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DESIGN IDEAS

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WEDNESDAY, SEPTEMBER 30, 2009

[Multi-Functional Cultural Centre and Art Gallery |
The Public | West Bromwich, United Kingdom |
Will Alsop](#)



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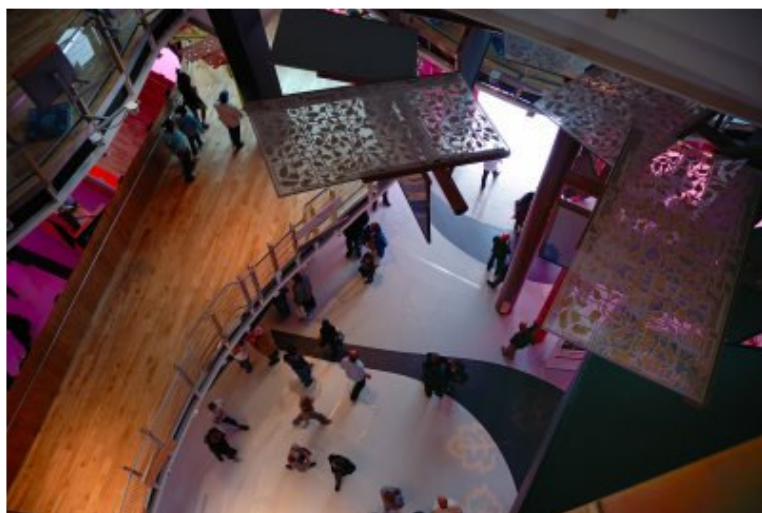
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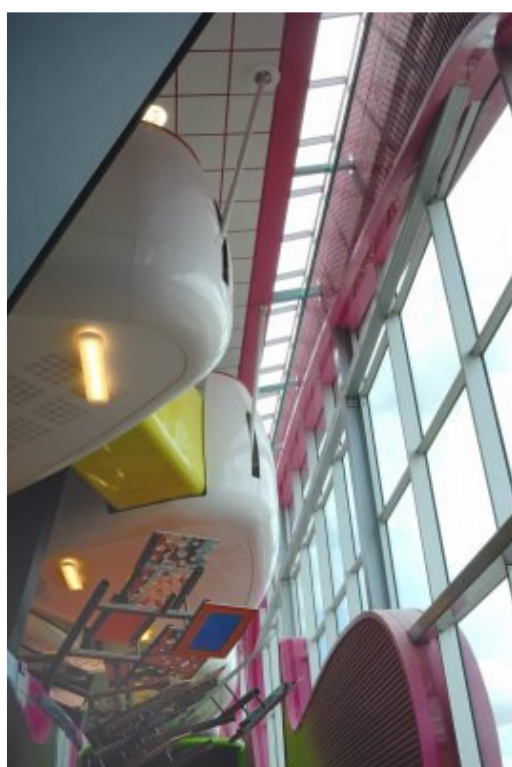
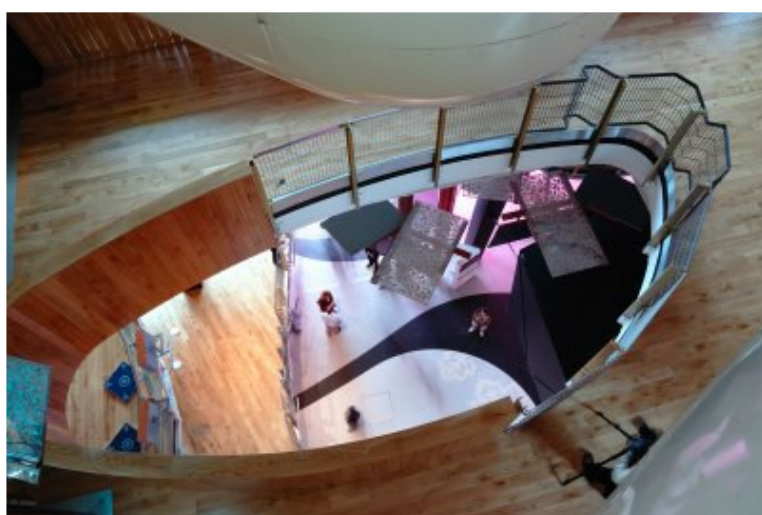
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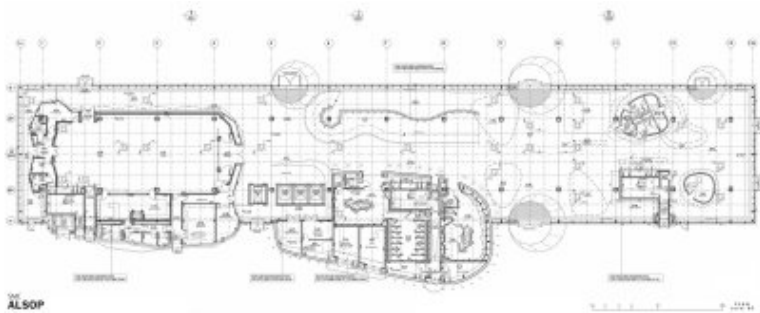
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► August (47)

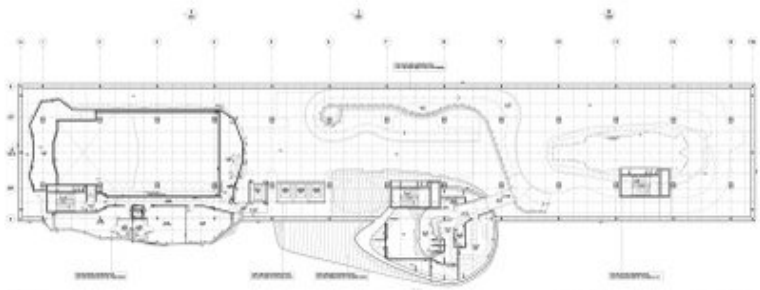




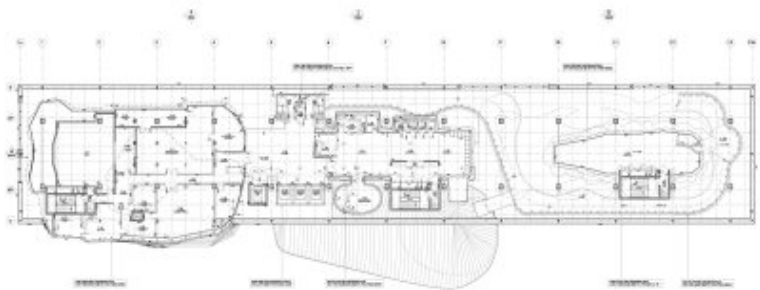




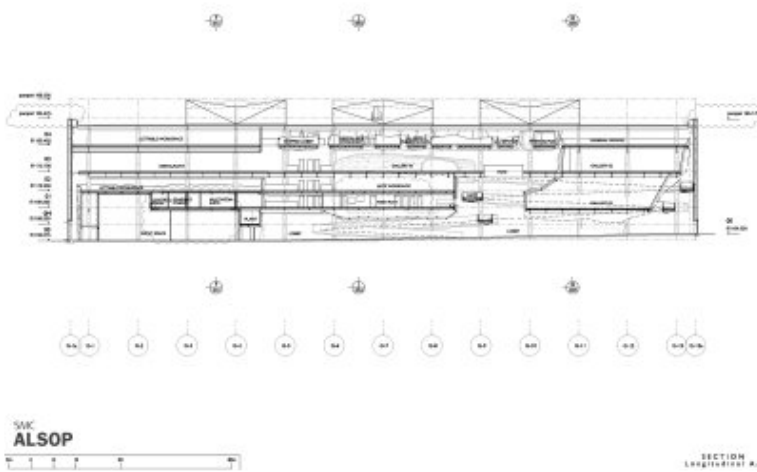
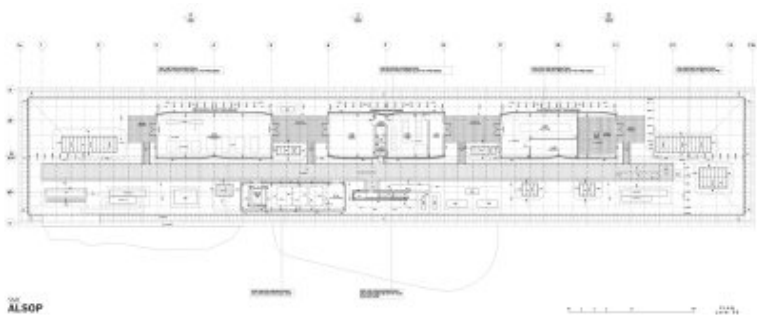
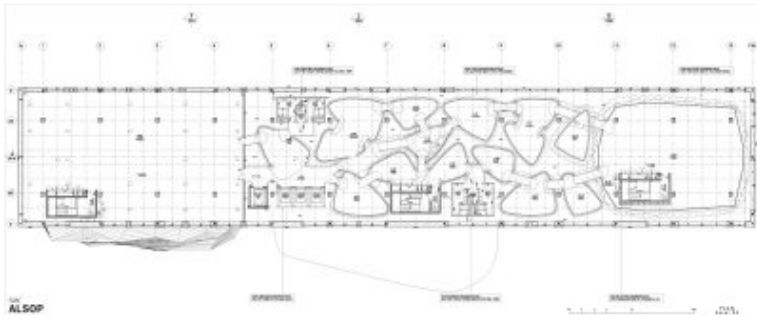
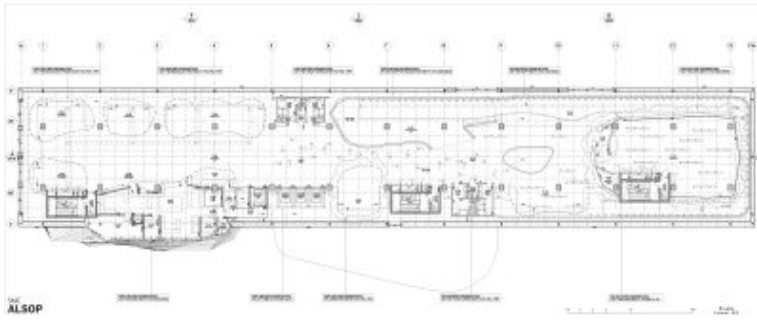
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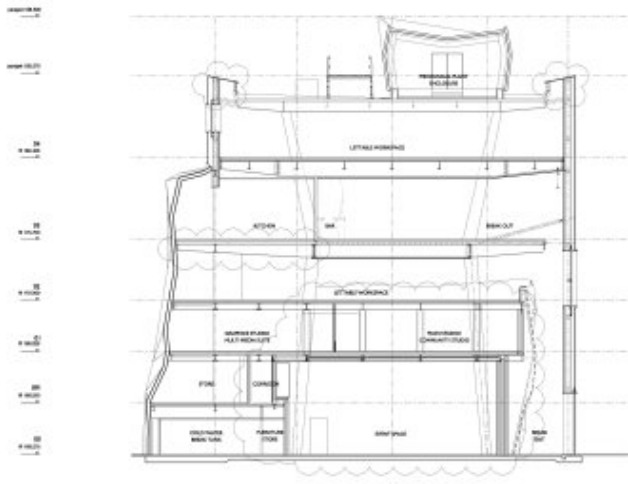


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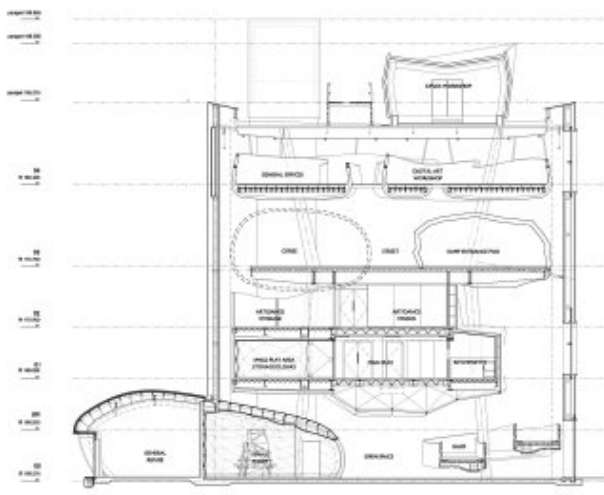
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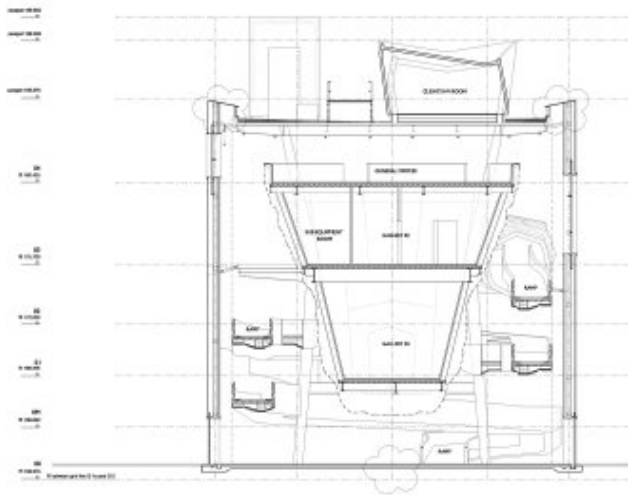
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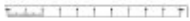


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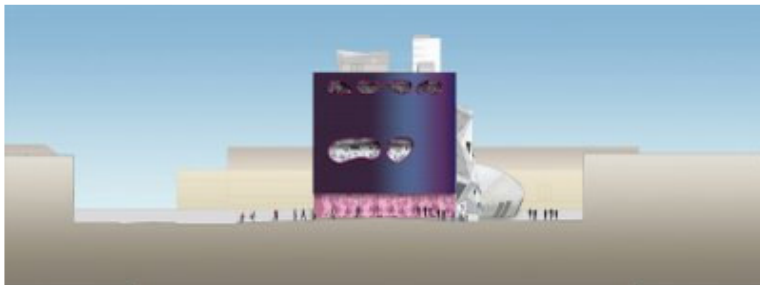
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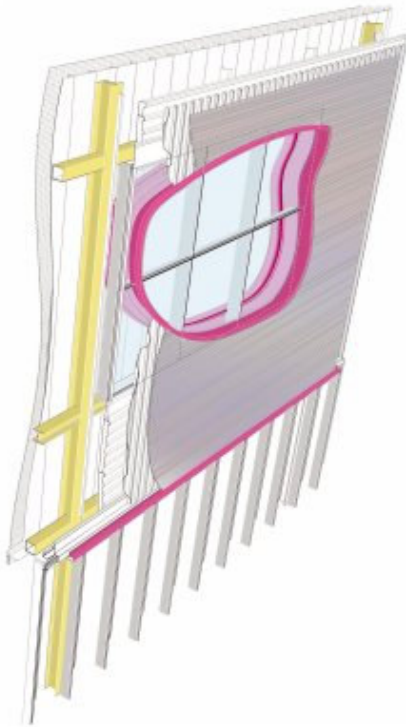


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SECTION
CROSS 00





Architect: Will Alsop

Project Type: Cultural Centers/Art Galleries

Design: 2004

Realization: 2008

Link: www.alsoparchitects.com

Project Description:

The structure, designed to accommodate many initiatives related to local and international art, was conceived as a real "box of wonders" whose role is to encourage creativity. Hence the idea of a multiplicity of spaces, shapes, curvilinear shapes and playful atmosphere.

The black leather of the parallelepiped (113m x 21m x 22m) is countered by the color red strawberry in a series of windows, whose shape evokes the strange softness of Giuggioli. Is the same color as the base of the structure, whose windows allow a view inside. Here the simplicity of the exterior gives way to the complexity of large objects with curvilinear geometry suspended from the ceiling, a series of elevators and a staircase that links the different spaces.

A structure composed of 13 pairs of hollow steel columns filled with concrete support the main floor located on the third level. Here elements of steel that develops a bump, offer support for the cover. The envelope was designed as a self-supporting structure, and thus independent of the primary: "Structurally - Will Alsop says - can be described as a light box which is a series of sculptural forms. These

surround the plans that are supported by the main structure of columns in steel and cement. "

POSTED BY ADIYES AT 5:39 AM

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