

Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences



Graduation Plan: All tracks

Submit your Graduation Plan to the Board of Examiners (Examencommissie-BK@tudelft.nl), Mentors and Delegate of the Board of Examiners one week before P2 at the latest.

The graduation plan consists of at least the following data/segments:

Personal information	
Name	Jelmer-Sjouke van der Zweep
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Studio	
Name / Theme	Interior: Beyond the White Cube / 20 th Century Art Museum for Berlin
Teachers / tutors	Daniel Rosbottom / Sam De Vocht / Sereh Mandias
Argumentation of choice of the studio	I did my MSc 2 studio also at Interior, very interested in the way the chair looks at the experience of public interiors and the methods that are applied, such as using the model as the main design tool.

Graduation project	
Title of the graduation project	Beyond the White Cube: New Berlin Museum for 20 th Century Art
Goal	
Location:	Potsdamer Strasse, Kulturforum; Berlin
The posed problem,	The existing museums of the Nationalgalerie don't have enough space to exhibit their vast collection of 20 th century art, and three collection donations from private collectors. At the Kulturforum are architectural icons of modernism to be found in a "flowing" urban space, and is cut loose from the city's original ground plan. Its redesign has not been completed to this day.
research questions and	<ol style="list-style-type: none"> 1. How to design a museum of 20th century art that is both an extension of the Neue Nationalgalerie, but also experienced as a self-contained entity? 2. How to deal with the vast variety of collections and their possible exhibition strategies?

	<p>3. In what way are the different exhibition rooms and other public spaces organized, so that the visitor experiences the art and the urban environment to the fullest?</p> <p>4. On an urban level, what kind of effects should the building provoke? / In what way am I going to deal with the openness and disharmonious ensemble of buildings, open spaces, and roads in the Kulturforum?</p> <p>5. How to relate to the listed monuments of (modern) architecture?</p> <p>6. What does represent Berlin and how can it be translated into the museum?</p> <p>7. How can 'young' art forms, like video art, be positioned in the museum that it is perceived as being just as valuable as established art forms like painting and sculpture?</p>
<p>design assignment in which these result.</p>	<p>1. Analysis of the Neue Nationalgalerie and many other art museums in Berlin and worldwide to get insight in museum typologies.</p> <p>2. Analysis of the collections and curatorial design strategies / visit museums to analyse the used way of display.</p> <p>3. Analysis of floorplans of variety of museum worldwide. Analysis of outdoor spaces of reference museum projects and their inside-outside relation.</p> <p>4. Analysis of the building site and its surroundings to value the given urban characteristics.</p> <p>5. Value the listed monuments by their architectural quality, societal meaning, location on the site, etc.</p> <p>6. Research into the city on what has driven the city to become such a 'hip' city in the last decades.</p> <p>7. Research into the history of video art, its exhibition strategies and design of exhibition space for video art.</p>

Process

Method description

Analysis of precedents, drawing them in plans, sections, diagrams. Create a collective book of the outcomes.

Produce analytical models in plaster of exhibition spaces of precedents.

Produce models, it will be the main design/presentation method: variety of scales like 1:500/1:200/1:100/1:50/1:33/1:20/1:5

Larger scale models (eg. 1:33/1:20) will be used as interior models, whereby it will be photographed from inside, creating a 'scale less' visualization of the space.

Sketching will be used for making quick design decisions and visualize initial ideas.

Photography will be applied when visiting reference projects and building site.

Technical drawings (in all required formats) will be produced for presentations.

Interviews will be held for insight in anthropological research questions.

'Soft mapping' will be used to get insight in designing exhibition spaces (e.g. video art exhibitions)

Literature and general practical preference

O'Doherty, B. (1999). Inside the White Cube - The ideology of the gallery space;
Katrin Wehry (2015) – Quer durch Tiergartenviertel. Das historische Quartier und seine Bewohner;

Klonk, C. (2009) – Spaces of Experience;

Psarra, S. (2009) – Architecture and Narrative;

Stimmann, H. (2012) – Zukunft des Kulturforums;

Hanhardt, John G. (2008) "From Screen to Gallery. Cinema, Video, and Installation Art Practices." *American Art*

Meigh-Andrews, Chris (2014) - *A History of Video Art: The Development of Form and Function*. New York/London: Bloomsbury.

Noordegraaf, Julia, Cosetta G. Saba, Barbara Le Maître and Vinzent Hediger (2013) - *Preserving and Exhibiting Media Art. Challenges and Perspectives*. Amsterdam: Amsterdam University Press.

Reflection

Relevance

The Kulturforum is an area that used to be a lively 19th century residential neighbourhood, which was destroyed during the second World War. Its modernistic urban and architectural redesign is not fitting into the general appreciated urban qualities. This project could have pioneering value for other cities that deal with urban situations that are alike.

Museums have been changing since the last decade. From being merely a place for the display of art, it has become a place where people meet, eat, learn, contemplate and perform. In a dynamic city as Berlin, where people literary feel liberated and search for new way of expressing their selves; the museum could act as podium where new cultural values can be expressed.

Time planning

P2: June 17; 11:45 h.

1:500 model, 1:500 floorplans/sections, conceptual and urban diagrams, refined 1:33 gallery model of P1 presentation, 'journal' (process book), draft versions of research reports

Deadline research seminars: June 24.

Report 1: literature research into Video Art; Report 2: Field research into Video Art exhibition strategies; Report 3: Berlin research into topic of Berlin.

P3: November 4/11;

Draft reflection, Plans, facades, cross-cuts (1:200/1:100), part of the building, plan and cross-cut 1:50, façade fragment with horizontal and vertical cross-cut 1:20, details 1:5. Models in the same scales as the previous listed drawings.

P4: December 16/23;

Theoretic and thematic support of research and design, final reflection on architectonic and social relevance, site 1:1000, plan ground level 1:500, plans elevations/sections 1:200/1:100, part of the building, plan and section 1:50, façade fragment with horizontal and vertical cross-cut 1:20, details 1:5, reflection of project, process book, and portfolio.

P5: January 27/February 3;

Graduation plan (P2), Final reflection report (P4), Presentation P5, Graduation research report, Set of final drawings (see P4 requirements).

No retakes from MSc 1 or MSc 2 have to be done.