

# MoMA

# MoMA PS1

## **HWKN (HollwichKushner) SELECTED AS WINNER OF THE 2012 YOUNG ARCHITECTS PROGRAM AT MoMA PS1 IN NEW YORK**

### **HWKN'S *Wendy* to Provide the Setting for the Warm Up Summer Music Series in the Courtyard of MoMA PS1**

**NEW YORK, February 8, 2012**—The Museum of Modern Art and MoMA PS1 announce HWKN (Matthias Hollwich and Marc Kushner, New York) as the winner of the annual Young Architects Program (YAP) in New York. Now in its 13<sup>th</sup> edition, the Young Architects Program at MoMA and MoMA PS1 has been committed to offering emerging architectural talent the opportunity to design and present innovative projects, challenging each year's winners to develop creative designs for a temporary, outdoor installation at MoMA PS1 that provides shade, seating, and water. The architects must also work within guidelines that address environmental issues, including sustainability and recycling. HWKN, drawn from among five finalists, will design a temporary urban landscape for the 2012 Warm Up summer music series in MoMA PS1's outdoor courtyard.

The winning project, *Wendy*, opening at MoMA PS1 in Long Island City in late June, is an experiment that tests how far the boundaries of architecture can expand to create ecological and social effect. *Wendy* is composed of nylon fabric treated with a ground breaking titania nanoparticle spray to neutralize airborne pollutants. During the summer of 2012, *Wendy* will clean the air to an equivalent of taking 260 cars off the road.

*Wendy's* boundary is defined by tools like shade, wind, rain, music, and visual identity to reach past the confines of physical limits. *Wendy* crafts an environment, not just a space. Spiky arms made of the nylon fabric mentioned above will reach out with micro-programs like blasts of cool air, music, water cannons and mists to create social zones throughout the courtyard.

*Wendy* sits far enough away from the stage used for the annual Warm Up events to let the concerts go on unimpeded, but close enough to the entrance to create a filter and initial impact to visitors. It bridges over the walls into the large and small courtyards of MoMA PS1.

*Wendy* features a simple, inexpensive construction system: the scaffold is deployed efficiently to create a 70' x 70' x 45' volume to form the largest surface area possible.

"The jury was greeted with a particularly impressive group of proposals this year, all of which represented months of sustained research into problems both specific to a summer installation at MoMA PS1 and to new directions for architecture in terms of material research, ecological responses, and recyclability," said Barry Bergdoll, The Philip Johnson Chief Curator of Architecture and Design at MoMA. "HollwichKushner's design is at once based in emerging science of materials related to environmental cleansing—the material actually removes the carbon dioxide emissions produced by cars in Long Island City—but also on a zany quest for a space that is simply good fun. Even passengers on the elevated 7 train will feel compelled to head to MoMA PS1 to experience *Wendy* and figure out what in the world it can possibly be all about."

"HollwichKushner is proposing a monumental gesture in the MoMA PS1 courtyard that, in its dimension and volume, creates a dialogue with the, at the moment, currently installed geodesic dome," added Klaus Biesenbach, Director of MoMA PS1 and Chief Curator at Large at MoMA. "While the dome hosts our winter series SUNDAY SESSIONS, *Wendy* will enhance the courtyard environment for our famed summer Warm Up series. The project is not only innovative but also visualizes ecological awareness and responsibility."

"HollwichKushner's proposal for YAP 2012 is sure to make a memorable impression over the summer at MoMA PS1," said Pedro Gadanho, Curator in MoMA's Department of Architecture and Design. "It is iconic, but with a twist. By combining off-the-shelf materials and scaffolding systems with the latest cry in nanotechnology it is able to produce both an out-of-the-box ecological statement and a bold architectural gesture. It is economical and terse in terms of its design, and yet, through its positioning and scale, it also smartly projects different possibilities for use and social appropriation across the entire site where it sits—including the ability to reach out for those outside the museum's walls."

The other finalists for this year's MoMA PS1 Young Architects Program were AEDS|Ammar Eloueini Digit-all Studio (Ammar Eloueini, Paris, France/New Orleans, LA), Cameron Wu (Cambridge, MA), Ibañez Kim Studio (Mariana Ibañez and Simon Kim, Cambridge, MA), and UrbanLab (Martin Felsen and Sarah Dunn, Chicago, IL). An exhibition of the five finalists' proposed projects will be on view at MoMA over the summer, organized by Barry Bergdoll, MoMA Philip Johnson Chief Curator, with Whitney May, Department Assistant, Department of Architecture and Design, The Museum of Modern Art.

## **YAP International**

MoMA and MoMA PS1 have partnered with the National Museum of XXI Century Arts (MAXXI) in Rome, and with CONSTRUCTO in Chile to create international editions of the Young Architects Program.

Established in 2011, YAP MAXXI continues the YAP mission of offering young designers an opportunity to create a space for live summer events in the piazza of the MAXXI - National Museum of the 21st Century Arts in Rome. The winner of the 2012 YAP MAXXI installation will be selected on February 20 from the following five finalists, Salvator (Napoli, Italy/Tokyo, Japan, John A. Liotta, Matteo Belfiore with Taichi Kuma and Yuto Ito); Rural Boxx, Sacile (Pordenone, Italy, Alessandro Zorzetto, Francesca Modolo, Luciano Aldrighi, Jacopo Toso, Luca Vivan); Urban Movement Design (New York, New York) with Studio REMOTO (Rome, Italy) Robyne Kassen, Sarah Gluck, Simone Zbudil Bonatti; 6MU6 (Torino, Italy, Valentina Toscano, Stefano Verrocchio), and Yellow Office (Milano, Italy, Francesca Benedetto, Dong Sub Bertin).

YAP Chile continues YAP's legacy of providing an active platform to create new opportunities for talented Latin American emerging architects to think, explore, and improve the quality of collective-use spaces for live summer events, thinking on sustainability as a way to respond to a contemporary problem that requires intelligent and creative use of resources. The 2011 winning design, *Water Cathedral Project* by GUN Architects, featured a large, horizontal urban nave for public use made up of numerous slender, vertical components, which hung or rose like stalactites and stalagmites in a cave, varying in height and concentration, providing shade under a canopy. The project, which was installed from December 15, 2011 until February 5, 2012, incorporated water dripping at different pulses and speeds from these hanging elements, fed by a hydraulic irrigation network.

## **ABOUT HWKN (HollwichKushner)**

HWKN is a New York based architecture and design firm that specializes in architecture and branding. HWKN acts as incubator, location scout, producer, and developer, to ensure a project's success. The firm's work is a synthetic mix of progressive architectural concepts and pop culture that repurposes the best traditions of architecture for the contemporary client and their high-speed demands. HWKN's work has been featured in *The New York Times*, *Wallpaper\**, *Bauwelt*, *Architects Magazine*, *Dwell*, *Surface*, *Men's Vogue*, *A+U*, and many other publications. The partners have lectured at TED\_U, TED\_X Atlanta, PICNIC in Amsterdam and many other locations on the topics of architecture and branding, aging and social media. In 2009 the firm cofounded Architizer.com – the largest and fastest growing platform for architects to show their work to the world.

## **HISTORY**

This year marks the fifteenth summer that MoMA PS1 has hosted a combined architectural installation and music series in its outdoor galleries, though it is only the thirteenth year of the Young Architects Program, which began in 2000. The inaugural project was an architecturally based installation in 1998 by an Austrian artist collective, Gelatin. In 1999, Philip Johnson's DJ Pavilion celebrated the historic affiliation of MoMA PS1 and MoMA. The previous winners of the Young

Architects Program are SHoP/Sharples Holden Pasquarelli (2000), ROY (2001), William E. Massie (2002), Tom Wiscombe / EMERGENT (2003), nARCHITECTS (2004), Xefirotarch (2005), OBRA (2006), Ball-Nogues (2007), WORKac (2008), MOS (2009), Solid Objectives - Idenburg Liu (2010), and Interboro Partners (2011).

### **YOUNG ARCHITECTS PROGRAM WEBSITE**

A dedicated YAP International website, [MoMA.org/YAP](http://MoMA.org/YAP), will feature the selected proposals and designs from HWKN, winner of YAP IN New York, and as well as the winners of YAP MAXXI and YAP Chile. The website will also include an archive of past MoMA/MoMA PS1 finalists' and winners' proposals, interviews with the curators as well as installation videos.

### **SELECTION PROCESS**

For the Young Architects Program 2012 selection process, MoMA and MoMA PS1 invited outside experts in the field of architecture, including architects, curators, scholars, and magazine editors, to nominate the finalists from a pool of approximately 25 candidates that included both recent graduates and established architects experimenting with new styles or techniques. After reviewing the candidates, five finalists were selected to present proposals to a panel composed of **Glenn D. Lowry**, MoMA Director; **Kathy Halbreich**, MoMA Associate Director; **Peter Reed**, MoMA Senior Deputy Director of Curatorial Affairs; **Barry Bergdoll**, MoMA Philip Johnson Chief Curator, Department of Architecture and Design; **Klaus Biesenbach**, MoMA PS1 Director and MoMA Chief Curator at Large; **Peter Eleey**, MoMA PS1 Curator; **Pippo Ciorra**, Senior Curator, MAXXI Architettura; **Jeannette Plaut**, Director, YAP\_Constructo; and **Marcelo Sarovic**, Director, YAP\_Constructo.

**For downloadable high-resolution images, please register at [www.moma.org/press](http://www.moma.org/press).**

### **No. 8**

#### **PRESS CONTACT:**

Sarah Jarvis, 212-708-9757, [sarah\\_jarvis@moma.org](mailto:sarah_jarvis@moma.org)  
Rebecca Taylor, 718-786-3139, [rebecca\\_taylor@moma.org](mailto:rebecca_taylor@moma.org)

### **PUBLIC INFORMATION**

**MoMA PS1:** 22-25 Jackson Ave at the intersection of 46th Avenue in Long Island City, Queens

**Hours:** Noon–6:00 p.m. Thursday through Monday; closed on Tuesdays and Wednesdays.

**Admission:** Admission is a \$10.00 suggested donation; \$5.00 for students and senior citizens; free for MoMA members and MoMA admission ticket holders. The MoMA ticket must be presented at MoMA PS1 within thirty days of date on ticket and is not valid during Warm Up or other MoMA PS1 events or benefits. The public may call 718/784-2084 for additional information.

**Visit us on the Web at [MoMAPS1.org](http://MoMAPS1.org).**