

MUSEUM CRAFT DESIGN

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Museum of Craft and Design Announces New Pop-Up Museum Exhibition
Crafting Architecture: Concept, Sketch, Model

Exhibition features architectural models and mockups from San Francisco Bay Area architects
February 16, 2011 – May 29, 2011

Second in Series of Pop-Up Museums by the Museum of Craft and Design

SAN FRANCISCO (February 1, 2011) – Handmade and digitally fabricated architectural models and mockups provide insight into the role of craft in the architectural design process in *Crafting Architecture: Concept, Sketch, Model*, a pop-up exhibition presented by the [Museum of Craft and Design](#) (MCD). The exhibition features models from over 20 San Francisco Bay Area architects and landscape architects and runs from February 16, 2011 – May 29, 2011 at 201 Third Street in the heart of San Francisco's museum district. The exhibition is the second in MCD's series of short-term exhibitions in San Francisco neighborhoods.



C_Wall by Matsys/Andrew
Kudless (2006)

Crafting Architecture: Concept, Sketch, Model will display works that reveal the importance and craft involved in architectural models, and how they communicate and represent design concepts and strategies. As they design a building or develop an architectural feature, architects create scaled models and employ specific materials such as wood, paper, plastic and metal, to communicate spatial concepts and design intentions. Each material embodies a series of ideas, moods and functions, which helps to both convey purpose and to inform the client. Architectural elements such as site, program, light, circulation and façade are developed and manipulated through the craft and presentation of models. .

“The works in *Crafting Architecture: Concept, Sketch, Model* affirm the importance and ingenuity of handcrafted and digitally fabricated architecture models and mockups, which help develop the built environment around us and demonstrate the craft of architecture,” said JoAnn Edwards, executive director of the Museum of Craft and Design. “We are delighted to present this intersection of architecture, design and craft at a pop-up location in SOMA’s museum district.”



Model of *Terrabank* by David Fletcher Studio (2010)

Participating Architects:

- Sagan Piechota Architecture
- David Baker + Partners, Architects
- Haas Architecture
- Jensen Architects
- Skidmore, Owings & Merrill LLP
- Woods Bagot
- California College of the Arts, Architecture
- Schwartz and Architecture
- Cary Bernstein Architect
- Gensler
- Faulders Studio
- Rossington Architecture
- Zack | de Vito
- Matsys
- Fletcher Studio
- Bionic
- Surfacedesign, Inc.
- Tom Leader Studio
- Future Cities Lab
- zDp Models

Information on *Crafting Architecture: Concept, Sketch, Model* at the Museum of Craft and Design at 201 Third Street

WHERE: Museum of Craft and Design at 201 Third Street
201 Third Street
San Francisco, CA, 94103

WHEN: February 16, 2011 – May 29, 2011

EXHIBITION HOURS: Tuesday – Saturday , 11 a.m. to 6 p.m.

ADMISSION: \$3 suggested donation
Free for MCD members and children under 12

FOR PUBLIC

INFORMATION: Call the Museum of Craft and Design at (415) 773-0303 or email info@sfmcd.org.

Special events for *Crafting Architecture: Concept, Sketch, Model* at the Museum of Craft and Design at 201 Third Street

Opening Reception

Tuesday, February 15, 2011, 5:30 p.m. – 8:30 p.m.

Museum of Craft and Design at 201 Third Street

Free to the public

Celebrate the opening of *Crafting Architecture: Concept, Sketch, Model* with featured architects, the Board and staff of the Museum of Craft and Design at 201 Third Street.

MakeArt Workshop for Kids: San Francisco Architecture

Saturday, February 26, 2011, 1:00 p.m. – 3:00 p.m.

Museum of Craft and Design at 201 Third Street

Free for MCD members

\$10 for non-members

Advanced registration required. To register, call 415.773.0303.

Come join us for a MakeArt Workshop exploring the San Francisco skyline! Learn about the most famous and important buildings in San Francisco, explore the fundamental shapes that make up buildings, and create your own unique skyline collage! A workshop for kids ages 6-12.

MEDIA, PLEASE NOTE: For high-resolution images, interviews with JoAnn Edwards, executive director of the Museum of Craft and Design, or to attend/cover the show, please contact Keely Garibaldi at 415-359-2312/keely@landispr.com or Rob Farmer at 415-359-2316/rob@landispr.com.

About the Museum of Craft and Design

The Museum of Craft and Design, formerly known as the San Francisco Museum of Craft+Design, is an environment for experiencing innovative contemporary work that engages the community while stimulating the creative potential in peoples' lives. In the fall of 2010, the Museum launched a series of pop-up museums – exhibitions, programs, and store – in temporary locations throughout San Francisco, while we seek a new permanent home. The Museum of Craft and Design at 201 Third Street will be open to the public Tuesday-Saturday, 11 a.m. – 6 p.m. To become a member, sponsor or for more information, please call 415-773-0303, email info@sfmcd.org or visit www.sfmcd.org.

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