

# W.E.L.C.O.M.E

## PROPOSAL FOR A POP-UP PARK | WAM

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## **Project Summary**

### **Feast: Radical Hospitality in Contemporary Art**

Since the 1930s, many artists have used the simple act of sharing food and drink to advance their own aesthetic goals and to foster critical engagement with the culture of their time. These artist-orchestrated meals offer a radical form of hospitality that punctures everyday experience. The meal becomes a means to spark encounters, focus attention, and shift perception. Feast surveys this practice for the first time, presenting the work of artists and artist groups who have transformed the shared meal into a compelling artistic medium.

The art in Feast stretches across eighty years, several continents, and a range of artistic approaches. It is arranged in a rough chronology: After a prologue, Feast offers examples of the artist-orchestrated meal as rooted in the European avant-garde during the early twentieth century; as propelled via idea-, action- and performance-based art in the 1960s and 1970s; and as embodied within the rise of participatory, socially engaged, and collaborative practices over the past two decades.

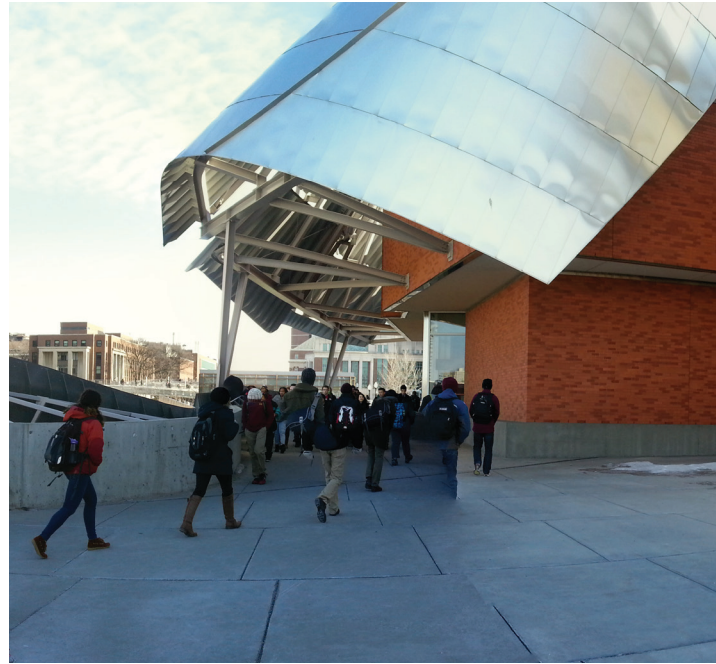
**Project Scope:** The Weisman Art Museum's front plaza serves as a thoroughfare for 20,000+ pedestrians and cyclists on the University of Minnesota Campus. Despite the high visibility of WAM, the vast majority of students do not engage with the museum. How can WAM be more hospitable? The Pop-Up Park Committee is charged with creating a 'Park' that is reflective of the dynamic space inside the museum, that engages visitors with concepts presented in Feast, and deploys elements of hospitable urban design. The park will be staged on WAM's plaza from April 20-May 3, 2015 and will culminate in a community day celebration.

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## WAM POP-UP PARK

**Scope:** The Weisman Art Museum's front plaza serves as a thoroughfare for 20,000+ pedestrians and cyclists on the University of Minnesota Campus. Despite the high visibility of WAM, the vast majority of students do not engage with the museum. How can WAM be more hospitable? The Pop-Up Park Committee is charged with creating a 'Park'

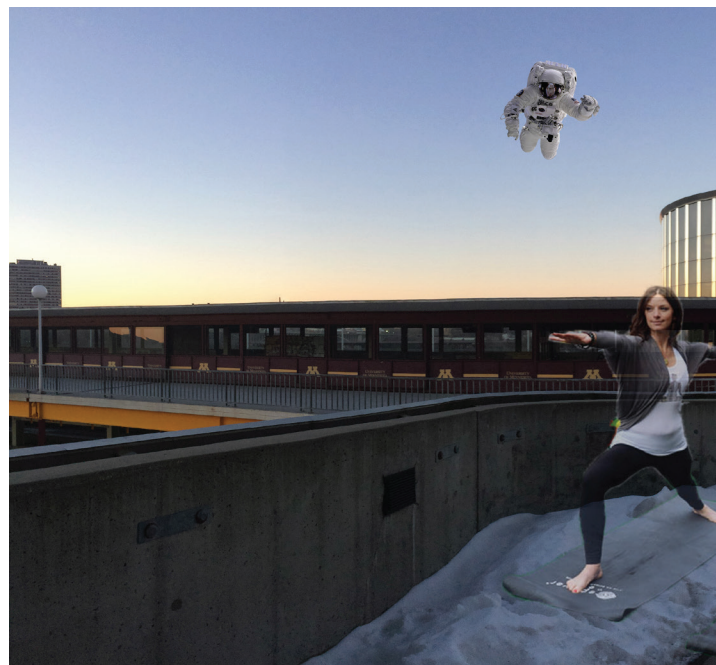


1- That is reflective of the dynamic space inside the museum.

2- That engages visitors with concepts presented in Feast.

3- Deploys elements of hospitable urban design.

The park will be staged on WAM's plaza from April 20-May 3, 2015 and will culminate in a community day celebration.





## **Feast: Radical Hospitality in Contemporary Art**

Since the 1930s, many artists have used the simple act of sharing food and drink to advance their own aesthetic goals and to foster critical engagement with the culture of their time. These artist-orchestrated meals offer a radical form of hospitality that punctures everyday experience. The meal becomes a means to spark encounters, focus attention, and shift perception. Feast surveys this practice for the first time, presenting the work of artists and artist groups who have transformed the shared meal into a compelling artistic medium.

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**Sam Gould | Red76, Additions/Occupy Your Home**  
**Mella Jaarsma, I Eat You Eat Me**  
**Lee Mingwei, The Dining Project**  
**Tom Marioni, The Act of Drinking Beer**  
**with Friends is the Highest Form of Art**  
**Ana Prvacki, The Greeting Committee**  
**David Robbins, Ice Cream Social**



**FEAST** RADICAL HOSPITALITY IN CONTEMPORARY ART



# **HOSPITALITY**

## **LAWS OF HOSPITALITY**

### **HOST**

**Provide shelter**

**Offer something to sit down/sleep**

**Offer something to drink/eat**

**Offer something to get warmer**

**Give something, a present**

**Ask for your opinion/conversation**

**Non discriminatory**

### **GUEST**

**Right of asylum in exchange for  
losing the anonymity**

**(give personal information)**

**Be thankful**

**Give compliments**



## GESTURES OF HOSPITALITY

Eye contact  
Smile  
Say Hi/Hello/Welcome  
Invite to Come in  
Say Bon Appetite

Bow of respect  
Hold the door  
Hats off  
Shake hands  
Show the way  
Ask for coats  
Toast  
Table's protocol  
Table's ceremonies  
Table's tradition



*Buon appetito*  
**BON**  
ON PROFIT  
**EGIN** BON APPÉTIT  
**BUEN**  
**PROVECHO!**  
Enjoy your meal  
**GUTEN** *Kalon*  
**APPÉTIT** *digor*  
BONUM APPETITIONEM



## HOSPITABLE ENVIRONMENT

Comfortable  
Intimacy  
Good Light  
Temperature  
Alone-Between friends  
Colorful  
Green-ish  
Careful presentation  
Non discriminatory



## BE HOSPITABLE TO ATTRACT PEOPLE USING URBAN DESIGN

Signs  
Sound  
Music  
Color  
Complexity  
Interaction



# RADICAL

OUT OF CONTEXT

UNEXPECTED USES

HOST-GUEST ROLES

TENSION, BLURRING ROLES

UNCOMFORTABLE SITUATIONS

SEARCHING OF EXTREMES, EXCESSES

BEING BURLESQUE

CHANGIGN POINT OF VIEW

SOCIAL COMMITMENT



## STRATEGY

### 1- BE SURPRISING

Fun, interactive, vibrant,  
attractive,entertainment...

### 2- INTRODUCE THE EXHIBITION

Use ideas for each perform-  
ance. A preview..

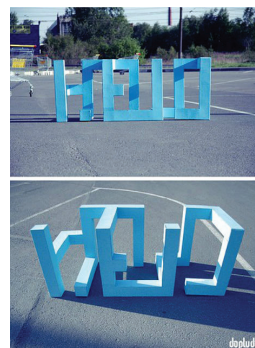
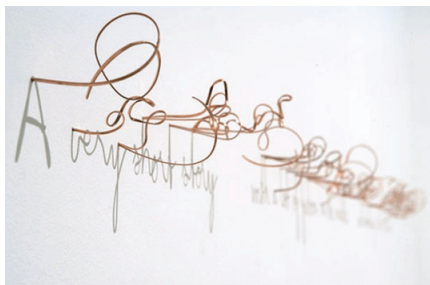
### 3- BE HOSPITABLE TO BRING PEOPLE IN THE MUSEUM

Seating, Events, inviting peo-  
ple to come...



## INSPIRATION

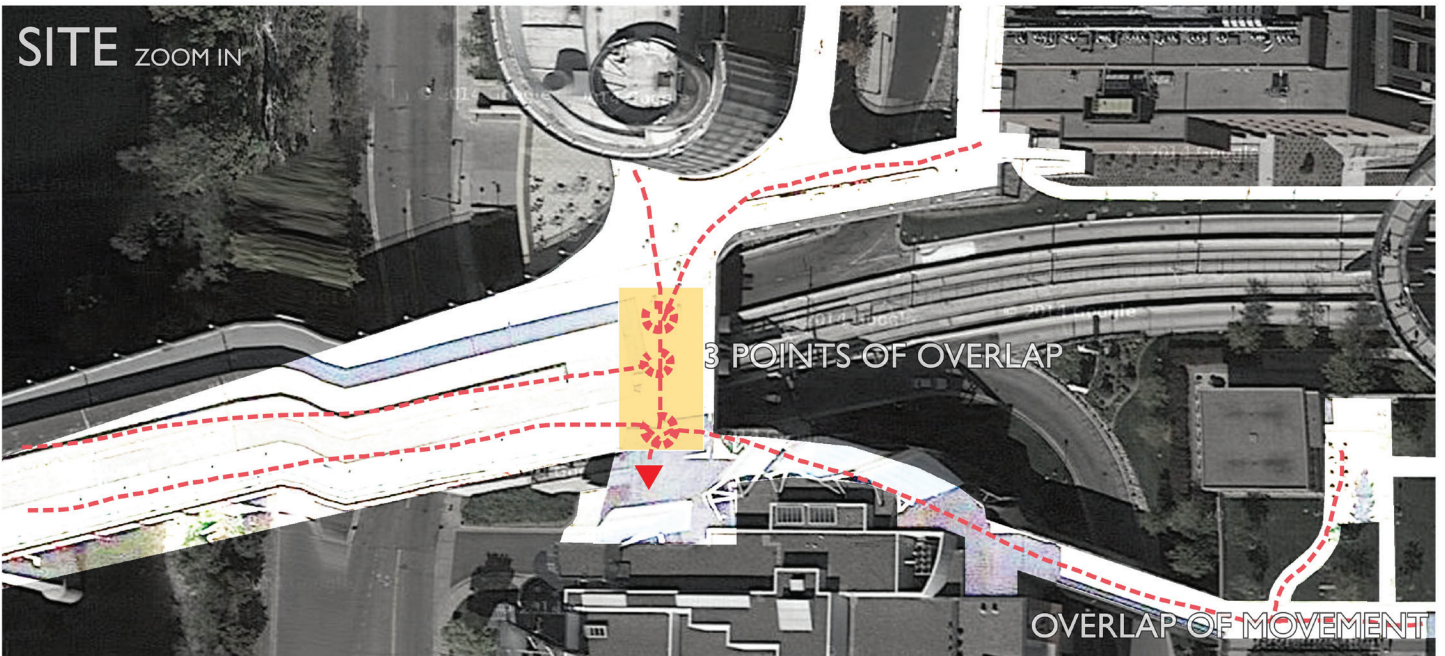
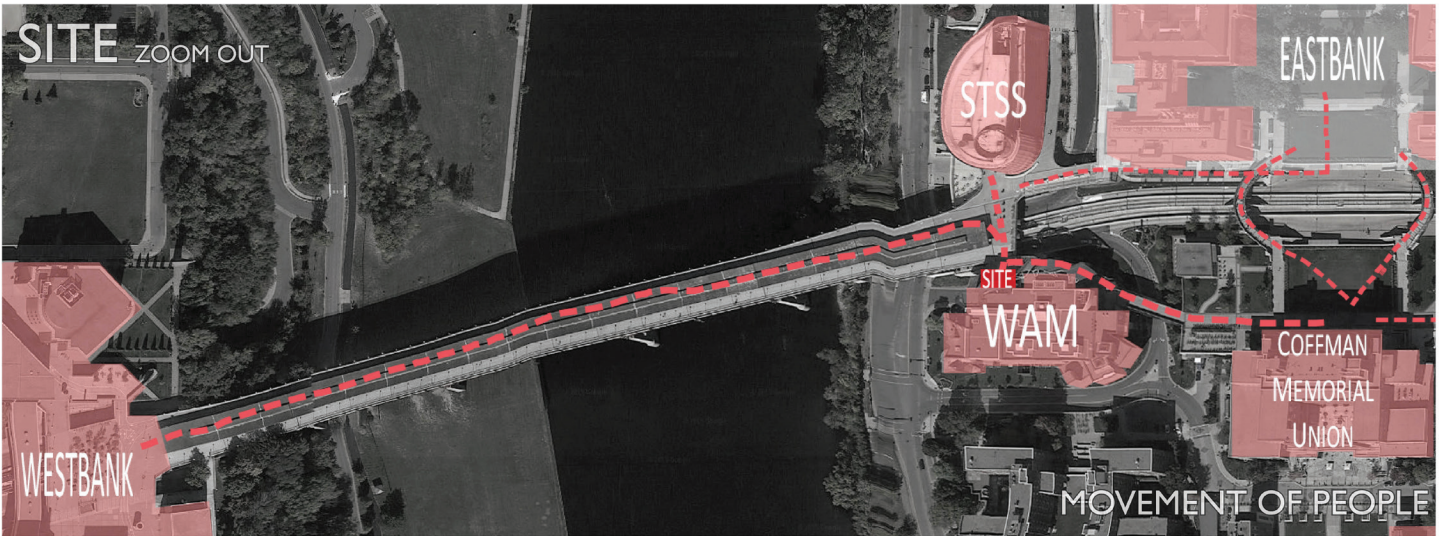
### \_typography



### \_table arrangement

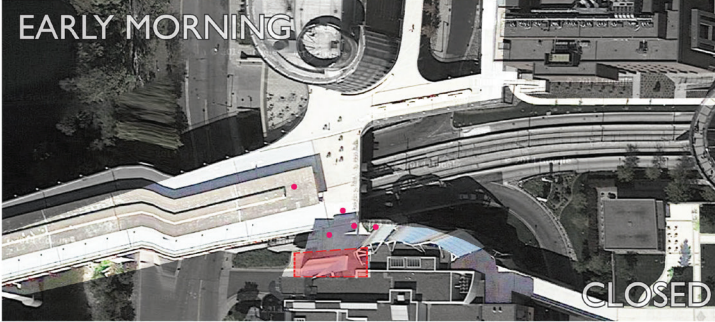


# SITE ANALYSIS





9:00



EARLY MORNING

CLOSED



10:00

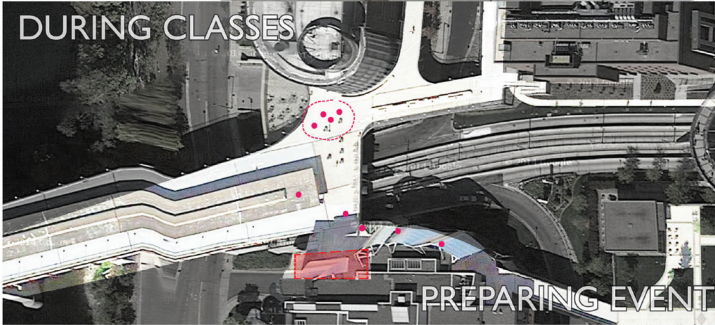


BEFORE CLASSES

SHOWING WELCOME POP-UP PARK



10:30

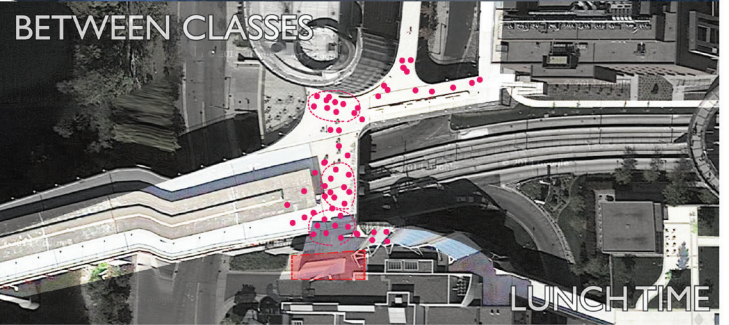


DURING CLASSES

PREPARING EVENT



12:30

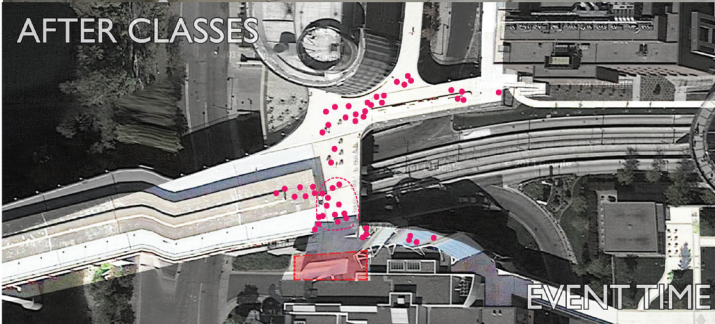


BETWEEN CLASSES

LUNCH TIME



14:30

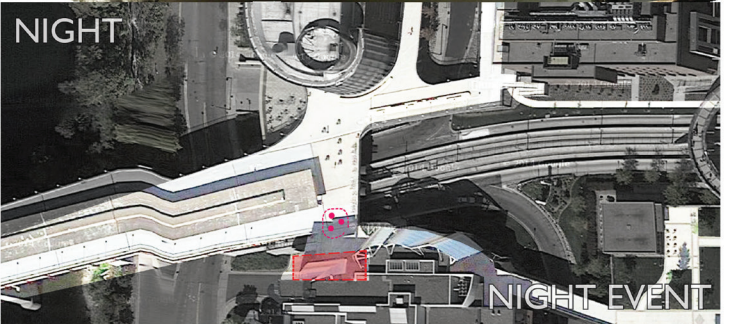


AFTER CLASSES

EVENT TIME



19:00

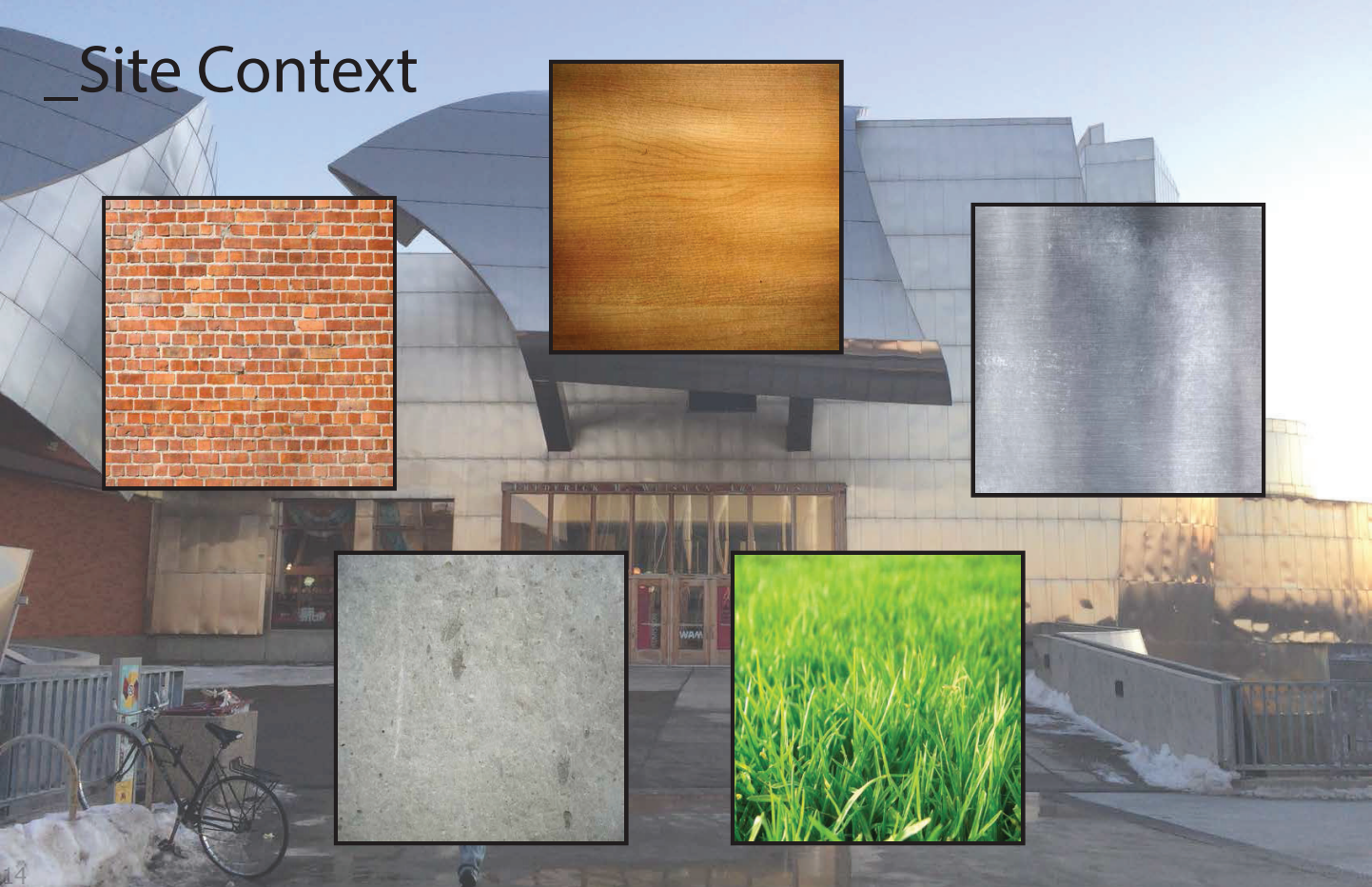


NIGHT

NIGHT EVENT

**SITE CONTEXT**

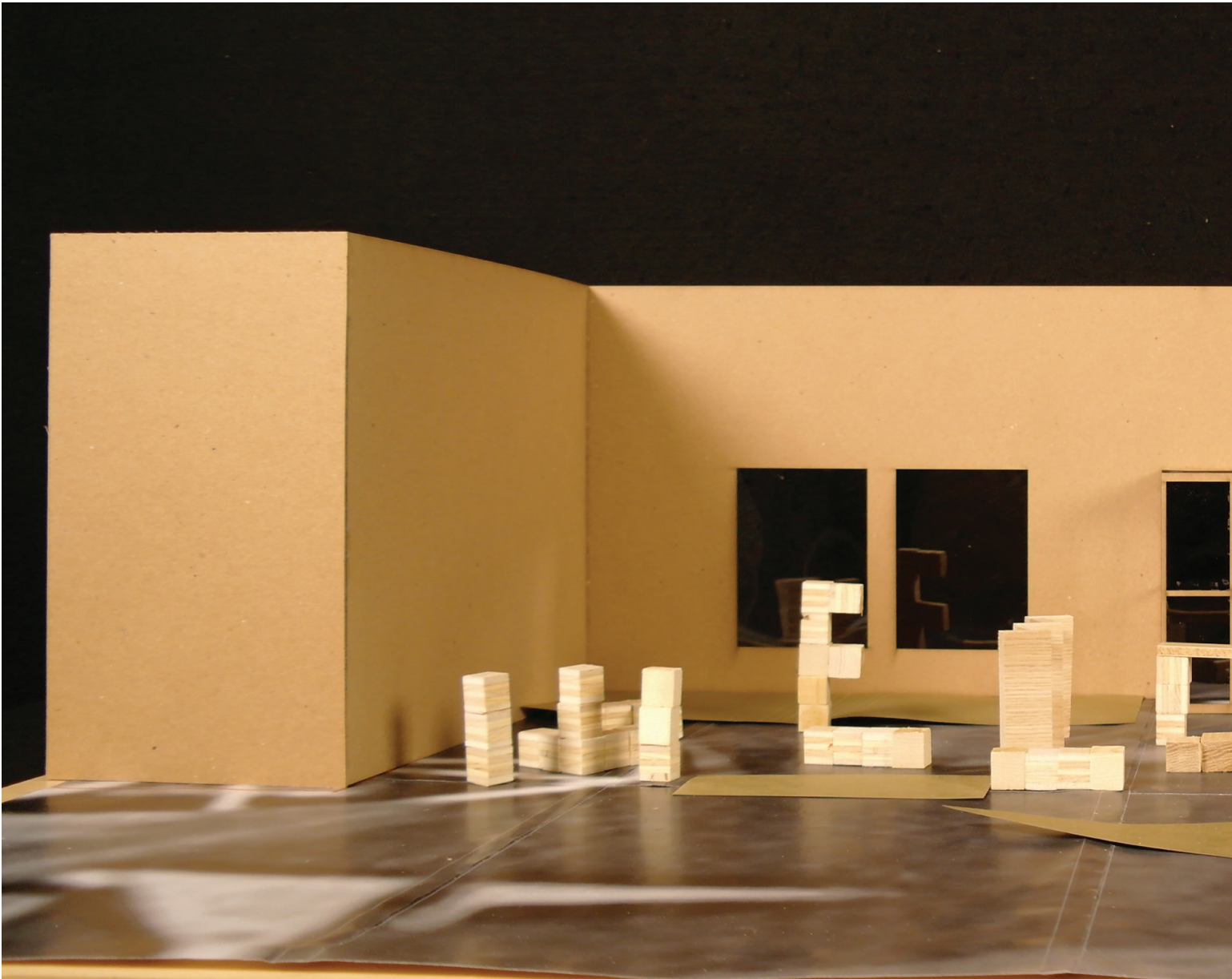
- brick
- wood
- steel
- concrete
- grass



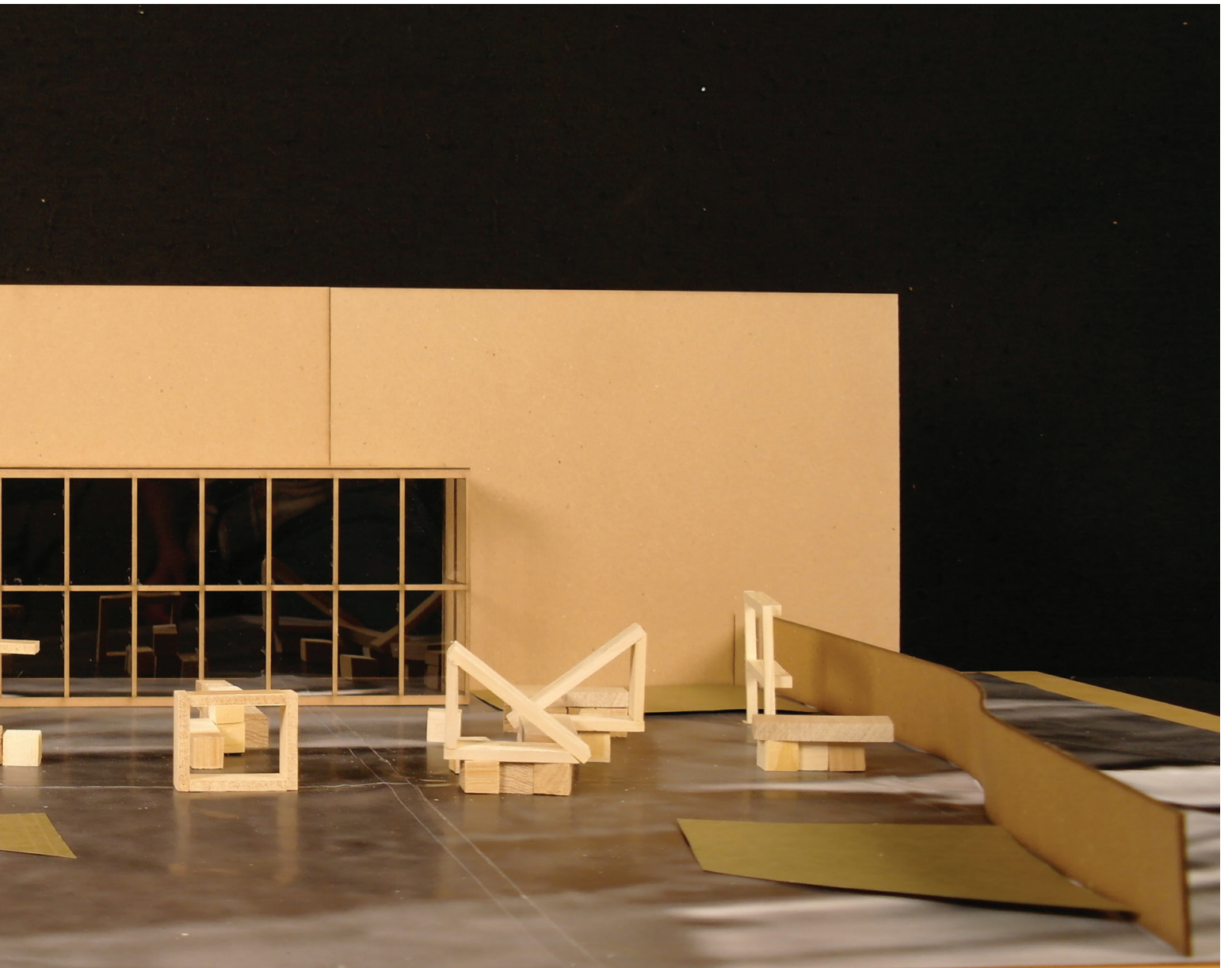


**OVERALL VIEW**

**W.E.L.C.O.M.E**

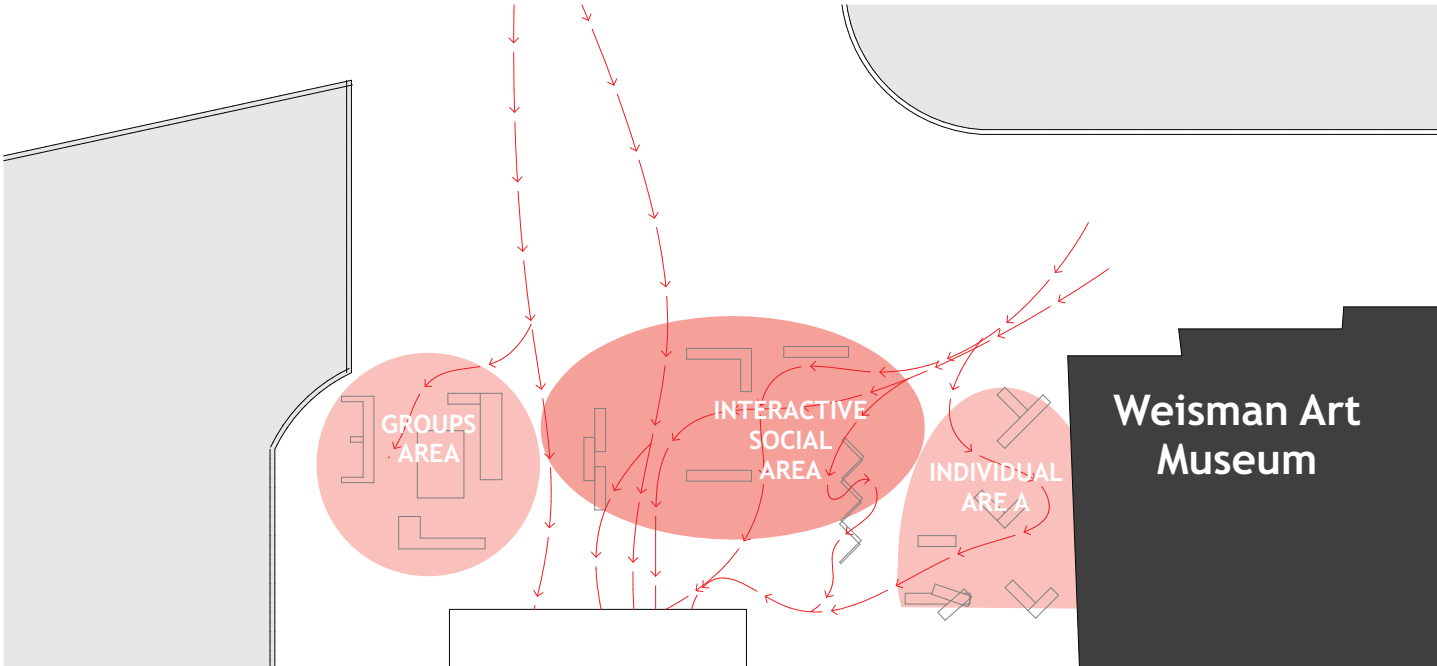






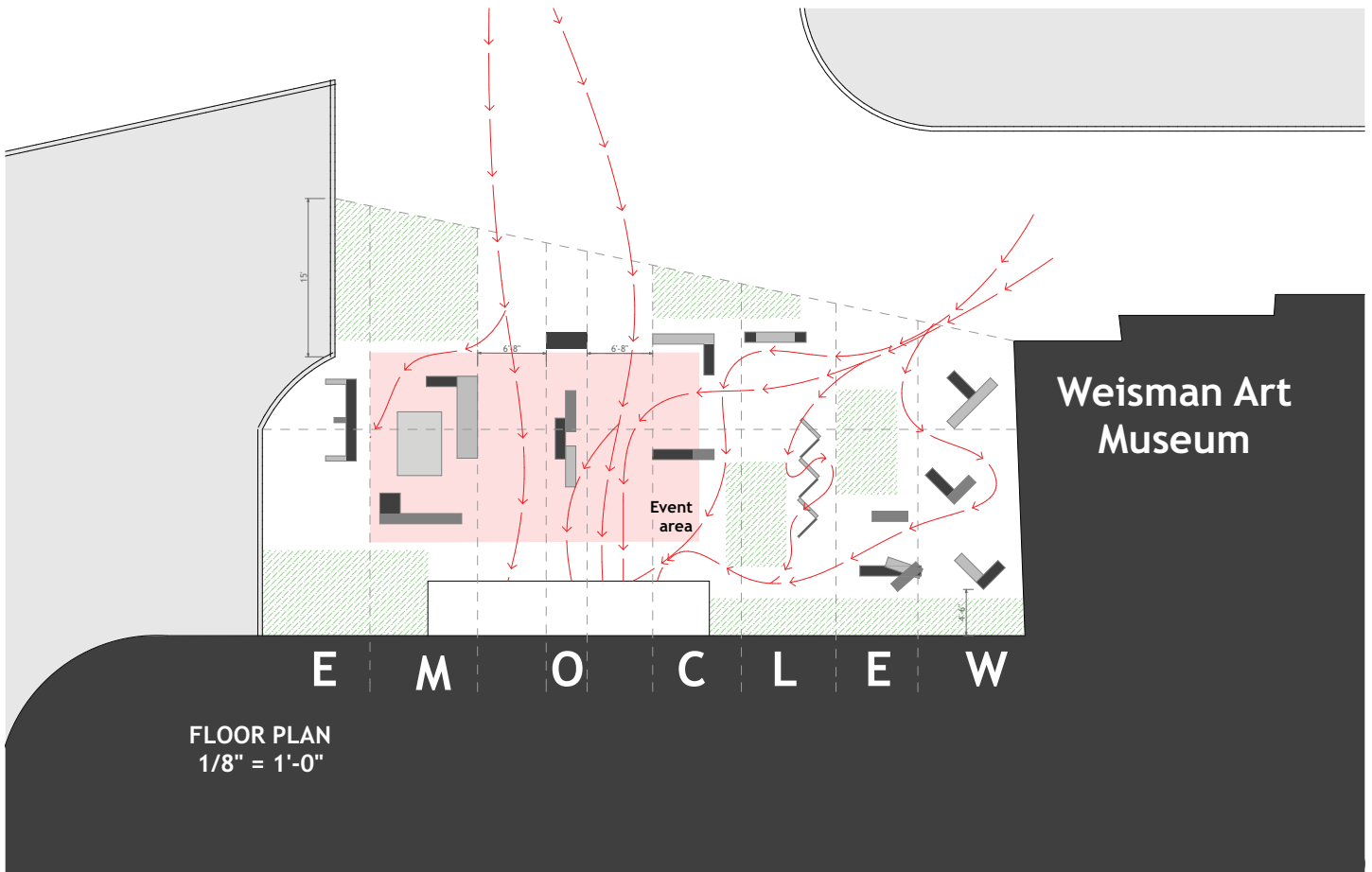
# SITE PLAN

## SCHEME



SCHEME  
1/8" = 1'-0"

# FLOOR PLAN



Weisman Art  
Museum

E M O C L E W

FLOOR PLAN  
1/8" = 1'-0"

AREA	TYPE	SIGN	OBJECT-PROGRAM	CONSTRUCTION MATERIALITY	
I N D I V I D U A L	FIXED	W	INDIVIDUAL SEATING AND TABLES READING EATING	RECLAIMED WOOD PALLET PLYWOOD PLEXIGLASS	
	FIXED	E	STORAGE WALL ARCHIVE SHARING INFO	RECLAIMED WOOD PALLET PLYWOOD PLEXIGLASS	
I N T E R A C T I V E	FIXED	L	THRESHOLD INST. CONTAINER BENCH SHARING WALL (LOSE THE ANONYMITY) WRITE YOUR NAME, IDEAS	RECLAIMED WOODEN DOORS AND FRAMES	
	FIXED	C	STAGE PLATFORM SPOTLIGHT TABLE FEST	RECLAIMED WOOD MOVABLE LIGHT	
	FIXED	O	CONTAINER FOR... FOOD DONATIONS GARBAGE	RECLAIMED WOOD PALLET PLYWOOD PLEXIGLASS	
G R O U P S	FIXED	M	GROUP SEATING STADIUM STEP CHILL-OUT AREA YOU HOST. MUSIC	WOOD PLYWOOD PLEXIGLASS	
	FIXED	E	WALL AND TABLE  WINDOW POINT OF VIEW	CHALK BOARD PLEXIGLASS BLUE-TOOTH SPEAKERS	
A L L	MOBILE		SEATS TABLE BEANCHEWS PLANTER	CARDBOARD TOYS FACTORY LEFTOVERS	
	MOBILE		PUFF FOR CHILL	TEXTILE OR PLASTIC BAG  CORN	

# \_ H O S P I

PIECES

RADICAL HOSPITALITY

POTENTIAL MATERIALS



PUBLIC-INDIVIDUAL  
ARRANGEABLE  
SPACE



FLOW OF  
INFORMATION



IN-OUT EXPERIENCE  
WELCOMING TO  
EXPRESS IDEAS



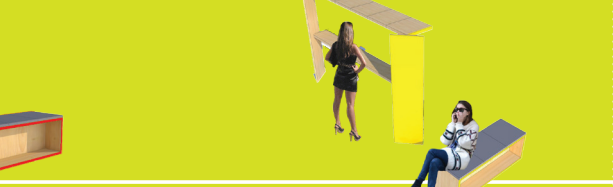
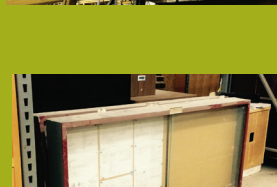
SPOTLIGHT TO  
HIGHLIGHT  
IDEAS



GIVE AND TAKE  
SOCIAL  
COMMITMENT



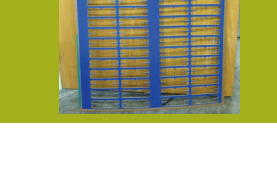
UNEXPECTED PLACE  
FOR SHARING  
VIEWING  
BE VIEW



HOW IS THE GUEST  
AND THE HOST



OUT OF  
CONTEXT  
USE

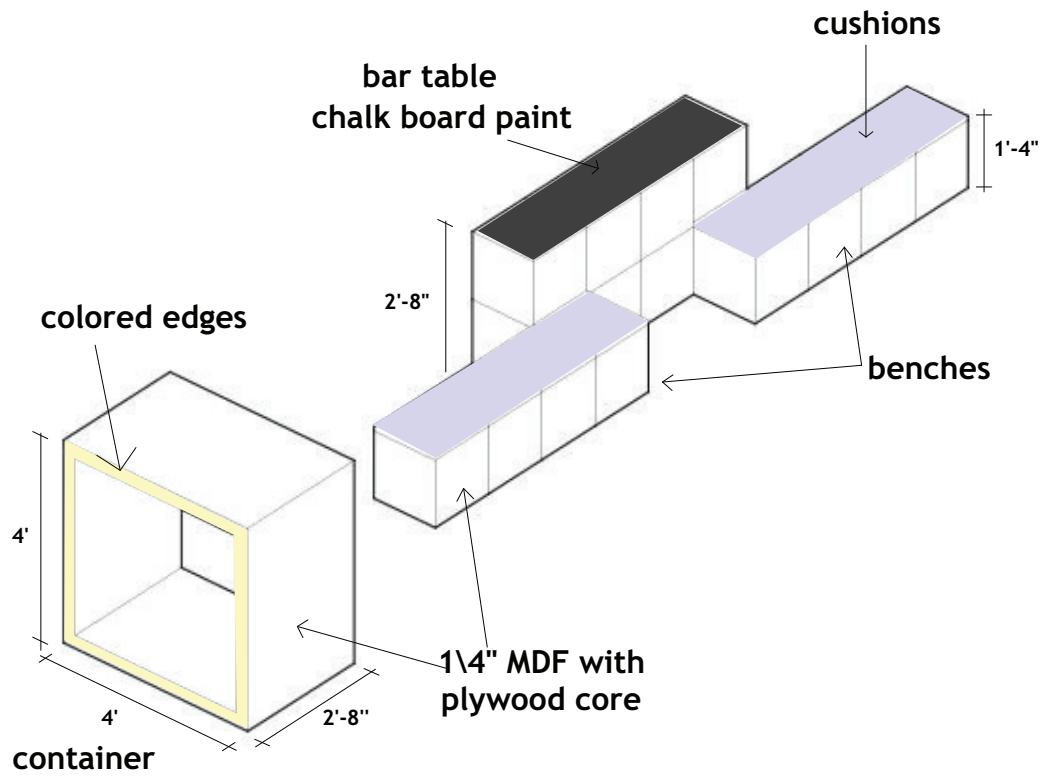


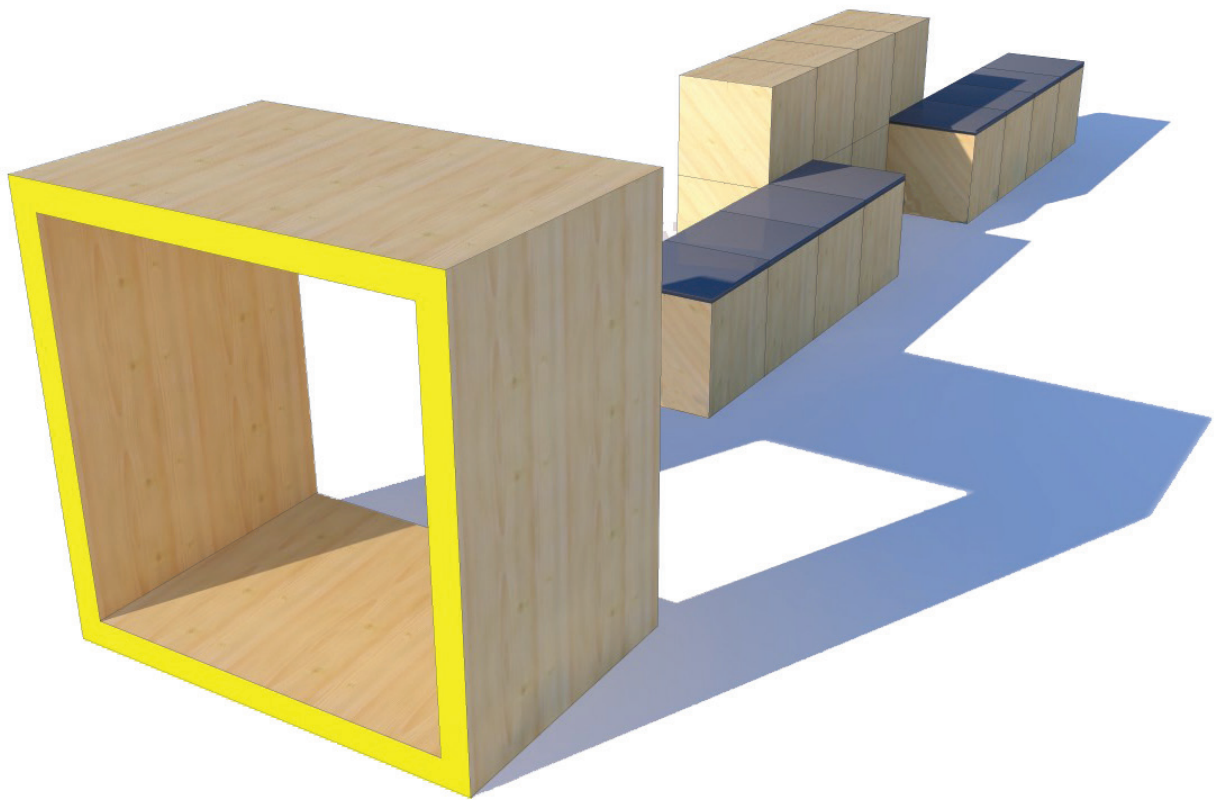
OUT OF  
CONTEXT  
USE

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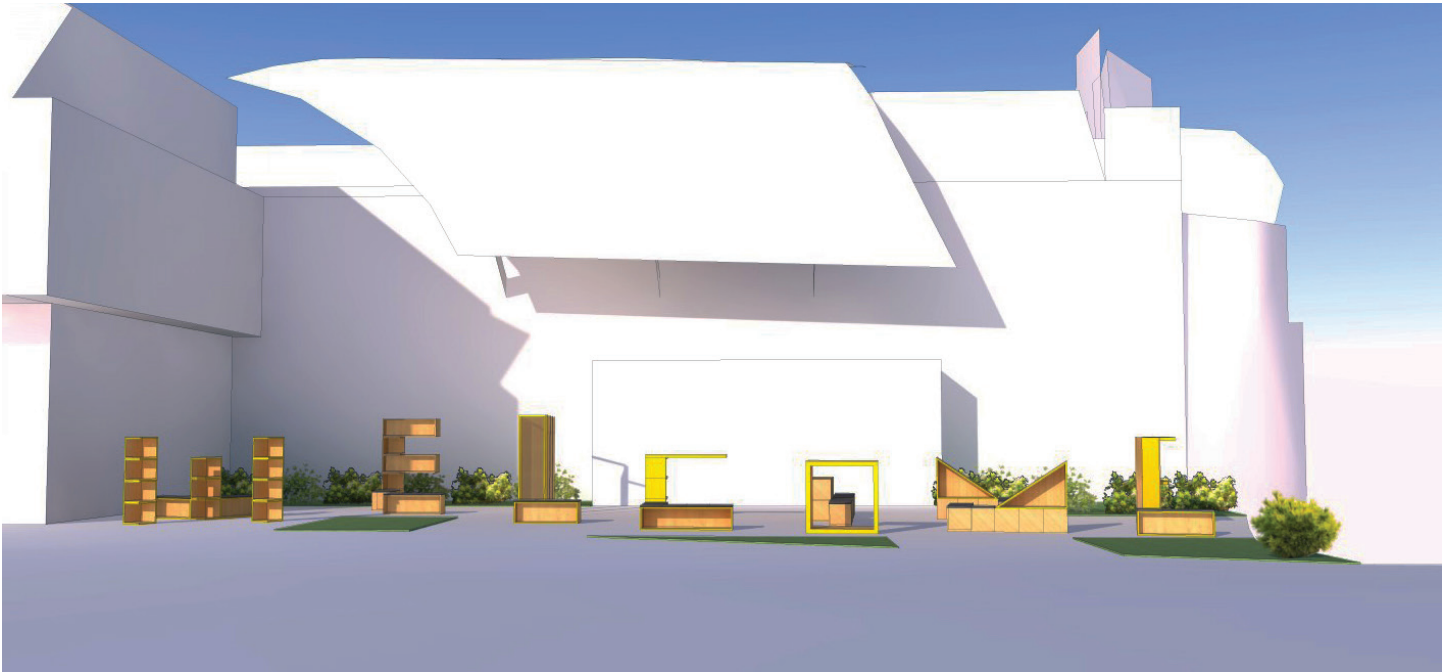
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# CONSTRUCTION

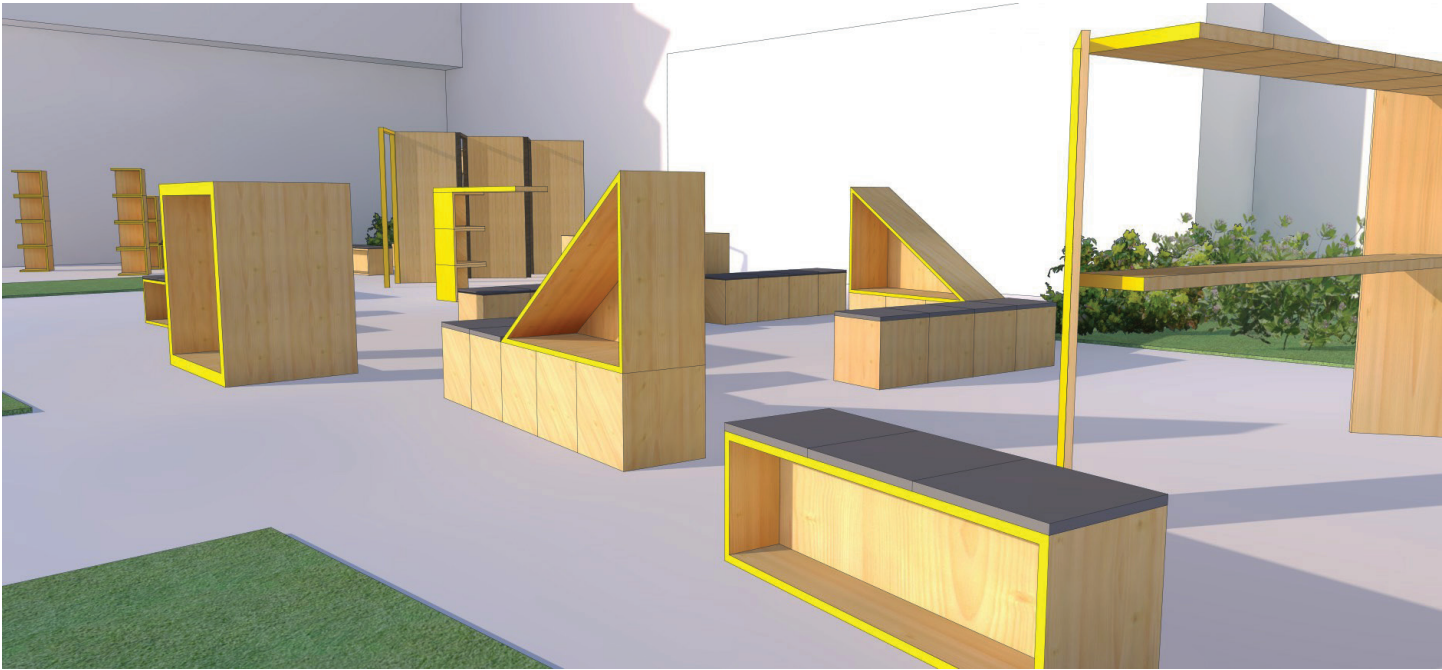




# PERSPECTIVE







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- Feast, Radical Hospitality in contemporary Art, Stephanie Smith, ed. Smart Museum of Art. The university of Chicago. Jun 2012

- BORROWED CITY, MOTOElastico [Simone Carena | Marco Bruno + Minji Kim]. ed. Damdi. Nov 2013