

BAUA @ UIA 2011 Tokyo
EXPOSITION IDEA COMPETITION

Jury report 14.02.11

Jury session took place on 14.02.2011 at The Latvia Association of Architects in Riga.

Participated are:

from Estonia: **Veronika Valk** and **Hindreks Kesler**

from Latvia: **Juris Skalbergs** and **Arvīds Līkops**

from Lithuania: **Rūta Leitanantė** and **Gintautas Blažiūnas**

curator **Tomomi Hayashi**.

Jury discussed about the proposals according to the following points:

1. How the proposals attract and communicate with visitors, within the scale and amount of information happening at the exposition.
2. How the proposals utilise the given dimension 3,87x3,87x3,00m which are limited by the other exposition next door.
3. How the proposals give information who we are and what we do.
4. How the proposal can be developed and realized.

Also the past experience in Torino congress was also taken into consideration.

The followings are comments about individual works;

1st place, Plasticine

We consider this bold and poetic idea attracts attention of visitors well. The material provides playful interaction. Visitors participate in creation of our environment. The proposed souvenir suits well to the idea.

Since the background was left open in the proposal, we shall come up with necessary or suitable background. The construction and on-site installation issue shall be solved in the future.

It is necessary to create a link with the Baltic architectural and planning issues via www.baua.org web page, which in 2011 acts mainly as web page for the exhibition at UIA congress, yet can later on be developed into more detailed BAUA web page.

2nd place, Magnet

We all have questions and the main theme of the congress is also filled with questions. We found this is a good starting point, although there are no answers provided inside. We thought there can be wishes posted, too. This question/ wish posting can be used more interactively. The system of floating entity was questioned. The space in the exposition does not allow vantage point to view this proposal as a box.

3rd place, Instant Image House

Simple construction of booth is realistic. The use of the wall surface was considered positive, though the scattered photos on the floor was questioned. In the concept we found discrepancy in use of polaroid photos for both buildings in Baltic states and visitors in the congress. Cost of polaroid film and effectiveness were also discussed. We liked proposal for souvenir.

Special mention, Mapping

Simple and clean construction gives most spacious room between the walls. But it does not communicate well enough in this exposition. It can be suitable for i.e. a solo exhibition of Baltic architecture with a lot of details. Since we can still consider this as a basic information necessary for visitors to understand who we are, we decided to commend the effort.

Summarized by Tomomi Hayashi, curator, architect EAL
on behalf of Competition organizer, BAUA