

# Summary of Exhibition: Swiss Scale

## 1. The exhibition

"SWISS SCALE" (tentative title) exhibition of Swiss Architecture in Seoul, Korea intends to provide an in depth understanding of the quality of Swiss architecture in multiple dimensions. 33 projects will be shown to provide the audience with broad but unique understanding of Swiss architecture dealing with the issue of sustainability. Among the 33 projects, 12 projects will be investigated deeper by showing the projects using 4 different scales which will provide not only information but an experience to feel and sense the spatial quality of each project. Additionally, the exhibition will deal with the use of materials in Swiss Architecture and also an academic workshop and lecture will be held between Yonsei University and ETH Singapore during the time of exhibition. Swiss Scale exhibition will open on 6<sup>th</sup> November 2013.

## 2. Curators

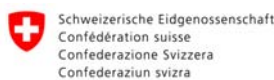
Sang Hoon Youm – principal, Studio WY

Jooeun Sung – professor, Yonsei University

Nathalie Herschdorfer (swissposition) - art historian, photography specialist

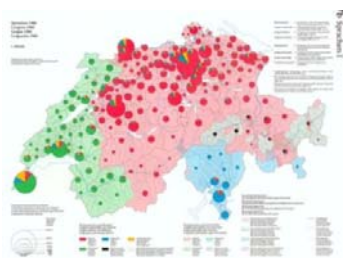
## 3. Organizing Partners

Embassy of Switzerland in Republic of Korea, Korea Foundation, Yonsei University, ETH Singapore



## 4. Content of Exhibition

**1) Introduction:** Introduction will include summary and intent of the exhibition and also provide a general understanding of Switzerland by displaying different information maps and diagrams of Switzerland; such as Topology, Language, Cantons, Railroad, Location of 33 projects etc. If possible the exhibition will compare the data with Korea.



**2) Section 1 - swissposition:** This section consists of 44 pictures of 33 architectural projects dealing with the issue of sustainability. This is an existing content which has been already shown in many different countries. Nathalie Herschdorfer (art historian, photography specialist) is the curator for this section which the projects are divided into 6 thematic categories: Urban, Suburban, Rural, Alpine, Infrastructural, Recreational. Our exhibition in Korea will include these material within the bigger "Swiss Scale" exhibition.



[past swissposition exhibition]

**3) Section 2 - swissquality:** "swissquality" selects 12 projects among the 33 projects and exhibits photographs of 4 different scales side by side. 4 scales are Scale 1 : MATERIALITY& TECTONIC, Scale 2: SPATIAL QUALITY, Scale 3 : FORM & MASS, Scale 4: LOCALITY. This will provide the audience with a better and in depth understanding of an architectural quality. Most of all, the intention is for the audience not only to understand but more to be able to feel and sense the spatial quality of a project.



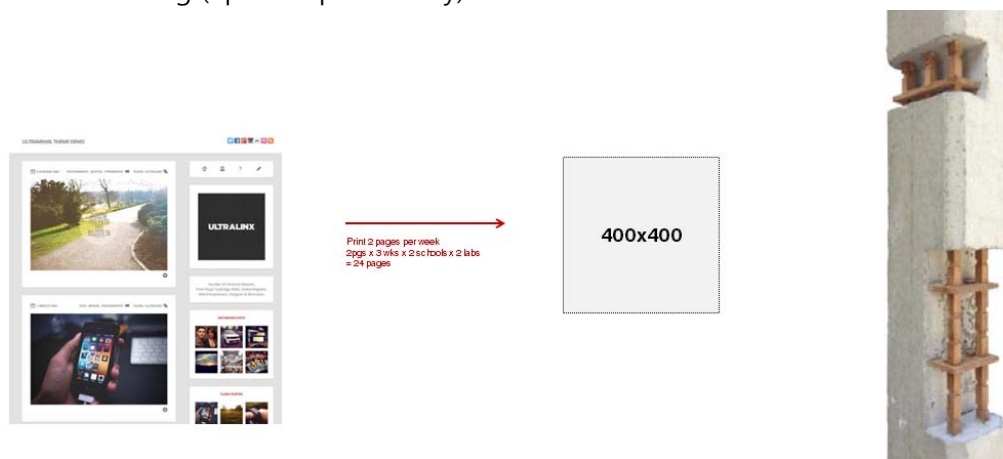
[swissquality]

**3) Section 3 - swissmaterial:** "swissmaterial" puts together projects with same material use and compare them side by side. Short movie will be made to be screened in 5-6 digital monitors on the wall.



**4) Workshop between Yonsei Univ. & ETH singapore:** During the time of the exhibition, a workshop between Yonsei University in Seoul and ETH Singapore will be held. The Swiss Scale exhibition will also display the interaction and work between these two schools. Professors and Researchers from ETH Singapore will visit Seoul and exchange lectures, ideas and work on a small project and/or research in Seoul. We are planning to operate a blog website during the collaboration and publish a documentation after the workshop. Within the exhibition space, following are planned to be exhibited.

- physical models from ETC singapore
- prints/panels of work in Seoul – Yonsei & ETH (displayed during and after workshop)
- video – introduction of lab, past work, film of workshop (can be updated periodically)
- print of the blog (updated periodically)



[reproduction of blog for exhibition, physical model from ETH singapore]

## 5. Lectures/Seminars/Publication

- 1) Guest Lectures from Swiss and Korea
- 2) Peter Zumthors translated book release

## 6. Photos of the Exhibition Space

Korea Foundation (KF) is a government affiliated organization which mission is to promote and increase friendship and goodwill between Korea and the rest of the world through various exchange programs. The past exhibitions of KF Cultural Center include; NAM JUNE PAIK: Exposition of Music 1963-2013, History and Vitality: Stories of Ireland and Korea, UNPOLISHED young design from Poland / Seoul, etc.



[previous exhibitions at the KF cultural center]