

CAMP.pro

THE ARGUMENT FOR CAMP NEEDS TO BE MADE:

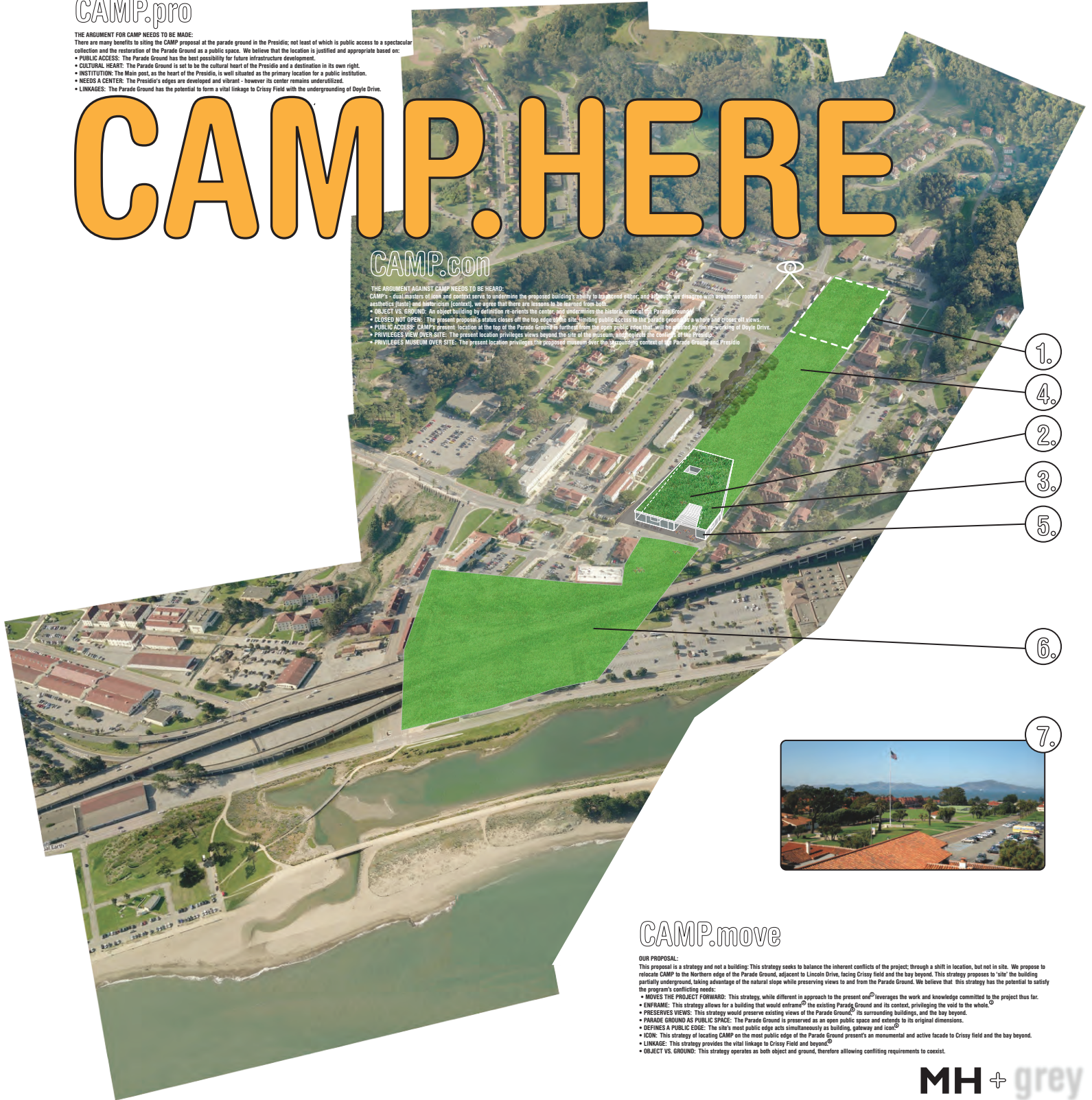
- There are many benefits to siting the CAMP proposal at the parade ground in the Presidio; not least of which is public access to a spectacular collection and the restoration of the Parade Ground as a public space. We believe that the location is justified and appropriate based on:
- **PUBLIC ACCESS:** The Parade Ground has the best possibility for future infrastructure development.
 - **CULTURAL HEART:** The Parade Ground is set to be the cultural heart of the Presidio and a destination in its own right.
 - **INSTITUTION:** The Main post, as the heart of the Presidio, is well situated as the primary location for a public institution.
 - **NEEDS A CENTER:** The Presidio's edges are developed and vibrant - however its center remains underutilized.
 - **LINKAGES:** The Parade Ground has the potential to form a vital linkage to Crissy Field with the undergrounding of Doyle Drive.

CAMP.HERE

CAMP.con

THE ARGUMENT AGAINST CAMP NEEDS TO BE HEARD:

- CAMP's - dual masters of form and context serve to undermine the proposed building's ability to transcend style, and through we discern with arguments rooted in aesthetics (taste) and historicism (context), we agree that there are lessons to be learned from both.
- **OBJECT VS. GROUND:** An object building by definition re-orient the center, and undermines the historic order of the Parade Ground.
 - **CLOSED OFF FORM:** The present proposal's status closes off the top edge of the site, limiting public access to the Parade Ground as a whole and closes off views.
 - **PUBLIC ACCESS:** CAMP's present location at the top of the Parade Ground furthest from the open public edge that will be created by the re-working of Doyle Drive.
 - **PRIVILEGES VIEW OVER SITE:** The present location privileges views beyond the site of the museum, and obscures the context of the Presidio.
 - **PRIVILEGES MUSEUM OVER SITE:** The present location privileges the proposed museum over the surrounding context of the Parade Ground and Presidio.



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CAMP.move

OUR PROPOSAL:

This proposal is a strategy and not a building; This strategy seeks to balance the inherent conflicts of the project; through a shift in location, but not in site. We propose to relocate CAMP to the Northern edge of the Parade Ground, adjacent to Lincoln Drive, facing Crissy field and the bay beyond. This strategy proposes to 'site' the building partially underground, taking advantage of the natural slope while preserving views to and from the Parade Ground. We believe that this strategy has the potential to satisfy the program's conflicting needs:

- **MOVES THE PROJECT FORWARD:** This strategy, while different in approach to the present one² leverages the work and knowledge committed to the project thus far.
- **ENFRAME:** This strategy allows for a building that would enframe³ the existing Parade Ground and its context, privileging the void to the whole.⁴
- **PRESERVES VIEWS:** This strategy would preserve existing views of the Parade Ground⁵, its surrounding buildings, and the bay beyond.
- **PARADE GROUND AS PUBLIC SPACE:** The Parade Ground is preserved as an open public space and extends to its original dimensions.
- **DEFINES A PUBLIC EDGE:** The site's most public edge acts simultaneously as building, gateway and icon.⁶
- **ICON:** This strategy of localizing CAMP on the most public edge of the Parade Ground presents an monumental and active facade to Crissy field and the bay beyond.
- **LINKAGE:** This strategy provides the vital linkage to Crissy Field and beyond.⁷
- **OBJECT VS. GROUND:** This strategy operates as both object and ground, therefore allowing conflicting requirements to coexist.



