LONDON OLYMPICS- CULTURE PAVILIONS

With the 2012 London Olympics on its last year of planning, the horizon of the event in the city is felt near. One of the major promises of the original agenda for the London Olympics has been its primary ambition to culturally inspire and develop a city somewhat divided between its various cultural and economic classes, in East London, Centre, South and North London. The Olympic’s cultural plan promised to create opportunity, cohesion and inspiration for all; to integrate the city by expanding its infrastructure of communication and cultural institutions. The project for this year’s fall studio in London takes up this original promise in terms of its potential for planning of cultural pavilions around a series of sites in the city.

By now specific sites around the city beyond the primary Olympics site in Stratford have already been designated as venues for various games, events and activities. Parks, stadia, large halls both indoor and outdoor spaces, will house these events in Kew gardens, Hyde Park, Wembley Arena, Wembley Stadium, Wimbledon, ExCel Centre, Hampton Court Palace, Horse Guards Parade, Lord’s Cricket Ground, The Mall, The Royal Artillery Barracks as venues. People participating in the events will be shuttling around the city to reach these sites. Yet large portion of the urban population will be watching the games from secondary sites via media pavilions and yet a third portion less directly involved with the games will benefit from the cultural windfall of the major international event in the city. The impact of the influx of visiting population on the city and its day to day experience goes beyond the infrastructural functioning. The cultural geography and experience of this period can produce new intensities within the city and create new histories for the architecture of its fabric.
The Olympics have called a Cultural Olympiad to be taking place alongside the Sports events. Major Art and Cultural commissions have been planned to engage all classes of people in events for a world city celebrating its cosmopolitan cultural exchange. These events will of course have their primary schedule before, during and after the Olympics period. Yet the city can see them also as spurs for expansion of its infrastructural base for cultural events beyond the games as ‘legacy’ projects.

PROJECT SITES

Our project involves design of a series of pavilions on specific sites in the city housing such cultural events, performance and mediated exchange during the day and in the evening. We have chosen three types of sites in the city for such interventions in the city:

1- Major parks, specifically the Hyde Park,
2- The Thames River, specifically around the Millenium Dome
3- Appropriated sites occupying other buildings temporary use, roof tops in the city, vacant buildings, market sites etc. Specifically Vyner st in Hackney

PROGRAM

The program for such pavilions would involve planned music, dance, performance, mediated projections and gatherings both ticketed and free. Also the pavilion design need to consider potential for temporal curation of events, pop ups, gatherings and performance both during and after the games as a ‘legacy’ project continuing its life in the city. In special sites, the project can consider hybrid programming when appropriate to urban locations. Overlaps with access stops, car parks, office buildings or sites waiting to be demolished may produce special opportunities for occupation.

Experience of space and events within and around it will demand an architecture which will need to be accommodating, innovative and engaging. The placement on the site will need to be studied so that speed of viability of construction is
taken into account. The structure and materials will have critical role in the formulation of exact spatial and material geometry of the structure. The language of space will need to consider a form engaging outdoor and indoor in cold and hot weather conditions. Access and visibility, urban ecology will need to engage the project.

CONCEPTUAL FRAMEWORK

The parallel between the games and the city between alternative modes and experiences of the public relative to the main events of the city can be compared to historical examples of experience of ‘other sites’ in the city. Situationist Paris is a strong example of experience of the city in other ways than that organized by its monuments and main infrastructure of boulevards and institutions. The alternative maps drawn by Guy Debord, Constant and others and techniques of discovering the city in alternative matrices and flows and eddies of experience will be a base conceptual tool to explore for the project.

The temporal experience of the city also can be studied in terms of its ecologies of day and night, hot and cold temperature, crowds and intimacy, free and ticketed events. ( see Olafur Eliasson installation for Tate Modern and the blurr pavilion by Diller Scofidio )

The relation between space and structure and materials will need to be considered as the space created integral with consideration of means of construction and assembly, its spatial/ material relation to site will be seen as an key conceptual parameter for the design of the pavilion. (See Serpentine pavilions designed by Toyo Ito, Sejima, Alvaro Siza and bibliography on space of structure )

Curation and Programming of the pavilion also can have a major impact on the construction of its experience, temporary flows and special psychologies of crowd formation and intentionality. A series of pop up projects in and around London such as the Punch Drunk performances, the temporary occupation of the tunnels, Secret Cinema, the Pop up Bar – Frank’s Bar on a Peckham Garage roof top are good examples of such as well as Paris Palais de Tokyo’s
parasite, and New York Gugenheim night hotel, the Shake Shack in NYC- Ben Van Berkel in Chicago and New York). The OMA serpentine was also one where the continuous programming and curation was to produce a special extra long 24 hour event stretching the normative experience of duration in the city.

(Hans Ulrich Obrist see bibliography)

PROCESS

The studio will engage in study and analysis of the architecture of the city of London and its primary morphologies related to the project sites. You will participate in walking tours of the city with Homa, Eleni and Pierandrea and a specially arranged tour of historic London with Benedict O Looney. We will also join in on a Thames River architecture on a Boat tour during the second week of the semester. This phase involves walks, research, analytic drawings and modeling of your studies and presentation and will cover 10 days. Groups of 2-4 people will conduct this work. During this phase some computer workshops will be organized to make sure all in the studio are familiar with the scripting programs necessary for developing the design.

Following that we will focus on the project design of the pavilion The groups can divide into groups of two to develop their pavilion design. We will have a workshop by engineers from AKT, a major firm of innovative Structural engineers along with desk crits by Hanif Kara who has kindly offered to meet with individual design groups.

FINAL PRESENTATION

This project needs to be developed to a high degree of detail and modeled for construction. The final presentation will involve both over all site modeling and detail design of the structure and interior in larger scale presented in drawings and physical models.
PRECEDEMENTS

- Festival of Britain sites and pavilions
- Chrystal Palace, renovations by Ian Richie
- Manhattan Shake Shack Pavilion, MVRDV
- Burnham pavilion - Ben Van Berkel
- Water related projects, boats, flats, etc. for the river site see water structures on reserve.
- Hanover Expo- Swiss pavilion Jurg Conzett
- Shanghai Expo- British pavilion- Thomas Heatherwick- AKT
- Swiss Expo- Diller Scoffidio pavilion- Blur building
- Serpentine pavilions past projects
  o Toyo Ito other pavilions
  o Sejima pavilion
  o Alvaro Siza
- Tate Modern Turbine Hall installation
  o Olafur Eliasson
  o Ai Wei Wei
- AA temporary pavilions Bedford Square
- ETH pavilion structures.
BIBLIOGRAPHY

Jurg Conzett

Hans Ulrich Obrist

M Mostafavi- Structure as Space

Xavier Costa: Situationists

Book on Serpentine pavilions

On London
**STUDIO CALENDAR**

Tues September 13  introductory session- AA registrations

Site visit 12-6 pm-

lunch  at the AA meet at the AA Bar

36 Bedford Square First floor

Thurs sept 15  studio meeting

Fri Sept 16  London walking tour.  3-7 pm with Benedict O Looney

Sat Sept 17  London Open House tours

Mon Sept 19  AA introduction week begins- sign up for events

Tues Sept 20  Studio meeting 2-6 pm

Thurs Sept 22  Studio meeting-

Fri Sept 23  Thames Boat trip and picnic- sign up at the AA

Sat Sept 24  time tbc- Scripting workshop with Eleni and Pierandrea

Mon Sept 26  1-6pm Structure talk- Daniel Bosia AKT- studio meeting

Mon Sept 26  AA Term/ courses begins

Sat Sept 24  time tbc- Scripting workshop with Eleni and Pierandrea

Thurs Sept 29  2-6 pm studio meeting- - presentations:

Site analysis structural engineers precedents

Fri Sept 30  all dayAA course presentation s

**Studio Meeting on all mon and thurs 2-6 pm**

Mon Oct 3  2-6 pm Studio meeting

Thurs Oct 6  2-6 pm studio meeting- Pin up

Mon Oct 10  2-6pm studio meeting- structure crit with Hanif Kara

Thurs Oct 13  2-6 pm studio- Pin up

Mon Oct 17  2-6 pm studio meeting

Thurs Oct 20  2-6 pm studio meeting
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<td>Monday Oct 31</td>
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<td>Thurs Nov 3</td>
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