

MAAS MUSEUM - A REINTERPRETATION FOR THE AGE OF THE PROSUMER

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VIEW FROM THE RIVER MAAS



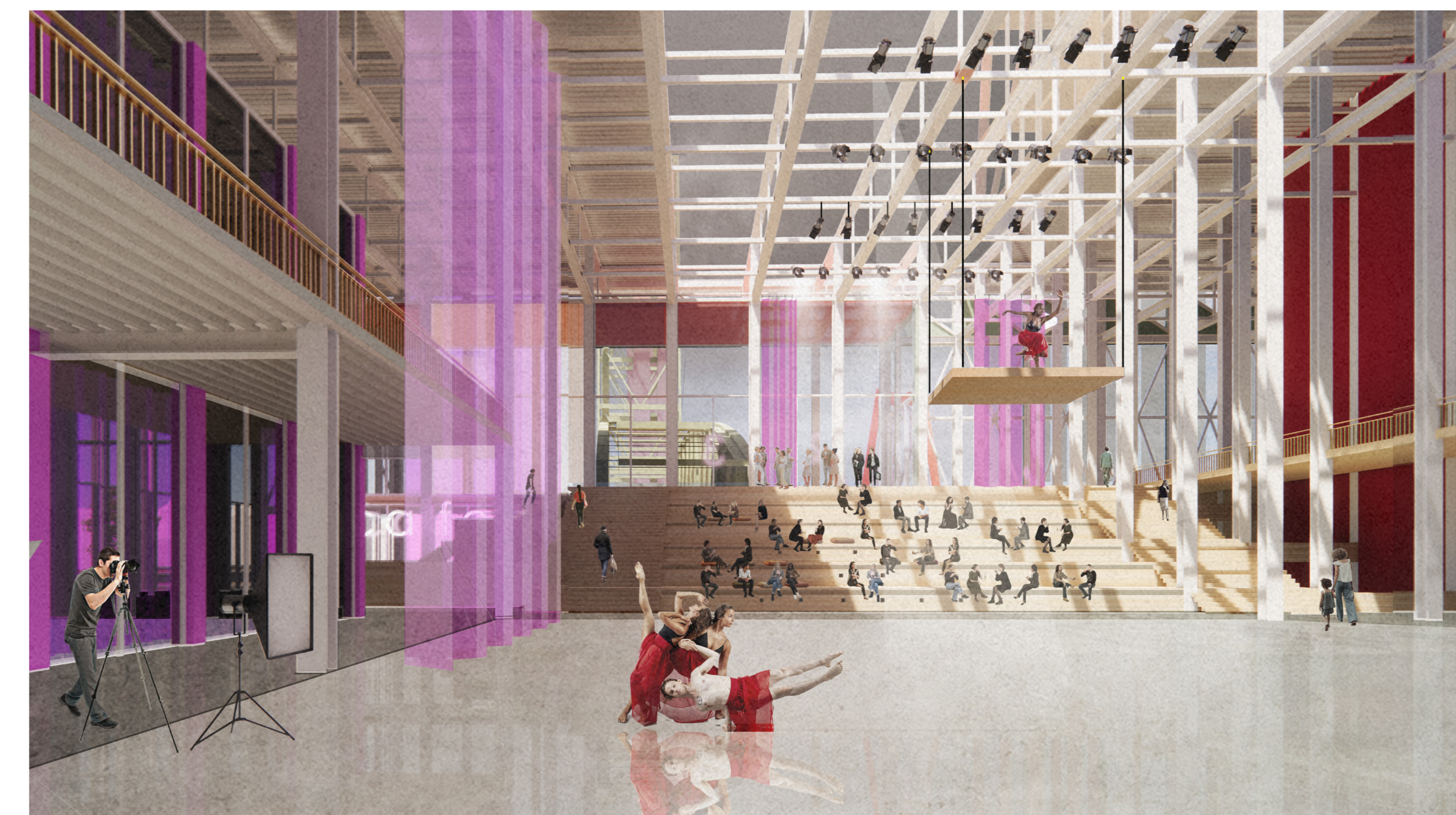
MAIN HALL AS CO-CREATION ATELIER



ENTRANCE VIEW AND ARTISTS' TOWER



FLEXIBLE EXHIBITION BOX



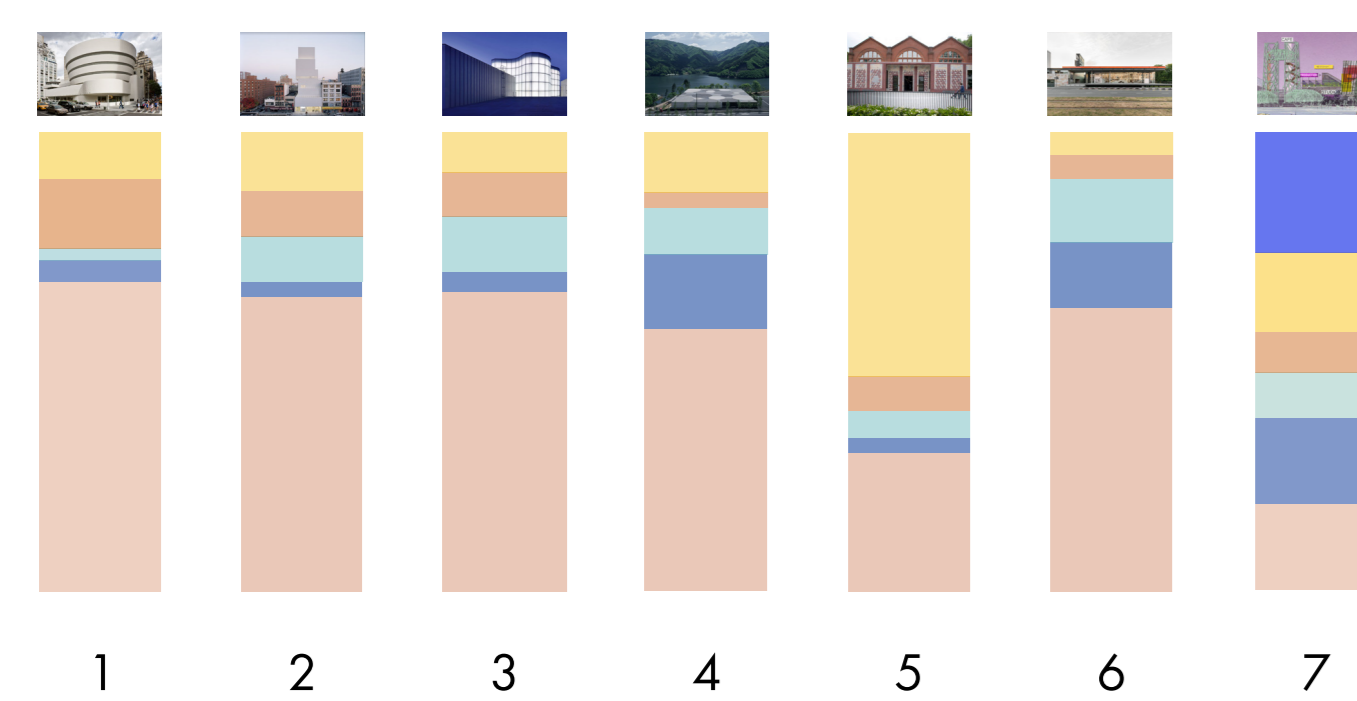
MAIN HALL IN EVENT MODE



ARTISTS' TOWER - STORAGE AS BINDER TO MUSEUM



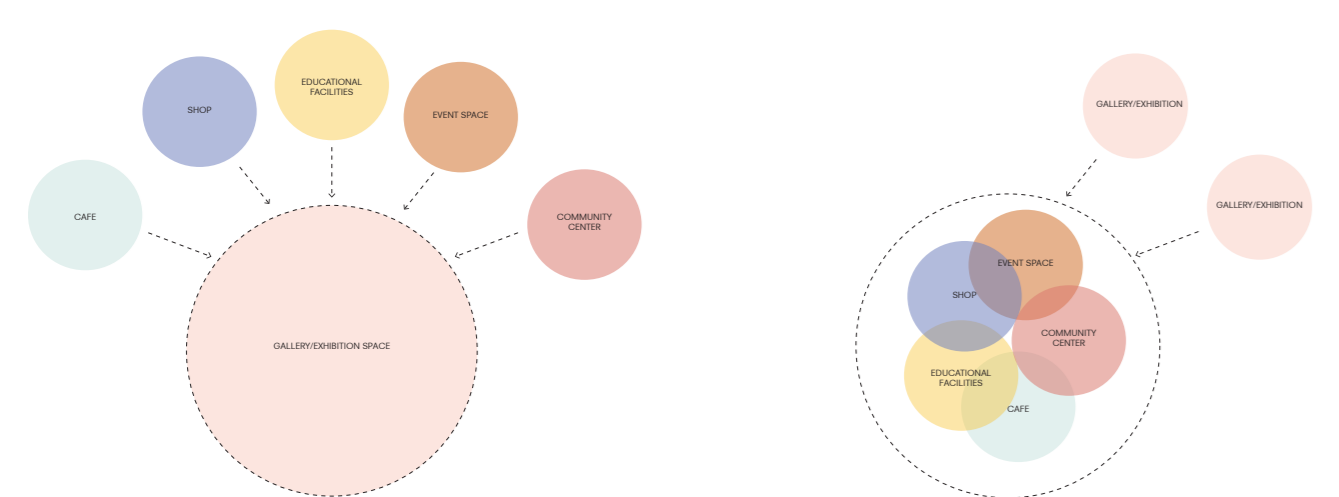
ARTISTS' DWELLING - INTEGRATING THE EVERYDAY



1 2 3 4 5 6 7

OLD

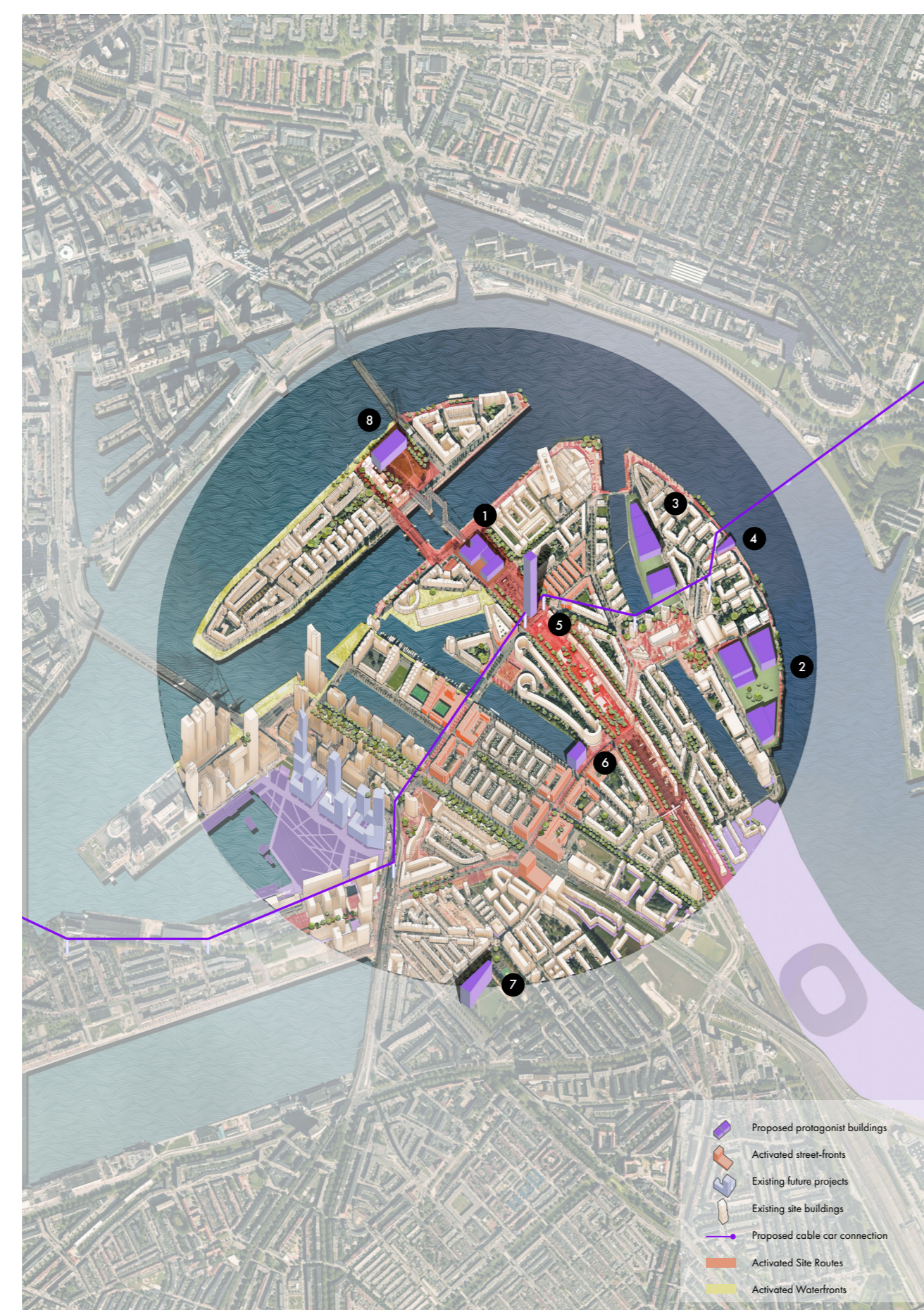
NEW



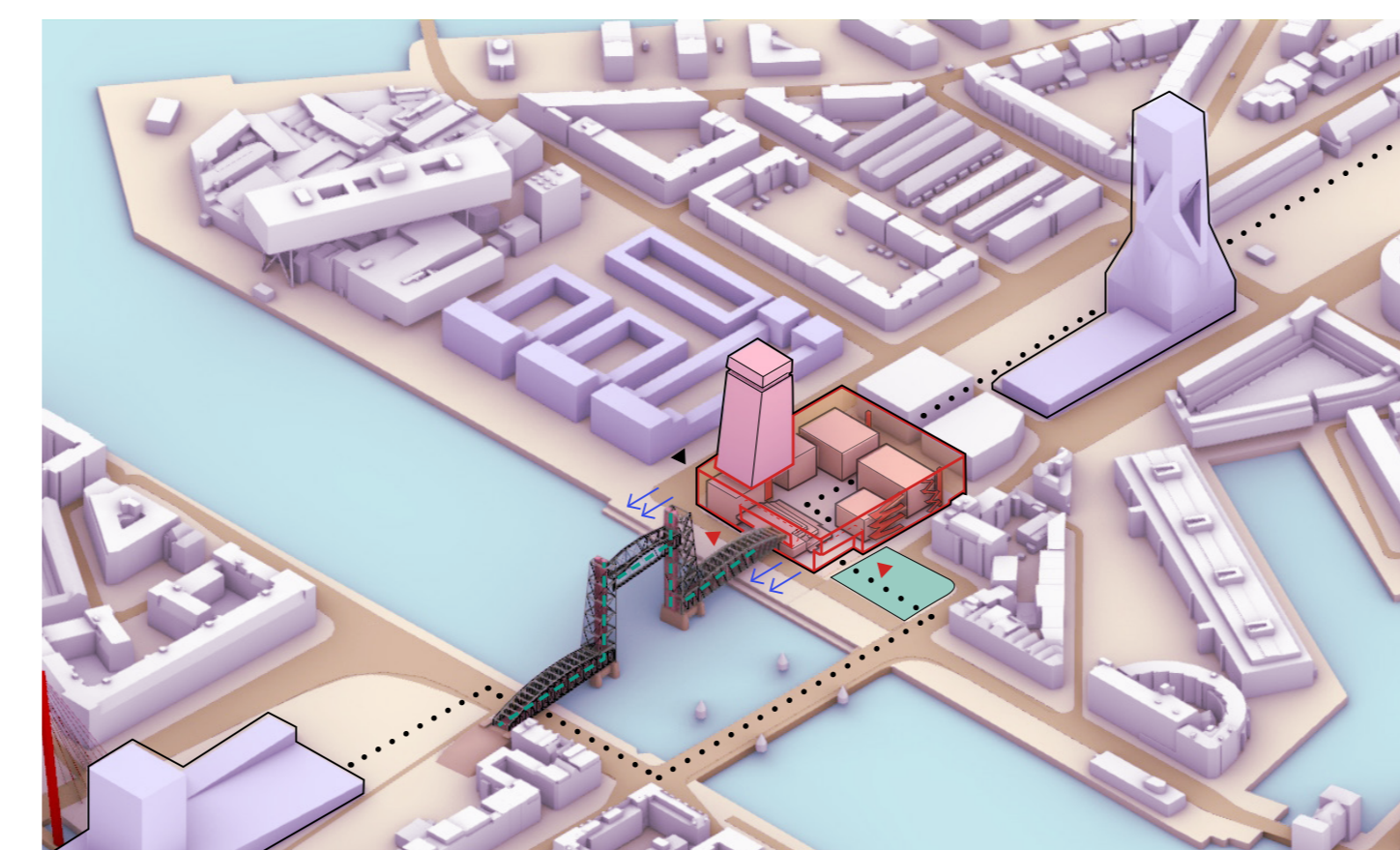
Functional alterations to the museum

- Gallery
- Shop
- Cafe
- Entertainment
- Education
- Production

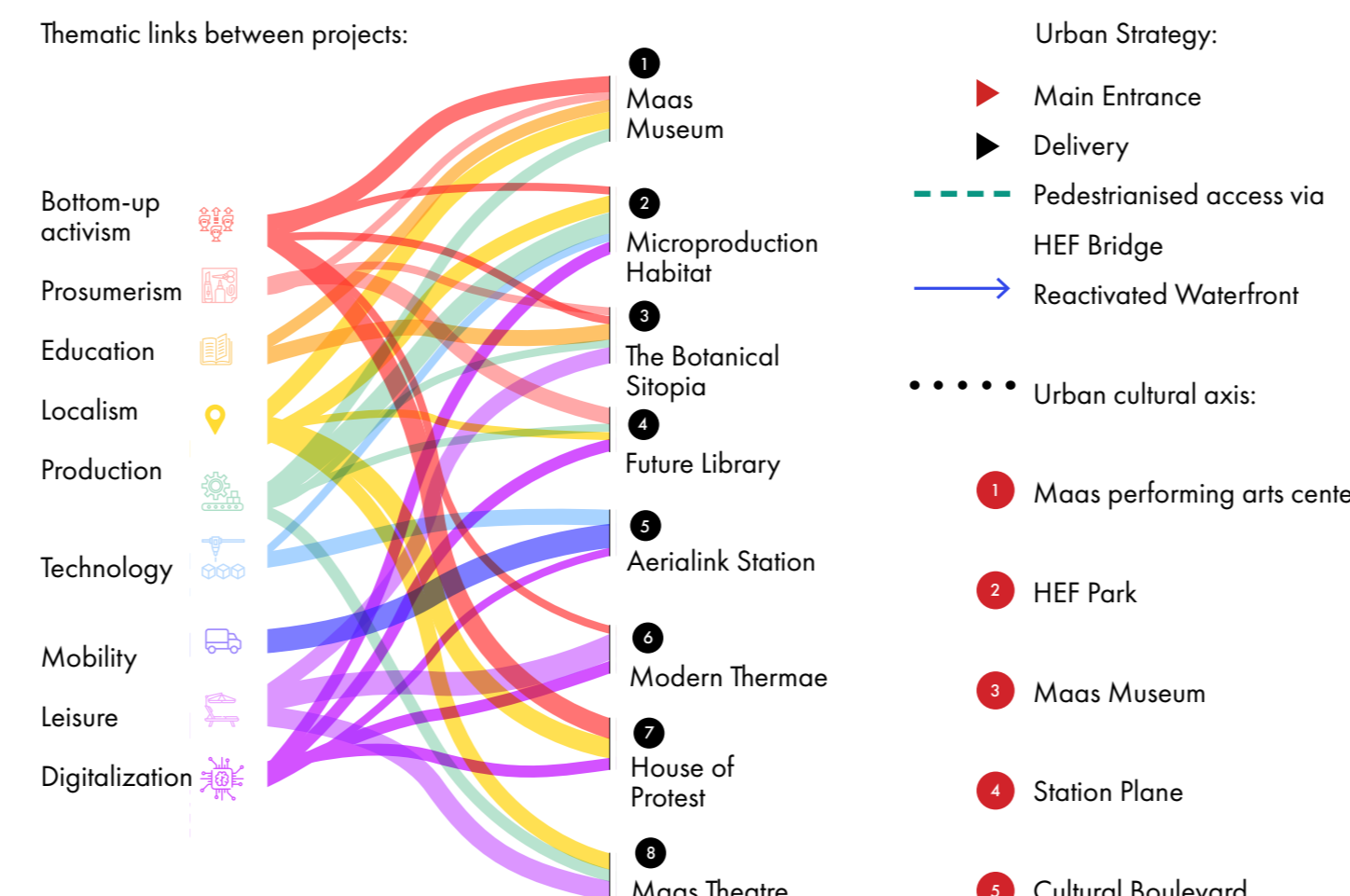
- The New Programme Bar
1. Guggenheim, NY
 2. New Art Museum
 3. MUDEC Milan
 4. Tohimo Art Museum
 5. V&A Museum of Childhood
 6. Kunsthall Rotterdam
 7. Proposed Maas Museum



THIRD WAVE GROUP STRATEGY (TEAM OF 8)



URBAN STRATEGY



WHAT IS THE FUTURE OF THE MUSEUM IN THE CULTURAL AGE OF THE PROSUMER?

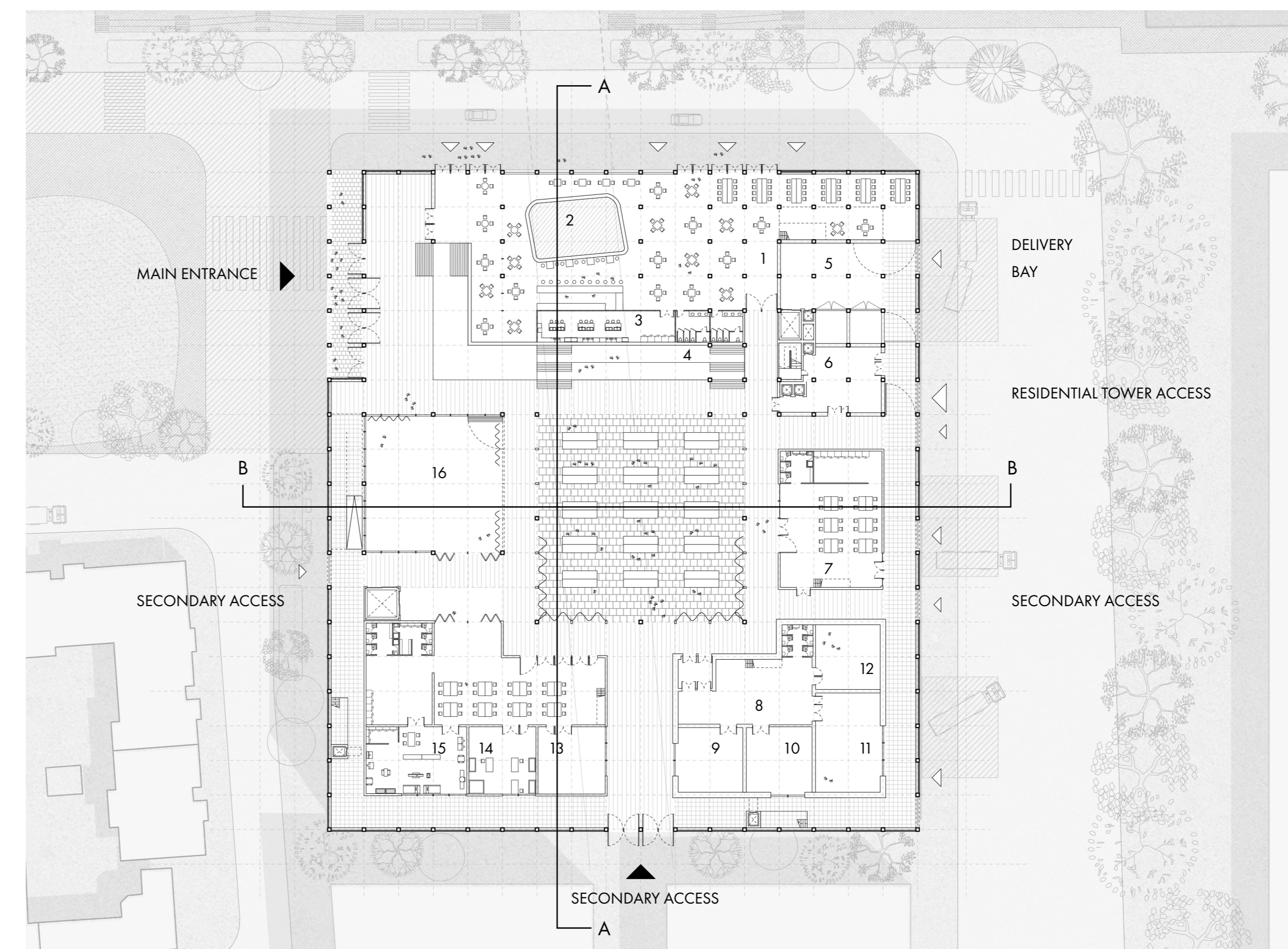
The forthcoming age of the prosumer is defined by the rise of widespread participation in all cultural activities. However, the design of new build museums is still anchored in icon-creation, disengages with local communities and promotes gentrification and touch-and-go tourism. While the old museum relied on additional functions to support the gallery, the new museum will focus on using the gallery as a supportive tool to everyday life - the cafe, the atelier and dwelling become the main act of the building to support creative processes.

ROTTERDAM AS A TESTBED FOR THE APPLICATION OF A NEW PHILOSOPHY

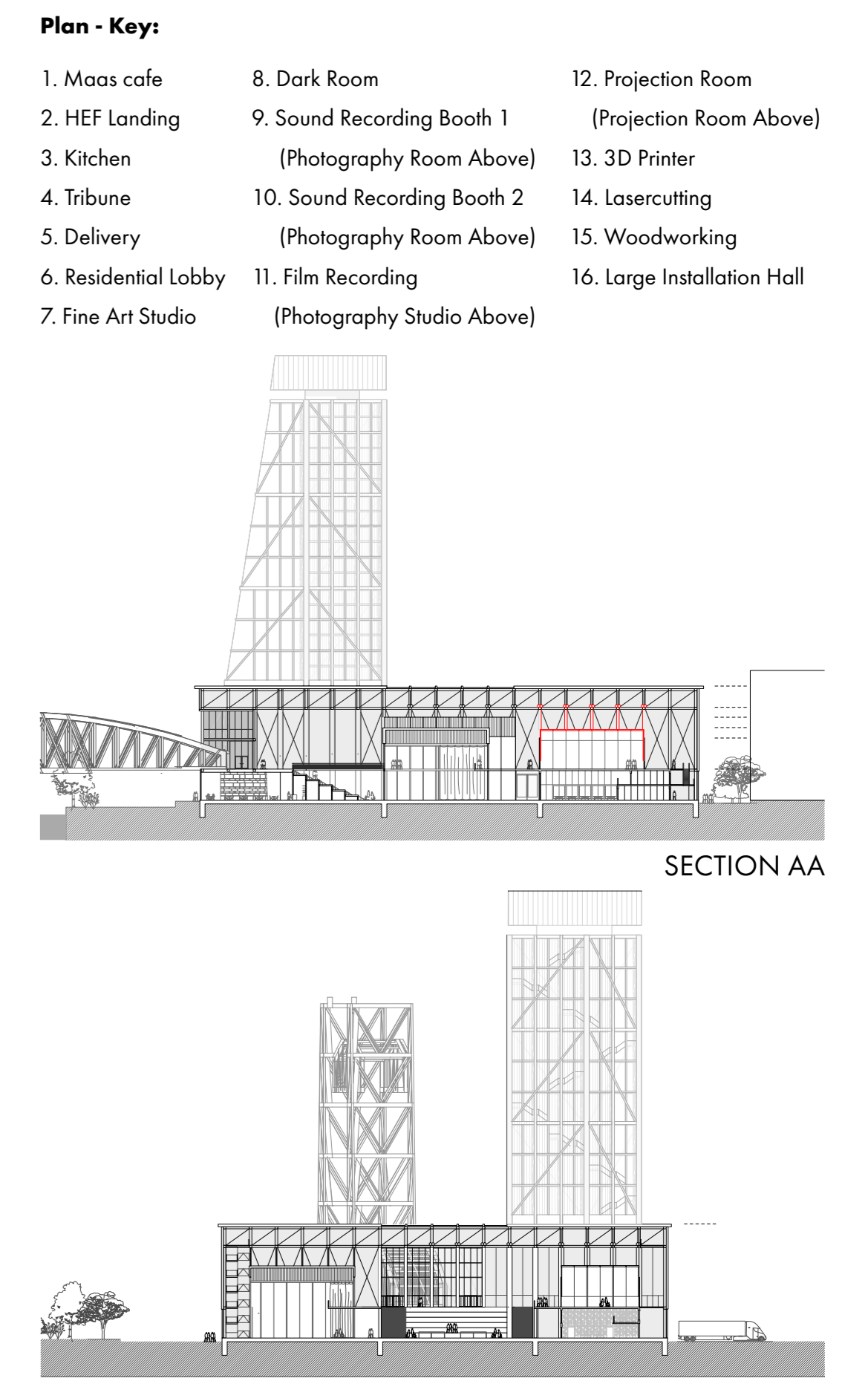
The Maas Museum is an intervention that is part of a series of protagonist projects forming the CP 'Third Wave' strategy for the south of Rotterdam. Eight local interventions, focusing on the future of the aspiring metropolis of Rotterdam aimed to create a network of protagonist projects kick-starting the densification of the area (both in terms of FSI and functions). The HEF Bridge will be refurbished as part of the strategy, and will land on a terrace leading directly onto the exhibition floor of the museum.

HOW TO DESIGN A NEW-BUILD MUSEUM THAT IS MONUMENTAL, YET INFORMAL?

The new museum is conceptually planned around the duality of a monumental envelope, sheltering a series of highly flexible 'boxes', with moving walls and ceilings and which cater towards different modes of art display and production: a large installation room; a dark room for to virtual experiences, recording, photography and filming; a workshop including 3D printing, lasercutting and woodworking and a box dedicated to fine art. Those converge in the central space, which acts as a meeting area, production space, or event space.



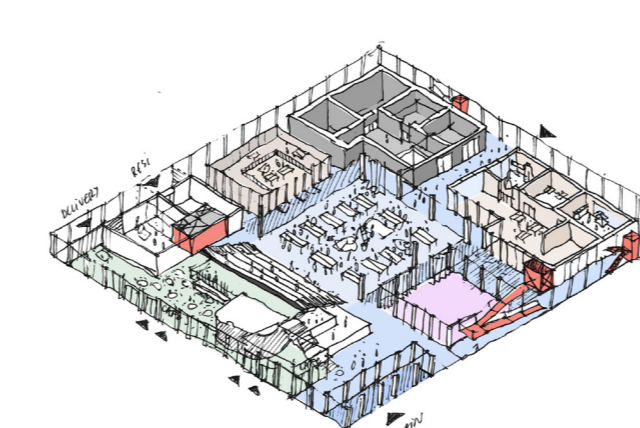
GROUND FLOOR PLAN



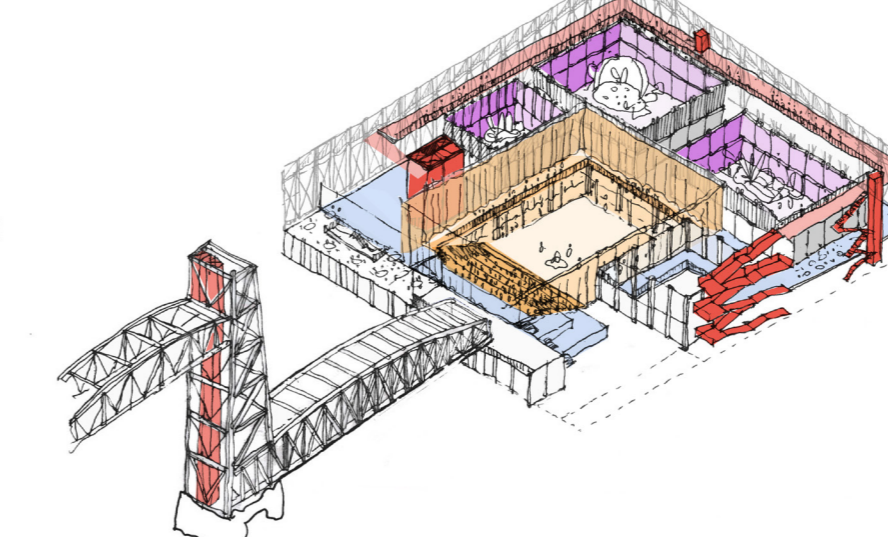
SECTION BB

- Plan - Key:
1. Maas cafe
 2. HEF Landing
 3. Kitchen
 4. Tribune
 5. Delivery
 6. Residential Lobby
 7. Fine Art Studio
 8. Dark Room
 9. Sound Recording Booth 1 (Photography Room Above)
 10. Sound Recording Booth 2 (Photography Room Above)
 11. Film Recording (Photography Studio Above)
 12. Projection Room
 13. 3D Printer (Projection Room Above)
 14. Lasercutting (Photography Room Above)
 15. Woodworking
 16. Large Installation Hall

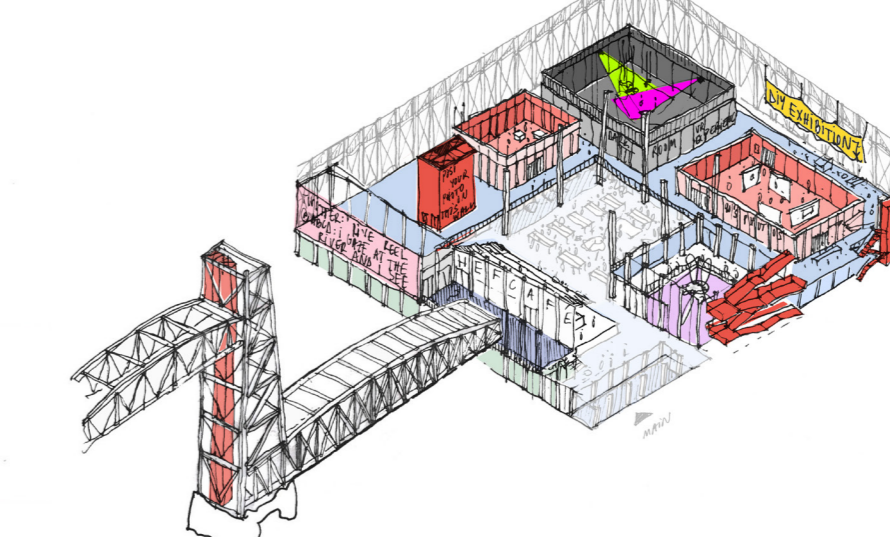
WORKSHOP



EVENT MODE



EXHIBITION



RE-FITTED MUSEUM

