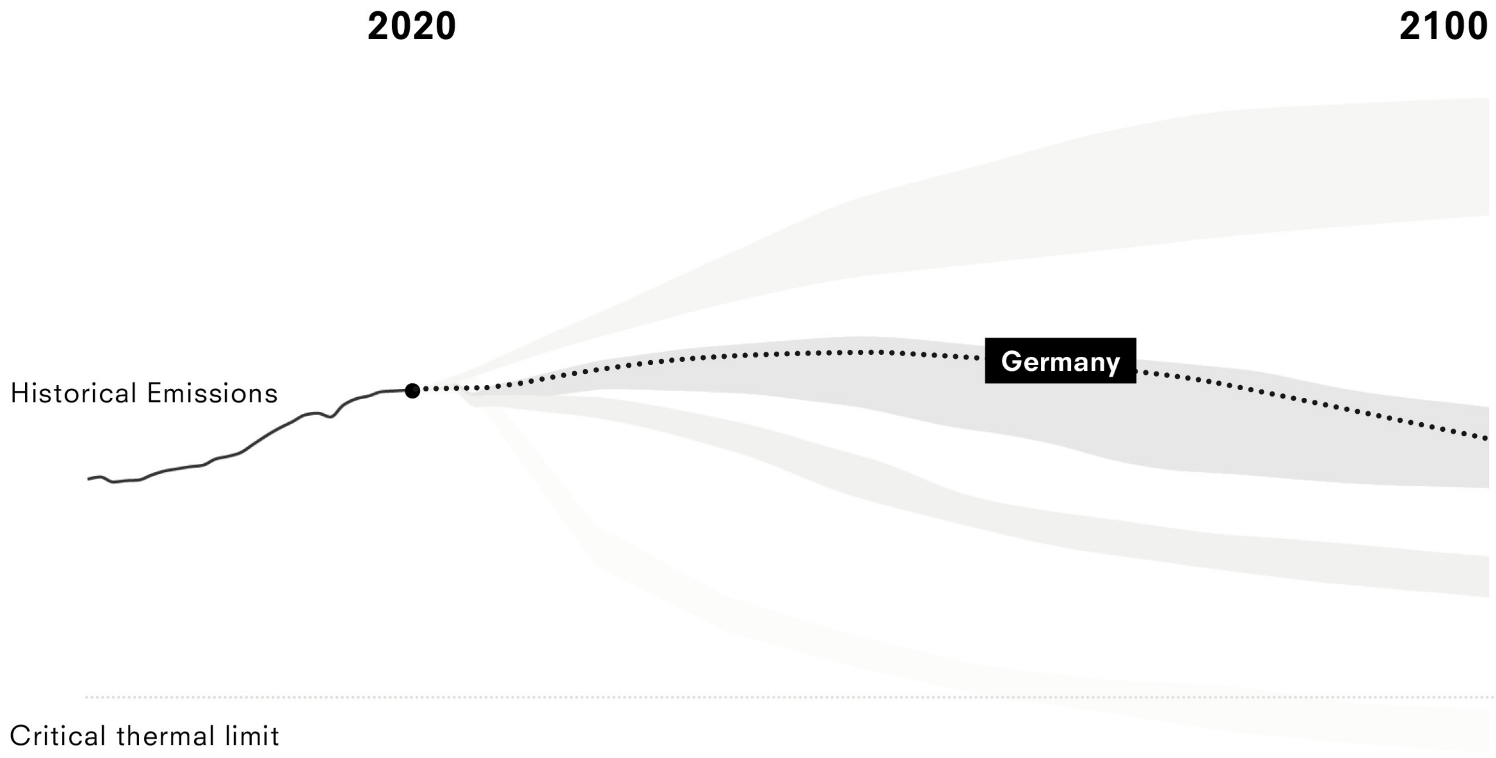

‘Human-induced climate change is the largest, **most pervasive threat** to the natural environment and societies the world has ever experienced’.

GLOBAL EMISSION PATHWAYS



Plumer, B. & Popovich, N. (2021, 29 oktober). Yes, There Has Been Progress on Climate. No, It's Not Nearly Enough. The New York Times.
https://www.nytimes.com/interactive/2021/10/25/climate/world-climate-pledges-cop26.html

GERMAN EMISSION PATHWAY

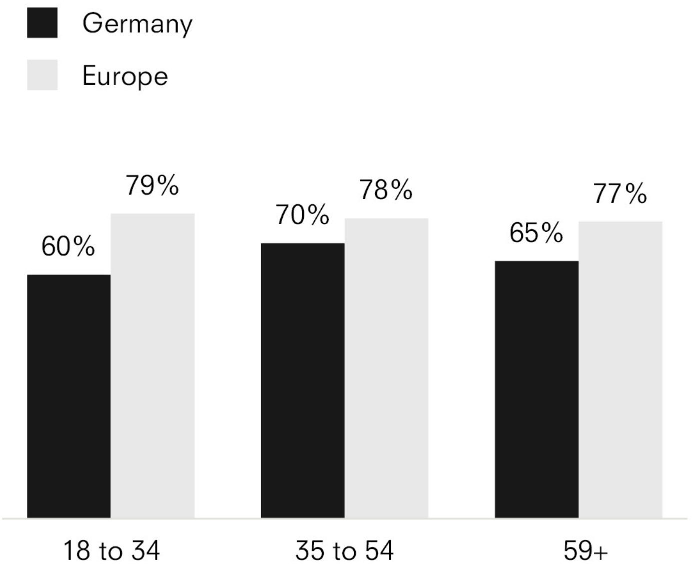


Plumer, B. & Popovich, N. (2021, 29 oktober). Yes, There Has Been Progress on Climate. No, It's Not Nearly Enough. The New York Times.
https://www.nytimes.com/interactive/2021/10/25/climate/world-climate-pledges-cop26.html

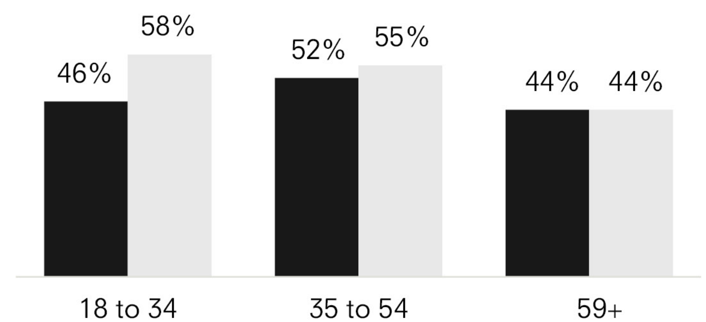
RESISTANCE

CONCERNS ABOUT CLIMATE IN GERMANY

I am concerned or alarmed about climate change

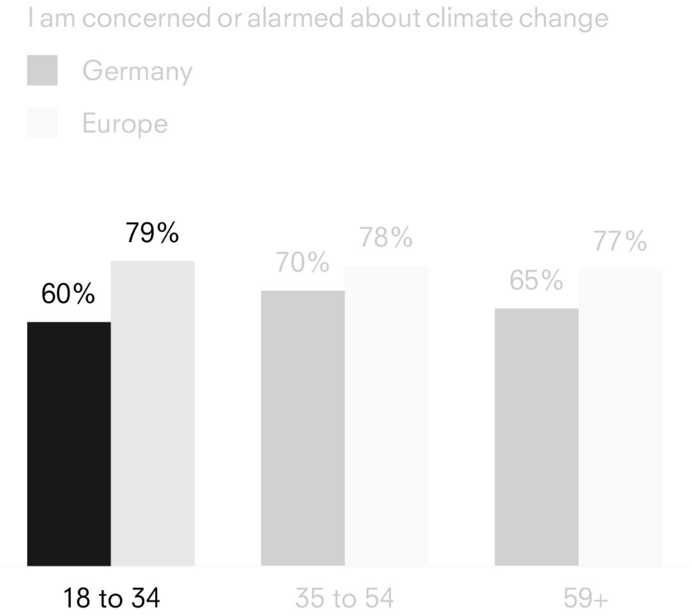


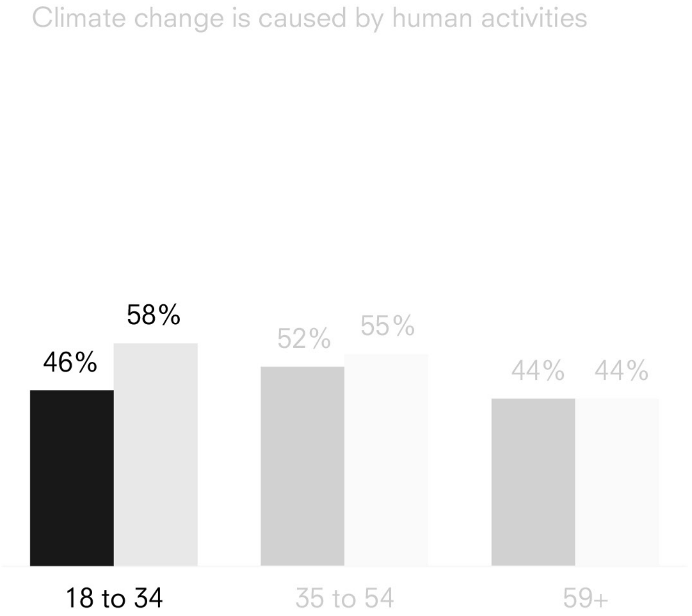
Climate change is caused by human activities



EIB. (2019, 21 januari). Germans - less likely to believe climate change is caused by human activities. European Investment Bank.
Consulted on 11 January 2023, https://www.eib.org/en/infographics/germans-causation-climate-change

CONCERNS ABOUT CLIMATE IN GERMANY





EIB. (2019, 21 januari). Germans - less likely to believe climate change is caused by human activities. European Investment Bank. Consulted on 11 January 2023, https://www.eib.org/en/infographics/germans-causation-climate-change

CLIMATE CHANGE COMMUNICATION

Media

Education

CLIMATE CHANGE COMMUNICATION

ALTERNATIVE WAY OF COMMUNICATION

Media

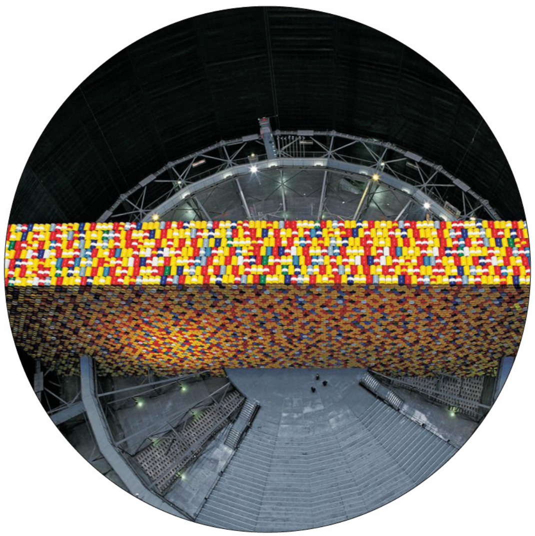
Education

?

ALTERNATIVE WAY OF COMMUNICATION

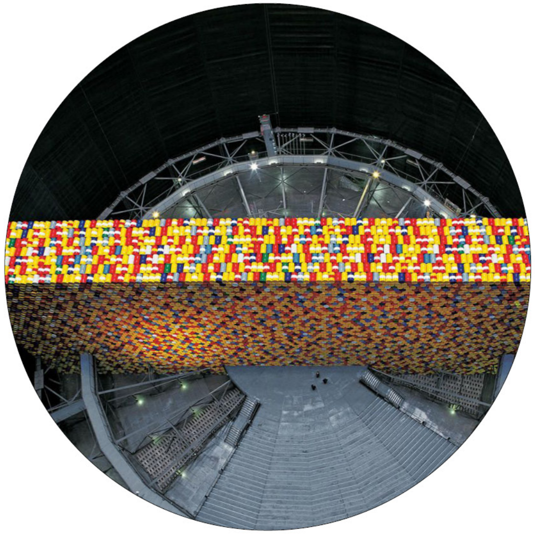
Media

Education

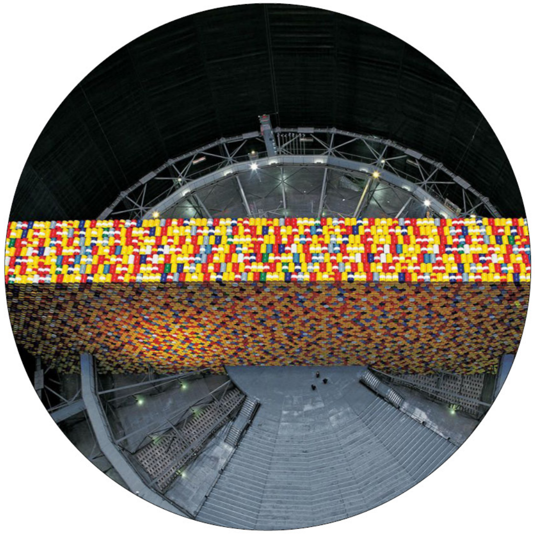


Art

WHY ART?

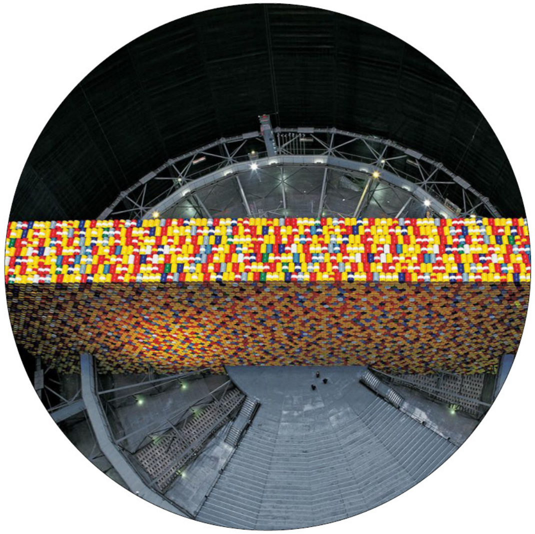


WHY ART?



Art can be beautiful, ugly, simple, harsh, funny etc.

WHY ART?



Art can be beautiful, ugly, simple, harsh, funny etc.

Art can be provocative, therefore triggering relfection and action

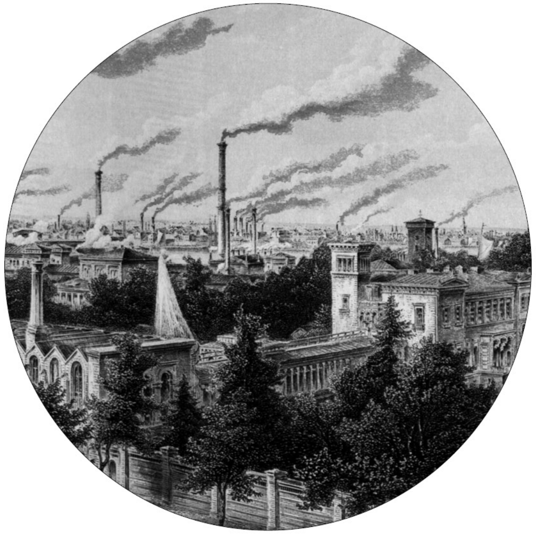

KLIMAFORUM

KLIMAFORUM IN A NUTSHELL

Art, Science & Technology Forum

KLIMAFORUM IN A NUTSHELL

**Art, Science
& Technology Forum**

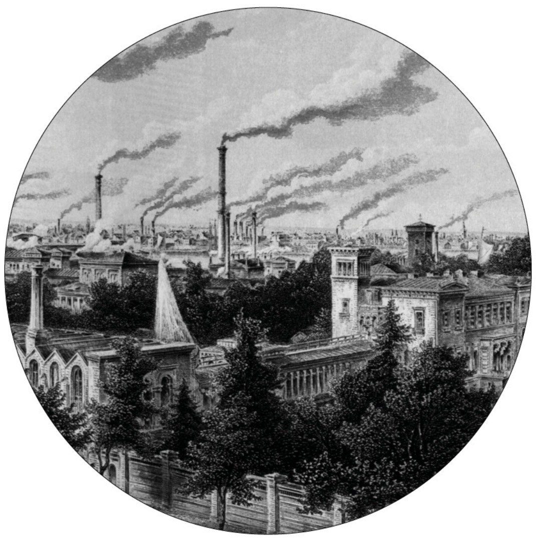


**Vacant heizkraftwerksite
along the Spree**

Introduction

KLIMAFORUM IN A NUTSHELL

**Art, Science
& Technology Forum**



**Vacant heizkraftwerksite
along the Spree**

**German ministry of Culture & Media,
the City of Berlin & private companies**

In which ways can **Immersive Experiences** in Klimaforum Berlin contribute to a greater awareness about climate change?

RESEARCH

CLIENTS/USERS

LOCATION

PROGRAM

CONCEPT

INDUSTRIAL ENSEMBLE

IMMERSIVE EXPERIENCE

REFLECTION

RESEARCH

CLIENTS/USERS

LOCATION

PROGRAM

CONCEPT

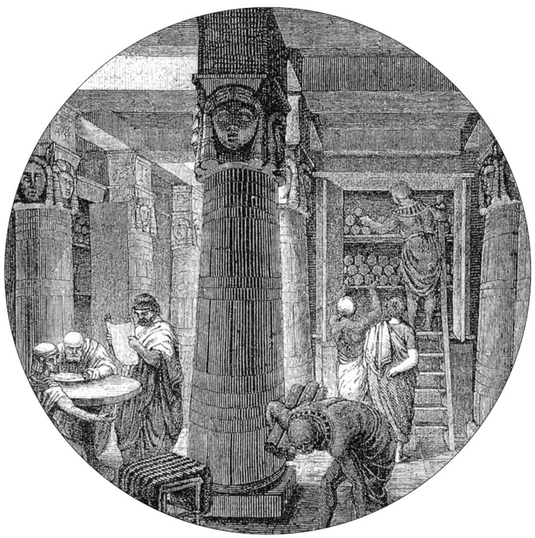
INDUSTRIAL ENSEMBLE

THE MUSEUM

REFLECTION


HIGHLY EXCLUSIVE

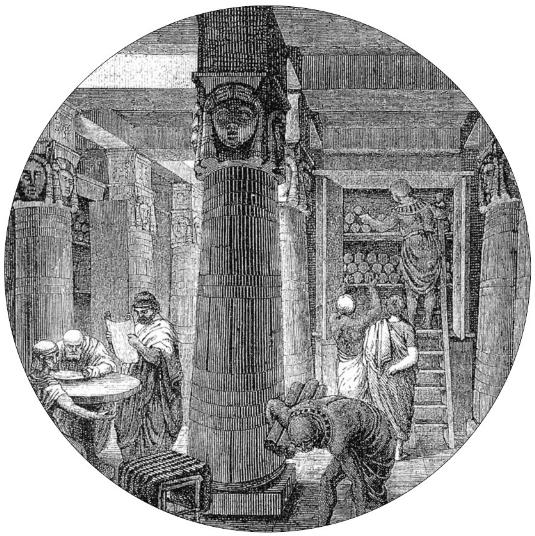
HISTORY OF MUSEUM TYPE



700 B.C.

History of Museums - From Oldest to Modern Museums. (n.d.).
http://www.historyofmuseums.com/

HISTORY OF MUSEUM TYPE



700 B.C.

1683

History of Museums - From Oldest to Modern Museums. (n.d.).
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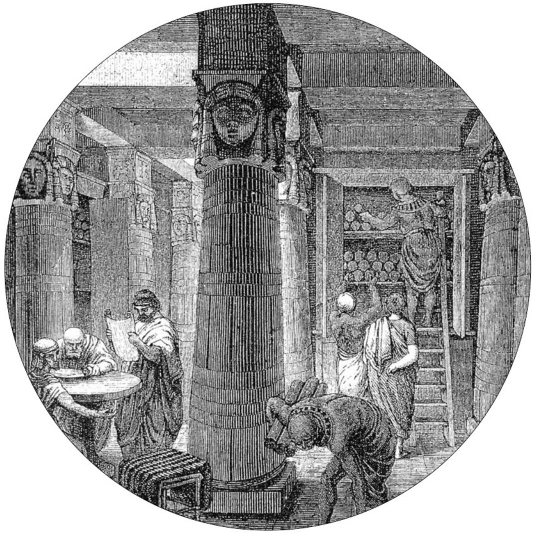
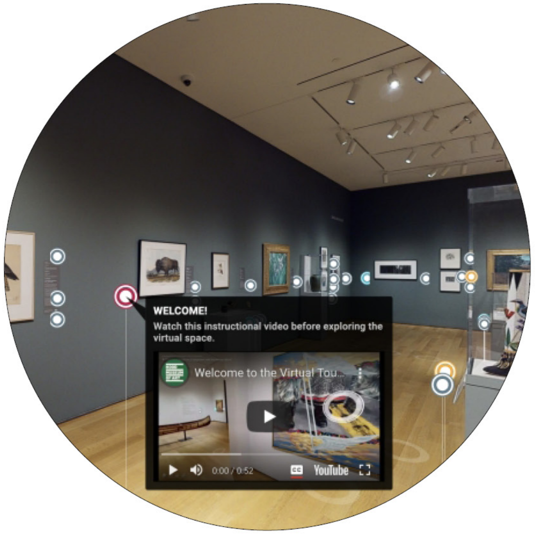
HISTORY OF MUSEUM TYPE



700 B.C.

1683



2023

History of Museums - From Oldest to Modern Museums. (n.d.).
http://www.historyofmuseums.com/

Research

MUSEUM TYPES

Aerospace museums

Archaeological museums

Art museums

Automobile museums

Chemical museums

Islamic art museums

Music museums

National museums

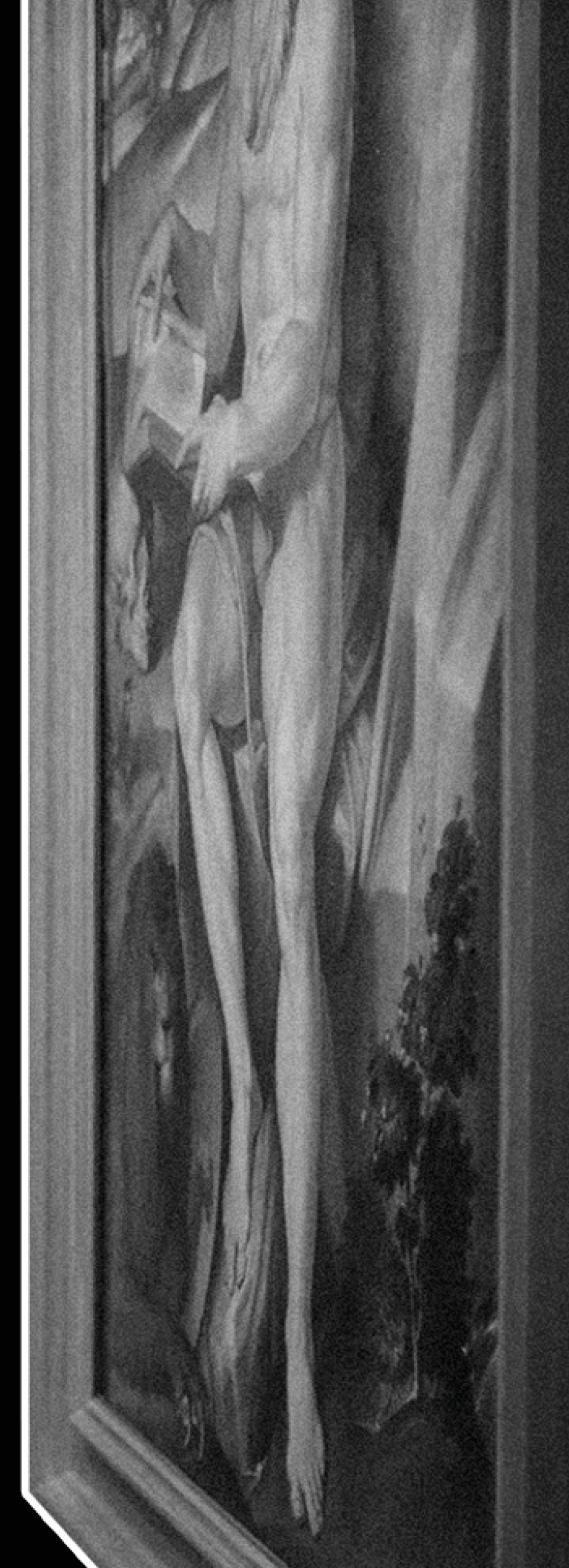
Natural history museums

Numismatic museums

Science museums

Transport museums

Language of Vision & Words




Discursive Experience

MUSEUMS AND GEN-Z

Are Museums Still Relevant in the Digital Age?

Results showed that museums are attracting audiences 35-44, but not connecting with younger audiences, 18-24. There was a 16% increase in visitors between 35 and 44 and a 23% decrease in visitors between the ages of 18 to 24 compared to the national average.

Attracting the young Gen Z audience, ages 18-24, is critical for museums, since they are the next generation of visitors and donors. Gen Z is seeking more interactive and experiential options, like Instagrammable pop-ups, which are wildly popular with the age group.

While they show a lack of interest in most types of museums, Gen Z actually visits science museums at a greater rate (+11%) than the national average. This age group shows to be more attracted to the interactive and technological nature of science museums.

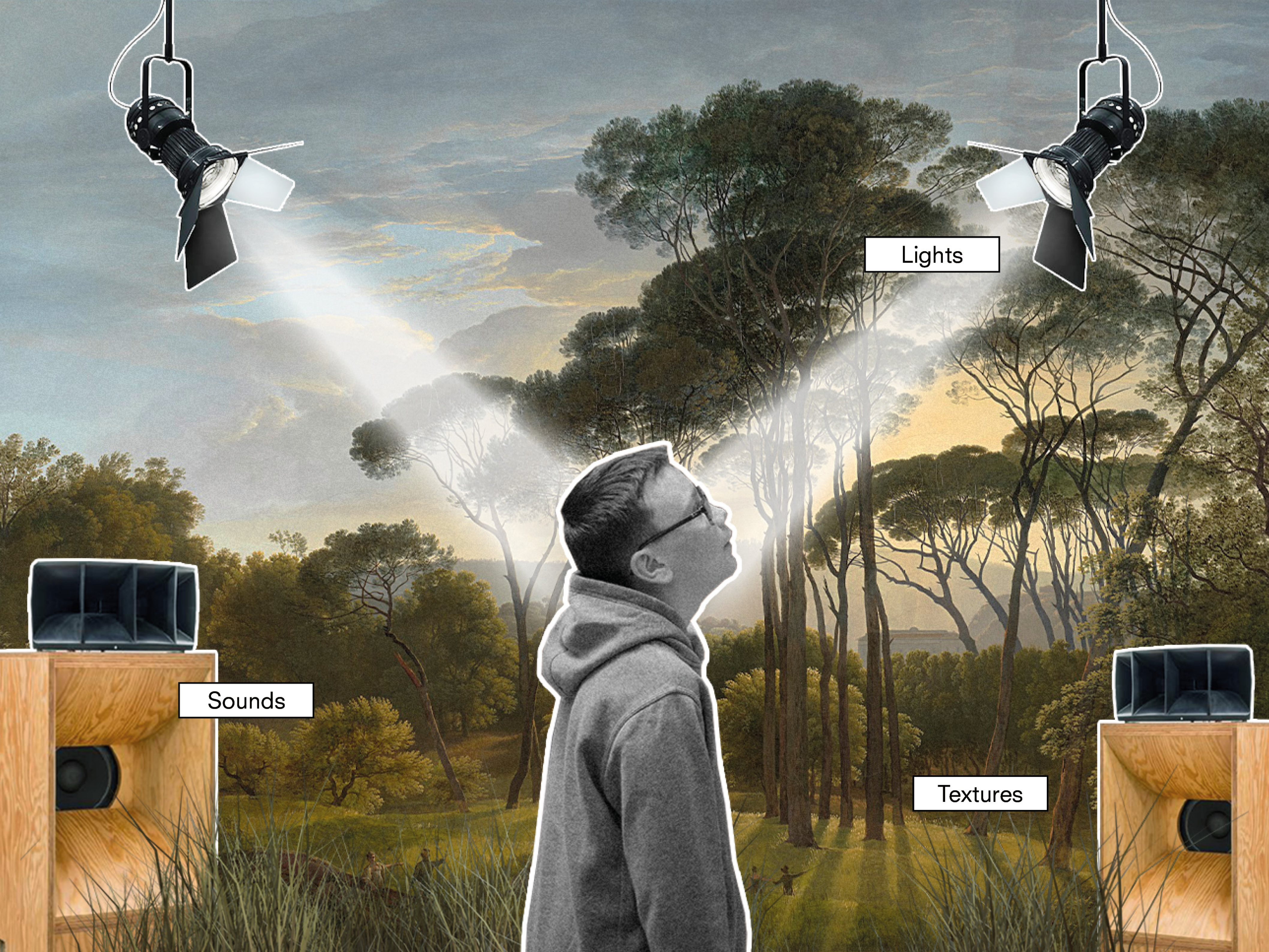
Bingham, G. (2019, 18 December). Are Museums Still Relevant in the Digital Age? www.ubimo.com. Consulted on 22 september 2022.
https://www.ubimo.com/blog/articles-and-research/museum-attendance-by-visitor-demographics/A

ALTERNATIVE COMMUNICATION

ALTERNATIVE COMMUNICATION

+

INTERACTIVE MUSEUM


Lights
Sounds
Textures


Lights
Multi-Sensory Language
Sounds
Textures


Lights
Immersive Experience
Sounds
Textures

RESEARCH

CLIENTS/USERS

LOCATION

PROGRAM

CONCEPT

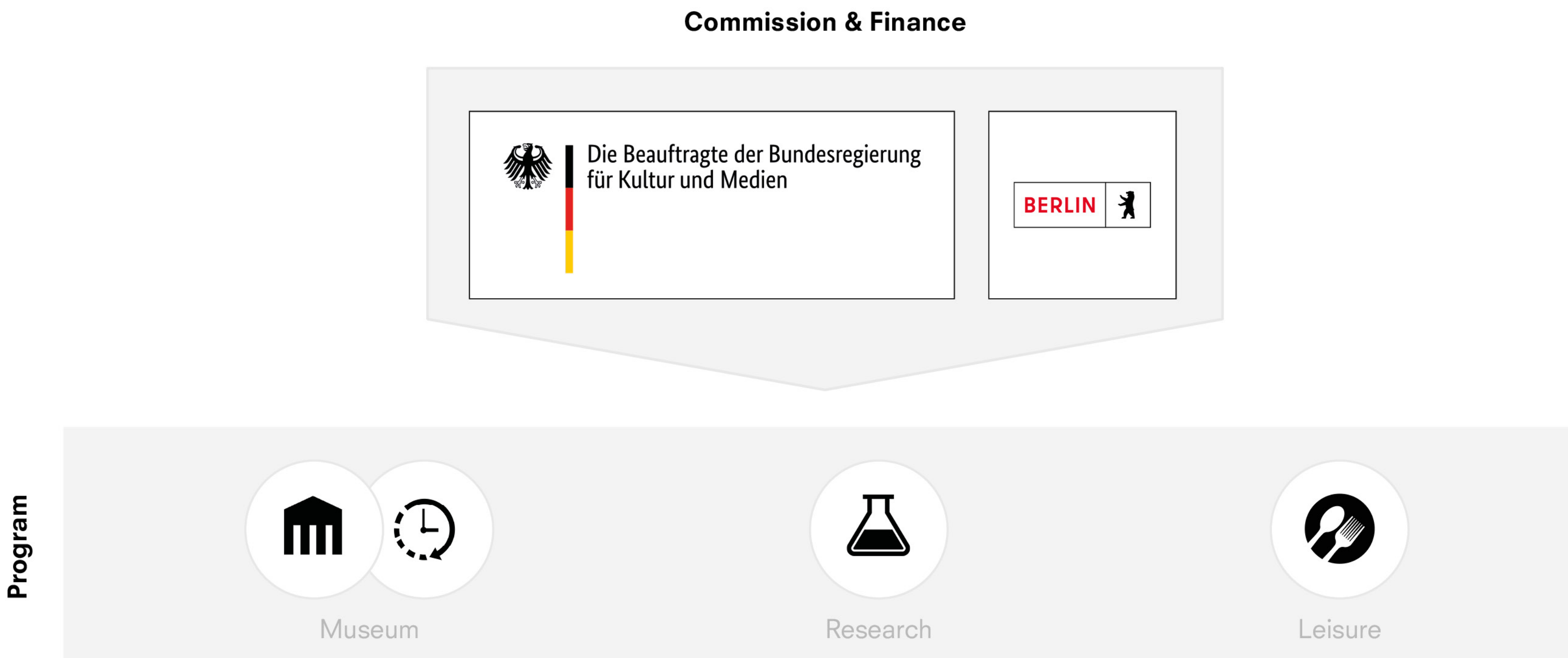
INDUSTRIAL ENSEMBLE

THE MUSEUM

REFLECTION

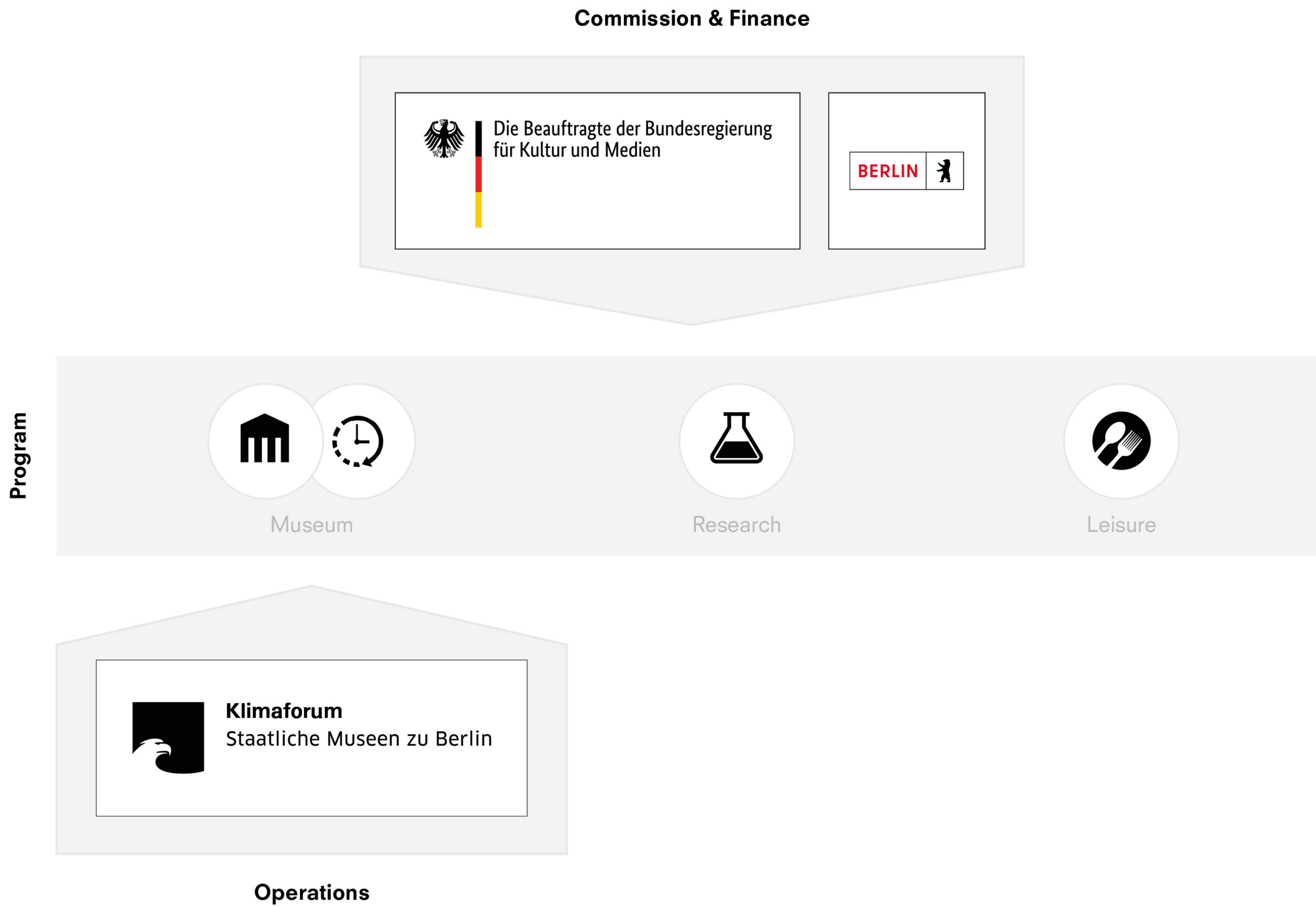
Clients / Users

PROGRAM KLIMAFORUM



Clients / Users

USERS KLIMAFORUM



Clients / Users

USERS KLIMAFORUM

Commission & Finance

Die Beauftragte der Bundesregierung für Kultur und Medien

BERLIN

Program

Museum

Research

Leisure

Klimaforum
Staatliche Museen zu Berlin

Operations

Exploit

USERS KLIMAFORUM

Commission & Finance

Die Beauftragte der Bundesregierung
für Kultur und Medien

BERLIN

Program

Museum

Research

Leisure

Klimaforum
Staatliche Museen zu Berlin

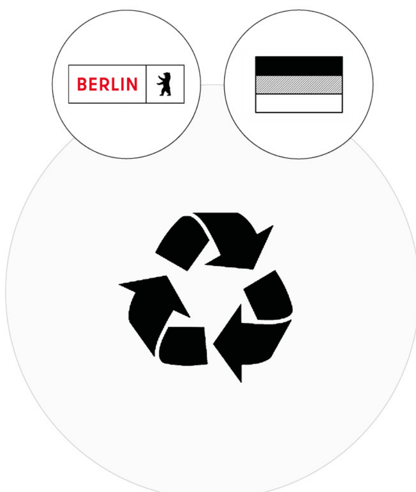
noma

Operations

Exploit

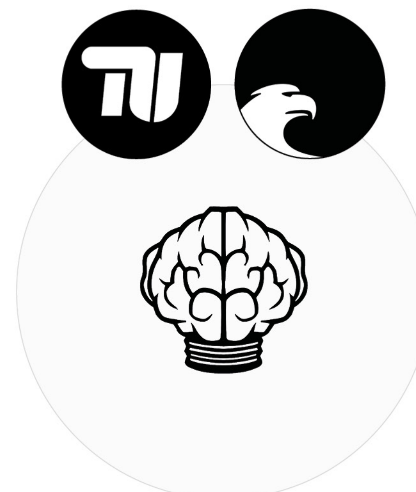
Exploit

AMBITIONS



Sustainable / Net zero

Recognizable typology



Sustainably inspiring

RESEARCH

CLIENTS/USERS

LOCATION

PROGRAM

CONCEPT

INDUSTRIAL ENSEMBLE

THE MUSEUM

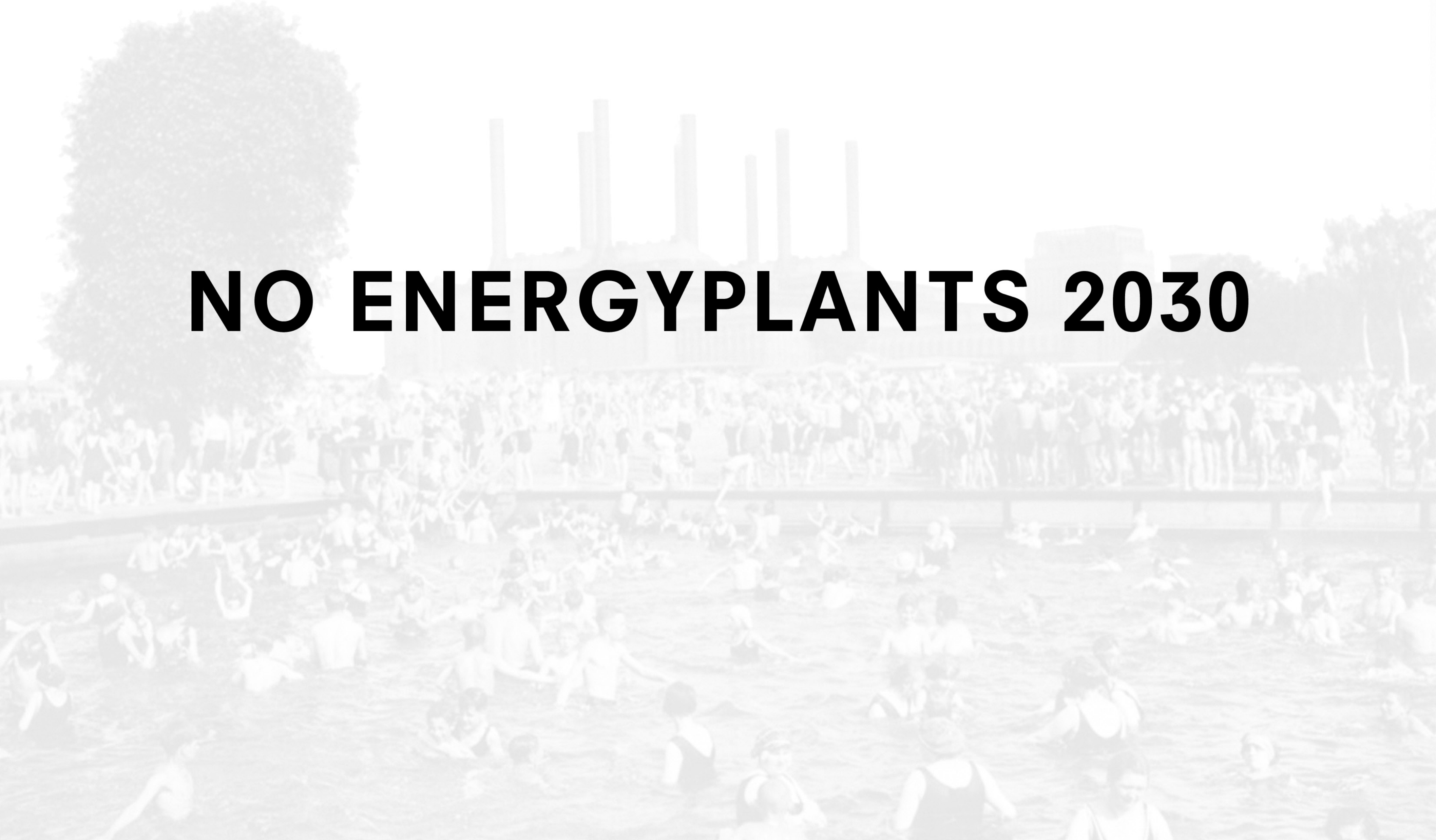
REFLECTION

URBAN VISION

Location

URBAN VISION

NO ENERGYPLANTS 2030



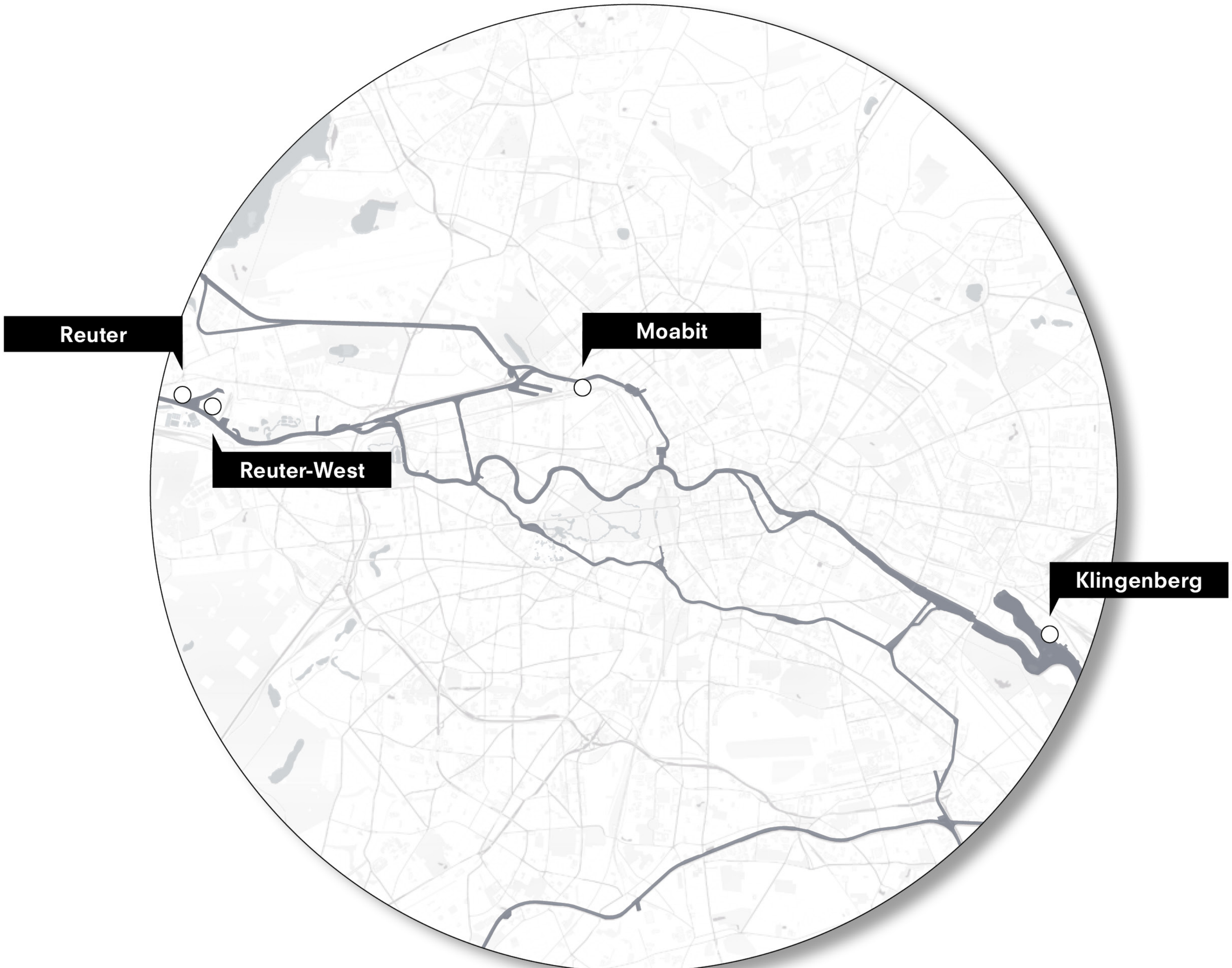
INDUSTRIAL DEVELOPMENT

INDUSTR LOPMENT

CULTURAL DEVELOPMENT

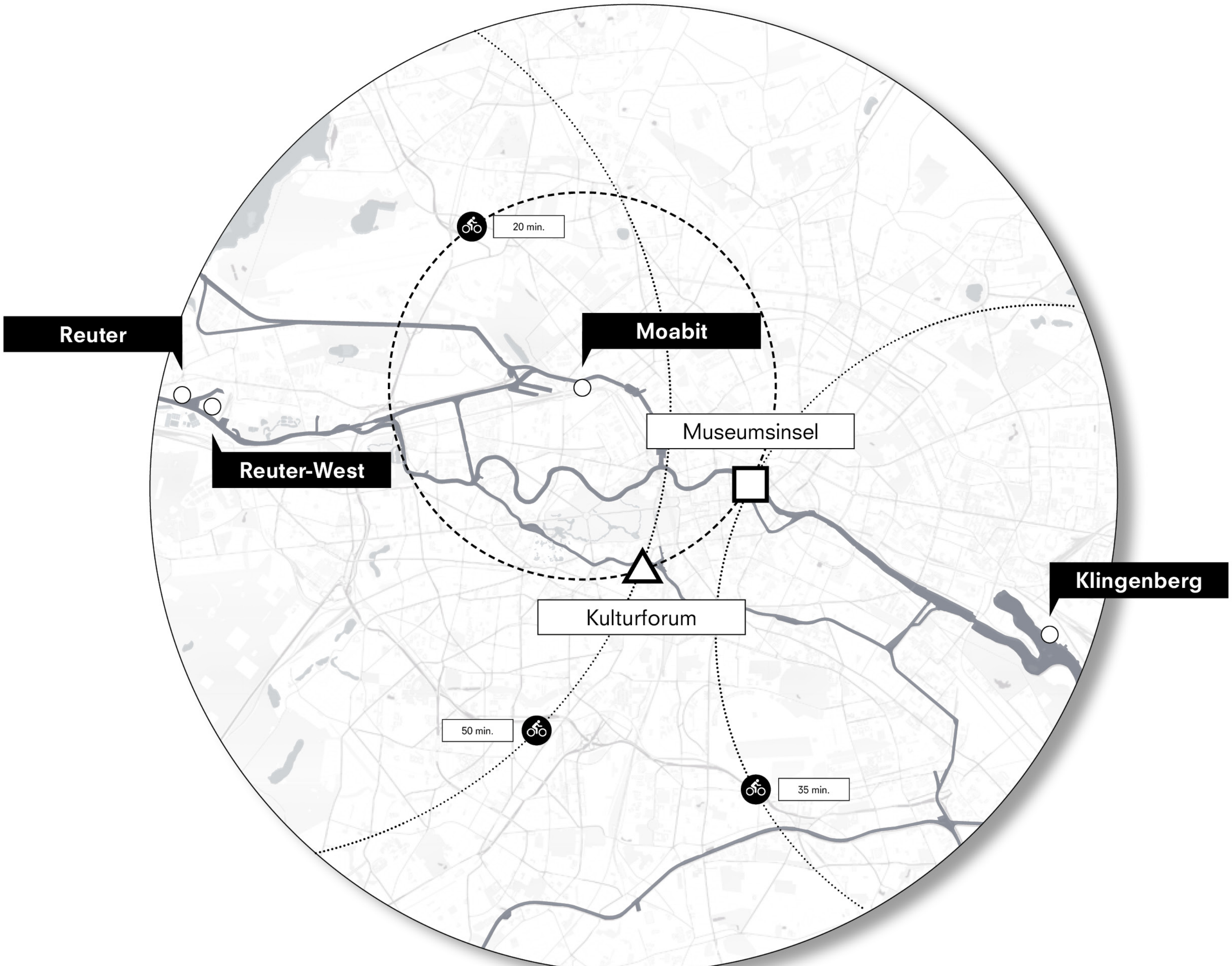

RUHR MUSEUM

CLOSING COAL PLANTS



Location

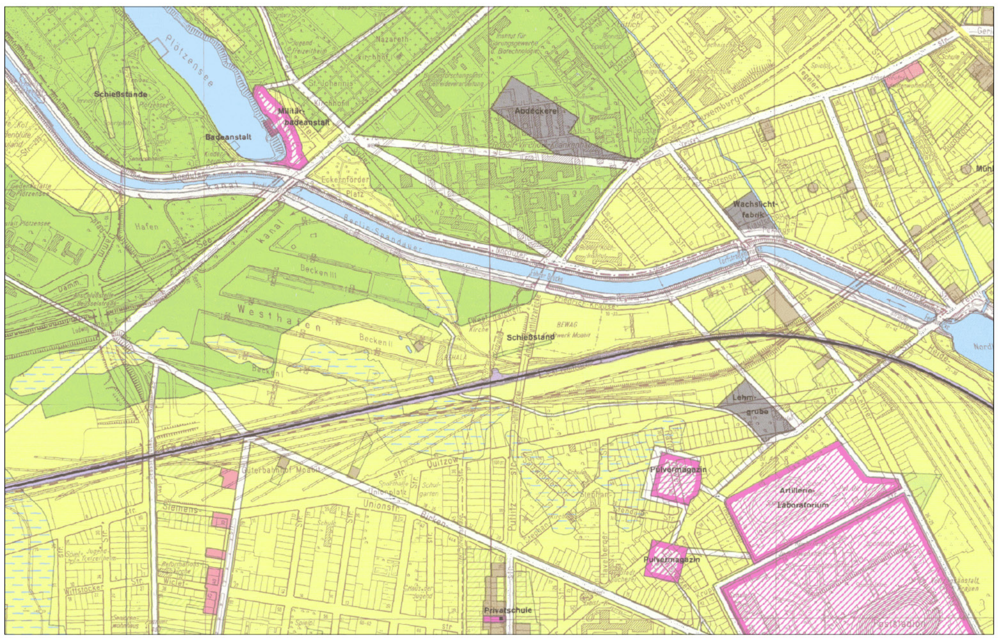
MUSEUMCLUSTERS




NO SMOKING

Location

SCHMETTAU-PLAN - 1748

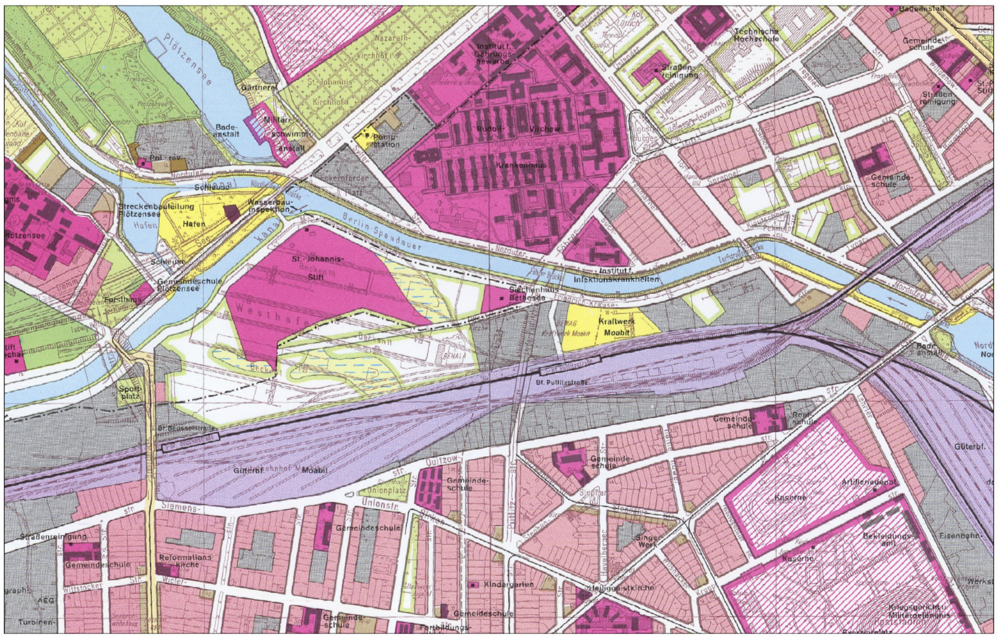


Legend

Public areas	Free plot	Residential	Greenery
Military	Industry	Agriculture	Water

Location

INDUSTRIALIZATION - 1910

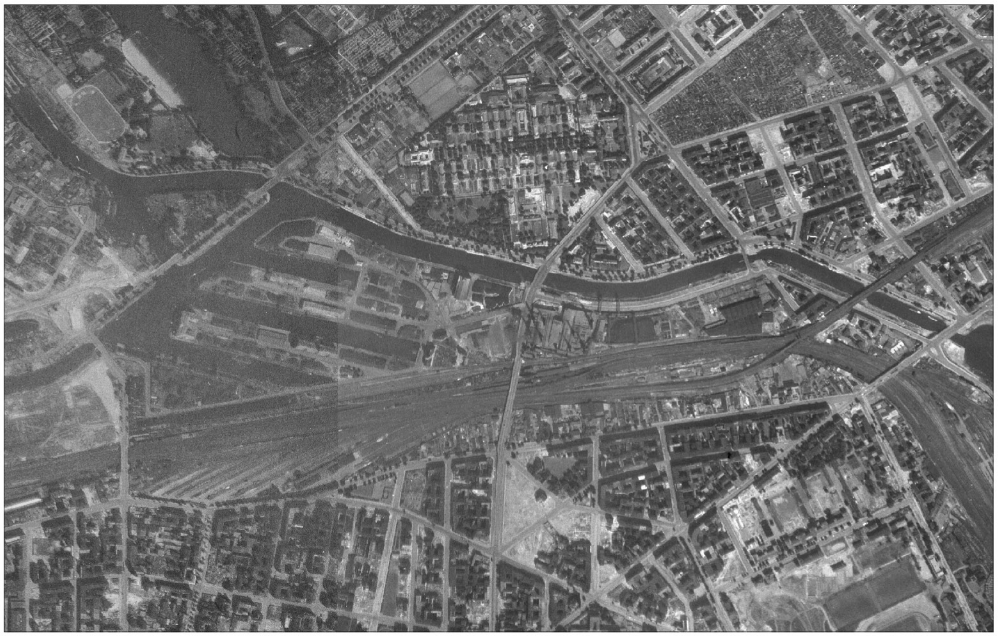


Legend

- Public areas
- Military
- Free plot
- Industry
- Residential
- Agriculture
- Greenery
- Water

Location

RECONSTRUCTIONS - 1950



Location

BERLIN WALL FALLS - 1989


WARNING

POPULATION DENSITY

Legend

- none
- 0 - 5 Ppl/Ha
- 251 - 350 Ppl/Ha
- 351 - 550 Ppl/Ha
- > 550 Ppl/Ha

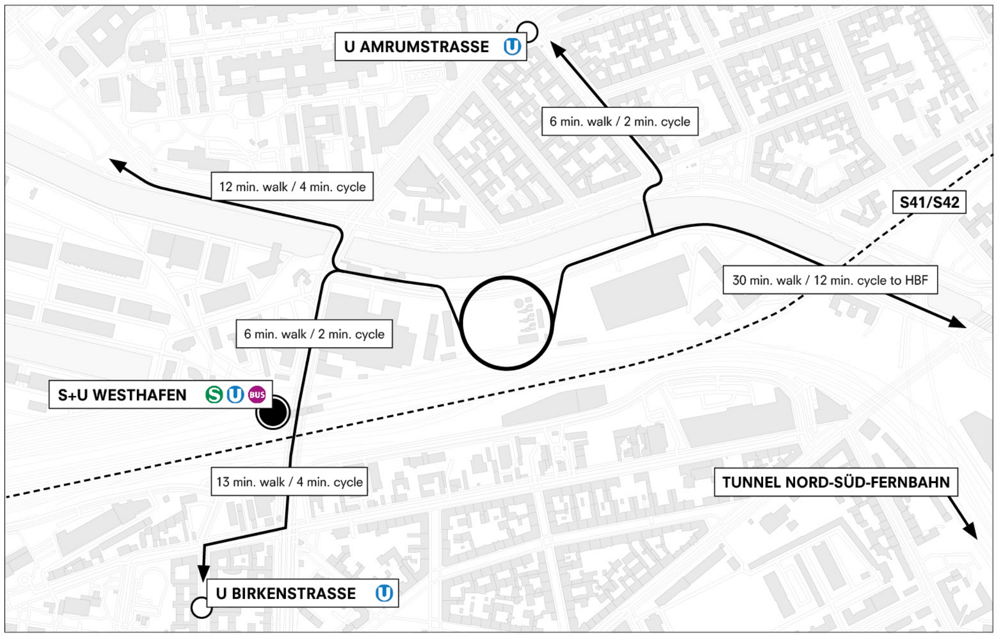
BUILDING FUNCTIONS

Legend

- Residential
- Industry
- Mixed-Use
- Community-Use

Location

SITE CONNECTIONS

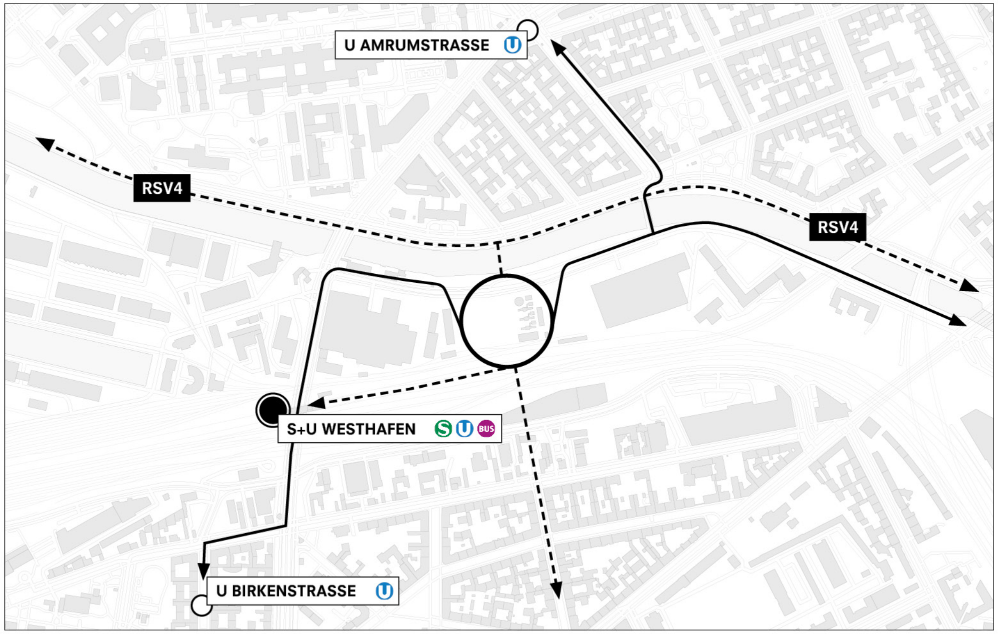


Legend

●	S-Bahn station	—	Exisiting connections
○	U-Bahn station	- -	Preferred connections add.

Location

CONNECTING NORTH AND SOUTH

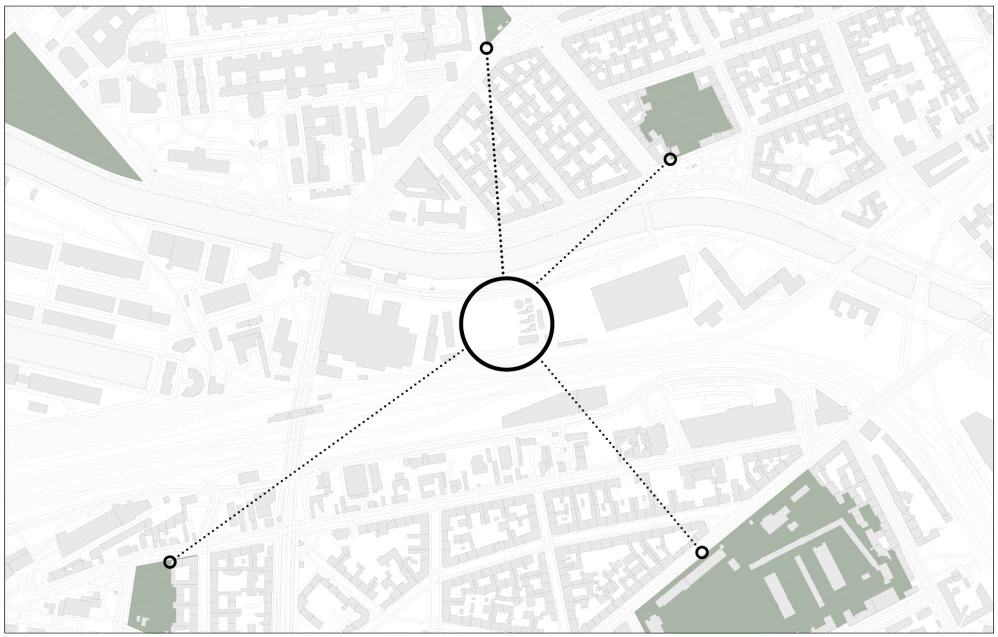


Legend

S-Bahn station
U-Bahn station
Exisiting connections
Preferred connections add.

Location

GREEN POTENTIAL



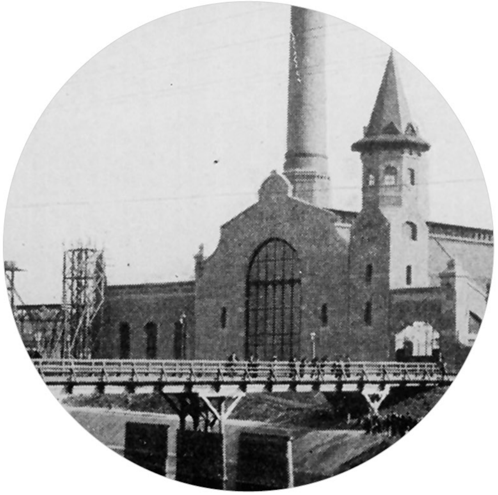
Legend

	Greenery / Park		Exisiting connections
	Site		Preferred connections add.

AMBITIONS SITE

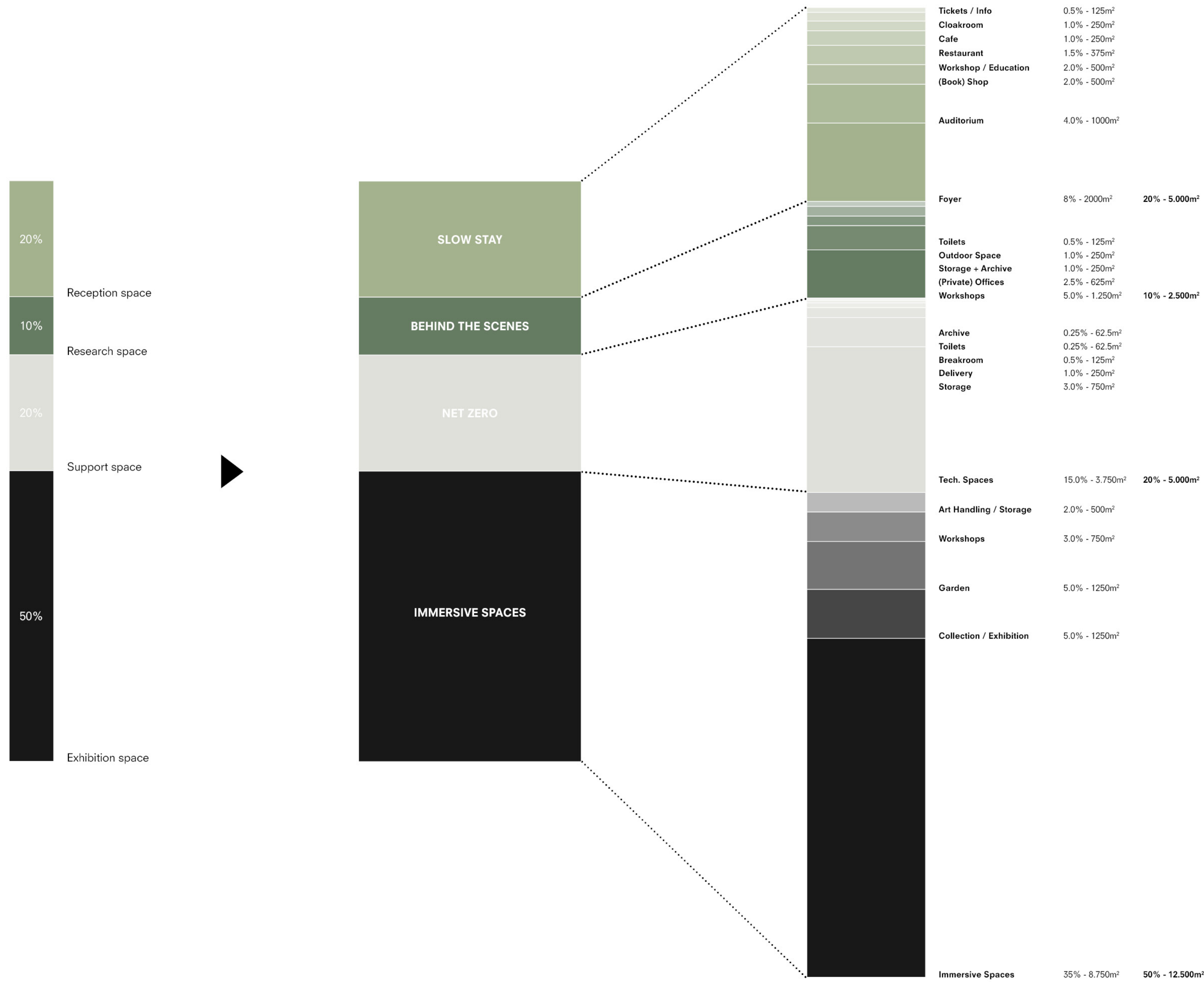
Bridging industrial barrier

Connecting to Berlin's green arteries



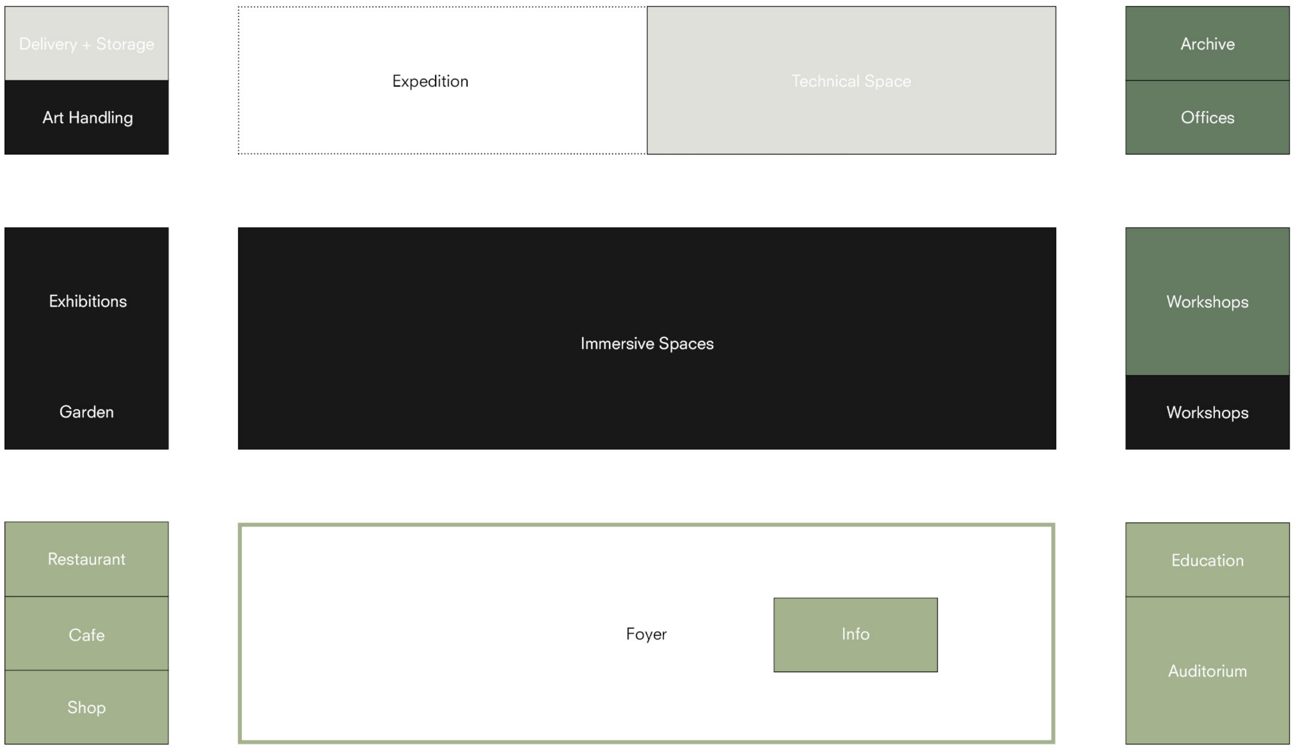
Emphasizing industrial heritage

PROGRAM KLIMAFORUM



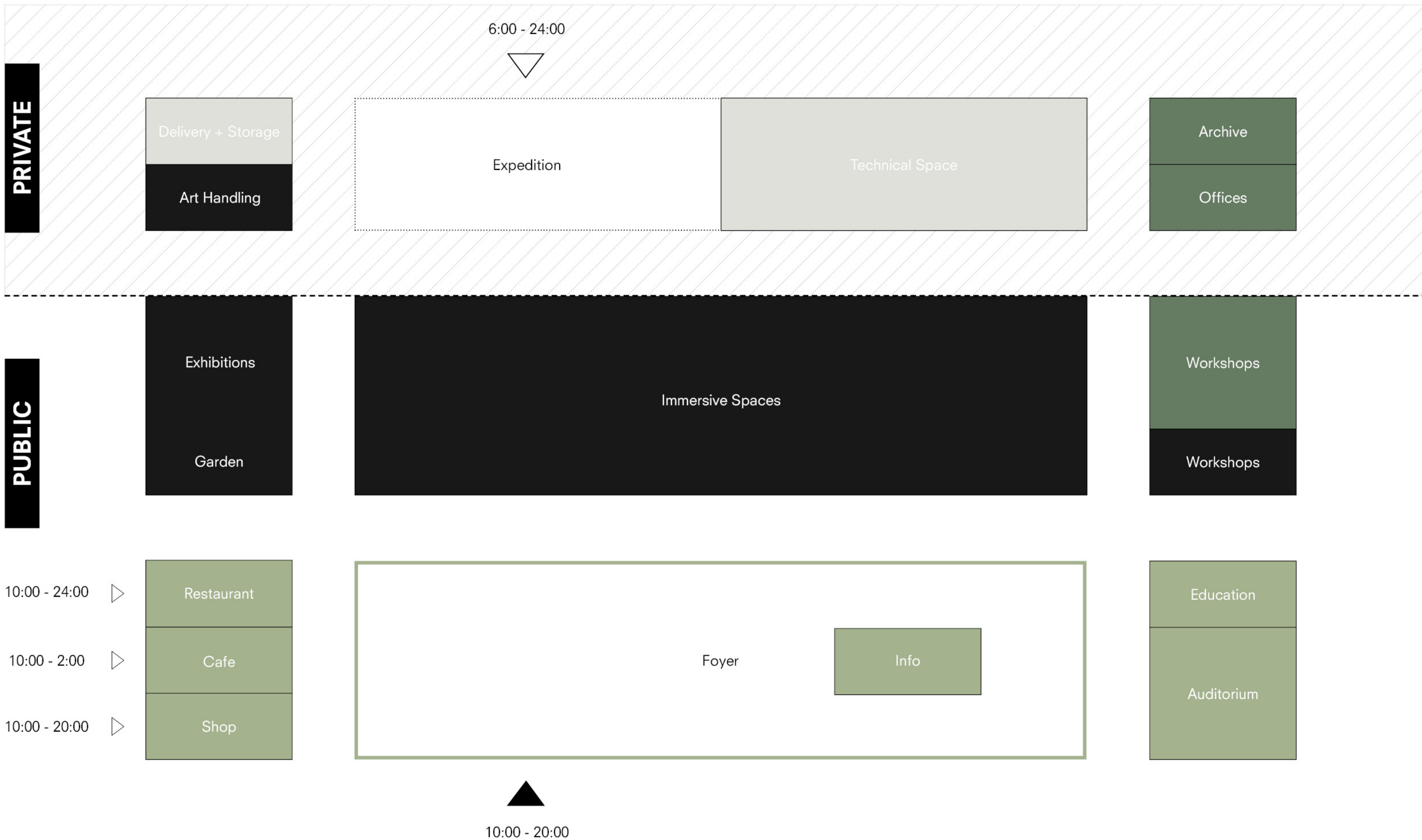
Program

PROGRAMMATIC RELATIONS

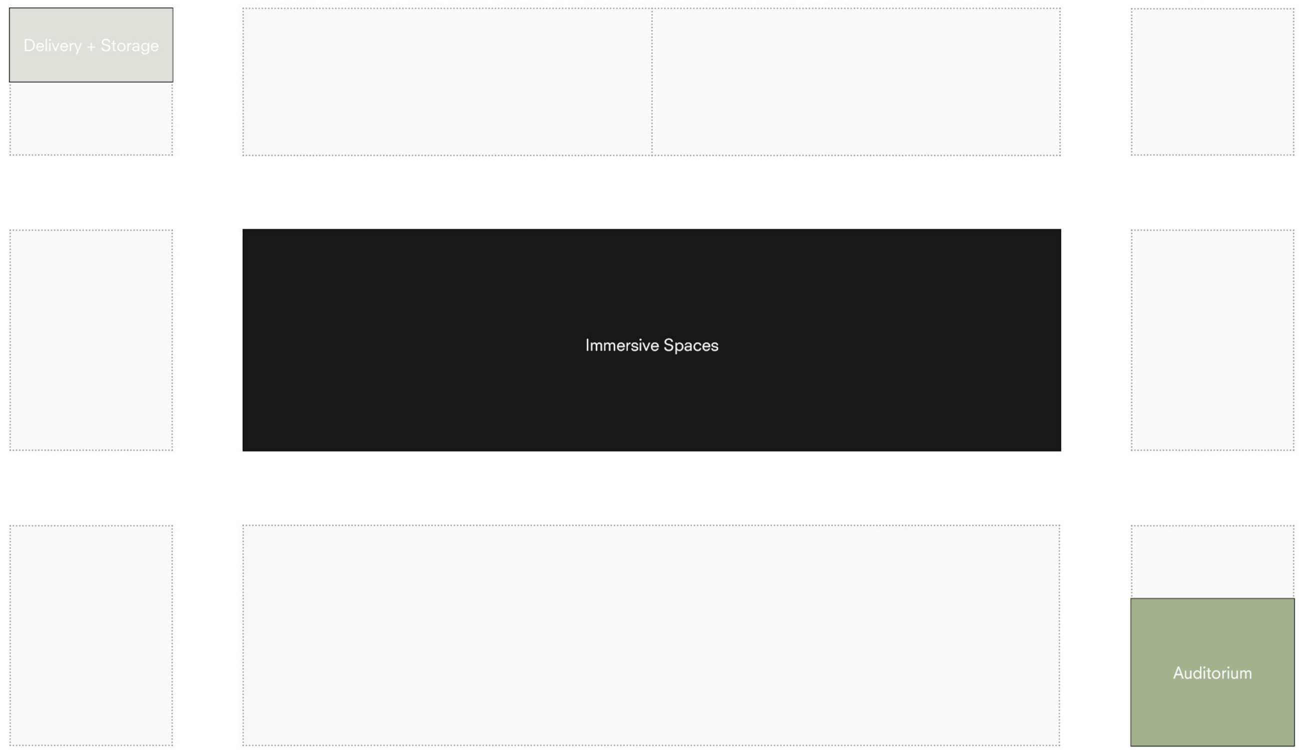


Program

PROGRAMMATIC RELATIONS

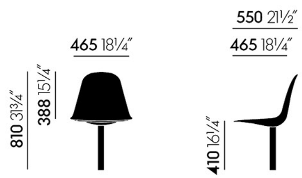


CRITICAL SPACES

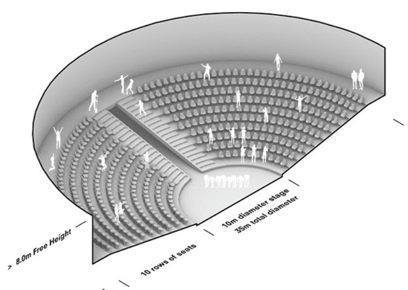


Program

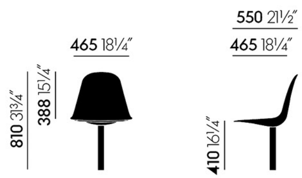
CRITICAL SPACES

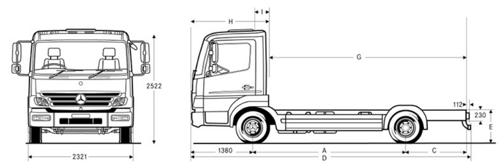


Auditorium

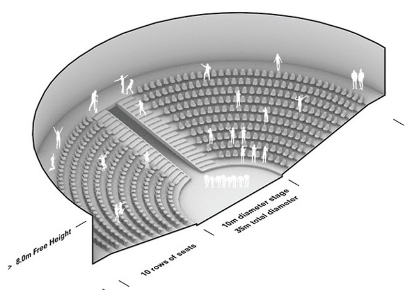


CRITICAL SPACES

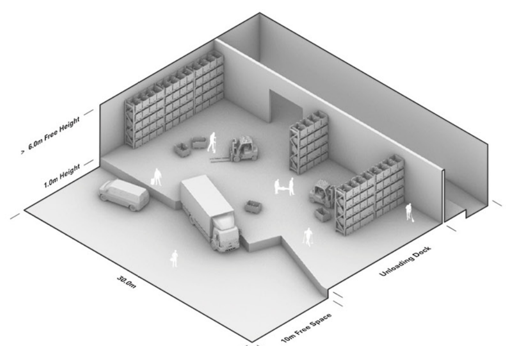




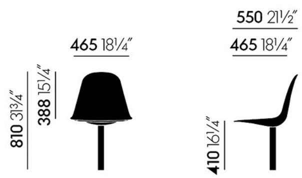
Auditorium

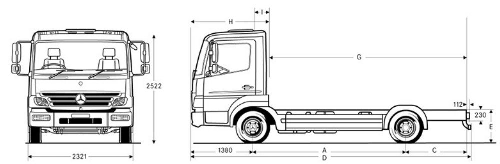


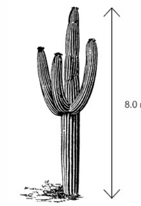
Delivery



CRITICAL SPACES



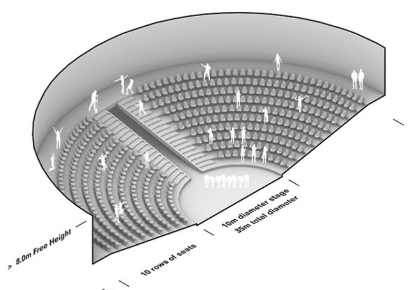


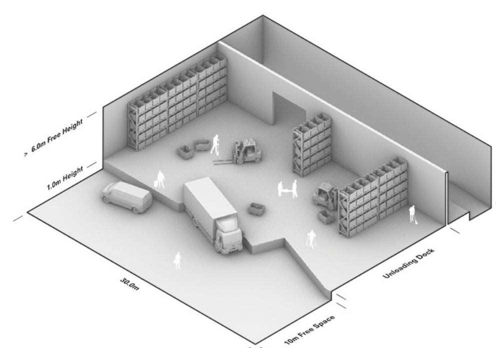


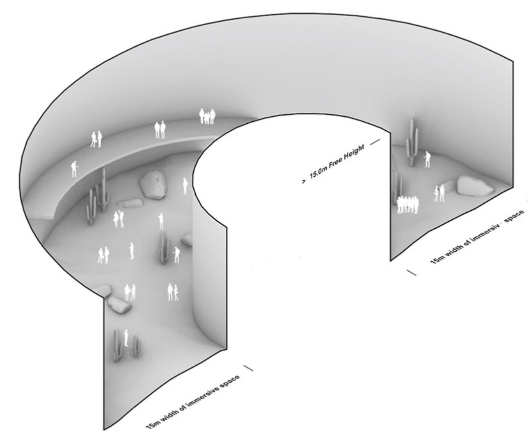
Auditorium

Delivery

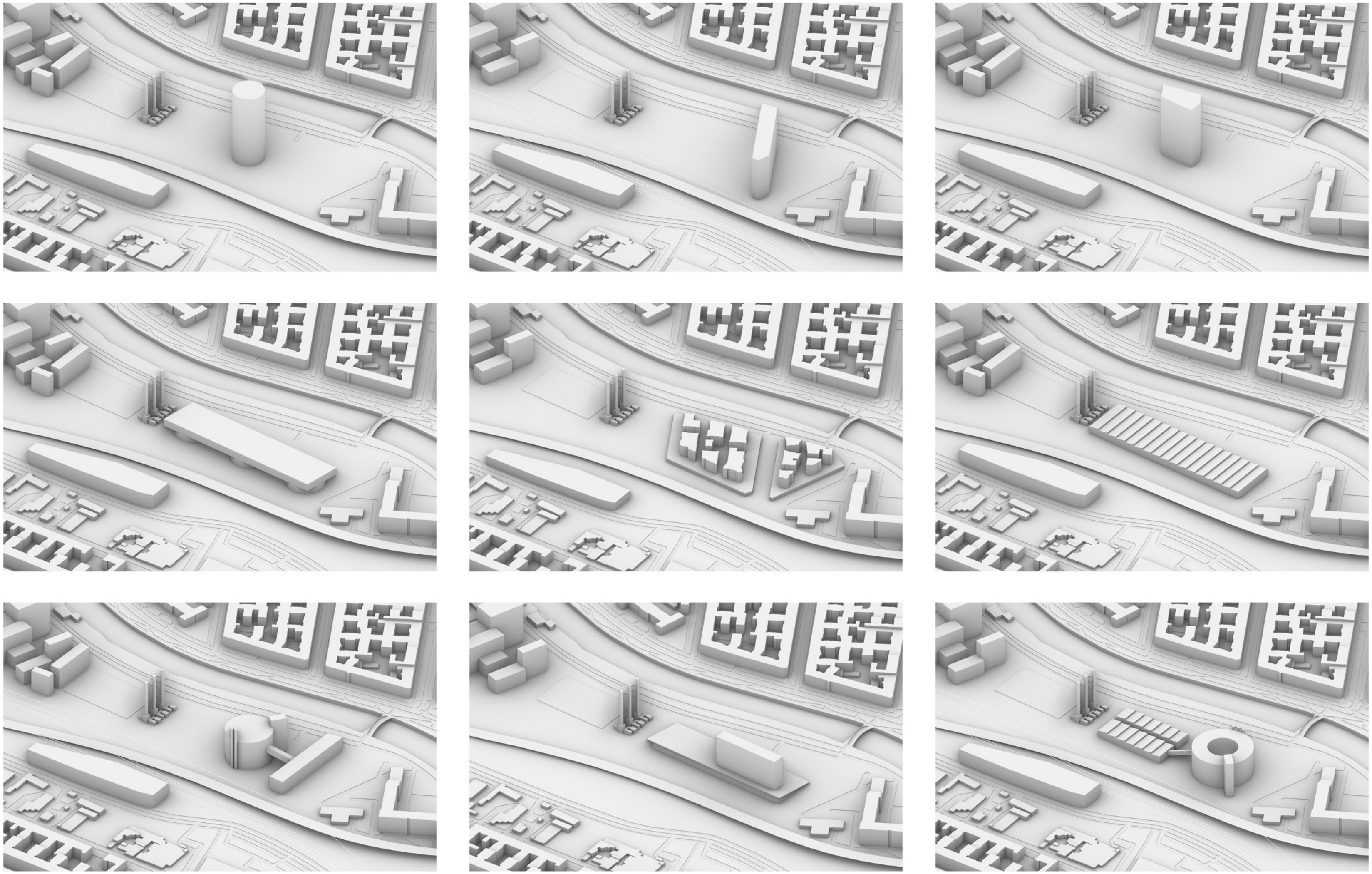
Immersive Spaces







MODEL STUDIES



tower

flat

ensemble

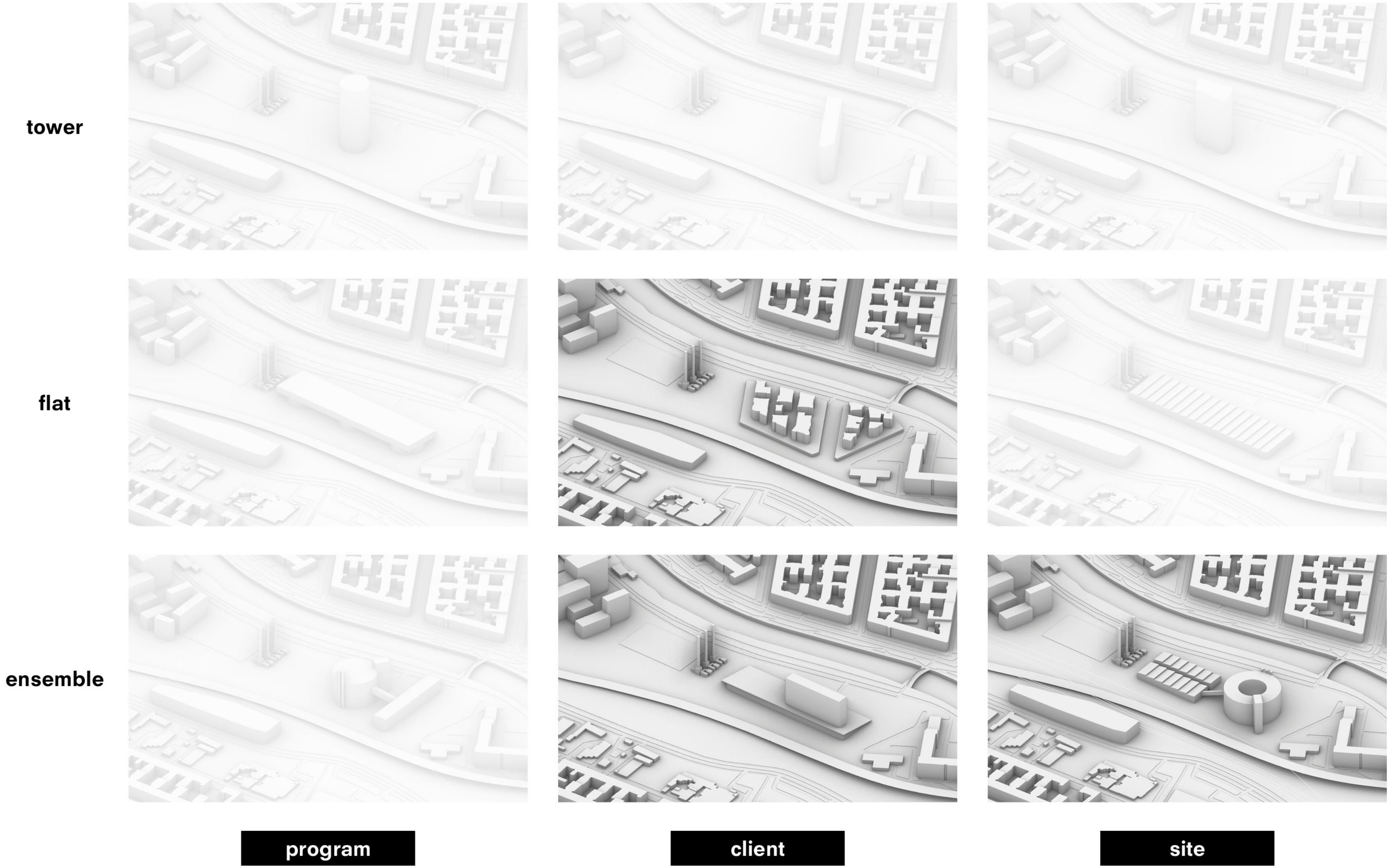
program

client

site

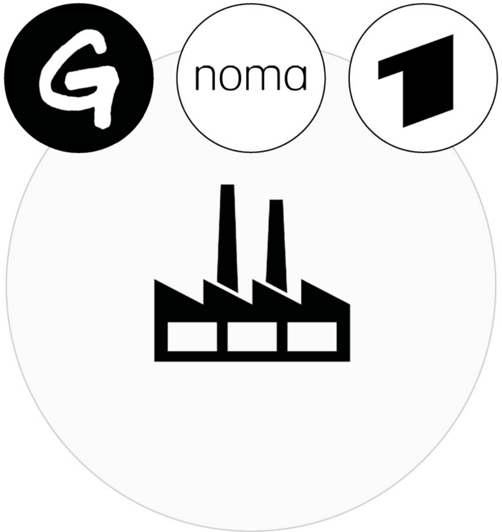
Concept

MODEL STUDIES

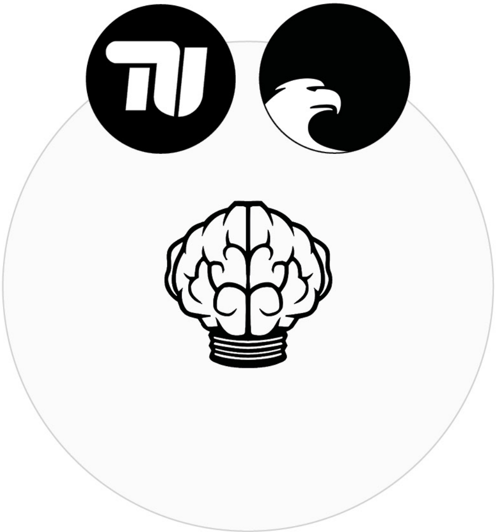


AMBITIONS CLIENTS / USERS

Sustainable / Net zero



Recognizable typology



Sustainably inspiring

3 DIRECTIONS

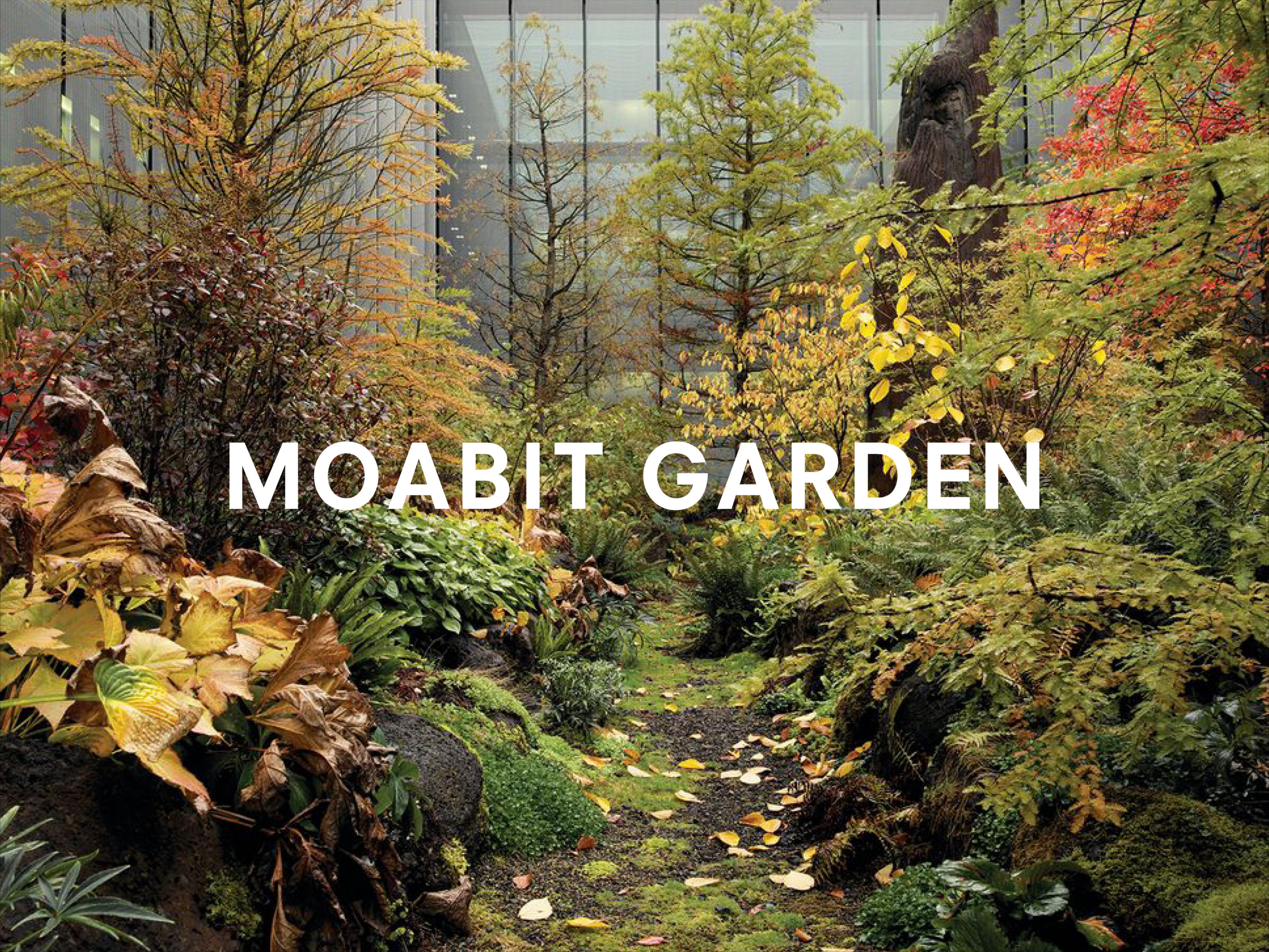
Industrial Ensemble

Inversed Berlin Block

Moabit Garden

INDUSTRIAL ENSEMBLE


INVERSED
BERLIN BLOCK


MOABIT GARDEN

Concept
3 DIRECTIONS

Industrial Ensemble

Pro's / Con's

- \+ Gen. interesting play of volumes
- \+ Different roofs, different fill-ins
- \+ Each volume serves highly specific function
- \- Spec. construction methods, less flex.
- \- High facade area, more material

Inversed Berlin Block

Pro's / Con's

- \+ Delivers new typology
- \+ Easy accessible roof, green park
- \- Takes up much of the plot's space
- \- Daylight might be an issue with deep plan
- \- relatively much facade surface, not efficient

Moabit Garden

Pro's / Con's

- \+ Seemingly seamless fit-in within urban fa.
- \+ Conservative, acceptable for many
- \+ Delivers new typology
- \- Sloping roof has a clear backside...
- \- Daylight might be an issue with deep plan

INDUSTRIAL ENSEMBLE

Industrial Ensemble

Pro's / Con's

- \+ Gen. interesting play of volumes
- \+ Different roofs, different fill-ins
- \+ Each volume serves highly specific function
- \- Spec. construction methods, less flex.
- \- High facade area, more material

Inversed Berlin Block

Pro's / Con's

- \+ Delivers new typology
- \+ Easy accessible roof, green park
- \- Takes up much of the plot's space
- \- Daylight might be an issue with deep plan
- \- relatively much facade surface, not efficient

Moabit Garden

Pro's / Con's

- \+ Seemingly seamless fit-in within urban fa.
- \+ Conservative, acceptable for many
- \+ Delivers new typology
- \- Sloping roof has a clear backside...
- \- Daylight might be an issue with deep plan

RESEARCH

CLIENTS/USERS

LOCATION

PROGRAM

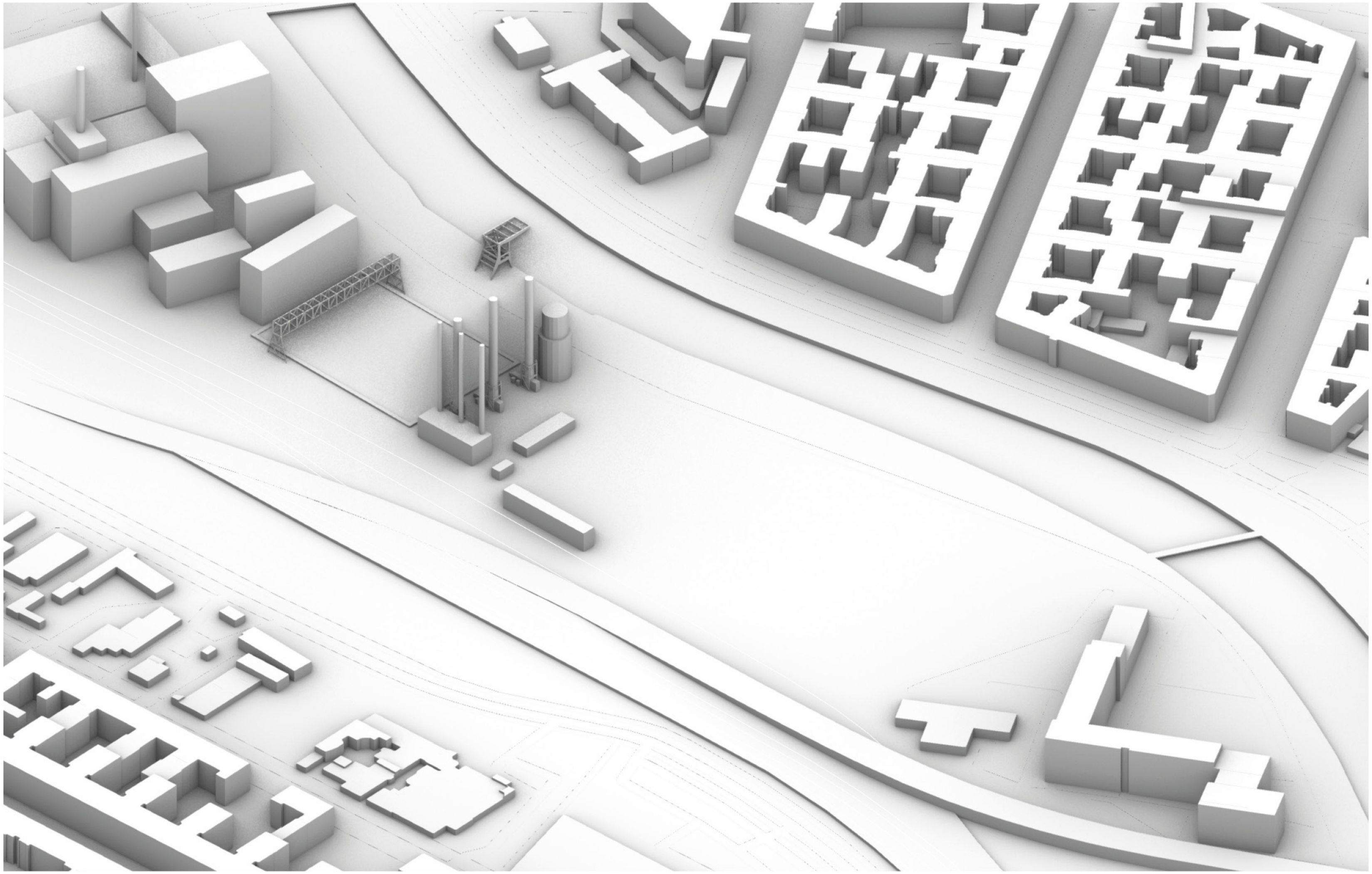
CONCEPT

INDUSTRIAL ENSEMBLE

THE MUSEUM

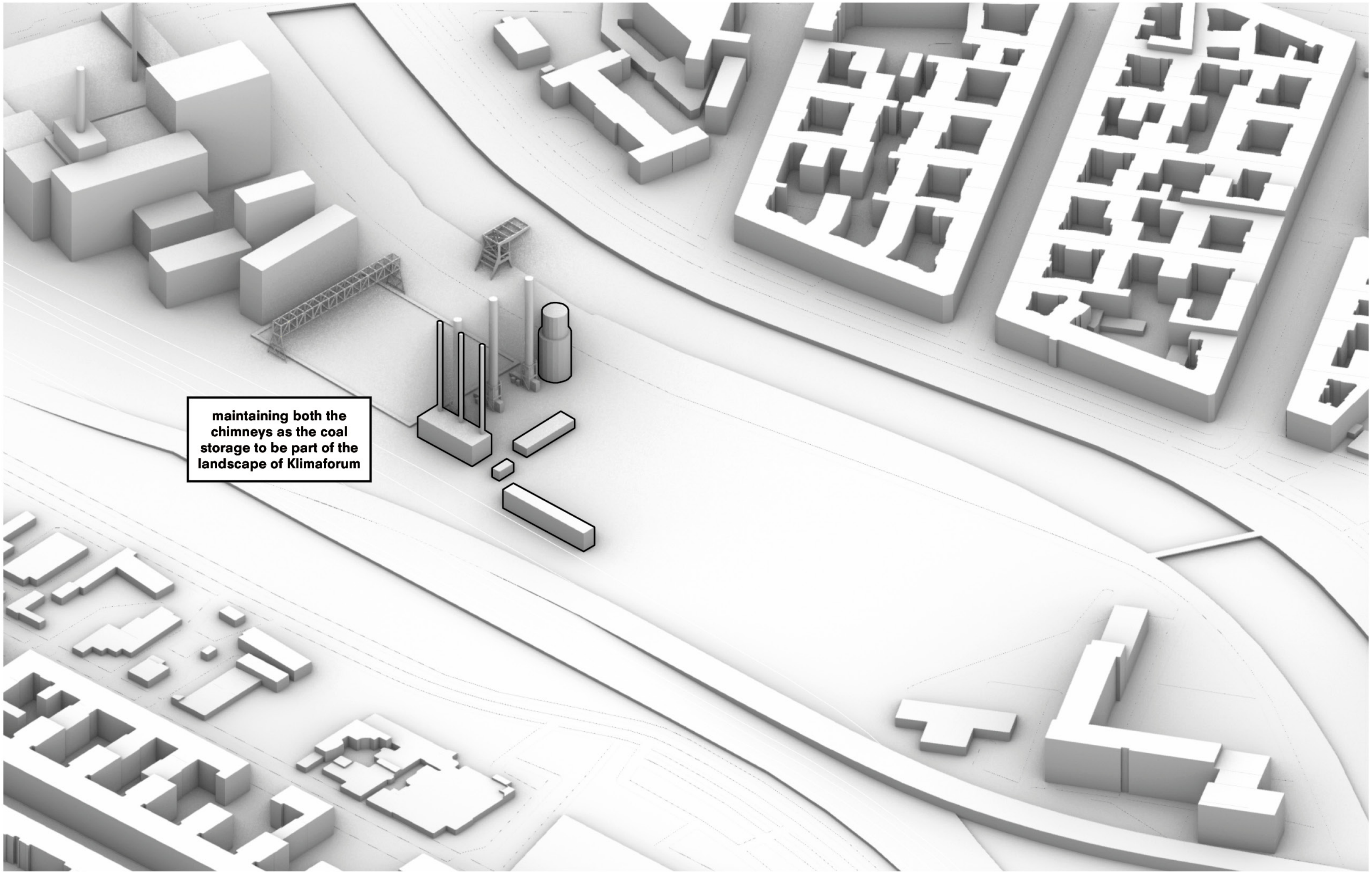
REFLECTION

SITE

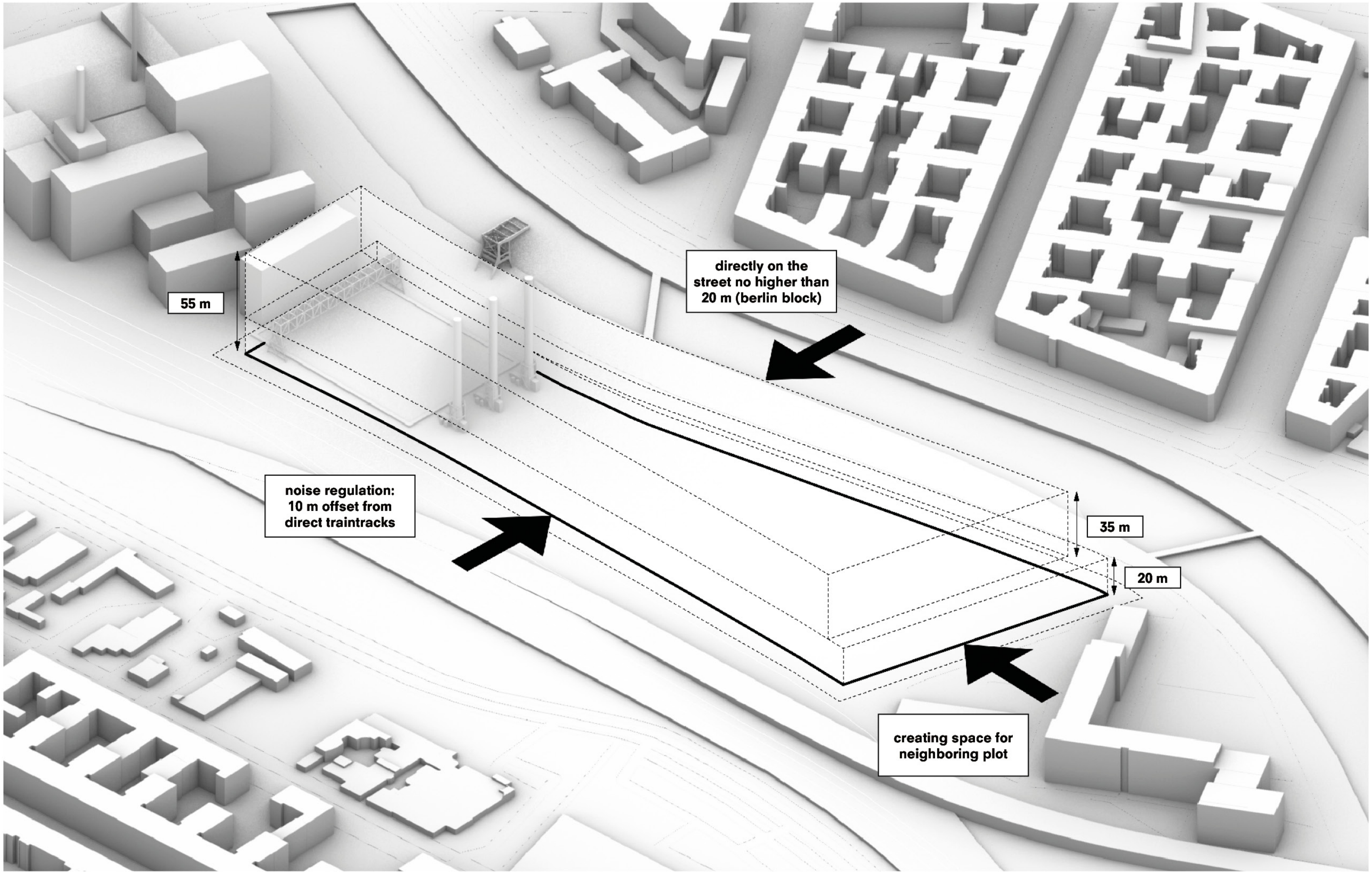


Industrial Ensemble

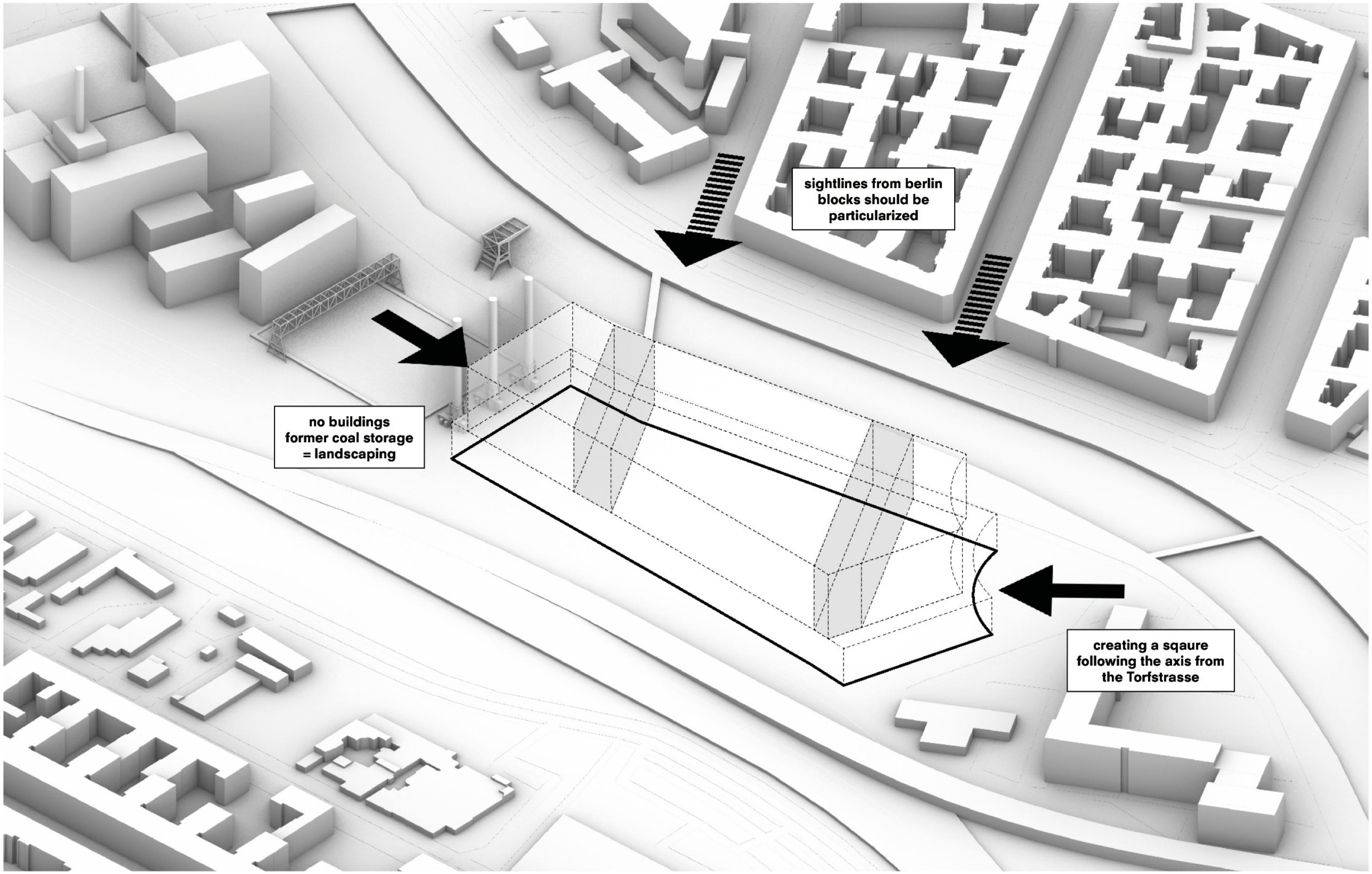
SUPERFLUOUS STRUCTURES



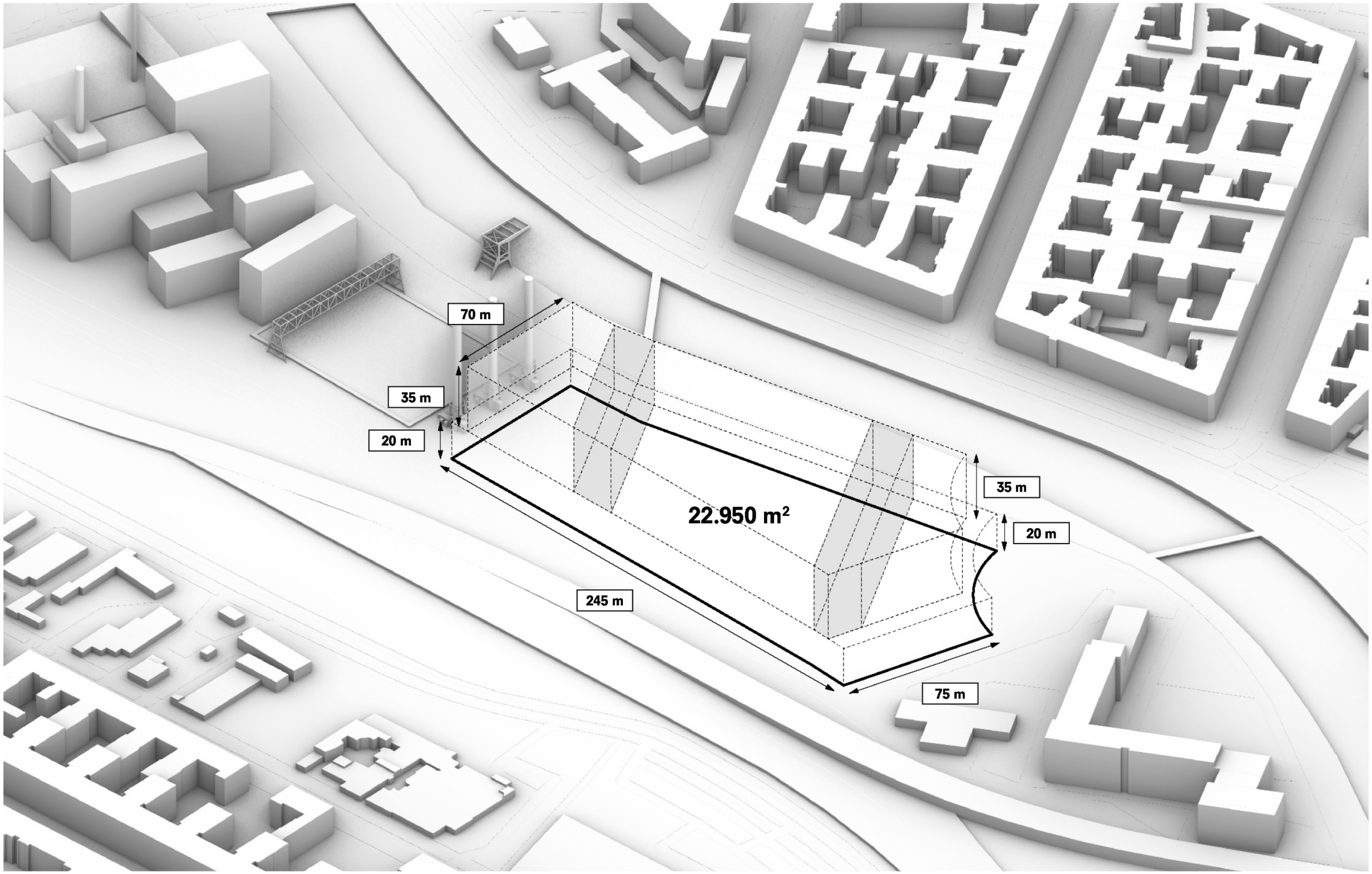
CONSTRAINTS REGULATIONS



CONSTRAINTS CONTEXT

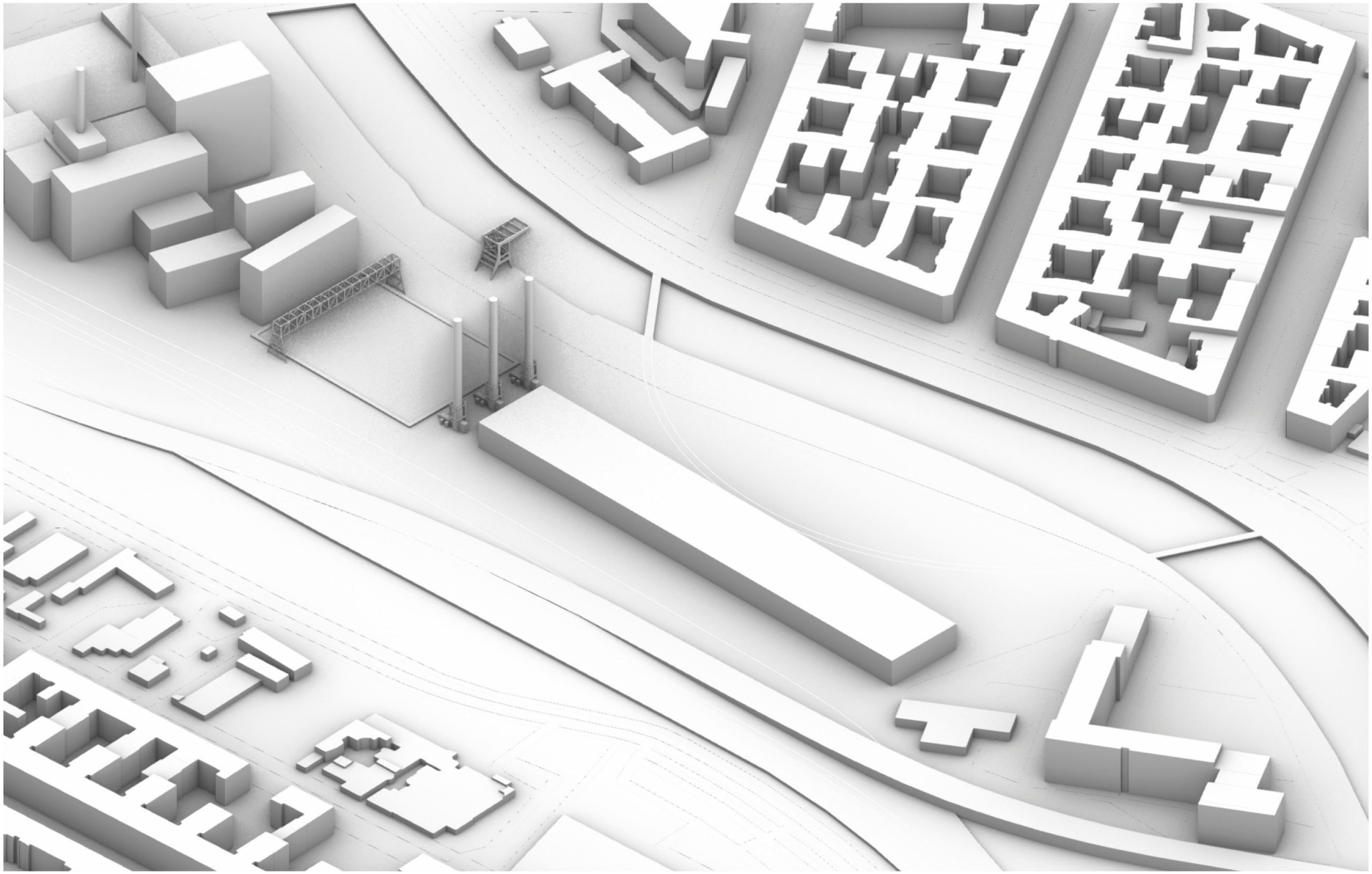


FINAL ENVELOPE

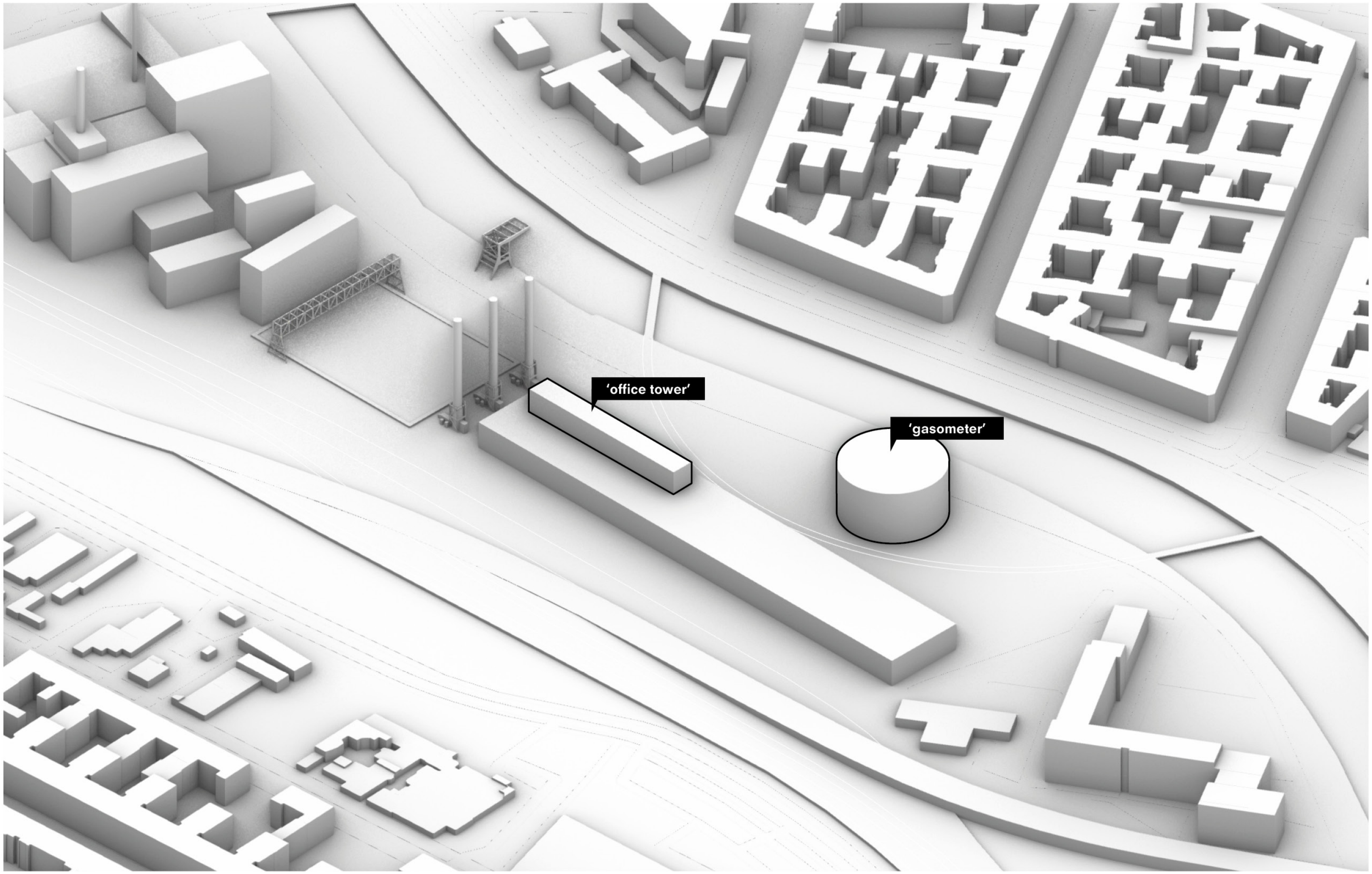


Industrial Ensemble

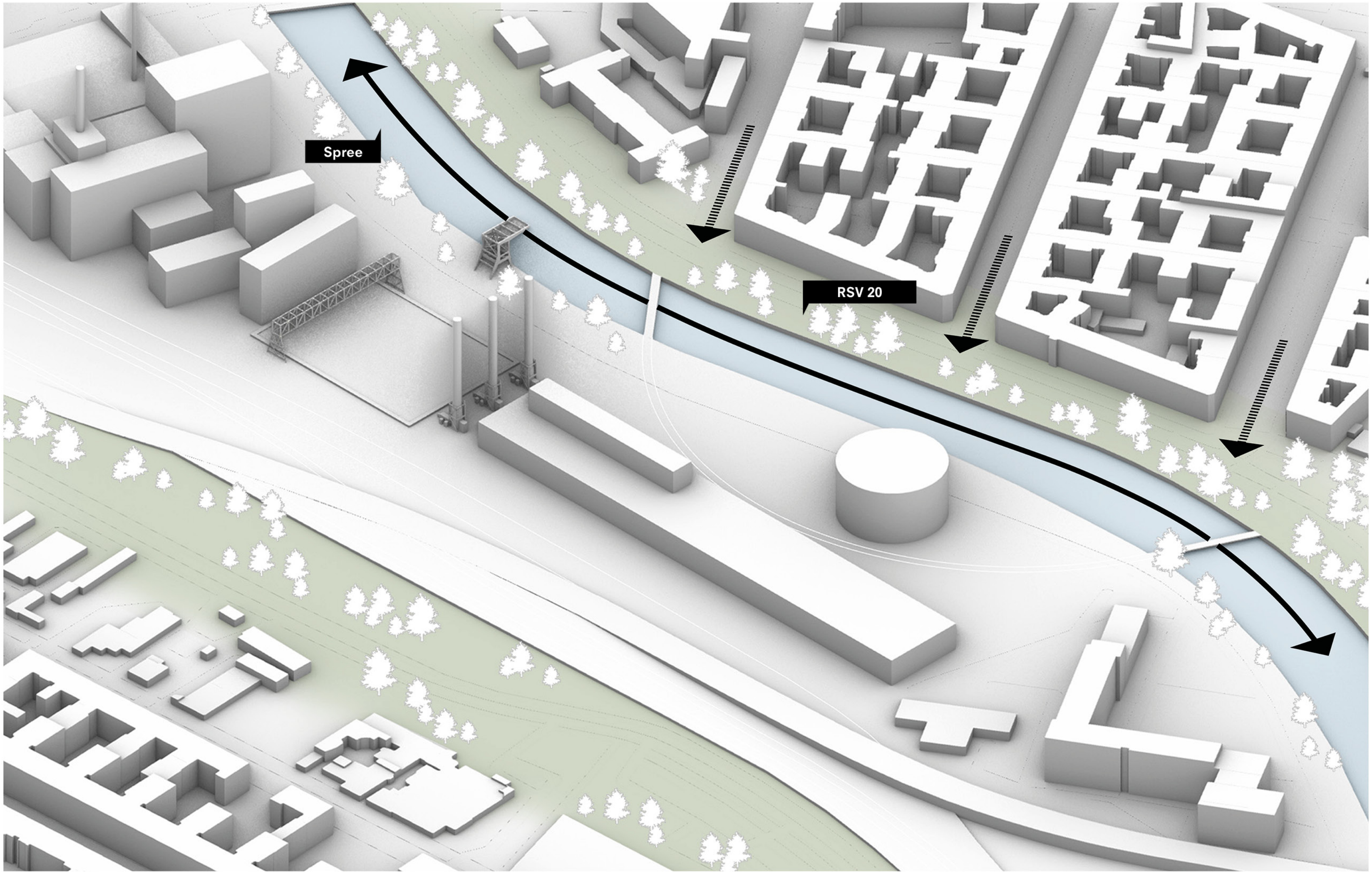
PRIMARY MASSING



LANDMARK MASSING

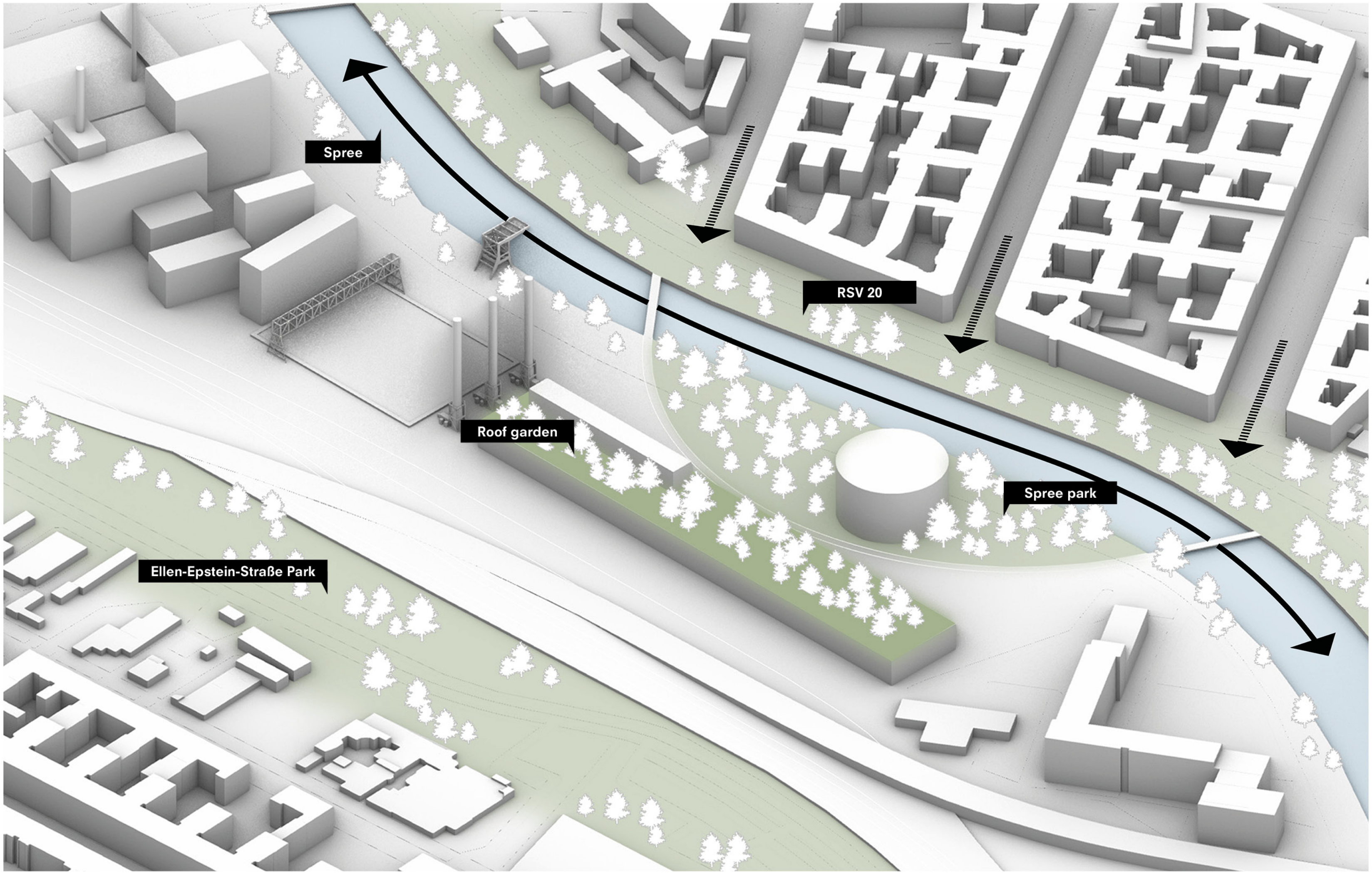


EXISTING GREEN STRUCTURES

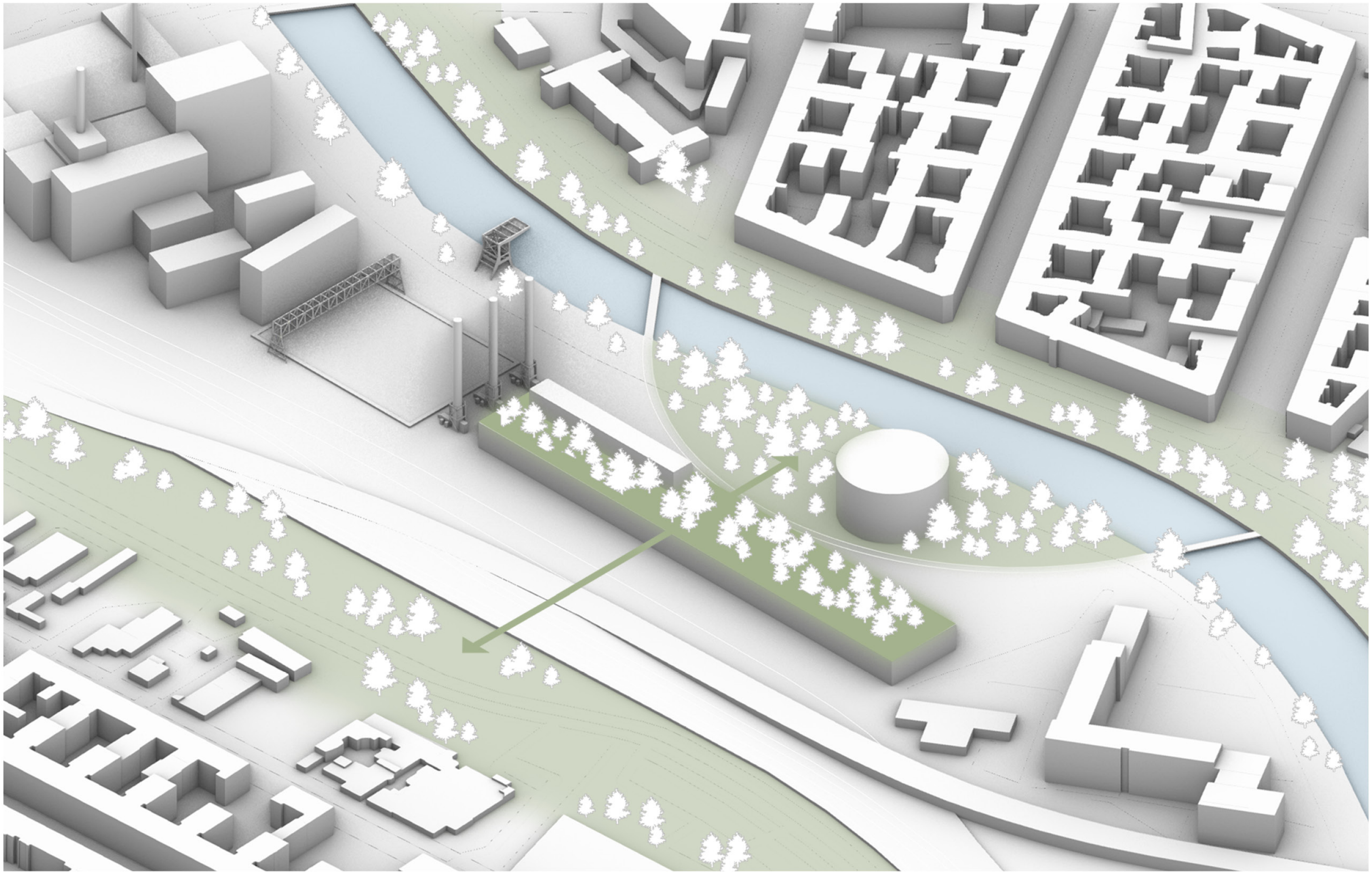


Industrial Ensemble

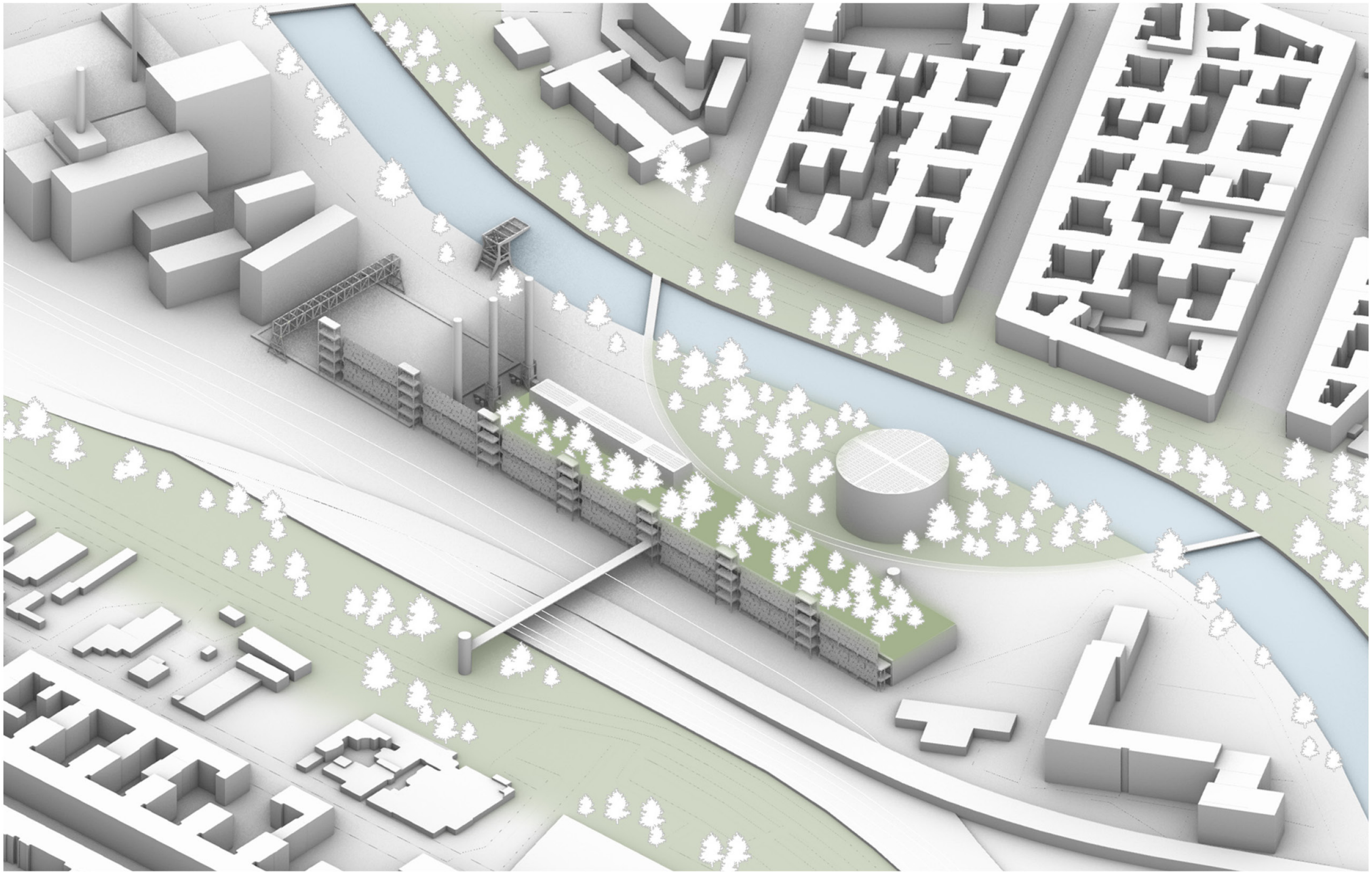
SPREE PARK + ROOF GARDEN



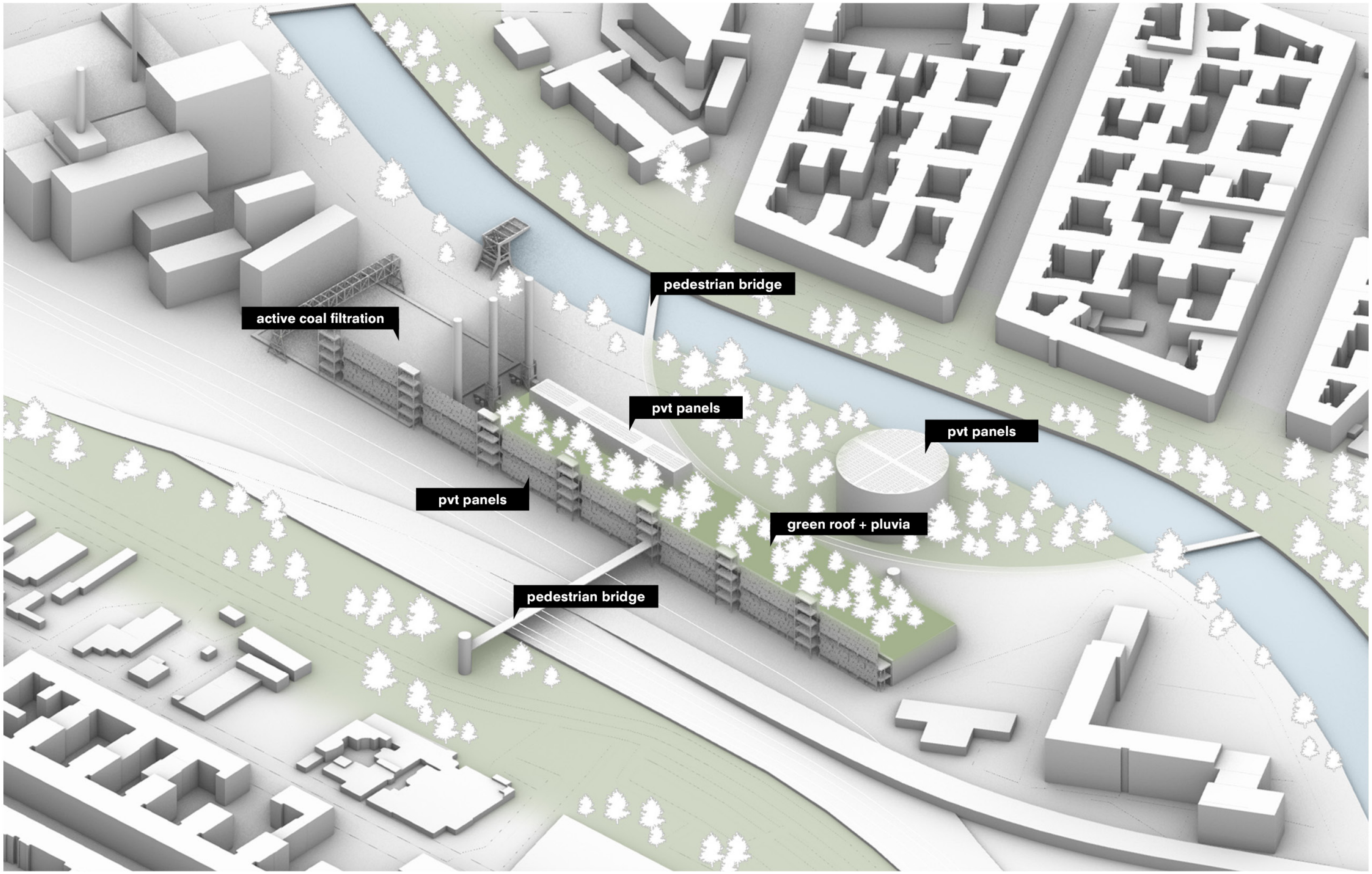
CONNECTING GREEN



MASSING + PERFORMATIVE SECONDARY STRUCTURE



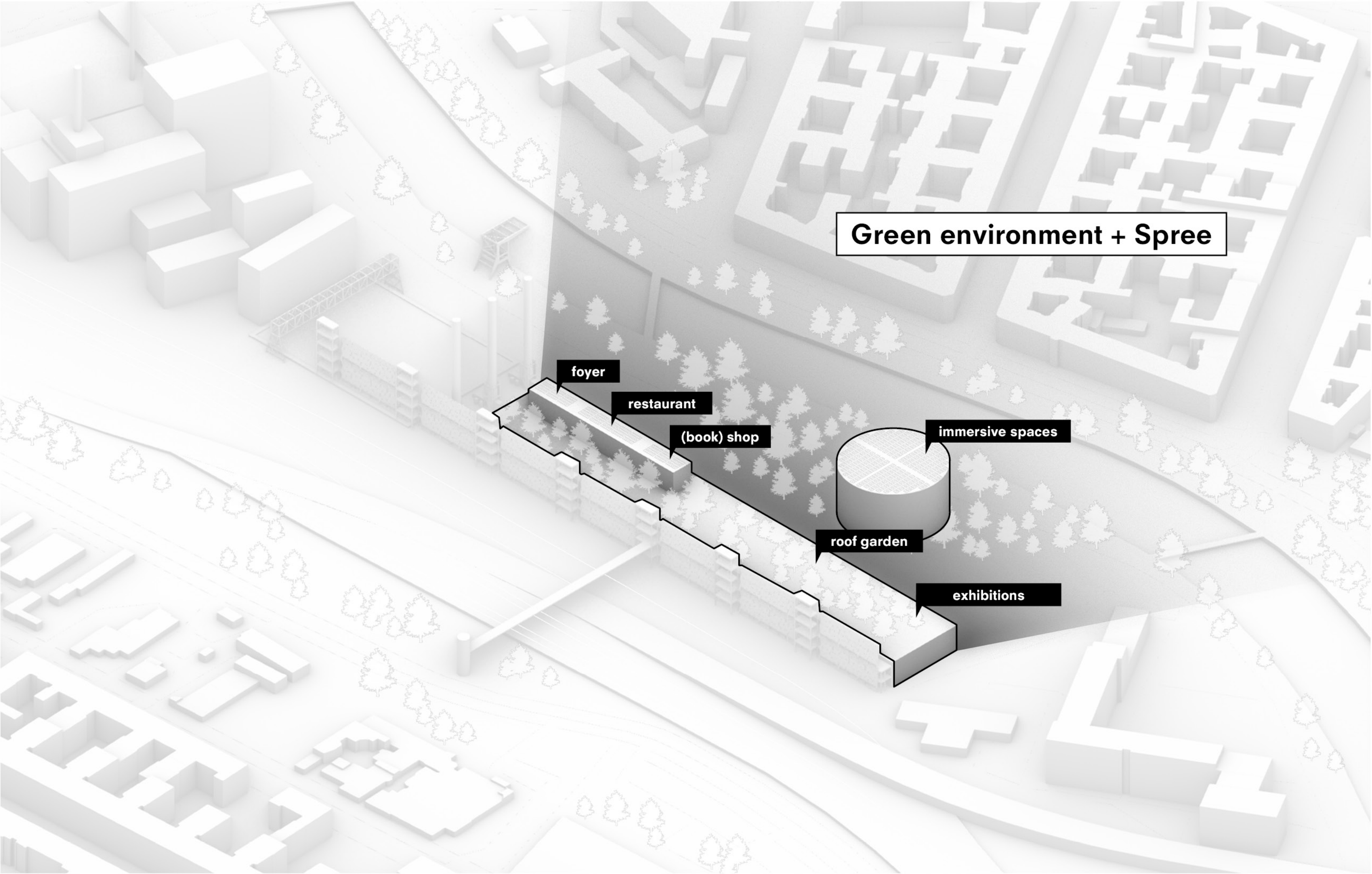
MASSING + PERFORMATIVE SECONDARY STRUCTURE



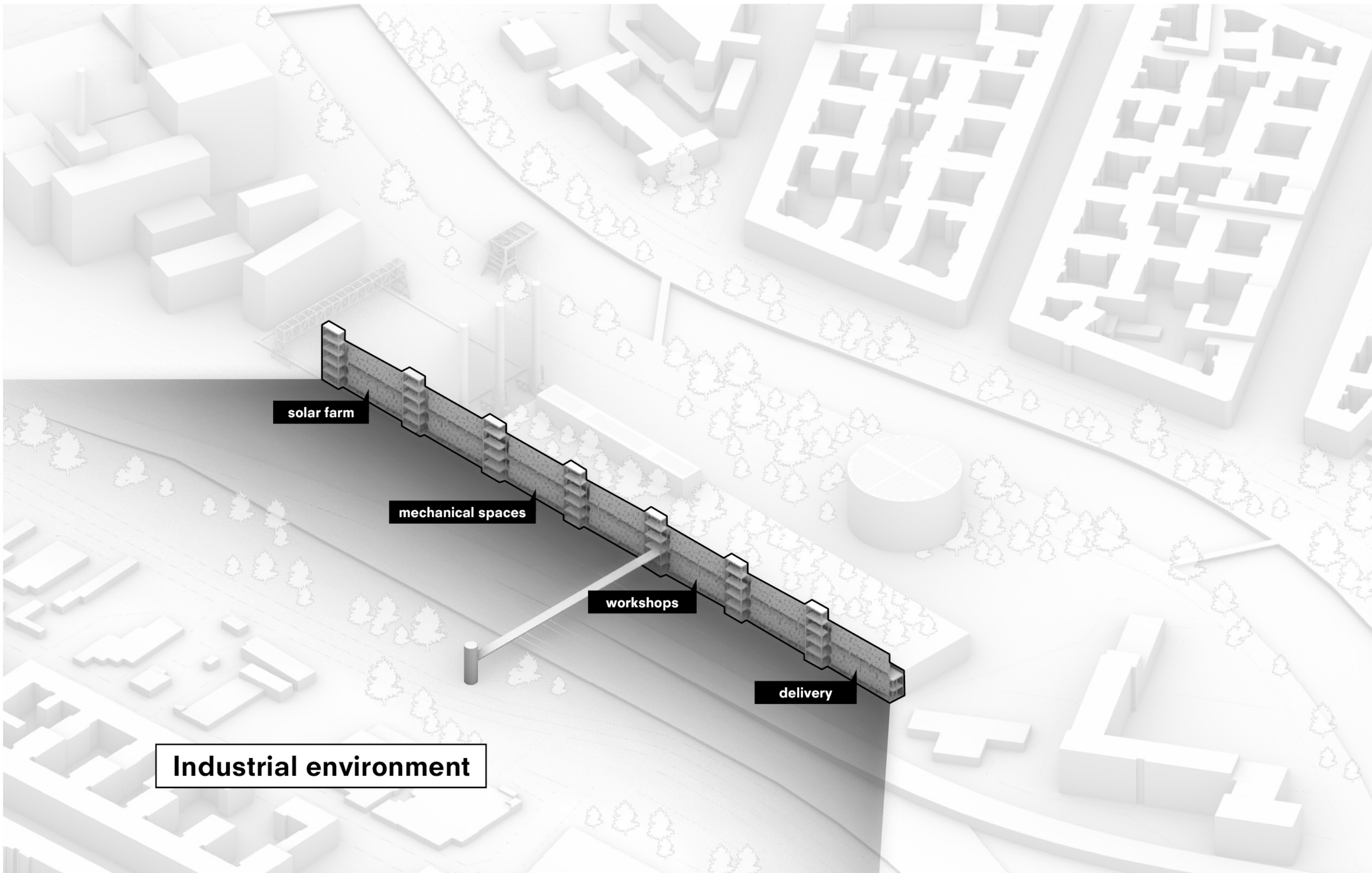

LINA BO BARDI
MUSEU DE ARTE
LINA BO BARDI

JUXTAPOSITIONING

PROGRAM TO SPREE (NORTH)

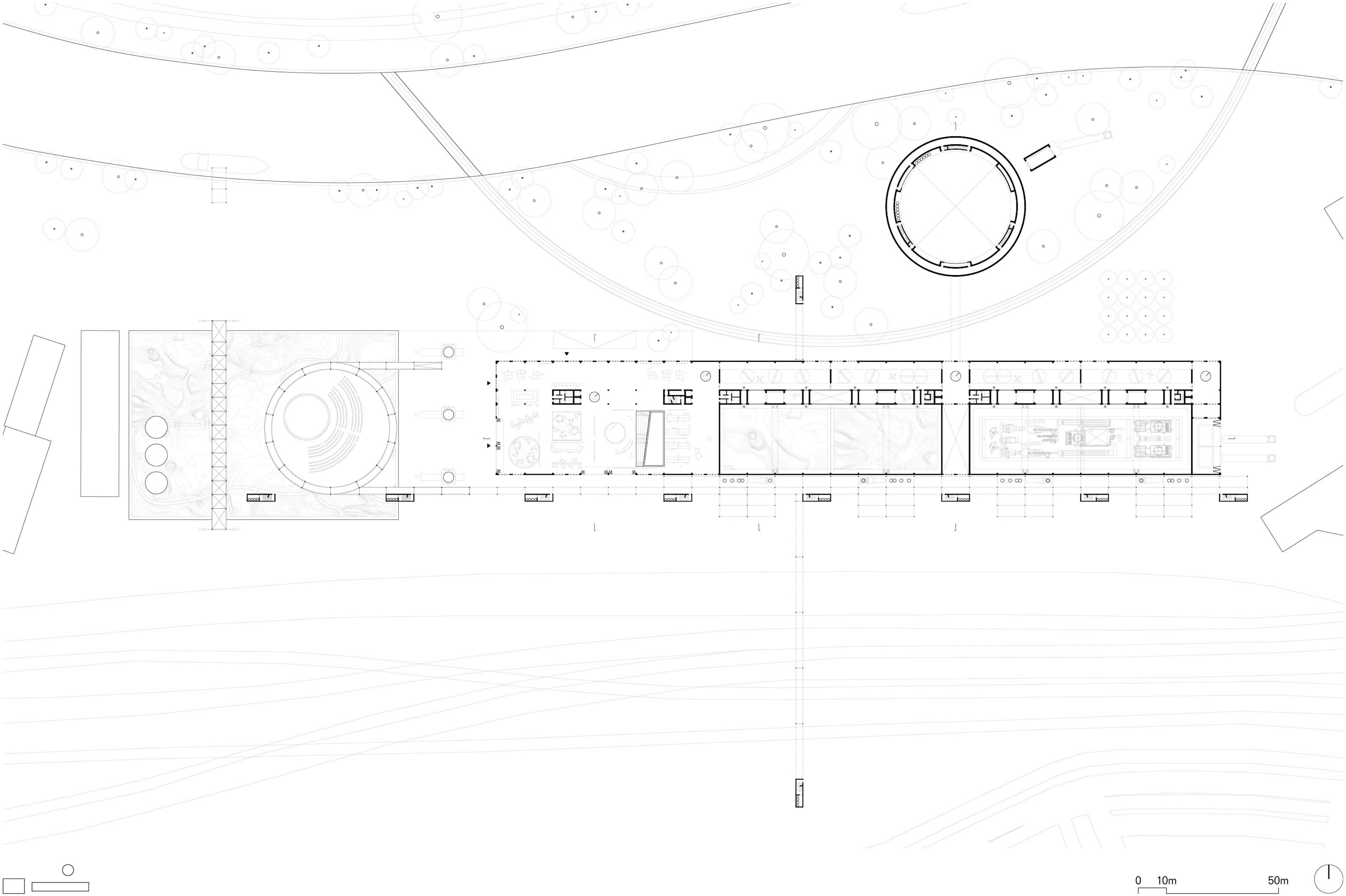


PROGRAM TO INDUSTRY (SOUTH)



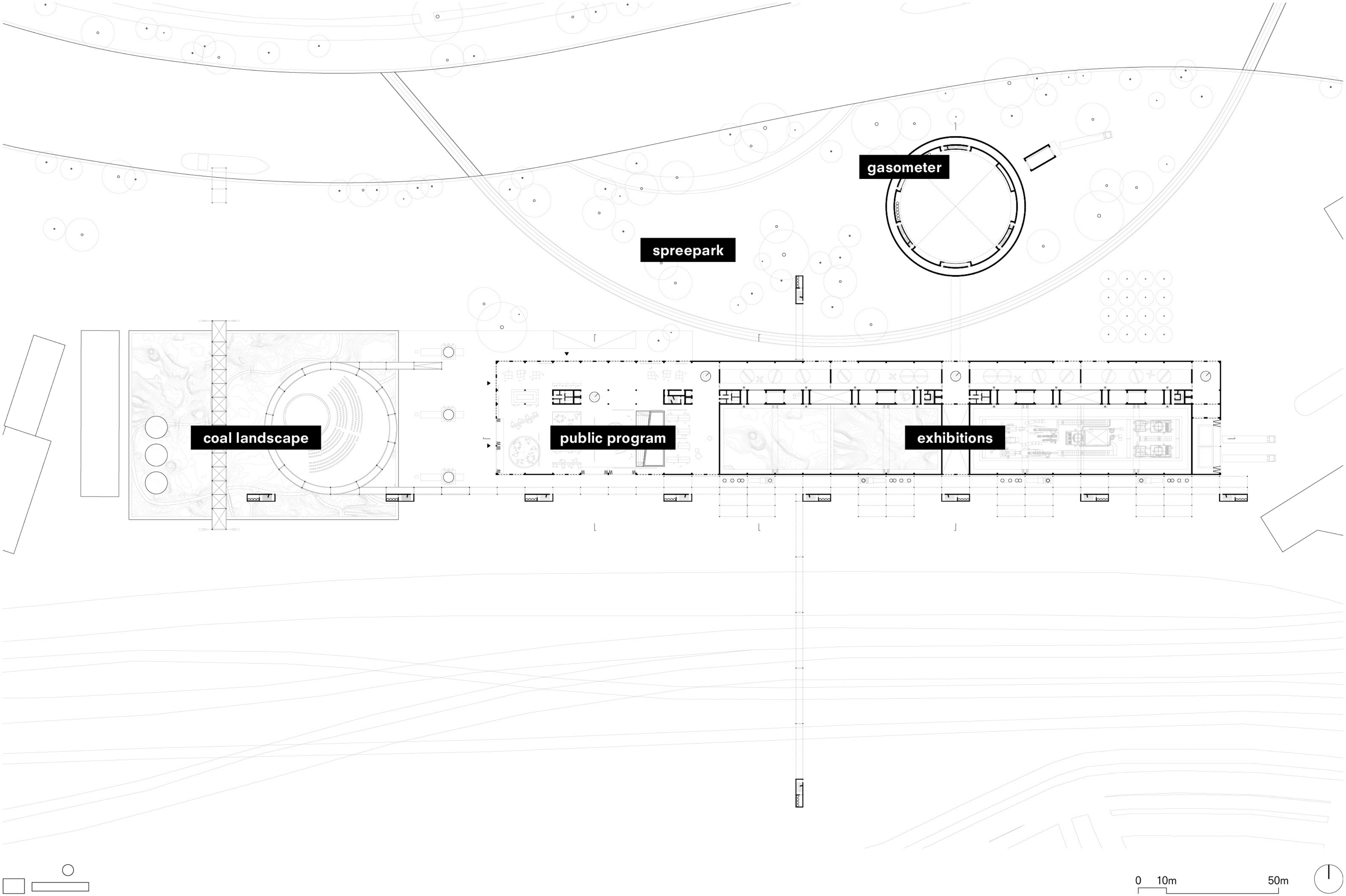
Immersive Experience

GROUND FLOOR



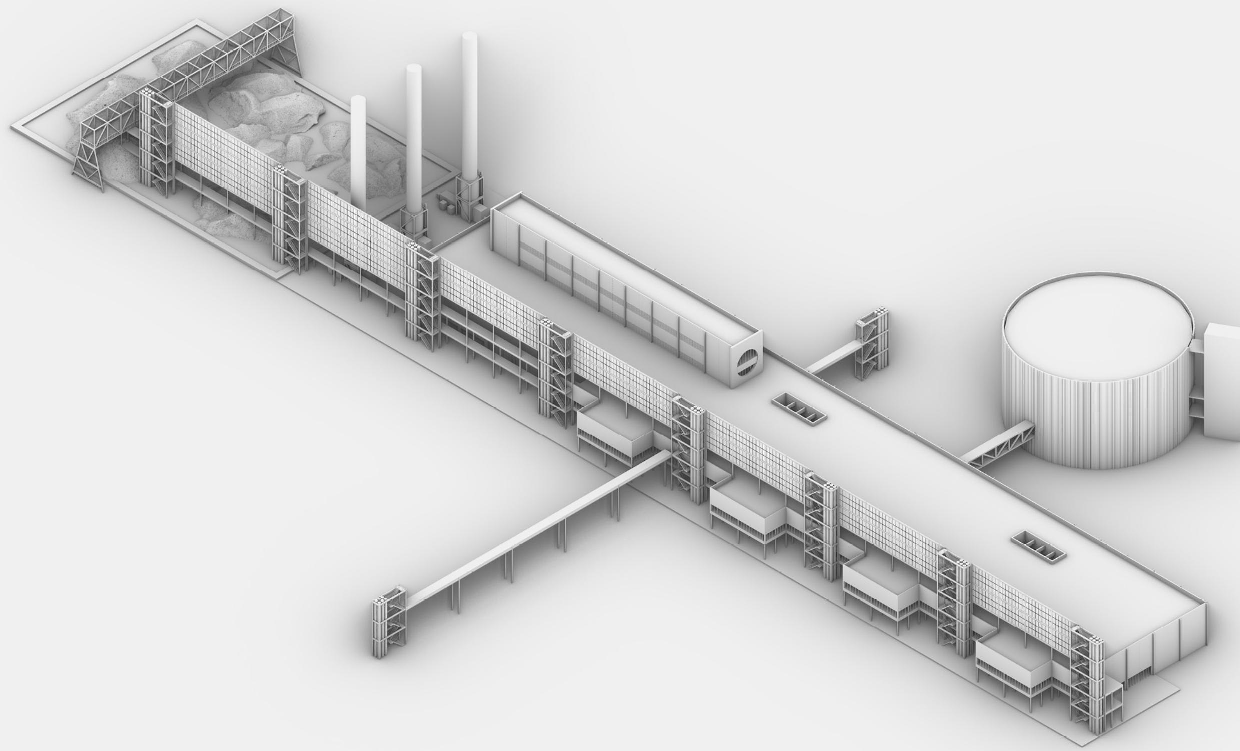
Immersive Experience

BRIEF PROGRAM



Immersive Experience

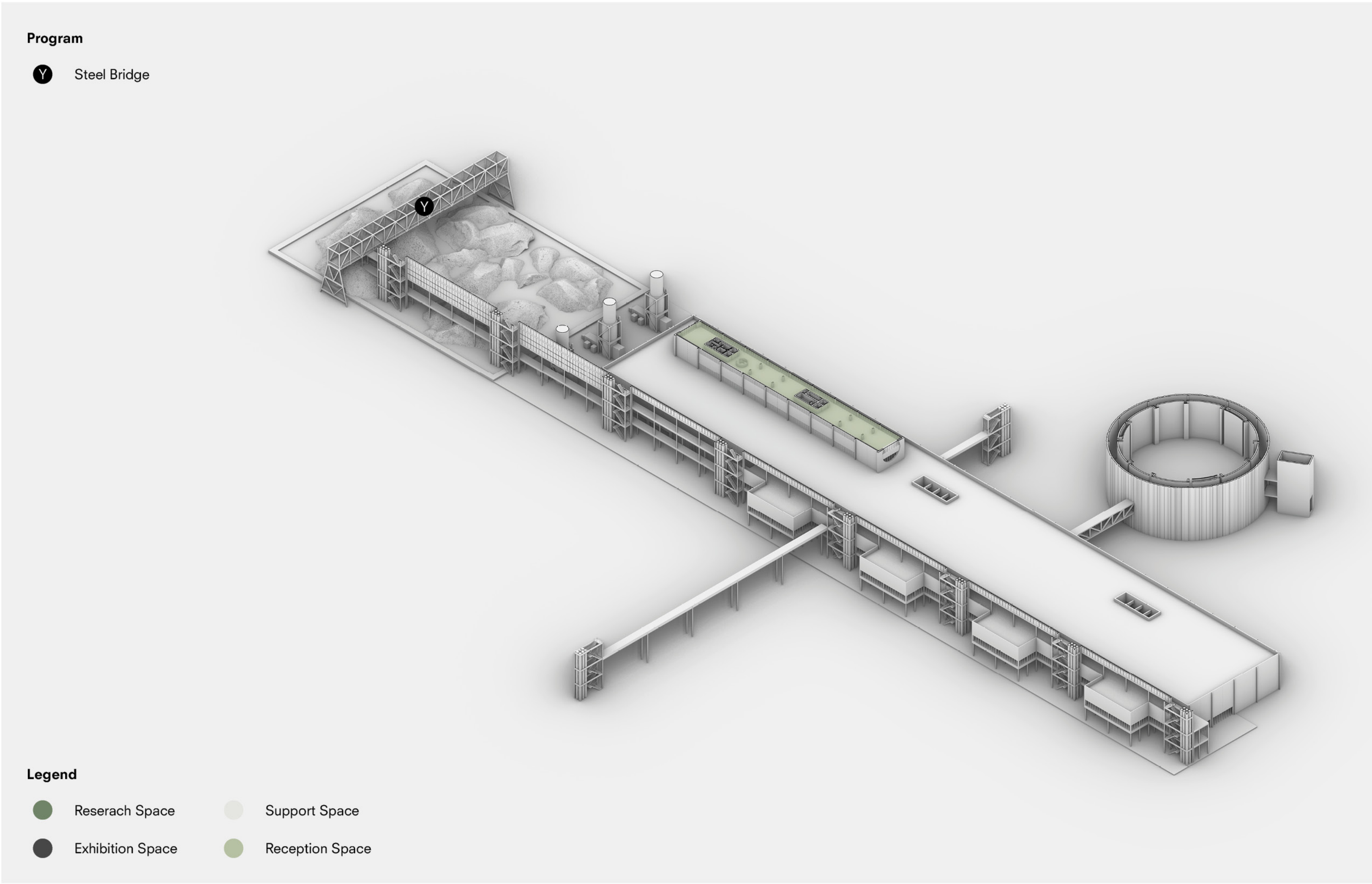
ROOF



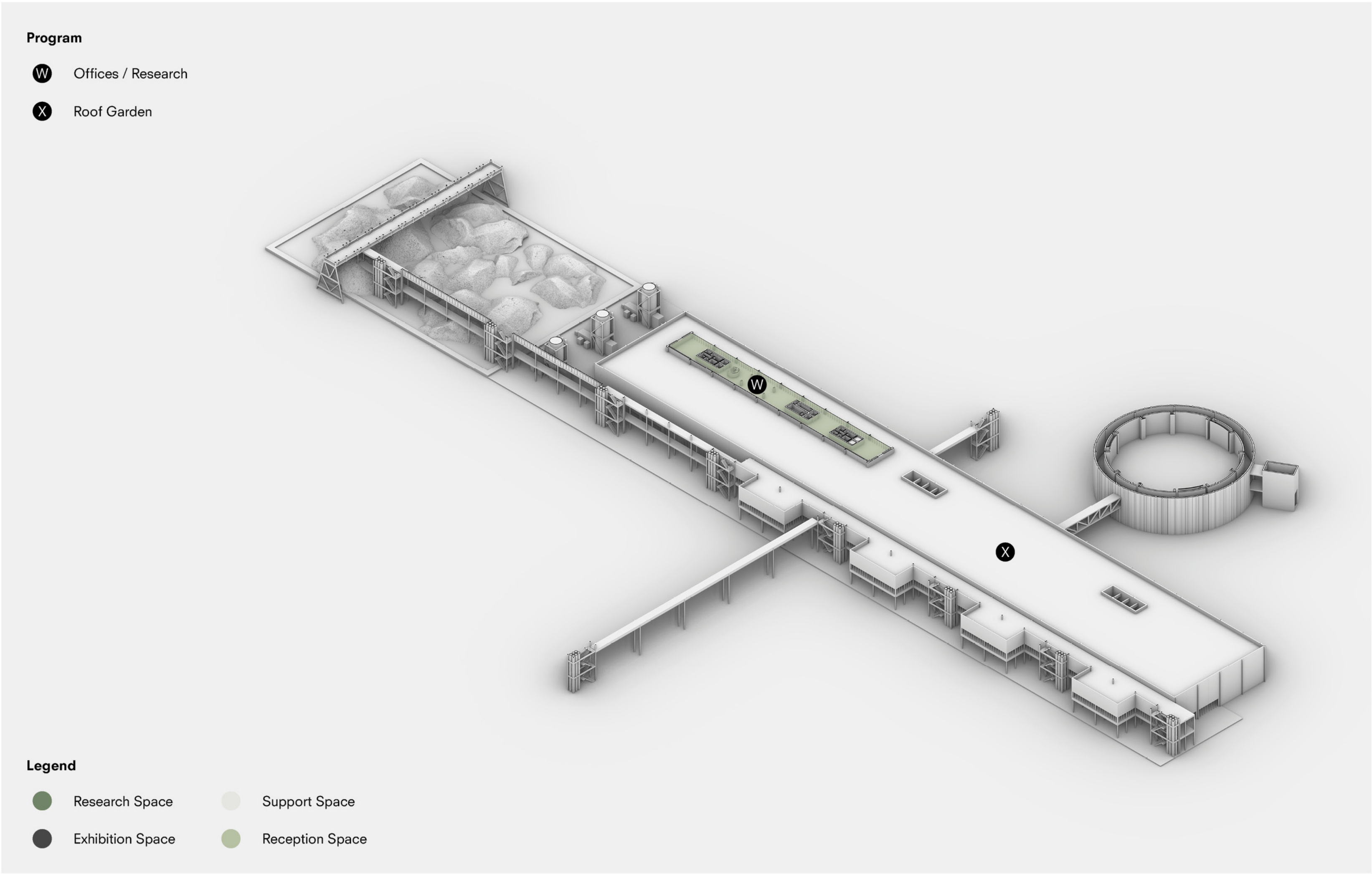
Legend

- Research Space
- Support Space
- Exhibition Space
- Reception Space

PROGRAM THIRD FLOOR

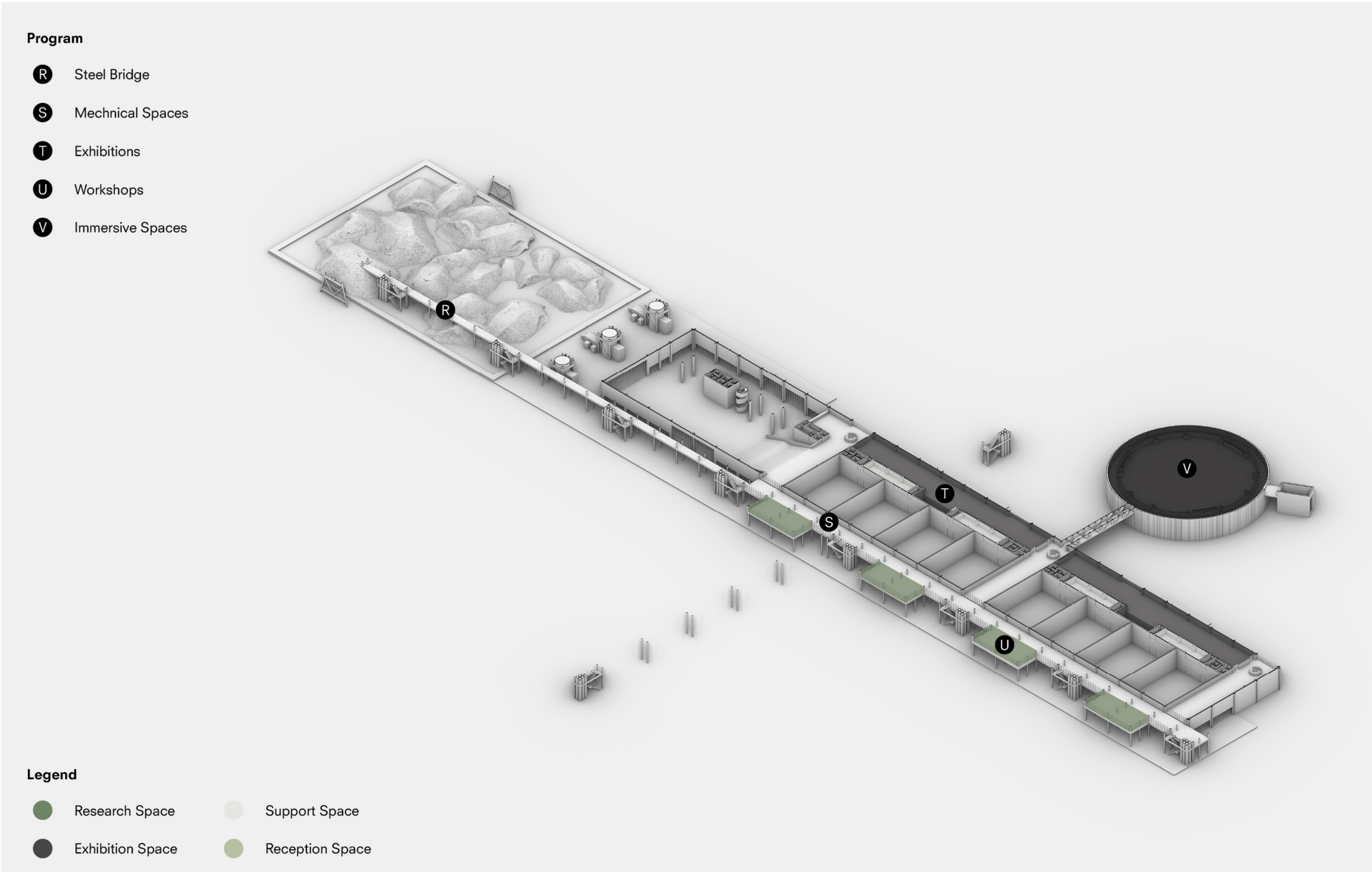


PROGRAM SECOND FLOOR



Immersive Experience

PROGRAM FIRST FLOOR

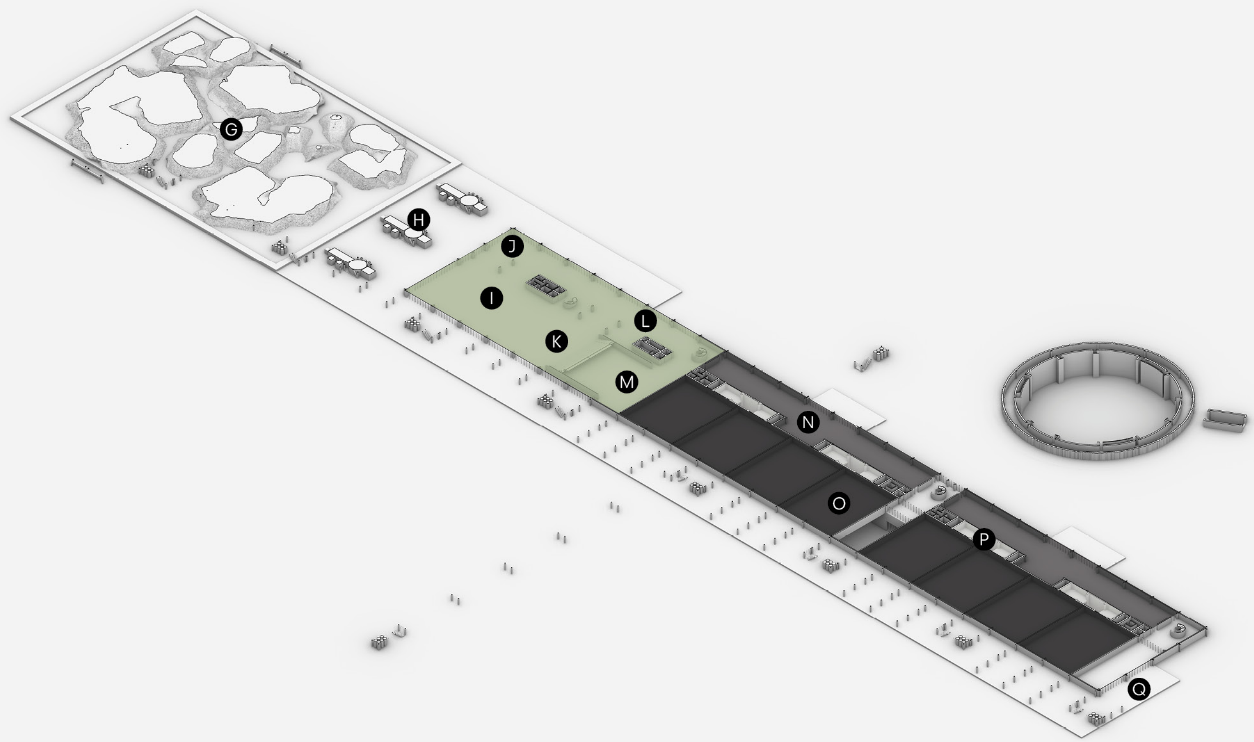


Immersive Experience

PROGRAM GROUND FLOOR

Program

- G Coal Landscape
- H Existing Chimney
- I Restaurant / Cafe
- J Info / Tickets
- K Auditorium
- L Bookshop
- M Community Spaces
- N Exhibition
- O Immersive Spaces
- P Storage / Art Handling
- Q Delivery



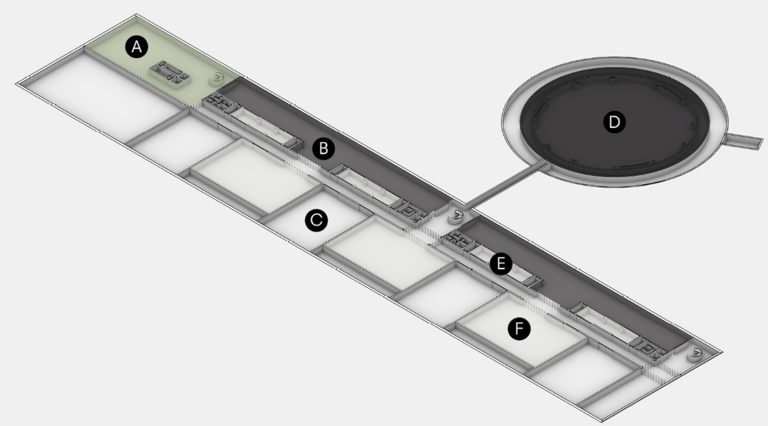
Legend

- Research Space
- Support Space
- Exhibition Space
- Reception Space

PROGRAM BASEMENT

Program

- Ⓐ Cloakroom
- Ⓑ Exhibition
- Ⓒ Storage / Art Handling
- Ⓓ Immersive Spaces
- Ⓔ Cargo elevator
- Ⓕ Mechnical Spaces



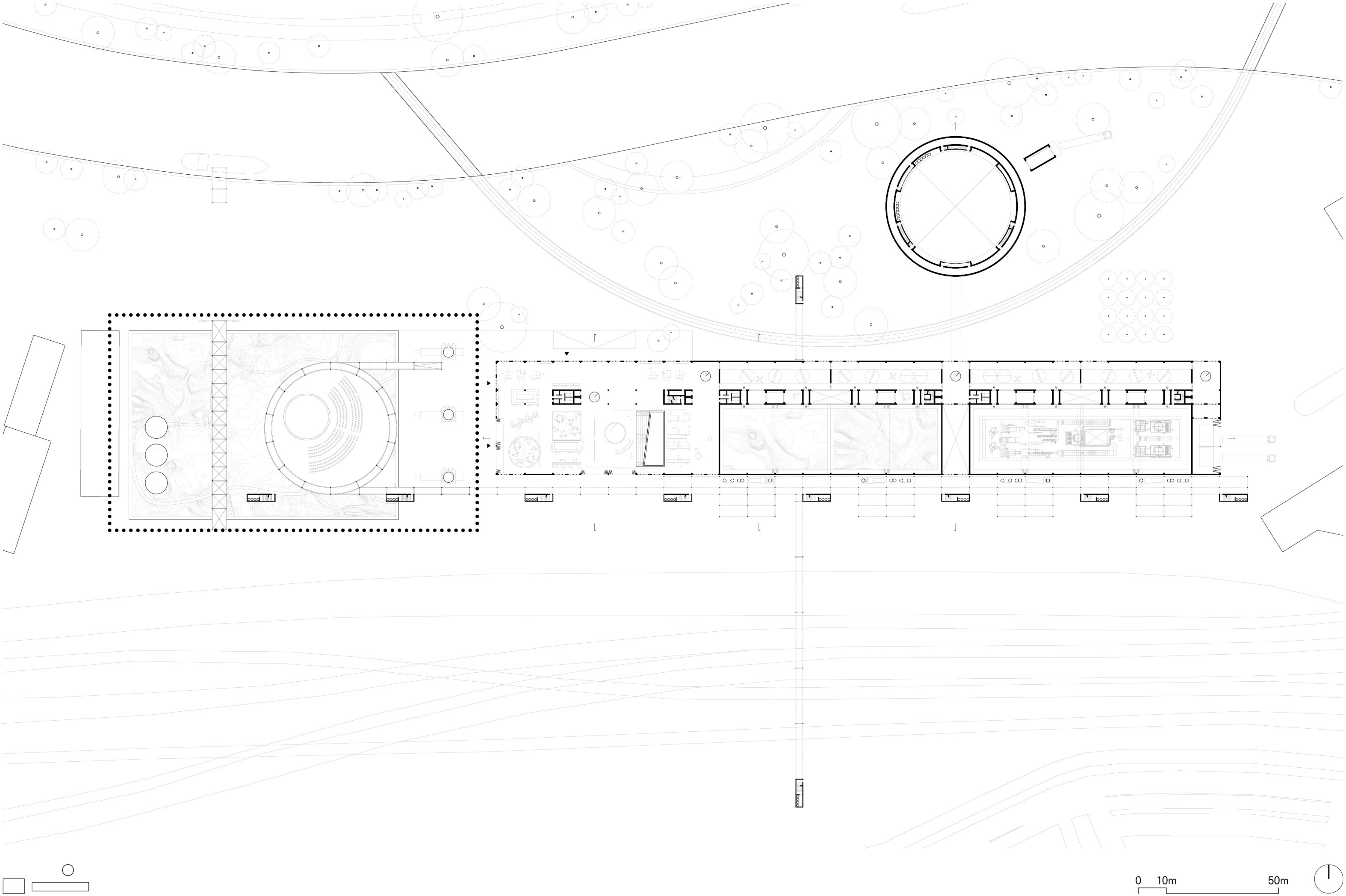
Legend

- Research Space
- Support Space
- Exhibition Space
- Reception Space

SPREE PARK AND COAL LANDSCAPE

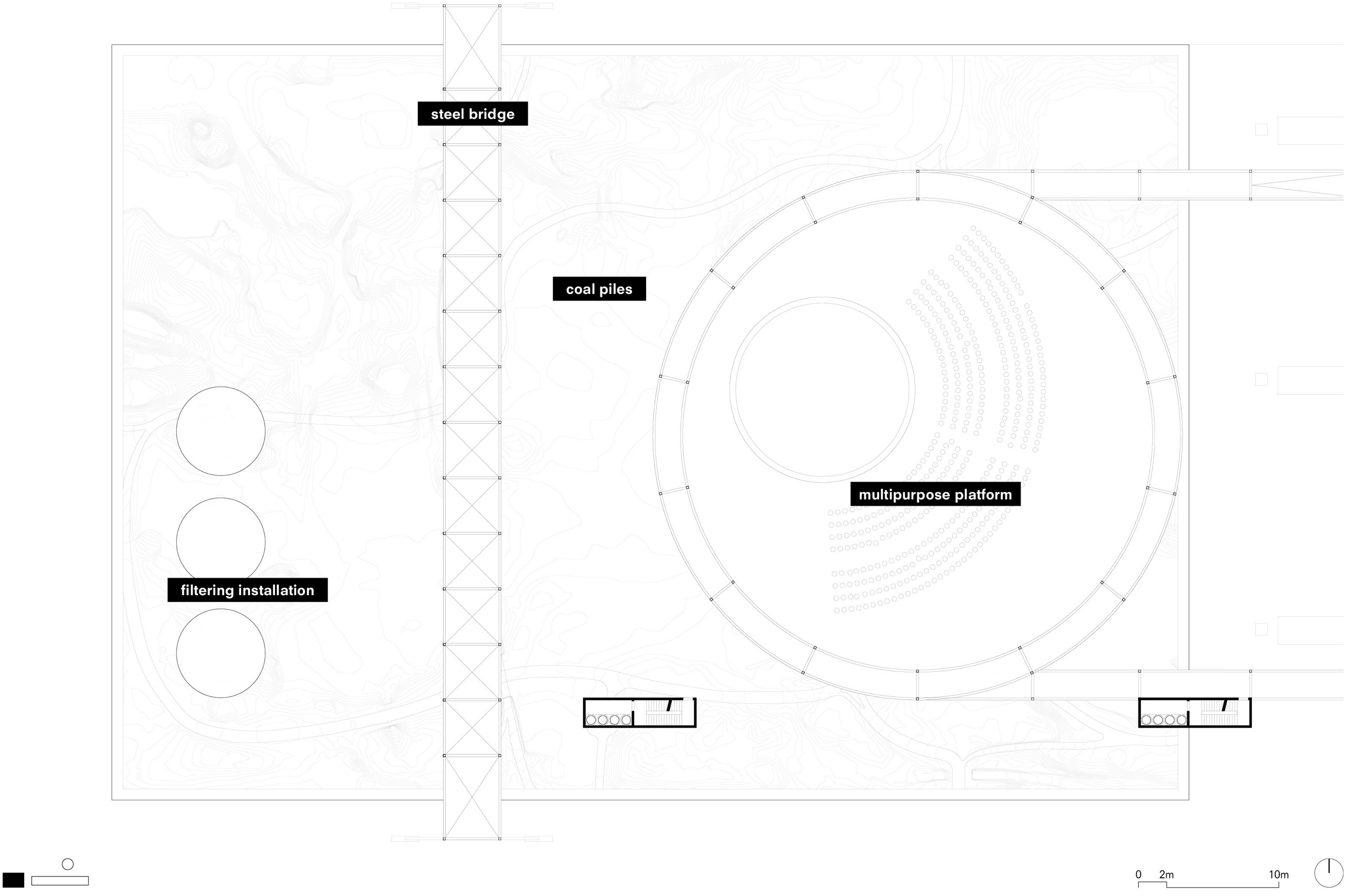
Immersive Experience

COAL LANDSCAPE

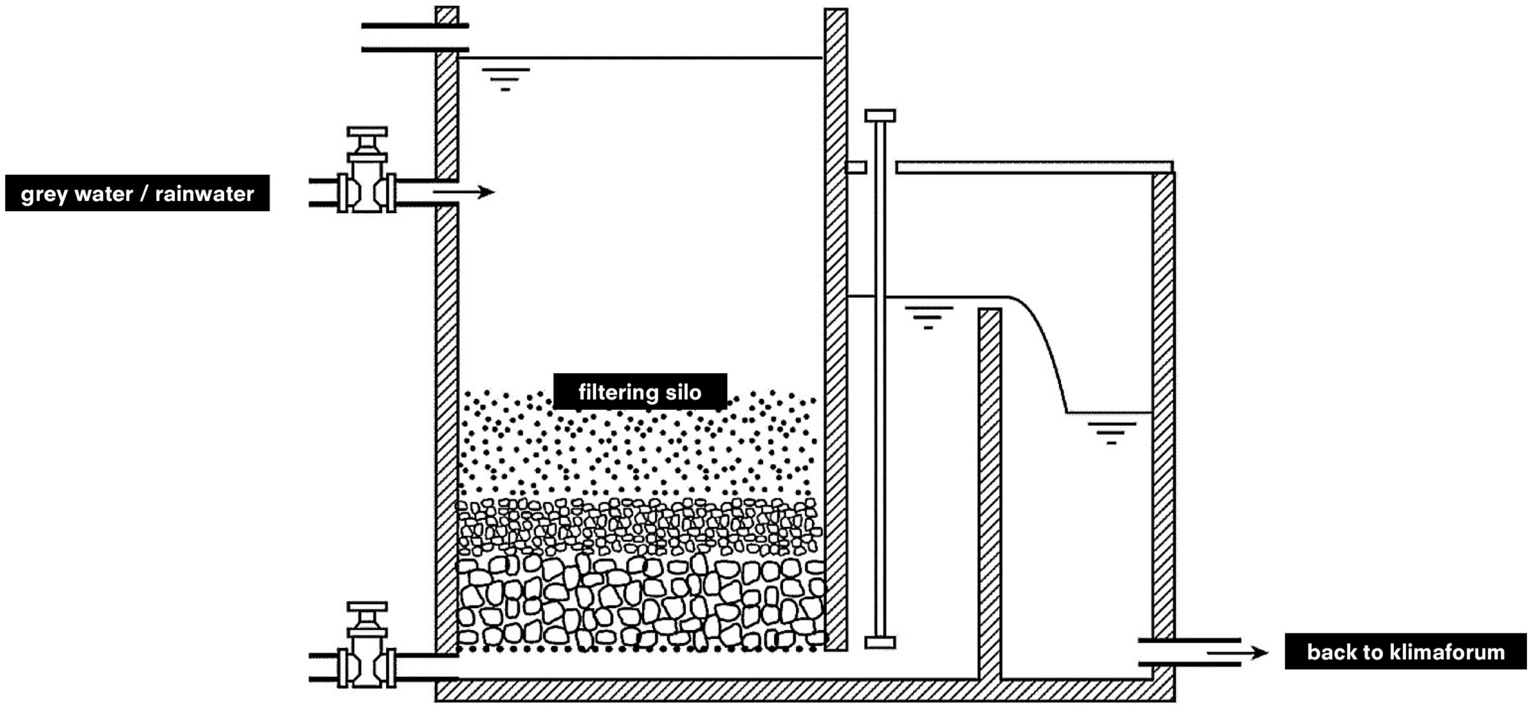


Immersive Experience

COAL LANDSCAPE

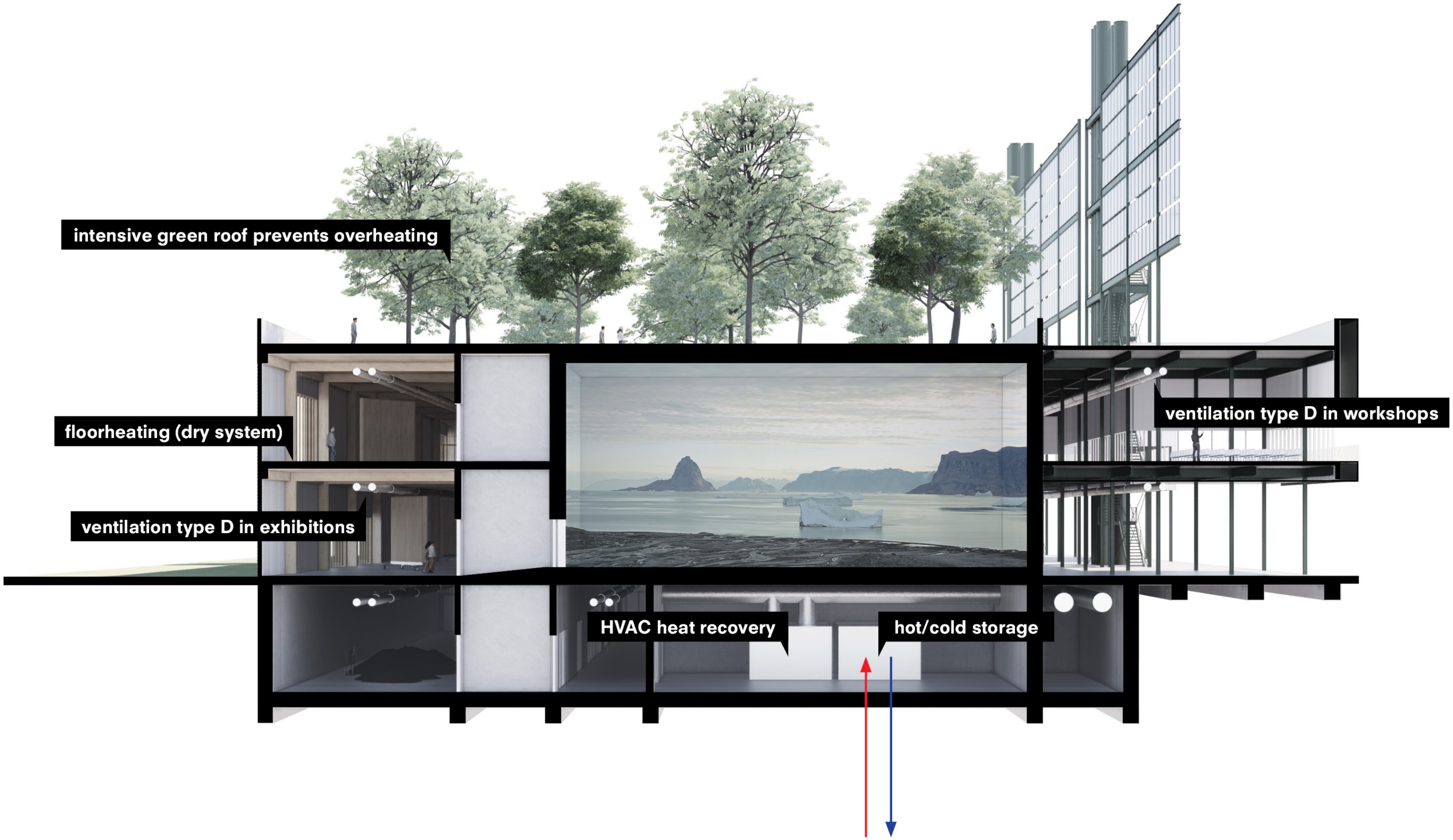


ACTIVE COAL



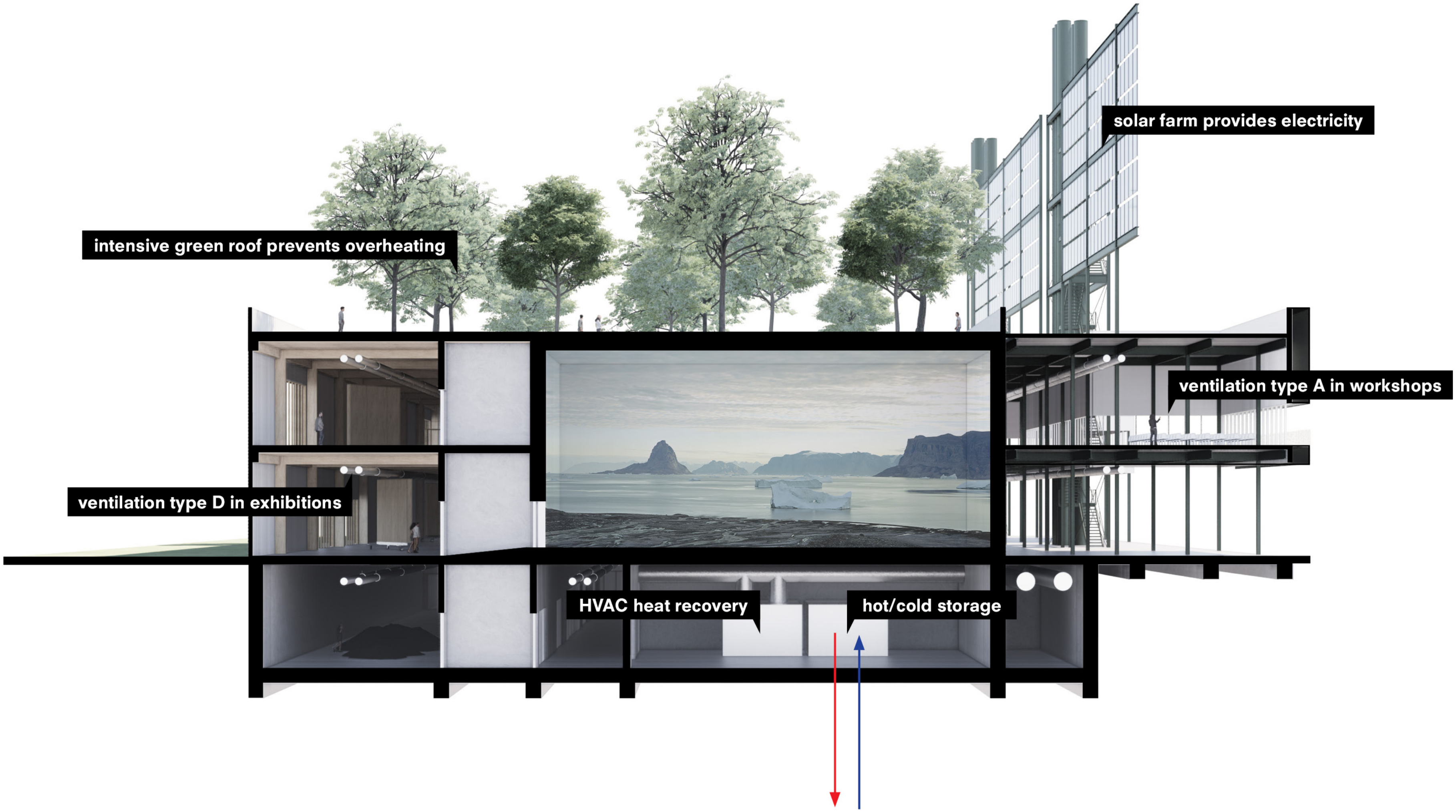
Immersive Experience

CLIMATE PRINCIPLE: WINTER



REUTER-WEST

CLIMATE PRINCIPLE: SUMMER



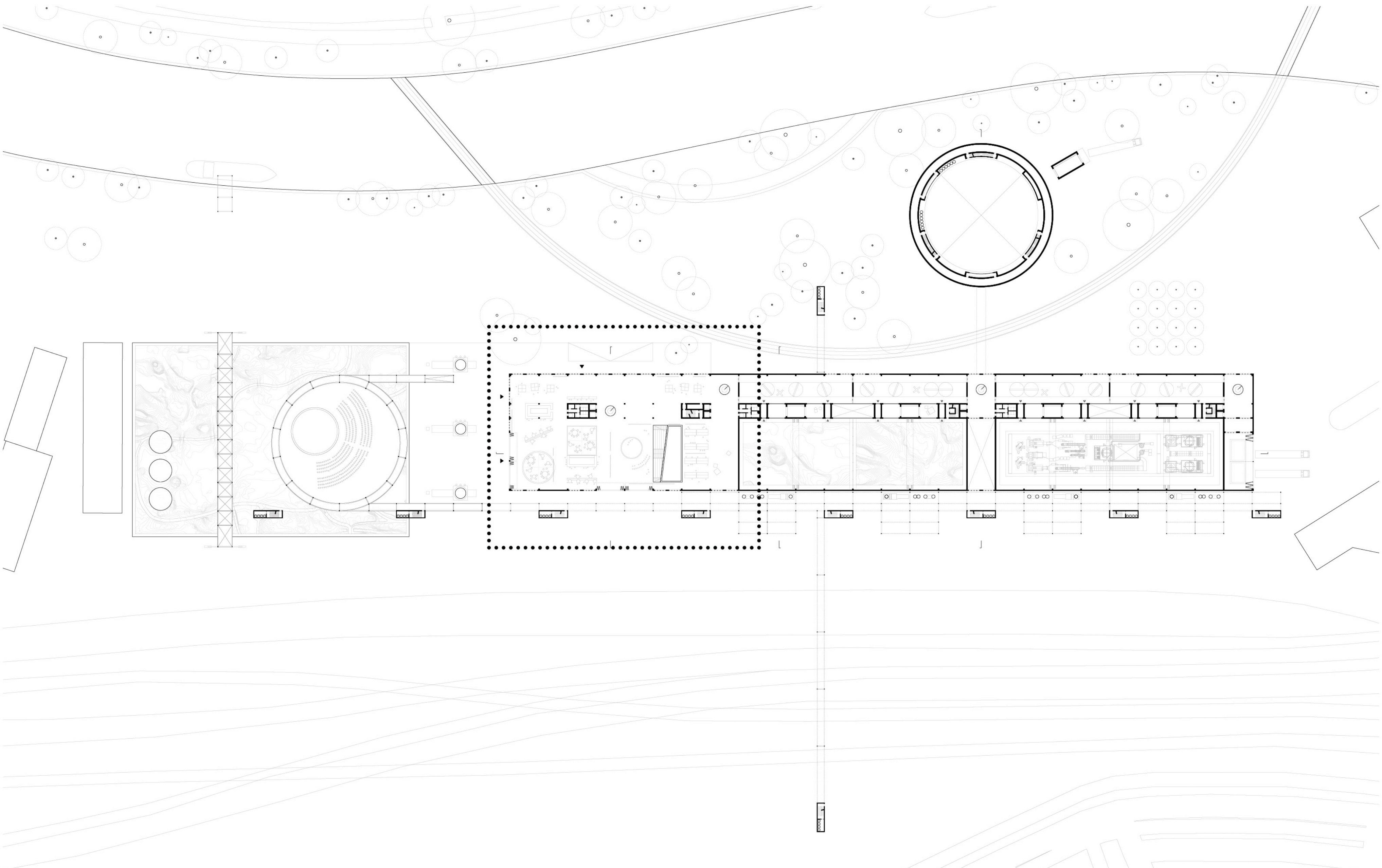
Immersive Experience

THE COAL LANDSCAPE

FOYER, AUDITORIUM AND OFFICES

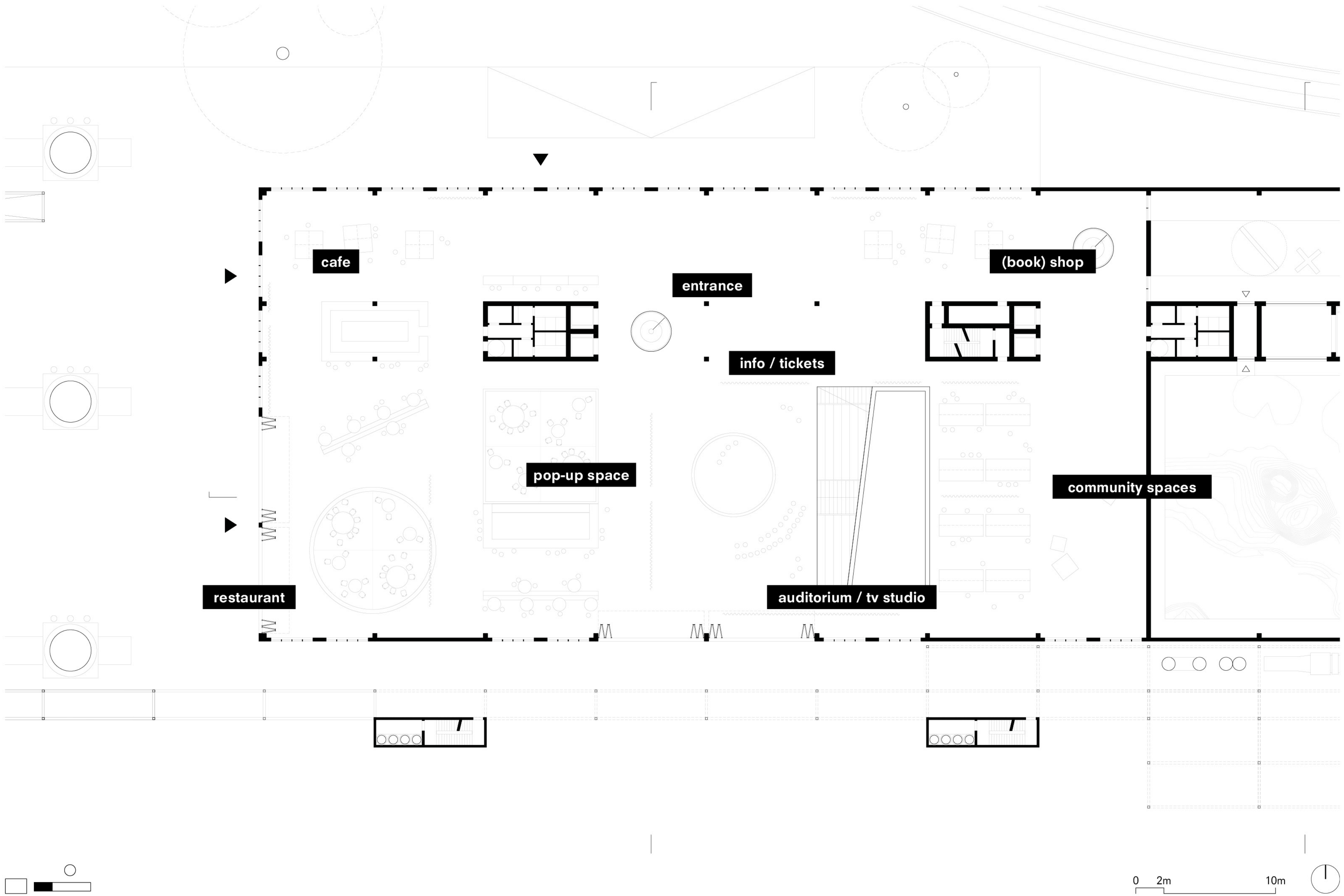
Immersive Experience

FOYER



0 10m 50m

FOYER

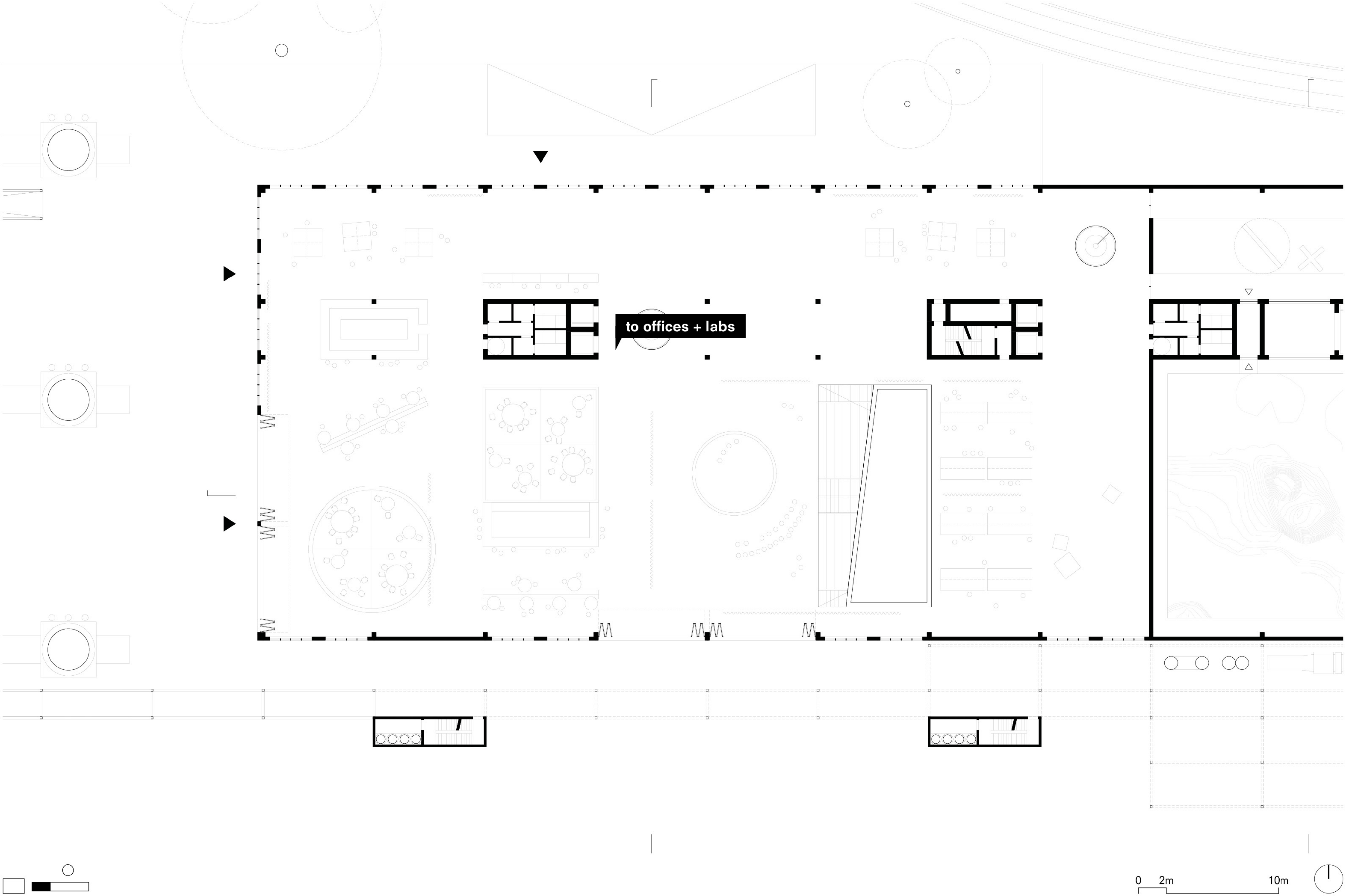

cafe
entrance
(book) shop
info / tickets
pop-up space
community spaces
restaurant
auditorium / tv studio
0
2m
10m

Immersive Experience

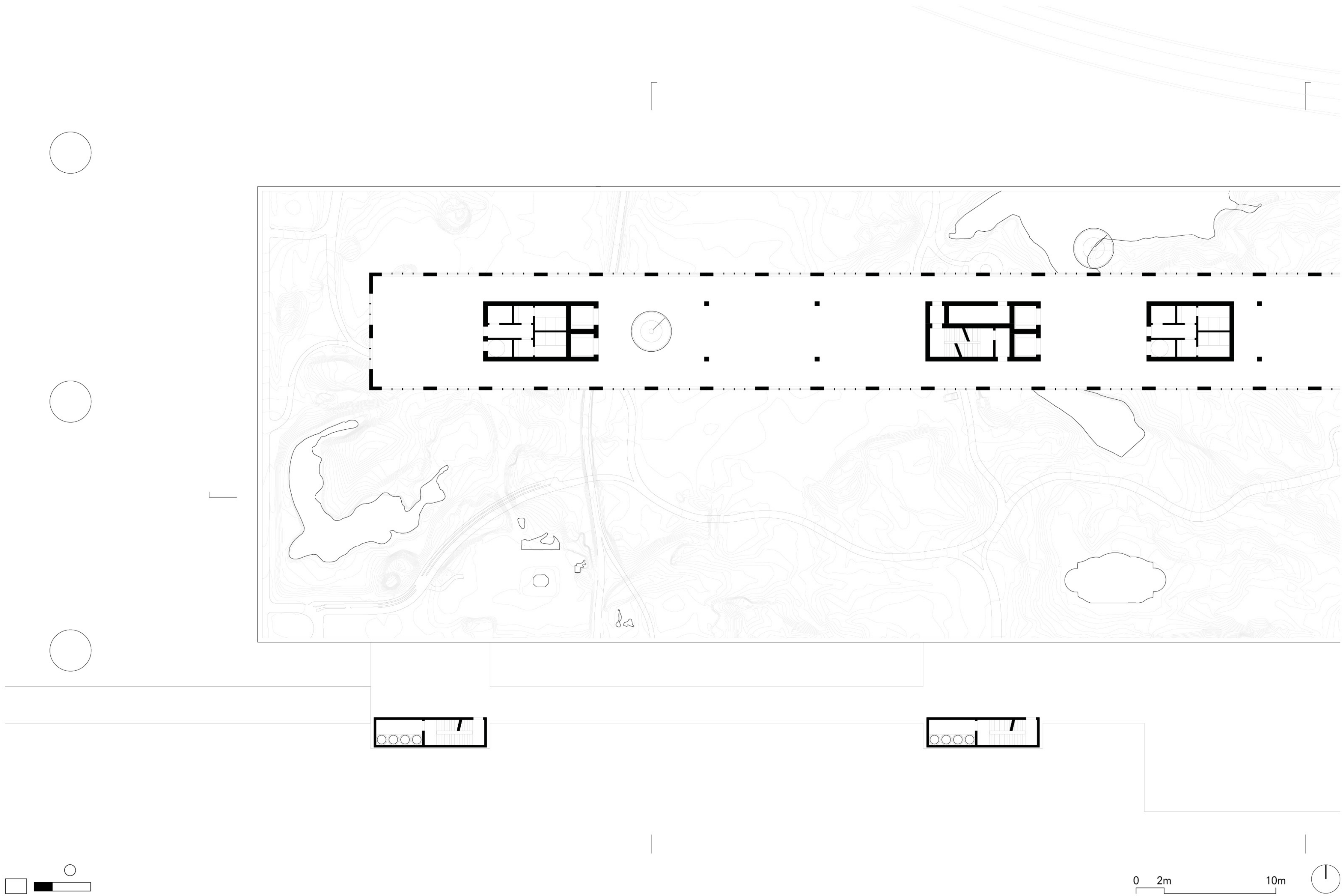
AUDITORIUM

Immersive Experience

FOYER

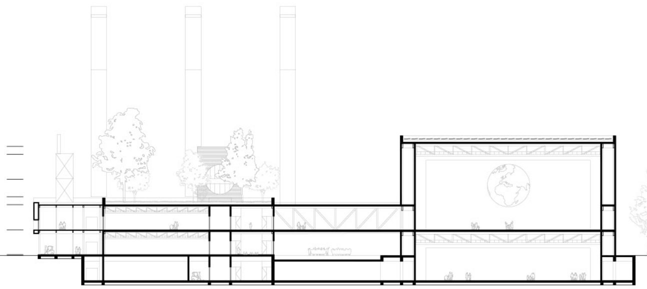


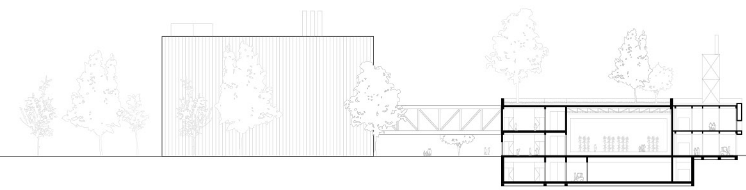
OFFICES +2 / +3

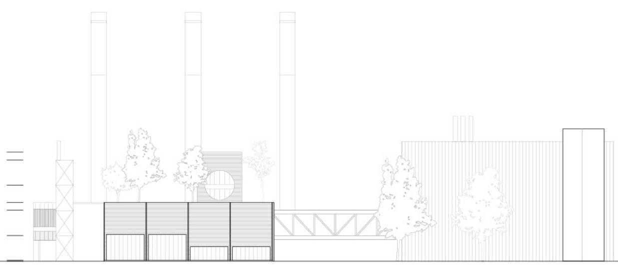


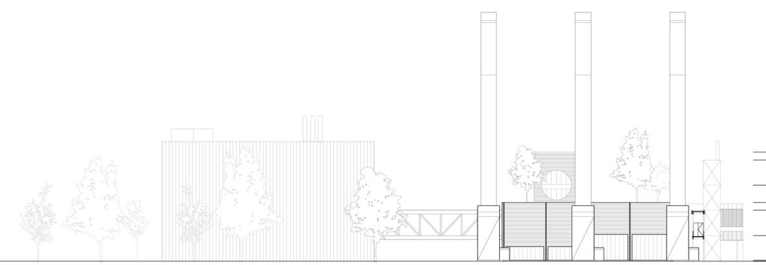
EXHIBITIONS + IMMERSIVE SPACES

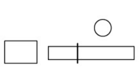
ROUTING KLIMAFORUM





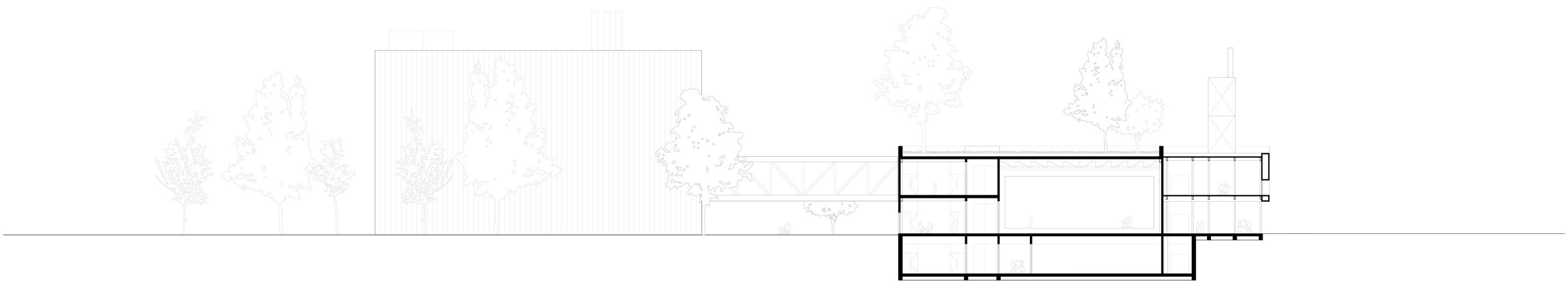


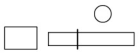




Immersive Experience

ROUTING KLIMAFORUM





0 5m 25m

DISCURSIVE EXHIBITIONS

DISCURSIVE EXHIBITIONS

+

IMMERSIVE EXPERIENCES

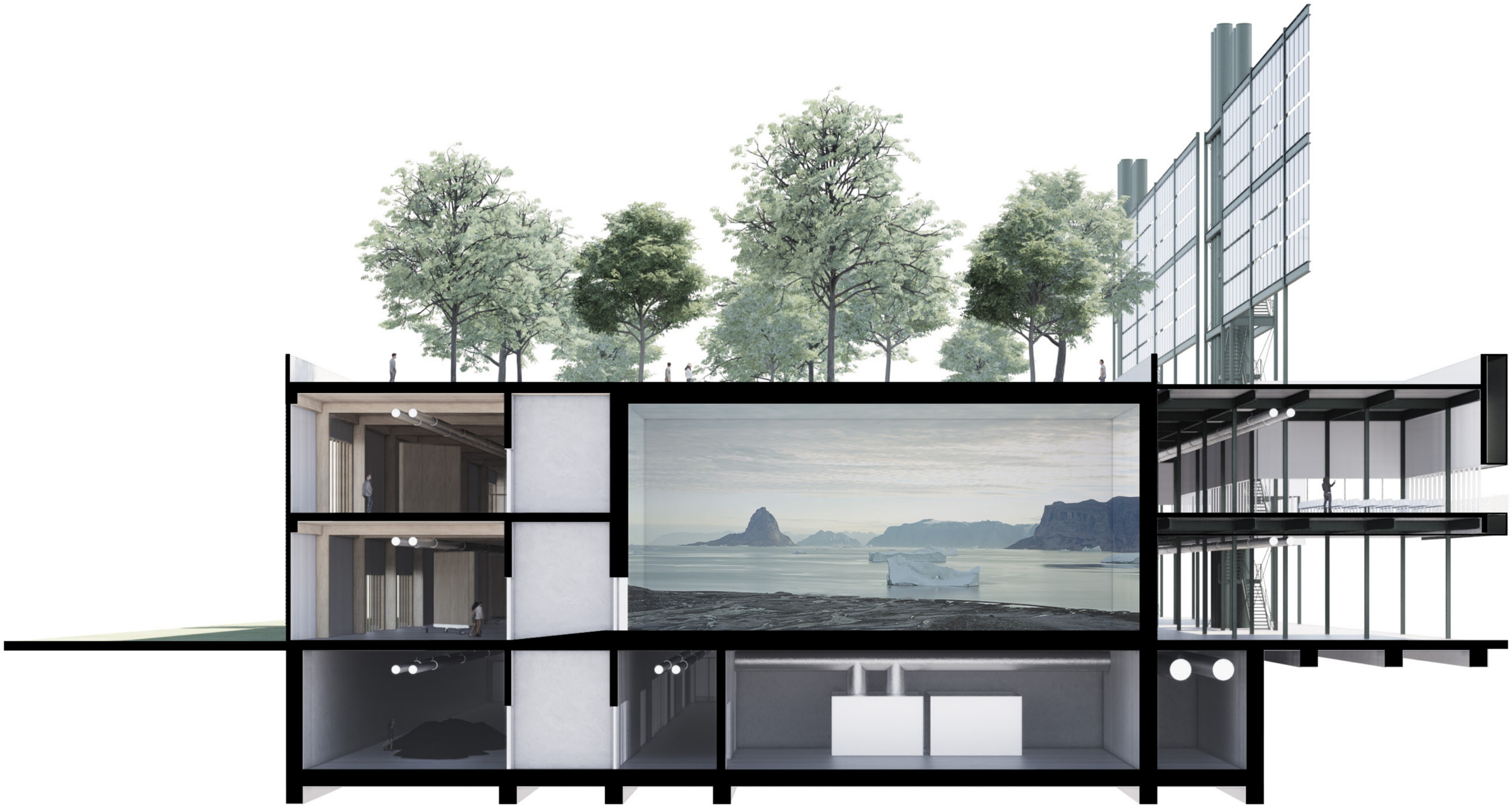
DISCURSIVE EXHIBITIONS

↓

IMMERSIVE EXPERIENCES

Immersive Experience

SECTION



Immersive Experience

BASEMENT AND FIRST FLOOR

Immersive Experience

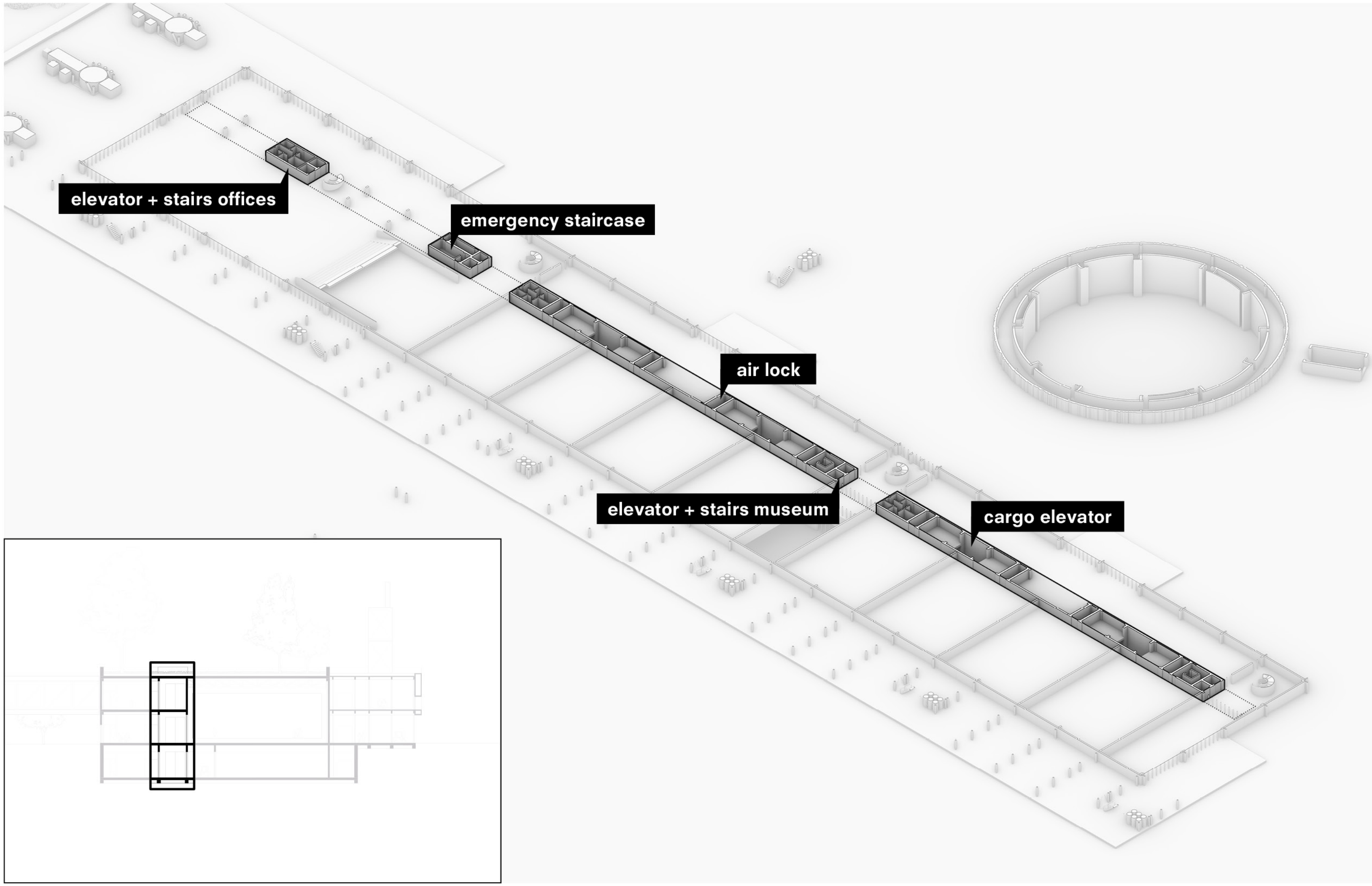
GROUND FLOOR

Immersive Experience

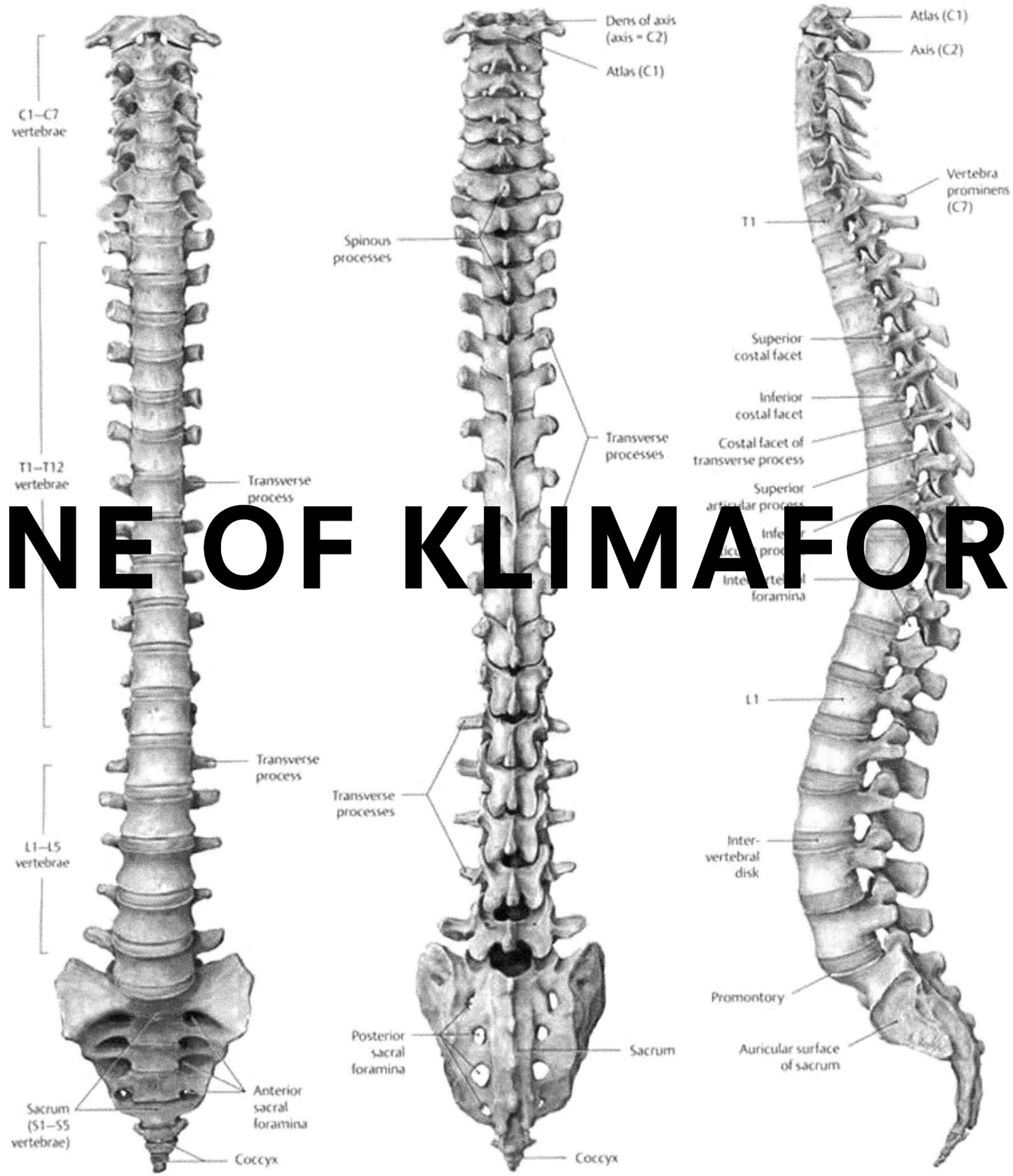
GROUND FLOOR

Immersive Experience

LOGISTICS, VERTICAL CIRCULATION



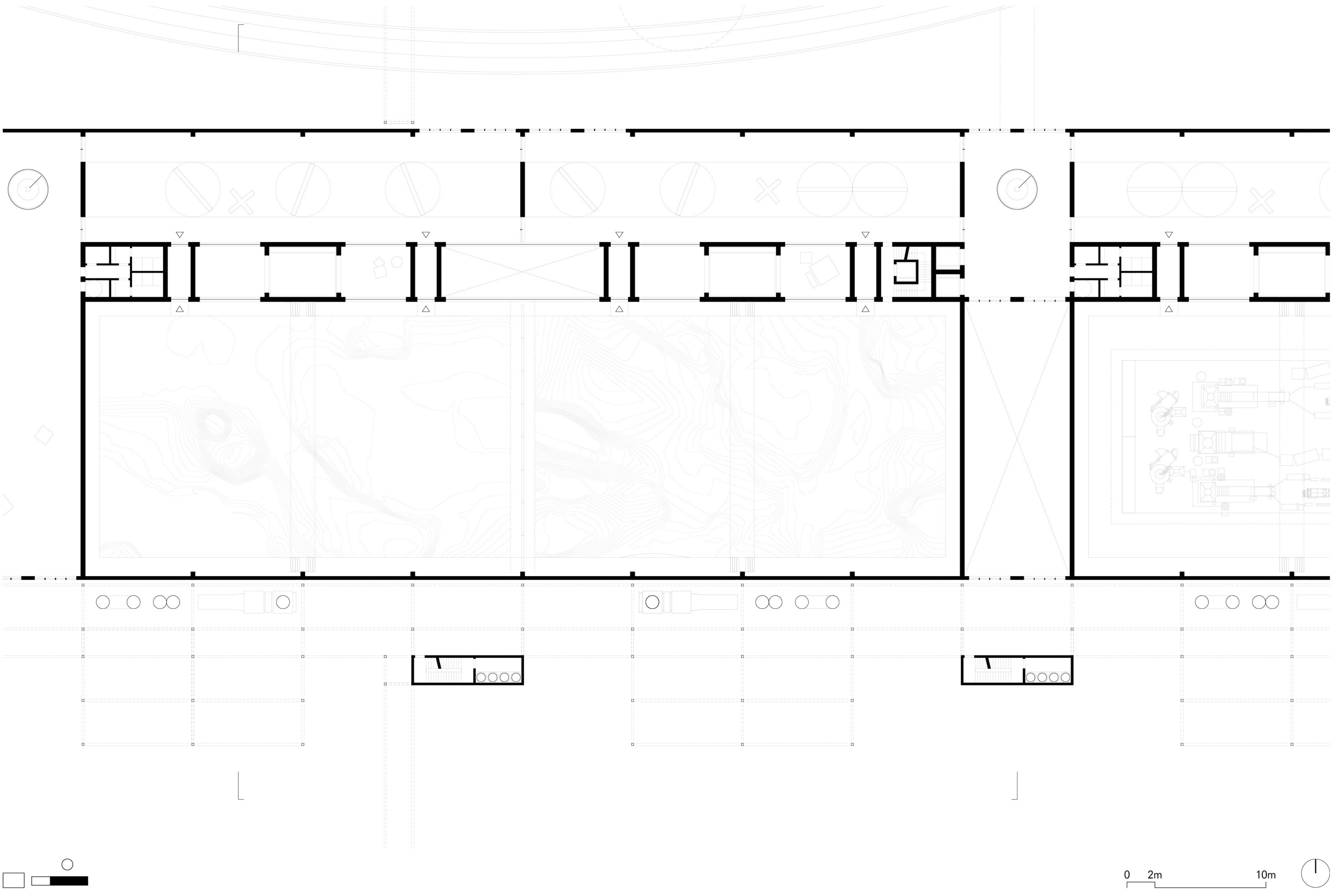
SPINE OF KLIMAFORUM



Immersive Experience

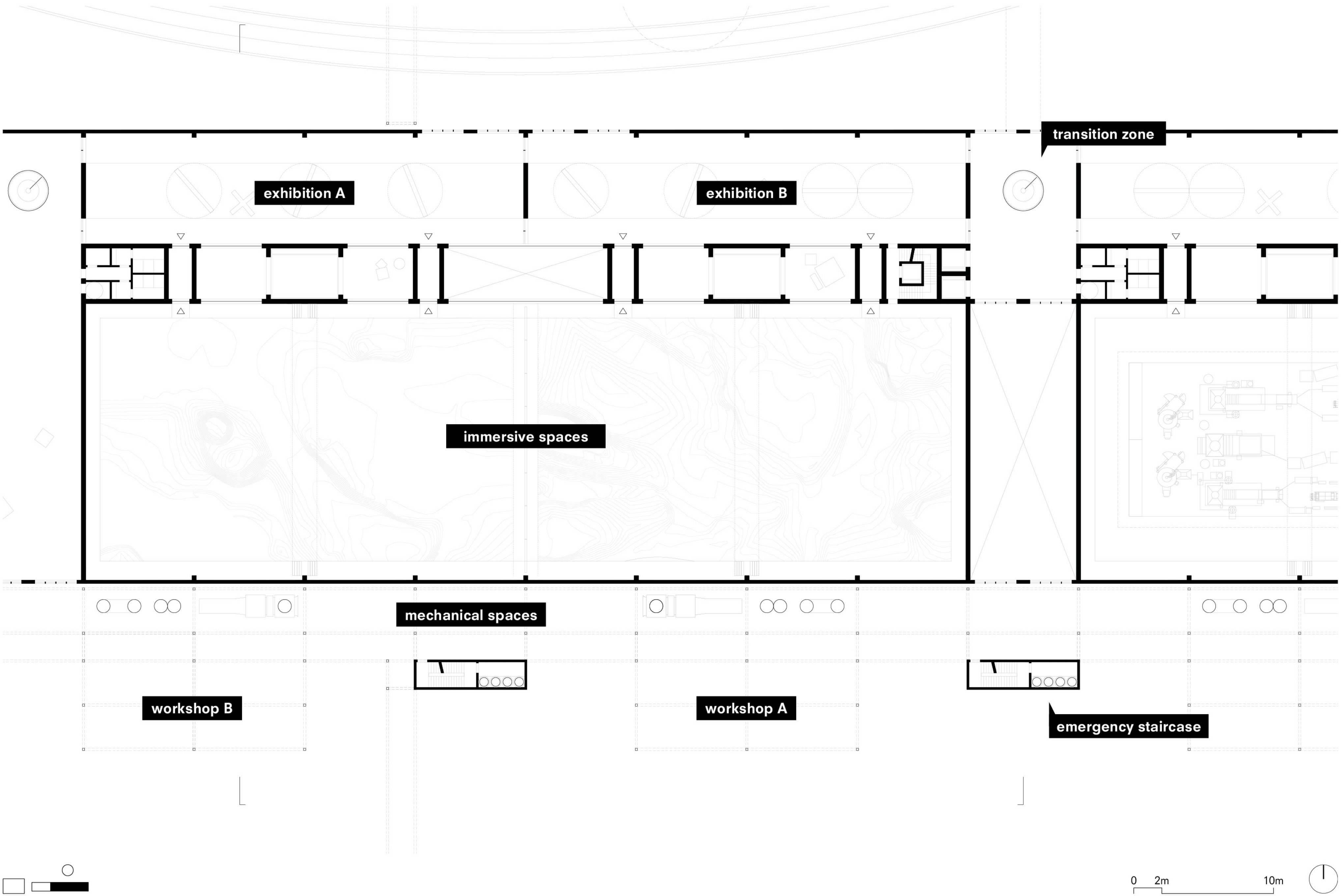
ENTERING THE EXHIBITIONS

EXHIBITIONS + IMMERSIVE SPACES



Immersive Experience

EXHIBITIONS + IMMERSIVE SPACES



Immersive Experience

THE ARCTIC EXHIBITION

Immersive Experience

ANTROPOCENE LECTURE

Immersive Experience

COAL INDUSTRY EXHIBITION

IMMERSIVE SPACES

Immersive Experience

IMMERSIVE SPACES


POLIZEI
NRW
252
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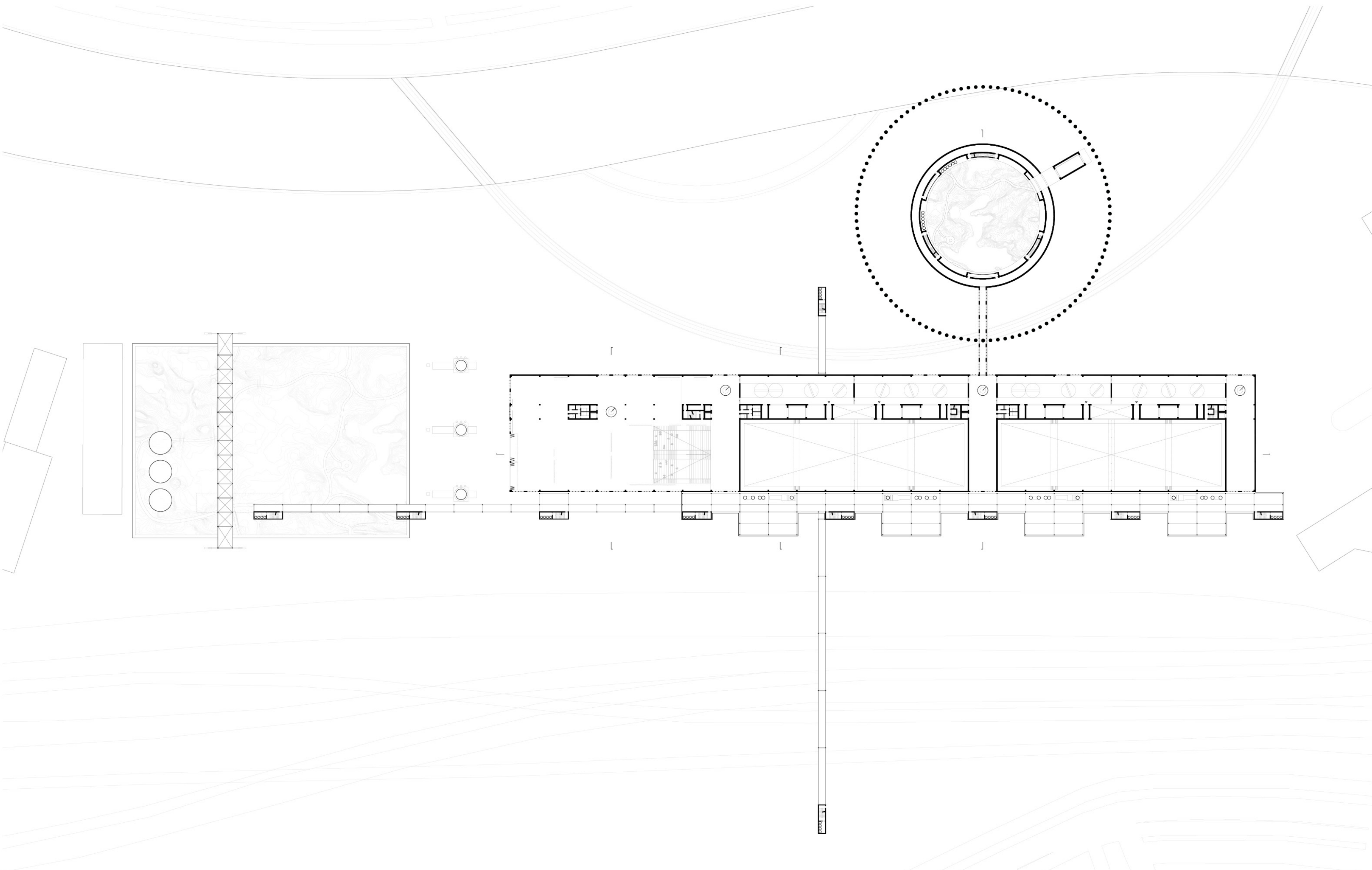
BASEMENT AND FIRST FLOOR

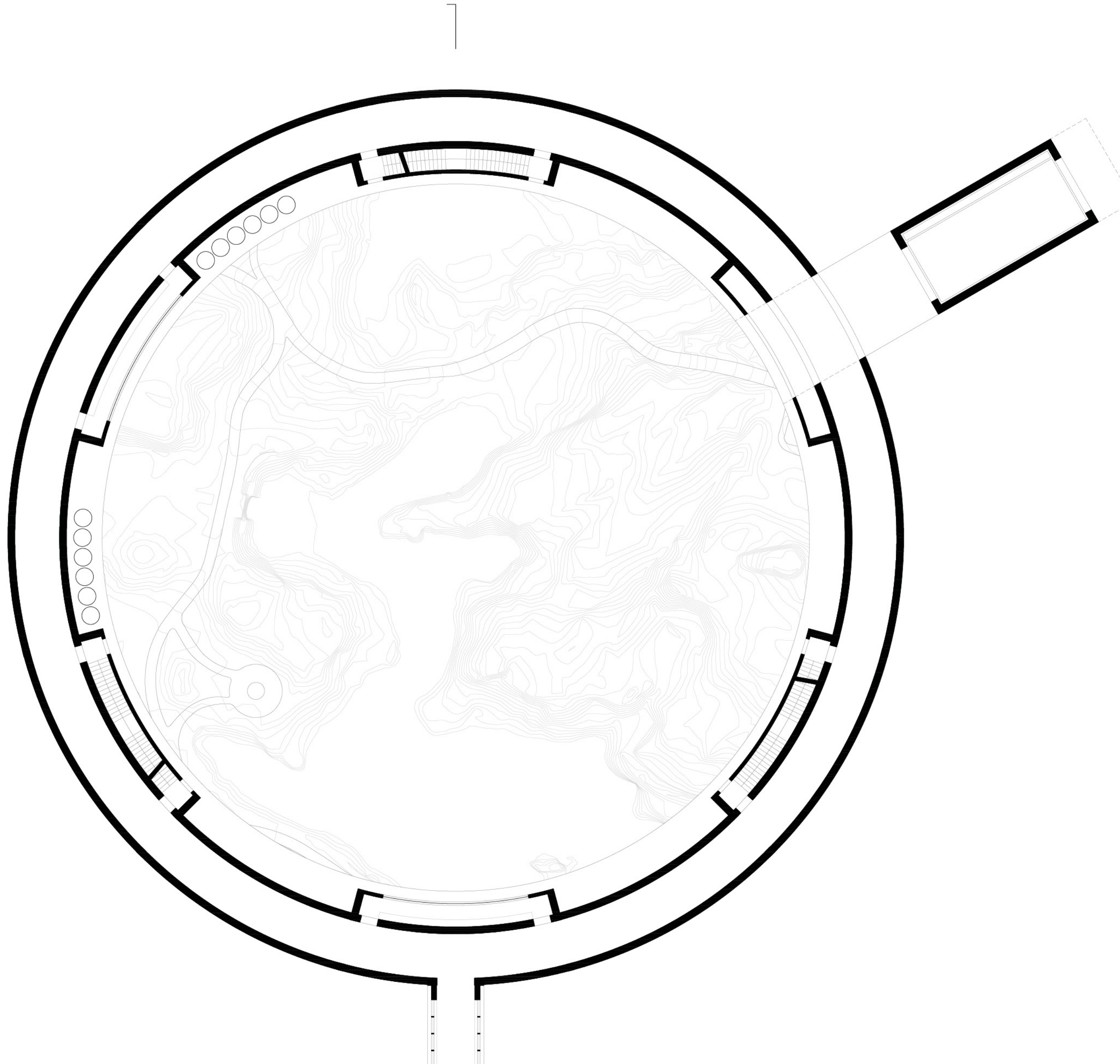
Immersive Experience

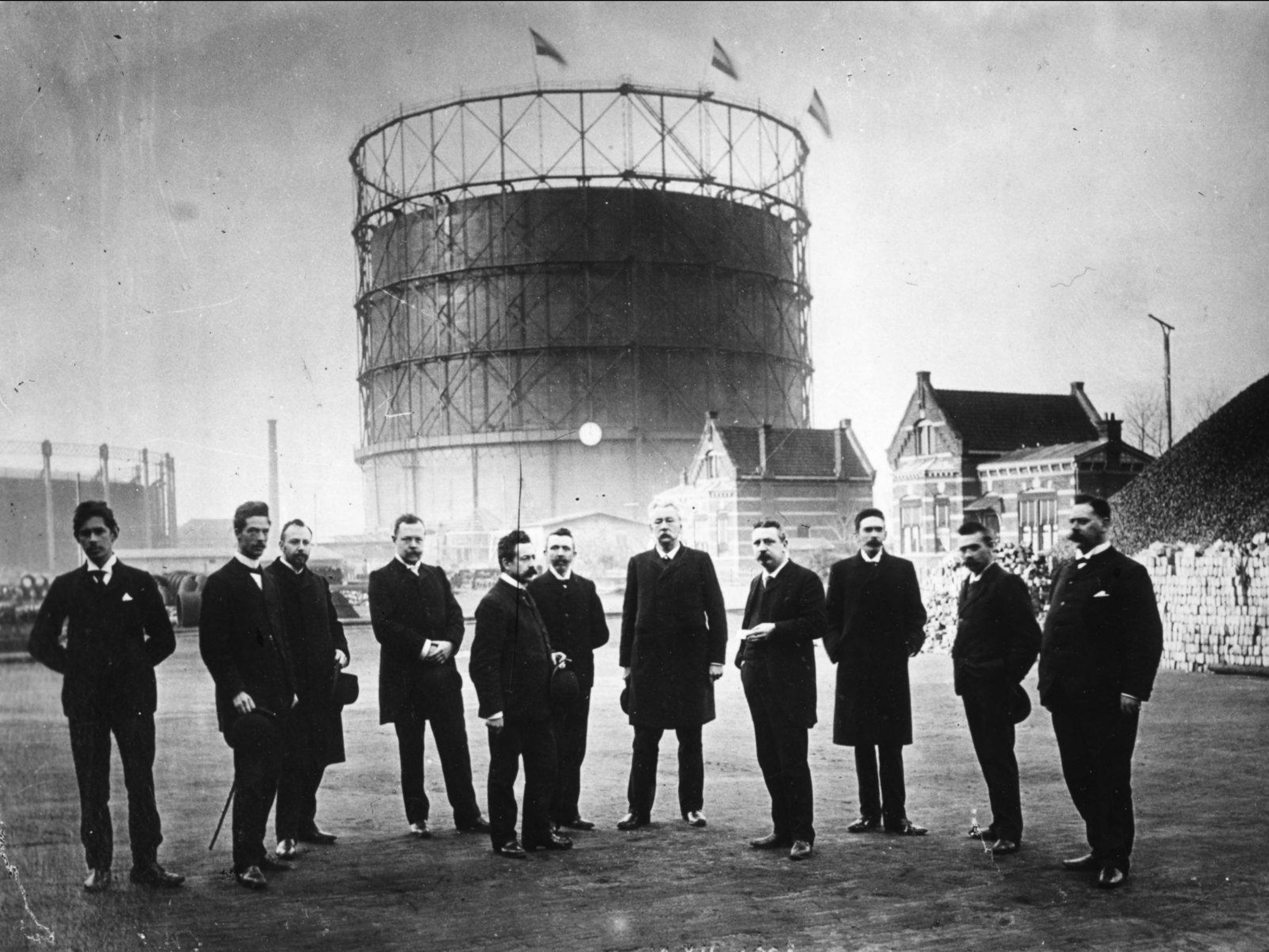
GASOMETER



Immersive Experience

GASOMETER FLOORPLAN






M&B


BERLINER GASWERKE ·GASAG·
GAS
ROHRNETZ


NEW TYPOLOGY?

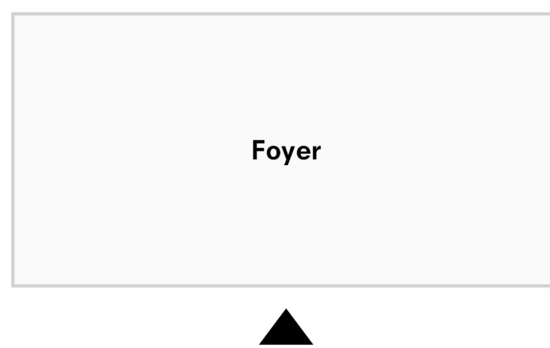
Immersive Experience

GASOMETER IN SPREEPARK

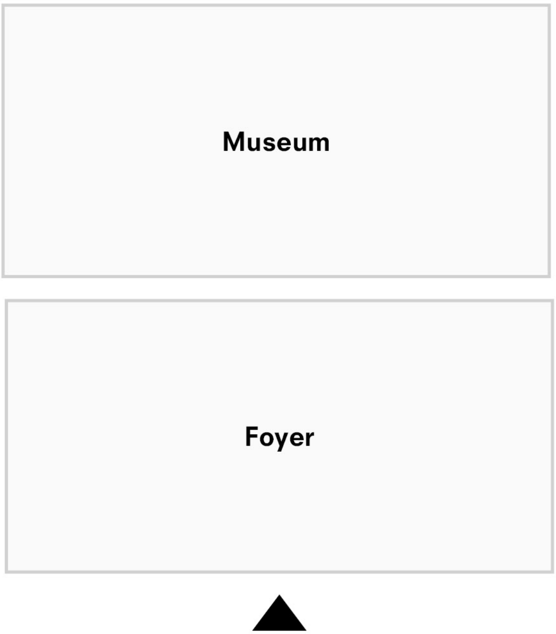
WORKSHOPS

Immersive Experience

ROUTE SCHEME MUSEUM

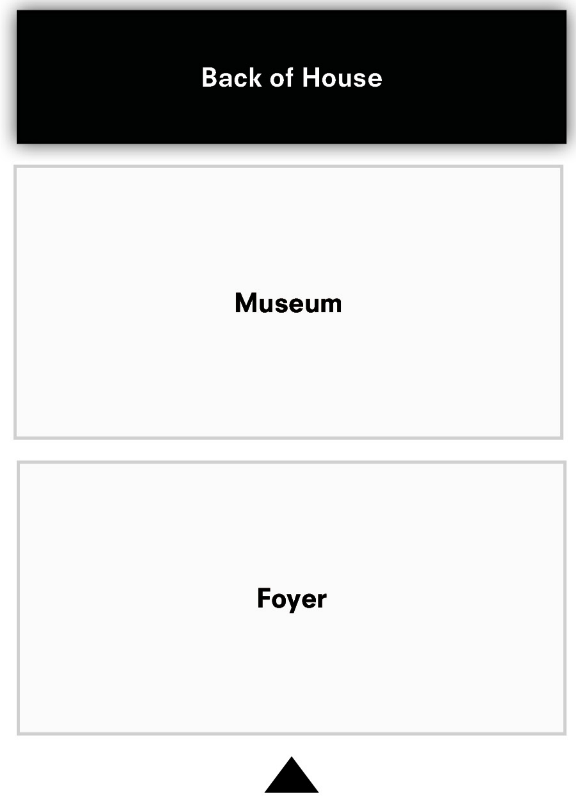


ROUTE SCHEME MUSEUM



Immersive Experience

ROUTE SCHEME KLIMAFORUM



Immersive Experience

GENERIC BACK OF HOUSE

Immersive Experience

WORKSHOPS IN KLIMAFORUM

Immersive Experience

WORKSHOPS IN KLIMAFORUM

‘UNCOMFORTABLE’ TRUTH

Immersive Experience

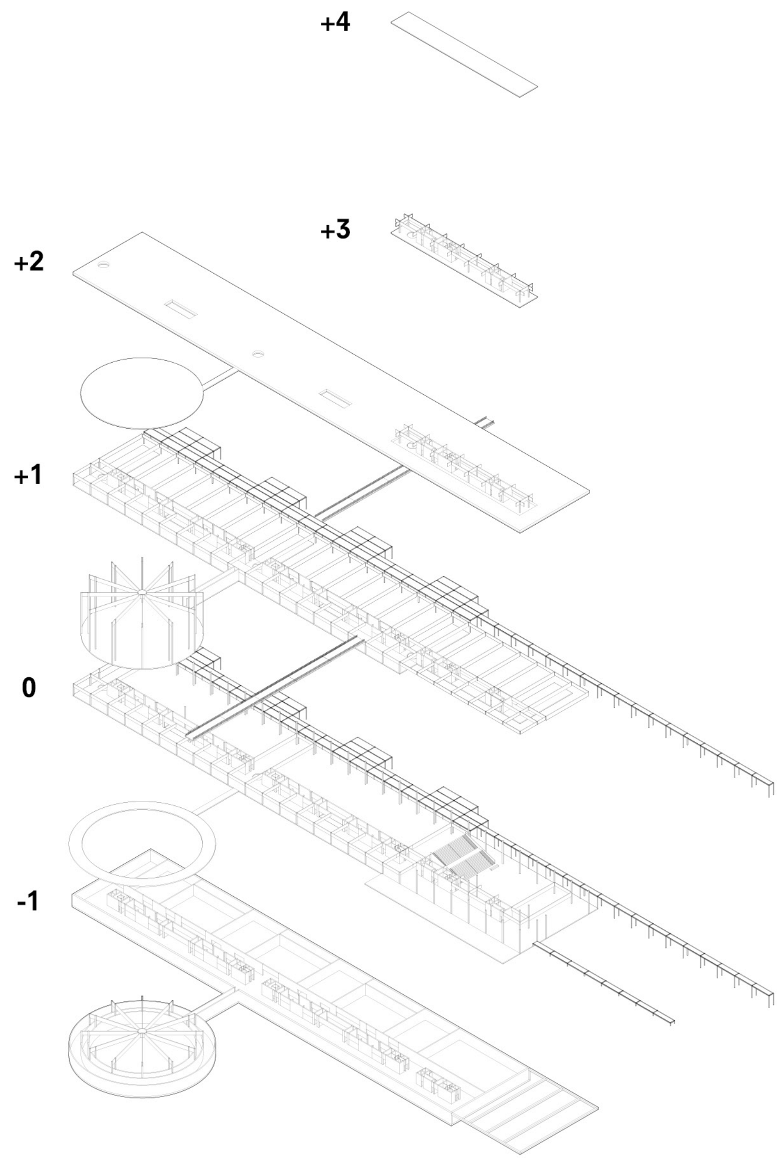
WORKSHOPS

Immersive Experience

CONSTRUCTION

Immersive Experience

AXO STRUCTURE

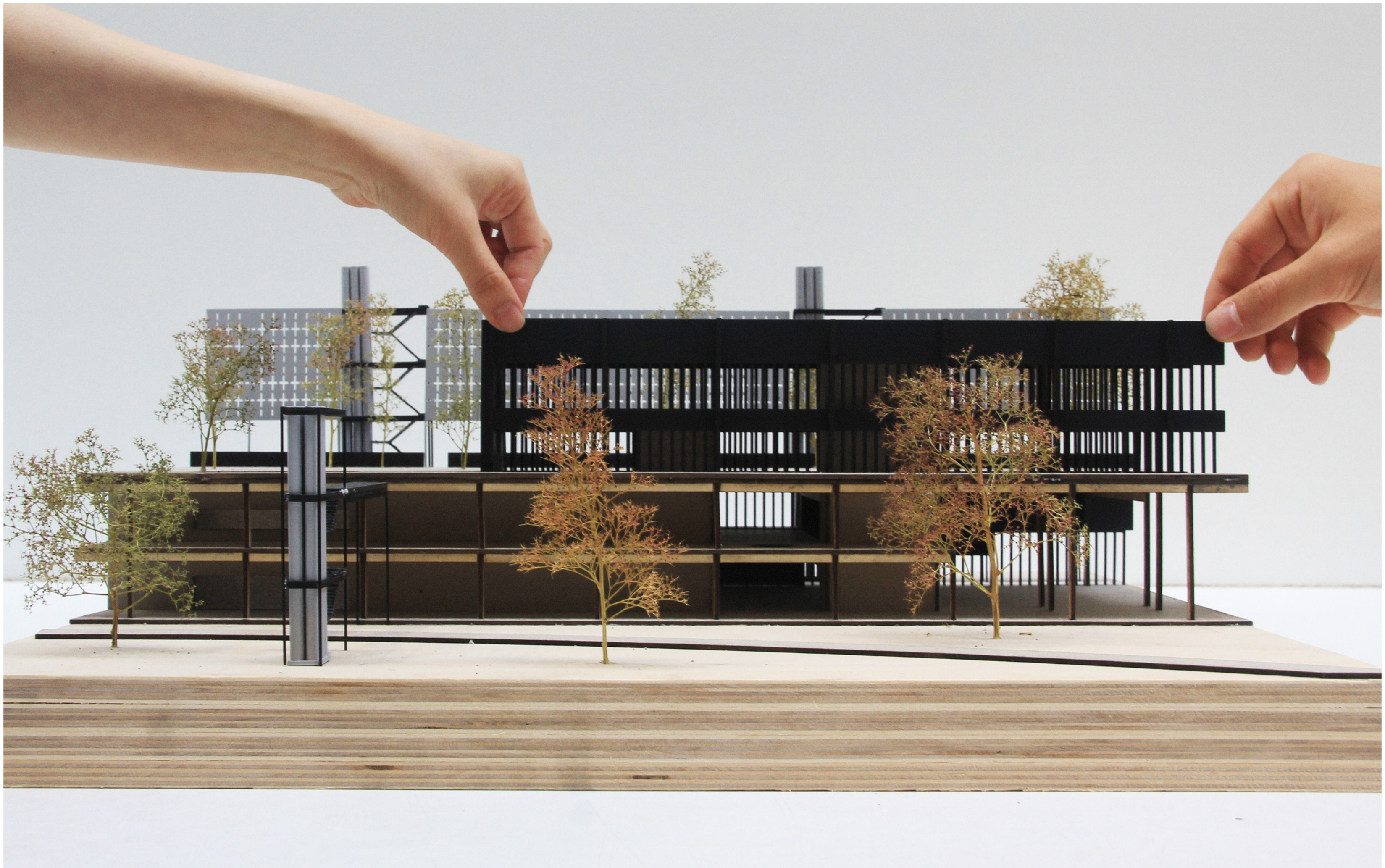


Immersive Experience

DUALITY IN MATERIALITY

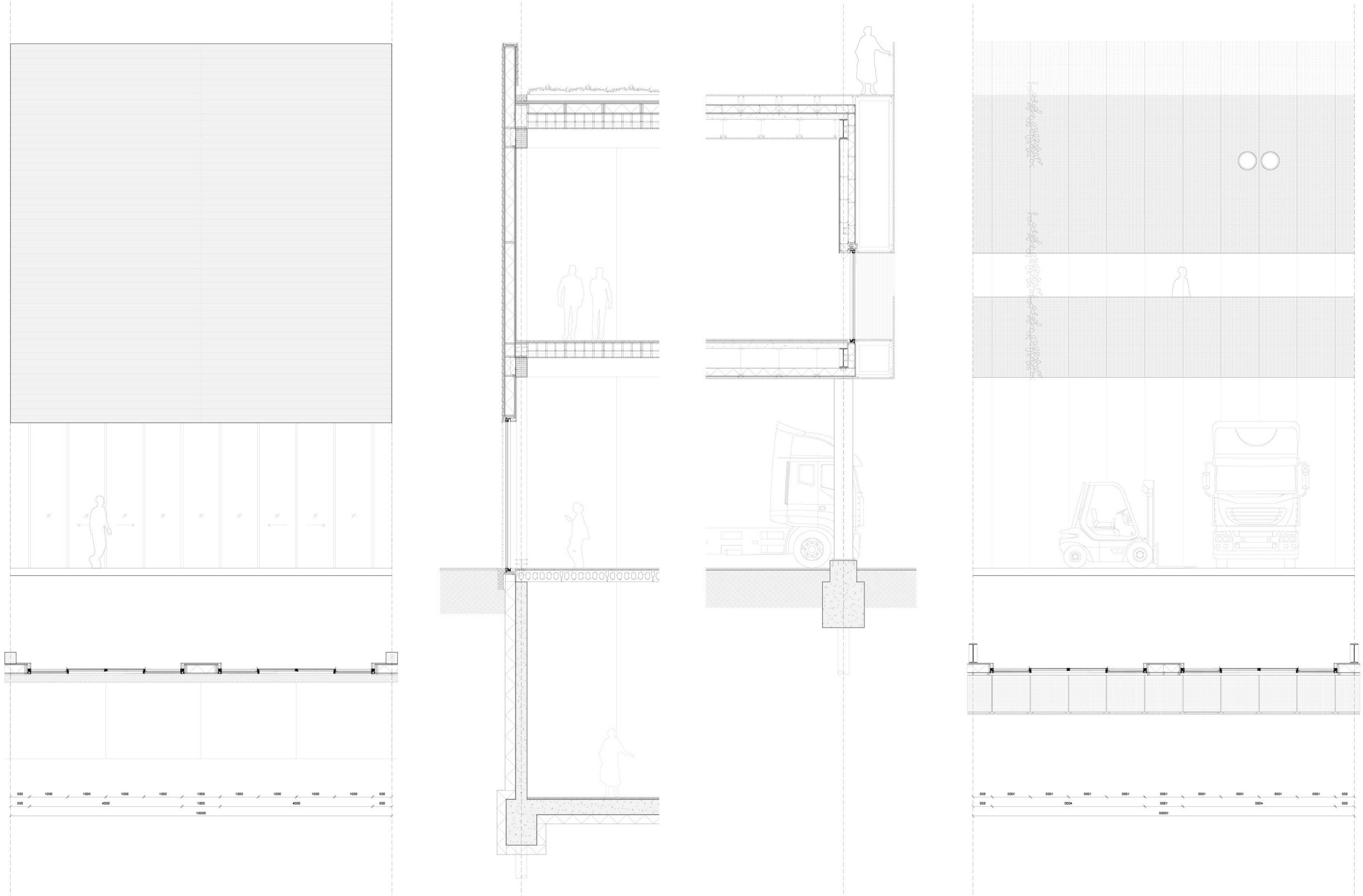
Immersive Experience

DUALITY IN MATERIALITY

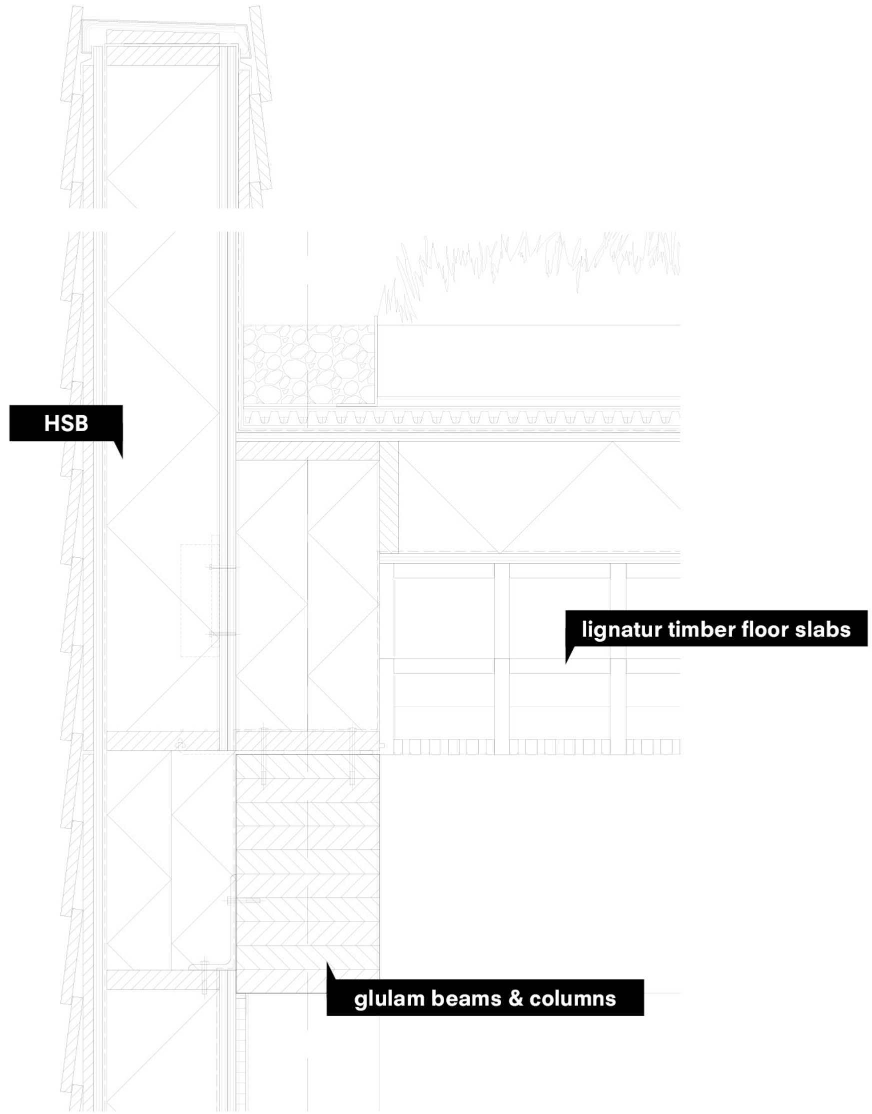


Immersive Experience

1:50

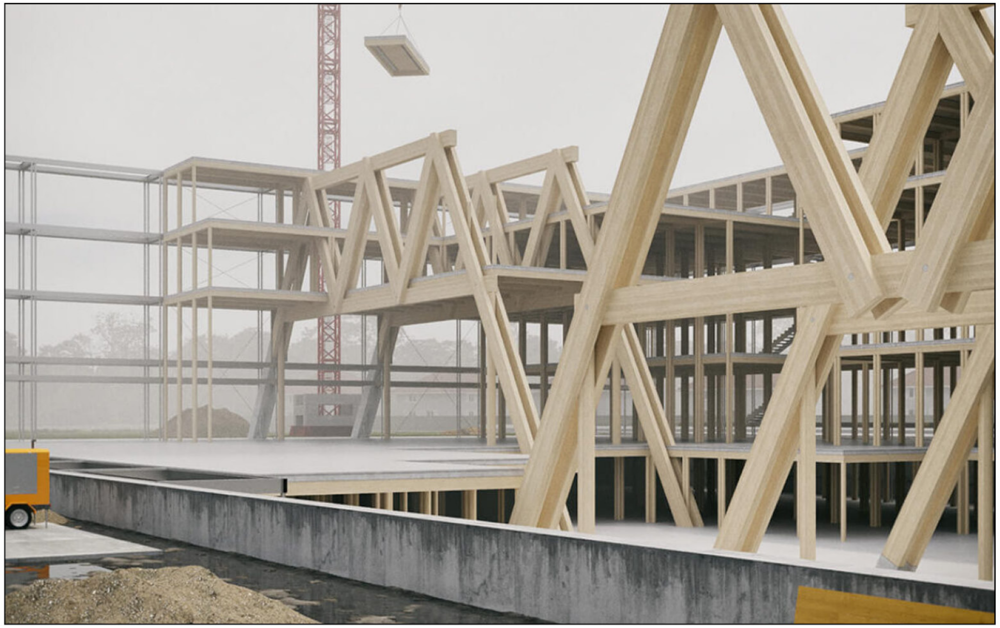


STRUCTURE NORTH

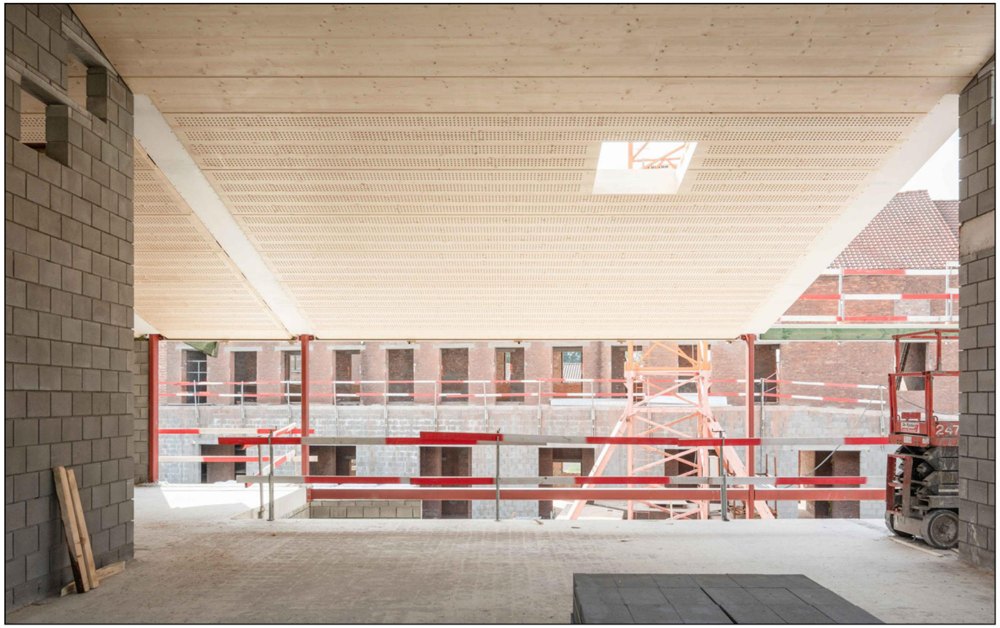


Immersive Experience

STRUCTURE NORTH

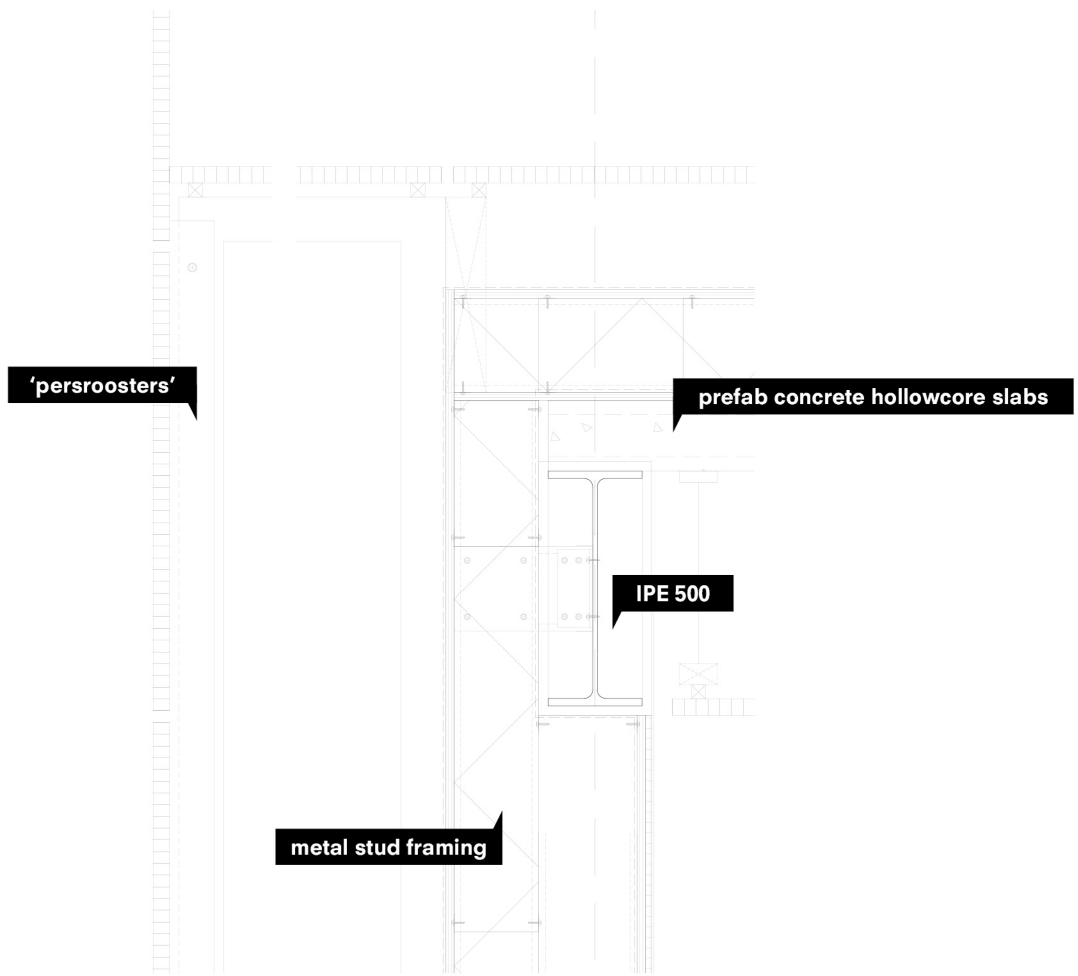


Hybrid Glulam / Concrete Sturcture (Gymnase du Chablais - Jan Kinsbergen)



Lignatur prefab timber slabs (Schule im Doppel - Korteknie Stuhlmacher)

STRUCTURE SOUTH



STRUCTURE SOUTH

Steel Sturcture (Timmerhuis - OMA)

Persroosters (MEETT - OMA)

RESEARCH

CLIENTS/USERS

LOCATION

PROGRAM

CONCEPT

INDUSTRIAL ENSEMBLE

THE MUSEUM

REFLECTION

In which ways can **Immersive Experiences** in Klimaforum Berlin contribute to a greater awareness about climate change?

QUESTION ANSWERED?

YES, BUT..


WER UNS RÄUMT
IST FÜR KOHLE!
P
O
P
Paul Smi

THANK YOU!