PRESS PACK

SERPENTINE PAVILION 2015
DESIGNED BY SELGASCANO

25 JUNE – 18 OCTOBER 2015
SERPENTINE GALLERY

Press contacts:
Miles Evans, 020 7298 1544, milese@serpentinegalleries.org
Rose Dempsey, 020 7298 1520, rosed@serpentinegalleries.org
V Ramful, 0207 298 1519, v@serpentinegalleries.org

Image downloads: serpentinegalleries.org/press
Previous Serpentine Pavilions: serpentinegalleries.org/press
The realisation of the Serpentine Pavilion 2015 has only been made possible thanks to the enormously generous contribution of individuals, companies and foundations that have pledged sponsorship, or sponsorship help-in-kind to the project. The Serpentine has no budget for this annual architecture commission and must raise all the funds to make the scheme a reality.

We would be very grateful if you could acknowledge in print and online the Pavilion's principal supporters in your coverage of the project:

Serpentine Galleries Summer Season Supported by

The Lars Windhorst Foundation

Serpentine Pavilion sponsored by

Goldman Sachs

Advisors

AECOM
With David Glover

Supported by

Stage One

Gold Sponsor

Weil

Julia Peyton-Jones
Director
and Co-Director, Exhibitions
and Programmes

Hans Ulrich Obrist
Co-Director of Exhibitions
and Programmes and
Director of International Projects
Press Release

SERPENTINE PAVILION 2015
DESIGNED BY SELGASCANO
Sponsored by Goldman Sachs
25 June – 18 October 2015

Serpentine Galleries celebrates the 15th anniversary of the world-renowned Pavilion commission with a design by Spanish architects selgascano.

Since it was launched in 2000 by Gallery Director Julia Peyton-Jones, the Serpentine Pavilion has become an international site for architectural experimentation, presenting inspirational temporary structures by some of the world's greatest architects, including Peter Zumthor, 2011; Frank Gehry, 2008; Rem Koolhaas and Cecil Balmond, with Arup, 2006; Oscar Niemeyer, 2003; Daniel Libeskind with Arup, 2001 and Zaha Hadid, who designed the inaugural Pavilion in 2000. A much-anticipated landmark in London each summer, the Pavilion is one of the top-ten most visited architectural and design exhibitions in the world.

selgascano’s design for the 15th Pavilion, sponsored by Goldman Sachs, reveals an amorphous, double-skinned, polygonal structure consisting of panels of a translucent, multi-coloured fluorine-based polymer (ETFE) woven through and wrapped like webbing. Visitors can enter and exit the Pavilion at a number of different points, passing through a 'secret corridor' between the outer and inner layer of the structure and into the Pavillion's colourful interior. The architects' inspiration not only came from the site itself, but from the ways in which people move through London, notably the London Underground with its many-layered, chaotic yet structured flow.

Serpentine Galleries' Julia Peyton-Jones, Director, and Co-Director Hans Ulrich Obrist said:

“We are proud to work with selgascano in this, the 15th year of a commission unique in the western world that continues to showcase some of the boldest and innovative designs in contemporary architecture internationally. In keeping with their reputation for playful designs and bold use of colour, selgascano’s design is an extraordinary chrysalis-like structure, as organic as the surrounding gardens. It is a place for people to meet in, to have coffee and to experience the live events we put on throughout the summer.”

selgascano, architects of the 15th Serpentine Pavilion said:

“When the Serpentine invited us to design the Pavilion, we began to think about what the structure needed to provide and what materials should be used in a Royal Park in London. These questions, mixed with our own architectural interests and the knowledge that the design needs to connect with nature and feel part of the landscape, provided us with a concept based on pure visitor experience. We sought a way to allow the public to experience architecture through simple elements: structure, light, transparency, shadows, lightness, form, sensitivity, change, surprise, colour and materials. We have therefore designed a
Pavilion which incorporates all of these elements. The spatial qualities of the Pavilion only unfold when accessing the structure and being immersed within it. Each entrance allows for a specific journey through the space, characterised by colour, light and irregular shapes with surprising volumes. This is accomplished by creating a double-layered shell, made of opaque and translucent fluorine-based plastic (ETFE) in a variety of colours.

At the heart of the Pavilion is an open space for gathering as well as a café. We are also very much aware of the Pavilion’s anniversary in our design for the 15th annual commission. The structure therefore had to be – without resembling previous Pavilions – a tribute to them all and a homage to all the stories told within those designs.

As a long-time supporter of the arts, both in terms of championing emerging talent and investing in works of art for its Piccadilly home, Fortnum & Mason is basing themselves within the Pavilion providing a fun and artisanal twist on alfresco dining. The signature Hamperling will be available – the brand’s portable answer to the classic afternoon tea. From the Fortnum’s Ice Cream Cart, visitors will enjoy scoops and the Knickerbocker Glory, the brand made so famous. Tea will be served from the Fortnum & Mason Tea Tuk, with light bites and even treats for canine guests.

On Friday evenings, between July and September, the Pavilion will once again become the stage for the Serpentine’s Park Nights series of live events, sponsored for the third year by COS. The events bring together art, poetry, music, film, literature and theory and include three new major commissions by artists Jesse Darling, Fleur Melbourn and Marianna Simnett.

The Serpentine is delighted that Goldman Sachs is the headline sponsor of this year’s Pavilion. AECOM, in collaboration with David Glover, will again provide engineering and technical design services. While this is the third Serpentine Pavilion for AECOM, David Glover has worked on the majority of Pavilion designs to date.

Michael Sherwood and Richard Gnodde, Co-Chief Executive Officers, Goldman Sachs International said: “London is one of the world’s leading financial and cultural centres and we believe that projects like the Pavilion encourage and inspire the exchange of ideas and perspectives across generations, reflecting the important role that businesses can play in supporting art and culture in the UK."

Tom Webster, UK Associate Director, Structures, AECOM said: “We had to push engineering innovation to its limits to achieve the architects’ goal of movement and lightness. Our minimalist steel frame provides the canvas for the colourful cladding to deform and deflect within a dynamic structure. This juxtaposition of weightlessness and solidity is just one of the building’s inherent contrasts. The Serpentine Pavilion commission is famous for pushing boundaries in architectural design and as engineers we must match this creativity. Our role is to solve technical challenges to transform vision into reality.”
Architect’s Biography


selgascano’s work is characterised by a use of synthetic materials and new technologies, often rarely applied to architecture. Taking inspiration from Luis Barragan and Richard Rogers, the architects use distinctive colours and references to nature throughout their designs. To date, their belief that architecture is secondary to nature informs their nature and climatology design course at the Massachusetts Institute of Technology and the architects’ work on the Educational and Medical Pavilion in Turkana, Kenya.

despite this, selgascano studio has completed the majority of its buildings in Spain through a diverse range of commissions, including Silicon House, Madrid (2007); Office in the Woods, Madrid (2009); El ‘B’: Cartagena Auditorium and Congress Centre, Cartagena (2011); and Mérida Factory, Mérida (2011). In 2014 the architects’ completed the complete refurbishment of Second Home, London (2015) and current projects include Plasencia Auditorium and Congress Centre, Cáceres; ‘Pip’ House, Laurel Canyon, Los Angeles; the renovation of Texas Square in Oranjestad, Aruba; and ‘La Canaria’ House, Mount Washington, Los Angeles. selgascano’s work has been exhibited at the Museum of Modern Art and the Solomon R. Guggenheim Museum, New York; GA Gallery and the Museum of Contemporary Art, Tokyo; Design Museum, London; Akademie der Kunste, Berlin; Tin Sheds Gallery, Sydney; and Massachusetts Institute of Technology, Boston. The architects were chosen for the Venice Architecture Biennale in 2010, curated by Japanese architect Kazuyo Sejima of SANAA, architects of the Serpentine’s 2009 Pavilion, and again for the Spanish Pavilion 2012, as part of SpainLab, an exhibition which brought together the work of seven Spanish architects. In 2013 they won the Kunstpreis (Art prize) awarded by the Akademie der Kunste, Berlin and were pronounced ‘Architects of the Year’ by the German Design Council.
Recent projects by selgascano

Plasencia Auditorium and Congress Centre
 Cáceres, Spain 2005/2013
 Image © Hisao Suzuki

El ‘B’. Cartagena
Auditorium and Congress Centre
Murcia, Spain 2001/2011
Image © Iwan Baan
El 'B'. Cartagena
Auditorium and Congress Centre
Murcia, Spain 2001/2011
Image © Iwan Baan

Office in the Woods
Madrid, Spain 2006/2009
Image © Iwan Baan
Serpentine Pavilion 2015
Fact Sheet

Dates
- 25 June 2015 – 18 October 2015

Overall site area
- 541 sqm

Gross internal area
- 179sqm

Dimensions of Pavilion
27m at the building's widest point
4.6m at the building's highest point from existing ground
179 sqm internal area
264 sqm building footprint
4m max ceiling height internally
2m min ceiling height internally

Structure and materials
- Main structure – structural steel
- Roof and walls - structural fabric
- Floor – reinforced concrete slab
- Four entrances provide direct routes from the interior to the exterior of the Pavilion.
- Furniture – Fortnum & Mason white steel chairs and white steel tables
- A public space during the day (10.00am – 6.00pm) and a forum for learning, debate and entertainment at night
- The Fortnum and Mason café is located inside the Pavilion
Serpentine Pavilion 2015
Project Team and Advisors

Architects
selgascano

Project Directors
Julia Peyton-Jones, with
Hans Ulrich Obrist
Serpentine Galleries

Project Leader
Julie Burnell, Project Leader

Curators
Jochen Volz, Head of Programmes
Emma Enderby, Exhibitions Curator
Serpentine Galleries

Technical Advisors: AECOM with David Glover
AECOM
Thomas Webster
Michael Orr
Jack Wilshaw
Katja Leszczynska

Construction
Ted Featonby
Alan Doyle
Stage One Creative Services Ltd

Consultants
Barnaby Collins, with
Katie Smith, DP9

Project Advisors
Michael Bloomberg, Chairman, Serpentine Board of Trustees
Zaha Hadid, Architect, Serpentine Board of Trustees
Colin Buttery, Director of Parks, The Royal Parks
Andrew Williams, Parks Superintendent, The Royal Parks
Westminster City Council Planning Office
Hassan Lashkariani, Westminster City Council District Surveyor's Office
(Building Control)
Jenny Wilson, Westminster City Council (Licensing Authority)
London Fire and Emergency Planning Authority
London Region, English Heritage
Friends of Hyde Park and Kensington Gardens
Engineer's Statement

“The 2015 Serpentine Pavilion hinges on extremes and opposites. It is a building of pleasing contrasts and tantalising contradictions.

We pushed engineering innovation to its limits to meet the architects' goal of movement and lightness. Our minimalist steel frame provides the canvas for the colourful cladding to deform and deflect within a dynamic structure. Rigidity in the structural form permits flexibility in the finishes. This juxtaposition of weightlessness and solidity is just one of the Pavilion's inherent contrasts.

To achieve a sense of light and openness, we adopted an innovative technique that minimised the number of structural interventions. Every centimetre of the frame has a structural purpose; nothing is superfluous. There are no beams or columns to detract from the sense of space and light. Creativity in the design of the structural form reduces density in the space. The darkness of the steelwork contrasts with the bright, multicoloured cladding.

The Serpentine Pavilion is famous for pushing boundaries in architectural design and as engineers we must rise to this challenge, frequently performing innovative, technical and creative feats that are industry firsts. We took an innovative approach to achieving the architects' vision of a multicoloured kaleidoscope by printing the Pavilion's 19 colours onto translucent fluorine-based plastic called Ethylene Tetrafluoroethylene (ETFE). Ordering pre-coloured material only available in bulk would not only have been prohibitively expensive but would also have dramatically increased the Pavilion's carbon footprint – this would have been against the architects' desire for the design to connect with nature.

The engineering challenge is further intensified by the tight project timescales: from the moment the first shovel hits the ground, the Pavilion must be delivered in just seven weeks. Creating a temporary building brings no fewer challenges than if it were permanent. People want to use the space in exactly the same way, whether to mingle, meet, eat, relax, think and work. As engineers we provide the invisible, technical magic that transforms an architectural vision into a building that functions so it becomes a space for people to enjoy.
Serpentine Pavilions 2000 – 2015

Key Facts

Each summer the Serpentine invites an internationally renowned architect to create their first built structure in England. The immediacy of the process – a maximum of six months from invitation to completion – provides a unique model for commissioning architecture. The selection of the architects, chosen for consistently extending the boundaries of architecture practice, is led by the Serpentine’s core curatorial thinking, introducing contemporary artists and architects to a wider audience. The brief is to design a 300 square metre Pavilion that is used as a café by day and a forum for learning, debate and entertainment at night. There is no budget for the project: it is realised through sponsorship, help-in-kind support and the sale of the Pavilion.

- Landmark temporary structures by internationally renowned architects who have not yet completed a structure in the UK
- Annual commission conceived by Serpentine Gallery Director, Julia Peyton-Jones in 2000
- Unique initiative worldwide, which has resulted in 15 temporary buildings for London
- Attracting up to 300,000 visitors annually, the Pavilions regularly feature as one of the top 10 most visited architectural and design exhibitions in the world
- Each Pavilion project, from commission to completion, takes six months
- Serpentine Pavilion designers to date: Smiljan Radić, 2014; Sou Fujimoto, 2013; Herzog & de Meuron and Ai Weiwei, 2012; Peter Zumthor, 2011; Jean Nouvel, 2010; Kazuyo Sejima and Ryue Nishizawa of SANAA, 2009; Frank Gehry, 2008; Olafur Eliasson and Kjetil Thorsen, 2007; Rem Koolhaas and Cecil Balmond Arup, 2006; Álvaro Siza and Eduardo Souto de Moura with Cecil Balmond, Arup, 2005; MVRDV with Arup, 2004 (unrealised); Oscar Niemeyer, 2003; Toyo Ito with Arup, 2002; Daniel Libeskind with Arup, 2001; Zaha Hadid, 2000

- There is no budget for the Serpentine Gallery Pavilion commission. It is paid for by sponsorship, sponsorship help-in-kind, philanthropists, trusts, foundations and the sale of the finished structure, which does not cover more than 40% of its cost.

- *Park Nights* is an annual series of events staged on selected Friday nights throughout the summer in the Serpentine Pavilion. This year’s programme includes music, performances, talks and film screenings. The season culminates in October with the annual Marathon, conceived by Hans Ulrich Obrist, Serpentine Galleries Co-Director.
Serpentine Pavilions 2000 – 2014

Serpentine Gallery Pavilion 2011
Designed by Peter Zumthor

At the heart of Peter Zumthor’s Pavilion was a garden he hoped would inspire visitors to become observers. Zumthor said his design aimed, “to help its audience take the time to relax, to observe and then, perhaps, start to talk again.”

Serpentine Gallery Pavilion 2012
Designed by Herzog & de Meuron and Ai Weiwei

The 12th Pavilion took visitors beneath the lawn to explore the hidden history of its previous Pavilions. Eleven columns characterising each past Pavilion and a twelfth column representing the current structure supported a floating platform roof.

Serpentine Gallery Pavilion 2013
Designed by Sou Fujimoto

Sou Fujimoto’s white steel pole Pavilion in an intricate latticework pattern seemed to rise up out of the ground like a shimmering matrix. The Pavilion was intended as a free-flowing social space that Fujimoto described as “a transparent terrain”. Visitors called it ‘The Cloud’.

Serpentine Gallery Pavilion 2014
Designed by Smiljan Radić

Chilean architect Smiljan Radić designed the fourteenth Serpentine Pavilion, a semi-translucent, cylindrical structure that resembled a shell. It was inspired by the follies that were popular between the late sixteenth and early nineteenth century.
Serpentine Gallery Pavilion 2010
Designed by Jean Nouvel

Jean Nouvel's Pavilion design was a vivid red-reminiscent of a London double decker bus—that contrasted with the green of the park. It was made from bold geometric forms, large retractable awnings and a sloped freestanding wall.

Serpentine Gallery Pavilion 2009
Designed by Kazuyo Sejima and Ryue Nishizawa of SANAA

Kazuyo Sejima and Ryue Nishizawa's stunning Pavilion saw a reflective metal roof sitting atop a series of delicate columns. They said of it, "The Pavilion is floating aluminium, drifting freely between the trees like smoke."

Serpentine Gallery Pavilion 2008
Designed by Frank Gehry

Frank Gehry took inspiration from Leonardo de Vinci for his Pavilion. The structure was composed of large timber planks and a complex network of overlapping glass planes that created a dramatic, multi-dimensional space designed for performances.

Serpentine Gallery Pavilion 2007
Designed by Olafur Eliasson and Kjetil Thorsen

Serpentine Gallery’s 2007 Pavilion resembled a spinning top. A wide spiralling ramp made two complete turns, rising from the gallery’s lawn to the seating area and continued upwards, to reach the highest point in a view across Kensington Gardens.
Serpentine Gallery Pavilion 2006
Rem Koolhaas with Cecil Balmond
– Arup

The centrepiece of Rem Koolhaas and Cecil Balmond’s design was a spectacular oval-shaped inflatable canopy. Made from translucent material, it was illuminated at night. The canopy was raised into the air or lowered to cover the amphitheatre below according to the weather.

Serpentine Gallery Pavilion 2005
Álvaro Siza and Eduardo Souto de Moura with Cecil Balmond – Arup

The 2005 Pavilion architects sought to establish a dialogue with the Serpentine building. The result was a structure that mirrored the domestic scale of the gallery and reflected the landscape between the two buildings.

Serpentine Gallery Pavilion 2003
Designed by Oscar Niemeyer

Built in steel, aluminium, concrete and glass, Oscar Niemeyer’s Pavilion’s ruby-red ramp contrasted with the surprise of a partly submerged auditorium. The clean silhouette conformed to Niemeyer’s principle that every project must be capable of summary in a simple ‘sketch’.

Serpentine Gallery Pavilion 2002
Designed by Toyo Ito with Arup

Toyo Ito and Cecil Balmond’s Pavilion was based on an algorithm designed by Balmond. “Although fun to look at, this structure was rooted in complex geometry... the Pavilion had no façade and no hidden structural frame behind it... what you saw was 100% pure structure, its holistic beauty like that of a crystal or a snowflake,” he said.
Serpentine Gallery Pavilion 2001
Designed by Daniel Libeskind with Arup

Daniel Libeskind's striking design for the Serpentine Gallery Pavilion 2001, entitled Eighteen Turns, was created from sheer metallic planes assembled in a dynamic sequence.

Serpentine Gallery Pavilion 2000
Designed by Zaha Hadid

Zaha Hadid's design was the inaugural Pavilion in the Serpentine's series. The structure radically reinvented the accepted idea of a tent or a marquee. It took the form of a triangulated roof structure spanning an impressive internal space of 600sq metres by using a steel primary structure.
Serpentine Pavilion 2015
Designed by selgascano

SERPENTINE GALLERIES SUMMER SEASON SUPPORTED BY
The Lars Windhorst Foundation

SERPENTINE PAVILION SPONSORED BY
Goldman Sachs

ADVISOR
AECOM
with David Glover

SUPPORTED BY STAGE ONE

GOLD SPONSOR
Weil

SILVER SPONSOR
Grangebrook

BRONZE SPONSORS

PATRONS
Gumuchdjian Architects
Thomas Dane
And those who wish to remain anonymous

SERPENTINE GALLERIES SUPPORTED BY
Supported using public funding by
ARTS COUNCIL ENGLAND
Serpentine Pavilion 2015
Sponsors and Supporters

The Serpentine Gallery Pavilion is, both artistically and financially, a hugely ambitious undertaking. The construction and realisation of the Pavilion relies entirely on the support of a significant group of companies and individuals:

Serpentine Galleries Summer Season supported by

The Lars Windhorst Foundation

The Lars Windhorst Foundation is a new Foundation for education and cultural projects. It is currently being established and will launch in 2015.

Serpentine Pavilion sponsored by

The Goldman Sachs Group, Inc. is a leading global investment banking, securities and investment management firm that provides a wide range of financial services to a substantial and diversified client base that includes corporations, financial institutions, governments and high-net-worth individuals. Founded in 1869, the firm is based in New York and it maintains offices in all major financial centres around the world.

Advisor

AECOM is dedicated to creating, enhancing and sustaining the world's built, natural and social environments. Our designers, engineers, economists, planners, scientists, cost consultants and project managers use their expertise and commitment to excellence to craft innovative solutions to make the world a better place. This unique multi-disciplinary offering assures positive outcomes for clients in market sectors as diverse as culture, commercial, infrastructure, healthcare, sports, leisure and residential.

aecom.com
Supported By

Stage One is a creative construction and manufacturing company, working within the architecture, theatre and events industries. Ingenuity and invention lie at their very core. This is the seventh year Stage One has delivered the Serpentine Pavilion and recently manufactured and constructed the UK Pavilion at Expo 2015 in Milan. stageone.co.uk

Gold Sponsor

Weil, Gotshal & Manges is a leader in the marketplace for sophisticated, international legal services and acts for many of the most successful companies in the world in their high-stakes matters and transactions. The firm has more than 1,200 lawyers across the US, Europe and Asia. weil.com

Silver Sponsor

Grangewood is proud to support the Serpentine Pavilion 2015. As refurbishment and new build specialists in London’s super prime residential marketplace, the company ethos remains as always, ‘Build Excellence with Integrity.’ grangewood.co.uk

Bronze Sponsors

Davidson Kempner Capital Management LP (“DKCM”) is a global institutional alternative asset management firm with approximately $26.1 billion in assets under management. DKCM seeks to achieve consistent positive absolute returns with low correlation to the equity markets through fundamental, bottom-up investments in distressed investments, merger arbitrage, long/short equities and convertible arbitrage. dkipartners.com
DP9 is established as one of the leading expert consultancies in planning, development and regeneration in the UK. The partnership is an independent practice providing advice to major developers and landowners on the most exciting and challenging town planning projects. DP9 is currently advising on over 7,500,000 square meters of floor space for clients in both the private and public sectors. dp9.co.uk

Graham Foundation

Founded in 1956, the Graham Foundation for Advanced Studies in the Fine Arts makes project-based grants to individuals and organisations and produces public programmes to foster the development and exchange of diverse and challenging ideas about architecture and its role in the arts, culture and society. In addition to an international grants programme the Graham Foundation produces three major exhibitions per year and a host of public programmes that engage contemporary issues in architecture and the related arts. The Graham Foundation is also home to Chicago's only architectural bookshop, which offers a selection of publications on architecture, art and design, many of which have been supported by grants.

Peroni

The crisp and refreshing beer with an unmistakable Italian taste, Peroni Nastro Azzurro is one of the most successful premium beer brands in the world and a star in the SABMiller portfolio. Peroni Nastro Azzurro is a truly international brand, with a presence in six continents. Key markets include the UK, Australia, US, and South Africa as well as Canada, India, Russia, Colombia, France, Spain, Japan, Hong Kong, Vietnam and, of course, its home in Italy. Peroniitaly.com

Site Engineering Surveys leading land surveyors, building surveyors and construction surveyors based in London and working throughout the UK specialising in survey control, topographical surveys, measured building surveys, BIM, Revit models, structural monitoring, 3D laser scans and setting out. SES are once again pleased to be involved with providing the survey expertise required in the construction of the latest Serpentine Pavilion. sesltd.uk.com
The Technical Department has been providing power and lighting to the events industry for over 25 years and has supported hundreds of memorable events worldwide. Its portfolio covers live sporting events, fashion shows, music awards, temporary and permanent installations.

thetechnicaldepartment.com

TSS is an SIA accredited supplier of manned guarding and security. Using proven recruitment and training policies supported by experienced management, it provides value-added solutions for requirements of every size and sector. TSS is not just the country's largest private security company, but is considered by many as the best. www.totalsecurity.co.uk

Wep a professional health, safety and environmental consultancy that provides the construction industry workforce and organisations with exceptional training, testing, advice and support. By bringing its vast experience, extensive knowledge and understanding together; WEP has ensured that it has no middle men, just a team of dedicated consultants and trainers who work around the clock to meet deadlines and provide an unrivalled service. wep-hse.com

Patrons

Gumuchdjian Architects
Thomas Dane

Serpentine Galleries supported by