

CAM Pier70 MUSEUM
+ ART TOWER

STRUCTURED LANDSCAPE

REGENERATED LANDSCAPE

HISTORIC DRY DOCK

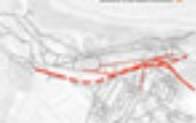


CAMP reconsidered

The Campaign for a Museum Promenade has the potential to make significant contributions to the San Francisco cultural scene. CAMP was conceived by Stan and Berly Tucker to honor their great collection of modern and contemporary art; a collection that SFMOMA Director Mark Swartz considers to be "one of the most important private collections in the world." Yet, regardless of the obvious cultural benefit that CAMP would bring to San Francisco and to the Promenade, the building program for the site at the south edge of the Main Promenade Street is not such a public controversy. While we understand the desire of the proposed site at the upper edge of the Main Promenade Street - its commanding formal location, the need to harness the existing formal architecture of the east end of the space - we also recognize that a building with an understated contemporary language occupying the south end of the Main Promenade Street could be seen as an act of demarcation over the historic fabric of this important military site. At the same time, we wonder whether there is a larger risk that a museum program such as this should play in supporting the wider goals of a city through its building program. Should an important cultural building simply occupy a site, or does it have the responsibility to activate the city?

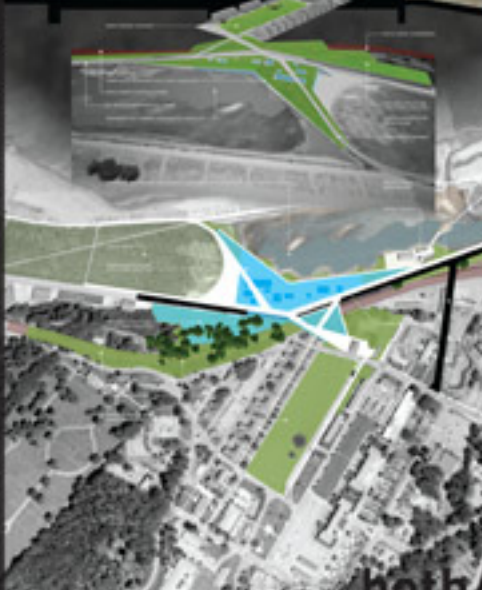
Our reconsideration of CAMP displays a strategy that posits the program as an activator of the urban condition - through its physical reorganization of a site and through its role as a cultural destination point. The conception of the museum is that it both carries the continuity which endures and extends the engaged and inspired programming which has thrived within the site. A thoughtful contribution both as a museum-building program and as a generator of programmatic and physical linkages within the urban condition. However, we doubt that the museum itself can shape the density of the city by enhancing and directing the way people engage with the spaces of city. As a part of CAMP reconsidered we explore two parallel propositions - CAMP reconsidered in order to arrive at the intended parameters of the building.

STAN AND BERLY TUCKER'S COLLECTION OF MODERN ART



CAMP revisited

The double-armed figure (1) is an intriguing hint into the location of where it is that the Promenade is looking to the security of the Main Promenade Street. It indicates, through its slight hook, the desire for a vertical pedestrian connection from the bay promenade to the primary central spaces of the Promenade, the Main Promenade Street. We see in the site of the double arm an opportunity for the CAMP building not only to occupy a site on the Promenade, but to be an activator of that, a transformer of how people move in and through the city. We see in the geometrical figure of the double arm a potential strategy that links together the current plans and stated vision of the Promenade Trust, Regional Transportation Plan, Bay Conservation and Development Commission (BCDC) and the City of San Francisco. The double arm, a 3-dimensional figure, appears to "hook into" already existing programmatic and architectural elements and potentially competing site uses.



both

CAMPier 70

Although we believe that an engaged approach to the goals of the Providence could result in a dynamic and compelling LAMP building, the question in the gallery is the question of whether LAMP should even be located in the Providence. There are potentially a number of East Providence city sites which would be mutually beneficial to the city and to the Fisher museum, historic park, Mission Bay, the 2nd & Western museum district. As a preliminary proposal, we chose the currently "open" site at Pier 70 to imagine an alternative setting for LAMP. We interpreted the "softland" nature of the double arrow to investigate the possibilities of LAMP in Providence as a node in the web of cultural institutions, as a programmatic separator of neighboring urban studies, as a cultural asset as an extended Bay Trail, as a regulator of existing beneficial conditions, as a central tower acting as an iconic node in a network of cultural institutions, and, as a programmatic hybrid of park museum housing commercial/retail studies.

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