



Learning from Denmark: Nanotourism & The Future of Eating – Exhibition Design

Jakob Travnik

Alessandro Porcelli

+ Excursion ● site-visit & research ● 2.5 ECTS
● 252.593 ● 10. - 12.05.2018 ● flights and
accommodation to be organised individually

Großes Entwerfen ● 10 ECTS ● 253.109 ● intro
meeting ● Thursday 08.03.2018 ● 14:00 - 16:00 ●
Seminarraum 2 ● weekly meetings ● Thursdays ●
13:00 - 17:00 ● group work ● course will be held in
English

During a research based excursion in October 2017, the architectural research & design studio Nanotourism & The Future of Eating WS 2017/18 closely examined and experienced the current gastronomic trends and initiatives in Copenhagen. It was during this visit, that we met Alessandro Porcelli, founder of Cook It Raw, with whom we quickly established a shared ambition and exposed a need for the re-thinking and development of new types of gastronomic initiatives based on extreme locality, social inclusion and community participation.

Subsequently, the studio collaborated on the design of speculative proposals for 'The Food Zone', an initiative from Alessandro himself, for which we created six strategic projects, each responding very differently to the specific conditions present at the site of Nørrebrohallen in Copenhagen. Given the turbulent and multicultural context of the district of Nørrebro, the projects speculate on the role of architecture as a mediator between food production, consumption and culture by proposing new architectural typologies which facilitate these interactions.

The SS 2018 course will focus on designing a site-specific exhibition which will expose these projects in the context of the actual project site at the Nørrebrohallen, Copenhagen. The exhibition will open in parallel to the annual Copenhagen Cooking festival which will take place 24.8 - 2.9.2018.

Using nanotourism as an operational framework for design thinking and making, we will design a series of exhibition proposals from which one will be selected, upgraded, planned and ultimately constructed on site in 1:1 scale. The design will deal with the use of locally-specific, recyclable materials in order to underline the festival's goals in changing the perspective on the use of waste and local resources. The focus will lay beyond purely exhibiting the developed architectural projects - by designing an innovative exhibition format which can act as a platform for discussion and community participation, the exhibition should ultimately engage members of the local community to co-create 'The Food Zone' in their own neighbourhood.

The initial phase of concept development and planning will take place in Vienna and will include a short research excursion to Copenhagen in May. The construction phase will take place in Copenhagen during August.