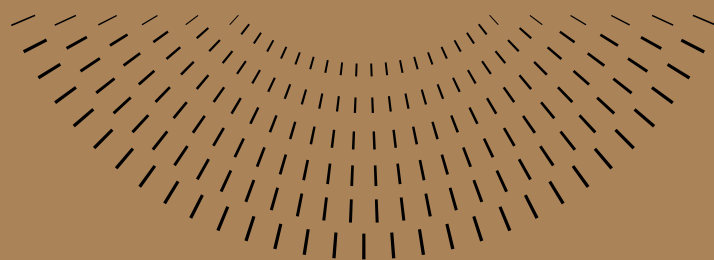


A | D | A | M

Art & Design Atomium Museum



BRUSSELS - OPENING 11 DECEMBER 2015

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Content might be subject to change.

AN INITIATIVE OF THE ATOMIUM



IN PARTNERSHIP
WITH THE CITY OF BRUSSELS
AND TRADE MART BRUSSELS

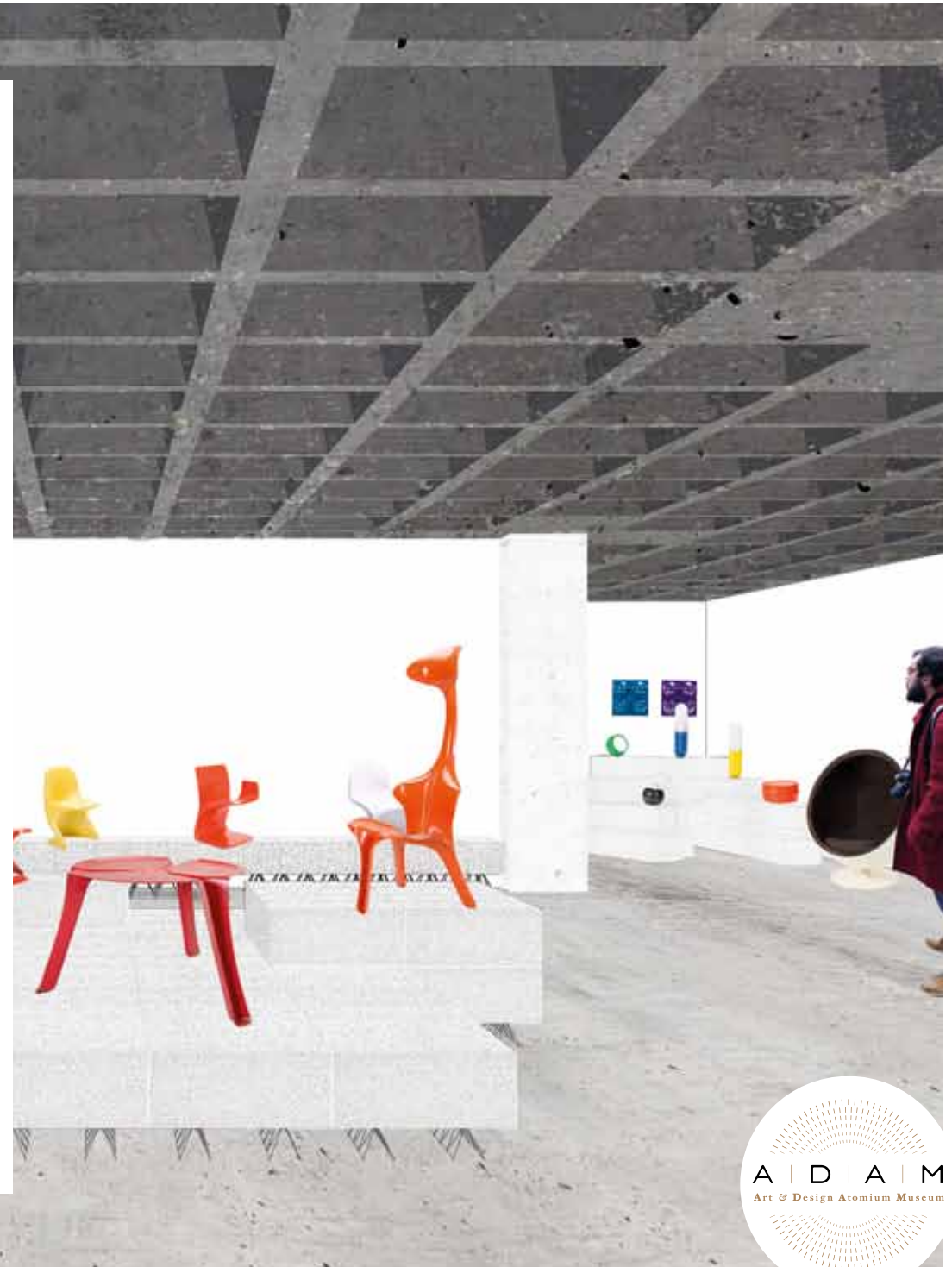


ADAM

- ▶ a museum and an art centre [5.000 m²]
- ▶ devoted to 20th and 21st century art and design
- ▶ just a short walk from the Atomium [Trade Mart/the Heysel Plateau]

THE ADAM OFFERS ITS VISITORS :

- ▶ a permanent collection [the Plasticarium]
- ▶ temporary exhibitions
- ▶ activities [Lab] :
 - × guided tours
 - × educational workshops
 - × various series of lectures
- ▶ an area available for private events [the Auditorium]
- ▶ a refreshment area [shop and café]



ART & DESIGN ATOMIUM MUSEUM

FROM A PRIVATE COLLECTION TO A MUSEUM OF ART AND DESIGN

Initiated by the Atomium Exhibitions Department [Atomium Expo], the Art & Design Atomium Museum is the result of a dual objective.

One aim relates to the Atomium's role as a tourist attraction and a cultural and educational centre. With this in mind, the department was keen to organise exhibitions on a larger scale than the limited space available in the Atomium. The ideal solution was to establish a location in the immediate area around the building.

The other aim was to provide the best possible setting in which to display an exceptional design collection [the Plasticarium]. Its former owner [Philippe Decelle] wanted the collection to remain together and to form part of a museum project for Brussels.

Launched in the 1980s, this remarkable collection, the only one of its kind in the world, comprises several thousand plastic objects, from the most commonplace everyday items to works of art.

The intention behind this project was to create an exemplary type of art and design exhibition. In this way, it forms part of the cultural programme established by the Atomium following its renovation (2006) and its 50th anniversary (2008). What do the notions of *modernity and progress* – the key words for Expo 58 – mean now, with regard to contemporary creativity, design and architecture?



ART & DESIGN ATOMIUM MUSEUM NEXT

FROM A PRIVATE COLLECTION TO A MUSEUM OF ART AND DESIGN

Moreover, the project provides a practical, financially viable response to four challenges:

- ▶ The lack of cultural infrastructures in the North of Brussels;
- ▶ The development of a cultural attraction designed to appeal to the tastes and interests of “city trip” tourists, who represent one of the major areas of growth in the tourist industry in Brussels;
- ▶ The further enhancement of the Heysel Plateau, in view of its forthcoming major transformation;
- ▶ The need for the Atomium to establish and maintain its popularity as a venue for visitors at both local and national level, by diversifying and developing its appeal as a cultural and tourist centre (the combined Atomium-ADAM ticket is intended to attract over 125,000 visitors as of 2016).

The ADAM has therefore been conceived as an extension to the Atomium and its Exhibitions Department. In this way, the Atomium will be expanding beyond its spheres to form an imaginary tenth “ball”, so to speak. Installed in part of Brussels International Trade Mart, [BITM], this will have a surface area of around 5,000m², almost half of which is to be devoted to the permanent collection of the former Plasticarium, which will keep its name. As there will not be sufficient space in the ADAM to present the collection in its entirety, the display will be rotated on an annual basis. This will offer visitors a different experience with every new visit to the museum.

Thanks to the financial backing of the City of Brussels, the collection will be displayed in a setting that will show the installations and objects typical of this type of museum to their best advantage (the period room).

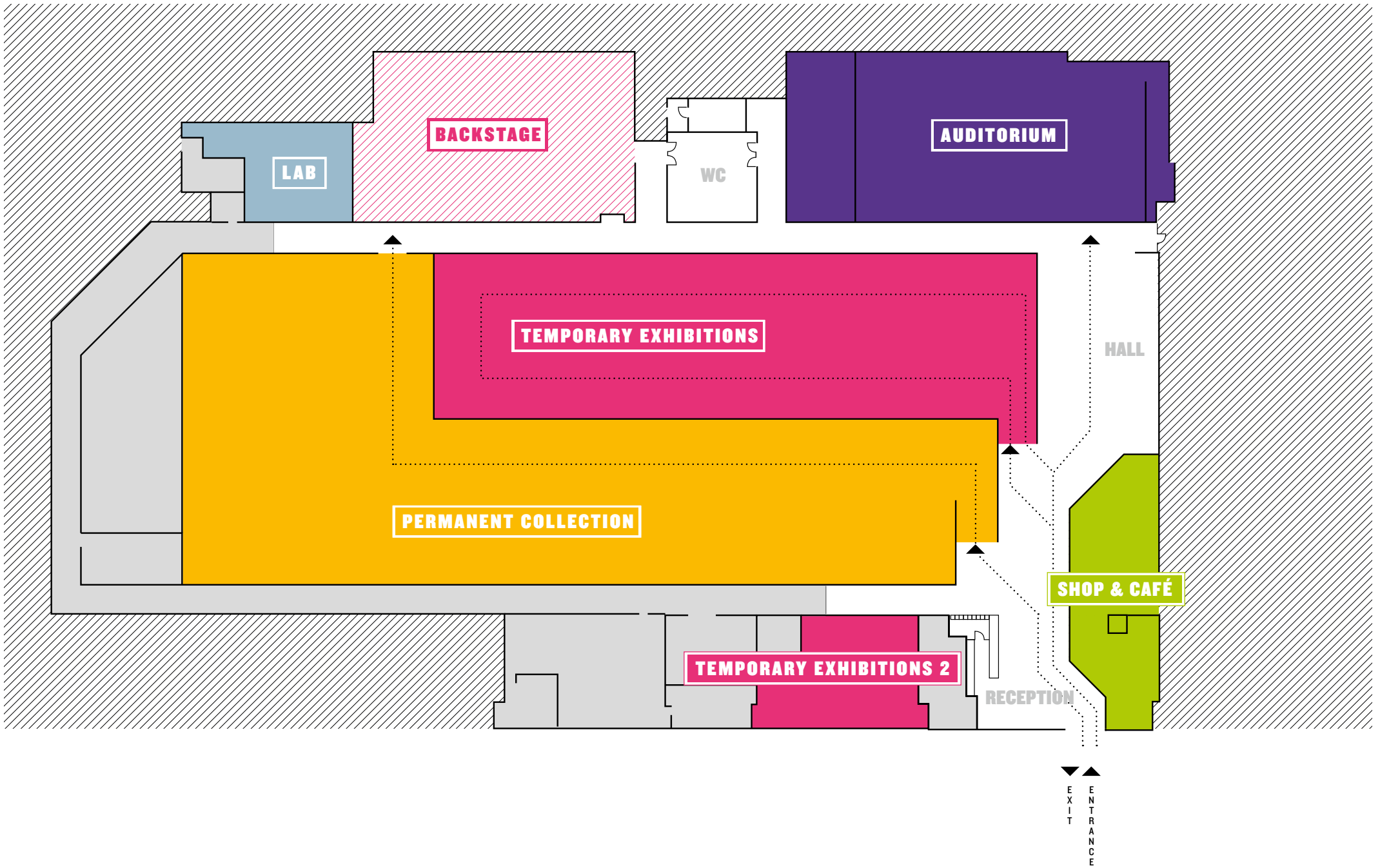


GÜNTER BELTZIG
Floris - Femme
1967

GÜNTER BELTZIG
Floris - Homme
1967



PLAN



THE PLASTICARIUM

LOCATION

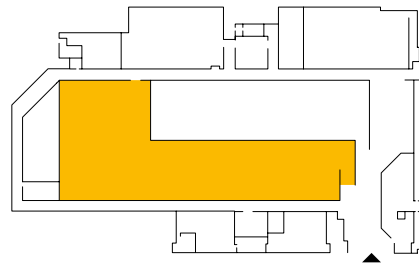
PERMANENT COLLECTION

- ▶ exhibition surface area : 1,500m²
- ▶ over 2,000 plastic items [1960-2000]
- ▶ ranging from everyday objects to works of art, via designer pieces
- ▶ a strikingly minimalist museum environment draws attention to the items and information on display, enabling everyone - from the general public to the knowledgeable enthusiast - to find something of interest to them.

This permanent collection, known as "*The Plasticarium*", is the only one of its kind in the world and offers a rich contribution to the cultural dynamism of Europe's capital city. The collection was created by Philippe Decelle, an ardent enthusiast ; over the years, he has accumulated several thousand items dating from the golden age of plastic in the early 1960s to the post-modern era, via pop art.

As the area devoted to this collection cannot contain all the items, the display will be rotated on an annual basis, so that visitors will be offered a different experience with each new visit to the exhibition.

FOR FURTHER INFO <http://adamuseum.be/plasticariumEN>



GUIDO DROCCO - FRANCO MELLOW
Cactus
1971



THE PLASTICARIUM / EXHIBITION SCENOGRAPHY

- ▶ The permanent exhibition in the ADAM is mainly composed of a selection of objects from the Plasticarium collection.
- ▶ The main body of the exhibition is supplemented by items on loan from Belgian and foreign institutions and private collectors.
- ▶ The permanent exhibition offers visitors a unique perspective on the role of designers and of the industry.
- ▶ The aim behind the scenography is to examine the role of design in contemporary culture.
- ▶ It presents a small fragment of the history of modern design, from the period following the Second World War to the present day.
- ▶ This permanent exhibition offers a penetrating approach to the key moments in the history of design from this period; structured around 7 themes, it also features a 'period room' and a cabinet of curiosities.
- ▶ We have discarded the notion of associating items by themes, colours or chronology, and instead have arranged the collection so that it portrays a history of design that emphasizes the importance and the intensity of conceptual, political and philosophical questions.
- ▶ This approach facilitates a greater visual understanding of forms and materials. The scenography increases visitors' appreciation of the objects and their material quality by creating an effect of tension between the pieces and their supports. All the objects are presented on display stands made of plaster, concrete, metal or fibre cement – materials, colours and textures that form a contrast with the plastic.





C.1970



Hot Lips, 1989



LIJSI BECKMAN, Fauteuil rouge - Karelia, 1966



PETER GHYCZY, Garden Egg, 1968



CESARE CASATI et EMANUELE PONZIO, 2 fauteuils Anna, 1968



VICTOR VASARELY, Kanta "MAJUS"A, 1970



ARMAN, Torse, 1971



CÉSAR, Compression, 1970



TEMPORARY EXHIBITIONS

LOCATION

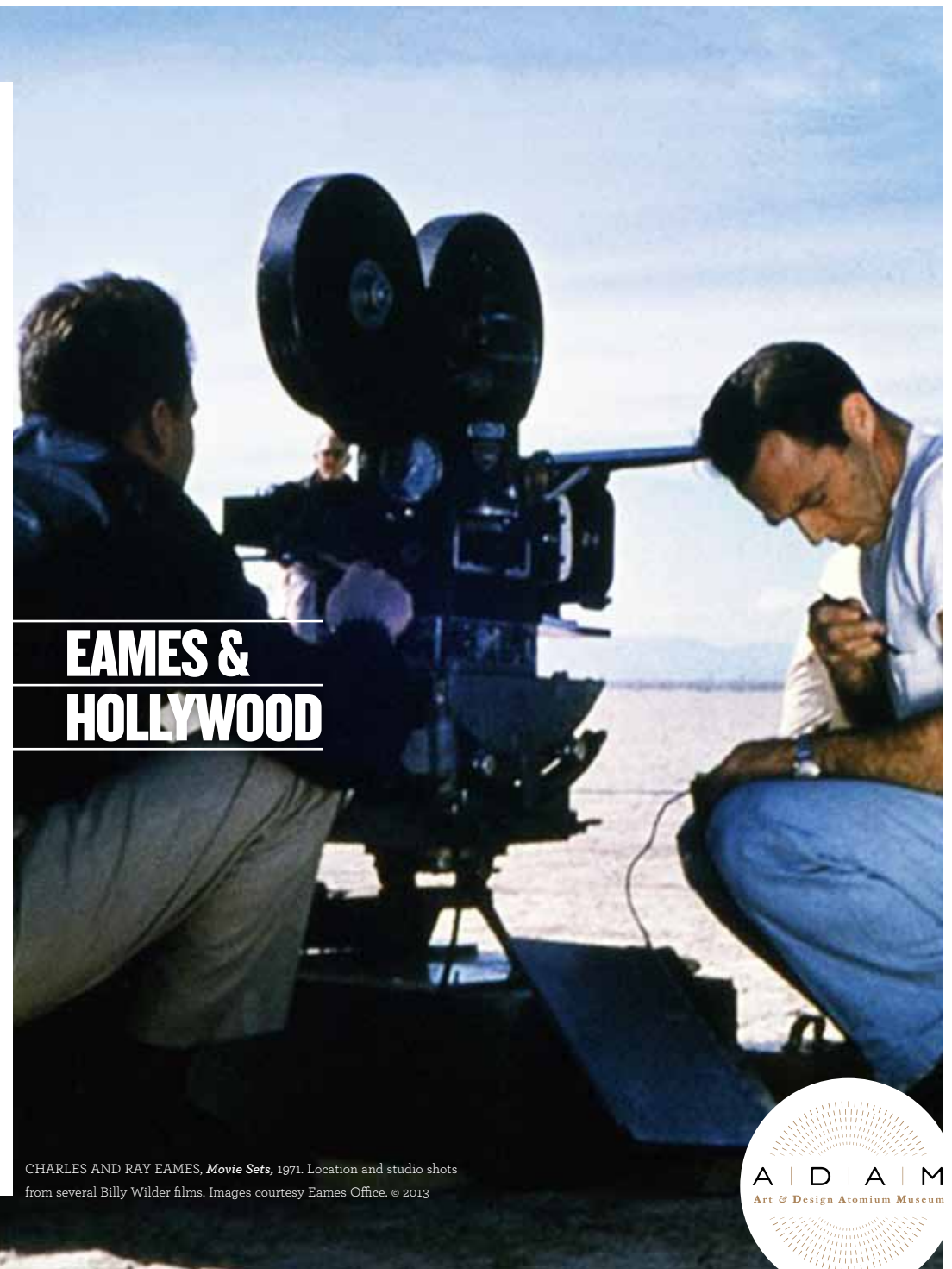
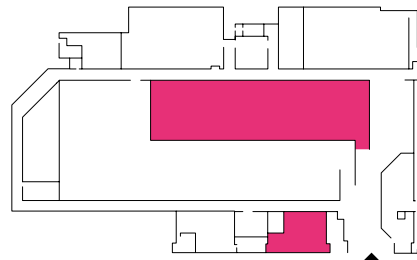
TEMPORARY EXHIBITIONS 1&2

- ▶ exhibition surface area : 1,000 m²
- ▶ themes : retrospective exhibitions on 20th and 21st century art & design
- ▶ in partnership with Art Brussels, Europalia, Brussels Design September, Bozar, the Centre d'Innovation et de Design au Grand-Hornu [CID], Ghent Design Museum and Vitra Design Museum.

Currently, 4 exhibitions have already been scheduled for 2016 :

- ▶ **EAMES & HOLLYWOOD.**
10.03.2016 > 04.09.2016
- ▶ **ARTVIEW#4. A VIEW ON CONTEMPORARY ART : A PRIVATE COLLECTION**
21.04.2016 > 19.06.2016
- ▶ Exhibition of photographs as part of **BOZAR'S SUMMER OF PHOTOGRAPHY.**
30.06.2016 > 28.08.2016 [provisional]
- ▶ **INTERSECTIONS #4. BELGIAN DESIGN**
This edition of the biennale is being organised in partnership with the Centre d'Innovation et de Design au Grand Hornu [CID].
16.09.2016 > beginning 2017

FOR FURTHER INFO <http://adamuseum.be/expoEN>

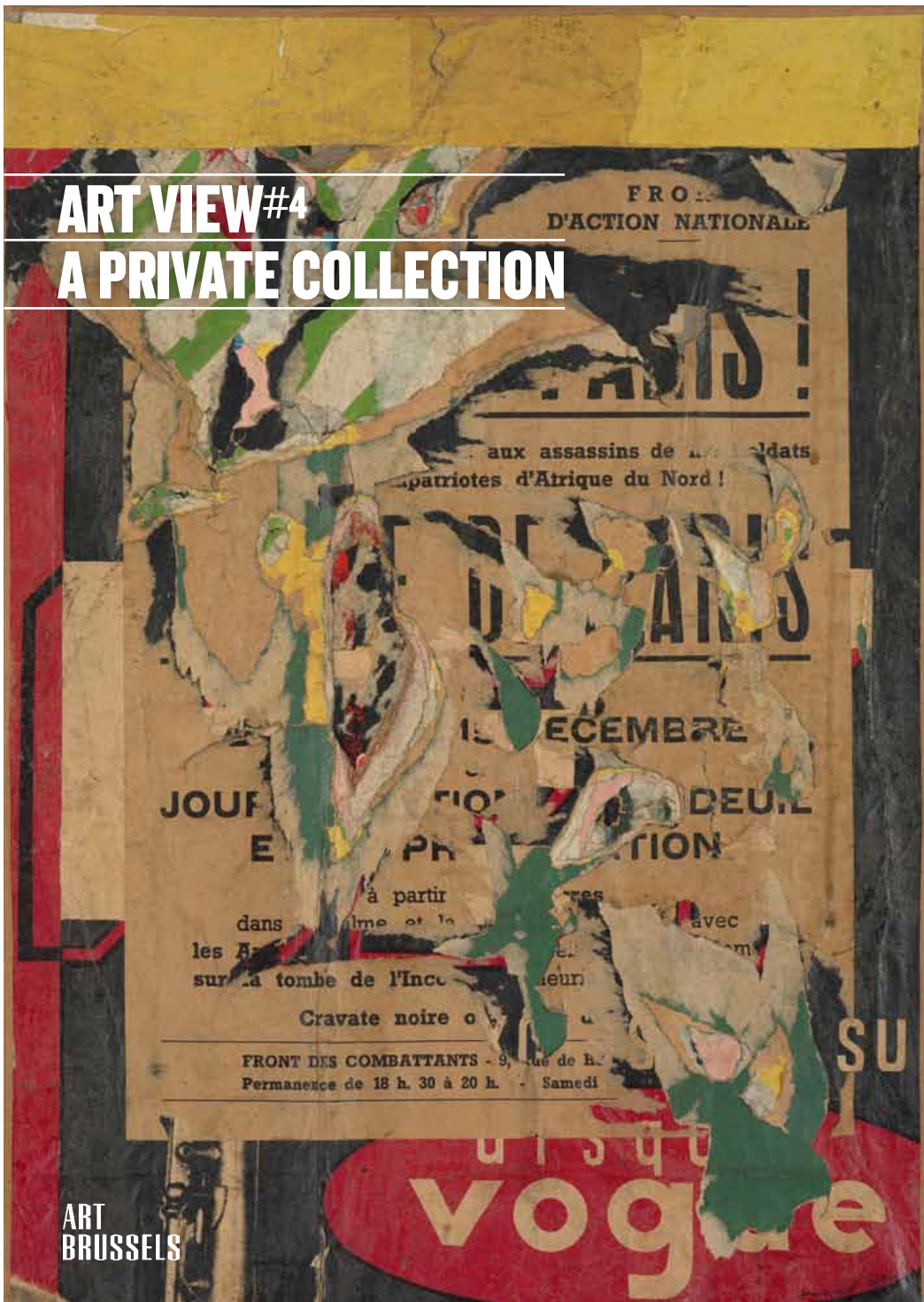


EAMES & HOLLYWOOD

CHARLES AND RAY EAMES, *Movie Sets*, 1971. Location and studio shots from several Billy Wilder films. Images courtesy Eames Office. © 2013

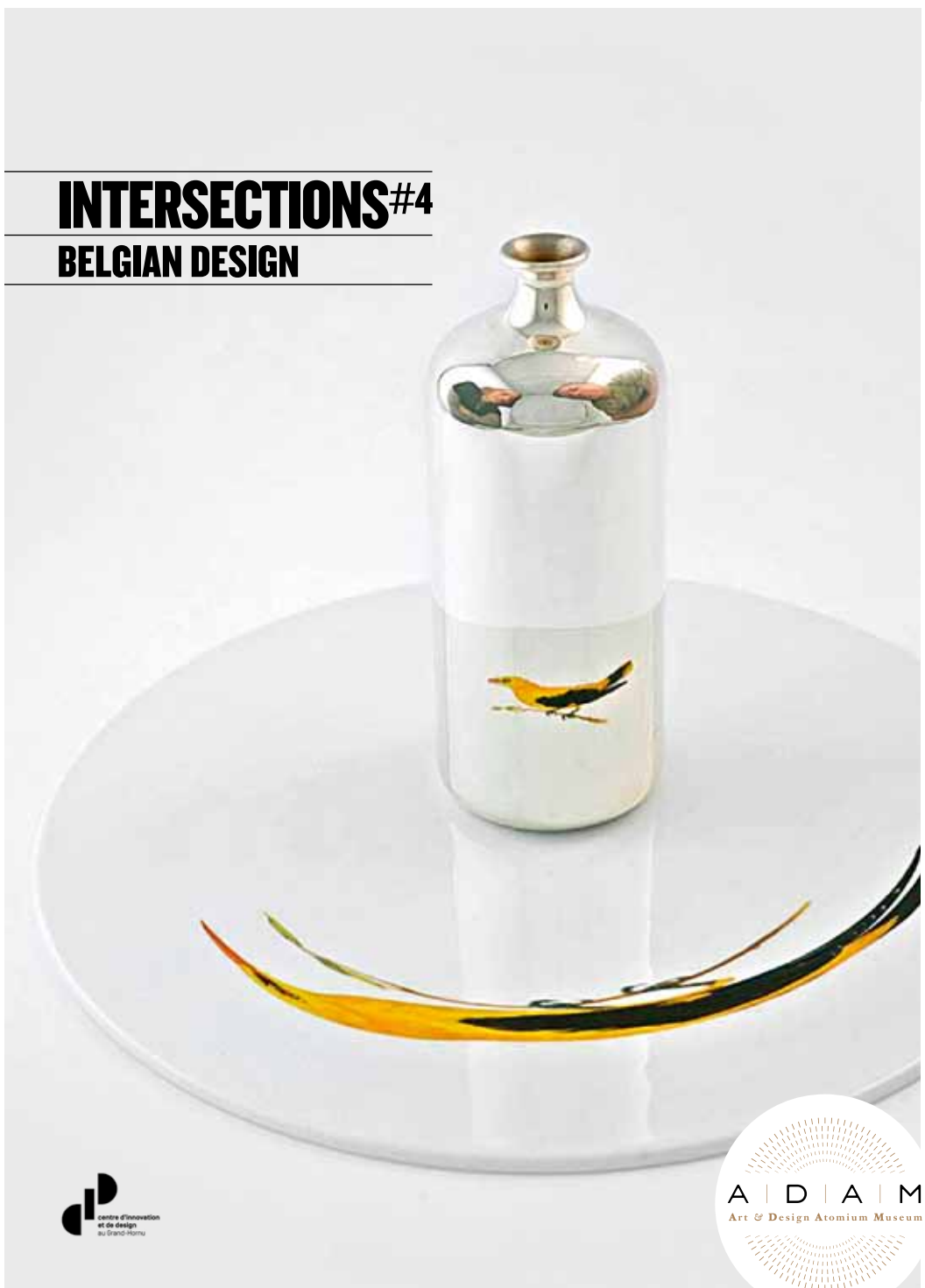


ART VIEW#4
A PRIVATE COLLECTION



ART
BRUSSELS

INTERSECTIONS#4
BELGIAN DESIGN



Centre d'innovation
et de design
au Grand-Hornu



ACTIVITIES / GUIDED TOURS

LOCATION

PERMANENT EXHIBITIONS

TEMPORARY EXHIBITIONS 1&2

- ▶ for adults, organisations and companies
- ▶ available all year round, on request
- ▶ conducted by specialist multilingual guides, [historians and art historians]
- ▶ in partnership with Arkadia, a tour guide service specialising in the plastic and contemporary art in Brussels

LANGUAGES AVAILABLE EN · NL · FR · DE · ES · IT

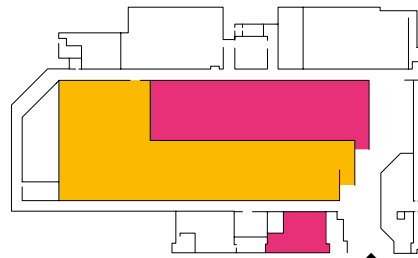
BOOKING info@arkadia.be & +32 [0]2 563 61 53

FOR FURTHER INFO WWW.ARKADIA.BE



arkadia

WWW.ARKADIA.BE



ACTIVITIES / EDUCATIONAL WORKSHOPS

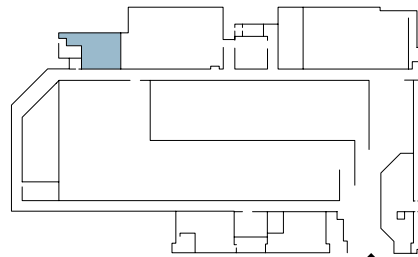
LOCATION

LAB

- ▶ introductory and awareness-raising design workshops [upon reservation, depending on the schedule]
- ▶ for children • young people • adults / school parties and private groups [depending on the workshop]
- ▶ Many different types of workshops are available [upon reservation, depending on the schedule]
 - × workshops for schools and organisations
 - × courses during school holidays
 - × weekend workshops [children]
- ▶ the themes are linked to the exhibitions [permanent or temporary]
- ▶ the workshops are run by a team of art historians and artists
- ▶ in partnership with the Atomium Expo department and the Fondation pour l'Architecture

SCHEDULES WWW.FONDATIONPOURLARCHITECTURE.BE

BOOKINGS + 32 (0)2 642 24 80 & info@fondationpouurlarchitecture.be



ACTIVITIES / LECTURE SERIES

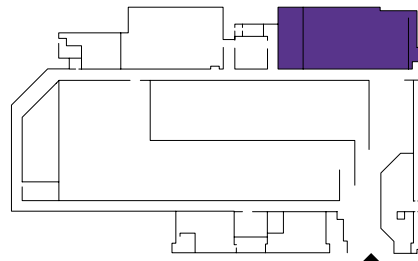
LOCATION

AUDITORIUM

- ▶ lectures on 20th and 21st century art and design
- ▶ film and documentary screenings
- ▶ workshops

SCHEDULES <http://adamuseum.be/educEN>

BOOKINGS +32 (0)2 475 47 64 & info@adamuseum.be



VENUE HIRING AND EVENTS [MICE]

AREAS AVAILABLE FOR PRIVATE EVENTS

LOCATION

AUDITORIUM

TEMPORARY EXHIBITIONS 2

2 set options

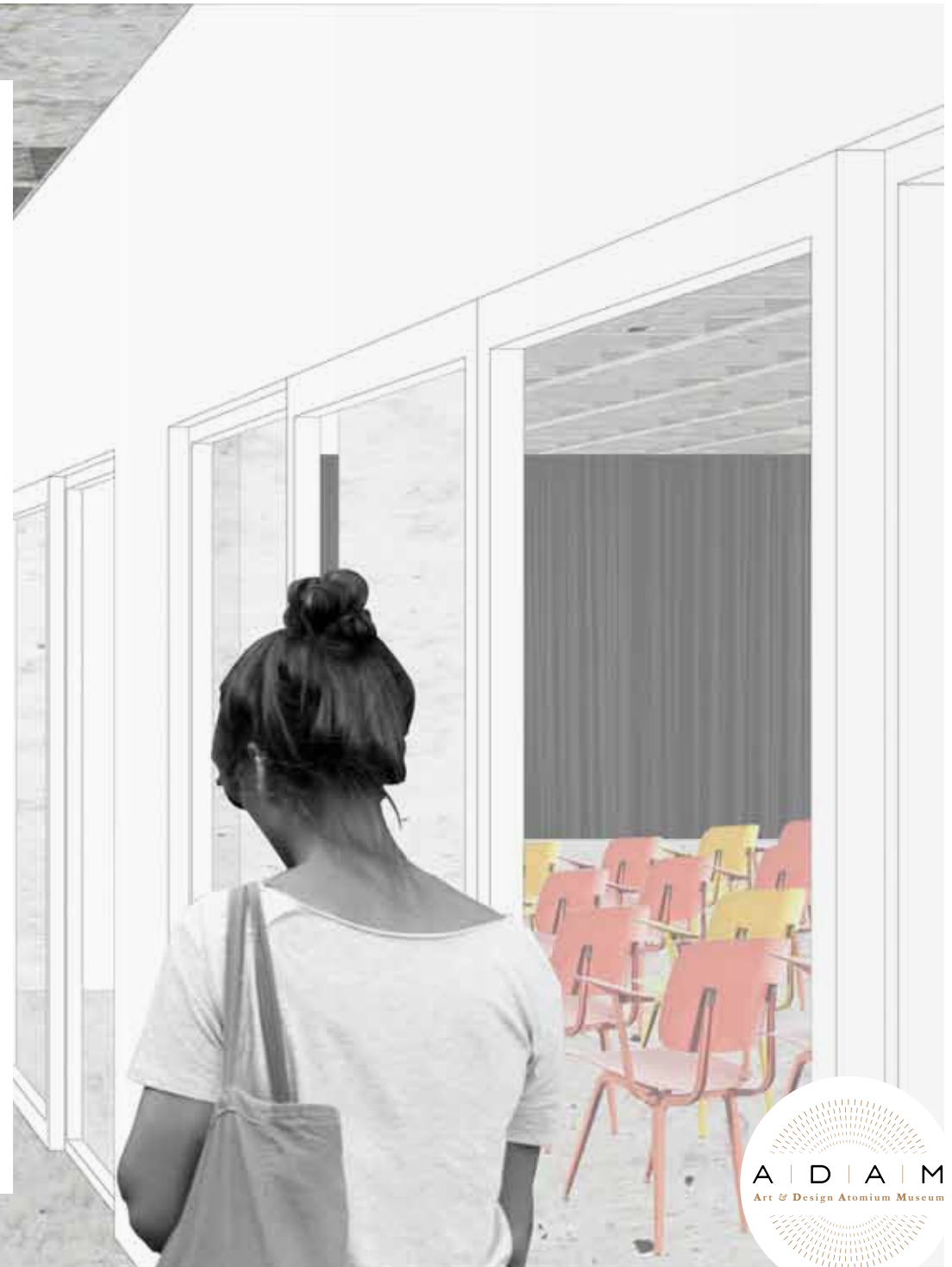
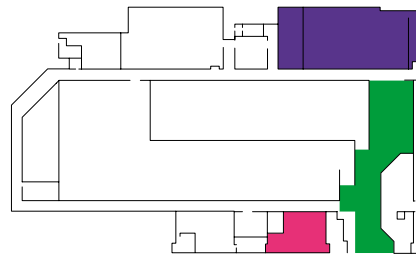
- ▶ The Auditorium [multi-purpose area]
 - × space available : 400 m²
 - × timetable : day [10h - 18h] & evenings [19h - 01h]
 - × seated dining : 220 people
 - × standing buffet : 350 people
 - × theatre : seats 300 people
- ▶ The Auditorium [multi-purpose area] + main entrance hall
 - × space available : 650 m²
 - × timetable : evening [19h - 01h]
 - × seated dining : 320 people
 - × standing buffet : 500 people

Flexible options :

- ▶ space available : from 130m² to 800m²
- ▶ on request and subject to availability

INFORMATION <http://adamuseum.be/miceEN>

BOOKINGS Sandra Libens
 sandra.libens@adamuseum.be
 +32 (0)2 475 47 72
 +32 (0)478 64 73 66





SHOP AND REFRESHMENT AREA

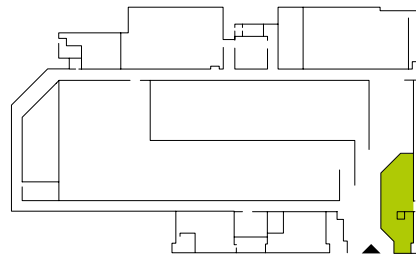
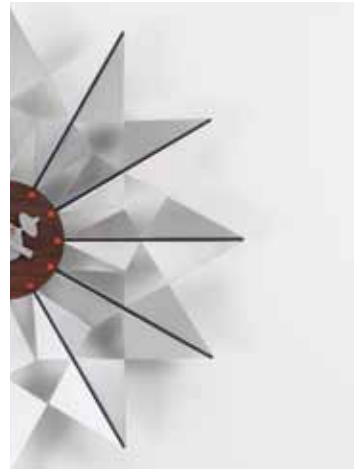
LOCATION

SHOP & CAFÉ

- ▶ concept store Vitra & Artek
- ▶ merchandising ADAM
- ▶ freshly prepared food :
 - × sandwiches
 - × salads
 - × desserts

INFORMATION <http://adamuseum.be/shopncafeEN>

CONTACT +32 (0)2 475 47 64 & info@adamuseum.be



THE ARCHITECTURAL PROJECT

PROJECT SUPERVISOR

The Lhoas & Loas Architectes practice was established in 1994, and over the past twenty years it has carried out a great many projects in Belgium and abroad, all highly varied in both scale and type. These include the extension of the Palais des Beaux Arts in Charleroi, the renovation of the Socialist Party headquarters in Brussels, several contemporary art galleries and a large number of transformations to shops, not only in Brussels, but also in Paris, Lyon, Aix en Provence and Bordeaux.

To achieve the successful completion of the ADAM project, the Lhoas & Lhoas practice has formed a partnership with museographer Thierry Belenger, one of the leading Belgian specialists in 20th century design. Alexandra Midal, design theoretician and historian is also part of the team.

The furnishings in the interior were selected in partnership with Vitra. Delta Light takes care of the lighting.

THE AIM BEHIND THE DESIGN

The aim behind the design is to offer a strong overall concept, perfectly suited to:

- ▶ the different sections and sub-sections of the design: the link with the Atomium, the reception areas, the temporary and permanent exhibitions, the auditorium and all auxiliary areas;
- ▶ the time and budgetary constraints, which have been integrated into the plans and treated as positive aspects.



THE ARCHITECTURAL AND SCENOGRAPHIC DESIGN: A 10-POINT SUMMARY

HEYSEL, ATOMIUM AND TRADEMART

The future museum will be situated on the Heysel Plateau, between the Atomium and Exhibition Palace 5. It will be located in the beautiful, little known building, created by the architect John Portman, which houses Trade Mart Brussels. This is a very low construction, sober in design and somewhat set back from the public areas; this presents a problem regarding the visibility of the entrance. We therefore propose to give this entrance greater prominence within the city landscape of the Heysel Plateau, highlighting it with the construction of a large archway in the western corner of the site.

LANDSCAPED GARDEN

Due to the building's position, set back from the main roads, and the creation of a new entrance in a façade not originally intended for this purpose, we have decided on a complete reconfiguration of the green space between the building and the public area. In the western corner, we propose to create a visual and physical link with the setting, emphasizing the countrified, even wild character of the garden located in front of the ADAM.

MAKING THE BEST USE OF THE EXISTING QUALITIES

The quality of the building lies in the simplicity of its vocabulary, its outsize dimensions and its radical structure. We therefore feel it would be advantageous, both architecturally

and economically, to promote these characteristics. We are preserving or re-using as many existing elements as possible, maintaining the impression of a ready-made site. The sliding frames in the corridors would be conserved or re-used; the ceiling, with its sections formed of concrete slabs would be left as it is, as would any disparities in the paintwork there, and on the preserved supporting pillars.

ORGANIZING FUNCTIONS AROUND EXISTING STRUCTURES

The design makes use of the existing partitions and the few areas with views onto the exterior. The two large preserved corridors form two galleries, which mark out the exhibition areas, the stock and storerooms, and the administrative section. The auditorium will be situated within the entrance area in a room with already existing partitions. The entrance hall, cafeteria and temporary exhibition area will benefit from sweeping views onto the exterior and the Grand Palais, and will therefore contribute to the museum's visibility.

A SIMPLE, ADAPTABLE AND RELIABLE EXHIBITION SYSTEM

The neutral architecture and modular structure of the building forms the perfect background for adaptable and varied exhibition furniture. We propose to create a toolbox comprising assorted elements (stands, temporary walls and display cases), which are easy to move and install, in order to exhibit the large amount of objects in the collection, whatever their size.



THE ARCHITECTURAL AND SCENOGRAPHIC DESIGN: A 10-POINT SUMMARY NEXT

INTEGRATING STOCK INTO THE EXHIBITION

Due to the size of the collection (over 2,000 objects), it cannot be presented in its entirety in a permanent exhibition area. The existing, preserved glazed partitions allow us to display the reserve stock, which will become a fully integrated part of the planned exhibition environment. This system of integration will also facilitate the large-scale annual rotation of the objects on display.

CONCEPTUAL LINKS BETWEEN THE OBJECTS

Rather than presenting objects in a chronological fashion, or according to theme or colour, we thought it would be more relevant to establish conceptual, social or even philosophical links between the items. In this way, the main theme of the scenography is based on the question of significance; this is highlighted by establishing connections with other disciplines and /or other categories of objects.

AN ELEGANT USE OF STANDARD SIMPLE MATERIALS

To ensure that the objects are displayed to their very best advantage, all backdrops and supports are made exclusively out of raw materials (such as wood, steel, aluminium and polycarbonate), as a contrast to the plastic objects and the colourful appearance of the collection.

LIGHTING: SIMPLE, INDUSTRIAL EFFICIENT AND ADAPTABLE

In the same way, our approach to lighting, and the necessary electrical supplies, is equally pragmatic. Each element, which remains visible, is integrated into the framework of the ceiling and emphasizes the modular structure of its divided sections.

SIGNAGE FOR DIFFERENT LEVELS OF INFORMATION

Our signage is designed to be visible from all angles, as a conspicuous presence both inside and outside the ADAM. Outside, a large-scale signage system will highlight the museum; inside, large-sized stencils and descriptive labels will emphasize the identity of the site. In the exhibition spaces, however, explanatory lettering and texts will be minimalist in appearance, so as not to obscure the views of the objects.

THE DESIGN AND CONSTRUCTION OF THE MAIN EXTERIOR STAIRCASE

WORK BY JEAN NOUVEL

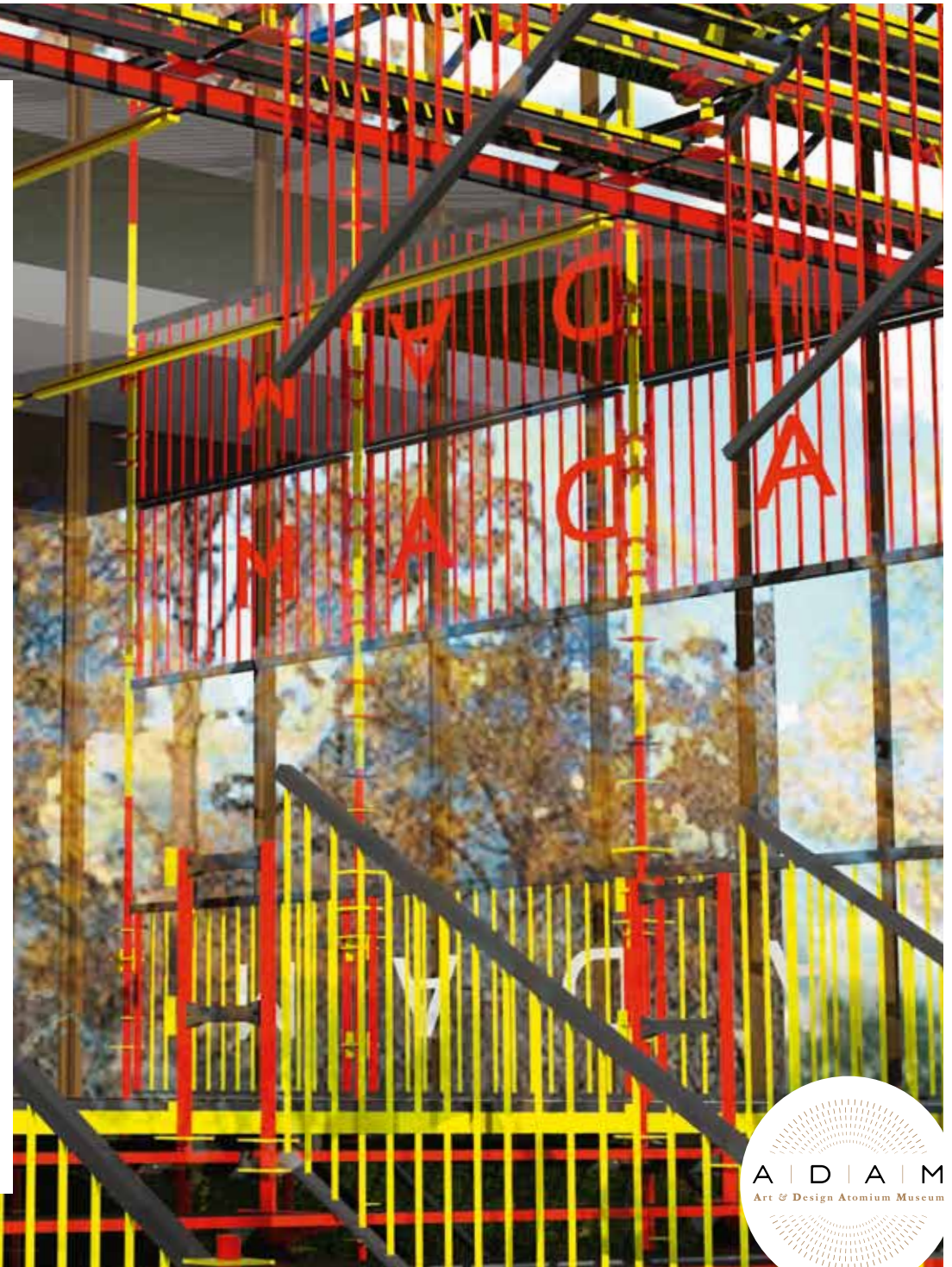
The multi-dimensional creations of Jean Nouvel reflect his approach within the tradition of conceptual, visionary architects. A city planner and architect, he is also a designer and rejects all categorization: *“I make no distinction between designing a chair and conceiving a building; I see each project in itself as a total design process. For each new question that arises, I seek out the most “fundamental” form of the object, and the final result will correspond to the very “essence” of the idea. It should form a fitting, unique response which reflects our era and civilization culturally and technically.”*

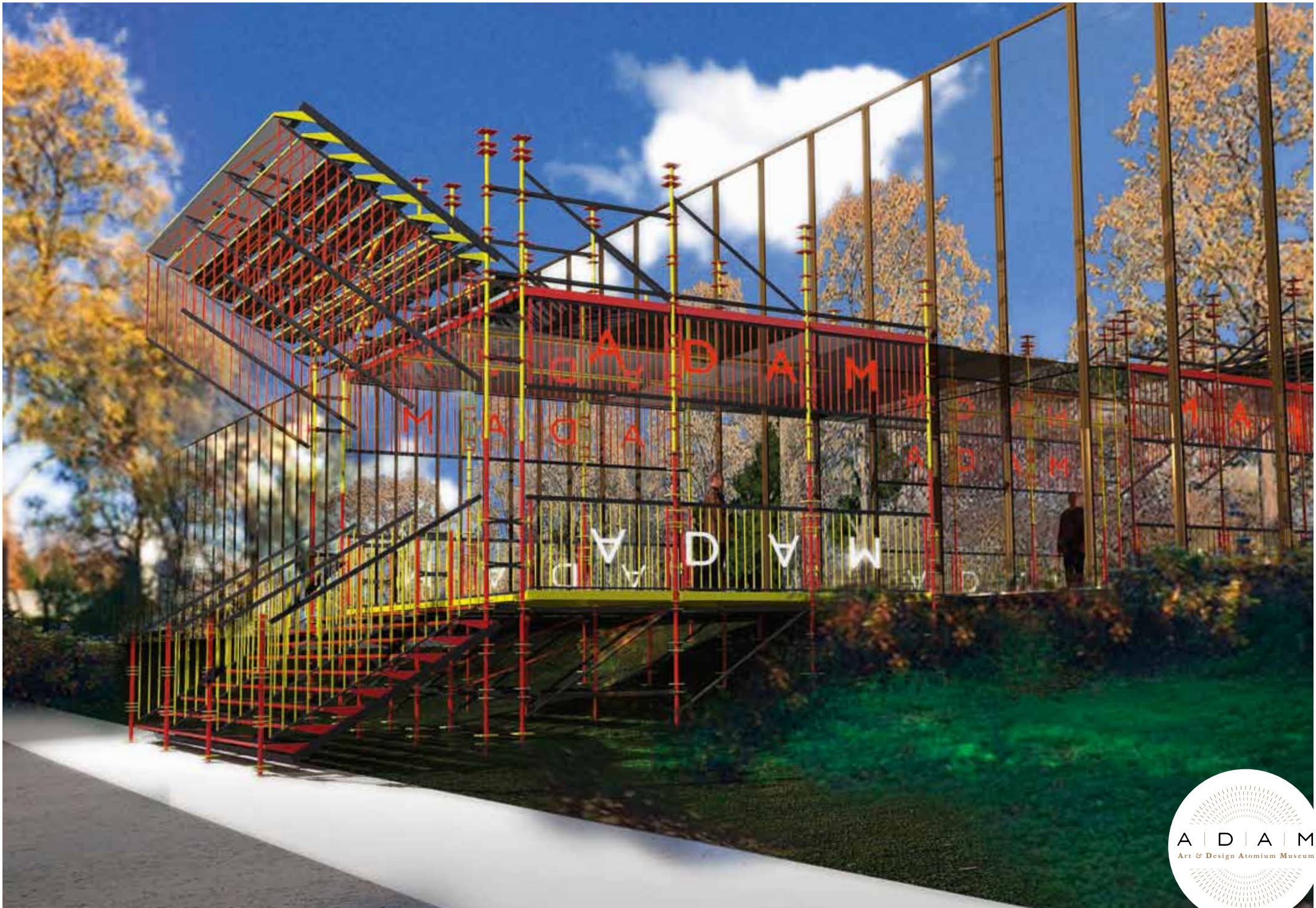
Main access staircase

The Trade Mart has an interesting façade, with its vertical alignment and bronze coloured mirrored panels, which reflect the thick vegetation of the surroundings. The existing staircase is made of scaffolding, an element both stable and ephemeral, which can be assembled and dismantled countless times. This structure itself therefore suggests a poetic concept of enduring time and transformation. For this very reason, we have preserved the staircase.

However, it needs to exist in conjunction with the building to which it provides access, so that the entrance heralds the new museum: visitors should be greeted by an appropriately surprising element. Consequently, a structure that may be perceived as a symmetrical orthogonal axis will be created above the upper landing. This axis will serve as the basis for the construction of an identical staircase in symmetry with the existing one, but positioned the other way around, in the manner of an awning.

The colour scheme will be reversed in this design, accentuating the unusual appearance of this work, with its interplay between literal and non-literal symmetry. The playful dimension of this approach to design fits in with the cheery visual aspect of the Plasticarium collection on show to the public. Through the effect created by its mirrors, the reflective façade of the Trade Mart will present multiple images of the staircases –virtual, in this case. This will give still greater prominence to the building and its entrance.





PRICES

SINGLE TICKET · ADAM

- ADAM [permanent exhibition
+ temporary exhibition]

	INDIVIDUAL	GROUP [≥20 persons]*
CHILD [0-5 years]	€0	€0
CHILD [6-11 years]	€8	€6
YOUNG PERSON [12-17 years]	€8	€6
STUDENT [with student card]	€8	€6
TEACHER	€8	€6
ADULT [18-59 years]	€10	€8
SENIOR [≥60 years]	€8	€6

- ADAM [temporary exhibition only]

	INDIVIDUAL	GROUP [≥20 persons]*
CHILD [0-5 years]	€0	€0
CHILD [6-11 years]	€6	€5
YOUNG PERSON [12-17 years]	€6	€5
STUDENT [with student card]	€6	€5
TEACHER	€6	€5
ADULT [18-59 years]	€6	€5
SENIOR [≥60 years]	€6	€5

COMBINED TICKET · ADAM + ATOMIUM

- ADAM [permanent exhibition
+ temporary exhibition] + ATOMIUM

	INDIVIDUAL	GROUP [≥20 persons]*
CHILD [0-5 years]	€0	€0
CHILD [6-11 years]	€12	€8
YOUNG PERSON [12-17 years]	€14	€10
STUDENT [with student card]	€14	€10
TEACHER	€15	€11
ADULT [18-59 years]	€17	€15
SENIOR [≥60 jaar]	€14	€10

<http://adamuseum.be/prices>

Tickets may also be bought online : <http://adamuseum.be/ticketsEN>

* To enable us to offer you the best possible experience, groups [≥20 people] are asked to book their visit at least 2 weeks in advance [charlotte.sagaert@adamuseum.be / www.adamuseum.be/group]



PRACTICAL INFORMATION

▶ **ADAM [Art & Design Atomium Museum]**

Place de Belgique - B - 1020 BRUSSELS

- ▶ +32 [0]2 475 47 64
[Monday to Friday, from 10h to 17h]
- ▶ info@adamuseum.be
- ▶ www.adamuseum.be
- ▶ #adamuseum

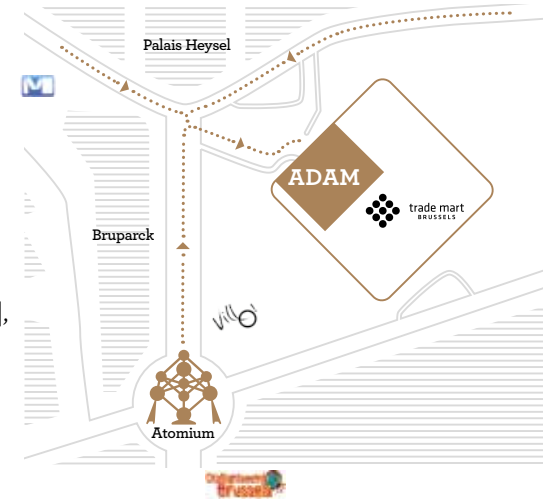
▶ **OPENING TIMES**

Every day, except Tuesdays, from 10h to 18h
[ticket office closes at 17h30]

▶ **ACCESS**

**[100M FROM THE ATOMIUM AND HALL 5,
THE HEYSEL EXHIBITION PARK]**

- ▶ Underground : line 6 - Heizel / Heysel station
- ▶ Tourist buses : red bus stops [City Sightseeing Brussels],
located 100m away [at the foot of the Atomium]
- ▶ Villo [bike rental] : station 281, located 30m away
[on the Boulevard du Centenaire]



CONTACTS

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▶ **GROUPS & ACTIVITIES [INFO & BOOKINGS]**

Charlotte Sagaert

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PARTNER



With the support of the King Baudouin Foundation



FROM A PRIVATE COLLECTION TO AN ART AND DESIGN MUSEUM IN BRUSSELS



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