

YukeArdhiati_inarch2014 _fullpaper

by Yuke Ardhiati

Submission date: 04-Jun-2018 11:22AM (UTC+0700)

Submission ID: 972053305

File name: YukeArdhiati_inarch2014__fullpaper.pdf (697.81K)

Word count: 1876

Character count: 10827

THE INTERIORITY OF NEW ACROPOLIS MUSEUM

Authors:

Yuke Ardhiati¹

Affiliation:

¹Faculty of Engineering, Department of Architecture, Pancasila University

Conference Track:

Methods and Creativity in Interior Architecture Design

The many of contemporary buildings created based on cross-pollination of design method overlaps a variety of related design territories, including contemporary architecture, interior, fashion's trend, performing arts, graphics, contemporary theatre, and sculpture. They are embedded in the building, and show the interaction between artefact, people and space. By using a phenomenological investigation as the glance research through Grounded Theory method refers to Glaser and Strauss was found the cross-pollination of design method, a mixed-used interiority design method by re-programming and adaptive re-use.

The New Acropolis Museum is the building's polemical location added further layers of responsibility to the design. Located at the foot of the Acropolis, this site confronted with the sensitive archeologically excavations, the presence of the contemporary city and its street grid, and the Parthenon itself. The problem is: *How the variety of the cross-pollination method and creativity was adopted in this sensitive site?*

By using the transparent materials, the building aims to connect with ancient historical and cultural of Greek antiquity. The unusual building's appearances looks like a transparent big box who were reflected a part of Parthenon into the building façade. From inside, the Parthenon's façade is always 'inside-out' of museum. By using glasses, the building was elected. The Acropolis ruins is the architecture's way to connect with the ancient memories. Apart of the building's façade is using a video art movie containing the Greek sculptures of Greek on night.

A varieties related design territories, contemporary architecture, interior design, fashion's trend, performing arts, graphics, contemporary theatre, and sculpture are adopted in the New Acropolis Museum. Composed in unique, fun and elegance façade. The museum adopted the cross-pollination of design method and creativity in Interior Architecture Design.

Key Words: interiority, archeologically site, the cross-pollination, New Acropolis Museum

INTRODUCTION

We are live in the digital era, now!

Many of contemporary buildings created by added with the fashion's elements. The building appearances looks like 'a supermodel' by using the fashion accessories to contribute their facades to enhance the appearance or odor of the body of the building. In this era, the many of buildings designed based on cross-pollination of design method overlaps a variety of related design territories, including contemporary architecture, interior, fashion's trend, performing arts, graphics, contemporary theatre, and sculpture. The Architects embedded in the body of buildings and show the interaction between artefact and space become a new iconic building to show unusual building façades.

The Architect adopted the four basic of fashion elements and principles of design; color, silhouette, line, and texture into the architecture's body. Because of it's, the building appearances as metaphorically of a fashion, named a 'Fashion-Architecture' (Ardhiati, 2014). To enriching the design to be a 'Fashion-Architecture', Architect inserting the fashion element's applied through a various of the fashion design method; *by wrapping, by pleating, by printing, by draping, by folding, and by weaving* usually applied in the building façade. By inserting the fashion elements was composed a uniqueness, fun and extraordinary façades (Ardhiati, 2014).

The recent work of famous Architect creates in variety method. Hadid's work of *Mecca Plan of Mecca 2014* she used a *cross-pollination method* by used an interiority design method through re-programming and adaptive re-use at the sensitive site of *Kaba'* (Ardhiati, 2012). At Athens 2005, Tschumi created similar architecture work by *Event-Cities (Praxis)*. Both, Hadid's and Tschumi's inspired to proposed a research problem: *How the variety of the cross-pollination method and creativity was adopted in this sensitive site?*

THE RESEARCH METHOD

By using a phenomenological investigation in the New Acropolis Museum at Athena, 2013 refers to a Grounded Theory research method of Glaser and Strauss was found a chance of cross-pollination of design method by mixed-used interiority design through re-programming and adaptive re-used.

DISCUSSION

The New Acropolis Museum is a building in polemical location added further layers of responsibility to the design. Located at the foot of Acropolis, a site confronted with the sensitive archeologically excavations. The building's presence in Athens a contemporary city it's a street grid and the Parthenon itself. Acropolis of Athens is an ancient citadel located on a high rocky above the city of Athens, containing of several great architectural and historic significance include the most famous Parthenon. As the architect's winner of Design Competition of New Acropolis Museum 2005, Tschumi creates a new building trough a new design approach by adopted overlaps of varieties related design territories, including a contemporary architecture, interior, fashion's trend, performing arts, graphics, contemporary theatre, and sculpture as building's element to connected visitors with the ancient Greece. By a phenomenological experiences we can tracing the Greece civilization. Tschumi built a new building in above of Acropolis ruins. He creates a *Event-Cities (Praxis)* at Athens.

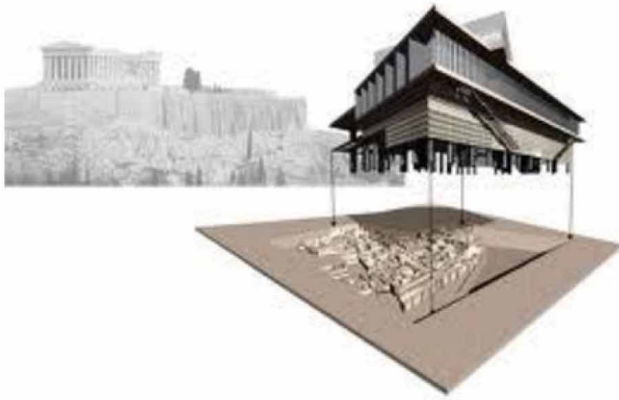


Fig. 1. Tschumi's ideas plan



Fig. 2 The building located above Acropolis ruins

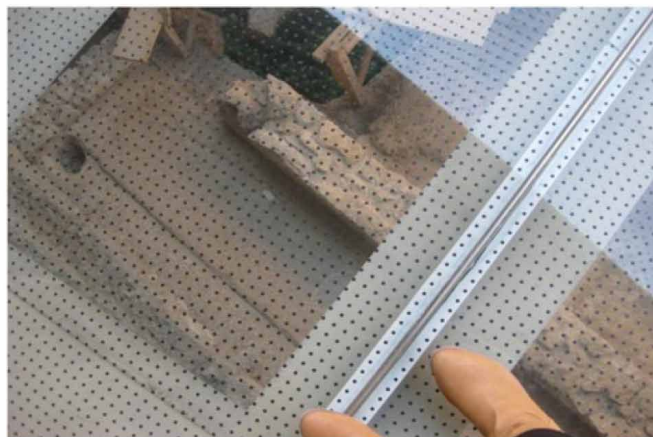


Fig.3. The glass material 'to connect' with the Old Greece civilization

'Wow Effect' by Connected Visitor with the Ancient Greece

By a phenomenological experience at the New Acropolis Museum showed 'the wow effect'. The new building located right above the Acropolis ruins as a part of the Unesco's World Heritage List. The ruins protected by law because it's a sensitive site³ having outstanding universal value. So, Architect conduct by law. A Wow Effect is means a special state of mind usually referring to a special 'view'. When you're surprised by something wonderful or really great, ⁴ you got the 'wow effect'. Usually the state of the wow effect is gained when a hot chick is seen. The origin of the phrase 'wow factor architecture' is uncertain, but has been used extensively in both the UK and United States to promote avant-gardist buildings within urban regeneration since the late 1990s. At the case Tschumi's Event-Cities (Praxis).

The Design's Territories

The museum building design presence a unique 'form' by replacing a sensitive site on Acropolis ruins. So, the building's polemical location added further layers of responsibility to the design. By located at the foot of the Acropolis as the sensitive archeologically excavations, the Architect presence the building on a contemporary city and its street grid and the Parthenon itself. He design an extraordinary by adopt design's territories to express the building by approached all of territories. He roles as a Master of Architect to composed all museum elements as composed a Work of Art by a totally design in order become an unique museum building in this age.

A Contemporary Architecture Concept

Tschumi as Architect's winner of New Acropolis Competition 2005, adopted a contemporary architecture concept by used the connectivity wit the Old Greece civilization. He designed the museum level similar with the Parthenon's high level and imitating the originally column of Parthenon by using a stainless steel material. He built a simulacrum of the Parthenon column follows the Parthenon original plan.

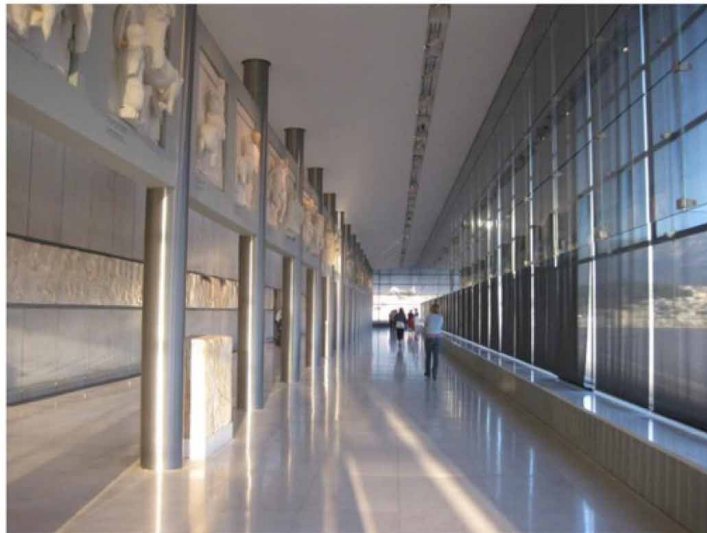


Fig. 4. The simulacrum of Phartenon's column.

The Parthenon's façade as a part of the museum in frontally view. Especially, on the night the building looks like a fashion's trend through exposed the iconic collection presented by a digital image in an animation video mapping. The building's façade became a big surface to reflecting the images. By inserting the video mapping animation on the building facade, Tschumi presented a Contemporary Theatre.



Fig. 5. The building's façade as a surface of the digital images.

The Museum Inside

From inside, the Parthenon's façade is always 'inside-out' of museum. By using glasses, the building was elected. The Acropolis ruins as the architecture's way to connect with the ancient memories. Apart of the building's façade is using a video art movie containing the Greek sculptures of Greek on night. A varieties related design territories, contemporary architecture, interior design, fashion's trend, performing arts, graphics, contemporary theatre, and sculpture adopted in the New Acropolis Museum. Composed in unique, fun and elegance façade.

The museum adopted the cross-pollination of design method by inside-out of building concept. Visitor can see the museum artefacts by communicated with the original artefact itself. In frontally view, the Parthenon 'be there' through a glass material. The old civilization appeared from all the building façade used with a transparent wall and flooring 'to connect' with the ancient historical and cultural of Greek antiquity.



Fig.6 The Parthenon 'be there' on the museum by located the building's frontally from it



Fig. 7. The original Parthenon's artifact

RESULT

The result of this paper is an interiority of architecture project that found by adopted a *cross-pollination method*. By used the building façade and flooring with transparent materials, the Architect successfully to communicated the visitor 'to connect' with the ancient historical and cultural of Greek antiquity. The building's role to mirroring the original Parthenon's into the building surface. So, by visual visitors feel direct to communicate with Parthenon itself inside and outside the museum.

The interiority on the New Acropolis Museum become a part of the Architecture's theory how to applied at the sensitive site by logical argumentation to the Government by a *cross-pollination method* through re-programming and adaptive re-use.

CONCLUSION

Through a phenomenological experience in New Acropolis Museum of Athena, founded the Tschumi's design is using a cross-pollination method. His brilliant creativities lead him the unusual design approach to create a 'Wow Effect of Architecture Design'. Even though located in a sensitive site, Tschumi's idea accommodated by the Greece Government by using a logical argumentation by connected with the Greece traced by showing a new building appear from the ruins, and showing the all of the surface by a glass translucent materials to all of the façade.

The building museum's is also showing an Interiority of architecture by overlaps varieties related design territories in a contemporary architecture, interior, fashion's trend, performing arts, graphics, contemporary theatre, and sculpture as the building's element in order the visitor's feel in an entertainment building when they visit museum. All of building's and apart not only show the museum collections but also show how a brilliant of architecture's idea adopted to enrich the architecture's concept by inserted a story line in to the building as his monument.

ACKNOWLEDGMENT

I Would like to say thanks to Mr. Apostolos to assist me to Athens, also *Jago Tarung* and Indonesian Embassy at Athens.

REFERENCES

- [1] Alexander, Christopher . *The Timeless Way of Building*.New York: Oxford University Press, 1999
- [2] Ardhiati, Yuke. *Bung Karno dalam "Panggung Indonesia"*. Jakarta: PT Wastu Adicitta Press. 2013
- [3] Antoniadou, Anthony C. *Poetic of Architecture*. New York :Van Nostrand Reinhold, 1990
- [4] Benjamin, Andrew. *Art, Mimesis and The Avant-Garde: Aspect of a philosophy of difference*. London and New York:Routledge. 1991
- [5] Hays, Michael . *Architecture's Desire: Reading The Late Avant-Garde*. Cambridge: MIT Press.2010
- [6] Hertz, Richard. *Theories of Contemporary Art*. New Jersey: Prentice-Hall Inc,1985
- [7] Hirst, Paul. *Space and Power: Architecture, Politics and War*. Cambridge: Polity Press.2005
- [8] H Jones, Bryan D.*Politics and the Architecture of Choice. Bounded Rationality and Governance*. Chicago: The University of Chicago Press.2001
- [9] Lincourt, Michel. *In Search of Elegance.Towards an Architecture of Satisfaction*. London: McGill-Queen's University Press. 1999
- [10] Mirzoeff,Nicholas (ed).*The Visual Culture Reader*.London: Routledge.1999
- [11]Derrida, Jacques. *Point de folie - Maintenant L'architecture*
[//www.jacquesderrida.com.ar/Point de folie — maintenant l'architecture_](http://www.jacquesderrida.com.ar/Point%20de%20folie%20-%20maintenant%20l'architecture_) source : 27 Avril 2009
- [12] Tschumi, Bernard. *Event-Cities (Praxis)*. London: The MIT Press. 1999

YukeArdhiati_inarch2014 _fullpaper

ORIGINALITY REPORT

16%

SIMILARITY INDEX

16%

INTERNET SOURCES

0%

PUBLICATIONS

9%

STUDENT PAPERS

PRIMARY SOURCES

1

pyramidbeach.com

Internet Source

6%

2

www.brighton.ac.uk

Internet Source

4%

3

www.urbandictionary.com

Internet Source

2%

4

en.wikipedia.org

Internet Source

2%

5

fox1966.org

Internet Source

2%

Exclude quotes On

Exclude matches

< 10 words

Exclude bibliography On