

kawamura-ganjavian

portfolio of exhibition designs / October 2008

kawamura-ganjavian is an architecture and design practice that develops projects at different scales, from the object to the city.

The close links of its members to the art world has lead to regular commissions for exhibition designs. These projects are characterised by their unorthodox profile, usually resorting to ingenious solutions based on an economy of spatial and material means and a quest for an enriching experience by the visitor. This portfolio, updated in October 2008, compiles a summary of these designs.

ARCO CONTEMPORARY ART FAIR

Spatial lay out of 2 fair pavilions

39.500 m²

IFEMA, Madrid

February 2002

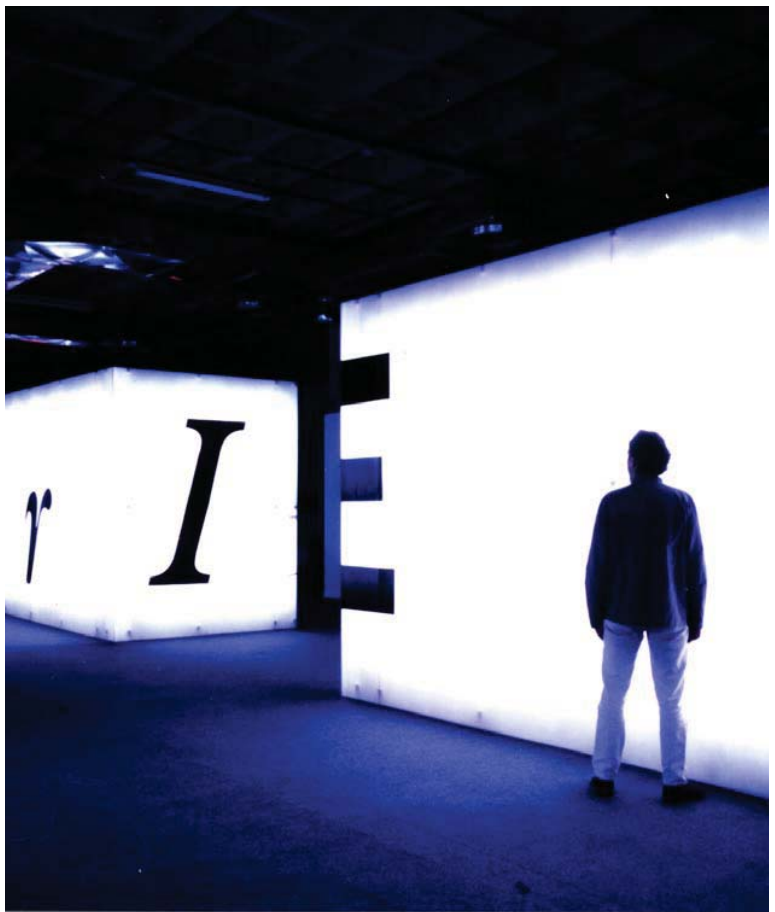
ARCO, in Madrid, is one of the most popular contemporary art fairs in the world. In its 2002 edition it attracted 190.000 visitors and hosted almost 300 galleries.

For many years the lay out of the fair was not considered an important issue. In 2002 for the first time the director decided to commission an architectural proposal that would plan the distribution of the two pavilions in which the fair takes place.

The design team was lead by Vicente Salvador with the collaboration of kawamura-ganjavian. In a record time the proposal was presented and executed.

Apart from the usual booths and corridors, the design introduced novel elements such as chill-out areas to rest while enjoying art, a few plazas where the usual monotony of the corridors was broken and several landmarks that helped the visitors orient themselves.





MUSIK DIDAKTIK

Design of exhibition about digital music in the 1990's
35 m2 installation in 500m2 space
Shedhalle Gallery, Rote Fabrik, Zürich
October 2003

In an exhibition where the displayed pieces consist purely of sound (vinyls mainly), the overwhelming visual presence of the architecture has to be smoothly synchronised with the theme of the show.

Taking on the concept of sampling that so characterised the digital-music movement of the 1990's, the exhibition space was conceived following the same sampling principle. A prismatic room, wrapped with lorry canvas and sliced into segments that rolled sideways on wheels housed all the technological interfaces (vinyl players, amplifiers, mix boards...). From the outside all the cabling and raw technology was visible, from the inside just the sound and visual output.





FLY UTOPIA! - TRANSMEDIALE.04

Royal College of Art *BioLand* exhibition

150 m2

Haus der Kulturen der Welt, Berlin

February 2004

BioLand is a fusion of department store, laboratory, and hospital. A place to meet all our birth, death and marriage-related needs in a genetically modified world. An existential shopping centre focusing on deeply human needs and how biotechnology will impact on the ways these needs are met and understood.

Within this context kawamura-ganjavian designed a section of the exhibition dedicated to the topic of immortality and its purchasability. Like items on sale, different purses and bags were exhibited with their accompanying tags.



ROOM UNDER A SLAG HEAP

Landscape observation room inside a slag heap

37 m²

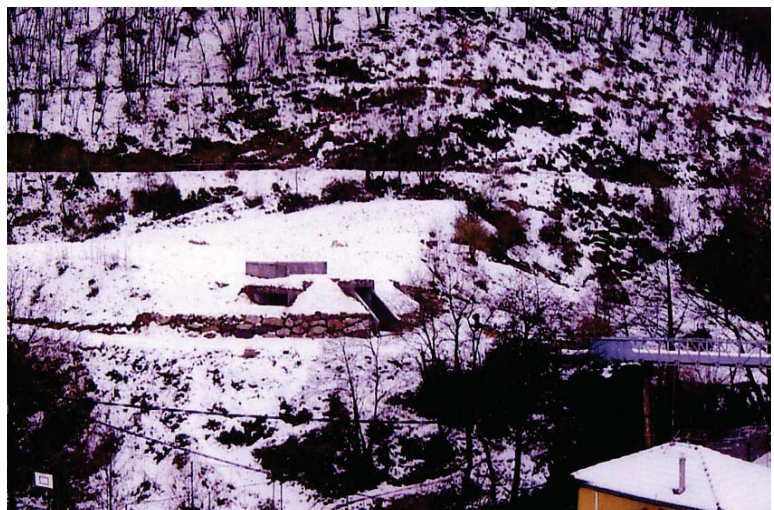
Turón, Asturias, Spain

April 2004

In the mining region of Asturias, two contrasting landscapes live side by side: the post-industrial relics such as abandoned mines and coal slag heaps, and natural landscapes of outstanding beauty.

In this border context kawamura-ganjavian proposed an underground room inside an abandoned slag heap next to the mine Pozo Espinos. The restoration and conversion of the premises into an interpretation centre was financed by the regional authorities of the Principado de Asturias.

The project recreates in an abstract way the underground feeling inside a coal mine and at the same time it highlights the most remarkable aspects of the surrounding natural/industrial landscape. It consists of an elongated space that allows to be crossed through as in a promenade through the geology, history, ecology and society of this valley that is presently undergoing a deep upheaval.





LI-MAC INSIDE THE MUSAC

Exhibition design for the Li-Mac collection

In collaboration with Sandra Gamarra

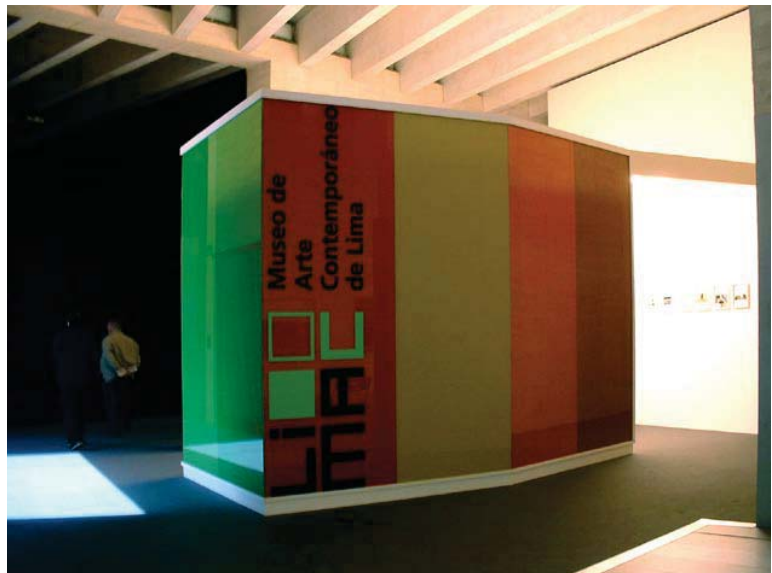
40 m2 installation in 200m2 space

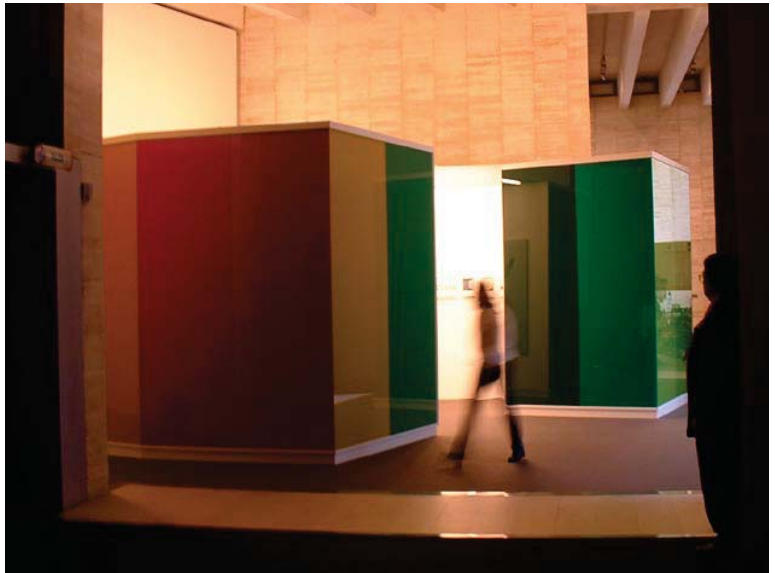
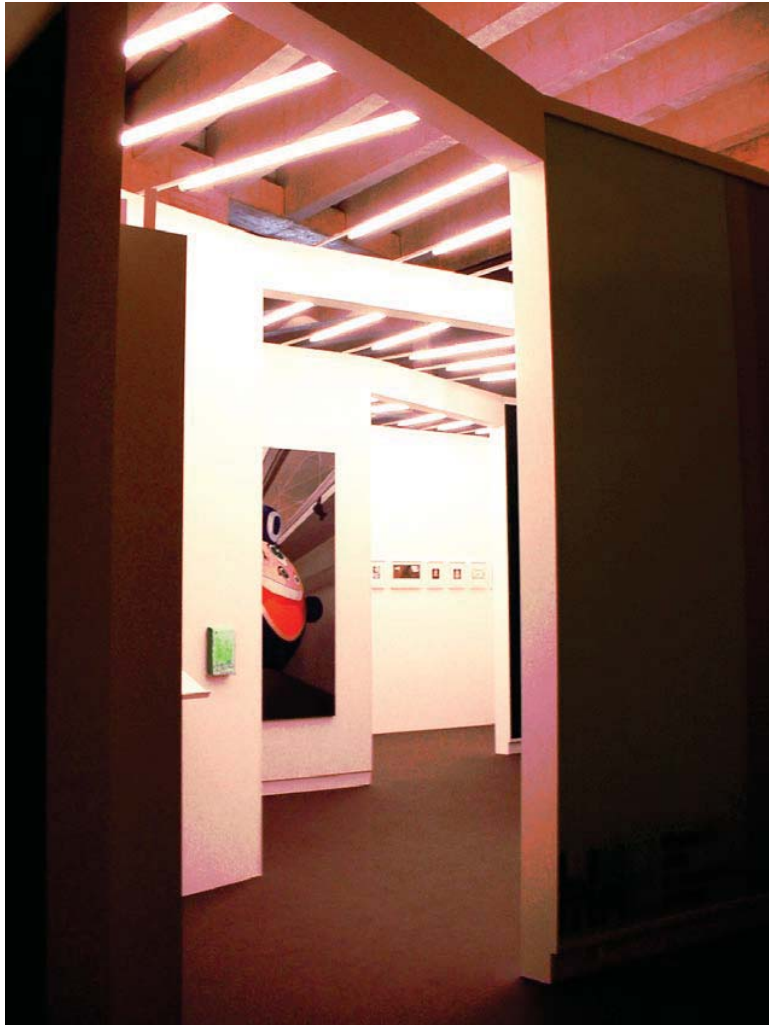
MUSAC, León (Spain)

April 2005

Li-Mac (Lima Museum of Contemporary Art) is a museum made out of replicas of contemporary art masterpieces appropriated by artist Sandra Gamarra from other museums around the world. It is a simulacrum in the sense that it exists without really existing.

MUSAC (Museo de Arte de Castilla y León) hosted temporarily the Li-Mac in 2005 and Li-Mac became physical. It transformed itself into a small replica of MUSAC's characteristic architectural features (zigzagging walls, colourful glazing on the outside) like a Russian dolls game. It could not have been otherwise.





INFOMAB

Mobile information center for public art festival

8m²

Madrid

February 2007

The annual public art programme Madrid Abierto required an information beacon to advertise the artistic interventions in the centre of the city.

The short-notice commission and the limited financial resources led to a strategy of mobility: a green house on wheels meanders around different hot spots in the city distributing graphic information and giving indications about the art pieces and the artists.





CYBERSPACES

New media and interactive art exhibition design

400 m2

Centro de Arte LABoral, Gijón (Spain)

March 2007

LabCyberspaces, curated by Ars Electronica and hosted by the Art Centre La Laboral in Gijón (Spain), put together ten international hipernova artists that use new tele-media and digital tools as their creative means.

The exhibition project for LABcyberspaces came about as the outcome of an intense dialogue between the curatorial team and kawamura-ganjavian. Bearing in mind the concurrence of the various exhibitions at the Centre and the heterogeneity of the ten chosen pieces, an understated subordinate role as regards the exhibition project was consciously adopted.

With the understanding that the whole exhibition is conceived to generate virtual spaces, the physical space of the exhibition itself becomes ancillary, a mere support. Rather than manipulating the space so that the works adapt to it, the idea was to establish an almost imperceptible, underlying and unifying order primarily focused on three aspects: the territorial definition of the show within the context of LABoral (limits of the exhibition rooms), a coherent distribution of the works (order, from the most interactive pieces to the more contemplative ones), and the design of multimedia modules for each piece (mobile bodies with digital interfaces).





STUDIO BANANA

Multidisciplinary event space

394 m2

Madrid

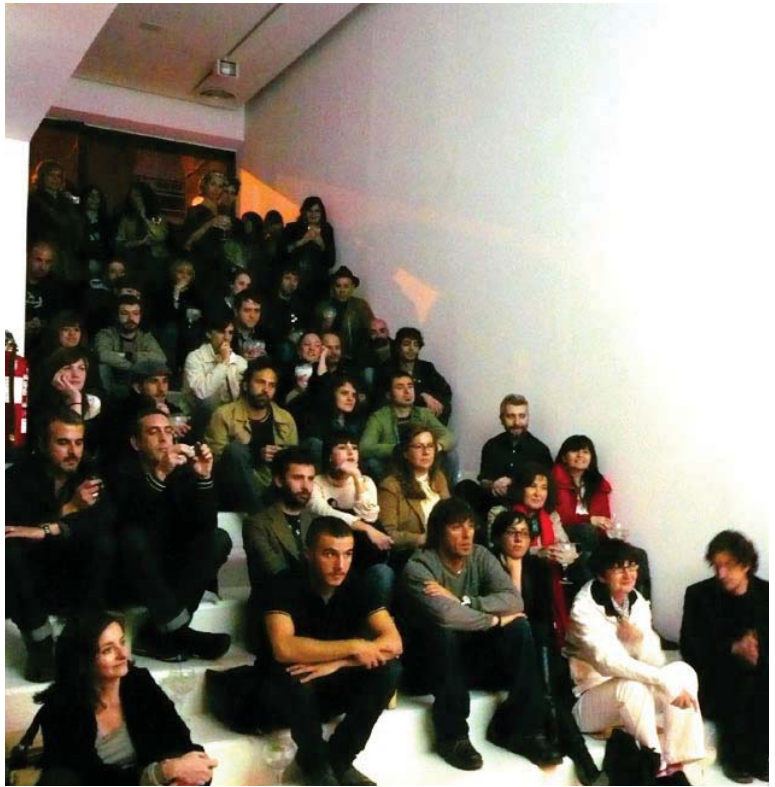
October 2007

Studio Banana is a space dedicated to creativity in its broadest sense. It includes an area of working ateliers for photographers, graphic designers, architects, product designers, film makers... as well as some shared facilities.

It is also a creativity beacon curated directly by kawamura-ganjavian with a team of experts. It hosts cultural events on a regular basis: film sessions, exhibitions, lectures, debates, contemporary music jam sessions...

The project consisted in the transformation of a dilapidated print room in the basement of a 1960's residential building. The result is a luminous and generous space with multiple and flexible uses.







PROCESS

European Design Lab Master exhibition

320 m2

Istituto Europeo di Design, Madrid

March 2008

The exhibition PROCESS shows the evolution of several design projects in the fields of product design and visual communication within the Master course European Design Labs at the IED in Madrid.

The extreme heterogeneity of the exhibited work lead to the decision of arranging each individual's documentation in "peninsulas" that could be read as autonomous units, without losing the connection to the overall course identity.



ALTERPOLIS - DO YOU DREAM CITIES?

Reflections on the utopian city
12 m2 in 70m2 space
Intermediae - Matadero, Madrid
September 2008

Studio Banana, of which kawamura-ganjavian are the founding members, was selected by Intermediae-Matadero in Madrid to participate in the programme Alterpolis. The brief was to think about the utopian city in the 21st century and to materialise the thought onto a 3x3m. model.

The answer to the brief, conceived by the multidisciplinary Studio Banana team consistend in making four audiovisual documentaries that reflect the complexity of the question and the richness of human nature.

The videos were shown in Matadero-Madrid inside the “cloud” installation which allows visitors to have their feet on the ground and their heads in the clouds, helping them dream on and imagine their own utopian cities.



ABOUT KAWAMURA-GANJAVIAN

kawamura-ganjavian is a young architecture studio established in 2000 by Key Portilla-Kawamura and Ali Ganjavian. After meeting in London, where both were studying, they have worked in several countries: India, USA, Japan, Great Britain and Switzerland in the fields of urbanism, architecture, stage design and product design, both professionally and academically.

In 2006 they set up their present base in Madrid from where they direct projects in Spain, Great Britain, France and Switzerland. They are founding members of the multidisciplinary creative platform Studio Banana.

In spite of the youth of the practice, and in virtue of the intense experience of its members in some of the most prestigious academic centres (Royal College of Art London, Cooper Union New York, Architectural Association London, Istituto Europeo di Design Madrid, Accademia di Architettura di Mendrisio) and architecture firms (SANAA Tokyo, Herzog & de Meuron Basel) of the world, kawamura-ganjavian has the capacity to take on board architectural challenges at all types of scales, from the object to the city.

For more information:

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This dossier has been updated in October 2008.
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Should you require to use part of the information hereby included, you are kindly requested to contact the press office of the studio on: info@studio-kg.com