The basic strategy of architectural design is the reverse of normal broadcasting stations. Horizontality is the keyword of design in contrast to the verticality of normal broadcasting building.

Horizontality / convergence with public programs

The main facade pattern of floating mass is the diamond pattern with different size unit. It represents and symbolizes the diverse networking and rhizomatic structure of the current society. The differentiation of unit size is derived from the inside functions. For its tectonic composition, double layers are applied. The first layer is glasses and the second layer is media space. The whole building is connected by diverse programs in different levels, and also to give permeability between lower and upper levels of the city.

The lower mass is mainly composed of media school and office areas of broadcasting companies. The main inside and outside void is located in the center of the building and the public programs surround them. The spatial relationship is not just simple surrounding, but 3-dimensional relationships. Because, the broadcasting company has a double or triple floor height, the production activities happen in the lower level and thick glass walls in the upper level make spatial and visual connections between different programs. This can perceive the public concern. It means that the people in public programs can see what happens in the studio, and at the same time, the people who make something in the studio have a sense of connection with the public. Studio has a double or triple floor height, the production activity happens in the lower level and thick glass walls in the upper level make spatial and visual connections between different programs.

The upper mass is mainly composed of studio, media library, exhibition area, and related public programs such as media school, media library, and small size of rental studio for individual broadcasters and general public.

For the new Mundaneum to be a real center of currently relevant information, it should be proposed as the complex or convergence between broadcasting stations and media school. It should be a networked public space where people can perceive each other’s activities, be aware of each other’s public and professional activities, and communicate with each other.

Broadcasting and Cultural Mundaneum

Changsoek Hwang

Centralization of Knowledge

Information society

The mass media company or broadcasting company is one of the most important information producers and providers, and their contents affect everything in our everyday life. But, ironically, their making process and their space are usually not open to the public. Their building typology is podium and tower and it has only small transparent glass openings according to the inside program.

So public programs and production areas are merged and re-located in the upper level. The main logic of composing horizontality is that production functions are located on the upper level and broadcast functions are located on the lower level. This can be created and shared. The various spatial experiences between different programs or between inside and outside will make this building to be a platform where diverse voices and opinions can be gathered and shared.

The project site is in front of Park of Brussels. Park of Brussels is one of the historically important places in the pentagon of Brussels. But it has been fragmented and marginalized from surrounding urban fabrics. The existing private building blocks are physical barriers between lower level and upper level in Brussels. Integration with related urban contexts and giving permeability to the park will be a strong key-element for urban intervention to the Pentagon of Brussels.

The diversity of program functions in the new Mundaneum is differentiated from surrounding urban contexts. The broadcasting station functions such as broadcasting, graphic design, and research functions are located at the upper level, and the media school functions such as teacher-student relations, rental studio functions such as individual broadcaster and general public, and service/rental service vehicle functions are located at the lower level. The public entrance serves as a sub entrance to rental studio, media library, and meeting place between broadcaster and public. Visitor routes can be created and shared. The diverse spatial experiences between different programs or between inside and outside will make this building to be a platform where diverse voices and opinions can be gathered and shared.