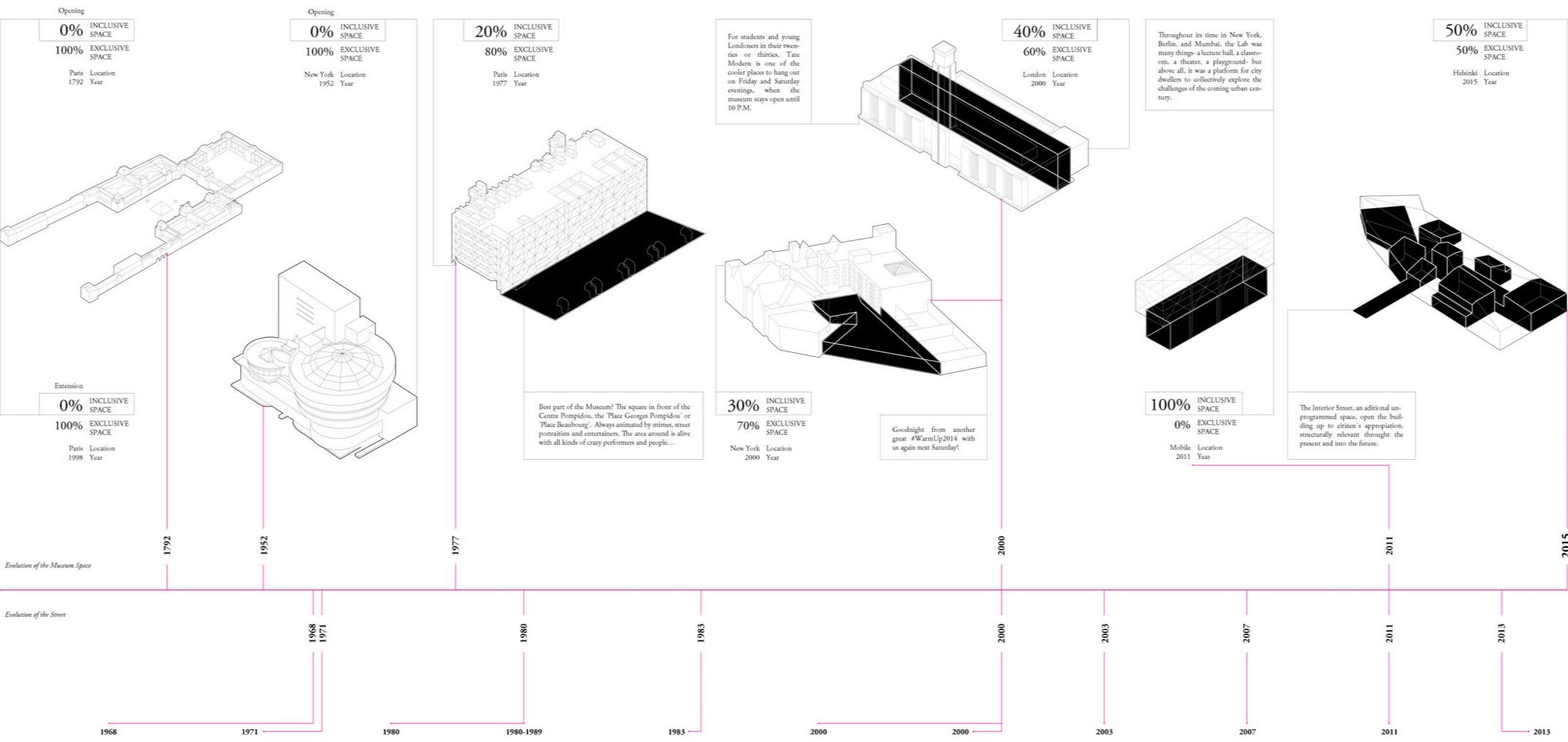


THE PARANOID-CRITICAL MUSEUM: THE AURA OF MONUMENTALITY VS THE SPECTACLE OF TRANSFORMATION?

Exclusion + Inclusion: While an interesting "unofficial" art was blooming in the streets from 1970's, Museums have been historically focused in Gallery Art, excluding Street Art and more importantly, excluding Public Space production. Like an unresolvable conflict the desire of permanence of Museums and the changing nature of the Street Art have been incompatible. But what if this paradox could be solved through a binary architecture that blends the aura of monumentality with the spectacle of transformation?
Towards an Inclusive Museum: The History of Museums has been the History of Monumentality. The Architectural expression of the Monument as an Icon has been a representation of a Top Down philosophy. Museums have to change from institutions where information was directed in only one way towards the viewer into institutions that are increasingly creating conversations with the user. Non-iconic architecture will strive to prioritize the human scale of a space over its merely sculptural value.
 Street Art. The "Other" Art: The use of Street Space forms the basis for basic social discourse, from political gatherings to Art creation or community expressions, vital for the basic function of society and imperative for a true democracy to function.

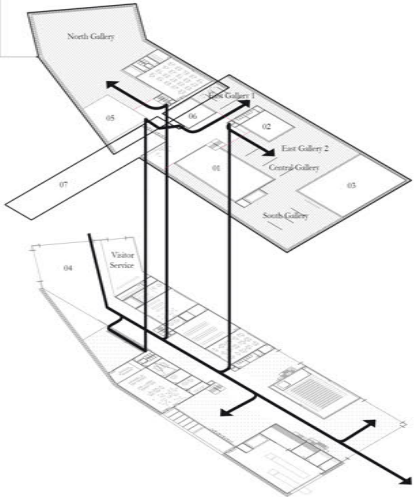
(1) The Paranoid-Critical Method is a narrative technique developed Dali in the early 1920s and applied to *Mooncalf* in *Delirious New York* in 1928. The ages of paranoia that Dali was interested in and which helped inspire the method was the ability of the brain to perceive links between things which normally are not linked.



GUGGENHEIM HELSINKI EXPERIENCE

Who wants to break the World Record for running through the Guggenheim Helsinki?
 In one scene of *Bande à part* (Godard, 1964), the characters attempt to break the world record for running through the Louvre Museum when the narration informs that their time was nine minutes and 43 seconds which broke the record set by Jimmy Johnson of San Francisco.
 The Interior Street allows runners, bikers or even skaters to go through an intense experience of Art at different speeds in their way to the city.

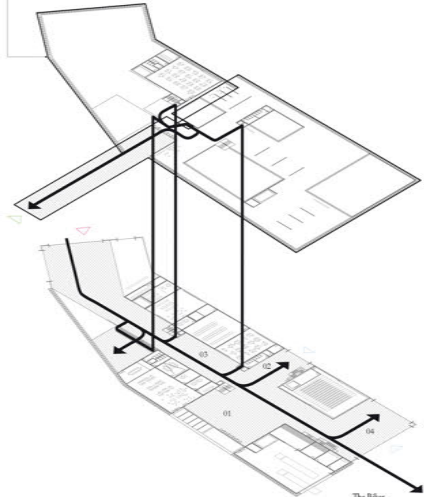
1 GALLERY ART Visitor Experience



- Gallery Art
- ⋯ Gallery Installation Voids
- Gallery Entrance/Exit Point

- 01 The Big Hall
- 02 The Courtyard
- 03 SH1 (South Harbour 1)
- 04 Street Lab
- 05 Sculpture Garden
- 06 The Oculus
- 07 Open Air Theatre

2 STREET ART Visitor Experience ★ Ticket Free

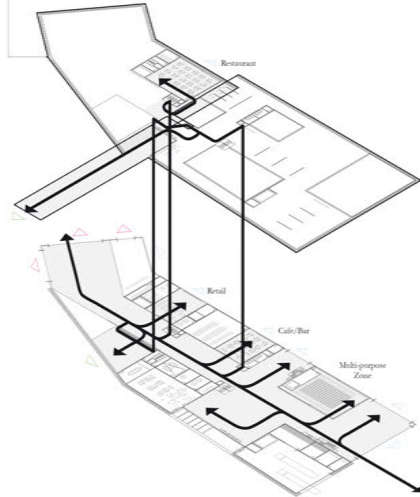


- Street Art
- △ City Entrance
- △ Harbour Entrance
- △ Park Entrance

- 01 Guggenheim Sessions
- 02 Helsinki's Gee Talent
- 03 Guggenheim Lab-Helsinki
- 04 Helsinki Sound Series

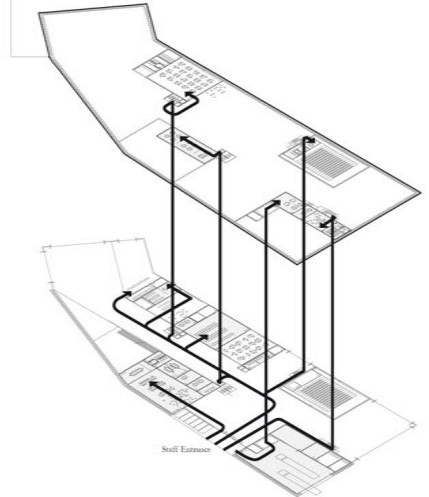
The Biker
The Runner
The Walker

3 LEISURE, EDUCATION AND CONNECTIONS Visitor Experience



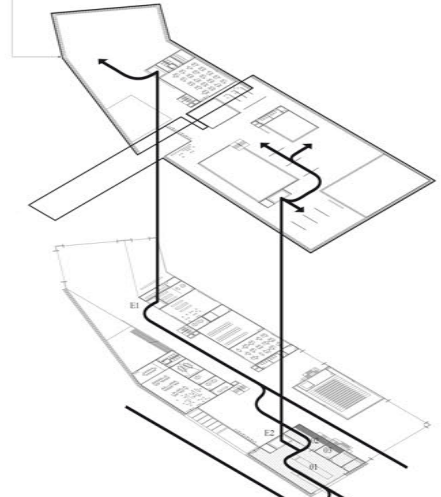
- Leisure, Education & Production Zone
- △ Views to City
- △ Views to Park
- △ Views to Harbour

4 BACK OF THE HOUSE Visitor Experience



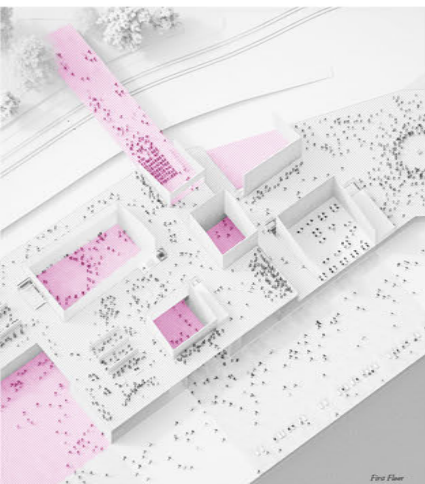
- Staff Offices and Facilities

5 ART CIRCULATION Visitor Experience



- Secure Art Zone
- E1 Art Elevator 1
- E2 Art Elevator 2

- 01 Loading Dock
- 02 Art Storage
- 03 Shipping/Receiving



First Floor



Ground Floor



Ground Floor



Ground Floor

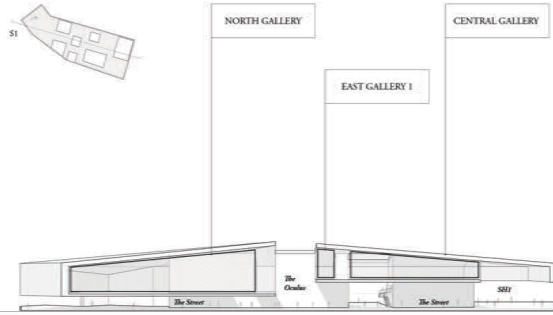


First Floor

EXHIBITION LAYOUT STUDY

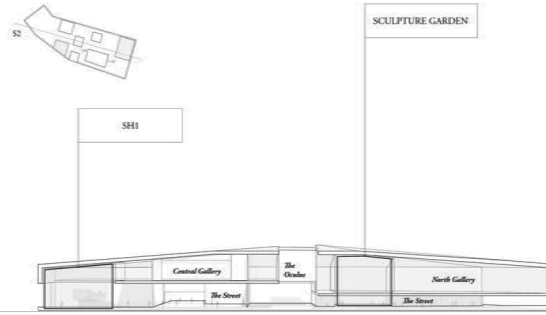
To reflect the museum's new programmatic variety we do not offer an aesthetic space that can accommodate different specificities, but a *different Experiences*, a Set of *Uniques Spaces* of different sizes that transcends traditional exhibition spaces challenging artist to create.

OPEN GALLERIES



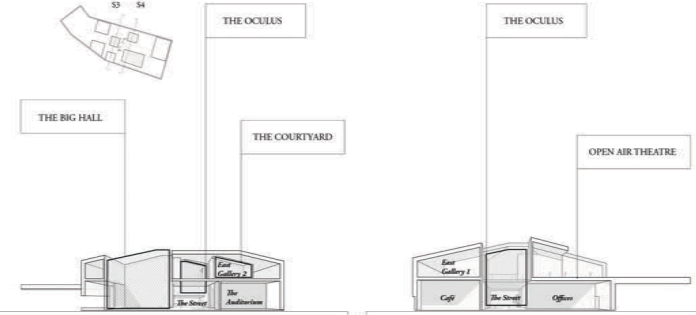
SECTION 1
Scale: 1/750

THE BALCONIES



SECTION 2
Scale: 1/750

THE VOIDS



SECTION 3
Scale: 1/750

SECTION 4
Scale: 1/750



Image 01: North Gallery

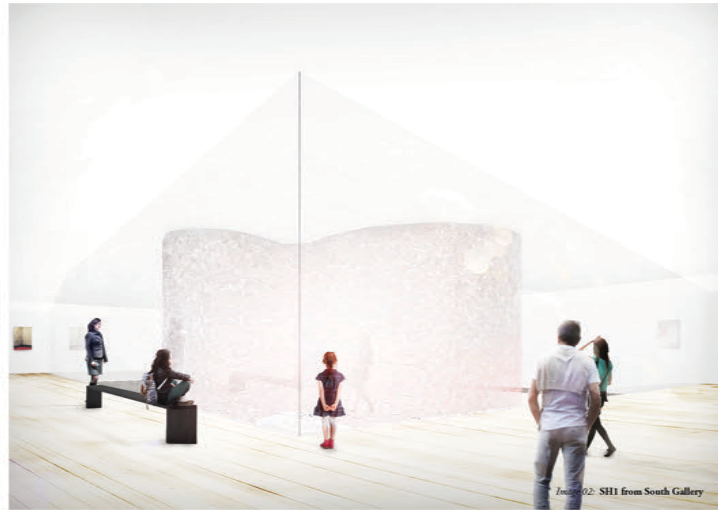


Image 02: SH1 from South Gallery



Image 04: Central Gallery and The Oculus

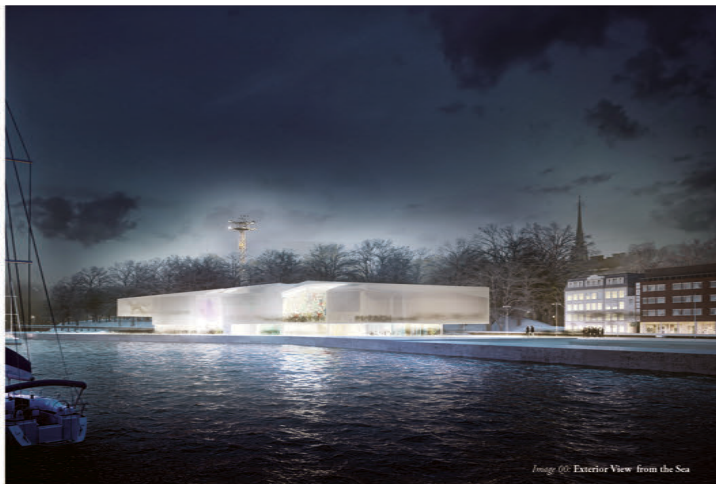


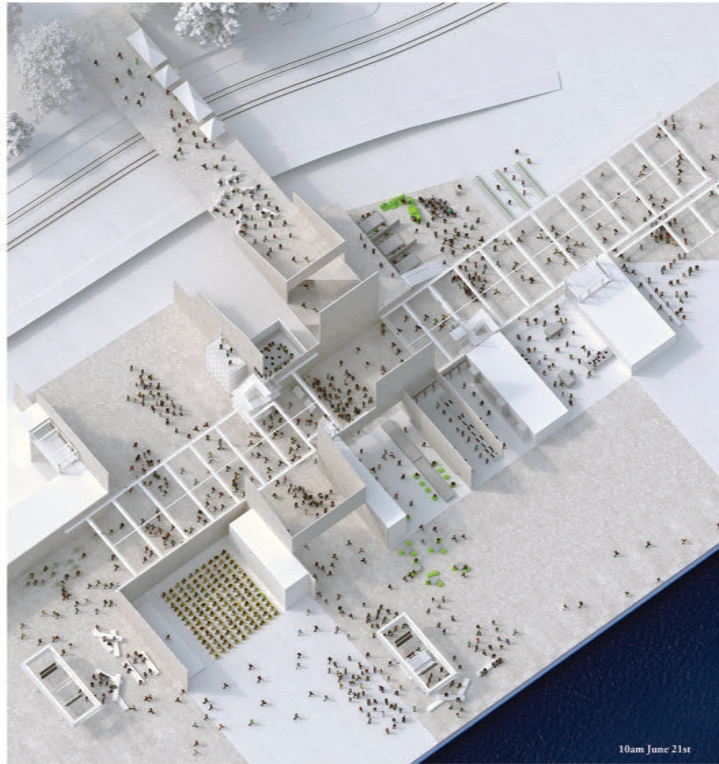
Image 03: Exterior View from the Sea



Image 05: Sculpture Garden from North Gallery



Image 05: East Gallery and The Courtyard

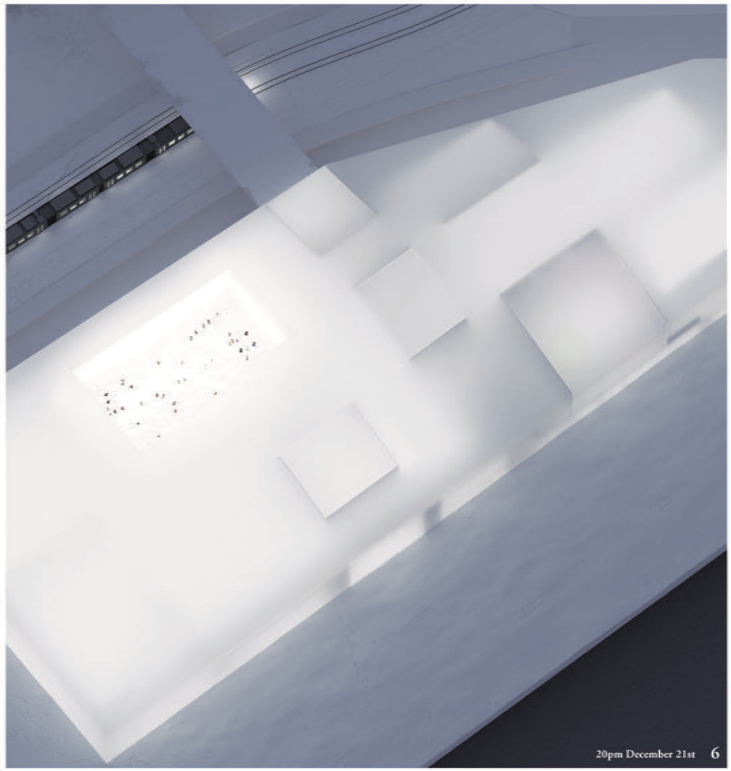
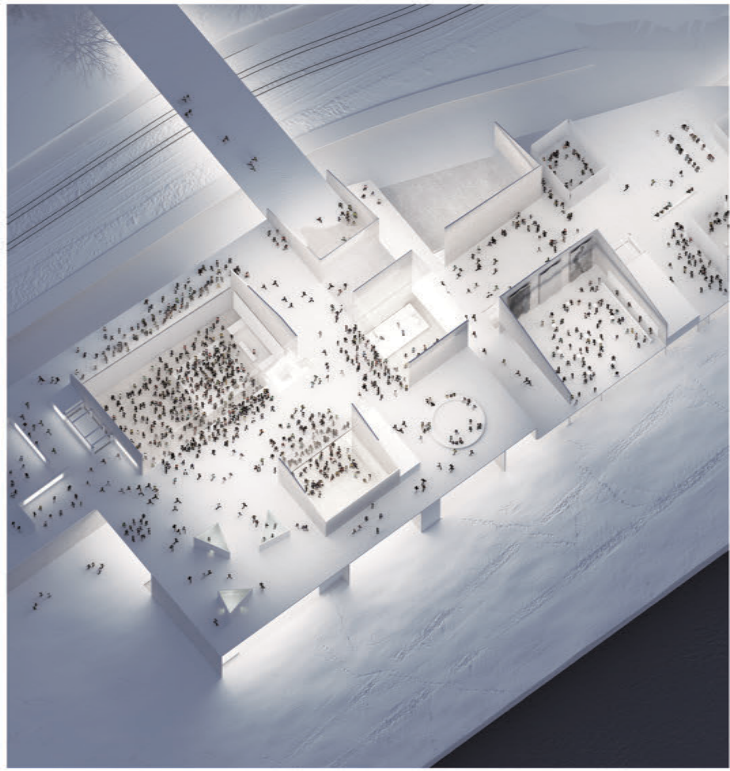
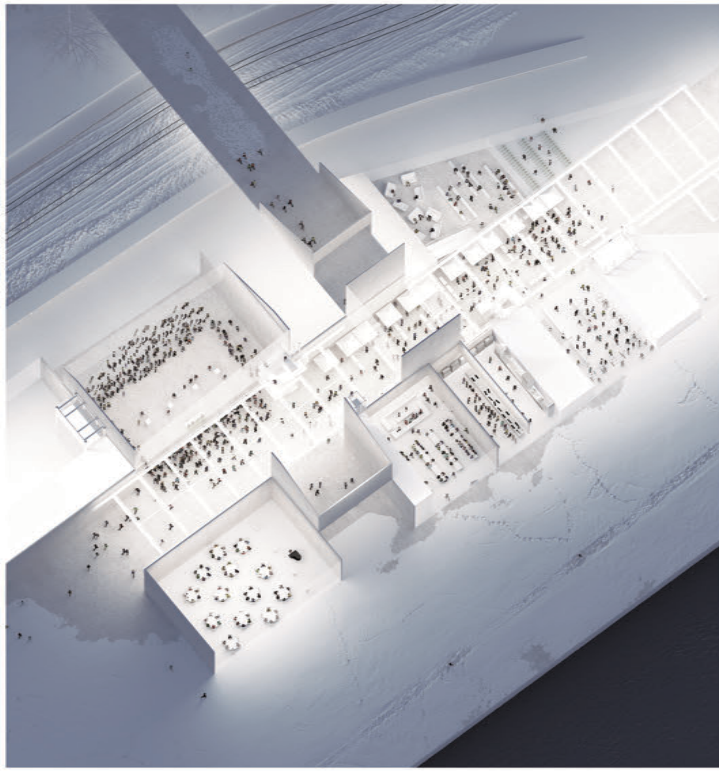
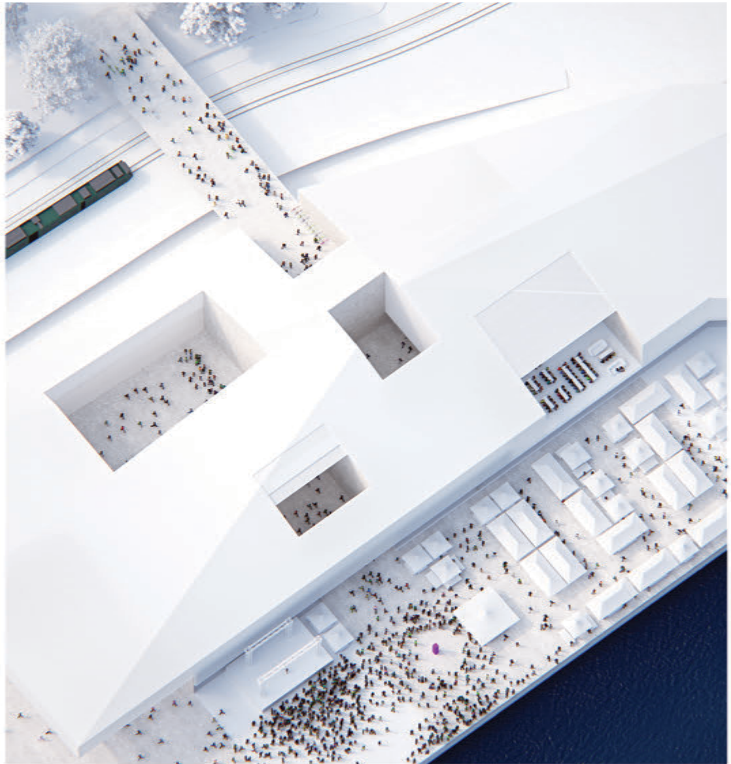


10am June 21st



A TALE OF TWO CITIES

From Dickens's *Tale of Two Cities* to LeCorbusier's *The Right to the City* and again, the Street has been vital for the basic function of society and imperative for a true democracy to function. Due to its particular extreme climatic conditions, there are 2 cities in Helsinki: Summer Helsinki and Winter Helsinki. We propose a Strategy that could offer back to the City of Helsinki a Street, a Public Space as an additional coat able to be used also the 6 cold months of the year. A place where always something is happening. A Space of Action where inhabitants continuously reinvent themselves.



20pm December 21st 6



The North Entrance



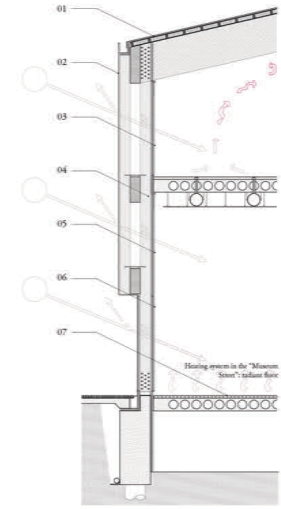
A TALE OF TWO MUSEUMS

Two programs. Two Materials. Gallery Canvas and Street Canvas. A tensioned PTFE fabric with an operable blackout blind system to allow natural light entrance or turning the exhibition areas opaque on demand and a Recycled Interior Street.

The Street Lab



The Oculus



- 01. PTFE above insulated sandwich panel
- 02. PTFE fabric with Nanogel infill
- 03. Double glazing unit with argon infill and Low-E coating
- 04. Laminated wood structure
- 05. Double glazing unit with argon infill and Low-E coating
- 06. Blackout system: operable guided blind to make the facade opaque on demand
- 07. Reinforced concrete slabs

THE ENVELOPE



Helena's Got Talent Production



Education Experiences



The Big Hall



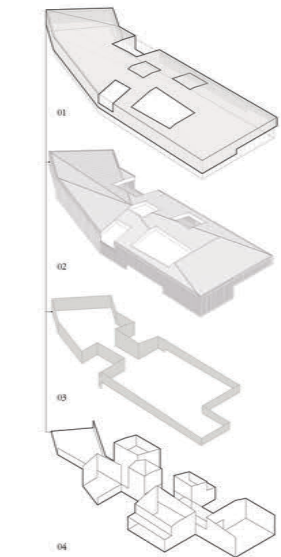
Helena's Got Talent Performance



Central Gallery



The Courtyard



- 01. OFFICE SKIN
- 02. PTFE fabric with thermal insulation infill (Nanogel)
- 03. SICK CURTAIN SYSTEM with aluminum extrusion profiles and thermal breakage fixed to laminated wood structure
- 04. Double glazing unit with argon gas infill and Low-E coating on face 4 (interior face of the glass)
- 05. LAMINATED WOOD STRUCTURE
- 06. BLACKOUT SYSTEM
- 07. Operable guided blind to make the facade opaque on demand
- 08. RECYCLED PAVING STONE SYSTEM



North Gallery



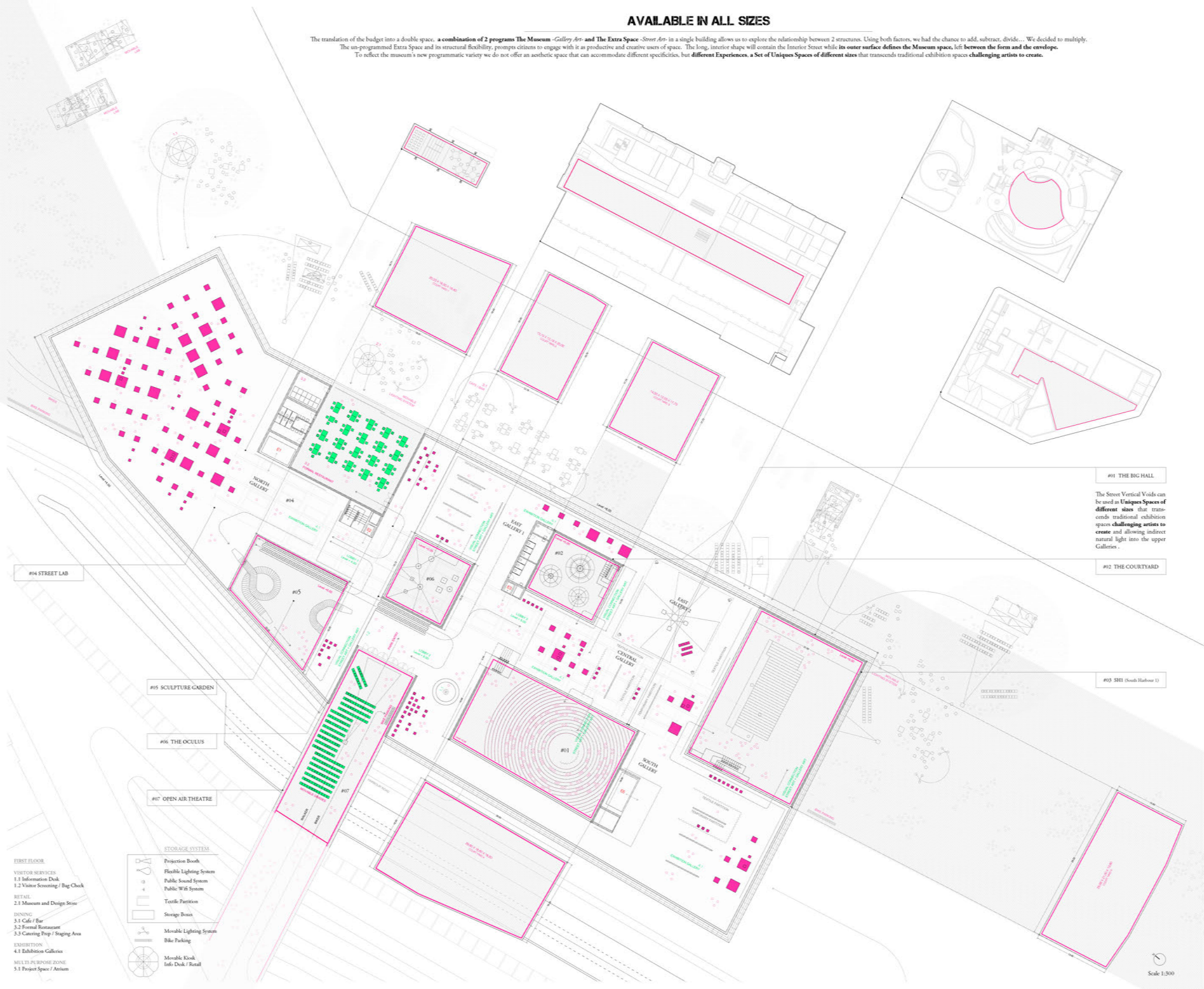
The Balcony



The Grand Stage

AVAILABLE IN ALL SIZES

The translation of the budget into a double space, a combination of 2 programs *The Museum - Gallery Arts* and *The Extra Space - Street Arts* in a single building allows us to explore the relationship between 2 structures. Using both factors, we had the chance to add, subtract, divide... We decided to multiply. The un-programmed Extra Space and its structural flexibility, prompts citizens to engage with it as productive and creative users of space. The long, interior shape will contain the Interior Street while its outer surface defines the Museum space, left between the form and the envelope. To reflect the museum's new programmatic variety we do not offer an aesthetic space that can accommodate different specificities, but **different Experiences, a Set of Uniques Spaces of different sizes that transcends traditional exhibition spaces challenging artists to create.**



#04 STREET LAB

#05 SCULPTURE GARDEN

#06 THE OCULUS

#07 OPEN AIR THEATRE

- FIRST FLOOR**
- VISITOR SERVICES**
- 1.1 Information Desk
 - 1.2 Visitor Screening / Bag Check
- RETAIL**
- 2.1 Museum and Design Store
- DINING**
- 3.1 Caf / Bar
 - 3.2 Formal Restaurant
 - 3.3 Catering Drop / Staging Area
- EXHIBITION**
- 4.1 Exhibition Galleries
- MULTI PURPOSE ZONE**
- 5.1 Project Space / Atrium

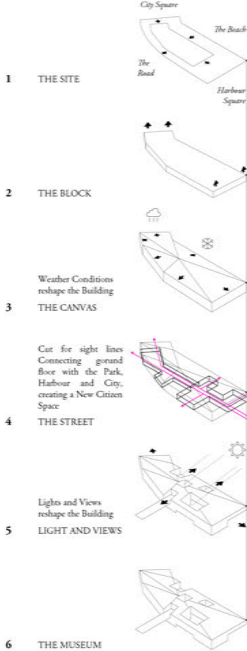
- STORAGE SYSTEM**
- Projection Booth
 - Flexible Lighting System
 - Public Social System
 - Public Wi-Fi System
 - Textile Partition
 - Storage Boxes
 - Movable Lighting System
 - Bike Parking
 - Movable Kiosk
 - Info Desk / Retail

#01 THE BIG HALL

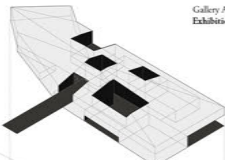
The Street Vertical Voids can be used as **Uniques Spaces of different sizes** that transcends traditional exhibition spaces **challenging artists to create** and allowing indirect natural light into the upper Galleries.

#02 THE COURTYARD

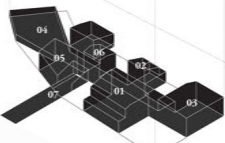
#03 SH1 (South Harbour 1)



GALLERY ART + STREET ART



Gallery Art Exhibition



- #01. The Big Hall
- #02. The Courtyard
- #03. SH1 (South Harbour 1)
- #04. Street Lab
- #05. Sculpture Garden
- #06. The Oculus
- #07. Open Air Theatre

Street Art Production + Exhibition

Exterior View from the Sea



Scale 1:300