

# GUGGENHEIM HELSINKI

## Art Cloud Helsinki - Press Summary

Art Cloud Helsinki — The Guggenheim Helsinki as an interactive icon, a platform for the art of the future

The New Guggenheim Museum is situated between city, park and the sea, conceptually linking all three of them by adjoining the waterfront, the park border and the harbor quay. It appears as an approachable museum and cultural hub, respectful towards the urban situation.

Two very different floors create a unique experience for visitors.

1 - a compact gallery level offers a homogenous pattern of rooms, varying in size and format.

2 - one enormous space. A cloud of a 1000 shapes. Unlimited, but specific. A post-white-box-room, offering sheer space and flexibility.

With different uses and projects, the Guggenheim changes its outer appearance and goes beyond being one determined iconographic building. A variety of shapes can be generated by the pneumatic shell and the towing ropes.

The established museum model is no longer enough. The New Guggenheim presents as a new kind of platform for art of the future, a playground of sorts. The New Guggenheim reflects the demands of an ever-changing program. It is programmable and appears as many different landscapes and an adaptable icon in the port of Helsinki.