

Museum Design Brief: Art and Culture centre

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Design and Visual Communication

Year 9 & 10 HC

Design Brief:

- **Situation:** You are an iconic, creative and artistic architect in New Zealand. The municipality of Hamilton assigns a design task to you for an Art and Culture Centre.
- **Brief:** Design an Art and Culture Centre for the Hamilton area which includes and reflects the Maaori and Pakeha cultures of NZ.
- **Specifications:** 1 entrance hall (10m x 10m), 2 exhibition halls (12m x 12m), reception area (8m x 8m), and some public toilets (10m x 10m).

A.N.I.M.A. Public Centre in Grottammare, Italy (Architect Bernard Tschumi (New York))



Bernard Tschumi Architects, ANIMA Cultural Center in Grottammare, Italy. General view.

Go to this link: A.N.I.M.A. and explore it.

- http://www.bustler.net/index.php/article/bernard_tschumi_presents_grottammare_cultural_center_his_first_project_in_i

From the Official Press Release: A.N.I.M.A.

Unveiled on February 20, 2013, ANIMA is the first project by architect Bernard Tschumi in Italy. Commissioned by the Fondazione Cassa di Risparmio di Ascoli Piceno and by the Municipality of Grottammare, it is meant to generate stronger ties between the people and the territory, as well as to associate its image to the most diverse manifestations of culture in the form of a public center. The project, whose completion is scheduled for 2016, is a future point of reference, a generator of ideas in the area, both in the sense of a physical built structure but also figuratively inherent in its creative potential. Placed at the fringes of the urban fabric, between the sea and hills that characterize the landscape, the building is clearly visible and immediately accessible from the Adriatic highway. The spatial design is characterized by an exceptional flexibility, floor areas, structural systems, and vertical movement (stairs, elevators) organized in such a way that changing demands can be accommodated.

A.N.I.M.A. (Acronym: Art, Nature, Ideas, Music & Action)

The decision to entrust Bernard Tschumi with this task was based on his extensive and varied experience designing spaces intended for culture. The name of the project, ANIMA, is the result of a public referendum for an acronym of the following concepts: A for Art, N for Nature, I for Ideas, M for Music and A for Action. These are the “five souls” of the project, which Bernard Tschumi used to generate the artifact: an identity in constant flux. The building will be a catalyst for people’s interests, interaction and synergy, promoted by clients who understand architecture as a process rather than a final product. Vincenzo Marini Marini, president of the Fondazione Cassa di Risparmio di Acoli Piceno and Luigi Merli, Mayor of Grottammare, stated that “the basis for the commission of the project is expressed as a willingness to support and encourage the economic development of the community, as a process to strengthen people’s ties to the territory with which they identify, as a means to progress local knowledge and, finally, as a means to improve the qualitative and quantitative tourist flows in the area”.

Blog with ANIMA details

<http://www.metalocus.es/content/en/blog/anima-final-design-bernard-tschumi>

Visit this blog and read through it please.

You could make a comment on a slide as your blog post

What is a blog or blog post?

<http://blogbasics.com/what-is-a-blog/>

'A **blog** is a website in which items are **posted** on a regular basis and displayed in reverse chronological order. The term **blog** is a shortened form of weblog or web log. Authoring a **blog**, maintaining a **blog** or adding an article to an existing **blog** is called “**blogging**”.

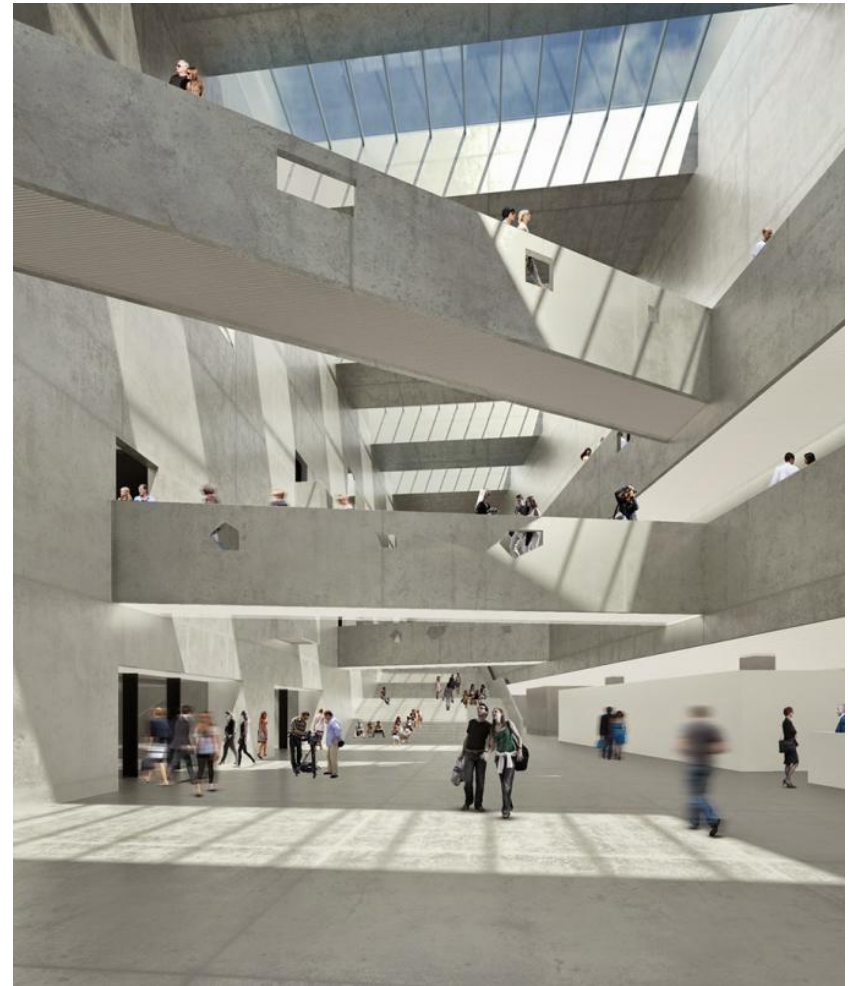


Illustration of what the centre will look like from the inside.

BLOGGING: Visit a blog, then copy and paste a comment that interests you, or make a comment on someone's comment. Copy and paste it all into your power-point.

How to make a good comment on a blog:

The art of writing blog comments may at first blush seem like a frivolous and unimportant one, but that is not actually the case!

Writing excellent blog comments is perhaps the very best way to build your own blog and/or social media presence. Consider a blog comment an audition to show off your own personal awesomeness.

Not all blog comments are created equal. Here are some good rules of thumb as you work your way up to becoming a blog comment ninja.

Read the Post You're Commenting On, Then At Least Scan it Again

Yes, this takes time and the careful suppression of twitchy fingers. But there is no quicker way to leave an ineffective blog comment than to miss something in the actual post or to accuse the poster of saying something they didn't actually say.

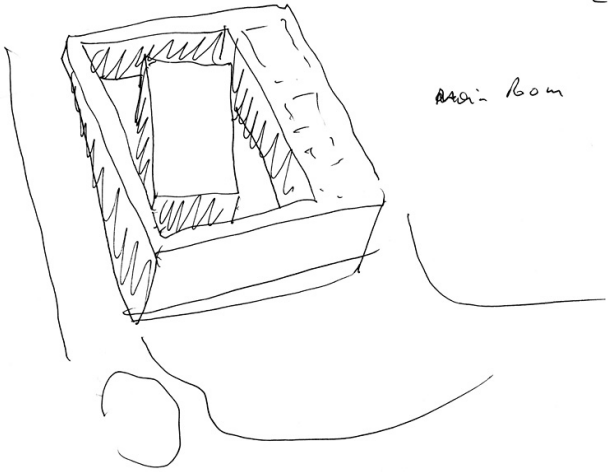
Accuracy is important. Good blog comments take into account the entire post and *then* come up with a good and original response. So not only take the time to actually really read the post, keep the comment on topic rather than bringing in an outside and unrelated agenda.

<http://blog.nathanbransford.com/2011/01/how-to-write-good-blog-comment.html>

Freehand sketches:

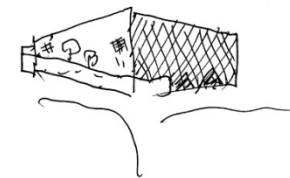
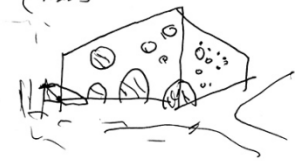
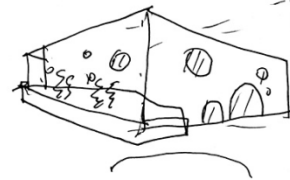
23 Dec 12
2

Rain Room



29 Dec 12
5

[Roof
Add]



South
entrance
(store?)
vegetable



East
entrance
(market)

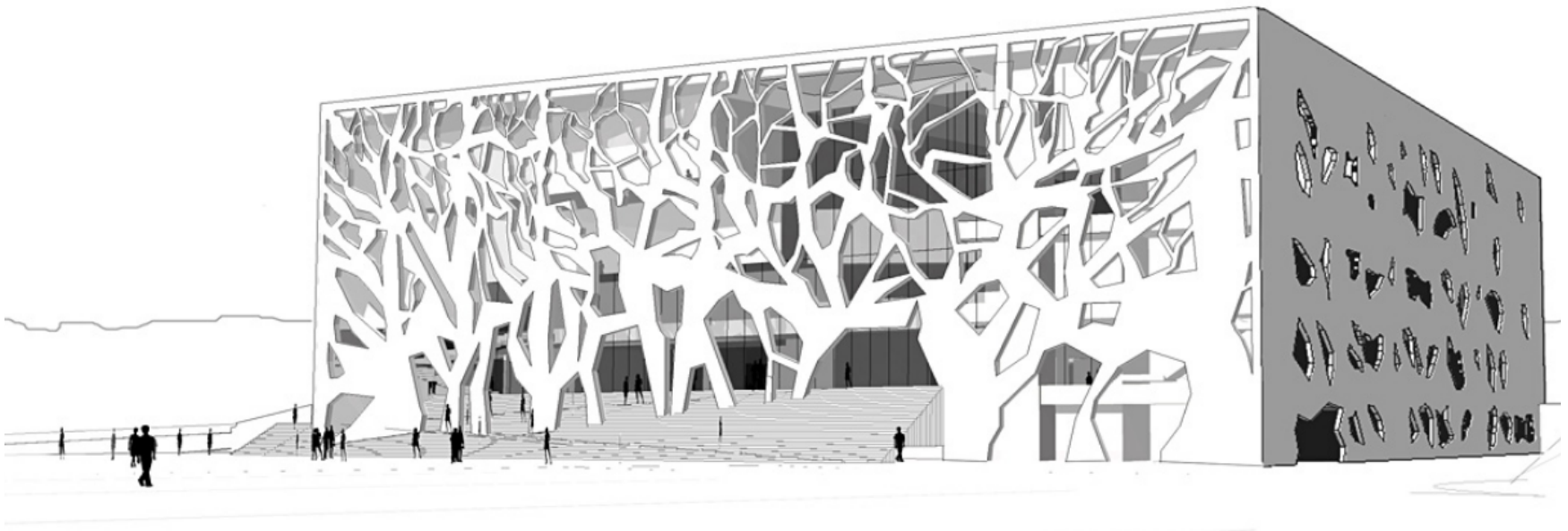


North
entrance
(rainfall)
outdoor

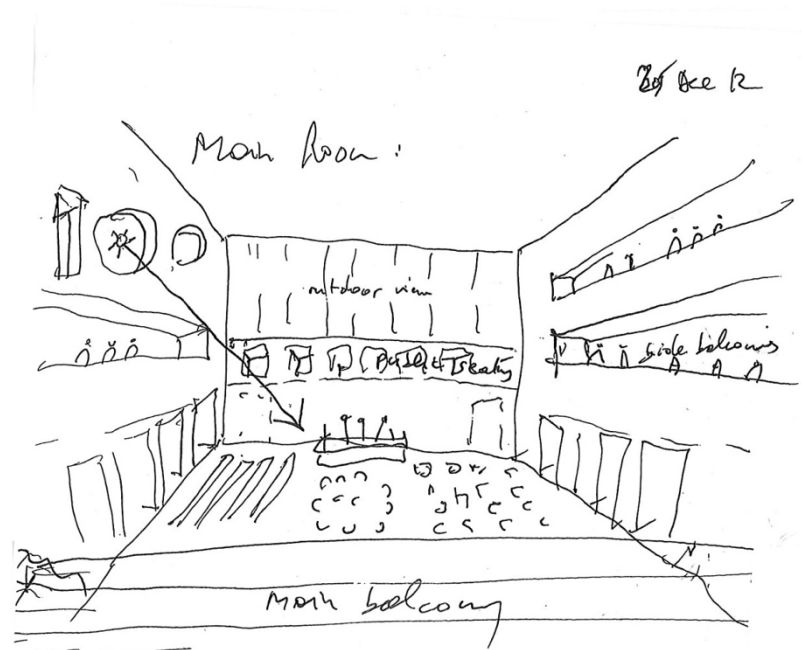
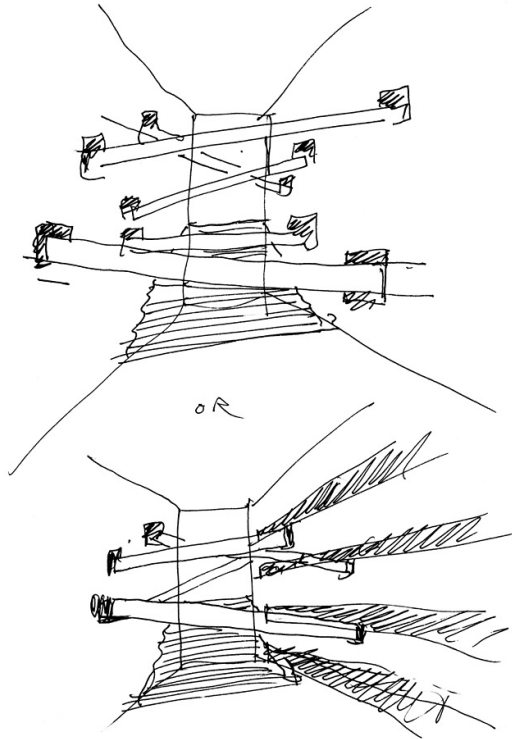


West
entrance
(garden)

General view



Freehand sketches:



The main room

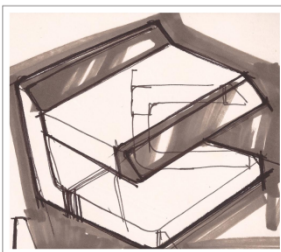
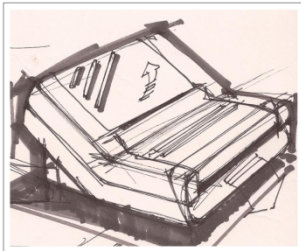
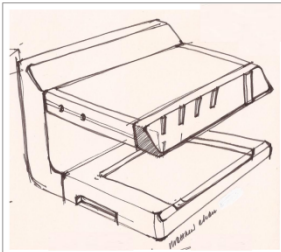
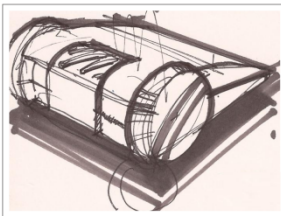
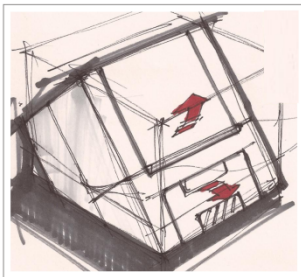
FREEHAND SKETCHES:

Please include some freehand sketches. For example your initial ideas (called ideation). See the

1. Ideation Technique: Freehand Sketches

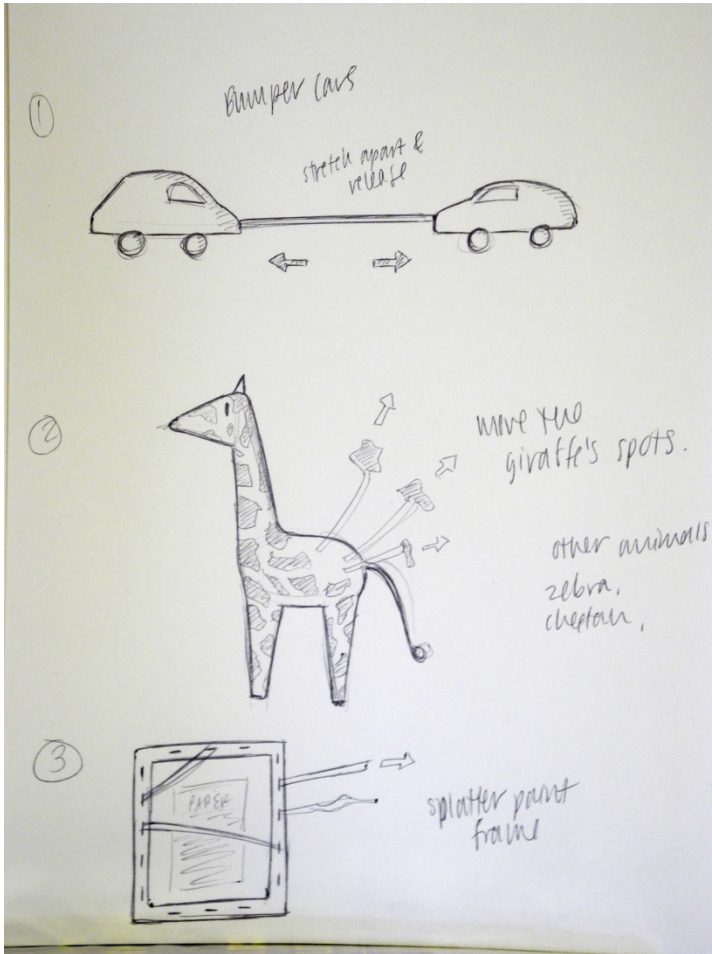
Quick Concept Sketches

Draw line work with fine-tip marker or black felt-tip pen for quick sketches. Background & shades by cool grey markers



Note the shadows and shading: The artist/designer started off with a pencil, then used an ink pen and finished it off with a Promarker pen (vivid type pen). Paper, pencils, pens and Promarkers are available from the teachers. Ask the teacher. Use the internet and open up your sketch-up drawings, from this make some sketches of possible ideas. Once you have made about 3 different sketches (ideas), choose one and develop it (Improve on it). These sketches have to be pasted into your power-point.

Typical freehand sketches with annotations: Ideation



Typical freehand sketch showing 3 different ideas/concepts. Note the annotations included to explain some detail.



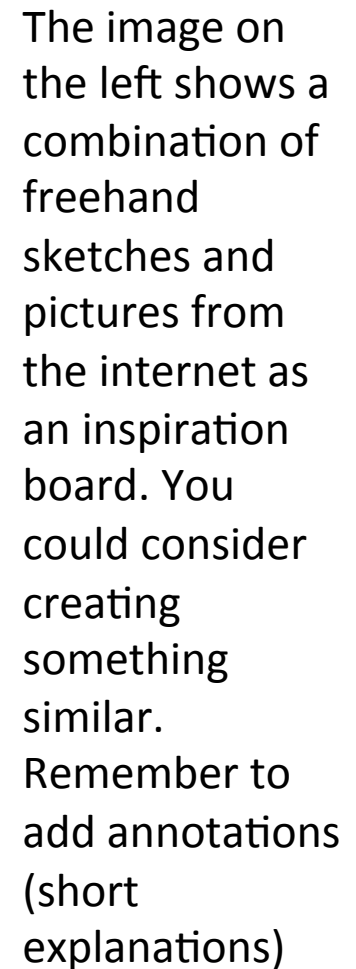
Above image: Shows an Asian student's freehand sketches from his/her notebook or Visual diary work. Note the English titles added afterwards. It means the photograph was pasted into a power-point slide and the English annotations were added afterwards. The teacher has a camera in class to take pictures or the teacher could scan your sketches in at the photocopier and e-mail it to you. You could consider getting a visual diary! Search the internet to find out what is a visual diary. Art and Design students use these sketch/note books.

**LIGHT & SHADOW
CREATING
PATTERNS
DRAMATIC
SPACE**

**LAMP & LIGHT
INSPIRATIONS**

**WARMTH
NICE & CALMING
RELAXED
ATMOSPHERE**

**ORGANIC VS
GEOMETRIC**



To Students interested in Merit and Excellence marks:

To get these top marks you have to explore the brief and specifications in-depth and extensively. For example your annotations should include your thought processes. It could include a conversation with one of your peers (mate) in class or a conversation with your parents or caregivers. You could also consider critiquing your design work once you are done. It means you would type up something like the following to receive an excellence mark: 'After completing the final design I realised that I could have included an under ground water tank, this water could be filtered for drinking purposes and the grey water could be used to water the veggie garden. It means that I could have 2 tanks, one for grey water and one for white water (filtered) '

For the Gifted and talented students:

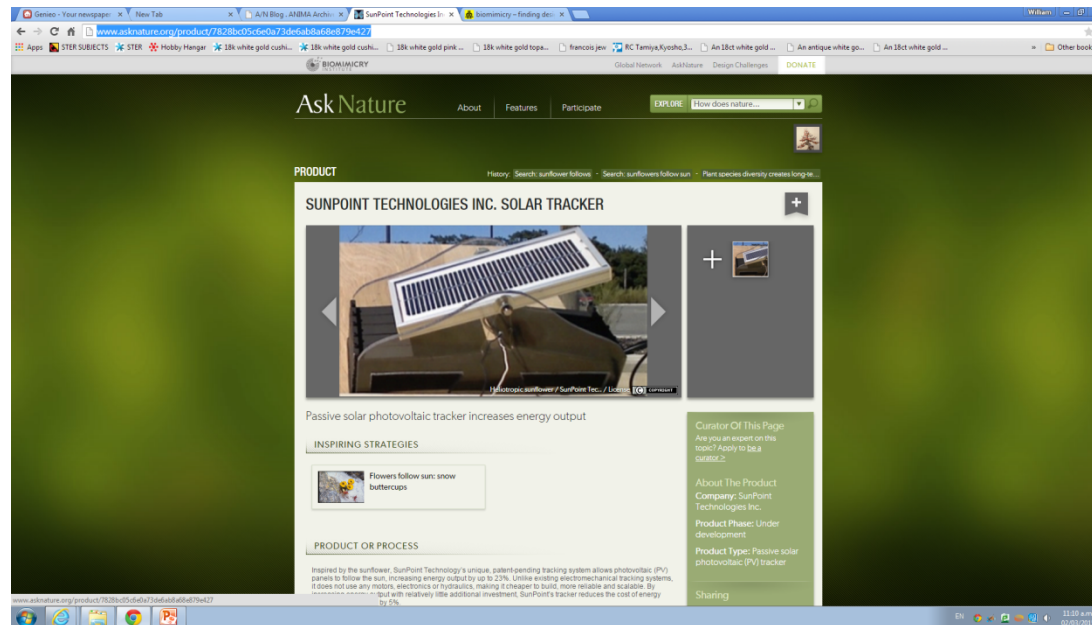
Student interested to develop their skills as talented students, the challenge would be to include other fields (subjects) like Biology, Physics, Science, Chemistry, Nanotechnology, etc. into the research and design process.

For example the asknature.org (<http://www.asknature.org/>) website is a great place to start asking questions about how nature do things and then use this information in your solution to the brief.

Exemplar of how Nature (Biology) is used to explore a solution to a design brief:

Read about bio-mimetics and bio-mimicry. See Link below. The concept is about a sunflower that follows the sun. Application: Your solar panels (photovoltaic panels) could follow the sun maximising the amount of energy it harvests.

<http://www.asknature.org/product/7828bc05c6e0a73de6ab8a68e879e427>



<http://www.designboom.com/contemporary/biomimicry.html>

Marking Schedule:

Marking schedule: Design and Visual Communication HC:

Design Competition

Date:

Class:

Student name:

Project/Design brief:

- 1. Research:** Relevant to the design brief . Mark out of 10.
- 2. Reasoning skills/in-depth thinking:** The ability to select relevant information and implement it into the thinking process. Mark out of 10.
- 3. Design work on sketch-up:** Rendering, details, specification of materials. Mark out of 10.
- 4. Creativity/innovation:** Shows development of skills to produce new and unique ideas and solutions to the design brief. Mark out of 10.
- 5. Power-Point Presentation:** The basics. Selection of images, use of illustrations, typing up annotations, and the implementation of other techniques. Mark out of 10.
- 6. Freehand Sketching:** 3-d and 2-D illustrations. Mark out of 10
- 7. Annotations to freehand sketching:** Include some in-depth annotations (notes). You could do it by writing with a pencil on the paper OR the teacher could scan it in and e-mail it to you. Mark for annotations: 10
- 8. Blog post and comment:** Search for a blog comment on the Anima museum, and add your comment. Copy and paste the blog comment with a reference, and add your comment (annotation). Mark out of 10
- 9. Layout and illustration techniques:** Sequence of slides (does it makes sense). Are the slides and annotations telling a story, Cover slide included. Mark out of 10.
- 10. Solution to the brief:** Does the research, design and annotations address the brief and does it offer a good solution? Did the student include all the information required to solve the brief and did he/she explains how the solution will work? Mark out of 10

Final mark: Out of 100

Key:

Not Achieved (NA): Student is not able to solve the design brief and presentation lacks communication and illustration.

Achieved (A): Student meets all the minimum requirements of the above criteria (see above marking schedule). The student is capable of providing a successful solution to the design brief.

Marking Schedule continues:

Merit (M): Student shows the ability to solve the design brief more in-depth. Annotations show in-depth understanding of the challenge. Research is used effectively in the design process.

Excellence (E): Student is able to solve the design brief by using more comprehensive illustrations and techniques. Thinking skills are well developed, and the student shows skills and techniques that explains the solution more comprehensively. Research is used comprehensively in the design process. Some freehand sketches are included to illustrate ideas and working parts.

Suggestions and some hints on how to improve skills/presentations/etc. in future challenges by teacher to students: