The American Museum of Natural History gives great importance to anthropology and cultures, yet the content of the Cultural Halls seem to stop in the early 20th century. The Scientific Halls, have the most renovations and novel artifacts, while the Human and Culture Halls have stagnated. This proposal seeks to revisit this interest in society by creating an addition devoted to Contemporary Culture.

History tends to be told from the lens of the mainstream, but this addition aims to revert this by telling the history of Contemporary Culture through subcultures, which are the smaller groups within society who critique the set conventions at a specific time; this new wing will use fashion and costumes to narrate their story.

Parallel to the strangeness of subcultures within society’s set conventions, how may one begin to introduce banal forms of display of clothes as a curatorial technique, foreign to the context of “a museum”. The introduction of the storefront, the shopping mall, the fashion runway, and the dry-cleaners rack into the addition, generates a spatially dynamic interior with a continuous cyclical flow, opposing the hard monolithic exterior: a hidden world within the Museum.

Selected for: In Process 23, Pratt SoA
Critic: Mark Rakatansky
Design 402 Fall 2017
Individual Work
LEFT: Site Plan. Extension of Ross Terrace (Right) as a runway - functioning as a secondary entrance through the second floor with a potential to transform into an actual runway for fashion show events.

BOTTOM RIGHT: Monolithic rough exterior creates a duality with the dynamic spatial plan organization. The addition relates to subcultures in the way it contrasts the current museum creating an insular condition in both form, organization, and materiality.