
ARCHITECTURAL MUSEUM PROJECT

PRE-FEASIBILITY STUDY and PRE-DESIGN CONCEPTION

assignment for workgroups (of four – six students)

The Hungarian Government has decided to build a new Museum Quarter. There will be constructed among others a modern Museum for the Architecture. You are called to help the planning and architectural works in the building economics field (for non-profit institutions, as a museum).

The workgroups of 4 students have a task to elaborate a pre-feasibility study and a pre-design architectural conception in four chapters:

1 Needs and the architectural brief

Visitor – Institution (staff) – Collection – Infrastructure (building) as main functional elements to run a museum: the mission statement of the Museum of Architecture, the symbolic function of the building – benchmark of similar buildings in the world – visitor's typology – profiles, hierarchical and weighted needs (based upon Maslow pyramid), visitor's experience path (scenario of impressions and activities), the elements of a collection and his show, interactions and staff, the collection management, building elements: function graph, pathways (visitors, artifacts, staff, etc.), list of rooms, exteriors, museum- and show technology, IT and virtual environment, etc.

2 Architectural and interior sketching – message of the building on his aspect

Architectural sketches for possible localization near to the "Vajdahunyadvár": the visual contrast or liaison – preliminary drawings of the urban aspects: infrastructure, (public) transport, parking, green surfaces – sketches for the external aspects for an iconic building – interior sketches for a useful and visitor friendly architectural museum (visual impressions and experiences of the visitors) – element of the attractiveness for the different type of visitors, etc .

3 Feasibility of the project

Estimation of the construction and the running cost of the building (based on benchmark data and given worksheet) – hard and soft costs of the functions – calculations of the net present value and IRR of the investment – estimated incomes and costs at running phase for a museum – the social benefit as setoff the social investment in the culture – first and secondary effects – pricing of the services (habits and cultural consumption in money and time - number of visits, seasonality, tourism, etc.) - the paying ability / willingness – total incomes for a year, etc. – a brief estimated schedule of the operations

4 Methods for saving running costs or increasing incomes for the Museum

Energetic approach (see EU Directives for 2020) - complex facility management approach - institutional (managerial) approach - programming / experience / attractiveness approach – services and building (halls) to sell or rent – having a balanced yearly budget (with the Government support)



Everything should be made as simple as possible, but not simpler.
(Albert Einstein)

All four chapters are for developing the economical sustainability of the project and the future institution in use. You have the mission to find the balance on the extra planning and conceptual efforts and his costs, and having fresh ideas about how the modern Architectural Museum could be attractive and having a balanced budget – how they can respond to the pretention of a new generation, as yours (or your youngest brothers – the “Z” generation).

The solution of those four main fields could be appear in a very large scale. We have no the “right solution” but a mix of different good ideas working together. Groups are invited to present their propositions in **a presentation** (power point format), in **a short feasibility study** (with the elements of the **brief**) and in annex **architectural sketches**.

The incoming data, methods, suppositions and hypotheses brought to you by the teacher's presentations and consultations.

To communicate your ideas You are invited to use the epiteszetimuzeum.alkotohet@gmail.com address with the common password (do not change, please): [epiteszetimuzeum](https://epiteszetimuzeum.com).

At same place your Google Drive box you have some necessary or interesting information about this project.

Wishing you a good, creative and pleasant working week

*assoc. prof. Levente Mályusz
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and his associates*