



Research Cluster: Make – exploring innovative approaches to the ideation of artefacts and spaces | Timespan: 2013 - 2015

Mostrare Architettura

Team

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In a moment of growing success for those institutions that are concerned with the mediation of architecture and given the fact that a contamination between the role of the art curator and the one of the architecture curator is occurring, the following issues define a complex base that represent a seminal starting point for investigations on architecture exhibitions both from an scientific and a design point of view: What happens when architecture, being a used object, becomes an exhibited one? Which mutations occur in the techniques, the dimensions, the media and the places of the representation and of the presentation of architecture when it becomes collected and exhibited? To which rules is the process of reception of the 'architecture exhibition' subject to?

One of the aims of the communication of architecture is to make a spatial experience accessible to the public, but when tools that are created for the representation of architecture are used in the exhibition instead of those that are necessary for its presentation, an essential aspect of the mediation process is neglected. This project's aim was to realise a study about the definition of the 'architecture exhibition' basing on some key episodes in this field taken from the past and from the present.



Displayed Spaces. New Means of Architecture Representation through Exhibitions,
Book Cover (2015)

The research project *Mostrare Architettura* led to a first mapping of some of the possible approaches related to the presentation of architecture and to the mediation of the contents of the architectural project through the exhibition practices.

The initiative organised within the framework of the research project have enabled fruitful exchanges with some relevant international institutions with whom possible future developments of the project can be imagined (CCA Montreal, Architekturmuseum der TU München, London Design Museum, Bureau Europa Maastricht).



Displayed Spaces. New Means of Architecture Representation through Exhibitions, Spread (2015)

Dissemination

Presentations related to the project

2012 **Talk between Andreas Bunte and Roberto Gigliotti**

On the occasion of the exhibition Andreas Bunte Vor der Schwelle at the ar/ge kunst galerie museum, Bolzano

2012 **Experiencing built worlds. Atmosphere in the contemporary practices of architecture exhibitions**

Contribution to the International Congress on Ambiances, International Ambiances Network, curated by Jean-Paul Thibaud & Daniel Siret
CCA (Canadian Centre of Architecture), Montreal

Conferences related to the project organised at unibz

2013 **Displayed Spaces, new means of architecture presentation through exhibitions**

UNIBZ Bolzano

This international conference, gathering theorists, curators and professionals involved in different phases of exhibition design (including the critical evaluation of the role of the exhibition within the cultural and international panorama), aimed to contribute to the analysis of contemporary practices of architecture exhibitions with a focus on the ways an exhibition is able to display space, comment on an architectural idea and generate knowledge through the project.

Participants: Giovanna Borasi (CCA – Montreal), Emanuela De Cecco (UNIBZ), Tina Di Carlo (Ph.D. candidate, OCCAS – Oslo), Anne Holtrop (Sandberg Institute – Amsterdam), Wilfried Kühn (Kühn Malvezzi – Berlin), Andres Lepik (Architekturmuseum der TU München), Carmelo Marabello (University of Messina), Ilka and Andreas Ruby (Rubypress – Berlin), Julian Schubert (Something Fantastic – Berlin)

Discussants: Maddalena Dalla Mura (Researcher, UNIBZ), Nina Valerie Kolowratnik (MSc candidate, CCCP – New York), Giaime Meloni (Ph.D. candidate, Paris, LAVUE – CRH and University of Cagliari)

Publications related to the results of the project

2012 **Roberto Gigliotti, Experiencing built worlds. Atmosphere in the contemporary practices of architecture exhibitions**, in Jean-Paul Thibaud & Daniel Siret (edited by), *ambiances in action*, proceedings of the 2nd International Congress on Ambiances, International Ambiances Network, 2012
ISBN 978-2-9520948-3-2

(A revised version of the paper has been published 2013 also in the sensorial investigations section of the sensory studies site by the Centre for Sensory Studies, Concordia University, Montreal <http://www.sensorystudies.org/sensorial-investigations/experiencing-built-worlds/>)

2015 Roberto Gigliotti (edited by), **Displayed Spaces, New Means of Architecture Presentation through Exhibitions**, Spectorbooks Leipzig
ISBN: 978-3-944669-69-4

2015 Roberto Gigliotti, Giaime Meloni, **Usages de l'image photographique dans l'acte d'exposer l'architecture**, in Frédéric Herbin, Hervé Trioreau (edited by), *L'Objet de l'exposition: L'Architecture exposée*
ISBN: 978-2-910164-62-1

Further projects and activities originated by the research project

2014 Consulenza scientifica allo studio Lupo&Burtscher di Bolzano per la realizzazione di un centro espositivo sulla memoria del quartiere Semiruale di Bolzano

2013 **Non abbattete mai questo terrificante – schifoso – perverso – edificio, per favore**
Workshop and presentation at the Gio Ponti's Grandhotel Paradiso (Martell – I) for the Fondazione Architettura Alto Adige (Bolzano), with Giaime Meloni