PRESS PACK

SERPENTINE GALLERY PAVILION 2013
DESIGNED BY SOU FUJIMOTO
8 JUNE – 20 OCTOBER 2013

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Image downloads: www.serpentinegallery.org/press
Previous Serpentine Gallery Pavilions: www.serpentinegallery.org/architecture
Press View: Tuesday 4 June, 9am– 12pm
The Serpentine Gallery Pavilion 2013 is designed by multi award-winning Japanese architect Sou Fujimoto. He is the thirteenth and, at 41, the youngest architect to accept the invitation to design a temporary structure for the Serpentine Gallery. The most ambitious architectural programme of its kind worldwide, the Serpentine’s annual Pavilion commission is one of the most anticipated events on the cultural calendar. Past Pavilions have included designs by Herzog & de Meuron and Ai Weiwei (2012), Frank Gehry (2008), Oscar Niemeyer (2003) and Zaha Hadid, who designed the inaugural structure in 2000.

Widely acknowledged as one of the most important architects coming to prominence worldwide, Sou Fujimoto is the leading light of an exciting generation of architects who are re-inventing our relationship with the built environment. Inspired by organic structures, such as the forest, Fujimoto’s signature buildings inhabit a space between nature and artificiality. Fujimoto has completed the majority of his buildings in Japan, with commissions ranging from the domestic, such as Final Wooden House, T House and House N, to the institutional, such as the Musashino Art Museum and Library at Musashino Art University.

Occupying some 357 square-metres of lawn in front of the Serpentine Gallery, Sou Fujimoto’s delicate, latticed structure of 20mm steel poles has a lightweight and semi-transparent appearance that allows it to blend, cloud-like, into the landscape against the classical backdrop of the Gallery’s colonnaded East wing. Designed as a flexible, multi-purpose social space – with a café run for the first time by Fortnum and Mason inside – visitors will be encouraged to enter and interact with the Pavilion in different ways throughout its four-month tenure in London’s Kensington Gardens.

Fujimoto is the third Japanese architect to accept the invitation to design the Serpentine Gallery Pavilion, following Pritzker Prize winners Toyo Ito in 2002 and Kazuyo Sejima & Ryue Nishizawa of SANAA in 2009.

AECOM have provided engineering and technical design services for the Pavilion for 2013. David Glover, AECOM’s global chief executive for building engineering, has worked on the designs of many previous Pavilions.
Julia Peyton-Jones, Director, and Hans Ulrich Obrist, Co-Director, Serpentine Gallery, said:

“Art and architecture is always experienced within the context of nature at the Serpentine. Like the park that surrounds the Gallery, Sou Fujimoto’s extraordinary design for our new Pavilion inhabits a space between nature and artificiality. While the structure blends, cloud-like into its natural surroundings, the intricate matrix of interlinking grids suggests a digital aesthetic that resonates with our age. This harmonious combination of architecture, technology and nature makes it the perfect landmark for the Serpentine Gallery, for Kensington Gardens and for London this summer. We are thrilled with the result and hope everyone who can, will come and see it.”

Describing his design concept, Sou Fujimoto said:

“For the 2013 Pavilion I propose an architectural landscape: a transparent terrain that encourages people to interact with and explore the site in diverse ways. Within the pastoral context of Kensington Gardens, I envisage the vivid greenery of the surrounding plant life woven together with a constructed geometry. A new form of environment has been created, where the natural and the man-made merge; not solely architectural or solely natural, but a unique meeting of the two.

The Pavilion is a delicate, three-dimensional structure; each unit comprises fine steel bars of 800 and 400 mm rectangles. It will form a semi-transparent, irregular canopy, simultaneously protecting visitors from the elements while allowing them to remain part of the landscape. The footprint of the structure will be 350 square-metres and the Pavilion will have two entrances. A series of stepped terraces will provide seating areas that will allow the Pavilion to be used as a flexible, multi-purpose social space.

The delicate quality of the structure, enhanced by its semi-transparency, will create a geometric, cloud-like form, as if it were mist rising from the undulations of the park. From certain vantage points, the Pavilion will appear to merge with the classical structure of the Serpentine Gallery, with visitors suspended in space.”

Notes to Editors

Opening
The Serpentine Gallery Pavilion 2012 designed by Sou Fujimoto will be open 8 June – 20 October 2013.

Sou Fujimoto
Born in Hokkaido in 1971, Sou Fujimoto is widely acknowledged as being one of the most important architects of his generation. After studying architecture at the Department of Architecture in the Faculty of Engineering at Tokyo University, Sou Fujimoto established his practice in 2000. Sou Fujimoto has been awarded numerous prizes since 2000, including the Architectural Review Awards, which he received three years in a row from 2005 (as well as the Grand Prize in 2006). In 2008, he won the JIA (Japan Institute of Architects) Grand Prize for the Children’s Psychiatric Rehabilitation Centre and the highest award at the World Architectural Festival for the Private House division. He was also selected as ‘Design Vanguard’ in Architecture Record. In 2009, Fujimoto won Wallpaper magazine’s Design Award and in 2010, he received the Spotlight: The Rice Design Alliance Prize. In 2012, Fujimoto was co-awarded the Golden Lion for National Participation at the Venice Architectural Biennale with Toyo Ito as commissioner, along with Kumiko Inui, Akihisa Hirata and Naoya Hatakeyama.

Serpentine Gallery Pavilion Commission
The Serpentine’s Pavilion commission, conceived in 2000 by Gallery Director Julia Peyton-Jones, has become an international site for architectural experimentation and has presented projects by some of the world’s greatest architects. Each Pavilion is sited on the Gallery’s lawn for three months and the immediacy of the commission – a maximum of six months from invitation to completion – provides a unique model worldwide. Attracting up to 300,000 visitors (Art Newspaper) annually it is one of the top ten most visited architectural and design exhibitions in the world.

Serpentine Gallery Pavilion History
The Pavilion architects to date are: Herzog & de Meuron and Ai Weiwei, 2012; Peter Zumthor, 2011; Jean Nouvel, 2010; 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 (unrealised); Oscar Niemeyer, 2003; Toyo Ito and Cecil Balmond - with Arup, 2002; Daniel Libeskind with Arup, 2001; and Zaha Hadid, 2000.

**HP**

“We see Fujimoto’s structure as true innovation in physical form, helping to show us new ways of seeing the world, just as innovation in virtual architecture and technology is helping to revolutionise businesses across all industries. HP as a technology provider and cloud enabler is dedicated to supporting the work of today’s digital natives, helping them to revolutionise the art industry and other industries”, says Nick Wilson, Vice President and Managing Director HP UK & Ireland.

**Hiscox**

Robert Hiscox, Honorary Chairman of Hiscox says: “The Serpentine Pavilion is one of the most exciting art events of the year, and Hiscox is delighted to be involved again – this year, with the innovative and inspirational architect Sou Fujimoto.”

**AECOM**

David Glover, AECOM’s Global CEO of building engineering, said: “I’m delighted that, as part of AECOM, I can carry on supporting the extraordinary temporary Serpentine Pavilions. The Pavilion is one of most exciting architectural and cultural elements in London’s cultural calendar each year and Fujimoto’s design is truly visionary.”

AECOM is a global design and engineering firm dedicated to creating, enhancing and sustaining the world’s built, natural and social environments. AECOM’s Global CEO of building engineering, David Glover is renowned for his leadership in tackling today’s big challenges in the built environment, and joined AECOM at the end of 2011. He was previously Deputy Chair of Arup’s Global Buildings Sector.

**Rise**

Described by their founders as a management company working exclusively in the built environment, Rise has managed the delivery of this summer’s Serpentine Gallery Pavilion. Rise Director, Gareth Stapleton, commented “It is a privilege to be working with Sou Fujimoto Architects and leading players in the industry to deliver this year’s creative and innovative design. We are sure that the Pavilion this summer will be admired and enjoyed by Londoners and visitors to the city throughout the summer.”
Note from the Serpentine Gallery Director & Co-Director

The realisation of the Serpentine Gallery Pavilion 2013 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:

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Rise

Viabizzuno progettiamo la luce

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

Hans Ulrich Obrist
Co-Director of Exhibitions
and Programmes and
Director of International Projects
Serpentine Gallery Pavilion 2013
Designed by Sou Fujimoto

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Architect’s Statement

For the Serpentine Pavilion 2013, I have created a translucent architecture, a terrain that encourages people to explore the site in new and diverse ways. Within the pastoral context of Kensington Gardens, the vivid greenery surrounding the site merges with the constructed geometry of the Pavilion. A new form of environment has been created, where the natural and the man-made fuse. The inspiration for the design of the Pavilion was the concept that geometry and constructed forms could meld with the natural and the human. The fine, fragile grid creates a strong structural system that can expand to become a large cloud-like shape, combining strict order with softness. A simple cube, sized to the human body, is repeated to build a form that exists between the organic and the abstract, to create an ambiguous, soft-edged structure that will blur the boundaries between interior and exterior.

The Serpentine Pavilion 2013 is a delicate, three-dimensional, latticed structure, each unit of which is composed of fine steel bars. It forms a semi-transparent, irregular shape, simultaneously protecting visitors from the elements while allowing them to remain part of the landscape. The depth of the grid at different locations will create thicker walls or thinner, transparent sections. The building’s footprint is 357 square metres and the gross internal area is 142 square metres. The Pavilion has two entrances, with a series of stepped terraces to provide integrated seating. The topography of the grid is a flexible, multi-purpose social space, where the walls, seating and roof are made of the same steel cubes. In this way, the organic structure of the Pavilion overall creates an adaptable terrain, encouraging visitors to create their own experience of the building.

Whether attending an event or simply relaxing in the Park, each person is invited to find a singular, favourite space inside and around the Pavilion. By day, it will function as a space open to all visitors, with a café. The largest of the terraced areas can be used as an events space, while other terraces provide further spaces for visitors to inhabit and explore. From certain vantage points, the fragile cloud of the Pavilion appears to merge with the classical structure of the Serpentine Gallery, its visitors suspended in the space between architecture and nature.

Sou Fujimoto, May 2013
Biography

Born in Hokkaido in 1971, Sou Fujimoto is widely acknowledged as being one of the most important architects coming to prominence worldwide. After studying architecture at the Department of Architecture in the Faculty of Engineering at Tokyo University, he established Sou Fujimoto Architects in 2000. In 2012, Fujimoto was awarded the Golden Lion for National Participation at the Venice Architecture Biennale along with Kumiko Inui, Akihisa Hirata and Naoya Hatakeyama.

Fujimoto has completed the majority of his buildings in Japan, with commissions ranging from the domestic (such as Final Wooden House, T House or House N) to the institutional (such as the Musashino Art University Library at Tokyo University). Following on from his first built work, an occupational therapy building for Seidai Hospital, Fujimoto has produced a number of designs for healthcare institutions, including the Children’s Psychiatric Rehabilitation Center in Hokkaido.

Part of a new generation of architects who are reinventing our relationship to the built environment, the work of Sou Fujimoto resists categorisation. The separation of private interior from public exterior spaces is constantly questioned by his interlocking, light weight, flexible designs. With this approach he creates forms that are committed to a playful interaction between user and space.

Sou Fujimoto has been awarded numerous prizes since 2000, including the Architectural Review Awards, which he received three years in a row from 2005 (as well as the Grand Prize in 2006). In 2008, he won the JIA (Japan Institute of Architects) Grand Prize for the Children’s Psychiatric Rehabilitation Center, and the highest award at the World Architectural Festival for the Private House division. He was also selected as “Design Vanguard” in the Architecture Record magazine. In 2009, Fujimoto won Wallpaper magazine's Design Award and in 2010, he received the Spotlight: The Rice Design Alliance Prize.
Drawings and Plans

Serpentine Gallery Pavilion 2013
Designed by Sou Fujimoto
Exterior Indicative CGI
© Studio Cyrille Thomas for Sou Fujimoto Architects

Serpentine Gallery Pavilion 2013
Designed by Sou Fujimoto
Exterior Indicative CGI
© Studio Cyrille Thomas for Sou Fujimoto Architects
Serpentine Gallery Pavilion 2013
Designed by Sou Fujimoto
Exterior Indicative CGI
© Studio Cyrille Thomas for Sou Fujimoto Architects
Projects by Sou Fujimoto

Sou Fujimoto
House NA, 2011
Tokyo, Japan
Designed by Sou Fujimoto Architects
© Iwan Baan

Sou Fujimoto
Tokyo Apartment 2010
Designed by Sou Fujimoto Architects
© Iwan Baan
Sou Fujimoto
*Final Wooden House*, 2008
Kumamoto, Japan
Designed by Sou Fujimoto Architects
© Iwan Baan

Sou Fujimoto
*House N*, 2008
Oita, Japan
Designed by Sou Fujimoto Architects
© Iwan Baan
Sou Fujimoto
Musashino Art University Library, 2010
Tokyo, Japan
Designed by Sou Fujimoto Architects
© Daici Ano

Sou Fujimoto
Children’s Center for Psychiatric Rehabilitation, 2006
Hokkaido, Japan
Designed by Sou Fujimoto Architects
© Daici Ano
Serpentine Gallery Pavilion 2013
Fact Sheet

Public opening dates
- 8 June 2013 – 20 October 2013

Overall site area
- 541 sqm

Gross internal area
- 142 sqm

Dimension of Pavilion
- 24m at the building’s widest point
- 7.05m at the building’s highest point from the ground
- 142 sqm internal area
- 357 sqm building footprint
- 4.4m max ceiling height internally
- 2.4m min ceiling height internally

Structure and materials
- Main structure – structural steel frame with 800mm and 400mm grid units
- Roof – polycarbonate discs (1.20m and 0.6 m dia)
- Floor on stepped levels – anti-slip glass (8+8+6mm) covering 82 sqm
- Floor on ground level – concrete, natural color, covering 275 sqm
- Floor on ground level beneath structure – gravel stones covering 206 sqm
- Barriers – white steel bar (8mm)
- Handrail – white steel pipe (diameter 40mm)
- Vertical protection for seating area – polycarbonate strips, height 200mm

Content
- A public space during the day (10.00am – 6.00pm) and as a space for evening events (6.30pm – 11.00pm). The Pavilion will be open to the public until Park closing time.
- The Fortnum and Mason café is located inside the Pavilion throughout the summer.
Serpentine Gallery Pavilion 2013
Project Team and Advisors

Architect
Sou Fujimoto

Architectural Design Team
Nadine De Ripainsel
Keisuke Kiri
Ryo Tsuchie
Haruka Tomoeda
Yibei Liu
Midori Hasuike
Minako Suzuki
Marie de France
Andreas Nordström

Structural Engineering
David Glover, with
Jon Leach,
Tom Webster,
Harriet Eldred and
Jack Wilshaw, AECOM

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

Project Leader
Julie Burnell, with
Amy Brown and
Roberta Marques,
Serpentine Gallery

Project Curators
Jochen Volz, with
Sophie O’Brien and
Rebecca Lewin,
Serpentine Gallery

Project Managers
Gareth Stapleton, with
Nazma Uddin, Rise

Project Advisors
Lord Palumbo, Chairman, Serpentine Board of Trustees
Zaha Hadid, Architect, Serpentine Board of Trustees
Colin Buttery, Director of Parks, The Royal Parks
Westminster City Council Planning Office
Hassan Lashkari, Building Control, Westminster City Council District Surveyor’s Office
Jenny Wilson, Licensing Authority, Westminster City Council
London Fire and Emergency Planning Authority
London Region, English Heritage
Friends of Hyde Park and Kensington Gardens

Construction
Ted Featonby with
Mick Mead, Stage One

Consultants
Barnaby Collins and
James Penfold, DP9
Serpentine Gallery Pavilions 2000 – 2013

Key Facts

- 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 13 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
- A public space by day and a forum for live events including the Park Nights series, the Marathon and other events
- Serpentine Pavilion designers to date: 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 music, performances, talks and film screenings staged on Friday nights in the Serpentine Gallery Pavilion.
- The Serpentine Gallery Marathon series started in 2006 with the renowned 24-hour Interview Marathon and was followed by the Experiment Marathon (2007); the Manifesto Marathon (2008); Poetry Marathon (2009); the Marathon of Maps for the 21 Century (2010); the Garden Marathon (2011) and the Memory Marathon (2012).
Serpentine Gallery Pavilions 2012 – 2000

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

‘The annual Serpentine Pavilion commission in London’s Kensington Gardens is such a moment – a measure of the condition of contemporary architecture’
Financial Times

Serpentine Gallery Pavilion 2011
Designed by Peter Zumthor

‘The idea of the Pavilion is a beautiful conceit, that of this quiet, tranquil, cloistered space, in a public garden, in the centre of London’
The Guardian

Serpentine Gallery Pavilion 2010
Designed by Jean Nouvel

‘Transient glory: 10 years of the Serpentine’s star pavilions.’
The Observer

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

‘mesmerizing, and fun... once again, the Serpentine succeeds, big time.’
The Times
Serpentine Gallery Pavilion 2008
Designed by Frank Gehry

‘Gehry’s name completes a straight flush of the most feted international architects of the day.’
Daily Telegraph

Serpentine Gallery Pavilion 2007
Designed by Olafur Eliasson and Kjetil Thorsen

‘A delightful and beautifully thought-out game.’ The Guardian

Serpentine Gallery Pavilion 2006
Rem Koolhaas with Cecil Balmond – Arup

‘A helium roof that rises and falls with the weather? Rem Koolhaas’s Serpentine Pavilion is a joyous extravagance.’
The Guardian

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

‘The temporary pavilion has become unmissable, a rare opportunity to view the work of the finest international architects at first hand. This is how architecture should be exhibited and remembered.’
Financial Times
Serpentine Gallery Pavilion 2003
Designed by Oscar Niemeyer

‘Imagine Garbo or Sinatra in their prime, and performing now. With this week’s opening of the 2003 Serpentine Gallery Pavilion, just such a time-warping miracle is taking place.’
Evening Standard

Serpentine Gallery Pavilion 2002
Designed by Toyo Ito with Arup

‘Why can’t all new buildings be this good? Toyo Ito’s magical summer pavilion at the Serpentine Gallery is a lesson in imagination.’
Evening Standard

Serpentine Gallery Pavilion 2001
Designed by Daniel Libeskind with Arup

‘Temporary structures like Eighteen Turns are great additions to our parks and cityscapes they can offer us adventurous, alternative and even radical impressions of what a new architecture might be.’
The Guardian

Serpentine Gallery Pavilion 2000
Designed by Zaha Hadid

‘Briefly brilliant...’
The Guardian
The Serpentine Gallery is one of the UK’s best-loved galleries for modern and contemporary art, and is the only publicly-funded, modern and contemporary art gallery in London to consistently maintain free admission.

Since 1970, the Serpentine has gained an international reputation for excellence, presenting pioneering exhibitions of 1,600 artists, architects and designers in 43 years. The Gallery, a Grade II-listed former tea pavilion, underwent a major renovation in 1998 under the Patronage of Diana, Princess of Wales.

Later this year, the Serpentine will open its new space, the Serpentine Sackler Gallery. This innovative arts venue for the 21st century will be housed in the Grade II-listed artillery store formerly known as The Magazine, which is being renovated and extended by Pritzker-Prize winning architect Zaha Hadid. Providing London with a new cultural destination, the Serpentine Sackler Gallery is will be situated just a five-minute walk from the Serpentine Gallery in Kensington Gardens.

Named after Dr Mortimer and Theresa Sackler, whose foundation has made the project possible, the Serpentine Sackler Gallery will offer nearly 900 square metres of exhibition and social space. The adjoining extension will be used as a restaurant/café, creating a permanent architectural landmark in the heart of London.
Serpentine Gallery Pavilion 2013
Designed by Sou Fujimoto

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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:

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With

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Grangewood are proud to support the Serpentine Gallery Pavilion 2013. As refurbishment and new build specialist in London’s super prime top end luxury market our company ethos remains the same since our incorporation in 1992 of Integrity Diligence and uncompromising quality. We build excellence with Integrity. [www.grangewood.co.uk](http://www.grangewood.co.uk)

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Site Engineering Surveys are leading land surveyors, building surveyors and construction surveyors based in London and working throughout the UK specialising in providing topographical surveys, measured building surveys, structural monitoring, 3D laser scans and setting out engineers. SES are once again pleased to be involved with providing the survey expertise required in the construction of the latest Serpentine Gallery Pavilion. [www.sesltd.uk.com](http://www.sesltd.uk.com)

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Aside from its renowned 50’s style retro refrigeration range, Smeg also offers over 750 premium cooking, cooling, cleaning appliances, flueless fires, sinks and taps. [www.smeguk.com](http://www.smeguk.com) / [www.smeg50style.com](http://www.smeg50style.com)

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[Japan Foundation](http://www.jpf.org.uk)

It is our great pleasure to support Sou Fujimoto’s Pavilion as part of Serpentine Gallery’s annual Pavilion project. The Japan Foundation, as Japan’s principal agency for the promotion of Japanese culture overseas, has been a supporter of the Serpentine’s exciting and thought provoking projects by Japanese artists in the past such as Mariko Mori, Yoko Ono and Yayoi Kusama. This Pavilion project exemplifies once again the Serpentine’s progressiveness and we are thrilled to be part of it. [www.jpf.org.uk](http://www.jpf.org.uk)

**Additional Support**

[ANA - Japan’s No 1 Airline](http://www.ana.co.uk)

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The Japan Society is the leading independent body in the United Kingdom dedicated to the enhancement of the British-Japanese relationship. It is a membership organization and UK charity with a strong focus on education. The Society is delighted to provide support for Family Day activities in the 2013 Pavilion by Sou Fujimoto.

Having made awards in 2002 for Toyo Ito and in 2009 for Kazuyo Sejima & Ryue Nishizawa of SANAA, the Great Britain Sasakawa Foundation is again delighted to have given a grant to the Serpentine Gallery towards the commission of its 2013 Pavilion. This latest design by Sou Fujimoto is an exciting continuation of his experimental approach to architecture. Our grant goes towards the Serpentine's education and outreach programme and to a special talk to be given by Fujimoto on the Pavilion’s opening night when he will discuss his working processes and the very particular Japanese influences behind the Pavilion's design and concept.

www.gbsf.org.uk

Funded by