

Serpentine Gallery

Press Release **10th Serpentine Gallery Pavilion Designed by Jean Nouvel** 10 July – 17 October 2010

In 2010 the Serpentine Gallery celebrates its 40th anniversary. This year the **Serpentine Gallery Pavilion** is designed by world-renowned French architect **Jean Nouvel**. This is the 10th commission in the Gallery's annual architectural series, the world's first and most ambitious programme of its kind. It will be the architect's first completed building in the UK.

The Pavilion commission has become an international site for architectural experimentation and follows a long tradition of Pavilions by some of the world's greatest architects. The immediacy of the commission – a maximum of six months from invitation to completion – provides a unique model worldwide.

The design for the 2010 Pavilion is a contrast of lightweight materials and dramatic metal cantilevered structures. The entire design is rendered in a vivid red that, in a play of opposites, contrasts with the green of its park setting. The colour reflects the iconic British images of traditional telephone boxes, post boxes and London buses.

The building consists of bold geometric forms, large retractable awnings and a freestanding wall that climbs 12m above the lawn, sloping at a gravity defying angle. Striking glass, polycarbonate and fabric structures create a versatile system of interior and exterior spaces.

Around the Pavilion, Nouvel has created spaces for outdoor enjoyment and play, bringing the tradition of French civic parks to London. Red table tennis tables, draughts, chess, frisbees and kites will be available for the public to play with throughout the summer months.

The flexible auditorium will accommodate the Serpentine Gallery café and the Gallery's *Park Nights* programme which culminates in the 5th Serpentine Gallery Marathon: *The Marathon of Maps for the 21 Century* on 16 and 17 October. Maps have a powerful hold on our imaginations, defining our understanding of geography, scale, space and ideas. Artists, writers, thinkers and scientists will present maps encompassing their experience of the world today.

Jean Nouvel is responsible for the design of over 200 buildings the world over, including the Copenhagen Concert Hall (2009); the Ferrari Factory, Modena (2009); Pavilion B at the Genoa Trade Fair (2009); 40 Mercer Street, New York (2008); the Musée du quai Branly, Paris (2006); the extension to the Museo Nacional Centro de Arte Reina Sofía, Madrid (2006); the Guthrie Theater, Minneapolis (2001); the Torre Agbar, Barcelona (2000); the Culture and Congress Centre, Lucerne (2000), and the Institut du Monde Arabe, Paris (1989).

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Nouvel's body of work is unparalleled in its innovation and range. His approach is characterised by a conceptual rigour, rather than by an overarching aesthetic. He emphasises research, analysis and discussion, creating designs that are highly individual to each project. A key part of Nouvel's process is his embrace of other disciplines, including music, literature and the moving image.

Jean Nouvel has worked with the structural design and engineering firm Arup, led by David Glover and Ed Clark with Cecil Balmond, to realise this project.

Julia Peyton-Jones, Director, and Hans Ulrich Obrist, Co-Director, Serpentine Gallery, said: 'We could not be more thrilled that Jean Nouvel has designed the 10th Serpentine Gallery Pavilion, the only commission of its kind worldwide that annually invites pre-eminent architects to complete their first built structure in England. It is an honour to bring Nouvel's globally acclaimed work to London for everyone to enjoy.'

There is no budget for the Serpentine Gallery Pavilion commission. It is paid for by sponsorship, sponsorship help-in-kind and the sale of the finished structure, which does not cover more than 40% of its cost. The Serpentine Gallery collaborates with a range of companies and individuals whose support makes it possible to realise the Pavilion. On the occasion of the 10th anniversary we are delighted the Pavilion is being supported by Arts Council England, through its Sustain programme.

Moira Sinclair, Executive Director of Arts Council England, London said: 'Our Sustain fund was established to help support artistic excellence in the context of the economic downturn, and the Serpentine Pavilion is a landmark example – uniquely special to and beloved by London, and a key 'moment' on the international visual arts and architectural calendars. I am delighted that this grant, alongside our core funding to the Gallery, will help ensure a stunning Pavilion for 2010 that will inspire, intrigue and entertain everyone who explores it.'

Arup will provide all the engineering and specialist design solutions for the Pavilion. Arup Director David Glover commented: 'It is a privilege to support the Pavilion programme again this year on its 10th anniversary. Arup's commitment to the Serpentine Pavilion reflects our belief in the project and the positive experience our teams get from working with some of the most exciting architects of our time. Ateliers Jean Nouvel are renowned for taking a rigorous and contextual approach to design which brings delight and surprise to all their projects. This year's Pavilion is sure to be no exception.'

Peter Rogers, Director of Stanhope, will donate his expertise to all aspects of the Pavilion. He said: 'The Serpentine Pavilion is a unique project whose innovative and challenging designs transcend normal building projects as well as fusing art and architecture in an exciting built form.'

Notes to Editors

Jean Nouvel

Jean Nouvel (b. 1945, Fumel, France) studied at the Ecole nationale supérieure des beaux-arts in Paris. From 1967 to 1970, he worked as an assistant and then as project manager to the acclaimed architects Claude Parent and Paul Virilio. Nouvel has headed his own architectural practice since 1970. In 1994 he established Ateliers Jean Nouvel, which is now one of the largest architectural practices in France with offices worldwide. Ateliers Jean Nouvel specialises in the fields of architecture, urban design, landscape design, industrial design and interior design.

Jean Nouvel has been the recipient of architecture's most prestigious honours, including The Pritzker Architecture Prize, 2008; the Wolf Prize in Arts, 2005; the Royal Institute of British Architects Royal Gold Medal, 2001; the Praemium Imperiale Prize, 2001, and others. He was made a Knight of the Légion d'Honneur in 2002, and in 1989 was awarded the Aga Khan Award for Architecture for L'Institut du Monde Arabe, Paris.

Serpentine Gallery Pavilion Commission

The Serpentine Gallery Pavilion commission was conceived by Serpentine Gallery Director, Julia Peyton-Jones, in 2000. It is an ongoing programme of temporary structures by internationally acclaimed architects and designers. The series is unique worldwide and presents the work of an international architect or design team who has not completed a building in England at the time of the Gallery's invitation. The Pavilion architects to date are: Kazuyo Sejima and Ryue Nishizawa, SANAA, 2009; Frank Gehry, 2008; Olafur Eliasson and Kjetil Thorsen, 2007; Rem Koolhaas and Cecil Balmond, with Arup, 2006; Álvaro Siza and Eduardo Souto de Moura with Cecil Balmond, Arup, 2005; MVRDV with Arup, 2004 (un-realised); Oscar Niemeyer, 2003; Toyo Ito with Arup, 2002; Daniel Libeskind with Arup, 2001; and Zaha Hadid, 2000. Each Pavilion is sited on the Gallery's lawn for three months and the immediacy of the process – a maximum of six months from invitation to completion – provides a peerless model for commissioning architecture.

Park Nights, the Gallery's acclaimed programme of public talks and events, will take place in Nouvel's Pavilion, and will culminate in the annual Serpentine Gallery *Marathon* that takes place in October. 2010 is the 5th anniversary of the *Marathon* programme. In 2006 the *Park Nights* programme included the renowned 24-hour *Serpentine Gallery Interview Marathon*, convened by Hans Ulrich Obrist and architect Rem Koolhaas and was followed, in 2007, by the *Serpentine Gallery Experiment Marathon* presented by artist Olafur Eliasson and Obrist, which featured experiments performed by leading artists and scientists. In 2008, Obrist led over 60 participants in the *Serpentine Gallery Manifesto Marathon*, and 2009 saw the *Serpentine Gallery Poetry Marathon*.

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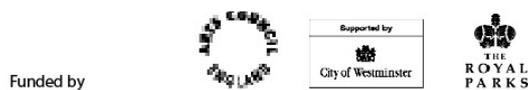
View previous Serpentine Gallery Pavilions at
www.serpentinegallery.org/architecture

Download press images at www.serpentinegallery.org/press

Nearest Tube: South Kensington or Lancaster Gate
Gallery open 10am to 6pm daily. Admission free

Serpentine Gallery Pavilion 2010

Designed by Jean Nouvel



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2010 marks Arup's ninth year of collaboration on design and consulting for the Serpentine Pavilion. During this time Arup has worked with many of the world's most renowned architects, most recently Kazuyo Sejima & Ryue Nishizawa and Frank Gehry, to deliver a stunning series of avant-garde temporary structures.
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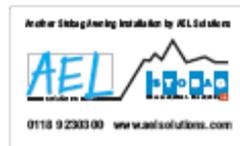
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