

THE BAD ART MUSEUM.



THE BRIEF

PROJECT OVERVIEW

The Bad Art Museum encompasses an exploration into the senses, it examines how people perceive art and questions the concept that discomfort can add value to art. This interior architecture project has a focus on *sensory design* and *user perception*.

Art museums and galleries are significant in the development of cultural understanding. However, the approach to interior design has become dictated by the gallery white box - now is the time for a *radical rethink*.

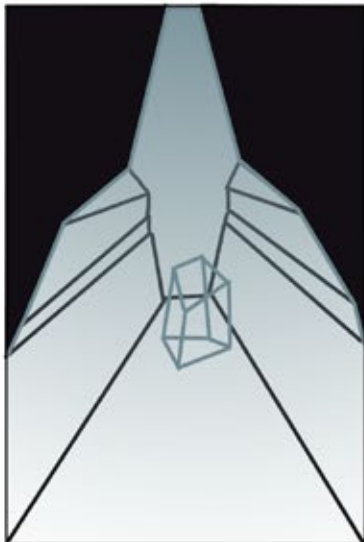
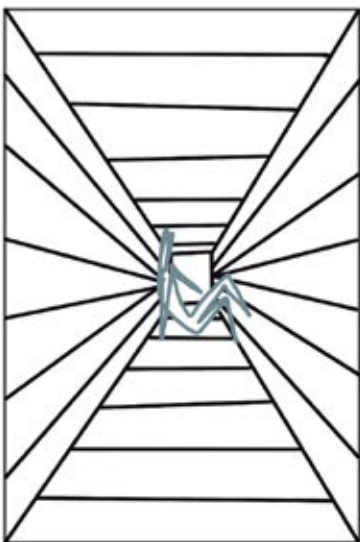
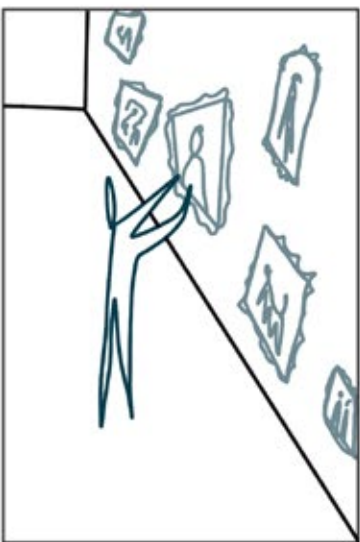
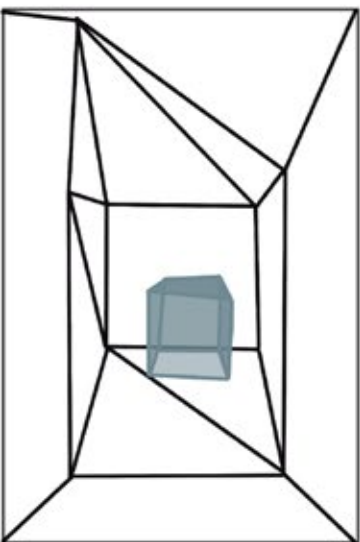
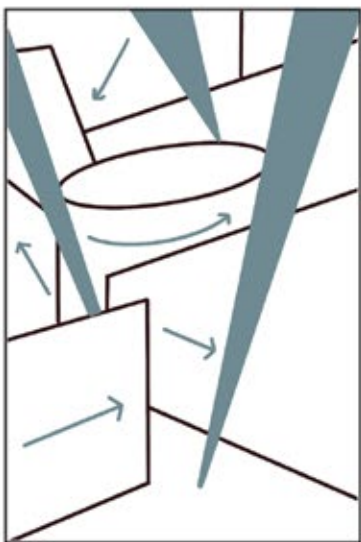
This project's basis is particularly on *misdirection* and *optical illusions*, as they are central to manipulating and disorientating the viewer in order to challenge their relationship with the art on display.

The aim is to encourage the participant to question their perception of what 'good' art is and what we perceive good taste to be. The museum takes the visitor in and out of moments that are both perceived as *discomfort* and *enjoyment*.



SECTION BB

WHAT IF AN INTERIOR COULD CHANGE PERCEPTIONS OF ART?



CONCEPT DIAGRAM

SITE DIAGRAMS

AXONOMETRIC

The internal layout of the Bad Art Museum is designed to **confuse the natural circulation of the space**. There are no signs within the space in order to promote the visitors to choose their own journey.

EXISTING STRUCTURE / THE FORGE

- 1. Original Stock Brick
- 2. Cast Iron Columns
- 3. New Roof with Skylights / Ceiling Trusses

SINGLE HEIGHT

- 4. Gallery Hallway
- 5. Alicja Kwade Exhibit

DOUBLE HEIGHT

- 6. The Shop
- 7. James Turrell Exhibit
- 8. Kids Art Area
- 9. 'Easy' Art Display
- 10. 'Human' Art Work
- 12. Louise Bourgeois Exhibit

TRIPLE HEIGHT

- 13. The Shop
- 14. The Pub
- 15. Elevators
- 16. Elevators
- 17. Damien Hirst Exhibit
- 18. Antony Gormley Exhibit
- 19. Alicja Kwade Exhibit
- 20. James Turrell Exhibit



OPEN SPACES



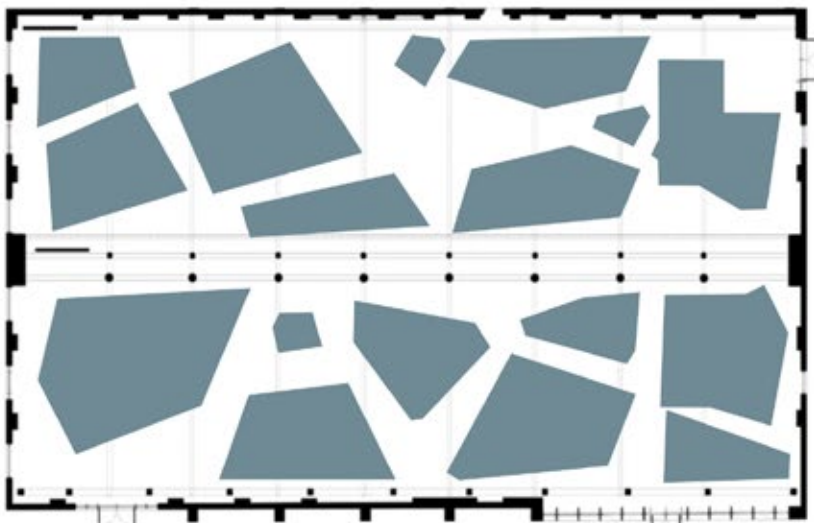
SLICING



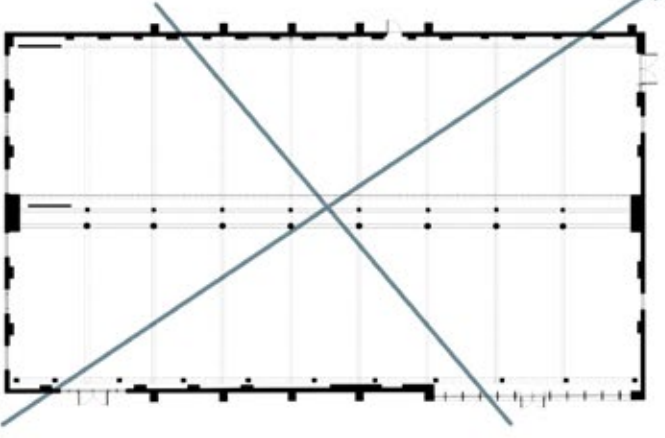
EXPLODING



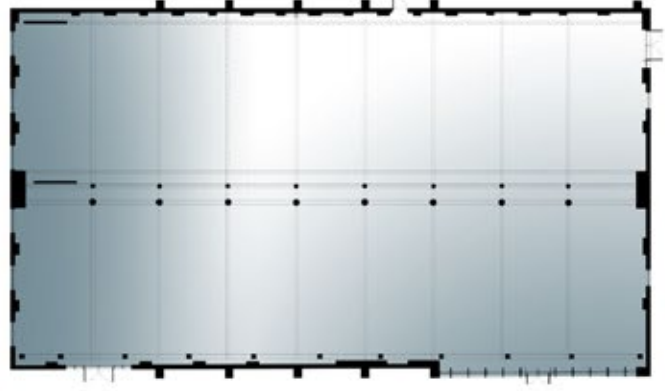
FRAGMENTS



ORIENTATION



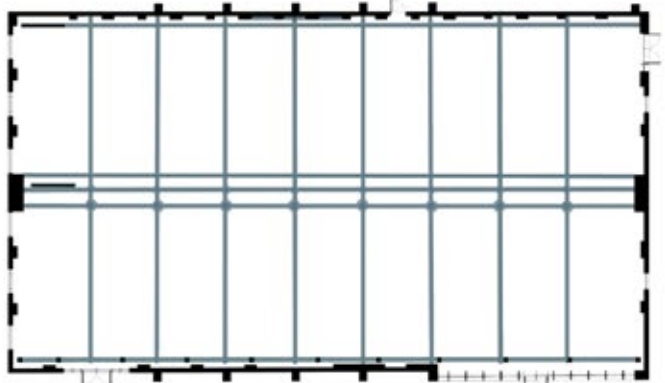
SUNPATH & SUNLIGHT



ENTRANCE & EXITS



ARCHITECTURAL FEATURES

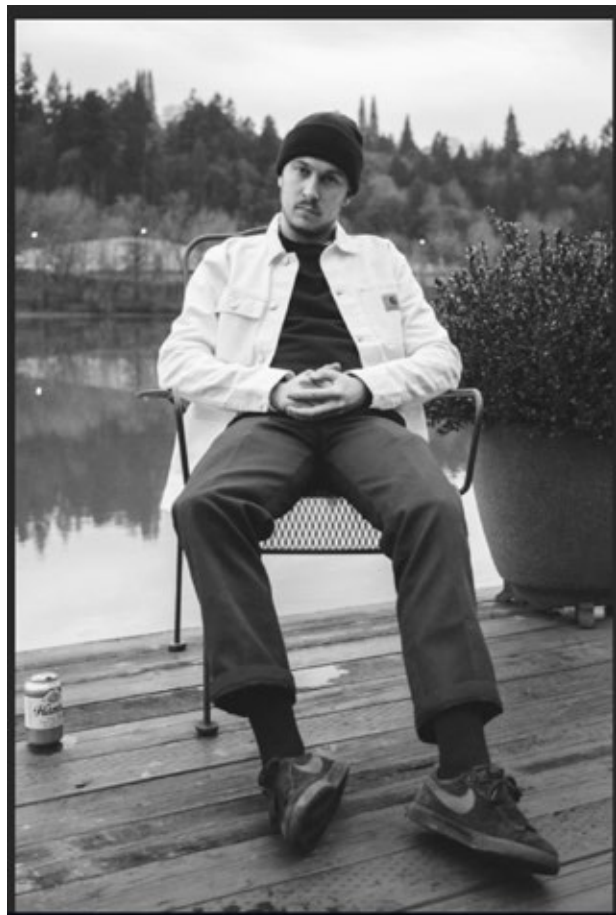


CUSTOMER PROFILE

UNCONVENTIONAL

Name / Christian Smith
Age / 27
Nationality / Born and raised in London, his mother originally from Turkey, currently lives in Brixton
Occupation / Works in construction with specialty in glazing and tile setting
Discovery / He notices an advertisement on the bus when he was on the way to work one day and decided to take his family as the advert said it is suitable for the whole family. He does not have any particular interest in art, he feels it is not for him and may be judged if he went to an art gallery.

- THE DAD

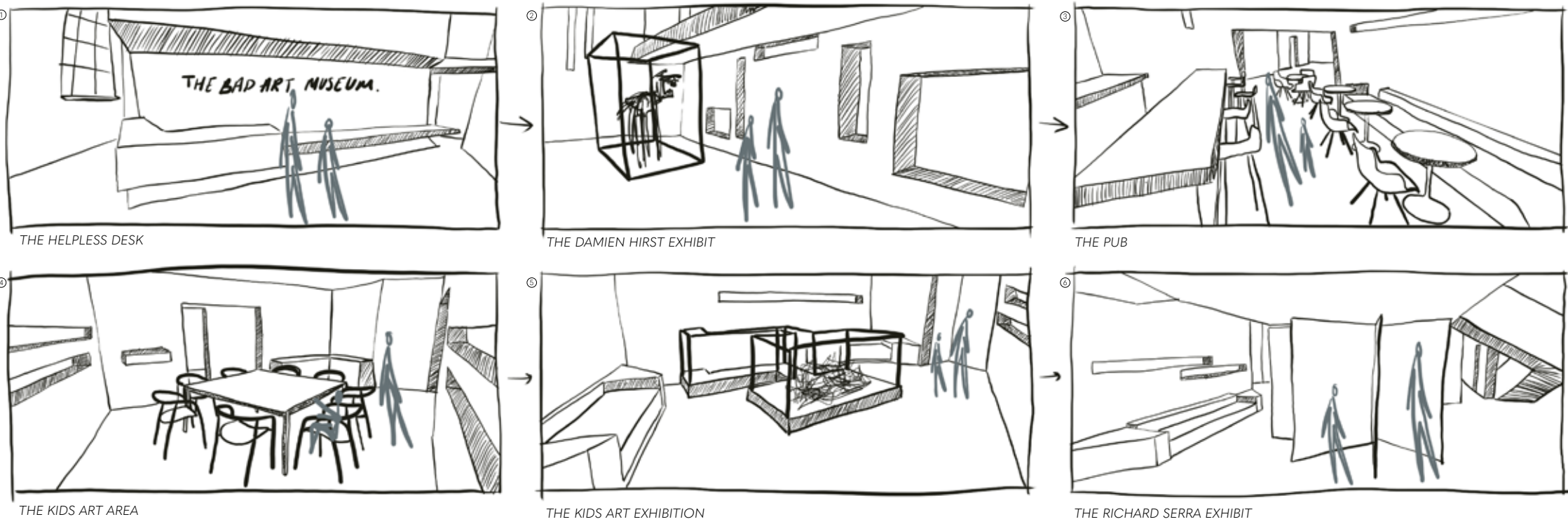


- THE SON



THEIR JOURNEY

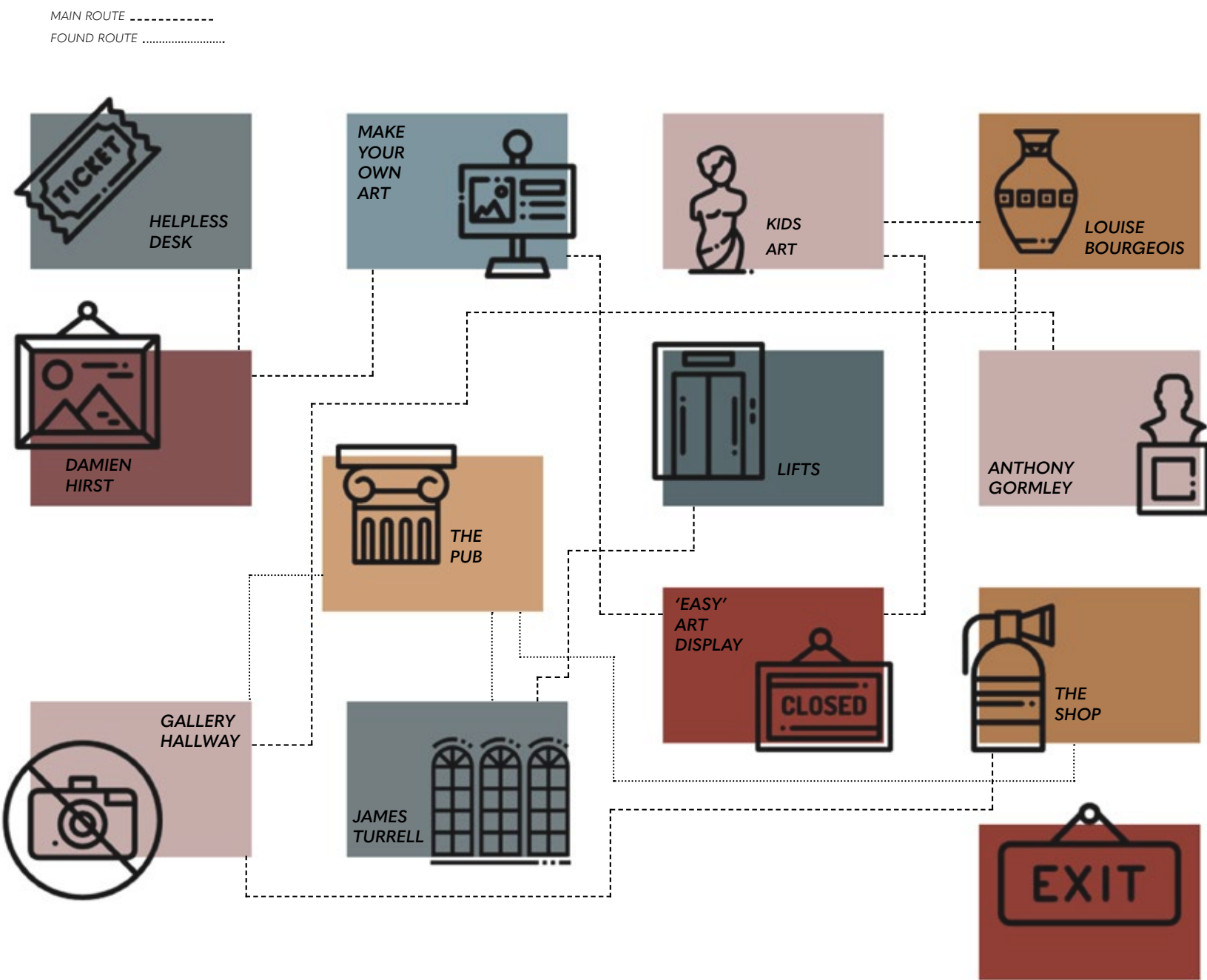
CHRISTIAN AND JACKSON'S JOURNEY THROUGH THE BAD ART MUSEUM



SCHEDULE OF ACCOMMODATION

CUSTOMER JOURNEY

The internal layout of the Bad Art Museum is designed to *confuse the natural circulation of the space*. In order to encourage the viewers to choose their own journey there are not sign within the museum space. There are two routes: the *main route* and the *found route*. The found route is only accessed when the visitor fully engages with the space.



SECTION AA



GROUND FLOOR PLAN

KEY

- | | | |
|--------------------------|------------------------------|------------------------|
| 1 . The 'Helpless' Desk | 6 . Louise Bourgeois Exhibit | 11 . The Pub |
| 2 . Damien Hirst Exhibit | 7 . Gender Neutral Bathroom | 12 . The Empty Exhibit |
| 3 . Make Your Own Art | 8 . Disabled Bathroom | 13 . Richard Serra |
| 4 . 'Easy' Art Display | 9 . James Turrell Exhibit | |
| 5 . Kids Art Area | 10 . Gallery Hallway | |

THE DAMIEN HIRST EXHIBIT

The Damien Hirst Exhibit was inspired by the *Barcelona Pavilion* (1929). The materials used are designed to distract the viewers from focusing on the art work which is on display. The main exhibition piece is *Gone But Not Forgotten* (2014).

THE PUB

The Pub is the social hub of the Bad Art Museum. It is a place to gather, eat and drink. The overhead walkway allows the space to be viewed from above making The Pub another one of the museum's exhibits. The intention of adding a pub to the museum is to break away from the traditional role that a museum cafe provides.

LOUISE BOURGEOIS EXHIBIT

Louise Bourgeois was a French-American artist, best known for her large-scale unsettling sculptures and installation art. The exhibit *Maman* (1999), consists of steel and marble. This exhibit is designed to disorient and shock viewers.

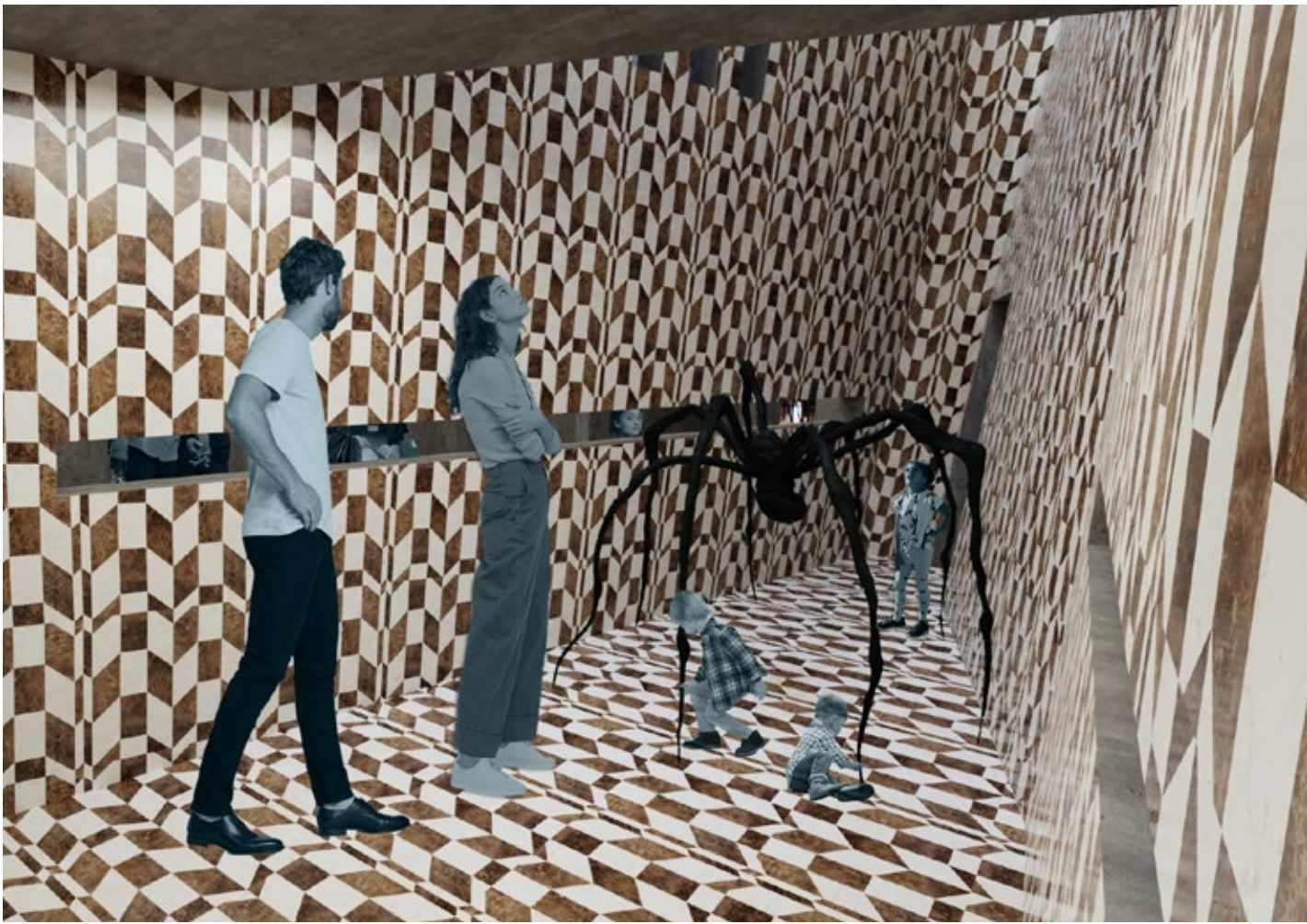
THE DAMIEN HIRST EXHIBIT

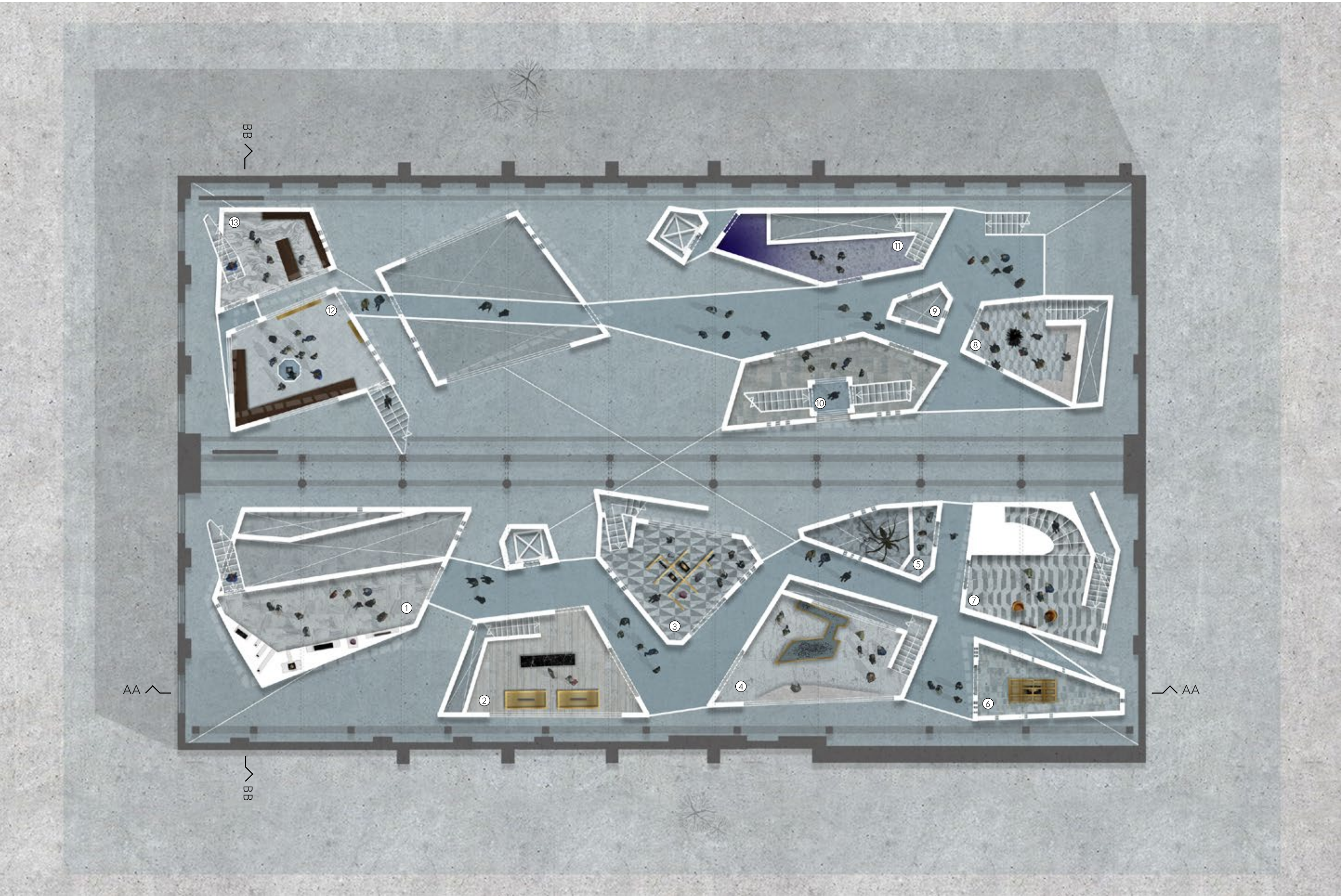


THE PUB



LOUISE BOURGEOIS EXHIBIT





FIRST FLOOR PLAN

KEY

- | | | |
|------------------------------|----------------------------|----------------------------|
| 1 . Damien Hirst Exhibit | 6 . Alicja Kwade Exhibit | 11 . James Turrell Exhibit |
| 2 . Real / Fake Art | 7 . James Turrell Exhibit | 12 & 13 . The Shop |
| 3 . 'Easy' Art Display | 8 . Antony Gormley Exhibit | |
| 4 . Kids Shredded Art | 9 . Light Well Exhibit | |
| 5 . Louise Bourgeois Exhibit | 10 . 'Live' Art Work | |

THE KIDS EXHIBITION AREA

The Kids Art Exhibition is located above the kids art area which allows children to create their own artworks. When they reach the exhibition space their artwork has been shredded and displayed in a glass display case.

THE JAMES TURRELL EXHIBIT

James Turrell is an American artist renowned for his work with light. The exhibit *Bullwinkle* (2001), consists of a small aperture in the shape of an old television screen. Visitors are invited to sit down and reflect on their experience in the space. The staircase to nowhere is designed to taunt visitors.

ALICJA KWADE EXHIBIT

Alicja Kwade is a Polish-German contemporary visual artist. The exhibit *In Between Glances* (2019), consists of a corten steel frame, petrified wood and painted bronze statues. The mirrors create an optical illusion, as visitors walk around the space the reflections change the spacial understand of the room.

THE KIDS EXHIBITION AREA



THE JAMES TURRELL EXHIBIT



ALICJA KWADE EXHIBIT

