

Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences



Graduation Plan: All tracks

Submit your Graduation Plan to the Board of Examiners (Examencommissie-BK@tudelft.nl), Mentors and Delegate of the Board of Examiners one week before P2 at the latest.

The graduation plan consists of at least the following data/segments:

Personal information	
Name	Daul Chung
Student number	5010314

Studio		
Name / Theme	Public Building - THE NEW MUSEUM Art + the City Re-wired	
Main mentor	Henk Bultstra	Architectural Design
Second mentor	Florian Eckardt	Building Technology
Third mentor	Sang Lee	Theory Research
Argumentation of choice of the studio	The last studio, MSc2 Public Building, changed my perspective about public buildings. Public buildings, which were used to form a single function building, seek adaptation and transformation that are conceived integral to the production of the culture. From the graduation studio, I want to explore more deeply in a public realm with a subject of NEW MUSEUM. I believe that an art museum is one of building types that give different energy or perspective to everyday life. Art museums that I have experienced told me about historical imagination and inspiration. I thought that this studio would give a wider understanding to what I am interested in. Moreover, it would be interesting to explore what the new museums as future-proof and multiplicity may mean in today's urban cultural milieu, Rotterdam.	

Graduation project	
Title of the graduation project	New Art Museum for contemporary technology: Phygital(Physical+Digital) Museum
Goal	
Location:	Maashaven Zuidzijde, Tarwewijk, Rotterdam South, the Netherlands
The posed problem,	Technology for humans has always been a necessity. It is more important than ever before. Artists produce

	<p>provocative art works using today's technology. Those art works seem to be hard to understand. But more and more artists become new media or digital artists. When technology is developed, the media is changed. When the media is developed, the way of adopting arts is changed. But also it needs a suitable place to be presented by technology media. For example, it needs indoor exhibition space to present paintings. For sculptures, it needs indoor or outdoor exhibition space. For film, it needs a movie theater. However, it seems that existing museums are presenting new media art works in the same gallery space where paintings were used to hang. I believe 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 media art works. In other words, the NEW Art Museum should be able to express new art forms in today's technology.</p>
<p>research questions and</p>	<p>How can an Art Museum express new art forms in contemporary technology?</p> <ul style="list-style-type: none"> a. What is a definition of contemporary technology for the NEW Art Museum? b. What are characteristics of new art forms in contemporary technology for the NEW Art Museum? c. What kind of characteristics of new art forms can be transformed to be architectural languages or elements for the NEW Art Museum? d. What are contextual characteristics of the site for the NEW Art Museum?
<p>design assignment in which these result.</p>	<p>The project aims to find possibilities of the future of the Art Museum as a public building. The design process will lead to design principles that implement multiplicity in architecture. The resulting design will reflect a relationship between the NEW Art Museum, new art forms, people and the city in contemporary technology.</p>

Process

Method description

In order to research and design the NEW Art Museum, the research employed qualitative methods in four sections:

1. It defines contemporary technology through historical research of technology that happened in the late 1980s when the World Wide Web and personal computers were invented. In this way, the exact time frame can be also set to show differentiation of art by technology. Merce Cunningham's choreography works by using different technology in different periods (before and after the 1980s) is taking account of technology art as an example figure.
2. It explores theoretical implementation of New art forms through literature. It starts from Walter Benjamin to media scholars such as Kittler, Manovich, McLuhan, and Bolter & Grusin to understand new art forms. It provides information on the characteristics of new art forms during the period of contemporary technology defined in the first section.
3. A number of artworks after the 1980s are introduced as examples of a collection at the NEW Art Museum. Examples indicate what are types of contemporary technology, how to adopt new art forms, and how these characteristics of new art forms can be transformed to be architectural languages or elements based on theoretical implementation.
4. The last section addresses contextual features of the site by observation and analysis research of the design site by six topics: city, connection, power, people, culture and history which was done during Q1. The conclusion of analysis would be merged with features from above sections to design the NEW Art Museum.

Literature and general practical reference

Benjamin, W. (1969). *The Work of Art in the Age of Mechanical Reproduction*. (H. Zohn, Trans.). New York, NY: Schocken Books. (Original work published 1935)

Bolter, D. & Grusin, R. (2000). *Remediation: Understanding New Media*. Cambridge: The MIT Press.

Kittler, F. (1999). *Gramophone, Film, Typewriter* (G. Winthrop, Trans.). Stanford, CA: Stanford University Press. (Original work published 1986)

Kittler, F. (2014). *The Truth of the Technological World: Essays on the Genealogy of Presence* (E. Butler, Trans.). [Kindle].

Manovich, L. (2002). *The Language of New Media*. Cambridge: The MIT Press.

McLuhan, M. (1964). *The Medium is the Message*. McLuhan, M., *Understanding Media: The Extensions of Man*. Cambridge: The MIT Press.

Reflection

1. What is the relation between your graduation (project) topic, the studio topic (if applicable), your master track (A,U,BT,LA,MBE), and your master programme (MSc AUBS)?

The greatest relation in common 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.

2. What is the relevance of your graduation work in the larger social, professional and scientific framework.

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.