

MUSEUM CRAFT DESIGN

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Museum of Craft and Design Announces Spring 2011 MakeArt Workshop and Speaker Series

Speaking Engagements and Children's Workshops Highlight "Crafting Architecture: Concept, Sketch, Model," Second in Series of Temporary Pop-Up Museums by Museum of Craft and Design, at 201 Third Street in San Francisco

SAN FRANCISCO (February 25, 2011) – The [Museum of Craft and Design](#) (MCD) in San Francisco has announced its series of popular MakeArt Workshops and Speaker Series Events as part of its second pop-up museum exhibition, *Crafting Architecture: Concept, Sketch, Model*, now open at 201 Third Street in San Francisco's SoMa District. The workshops and speaker series are designed to highlight and enhance the exhibition featuring handmade and digitally fabricated architectural models and mockups that provide insight into the role of craft in the architectural design process. Continuing at its location in the heart of San Francisco's museum district through May 29, 2011, *Crafting Architecture* features models from over 20 San Francisco Bay Area architects and landscape architects. The exhibition is the second in MCD's series of short-term pop-up museum exhibitions in San Francisco neighborhoods.

The Museum's schedule of workshops and events begins Saturday, February 26 and runs through the end of May. All events are open to the public. For more information and/or to register for an upcoming event please call 415.773.0303.

MakeArt Workshop: *San Francisco Skyline*

Saturday, February 26, 2011

1:00 PM - 3:00 PM

Come join us for a MakeArt Workshop exploring the San Francisco skyline! Take a tour of the architectural models in *Crafting Architecture*. 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! This workshop for kids ages 6-12 will include a tour of *Crafting Architecture* and snack.

Free for MCD members/\$10 for non-members
Advanced registration required. To register, call 415.773.0303.

MakeArt Workshop: *Design Your Own Neighborhood*

Saturday, March 5, 2011

1:00 PM - 3:00 PM

What's in a neighborhood? In this MakeArt Workshop we will take a tour of SoMa to explore the neighborhood's features. Later, put your ideas for the perfect neighborhood into action as we create neighborhood models using repurposed materials to represent natural and man-made features. This workshop for kids ages 6-12 will include a tour of *Crafting Architecture* and snack.

Free for MCD members/\$10 for non-members

Advanced registration required. To register, call 415.773.0303.

Speaker Series Event: *The Intersection of Architecture and Movement with Christopher Haas*

Thursday, March 10, 2011

6:00 PM – 7:30 PM

Join us to hear architect Christopher Haas talk about his work, including his collaboration with Alonzo King LINES Ballet, premiering April 15, 2011. Haas has created transformable architectural models and surroundings for the dancers, who use them to explore, play, manipulate and transform their environment, while at the same time creating and defining new spatial relationships. The architectural objects are meticulously crafted from inexpensive ordinarily overlooked materials such as recycled cardboard and elastic chord. Exploiting each material's unique characteristics and assembling them to an architectural scale, the materials take on a new unexpected dimension.

Christopher Haas spent 5 years designing and managing projects with the Pritzker Prize-winning Swiss architects Herzog & de Meuron, the renowned architectural firm responsible for such notable buildings as the MH de Young Museum in San Francisco, the Tate Modern in London, and the "Birds Nest" Olympic Stadium in Beijing. In his time with Herzog & de Meuron, Chris served as a project architect overseeing the design and construction for the MH de Young Museum in San Francisco. In 2008 he established his own studio in San Francisco. Presentation followed by a visit to the exhibition *Crafting Architecture*.

Free for MCD members/\$10 for non-members/\$5 for students with valid i.d.

MakeArt Workshop: *San Francisco Skyline*

Saturday, March 26, 2011

2:00 PM – 3:30 PM

San Francisco Main Library
100 Larkin Street
San Francisco, CA 94102

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 offered in partnership with the [San Francisco Public Library](#).

Speaker Series Event: *Digital Design and Fabrication with Andrew Kudless and Jason Kelly Johnson*
Thursday, April 7, 2011
6:00 PM – 8:00 PM

Join us as architects Andrew Kudless and Jason Kelly Johnson talk about digital design and fabrication for architecture. What new tools facilitate an interdisciplinary approach to the design and fabrication of architecture? Where do design and advanced fabrication technologies intersect? Kudless and Johnson will explore these and other questions about the challenges and surprises of cutting-edge digital design and fabrication.

Andrew Kudless is an architect based in San Francisco and an Assistant Professor at the California College of the Arts. In 2004 he founded MATSYS, a firm specializing in complex geometry and digital fabrication. Notable projects include the C_Wall, and the P_Wall, which was installed at the San Francisco Museum of Modern Art in 2009.

Jason Kelly Johnson leads Future Cities Lab, an experimental design and research office based in San Francisco. Recent installations have explored the intersection of architecture and public space with networked sensing technologies, artificial intelligence and advanced fabrication protocols. He is also an Assistant Professor at CCA where he teaches seminars such as Robotic Ecologies, Sensing the City and Soft Systems. Presentation followed by a visit to the exhibition *Crafting Architecture*.

Free for MCD members/\$10 for non-members/\$5 for students with valid i.d.

MakeArt Workshop: *Green Architecture: Building with Recyclables*
Sunday, April 17, 2011
4:00 PM – 4:45 PM

LINES Family Day at the Novellus Theater entrance
Yerba Buena Center for the Arts
701 Mission Street
San Francisco, CA 94103

Join us for a recycled MakeArt extravaganza as we design interesting, 3-Dimensional buildings using 100% recycled materials!

Speaker Series Event: *Model Making: A Conversation with Megan Werner*
Thursday, April 21, 2011
6:00 PM – 7:30 PM

Join us in a conversation with model-maker Megan Werner and MCD curator Mariah Nielson as they explore how and why models are made. Werner is the author of *Model Making*, a soon-to-be-released book about architectural model making. More forcefully than any other way of visualizing a building, models represent ideas, as opposed to images. The sensory impact of a physical model, its materiality, is an important step in the design process. A model not only allows the designer to explore freely while testing out specific ideas but also to advance and communicate his or her ideas effectively to others. *Model Making* explores a wide range of possible model materials, techniques, tools, applied technologies, and architectural concepts in model making.

Megan Werner is an architect, designer, model maker and educator. She is the principal of zDp models,

a full service architectural scale model shop composed of architecture, landscape architecture and design professionals. zDp combines technology with craftsmanship to create precision scale models for award-winning local and international projects. Werner is also an Adjunct Professor in the Interior Design program at the California College of the Arts. Presentation followed by a visit to the exhibition *Crafting Architecture*.

Free for MCD members/\$10 for non-members/\$5 for students with valid i.d.

MakeArt Workshop: *Be an Architect for a Day*

Saturday, April 30, 2011

1:00 PM - 3:00 PM

Put on your architect's thinking cap as we peek inside the world of this interesting career! Take a tour of the architectural models in *Crafting Architecture*, learn about the process of designing buildings, and have a try at making your own blueprint! This workshop for kids ages 6-12 will include a tour of *Crafting Architecture* and snack.

Free for MCD members/\$10 for non-members

Advanced registration required. To register, call 415.773.0303.

MakeArt Workshop: *Green Architecture: Building with Recyclables*

Saturday, May 14, 2011

1:00 PM - 3:00 PM

What is green architecture? Join us for a recycled MakeArt extravaganza as we design interesting, 3-Dimensional buildings using 100% recycled materials. We will explore the basic concepts of sustainable design as well as take a tour of the architectural models in *Crafting Architecture*. This workshop for kids ages 6-12 will include a tour of *Crafting Architecture* and snack.

Free for MCD members/\$10 for non-members

Advanced registration required. To register, call 415.773.0303.

MakeArt Workshop: *Design Your Own Neighborhood*

Saturday, May 28, 2011

2:00 PM – 3:30 PM

San Francisco Main Library
100 Larkin Street
San Francisco, CA 94102

What's in a neighborhood? In this MakeArt Workshop you will think about and explore the features of your own neighborhood: what you love about it, and what needs improving. Then put your ideas for the perfect neighborhood into action as we create neighborhood models using re-purposed materials to represent natural and man-made features.

A workshop for kids ages 6-12 offered in partnership with the [San Francisco Public Library](#).

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.

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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