Vision for M+

Herzog & de Meuron start each project free of predetermined ideas, guided by curiosity and conscious naivety. Developed through rational methodologies and open dialogue, we design projects that respond to the needs of users and are meaningful to their context.

M+ has the opportunity and responsibility to lead the architecture and atmosphere of the West Kowloon Cultural District in its development. M+ shall address all of its neighbours with equal consideration whether it be sea or land, city or park, underground or sky, tunnel or tower. The responses to each internal and external condition will ultimately shape M+ into its final form.

We imagine a variety of exhibition possibilities – both inside and outdoors – that provide the very specific and the very flexible by offering a range of spaces and uses that embrace difference and individuality, rather than repetition or one-size-fits-all universality.

M+ shall be much more than an individual building, but instead like a small city with entrance gates, gathering places, main avenues and side streets. Movement, of people and objects, shall be conceived horizontally and vertically, like Hong Kong itself, to achieve openness and accessibility.

As a shared platform for the local and global to meet, M+ shall both grow out of and nourish the evolving cultural community of Hong Kong and include a large distribution of education spaces that encourage direct and spontaneous learning.

The ability to choose and create one’s own experience could be a key factor that differentiates M+ from previous incarnations of the big museum, and leads it to become not only a global centre of culture, but a common space in Hong Kong to generate new perceptions, new phenomena and new contexts.

We would be honoured to work with the WKCDA and people of Hong Kong to develop the new M+ together.
Herzog & de Meuron (HdM) Profile

HdM is an international architecture practice established in 1978 and now led by Jacques Herzog, Pierre de Meuron, Christine Binswanger, Ascan Mergenthaler and Stefan Marbach. 350 staff, from 40 nations, work at its main headquarters in Basel, Switzerland and at satellite offices in Hong Kong, New York, London, Madrid, and Hamburg.

HdM design projects ranging from the small scale of a private home to the large scale of urban design. These tailor-made solutions often appear unexpected yet are rooted in familiar things. Highly recognized public projects include the “Bird’s Nest” National Stadium (Beijing) as well as the internationally acclaimed museum buildings including Schaulager, Laurenz Foundation (Basel/Münchenstein), the de Young Museum (San Francisco) and the current expansion of the Tate Modern Project (London).

HdM has been awarded numerous prizes including “The Pritzker Architecture Prize” (USA) in 2001, the “RIBA Royal Gold Medal” (UK) and the “Praemium Imperiale“ (Japan), both in 2007.

Design Team Composition

The Herzog & de Meuron + TFP Farrells team is a collaboration of Herzog & de Meuron as lead design firm with TFP Farrells as local partner architect.

TFP Farrells has 45 years of international architecture and planning experience with offices in the UK, Hong Kong, and China. Established in 1991, the Hong Kong office takes projects through all stages of design in a structured process and has successfully delivered numerous projects throughout Asia Pacific, including the Peak Tower, KK100, Kowloon Station Development and the recent West Kowloon Cultural District Development Masterplan.

HdM+TFP will work in conjunction with ARUP as multi-disciplinary consulting engineers on structural, geotechnical, environmental and MEP aspects, MVA as consultants for traffic and transport, and Vogt as landscape design consultants.

Our team brings together firms with global and local expertise, balancing a wide breadth of international experience and deep knowledge of Hong Kong, with a shared approach based on being open, responsive, specific, efficient and effective.

Tate Modern Project, London, UK, 1994-2000, 2005-
Photo © Margherita Spiluttini
VISION FOR THE PROJECT

At SANAA, our architectural design arises from conditions particular to the site and program. This approach will certainly inform the design process of M+, as we foresee elements of Hong Kong and the West Kowloon Cultural District such as cultural identity, landscape and history to become the datum of the project.

In this new museum for the 20th and 21st century art and visual culture, there will be exhibitions for the displaying of works with a wide range of media and sizes. We will analyze the different types of art to understand the spectrum of scales and lighting that will be necessary to accommodate it. We also understand that flexibility is a key component to the design, as it allows curators the freedom to display and install any type of art however they prefer.

Since M+ will be among the first buildings constructed in the WKCD, it will have to function both autonomously and in strong connection with its context, becoming both a landmark and a gateway towards the promenade of the cultural district beyond. The site will be greeting metro riders and park goers, museum visitors and tourists, transitioning from green spaces to urban context, on a waterfront with expansive views of the active Hong Kong skyline across the Victoria Harbor. This fervent junction of different activities and disparate qualities will offer insight for the development of the project's shape, character and identity.

While at first, the program will drive the design of the interior spaces and the site that of the exterior; the final project will reflect both approaches as a whole. Furthermore, we understand the character of innovation that the brief calls for, in proposing new ideas for exhibition spaces. We look forward to this challenge and are confident that we will achieve the desired result.

ABOUT SANAA

SANAA, the collaborative office of Kazuyo Sejima and Ryue Nishizawa, is a practice established in 1995. The firm, based in Tokyo, Japan, is operating internationally with an aim toward a broad range of architectural projects, landscaping, planning, interiors, exhibitions, furniture, and product design.

In recent years, SANAA has enjoyed growing foreign attention, resulting in several international projects in Asia, Europe and the U.S; the Zollverein School of Management and Design, Essen, Germany; the Rolex Learning Center, Lausanne, Switzerland; Grace Farms, Connecticut, USA; the Louvre, Lens, France; Bezalel Academy of Arts and Design, Jerusalem, Israel. These experiences have accustomed SANAA to the challenges and rewards involved in projects outside of Japan.

DESIGN TEAM COMPOSITION

SANAA, the Design Architect, will have the project directed by the two Principals, Kazuyo Sejima and Ryue Nishizawa, along with an experienced team in our office. The project will be undertaken with AGC Design Ltd., acting as the local Hong Kong architectural firm, and with ARUP Hong Kong, offering Engineering services including Structural and Geotechnical Engineering, as well as dedicated specialists such as Environmental, Facade, Building Services, Acoustic, Lighting, Security, Civil, Traffic, and IT & Communication Engineers.
Vision of the Project

Urban waterfronts are magical places. Places where people and cultures meet, where differences do not matter but inspire.

Places where the light and colours are more beautiful than anywhere else. We cannot imagine a better place to build a new museum than at the shores of Victoria Harbour of Hong Kong.

Since the Pompidou Centre in Paris and through the other institutions we have designed in the office in later days, we continuously expressed the idea that museums are mixing disciplines and are accessible places for everybody.

The M+ museum will be more than a museum, which is a great new challenge.

It will be a place for people, a place for art, where both meet and interact. Art makes people better people, more articulated, more curious, just better people. Buildings for art become ‘Places for People’ and they make cities better places to live in.

An important aspect is the art of making, the art of building, piece by piece. Exploring and working at the beauty, the craftsmanship and the technical advancement of each building element. We want to build a good building, good meaning in every sense of the word, this is important as museums last for hundreds of years.

We share the great and courageous ambition of M+ and the people of Hong Kong. We are very happy to be selected for this competition.
Company Profiles and Backgrounds

Renzo Piano together with Richard Rogers won the competition for Centre Pompidou in Paris in 1971. In 1981, the Renzo Piano Building Workshop was established, and it currently has a staff of 130 and offices in Paris, Genoa and New York.

RPBW has designed buildings all around the world including the Menil Collection in Houston, the Maison Hermès in Tokyo, The Astrup Fearnley Museum in Oslo and The Shard in London. Current projects include the redevelopment of the Whitney Museum of American Art and the Campus of Columbia University in New York, an expansion of the Kimbell Art Museum in Forth Worth and the Stavros Niarchos Foundation Cultural Centre in Athens.

Renzo Piano received numerous awards such as the RIBA Royal Gold Medal for Architecture in 1989, the Praemium Imperiale in Tokyo in 1995, the Pritzker Architecture Prize in 1998, and the AIA Gold Medal in 2008.

Ronald Lu and Partners (RLP) is an award winning architecture firm founded in 1976, with major works in Hong Kong and Mainland China. A leader in sustainable design, RLP is also recognized for design excellence in Community and Cultural projects, including the first purpose designed Chinese Opera facilities in Hong Kong, the Ko Shan Theatre Annex. Since 2004, RLP has won over 40 local and international design awards.

Arup are an independent firm of engineers and designers, founded in 1946 with an initial focus on structural engineering. Since then Arup has grown into an international multi-disciplinary practise with offices in Asia, Europe, the USA, the Middle East, Australia and Africa, and approximately 10,000 staff working across 35 countries in over 92 offices.

Design Team Composition

The design team is organized by Renzo Piano Building Workshop from Paris as the lead architect, working closely together with Hong Kong based Ronald Lu and Partners.

Arup London and Arup Hong Kong provide international and local engineering and design support. Renzo Piano and Arup have worked together since collaborating on the Centre Pompidou in 1971. Together the firms have created many of the finest museums in the world: recent examples include the LEED platinum rated California Academy of Science in San Francisco and the Art institute of Chicago.

Together with Ronald Lu and Partners we are a team that combines strong local knowledge with international experience designing and delivering world class museums.
The West Kowloon Cultural District (WKCD) will be developed into a cultural hub as one of the world’s largest and most ambitious integrated developments of art and culture. The M+, as a keystone development of the WKCD with a physical scale on par with some of the world’s largest museums for visual culture, aims to re-define the meaning and nature of the ‘museum’ of the coming century.

The collaboration of Shigeru Ban Architects + Thomas Chow Architects together envision M+ and the WKCD to become a place for everyone, from Hong Kong citizens to visitors from abroad, and art seekers to the casual passerby. Centrally located within the WKCD, a masterplan will be developed that integrates pedestrian circulation with multi-layered functions and activities with the goal of creating a smart public realm that can be embraced by its users.

The M+ design shall cater to the phased development of the WKCD site and allow the necessary flexibility during these stages. The facility itself will be designed to maximise flexibility in its function, operation, programmability, and physical configurable spaces, and shall remain adaptable to the changing needs of the future. Technically, the museum will incorporate leading technologies, while giving careful consideration and innovative solutions to environmental control and use of materials.

The architecture of the M+ itself will be iconic by its new definition and programming, and in its contextual relationship of Hong Kong. M+ will aspire to become an iconic representation of Hong Kong to the world.
Shigeru Ban Architects established in 1985, with offices in Tokyo, Paris and New York, has designed projects worldwide from private houses to large scale museums. Shigeru Ban’s designs are founded on clear conceptual ideas with structural rationality, and innovative use of materials, such as Centre Pompidou Metz and Nine Bridges Golf Clubhouse in Korea. Current projects include new headquarters for Swatch and Omega in Switzerland. He is also widely recognised for the use of paper tubes as a structural material in numerous disaster relief projects throughout the world.

Thomas Chow Architects Limited was formed in 1997 and has been involved in a wide range of projects in Hong Kong and China as an energetic architectural practice lead by Thomas Chow. Seeking perfection in architecture, and having successfully created unique identities and suitable characters for every project, the firm was twice awarded with the Medal of the Year from the HKIA.

THE DESIGN TEAM
The design team is a collaboration between Shigeru Ban Architects and Thomas Chow Architects. Shigeru Ban Architects, the design team leader, excels in providing award winning architectural designs solutions, by working closely with clients to focus on the specific needs of each project. The team is strengthened by Thomas Chow Architects with their expertise in design excellence combined with the local knowledge of the history and culture of Hong Kong.

The team is joined by Arup, one of the world’s leading multi-disciplinary engineering firms, whose breadth of resources and extensive professional services will ensure well-integrated technical solutions to reinforce the architectural design.

DBS New Complex at Diocesan Boys’ School by Thomas Chow Architectes / Mongkok, Hong Kong.
West Kowloon Cultural District M+ (Museum Plus)

Museum+ Vision
The Museum+ will be a place for experimentation, a cultural laboratory. This space will be shaped and formed by the co-creative forces of the users themselves in dialogue with the artistic and academic direction of the Museum. In this way the building becomes not frozen music but rather an instrument, upon which we can play. This instrument is not a white cube nor a black box, empty in its expression. The wider urban context requires an outward expression of the values and ethos of the place and content. Growing from the inside out, the Museum+ sets demands on its thresholds and boundaries, the box must be opened, blurring the definition of inside and outside, private and public, intimate and monumental. Accessible in the urban context, visually accessible, physically accessible and above all mentally accessible. In designing this building we can no longer accept the traditional boundaries between the disciplines of architecture, interior and landscape, we must all transposition. The design team must be wide and inclusive, not restrictive to accepted design professionals. Process is important, this must be designed to allow the content and energy in the Museum+ to form and shape the physical manifestation. Content driven, the space will be formed by the processes inside. Today these will be both digital and analogue at the same time. The one continually cross referencing and informing the other. At the heart of the Museum+ is a sense of experience. It is how the user moves through and experiences the spaces and becomes immersed in the content that defines the place. The Museum+ will become an icon in the city, it is however the experience and memory of experience that will become iconic and make the Museum+ a relevant and essential component in the cultural context of the city.

Company profiles
Snøhetta is an award-winning international architecture firm based in Oslo, Norway and New York City. Named after one of Norway’s highest mountain peaks, the practice is centered on a transdisciplinary approach where multiple professions work together to explore differing perspectives on the conditions for each project. Current projects include amongst others the expansion of the San Francisco Museum of Modern Art; the National 9/11 Memorial Museum Pavilion in New York; the King Abdulaziz Center for World Culture in Dhahran, Saudi Arabia.
www.snohetta.com

Ronald Lu and Partners (RLP) is an award winning architecture firm founded in 1976 by Dr. Ronald Lu, with major works in Hong Kong and Mainland China. A leader in sustainable design, RLP is also recognized for design excellence in Community and Cultural projects.
www.rlphk.com

Arup is an international multi-disciplinary consulting engineering practice with operations in Europe, the USA, the Middle East, Asia, Australia and Africa.
www.arup.com

Design Team Composition
Snøhetta and RLP will be a unique partnership that combines Snøhetta’s design strength and international reputation on high profile cultural and performance projects with RLP’s deep local knowledge and excellent project design and delivery expertise. To provide the best possible engineering and specialist knowledge support, the team will also collaborate with Arup from both Hong Kong and UK. RLP’s recent experience implementing the WKCD master plan ensures that the design of M+ will tie into the larger vision for this important cultural precinct. Snøhetta and RLP strive towards a holistic approach to architecture, which we see as a collaborative effort of many individuals and disciplines. In particular, with Snøhetta’s diversified design background including specialist interior and landscape services, the team will ensure a holistic design of excellence. RLP will be playing the critical role in providing the local perspective and context to the M+ project. As the local collaboration architect, RLP will be contributing their insight of the local culture, the expertise in the technical issues and the aspiration of the Hong Kong people to the project.
SNØHETTA - Alexandria Library, Alexandria, Egypt – completed 2001

SNØHETTA - The Norwegian National Opera and Ballet, Oslo Norway – completed 2008
Sendai Mediatheque combining four different programs breaks free from conventional art museum/library typologies. It serves as a revolutionary public space for citizens of Sendai.

**Vision for the project**

Hong Kong is an international city located geographically at the Centre of Asia, at the same time opens out towards Europe and America. The West Kowloon Cultural District is therefore a project of grand scale that acts as a major hub of cultural exchange between Asian and Western Culture. The M+ being at the heart of the development, must become the leading symbol of 21st Century Visual Culture, opening out to people world-wide.

M+ embodying four genres of Visual Culture - Visual Art, Design, Moving Images and Pop Culture – in one premise makes an unprecedented Museum. With the neighboring Lyric Hall and other cultural facilities, the site of M+ will become overflown with passionate Art and Culture. The M+ must become a medium that allow these elements to creatively mingle with each other, creating both a stimulating program and spatial experience.

The site context of M+ makes the museum a major node within the stretch of the Cultural District, connecting the City Park and Cultural Facilities on the E-W Axis, the Urban Area and the Water front on the N-S Axis. The M+ rather than reinforcing these boundaries by becoming a museum for mere art appreciation, it must captures all these elements and transform into an exciting and welcoming museum that becomes a part of HK’s global tourist infrastructure.
Lead Architect’s Profile

After graduating from the University of Tokyo in 1965, Toyo Ito founded his own office “URBOT” in 1971, which was later renamed Toyo Ito & Associates, Architects in 1979. He has been working on countless public and private projects in Japan and overseas ever since, and many of his completed projects have been awarded national and international honors. The “Sendai Mediatheque” built in 2001 is one of the most representative example, redefining public architecture and being acclaimed worldwide. He received the Golden Lion for Lifetime Achievement from the 8th International Architecture Exhibition “NEXT” at the Venice Biennale in 2002 and the Royal Gold Medal from the RIBA in 2006. The practice has a strong vision for architecture that brings man, architecture and nature closer to each other, strives for unique architecture that redefines its typology while fully integrated with its context.

Design Team Composition

Toyo Ito & Associates, Architects partnering with Benoy Limited (HK Office) has brought together a strong design team of experts that has global experiences and backgrounds.

Benoy Limited (HK) with its dedicated team of 300 talented designers and professionals led by Simon Blore, has resourceful networks and various experiences in coordinating large cultural developments. The office has a unique understanding of the context of WKCD due to its award winning “Elements” Project at the Kowloon transport integrated hub, and its involvement in the retail consultancy of the conceptual plan for WKCD with the Foster team.

L’Observatoire International, a lighting design firm based in New York, consists of formally trained lighting designers, architects, interior designers, engineers and artists brought together to pursue the common aim of lighting the built environment. Their involvement in the team will prove to benefit the holistic design of the museum.

Last but not least a highly experienced team of engineers including Ove Arup & Partners and J. Roger Preston Limited will provide technical support regarding structural, geotechnical and mechanical aspects of the museum. Together the design team will ensure that skills, knowledge and experience are in place to successfully deliver this unique project for the WKCD.

UC Berkeley Art Museum and Pacific Film Archive. The conventional “White Cube” is being pulled apart, creating visual and physical relationship between spaces.