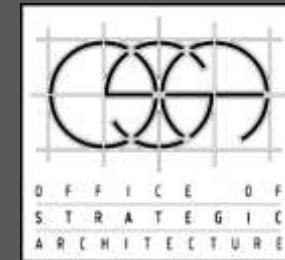


ARCHITECTURE AS ARTEFACT vs SOCIALFACT

Session 3

Eka Swadiansa



CONTINUING THE IDEAS

Day 6: Architecture as Artefact, Socialfact, and Mentalfact

- + Framework: the Psychoanalysis of STARchitects
- + ARTEFACT: Surya Universe(c)ity
- + Framework: Olympi(c)ity
- + SOCIALFACT: National Stadium in Tokyo, and Moscow
- + Framework: Chronochaos and Postmodern History Trap
- + MENTALFACT: Medan Merdeka,

on National Library, National Museum, and National Gallery of Indonesia

+ The BoP Flaw & BoP Trap: *reframing*

+ Office of Strategic Architecture, and progressive technopreneurship

+ Framework: The History of the Future

+ Framework: The Future of the Past

+ Retrospective Static City: Jakarta Ciliwung Social Housing Project, Kempinski Residence



RETHINKING THE IDEAS

Day 6: Architecture as Artefact, Socialfact, and Mentalfact

- + Framework: the Psychoanalysis of STARchitects
 - + ARTEFACT: Surya Universe(c)ity
 - + Framework: Olympi(c)ity
 - + SOCIALFACT: National Stadium in Tokyo, and Moscow
 - + In between ART & SOCIAL: The Guggenheim Museum in Helsinki
-

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-

- + The BoP Flaw & BoP Trap: *reframing*
 - + Office of Strategic Architecture, and progressive technopreneurship
 - + The Death, Revival, and Rebirth of the Great American Cities
-



Ego

FORM + FANTASY

Santiago Calatrava

Enterprise

ARTEFACT

Id

FUNCTION + FINANCE

Rem Koolhaas / OMA

The People

SOCIALFACT

Super-ego

FORENSIC + FAITH

Tadao Ando

Nation State

MENTALFACT

CONSCIOUSNESS

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SOCIALFACT

ARTEFACT vs SOCIALFACT:
Guggenheim Museum in Helsinki







The past designs of the Guggenheim museums are not only about physical container. Passing through the materialism dimensions, discourses provided by these museums had been widely covering so many innovative technical aspects as well as cultural interpretation and intervention. As living museums, The Guggenheim foundation had managed to transform ways to preserve and present past artifacts into today's living beings activities. Our proposal strive to continue these values in search of fresher design manifestation.



Guggenheim New York
serial circulation flow



Guggenheim Helsinki
parallel circulation flow



Guggenheim Bilbao
enigmatic signifier

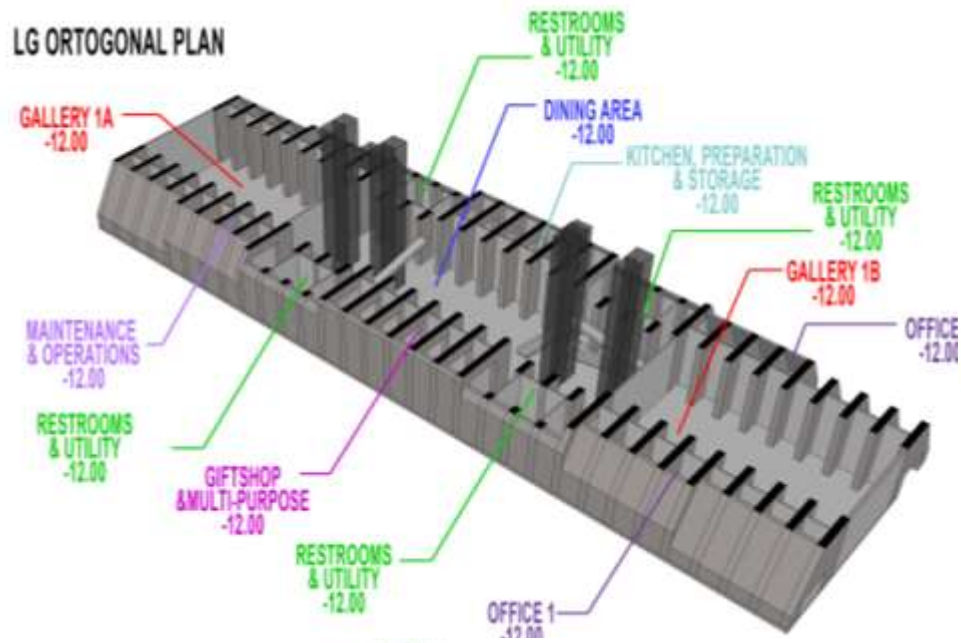


Guggenheim Helsinki
iconolocci

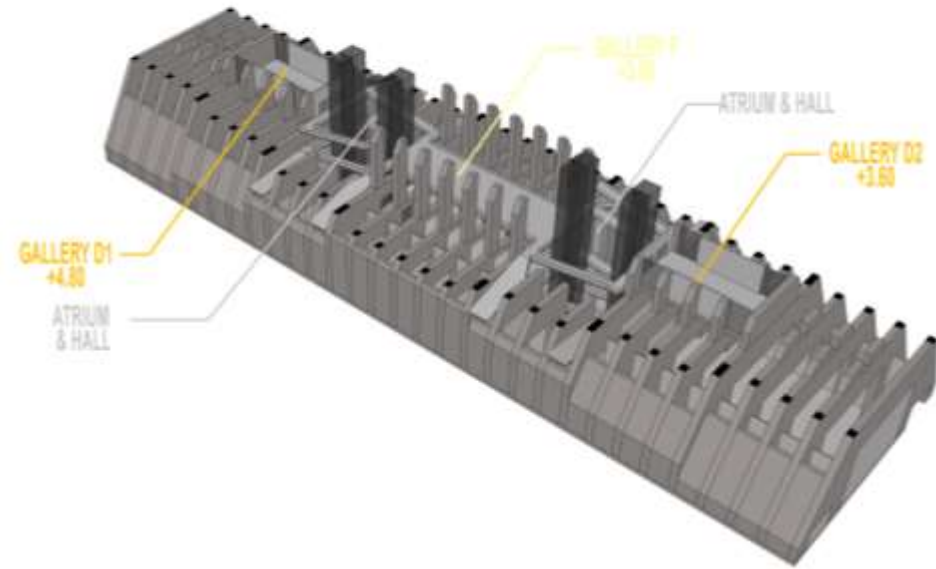


RESPECTING THE CITY'S SKYLINE: apart from the actual building, gigantic 'Greenwall Slab' and 'Iconic Lumber Skin' are installed surrounding and above its structure. The Greenwall is used to visually connect the museum with Tahititornin Vuori Park on the south west, and the entire South Harbor waterscape on the east. While the soft colored timber skin is used to converse with Helsinki's rich skyline without trying to dominate its spotlight.

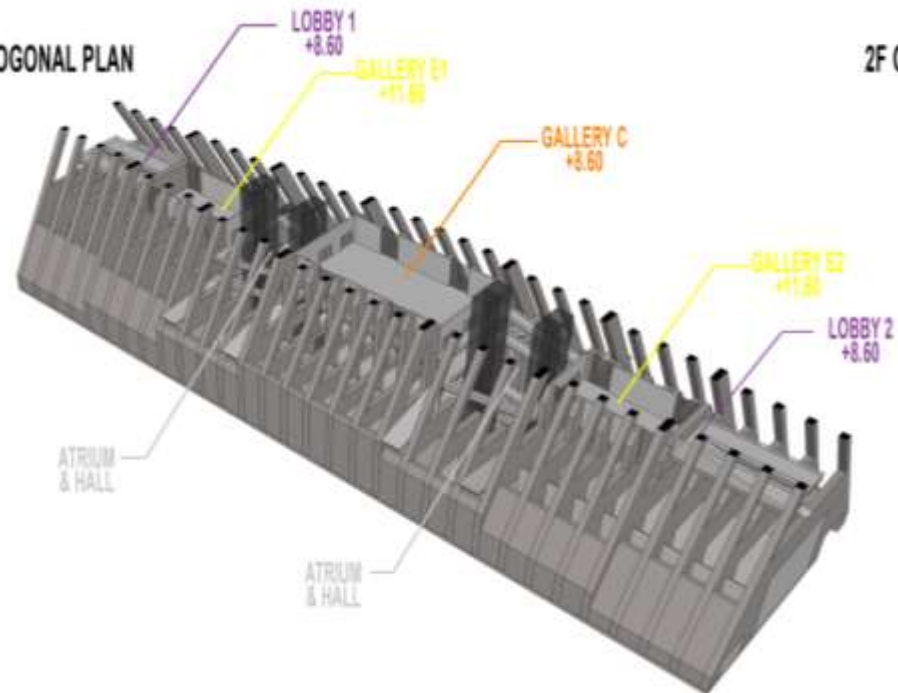
LG ORTOGONAL PLAN



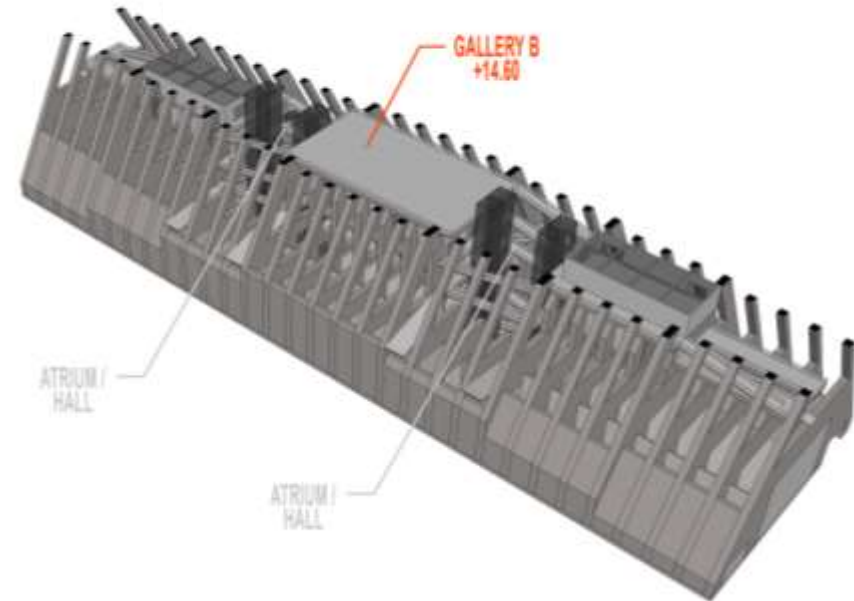
GF ORTOGONAL PLAN



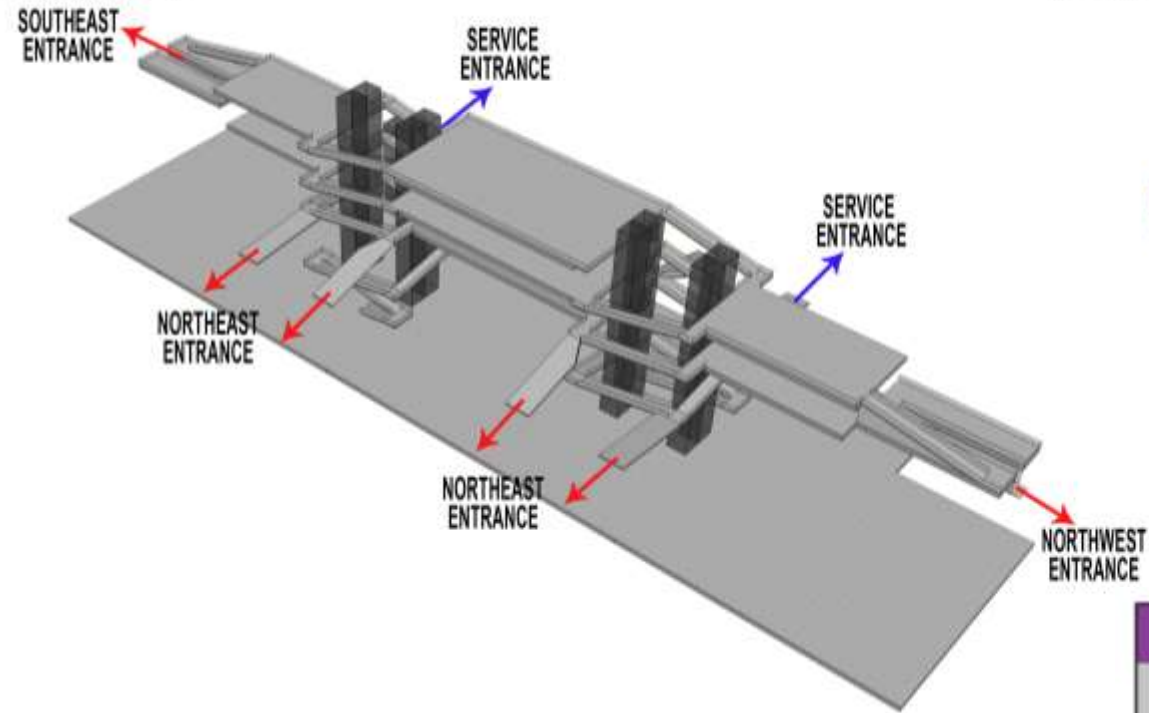
1F ORTOGONAL PLAN



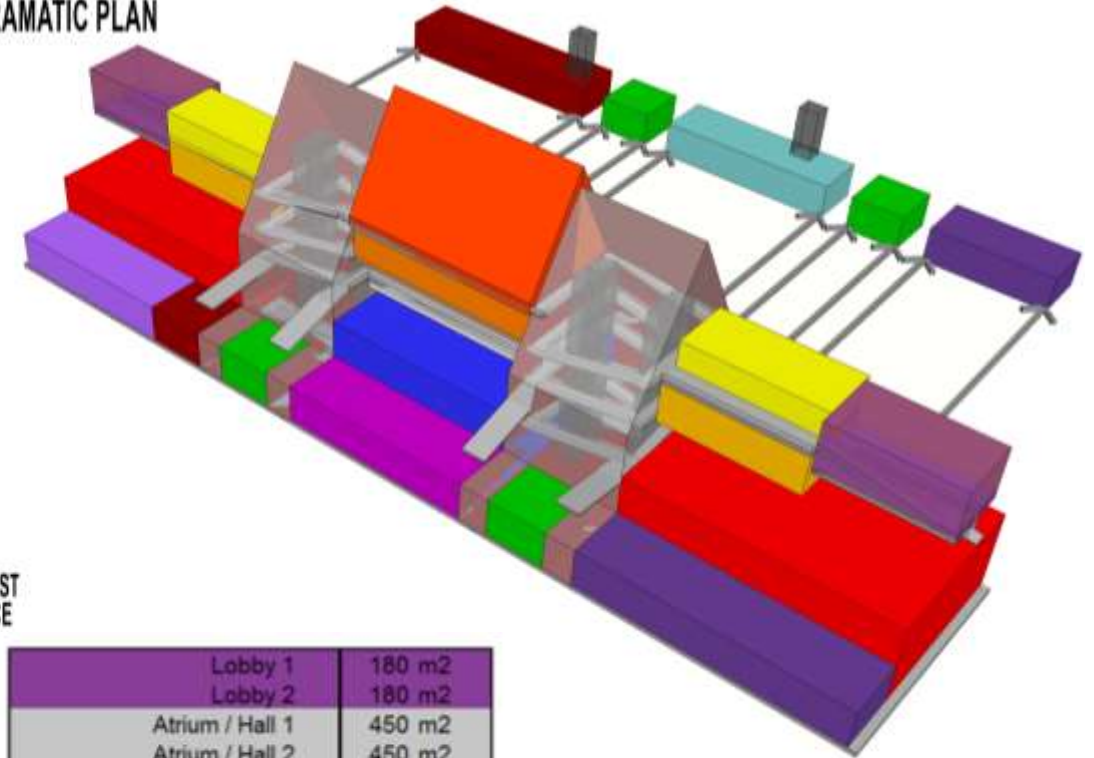
2F ORTOGONAL PLAN



CIRCULATION PLAN

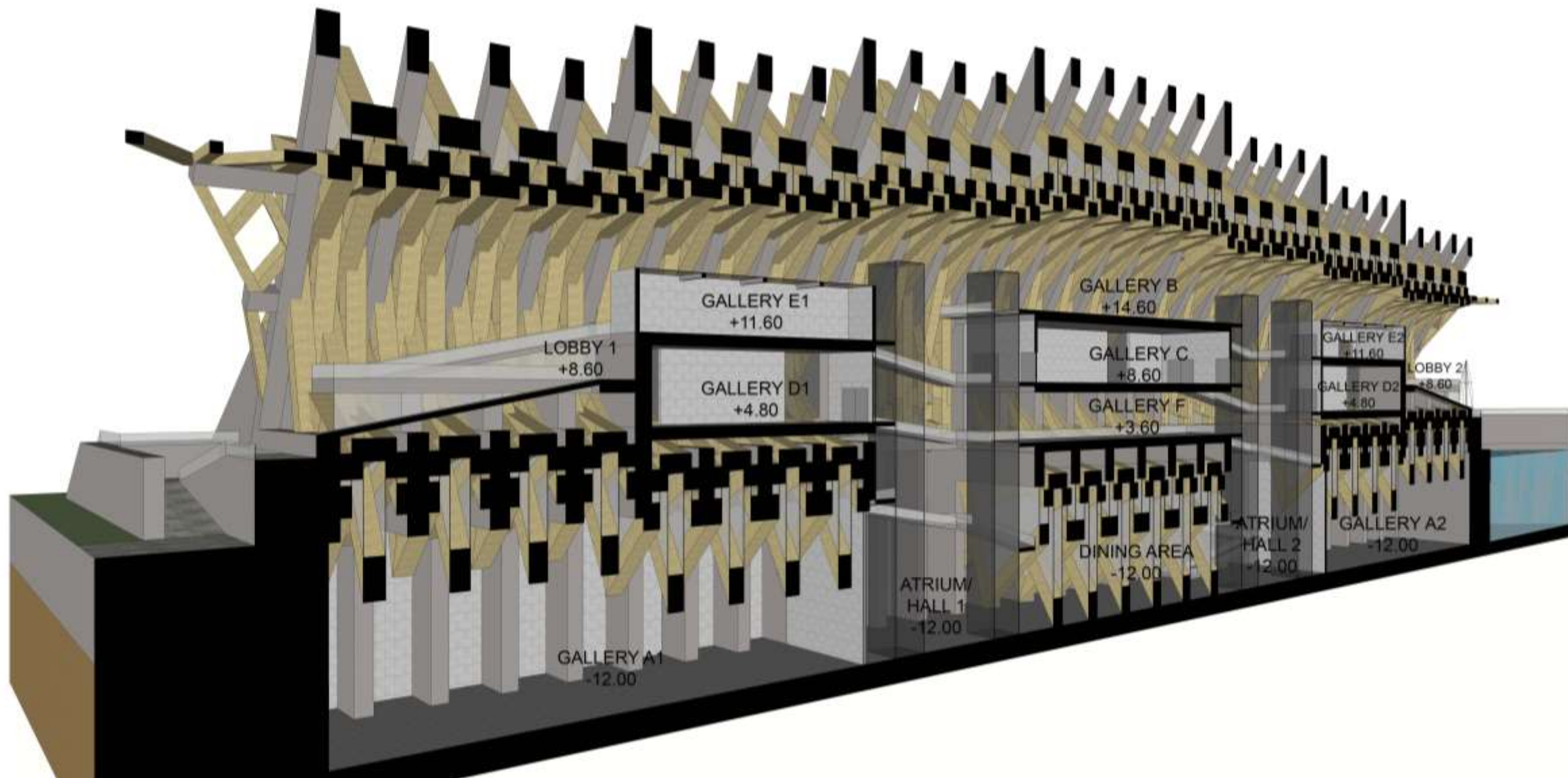


PROGRAMATIC PLAN

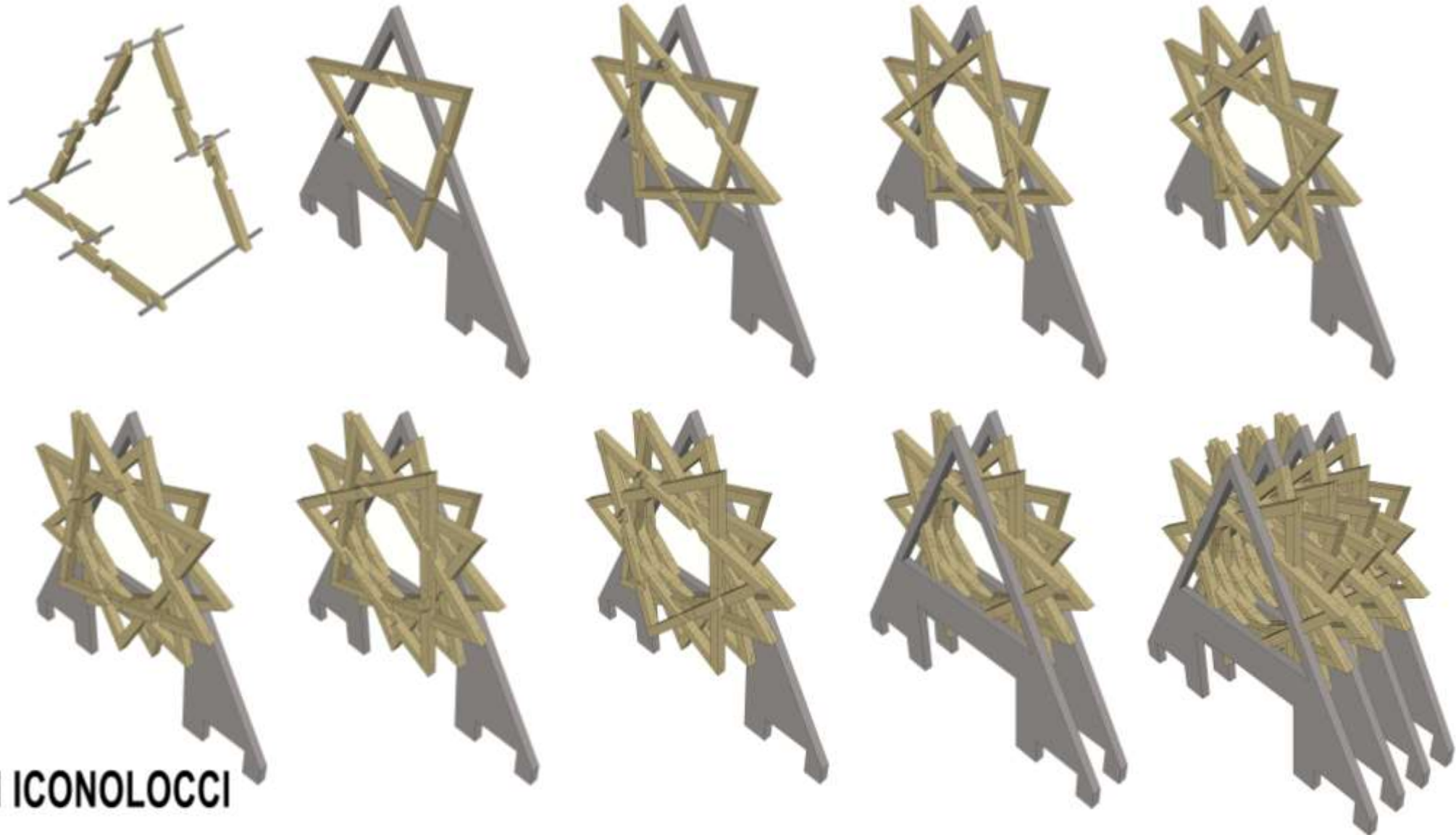


Lobby 1	180 m2
Lobby 2	180 m2
Atrium / Hall 1	450 m2
Atrium / Hall 2	450 m2
Gallery A1	960 m2
Gallery A2	960 m2
Gallery B	612 m2
Gallery C	540 m2
Gallery D1	245 m2
Gallery D2	245 m2
Gallery E1	180 m2
Gallery E2	180 m2
Gallery F	300 m2
Dining	750 m2
Kitchen, Prep, Storage	270 m2
Giftshop, Multipurpose	270 m2
Office 1	345 m2
Office 2	185 m2
Collection & Storage 1	345 m2
Collection & Storage 2	85 m2
Maintenance & Operations	260 m2
Rest Rooms & Utility	320 m2

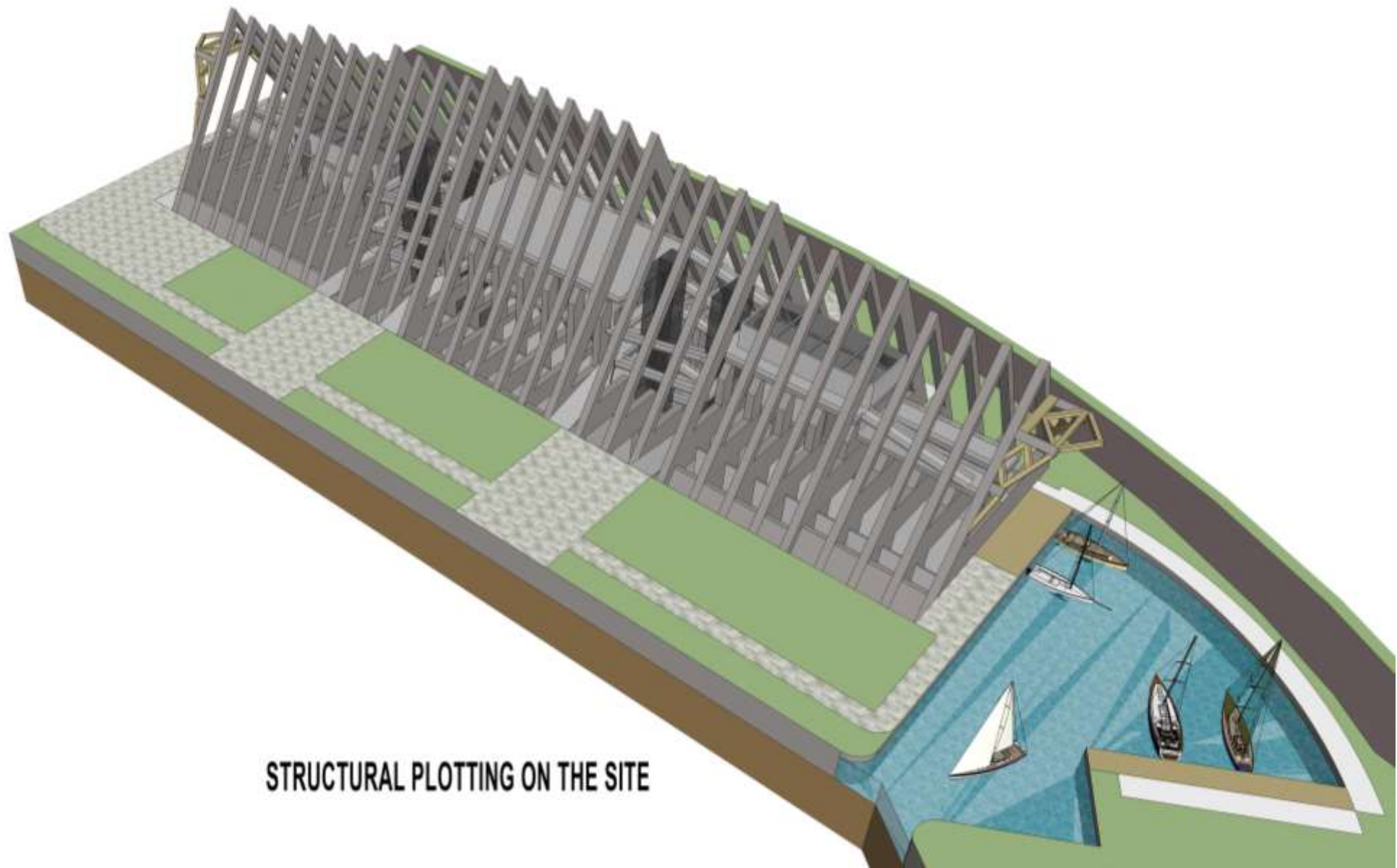
CONNECTING THE FLOW: the twisting-turning skin resulting to the construction of what seems to be irregular floor-plans. Lobbies, Galleries, and Atriums are scattered on top of each other. To react with this situation, a series of specially designed circulation is provided as such that all spaces are directly accessible from all entrances and floors.



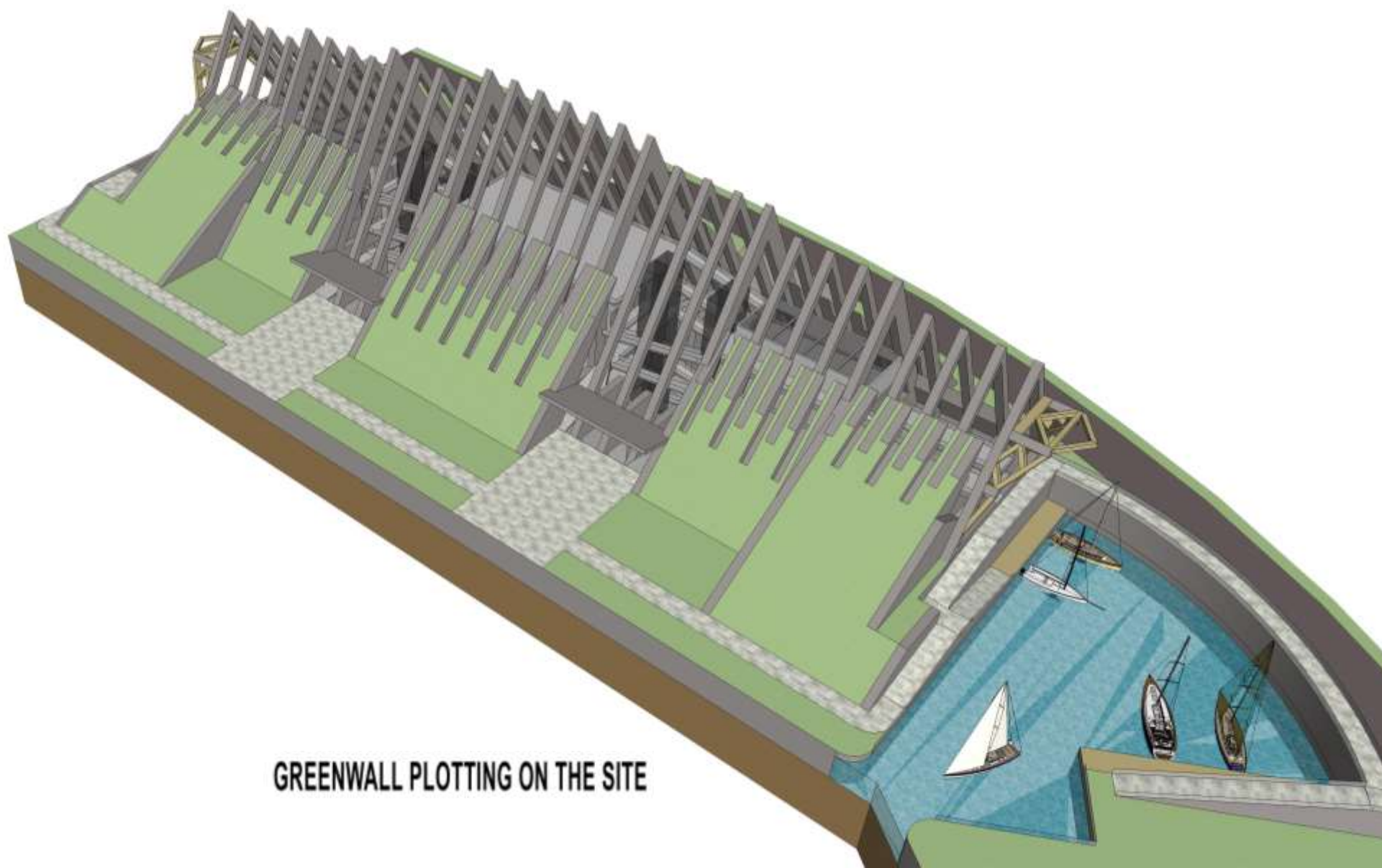
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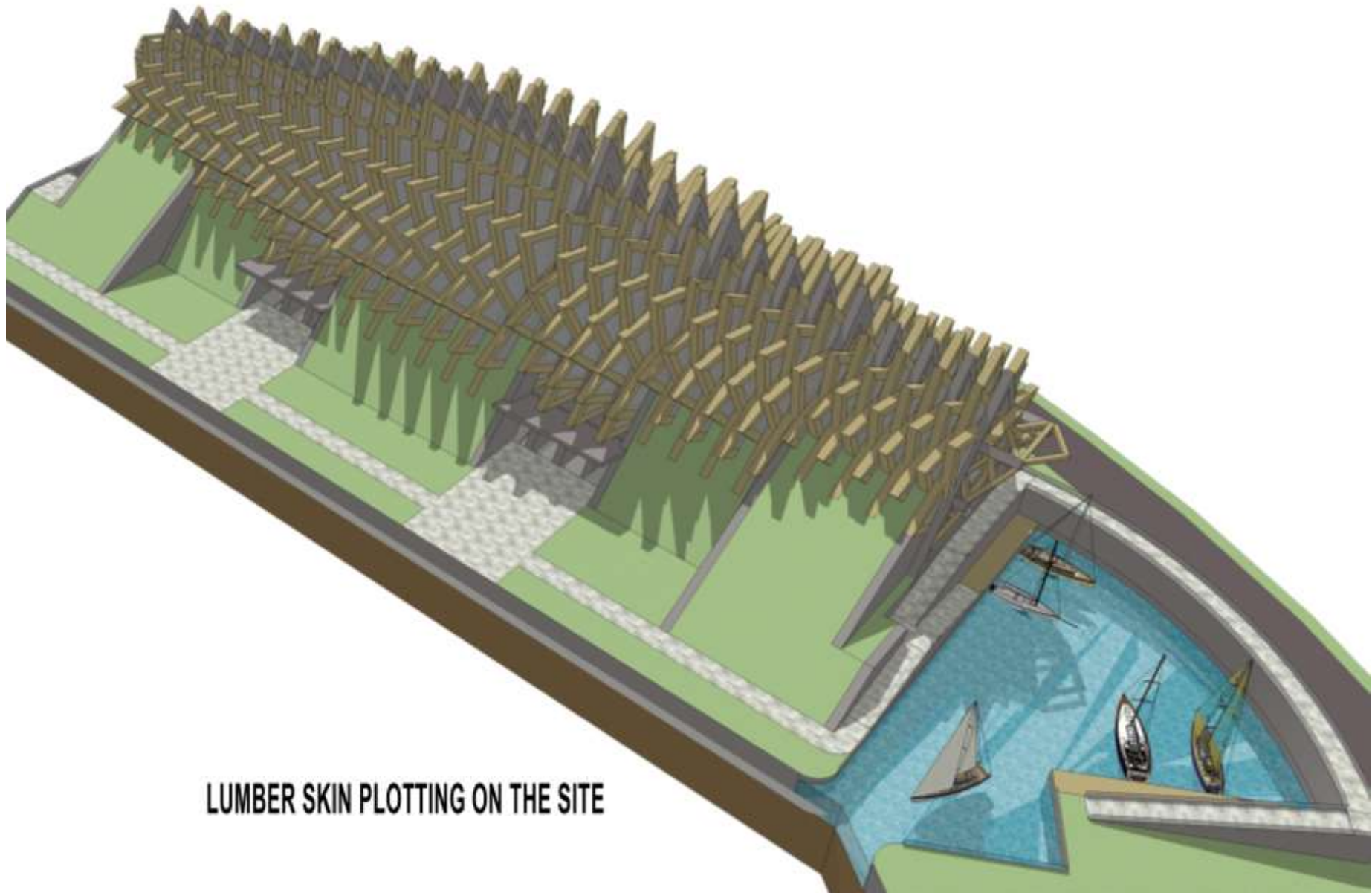
SKIN ICONOLOCCI



STRUCTURAL PLOTTING ON THE SITE



GREENWALL PLOTTING ON THE SITE



LUMBER SKIN PLOTTING ON THE SITE



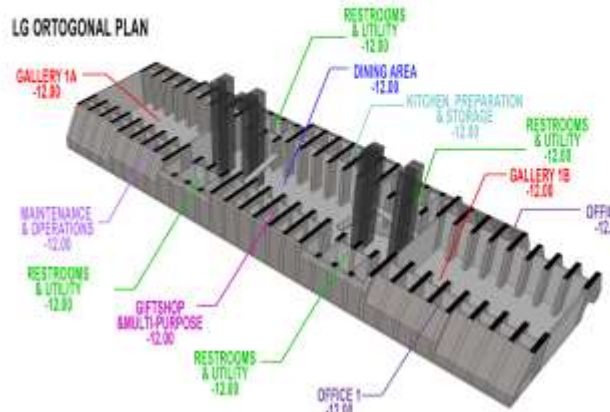
EXPANDING THE WATERFRONT: Water is the most important aspect on the site, hence since landscape expansion to the water is forbidden by the code, instead of adding new parcels, we propose to subtract the existing parcel, forming small lagoon 'within the museum site', with open arms inviting water-life towards the site.

MAIN CONCEPT

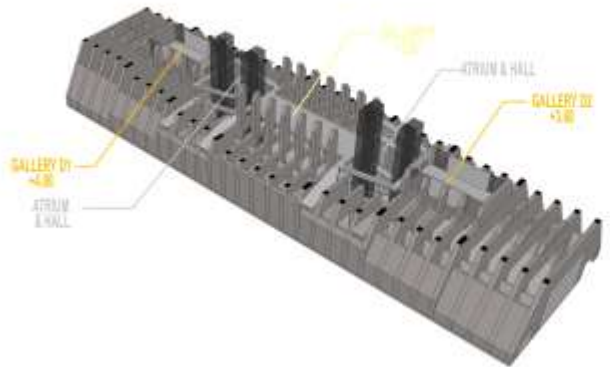
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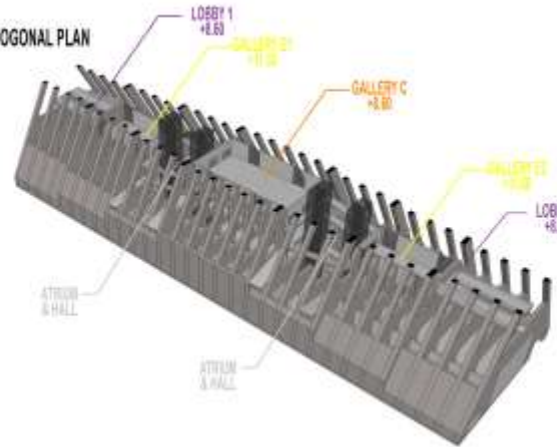
LG ORTHOGONAL PLAN



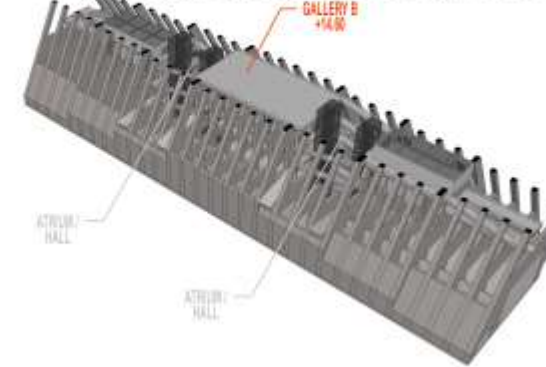
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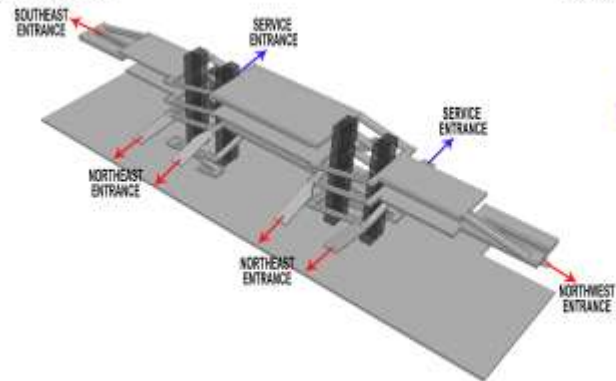
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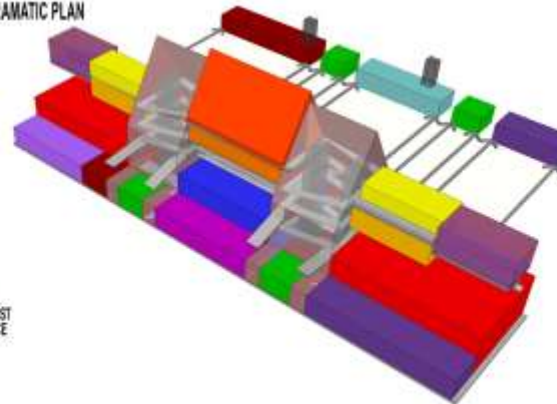
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PROGRAMATIC PLAN



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GH-3051396137 / Page02

PARALLEL CIRCULATION FLOW

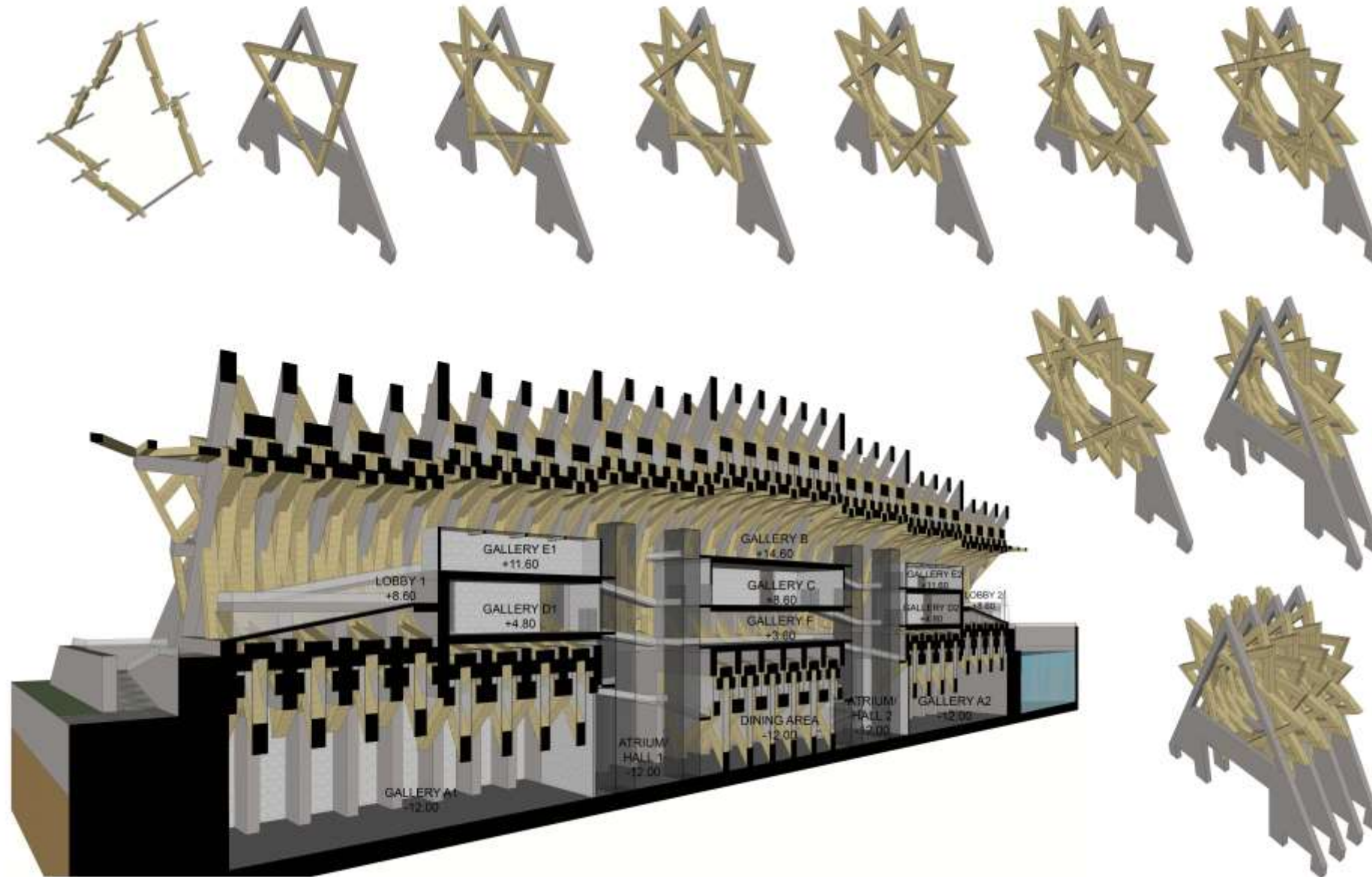
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GH-3051396137 / Page03

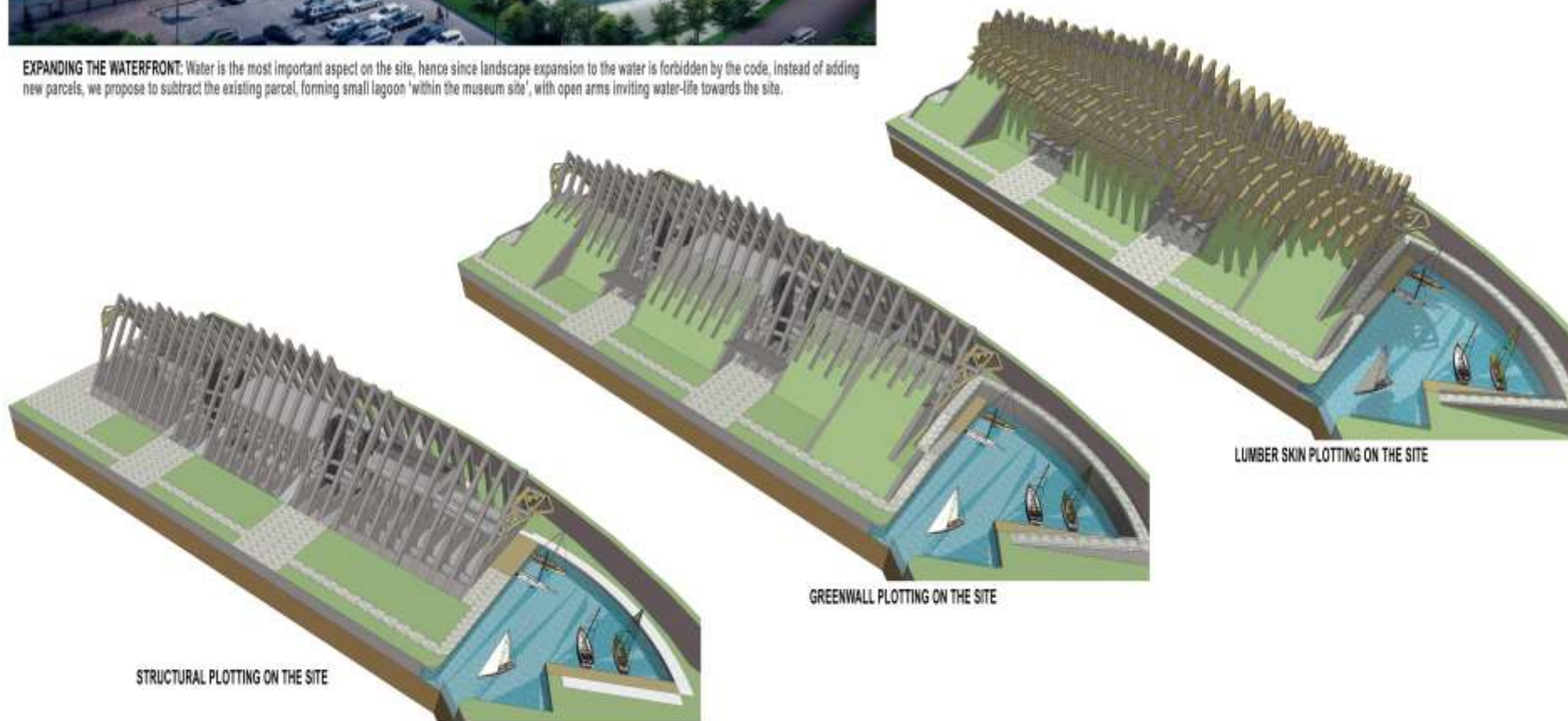
SKIN ICONOLOCCI



SITE INTERVENTION



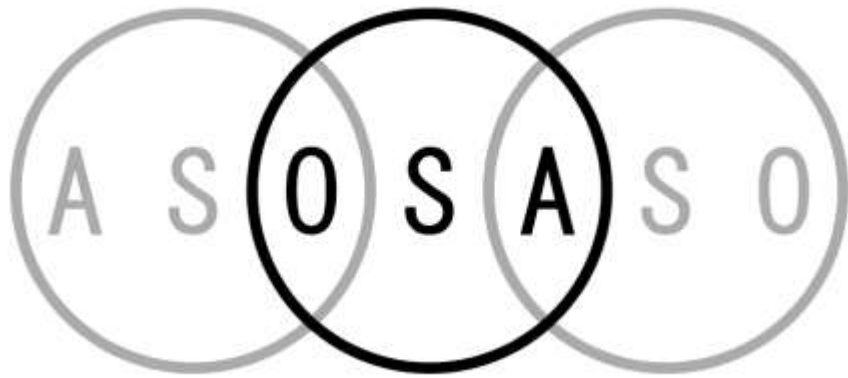
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LUMBER SKIN PLOTTING ON THE SITE

GREENWALL PLOTTING ON THE SITE

STRUCTURAL PLOTTING ON THE SITE



Thank You

Session 3

Eka Swadiansa

