

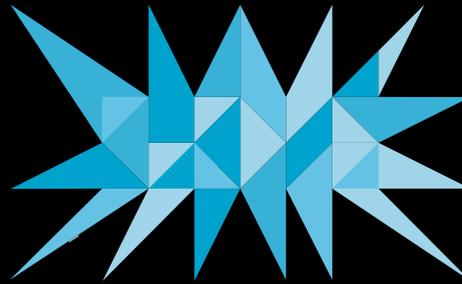
P.S.1 MoMA

MoMA PS1 Young Architects Program

by:

HWKN (HollwichKushner)
March 2, 2012

HWKN
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**Meet Wendy:
An ecological icon
for the summer
of 2012**

Meet Wendy



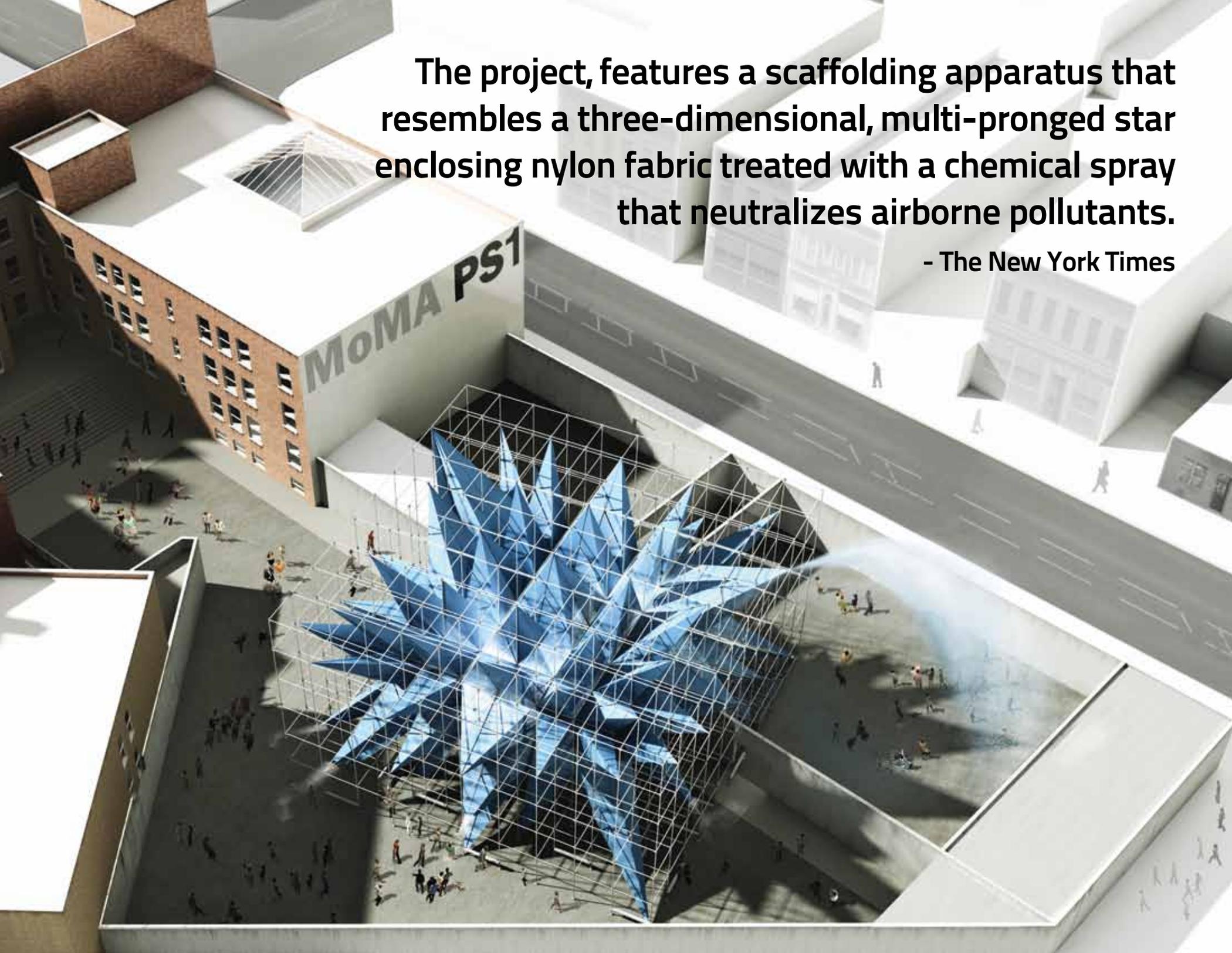
Every year the curators at MoMA choose one emerging architecture firm to design a summer-long installation for their PS1 campus in Long Island City.

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This year the winner is Wendy.

The project, features a scaffolding apparatus that resembles a three-dimensional, multi-pronged star enclosing nylon fabric treated with a chemical spray that neutralizes airborne pollutants.

- The New York Times



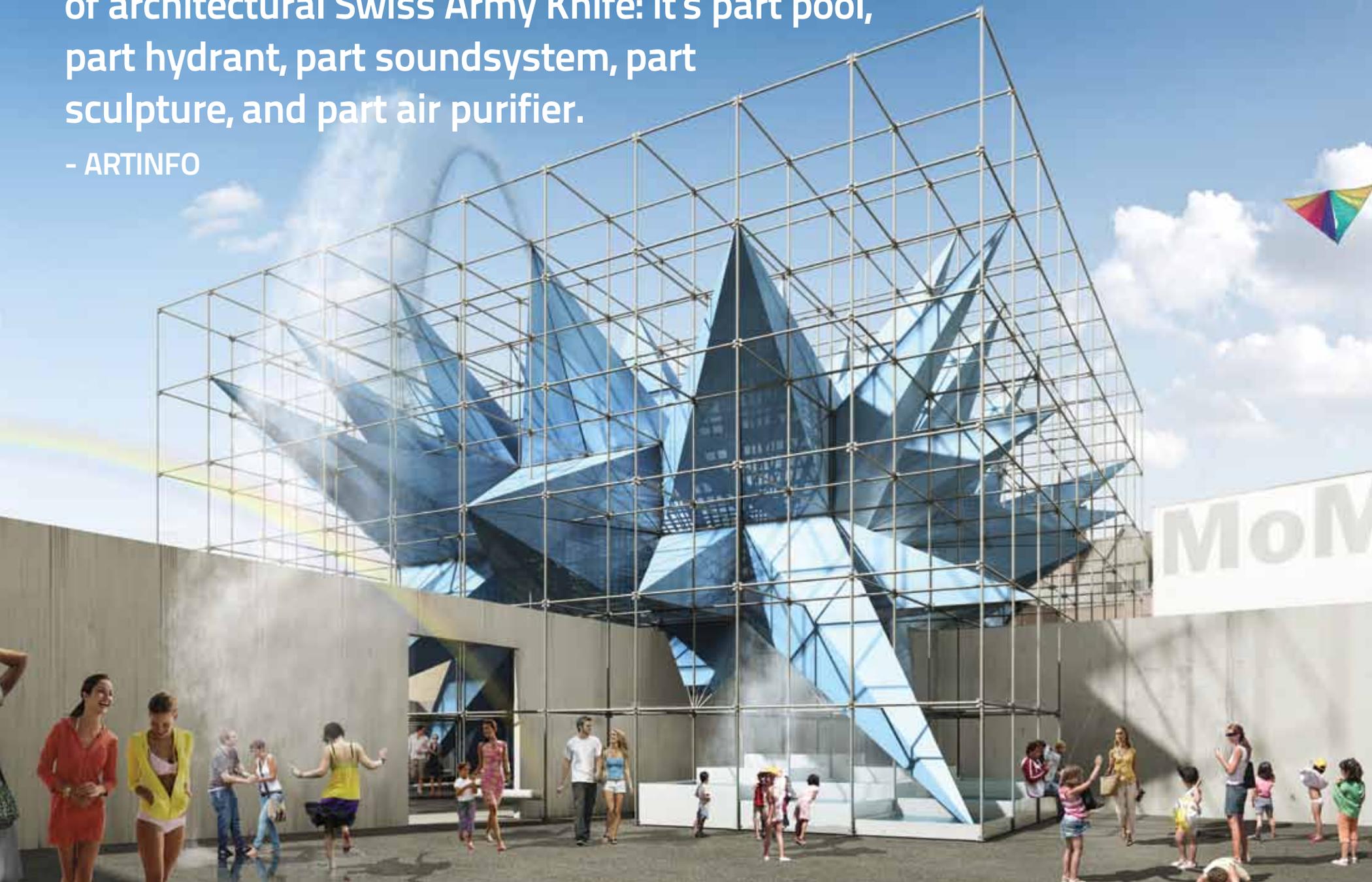
Nearly 100,000 people will visit the MoMA PS1 courtyard this summer between June 28th and September 8th

Now celebrating its 15th year, the museum's highly anticipated outdoor music series will continue its tradition of introducing audiences to the best in experimental live music, sound, performance, and DJs. The annual series has become legendary in both music and art circles, attracting an average of 4,000 visitors per Saturday.



More so than any of the other 12 temporary structures PS1 has erected in the past, [Wendy] serves as a kind of architectural Swiss Army Knife: it's part pool, part hydrant, part soundsystem, part sculpture, and part air purifier.

- ARTINFO



During the summer of 2012 Wendy will clean the air to an equivalent of taking 260 cars off the road.

Wendy is composed of a ground-breaking nylon fabric treated with titania nanoparticles to neutralize airborne pollutants, the stuff that causes asthma.



The brilliant blue building bristles with an array of crystalline points that purify the air while spraying water and blasts of wind, ensuring that the PS1's courtyard will be the cool place to be once the sweltering summer sun hits its stride.

- Inhabitat



Live Impressions: PS1 Hosts a Variety of events, lectures, and exhibitions throughout the summer

The Summer Warm Up Series

A collection of highly anticipated music events held every Saturday throughout the summer. The Warm Up typically draws 4,000 patrons per week. This year's Warm Up marks the third year the series will be conceived by a curatorial committee hand selected by the museum to represent a wide spectrum of expertise and experiences in music, sound, and the performing arts, resulting in a unique summer sound that explores, interprets, and combines genres.



Lectures

The PS1 is planning a series of lectures and presentations on Wendy related topics, including air quality control and ecology as they pertain to contemporary art and architecture. These will be distributed throughout the summer weeks and can be held within the museum or out in the courtyard, in the shadow of Wendy.



Special Events

Afternoon and evening events are held in the courtyard throughout the summer; supporting local community centers, schools, and designers. These range from simply opening up the space, allowing children to play, to more formalized events with dinners, cocktail parties, and informational sessions held in the shadow of Wendy. The museum also retains normal operating hours throughout the summer with the courtyard open to all patrons.

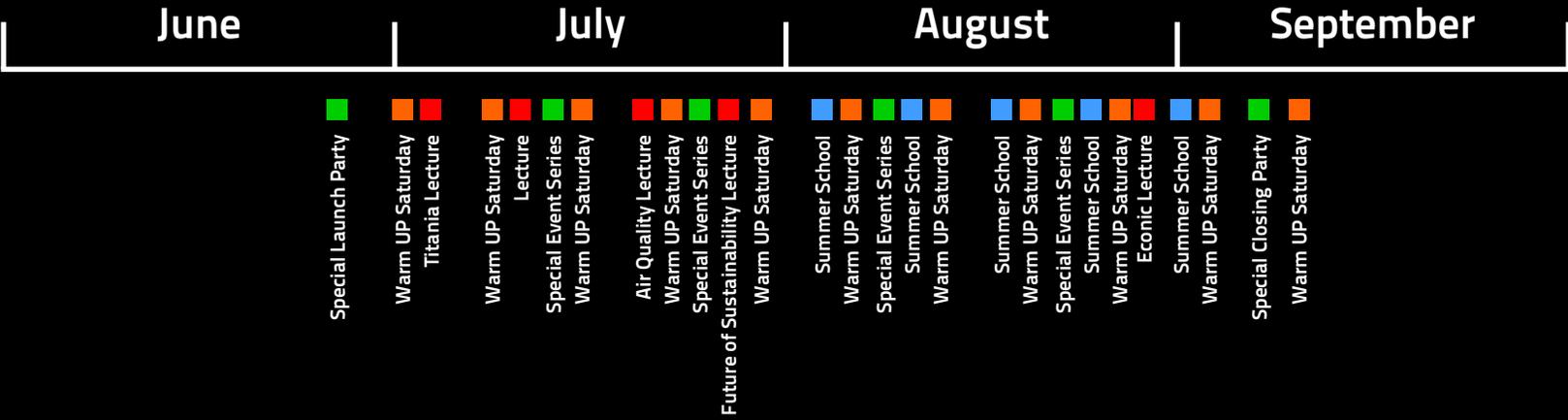


Summer School

Taught by Gus Van Sant, James Franco and Francisco J. Ricardo, Ph.D., this new initiative includes lectures and discussions that bring students together to take part in a conversation around contemporary practice with artists, authors, musicians, curators, theorists, and scholars. Artist Laurel Nakadate will be a special guest on the occasion of her solo exhibition at MoMA PS1. The intimate space of the museum provides a setting for candid conversation, experimentation and practice.



Events Types: Calendar



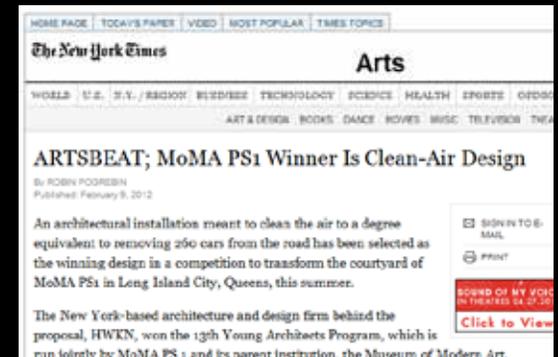
Wendy is an experiment that tests how far the boundaries of architecture can expand to create ecological and social effect. Wendy's boundary is defined by tools like shade, wind, rain, music, and visual identity to reach past the confines of physical limits.

-domus



Media Response: The Young Architects Program Draws Significant and Diverse Press Response

One month after its announcement, the Wendy proposal has been the subject of more than 60 press articles from some of the most read print and digital news sources including: The New York Times, Dezeen, Domus, TreeHugger, and many more. The built YAP projects create buzz in international television, print, and digital media around the world.



Media to Date:

4

Aggregator
A Green Living Blog
A/N Blog
ArchDaily
Archinect
Archiscene
Architecture | Agenda | Phaidon
Architecture Photography
Architizer Blog
ARQA
Arquitetura & Construção*
Arquitectura.pt
Artinfo
barkitecturemag.com
Bauwelt Magazine
City Atlas
Complex
Contract Design
Contract Magazine
Core77
Culture Canvas
Curbed
Design Boom
Design Bureau*
designwire daily
Dezeen
Domus
Deutsche Welle TV *
Engadget
e-Oculus
Fabric Architecture
Freshkills Park Blog

Gallerist NY
Goood
Gothamist
Huffinton Post
Inhabitat
International Business Times
Japan Design Collective
LW Magazine*
MoMA PS1
Nanotechnology News
one small seed
Penn Design News
Playboy Magazine*
Shelterholic
SHFT Read
SmartPlanet
suckerPUNCH
The ItAlien
The L Magazine
The Measure
The New York Observer
The New York Times
The Real Deal
The Super Slice
TimesLedger
TreeHugger
UDO MAG
UnBeige
USA Character Approved Blog
wordlessTech
World Architecture News

*Upcoming Article



The screenshot shows a web browser displaying an article on the Domus magazine website. The article title is "HWKN wins MoMA PS1's Young Architects Program". The main image is a photograph of a large, blue, geometric sculpture with a complex, crystalline structure, set against a bright sky. The article text below the image reads: "The young architecture studio presents Wendy, to be installed at the courtyard of MoMA PS1 throughout the summer of 2012. A news report from New York". To the right of the main text, there is a sidebar with metadata including "Section: Architecture, News", "Published: 08 Feb 2012", "Keywords: Lury Sangbui, Polina Katscha, Young Architects Program", and "Location: New York". At the bottom of the sidebar, there is a "Network" section with a "View All" button and an "Add a comment" link.

Precedent Media: PF1

The Public Farm 1 installation of 2008 drew vast and diverse media attention from around the world. Wendy has received dramatically more media attention just from the announcement of the proposal.

Above the Pavement | Inventory Books
 AIA NY
 Ale Loop
 Architects Newspaper
 ArchDaily
 Archen
 Archinect
 Architectural Record
 Art Lovers New York
 Art Practical
 Asciiemo
 Bio Habitats
 Cast TV
 Change Observer
 City Farmer News
 Civil Eats
 Dezeen
 Doc NYC
 Domus
 Eco Friend
 Edible Urban Architecture
 Europaconcorsi
 Fauren
 Garden Public
 Green Diary
 GreenFab
 Huffinton Post

Inhabitat
 Insider Urban Green
 Landscape and Urbanism
 Liqcity
 MasContext
 Metropolis Magazine
 Mini Space
 MoMA PS1
 NotCot
 Pearl Trees
 Plataforma Arquitectura
 Pop Up City
 Re-Title
 Rhythmicism
 SmartPlanet
 Smart Urbanism
 The Imagist
 The L Magazine
 The New York Times
 The Village Voice
 TreeHugger
 Ticketing Guide
 Time Out New York
 Urban Omnibus
 Queens Buzz
 World Architecture News
 Zoomobo

The New York Times
 THURSDAY, FEBRUARY 7, 2008

Betting A Farm Would Work In Queens

By ROBIN POGREBIN

One can only imagine how the judges reacted when the architects waded in begging the kind of hulking concrete-pouring cardboard tubes used at construction sites filled with flowering heads of cabbage.

The proposal by Dan Wood and Amale Andrawa, the husband-and-wife duo behind Wick Architecture, was clearly a departure from previous design proposals to transform the courtyard of the P.S. 1 Contemporary Arts Center in Long Island City, Queens for a summer. But the urban farm concept — including an abundance of fresh produce and a genuine harvesting plan — was apparently just too stark to bear.

"It's just so unlike anything that's been done before," said Barry Bergdoll, the chief curator of architecture and design at the Museum of Modern Art, which jointly sponsors the annual Young Architects Program with P.S. 1. "It's the first one that's not campaign or party squares. In some ways it's almost in counterpoint to the program."

The seven-year-old competition calls for creating an outdoor social space for dancing and drinking in the summer months. Ms. Andrawa and Mr. Wood were chosen over four other finalists, all of them based in New York: Matter Architecture Practice; soil architects; A+ Design; Thom and Masal Architects, which also has an office in Miami.

The work team's presentation, which included Mr. Wood's drawing of a patchy green gardening skirt with specially designed pockets for his trowel and gardening gloves — made an impression.

The two of them looked like stock actors from the background of a Mayor's campaign where they needed some rustic peasants," Mr. Bergdoll said.

On Tuesday at Wick's East Village offices, Ms. Andrawa, 34, and Mr. Wood, 40, and their staff raised a glass of Champaign to celebrate their winning design for a rural oasis in Queens. Mr. Wood described the project as "kind of a hidden farm with a pot

From First Arts Page carved out of the middle."

"We're interested in the aesthetic object," he explained.

For the architects' creative process started with the more traditional P.S. 1 courtyard concept of an urban beach, focusing on themes like the striped bathing costumes of a 1970s photograph called "La Plage." They moved from there to reimagining "bonsai parks, la plume" (Draught), "under the paving stones, a better life," a slogan dating from the 1980 student riots in Paris. Finally they arrived at the notion of "our own garden in Queens," meaning, "over the pavement, the farm."

"We wanted to find what our generation's symbol would be," Mr. Andrawa said, "embedding our preoccupations, our hopes for the world."

In working out their design, the architects also kept in mind the movement from suburbanization to postsuburbanization, from ghetto to bazaar, from the free market to the farmer's market, and from said to buy.

"This is one of those designs that is both a homage to and a critique of the architecture of the '60s and '70s," said Glenn D. Lowry, director of MoMA. "But it also has a playful and whimsical dimension."

To organize the space they chose the heavy cardboard tubes — the largest is a yard in height, and in diameter — in part because of the shadows they would cast and because of their resilience. Columns will be bolted together in tiers a span that rises on either side of a pool like a

large V.

Each tube will play its own role. Some will contain plantings on dirt shelves equipped with long bags to prevent leakage.

There is a fabric tube that peo-

ple can enter through a curtain "where you can look from the party if you've had enough," Mr. Andrawa said.

There will be two sound columns — one that plays farm sounds when you sit down, an other in which you can look up, see stars and hear crickets.

There is a phase-changing column, a children's genre of column with swings, an herb-growing column with circulating fans dispersing scents like basil or lavender, and a juice column where fresh juice will be made and sold.

"It kind of fits a tensor of the times," Mr. Bergdoll said. "It's both a real and humorous response to sustainability."

The architects also threw in stand-alone bundles of spiraling columns that they refer to as "Miss Tullin's Towers," a tribute to the Russian architect Vladimir Tatlin's *Kor Pamyatku* that was conceived after the 1917 Revolution but was never built.

"For us it's an opportunity to create an exciting structure," Mr. Andrawa said of the project, "but also to talk about cones and skirts — to be engaged with the world."

The couple met in 1998, when Mr. Wood was working at the Rotterdam headquarters of the Dutch architect firm Koopmans. Ms. Andrawa took a job there a year later. They started their firm in 2002, and their projects include

the recently completed new headquarters for Dewe and Farnsworth in Manhattan's emerging district. The architects are also working on the master plan for the BAM Cultural District in Fort Greene, Brooklyn.

As is typically the case with such projects, the architects will have to scale back their vision. They have imagined growing everything from peas to peas, fennel and pumpkins. Mr. Wood said he hoped to grow fresh tomatoes for 100,000 mums' and baby and baby, so we can make P.S. 1 better in October."

The ultimate result, of course, is likely to be more modest. The project budget is \$20,000, although the architects said they hope to raise \$50,000 more in funds and in-kind donations of materials to cover additional costs.

"I wouldn't be surprised if the final public changes a bit," Mr. Bergdoll said. "But its conceptual infrastructure is so strong — it's such a radical and on some level, outlandish idea — that these modifications don't fundamentally change it."

The architects said they had consulted with the Horticultural Society of New York and with the Queens Botanical Garden and were open to adjusting their plans. "We're talking about creating it with a real farmer's market," Mr. Wood said. "We're not sure what's going to grow."



A model of the proposal by Wick Architecture that won this year's Young Architects Program at the P.S. 1 Contemporary Arts Center in Long Island City, Queens.

Betting a Farm Would Work as a Design Project in Queens



Dan Wood and Amale Andrawa with elements of their design, which includes growing heads of lettuce and harvesting them.

Demographics: Two Main Subgroups

Local Tastemakers

Visiting the site throughout the summer: attending the Warm Up events, art shows, and special exhibits.

- _ Young
- _ Media Savvy
- _ Design Conscious
- _ Trend Setters

International Designers

Design and technical professionals exposed to the project through world-wide media coverage.

- _ Builders, Architects, and Designers
- _ Material Savvy and Experimental
- _ Eco Conscious
- _ Material Spec-ers

Demographics: Influential Persons



Barry Bergdoll

MoMA, Philip Johnson Chief Curator of Architecture and Design



Mark Wigley

Columbia University GSAPP, Dean
Volume Magazine, Founder



Gary Handel, AIA

Handel Architects, Partner



Marilyn Taylor, AIA

University of Pennsylvania, School of Design, Dean



Ned Cramer, AIA

Archinect, Editor-in-Chief
Hanley Wood, Editorial Director



Vishaan Chakrabart, AIA

GSAPP Real Estate Development Program, Director
SHoP Architects, Partner



Ruy Kim

Extell Development Company,
Senior Vice President



Amanda Burden, AIA

New York City Department of City Planning, Director

About MoMA PS1 Young Architects Program

The Museum of Modern Art and MoMA PS1 jointly present the MoMA PS1 Young Architects Program (YAP), an annual series of competitions that gives emerging architects the opportunity to build projects conceived for MoMA PS1's facility in Long Island City, Queens. In 2011, during the 12th edition of the Young Architects Program, MoMA and MoMA PS1 partnered with another institution, MAXXI in Rome, to create the first international edition of the Young Architects Program. In this new format two projects are selected, one to inhabit MoMA PS1's courtyard and another to compliment MAXXI's celebrated, new building designed by Zaha Hadid.

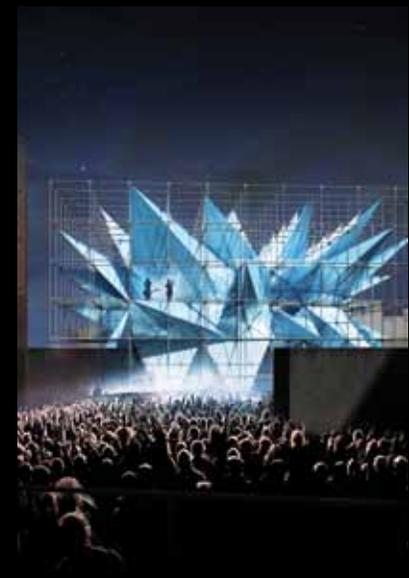


Established in 2000, the Young Architects Program was designed to solidify the affiliation between The Museum of Modern Art and MoMA PS1. Glenn Lowry, Director of The Museum of Modern Art stated, "This inaugural project in the Young Architects Program is the epitome of what MoMA PS1 Founding Director Alanna Heiss and I hoped to accomplish by merging our two organizations. It not only furthers our curatorial mission, identifying and providing an outlet for emerging young talent, it aims to give something back to the community that has been so supportive of us."

The objective of the project is to provide visitors with an outdoor recreational area for the summer—a much-needed refuge in an urban environment—making the best use of the pre-existing space and available materials. The architects follow a program with a tight budget, and are involved in every aspect of the design, development, and construction of the project. The site, MoMA PS1's large triangular entrance courtyard and outdoor sculpture area, is an integral part of the museum's popular music concert series, Warm Up, which features experimental music, live bands, and DJs. The site is open to visitors throughout the summer.

To choose an architect for this project, deans of architecture schools and the editors of architecture publications nominate some twenty students, recent architectural school

graduates, and established architects experimenting with new styles or techniques. The group is asked to submit portfolios of their work for review by a panel comprised of Mr. Lowry, MoMA PS1 Director Klaus Biesenbach, and a host of experts in the art and architecture community. The panel selects three finalists who are invited to make preliminary proposals for the designated site; the chosen winner is announced in February.



About Photocatalytic Titania



Supported by 13 international patents and backed by 10 years of research, PURETi Inc. produces a water and titania based photocatalytic (light activated) solution that is spray applied; dries into a clear, durable nano-thin mineral film and creates self-cleaning and air purifying surfaces on almost any building material including rooftops, fabrics, windows, walls and roadways. In university tests, asphalt and concrete roads treated with PURETi decreased smog causing pollutants by more than 50 percent. Photocatalytic TiO₂ technology is transforming the surfaces of the world into sustainable self-cleaning materials that greatly benefit our environment. PURETi reduces the maintenance and cleaning requirements of any treated surface by half, eliminates organic malodors and significantly improves indoor and outdoor air quality.

Powered by ultraviolet light in sunlight or fluorescents, the titania in PURETi surface treatments operates as a catalyst, removing pollutants from the air, lasts three years or more, and is not consumed in the process. PURETi is registered safe for food surface contact by NSF and is a NASA Dual Use Technology Partner. For the last decade, company president and co-founder, Glen Finkel has concentrated on the development of innovative material technologies that safely and sustainably help return our planet to Blue Skies and Waters.



Catalytic Clothing

Using Photocatalytic Titania to explore how clothing and textiles can be used as a catalytic surface to purify air, Catalytic Clothing is employing existing technology in a new way. It is the brainchild of artist / designer Helen Storey and chemist Tony Ryan – people from very different worlds whose minds have come together over recent years in highly successful art/science collaborations. They have produced series of cultural and art interventions intended to bring this forthcoming technology into the public domain.

All of this means that Wendy's interior and exterior surfaces would remove one half ton of NO_x particles from the air of New York over the course of a single year. That is equivalent to planting two acres of trees. If we had planted the entire area of the MoMA PS1 courtyard with forest five times over, Wendy would still be a more effective tool. PURETi also keeps Wendy clean and maintenance free by actively preventing smog and other airborne particles from sticking to her. All of this means that this summer PS1 is offering some of the cleanest air around.



About HWKN



FIRM PROFILE

HWKN is a New York based architecture and design firm that specializes in architecture and branding. HWKN acts as incubator, location scout, producer, and developer, to ensure a project's success. The firm's work is a synthetic mix of progressive architectural concepts and pop culture that repurposes the best traditions of architecture for the contemporary client and their high-speed demands.

The firm's work has been featured in The New York Times, Wallpaper*, Bauwelt, Architects Magazine, Dwell, Surface, Men's Vogue, A+U, and many other publications. The partners have lectured at TED_U, TED_X Atlanta, PICNIC in Amsterdam and many other locations on the topics of architecture and branding, aging and social media.

In 2009 the firm cofounded Architizer.com – the largest and fastest growing platform for architects to show their work to the world. The New York Times called it 'Facebook for Architects' upon its launch. It is an extension of the firm's branding work and a social media laboratory for new ideas and communication experiments.



MATTHIAS HOLLWICH, SBA

Matthias has worked at the Office for Metropolitan Architecture (OMA) in Rotterdam with Rem Koolhaas, and Diller + Scofidio in New York before cofounding HWKN (HollwichKushner). He is currently a visiting professor at the University of Pennsylvania, where he created and hosted the International Conference on Aging and Architecture in 2010.

MARC KUSHNER, AIA

Marc worked for J Mayer H Architects in Berlin and Lewis Tsurumaki Lewis (LTL) in New York City prior to starting HWKN (HollwichKushner) with Matthias. Since graduating from Harvard's Graduate School of Design, Marc has taught at Columbia University's Graduate School of Architecture as well as Parsons. Marc is the managing partner of Architizer.com and speaks around the nation about media and architecture.

