The Public

더 퍼블릭

Alşop Architects / Flannery & de la pole

알솝 아키텍츠 / 플레너리 & 드 라 폴
The building has been designed to accommodate an array of artistic, educational and community projects, as well as exhibitions, displays, facilities, events and commercial activities. The approach throughout has been to combine dramatic and intense experiences for visitors, fitness for purpose and the flexibility to continue to respond to changing needs and developing cultures.

Contained within a simple rectilinear form, The Public was conceived as a ‘Box of Delights’ offering a wide variety of spaces, forms, angles, curves, surfaces, vistas and atmospheres. A series of enclosed or semi-enclosed structures organically shaped and described in terms such as ‘Pod’, ‘Rock’, ‘Pebble’, ‘Lily-pad’ and ‘Sock’ exist within the building as discrete entities; their external walls fully defined and detached from the box that contains them. In places, these structures break through the external shell of the building.

It will include inspirational new learning environments for formal and informal learning across generations, focusing on the skills local people need to build confidence and transform lives culturally and economically.

This theme of commitment to the transformation of economic as well as cultural fortunes runs through everything we do. Across the building, a programme of incubation of creative businesses and ideas will foster new activity and help to attract and retain talented people in the Black Country. This will culminate in some of the most distinctive spaces the Lilypads at the top of the building in an environment where creativity and business will come together to bring new energy to the regeneration of the borough.

이 건물은 다양한 예술, 교육, 지역 공동체 프로젝트와 각종 전시회, 전람, 사설 행사, 그리고 상업적 활동을 개최할 수 있도록 설계되었다. 건물 전반에 걸쳐 작품들은 설계 방식은 방문객을 위한 드라마틱하고 긴밀한 경험과 목적에 대한 착안성, 그리고 변화하는 필요성과 발전하는 문화에 대응할 수 있는 유연함을 모두 갖춘 건물을 만들고자 하는 것이었다.

단순한 작사 형태 내에 들어가 있는 더 퍼블릭(The Public)은 매우 다양한 공간, 형태, 작, 묘사, 표면, 경계, 그리고 분위기를 제공하는 ‘즐거움 가득한 상자(Box of Delights)’로 설계되었다. 부분적으로 완전히 푸라시아 각각 구조들은 유기적인 모양을 하고 ‘포드’(Pod), ‘라크’(Rock), ‘포블’(Pebble), ‘말리 padr’, ‘sockets(Sock)’ 같은 명성을 높인 건물 내에 분리되어 존재하고 있으며 이들의 외부 벽은 완전히 구현되어 그들을 돕고 있는 성공의 능을 뚫고 있다. 이러한 구조들은 각 요소에서 건물의 외벽 밖으로 튀어나오기도 한다.

이 건물에는 새벽을 포함한 전구 또는 비정규 교육을 위한 새로운 고무적인 배움의 공간이 들어맞리 것이며 특히 이곳에서 지역 주민들이 자신감을 얻고 문화적으로 경제적으로 생활을 변화시키는데 필요한 기술을 배우게 될 것이다.

이렇게 문화적인 변화와 동시에 경제적인 측면까지 변화시키기 위한 노력을 우리의 모든 프로젝트에 적용된다. 건물 전체에서 창의적인 사업과 아이디어를 융합하는 프로그램이 작동되며 새로운 활동을 촉진시키고, 블랙커페라(Black Country) 내의 재능 있는 사람들을 놓여 모여서 도움이 될 것이다. 이는 가장 독특인 몇몇 공간에 정착에 필수적인데 건물 내부에 위치한 수천명에서 이 공간들은 창의력과 사업이 하나가 되어 지자체의 재개발에 새로운 힘을 실어주는 것이다.
Open space
North elevation

South elevation

West elevation

Cross section
1. Workshop
2. Office
3. Street
4. Ramp entrance pod
5. Art & Dance studio
6. Main play
7. Kitchen
8. Open space

Longitudinal section
1. Work space
2. Lobby
3. Workshop
4. Offices
5. Restaurant
6. Gallery
7. Studio
8. Main play
9. Event space
Will Alsop is one of the best known architects in Britain, enjoying a major international reputation. Originally working with John Lyall, and then with Jan Stommer, his practice became Alsop Architects until 2004.

Will follows a parallel path as an artist, feeling that it is a discipline inseparable from architecture. He was a winner of sculpture at Central St. Martins, College of Art & Design, London. For several years, he has held many other academic posts, and actively promotes the artist’s contribution to the built environment. His paintings and sketches have been exhibited alongside his architectural projects at dedicated exhibitions in London at the Royal Academy, the Millennium Gallery, the Tate Modern, the British Pavilion at Venice Biennale and is collected by the Canadian Centre for Architecture, among many others.

His current practice, SMC Alsop, is based in Battersea, London, and is part of the SMC Group. Will Alsop has over 110 staff worldwide, with its principal office in London, together with offices in Beijing, Shanghai and Singapore and a presence in Toronto. The Company is committed to architecture of delight and enjoyment, reached through a process that involves the building users, the client and the local community. Community involvement is seen as a vital ingredient in the design process. In addition Alsop’s buildings are known for their bold and often dramatic incorporation of art. Close collaboration with artists is often reinforced by an innovative use of new materials and a bold use of colour.

**Awards**

2006 Benjamin Moore HUE Award Contract Exteriors for professional body of work, including Hotel de département, Marseille, Feckham Library and Fenwood Children’s Centre London, OCAID and WES Trade Sales Pavilions, Toronto.


First Prize, Feckham Square, Liverpool, UK.

Short-listed, Edmonton Art Gallery Competition, Alberta, Canada.

2004 DX Design Effectiveness Award: OCAID, Toronto, Canada, FIBA Worldwide Projects Award: OCAID, Toronto, Canada.

Short-listed, Vancouver Art Gallery Machtob; British Columbia, Canada. Short-listed, Banff Centre for the Arts, Banff, Alberta, Canada.

**Sculpture**

2005 Debut show at Fort York, Toronto, Canada, and Victoria College, Toronto, Canada.


2004 The Allen Memorial Art Museum, Oberlin, Oberlin, OH, USA.

**Publications**


Among his graphic works is a series of seven books: the Urban Column. 7x7, the Architecture. 7x7, and the Winner of the 2006 National Book Award for Architecture. The Architectural Review (UK) (2006, 2007). Also, a member of the jury for the 2006 MoMA Design Awards.

**Exhibitions**

Will Alsop’s work has been exhibited in London, the United States, China, Japan, Jordan, and the Middle East. In 2006, Will Alsop was awarded the Lifetime Achievement Award by the Architectural Design and Decor (US) for his contribution to the architectural design of the world. Other exhibitions include: “Einstein on the Beach” (1976), “The Great Exhibition” (1976) and “The Great Exhibition” (1977) at the British Museum in London. In addition, the “Will Alsop Exhibition” was held at the Serpentine Gallery in London in 2006.

**In the Press**

Will Alsop’s work has been featured in numerous publications, including The New York Times, The New Yorker, The Guardian, Time, and The Wall Street Journal. In 2006, Will Alsop was the subject of a feature article in The Wall Street Journal, where he discussed his approach to architecture and design. Will Alsop’s work has also been featured in several documentaries and TV shows, including “Architects on Location” (2006). Will Alsop is a frequent contributor to architectural and design magazines, and has been interviewed on radio and television programs around the world.

**Contact**

For more information on Will Alsop, visit willalsop.com.