



# WO/MAN UNDER THE UMBRELLA

Emerging resilience / Freespace - Proposal for the concept and the content of the Montenegrin exhibition  
at the 16th Architecture Biennale in Venice



## Introduction

We would like to express interest, vision and initial reaction to the international competition for the concept and the content of the Montenegrin exhibition at the 16th Architecture Biennale in Venice, 2018. We see the overarching theme of 'freespace' and more specifically your selected subtheme of 'emerging resilience' as a great opportunity to showcase fragments of our ongoing collective research on architecture as a discipline that is rapidly expanding beyond an object-based-practice. Instead, we believe that today architecture is part of a wider set of social and spatial disciplines urging architects to undertake more interdisciplinary and process-oriented approach. Being a team that includes architects, writers, researchers, makers and artists, some of which have previous experience in exhibiting at the Architecture Biennale in Venice, we are confident that our proposal has a strong potential to showcase and celebrate architecture's capacity to expand beyond its conventional role and to demand a new set of approaches and roles for architects that include more complex and controversial methods and collaborations.





# The proposal

## WO/MAN UNDER THE UMBRELLA

"Why are the umbrellas not falling apart in the sun - or at least growing in the rain?"

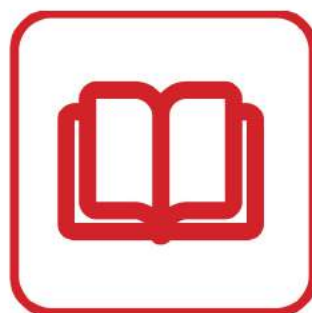
Cedric Price

We aim to critically analyse the idea of architecture as an expanded practice through a **tripartite exhibition proposal** accompanied by a **publication** and **networking** that will attempt to answer to some of these and other similar questions. We intend to deal with **simple and understandable messages**, overwhelming branding power of the site-specific installation and **tactility** of specifically in-situ crafted models as an **identification tool** engaging not only famous architects as guests but also the general public. There is no simpler image than a wo/man under the umbrella, all spatiality could be reduced to this **existentialistically poetic image**, and it is a vigorous communication tool as well. Visitors to the Montenegrin pavilion should get a **sensational and fresh experience** that they will carry with them for a long time.



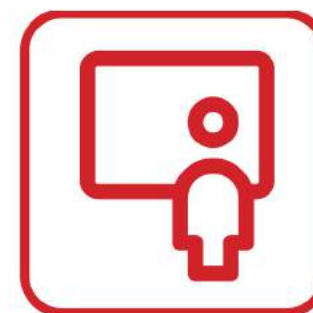
## Elements

There are three interrelated parts of the Montenegro presentation at the 16th Venice Biennale: **THE BOOK**, **THE EXHIBITION** and **THE NETWORKING**, each one taking a specific angle in approaching the **overarching theme of emerging resilience**. All three elements vary in scale, materiality, duration and methods of dissemination. Together, they act as **a vibrant framework underpinning an open-ended discussion** on the theme within and beyond the actual pavilion.



The Book

+



The Exhibition

+



The Networking



# Elements

 **The Book**

 The Exhibition

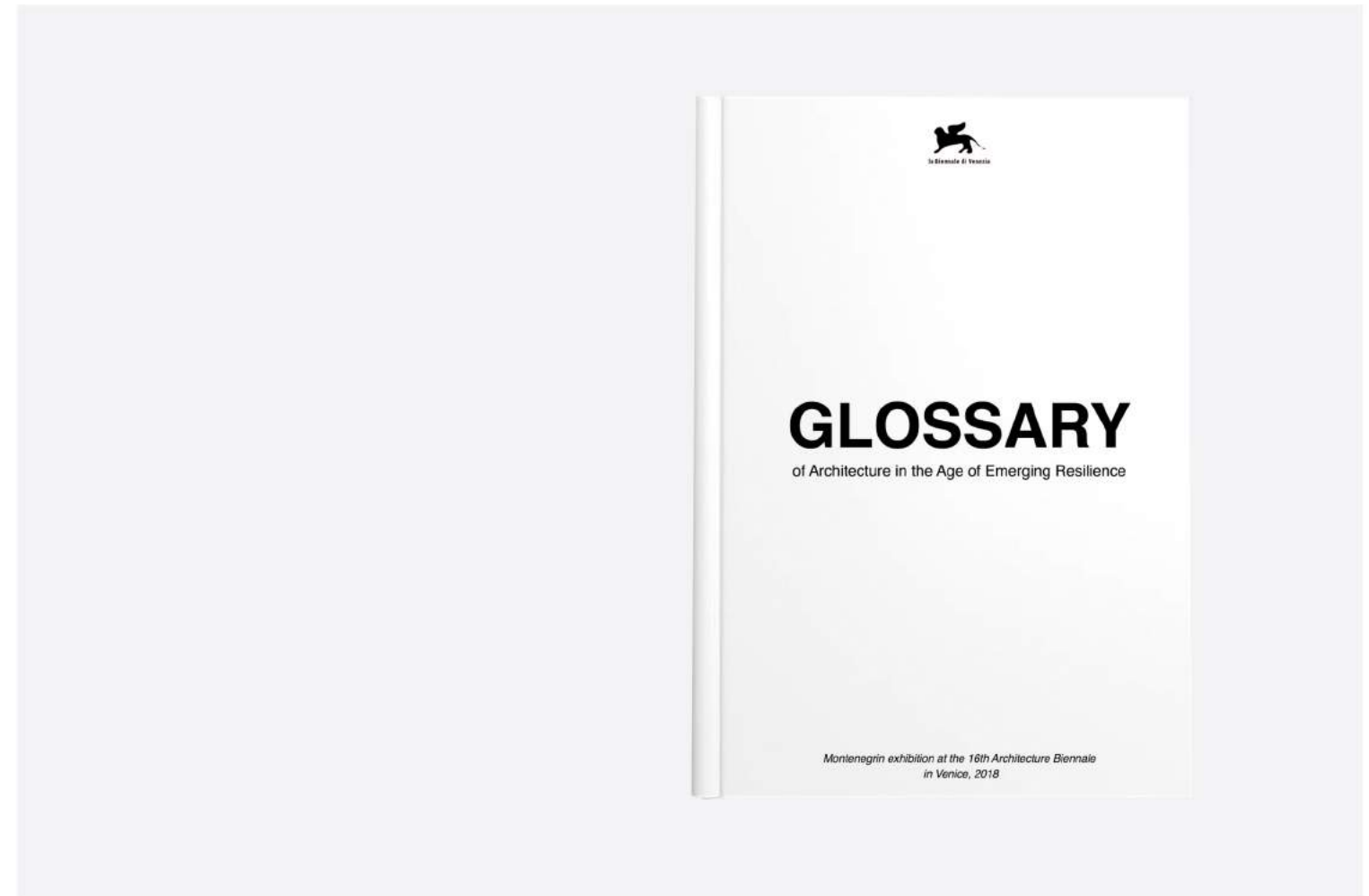
 The Networking

**GLOSSARY** of architecture in the age of emerging resilience

As today **one word speaks more than thousand images**, a publication acts as a handbook or a survival kit for the era of new spatial realities. Today, when there is an urgency for architectural discipline to reinvent itself with a new set of approaches and roles for architects, this **textual teaser** and **mind-set-adjuster** will underpin some of the key terms for architects operating in **the age of emerging resilience**. Here are some of the notions/concepts that will be presented, questioned and discussed, as well as the layout proposal of the book.

The book is dedicated to the legacy of professor **Ranko Radović**.

IMPULSIVE  
INSTINCTIVE  
INSTANTENIOUS  
ATMOSPHERIC EFFECT DENDROPHITOS  
UNCERTAINTY BY PROXIMITY  
JUNGLE MINIMALISM  
PRODUCT/SERVICE  
MY ALGORITHM  
VIRALITY  
OUTREACH/AVAILABILITY  
DISSEMINATION/DISPERSION  
REBRANDING  
NUDGING RESILIENCE  
KITSCH  
ENERGY AND TRANSPORT  
FIRST PRINCIPLES  
UBERISATION  
INDIVIDUALITY, INDEPENDENCE, IDENTITY  
SOCIAL ECOLOGY  
PROVOKE, ENGAGE  
INTERCONNECT BEAUTIFUL, AFFORDABLE  
AND SEEMLESSLY INTEGRATED STAIRS  
ENTREPRENEURSHIP  
ADAPTABILITY S  
OBRIETY  
ZERO FOOTPRINT  
TIME AND SILENCE  
BUILT-IN IMPERFECTION  
CONSTANT INCOMPLETENESS  
LOOK AT HIM, HE IS NOT HAVING A SUIT, HE  
IS WEARING THE STATEMENT!



existing social  
**RELATIONS**  
should always  
inform the  
production of  
space

**RAW**  
**PRINCIPLES**  
rather than  
anology  
thinking

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No  
revolution,  
just **RE-**  
**BRANDING**

architectural  
design  
as  
**RESEARCH**

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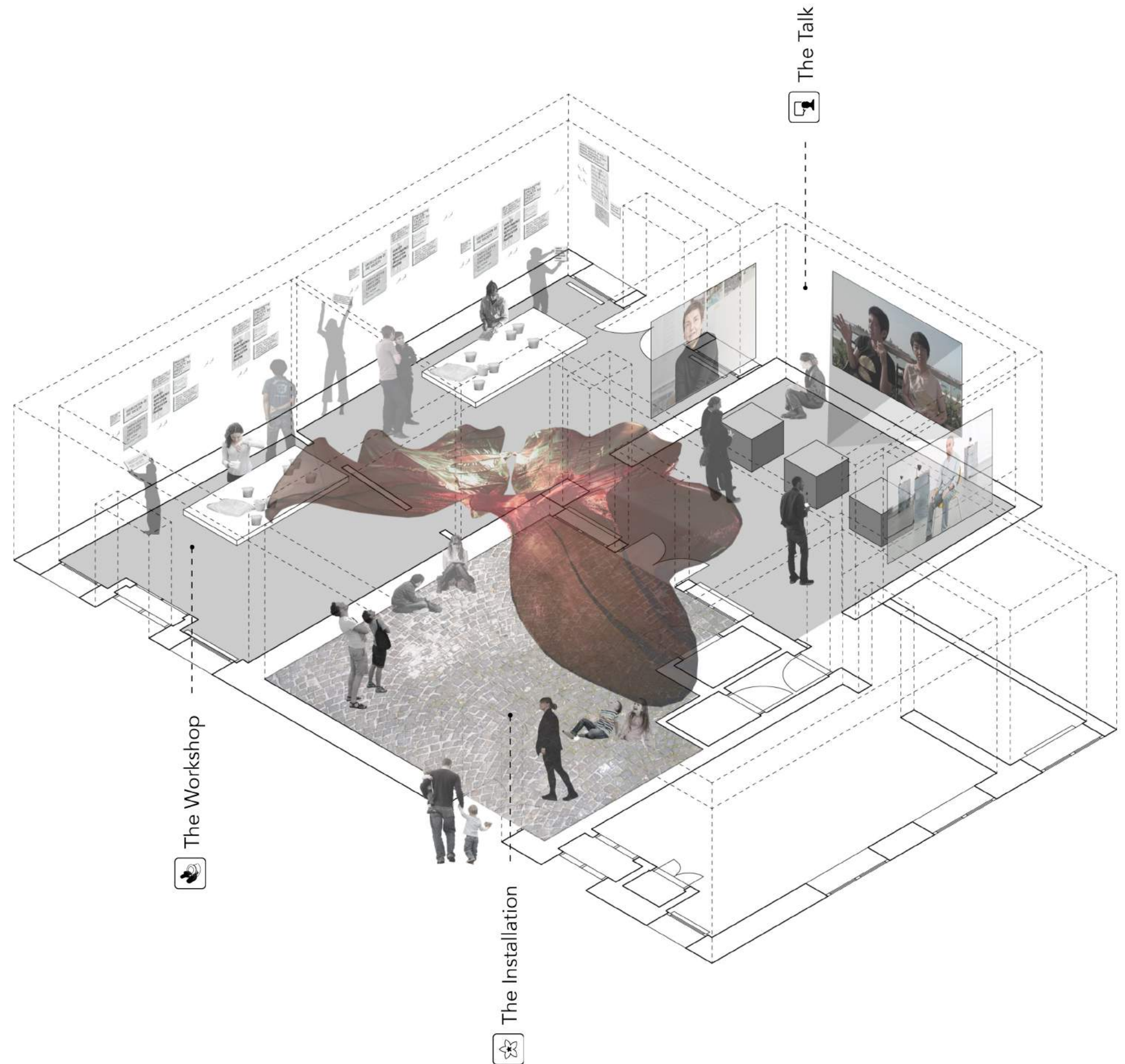
nudging  
**RESILIENCE**  
with hybrid  
powers



# Elements

-  The Book
-  **The Exhibition**
  -  The Installation
  -  The Talk
  -  The Workshop
-  The Networking

Through a fusion of **site-specific installation**, textual material, **conceptual models**, as well as **presence of renown international personalities** in the field, the exhibition will showcase **new emblematic principles** that inform and are informed by some of the **key concepts of architecture in the age of emerging resilience**.



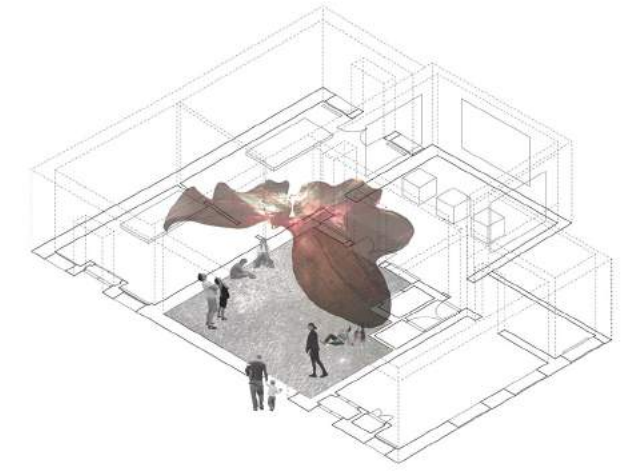


## Elements

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The Installation – **WO/MAN UNDER THE UMBRELLA**. In the open space of the approaching street and atrium a light installation as a gateway to inner spaces of the exhibition will be constructed.

Designed by a renowned sculptress, the proposed installation represents an interpretation of the endemic Montenegrin bellflower **Edraianthus wettsteinii ssp lovcanicus (Lovčenski zvončić)** as an umbrella like structure, which will take the whole space of **the atrium** of the pavilion while also spreading to **the adjacent street**. Sensitive on wind flow, rain moist and sun heat, the installation will react, change and move according to its environment. The structure of the installation will be simply composed of stainless steel cables, tensile ropes and textile with light installments. The strength effect will vary related on sewing technics. Attached and suspended in the air, the installation will create a **variety of ambiances** constantly changing visitors' perception of the pavilion over time



Proposed installation in the atrium





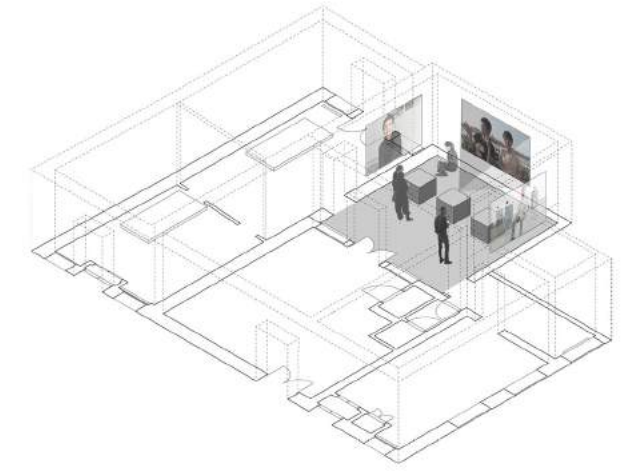
Proposed installation on the adjacent street



# Elements

-  The Book
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  -  **The Talk**
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The Talk – **FREESPACE**. In the exhibition space A three extraordinary international architectural personalities, **Alexander Brodsky** from Moscow, **Anna Popelka** from Vienna and **Atelier Bow-Wow** from Tokyo will be discussing the topic of freespace (both through video projections on the wall as well as through their physical presence). **Algorithms of emerging resilience** in their paradigmatic works will be shown through **conceptual models** in the same room.

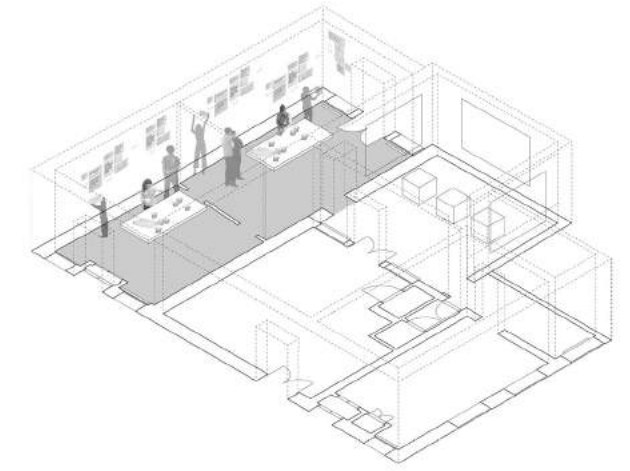


Proposed video projections in the main exhibition space



# Elements

-  The Book
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The Workshop – **EMERGING RESILIENCE**. Exhibition space B and C will act as a **laboratory of making** rather than a conventional architectural presentation. As we believe that today architecture looks into a constant dialogue and **active engagement with the society**, this part of the exhibition wants to highlight and celebrate the **concept of self-built** and collective production with the public to become the key element of the exhibition. In collaboration with the curator, we will select a **number of key terms for and from the Glossary** of emerging resilience which will gradually, throughout the duration of the biennale populate the exhibition walls. We will be working with a **prominent modelmaking studio** from Spain to produce **series of silicone moulds** that will be used to **cast these individual elements in clay**. Visitors will be invited to **participate** in the creation and construction of this aspect of the exhibition as well as to take certain elements of it away with them.



Laboratory of making



## Elements

 The Book

 The Exhibition

 **The Networking**

Along with the exhibition in Palazzo Malipiero and the Book, we are equally interested in elevating the Montenegrin pavilion in Venice to a coordinate in a much wider **matrix of spaces, people and resources**. The main partner in the conceptualisation and interrelations of this part of the project will be the **London Festival of Architecture**, Europe's largest annual architecture festival, that will support us in bringing fragments of our Venice endeavour and discussion to **London and other European cities** of your interest. Other sources of **contemporary channells of communication** will be utilised as well.

Overall project cost breakdown:

The Book (design, production and print): 5.000€

The Exhibition (design, production, mounting and dismantling): 15.000€

The Networking (travel & accommodation costs for speakers & authors): 5.000€

Overall: 25 000€