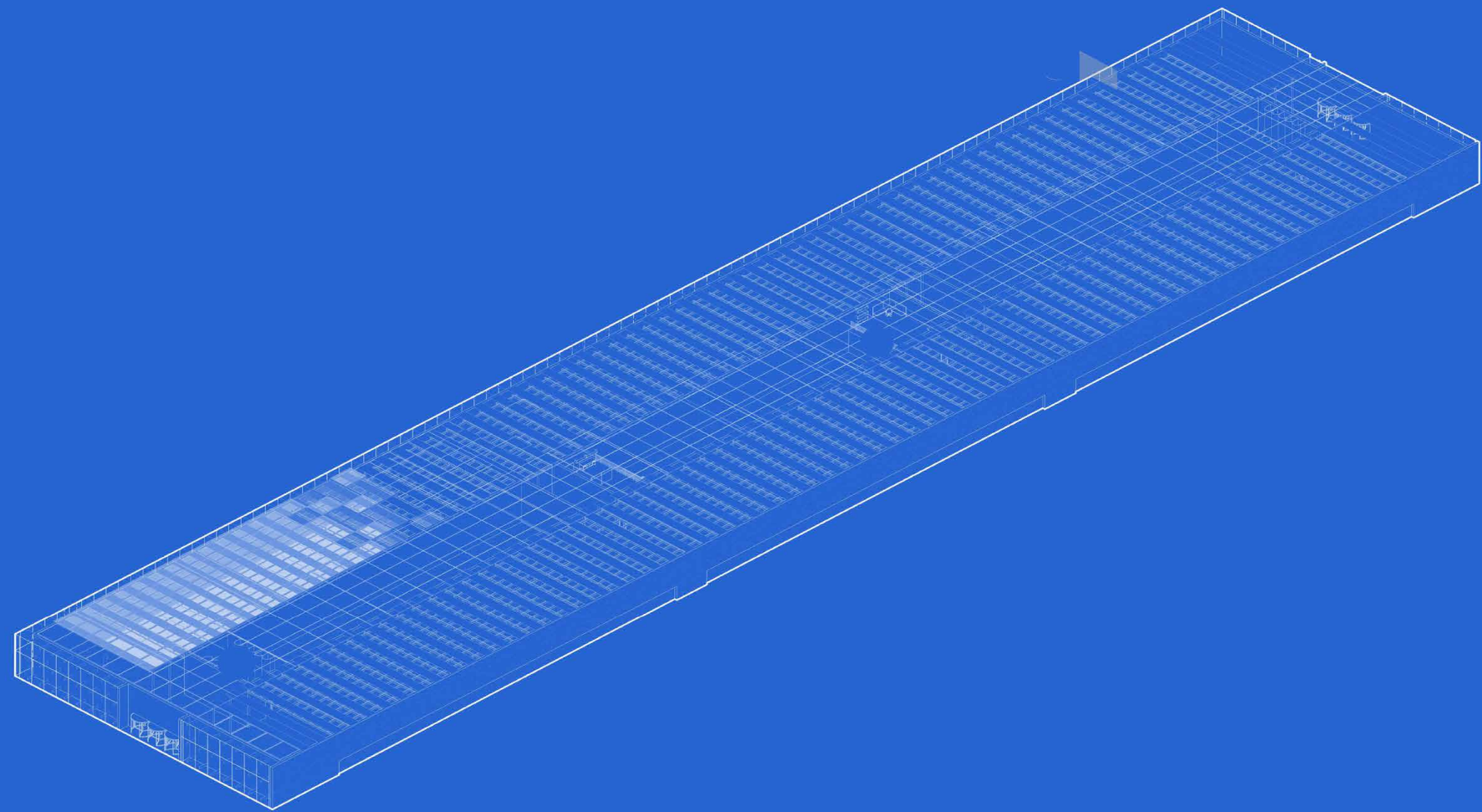


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Title	An Art Gallery with No Art
Program	Commercial Use
Zoning	CD-1
Status	Concept
Location	Vancouver, B.C.
Size	45,200 sqf





i_ Rising land values has freed companies to rethink how to best use brick and mortar locations to build their brand.

ii_ We are at the beginning of one of the greatest shifts in the history of the retail landscape. Millions of shoppers will move from brick and mortar locations as their primary source of goods to online shopping in the near future. This shift will force us to reconsider what the architectural consequences of consumption will now be.

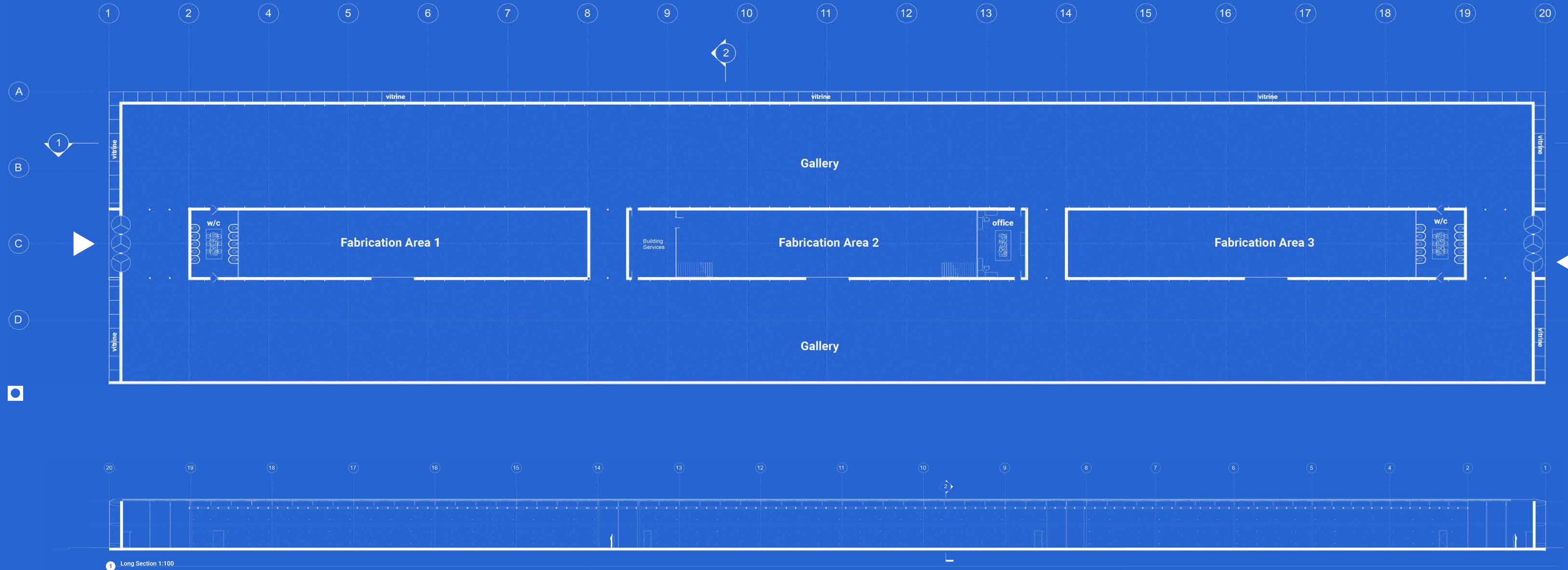
▲ i_ Rising land values has freed companies to re-think how to best use brick and mortar locations to build their brand. ii_ We are at the beginning of one of the greatest shifts in the history of the retail landscape. Millions of shoppers will move from brick and mortar locations as their primary source of goods to online shopping in the near future. This shift will force us to reconsdier what **the architectural consequences of consumption** will now be. iii_ During the renaissance it was common for the wealthiest members of society to sponsor an artist. They would cover the artist's living expenses, and in return the artist would produce artwork that the patron so desired. Today, brands are becoming what we can understand as contemporary Medici. Major brands are spending huge amounts of money to allow artist's to continue to produce work through the lens of the brand identity. What is the future of this symbiotic relationship?

iv_ (Land value + online migration) How will these cultural shifts intersect and what is the result within the built environment?

This scheme looks at a retail space that has been relieved of its archaic purpose a point of sale locations. Individual stores have been amalgamated into a large open floor plan that is to house installations by artists that act as brand building activations. This space is to be treated as a gallery. Visitors come for an experiential quality that will inform their future online purchases. The brand profits from the artist's work and the artist is able to continue their artistic process.



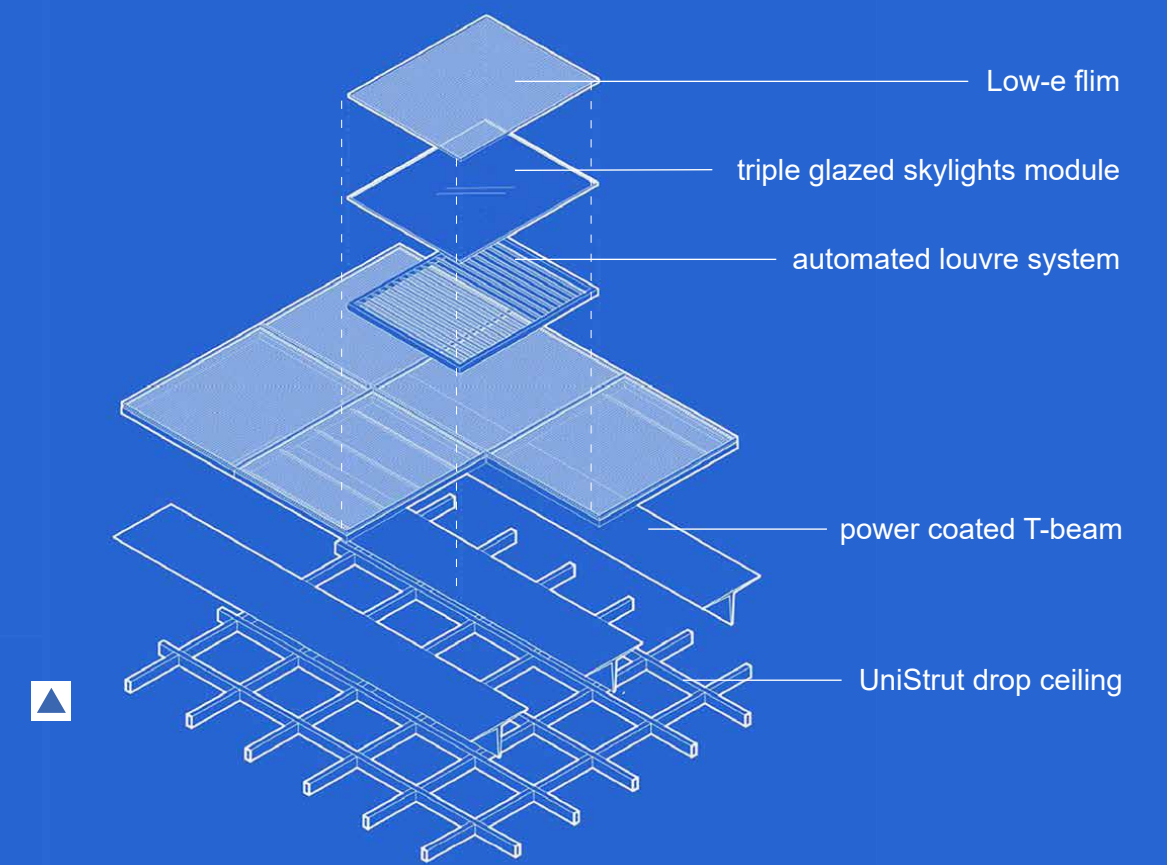
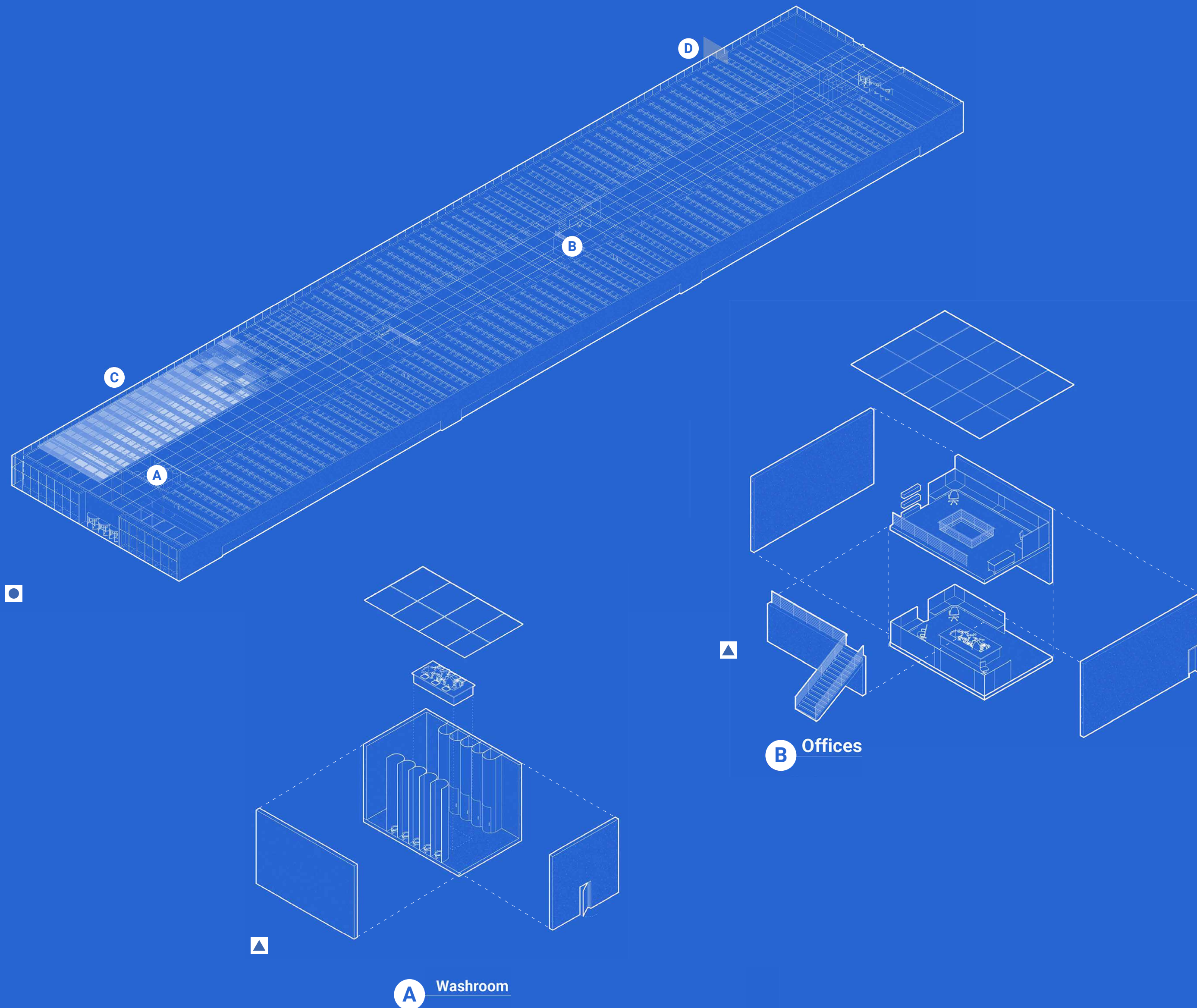
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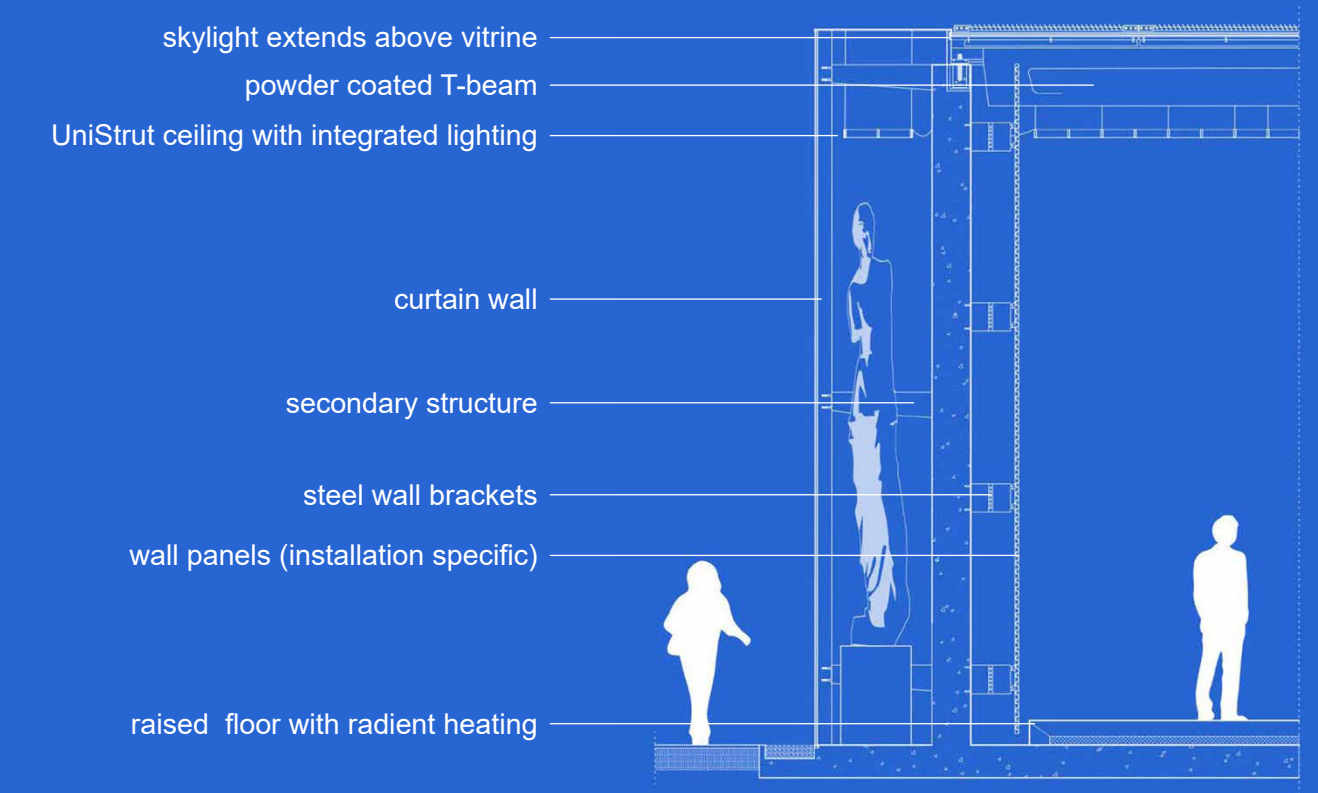
► This spatial concept manifests itself as a singular rugged loop of a triple height volume capable of hosting a wide range of installations. The loop orbits three long service bars. These bars house fabrication areas, offices, building services and washrooms. Large T-beams span the gallery space and support a louvered roof system that provides consistent diffused natural light at all times of the day. Surrounding the gallery on the Thurlow, Robson and Burrard Facade is a large vitrine that expands upon the traditional store front window typology to create an expansive public gallery along one of Vancouver's busiest street.



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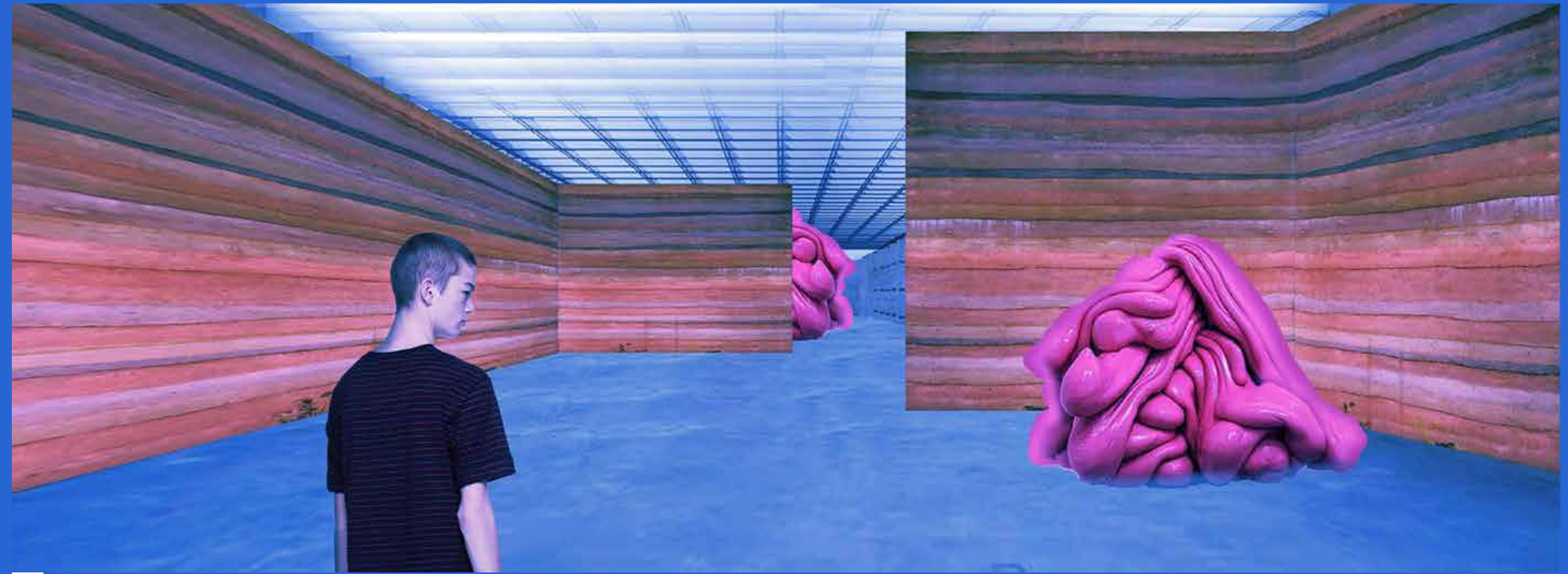
C Roof Assembly



D Typical Vitrine Section



Jon Gerrard for Screveface™



Jeff Koons for Hubba Bubba™



Food New York for Off-White™



King Krule for Umbro™



Bjarke Ingels for Helmut Lang™



Matias Faldbakken for Balenciaga™