

Chain Reaction: Transformations in Hotel Architecture



Chain Reaction: Transformations in Hotel Architecture

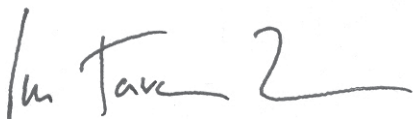
An exhibition curated by Luis Tavares Pereira, in collaboration with architects Paula Santos, and Paulo Martins Barata, writer Jorge Gomes Miranda and photographer Paulo Catrica, where projects by both portuguese and international architects will be presented on the place of Hotel Design in Contemporary Architecture.

The industry of Tourism is confronted with new challenges which derive from better and faster communications, and the consequent growth in people's circulation, and the up-lifting of travellers sophistication. As we become more global, so does the hotel become a central node in a society on the move and it's economy.

A new generation of hotels reflects transformations which displace the hotel into something more focused on the concept of experience, singularity and authenticity, in response to a growingly travelled, savvy and demanding audience. We witness an emphasis on 'hospitality', over that of 'industry', envisioning the Hotel as something more experiential, valuing differentiation and memory, as opposed to homogeneousness in design of the big chains, where each hotel is exactly the same as another, no matter where it is, leading to brand differentiation and segmentation. The imposing standard of the big chains starts to integrate more and better 'design' and integrate sensitive and creative and innovative solutions , where architects and designers have an important role, due to the very nature of their work.

The mutual impact between tourism and architecture will be illustrated and discussed through the presentation of some of the most relevant contemporary architectural designs, including a series of photographs by Paulo Catrica, purposely made for this exhibition, an essay and literary anthology on the hotel (1965-2008) and an original text by the writer Jorge Gomes Miranda.

The exhibition will be held in the old olive mill Portas do Céu and also in the stately house of Fonte da Pipa, in Loulé, Portugal, from June 20th through September th 2008.



Luís Tavares Pereira (arch)

May 2008

1 The Serralves Museum of Contemporary Art

The Serralves Museum of Contemporary Art, at Porto, is the most dynamic institution promoting contemporary art in Portugal. Built in 1999 in the Quinta de Serralves, a property comprising a large house surrounded by gardens, woods and meadows, commissioned in the 1930s to serve as a private residence and later used as an exhibition space, it is the work of Pritzker Prize winning architect Alvaro Siza Vieira.

The eighteen hectares of grounds also contain natural farmland, and are dotted with modern sculptures (including a much-photographed gigantic shovel by Claes Oldenburg and Coosje van Bruggen). Serralves Park received already several awards, including the “Henry Ford Prize for the Preservation of the Environment” (1997).

The history of Serralves Museum begins in 1996, when Vicente Todolí (currently the Director of the Tate Modern, in London) was appointed the Museum Artistic Director, alongside João Fernandes as Assistant Director, later becoming the Museum Artistic Director with Ulrich Loock his Assistant Director.

With temporary exhibitions taking up the entire space, the first exhibition titled “Circa 1968” set the limit period reference of focus of the Museum exhibitions, which included Andy Warhol: A factory (2000), Francis Bacon_ Caged – Uncaged (2003), Paula Rego (2004), Luc Tuymans – Dusk (2006) and Robert Rauschenberg_ Travelling ‘70-’76 (2007).

In preparation is a collaboration with Tate Modern for a Juan Muñoz retrospective to open in October 2008.

Serralves Museum was selected by the Portuguese Ministry of Economy to curate the art and architecture exhibitions at the Algarve integrated event-promotion Summer program 2007-2009, of which the exhibition “Chain Reaction: Transformations in Hotel Architecture” is part of.

Serralves is the most visited museum in Portugal with over 150 000 visitors in 2007.

www.serralves.pt



2 Where will the exhibition be held ?

The “Chain Reaction” exhibition will be held in the old Olive Mill “Portas do Céu” and the Stately House of “Quinta da Fonte da Pipa”, two different disabled spaces in Loulé, with unique heritage value, which are undergoing renovation works for the exhibition and for future public use, with the support of Loulé Municipality and their owners.

1. The stately house of Fonte da Pipa

What best defines this building from the last quarter of the XIX century is the romantic revival image resembling the Loire’s Chateaux, in France, with conical small turret and strongly tilted roofs complete with battlement structure and, in the interior, frescoes decoration by Pereira Cão.

The emplacement takes advantage of the terrain topography, the entrance on the East side, at mid level, with the lower level also having access to a wide terrace in the outside, delimited by a stone bench with ‘grotesque’ decoration and Gaudiesque motives, which will be used as a comfortable esplanade.

The exhibition will be held on the building’s ground floors, and outside spaces, taking advantage of the magnificent romantic garden.

2. The old olive mill Portas do Céu

Neighbouring the church of Portas do Céu through a ‘V’ shaped yard, the dry one level windowless façade of the olive mill faces the street with two industrial entrance doors completed with a plaster cornice. In the interior an large open central space organizes the bulding. Cross shaped with four perpendicular arches, holding a high tiled roof, with the structure fully exposed, the space conveys a southern atmosphere.

A series of rectangular shaped rooms with flat roofs, occupy the periphery of the lot, separated by inner courtyards resulting from the collapse of part of the structure.

The exhibition will make use of these spaces to display the selected projects and remaining contents, while the center space will become a semi-open air plaza hosting the reception, shop and cafeteria, for enjoying a drink after the beach.

Music selection by DJ Ina.

The cafeteria will offer a selection of typical portuguese pastry and drinks.

The catalogues from the different events will be on sale.



3 What will the catalogue be ?

The exhibition is accompanied by a fully illustrated catalogue, published by the Serralves Museum and distributed by Civilização Editora in Portugal and abroad by a world known publisher. The catalogue, which is available in the Museum's bookshops and online, features beside selected project's descriptions, with full sets of drawings and photographs, an essay and literary anthology on the hotel "hotels like houses/Houses like hotels(1965-2008)" and an original writing provisionally titled "International Hotel" both by Jorge Gomes Miranda, an original photographic series on operating hotels in Portugal and the UK, by Paulo Catrica, and a series of interviews with architects, designers, hoteliers, and urban culture magazine editors conducted by Paulo Martins Barata and Luis Tavares Pereira. Interviews include hoteliers Ian Schrager, pioneer of the "Boutique Hotel" concept, Simon Woodroffe, founder of Yotel, and Dionísio Pestana, Chairman of Pestana Hotel Chain; Tyler Brulé, founder of Wallpaper magazine and editor of Monocle, Designers Christian Liaigre and Philippe Starck, architects Álvaro Siza and Jacques Herzog, of Herzog & deMeuron, and will be a co-production with cable network SIC-Notícias.

Graphic design is in charge of award winning studio R2Design, of Artur Rebelo and Lizá Ramalho.

What was the "Toll Free: European Architects in Transit" catalogue?

The exhibition was accompanied by a fully illustrated 344pp catalogue, published by the Serralves Museum and distributed by Caleidoscópio in Portugal and abroad by a world known publisher. The catalogue, which is available in the Museum's bookshops and online, features essays by an international roster of specialists on architecture and the interaction resulting of exchanging practices within the European Community. A resounding questionnaire on the experience of working abroad, focusing on prosaic and conceptual issues on the subject is answered by each architect taking part in the exhibition.

Essay authors include Hans Ibelings, editor and publisher of A10 New European Architecture Magazine; Marie-Ange Brayer, Director of FRAC Centre art Orléans, Artistic Director of Archilab, to Stefano Boeri, Director of Abitare magazine and principal of Boeri Studio, Joaquim Moreno, co-editor of IN SI(S)TU magazine, or Anne Isopp from the European Platform of Architecture Wonderland.

Graphic design was a unique collaboration between two award winning studios from Porto, Andrew Howard Studio (responsible for the 'line' section) and R2design (responsible for the 'image' section).

Caleidoscópio is Portugal's leading publisher on architecture
Civilização Editores is a 125 year old bookhouse from Porto,





LIVRE CIRCULAÇÃO TOLL FREE

ARQUITECTOS
EUROPEUS
EM TRANSITO
EUROPEAN
ARCHITECTS
IN TRANSIT

JOÃO LUÍS CARRILHO DA GRAÇA PORTUGAL » FRANCE
FOSTER AND PARTNERS UNITED KINGDOM » PORTUGAL
CARLOS CASTANHEIRA E CLARA BASTAI PORTUGAL » ESPAÑA
ROBBRECHT EN DAEM ARCHITECTEN BELGIË » DEUTSCHLAND
JOÃO FERREIRA NUNES | PROAP PORTUGAL » BELGIË
MIRALLES TAGLIABUE | EMBT ESPAÑA » UNITED KINGDOM
GONÇALO BYRNE PORTUGAL » ITALIA
ÁLVARO SIZA VIEIRA PORTUGAL » ESPAÑA
REM KOOLHAAS, ELLEN VAN LOON | OMA NEDERLAND » PORTUGAL
FLORIAN BEIGEL + ARU UNITED KINGDOM » DEUTSCHLAND
EDUARDO SOUTO MOURA PORTUGAL » ESPAÑA
SERGISON BATES ARCHITECTS UNITED KINGDOM » PORTUGAL
MANUEL SALGADO | RISCO + NUNO PORTAS PORTUGAL » ITALIA
ALEXANDROS N. TOMBAZIS HELLAS » PORTUGAL
NUNO BRANDÃO COSTA + PPS PORTUGAL » SUISSE
FRANCISCO MANGADO ESPAÑA » FRANCE
MANUEL AIRES MATEUS PORTUGAL » CESKA REPUBLIKA
GONÇALO BYRNE PORTUGAL » BELGIË
DAVID CHIPPERFIELD UNITED KINGDOM » PORTUGAL
DELUGAN MEISSL ASSOCIATED ARCHITECTS ÖSTERREICH » DEUTSCHLAND
J. MAYER H. DEUTSCHLAND » ESPAÑA
PROMONTÓRIO PORTUGAL » ESPAÑA
BAUMSCHLAGER EBERLE ARCHITEKTURBÜRO LIECHTENSTEIN » DEUTSCHLAND
CECIL BALMOND | AGU c / w ADÃO DA FONSECA | AFA UNITED KINGDOM » PORTUGAL
EDUARDO SOUTO MOURA PORTUGAL » BELGIË
ATELIERS JEAN NOUVEL FRANCE » PORTUGAL
JOSÉ PAULO DOS SANTOS PORTUGAL » DEUTSCHLAND
BOERI STUDIO ITALIA » FRANCE
ZAHA HADID UNITED KINGDOM » ITALIA
ÁLVARO SIZA VIEIRA PORTUGAL » BELGIË
BRISAC GONZALEZ, ARCHITECTS UNITED KINGDOM » SVERIGE
JOÃO LUÍS CARRILHO DA GRAÇA PORTUGAL » CYPRUS
PETER MÄRKLI SCHWEIZ » PORTUGAL
JOÃO ÁLVARO ROCHA PORTUGAL » ESPAÑA
NIETO SOBEJANO ARQUITECTOS ESPAÑA » ÖSTERREICH
JOÃO GOMES DA SILVA | GLOBAL + INÊS LOBO PORTUGAL » ITALIA

FUNDAÇÃO SERRALVES

ALLGARVE

FUNDADO DE PORTUGAL  algarve

cael
dusc
opio

4 What was the 2007 exhibition?

“Toll Free: European Architects in Transit”

“Toll Free” was a joint/split exhibition of art and architecture curated by the Serralves Museum of Contemporary Art Artistic Director João Fernandes, and architect Luis Tavares Pereira.

Reusing of the extraordinary building of the old Beer Factory, in Faro, in advance of the Contemporary Art Museum of the city, the exhibition takes advantage of both the remarkable architectural heritage, resulting from the old city Castle, dating back from the 12th century, and the austere 19th century transformation for industrial purposes.

The exhibition organizes new circulations through the building, guaranteeing successive crossings between the art and the architecture exhibitions, by means of wooden frame structures that establish new connections by (re)activating formerly existing passages, closed for either protection, or property divisions along the building’s extended lifetime.

The architecture exhibition occupied the front building in three sequential spaces on top of each other with one single connection to the back building, while the art exhibition occupied the back building area around a ‘U’ courtyard, evolving in generous spaces along the three floors of the building. An ensemble of variable geometry tables collected all the exhibition material – lightboxes, models, videos – adapting to the space obstacles, and negotiating featuring works vicinities, presenting a diversity of viewing situations to the visitors at the architecture show.

Art works installation emphasizes the dialogue between the support and presentation mode of each work and the scale and spatial experience of the building, not withholding occasional and impressive views of the wonderful setting of the Faro estuary panorama, including a relaxing exterior top deck.









Luís Tavares Pereira born in Lisbon, 1966. Graduated from the architecture school of University of Porto (FAUP, 1991), M.Arch (Princeton University, 1996) and PhD Candidate (FAUP). He is the founding partner of [A] ainda arquitectura. Curator of the TAL'07 Lisbon International Architecture Triennale for the Guest Countries' Section and the Conference "The Heart of the City". He was curator of "Toll Free: European Architects in Transit", Ministry of Economy and Innovation / Turismo de Portugal / Serralves Museum, Faro, 2007; co-curator of "Metaflux: two generations in portuguese recent architecture" for the Venice Biennale, 2004; the multimedia project "Records of a Transformation" on the urban transformation of Porto 2001, and of the Prototypo Architecture Seminar "Performing the city", Porto, 2001. Guest editor of Prototypo magazine. Elected Vice-President of the Architects' Association at Porto (OA-SRN), 2008-2010. Formerly member of the board of OA-SRN co-responsible for Culture Programming, 2005-2007.



Paulo Martins Barata was born in Lisbon in 1965. Licensed architect by the Technical University of Lisbon, he received a Ph.D. from the ETH Zurich and an MBA from the University of Edinburgh. Worked in several offices in Finland, USA and Portugal, and since 1989, he is a partner of Promontorio Arquitectos, in Lisbon. Martins Barata was Fulbright Visiting Scholar at Columbia University, New York, in 1997, author of Alvaro Siza 1954-1976 (Blau GG: Lisbon, 1998), and Serralves Museum (White & Blue: Lisbon, 2001), and editor of various other books on architecture. In addition he published several essays on architectural criticism for publications such as Lotus (Milan), Prototypo (Lisbon), Expresso (Lisbon), Egoista (Lisbon), Techniques & Architecture (Paris), A+T (Madrid), Architecture Research Quarterly (Cambridge University Press) and Daidalos (Berlin), in the latter appointed member of the editorial board. He was Cass Gilbert Visiting Faculty at the University of Minnesota and Visiting Critic at the University of Texas at Austin. He was curator of the Prototypo Seminar in Architecture, held under the auspices of Porto 2001, European Capital of Culture. In addition, he was chief-curator of the seminar HARD LEAD, under the auspices of the Portuguese Order of Architects and served as President of the Jury of the SECIL National Architecture Award 2004 (universities). Martins Barata has been appointed a Member of the European Cultural Parliament (Graz, 2003), and in 2005, he served on the jury of VIZAR National Architecture Award of Bulgaria.



Paula Santos licensed in architecture in 1986 by the architecture school of University of Porto (FAUP). She started her own practice in 1987, after attending the pre-professionalization seminar under the orientation of Nuno Portas.

Since 2000 reformed her studio as paula santos – arquitectura, sociedade unipessoal, lda. providing masterplanning, architectural and interior design services. Having worked in several projects, such as: International Congress Center in Madrid (2007), Efanor's urban project(2006); Estonian National Museum (2005); vale do Côa Museum (2004); housing and commercial building in Viana do Castelo (2001); arquiological center in Mirôbriga (1998).

She collaborated with architects Carlos Guimarães and Eduardo Souto Moura, and in May 2001 was a founding partner of Sátira, design. Paula Santos also teaches Project IV at the architecture and arts Faculty Lusíada in Porto, since 1998.



Paulo Catrica was born in Lisbon, 1965. Lives and works in Lisbon and London. MA Image & Communication, Goldsmith's College, University of London (1997), Degree in History, Universidade Lusíada, Lisbon (1992), Photography Studies at Ar.Co., Lisbon.(1986). Catrica's work has been exhibited as resident at the CPF (Portuguese Center of Photography), at the Finnish Photography Triennale, and Gulbenkian Foundation, London, or the Midlands Art Center, Birmingham. His work is represented in a variety of solo and group exhibitions in Germany, Brazil, Spain, Portugal, France or Greece. In 2004 Catrica was runner-up for the most important photography award in Portugal, BesPhoto. His Work is featured in institutional and public collections such as the Siemens UK Art Collection; Museum of London; Birmingham Central Library; National Monuments Record, United Kingdom; Fundação Eugénio de Almeida, Évora, Portugal; Encontros de Imagem de Braga, Portugal; National Collection / Portuguese Center for Photography; Arquivo Fotográfico da Câmara Municipal de Lisboa, Portugal; Centro de Fotografia Isla de Tenerife, Tenerife, Spain.

Caticra's work has demonstrated a close interest to architecture, landscape and urban space themes, being featured regularly in architectural magazines and events including the 2007 Lisbon Architecture Triennale.

Jorge Gomes Miranda was born in Porto, 1965. Frequently publishing original texts as well as critical essays on literature, has published books such as: *O Que Nos Protege* (1995), *Portadas Abertas* (1999), *Curtas Metragens* (2002), *A Hora Perdida* (2003), *Postos de Escuta* (2003), *Este Mundo sem Abrigo* (2003), *O Caçador de Tempestades* (2004), *Pontos Luminosos* (2004) *Requiem* (2005), e *O Acidente* (2007).

Under the auspices of Porto 2001, European Capital of Culture, the author wrote a novel titled "O *Transplante*", included in *Registos de uma transformação*, Porto, 2001/2002 and also two literary anthologies: *Tráfico*, critical anthology on recent Portuguese literature, and *Double Face anthology on Portuguese authors who wrote about the Netherlands and Dutch authors who wrote about Portugal, from the XVI to the XX century*.

