

11 become 99 - WONDERLAND 2004 – 2006

9 countries - 9 exhibitions & workshops

A European Architecture Project

www.wonderland.cx

The young Europe. An architectural report.

On the basis of an idea of 11 young Austrian architectural teams the ever-growing architectural exhibition WONDERLAND travels through nine European countries. The tour started in June 2004 in Bratislava and in the meantime has visited Prague, Berlin, Amsterdam, Paris, Venice, Zagreb and Ljubljana before ending the tour in Vienna and St. Veit an der Glan in summer 2006.

Wonderland began with the presentation of the current works of eleven selected architectural teams by means of a specially developed exhibition landscape. It consists of 440 quadratic information carriers made from hardboard plates from the company Funder. They are called pixels. The success of the exhibition in Austria prompted the continuation of the project in the form of a European tour. Eleven young teams each were invited from eight other countries (Slovakia, Czech Republic, Germany, Netherlands, France, Italy, Slovenia, Croatia) to perform together on the Wonderland landscape and to present their individual current work.

The total number of pixels remains the same during the entire tour while the number of teams increases with each country. Therefore the shared territory has to be divided: in Bratislava for example each of the 22 teams had 20 pixels, in Ljubljana each of the 99 teams will present itself on only four pixels. There is a growing need for the teams to focus on the substantial parts of their work.

As an additional benefit for the network development and - communication accompanying workshops and open dialogues are organized to cover and discuss exciting topics relevant to the European architecture scene.



Exhibitions:

Bratislava (Vuki); Prag (AHREND Gallery, Veletzrni palace); Berlin (Zumtobel Staff, Oberbaum City); Amsterdam (Schiphol Airport, WTC); Paris (Maison de l'architecture); Venedig (Magazzini del Sale)

Each of the countries visited so far reacted in completely different ways to the exhibition and the associated network and integration requests.

Hardly amazing but highly interesting was the enthusiasm and the commitment of the participating architectural teams, the media and at the public in **Bratislava** and **Prague**. Here the intention of the exhibition to be a platform was most strongly taken up. The WONDERLAND project was understood to be valuable and an impulse for the regional structures.

In the metropolises **Berlin** and **Paris** the exhibition received great acknowledgment within the rich cultural offers these cities provide. It proved the fact that the works shown and the selected teams were taken seriously as a representation of the state of the art of contemporary European architecture.

The exhibition in **Amsterdam** provoked an aura of suspense. Although the Dutch teams - conceptually - consisted exclusively of immigrated architects from all over the world and although the Netherlands are traditionally considered as European melting pot, the exhibitions intention of networking and integration was confronted with a sovereign architecture scene with a great sense of mission. The discussions evoked by these facts, above all those taking place at the Wonderland workshops, gained content and meaning in the process of the exhibition and were regarded as enriching by all those involved.

In **Venice** the exhibition takes place in a heartland of European architecture - the Biennale Architecture regularly shows the state of the art of world-wide architecture and the enthusiasm for design and architecture and also a corresponding joy of experimentation are deeply rooted within the population. Accordingly already one month before the opening of the exhibition enthusiasm and curiosity can be felt with those involved as well as the press. This anticipation suggests the expectation of a big appearance for the "Wonderland" in Venice.



Exhibitions in Bratislava (Picture: Gula); Prag (Picture: Slapal); Berlin (Picture: Huthmacher); Amsterdam (Picture: Sandbergen); Paris (Picture: Koren);

Looking ahead the future finally plans the return to Austria after the stations in **Zagreb** and **Ljubljana**. Accompanying the Austrian European Union council presidency Wonderland will visit the "Architekturzentrum **Vienna**" in June 2006. All 99 European teams will be present there and offer a unique view of the modern European architecture landscape of the recent generation to the public. The Wonderland film which will also be presented in Vienna will focus on the persons that stood in the background of the project. The end of the journey is set at its start in **St.Veit an der Glan** in September 2006.

Whether the project will continue in form of a "world tour" is not fixed yet - but talks with South Africa, Brazil and the Ukraine are already starting to evolve... Up until then the exhibition project Wonderland will broaden the existing network of the architecture scene and force new connections: A unique European architectural sociotop is coming into existence...

Wonderland in numbers

Each of the past exhibition openings were on the average visited by approx. 500 visitors, the exhibitions themselves attracted roughly two and a half thousand people in each country. Until September 2006 over 10.000 people will have visited WONDERLAND.

In order to organize this, unbelievable amounts of communication work is necessary: since the beginning in 2004 more than 20,000 emails were sent and received, 70 one-way flights were booked, approx. 90 meetings held and daily more than 30 telephone calls taken. The project itself was presented 80 times to potential partners, promoters or the participants. Approx. 1,000 journalists (press, radio and television) in Austria and abroad were spoken to and over 15 gigabyte of data produced - the "pixels" themselves not included.

At the end of the WONDERLAND tour the 99 European architectural offices will be presented with 267 independent architects.

Prizes and nominations for the WONDERLAND poster series

The Wonderland poster series of the exhibitions in Berlin and in Prague were selected by the jury of "100 BEST POSTER R.A." in Berlin among the 100 best posters 2004. In addition they were nominated at the 16. international poster competition "FESTIVAL D'AFFICHES DE CHAUMONT" where they were also exhibited until the final award ceremony on the 26th of June.

Schedule

Bratislava	05.06. - 26.06.2004
Praha	02.09. - 18.09.2004
Berlin	03.12. - 15.01.2005
Amsterdam	01.04. - 30.04.2005
Paris	01.06. - 10.06.2005
Venice	17.09. - 02.10.2005
Venezia	17.09. - 02.10.2005
Zagreb	13.01. - 24.01.2006
Ljubljana	11.03. - 26.03.2006

Wien	06.2006 (in the context of the European Union council presidency)
St. Veit/Glan	09.2006

Additional information about all the visited countries and pictures of the exhibitions (print resolution) can be downloaded at: <http://www.wonderland.cx/press.html>

Idea and Concept

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The project is co-financed by the **European Union** and has so far been funded by the **Arts Division of the Federal Chancellery of Austria**, by the federal state **Kaernten** and by the **Architectural Foundation of the Netherlands** as well as by the **City of Venice**. Additionally the project is endorsed by **private sponsors** and the **Austrian Embassies** in the countries visited by Wonderland.

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„Our Wonderland is a place of imagination and a place for asking“, is the statement of the participating architectural teams, „the interaction of local potentials with international experience and contacts is to be made visible by the specific exhibition conception.“



Left: Participants at an excursion in Paris (Picture: Leitner); **Right:** workshop in Paris (Picture: Leitner)