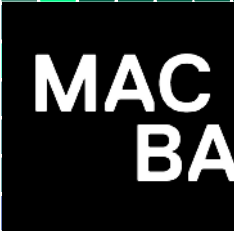


POLITECNICO DI MILANO

Giulia Urciuoli
Alessandra Giron
Silvia Ottaviano

Bernardo Cossio
Daiki Kato
Juan Pablo Costa



“we want **interaction**,
we want **new** audiences,
we want public to **learn**.”



Just exhibitions is not the answer.





UNEXPLOITED POTENTIAL

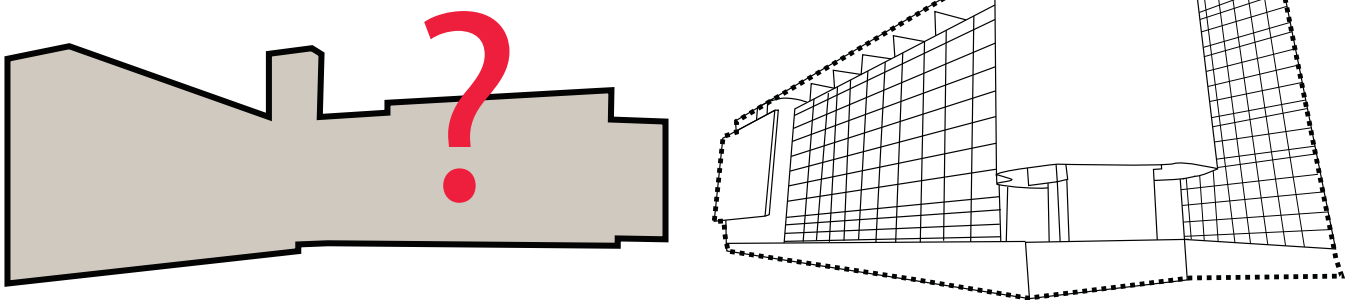
MACBA Study Center is not a museum. What it has to offer, although being very **valuable** is not meant to be kept behind a glass. It should be there, **exposed**.



Being addressed to specialized audiences, the current activities fulfill the Study Center's objectives: research, debate and disseminate **until a certain level**.



facade view



LACK OF COMMUNICATION

From an external view, it is difficult to relate MACBA and its Study Center as one entity, leaving the Center's function **unnoticed** by people passing by.

The Study Center is **lost** in its neighboring building losing all visual **connection** with the museum.

MOST SEARCHED

CONTEMPORARY ART MUSEUM IN SPAIN

MACBA is a **recognized institution** for contemporary art which exhibitions are known world wide,

MACBA has successfully position itself as a reference point for contemporary art in Spain.

We can see its strong relevance when we compare the MACBA with other important institutions and museums in Spain (fig.1). Being MACBA the **top searched** art institution in Barcelona.



google hits by museum

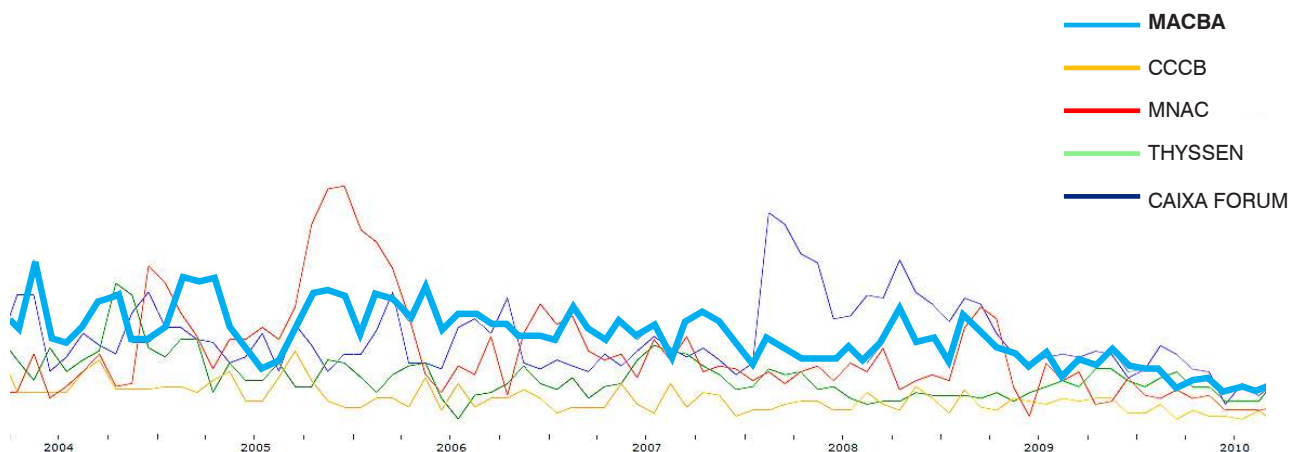


fig. 1. Amount of hits or searches done in Google each year (2004 - 2010). Source: Google Insights ©

€ 2,700 / MONTHLY

PRIVILEGED LOCATION

The Study Center, being near to the city center and well connected to public transportation, experience a **high exposition** to pedestrian circulation.

This characteristics makes the lobby of the Study Center a

very desirable forum to exhibit work to a wide audience, having a high price in the in the real estate market.

As an example, the market value of the 240 sqm available in the lobby would be around of € 2,700 monthly (fig.2).



price x m² analysis

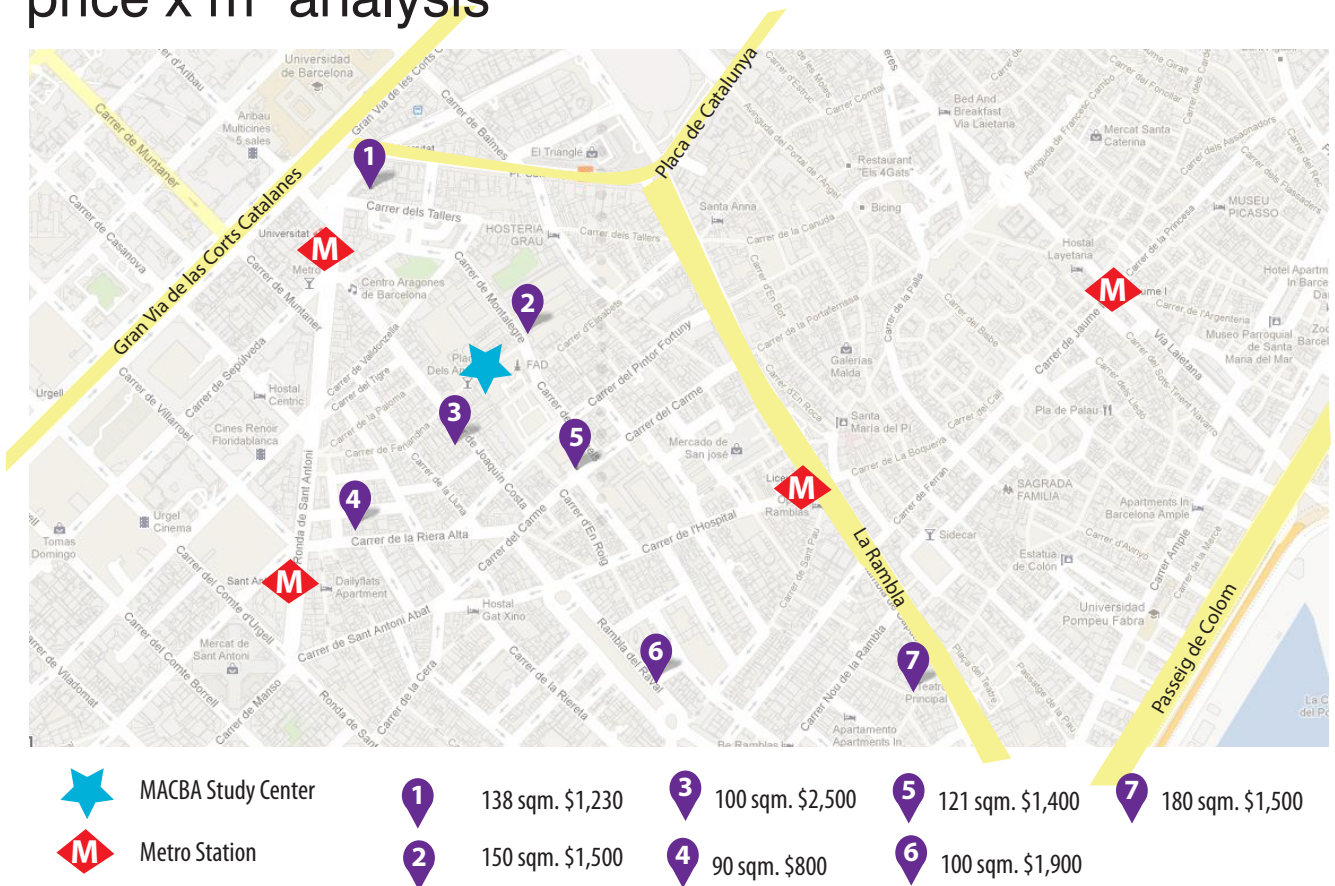
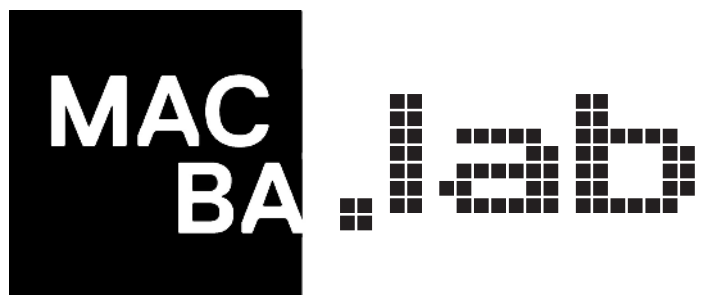


fig. 2. Real estate analysis of spaces available near MACBA Study Center, made through a real estate agency.

WHAT TO DO WITH THE CURRENT STATUS?

Create an **artist program**,
to attract **new audiences**
and give opportunities to **interact with art**

by **showing the process behind art!**



artist residence program



a dynamic program offering a forum for upcoming artist

TIMELINE

HOW DOES IT WORK

step 1

artists wanted!

The lobby is presented totally vacant and ready to hold new artist .



search

step 2

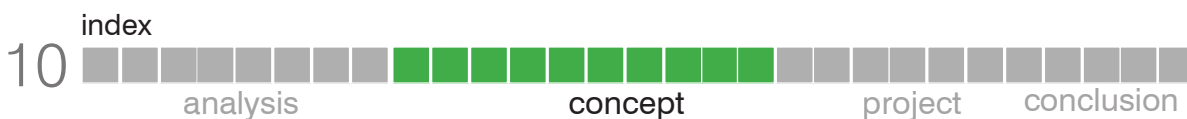
caution: work in progress

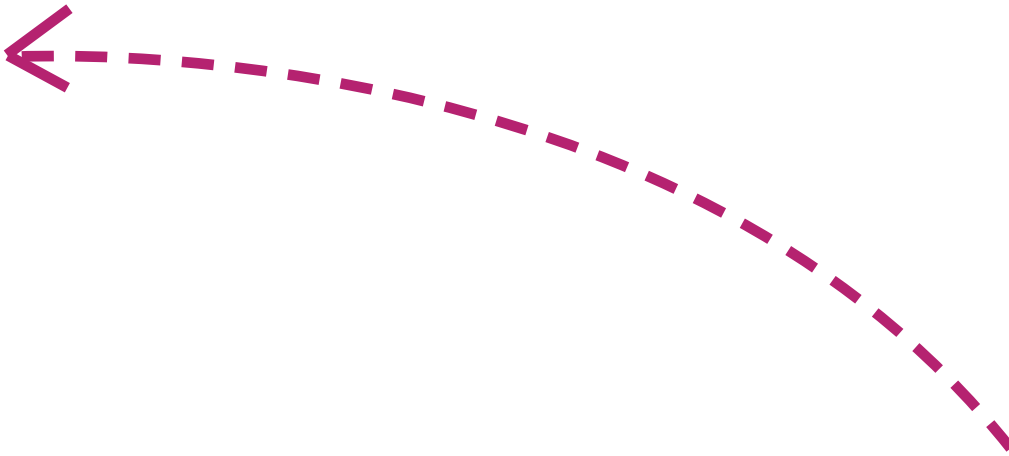
Artist start developing their work, that is appreciated in real time by people passing by or from internet.

The material available in the study center could serve as reference or inspiration for themes on which the artists are working.



work





step 3

new art has arrived!

Work produced during the previous step is now exhibited and presented in the lobby by the artists themselves. Showing the tools and references used for its production.



exhibit



MoMA PS1

<http://www.momaps1.org>

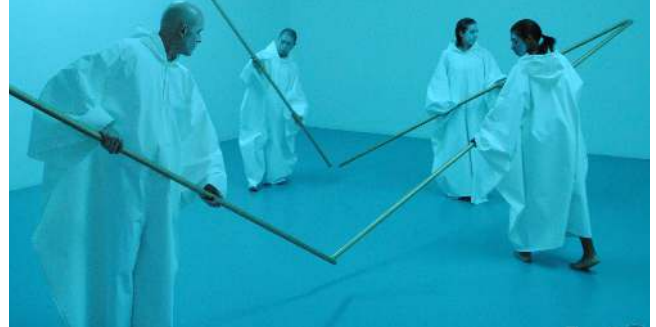
2-25 Jackson Av.

Long Island City, New York, USA

experimental art

An **exhibition space** and an artistic laboratory, dedicated to display **experimental art**, advocating for new trends in contemporary art.

Creating catalogs and **publications** of the material created through the years.



REDUX STUDIOS

<http://www.reduxstudios.org>

136 St. Philip Street

Charleston, Sout Carolina, USA

studios for rent

Redux is an **artist's residence program**, offering a space for emerging artists to develop individual projects. The rental price of these studios range from \$200 (7m²) up to \$450 (24 m²).

Services provided:

- + 24 hr studio access.
- + Internet access.
- + Use of tools and equipment.
- + Exhibitions of their work.



TRANS ARTISTS

<http://www.transartists.org>
 Arie Biemondstraat 105
 Amsterdam, Netherlands

artists residence database

Trans Artists is a knowledge center on **artist-in-residence opportunities**, where artists can research on the **international openings** available to work or stay.

Its main objective is to make easier the connection between the artists and the opportunities offer.



trans artists office

Trans Artists

Your Artist in Residence guide



Home
 About Us
 Contact Us
 Newsletter
 Search

Artist in Residence; AIR Related; Our Activities; Do It Yourself; AIR Platform Nl;

Architecture
 Stone Carving
 Curating/Research
 Woodcraft
 Photography
 Printmaking

Welcome!

Trans Artists is a knowledge centre on artist-in-residence opportunities. Here you can find all about facts, use and value of international artist-in-residence programs as well as other opportunities for artists to stay and work elsewhere for art's sake.

Find your residency here! <--

Dar Al-Ma'mûn International Residency Center for Artists



Dar Al-Ma'mûn is an artists residency located in the Ourika green valley, near Marrakech, Morocco. Visual artists of all nationalities are invited to apply for a residency period of 3 to 5 months. Deadline for applications: March 5.

Künstlerhaus Büchsenhausen: International Fellowship Program for Art and Theory



Künstlerhaus Büchsenhausen invites visual and media artists, art critics, theorists, and curators to apply for a fellowship in 2012-2013. Deadline for submissions: February 3.

Apply Right Now!

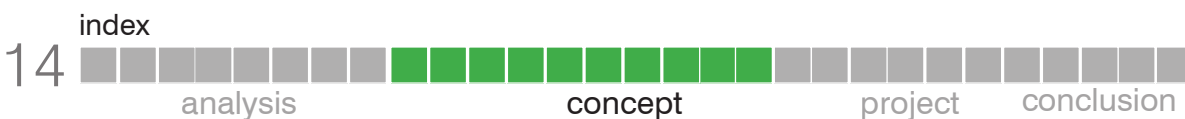


Studio space available for 1 to 3 months from February 1st at the International Art Studio Toos Neger in Dordrecht.

News and Deadlines Low Countries

On AIR

trans artists website



CASA DE VELAZQUEZ

<http://www.casadevelazquez.org>

Madrid, Spain

Casa de Velázquez is at once a centre for artistic creation and a research centre. Its mission is to carry on creative activities and research relating to the arts, languages, literatures



BILBAO ARTE

<http://www.bilbaoarte.org>

Bilbao, Spain

An artistic production centre that provides creators with the means and infrastructures required to develop their artistic ideas.



OTHER ARTIST IN RESIDENCE PROGRAMS IN SPAIN

Laboral

<http://www.laboralcentrodearte.org>

Matadero

<http://www.mataderomadrid.org>

Hangar

<http://www.hangar.org>

Fundación Inspirate

<http://www.fundacioninspirate.org>

Can Farrera

<http://www.farreracan.cat>

Cal Gras

<http://www.calgras.cat>



location in Spain of artists in residence programs

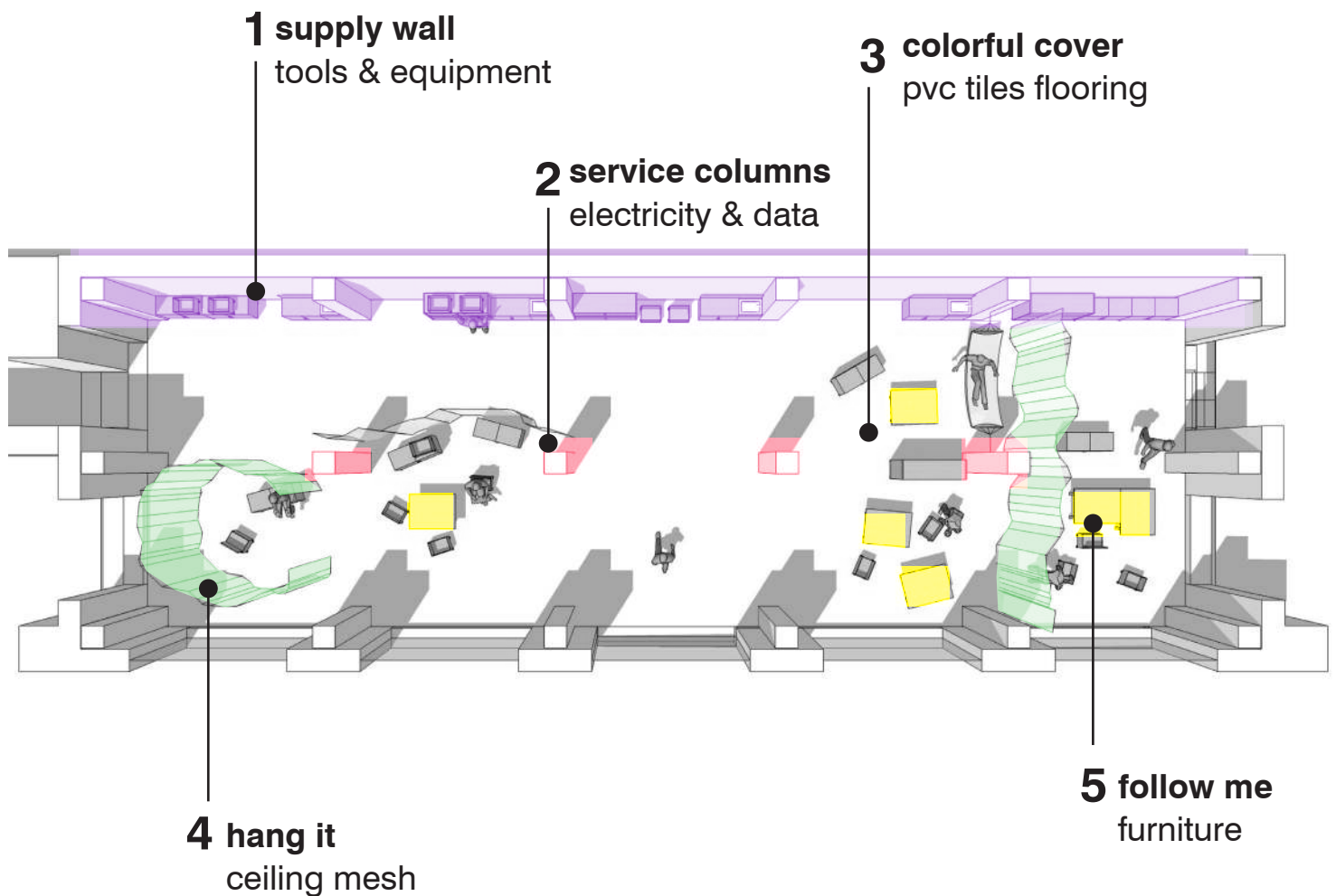
WHAT IS NEEDED FOR AN ARTIST'S LAB?

	<i>to do list</i>	<i>cost</i>
<input type="checkbox"/>	Studio facilities	€
<input type="checkbox"/>	Artists	
<input checked="" type="checkbox"/>	Recognized Institution	€ € €
<input checked="" type="checkbox"/>	Great Location	€ €
<input checked="" type="checkbox"/>	Reference Material	€

STUDIO FACILITIES

5 elements

Given the **variety** of contemporary art techniques , the following 5 elements seek to make the space as **flexible as needed**.



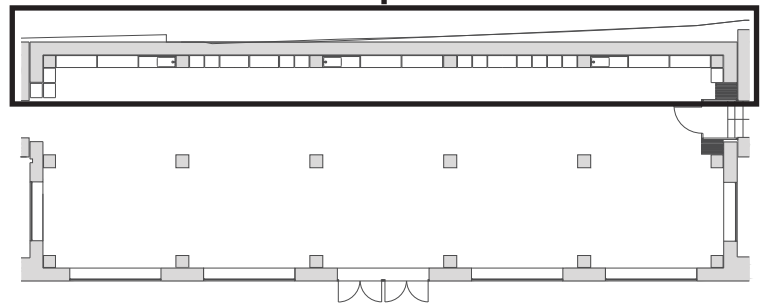
lobby plan

scale 0 m 2 5 10m

SUPPLY WALL

tools & equipment

Artists go with their cart and pick up whatever they need, just as in a supermarket.



cost: €1,300

shelf

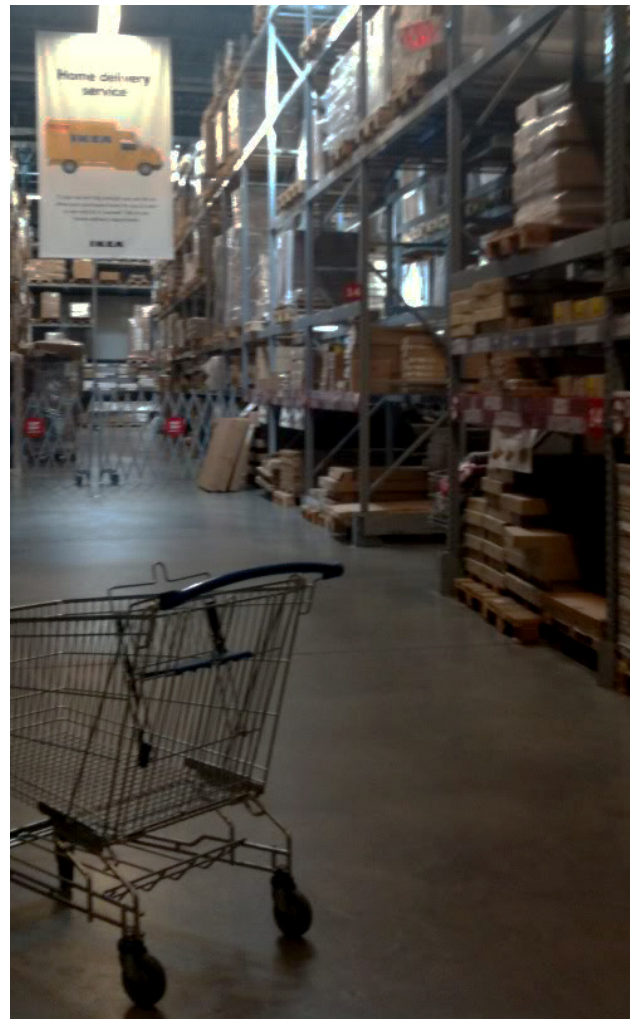
utility cart

IKEA

<http://www.ikea.com>

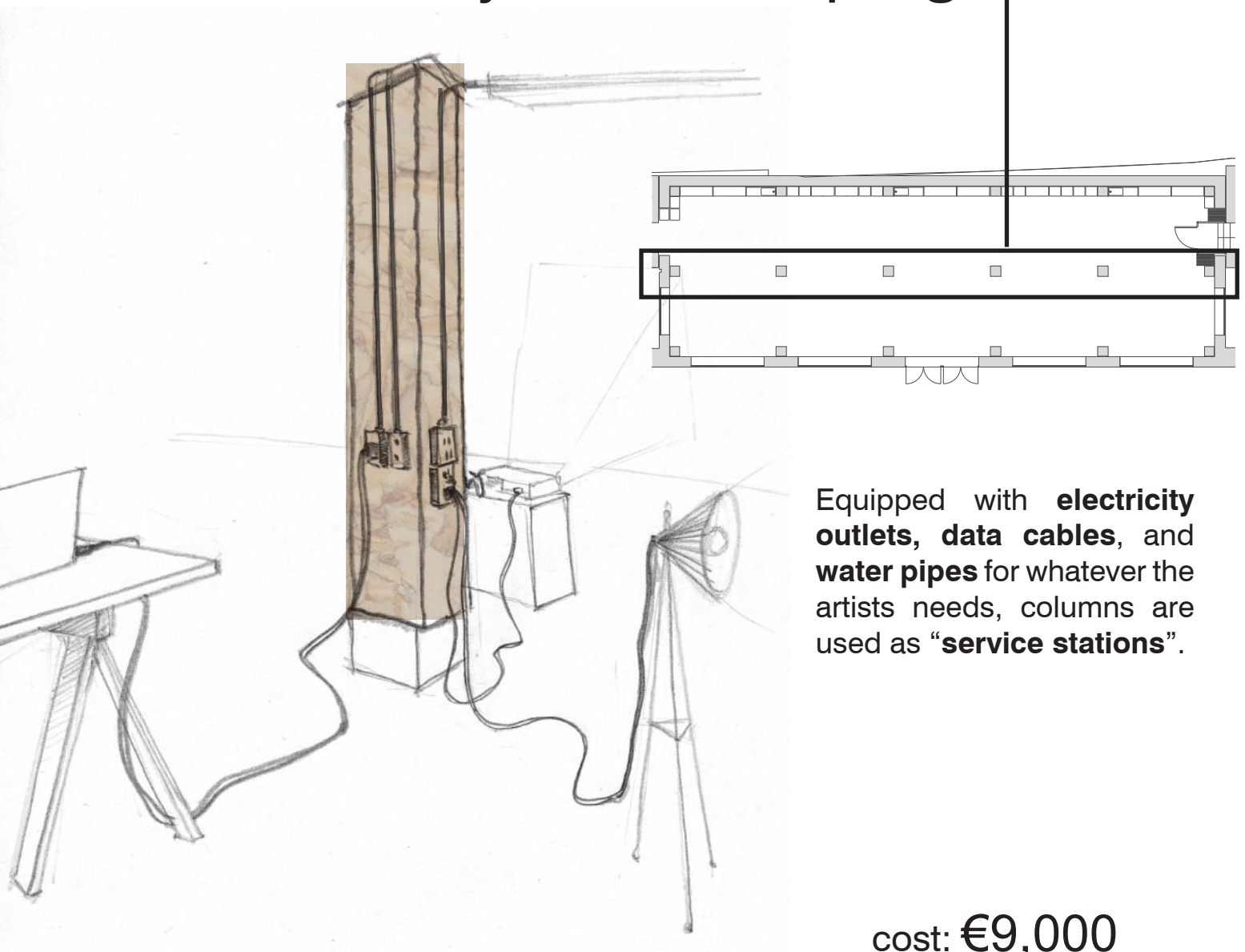
self service

Following a strategically planned path, the client goes over the store while taking from the shelves whatever he wants to buy, offering large house supplies right there in your hands.



SERVICE COLUMNS

electricity and data plugs



Equipped with **electricity outlets, data cables, and water pipes** for whatever the artists needs, columns are used as “**service stations**”.

cost: €9,000

F1 PIT STOP

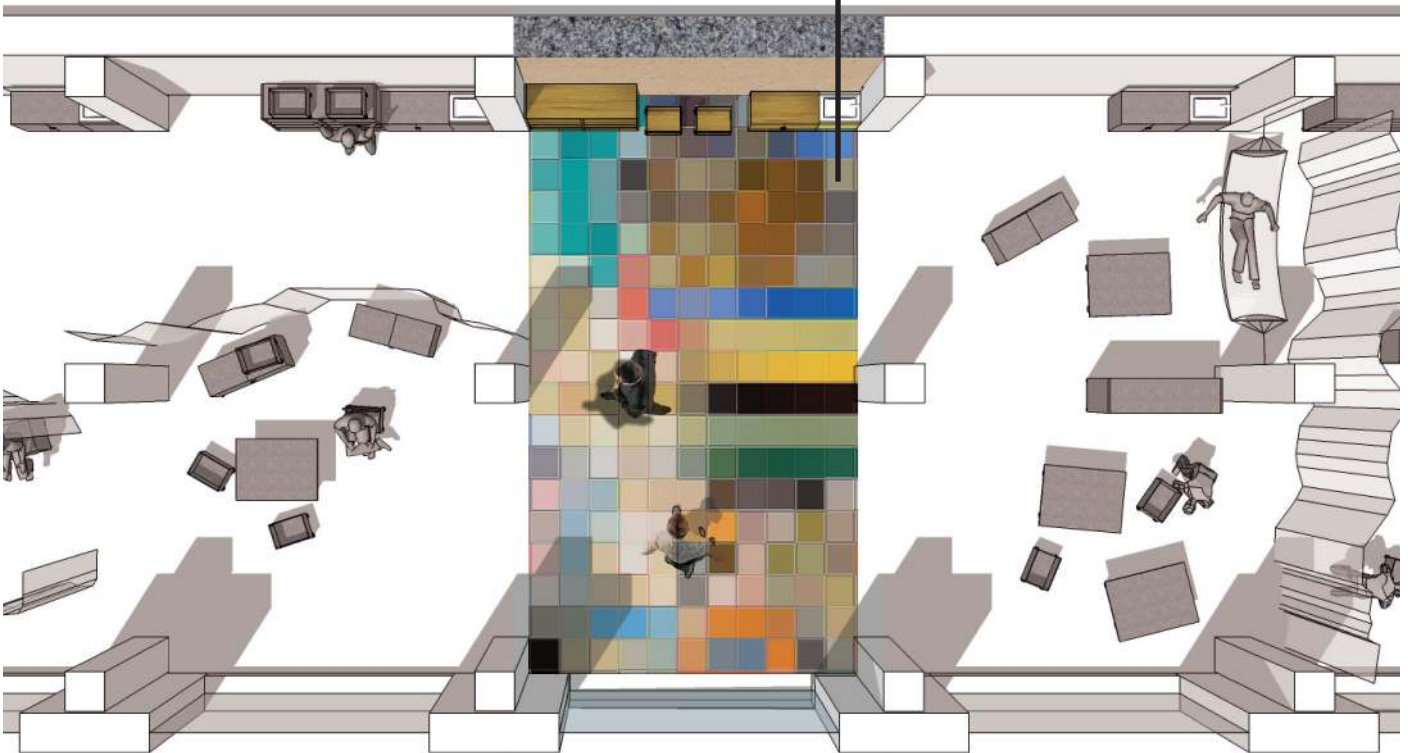
quick service

All the **installations** needed for a fast service are **centralized**, ready for the technician's use.



COLORFUL COVER

recycled PVC tiles



To **protect** the current **floor** finish, the suggestion is to use recycled PVC tiles. Creating a colorful mosaic design in an **economic way**.

An important advantage of this material is its simplicity to be replaced.



PVC tiles

cost: €1,200

MERCAT SANTA CATERINA

<http://www.mercatsantacaterina.net>

Av. Francesc Cambó, 16

Ciutat Vella, Barcelona, Spain

Enric Miralles, Benedetta Tagliabue, Toni Comella

colorful tradition

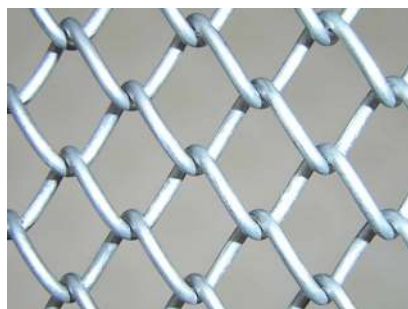
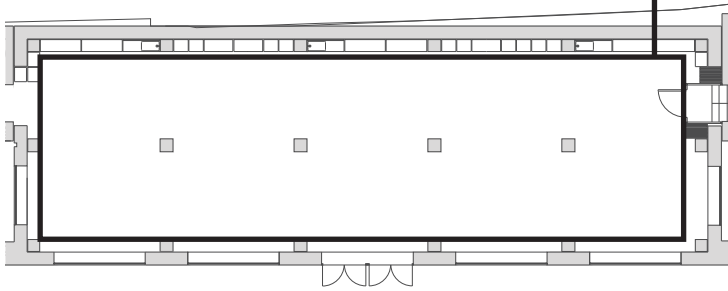
This singular roof, by using vivid colors to represent vegetables and fruits, carries on with the beautiful **tradition in mosaic** design and colorful expression.



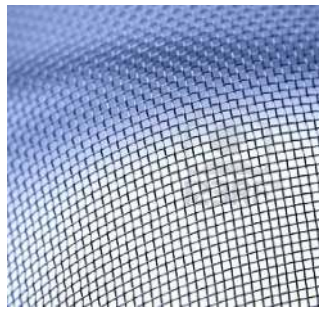
Rooftop view

HANG IT

ceiling mesh



metallic mesh



metallic mesh

By the means of hanging, the artists are able to **create their own spaces** with partitions, lamps, canvas, boards.

These partitions could be made of materials like: fabric, plastic curtains, gauze.

cost: €2,200

BASILICA PALLADIANA

Renzo Piano's Allestimento, 1986

Toyo Ito's Allestimento, 2001

Piazza dei Signori, Vicenza, Italy

hangers

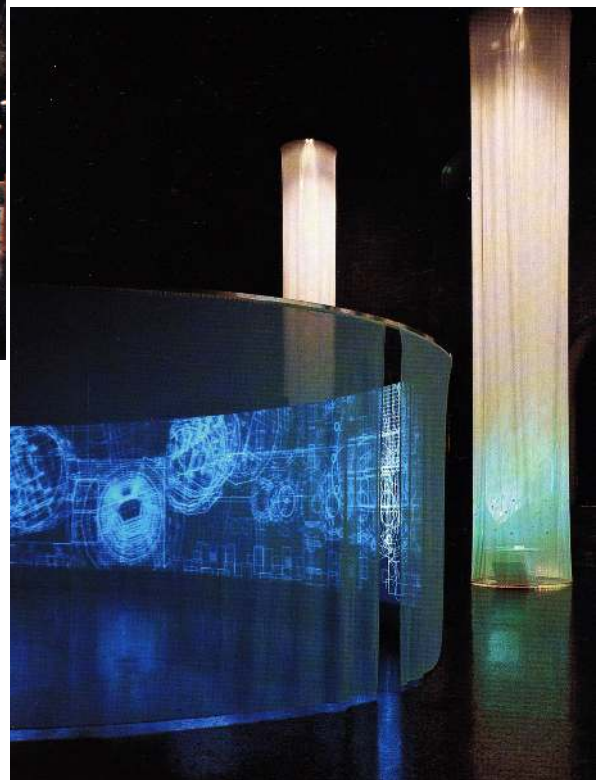
Without disrupting the original structure, Renzo Piano arranged his exhibit using **cables and hangers**.



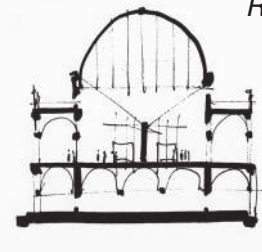
Renzo Piano's exhibit, Basilica Palladiana

partitions

With the use of **textiles**, Toyo Ito creates **new interior spaces** within the Basilica giving a degree of privacy and abstraction to the visitor or user.



Toyo Ito's exhibit, Basilica Palladiana



FOLLOW ME

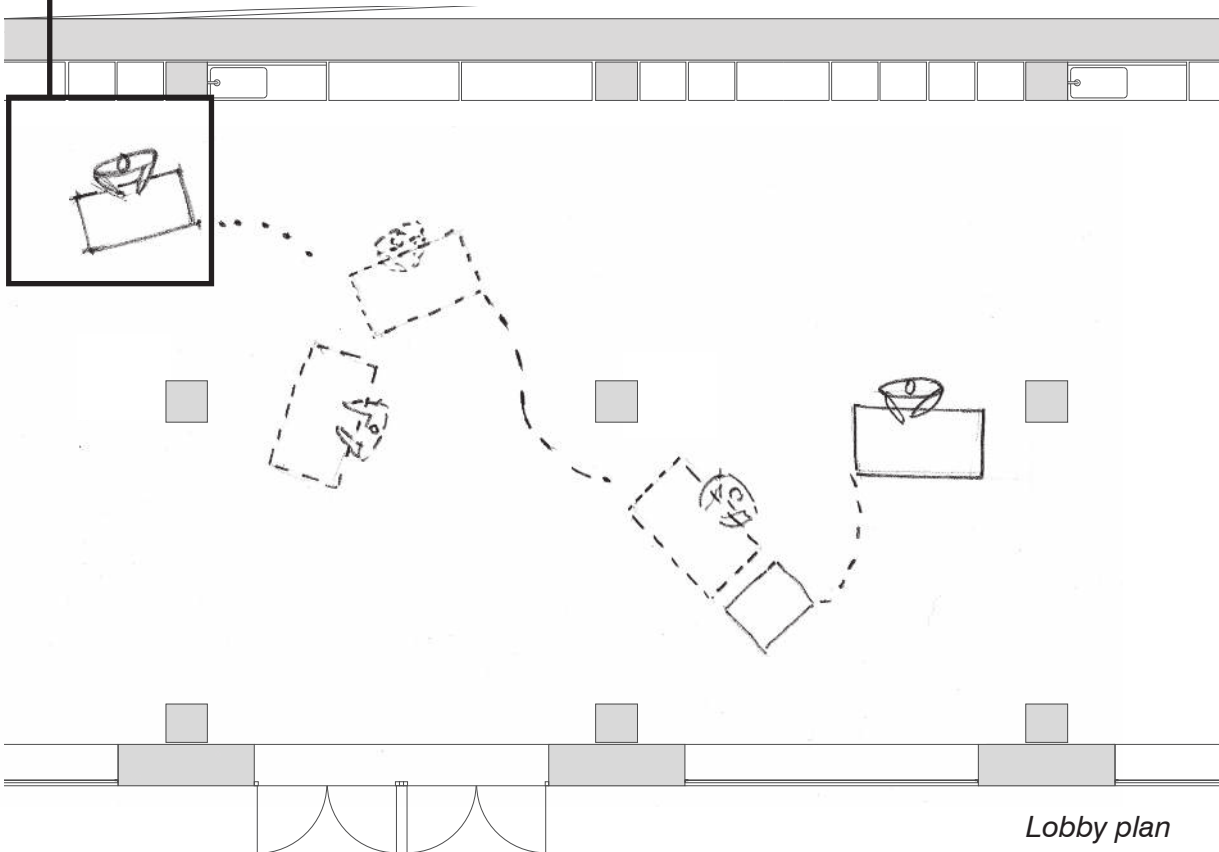
movable furniture

Wheeled furniture that can be moved through the space at the artist's convenience. To be able to **create your own space**.

Such furniture could be platforms, lamps, carts, tables, and chairs.



cost: €2,100



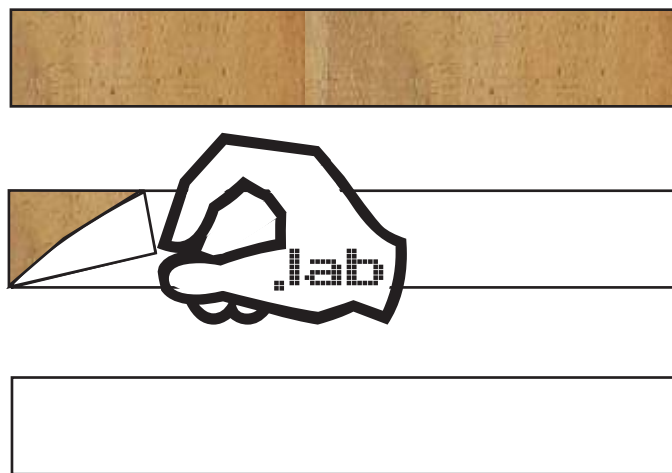
HEADVERTISING OFFICE

Bucharest, Romania
Corvin Cristian, 2009

your own space

Furniture in this office building, have extra functions, working as partitions and changing the layout. Thanks to its moveable feature, users can easily rearrange their space depending on the present needs.

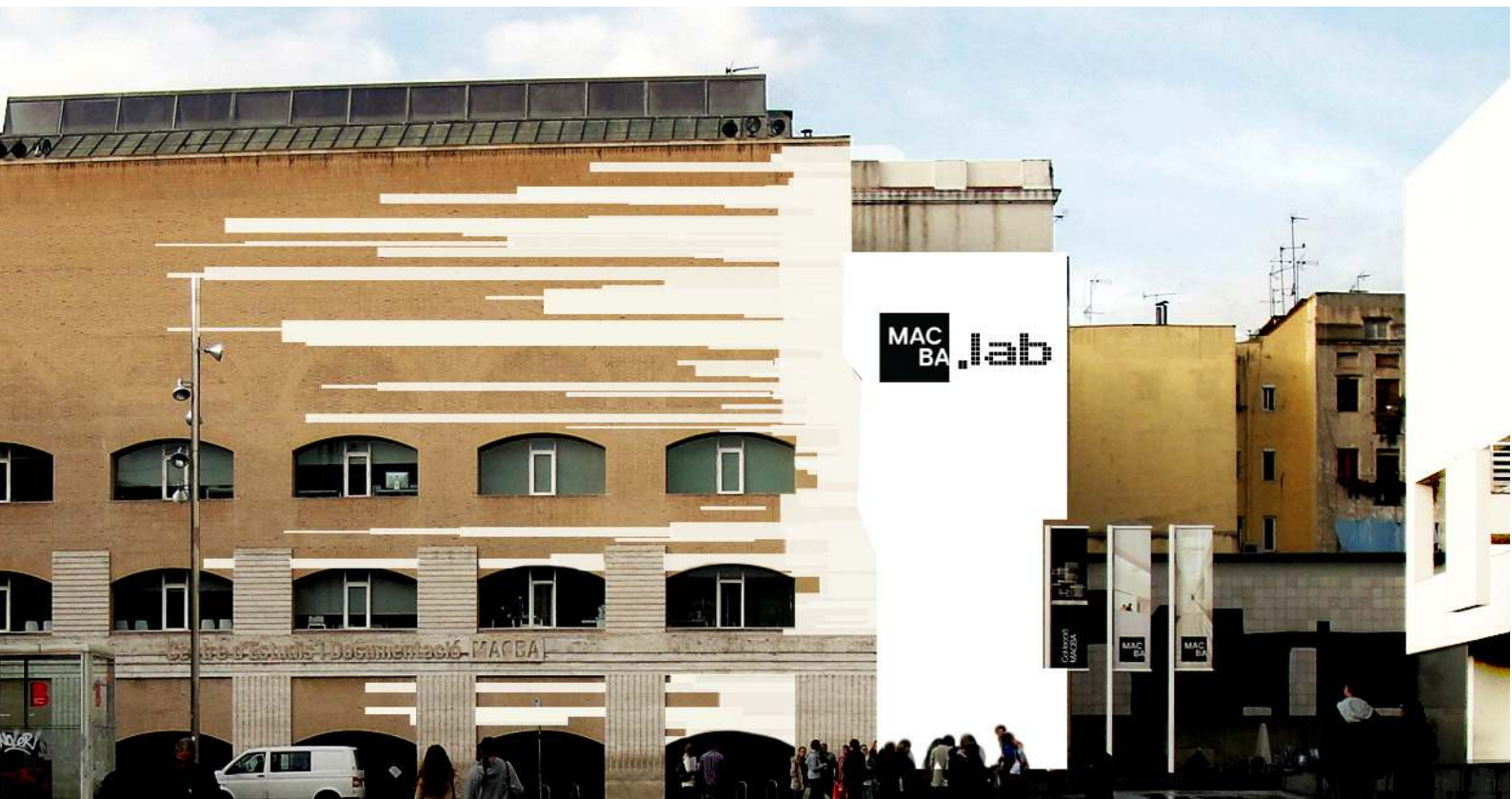




white as the place where art is **display**,
brick as the **process** behind art,

MAC BA .lab as the **bridge** between both.

cost: €3,000



FORESEEN OUTCOMES

- ✓ **Widens** the audiences addressed.
- ✓ **Strengths** connection with MACBA.
- ✓ **Interacts** with its local context.
- ✓ **Promotes** contemporary art production.

INITIAL COST: €24,800

0 demolition.	€ 6,000
1 supply wall.	€ 1,300
2 service columns. electricity & data.	€ 9,000
3 colorful cover. pvc tiles	€ 1,200
4 hang it. ceiling mesh.	€ 2,200
5 follow me. moveable furniture.	€ 2,100
6 facade.	€ 3,000
	<hr/>
	€24,800

RUNNING COST: €0

We believe this program can be **self-sustained** either by **renting** its space to artists or through **sponsorships**. Furthermore, the program could **generate content** such as albums, yearbooks, videos, and brochures.

LONG TERM: PROFIT

MACBA study center
is about **art process**,
is about **revealing what is behind art**,



will **SHOW IT**

PROPOSAL FOR:

**REDEFINITION OF
THE LOBBY OF
MACBA STUDY CENTER**