



STAR ARCHITEKTUR JENSEITS VON BILBAO

Dr. Nadia Alaily-Mattar

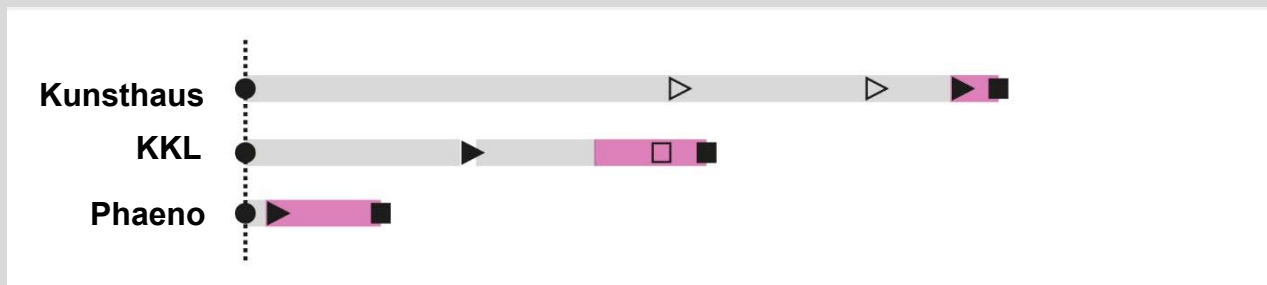
12. Februar 2018 – Vorhoelzer Forum, TUM

The bilbao effect?

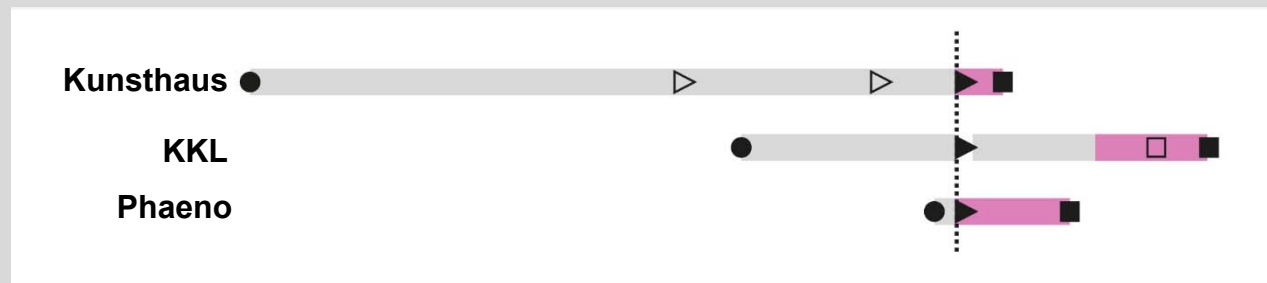
Bilbao effect is a **traveling concept**, but...



The bilbao effect?



From first idea to inauguration



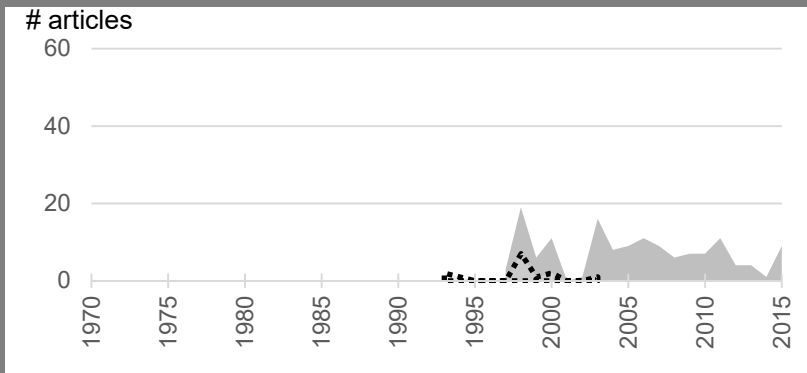
From competition to inauguration

Legend

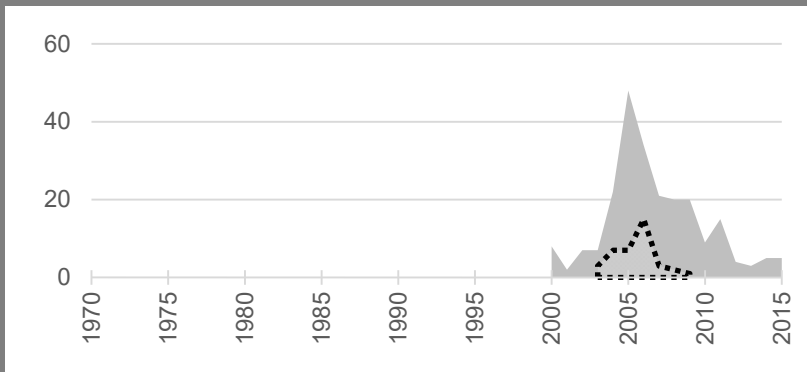
- First idea about project
- Inauguration
- Inauguration of concert hall (KKL)
- ▶ Competition
- ▷ Competition for project on other sites (Kunsthaus Graz)
- Public discussion phase
- Construction phase

Avery & Lexis Nexis

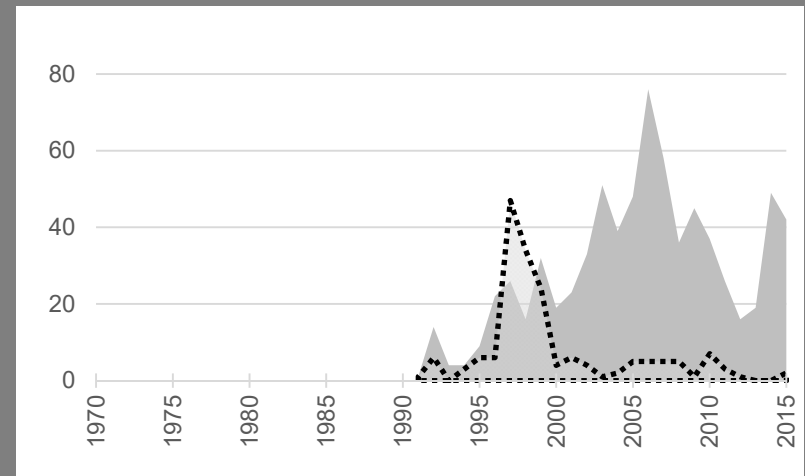
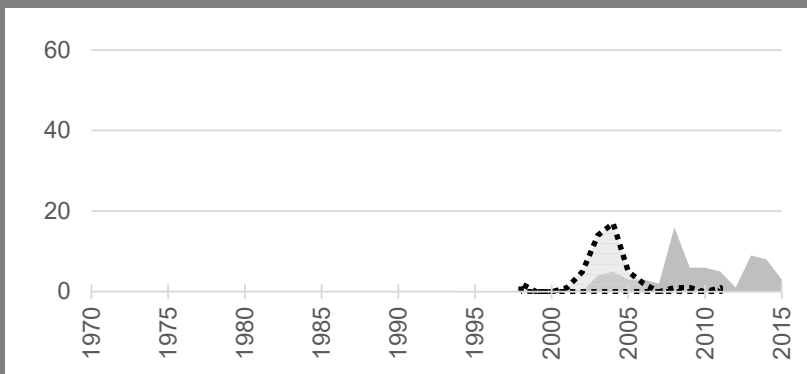
KKL



phaeno



Kunsthaus



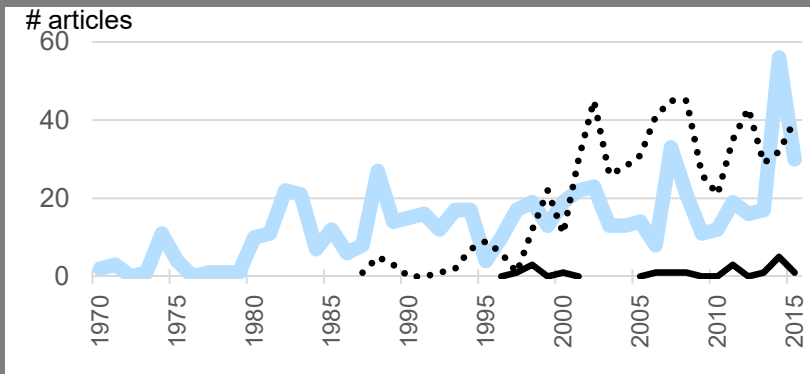
GMB

Source: Nicolas Büren & Nadia Alaily-Mattar (TUM)
based on Avery & Lexis Nexis databases (Status July 2016)

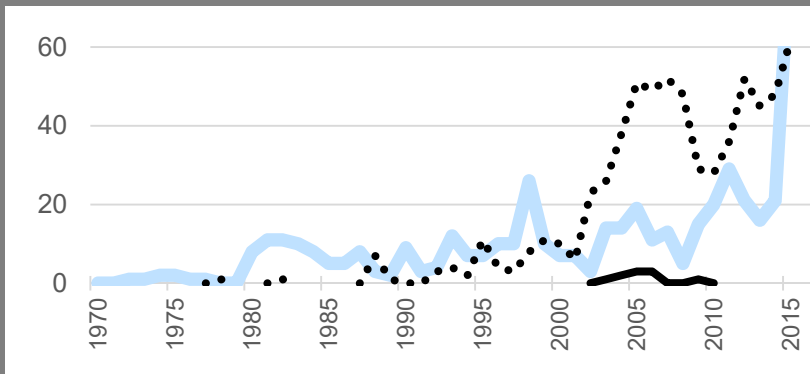
●●● Avery ■ Lexis Nexis

New York Times

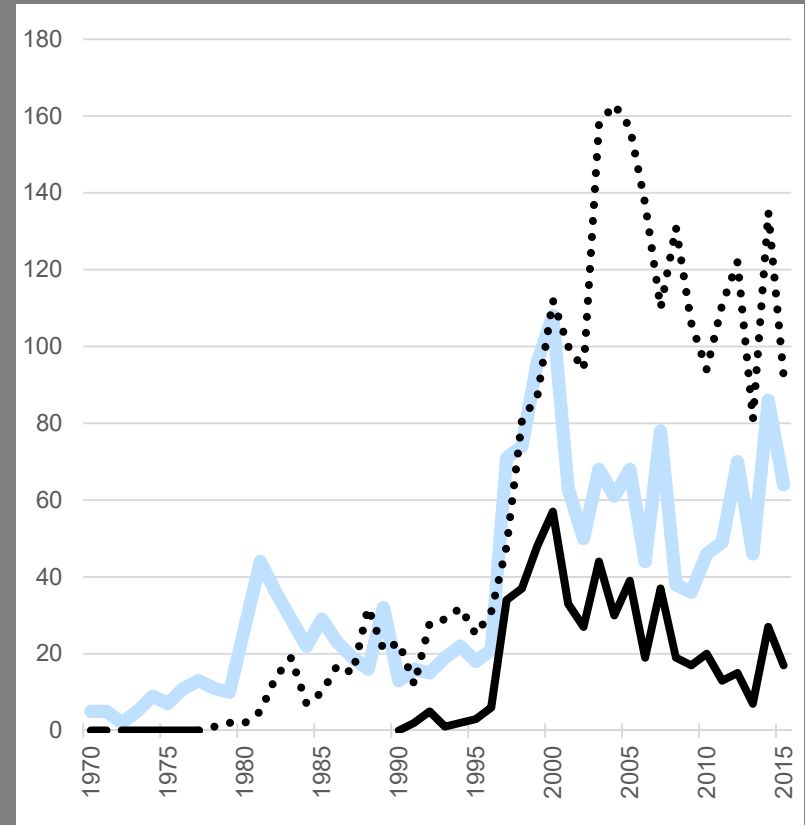
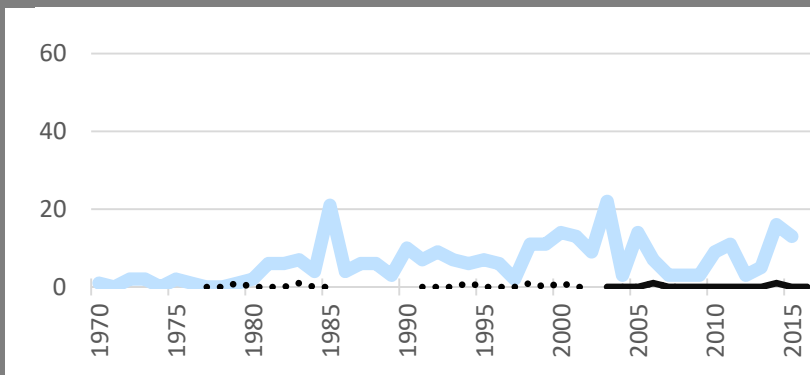
Lucerne



Wolfsburg



Graz



Bilbao

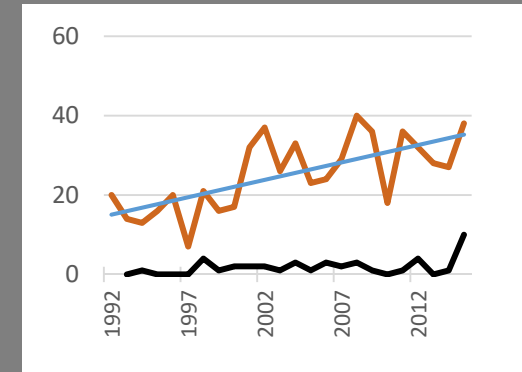
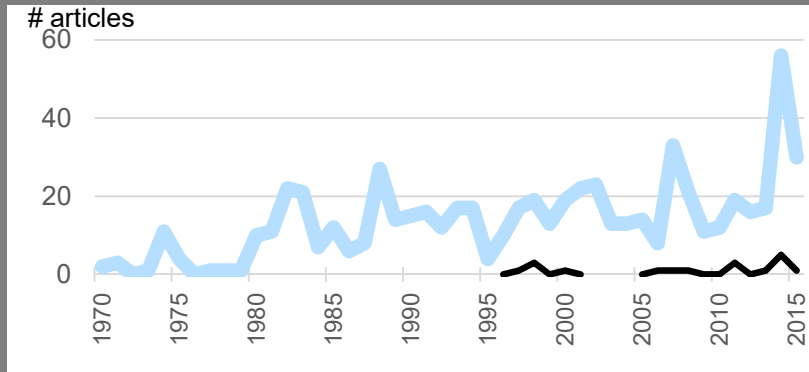
Source: Nicolas Büren & Nadia Alaily-Mattar (TUM)
based on NYT & SD databases (Status July 2016)

— city — project ... architect

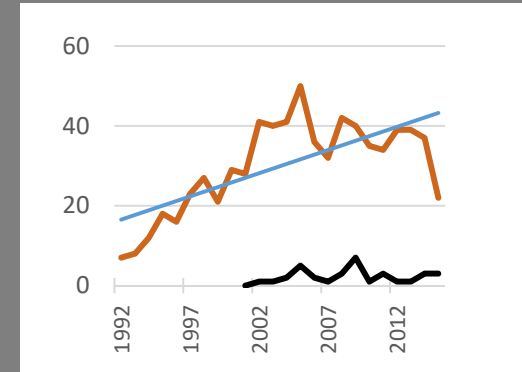
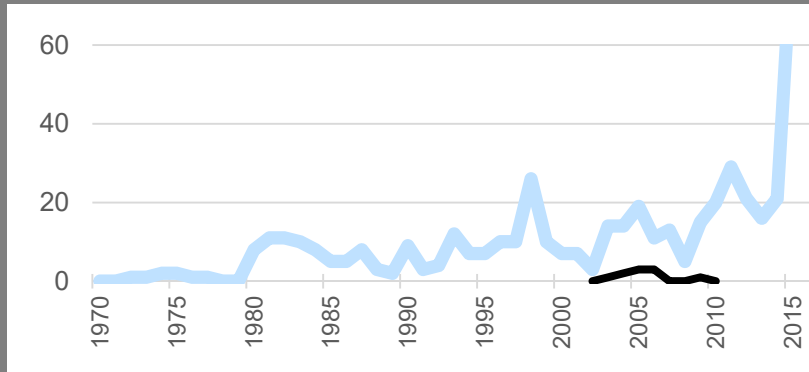
New York Times

Süddeutsche Zeitung

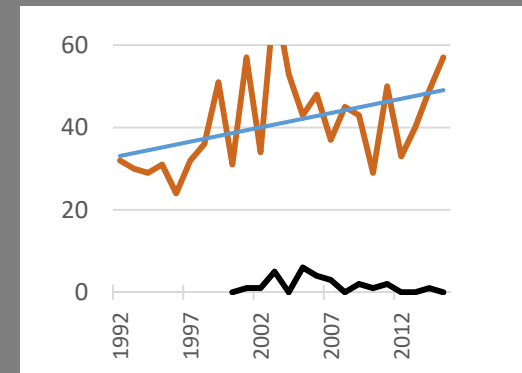
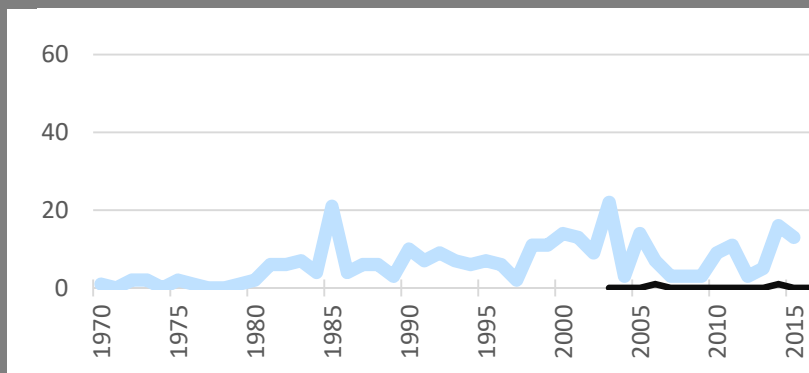
Lucerne



Wolfsburg



Graz



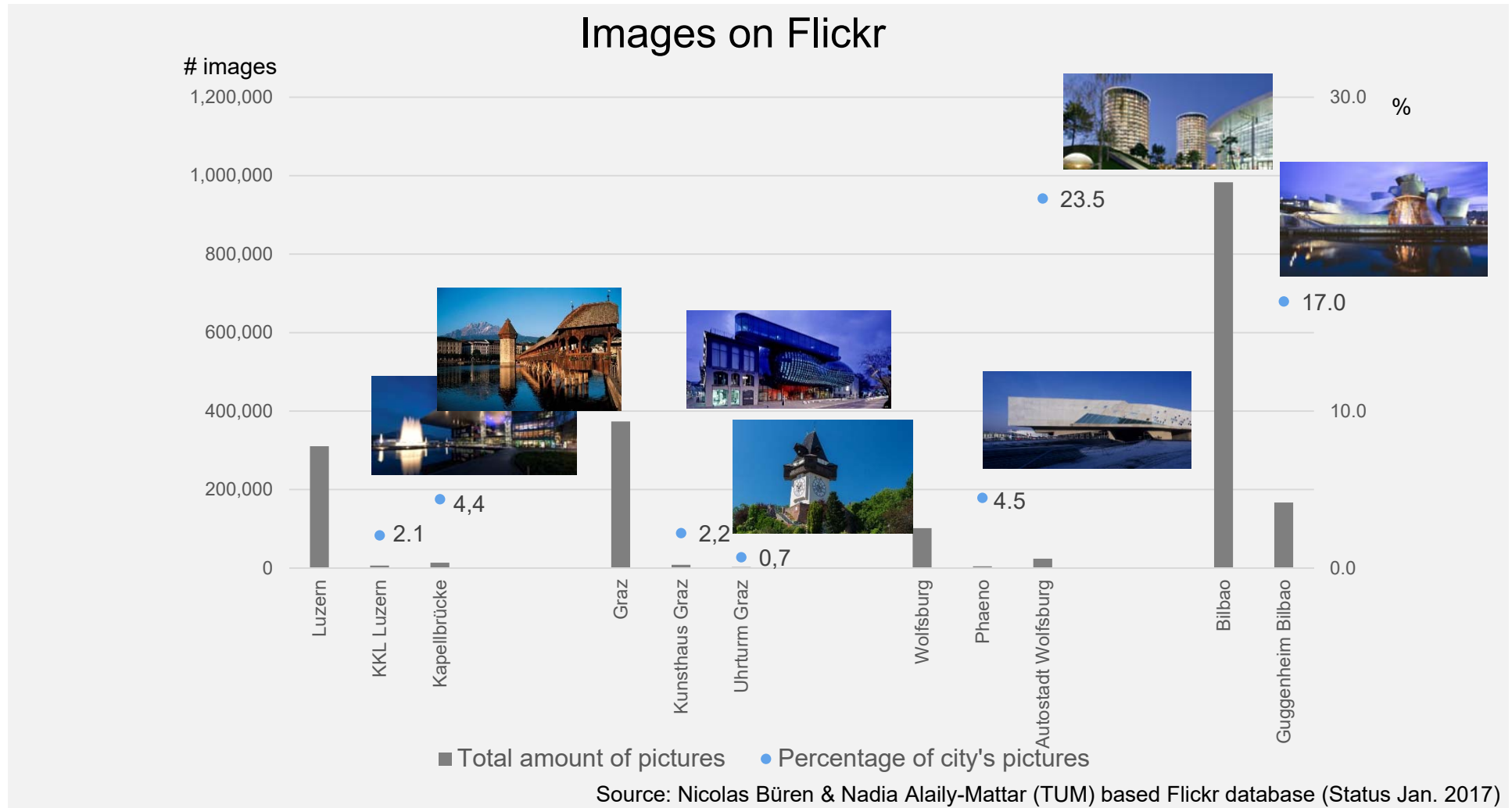
Source: Nicolas Büren & Nadia Alaily-Mattar (TUM)
based on NYT & SD databases (Status July 2016)

city

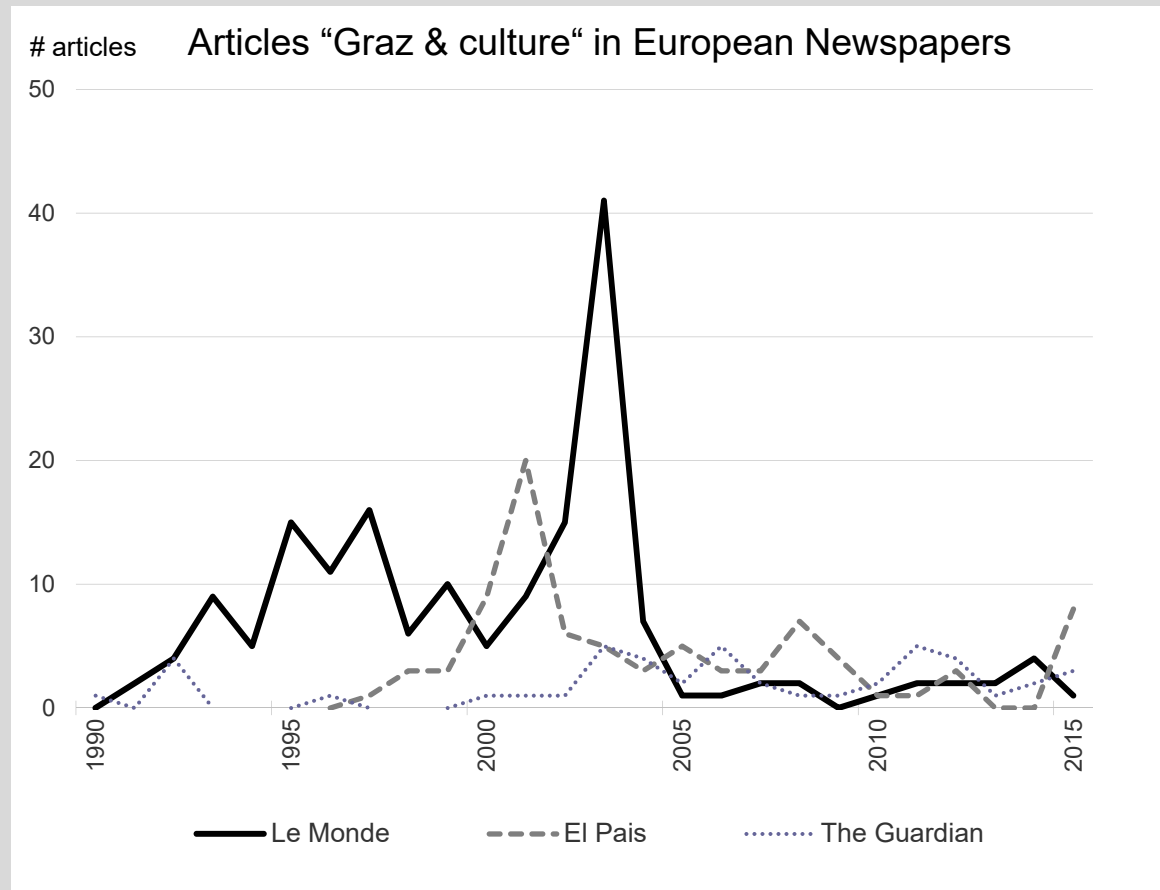
project

city (art, culture & entertainment)

The circulation of images



Kunsthhaus Graz | Graz print media exposure



Source: Nicolas Büren & Nadia Alaily-Mattar (TUM)
based on newspapers databases (Status July 2016)

Kunsthau Graz | Image & discourse

And while Graz has some of Austria's most beautiful Gothic, Renaissance and Baroque architecture ... the sites built for Graz 2003 are **innovative** and **forward-looking**, even **eccentric**.

New York Times
2003 Sunday

Why **avant garde** Graz is Vienna's cooler little sister.

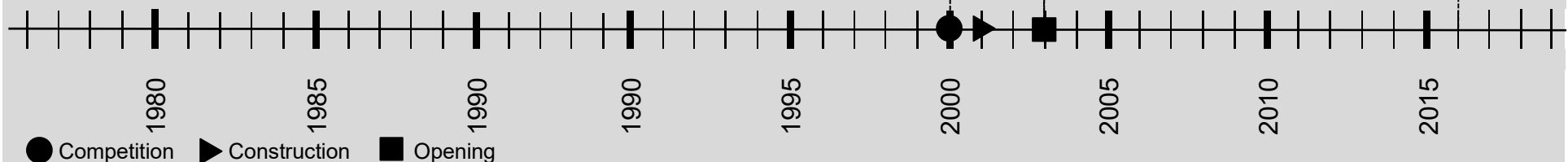
the guardian
2016

Escape from 'pensionopolis': The steirische capital once the nucleus of the literary avant-garde creates a **new image** with unusual projects

Süddeutsche Zeitung
2003

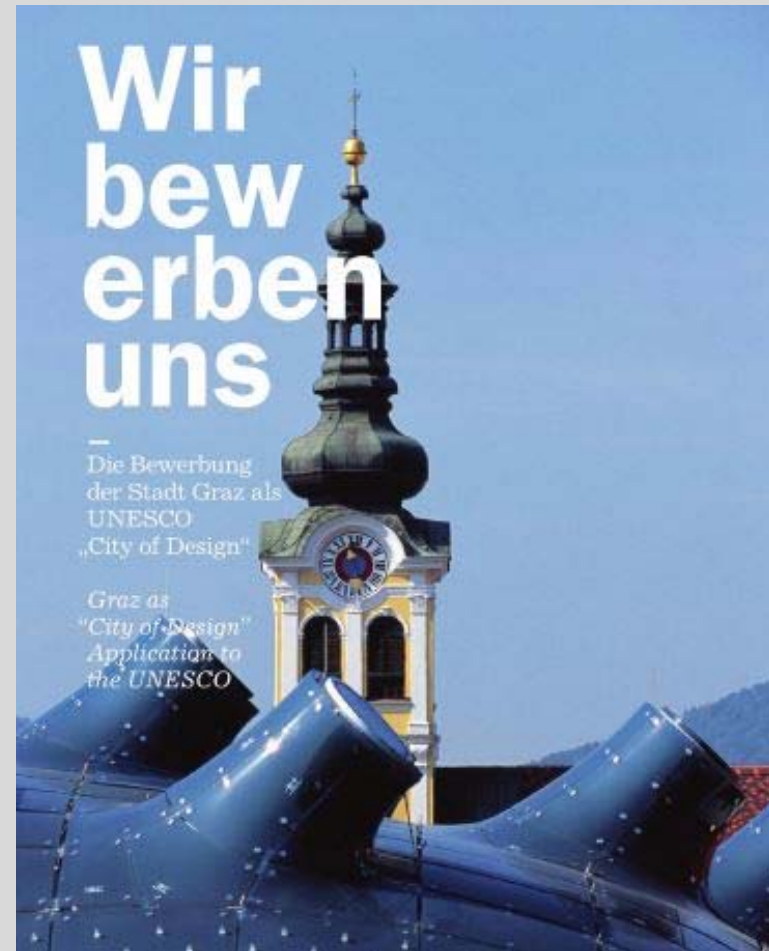
Small castle with **big ambitions**

Süddeutsche Zeitung
2000

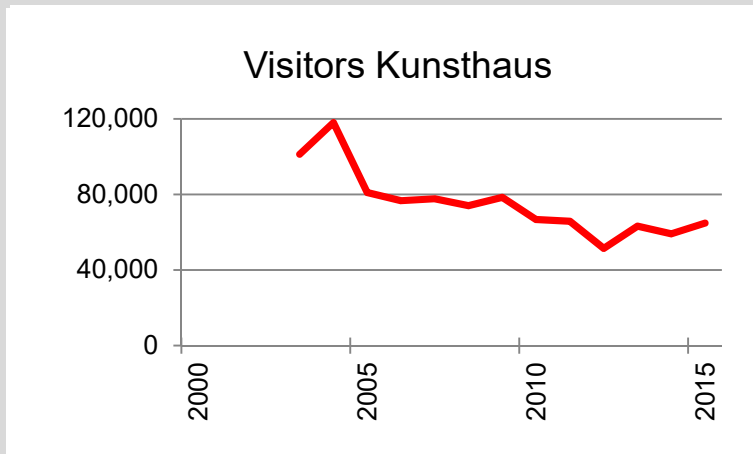
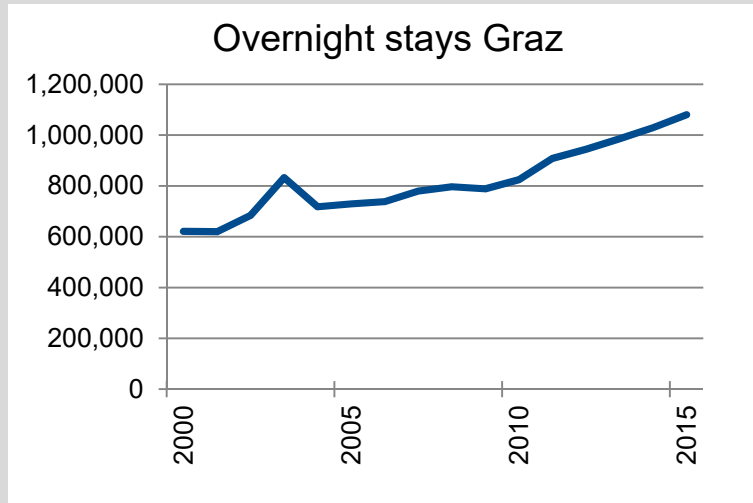


Dr. Nadia Alaily-Mattar

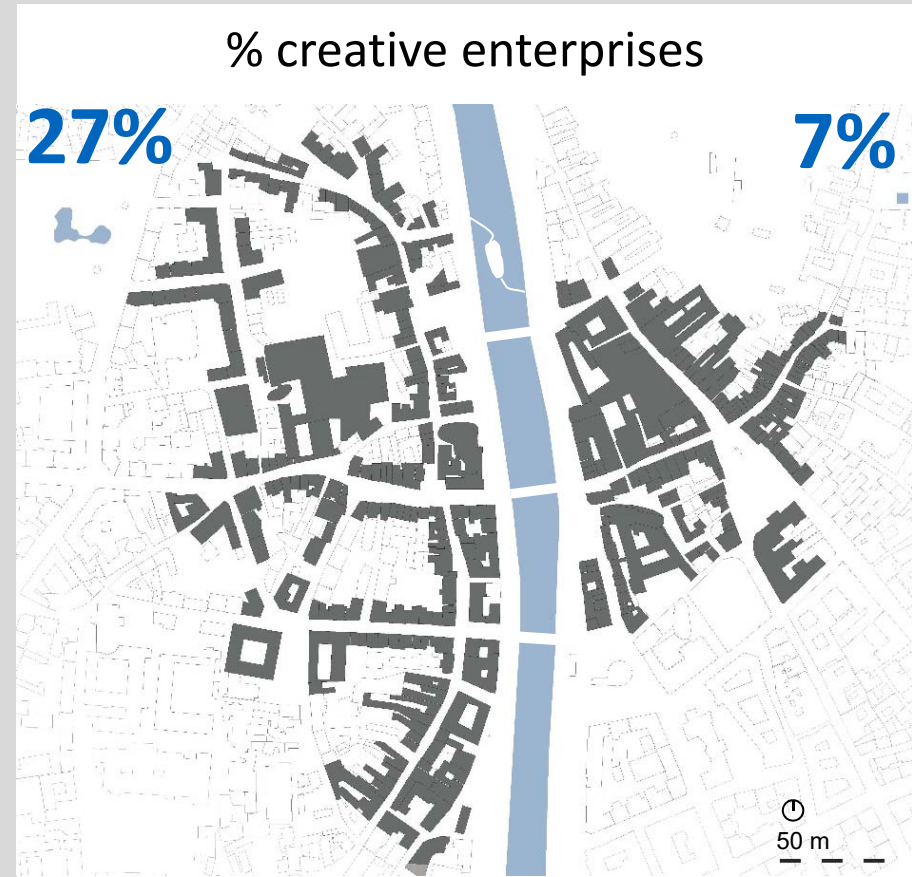
Kunsthhaus Graz | as a picture



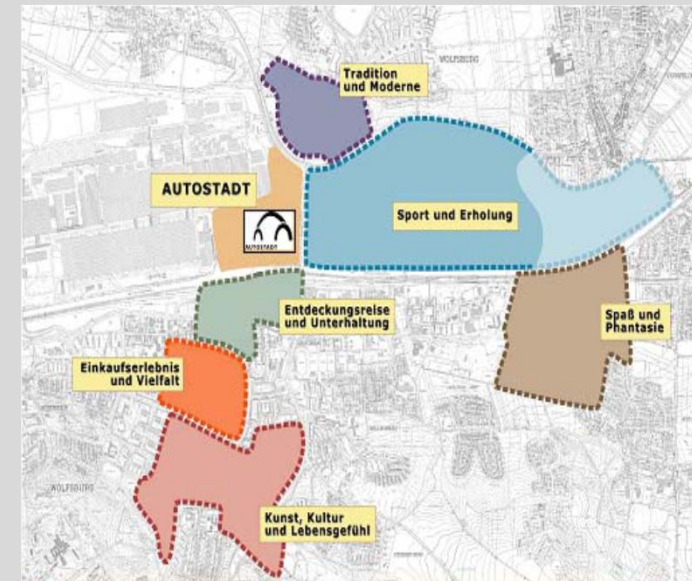
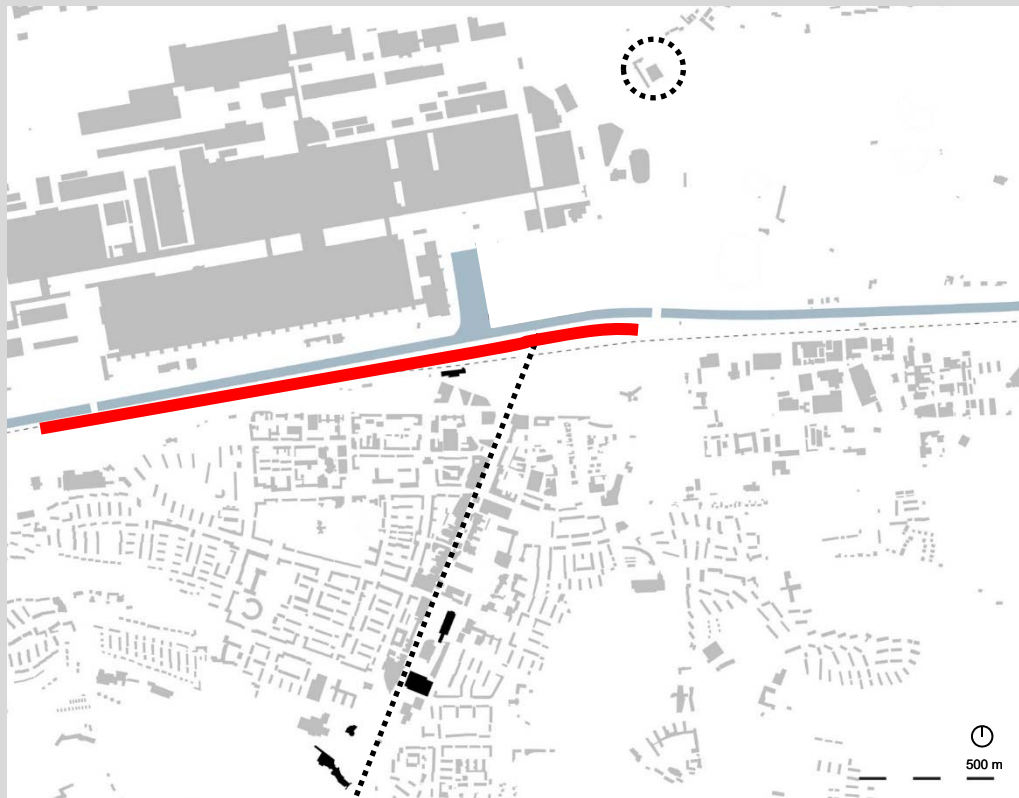
Kunsthhaus Graz | Tourism, creative economy



Source: Johannes Dreher (TUM)
based on data provided by Statistik Austria; Kunsthhaus Graz



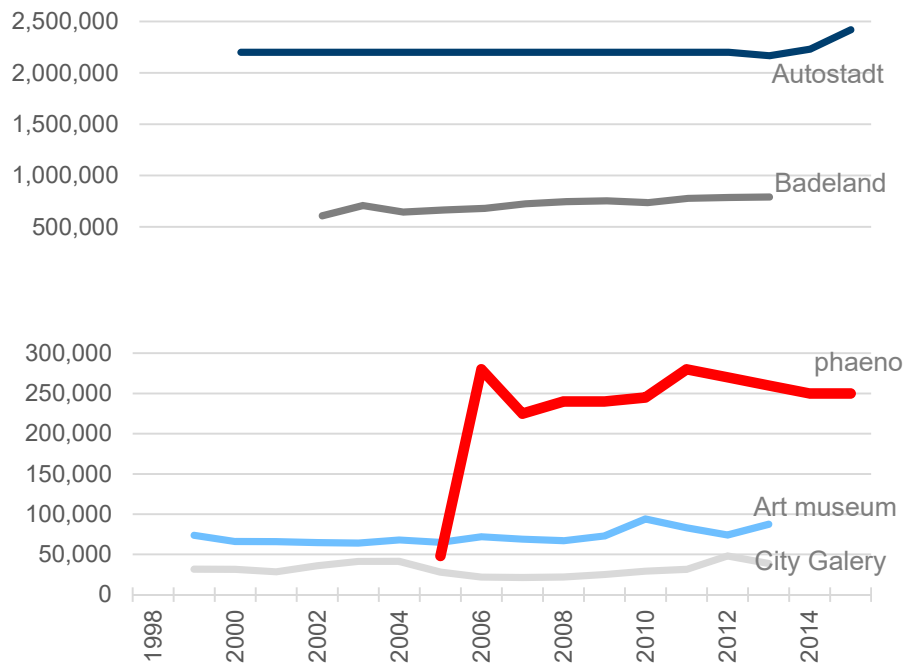
Source: Franziska Sedlmeier, (student project TUM) 2016
Number of surveyed enterprises: 205



.. eine Neu-positionierung

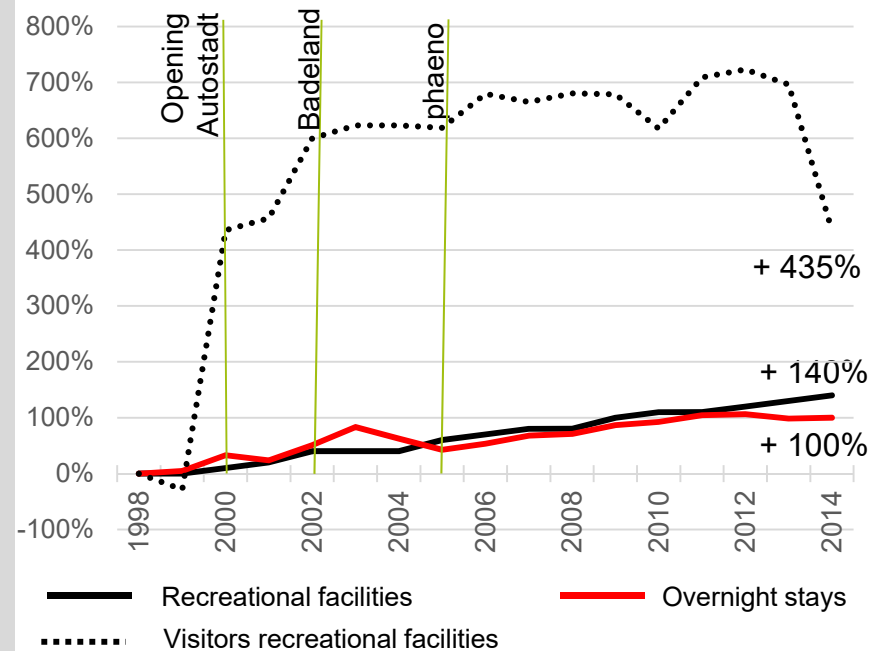
(AutoVision, 1999, page 22)

Visitor numbers of selected leisure time facilities in Wolfsburg



Source: Johannes Dreher (TUM) based on data obtained from Statistische Jahrbücher der Stadt Wolfsburg von 1993-2014

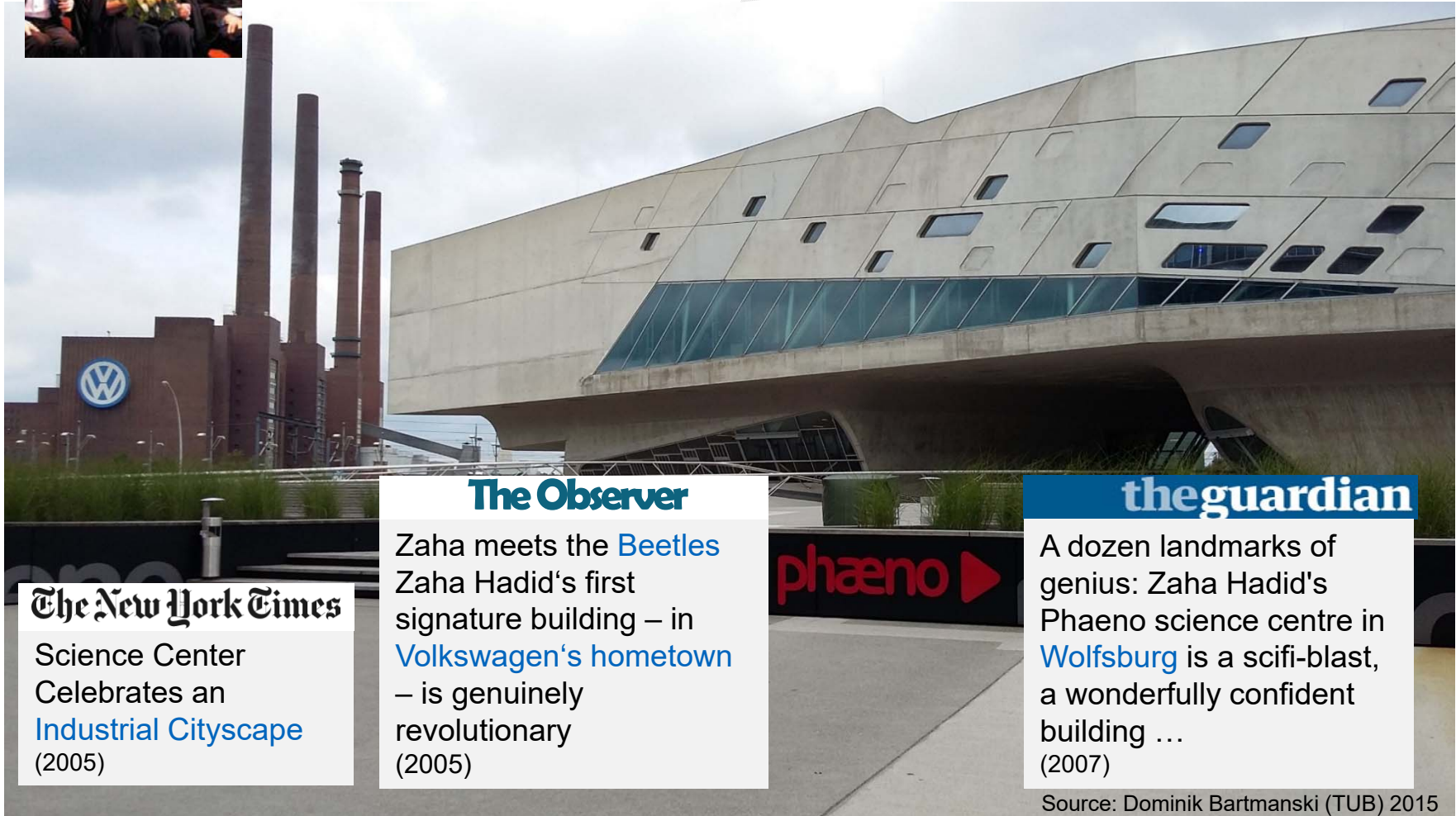
Development of # recreational facilities, # visitors of recreational facilities & overnight stays Index 1998: 100



Source: Johannes Dreher (TUM) based on data obtained from Landesamt für Statistik Niedersachsen and Statistische Jahrbücher Wolfsburg



... it was a battle of symbols, battle of attention, battle of fame.
(Source: interview, 2016)



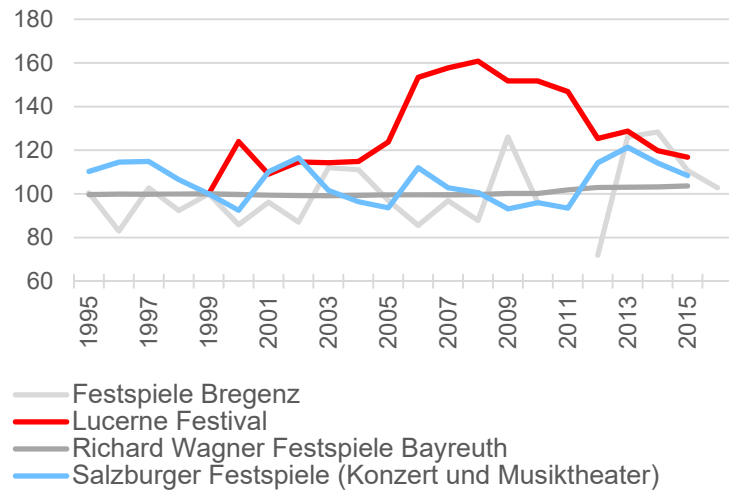
The New York Times
Science Center Celebrates an Industrial Cityscape (2005)

The Observer
Zaha meets the Beetles
Zaha Hadid's first signature building – in Volkswagen's hometown – is genuinely revolutionary (2005)

theguardian
A dozen landmarks of genius: Zaha Hadid's Phaeno science centre in Wolfsburg is a scifi-blast, a wonderfully confident building ... (2007)

Source: Dominik Bartmanski (TUB) 2015

Development of number visitors of festivals index 1999



Source: Johannes Dreher (TUM) based on data from Statistische Jahrbücher Bayreuth, Festspiele Bregenz, Jahrbücher Salzburg; Lucerne festival

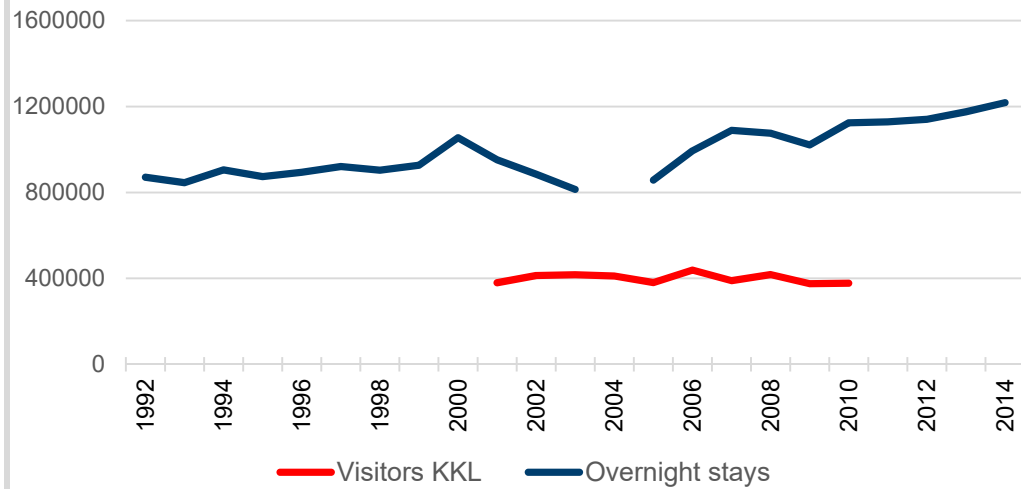
Internationale Musik Festwochen



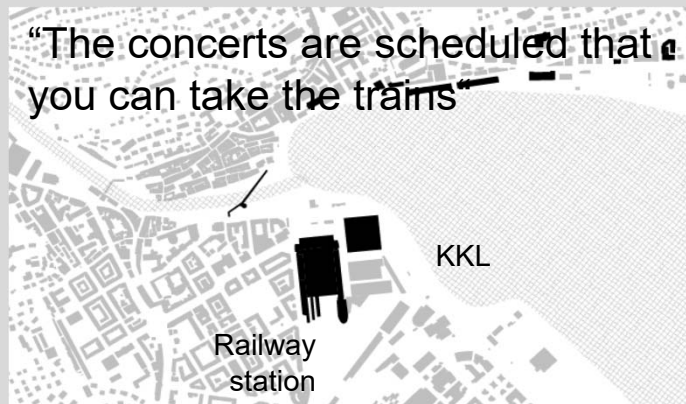
Lucerne Festival at the “Salle blanche”



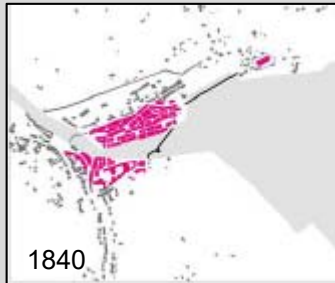
Overnight stays in Lucerne & KKL visitors & venues



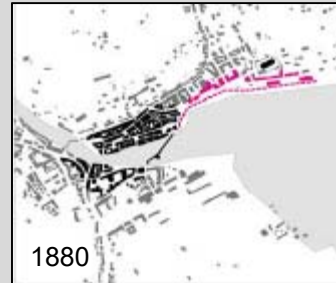
Source: Johannes Dreher (TUM), based on data from KKL Lucerne; Bundesamt für Statistik - Behergungstatistik



“Hotel Frühling“



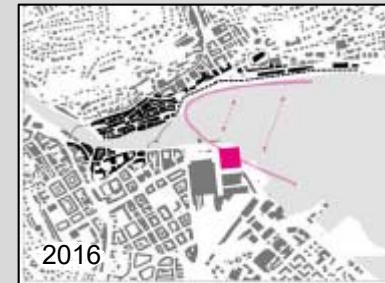
1840



1880

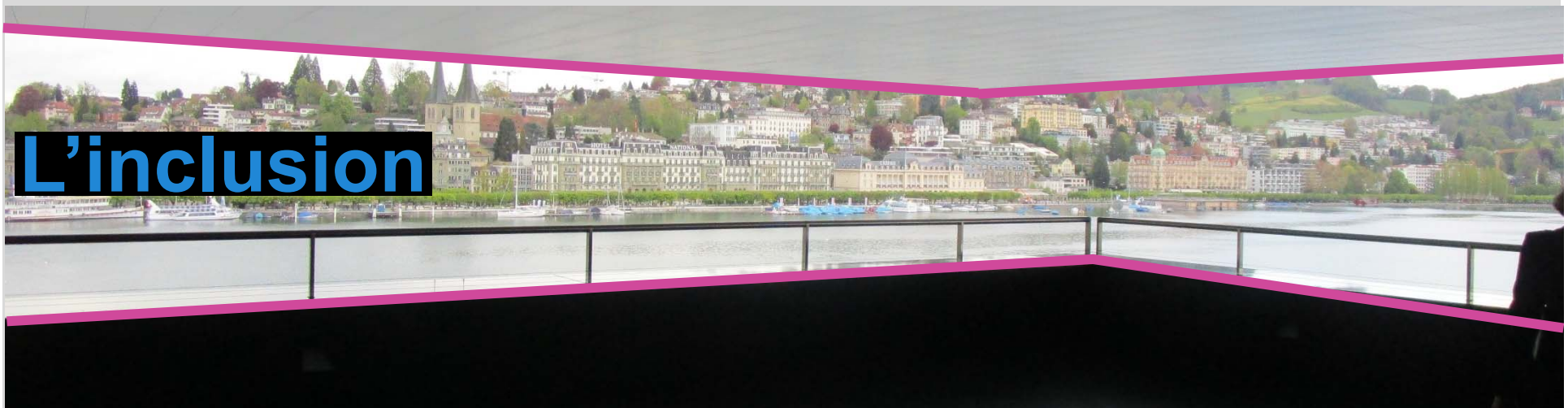


1934



2016

Source: Timo Pape (HCU)



Source: Alaily-Mattar, 2016

Eine Chance für Luzern Nouvel Tempel Jahrhundertprojekt Alles unter einem Dach



1994 Archiv Stadtfragen

(© JNEC, Vincent Lafont, Trägerstiftung Kultur- und Kongresszentrum am See, Luzern)



Nouvel
(Architect)

Johnson
(Acoustician)

Abbado
(Conductor)

“I am the master of the eye“ (Nouvel)

Conclusion

- Star status of architects was **instrumental for the legitimization & realization of the exceptional architecture.** But it did not result in accentuated media exposure of the cities. Impact of **media exposure is qualitative rather than quantitative.**
- Despite **positive economic effects**, these do not lead to a significant re-positioning of their respective cities, as hoped by the initiators.
- **The legitimation of architecturally exceptional projects is often economically centered, but in terms of the repositioning of a city, social & morphological effects seem to be more pertinent**

Conclusion

- Economic and socio-cultural effects can be **transient & volatile**
- Although **morphological effects** are open to interpretation and context-dependent, they are rather **long-term, stable** and less closely linked to the 'star factor'.
- The consideration of the impact of star architecture must not neglect the contribution of architecture!
- **“Architecture matters”, also for star architecture!**

Danke ■