EXHIBITION STAND CONCEPT

MAIN TITLE: LOVE HATE 1950 – 2050

Subtitle: A Hundred Years of Modernism in the Baltic States
Alternative subtitle: A Hundred Years of Modernism in Estonia, Latvia, Lithuania

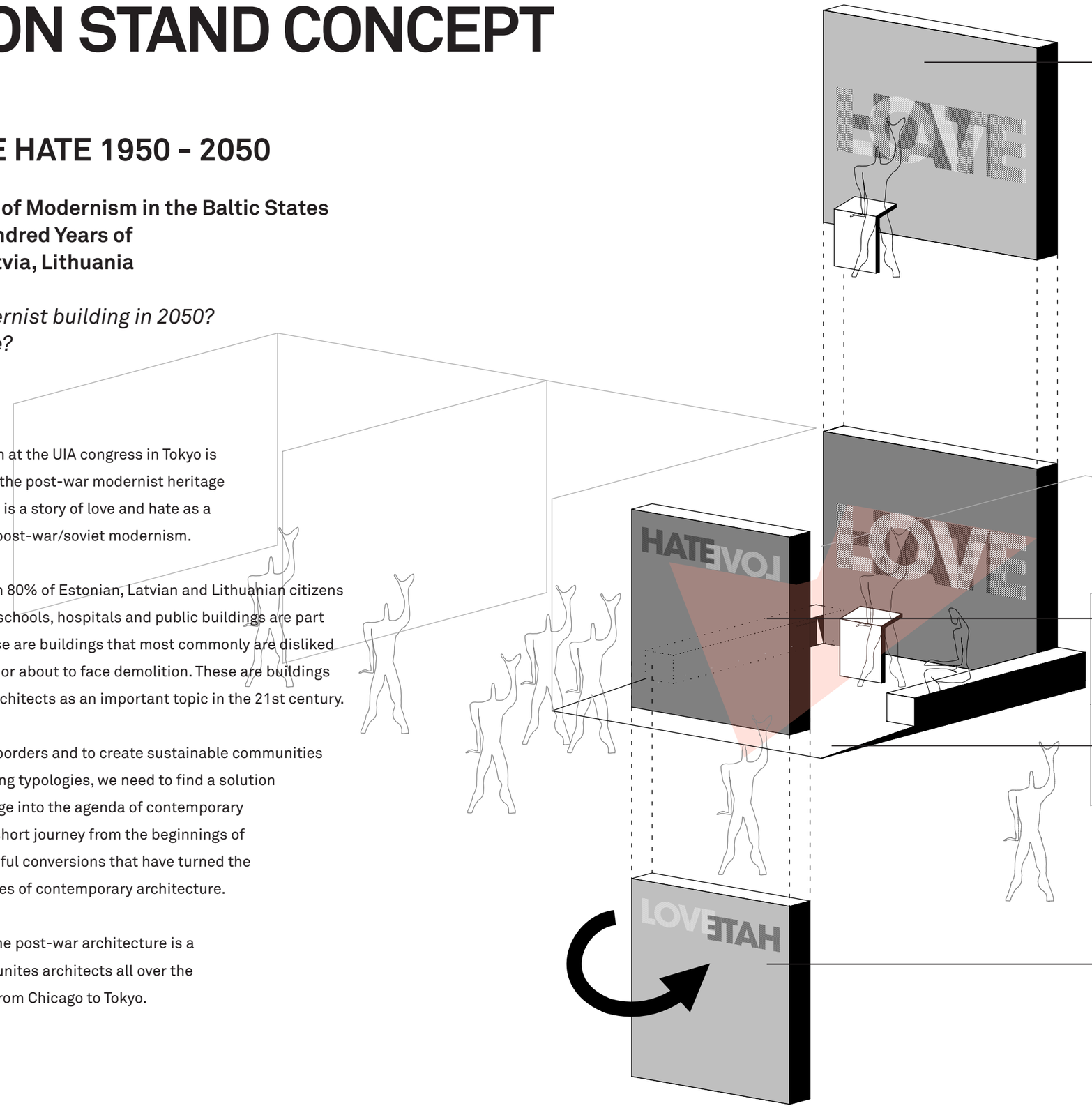
Will there be a single modernist building in 2050?
Will love take over the hate?
Let‘s play a game!
Let’s play Love Hate!

The main idea of the BAUA exposition at the UIA congress in Tokyo is to offer a discussion platform about the post-war modernist heritage in Estonia, Latvia and Lithuania. This is a story of love and hate as a metaphor for attitudes towards the post-war/soviet modernism.

According to the statistics more than 80% of Estonian, Latvian and Lithuanian citizens live in the post-war buildings. Many schools, hospitals and public buildings are part of the post-war/soviet heritage. These are buildings that most commonly are disliked and hated. Many of them have faced or about to face demolition. These are buildings that have come to the attention of architects as an important topic in the 21st century.

If we want keep our cities within its borders and to create sustainable communities that are not segregated by the building typologies, we need to find a solution how to integrate the post-war heritage into the agenda of contemporary living. The BAUA exposition offers a short journey from the beginnings of the Baltic modernism to the successful conversions that have turned the grey mass of concrete to masterpieces of contemporary architecture.

Moreover love and hate attitude to the post-war architecture is a topical architectural discourse that unites architects all over the world – from Tallinn to Madrid, and from Chicago to Tokyo.



WALL #2 & VOTING DECK

An interactive platform where the stand visitors are invited to post opinions on which buildings from the post-war era should be saved or demolished. All voters are presented with a set of pictures of well known/popular examples of the Baltic post-war architecture and two buttons: a LOVE button for “save” and a HATE button for “demolish”. Voting is done via social networks e.g. LOVE HATE Facebook page creating an open, easy accessible online resource and discussion forum. The aim of the voting procedure is to facilitate participation and to create an instant feedback. Thus thousands of people will be able to learn more about the Baltic architecture and express their views not only at the BAUA stand in Tokyo, but anywhere else in the world.

WALL #1

Demolition documentary representing HATE against the Soviet heritage

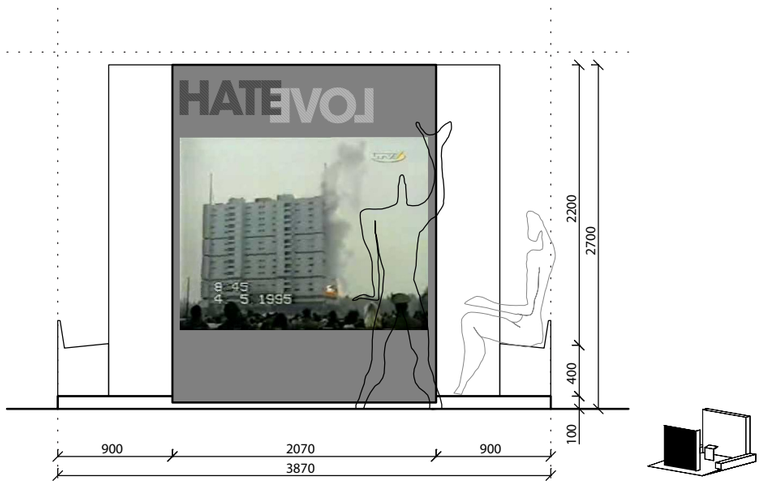
SPACE IN-BETWEEN

Space containing voting platform, surrounded by benches providing seating in case of queuing and containing souvenirs, storage space for technical supplies, sound and computers.

WALL #3

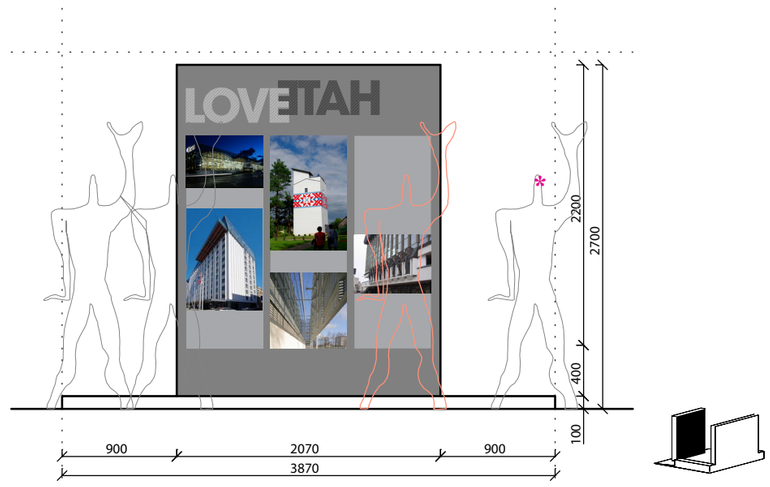
A display of successful contemporary conversions of the Soviet post-war buildings in Estonia, Latvia and Lithuania representing LOVE

TECHNICAL INFORMATION



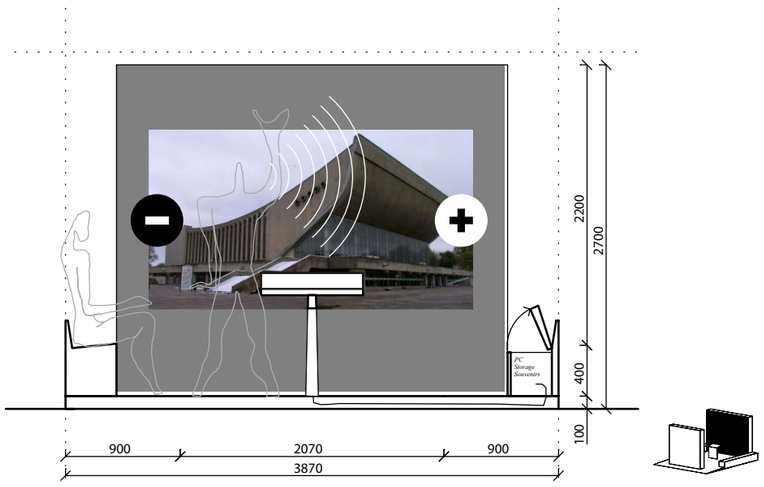
WALL #1 / ENTRANCE

Title of the exposition
A slope leading visitors inside the exposition stand
A short, aggressive documentary introducing the topic
Visible to all walking by persons



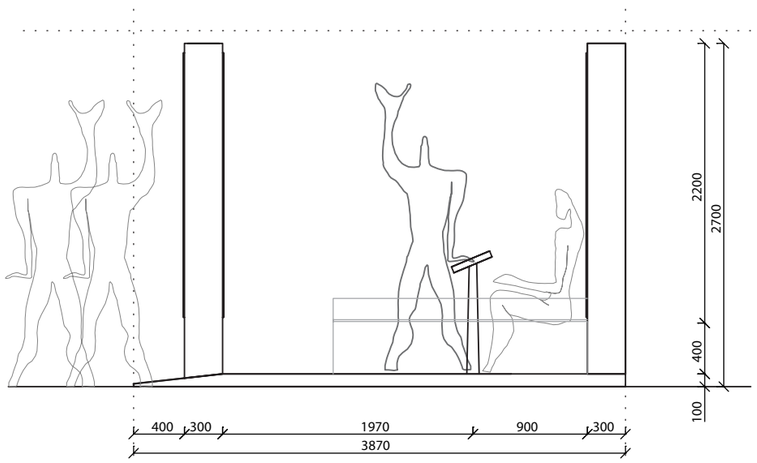
WALL #2 / MAIN WALL

A display of successful contemporary conversions of the Soviet post-war buildings in Estonia, Latvia and Lithuania representing LOVE
Basics facts about BAUA and its member countries



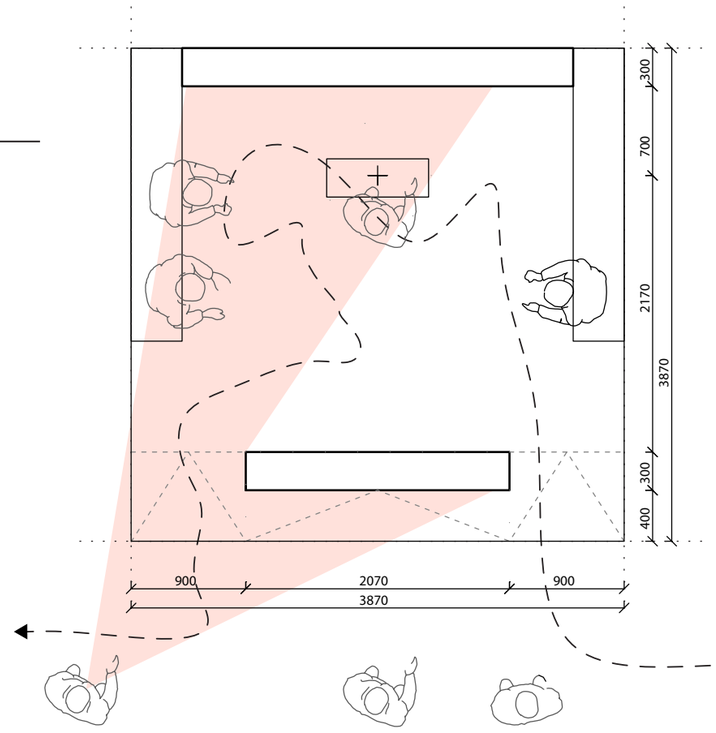
VOTING DESK + GAME

A space for reflection and interaction
Speakers stage for presentations with integrated screen
Viewing and chilling corner with seats

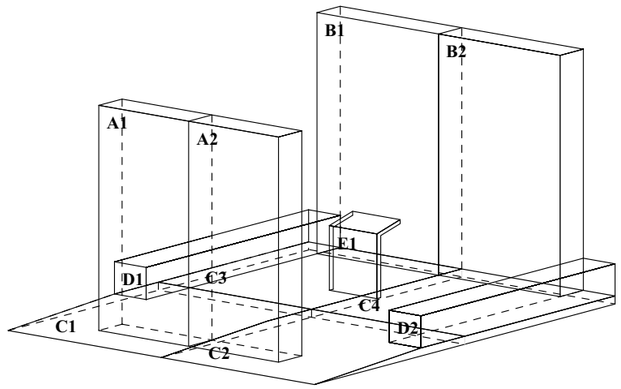


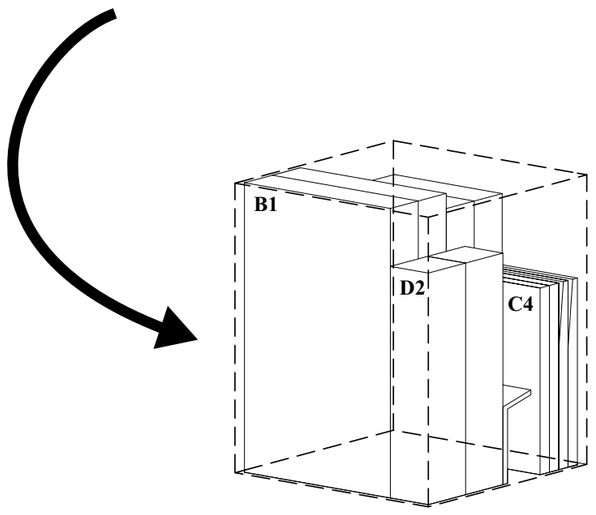
VOTING DESK + GAME

Works both, as a game console/voting desk and speakers stage for lectures held by BAUA members and others
The seats are forming a small amphitheatre putting a speaker or a player in the middle
The spaciousness is created by no surrounding walls and ceiling
Storage and technical equipment (computers, sound, books, souvenirs a.o.) are hidden inside the walls and seating
The seat is working as an information point: souvenir exchange, press, gaming, downloading area



TRANSPORTATION & SOUVENIRS





CONSTRUCTION, MATERIALS AND SHIPPING

Modular prefabricated one socket plug-in construction consisting of a base, walls and pre-installed cables and fittings
Storage and technical equipment (computers, sound, books, souvenirs a.o.) are hidden inside the walls and seating
Freestanding elements are made of robust light-weight colored (50% gray) plywood
The exhibition can be shipped in a compact cage (3.0m x 2.0m x 2.0m) i.e. 1/5 of a 40 feet sea container

LoveHate_003

LOVE HATE SOUVENIR

We do not want to create more things that clutter the world, but we want to get our story memorized.

The LOVE HATE wristband flash drive is everything to take the BAUA exposition back home. It is an accessory, a game storage, a picture and basic fact storage, a press information pack

The band is made of flexible rubber or PVC, soft and comfortable when worn around the wrist. It performs on both Windows and Mac computers and offers a massive storage space that can carry high-resolution digital photography, drawings and videos. It can be used multiple times after the UIA congress in Tokyo carrying names of Estonia, Latvia and Lithuania around the world.