





The studio simultaneously began with four researches: site research, case study research, theory research and delineation research, to create the tool box to get a hold of the New Museum. These four research produced four different results but they are all interconnected to each other and lead to the one design which aims to find possibilities of the future of the Art Museum as a public building.

The site research, which was divided into six topics: city, connection, power, people, culture, and history, enables to point out the necessities and the demands on the site while setting a foundation for new possibilities. For example, since this is a 'new' museum, it should not be one of the existing museums in Rotterdam. And, because of the social and cultural difference between North and South Rotterdam which is divided by the river, this new museum should be appropriate for the site. And this should be able to connect mental distance between North and South. Also, the new museum should take over the role of Maas River which has changed a few times (polder > harbour > finding new role). On a smaller scale, the site context such as public transportation locations and neighboring buildings helped to make a decision to place masses, entrances, and etc.

The case study gave fundamental ideas about what museums need such as concept, program, circulation, materialization, relevant interior elements, and etc. It offered me to start drawing the New Museum with appropriate scale. For instance, comparing floor plans of eighteen museums gave the sense of scales of different rooms.

During Theory Research sessions, I could open my eyes through literature from Walter Benjamin to Andreas Huyssen. After reading and based on the site research, theory research and delineation research, I came up with the question for the New Museum and wrote the paper about it. "How can an Art Museum express new art forms in contemporary technology?" The paper started with the statement that when the technology is changed, not only the way of adopting the new art forms but also the place of presenting the new art is changed for better understanding of new art forms using contemporary technology. With the invention of the World Wide Web around 1990, the term digital media comes to be used along with computer graphics. Along with existing cultural forms, computers begin to host new forms such as web sites, computer games, CD-ROMs and interactive installations, namely new media. For example, when

computer technologies such as LifeForms are developed, new art forms such as Trackers by Merce Cunningham emerge. Therefore, contemporary technology starts from around 1990. The new art forms using contemporary technology have emerged from Jaffrey Shaw – Char Davies – teamLab – Refik Anadol to d'strict. Since technology is constantly developing, new art forms keep emerging. Examples of artworks show that there are no borders, no limits. Hence, the new museum building which exists with new media art collections shall have infinite possibilities. The characteristic of infinite possibilities can be addressed into five principles derived from media scholars such as Kittle, Manovich, McLuhan, and Bolter & Grusin: Remediation, Discrete Representation, Modularity, Variability, and Transcoding. In this way, it finds the future possibilities of the museum as a public building which can express the new art forms using contemporary technology.

During Delineation Research sessions, I learned to look at existing museums in different perspectives such as disarticulation, dismembering, cadavre exquis, atomization, catalogue, collection, wunderkammer, cabinet de curiosites, superimposition, layering, decollage, collage, assemblage, scaling, and excavation. The result of delineation research was creating a design manifesto which contains what I imagined the New Museum to be based on four research. As a 'New' Museum, I imagine an unconventional museum where people can choose their routes, not just one way direction but infinite ways of direction. I imagine that this museum is not just for one time visit but for multiple times. In this way, the museum buildings can change its look like temporary exhibitions by season.

I tried to translate the results of research into the design concept and tried not to forget about it while I proceed the project further. My museum is the New Museum for contemporary technology. The New Museum has three main elements: fragmented masses, the spine, and the roof. The fragmented masses are the results of five principles of new media: Remediation, Discrete Representation, Modularity, Variability, and Transcoding. The sizes of masses are from the case study research. The spine is the result of the Multiplicity concept. Multiplicity in Architecture aims to give buildings and building elements properties that make them less singular in function, more productive, more transformative and resilient. As the spine, which is a device to connect independent masses, can disappear and appear by temperature, it allows people to use different indoor and outdoor spaces by seasons. It also offers visual and behavioral resilience by seasons. The roof is the result of the site research. As having the concave roof, I tried to enhance the neighborhood with the New Museum.

The relationship between my graduation topic and master track of Architecture is engagement with the built environment in a world that is constantly changing and developing. The graduation topic seeks a New Art Museum as future-proof and multiplicity in today's urban cultural milieu, the built environment. The purpose of the NEW Art Museum is new relationships between the museum as a public building, new art forms in contemporary technology, people, and the city that fit with my chosen master track of Architecture and the overall programme. The graduation work aims to find the future possibilities of the museum as a public building. The new museum explores what multiplicity means and future-proofs in today's urban cultural environment. The design process will lead to design principles that implement multiplicity in architecture. The resulting design reflects the relationship between the NEW Art Museum, new art forms, people and cities in contemporary technology.