

THE MUSEUM OF THE 21st CENTURY

Form – Content – Impact

**#identity&diversity #perception
#interdisciplinarity #planninginstruments #culturalbuildings
#tighttothecity #coproduction #localknowledge**

An Enquiry Programme examining the role of the museum
in the globalised and digital age against the backdrop of
current socio-political and cultural debates

2015 - 2018

INTRODUCTION AND AIMS

The last thirty years have seen an unparalleled rise of new museum buildings all over the world with many more being planned right now. Next to their important role of conserving/presenting/discussing cultural values and acting as local social centres for education and citizenship, museums are enlarging their impact from the national to the global scale. In turn, the value of culture itself is in need of a clarifying debate. How is our local and national identity defined, now and for the future?

While the traditional museum functions of representation and education still prevail today, the 21st century's global, digital and demographic challenges have added more roles for the museum: Globalisation and digitalisation have left their marks on reception habits, fostering a service-oriented profile with more consumerist and entertaining aspects ('edu-tainment'). There is a new focus on the role of the museum as one of cultural 'storytelling' and situating that story in the context of a physical place. How does the museum of today and tomorrow look like? What functions do museums have today?

How can the accessibility of knowledge be ensured? What is the mutual influence between cultural and curatorial practice on the one hand and space generation and design practice on the other hand – as well as their impact on the surrounding urban scape? How can architects and curators, educators, artists and policy-makers design the tasks of new museums and reach the citizens, satisfy cultural and economic demands and connect them with design? How did the museum world manage to not only expand globally but also socially?

EVENTS

Australia now Germany 2017. MUSEUM AS ACTIVATOR: Strategies for Public Space and Access with Haus der Kulturen der Welt, Berlin and the Australian Government
Conference: 14 - 15 September 2017

Space on Demand with Elizabeth Diller, Diller Scofidio + Renfro, New York and Chris Dercon, Director, Volksbühne Berlin
Exhibition Talk: 8 September 2017

Royal Melbourne Institute of Technology: Museums: art, culture, spectacle, access
University Design Studio: 2 – 15 September 2017

Constructing Culture. Hong Kong's West Kowloon Cultural District
Exhibition Talk: 26 May 2017

Museums and Cultural Spaces as Motor of Urban and Social Progress with the Ministry of Culture of the Government of Moscow
International Symposium at the Venice Architecture Biennale: 24 September 2016

Zai Xing Tu-Mu. Sixteen Chinese Museums Fifteen Chinese Architects with Zumtobel, Dornbirn
Exhibition: 26 August - 13 October 2016

Museum Revisited with Bauhaus Dessau Foundation
Lab Talk: 8 July 2016

Marte. Marte: Appearing Sculptural. Museumsbauten in Berlin und Krems + andere Projekte
Exhibition Talk: 11 December 2015

Das Kulturforum. Baukultur ohne Verfahrenskultur? Nikolaus Bernau in conversation with Volkwin Marg
Dialogue: 25 September 2015

Future Urbanscape: Berlin's Kulturforum.
University Design Studios: 2015 - 2017

DOCUMENTATION

- Claudia Perren and Miriam Mlecek (eds.): Perception in Architecture. Here and Now, 2015, Cambridge Scholars Publishing
- Video recordings documenting the events
- Exhibition catalogues

BACKGROUND

The Museum of the 21st Century sets forth to investigate the cultural, economic and socio-political contexts of new museums around three focal cluster Form – Content – Impact in order to create tools for both analysing and envisioning the museum of the future in sync with its direct environment and in view of local and global cultural discourses.

FORM: Museum as place

[#form](#) [#publicspace](#) [#urbancontext](#) [#catalyst](#) [#tool](#) [#process](#) [#education](#) [#integration](#) [#inclusion](#) [#roleofarchitect](#) [#interaction](#) [#knowledge](#) [#documentation](#) [#typology](#)

This cluster focuses on the appearance and form of the museum as a building and in its typology. Furthermore, the institution will be examined in an urban context and as a motor of development for the city and as incentive for public urban space. Questions about the architects role and architecture itself as innovative design for new museum forms such as archives, „Schaulager“ or process documentation are being raised on an international level.

CONTENT: Museum as medium

[#content](#) [#communicationstrategies](#) [#digitalization](#) [#curatorialaspects](#) [#behaviour](#) [#technology](#) [#copyright](#) [#culturalvalue](#) [#rulesandlaws](#) [#history](#) [#postcolonialism](#) [#identity](#) [#globalization](#) [#heritage](#) [#education](#) [#research](#)

Communication strategies, entertainment, education and implementation of digitalisation shape this cluster. Curatorial concepts and their respective impact on citizens, visitors and actors but also on technology and culture production are examined. We will explore the framework of administration, juridical rules, international cooperation and tax procedures. Through geopolitical analysis, cultural values and history, post-colonialism and identity in a globalised world will be analysed.

IMPACT: Museum as brand

[#impact](#) [#partnerships](#) [#sponsorship](#) [#privatemuseum](#) [#designasexport](#) [#tourism](#) [#creativeindustries](#) [#actorsandintentions](#) [#economicalinstrument](#) [#politics](#) [#brand](#) [#urbanmotor](#)

In this cluster, the museum and new cooperations, such as private-public-partnerships, personalised museums are primarily positioned, while we explore how conditions/obligations through sponsorships and supporters raise new questions. The past years have proven that the museum has become an export good and striking brand, often used as a factor in the tourism sector and creative industries. Therefore, the effect and influence on society and economy via the museum is increasing rapidly.

Part of the ANCB Theme

NO SPACE WITHOUT TRAITS: Using Interdisciplinary Perspectives to Explore Spatial Character

Space, from the scale of the room to the scale of the city and beyond, is the currency of architecture, urban design and spatial planning. Space also plays a fundamental role in the sciences and humanities, in cultural geography and the arts, with each field using its own terminology.

In order to improve the ability to perceive the character of places, this theme draws from activities in the arts, humanities and sciences to study the characteristics of spatial conditions and their expression.

By learning from the arts, can a discourse on perception be generated, linking space to its political and social dimensions? Can the concepts of cultural geography help depicting the fluid, rather than static, nature of present-day space? Can the methods of design be combined with those from the sciences to reveal characteristics of contemporary spatial experience?

PARTICIPANTS

Rob Adams, Director of City Design, City of Melbourne; **Brook Andrew**, Artist, Sydney/Berlin; **Katja Abmann**, Director, ZKR (Centre for Art and Public Space) Schloss Biesdorf, Berlin; **Anton Belov**, Director, Garage Museum of Contemporary Art, Moscow; **Nikolaus Bernau**, Architecture Critic and Museum Historian, Berlin; **Martin Biwenga**, Architect, West 8 Urban Design & Landscape, Rotterdam; **Dieter Bogner**, Founder and Director, bogner.cc, museumsplaner, Wien; **Earle Briggs**, Lead Architect of Bing Thom Architects, Vancouver; **Chris Dercon**, Director Volksbühne Berlin; **Aric Chen**, Lead Curator for Design and Architecture, M+, Hong Kong; **Elizabeth Diller**, Diller Scofidio + Renfro, New York; **Beate Engelhorn**, Curator, Aedes Architecture Forum, Berlin; **Lukas Feireiss**, Curator, Writer, Studio Lukas Feireiss, Berlin; **Paulus Fugers**, Director and Founder of SomoS Berlin; **Dorothea von Hantelmann**, art historian, Berlin; **Lisa Havilah**, Director, Carriage Works, Sydney; **Dominique Jakob**, Jakob + MacFarlane, Paris; **Nonda Katsalidis**, Director, Fender Katsalidis Architects, Melbourne; **Natalie King**, Curator of Tracey Moffatt at the 57th Venice Biennale 2017, Melbourne; **Irina Korobina**, Director, Schusev State Museum of Architecture, Moscow; **Eduard Kögel**, Research Advisor and Programme Curator, ANCB, Berlin; **Sergey Kuznetsov**, Chief Architect of Moscow, First Deputy Head of Committee for Architecture and Urban Development of Moscow and Curator of the Russian Pavilion; **Li Xiangning**, Professor in History, Theory and Criticism, Tongji University College of Architecture and Urban Planning, Shanghai; **Mark Loughnan**, Head of Design, HASSEL, Melbourne; **Anne Loxley**, C3West curator MCA, Sydney; **Brendan MacFarlane**, Jakob + MacFarlane, Paris; **Volkwin Marg**, Architect and Urban Planner, Hamburg; **Dolla Merrillees**, Director, The Museum of Applied Arts and Sciences, Sydney; **Semyon Mikhailovsky**, Principal, Repin St. Petersburg State Academy Institute of Painting, Sculpture and Architecture, Commissioner of the Russian Pavilion; **Miriam Mlecek**, Programme Manager, ANCB The Aedes Metropolitan Laboratory, Berlin; **Georgie Morgan**; **Constanze Musterer**, Author and Editor, Yeast-Art of Sharing, Berlin; **Josef Ostermayer**, Minister for Art, Culture, Constitution and Media, Vienna; **Dmitry Ozerkov**, Head of Contemporary Art, State Hermitage Museum, St. Petersburg; **Claudia Perren**, Director, Bauhaus Dessau Foundation, Dessau; **Duncan Pescod**, CEO, WKCD Authority, Hong Kong; **Ekaterina Pronicheva**, Director, V.D.N.H., Co-curator of the Russian Pavillion, Moscow; **Qilan Shen**, Art Critic, Curator, Shanghai; **Francis Rambert**, Director, IFA (French Institute of Architecture), Paris; **Rachel Rits-Volloch**, Visiting Professor, Bauhaus-Universität Weimar / Director, Momentum Gallery, Sydney/Berlin; **Gijs Rikken**, Associate Architect, MVRDV, Rotterdam; **Alex Martinis Roe**, FORMATIONS, Berlin; **Martin Roth**, Director, Victoria and Albert Museum, London; **Ilka Ruby**, Ruby Press, Berlin; **Raymund Ryan**, Architecture Curator, Carnegie Museum of Art, Pittsburgh; **Bernd Scherer**, Director, Haus der Kulturen der Welt, Berlin; **Eric Schuldenfrei**, Director / Founding Partner ESKYIU, Hong Kong; **Melanie Sehgal**, FORMATIONS, Berlin; **Paul Spies**, Director, Stadtmuseum Berlin; **Volker Staab**, Director Staab Architects, Berlin; **Alexandra von Stosch**, Curator and Visiting Professor Humboldt Universität, Berlin; **Kjetil Thorsen**, Founding Partner, Architect, Snøhetta Architects, Oslo; **Jürgen Tietz**, Art Historian and Journalist, Berlin; **Zelfira Tregulova**, Director, State Tretyakov Gallery, Moscow; **Caroline Vains**, Lecturer, School of Architecture and Design, RMIT, Melbourne; **Petra Wessler**, President of the Federal Office for Construction Industry and Regional Development Planning, Berlin; **Zhou Rong**, Assistant Professor, Tsinghua University Architecture School, Beijing; **Zhu Pei**, Studio Zhu-Pei, Beijing