

*The project unfolds as a fictional narrative whereby the proposed structure for the Guggenheim Helsinki is found in an archaeological excavation in the year 3014. It starts as follows:*

A MYSTERIOUS LABYRINTH

HAS BEEN DISCOVERED IN THE PROXIMITIES OF THE PROVINCE OF KATAJANOKKA, IN THE LOCATION INTENDED FOR THE IMPLEMENTATION OF THE LARGEST NUCLEAR POWER PLANT OF THE BALTIC CONTINENT.

THE ORIGINS OF THE ENIGMATIC BUILDING ARE UNKNOWN.

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*The fictional framework was instrumental to develop and communicate a timeless, iconic and at the same time visionary architectural proposal. The guiding principle behind the project is that even the most mundane and prosaic aspects of life may be imbued with a sense of magic (as evidenced by art).*

*The main features of the project are: the use of local materials; an idiosyncratic approach to technical and pragmatic issues; an engagement with simplicity and monumentality; accessibility and inclusiveness.*