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## HEAD UP - CONCEPT

### **The exhibition in the context of the Biennale**

The term 'ground' is present in our project by its very absence. We offer a space that is not *in* or *on* the 'ground', but in another realm, of wishes and unlimited possibilities. This realm opens ways of access towards an alternative and, at the same time, cleansing reality of contemporary Romania, with a series of **soft utopias**. While these are deeply rooted in actual romanian territories, they also transgress national boundaries and constitute a 'common ground' through the need to offer solutions to imminent universal problems of ecology, society, technology or urban development.

The project creates a passage of dreaming, a framework of exhibition for a number of local projects that illustrate each in their own way the possibilities of an improved reality.

### **Representation of romanian architecture and culture**

The main body of the exhibition is made up of a series of studies already conducted by architects from Romania. (*All credits for the images used in the project are included in the sealed envelope*). We have noticed a concern among local architects to tackle isolated problems of the romanian urban environment, a series of visions that complete each other and complete a holistic image of the future of architecture.

The selection of the projects considers the creation of a theoretical tool of research, that is soft utopia. It is meant to explore new roles for nature in the urban environment, and at the same time to trace the profile of contemporary romanian architecture. Themes such as the greening of communist blocks of flats, the (re)discovery of urban agriculture, the mega-village (blurred distinction between urban and rural), healing of the periphery, parasitical nature over the urban, or even revenge of the natural realm, create the formal language of this type of utopia.

### **Description of the display**

The exhibition has two main parts, separated by a horizontal mirroring surface. Visitors will enter a space with unclear limits, vastly illuminated and that creates a sensation of floating and weightlessness. A layer of clouds at floor level (smoke created with dry ice) gives the illusion of complete detachment. The impression is enhanced by the mirror: looking up you will see yourself reflected walking on clouds.

The very low height of the gallery is exploited by elevating the display up to the beams and so the usual position of horizontal planes is inversed. Below are the clouds, the irreal realm, and above is the terrestrial reality illustrated with films and images that depict the utopian projects detailed above. Several screens will be placed in the round holes in the ceiling that will contain all information of the exhibition.

## HEAD UP – TECHNICAL DESCRIPTION

The reflective surface will be a type of stretch ceiling (barrisol or similar). The weight of the material is extremely low and fixing does not require any self supporting structure. Only the round openings will be strengthened with metallic rings hung from the roof or ceiling of the pavilion.

In the main hall of the pavilion the unreal, floating sensation will be created with an dry ice melting installation that will cover the entire room with steam to ankle height. The floor will be covered with a white PVC carpet. The walls will be covered with a wallpaper printed with clouds.

Illumination mainly will come naturally from above through the roof of the pavilion. Additionally lighting strips will be placed on the walls just above floor level that will enhance the floating sensation through the steam.

None of the materials are heavy or large, and they don't require special handling: barrisol is rolled up fixed in metallic profiles around the edges. The printed wallpaper is also rolled up and glued on the wall surface. All materials and equipments should be taken to the site with one load of lorry. There aren't any special technologies involved and the building will be done by a team from Romania.