



© James Turrell, 'Rondo (Blue),' from the series Shallow Spaces, 1969

Visual Literacy Redux // Museum Row Frankfurt

Context and Site

The site is located at the Museum Embankment in Frankfurt Germany also known as Museum Row. Frankfurt was chosen due to its positioning as a global city that is a predominant world financial centre by virtue of being the location of one of the largest stock exchanges in continental Europe, The Frankfurt Stock Exchange. Frankfurt is also among the world's leading cultural and business hubs for Europe much in the same way New York is to the United States. It has become a centre for commerce, education, tourism and web traffic. As a result of its central geographic location within Germany and Europe, Frankfurt is a primary air, rail and highway transportation hub.

The Museum Embankment (Museumssufer)

The south embankment of the preeminent river in Frankfurt is called Museumssufer or Museum Embankment because of the considerable concentration of museums located there; perhaps the most notable of which is the Städel art gallery. On the southern bank there are located nine exhibition buildings. Listed from west to east, are the following museums:

1. Giersch Museum
2. Liebieghaus
3. Städel Art Institute / Municipal Gallery (Städel)
4. Museum of Communication
5. German Museum of Architecture
6. German Film Museum
7. Museum of World Cultures
8. Museum of Applied Art
9. Icons Museum, Dr. Schmidt-Voigt Foundation

The Task

Already boasting a number of important museums, the future museum row will be redesigned to incorporate theme based museums as opposed to subject based museums, as is the case today. The studio will divide into 12 groups. Each group will focus on an artist and a conceptual theme to inform all aspects of the semesters project. Themes drawn from certain art tendencies or artists' works along these lines should be used for analysis, inspiration and should inform the spacial and programmatic embodiment of the proposed museum.

1. Olafur Eliasson and Immersion
2. James Turrell and Luminosity
3. Bill Viola and Liquidity
4. Anish Kapoor and Turbulence
5. John Chamberlain and Kinetics
6. Tomas Saraceno and Space
7. Matthew Barney and Sonic
8. Donald Judd and Autonomy
9. Tom Sachs and Multiplicity
10. Anselm Kiefer and Sublime
11. Cindy Sherman and Incorporation
12. Louise Bourgeois and Uncanny

Student submittals should manifest a multidisciplinary museum of design and art, affording civic gathering space where both residents and visitors can congregate. The museum should embrace the concept in terms of how the appreciation of art and social interaction are both encouraged. Its edifice should include galleries, a flexible performance hall, educational space, administrative offices, a formal restaurant, a large café/bar, a retail store, practitioner spaces, collections storage and other facilities to be determined by each individual group. External spaces for sculpture and project display should be incorporated.

Study trip

There will be a study trip to Frankfurt and Berlin; exploring a number of museums, meeting Max Hollein, curator of several art institutions in Frankfurt and visiting studios of artists like Olafur Eliasson and Tomas Saraceno.



Anish Kapoor, Leviathan, Monumenta 2011, Grand Palais, Paris

VISUAL LITERACY REDUX studio hani_rashid summer 2015

FIRST TASK (2 weeks)

start: tuesday march 3rd at noon

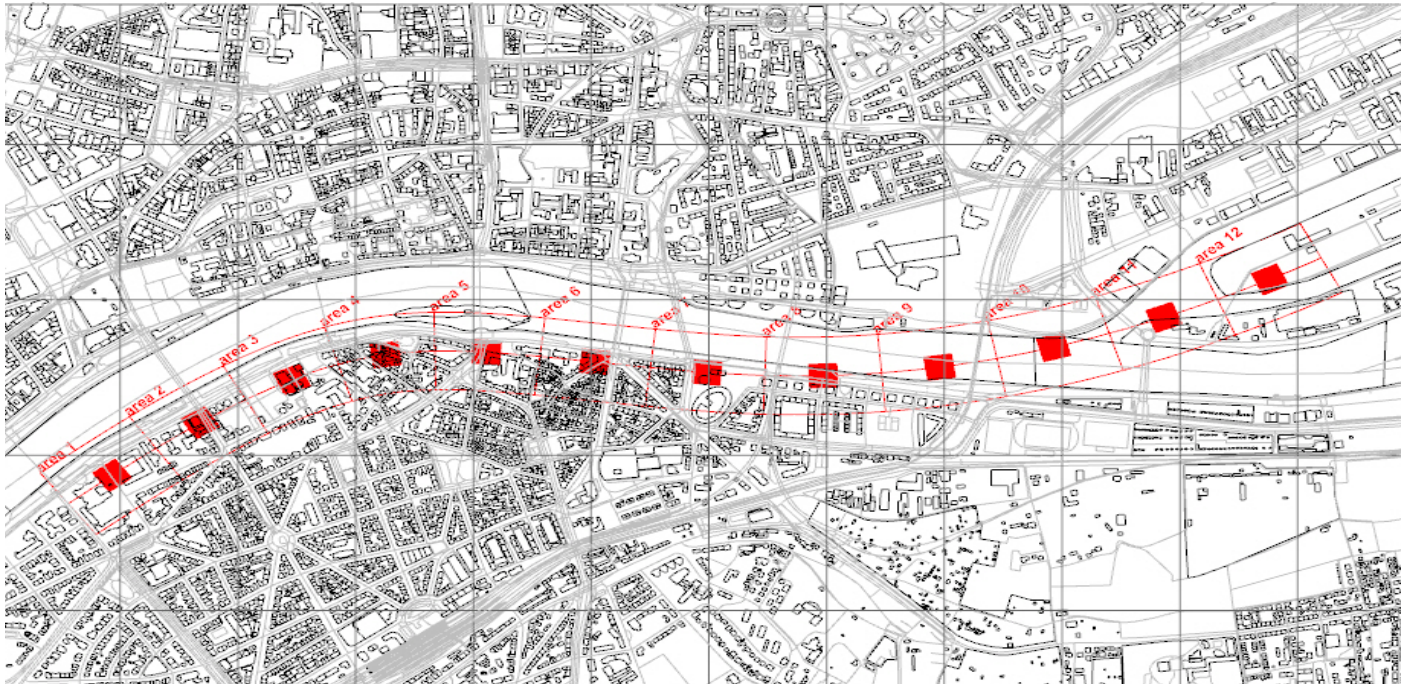
pick one of 12 artists and the conceptual term attributed:

- Olafur Eliasson and immersion
- James Turrell and luminosity
- Bill Viola and liquidity
- Anish Kapoor and turbulence
- John Chamberlain and kinetics
- Tomas Saraceno and space
- Matthew Barney and sonic
- Donald Judd and autonomy
- Tom Sachs and multiplicity
- Anselm Kiefer and sublime
- Cindy Sherman and incorporation
- Louise Bourgeois and uncanny

(we will have up to 12 groups incl. single pre-diploma students)

A: analyse the artists and their work by planning a model using the conceptual term as a notion for stability
review: friday march 6 at 2pm

B: build a physical model using the print technology available in studio and institute fitting into 20x20x20 cm bounding box
review: wednesday march 11 at 2pm
final presentation: friday march 13 at 2pm



Frankfurt

VISUAL LITERACY REDUX
studio hani_rashid summer 2015

SITE IMPLEMENTATION

start: monday march 23rd

pick one of 12 dedicated areas for your proposal and investigate:

- it's potential for a new museum structure
 - existing buildings and their program
 - location and possible size of proposal (maximum of 70 x70 m)
 - infrastructure and connection to the city
 - context
- A: extensive site analysis, including a thorough documentation per video and camera
- B: photomontage photographs of your physical model into some images taken on site
- C: site model