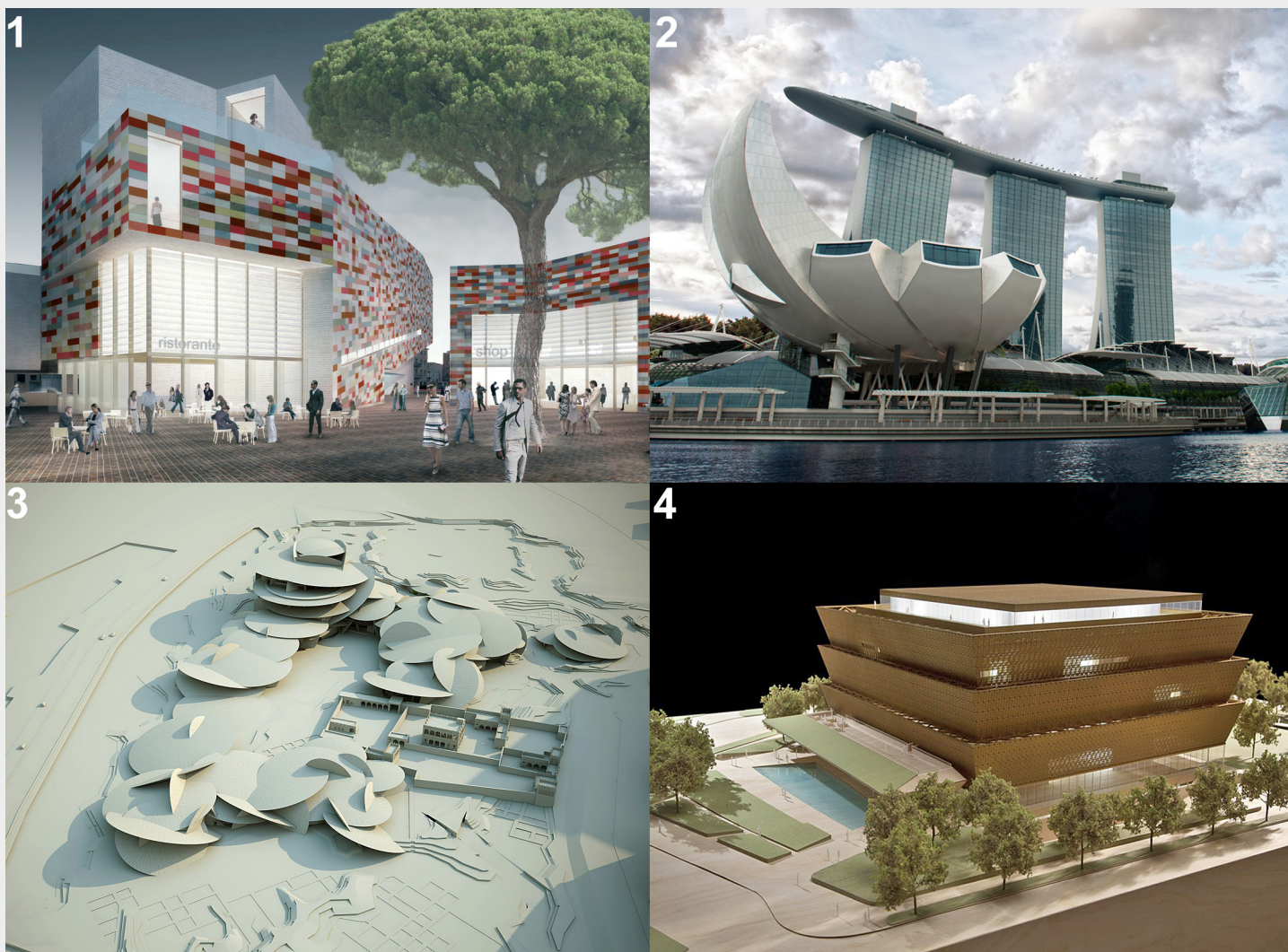


# Beyond the Building

## Museums in the 21<sup>st</sup> Century

Exhibition Brochure



1. M9, Mestre (Italy) | Sauerbruch Hutton

Image © Fondazione di Venezia; rendering Sauerbruch Hutton + Archimotion

2. The ArtScience Museum at Marina Bay, Singapore (Singapore) | Moshe Safdie and Associates

Image courtesy of Moshe Safdie and Associates

3. National Museum of Qatar, Doha (Qatar) | Jean Nouvel

Image courtesy of Qatar Museums Authority

4. National Museum of African American History and Culture, Washington, DC (USA) | Freelon Adjaye Bond / SmithGroup

Image courtesy of Freelon Adjaye Bond / SmithGroup

# Beyond the Building Museums in the 21<sup>st</sup> Century

Curator: Suzanne Greub, Art Centre Basel, Basel

Associate Curator: Gail Dexter Lord, Lord Cultural Resources, Toronto

*"Cities are to the 21<sup>st</sup> Century what factories were to the 20<sup>th</sup> Century"* – Richard Florida

Early in this century, the number of people living in cities constituted – for the first time in human history – more than half of the world's population. Cities have always been catalysts for cultural change but the current rapid growth in the number and size of cities has sparked a quantum leap in cultural change, including the growth and transformation of museums, most of which are located in cities.

Implicit in the quotation above from economist Richard Florida's groundbreaking book *The Rise of the Creative Class* is the idea that the 21<sup>st</sup> century economy is driven by knowledge and information-based products.

Museums in their capacity as *collectors* of works of art and artefacts in every field of human endeavour are *mediators* of cultural, social and scientific change. Museums in their capacity as *presenters* of new content are *accelerators* of cultural change. Museums as *patrons* of new architecture play a key role in the *reinvention* of our 21<sup>st</sup> century cities. That is why this exhibition looks both into the exciting new museum architecture of the coming decades and, beyond the buildings, into the forces and personalities that make them happen.

## Architects, Patrons and the Public

The increasing public interest in museums and museum architecture has inspired this third part of the remarkably successful trilogy of museum architecture exhibitions launched in 2000 by Suzanne Greub, Director of the **Art Centre Basel**.

The first exhibition in this series, "Museums for a New Millennium: Concepts, Projects, Buildings" focussed on 25 projects built in the decade between 1990 and 2000. The second, "Museums in the 21<sup>st</sup> Century: Concepts, Projects, Buildings" featured 27 museums created between 2000 and 2010.

This third exhibition, "Beyond the Building: Museums in the 21<sup>st</sup> Century" will show 15 large-scale projects in planning, under construction or recently completed.

For this concluding exhibition of the trilogy, Suzanne Greub has invited Gail Dexter Lord, Co-President of **Lord Cultural Resources** to collaborate as the associate curator on this exhibition.

The compelling stories about museum growth lie *beyond the building*. Cities and citizens make the museum projects happen. Visitors, learners, collectors, spectacle-seekers, researchers, conservators, donors, civic boosters and holiday-makers make the museum projects live.

This exhibition goes *beyond the building* to give voice to architects, patrons and the public as co-creators of museum projects.

## Cultural Districts, Campuses and Clusters

Museums are being shaped by the fundamental shift to urban culture and the knowledge economy, not only in Europe and North America, but also in the Gulf and Asia, where some of the largest and fastest growing cities and museums are to be found, as well as in Latin America.

"Beyond the Building: Museums in the 21<sup>st</sup> Century" considers the influence of art, technology and the changing modes of the enjoyment of art, history, culture, science and environment on museums. It also examines the ways in which museum projects shape the communities in which they are located.

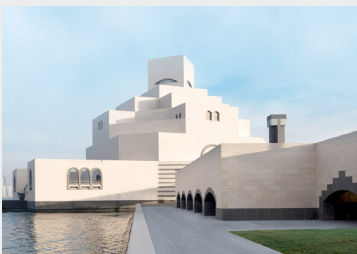
Many museum projects are the starting point for the re-use and revitalization of former industrial zones in the transition from industrial to knowledge economy. Many museum projects are being conceived no longer as stand-alone buildings but rather as clusters, campuses or key elements of cultural districts.

## The Exhibition

Here are 8 examples of the 15 museum projects that we intend to explore, celebrate and critically examine. All are located in districts, campuses or clusters:



Bjørvika Bay area cluster with the Munch Museum and Stenersen Collections  
Oslo, Norway  
Herreros Arquitectos  
Image © Herreros Arquitectos



Museum of Islamic Art  
Doha, Qatar  
I.M. Pei  
Image © Qatar Museums Authority



Museum of Image and Sound  
Rio de Janeiro, Brazil  
Diller Scofidio + Renfro  
Image courtesy of Diller Scofidio + Renfro





City of Culture of Galicia  
Santiago de Compostela, Spain  
Eisenman Architects  
Image courtesy of Eisenman Architects



Model of the Canadian Museum for Human Rights (CMHR)  
Winnipeg, Manitoba, Canada  
Antoine Predock  
Image courtesy of CMHR



King Abdulaziz Center for World Culture  
Dhahran, Saudi Arabia  
Snøhetta  
Image courtesy of Snøhetta

• The exhibition starts with a flashback to the 1997 opening of the **Guggenheim Bilbao** and the first appearance of the term “Bilbao effect”, which has become synonymous with the revival of a city through highly branded museum architecture. We will explore through models, photos and videos the original vision for the project as part of a cultural cluster and how it has sustained success for over a decade.

• The **National Mall in Washington, D.C.**, home to the Smithsonian’s museums, is possibly the most famous museum campus. Like university campuses, the museum campuses are planned communities of institutions under one governance. In 2016 a new museum will open on what many say is the last site on the Mall. It is the **National Museum of African American History and Culture** designed by Freelon Adjaye Bond / SmithGroup. This museum brings a new perspective to the Mall, namely the African-American view on history and culture. We’ll look at the 100 year struggle to achieve the museum as well as its impact on the design and content of the museum and the US capital.

• The **Canadian Museum for Human Rights** in Winnipeg represents entirely new content for a National Museum – the past, present and future of human rights. The site for this building designed by Antoine Predock is The Forks – a popular restaurant and theatre district at the intersection of two Northern rivers which for thousands of years has been a meeting place for aboriginal people.

• The **City of Culture** in the Spanish autonomous region of Galicia is an ambitious effort to create an entire cultural campus designed by one architect, Peter Eisenman. Located near Santiago de Compostela, which is the destination of one of the world’s most populous pilgrimage routes, this new complex of museums, archives, library and performance centre seems to erupt from the hillside – a 21st century cultural pilgrimage destination.

• The **ArtScience Museum** in Singapore is part of a casino-leisure cluster designed by Moshe Safdie that reinvents Singapore’s Marina Bay as a recreational and tourism destination to compete for the lucrative gambling market from nearby countries. The iconic ArtScience Museum is presenting new content – the integration of art and science – in the 21 galleries of this lotus-shaped building.

• The museums of the **Qatar Museums Authority** are fulfilling a master plan envisioned by His Highness the Emir of Qatar, Sheik Hamad bin Khalifa Al Thani, to create a world capital of culture in Doha. Our exhibition will feature two of the 14 projected museums: **The Museum of Islamic Art**,

designed by I.M. Pei (open since 2008), which displays one of the world’s outstanding collections of Islamic Art, and the **National Museum of Qatar** designed by Jean Nouvel, which is scheduled to open in 2014. These museums present new content and new perspectives on Islamic art and contemporary Arabic expression.

• Historic industrial and touristic cities are striving to reinvent themselves by creating contemporary spaces that will attract and retain talented young professionals. **M9** in Mestre, a borough of the commune of Venice, has commissioned architects Sauerbruch Hutton of Berlin to design a “high concept” cultural cluster, that includes a technologically advanced Museum of the 20th Century plus exhibition spaces, a mediatheque, archives and education spaces.

• The **Naoshima/Teshima/Inujima Art Sites**: The inspiration for the Art Sites project comes from Soichiro Fukutake, Chairman and CEO of the Benesse Corporation who established a foundation to develop a cluster of three art islands in the Japanese Inland Sea – Naoshima, Teshima and the smallest, Inujima. Architects and artists work with archeologists, industrial historians and the community to create magical places of meaning.

These examples provide an insight into the diversity of subjects, themes, cities and architects that we intend to include in this truly interdisciplinary and interactive exhibition – which will engage visitors of all ages.

Please note that the final selection of 15 projects will eventually be structured thematically and host museums may choose to display the exhibition according to these categories, or they may choose to utilize their own structuring and design ideas, as was done by previous hosts of this exhibition series.

“Beyond the Building: Museums in the 21st Century” will be further explored in the exhibition catalogue with contributions by museum professionals, economists, architectural critics, cultural theorists, sociologists, philosophers and urban planners.

All exhibition venues will have the opportunity to host seminars and further explore these stimulating themes in their own community. Also, if interested host museums are planning their own extension, new building or refurbishment, there will be the option to expand the exhibition by a section on their own local project.

# Facts & Figures

## Contents

Cities have always been catalysts for cultural change, but the current rapid growth in the number and size of cities has sparked a quantum leap in cultural change, including the growth and transformation of museums, most of which are located in cities.

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## Exhibits

The exhibition will display 15 selected building projects in cultural districts, campuses or clusters. Each project will be presented by means of

- a representative large-scale model
- wall texts
- 12 visual wall objects consisting of
  - at least 8 photo panels in the format 80 x 120 cm
  - plans/computer renderings
  - ground plans
  - elevations
  - sketches
  - watercolours
  - aerial views
  - geographical maps
- multimedia presentations (DVDs, computer animations, interviews, etc.).

## Availability

The exhibition may be booked for periods of 3 months per venue **from September 2012 onwards through 2017**.

## Space requirements

From 600 m<sup>2</sup> upwards for a generous exhibition design.

## Participation Fee (all included except transport)

Please contact us for further details and information.

## Catalogue

The exhibition will be accompanied by an extensive, richly illustrated scholarly catalogue, printed by a renowned European Publisher (yet to be determined), and will be an architectural book in its own right.

The concept and volume will be similar to our first and second publications on modern museum architecture (please check our detailed list of catalogues at <http://www.artcentrebasel.com/artcentre/exhibitions/catalogues>).

After a section of introductory essays by authors from various fields such as politics, economics, art history, architecture, cultural history, urban planning, etc., each of the 15 projects will be commented on by an author from a carefully selected group of architectural historians and critics familiar with the buildings of the individual architects.

## Contact

Patrick Merz, [pmerz@artcentrebasel.com](mailto:pmerz@artcentrebasel.com),

Art Centre Basel, Sternengasse 6, Postfach, CH-4010 Basel, Switzerland

Phone +41 61 272 5393

Fax +41 61 272 5434

For further information, please refer to our website [www.artcentrebasel.com](http://www.artcentrebasel.com)

Please send other enquiries, not related to this exhibition project, to [info@artcentrebasel.com](mailto:info@artcentrebasel.com)