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HAUTE COUTURE

L'OBSERVATOIRE INTERNATIONAL
PUTS LA FONDATION LOUIS VUITTON
IN THE LIMELIGHT



BARBARA HORTON • PAUL NULTY • DAVID CHIPPERFIELD ARCHITECTS
FONDAZIONE PRADA • HONG KONG HSBC • OSRAM LIGHTIFY PRO • LIGHTING CONTROL



Photograph by Bas Princen, Courtesy of Fondazione Prada

CONFRONTING CONDITIONS

Thanks to the work of Rem Koolhaas and his team at architectural practice OMA, along with lighting practice Les éclairieurs, the new Milan venue of Fondazione Prada provides a popular environment for artists, while bringing old into the new.

The new Milan venue of Fondazione Prada, conceived by architectural firm OMA and led by Rem Koolhaas, expands the repertoire of spatial typologies in which art can be exhibited and shared with the public. Characterised by an articulated architectural configuration, which combines seven existing buildings with three new structures: Podium, Cinema and Tower, the new venue sees a gin distillery dating back to the beginning of the 20th Century restored and transformed.

The expansive project came with two conditions - preservation of the existing building and the creation of new architecture, which although separate - confront each other in a state of permanent interaction. Located in Largo Isarco, in the south of Milan, the compound covers an overall surface of 19,000m². Working alongside OMA, lighting practice Les éclairieurs was responsible for the lighting throughout, providing a flexible and powerful tool for Fondazione Prada

to exhibit modern and contemporary art pieces. For the renovated elements there was a strong desire to retain traces of the intervention and restoration that took place and so reinforcement beams have been exposed and painted with contrasting colours; the plaster refectation has been left raw; and breakthroughs and doors are clearly identifiable through the use of brushed aluminium and large windows. *Haunted House*, a permanent exhibition



Photograph by Bas Princen, Courtesy of Fondazione Prada



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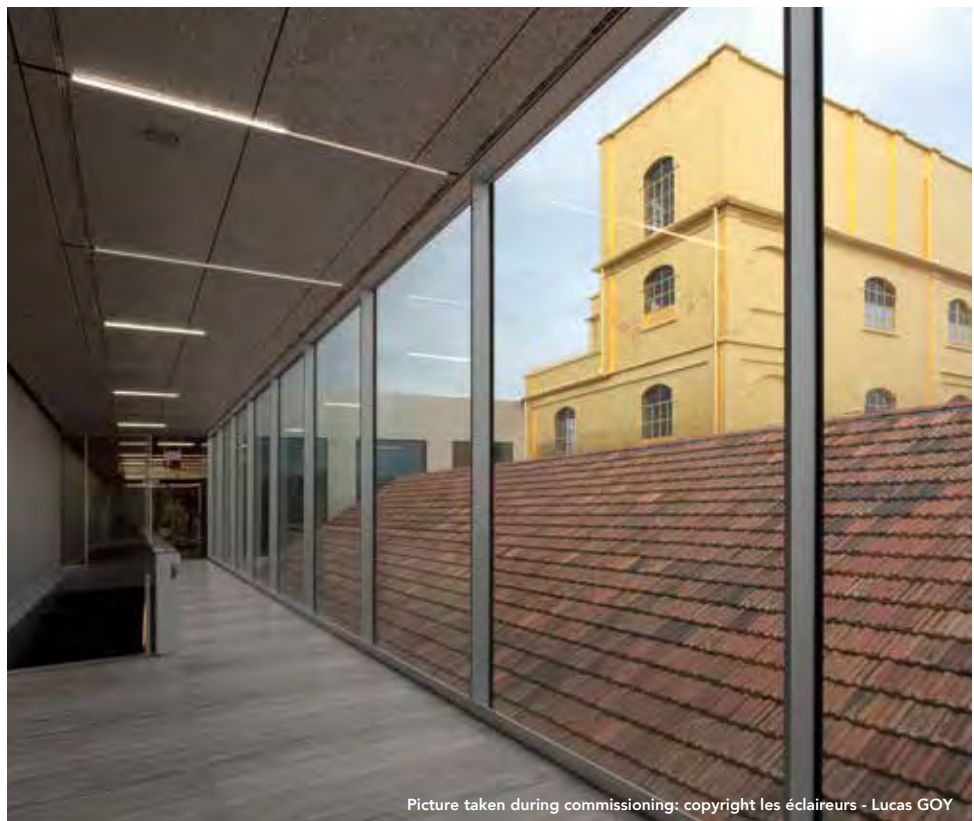


Photograph by Charlie Koolhaas, Courtesy of Fondazione Prada



Pic: copyright les éclairieurs - Lucas GOY

Lighting inside the Podium presents the sculptures in a mineral and artificial landscape composed of marble-travertine slabs laid on transparent acrylic slides. This central museum section features glass façades on three sides.



Picture taken during commissioning: copyright les éclairieurs - Lucas GOY

in the space, takes up a four level section of the renovated distillery. Designed with gold leaf cladding it displays masterpieces from the Fondazione Prada collection and required complete concealment of all technical equipment. Lighting was realised by three phase tracks featuring ERCO Parscan 24W spotlights - used with wide flood distribution to achieve uniform ambient lighting in the exhibition spaces, while ERCO Parscan 12W with spot and flood

lenses allow the exhibits to come to the foreground of attention. The minimalist design of the grey Parscan spotlights blends unobtrusively into the structural steel work of the existing building, directing the focus entirely on the illuminated exhibits. The flanking galleries feature Parscan 12W spotlights and 12W lens wall washers for perfectly uniform illumination of the paintings, emphasising their expressive colours.



Pic: copyright les éclairieurs - Lucas GOY

Inside the Cinema, the space gives a nod to the 1970s with its black carpet throughout and fluorescent lighting, slipped under a perforated, folderd, metal mesh, creates a strong welcoming into the room.

JAPANESE

建築事務所 OMA により考案され、Rem Koolhaas の指揮のもと プラダ財団 (Fondazione Prada) は新たにミラノに設置され、空間のタイポロジーの幅を広げました。プラダ財団の空間を利用して、アート展示や公開が可能です。既存のビル7棟と新たに3つの構造を組み合わせた、明確な建築物の構成が特徴的です。新しい会場 (演壇、映画、タワー) では、20世紀初期のジンの蒸溜所が改築、改装されています。この幅広いプロジェクトには、既存のビルを保存すること、新しい建築を生み出すことという条件が2つありました。この条件は、それぞれは全く別のものですが、不変的に絡み合い、それぞれが対比されます。当財団は、ミラノの南部にあるラルゴ・イザルコに位置し、総面積19,000平方メートルの土地に設立されています。照明業者Les éclairieurs は OMA

と協力し、広大な空間全体の照明を担当し、プラダ財団が近代/現代のアート作品を展示できるように柔軟で力強いツールを提供しています。Les éclairieursは、ビルの照明を提供し、オープニング時の展示会の2つでの照明を委託しました。1) 古典彫刻にフォーカスし、演壇とビーム部分で実施される Serial Classic (連続する古典)

CHINESE

Fondazione Prada 设在米兰的新场馆由设计公司 OMA 承担设计任务，设计团队由 Rem Koolhaas 担任领导。艺术馆扩建后，向公众展览的展品更为丰富。以精良的建筑结构为特色，同时在现有的七所建筑中融入三种全新结构：Podium、Cinema 和 Torre。新场馆对一家建于 20 世纪初的杜松子酒厂进行了恢复和改造。这项扩建项目需要处理两种情况：保护现

有建筑和新建筑，这两种情况相互影响。场馆位于米兰南部的 Largo Isarco，总面积达到 19,000 平方米。照明设计公司 Les éclairieurs 与 OMA 合作，负责整个区域内的照明工程，为 Fondazione Prada 提供现代艺术品展览所需的灵活且功能强大的工具。Les éclairieurs 在提供建筑照明时，设计并策划了两次开幕展：Serial Classic 致力于展览古典雕塑，展览设在 Podium 和 Beam 展厅。

FRANÇAIS

Conçu par le cabinet d'architectes OMA et dirigé par l'architecte Rem Koolhaas, le nouveau lieu de la Fondation Prada à Milan élargit le catalogue de typologies spatiales dans lesquelles l'art peut être présenté et partagé avec le grand public. Caractérisé par une configuration architecturale articulée, qui associe les

sept bâtiments existants à trois nouvelles structures — un podium, un cinéma et une tour, ce nouvel espace rénove et transforme une distillerie de gin du début du XXe siècle.

Le projet d'expansion présentait deux conditions : la conservation du bâtiment existant et la création d'une nouvelle architecture. Bien que séparées l'une de l'autre, ces deux structures interagissent de manière permanente dans l'ancienne usine Largo Isarco au sud de Milan, où le complexe occupe une surface globale de 19 000 m². Travaillant aux côtés du cabinet OMA, l'agence « les éclairieurs » régenta de son œil expert l'éclairage de ce vaste espace, fournissant ainsi un centre d'exposition d'œuvres d'art moderne et contemporain malléable et puissant à la Fondation Prada.

En plus de l'éclairage du bâtiment, l'agence « les éclairieurs » conçut et mit en service l'éclairage de deux des expositions d'ouverture : Serial Classic « présentée dans le Podium et qui met l'accent sur la sculpture classique, et l'exposition « Beam »

DEUTSCH

Der neue Mailänder Veranstaltungsort von Fondazione Prada, der durch das Architekturbüro OMA konzipiert und durch Rem Koolhaas geleitet wurde, erweitert das Repertoire räumlicher Typologien, in denen Kunst ausgestellt und mit dem Publikum geteilt werden kann. Der neue Veranstaltungsort, charakterisiert durch eine architektonische Gliederkonfiguration, die sieben bestehende Gebäude mit drei neuen Strukturen kombiniert: Podium, Cinema und Torre, ist eine restaurierte und umgebaute Gin-Brauerei aus dem beginnenden 20. Jahrhundert. Das aufwändige Projekt stellte zwei Bedingungen – Bewahrung des bestehenden Gebäudes und Schaffung einer neuen Architektur, die, auch wenn sie getrennt sind, in ständiger Interaktion stehen. Das Gelände in Largo Isarco, südlich von Mailand, umfasst eine Gesamtfläche von 19.000 m². Die für die Beleuchtung des gesamten großen Raums in Zusammenarbeit mit OMA verantwortliche Beleuchtungspraxis Les éclairieurs

stellte ein flexibles und leistungsstarkes Tool für die Fondazione Prada zur Verfügung, um moderne und zeitgenössische Kunststücke auszustellen. Neben der Gebäudebeleuchtung konzipierte und baute Les éclairieurs die Beleuchtung von zwei der Eröffnungsausstellungen: Serial Classic mit Schwerpunkt auf klassische Skulpturen im Podium und Beam.

ITALIANO

La nuova sede milanese della Fondazione Prada, pensata dalla ditta di architettura OMA e capeggiata da Rem Koolhaas, amplia la gamma delle aree in cui l'arte può essere esposta e condivisa con il pubblico. Caratterizzato da una configurazione architettonica articolata, che unisce sette edifici esistenti con tre nuove strutture: Podio, Cinema e Torre, la nuova sede non è altro che una distilleria di gin che risale agli inizi del 20° secolo, ma restaurata e trasformata. Il progetto per l'espansione è nato con due condizioni: conservazione dell'edificio esistente e creazione di una nuova architettura che, anche se vede gli edifi-

ci separati l'uno dall'altro, restano comunque in uno stato di permanente interazione. Situato in Largo Isarco, a sud di Milano, il complesso si sviluppa su una superficie di 19.000 m². Lavorando fianco a fianco con OMA, gli esperti Les Éclairieurs si sono occupati dell'illuminazione di tutto il vasto spazio, fornendo uno strumento flessibile e potente per la Fondazione Prada di esporre opere d'arte moderna e contemporanea. Oltre a fornire l'illuminazione dell'edificio, Les Éclairieurs ha progettato e commissionato le luci di due delle mostre di apertura: Serial Classic, che si concentra sulla scultura classica e si svolge nel Podium e Beam.

ESPAÑOL

El nuevo lugar de la Fundación Prada en Milán, concebido por la firma de arquitectos OMA y dirigido por Rem Koolhaas, amplía el repertorio de las tipologías de espacio en el cual se puede exhibir el arte y en el que se puede compartir con el público. Se caracter-

iza por contar con una configuración arquitectónica articulada, la cual combina siete edificios existentes con tres nuevas estructuras: Podium, Cinema y Torre. El nuevo lugar da a una destilería de gin que data de principios del siglo 20, la cual ha sido restaurada y transformada.

El proyecto de ampliación tuvo dos condiciones - la preservación del edificio ya existente y la creación de una nueva arquitectura, la cual, a pesar de estar por separado, debía confrontarse una con otra en un estado de permanente interacción. Ubicado en Largo Isarco, en el sur de Milán, se desarrolla sobre una superficie total de 19.000 m². Al trabajar junto con OMA, Les éclairieurs estuvo a cargo de la iluminación a lo largo del vasto espacio, ofreciendo una herramienta flexible y poderosa para la Fundación Prada para exhibir piezas de arte modernas y contemporáneas.

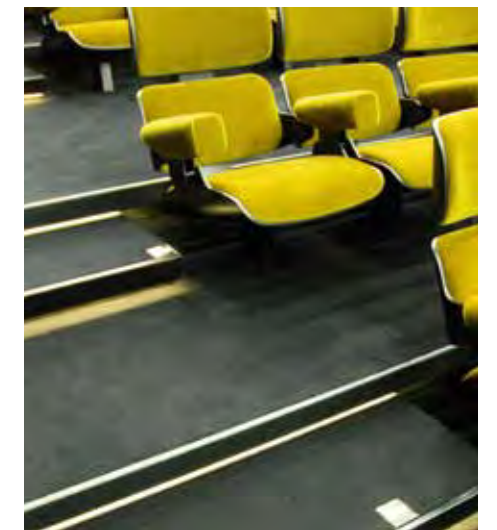
Además de encargarse de la iluminación del edificio, Les éclairieurs diseñó y se hizo cargo de la iluminación de dos de las exhibiciones de la apertura. Serial Classic, que se enfocó en la escultura clásica y que se lleva a cabo en el Podium y Beam.



Pic: copyright les éclairieurs - Lucas GOY

As well as delivering the building lighting, Les éclairieurs designed and commissioned the lighting of one of the opening exhibitions - *Serial Classic*, which focuses on classic sculpture and takes place in the Podium and Beam spaces. The Podium forms the central museum section and features glass facades on three sides; the lighting presents the statues in a mineral and artificial landscape composed of marble-travertine slabs laid on transparent acrylic slides. The lighting had to present the sculptures at every angle and seeks to avoid imposed views on the meaning or aesthetics of them. The sculptures are illuminated to minimise shadows and provide a complete

reading of the details. Directions of light are specifically designed to reduce the shadows and allow light to penetrate into the sculptural volumes. ERCO Optec contour spotlights and Pantrac lens wall washers are combined in the space to deliver superb professional LED lighting tools. Parscan 12W with Spherolit lens with spot and flood distributions complement the Parscan 4W with narrow spots to illuminate and accentuate the ancient masterpieces, bringing out even the finest of details for a three-dimensional effect that is delivered with absolute photometric precision. On the first level of the Podium, Pantrac LED lens wall washers 24W, 4,000K,





Photograph by Bas Princen, Courtesy of Fondazione Prada



Pic: copyright les éclairieurs - Lucas GOY



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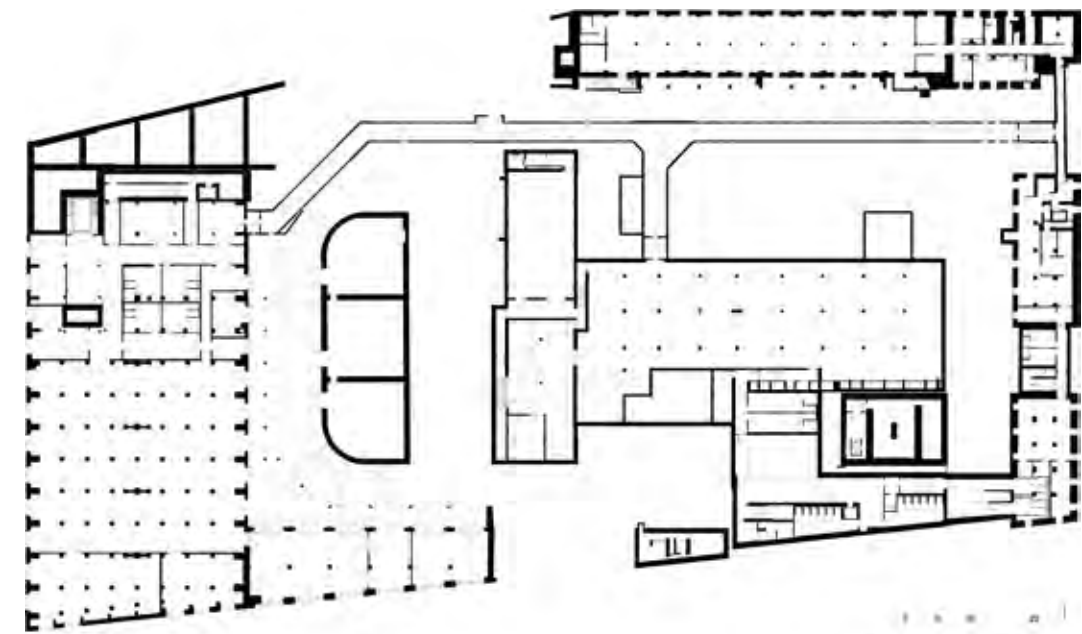


Photograph by Bas Princen, Courtesy of Fondazione Prada

illuminate the wall surfaces in a uniform manner in neutral white light resembling daylight a lighting concept that produces a wide and spacious impression of the room. The exhibition that takes place in the Beam space is more didactic and attempts to show techniques of copying and the differences between originals and copies, using video mapping on a block of marble to illustrate this. The Cinema acts as a mirror to the Podium; with its stainless steel mirrored façade it multiplies the Podium, extending its outlines. Inside, the room is lined with black carpet - a nod to the 1970s from OMA and Prada - while a large chandelier dominates the entrance hall and fluorescent

lighting, slipped under a perforated, folded metal mesh, creates a strong welcome sign, extending into the room. The lighting features Zumtobel Linaria with T5 seamless fluorescent lines, positioned between the metal beams of the ceiling with alternate beams forming black and white stripes on the ceiling of the cinema. Steel bars complete the system between each fluorescent line in order to be able to fix stage projectors and allow for different stage configurations. Zumtobel Linaria are also used for the Podium ceiling, general corridors and toilets, while Zumtobel ZE with T5 fluorescents, under PMMA grey cores are attached to the curved ceiling of the foyer.

Robert Juliat ZEP 340LFWW fresnel projectors with 150W LED have been specified for the exhibitions in the Great Hall, the Tank and the Cinema, along with Robert Juliat TIBO 533WW profile projectors with 150W LEDs. At almost 70m long and 20m high, the Great Hall is a huge space dedicated to monumental exhibitions and events. Having been partly dismantled for the construction of the tower, its structure has been reinforced by visible steel beams that have been painted orange. The Tank, which faces the Great Hall consists of three exhibition spaces each 15m in height and a totally transformed eastern façade, with the addition of balconies and large contemporary windows. In both



UNDERGROUND FLOOR

Copyright OMA



buildings lighting is achieved through stage projectors fixed onto a special cable tray system with a continuous scenic bar; RJ45 and power sockets allow for multiple configurations to be performed. General lighting for mounting and cleaning is delivered through high-power asymmetrical floodlights that are wall mounted. The original north and south galleries have been subtly rehabilitated while leaving the structural reinforcements exposed. A series of clean rooms in raw and industrial atmospheres hosting the temporary exhibitions have therefore been created. The existing lighting with T26 fluorescent lines on the trunking system has been removed and replaced with

identical equipment but now featuring DALI ballast allowing for individual dimming. Three phase tracks for installing exhibition projectors were added alongside the fluorescent lines - again, working with lighting and general lighting enhancements of works with the use of spotlights. The venue is equipped with intensive and semi-intensive LED spotlights, a number of LED profile projectors and wall washer lighting for artwork on entire sections of walls, all from ERCO. For such vast lighting design, a powerful centralised management system was required. Les éclairieurs designed a complete DALI management system, including execution studies: DALI relay,

The Cinema acts as a mirror to the Podium, with its stainless steel façade mirroring and multiplying the Podium, extending its outlines. The Great Hall is a huge space and having been partly dismantled for the Tower, its structure has been reinforced by visible orange steel beams. The original north and south galleries have been rehabilitated while leaving the structural reinforcements exposed.



Pic: copyright les éclairieurs - Lucas GOY



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The lighting project designed multiple environments in the corridors and toilets; either exposed lines or highly integrated, making use of LED lines which all run on presence detection.

dimmers, management for single lights and so on, with multiple lighting scenarios made for each space. A heliometer analyses the amount of sunshine and sky typology there is and automatically switches between different lighting scenarios: sunny, day, cloudy day, dusk, twilight, night, building closure. A wireless touchpad allows for control at any point with wall panels dedicated to each space. For the main exhibition spaces, lighting is reconfigurable via a graphic interface again designed by Les éclairieurs. It allows the user to select the fixtures one by one, in groups, or individually to graduate as they please. Moving outside of the space, the exterior sections between the individual buildings of the complex are illuminated using warm white light. Beamer projectors in 36W from ERCO with flood distributions set off the paved pathways, with the special outdoor

floodlights of ERCO's Lightscan range providing lighting for the ground around the entrance areas. Excellent glare control from the ERCO outdoor luminaires ensures a high level of visual comfort and makes sure that the light shines precisely when needed. This once abandoned industrial space has become a popular environment for artists to display their work, with its predictable conditions non-conflicting with the artists' intentions, merely enlivened occasionally with exceptional architectural gestures. Not a preservation project and not new architecture, the Fondazione sees two conditions confront one another in a state of permanent interaction - offering an ensemble of fragments that do not congeal into a single image or allow any part to dominate others.
www.oma.eu
www.leseclairieurs.net

PROJECT DETAILS

Fondazione Prada, Milan, Italy
Client: Fondazione Prada
Architects: OMA
Scenographers: dUCKS scénò
Lighting Design: Les éclairieurs

LIGHTING SPECIFIED

Disano Rapid System with T8 fluorescents
Erco Beamer LED spotlights
Erco Lightscan LED luminaires with oval filters
Erco Parscan small and medium fixtures with narrow and flood optics
Erco Parscan small and medium fixtures with narrow and flood optics and special bracket
Erco Pantrac asymmetrical ceiling washlight
Erco Optec spotlights with profile lense Zumtobel linaria with T5 seamless fluorescents
Flux-Lighting Xline LED ramps
Robert Juliat ZEP 340LFWW fresnel projectors with 150W LED
Robert Juliat TIBO 533WW profile projectors with 150W LED
Zumtobel ZE with T5 fluorescents
Zumtobel linaria with T5 seamless fluorescents