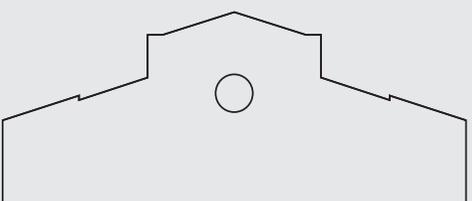


FÄRGFABRIKEN



BUILDING BLOCKS

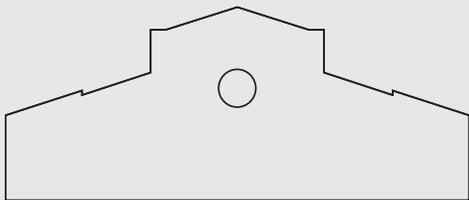


FÄRGFABRIKEN

Färgfabriken is an art venue and a "laboratory of the contemporary", with a multidisciplinary approach that creates new connections and meetings and challenge traditional perceptions within art, architecture and society. Färgfabriken is a non-profit foundation, which is politically and religiously independent.



The building, an old paint factory, was built in 1889. Färgfabriken has been residing at the premises since 1995.



BUILDING BLOCKS

Building Blocks places children and their ideas at the centre of a new architecture. It is a playful exhibition that challenges boundaries, built on children's visions of future homes. A project, and a place for meetings.

Building Blocks is an idea and a concept developed by Färgfabriken in cooperation with Medium. The project was exhibited at Färgfabriken during 2010.

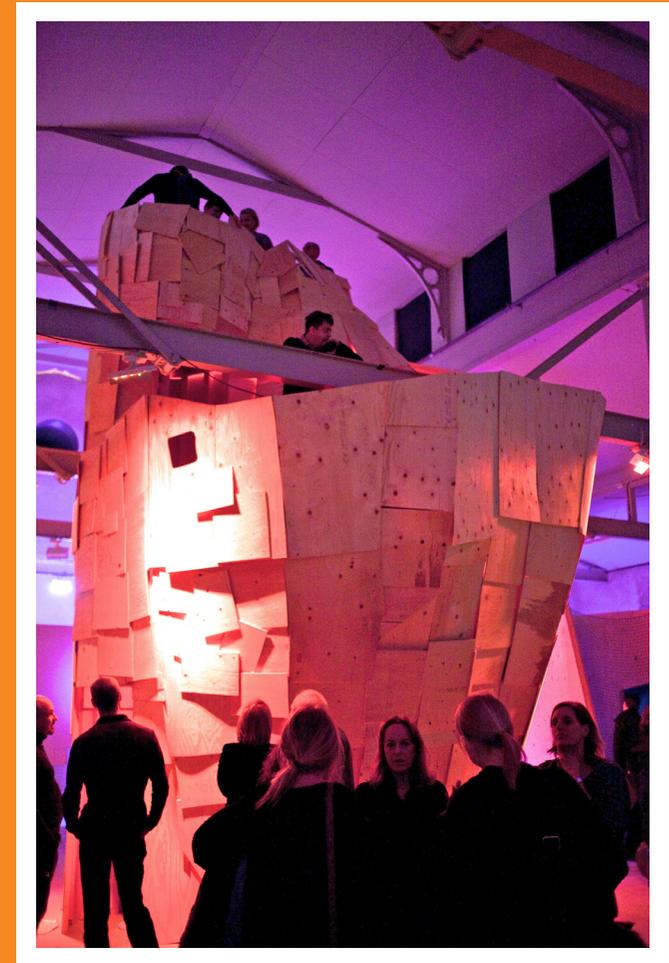
www.fargfabriken.se

www.mediumism.com

Building Blocks is about architecture and construction in which children are the clients and architects their interpreters, a mental playground that generates some thought-provoking and practicable results. It challenges our entrenched values. It inspires innovative thinking. But above all, it gives a concrete picture of how children can become involved in and influence tomorrow's development standards. And how can we incorporate their perspective into the construction process?

"AN UNUSUAL EXHIBITION THAT IS UNLIKE ANYTHING ELSE."

PÅ STAN.NU

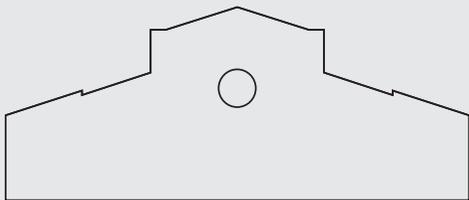


FÄRGFABRIKEN

From the beginning, Färgfabriken has been developing its own path and its own approach to society, architecture, urban planning, and art. It has roots in contemporary art and architecture, but it's also something more: an active voice in contemporary society.

Färgfabriken poses questions, initiates explorative studies, and brings in others to help drive the discussion onward. Färgfabriken generate meetings, contacts, and dialogues that bridge the gaps between scientific fields and stakeholder interests.

This mixing of expertise and challenging people to think beyond the bounds of their usual roles creates the conditions in which unexpected ideas can be born.



BUILDING BLOCKS

Buildings are a result of a collaboration between an architect and a client. But what would result if the client is a 6 year old?

Building Blocks invites children in different parts of the world to commission a building. Each child or group of children collaborates with a different architect. A discussion between them aims to develop an architectural brief for a house.

While Building Blocks has a serious theoretical side, the project is above all characterized by fun, participation and curiosity, as well as being a platform

for interaction across generational boundaries. Building Blocks is an experiment that takes the creativity of children and adolescents seriously and provides a base for a broad discussion of what a home can be, with insights from around the world.

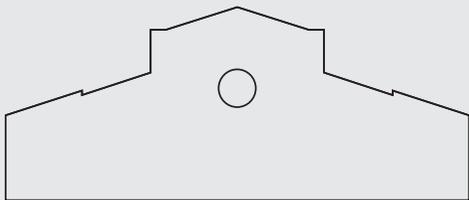
The project method is built on the open discussion between a child and an architect. Together they will develop a proposal for a new building. The project conditions will provide a basis for this discussion: a series of questions, list of available materials, and spatial limitations. The client's vision will be freely interpreted by the architect in sketches and drawings, then developed into working drawings, and finally constructed in the gallery.



FÄRGFABRIKEN

"Färgfabriken has continued to highlight its position as a "contemporary laboratory" in which both exhibitions and seminars concerns important current issues. Among other projects, research to define the ideas, projects and strategies in urban development, gender, energy and environmental issues is an ongoing process. In all cases, the subject is collaboration and networking with a range of authorities at the local, regional and global levels. The goal is to see what role Stockholm and Sweden could play in a larger global perspective. Färgfabriken has also established itself as a stage for a younger audience, through discussion and debate, and through cooperation with colleges and universities."

Stockholm County Council,
Cultural Services

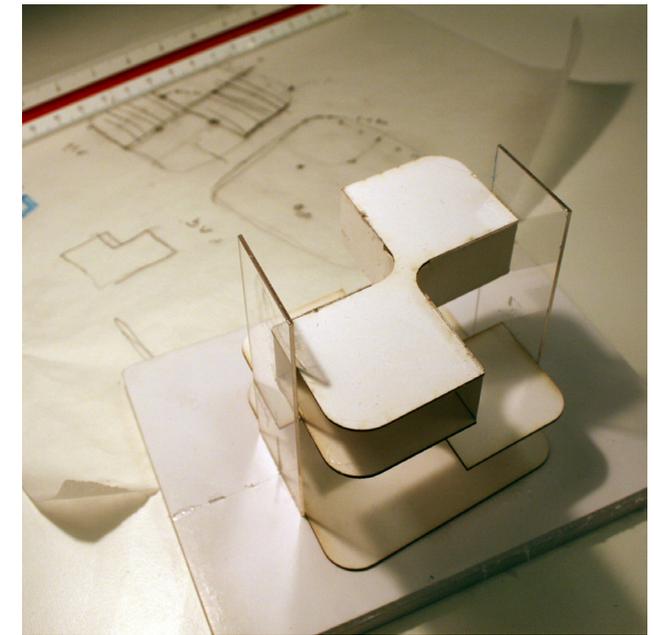


BUILDING BLOCKS



Building Blocks is a process oriented exhibition, which means that the result is larger than just the houses. A process oriented exhibition is an exhibition where the project process is a part of the result. The work process generates new meetings and co-operations that last longer than the exhibition itself.

The process can include collaborations with sponsor companies, schools, students and other groups of people. Workshops with these various groups are one way of raising questions about urban planning and architecture.



"AN ARCHITECTURE OF MORE
OR LESS FANTASTIC CHARACTER."

DAGENS NYHETER

"WHAT YOU HAVE DONE
HERE IS AWESOME!"

BOY, 9 YEARS OLD

"HOW WILL I BE ABLE TO
GO BACK TO BUILDING
ORDINARY HOUSES?"

PONTUS, CARPENTER



FÄRGFABRIKEN

Art

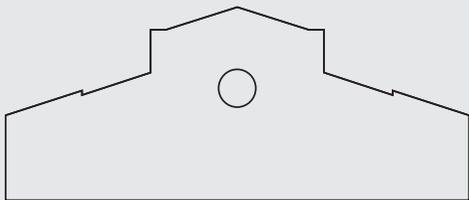
Färgfabriken produces the exhibitions, sometimes in collaboration with other organizations or with external curators.

Architecture

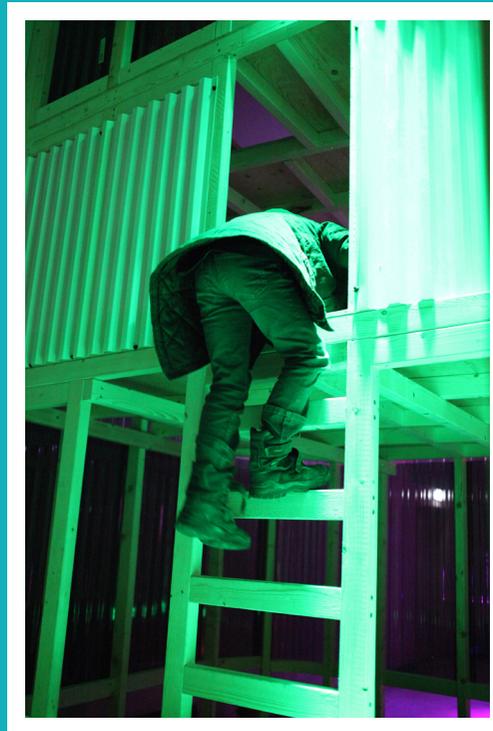
Färgfabriken has many projects related to architecture. These projects have resulted in exhibitions, books, seminars and workshops. In many cases implemented in cooperation with public authorities, industry, universities and colleges.

Society

Färgfabriken also works in projects that are related to society, urban planning and development. Färgfabriken's role in these processes is that of a catalyst, by offering a venue for idea development and strategy work. Projects can result in exhibitions, films, discussions and workshops. Projects are often implemented in collaboration with public authorities, industry, universities and colleges.



BUILDING BLOCKS



Building Blocks investigates the accepted roles in the building process, specifically the relationship between architect and client. It also aims to show how a child's vision of an ideal home may differ from the adult norm.

A child's limited architectural reference and ultimate freedom of choice may reveal new solutions for living. It may also challenge adults



to think about their chosen environments in a new way by looking beyond the accepted notions of taste, fashion and tradition.

Building Blocks is a fresh way to open discussions about the accepted norms for all buildings. Is dull architecture a product of a client's lack of imagination, the architect's failure to inspire or the restraints of the planning process?

In addition, the results – the finished buildings – will illuminate issues such as: How is the personal style of an architect affected by such an unconventional client? Is there any creative leeway at all for architects and other players in the development process today? How can we involve the child and youth perspective in planning for development?

"IT IS ONE OF THE MOST INTELLIGENT, WELL-CRAFTED AND ENTERTAINING EXHIBITIONS CURRENTLY ON SHOW TODAY."

DAGENS NYHETER

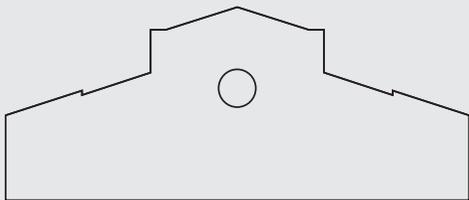
"MY DAUGHTER CRIED TODAY WHEN I TOLD HER THAT I WAS GOING TO PULL DOWN THE EXHIBITION."

PONTUS, CARPENTER

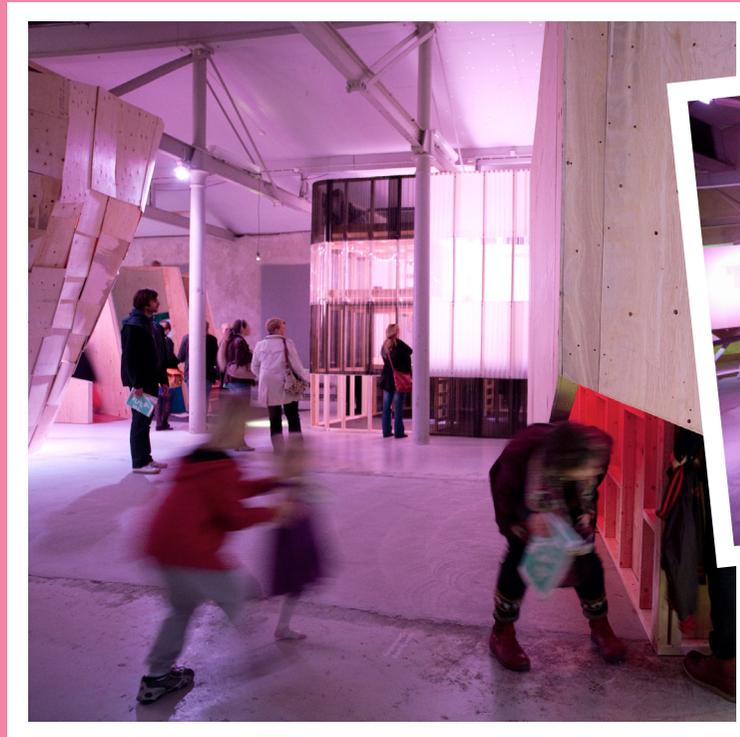


FÄRGFABRIKEN

Färgfabriken is a vibrant space where people from all kinds of environments can meet, experience and interact with the wide concept of art. With its exhibitions and projects Färgfabriken would like to create a climate where traditional values in art, architecture and society can be discussed and challenged.



BUILDING BLOCKS



"BUILDING BLOCKS IS A FRESH WAY TO OPEN DISCUSSIONS ABOUT THE ACCEPTED NORMS FOR ALL BUILDINGS"

WE-MAKE-MONEY-NOT-ART.COM



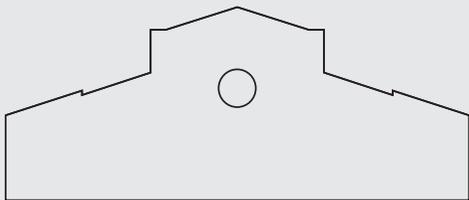
FÄRGFABRIKEN

"The Färgfabriken gallery has gained a world-wide reputation for its exhibitions. The New York art journal Art Forum named it one of the top ten museums of the year in 2003 and 2004."

thelocal.se

"Färgfabriken creates encounters, contacts and dialogue between those who would not otherwise speak to each other, except from opposite sides of a negotiation."

artslant.com



BUILDING BLOCKS



"We have chosen to sponsor an incredibly fun exhibition that to the greatest extent concerns our business and everybody's future - how children and young people look at construction and architecture."

Färgfabriken is also an important motivator in community discussion about future urban and community planning and is a strong voice and opinion leader in the public debate."

ERIK ALTERYD
CEO VEIDEKKE CONSTRUCTION AB.

"It was a really fun project to participate in! Actually, it felt both important and... moving! I was there last weekend for the 5th or 6th time, with my kids and their friends. It was still just as uplifting."

What I carry with me is how important, fun and really easy it is/would be to plan buildings and cities for all its users, children, elderly, dogs, etc."

STEFAN SJÖBERG
ARKITEKT SAR/MSA, KJELLANDER + SJÖBERG



"THIS IS THE BEST MUSEUM I
HAVE BEEN TO, EVER."

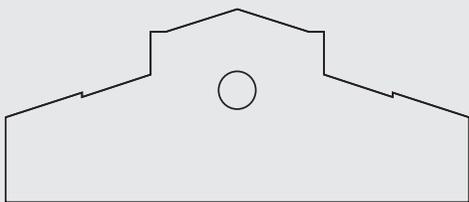
BOY, 9 YEARS OLD



FÄRGFABRIKEN

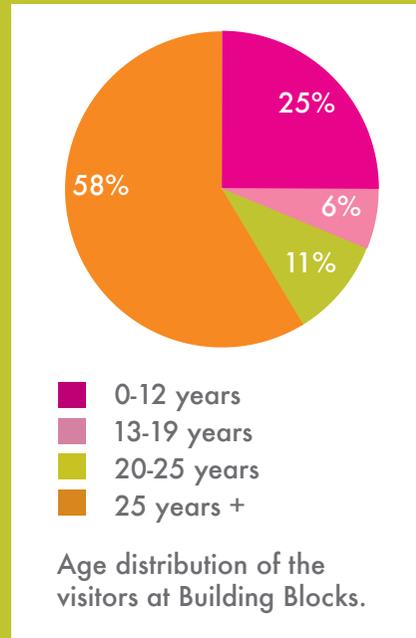
Färgfabriken aims to be an active voice in contemporary society and therefore works actively to bring new groups of people to its exhibitions. As a result of this Färgfabriken offers guided tours free of charge every weekend during exhibition periods.

Guided tours for groups and companies are also arranged and custom-made upon request.

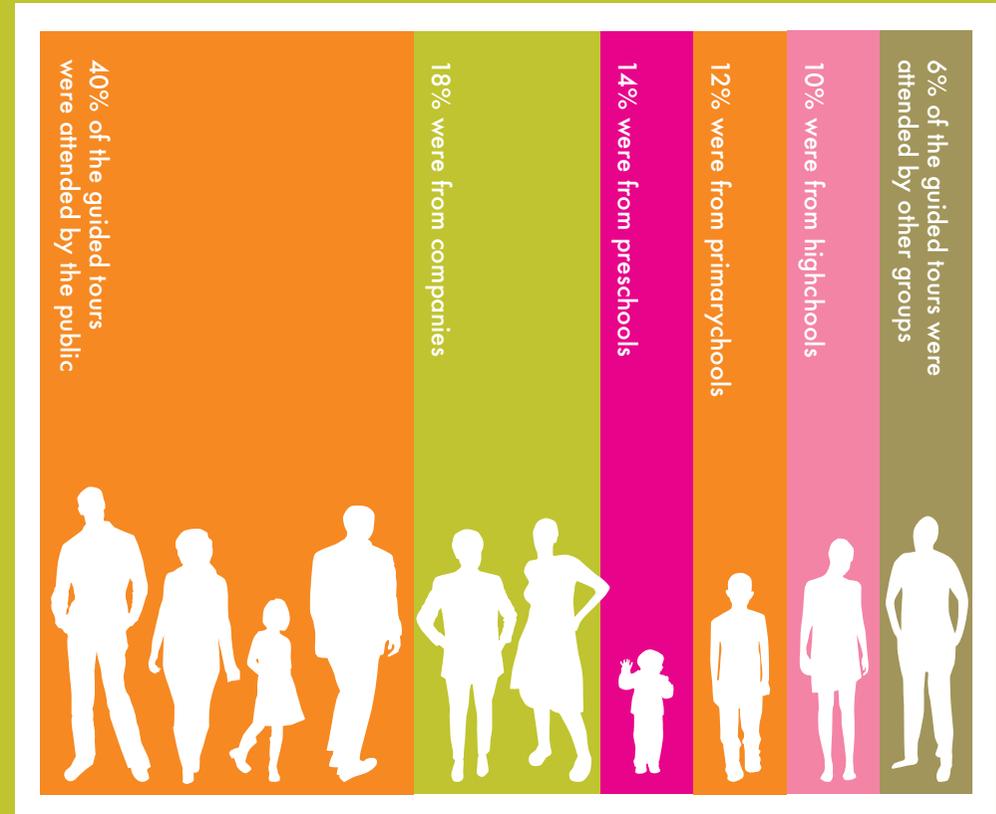


BUILDING BLOCKS

The exhibition of Building Blocks at Färgfabriken 2010, resulted in a visitor record for the art venue. Färgfabriken also attracted a large number of visitors from new target groups with this exhibition. The figures below show some of the visitor statistics during Building Blocks.



► Statistics over the various groups that attended guided tours at the exhibition.



FÄRGFABRIKEN

CONTACT:

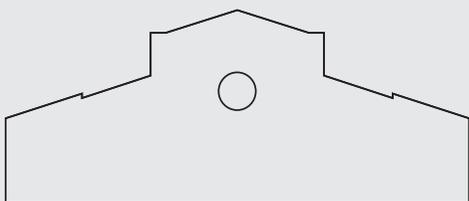
Phone: +46 (0)8-645 07 07

Färgfabriken
Lövholmsbrinken 1
SE 117 43 Stockholm
Sweden

Pernilla Lesse
managing director
pernilla@fargfabriken.se
+46 (0)70 878 83 00

Joachim Granit
creative director
jocke@fargfabriken.se
+46 (0)70 731 59 35

Karin Englund
project manager
karin.englund@fargfabriken.se
+46 (0)73 684 27 23



BUILDING BLOCKS

Building Blocks is a process-oriented exhibition concept. A license to use the concept means that you will have access to:

- The idea
- Project name (Building Blocks)
- Concept
- Methods
- Graphic program (see below)

The license includes access to Färgfabriken's experience and knowledge. Färgfabriken staff will act as consultants during the work process.

The actual exhibition objects are not included in the package. The final exhibition will be a result of the process and therefore every show is unique.

The exhibition requires an exhibition hall on at least 400 m² (for a reduced version of the project), preferably about 800 m² and at least 4m in height.

COORDINATION AND IMPLEMENTATION BY FÄRGFABRIKEN

- A one day seminar at Färgfabriken with a run through of the project
- Graphic implementation:
 - Exhibition leaflet/magazine/catalogue
 - Digital and printed invitation card
 - Information signs
 - Information leaflets
 - Safety information
 - Sign for sponsor logotypes
 - Project logotype, in web-format, to use on home pages etc.
- Participation in editing / advice for publication
- Coordination, quality control and project development
- Review of, guidance around and approval of participating architects

FURTHER INCLUDED:

- Reference and link at the Färgfabriken website
- Press release sent to Färgfabrikens contacts
- Newsletter to Färgfabrikens mailinglist
- Contact information to relevant contacts in previous projects
- Hints and advice regarding the work towards sponsors
- Work material, reports and pedagogical approach

POSSIBLY (if desired):

Finished drawings of 3 houses that has already been built at Färgfabriken (architects must get new exhibition fee). Färgfabriken will contact these architects initially and introduces them on to the new exhibitor.

