



COMPLEX PROJECTS

# BEYOND THE WHITE CUBE

Redefining the White Cube museum in this Digital Age

Floris Boerma

07/01/2024

Introduction

Concept

Design

Conclusion

Introduction

# THE WHITE CUBE



Introduction | White Cube

# CHARACTERISTICS



Introduction | White Cube

# CHARACTERISTICS



WHITE WALLS  
ADJUSTABLE SPACES

Introduction | White Cube

# CHARACTERISTICS



WHITE WALLS  
ADJUSTABLE SPACES  
WITHOUT DISTRACTIONS

# WHITE CUBE PRINCIPLES



# INNOVATIVE



# MOMA



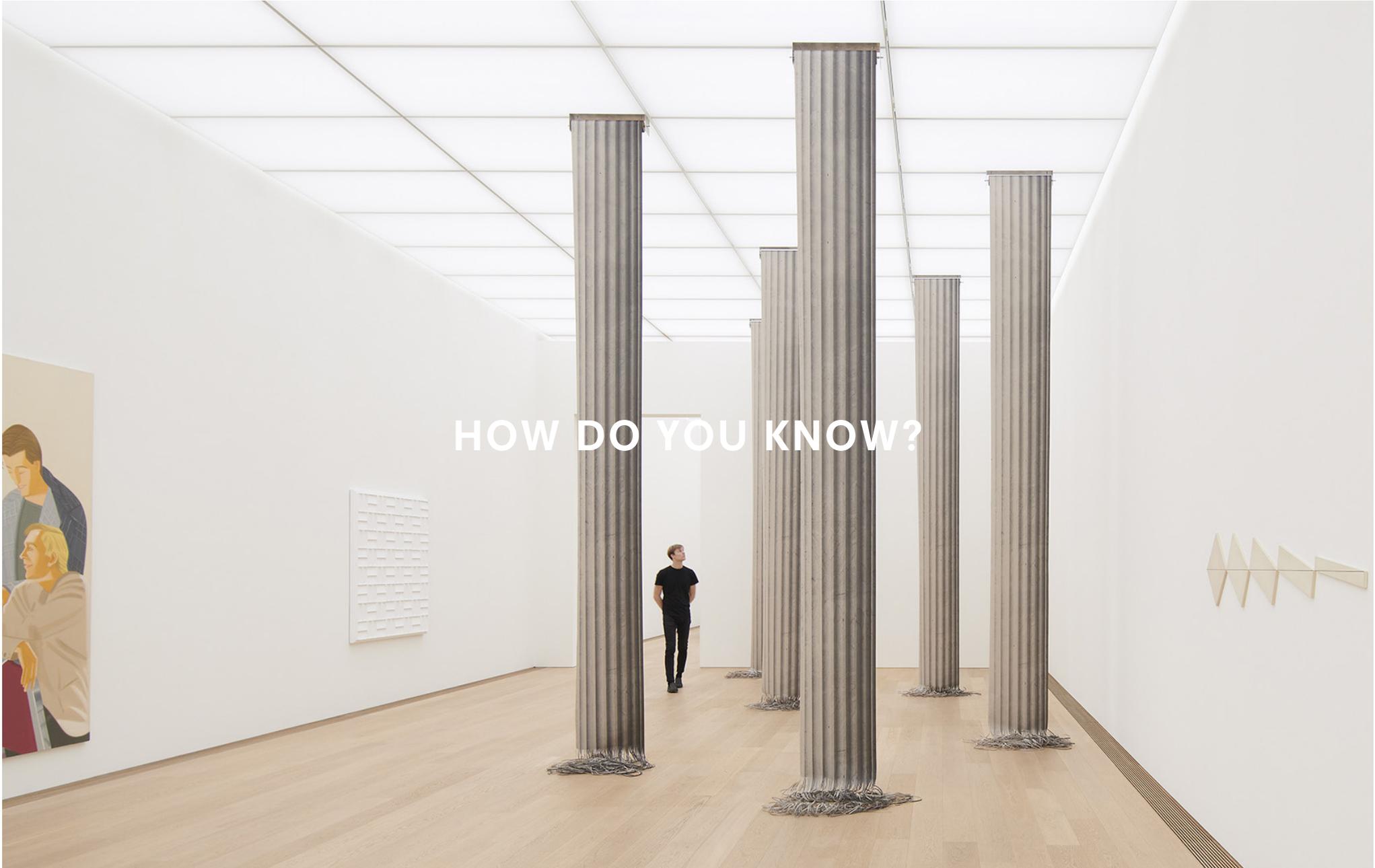
Introduction | White Cube  
**TATE MODERN**



# VOORLINDEN



Introduction | White Cube  
**VOORLINDEN?**



HOW DO YOU KNOW?

Introduction | Experience  
**WHITE WALLS**



Introduction | Experience  
**SAME ARTISTS**



Introduction | Experience

# SAME EXPERIENCE



# LOOKING



Introduction | Experience  
**DESCRIPTION**



# PHOTO



# AUDIO



Introduction | Experience  
**30 SECONDS**



Introduction | Experience

# FOLLOWING ALONG



# SHOP



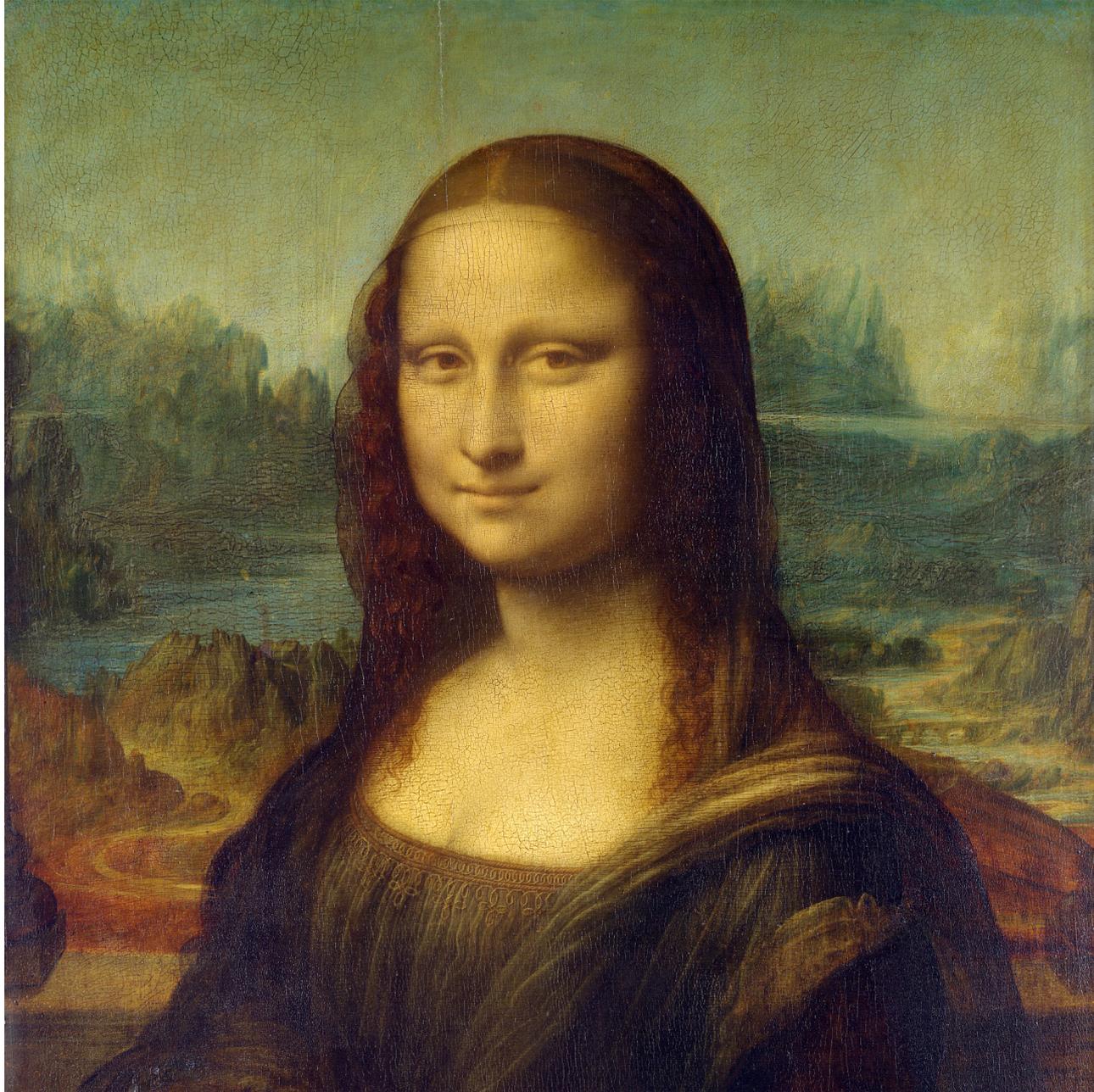
# CAFÉ



# CONCLUSION

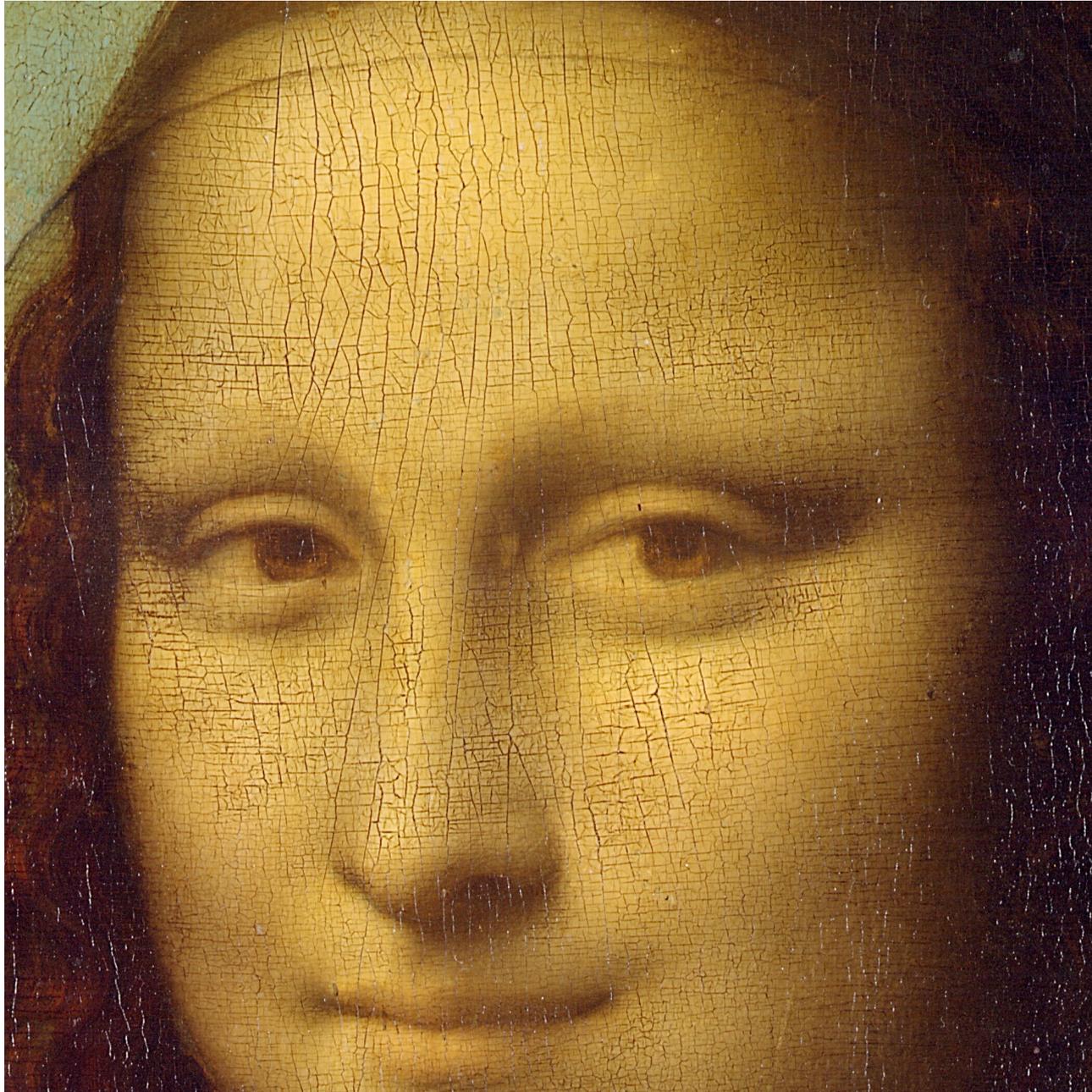
**PASSIVE  
INDIVIDUALISTIC**

Introduction | Experience  
**DIGITAL AGE**



Introduction | Experience

# ONLINE



# REALITY



# QUESTION

**IS THE WHITE CUBE STILL  
CONTEMPORARY?**

# STATEMENT

**NO**

# MESSAGE



Introduction | Research  
**NO REACTION**



# CATALYST FOR DIALOGUE



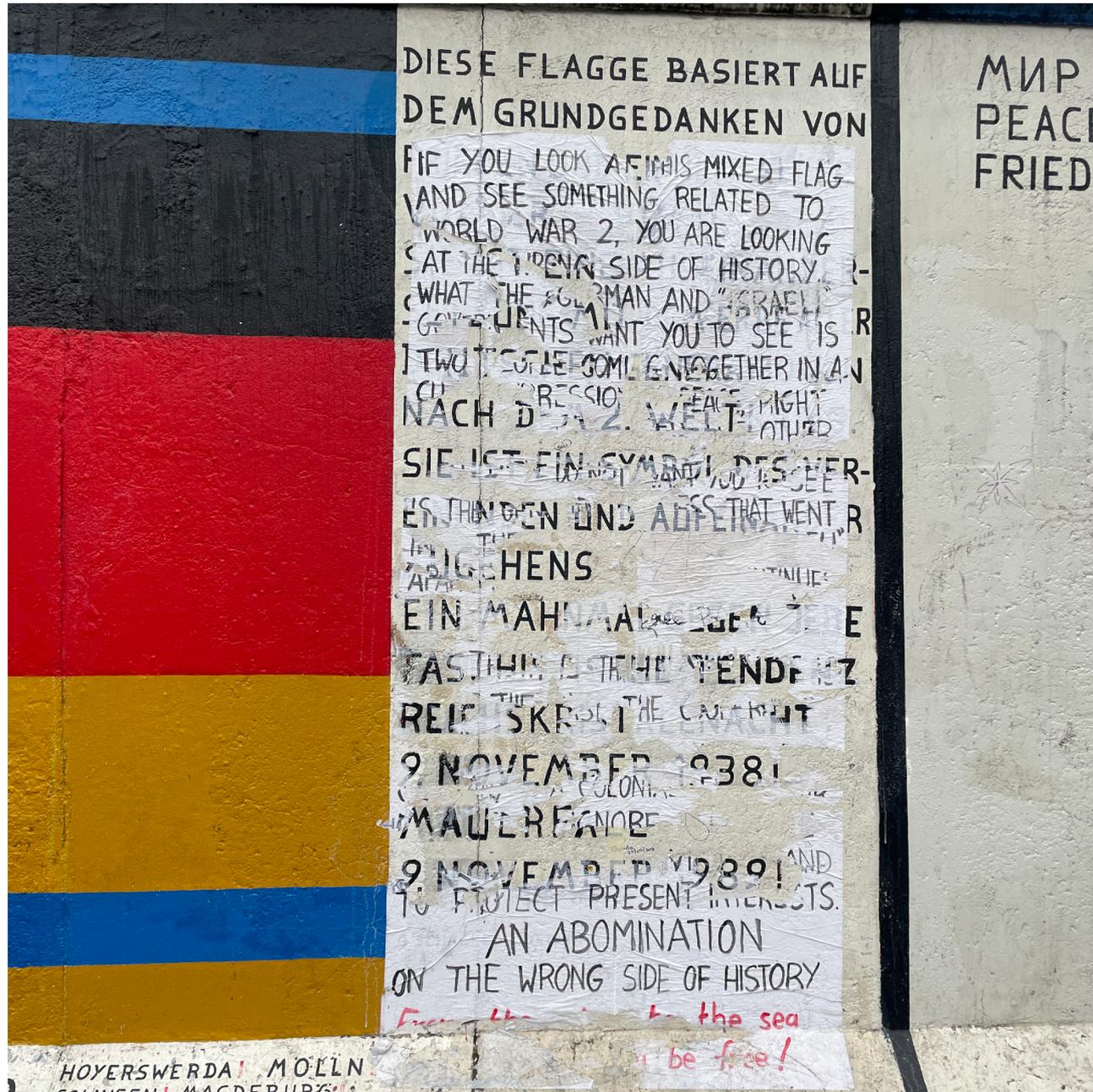
# INTERACT AND CONNECT



# EAST SIDE GALLERY



# INTERACTION



# RESEARCH QUESTION

## HOW TO DESIGN A CONTEMPORARY ART MUSEUM?

# RESEARCH QUESTION

**HOW TO DESIGN A MUSEUM THAT  
FOSTERS INTERACTION BETWEEN THE  
ART AND VISITORS?**

# **AMBITION**

**CREATING A MUSEUM WHERE THERE  
IS INTERACTION AND CONNECTION  
BETWEEN THE ART AND VISITORS**

Introduction

Concept

Design

Conclusion

Concept

# NOT ANOTHER WHITE CUBE



Concept | Main Concepts  
**MAIN CONCEPT**

**BUILDING AS A CANVAS**  
**ART + SOCIAL**  
**INTERACTION AND CONNECTION**

Concept | Building as a canvas

# WHITE CUBE



# CANVAS



Concept | Building as a canvas

# WHITE CUBE TO CANVAS

**NEUTRAL**

**SPECIFIC**

Concept | Building as a canvas

# WHITE CUBE TO CANVAS

**FLEXIBLE**

**ACCOMODATING**

Concept | Building as a canvas

# WHITE CUBE TO CANVAS

**DECONTEXTUALIZED**

**CONTEXTUALIZED**

Concept | Building as a canvas

# WHITE CUBE TO CANVAS

**NEUTRAL**

**FLEXIBLE**

**DECONTEXTUALIZED**

**SPECIFIC**

**ACCOMODATING**

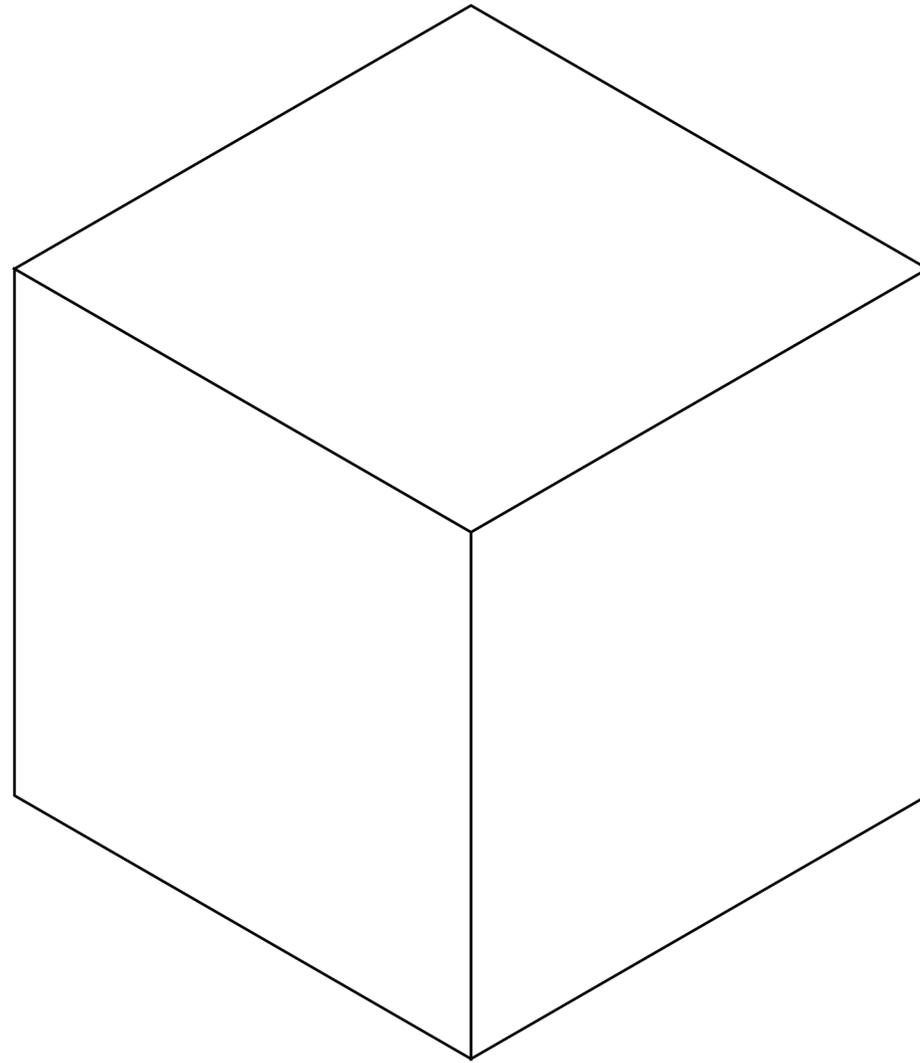
**CONTEXTUALIZED**

Concept | Building as a canvas | Specific

# **NEUTRAL TO SPECIFIC**

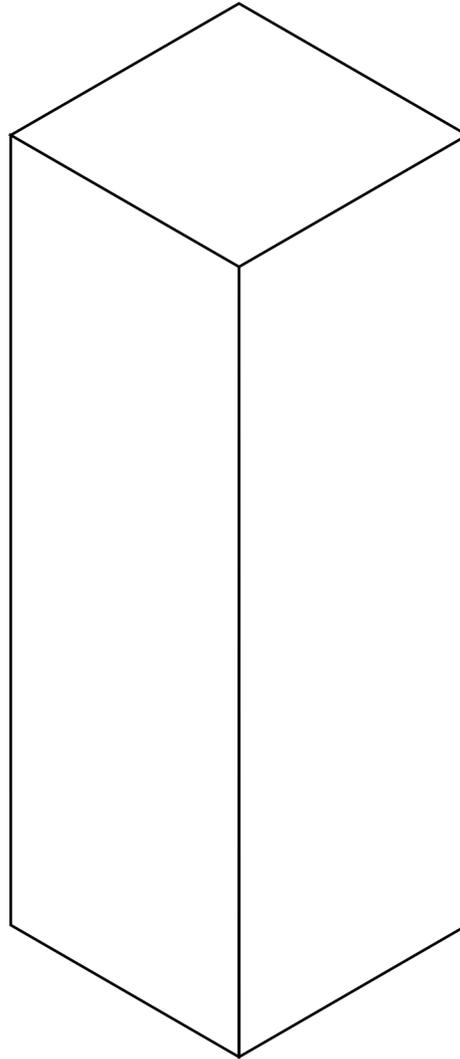
**WITHOUT IDENTITY  
OWN QUALITY AND CHARACTERISTICS**

# CUBE



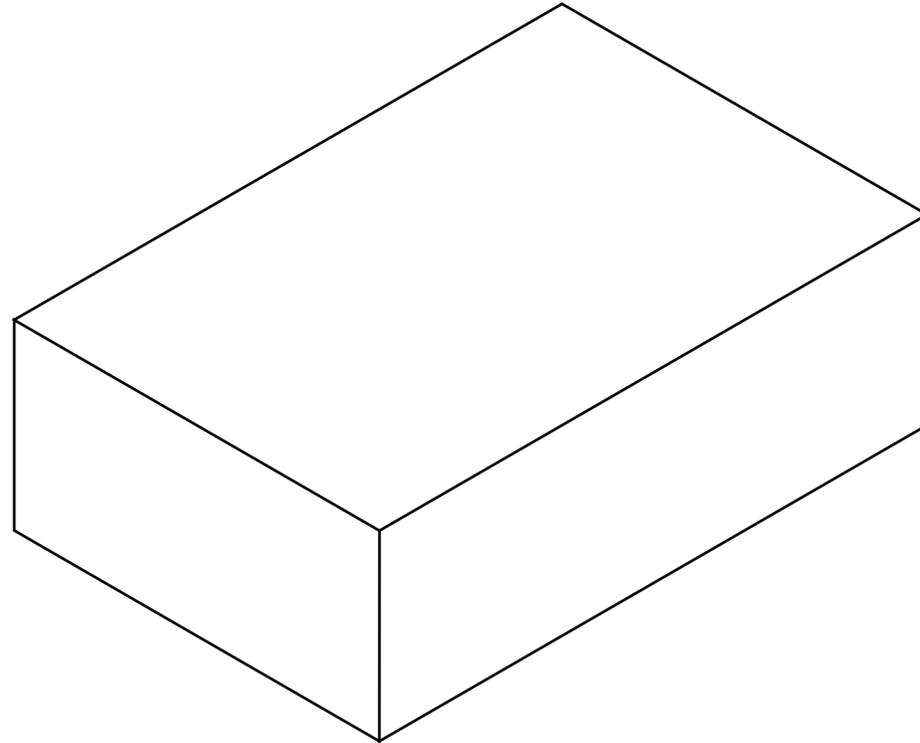
**1 : 1 : 1**

# TOWER



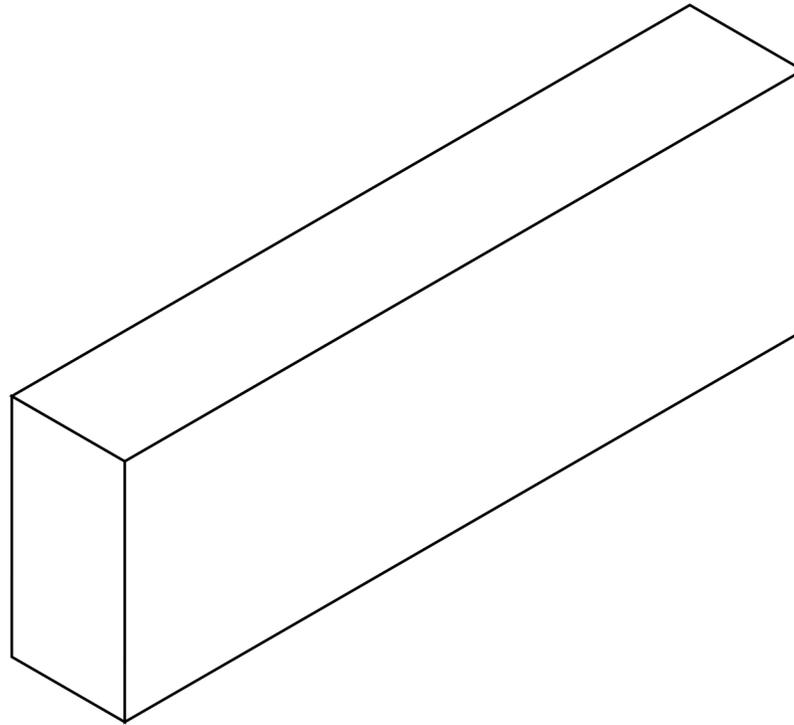
**1 : 1 : 3**

# HALL



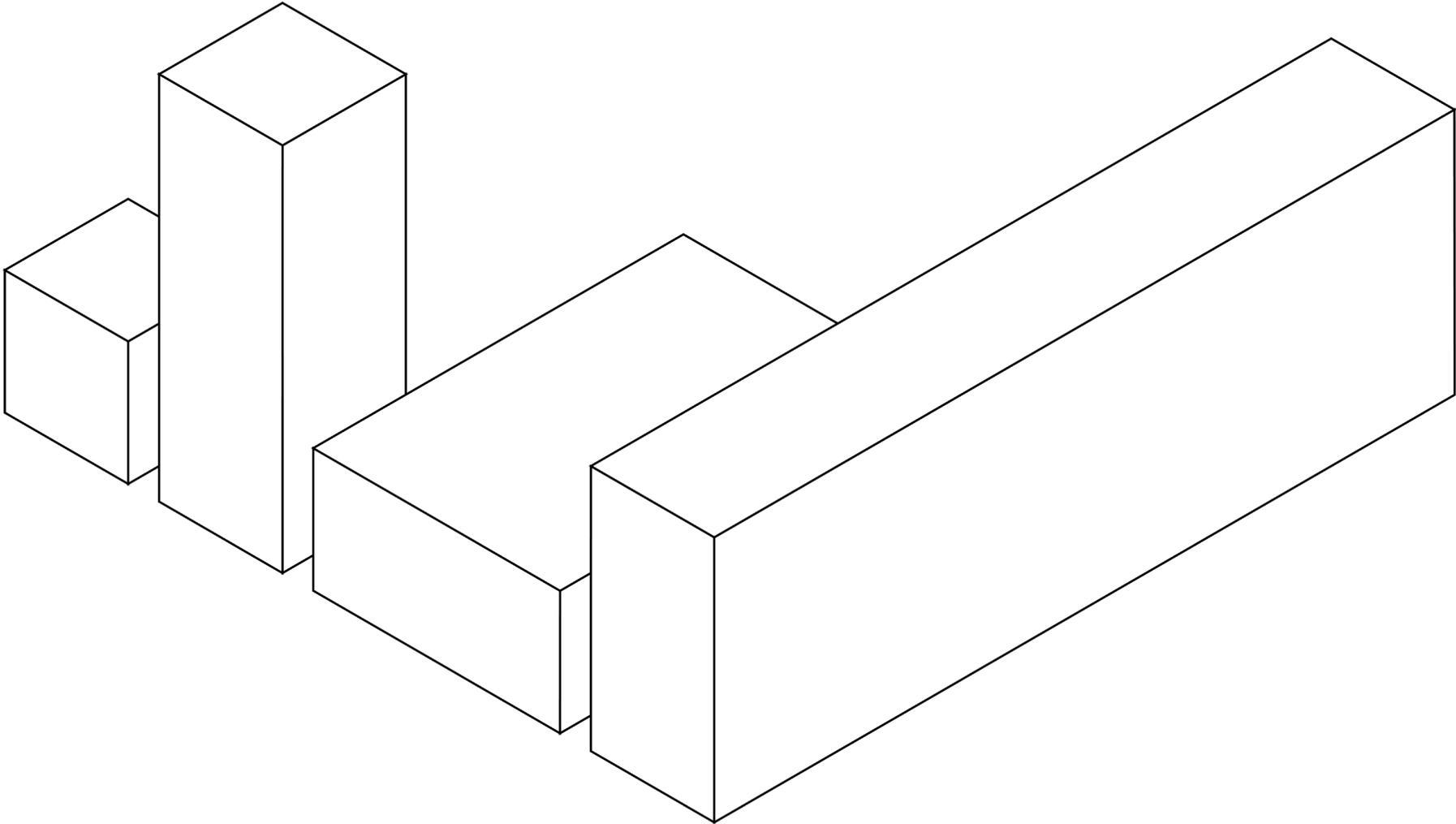
**2 : 3 : 1**

# GALLERY



**1 : 6 : 2**

# SHAPE CATALOGUE



Concept | Building as a canvas

# WHITE CUBE TO CANVAS

**NEUTRAL**

**FLEXIBLE**

**DECONTEXTUALIZED**

**SPECIFIC**

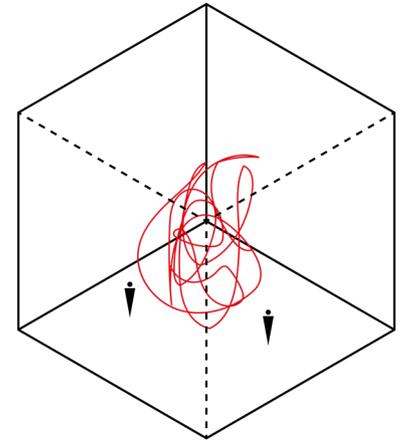
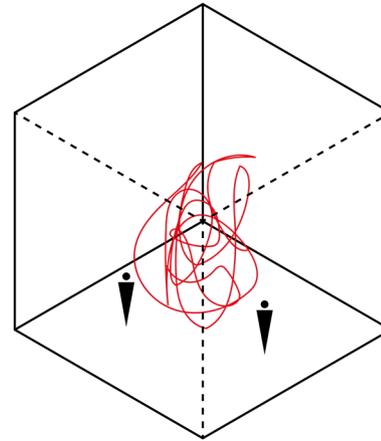
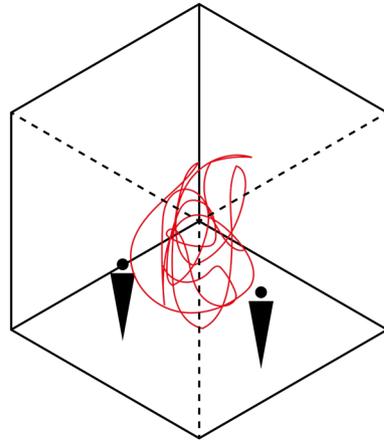
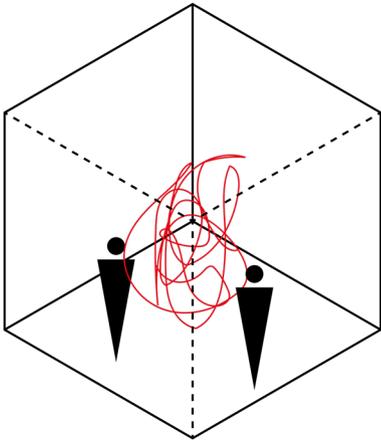
**ACCOMODATING**

**CONTEXTUALIZED**

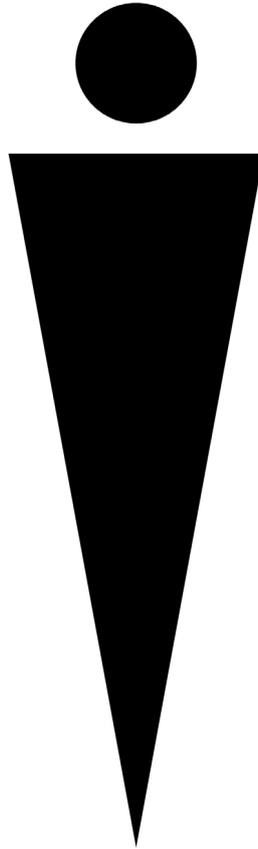
Concept | Building as a canvas | Accomodating  
**FLEXIBLE TO ACCOMODATING**

**SPACE ADAPTING TO ART  
ART ADAPTING TO SPACE**

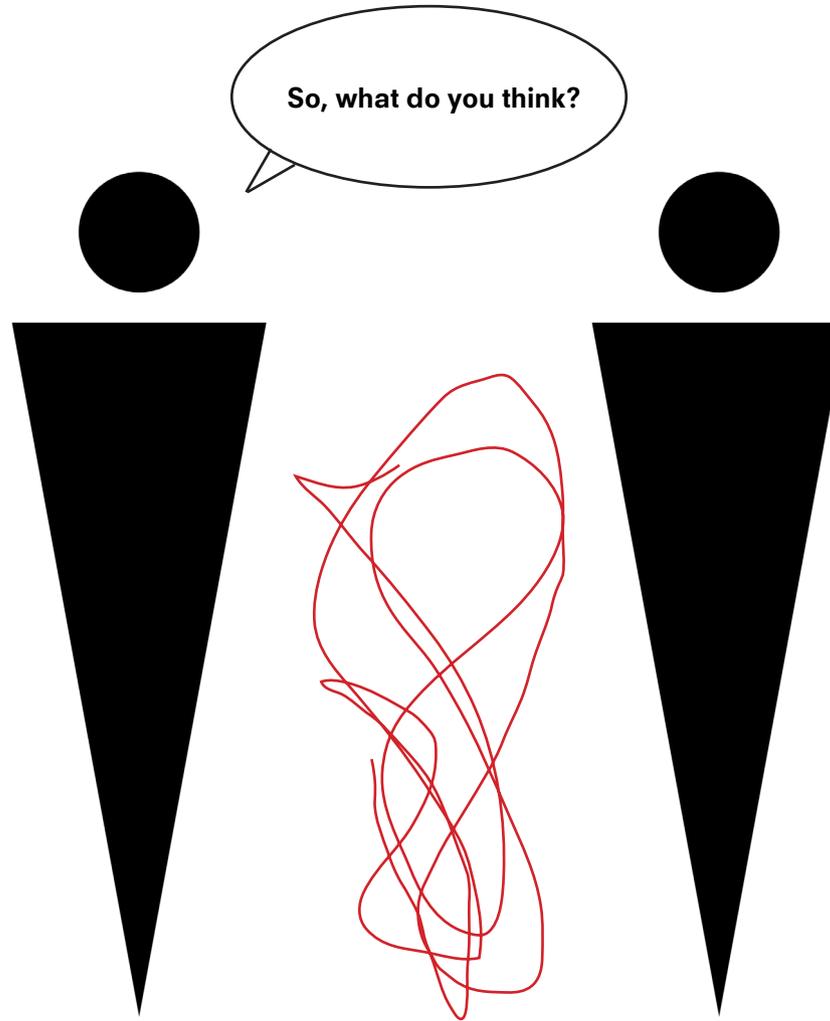
Concept | Building as a canvas | Accomodating  
**S OR XL?**



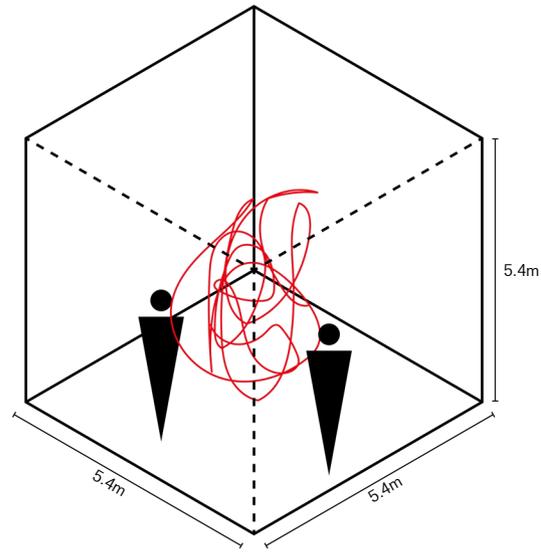
# BODY SCALE



# DIALOGUE SCALE



# XS

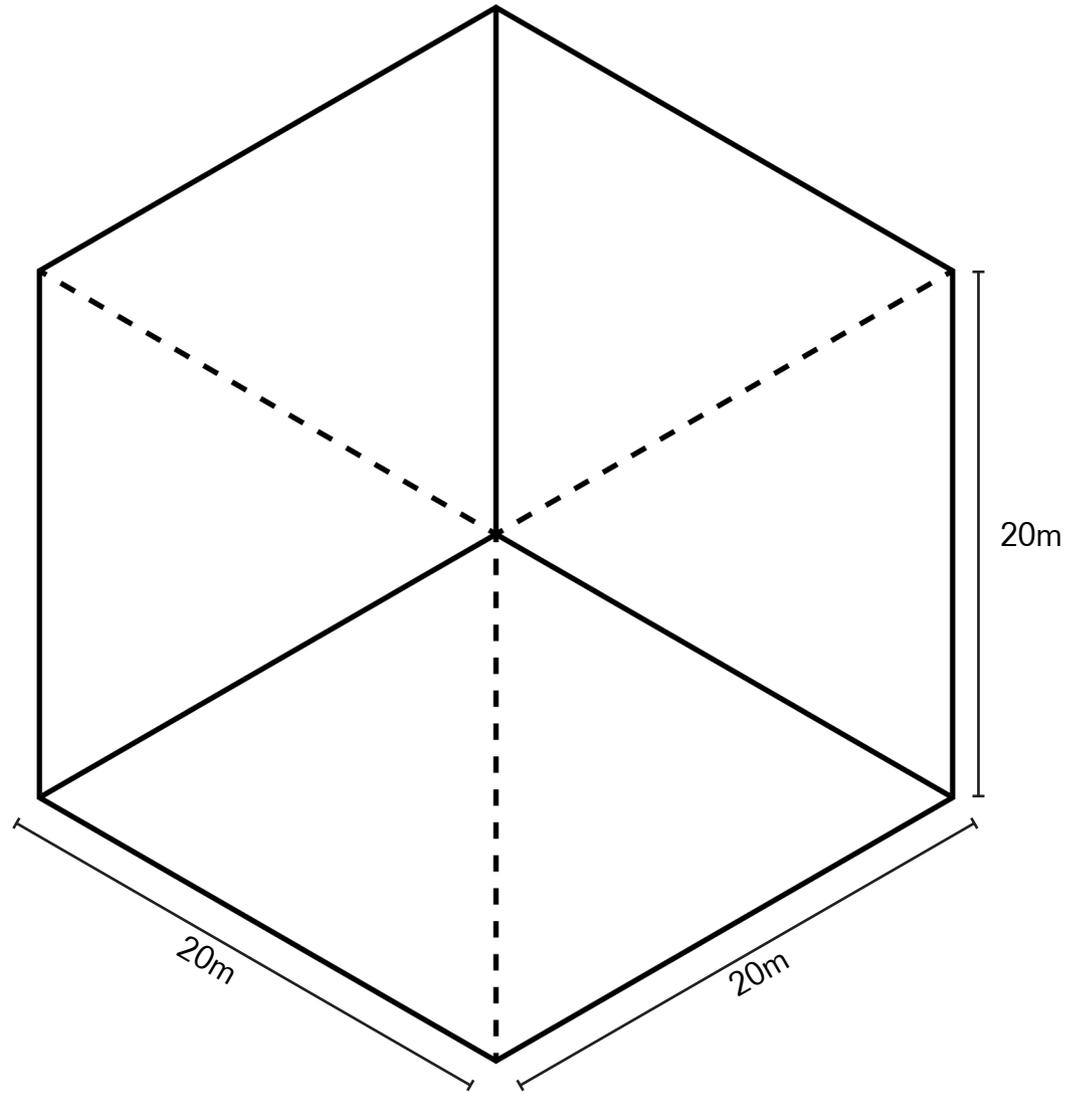


Concept | Building as a canvas | Accomodating

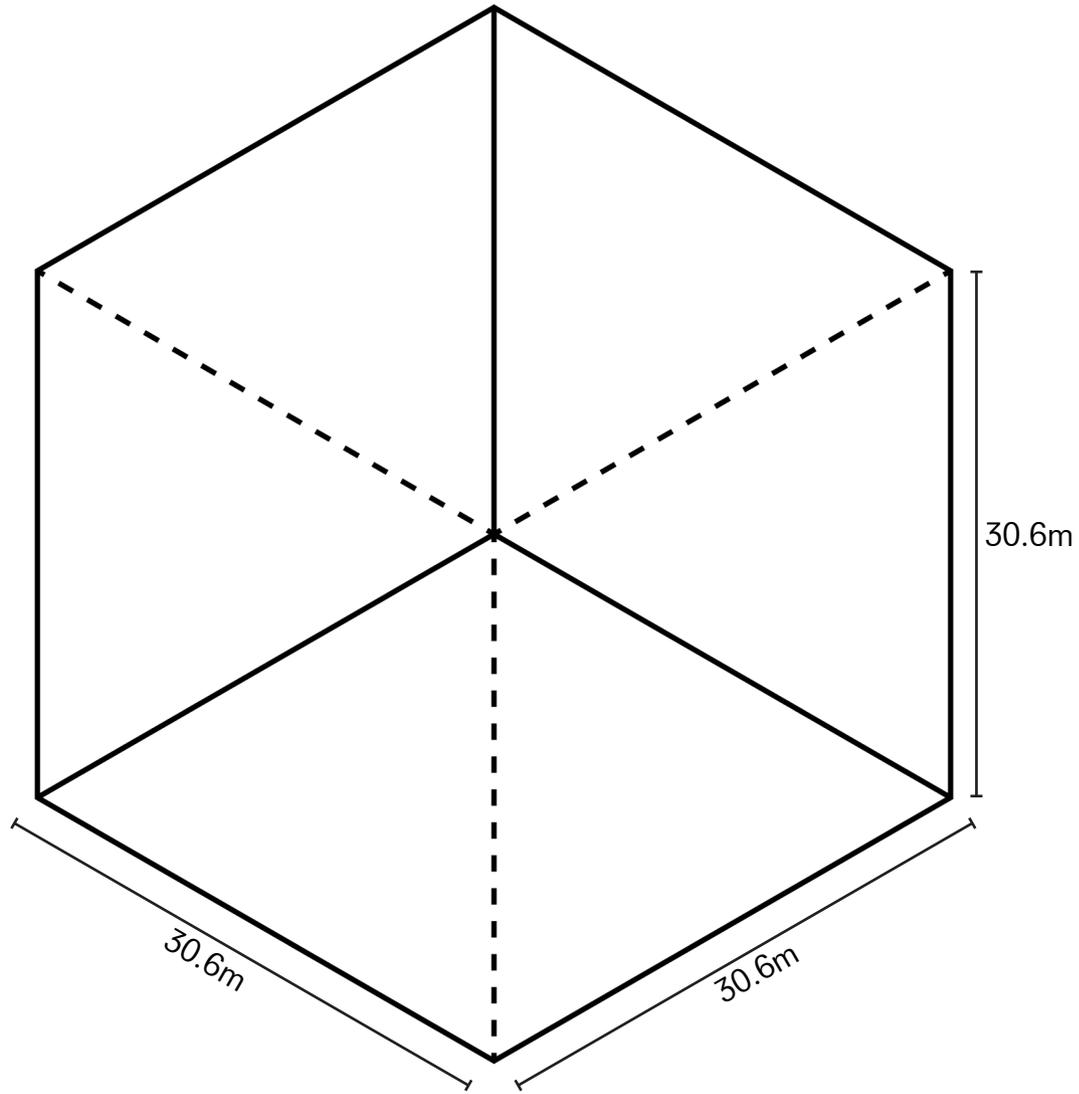
# KINDL MUSEUM BERLIN



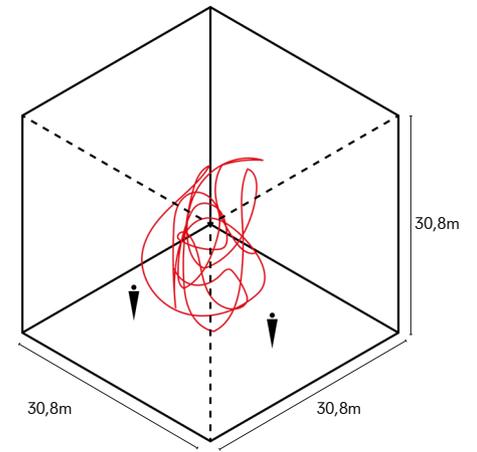
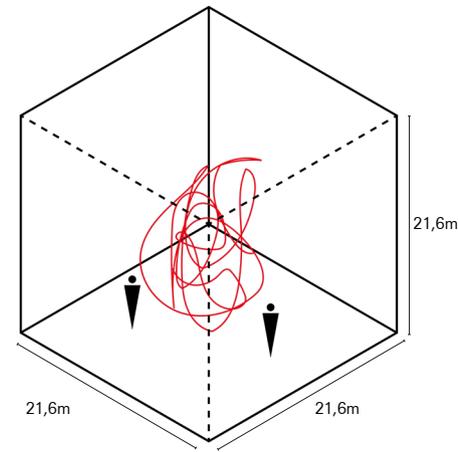
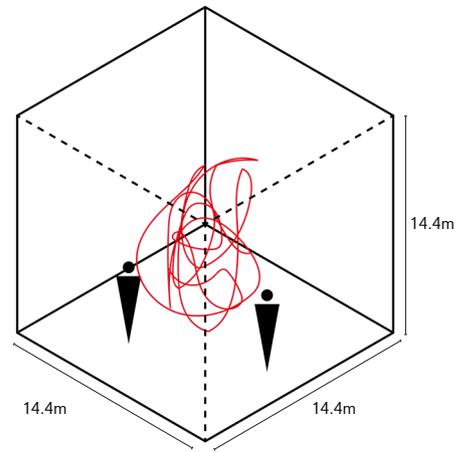
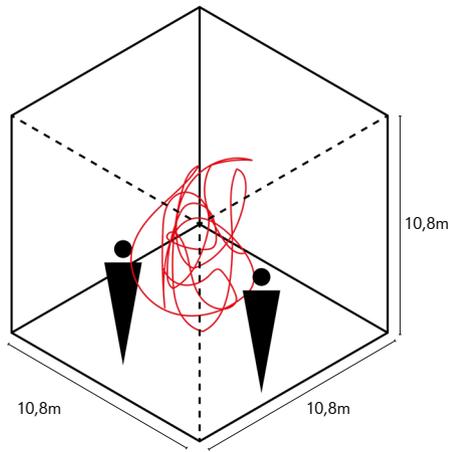
# KINDL MUSEUM BERLIN



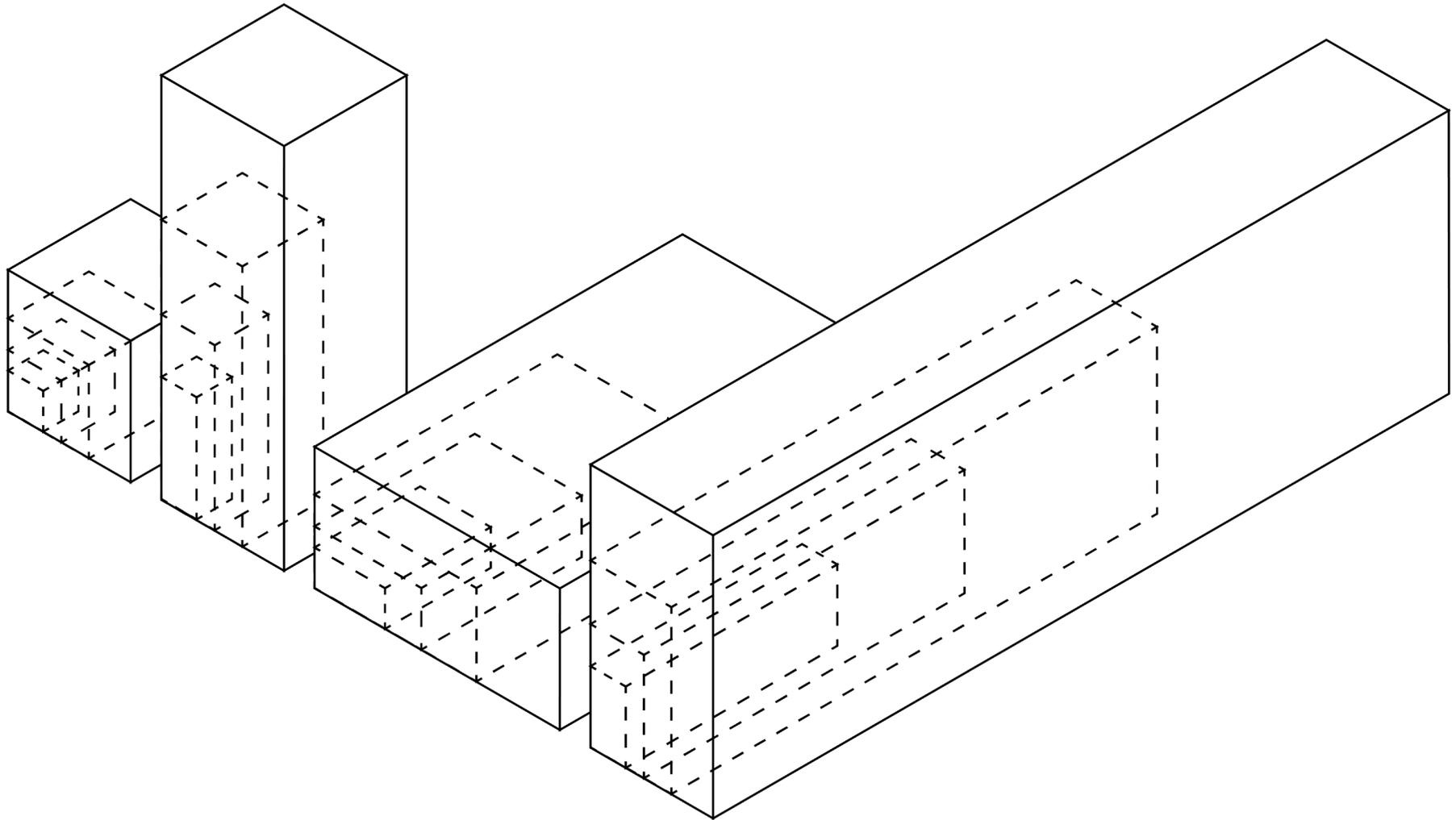
# XL



# (XS) S M L XL



# SIZE CATALOGUE



Concept | Building as a canvas

# WHITE CUBE TO CANVAS

**NEUTRAL  
FLEXIBLE**

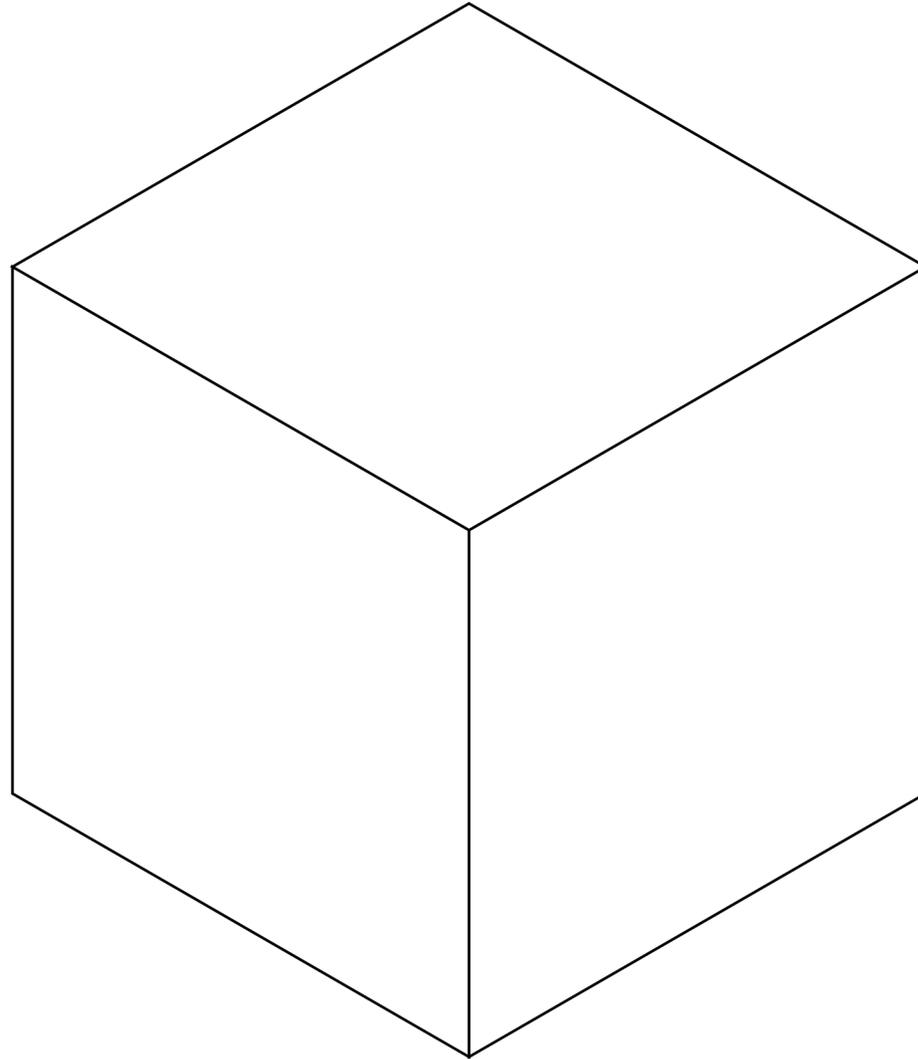
**DECONTEXTUALIZED**

**SPECIFIC  
ACCOMODATING  
CONTEXTUALIZED**

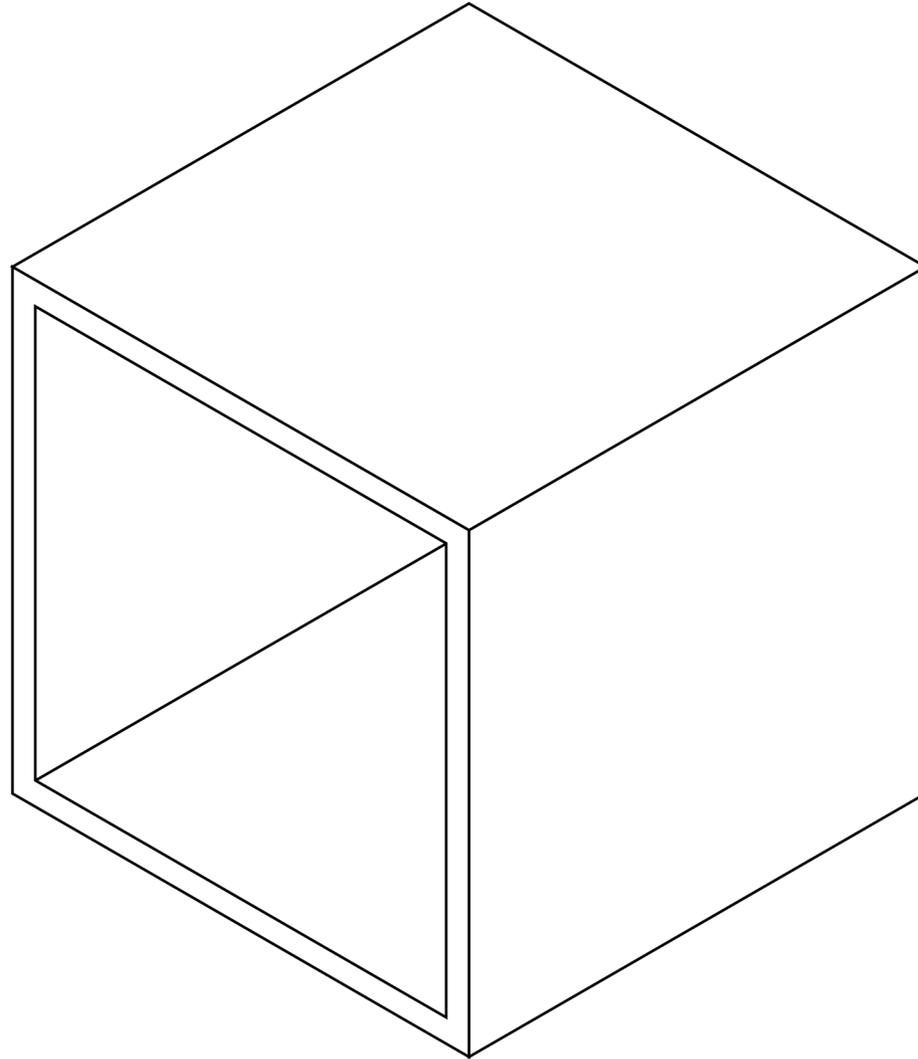
# DECONTEXTUALIZED TO CONTEXTUALIZED

**NO CONNECTION TO CONTEXT  
CONTEXT AS PART OF THE SPACE**

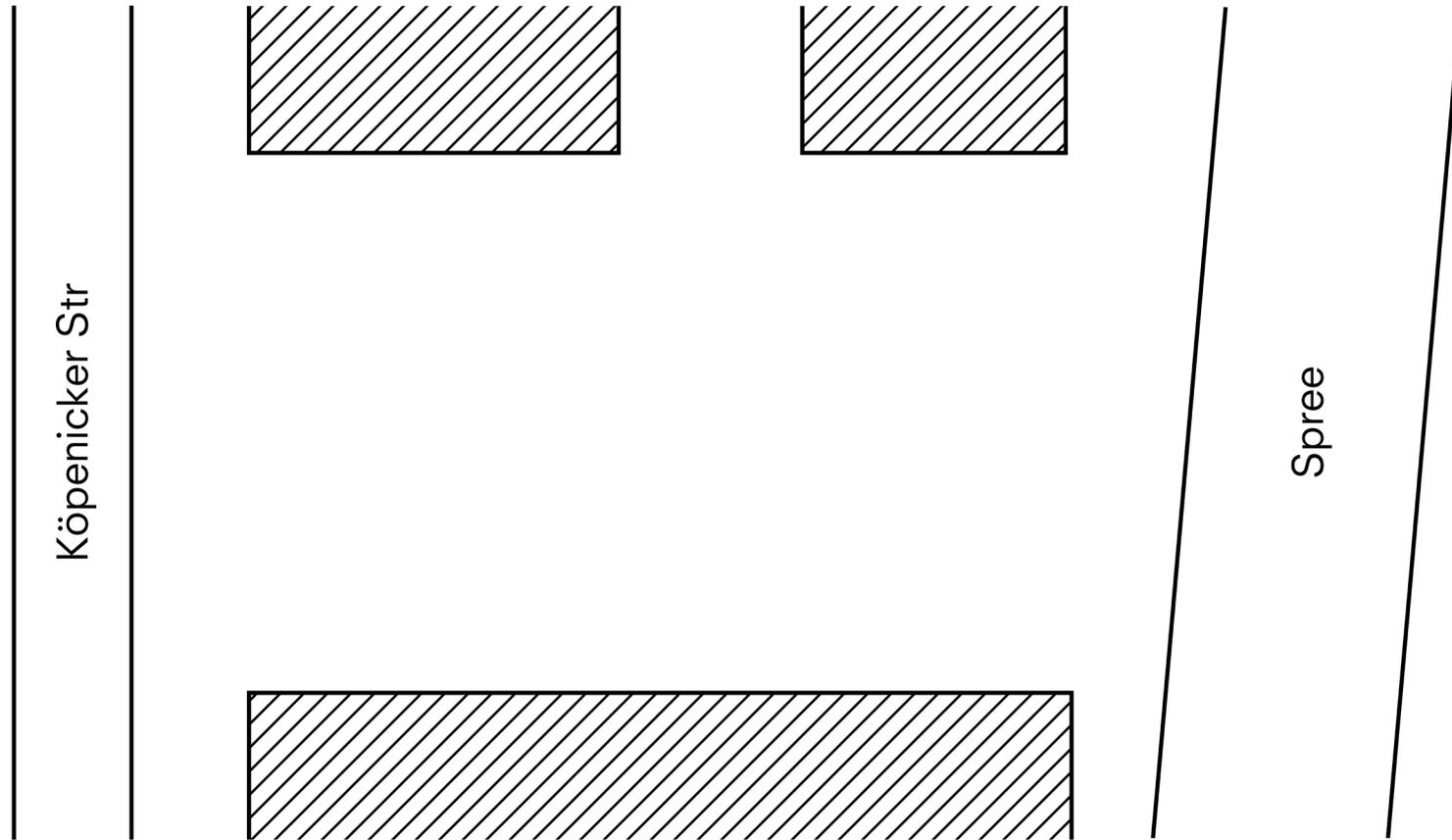
# CLOSED



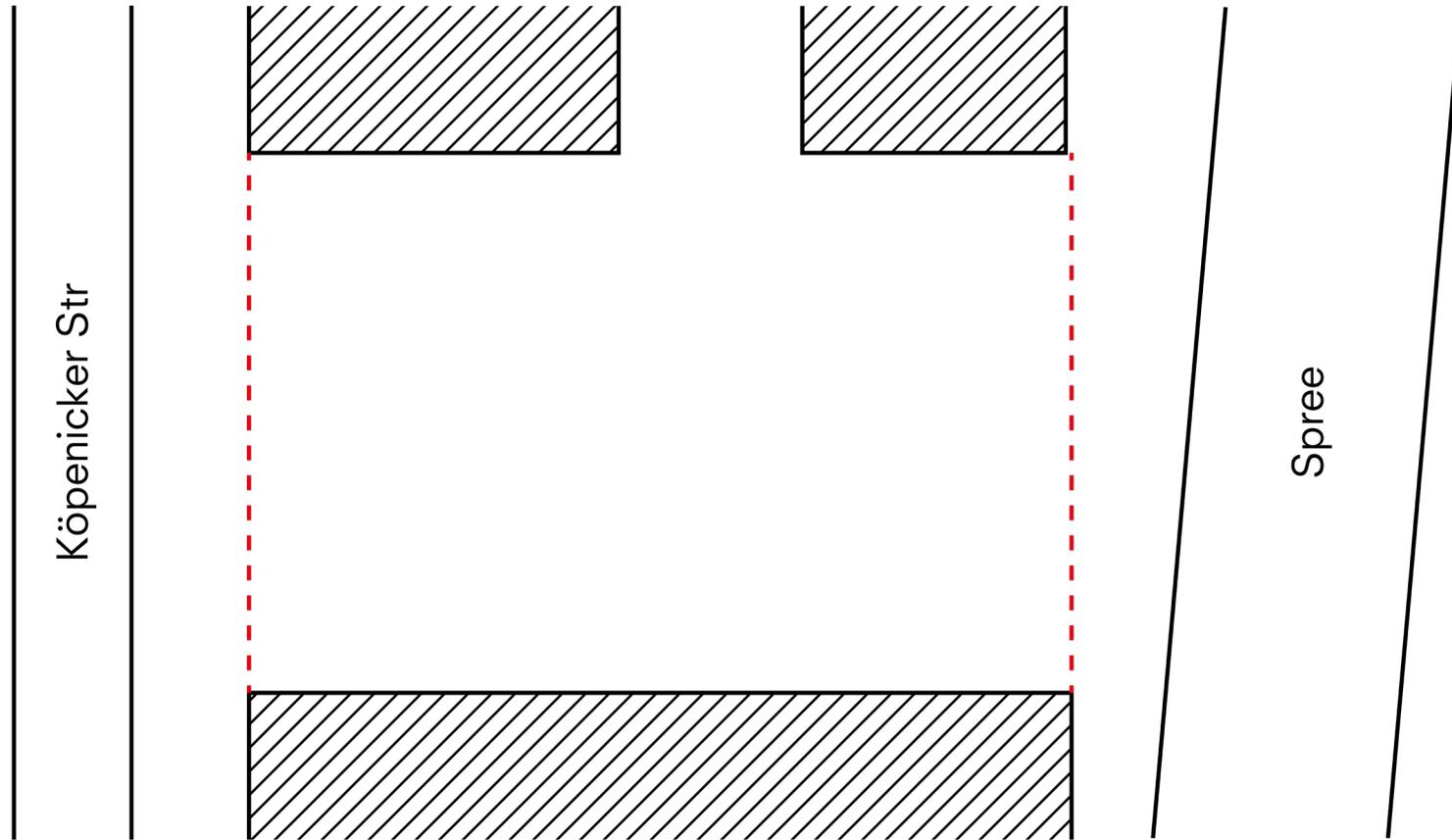
# OPEN



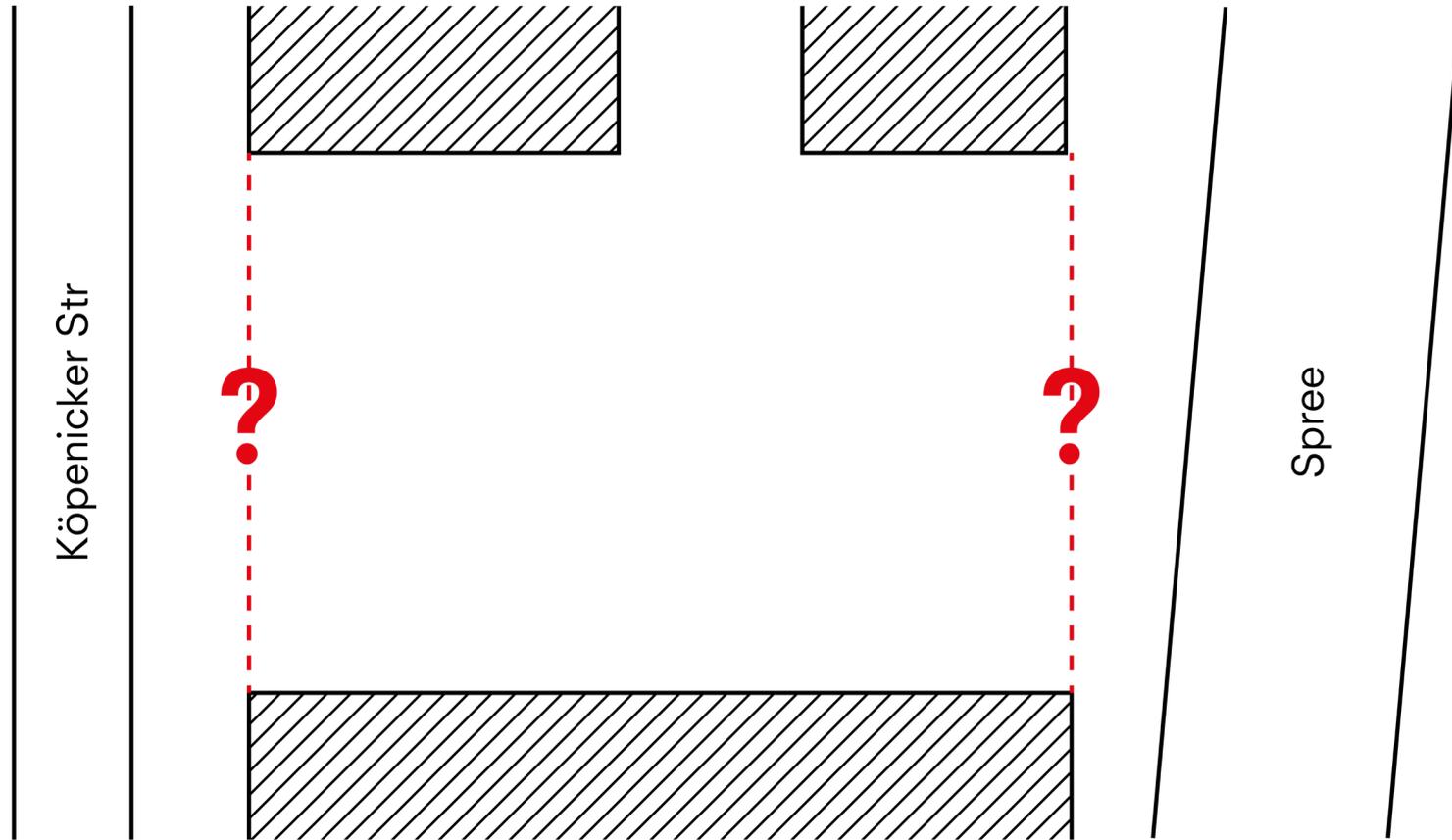
# SITE PLAN



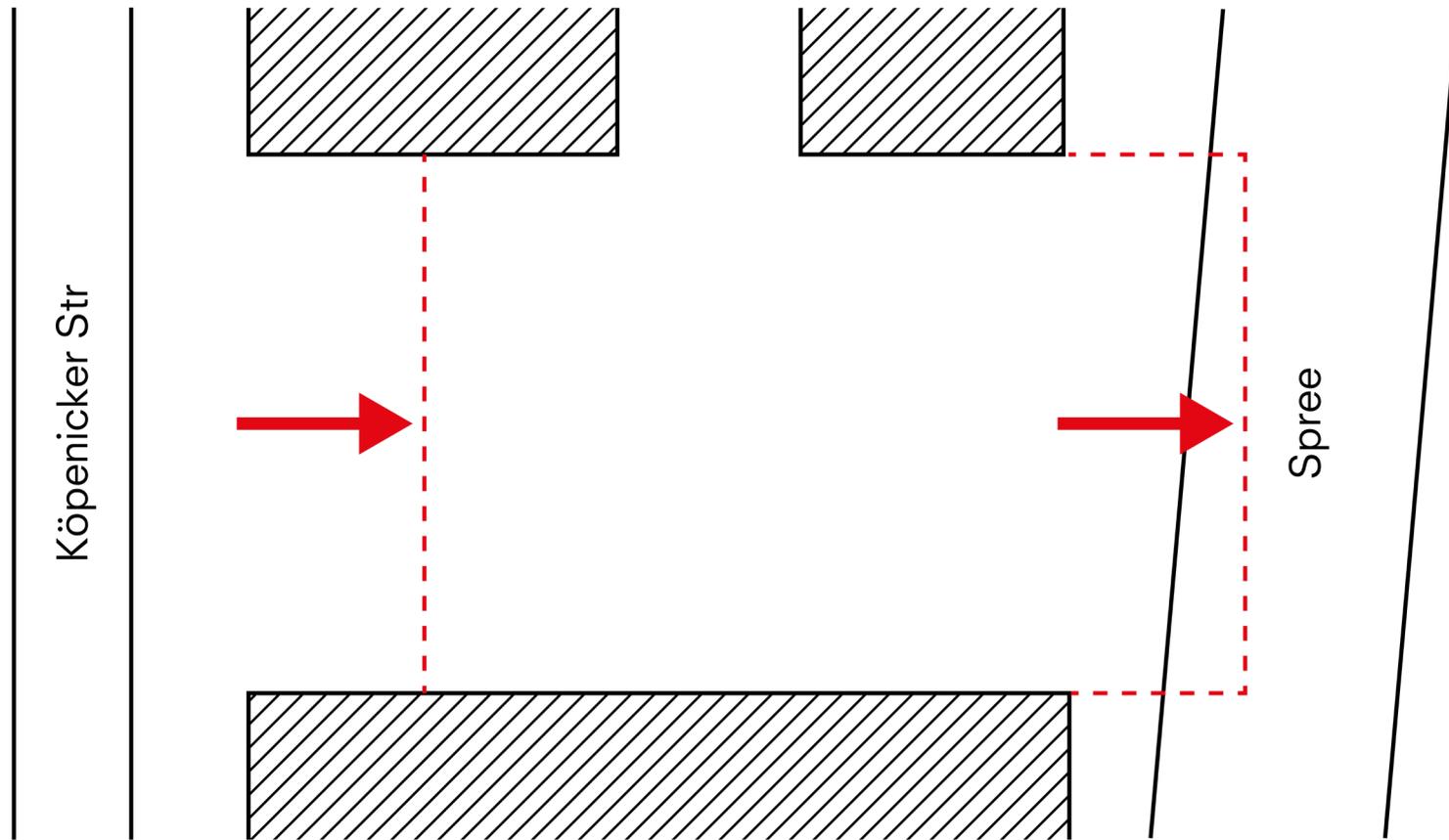
# BOUNDARIES



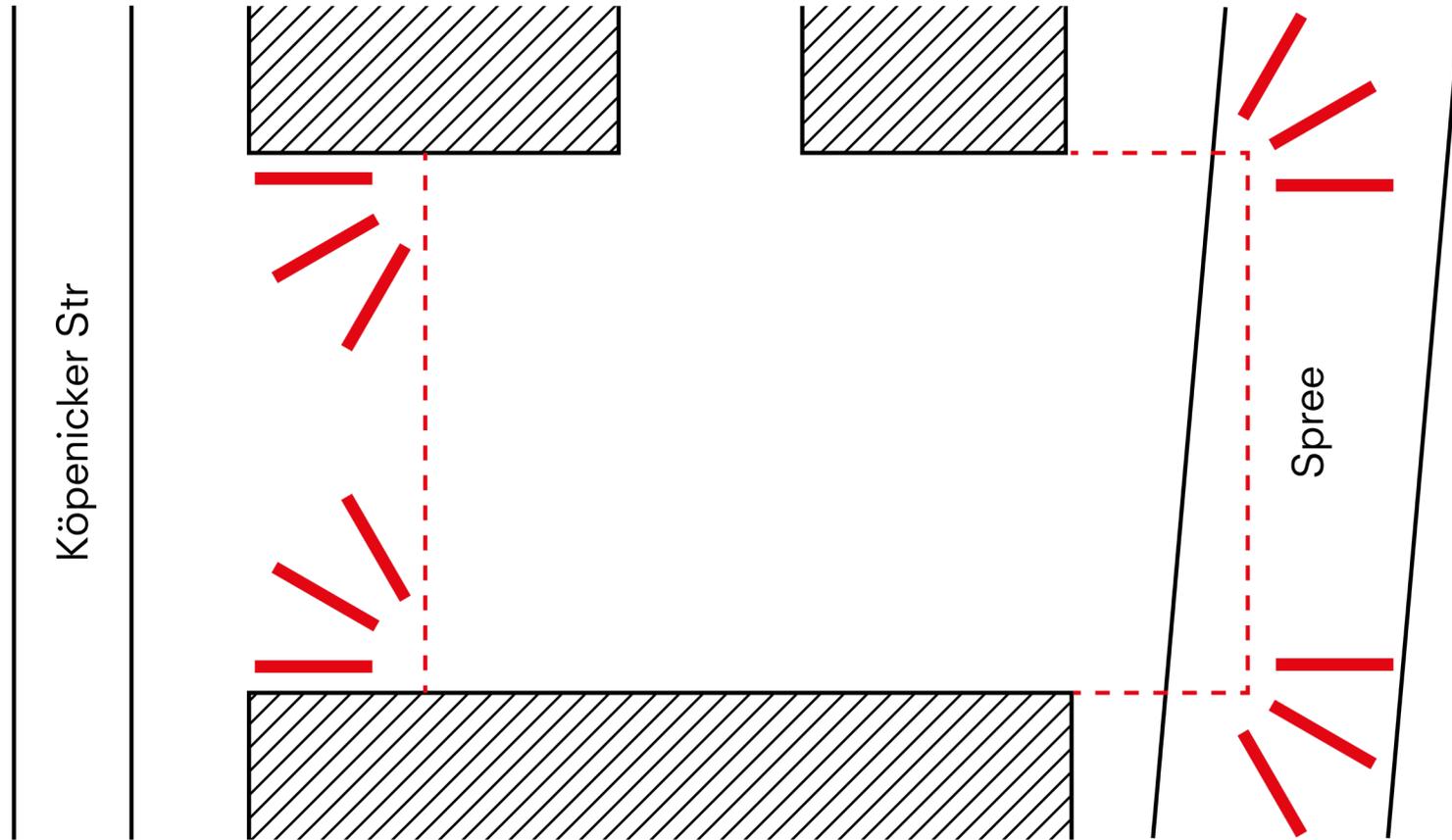
# HOW TO REACT?



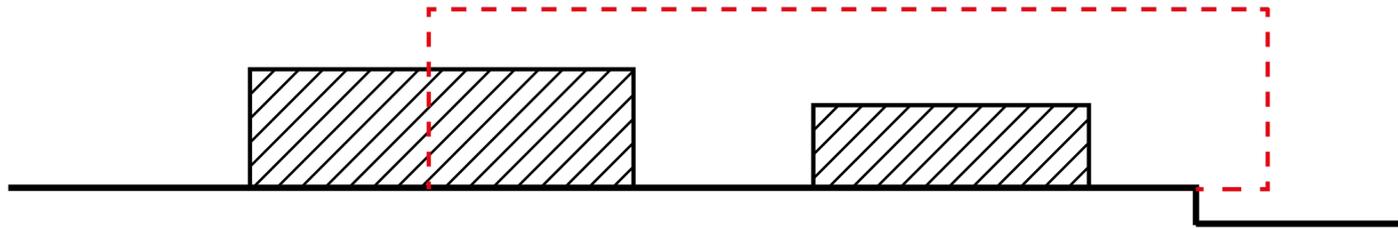
# PUSH BACK AND OVER



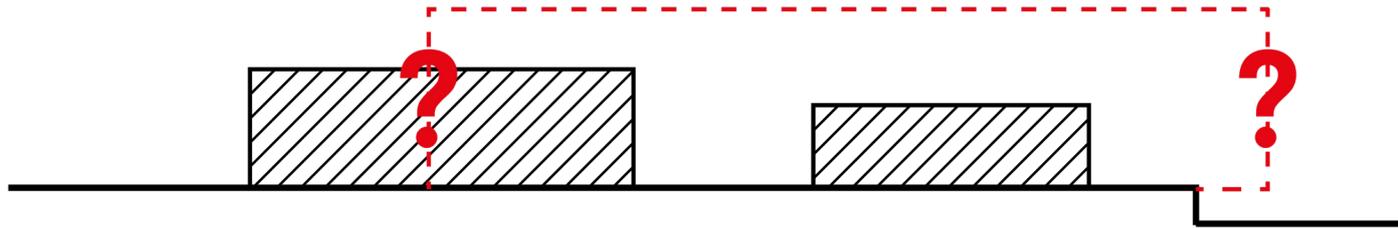
# LANDMARK



# SITE SECTION

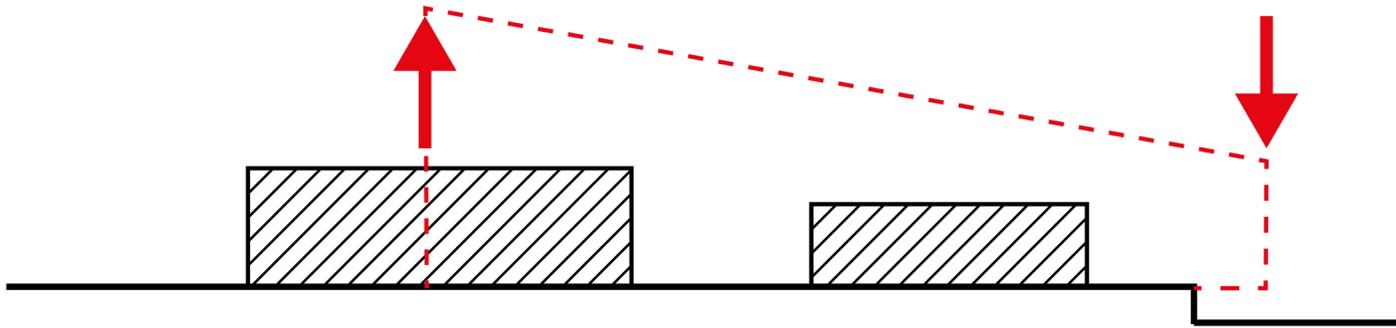


# HOW TO REACT?

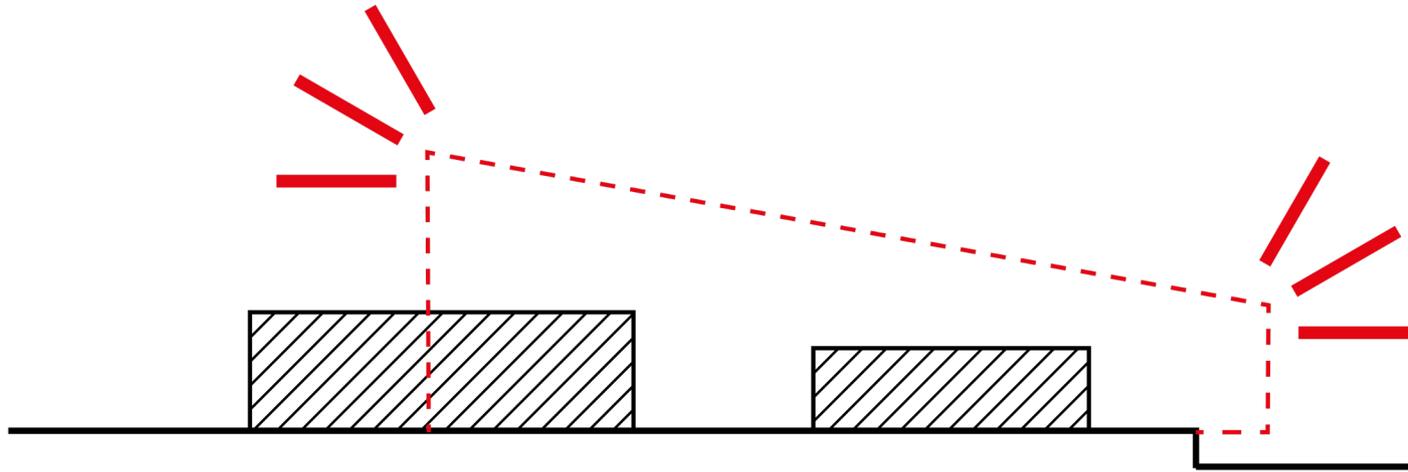


Concept | Building as a canvas | Contextualized

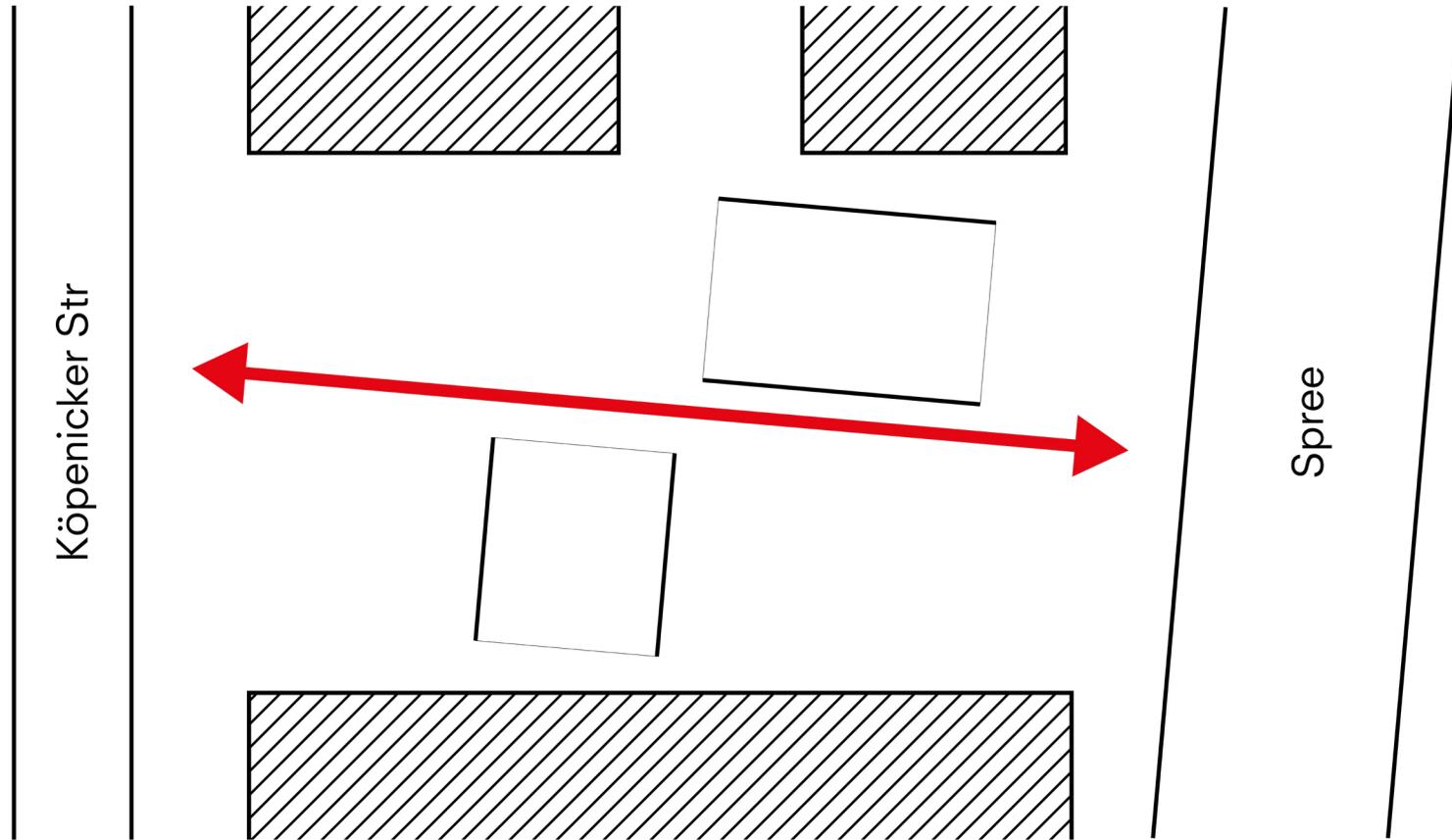
# STREET HIGH AND WATER LOW



# LANDMARK

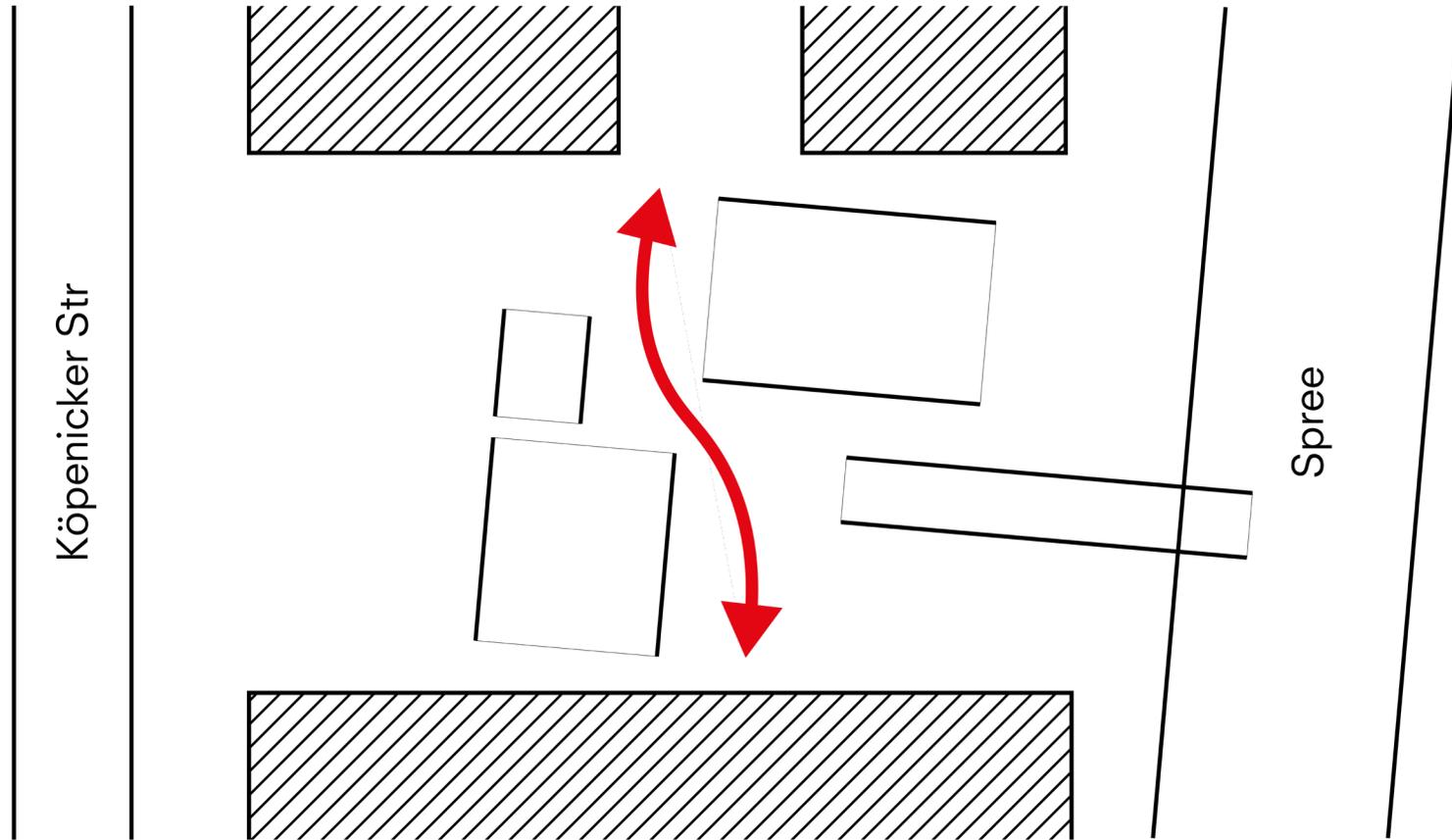


# MAIN CONNECTION

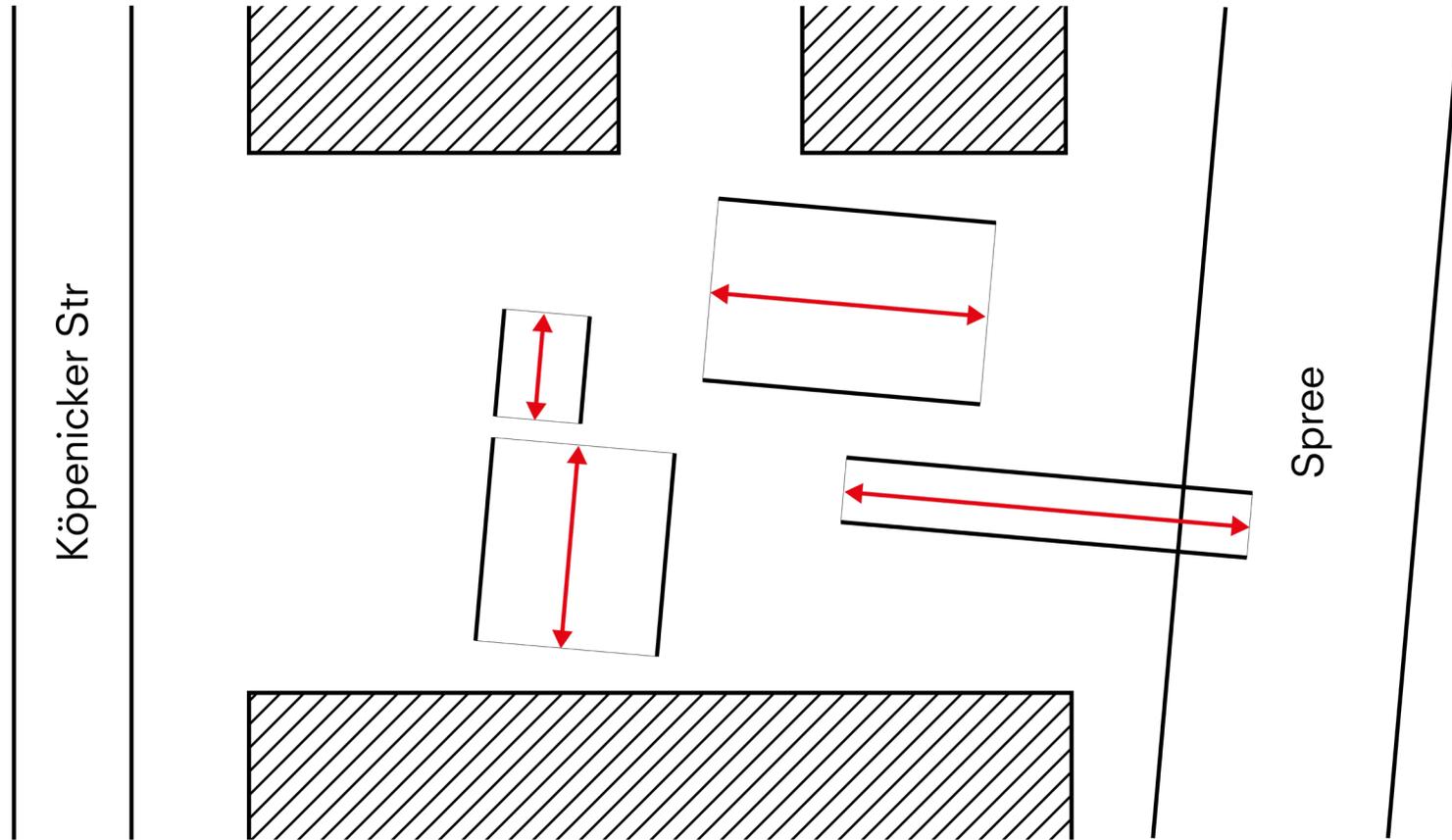


Concept | Building as a canvas | Contextualized

# SECONDARY CONNECTION

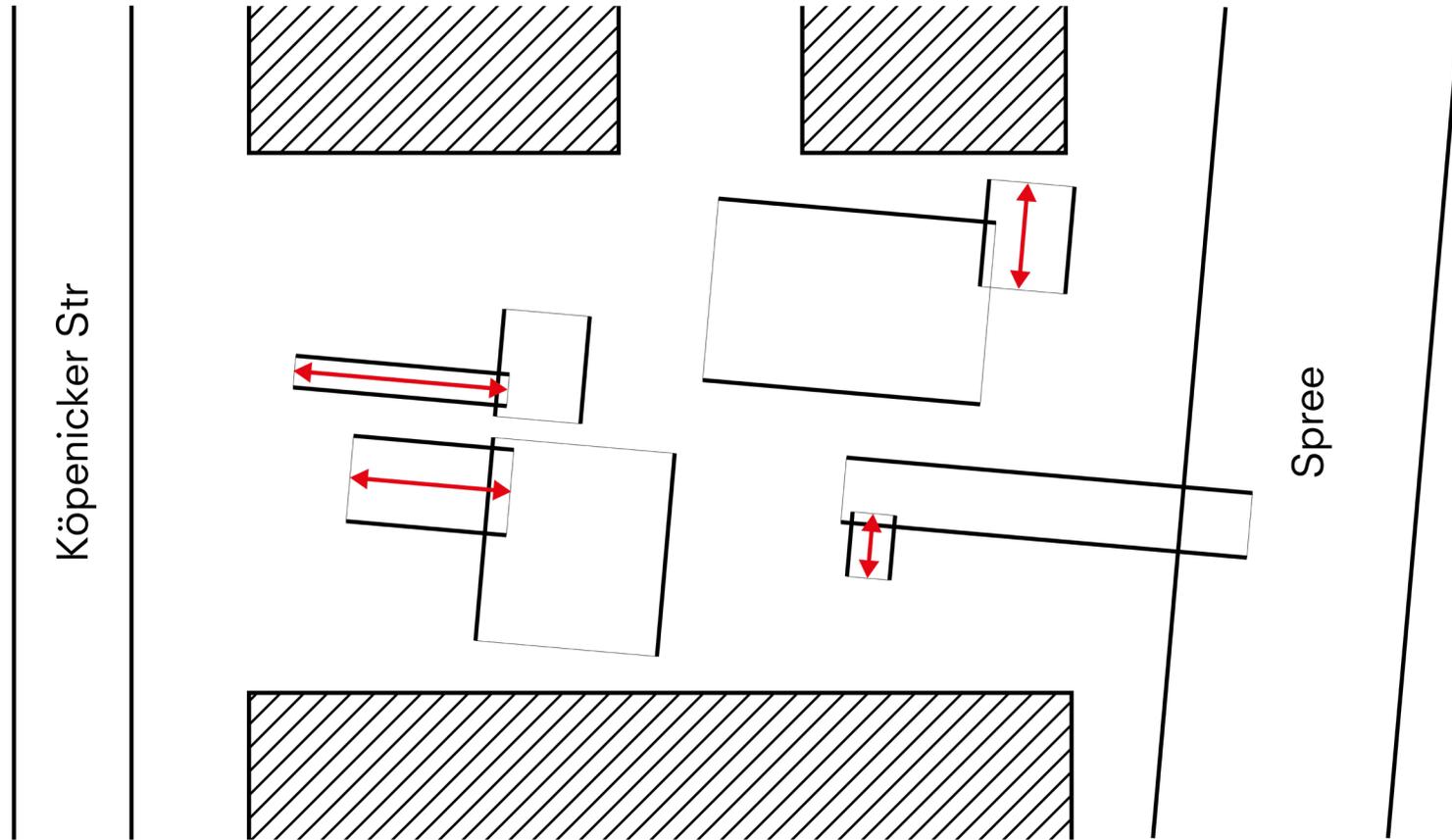


# ORIENTATION XL

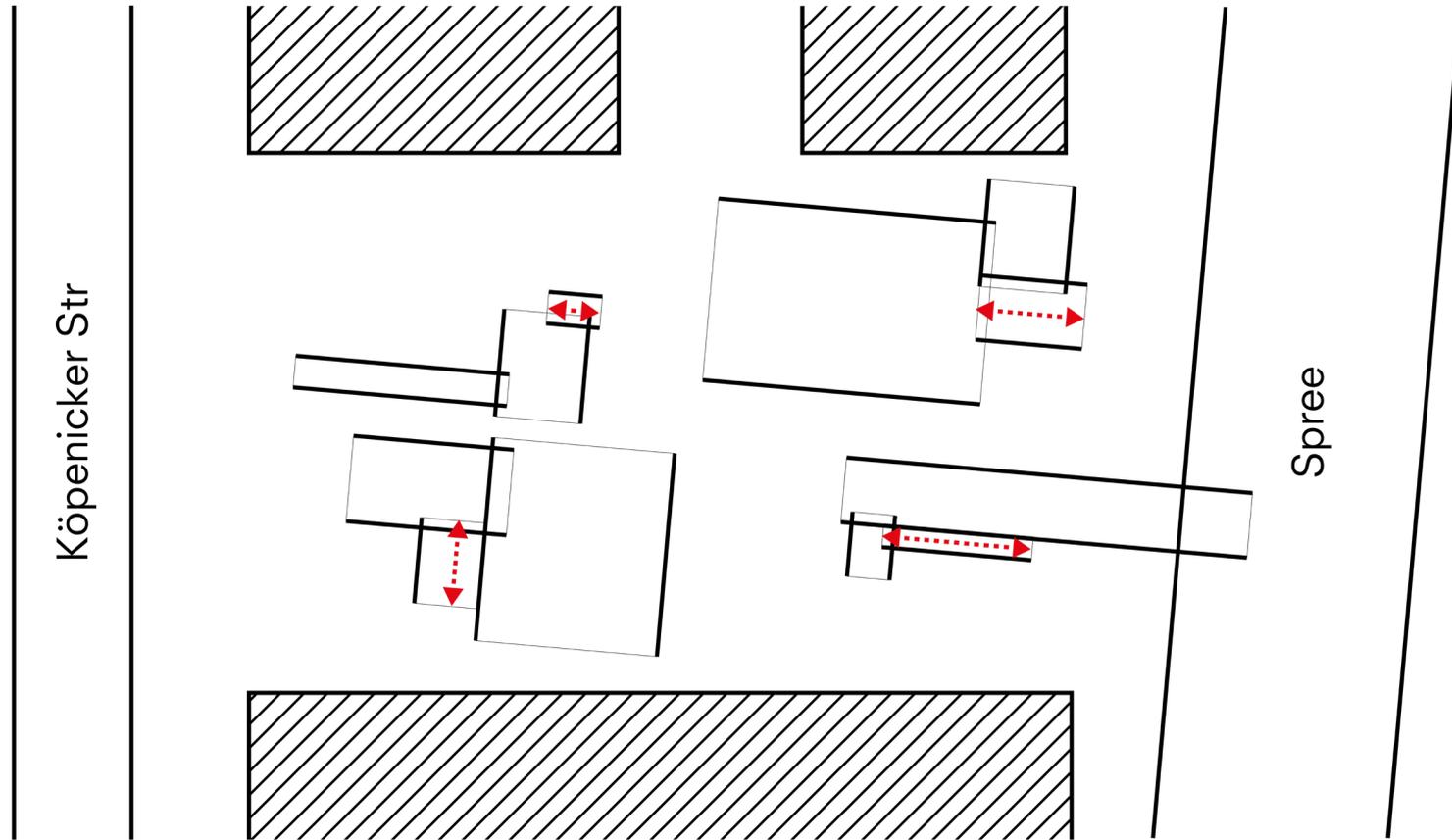


Concept | Building as a canvas | Contextualized

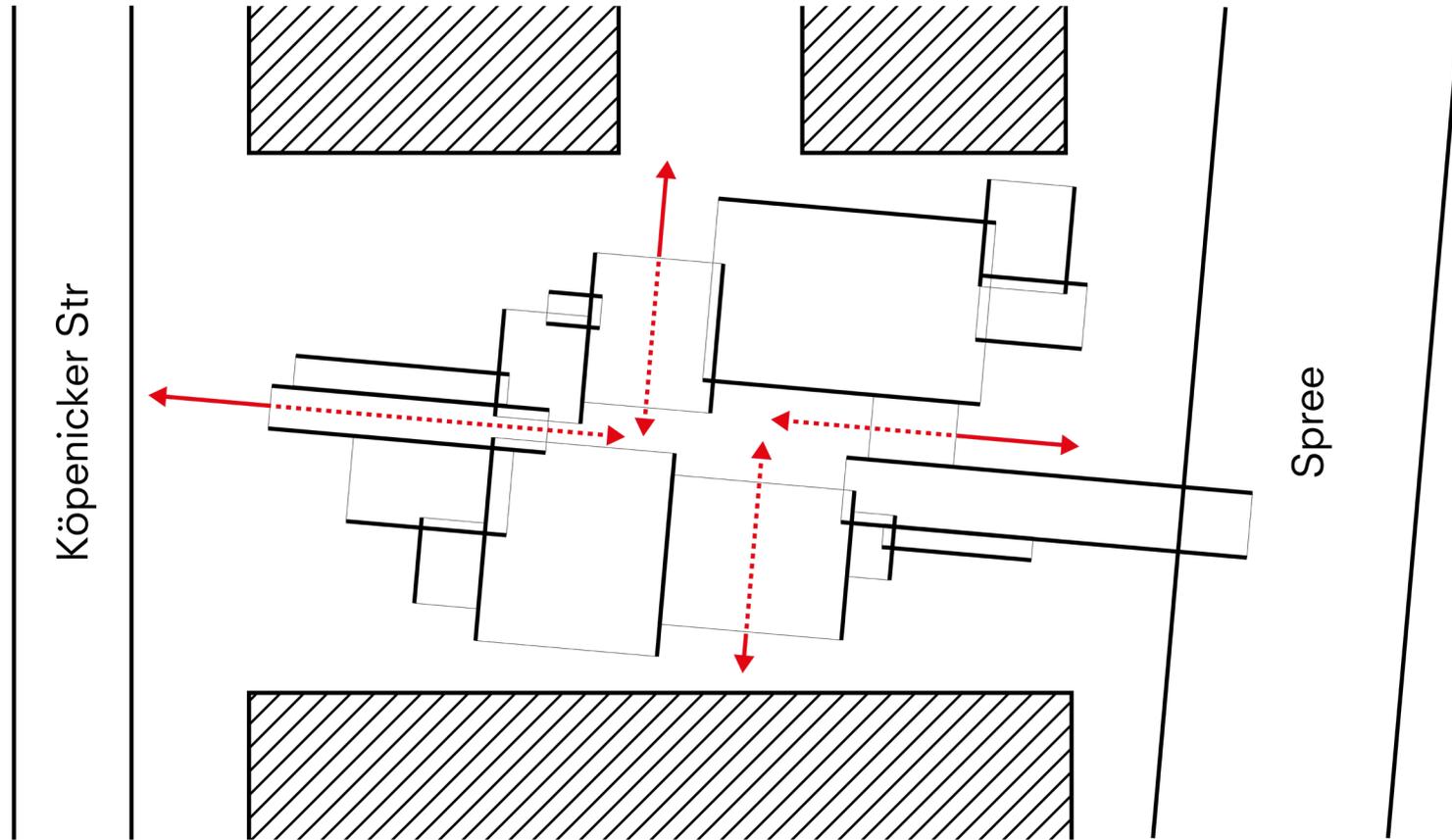
# OPPOSITE ORIENTATION M



Concept | Building as a canvas | Contextualized  
**OPPOSITE ORIENTATION S**



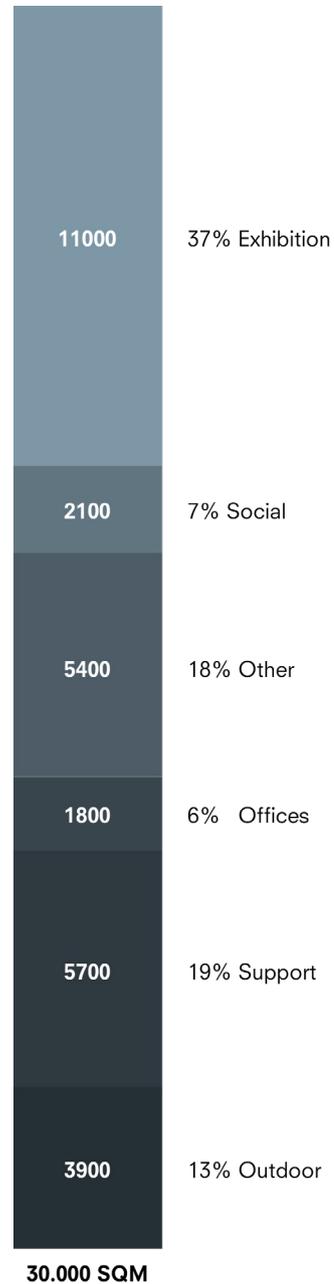
# CONNECTING SPACES L



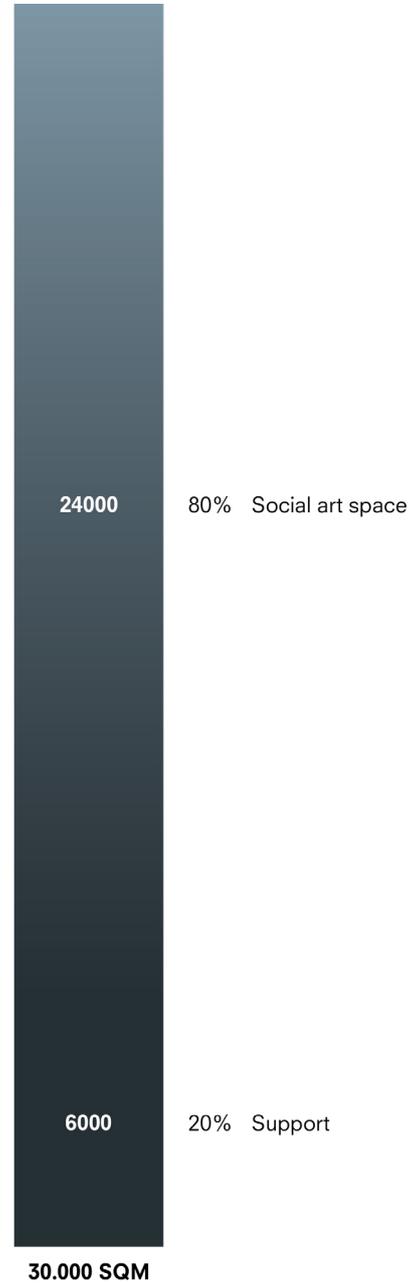
Concept | Main Concepts  
**MAIN CONCEPT**

**BUILDING AS A CANVAS**  
**ART + SOCIAL**  
**INTERACTION AND CONNECTION**

# SEPERATED PROGRAM

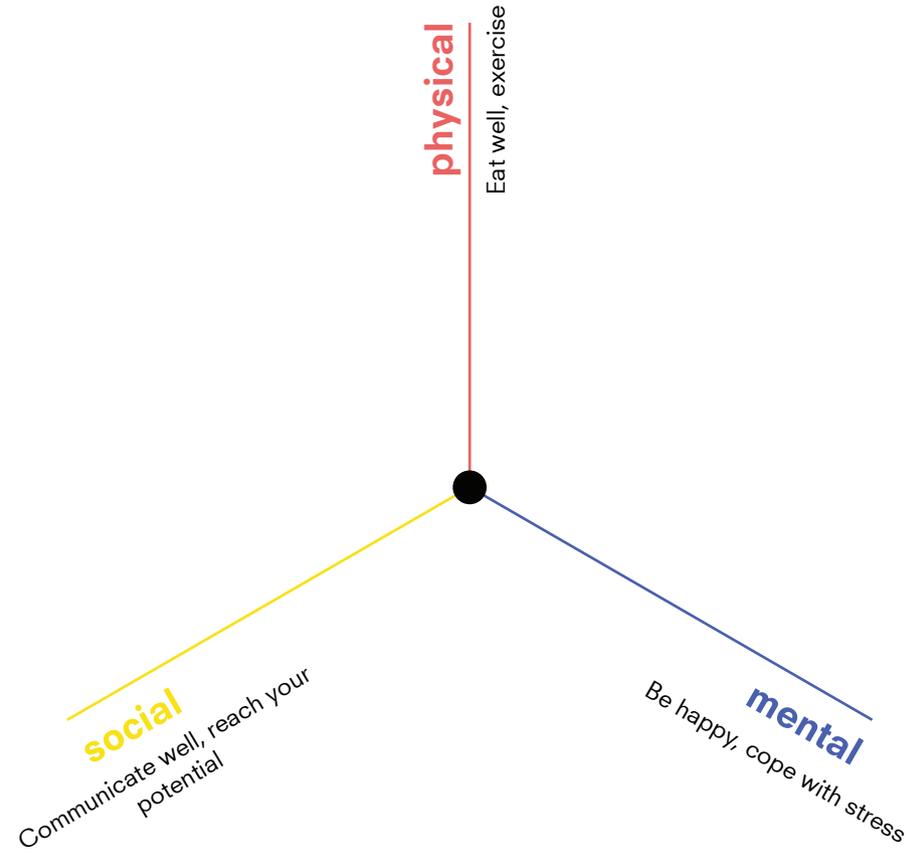


# INTERGRATED PROGRAM

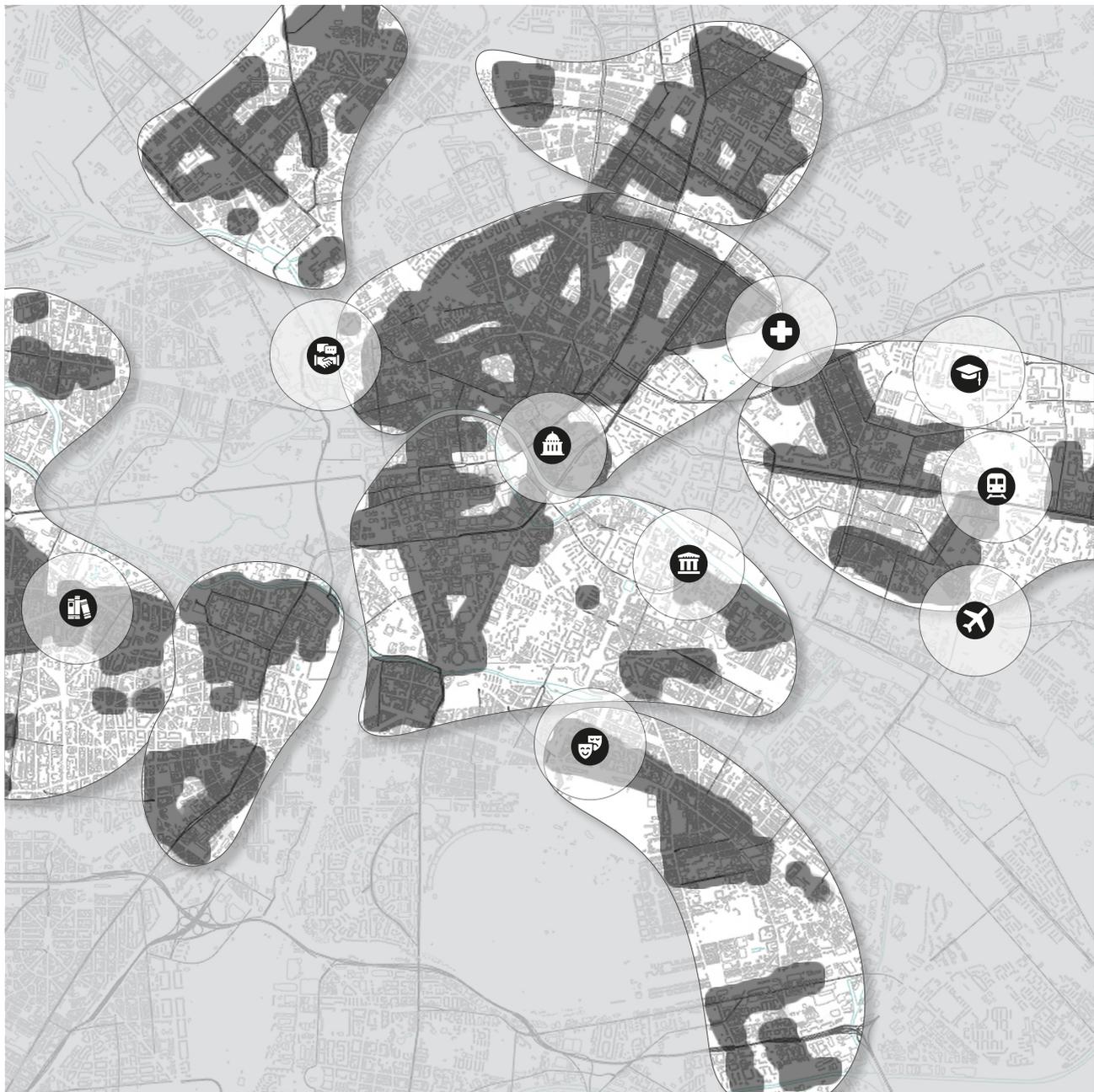


Concept | Art + Social | Health

# GROUP THEME HEALTH

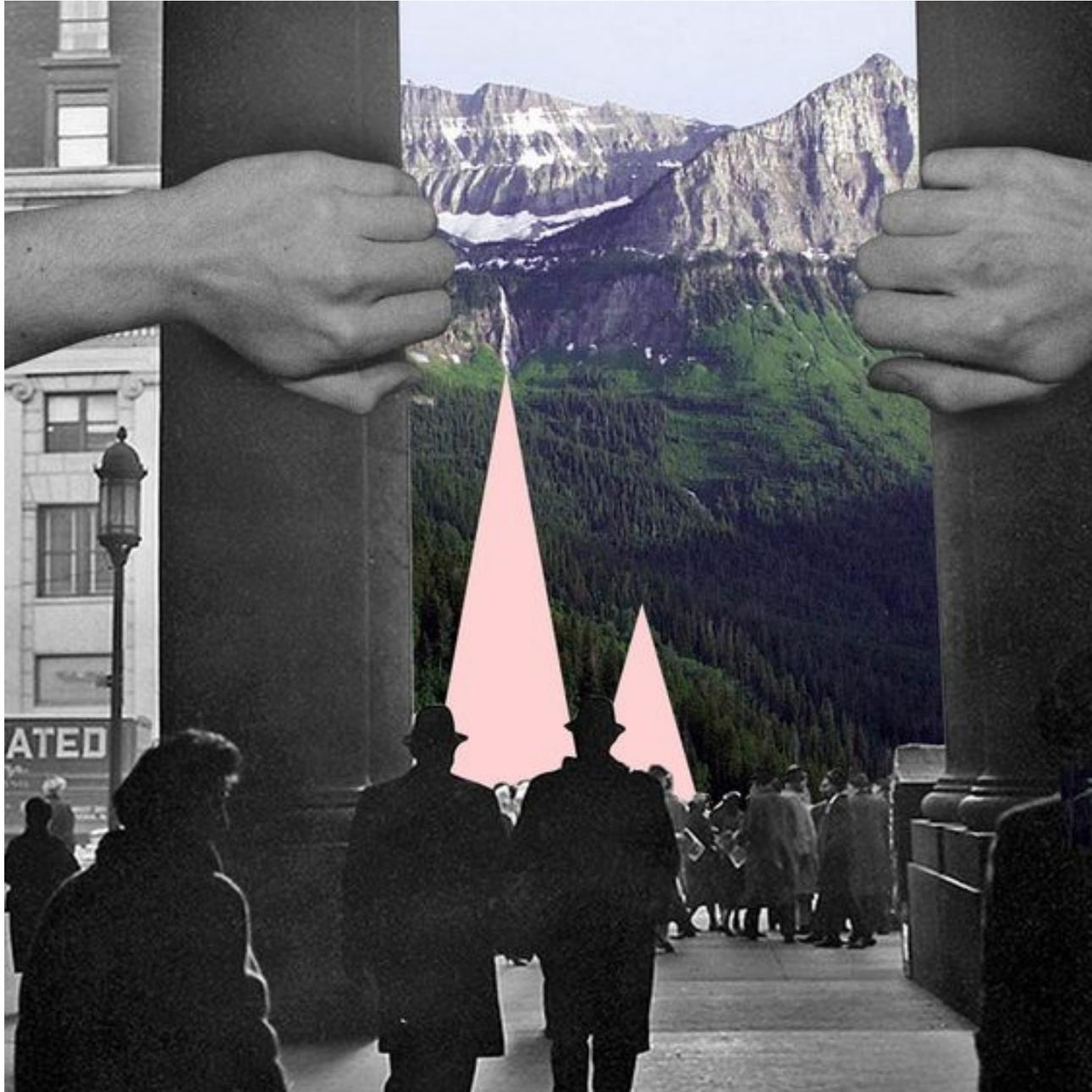


# HEALTH STRATEGY BERLIN



Concept | Art + Social | Health

# "CABIN IN THE CITY"



Concept | Art + Social | Health

# LONELINESS EPIDEMIC

☰ **CNN Health** Watch Listen Live TV Sign in

## The loneliness epidemic: Nearly 1 in 4 adults feel lonely, new survey finds

By Taylor Nicioli, CNN  
🕒 5 minute read · Updated 7:00 AM EDT, Tue October 24, 2023



In a new Meta-Gallup survey, 24% of people age 15 and older self-reported feeling very or fairly lonely, with young adults ages 19 to 29 having the highest rates. Yaroslau Saulevich/iStockphoto/Getty Images

**(CNN)** — If you feel lonely, you're actually in good company: Nearly 1 in 4 adults across the world have reported feeling very or fairly lonely, a new Meta-Gallup survey has found.

DW ● Live TV ☰

IN FOCUS French elections Euro 2024 Israel-Hamas

### SOCIETY

## Berlin, capital of loneliness

Elizabeth Schumacher  
10/17/2019

The Christian Democrats in Berlin are calling for a special commissioner for loneliness as isolation plagues the metropolis. The loneliness epidemic is having serious effects on health and society in the German capital.

f X ↕

## WHO declares loneliness a 'global public health concern'

The World Health Organization has launched an international commission on loneliness, which can be as bad for people's health as smoking 15 cigarettes a day

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Supported by

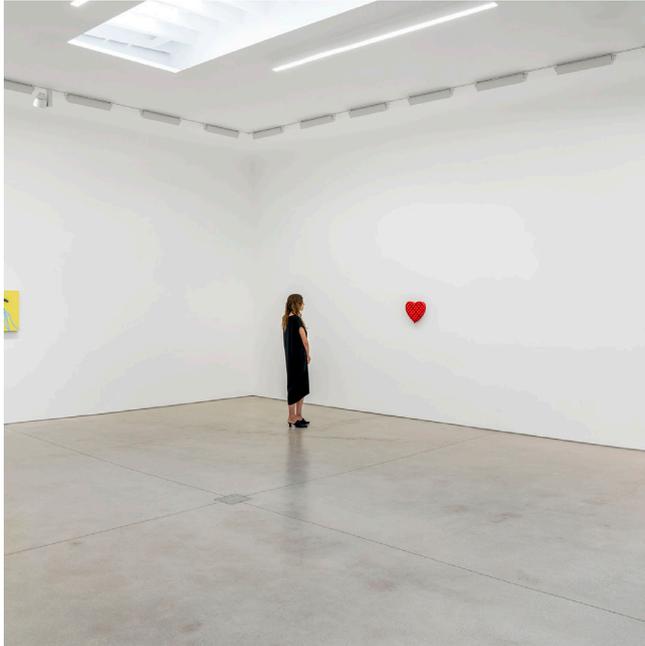


About this content

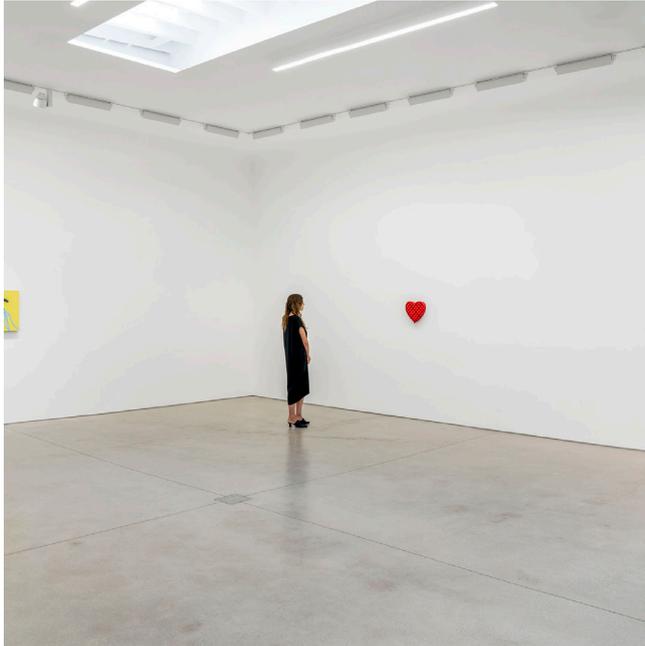
**Sarah Johnson**

Thu 16 Nov 2023 09.00 CET

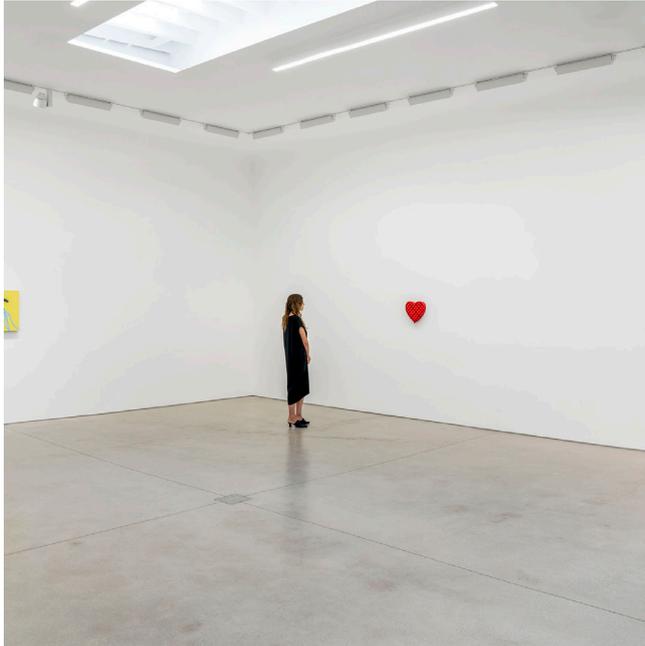
# ART + CAFÉ



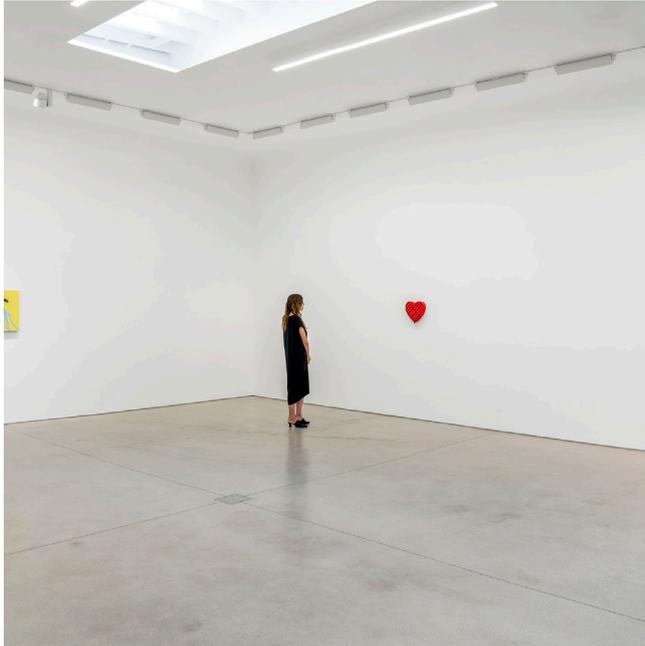
# ART + LIBRARY



# ART + OFFICE

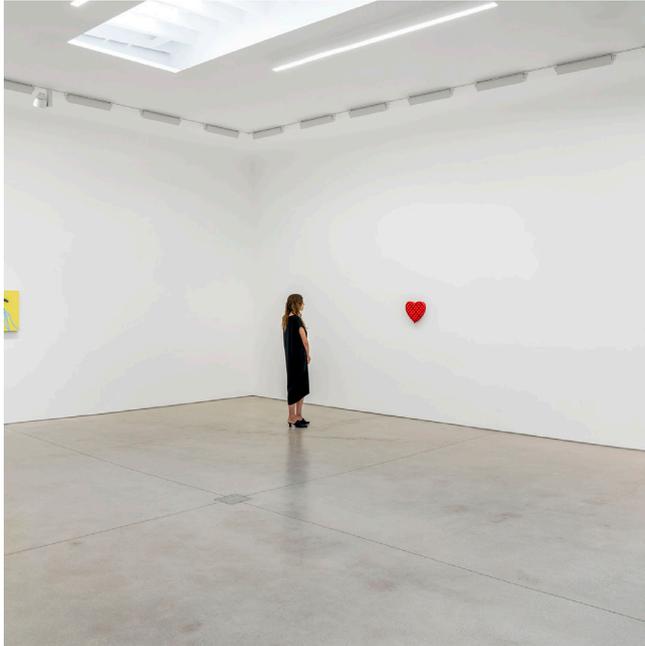


# ART + MUSIC

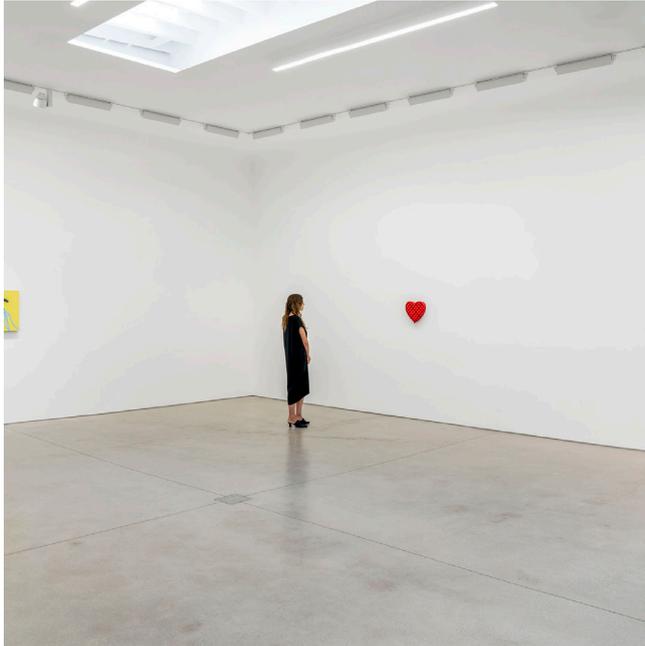


Concept | Art + Social | Health

# ART + WORKSHOP



# ART + EVENT



Concept | Art + Social | Health

# CAFÉ AND ART SPACE



Concept | Main Concepts  
**MAIN CONCEPT**

**BUILDING AS A CANVAS  
ART + SOCIAL**

**INTERACTION AND CONNECTION**

# Concept | Interaction and Connection

## INDIVIDUALISM AND SOLITUDE



# INTERACTION AND CONNECTION



# PUBLIC SPACE TO VOICE OPINION



# REACTION WALL



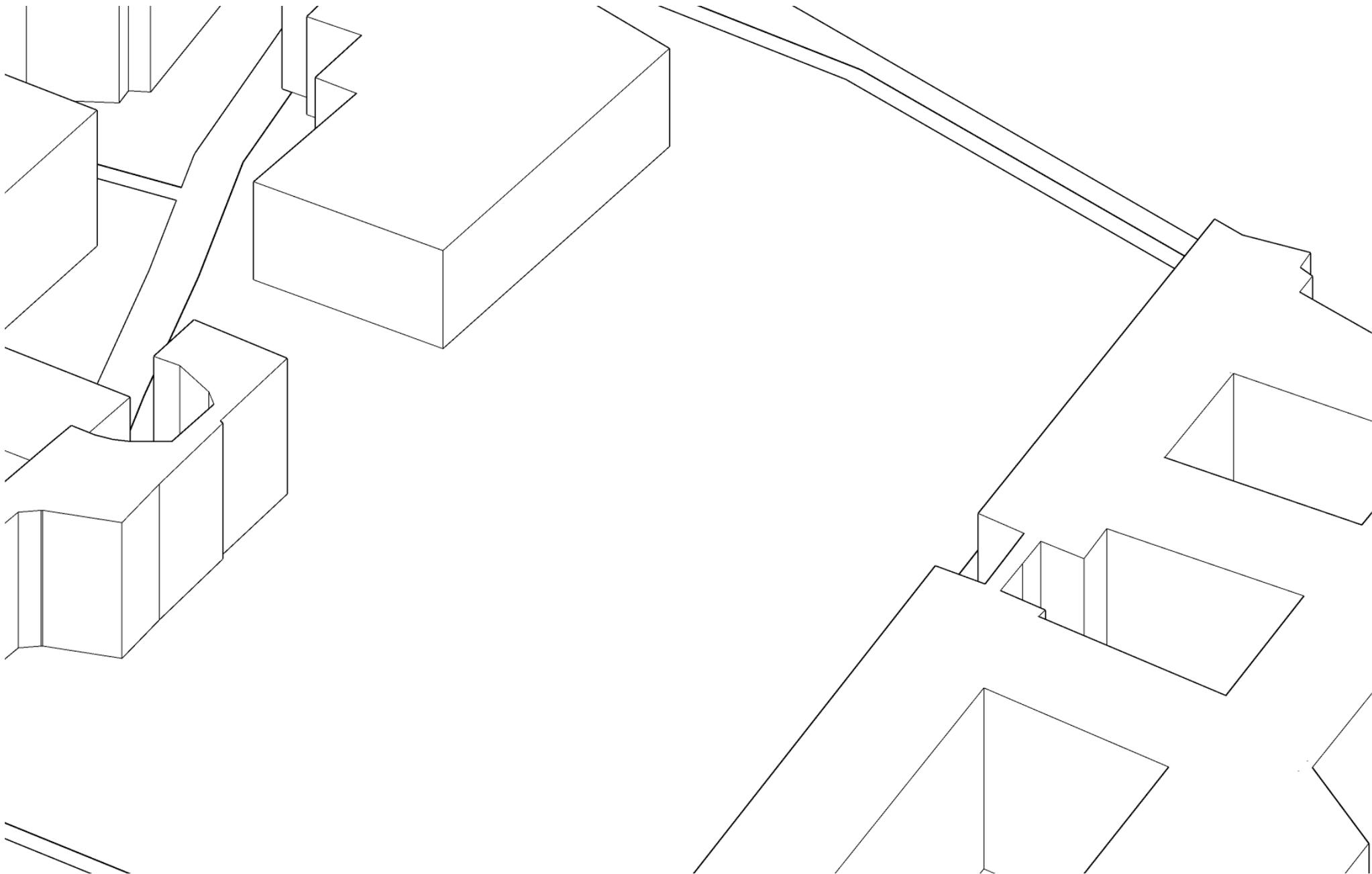
Introduction

Concept

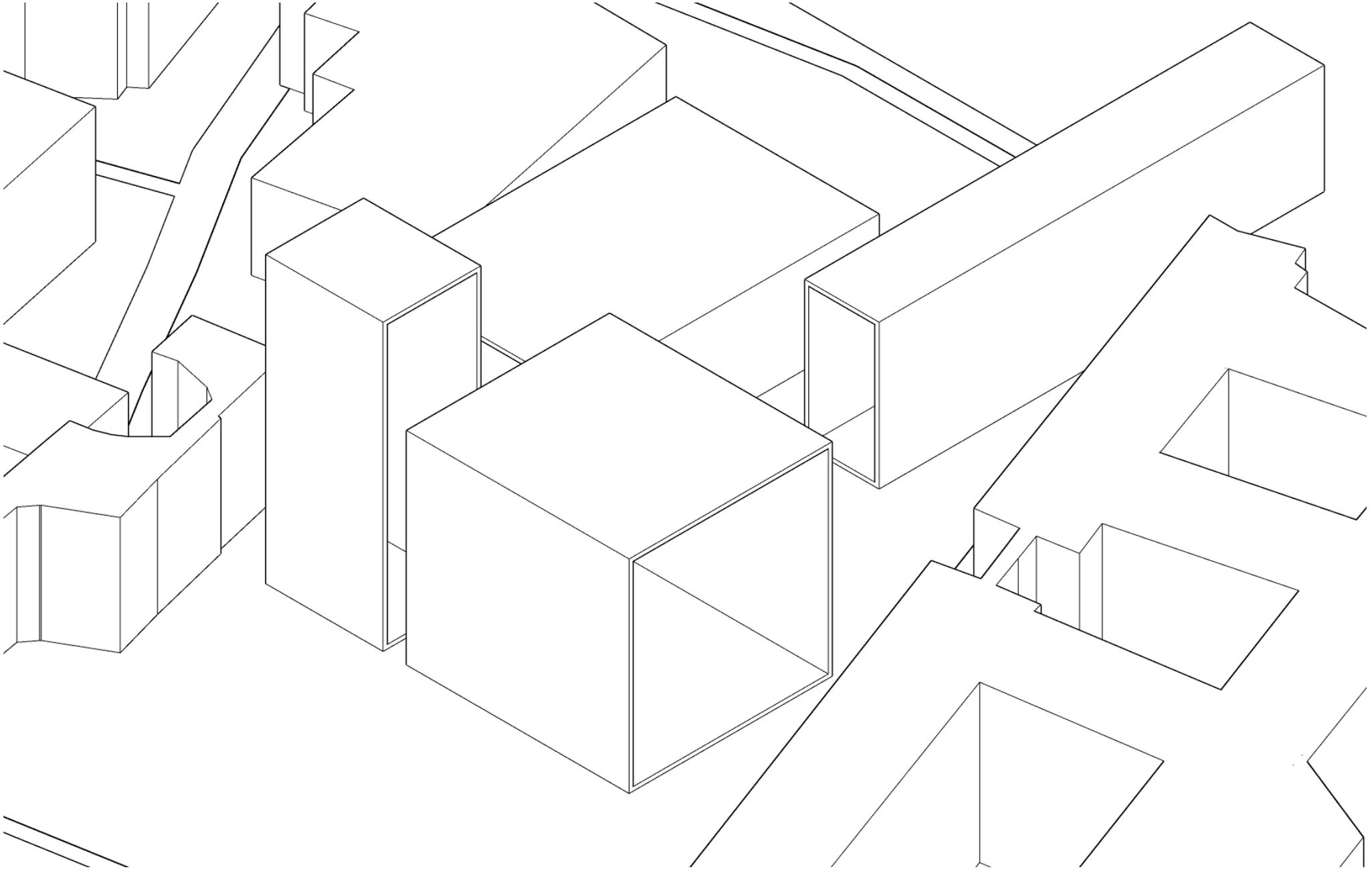
Design

Conclusion

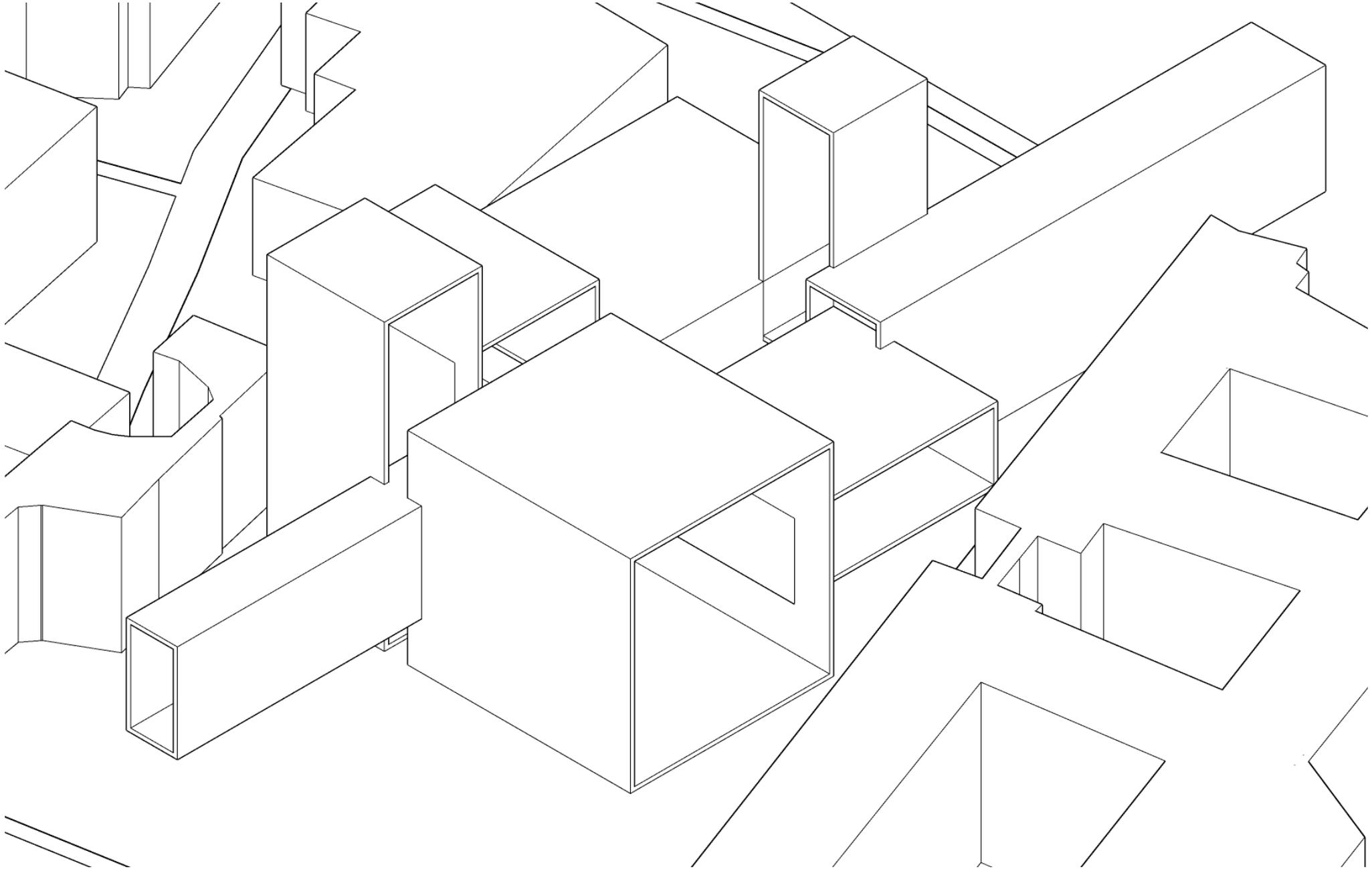
# SITE



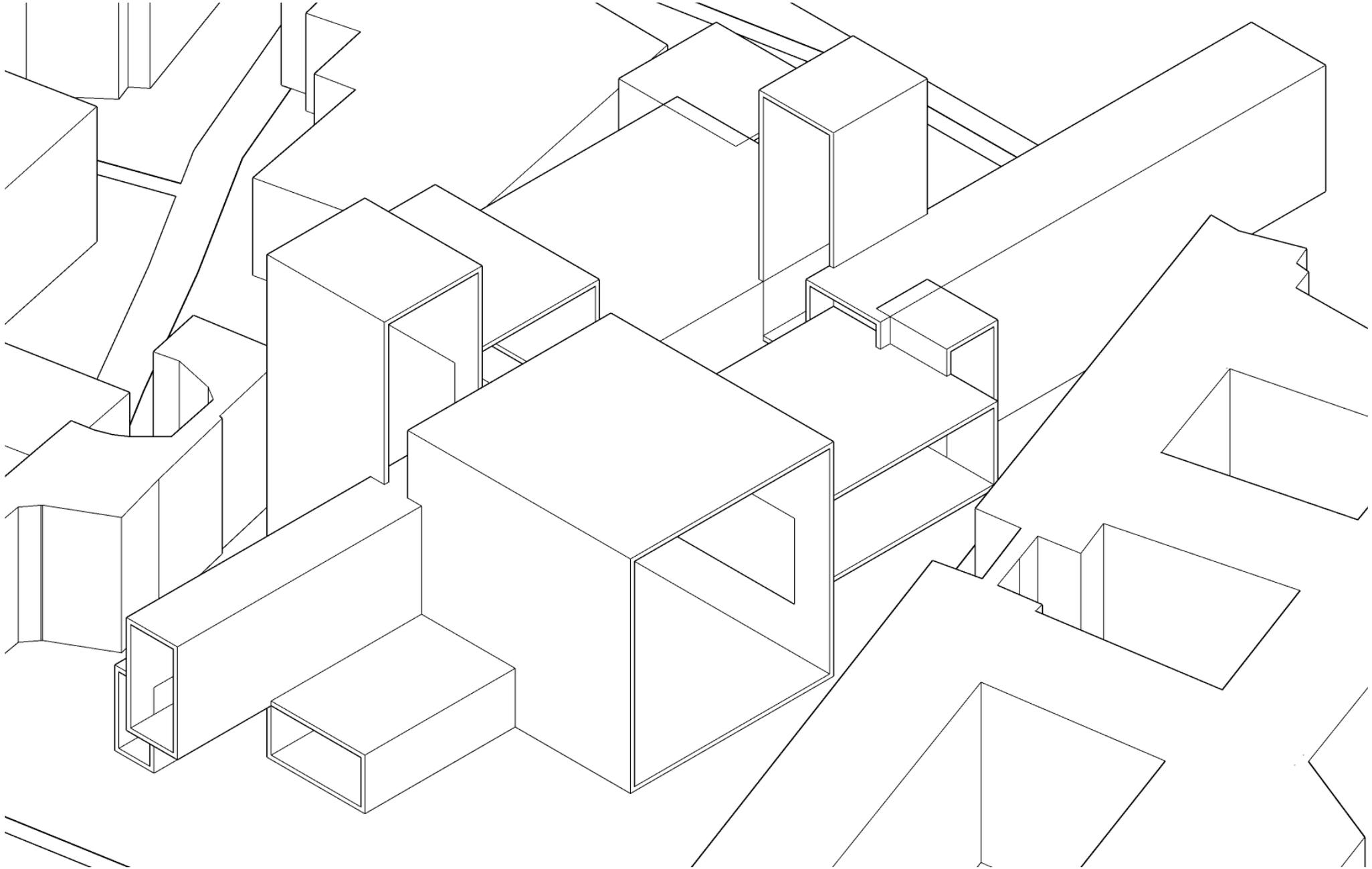
Design | Massing  
**XL SPACES**



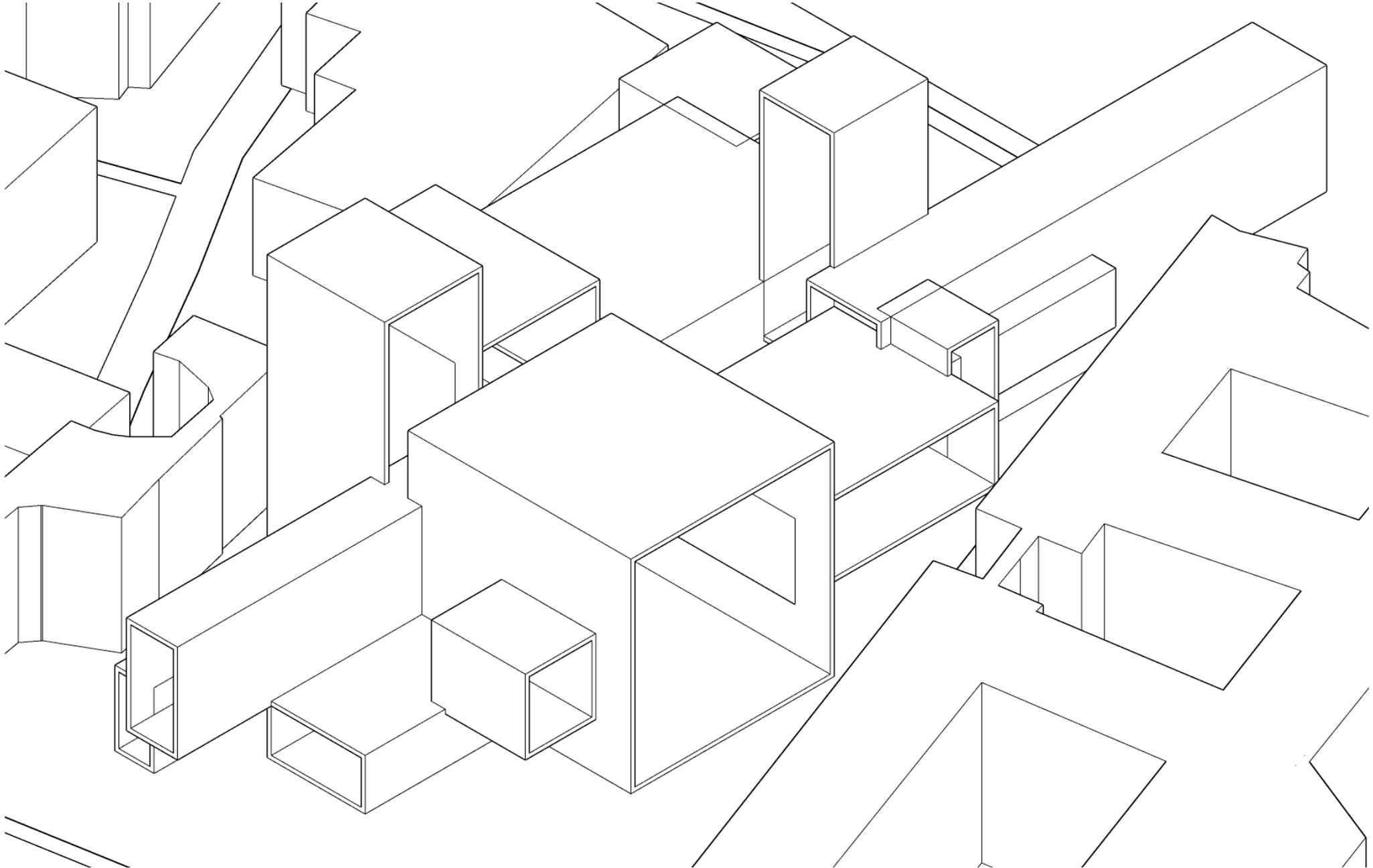
Design | Massing  
**L SPACES**



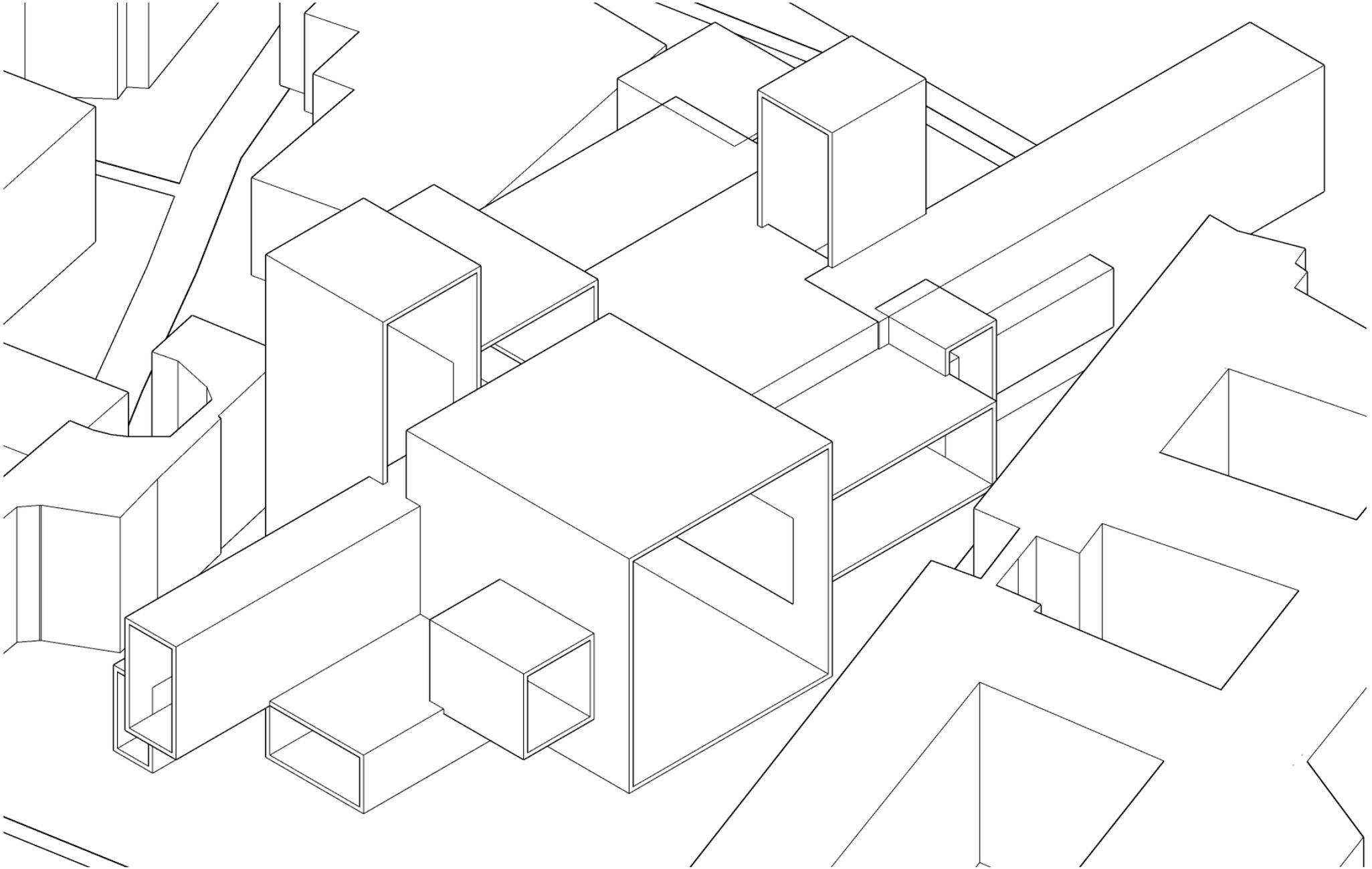
Design | Massing  
**M SPACES**



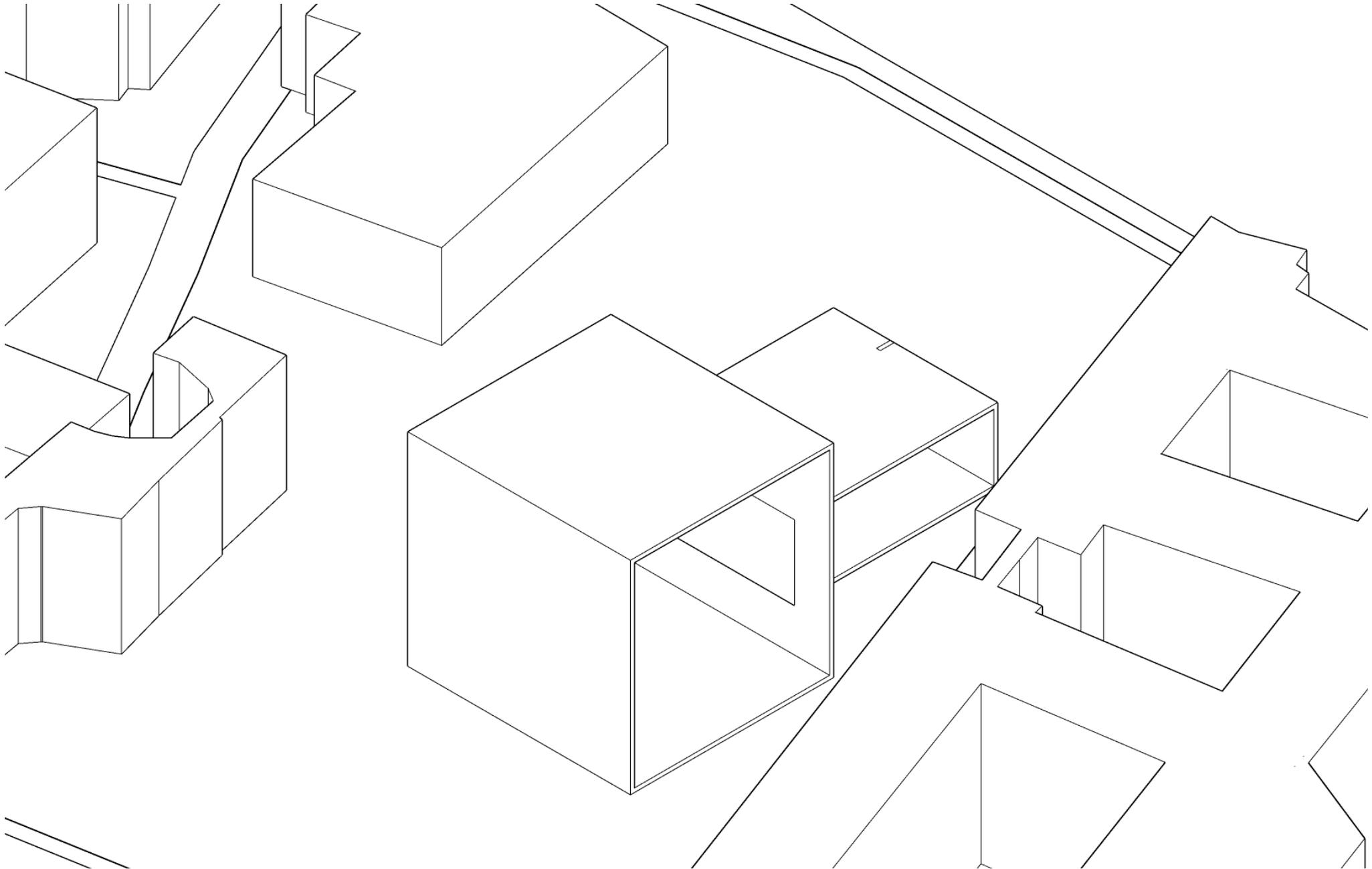
Design | Massing  
**S SPACES**



Design | Massing  
**COURTYARD**



Design | Construction  
**XL CUBE & L HALL**



Design | Construction

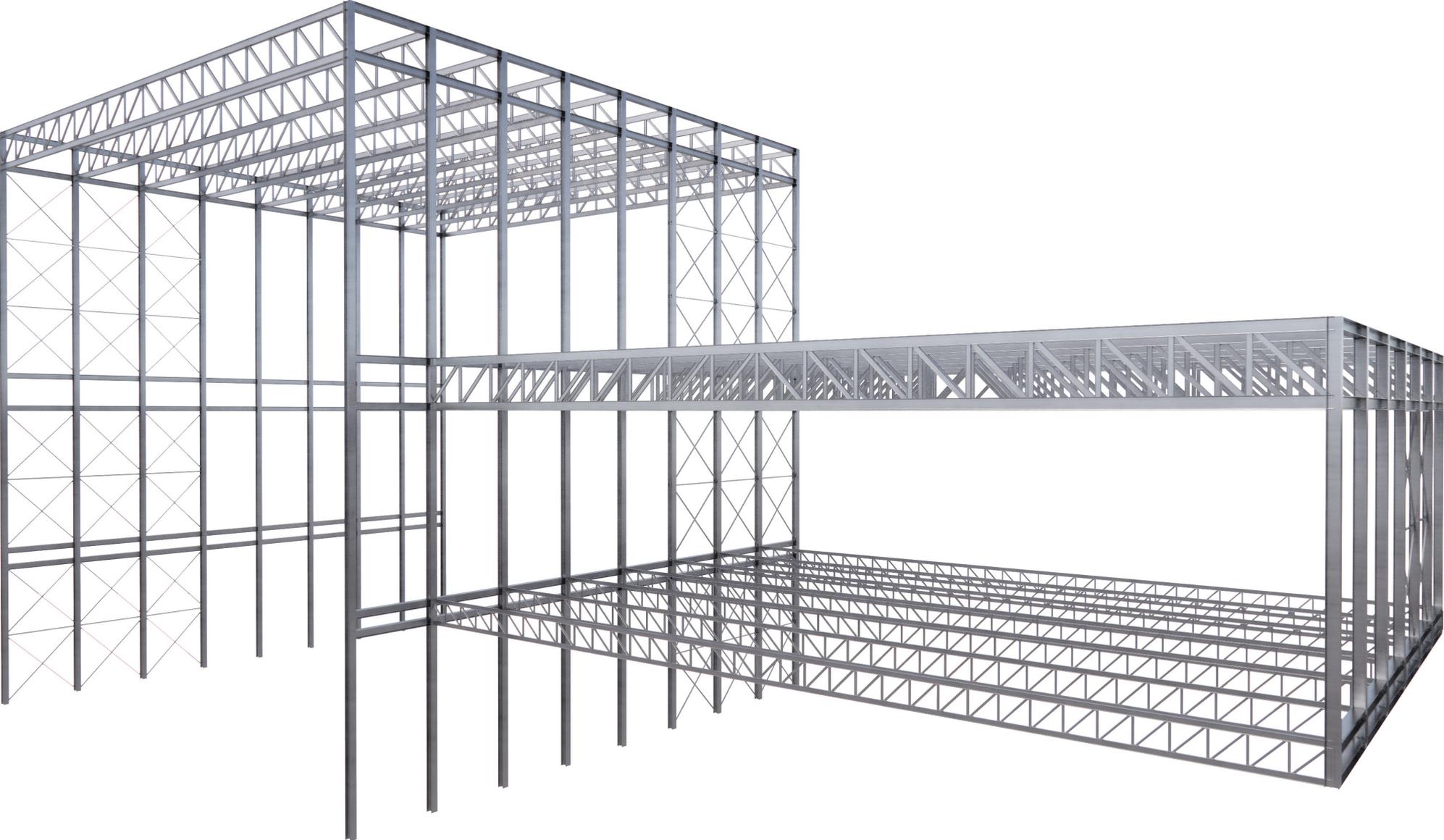
# STEEL FRAME



Design | Construction  
**FRAMEWORK**

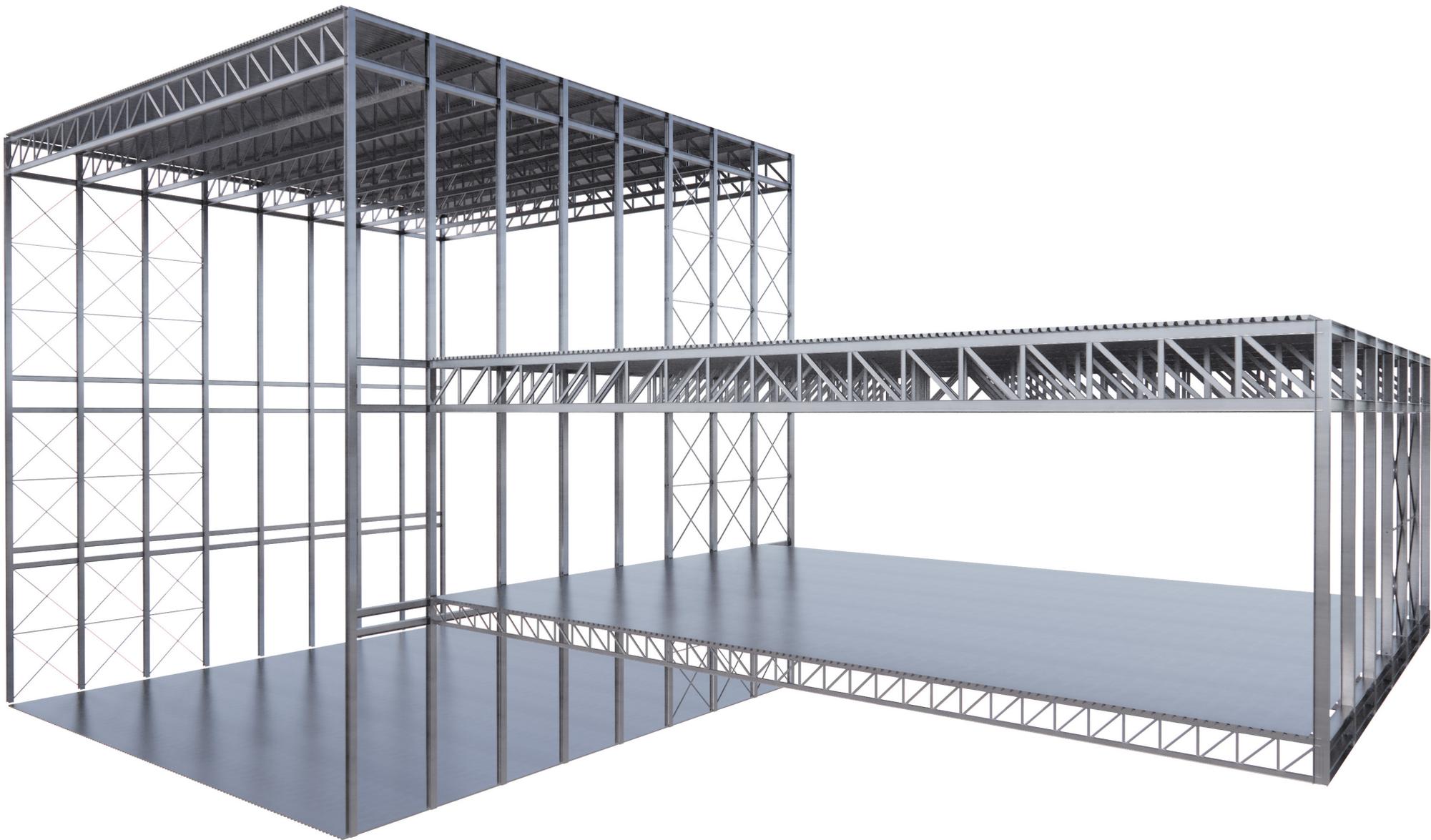


# CONNECTION



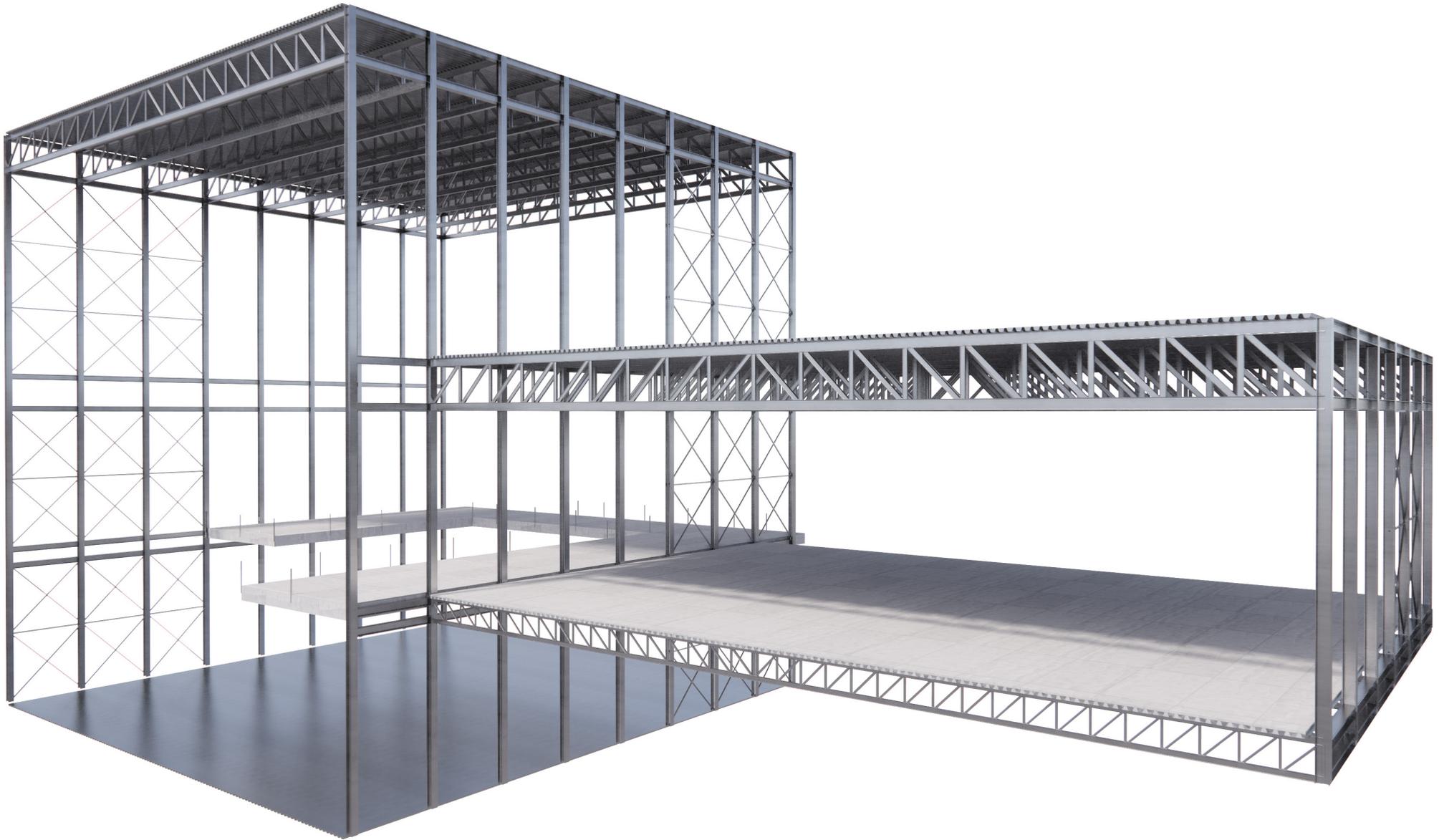
Design | Construction

# PROFILED STEEL

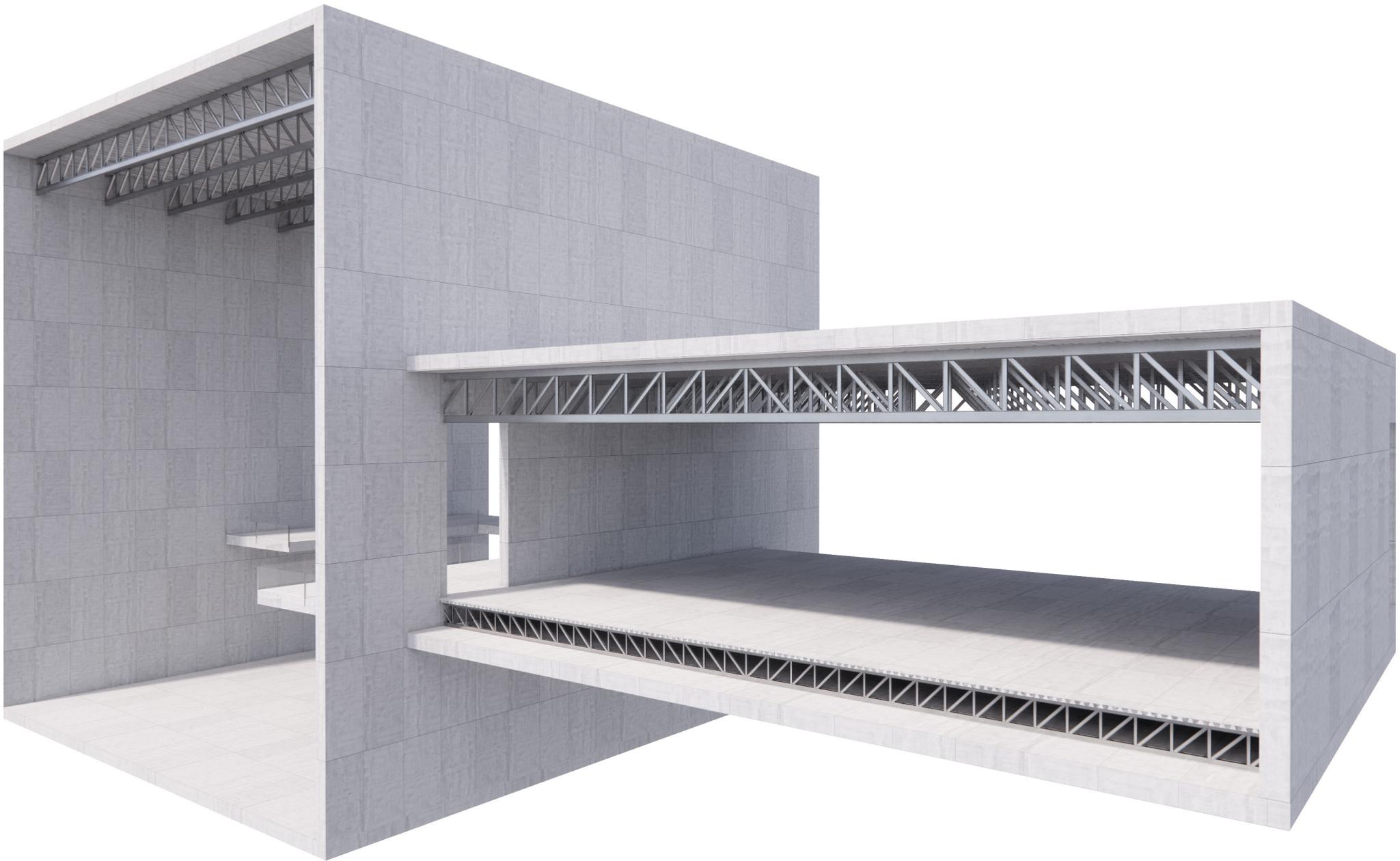


Design | Construction

# FLOOR & MEZZANINE

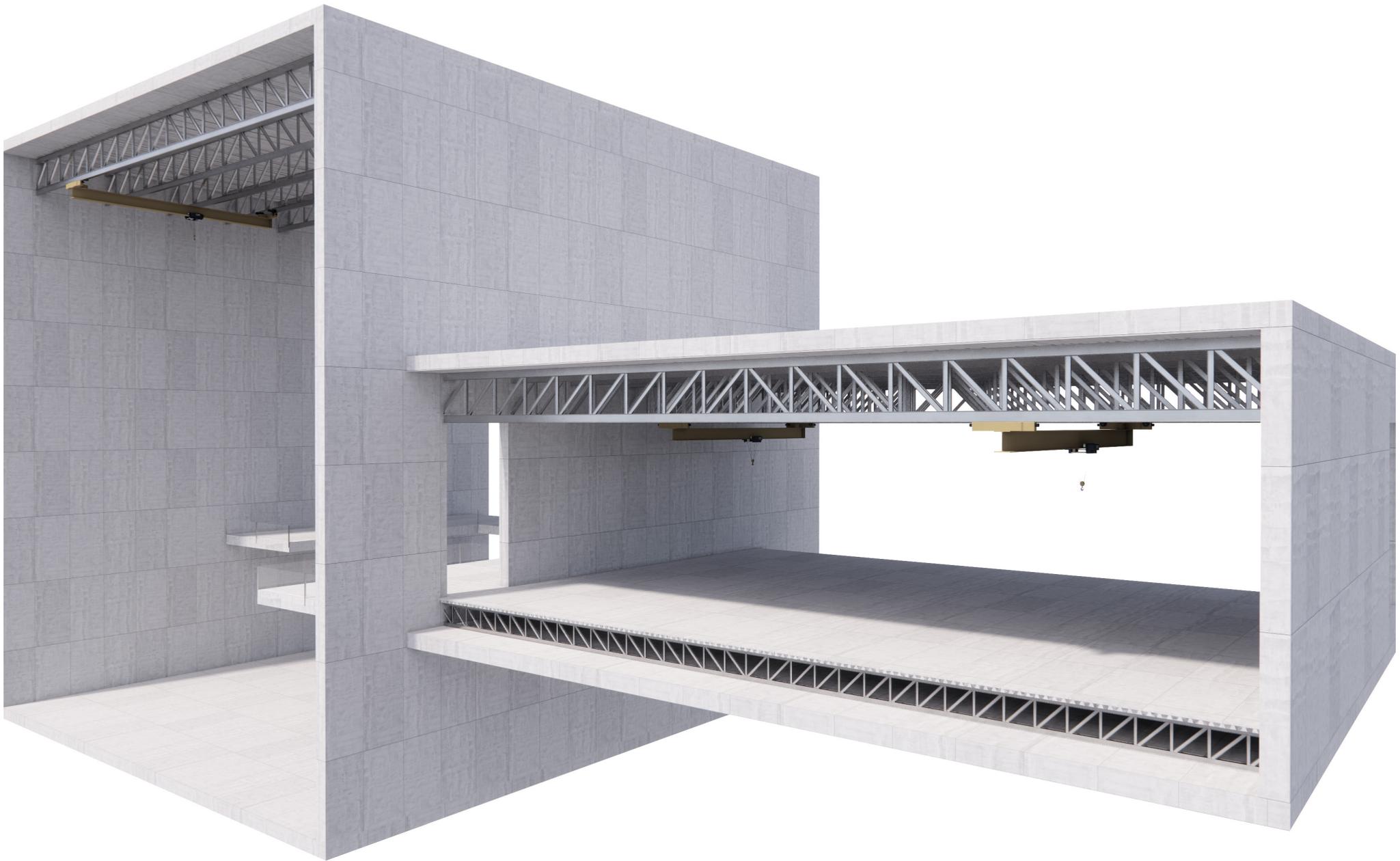


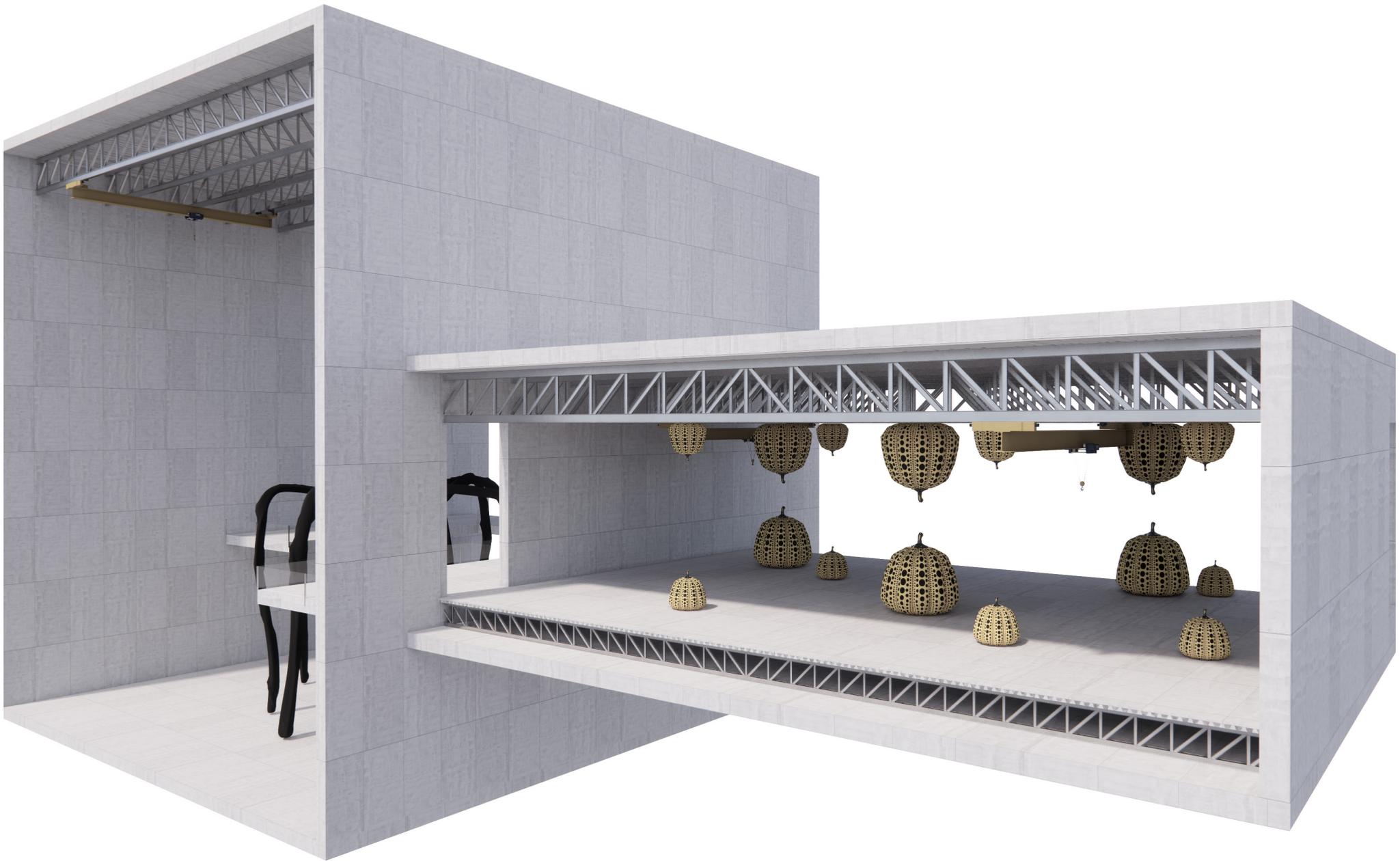
# SKIN



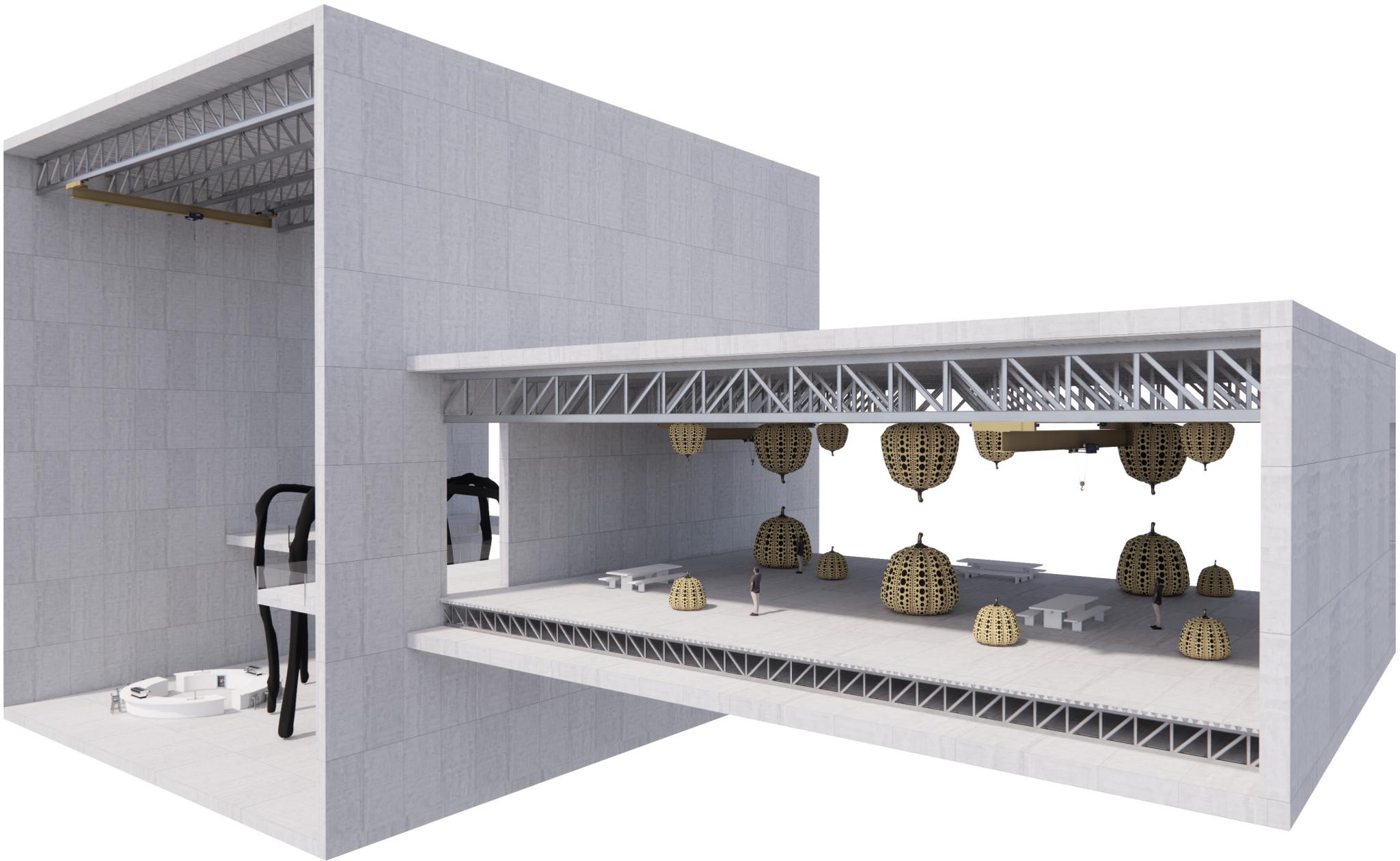
Design | Construction

# OVERHEAD CRANES

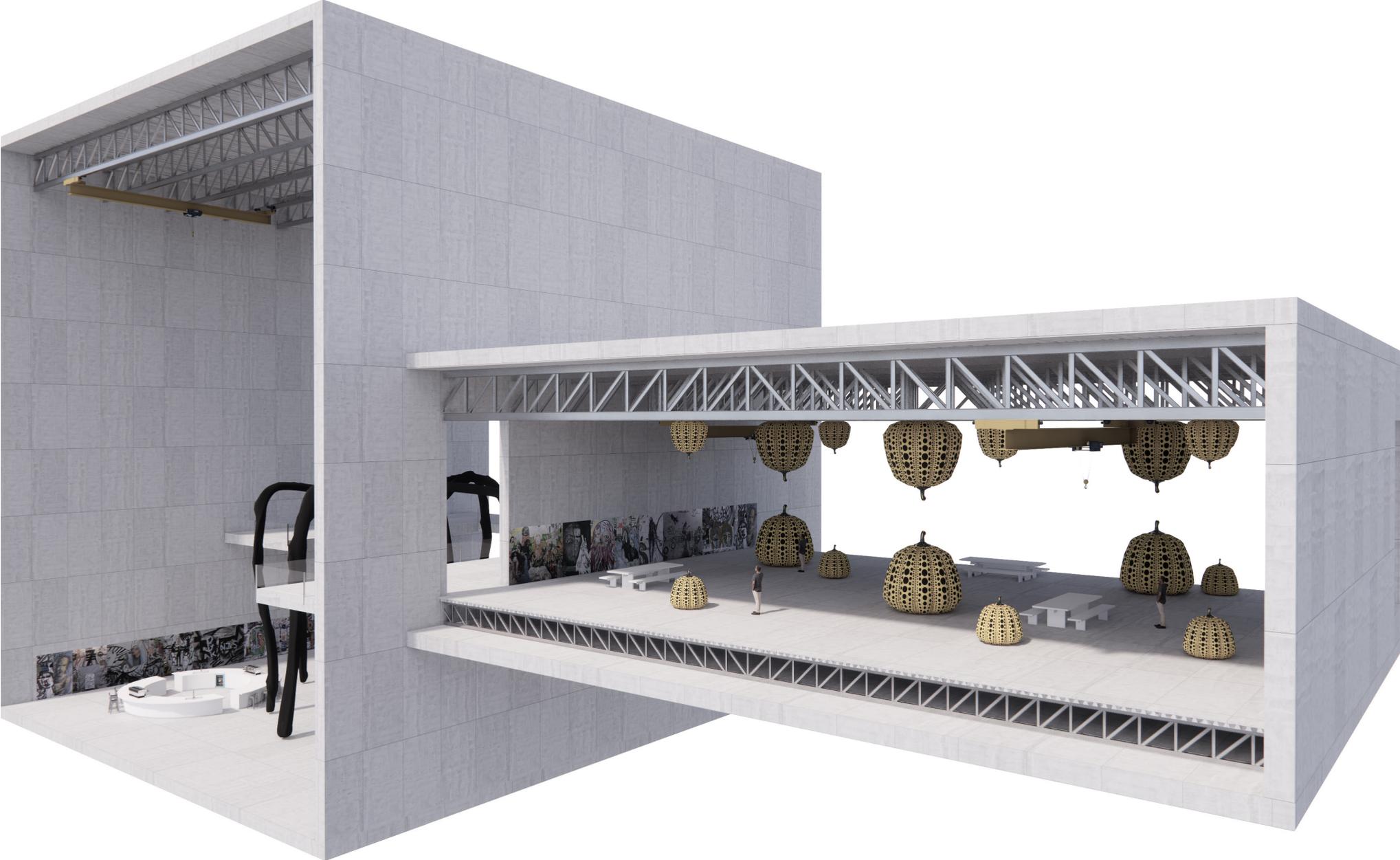




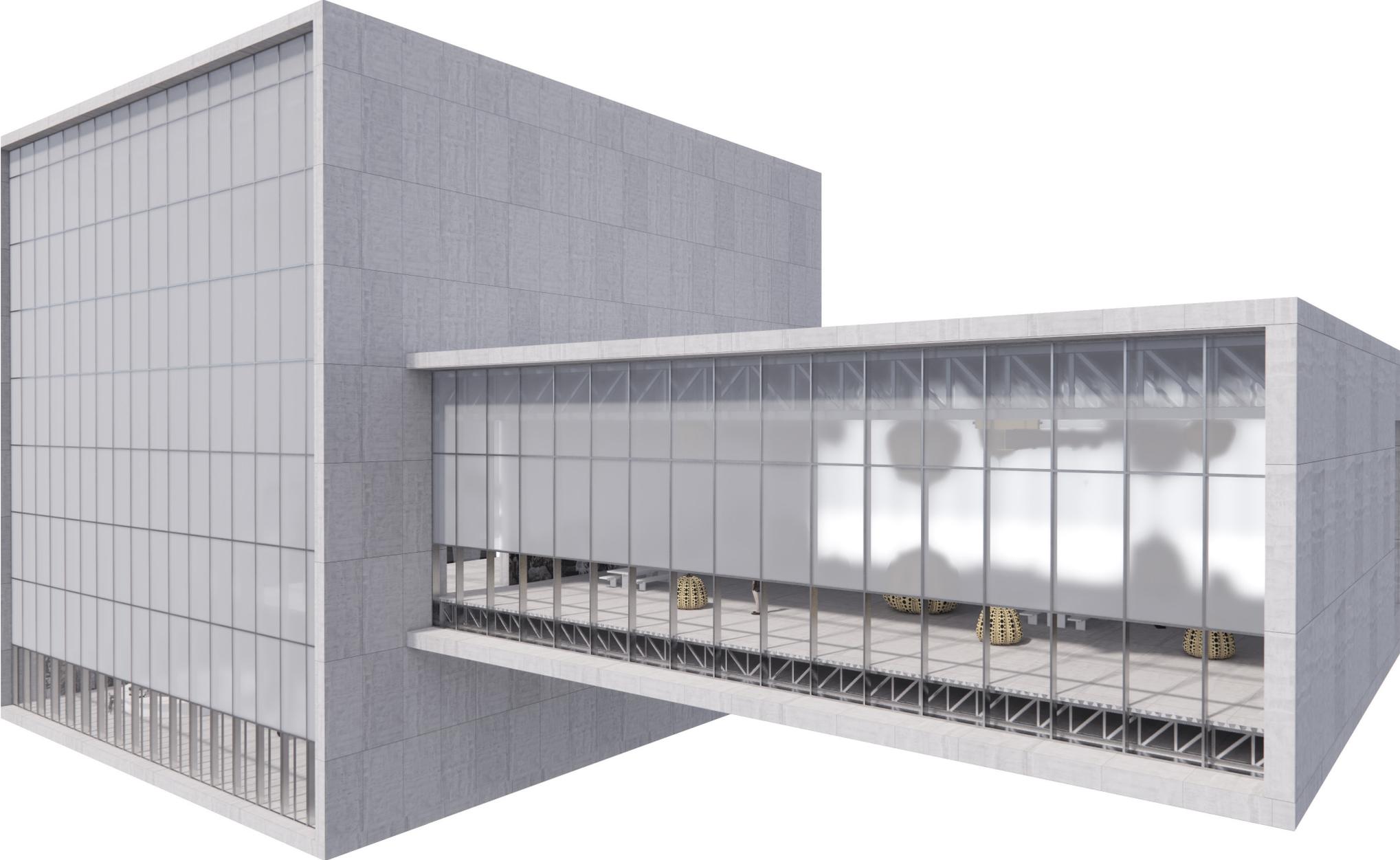
# SOCIAL



Design | Construction  
**REACTION WALL**

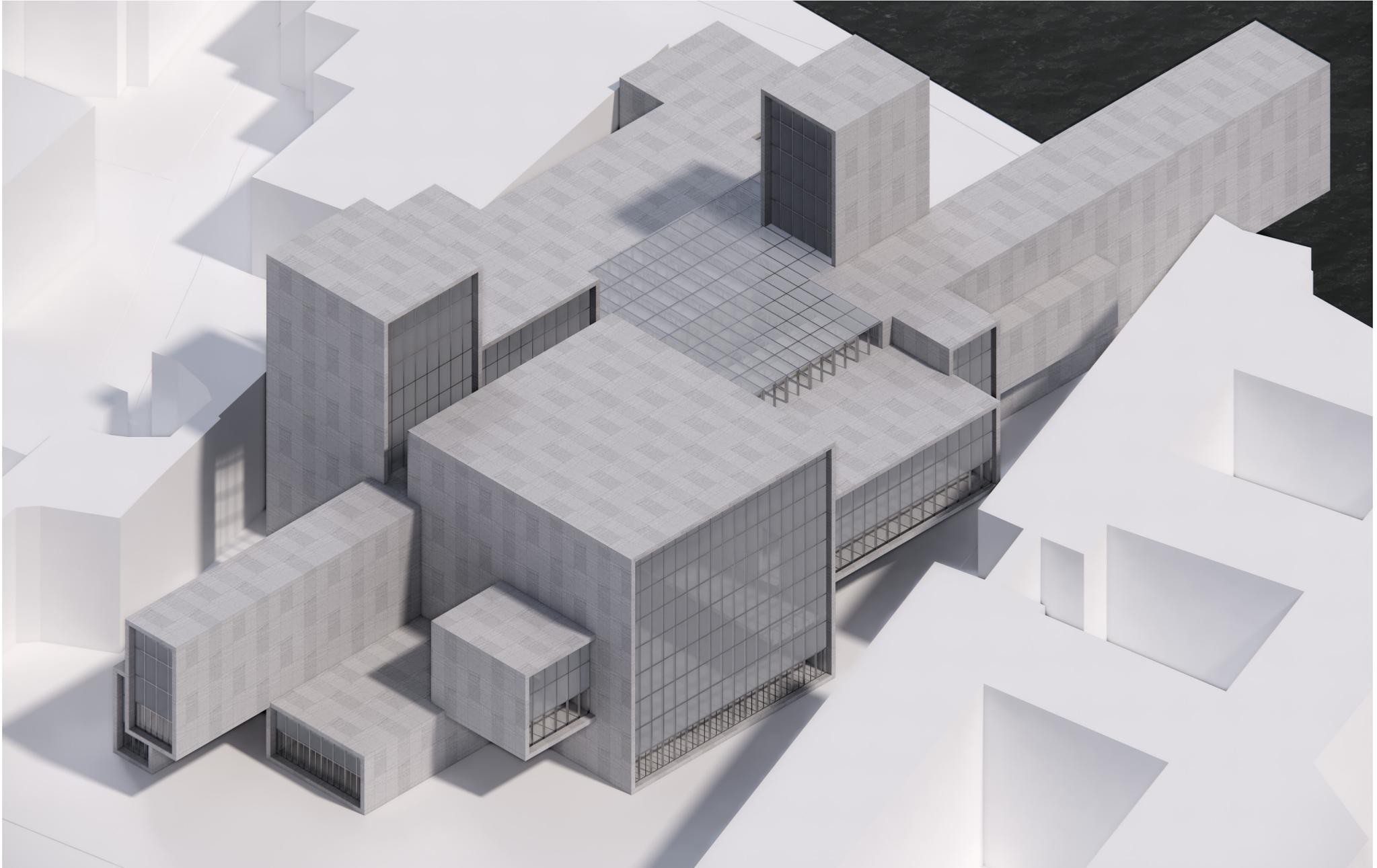


Design | Construction  
**CURTAIN WALL**

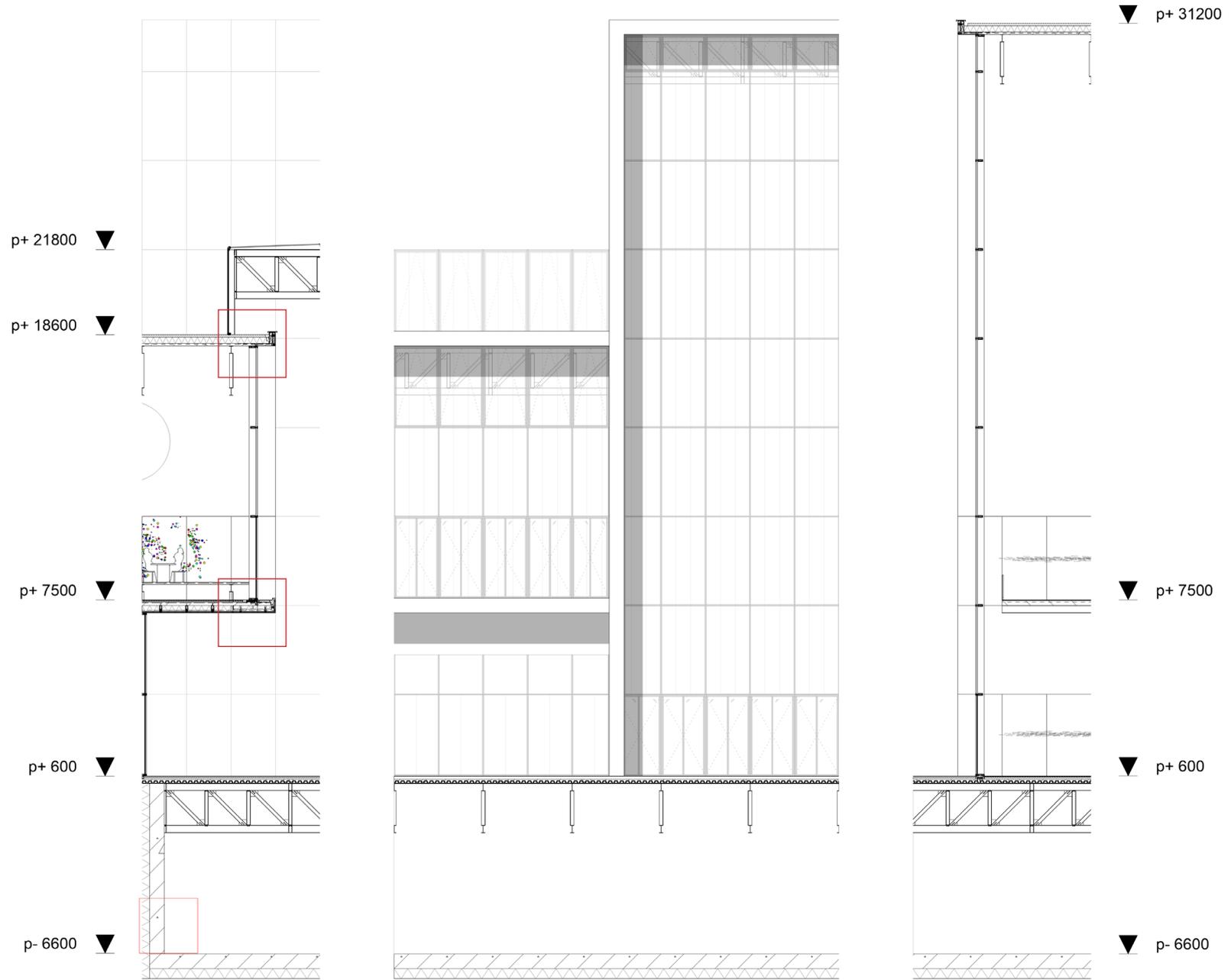


Design | Construction

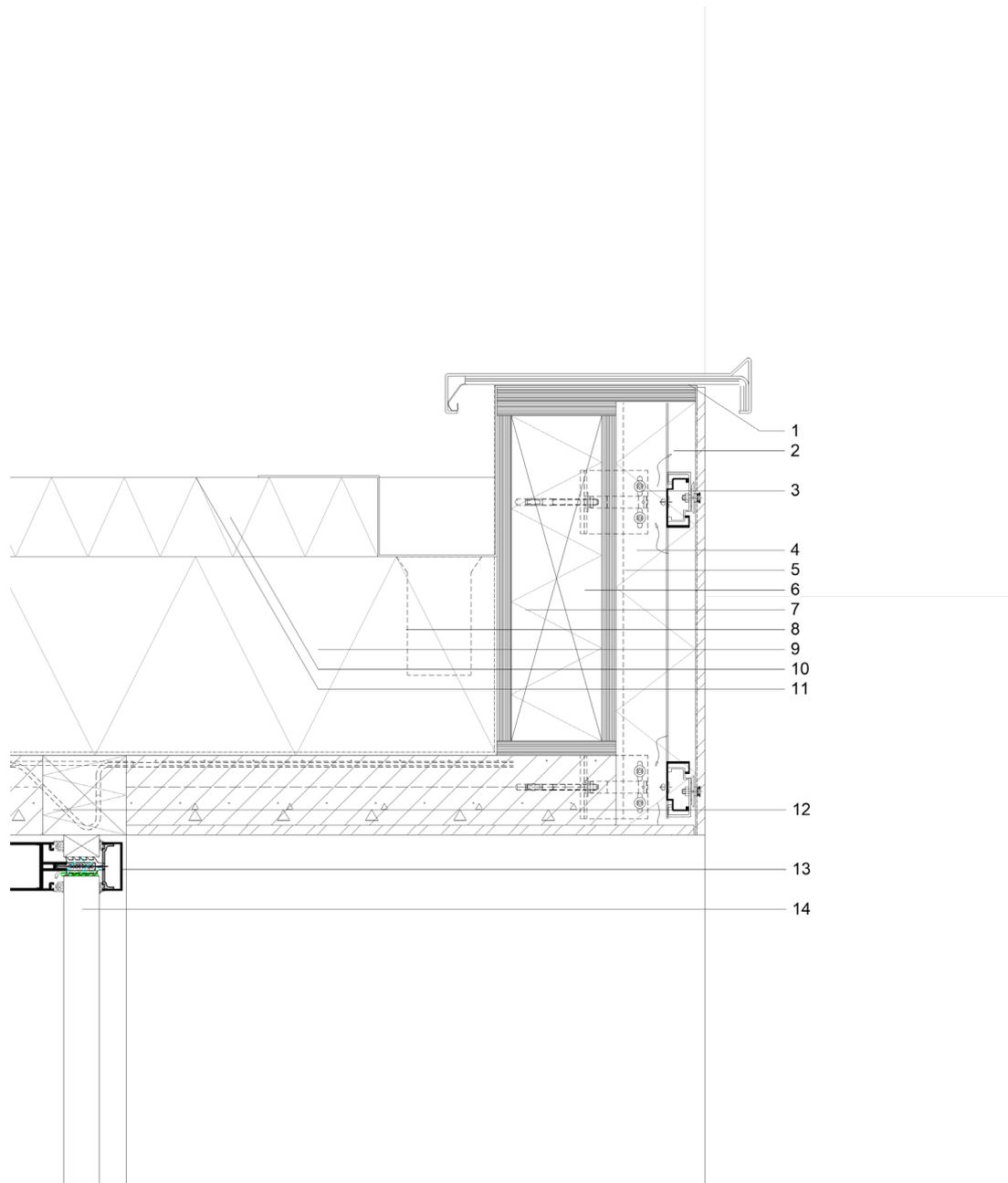
# WHOLE BUILDING



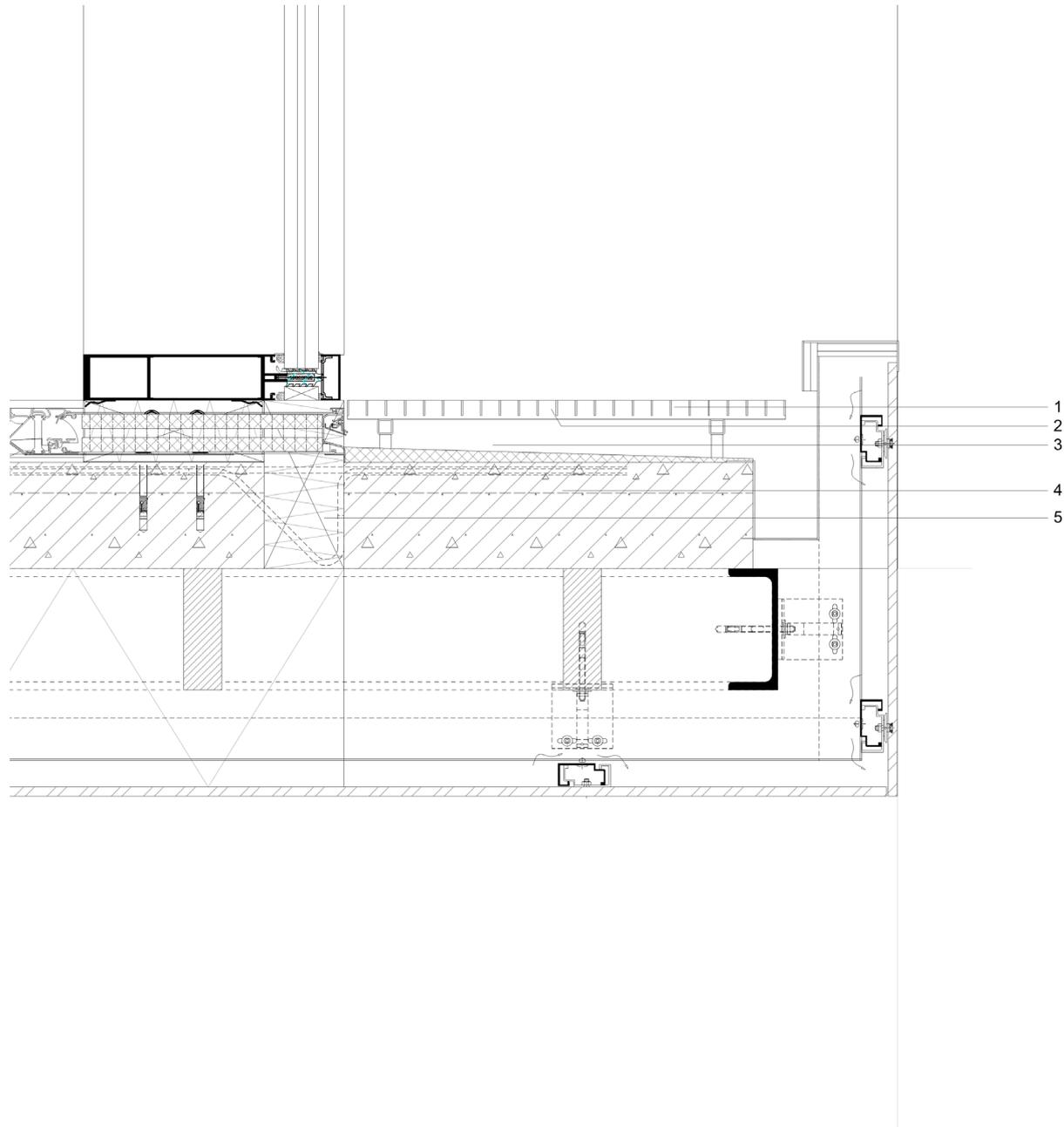
Design | Construction  
**FACADE FRAGMENT**



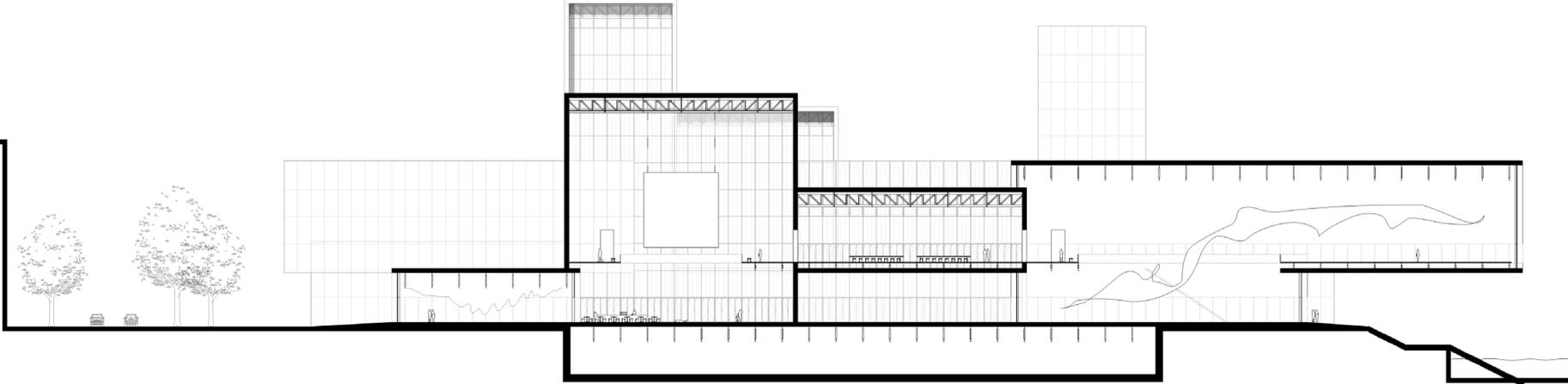
# ROOF & CURTAIN WALL



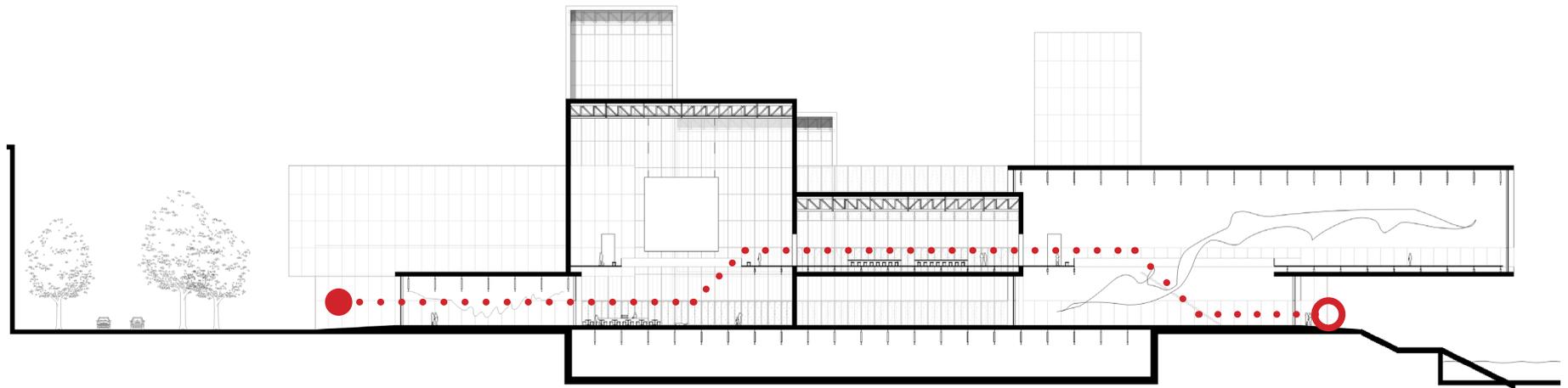
# FLOOR & CURTAIN WALL



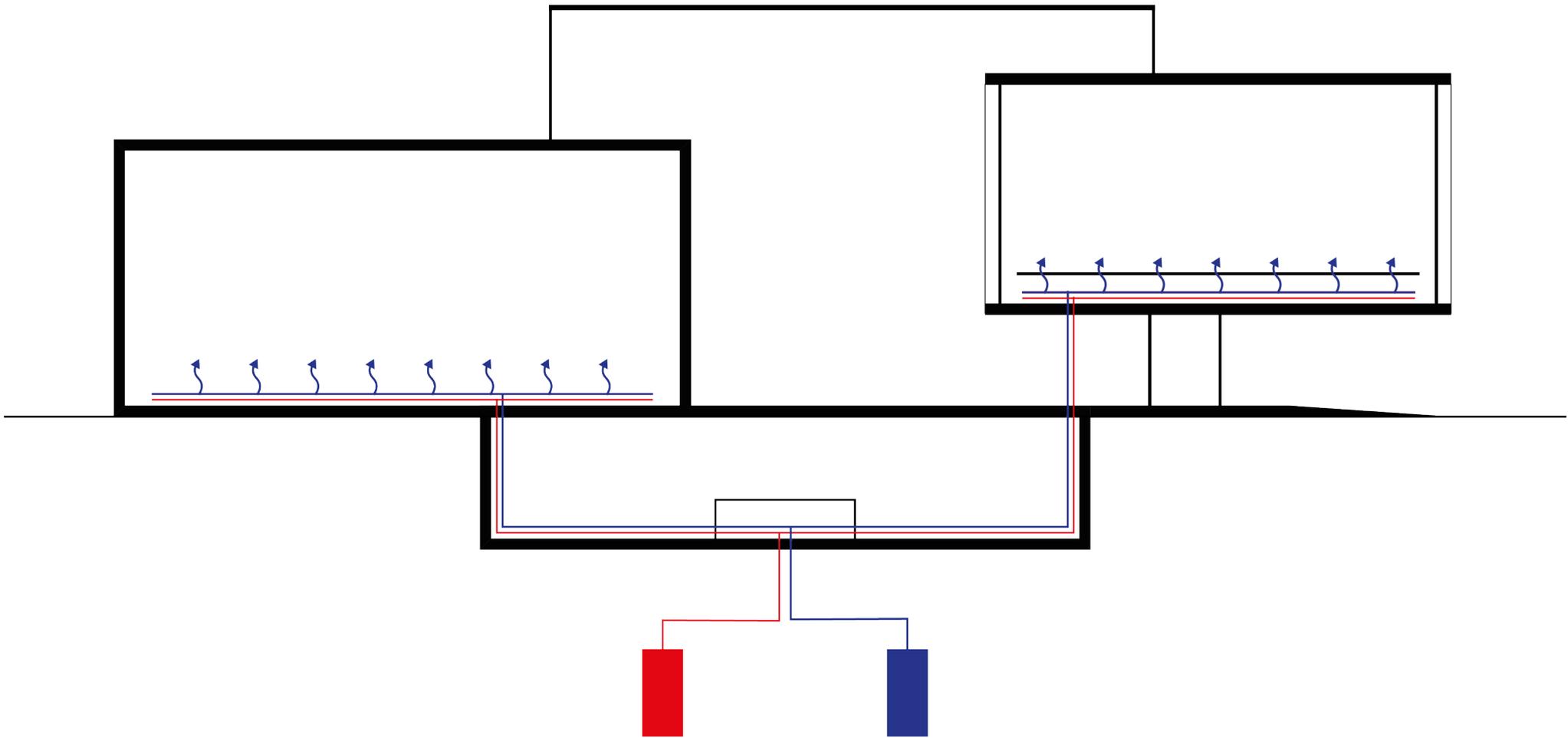
# SECTION AA



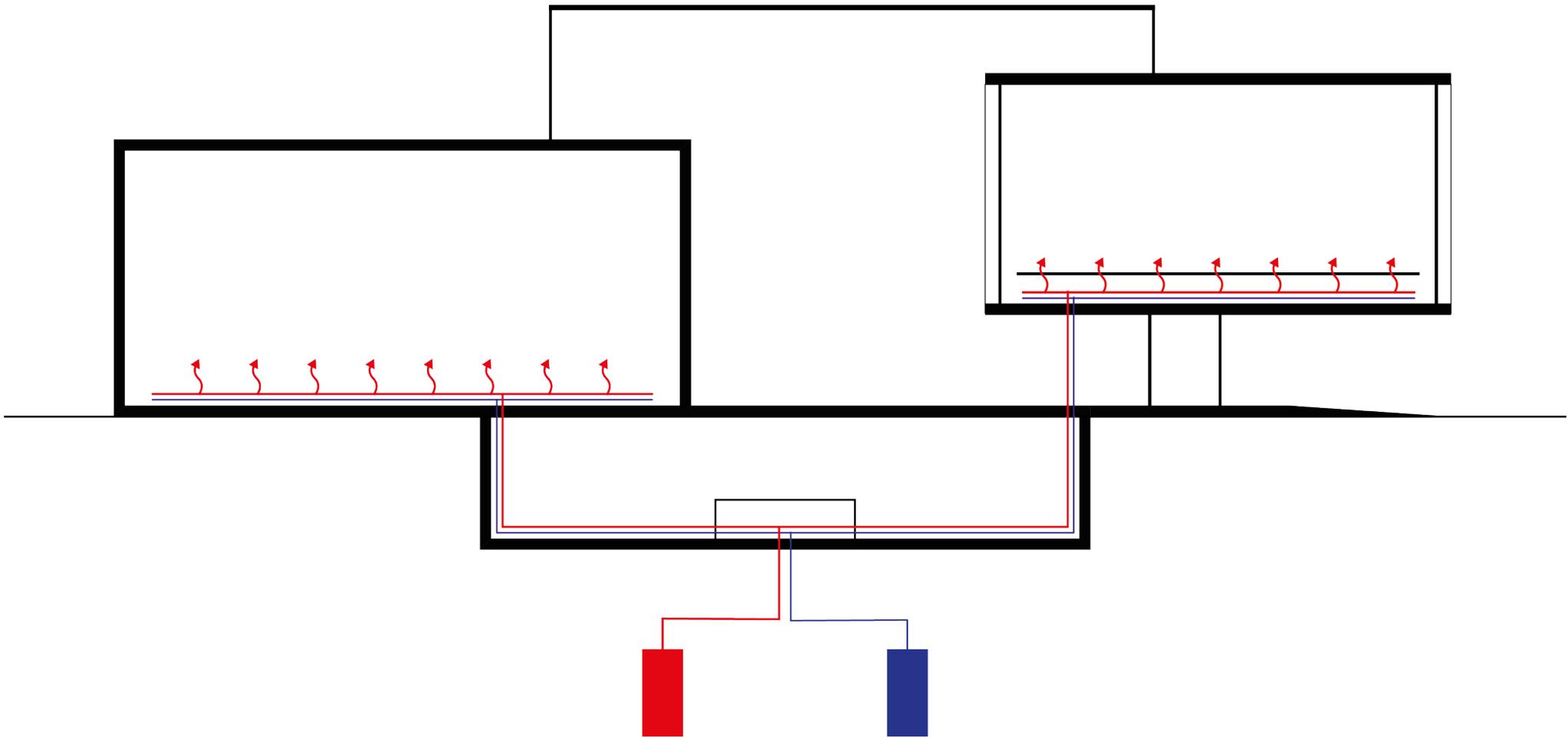
Design | Construction  
**ROUTE**



# COOLING

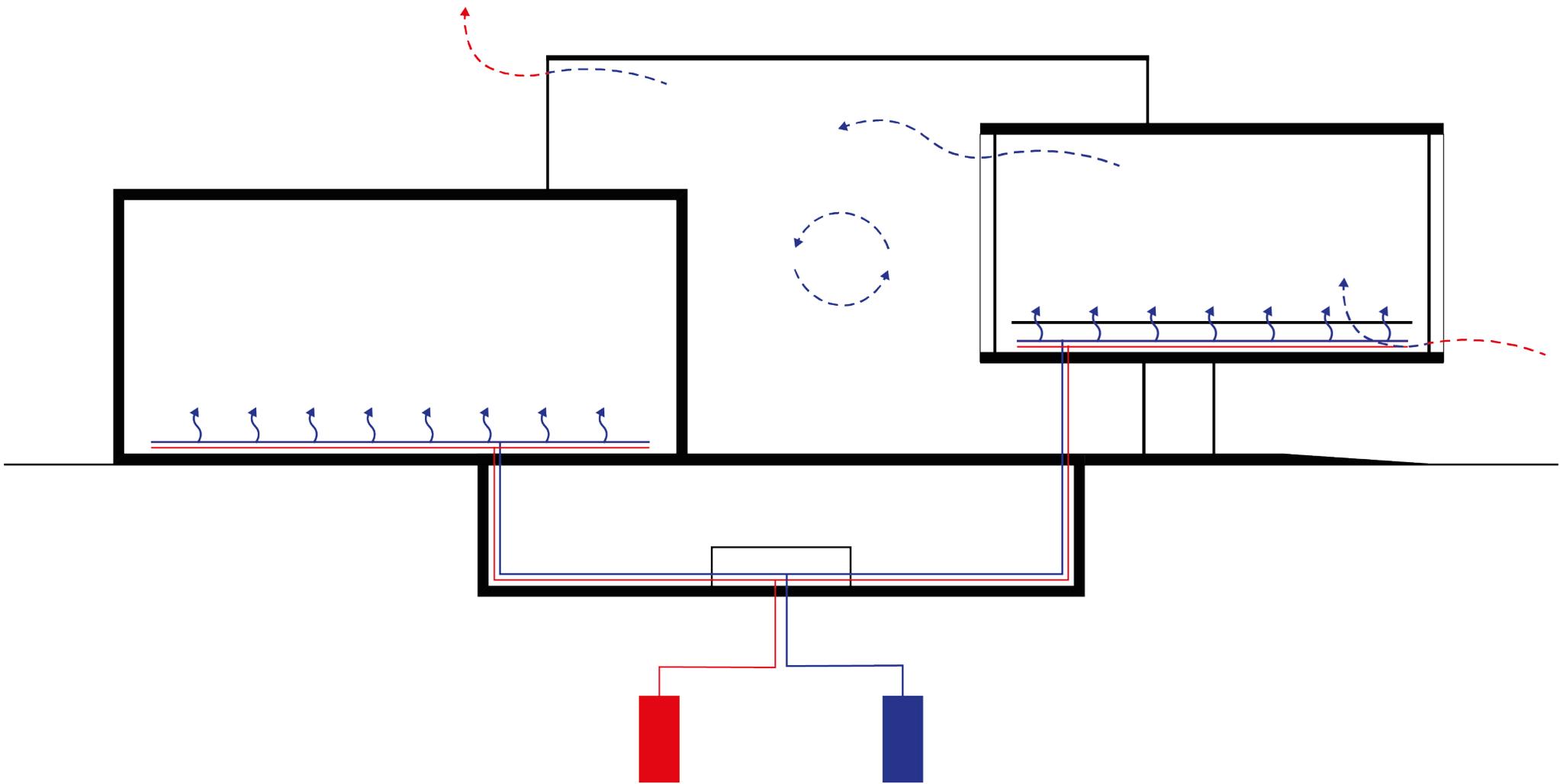


# HEATING



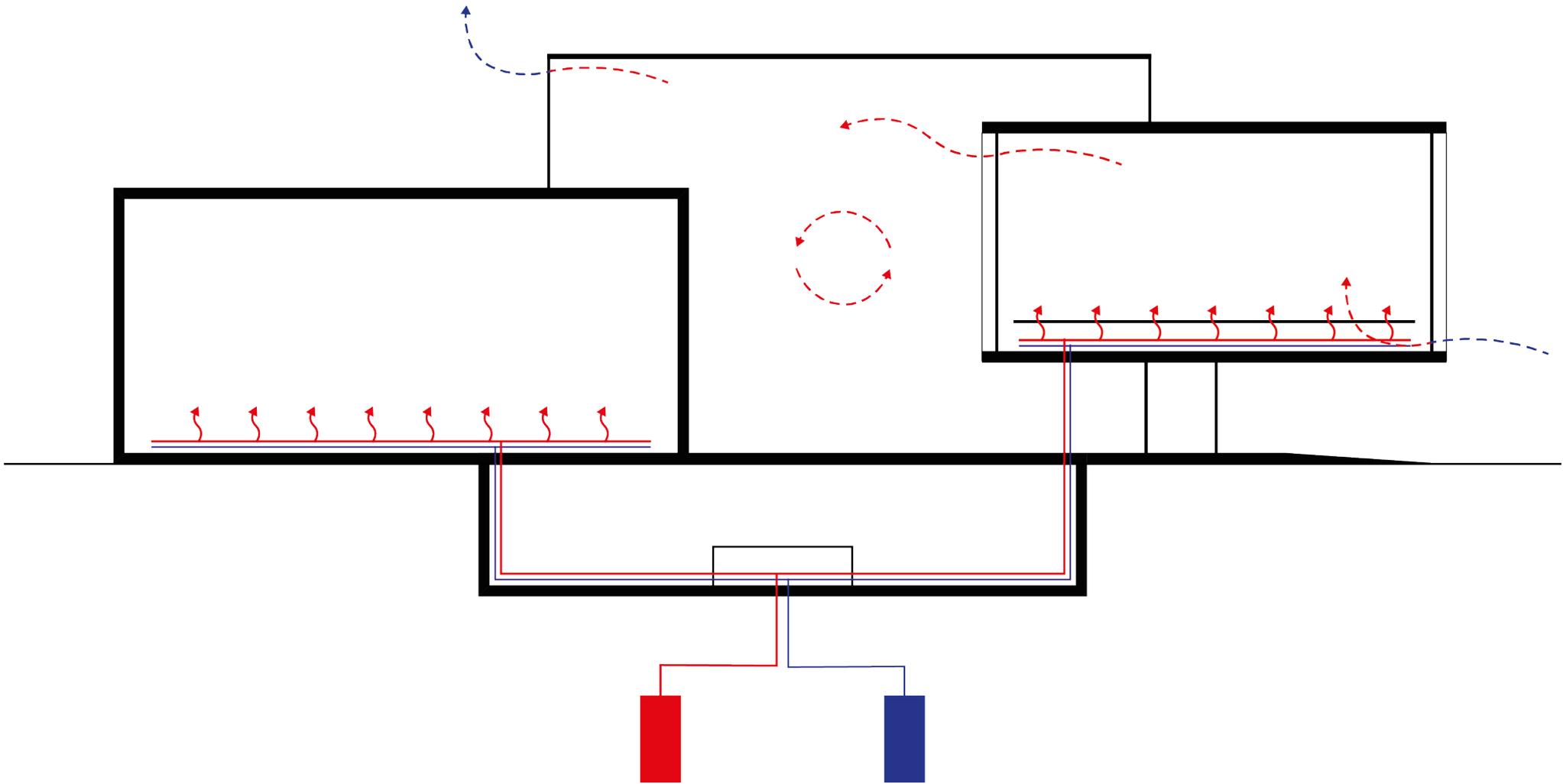
Design | Climate & Sustainability

# SUMMER VENTILATION

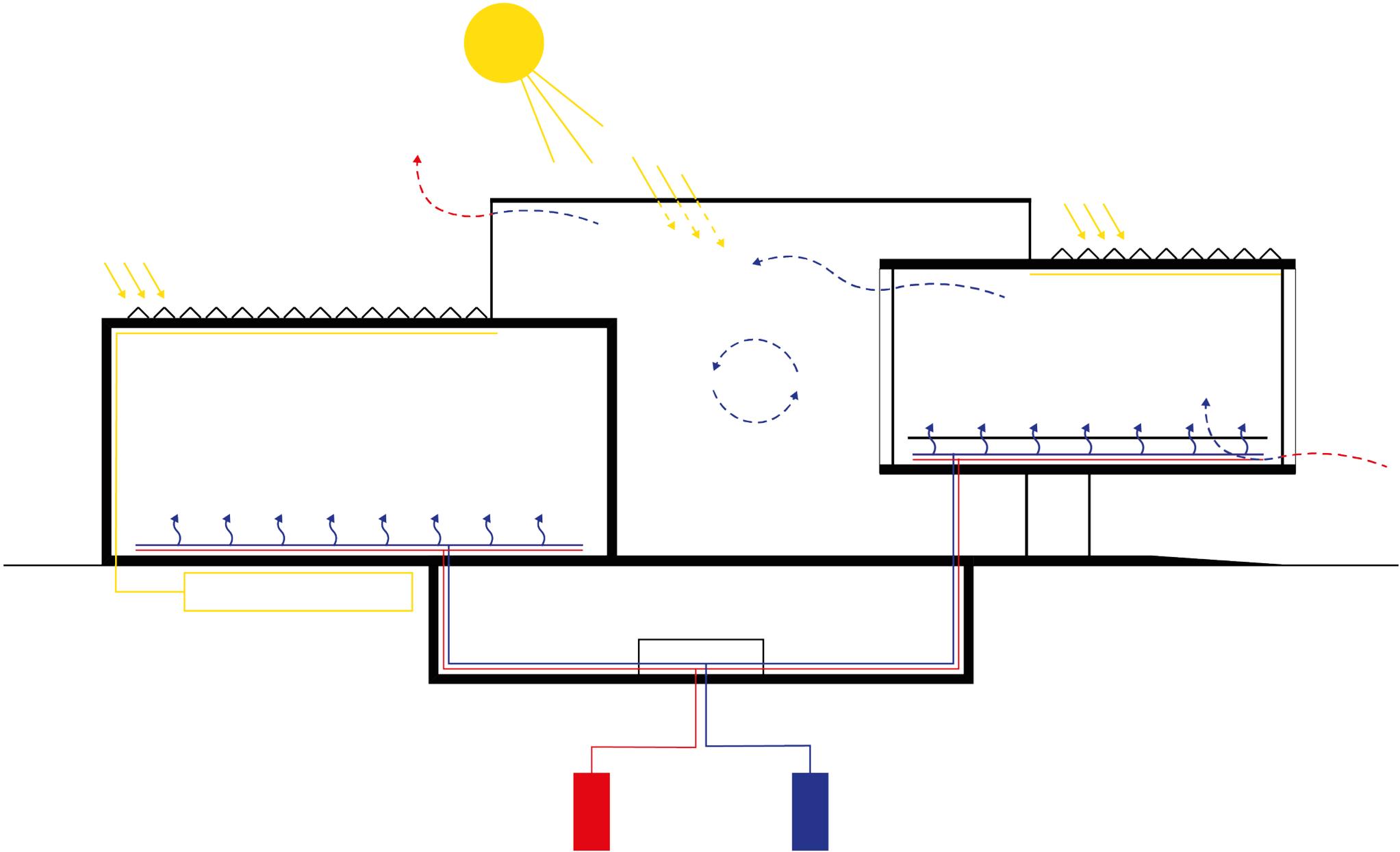


Design | Climate & Sustainability

# WINTER VENTILATION

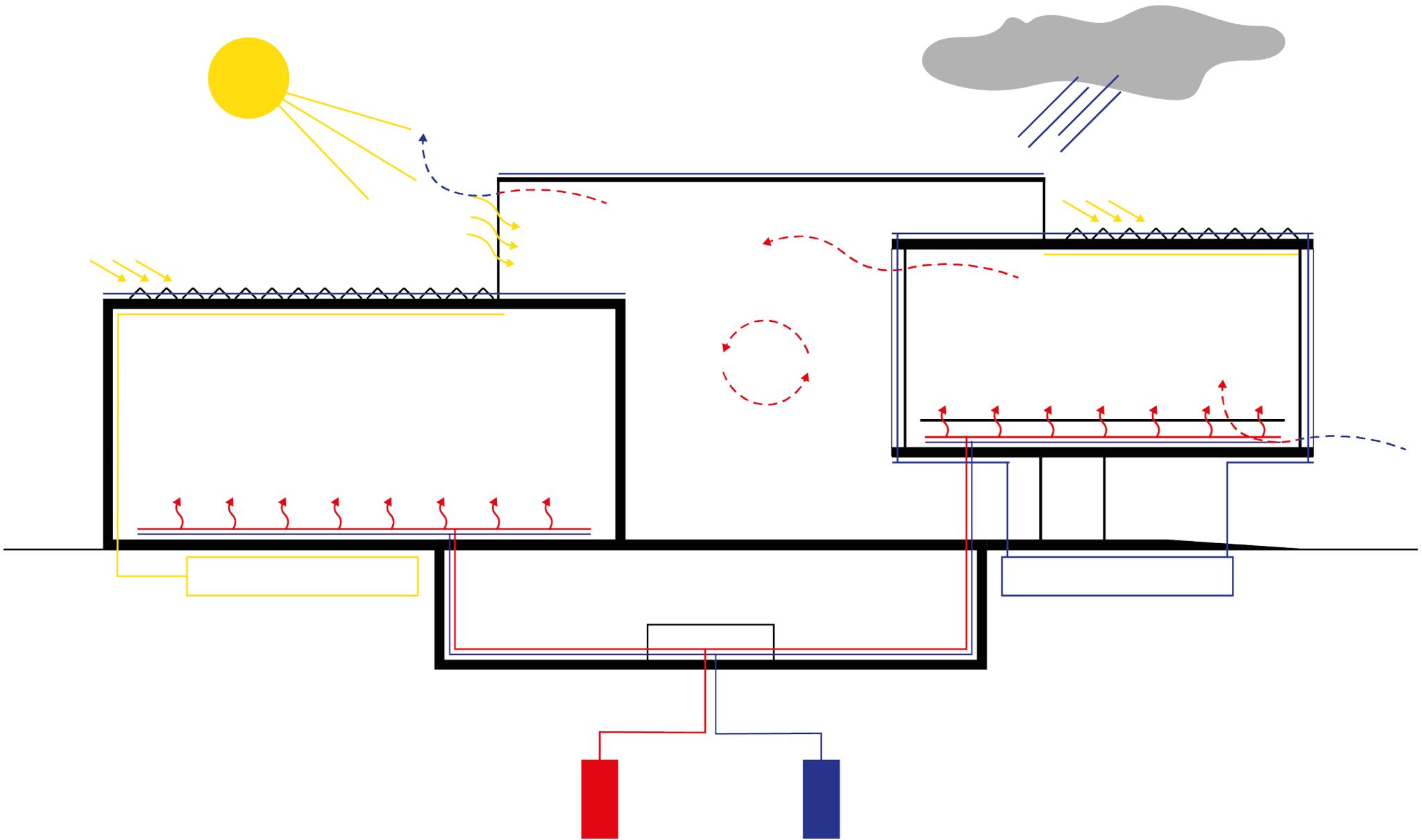


# SUMMER SUN

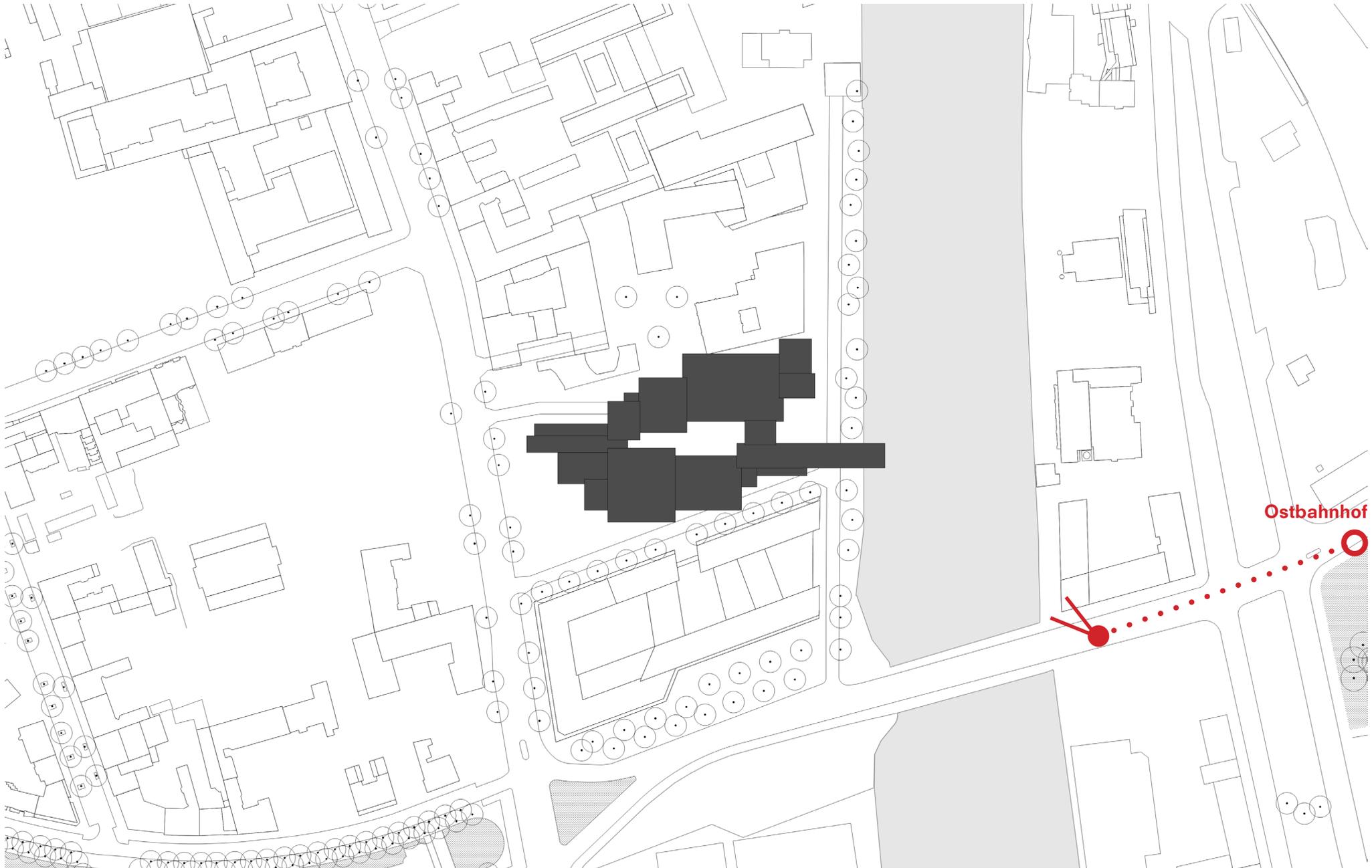




# RAIN



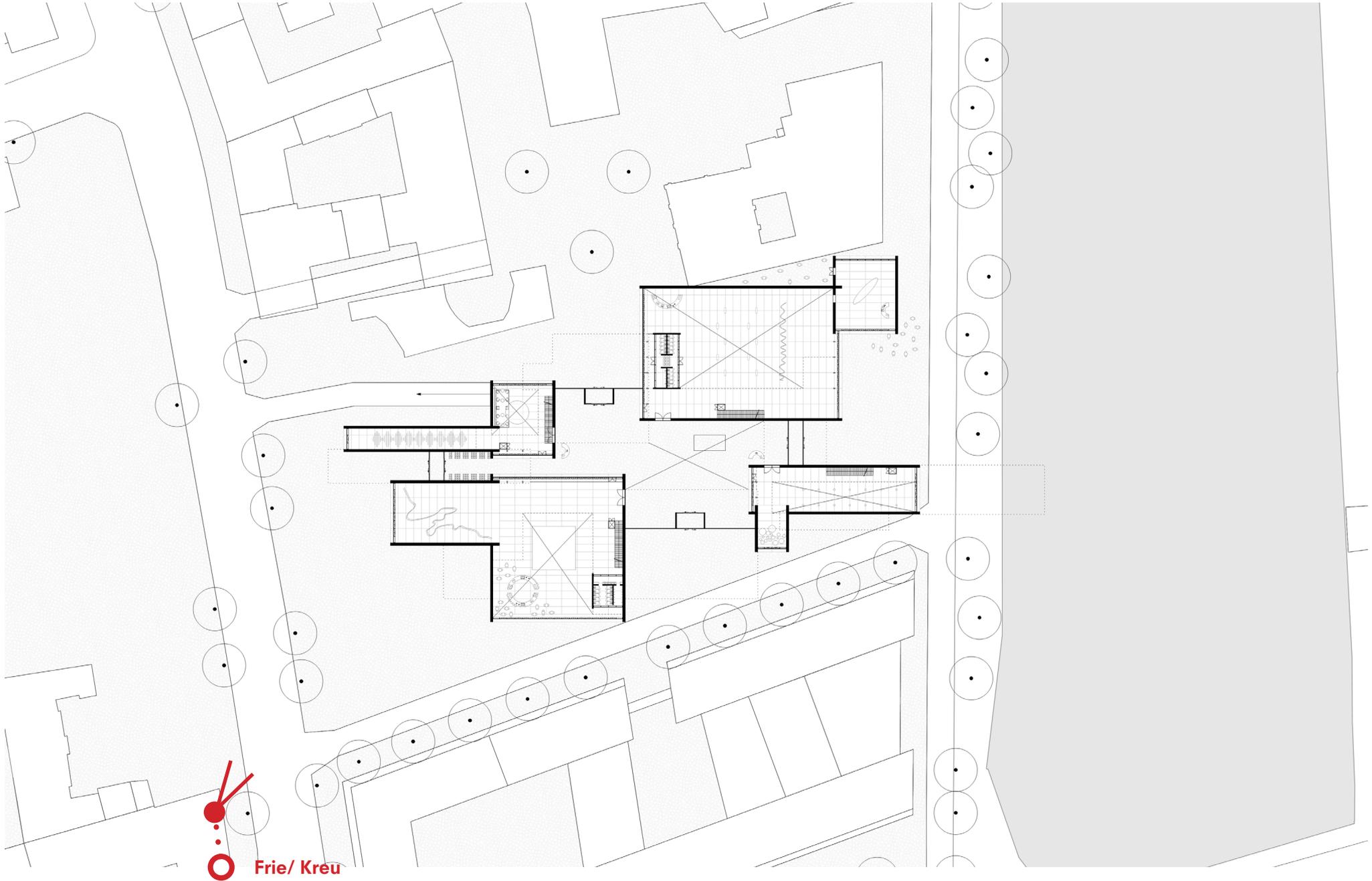
# MAIN APPROACH



# LANDMARK



# MAIN APPROACH



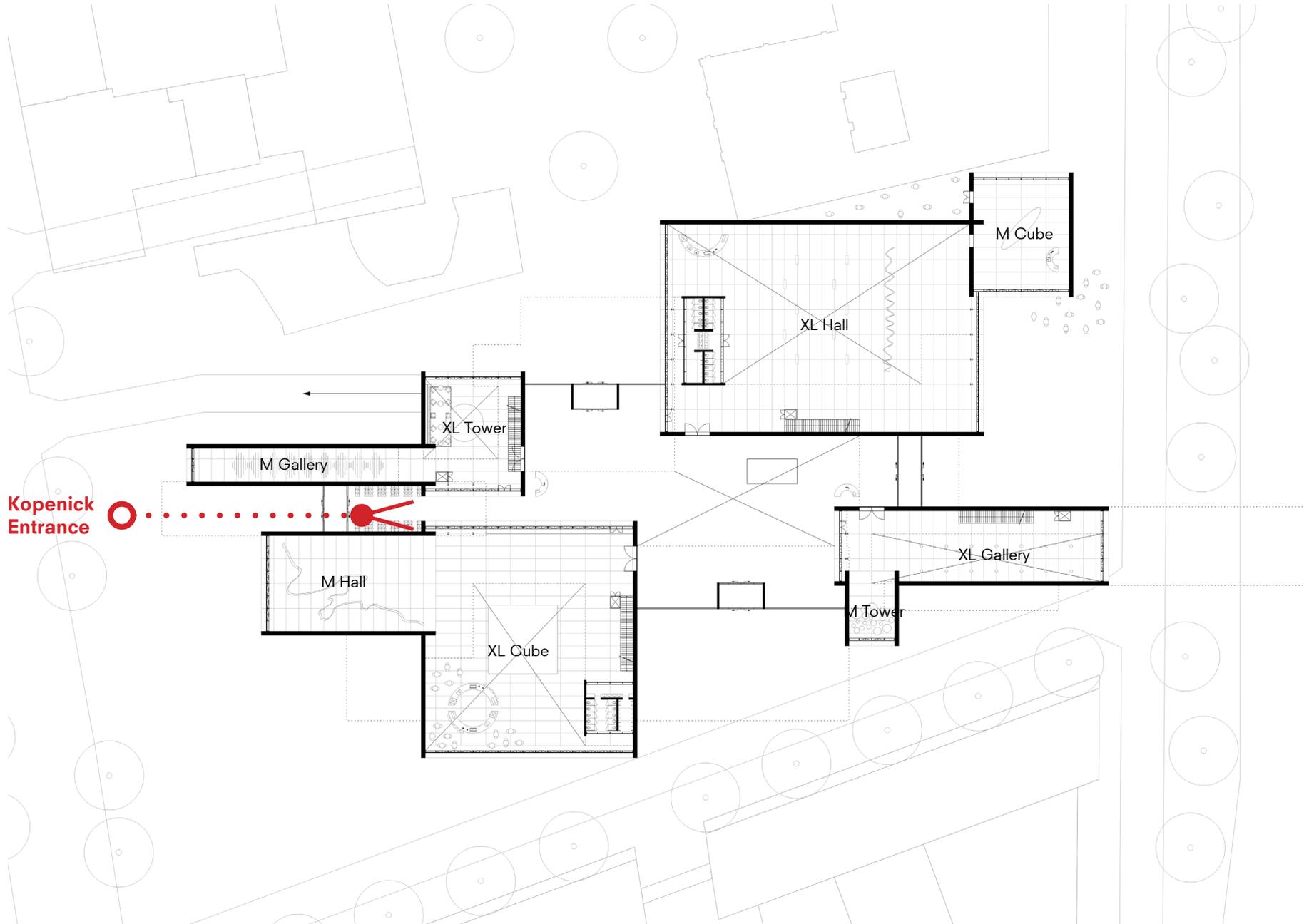
 Frie/ Kreu

Design | Building | Urban implementation

# PUBLIC SQUARE



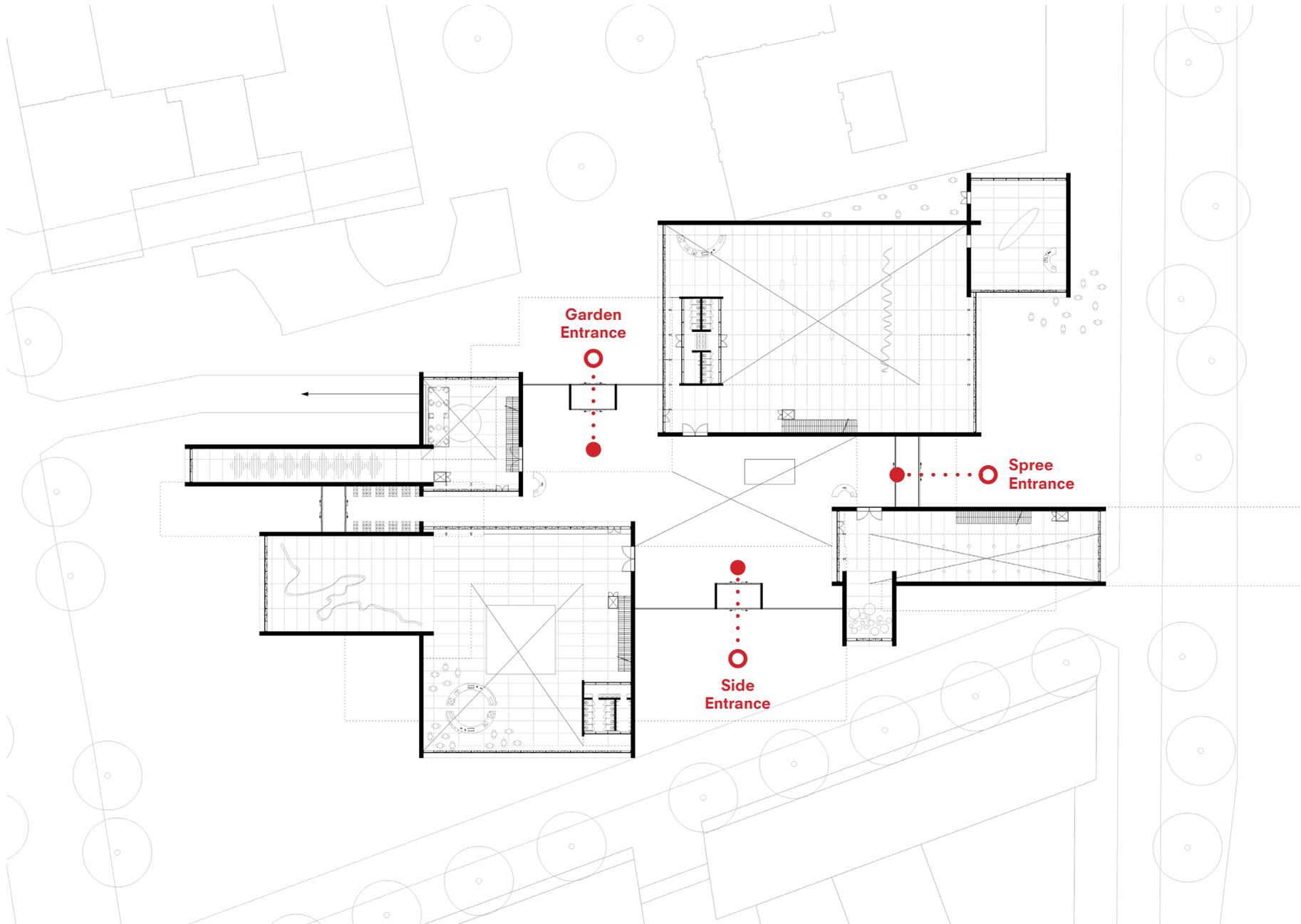
Design | Building | Ground Floor  
**MAIN ENTRANCE**



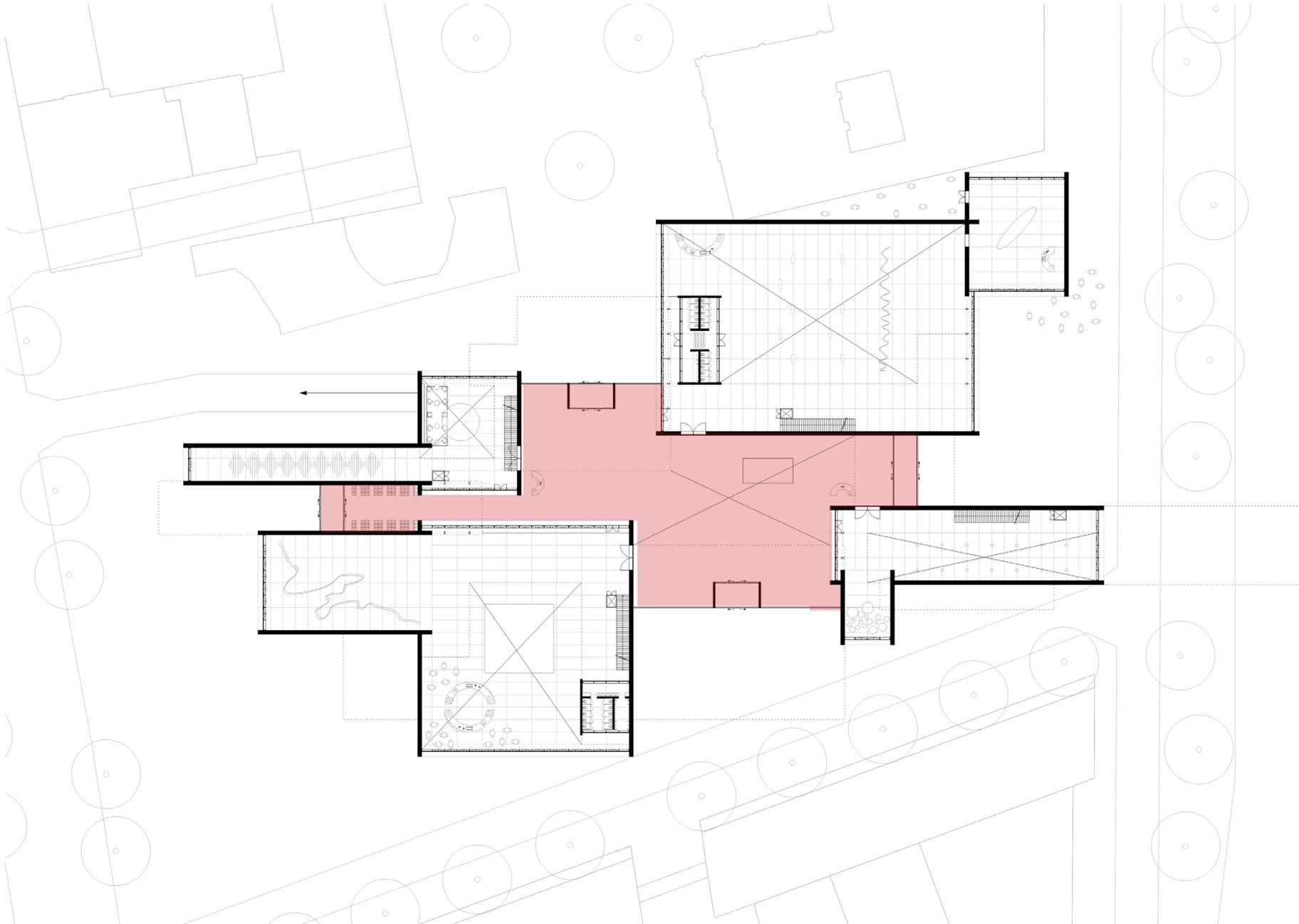
Design | Building | Ground Floor  
**MAIN ENTRANCE**



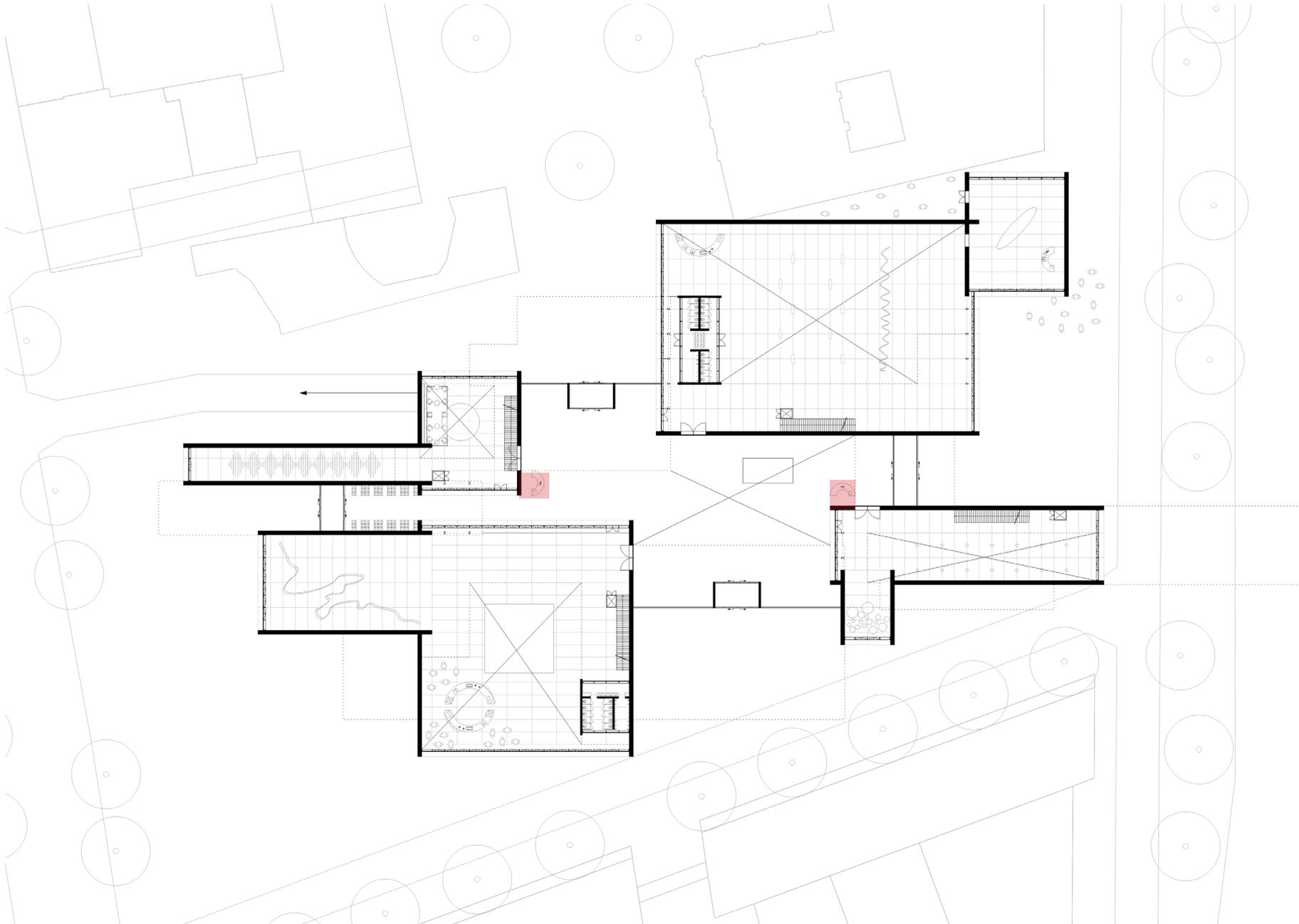
# SECONDARY ENTRANCES



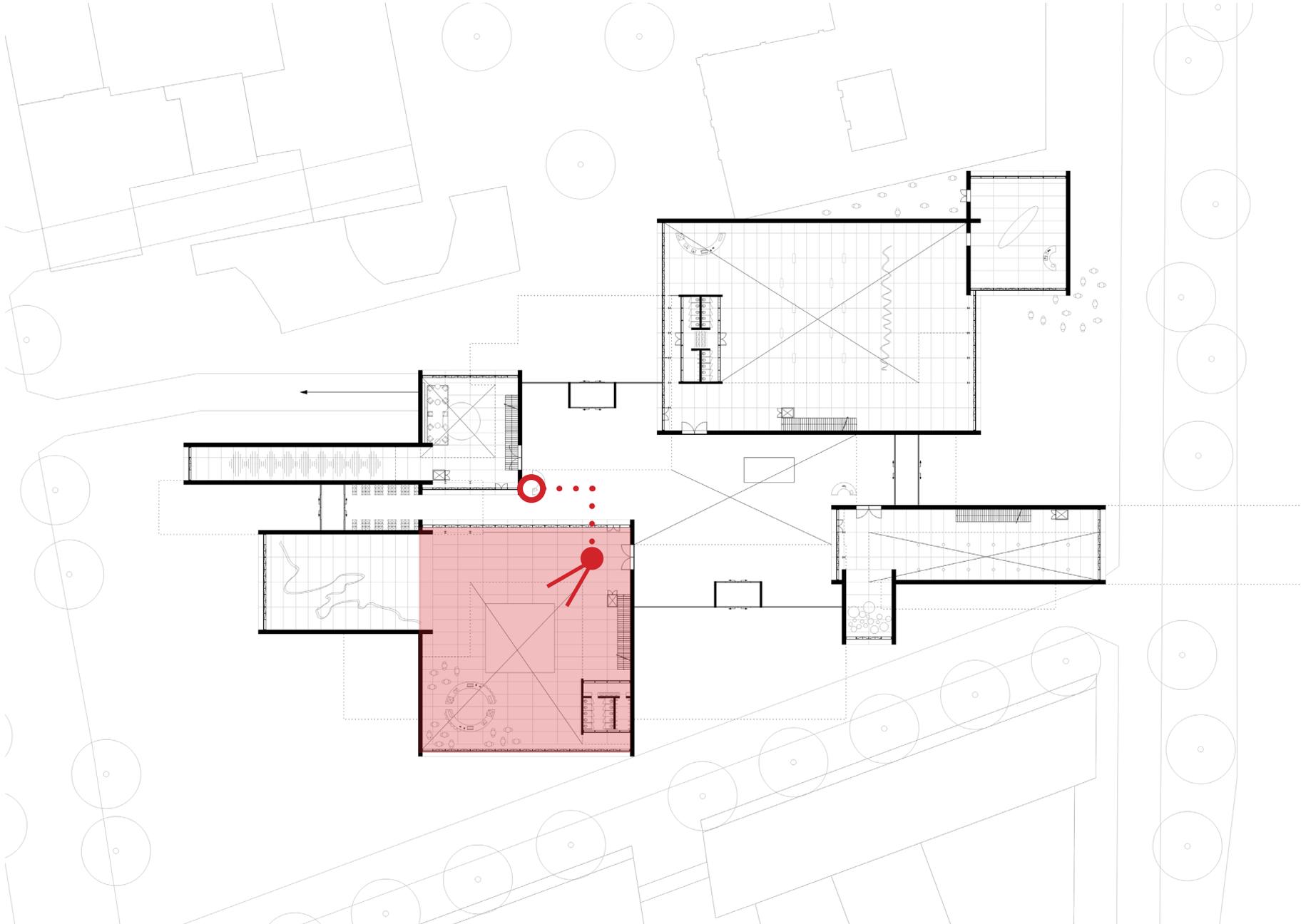
# COURTYARD



# FRONT DESKS



# XL CUBE

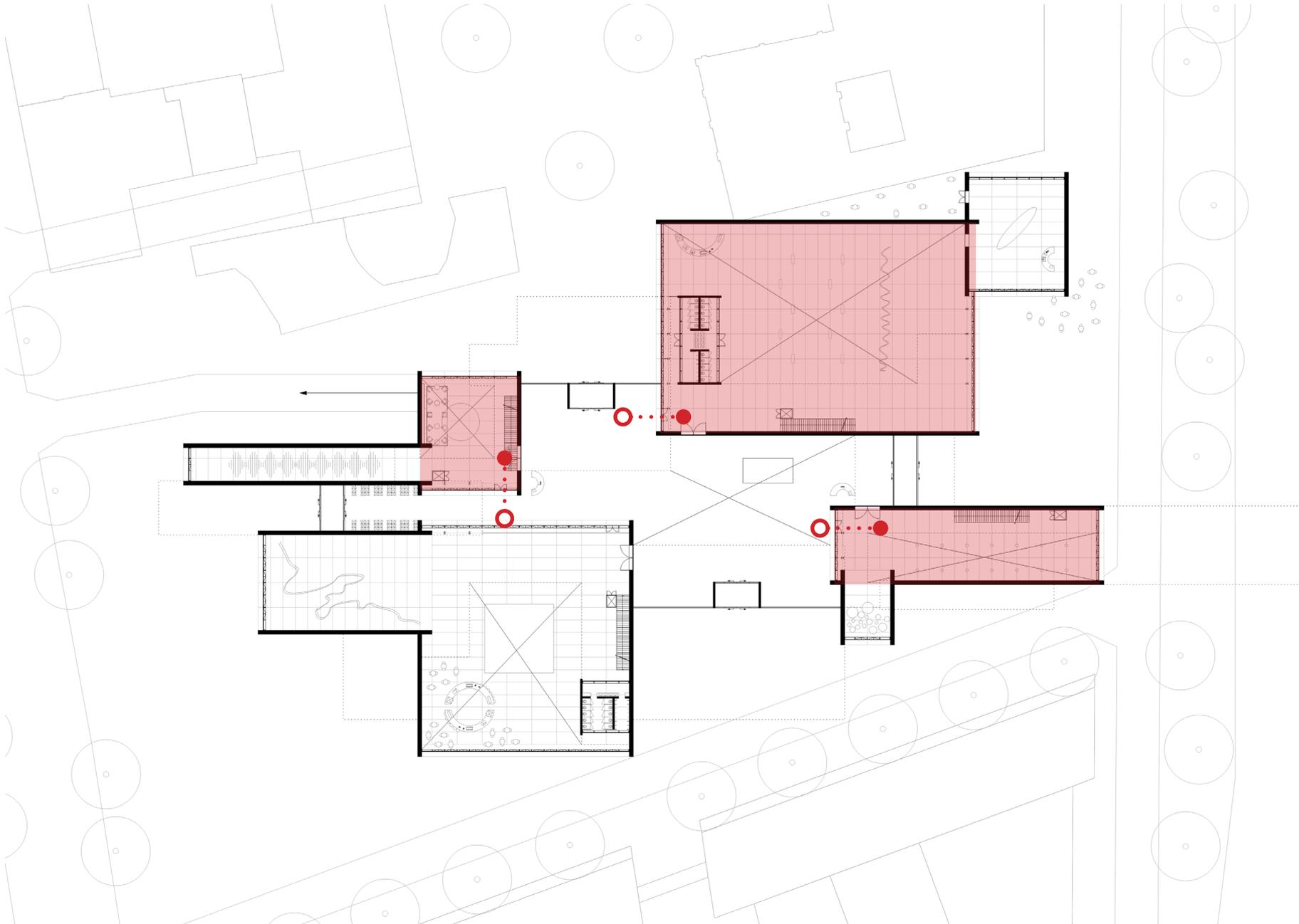


Design | Building | Ground Floor

# ART AND CAFÉ

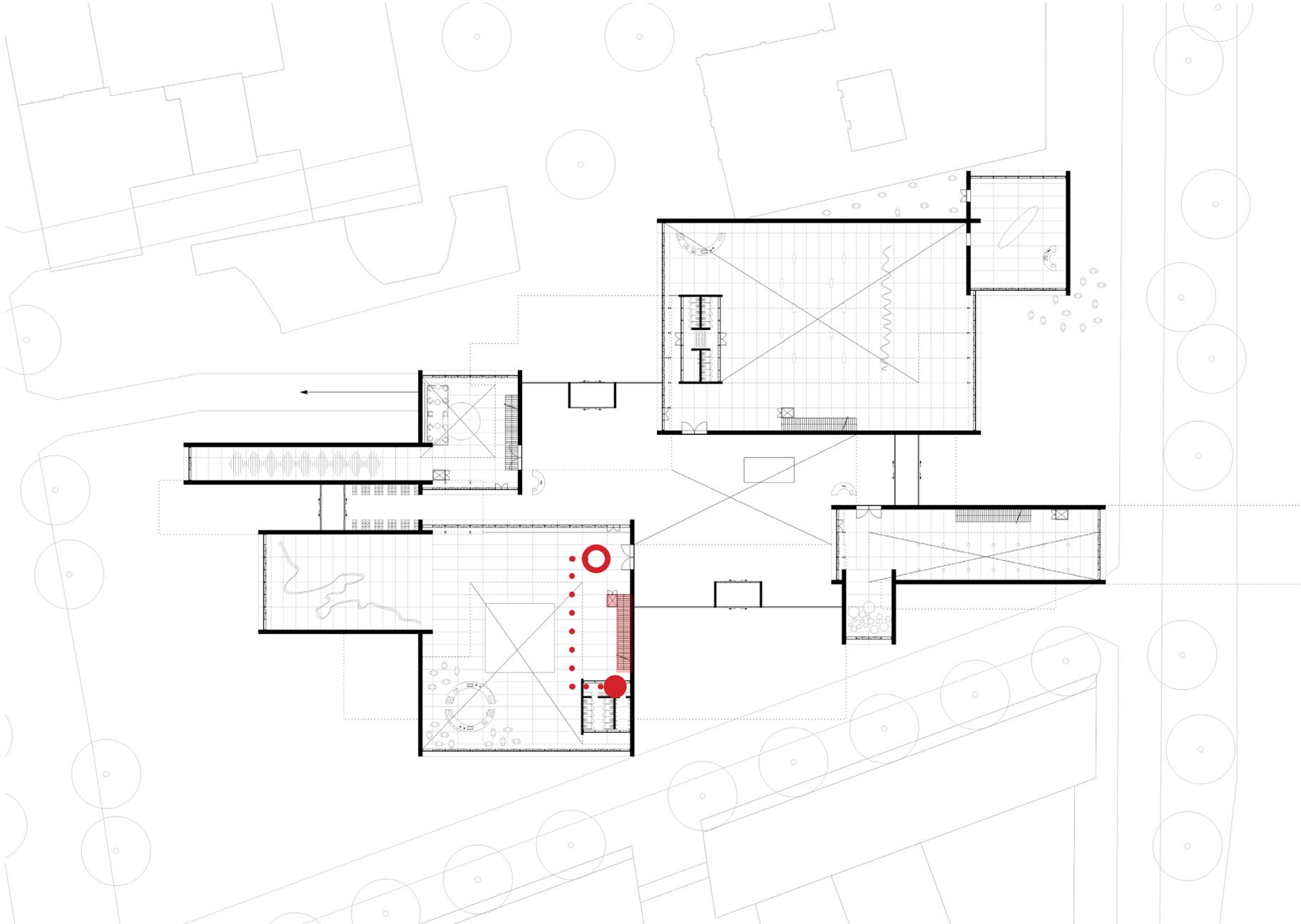


# **XL TOWER, HALL & GALLERY**

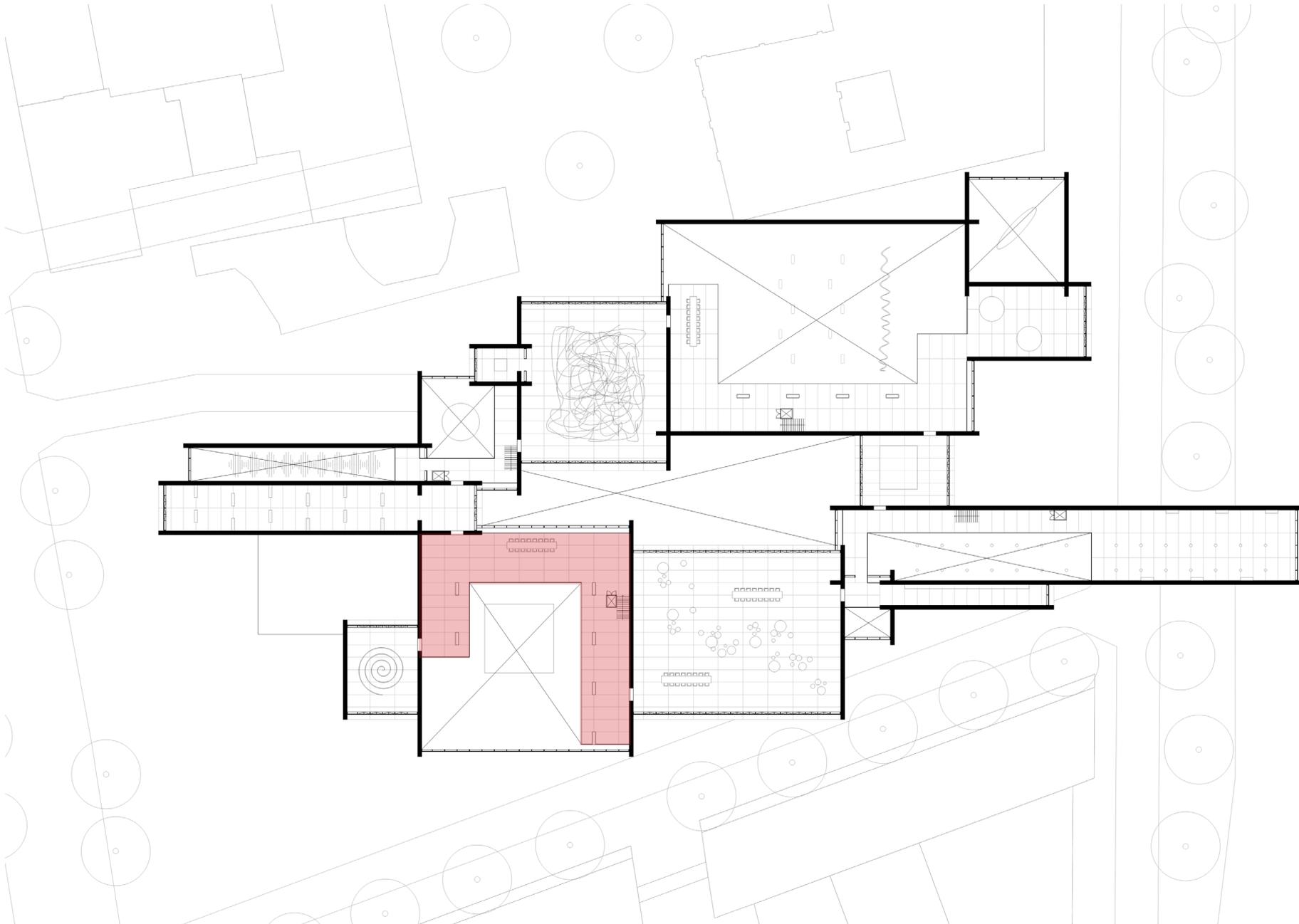


Design | Building | Ground Floor

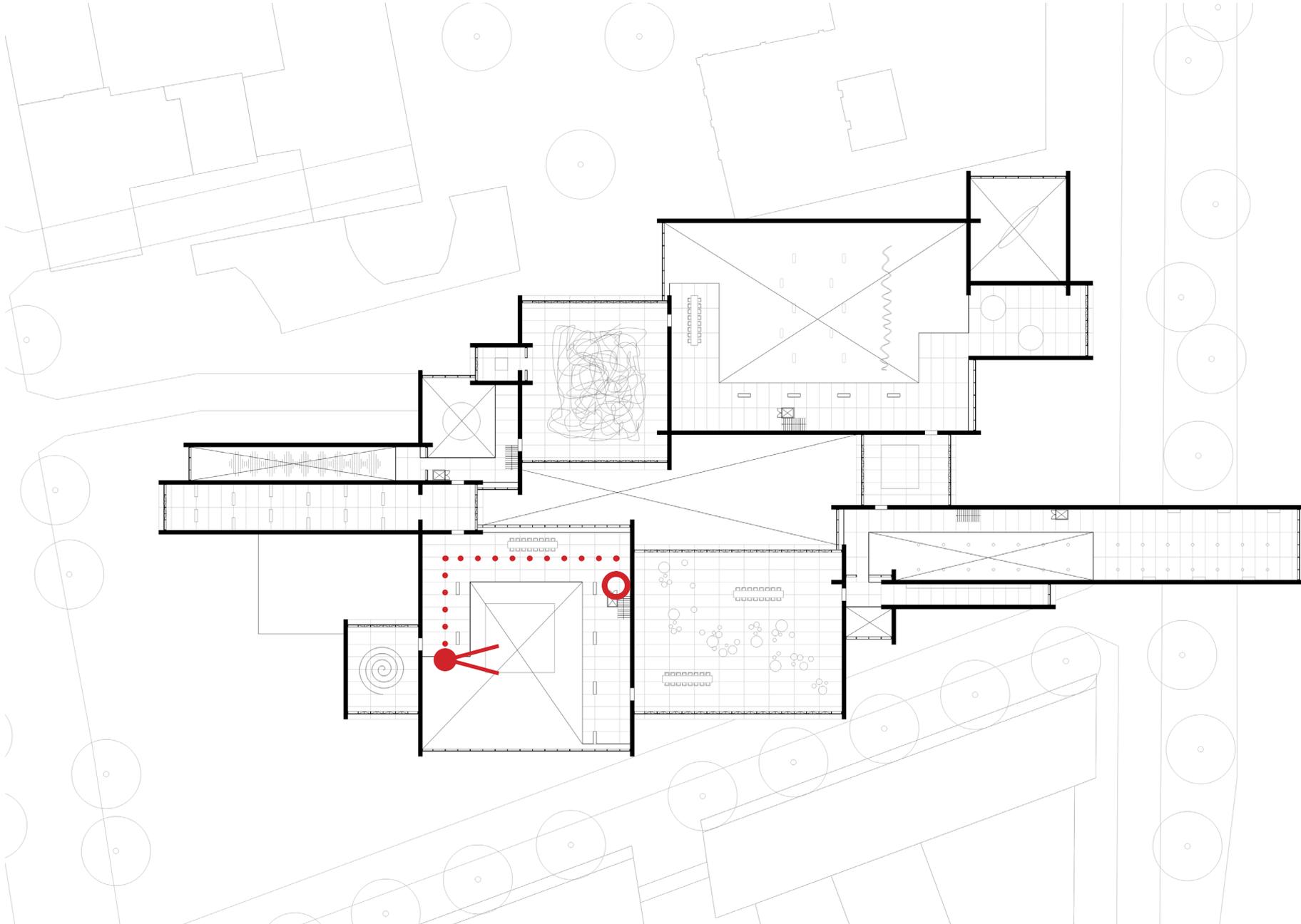
# STAIR AND ELEVATOR



# MEZZANINE



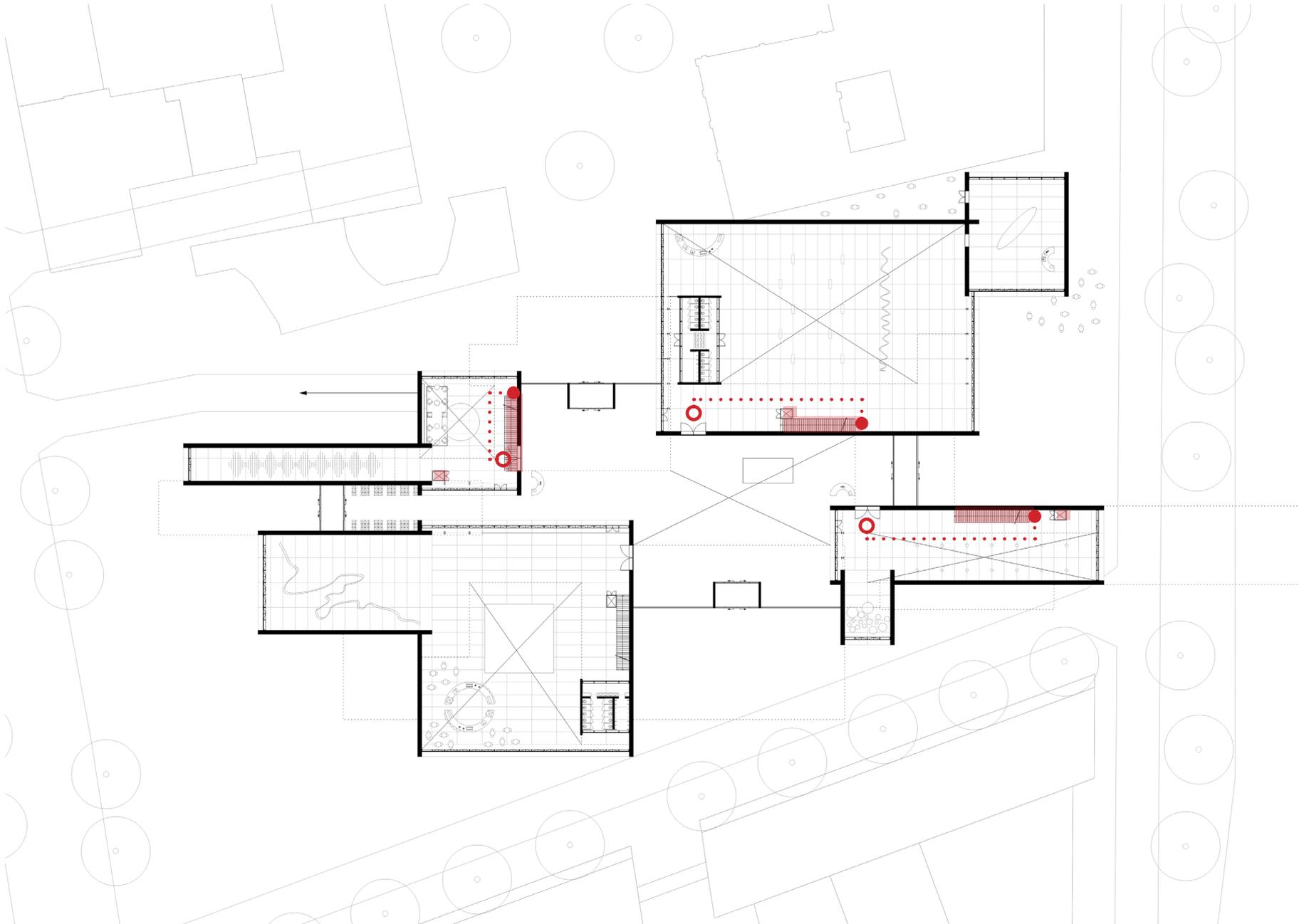
# MEZZANINE VIEW



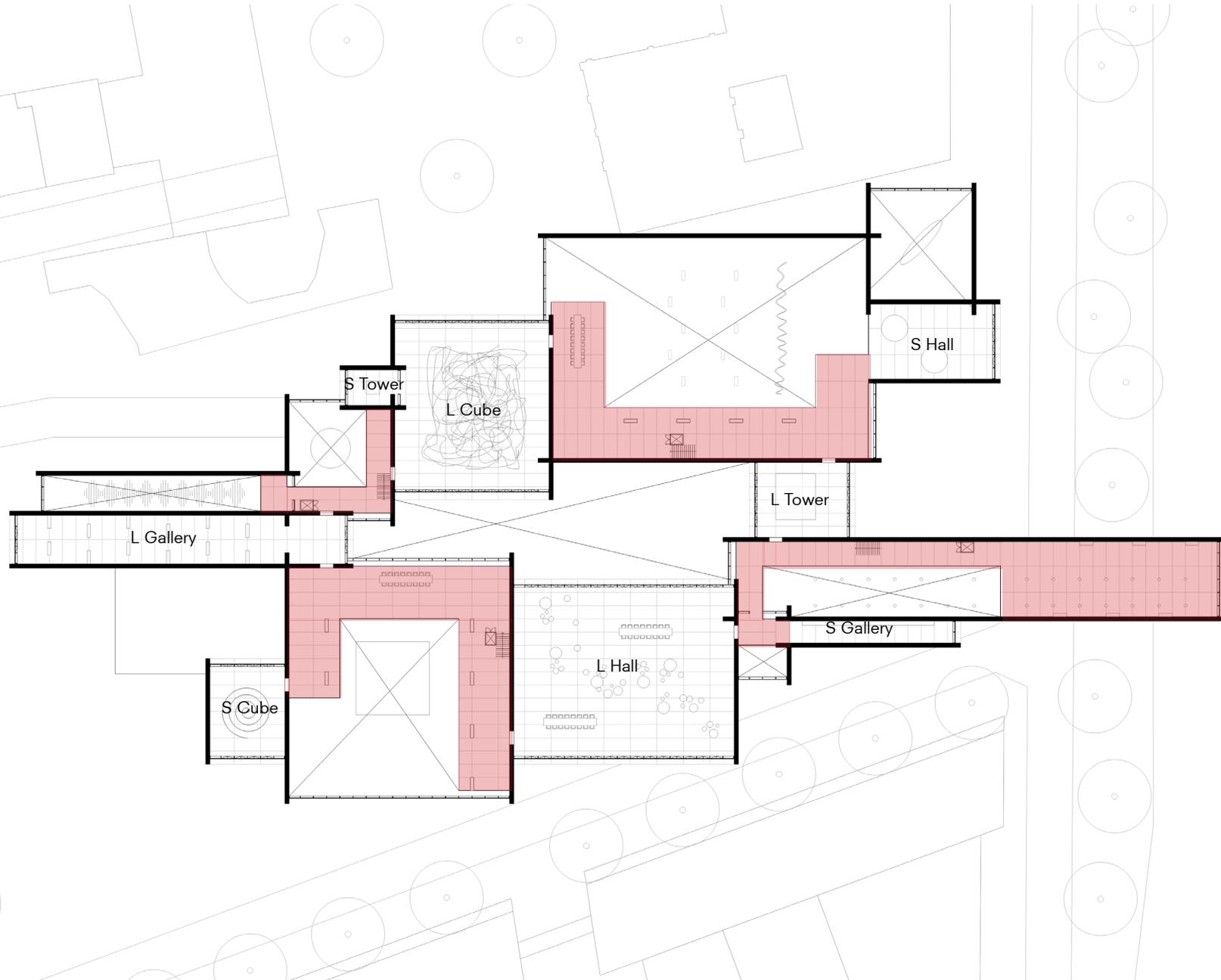
# MEZZANINE



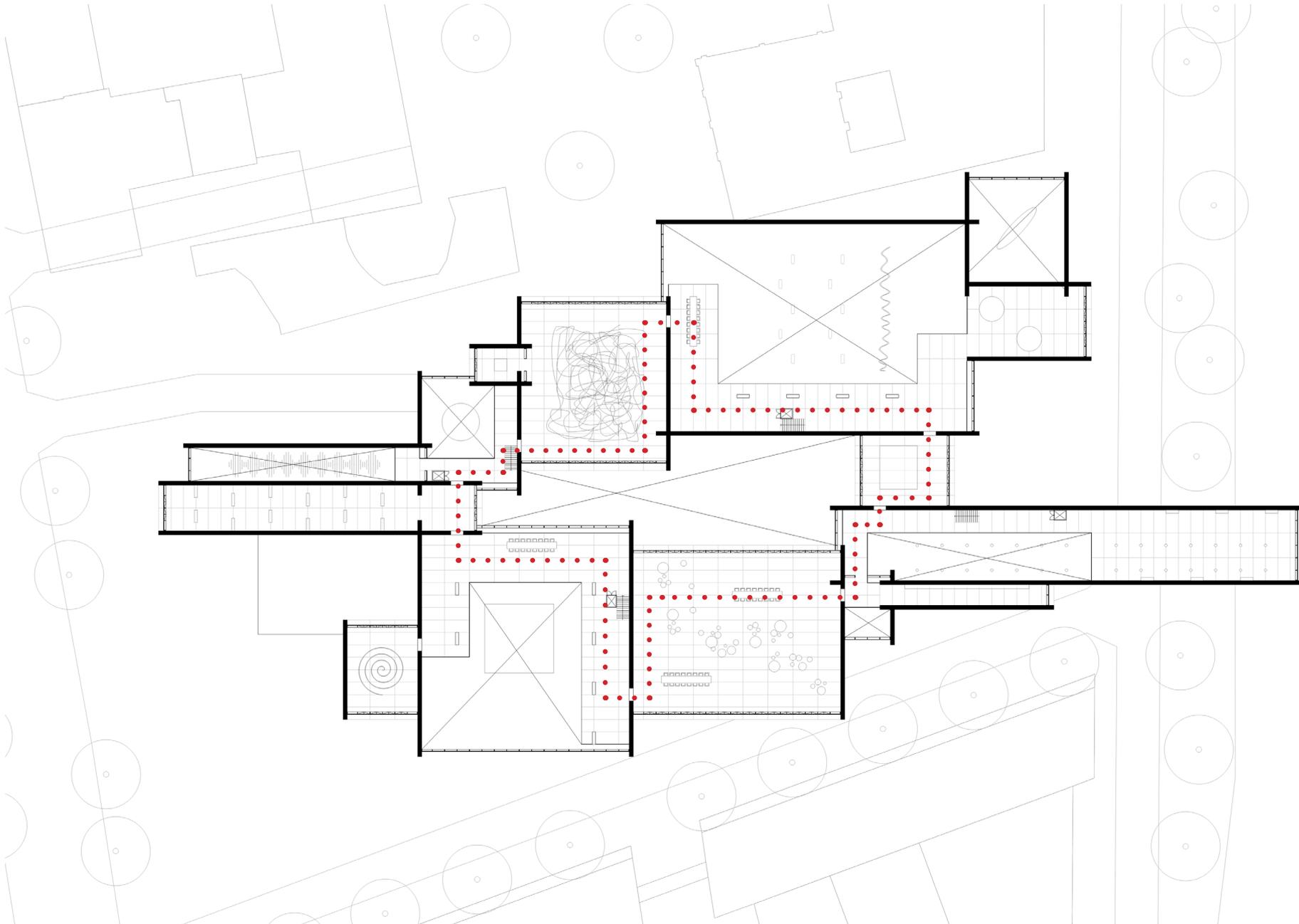
# OTHER STAIRS AND ELEVATORS



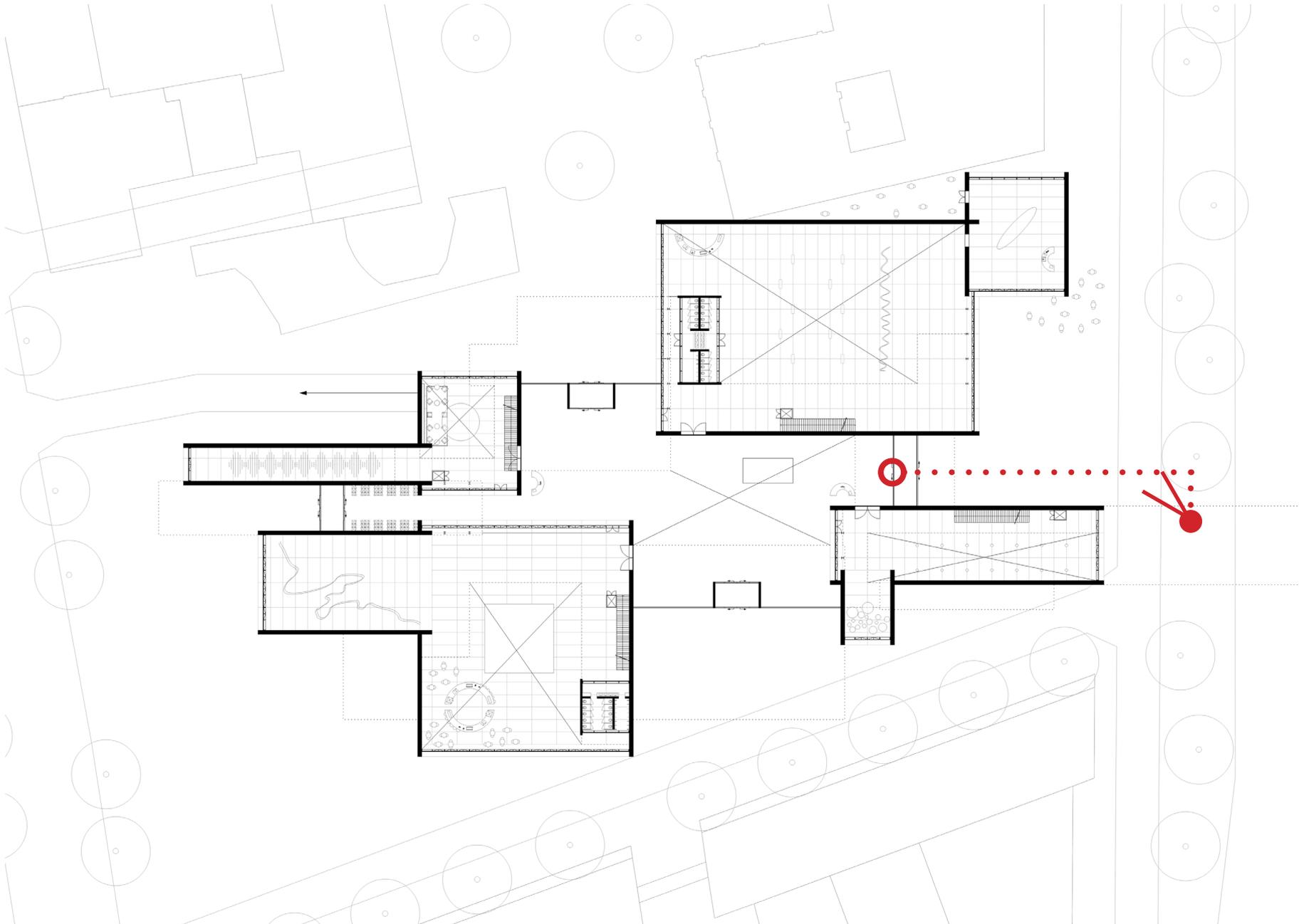
# MEZZANINE



# CONNECTING ROUTE



# EXIT



# SPREE SIDE



Introduction

Concept

Design

Conclusion

# RESEARCH QUESTION

**HOW TO DESIGN A CONTEMPORARY  
ART MUSEUM?**

# RESEARCH QUESTION

**HOW TO DESIGN A MUSEUM THAT  
FOSTERS INTERACTION BETWEEN THE  
ART AND VISITORS?**

Conclusion

# AMBITION

**CREATING A MUSEUM WHERE THERE  
IS INTERACTION AND CONNECTION  
BETWEEN THE ART AND VISITORS**

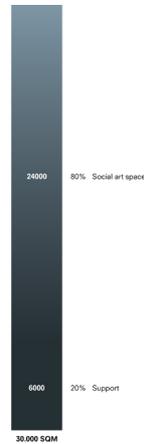
# Conclusion

## CONCEPTS



### Building as a canvas

Specific  
Accommodating  
Contextualized



### Art + Social

Intergrated Program



### Interaction & Connection

Reaction Wall

Conclusion  
**DESIGN**



Conclusion  
**DESIGN**



# INTERACTION AND CONNECTION

