

Common ground: architecture as a cultural act

Motto:

Every architectural gesture is a cultural act both of the architect and of the client. For this, architecture gives responsibility. It is the best image of the state of being for a society.

1) Context – Ion Mincu Centenary

The year 2012 represents a very important moment for the Romanian architects community: it is the centenary of the founder of the Neo-Romanian Architecture Style and also one of the founder of the Romanian school of architecture. Being very active at the end of the XIX Century, Mincu built just a few projects, but all these had inspired many generations of architects. His most outstanding buildings had combined the rural and domestic Romanian way to build and to decorate in a very logic and sensitive form.

What is interesting in Mincu personality, his multiple activities and how he mixt them: architect, teacher and politician. This plural way of seeing things had influenced his architecture. He was in the fashion of his time: seeking the architectural spirit and then the Romanian style. Even today, his buildings are working well in the context. The changing that Mincu had operated had a cultural nature which gave the author the ability to combine different ways of life under a common and logic architectural gesture. In the international context, the Mincu effort was not alone. Almost each culture had and have architects which try to make a good architecture in a particular national spirit. Nowadays, good or bad, this kind of vision is a way to break the globalism and to rebuilt the local.

The attempt to define a complex cultural significance is the effort of the Romanian architects community, which, through its organs tries to create events and establish laws. These facts try to solidify the architect profession in the contemporary social and economic Romanian and international context. For this reason, Mincu Anniversary supposes to rememorizes a favourable past for the architect profession, a past due to a cultural society. Today, the Romanian society is in a continuous transformation, that mean the architect profession is in a constant negotiation with the social, economic and cultural entities and is willing to impose itself. What it will be the goal for all these effort? A much better built and health context for the society.

2) The Architecture Stamp – concept

In the context of Mincu Centenary, the theme which we had proposed is “ The Architecture Stamp”. To publish a stamp is an official admission for a cultural fact that it is benefic for its society. Only through the public recognition, the merit of a particular profession could be sustained. The proposal of the architectural stamp involve both a display of the main Mincu buildings ,than a little Romanian modern architecture history and, in the end, some quotations by very well known international architects. The common ground with all of these has a cultural permeability specific to every historical moment and also to the socio-politico – cultural context. This batch of stamps should exhibit the continuous effort of a profession through to improve itself and become more powerful in a context , sometimes, very unpleasant. The quotations have a moral connotation , being a common architectural fact .

The concept of the project: an indoor interactive installation which produces architecture stamps. The stamp is an official document, which proves a very important fact for the society. To print a stamp is a symbolic gesture which outlines the importance of architecture for society. The stamp is about Ion Mincu, the creator of the Neoromanian Architecture Style. The stamp celebrates the year 2012 as the Mincu year for our culture. The stamps printed in pavilion are dry and are not real: they are just a proposal, a lobby for creating one such stamp for our society. This fact will outline the importance of the architect profession in the Romanian society, and in other society, too.

If a visitor enters the pavilion, first he has to get a free paper from the pavilion assistant, than he can freely press the dry stamps . When he is pressing, not only the papers will be marked, but an image with the stamps is projected onto the black wall. The walls of the pavilion become an exhibition surface for the play of the visitor's curiosity.

The fact that each visitor could stamp an architecture dry stamp, could mark the responsibility that each one of us will carry in the moment when each initiate, produce or live an architectural act.

In this direction, the message of the Play Mincu Pavilion for the 2012 Biennale, is that the common ground between the architecture as a product, architecture as a profession, human, nature , is a cultural complex act of the negotiation, dialog and answer. These featurings creat a complex cultural act of negotiation, dialog and answers which should be respected and officiated .

57 T

PlayMincu Pavillion:

“The Architecture Stamp” – Giardini Pavillion

Technical Description

The concept of the project: an indoor interactive installation which produces architecture stamps. The stamp is an official document, which proves a very important fact for the society. To print a stamp is a symbolic gesture which outlines the importance of architecture for society. The stamp is about Ion Mincu, the creator of the Neoromanian Architecture Style. The stamp celebrates the year 2012 as the Mincu year for our culture. The stamps printed in pavilion are dry and are not real: they are just a proposal, a lobby for creating one such stamp for our society. This fact will outline the importance of the architect profession in the Romanian society, and in other society, too.

The installation is composed by 120 interactive unities. Each unity is based upon: 1) the dry stamp, 2) the metallic stand; 3) videoprojector and laptop; 4) electronic device + location sensor; 5) A4 papers to print, free for the visitors. The stamp has engraved plates with the negative side which will press the papers. The engraved plates has dry stamps with quotations from international contemporary architects, the buildings of Ion Mincu and buildings from the followers of Mincu till today. All these architects where educated, in a way or another, in the architecture school system established also by Mincu.

If a visitors enters the pavilion, first he has to get a free paper from the pavilion assistant, than he can freerly press the dry stamps. When he is pressing, not only the pappers will be marked, but an image with the stamps is projected onto the black wall. The system works that way: the stamp has a sensor in it which capture the hand impulse, converted in electrical signal and mail to the laptop/soft which gives the command to display the picture on the wall. All this system will be made by an media artist. The press is standing on a metal structure painted in black. Also the videoprojectors will be fixed by a metal structure anchored by the ceiling. This structure will contains also the artificial light system.

The transport of all the installation will be made via airplane in cases. All the installation is modulated and could be dissembled in different modulated parts. The assembly of the installation will need 5 men (2 could be even from the curatorial team) and 3 specialized workers.

The floor will pe painted in black, the walls in black, and also the metallic stands in black. Only the dry press will be white metal, with a spot of artificial light directed to each one of it. The dry stamps will be bought from the specialized firms.

In the context of the PlayMincu Pavilion, there will be organized some events:

- 1) The opening + a party
- 2) An workshop with architecture students: " Venice sketches"
- 3) A giving awards for 15 architecture students for each Architecture School from Romania – the awards contains in a tickets for two persons for 4 days Venice Biennale 2012
- 4) Plastic Mincu: a workshop with a plasticine box made for children to learn good examples of designs made by Mincu .After the end of the Biennale, the boxes will be given to some kindergartens in Romania as a symbolic gesture for the official educational system to start teach easy architecture lessons from the very beginings.

After the end of the Biennale, the installation will be displayed at the most important Romanian architecture events :

- 1) Bienala de Arhitectura Bucuresti 2013
- 2) Anuala de Arhitectura Bucuresti 2013
- 3) Anuala de Arhitectura Brasov 2013
- 4) Festival de Arhitectura Cluj 2013
- 5) Street Delivery Bucuresti 2013
- 6) Anuala de Arhitectura Timisoara 2013

The curatorial group could get more partners for Play Mincu Pavilion: The Architecture Stamp:

- 1- Phillips as a barther for the artificial light system*
- 2- Coop as a barther for the dry stamps*
- 3- Ruuki as a barther for the metal stands and for the metal grid of the ceiling*

All these partnership could reduce the cost of the total pavilion and extraevents with about 30%

Strategia de Promovare a pavilionului PlayMincu

Strategia de promovare a pavilionului se poate realiza pe mai multe paliere:

- 1) In Romania, inca din luna iunie, iulie si pe toata perioada bienalei, va trebui alimentata zona media cu anunturi, articole si invitatii legate de pavilion. Vor fi incheiate parteneriate media cu principalele trusturi de presa, care sa includa atat presa social/economica cat si cea culturala*
- 2) Dupa terminarea bienalei si expunerea ei in alte evenimente marcante de arhitectura din Romania, o noua campanie de presa va fi construita pe aceasta directive nationala*
- 3) Se va infiinta un cont facebook si youtube cu Play Mincu*
- 4) In cadrul Bienalei vor fi organizate 4 evenimente deschise unui public divers*
- 5) Vor fi realizate materiale promotionale care vor fi oferite publicului atat la Bienala cat si in Romania*
- 6) Pe toate machetele de presa si obiectele promotionale, vor fi inscriptionate cu siglele partenerilor si sponsorilor*

The Publicity Strategy

The strategy to promote the PlayMincu pavilion it could be done in a few steps:

- 1) From june till july, august and all the period of the Biennala, the media press should be continuously informed about the pavilion PlayMincu and its activity*
- 2) After the end of the Biennala, it will be make a new media events constructed upon the Romanian exhibitions.*
- 3) PlayMincu Pavilion will has a facebook and youtube account*
- 4) Inside the PlayMincu pavilion it will be organaized 4 events open to a very different public*
- 5) Promotional materials will be made and spread all the time of the Biennale and after*
- 6) On each media and press model, the sign of each partner and sponsor will appear.*