



UNSOLICITED ARCHITECTURE

Why wait for the phone to ring? Architects, society needs your help! Act now!

The Netherlands, represented by The Netherlands Architecture Institute, presents the exhibition *Unsolicited Architecture*. The exhibition stimulates architects to work with a more active approach within society. This exhibition promotes a powerful mode of architecture: an architecture of action!

Considering the rapid-changing cultural and economic context we live in, architects have been pushed to redefine their ways of operating. How can architects transform themselves from competent executors of assignments into entrepreneurs and producers? They can no longer only work solicited, waiting for clients to find them, but go find and create demands and opportunities. They have to act instead of react! In recent years there have been an increasing number of bottom-up initiatives, which could easily be gathered under the moniker of 'unsolicited architecture'. The exhibition *Unsolicited Architecture* exhibits a number of these collaborative examples to exchange experiences, tools and projects, as well as inspire and stimulate, bringing together worldwide, Dutch and international architects, Brazilian architects in particular. In each of the exhibited projects, the exhibition shows the Dutch element of an openness of working together and of sharing ideas. Like these projects, the exhibition itself was created together: a curatorial team of both The Netherlands Architecture Institute and of Sao Paulo's SPlab made the selection of the material and was responsible for the production of the exhibition.

The exhibition shows realized projects such as the ones by Raumlabor, DUS architects, Recetas Urbanas and interventions by Dutch artist Harmen de Hoop, but also introduces projects developed in workshops and studios organized by NAI, such as the *Unsolicited Architecture* workshops realized in Rio de Janeiro in 2010 and Mumbai in 2011 in collaboration with Studio-X/GSAAP Columbia University's network.

Underlying the selected projects are territories to address social needs and urging opportunities: Mobility, Public Space and Vacancy. In each of these territories the exhibition frames specific issues. Within Mobility, the exhibition focuses on how citizenship is regarded by getting a ride with the communities' desires, from enabling pedestrians to cross a busy street to subverting the use of big scale transportation infrastructure. Whereas the main focus of Vacancy is the temporary and multiple occupations of empty lots and buildings, with examples of playgrounds or street vendors' activities. Finally, the exhibition examines strategies to re-signify Public Space for collective gathering in distinct cultural contexts and situations, from morning to partying.

GENERAL FACTS

- About 120m²
- 1 overall theme, 9 detailed sub-projects
- Supervision curator: Ole Bouman
- Curators: Magu Bueno, Ligia Nobre and Jorn Konijn
- Exhibition Design: SP Lab / Magu Bueno
- Graphic Design This One Design
- First show at: International Architecture Biennale of Sao Paulo 2011



DESIGN ELEMENTS

- 30 largescale presentation boxes - in three different colors
- 1 large process wall with complete info, worldmap and take-away leaflets
- 1 large interactive wall with visitors feedback
- 1 library corner with 1 booktable and multi number of books
- 1 do-it-yourself corner with small tribune, chairs and tables
- 16 benches



SPLab & This One Design - exhibition design seen in birdview from above

ABOUT UNSOLICITED ARCHITECTURE

Unsolicited Architecture is a unique collaboration between the Netherlands Architecture Institute (NAI) and SP Lab. In a mutual bi-lateral curatorship four curators, Magu Bueno & Ligia Nobre (Brazil) and Ole Bouman & Jorn Konijn (The Netherlands). It is an *active* exhibition, not only in looks and feel but also in content. The exhibition is not a closed-off exhibition. Visitors of the exhibition are invited to interact with the content proposing ideas and questions through a message board, aiming to build a collective debate and take action towards simple transformations to improve everyday life.

SPATIAL & GRAPHIC DESIGN

The specially conceived exhibition-architecture by SPLab / Magu Bueno from Sao Paulo is based on several design elements unattached to each other but connected through shape, color and typeface. The exhibition is made from wood, including the small tribune, the book table and the do-it-yourself wall.

The graphic design is created by Dutch-Brazilian design firm This One Design. Their design gives a bold but clear feeling to the exhibition, linking the various elements of the exhibition to each other. This One Design also designed the take-away leaflet that explains the 10 steps to make 'Unsolicited Architecture'.

9 INTERNATIONAL PROJECTS FEATURED

- 4 realised projects
- 5 'paper' projects
- Exhibition includes photo's, designs, videos and texts on the projects

FEATURED PROJECTS

The exhibition main subject is unsolicited architecture. Apart from trying to initiate unsolicited architecture itself, the exhibition also presents nine worldwide examples of unsolicited architecture. These projects are not solely Dutch or Brazilian, but are examples from all over the world. From the United States to India, from Germany to Spain.

The exhibition shows four projects initiated by the NAI itself. Two of them were realised by the NAI in cooperation with the Studio X-network, one in cooperation with the AA London and one by the NAI itself. Other featured projects are initiated by specific offices, such as the *Eichbaum Countdown* by German architects Raumlabor or the *Taking the streets*-project by Spanish based firm Recetas Urbanas.

The projects range from academic, such as the Rio de Janeiro project *Spontaneous Voids*, the Mumbai project *Slow Ride* and the American project *Golden Gate Remains*, to very hands-on projects such as the Rotterdam project *Bucky Bar* or the Sao Paulo project *Braz Pedestrian Crossing*.



Various projects within the exhibition *Unsolicited Architecture*



WORKSHOPS

3 x 3 days workshop between Dutch and Brazilian Architects

PARTICIPATING ARCHITECTS

Shift architects, VenhoevenCS architects, Powerhouse Architects, FGMF Arquitetos, PAX ARQ, Frentes Arquitetos and many more.



Various impressions of the workshop with Dutch and Brazilian architects participating

WORKSHOPS

Unsolicited Architecture is an active exhibition that grows during the number of weeks it is exhibited. Content is produced and added to the exhibition to give it a sense of urgency and activeness. In november 2011 during the Biennale exhibition, the collaborating curators organised three workshops between Dutch and Brazilian architects that resulted in additional content.

The workshops were organised by invited curators and scheduled by three theme's: vacancy, public space and mobility. Curators from Recife, Rio de Janeiro and Sao Paulo organised these specific workshops whose work was later integrated in the exhibition. When travelling, the organising partner can also organise a workshop. The results of this workshop can again be added to the exhibition.



Various impressions of audience visiting the exhibition while the workshops take place

INTERACTIVE ELEMENTS

- Process wall
- Take-away pamphlet for do-it-yourself Unsolicited Architecture
- *Growing* Exhibition book



INTERACTIVE ELEMENTS

The exhibition Unsolicited Architecture is an active exhibition, not only in content matter but also as an experience. The exhibition therefore tries to activate the audience as well. The visitor can not only give his opinion on the exhibition in a largescale book, he is also challenged to answer relevant questions on various subjects. Apart from that, the visitor can also take with him a do-it-yourself leaflet on Unsolicited Architecture. The interactive elements proved to be immensely popular during the first month of exhibiting in Sao Paulo.



Various impressions of the interactive elements in the exhibition Unsolicited Architecture



INTERESTED?

The exhibition *Unsolicited Architecture* opened as one of the main exhibitions of the International Architecture Biennale of Sao Paulo on November 1st 2011. To exhibit *Unsolicited Architecture* at your venue please contact:

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Various impressions of the interactive elements in the exhibition Unsolicited Architecture

Impressions of the exhibition Unsolicited Architecture seen from above