

For immediate release

AA MUSEUM LAB designs a Nomadic Bookstore for Lars Müller Publishers at the Fuori Salone 2017 in Milan



© AA Museum Lab

Designed by the students of the AA Museum Lab, a Diploma unit of the Architectural Association School of Architecture in London, the Nomadic Bookstore for Lars Müller Publishers is intended as a manifesto of the relevance of books in the context of the expansion of the digital.

Located in the heart of the Brera Design District in Milan, in Piazza San Marco, the Nomadic Bookstore presents a selection of Lars Müller Publisher's books on Design, Architecture, Photography, Art and Society to the wide audience of the prestigious Salone del Mobile, which inaugurates on April 4th, 2017.

Conceived as an itinerant urban structure, the hovering LED-lit roof of the pavilion projects into the city ever changing provocative titles of Lars Müller's books and shelters the publications within a soft interior-scape. Inside the pavilion, the predominant use of fine cork with diamond-pointed ashlar ceiling details, allows for a uniform exhibition book display and provides an acoustically subdued environment within hustle of the urban Milanese context. Intended as a prototype, in future incarnations the pavilion will transform itself at night by seamlessly morphing into a closed volume through the use of a pneumatic system.

The pavilion design was selected by an international jury from the competition entries of all eleven students of the AA Museum Lab. The winning proposal is the result of an intense collaboration between all students, who temporarily founded the AA Museum Lab office, simulating a "real" architecture practice.

The pavilion was built thanks to the support of Granorte, Dr. Gallina, Pro Helvetia, Vogt Landscape Ltd and the crowd-funding efforts of the students.

Dates / Opening Hours

Tuesday, 4th April to Sunday, 9th April, 2017

Tuesday to Saturday: 10:00 am – 10:00 pm

Sunday: 10:00 am – 6:00 pm

Address:

Piazza San Marco, Milan

Events

Tuesday, 4th April | 7:30 pm – 8:30 pm | book launch | Jasper Morrison's *The Hard Life*

Wednesday, 5th April | 6:00 pm – 7:00 pm | book signing | Konstantin Grcic's *Abbildungen/Figures*

Wednesday, 5th April | 7:30 pm – 8:30 pm | book signing | SO-IL Architects *Solid Objectives*

About the AA MUSEM LAB

The AA Museum Lab is a Diploma Unit (15) of the Architectural Association School of Architecture.

Led by Giulia Foscari, with Harikleia Karamali, and developed in collaboration with Ekaterina Golovatyuk, the course challenges Diploma students of the AA to develop, in parallel, a highly conceptual research and a design of a “live” project.

Through the individual research the students reflect on the paradoxes of contemporary museums and their current ideological, cultural, social, structural and technological transformations. Their thesis subjects include investigations on neglected regional cultural ambitions as well as typological critical analysis. The “live” project, on the other hand, consists of the design of a bookstore – seen as one of the prosaic programmatic components of the ever-growing museums. Taken outside the museum boundary, the Nomadic Bookstore aims to celebrate the analogue qualities of books.

AA Museum Lab Students:

Adrian Ma, Arslan Arkallayev, Federica Sofia Zambelletti, George Fergusson, Linus Cheng, Lloyd Lee, Ludovica Cirillo, Martina Contento, Olympia Simopoulou, Sebastian Serzysko, Tyler Camille Bollier

AA Museum Lab Blog: <http://dip15.aaschool.ac.uk>

AA School of Architecture Link: www.aaschool.ac.uk

Instagram: #aamuseumlab

About Lars Müller Publishers

Lars Müller Publishers is an internationally active publishing house based in Zurich, Switzerland. It came into being in 1983, as a result of the bibliophile passion of designer Lars Müller. The house has made a worldwide name for itself – and not just in specialist fields – with carefully edited and designed publications on architecture, design, photography, contemporary art and society. The publishing program reflects Müller’s own diverse interests, documenting historical developments and contemporary phenomena by presenting compelling work in the visual arts and the design of objects and the environment and exploring its social and cultural relevance.

LMP Link: www.lars-mueller-publishers.com

About the Fuori Salone 2017

Link: <https://fuorisalone.it/2017/>

About the Donors

Granorte: www.granorte.pt

Dr. Gallina: www.gallina.it

Pro Helvetia: <https://prohelvetia.ch>

Vogt Landscape Ltd: www.vogt-la.com

For more information please contact: aamuseumlab@gmail.com

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