

Public Building

MSc3/4 Graduation Studio

THE NEW MUSEUM: Art + the City Re-Wired



MoMA Sculpture Garden / photograph by Alsandro / CC-BY 2.5 license

Fall semester 2020

Responsible Instructor
Nathalie de Vries

Course coordinator
Paul Kuitenbrouwer

Tutors
Paul Kuitenbrouwer (Design)
Henk Bultstra (Design)
Sang Lee (Research)
Nicola Marzot (Research)

Code	AR3AP100
Credits	55 ECTS
Location	NL [tba]
Excursion	Yes
Costs	+/- €400

The Public Building Graduation Studio in 2020/2021 focuses on ARCHITECTURE FOR ART AND CULTURE that is RE-WIRED to the city. We will explore what these 'NEW MUSEUMS' may mean and what they can contribute to today's urban cultural milieu.

Over the past years, museums transformed their relationship with the city and visitors through ECONOMIC INTERESTS. The MoMA Design Store model was widely replicated and the Bilbao Effect became the mantra of a museum-cum-catalyst for urban renewal. Such phenomena have also valorized art to an unprecedented level.

Art today appears in need of NEW CONTEXT for curation, exhibition, and experience in order to RE-WIRE its origins to the city and its citizens. This need emerges from the new visions in art history, the artists' cultural-societal role, and the importance of cultural production for society at large. We should ask how NEW MUSEUMS, through new ways of designing, may facilitate art so that they shed

their highbrows and return to the COMMONS. How can they promote multiplicity in artistic positions and contexts and engage the public more meaningfully beyond branding?

Semester 1 consists of Project Design, Theory Research, and Delineation Research that cover pre-design, conceptualization, and schematic design. Semester 2 further extends with design development, materialization, and building technologies, including environment and sustainability.

The Chair of Public Building emphasizes and promotes MULTIPLICITY and personal development. It interrogates the changing roles of public architecture. Multiplicity makes architectureless singular in function, but more conducive, transformative, and resilient. The Chair aims to FUTURE-PROOF public architecture.