

INdoor/OUTdoor
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BIENNALE VENEZIA 2018 / MONTENEGRO EXHIBITION
Reimage voids through sharing values - INdoor/OUTdoor

Assuming that architecture is the spark between people and the building, we as architects nowadays should question the way architecture is practiced. Not only to satisfy a function, but architecture has to be generous in the larger meaning and exist to re-define sense in the urban (noisy) landscape. **In fact architecture is the way we grasp the world** (C. Norberg Schultz).

With this preamble, for the Montenegro pavilion we're proposing a manifesto of the (social) value of freespace. What's freespace in Venezia where the city itself is transforming in amusement park expelling inhabitants to attract tourists? Private place, where tourists and city users consume, are substituting the plurality and ambiguity of the public space.

Today, in Venezia which are the needs? Venezia lacks dramatically freespace. **Public space is controlled, it is not free.** Public space has to be safe. Google map doesn't allow us anymore to get lost inside the labyrinth between private and public called Venezia. Marketing consultants, administrators desire a clean and clear city to attract tourists. We as architects are intrigued by more ambiguous spaces, for example the streets. Uncertainty in the matching characterizes the street, historically, the place of the unexpected. Street is useful to build relations and to host diverse people requests due the lacking of codifications. Nowadays with the anti-bivouac rules people cannot longer stay in public space eating a sandwich.

So...where is life? Should we seriously lock ourself in our safe and clean home and let the public space become a controlled environment where only certain actions will be allowed? **We believe Montenegro pavilion should offer to public (students, passerby, tourists) a free place to stay.** In Venezia people've to see things, visit museums, shoot selfies in famous spots, buy, consume, try food. We imagine the Montenegro pavilion as a place to stay, relax, and think about what one have seen, and realize the magnificent and uniqueness of Venezia.

In our proposal Palazzo Malipiero will be open to public and will host a public home. There will be a

living room, a kitchen, a opencinema, a office and a courtyard. Every room will be characterized by specific sounds and smells to reproduce a unique and disarming **soundscape and smellscape.**

Quoting Ugo la Pietra: **"to dwelling is to feel everywhere at home"** we believe the need in cities of new public spaces: **places to stay not only to consume.** Those private spaces that has public use influence the way we live cities. They answer to a question does not correspond to any specific public space. **"There's no city without public space!"** Francesco Indovina once said.

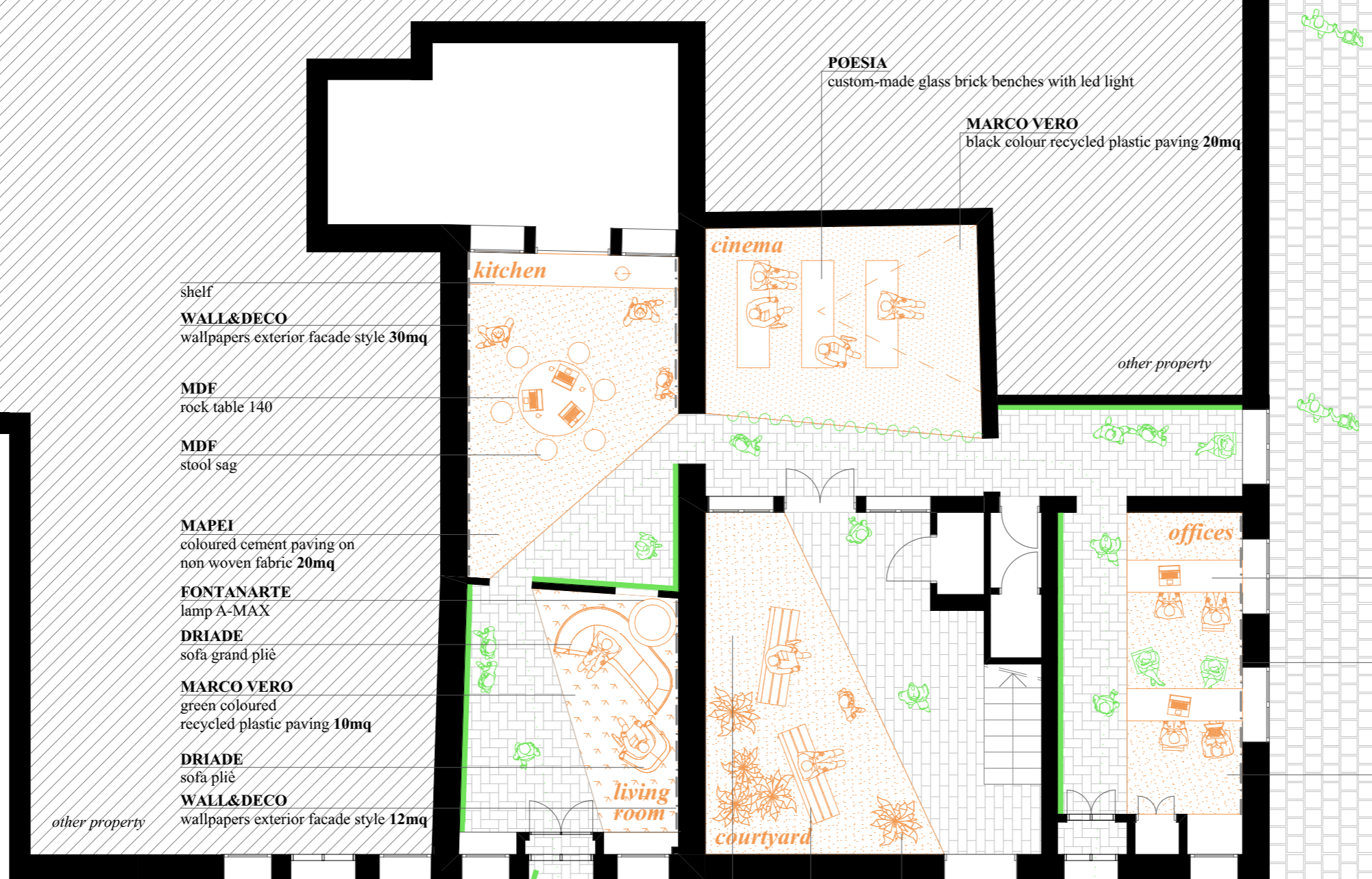
Playing with dichotomies indoor/outdoor, private/public, codified/uncodified, tourists oriented/inhabitants oriented, Montenegro exhibition will experiment the diverse forms of uses of the public space. During the Biennale, warm wheather helps people to lose orientation: the concept of private and public become liquid. Ugo la Pietra used to inhabit the urban environment using what he had available, street lamp, street furniture and so on. The Montenegro pavilion stresses this dilemma: it contains ambiguous interior private space filled with outdoor urban furniture, **sponsored** by manufacturers and suppliers. Sustainability (economically and environmentally) influences the entire process of the exhibition: all products has been choosen taking into consideration environmental aspects and at the end of the Biennale some products will be re-used for revitalize uncertain public spaces in Montenegro (to be defined).

The aim of the Biennale outside Arsenale and Giardini is to enlarge the net of touristic interest in the city of Venezia: **a diffused exhibition.** Montenegro pavilion encourages a **B-side tourism** looking for peculiarity and plurality. It is a fluid space in between private/public, inside/outside, where city users and inhabitants will experiment new public spaces.

Montenegro is a tiny country in the east Europe, but it has great opportunity similar to the smalls venetian alleys (calle) where to get lost and due a spark find, for examples, the love of our life.

Montenegro pavilion as an emotional experience through voids, inside/outside.

city users
inhabitants



shelf
WALL&DECO
wallpapers exterior facade style 30mq

MDF
rock table 140

MDF
stool sag

MAPEI
coloured cement paving on
non woven fabric 20mq

FONTANARTE
lamp A-MAX

DRIADE
sofa grand pliè

MARCO VERO
green coloured
recycled plastic paving 10mq

DRIADE
sofa pliè

WALL&DECO
wallpapers exterior facade style 12mq

other property

POESIA
custom-made glass brick benches with led light

MARCO VERO
black colour recycled plastic paving 20mq

other property

desk and chairs

WALL&DECO
wallpapers exterior facade style 15mq

MAPEI
coloured cement paving on
non woven fabric 12mq

poster

ramo Malipiero

other property

SERRALUNGA
vas-one

CITY DESIGN
bench

MAPEI
coloured cement paving on
non woven fabric 20mq

Indoor/OUTdoor
3

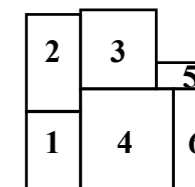
calle Malipiero

other property

calle dei Orbi



Giardino
Palazzo Malipiero



COSTS	
<u>outside</u>	
info panels	500 €
<u>room 1,2,3,4,5,6</u>	
FLOORING	sponsored
supply and laying	sponsored
FURNITURE	sponsored
supply and laying	sponsored
shipping, mounting and coordination	2.000 €
<u>room 1,2,3,5,6</u>	
WALL	
gypsum painting and preparation, exhibition writing and wallpapers (only reimbursement)	3.600 €
IMPLANTS	
wires, preparation, projector, environmental sound and diffusion, wifi	4.000 €
<u>room 2,3,6</u>	
FURNITURE AND ACCESSORIES	
supply and laying	1.500 €
<u>room 1,2,3,4,5,6</u>	
GENERAL COSTS	
mounting, dismantling and coordination	2.000 €
Travel, accommodation for the author	1.400 €
any other business (WC, deposit packaging)	2.000 €
TOTAL	17.000 €
<u>post exhibition</u>	
shipping to Montenegro	1.500 €
purchase of some products part of the exhibition	6.500 €

**Invoices between Montenegro and Italy don't include VAT, but invoices inside Italy include 22%VAT*

***sponsors has already been contacted and their agreement are certified by letters of intent contained in the name envelope*



past: pic-nic on highway during oil crisis



impossible: carnival in a mall



present: Broerenherk Church in Zwolle converted in library



future: leisure time in airport

Emerging resilience as praxis: evocative images

Practices have an important role in revitalize uncertain parts of our cities. Instead of a list we believe is more urgent to answer to this question: **what could we do with them?** Of course we haven't definitive answers

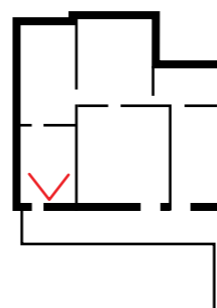
for such huge theme but we wanna envision practice and test them inside/outside spaces with users, tourists, citizens...people.
We start from what we have: the Montenegro pavilion.



“The living room seemed to be where no living ever actually occurred.”

Alice Sebold, The Lovely Bones

Living room



INdoor/OUTdoor
6

Sponsored by
furniture: DRIADE
light: FONTANARTE
wall finishing: WALL&DECO
**Letter of intents are contained in the name envelope*

tech equipm.: sounds and wifi

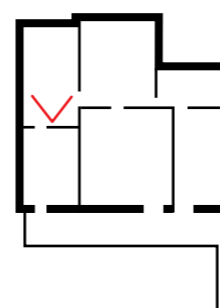


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“The place I like best in this world is the kitchen. No matter where it is, no matter what kind, if it’s a kitchen, if it’s a place where they make food, it’s fine with me. Ideally it should be well broken in. Lots of tea towels, dry and immaculate.

*Where tile catching the light (ting! Ting!)
 Banana Yoshimoto, Kitchen*

Kitchen

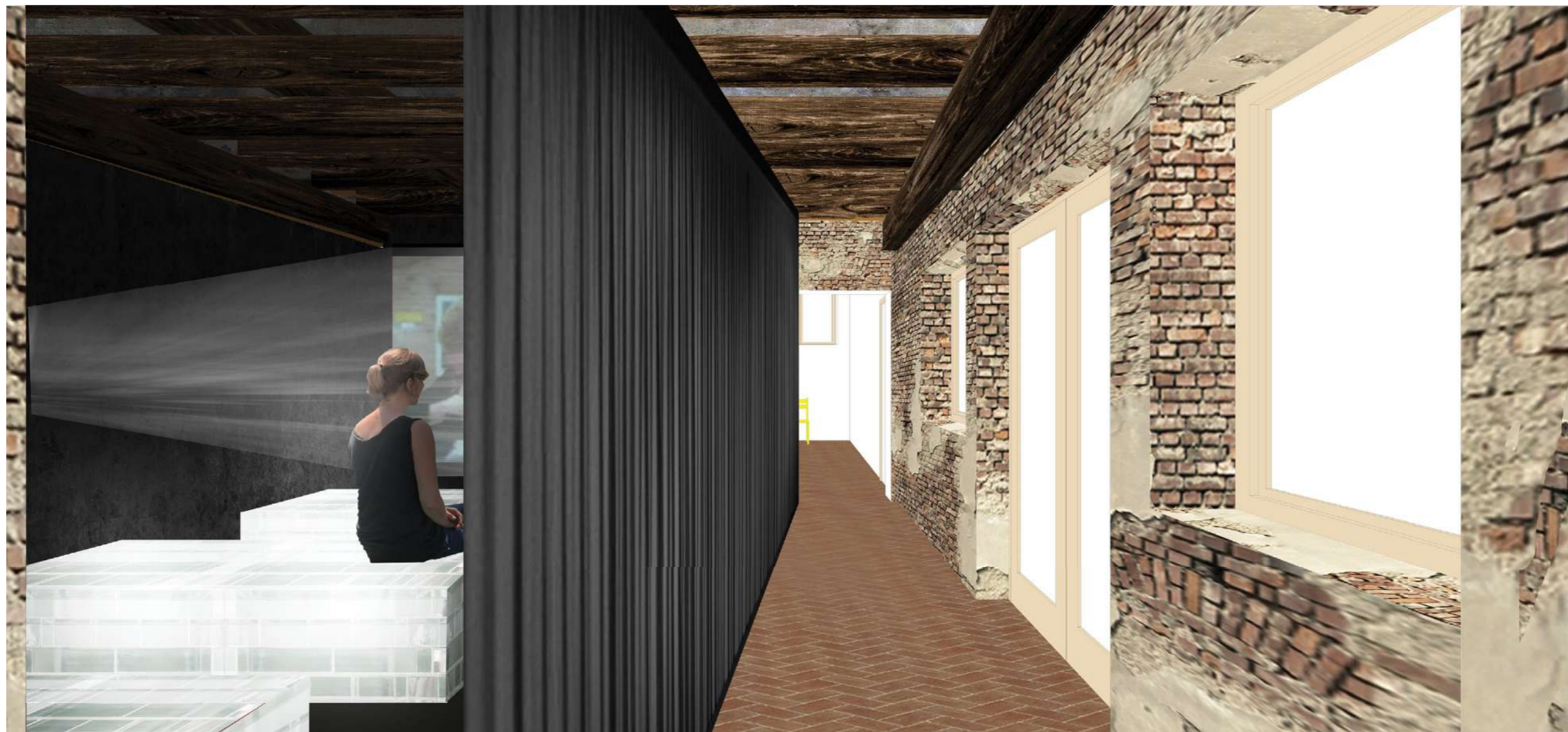


INdoor/OUTdoor
 7

Sponsored by
 furniture: MDF
 wall finishing: WALL&DECO
 light: TELMOTOR
 flooring: MAPEI

**Letter of intents are contained in the name envelope*

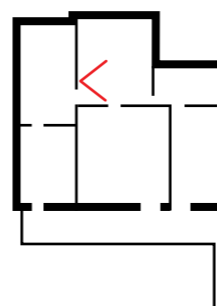
tech equipm.: sounds and wifi



“Cinema is a matter of what’s in the frame and what’s out”

Martin Scorsese

Cinema



INdoor/OUTdoor
8

Sponsored by
furniture: POESIA
light: TELMOTOR
flooring: MARCO VERO
**Letter of intents are contained in the name envelope*

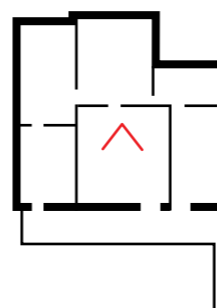
tech equipm.: sounds, projector, wifi



“Looking out over the courtyard at the dirty walls, he realized he had no idea whether it was hysteria or love.”

Milan Kundera, The Unbearable Lightness of Being

Courtyard



INdoor/OUTdoor
9

Sponsored by
furniture: CITYDESIGN, SERRALUNGA
light: TELMOTOR
flooring: MAPEI

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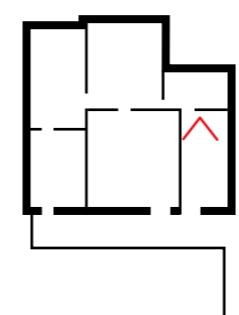
tech equipm.: wifi



“the first place smelled like work, so I took the second”

Charles Bukowski, Post Office

Office



Sponsored by
 wall finishing: WALL&DECO
 light: TELMOTOR
 flooring: MAPEI

**Letter of intents are contained in the name envelope*

tech equipm.: sounds and wifi