

An Atlas  
of Commoning

*Typologien der  
Gemeinschaft*

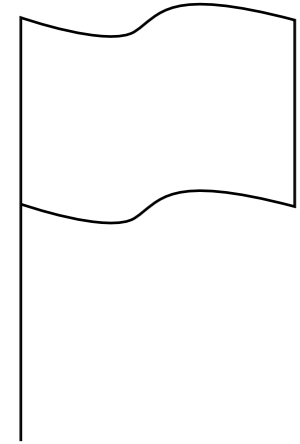
ConstructLab  
Modem Studio  
Alex Valder



# Exhibition design and architecture

# Exhibition design

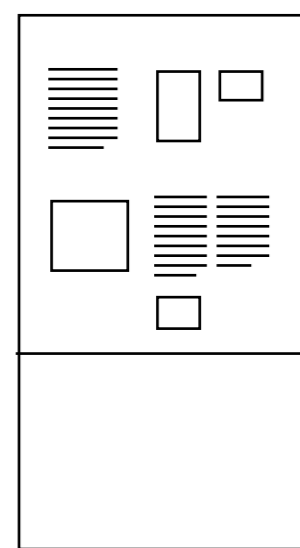
# Elements and building blocks



## Flag

Flags serve as both spatial landmarks and representations of identity within the exhibition; as well as points of orientation, they manifest claims to space in the form of an immediate visual statement.

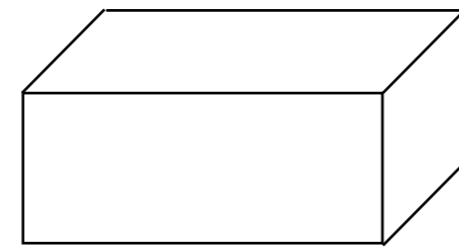
Keywords:  
manifestation of presence / symbol of identity / position / statement / claim



## Panel

As documents of ideas and a record of participation at the same time, panels inform and instigate further discussion, utilising a color-coded gradient system guides the viewer through the questions and topics.

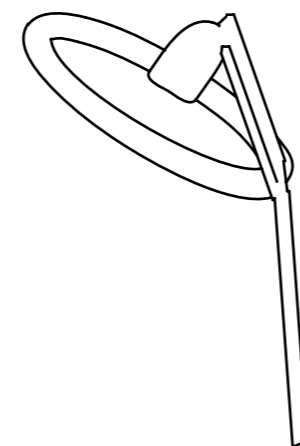
Keywords:  
manifesto / declaration of opinion and ideas / witness / record / instigate / provoke / initiate / document



## Brick

The ultimate archetype of "space making", bricks delimited the fundamental spatial principles of interior/exterior, whilst acting as the fundamental components for a wide range of different constructions for display.

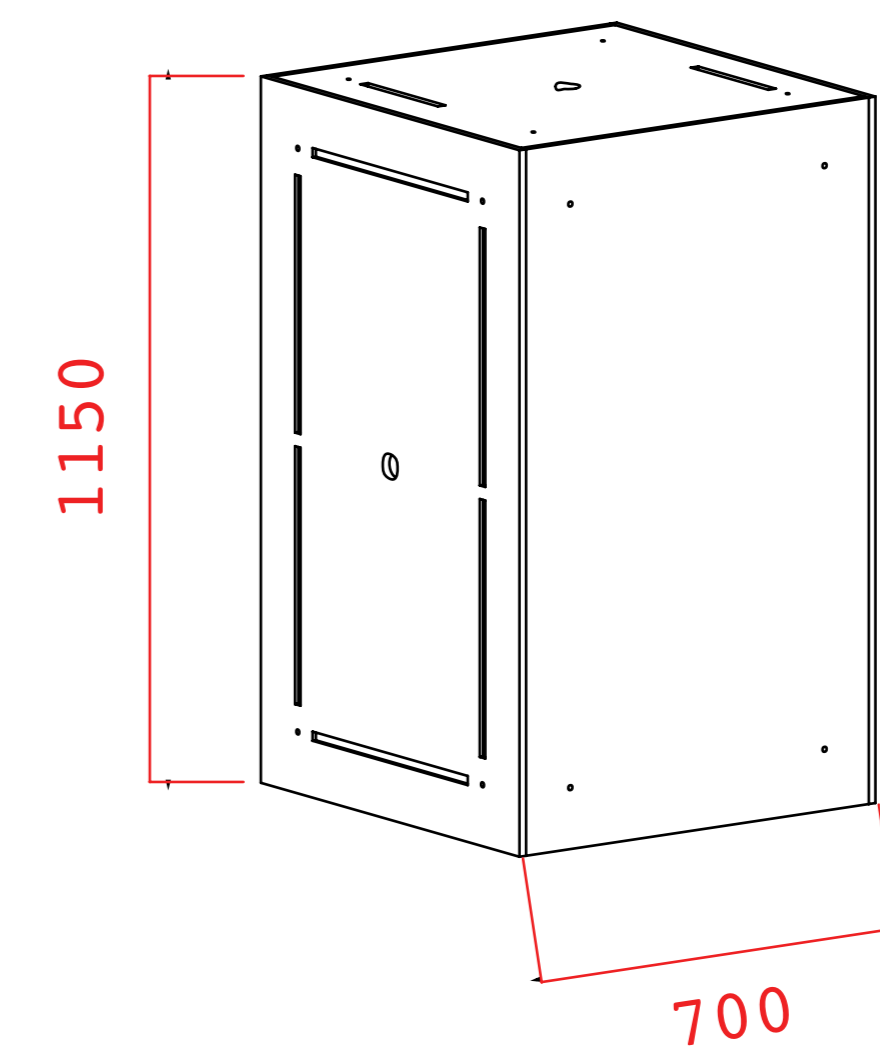
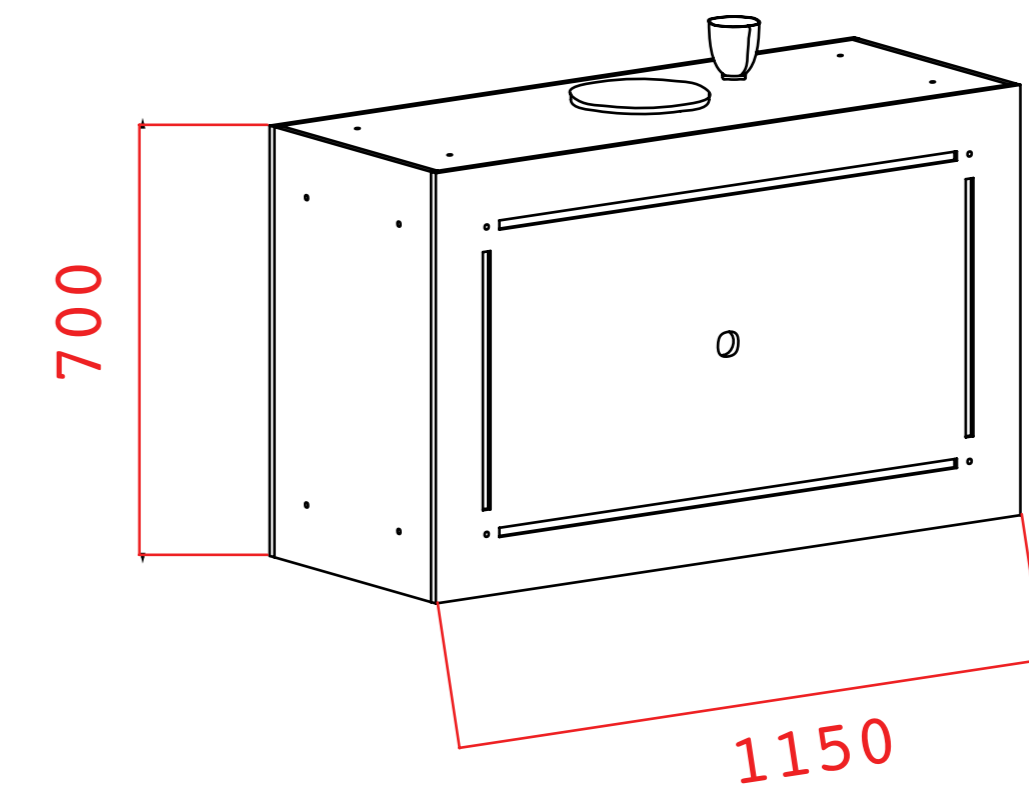
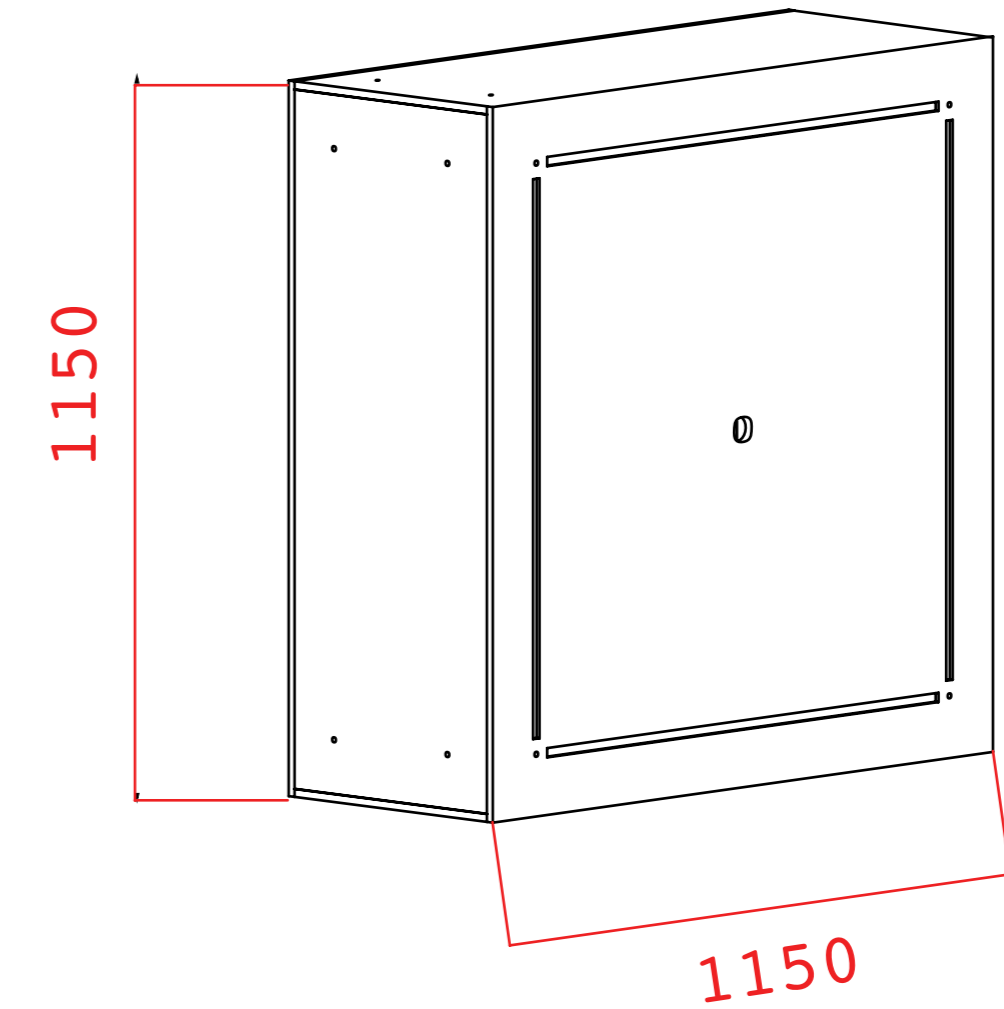
Keywords:  
foundation / interior-exterior / archetype of spatial component / node / base component



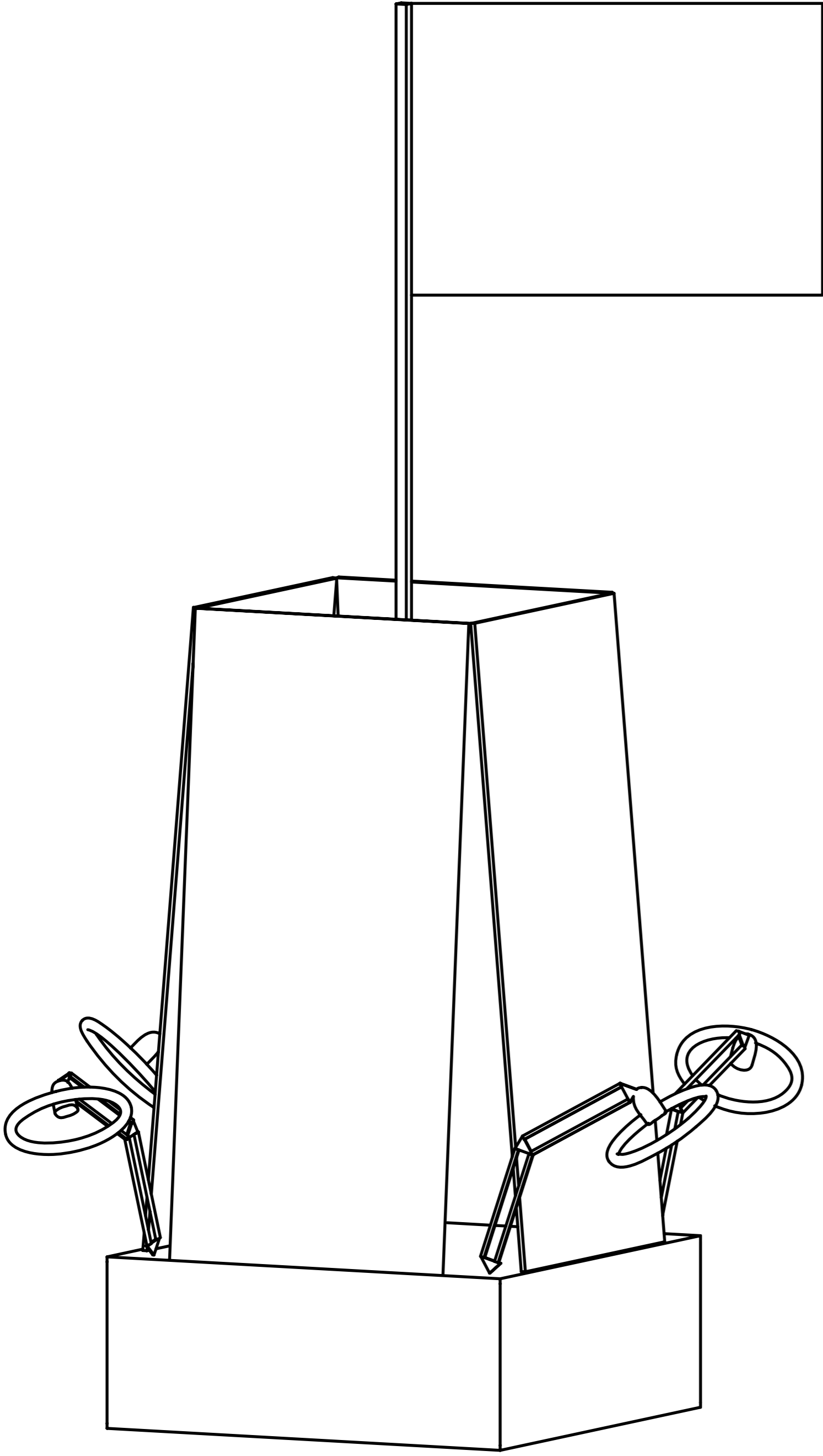
## Light

Referencing again the motif of the circle, lights are positioned on the modules to focus attention and encourage viewers to zoom in on particular topics and areas.

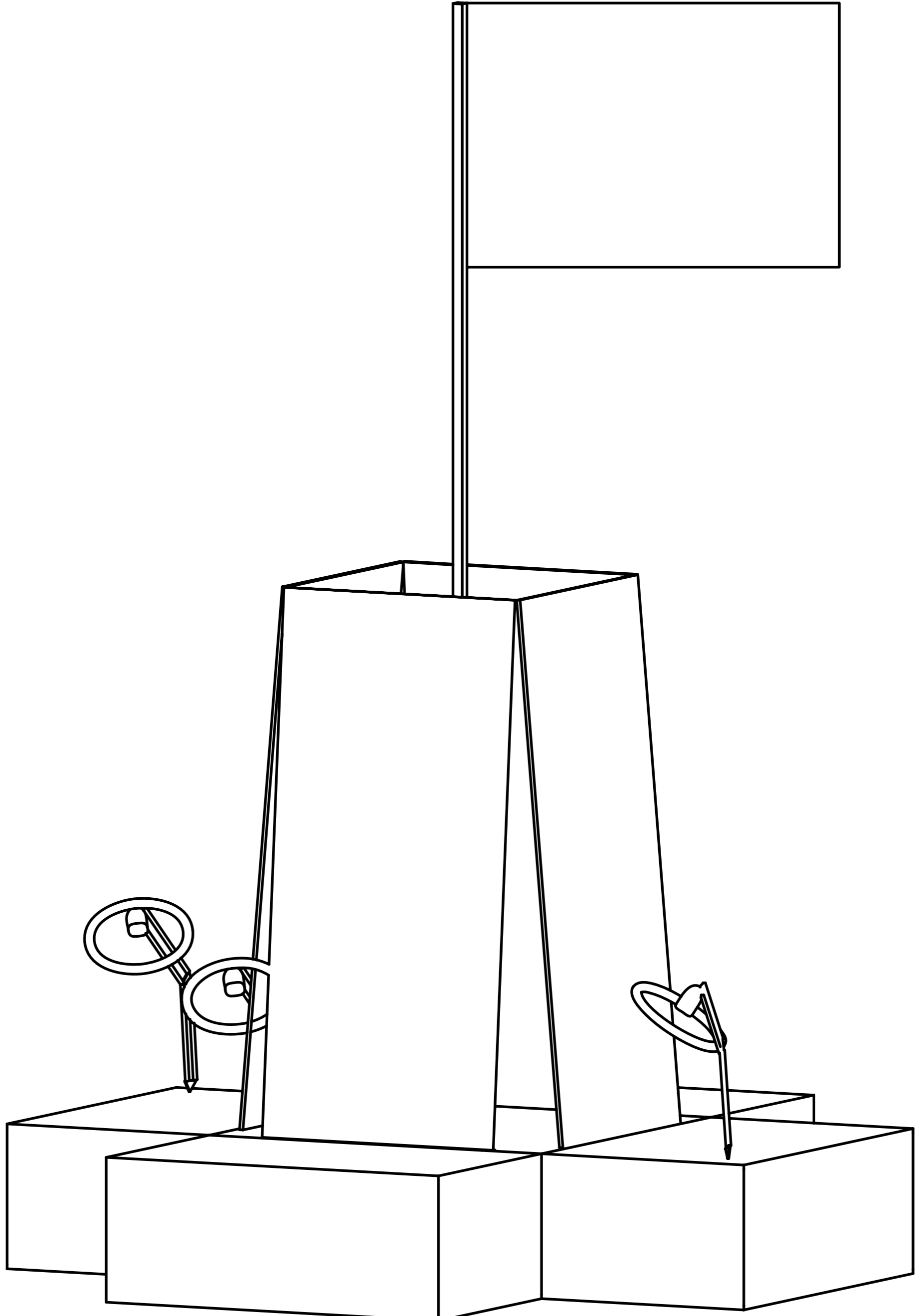
Keywords:  
lens / zoom in / focussing attention



Exhibition design

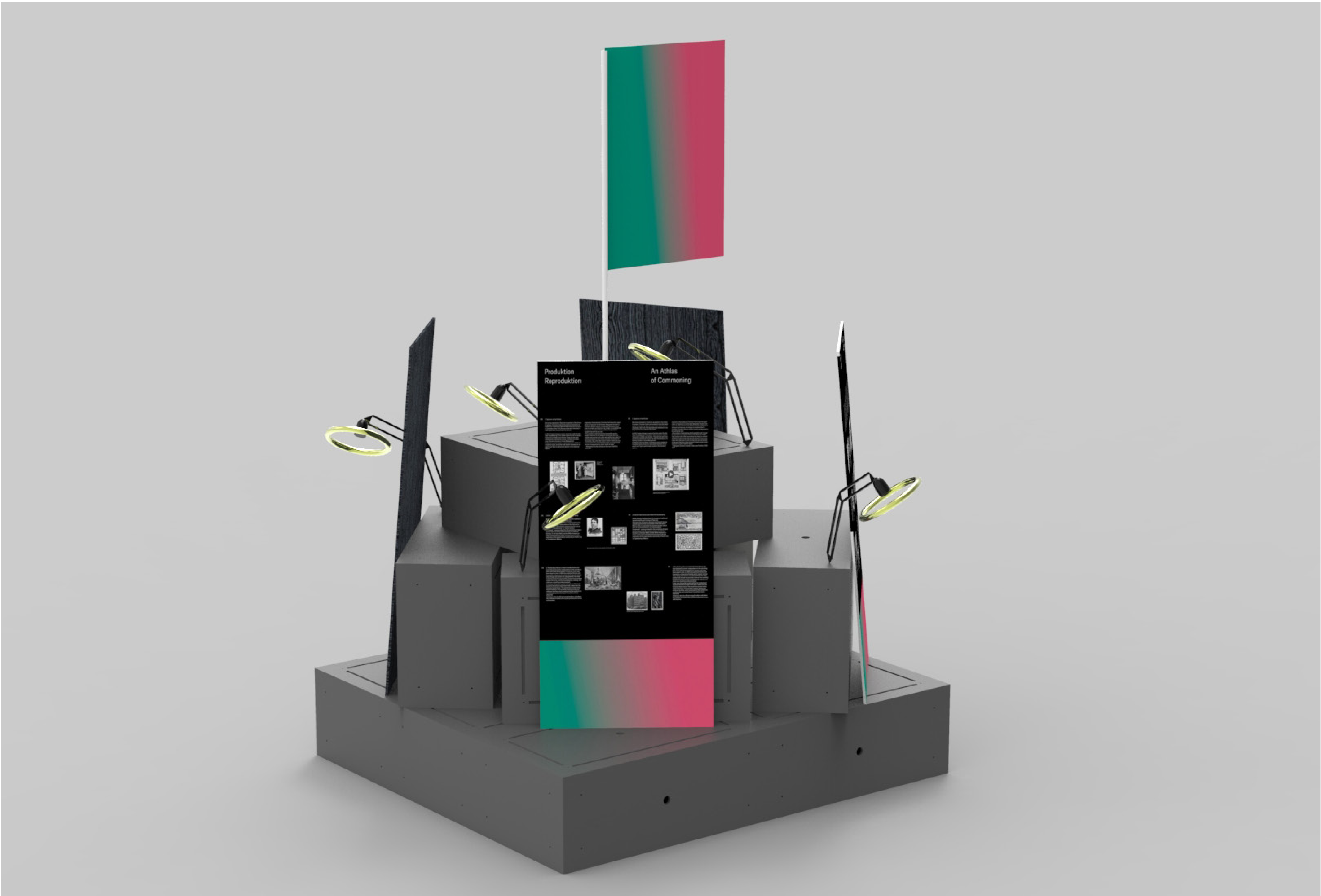


Thematic Islands

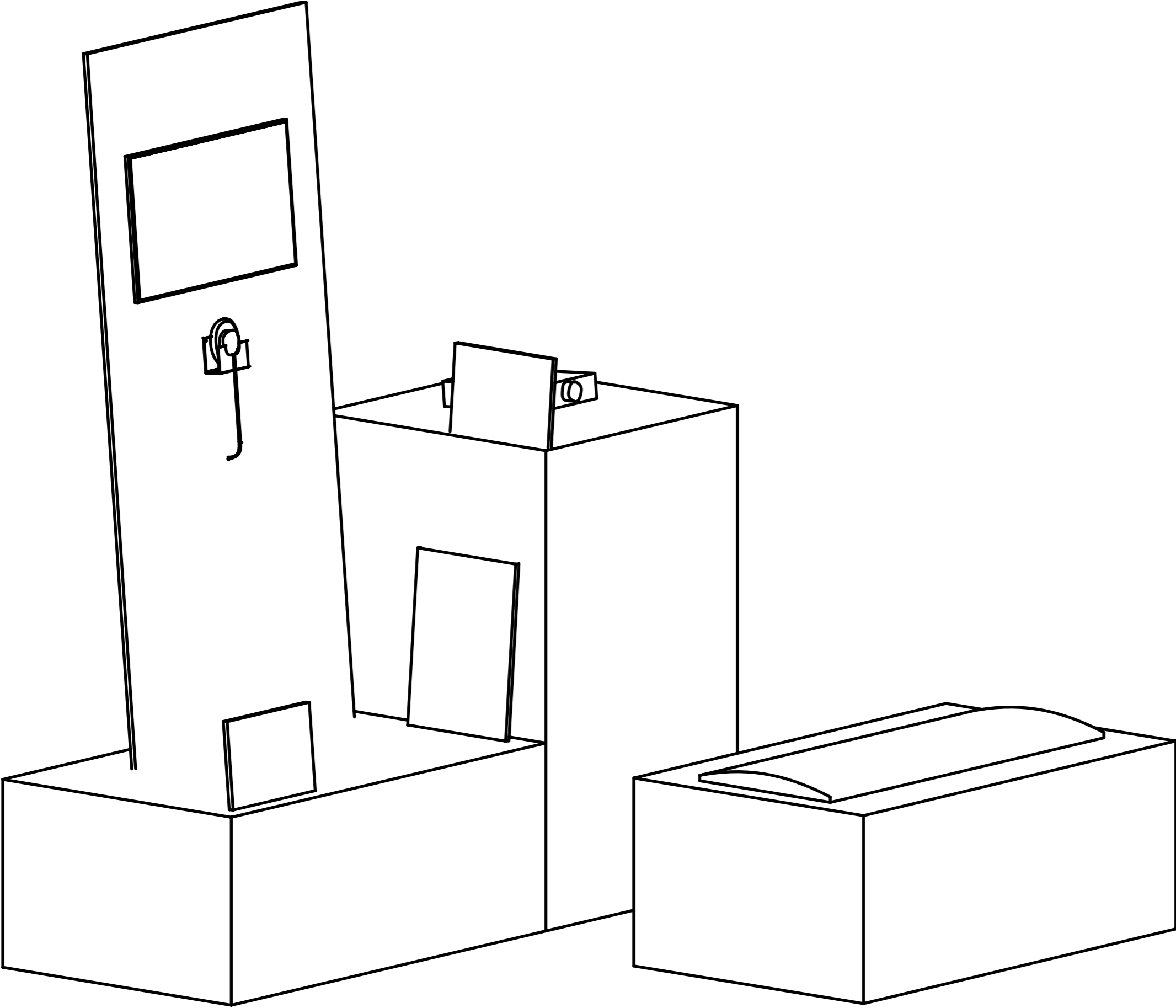


Exhibition design

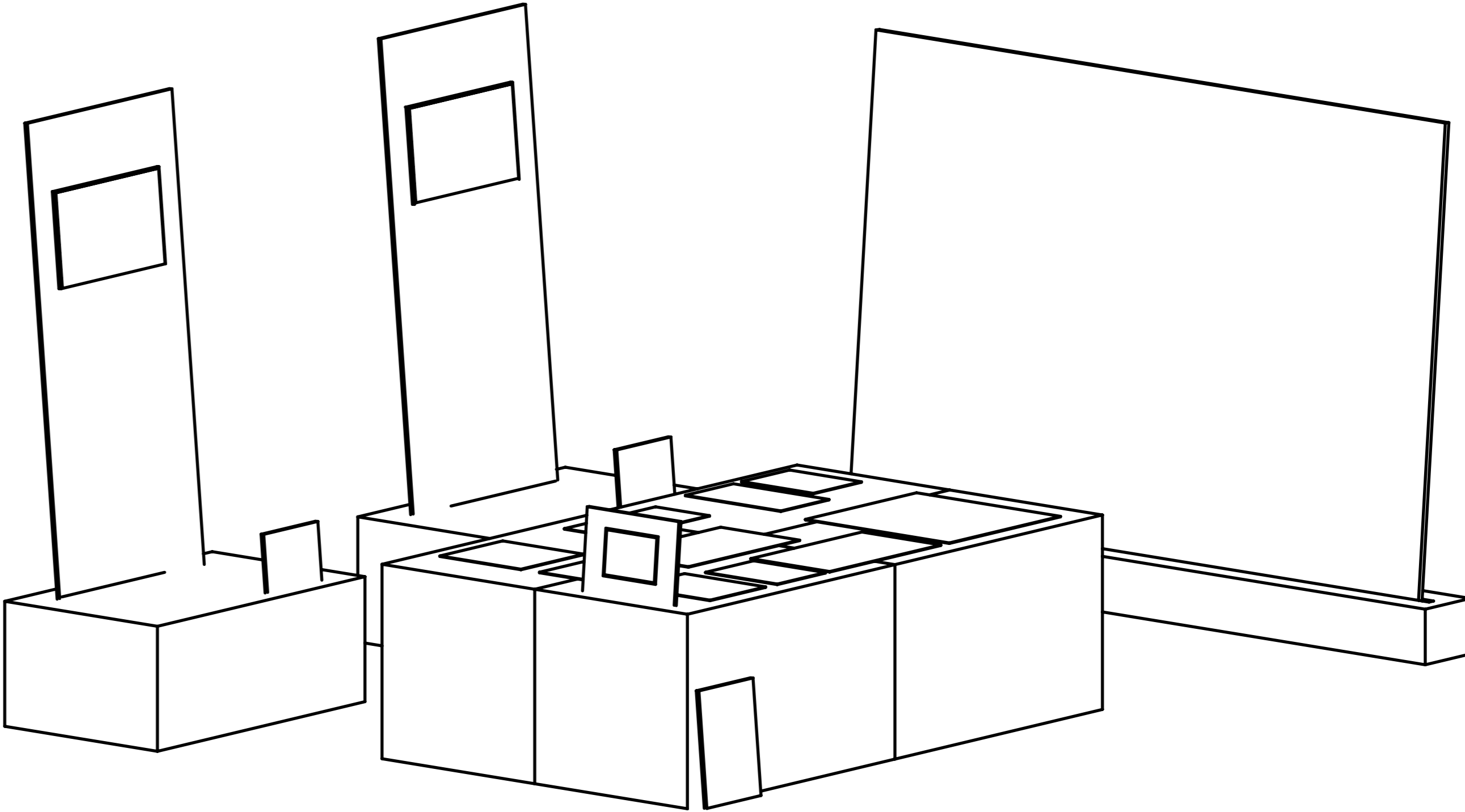
Thematic Islands



# Exhibition design



# Case studies



Exhibition design

Case studies





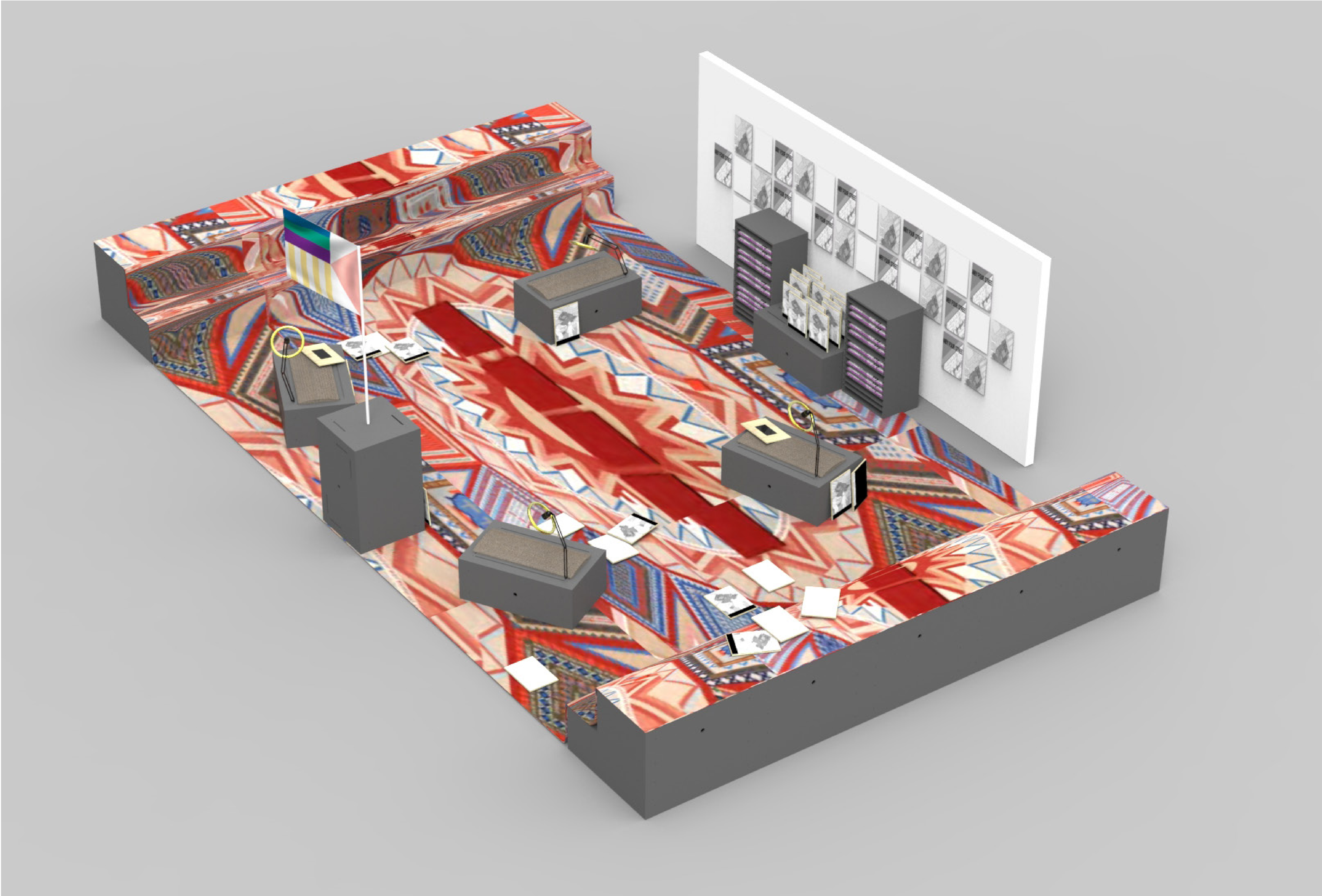
Exhibition design

Atlas



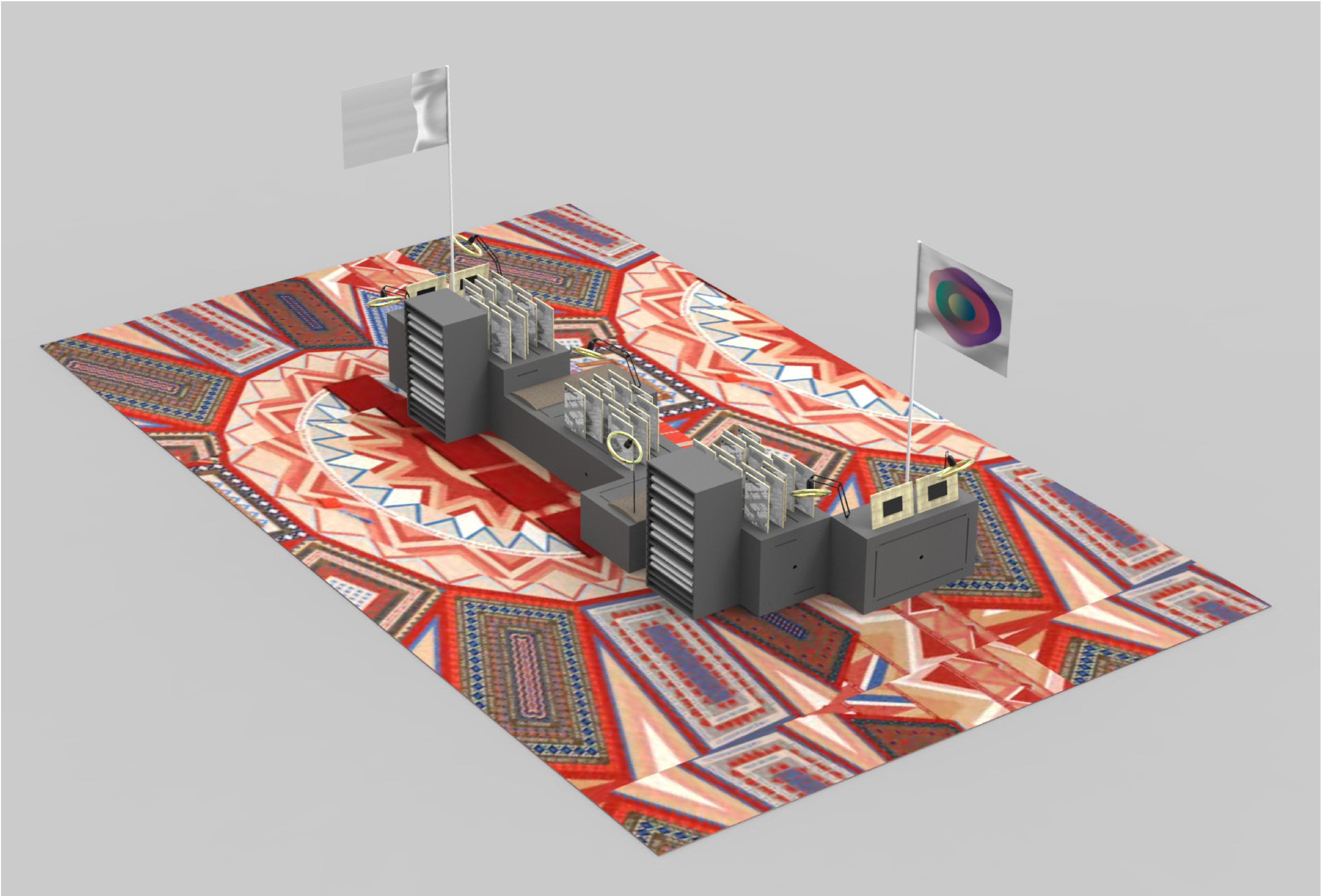
Exhibition design

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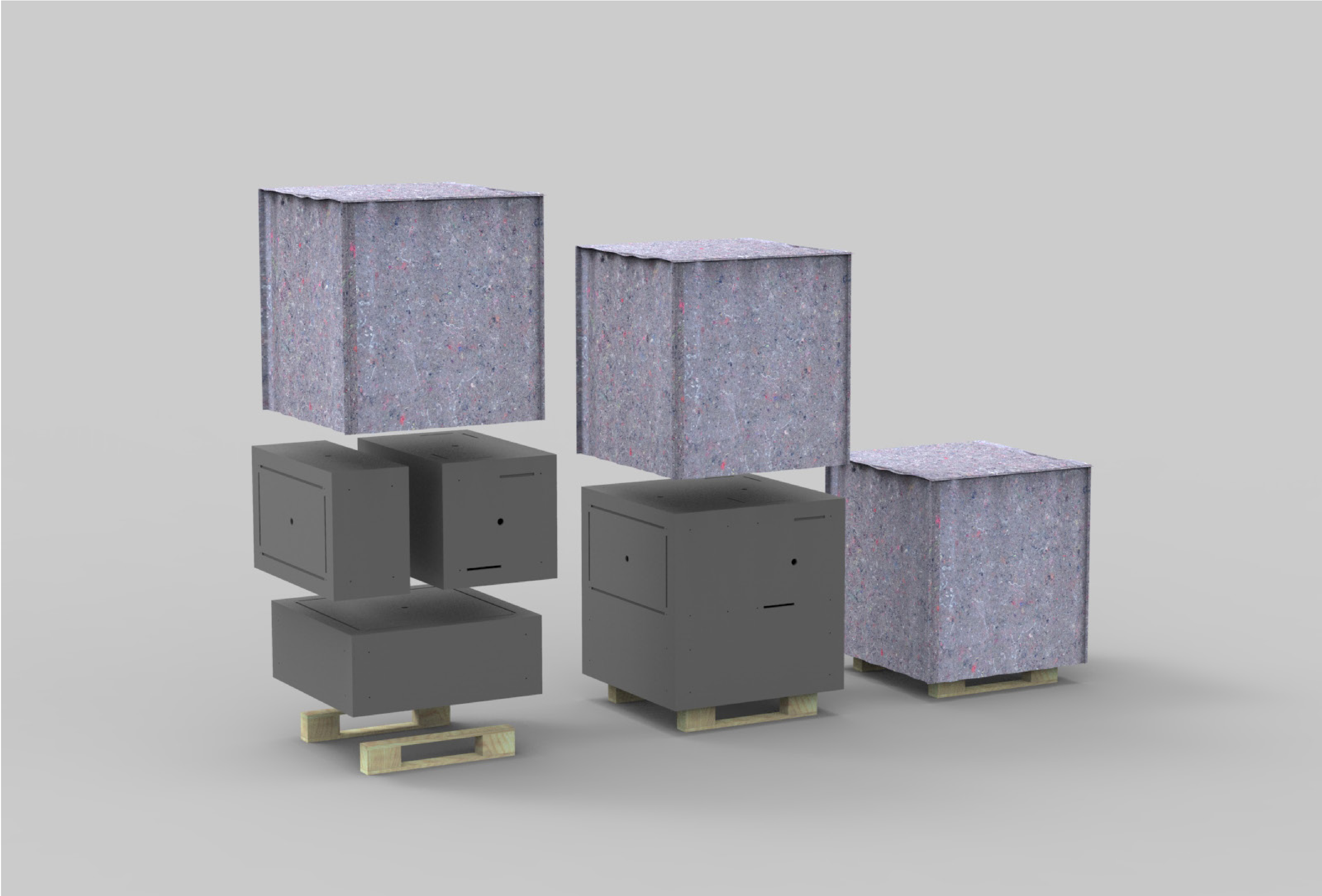
Exhibition design

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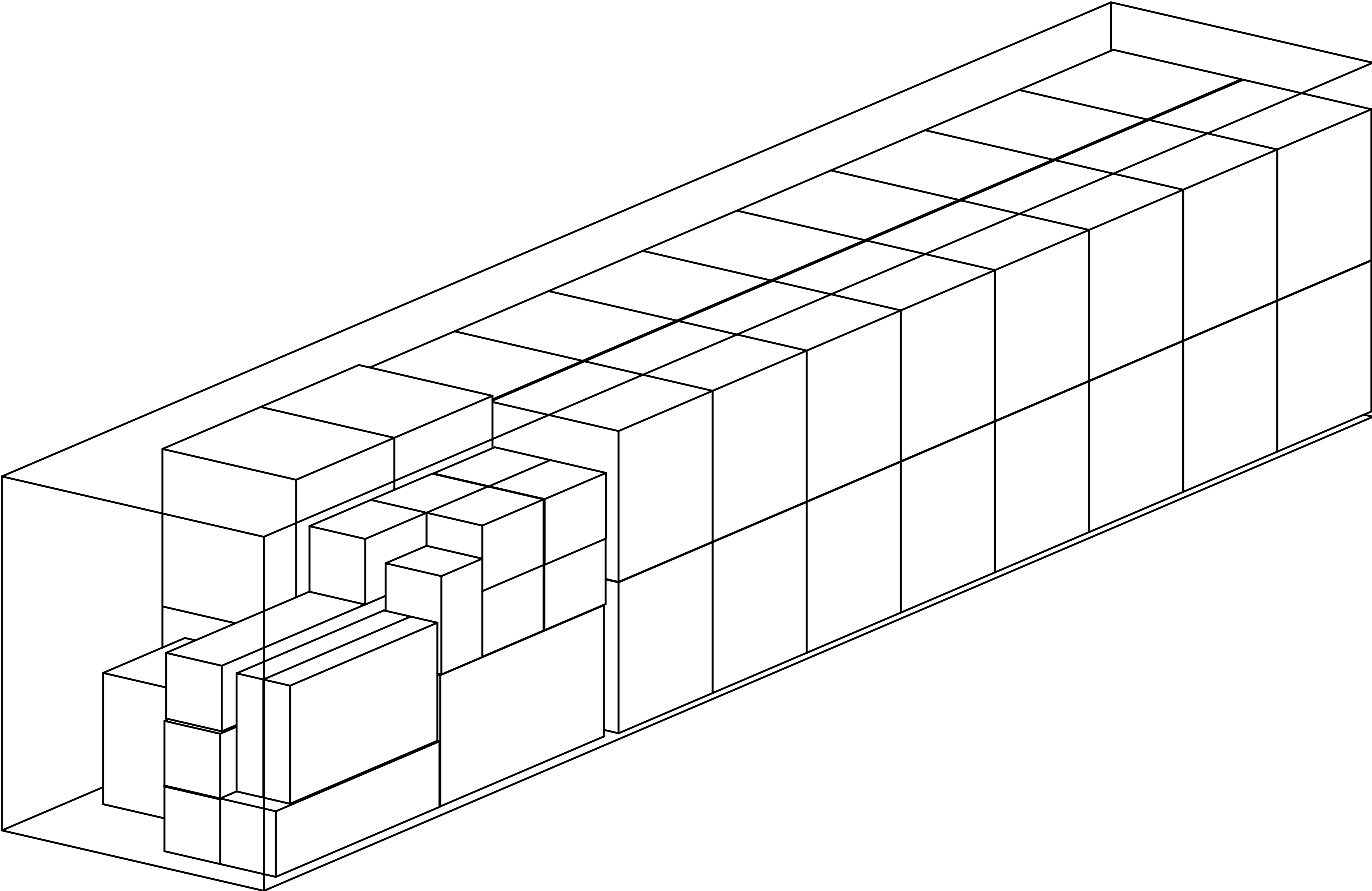
Exhibition design

Packing and shipping



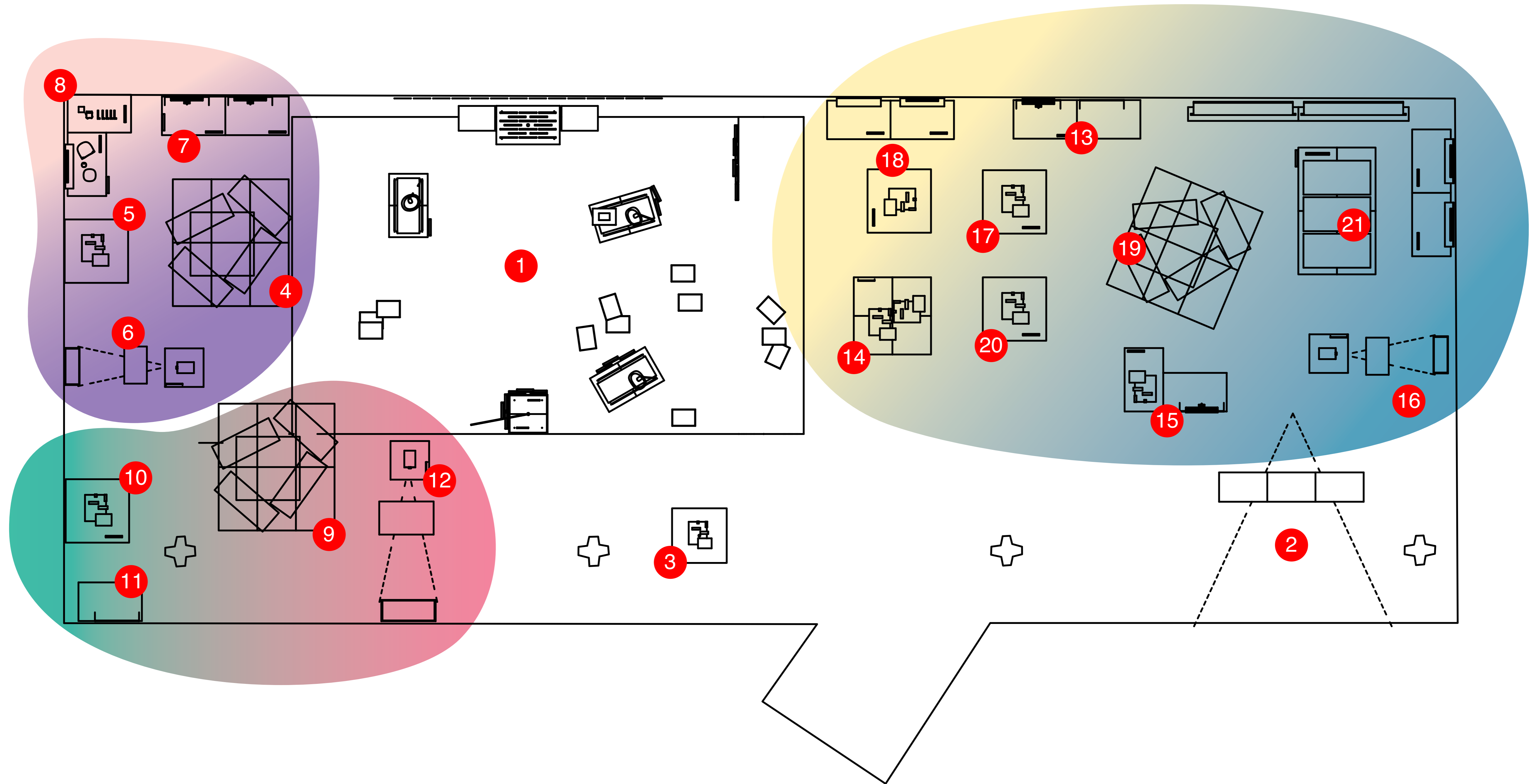
Exhibition design

Packing and shipping



# Exhibition set-up

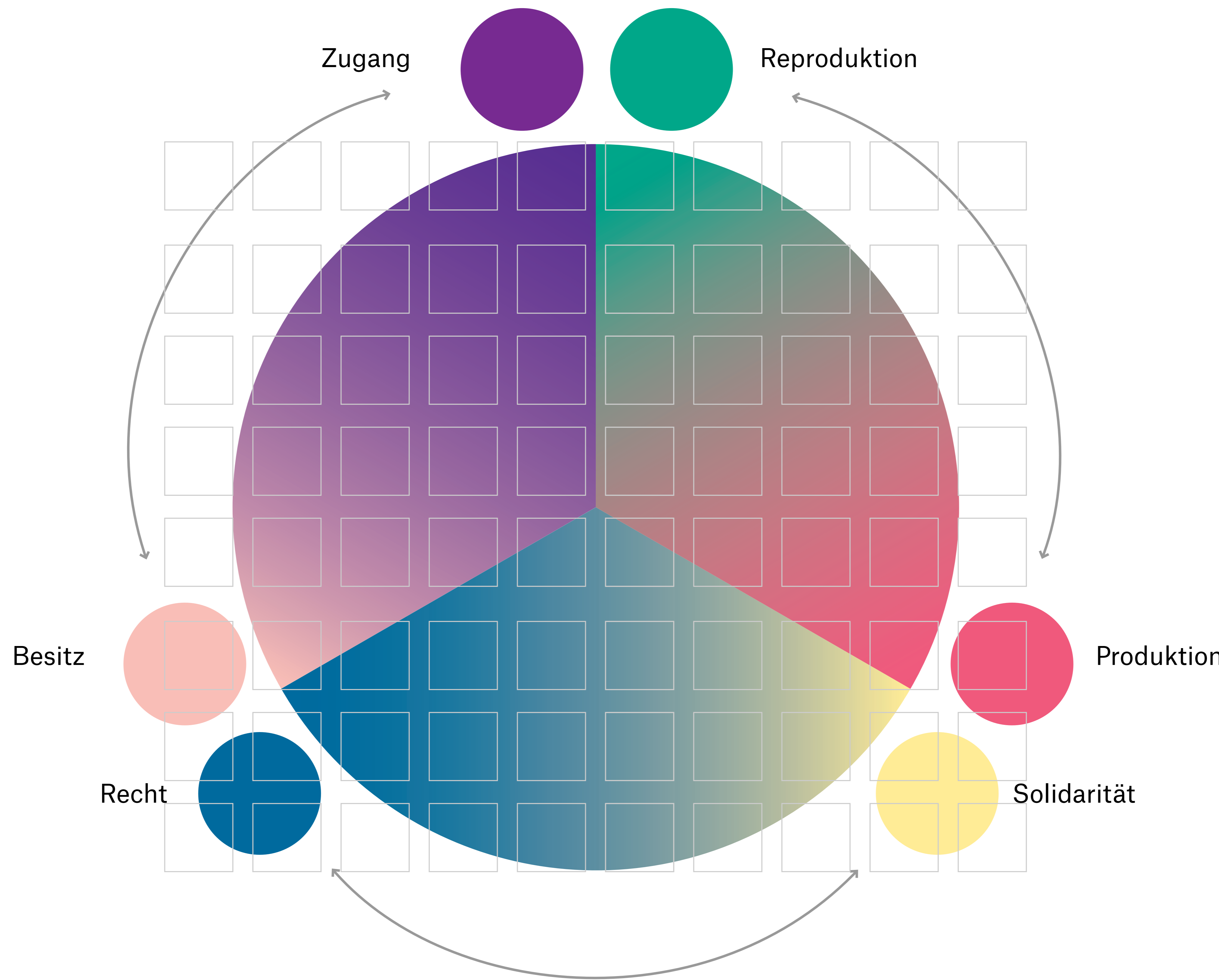
# Bandeja 2



# Graphic design and visual language

Graphic design

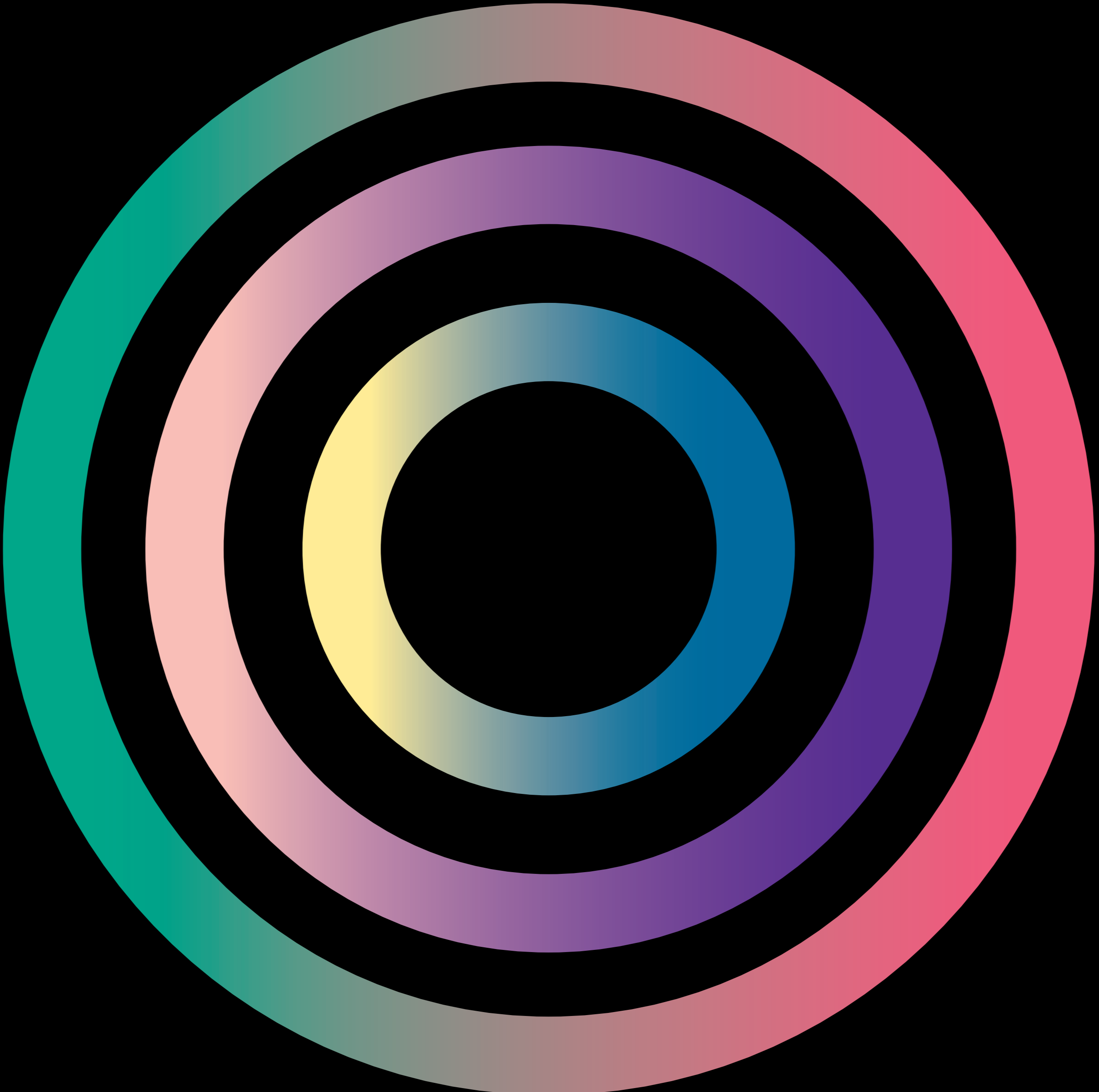
Color coding





Graphic design

Color coding



# Graphic design



Kitchenless homes and  
colective housekeeping

*M. S. Howland, USA/MEXICO*



Kitchenless homes and  
colective housekeeping

*M. S. Howland, USA/MEXICO*



Kitchenless homes and  
colective housekeeping

*M. S. Howland, USA/MEXICO*

## Kitchenless homes and colective housekeeping

*M. S. Howland, USA/MEXICO*

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# Tension fields

## Production Reproduktion

## An Atlas of Commoning

EN 1. Taylorism in the Kitchen  
Becoming interested in Taylorism as applied to the domestic sphere, Christine Frederick founded and directed a laboratory for conducting "typical" experiments at her home in Greenham, New York. She was especially interested in making kitchen more efficient for women.

In 1912, Frederick began a series of articles under the title "New Housekeeping in the Ladies' Home Journal" to explain Taylorism to middle-class women. These articles were subsequently published as a book, *The New Housekeeping: Efficiency Studies in Home Management*. Frederick's second chapter, on applying motion studies to household tasks, shows the clear parallel between her research and Taylor's well-known studies in the industrial sphere.

Inspired on the studies by Christine Frederick and her application of Taylorism to the kitchen, Margarete Schütte-Lihotzky's Frankfurt kitchen (initially) became a milestone in domestic architecture. Her design is considered the forerunner of modern fitted-a kitchen concept and designed to be built at low cost.

It is the problem of rationalizing the housewife's work is equally important to all classes of the society. Both the middle-class women, who often work without any help (or, without servants) in their homes, and also the women of the working class, who often have to work in other jobs, are overworked to the point that their stress is bound to have serious consequences for public health at large."  
— Margarete Schütte-Lihotzky in *Das neue Frankfurt*, 1926/927

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EN 2. Kitchen-less homes and collective housekeeping  
Marie Stevens Howland stood firmly against traditional social morality and in favor of free love. She was a fan of Fourier's theories lived herself among several experimental communities in the USA and in Mexico. She is responsible for popularizing the radical idea of "housekeeping" or "house without housework", arguing instead for the socializing of reproductive labor and the implementation of collective kitchens. In the late 1840s and the 1850s, Howland actively collaborated with Albert Kinsey Owen's for the realization of the experimental community of Pacific City in Topsham, Maine.

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EN 3. The Working Women's Hotel Charlotte Perkins Gilman believed economic independence is the only thing that could really bring freedom for women, and make them secure in men. In 1849, she published *Women and Economics*, a theoretical treatise which argued, among other things, that women are subsquidged by men, that motherhood should not distract a woman from working outside the home, and that housekeeping, cooking, and child care, should be professionalized.

In her view, the perfect spatial setting for motherhood would be the feminist apartment hotel, rather than the Victorian family house. This would have private suites without kitchens, and complete cooking, dining, and childcare facilities, which would permit the residents to combine jobs and motherhood. It would be a home where the cleaning is done by efficient waged workers, and where the children are looked after by paid professional nurses and teachers.

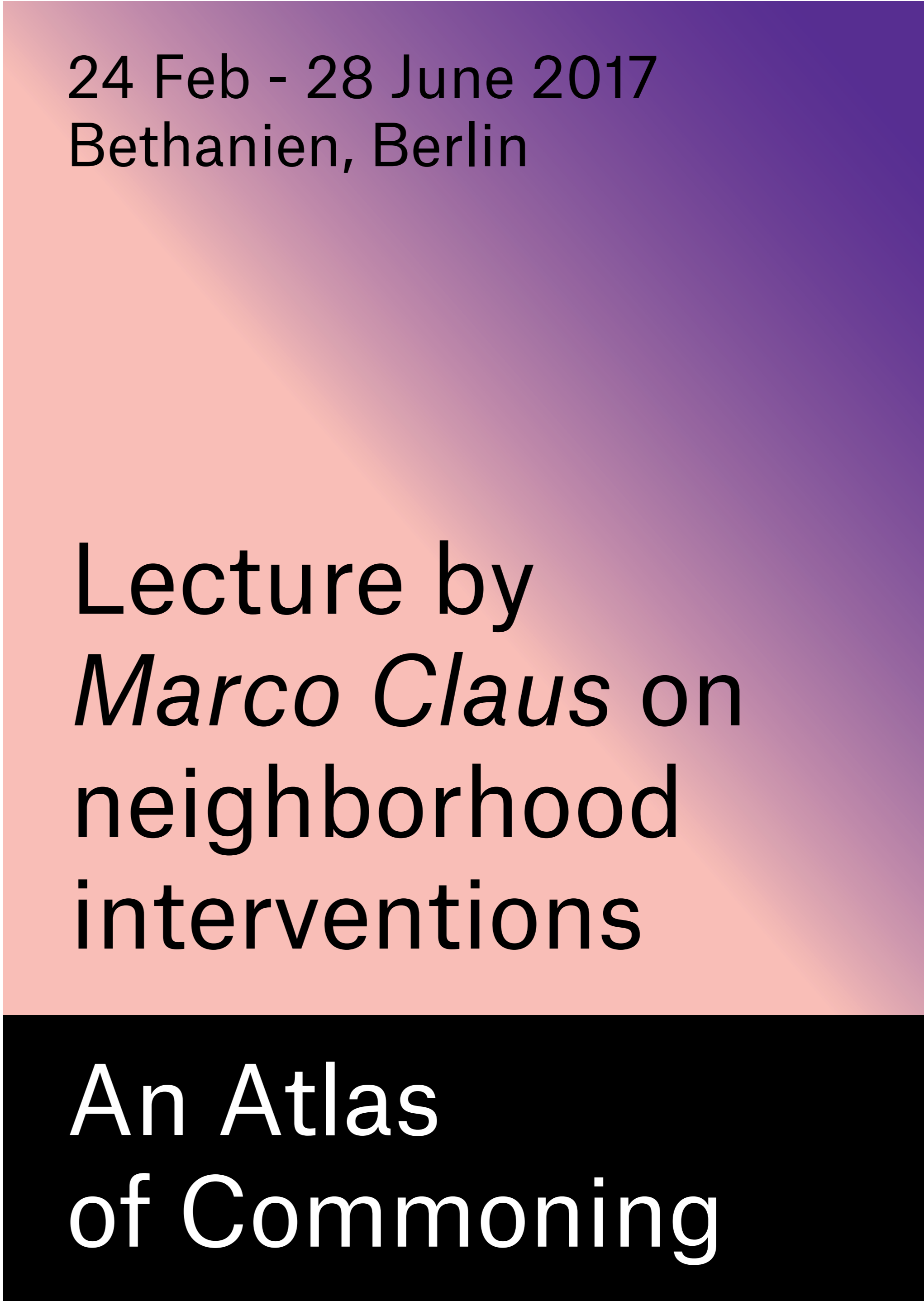
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Graphic design

Output



## Graphic design

24 Feb - 28 June 2017  
Bethanien, Berlin

Lecture by  
*Marco Claus* on  
neighborhood  
interventions

An Atlas of Commoning

## Output

Lecture by *Marco Claus* on  
neighborhood interventions

Wednesday 24th of June  
20:00 - 21:00, Bethanien

Um exceptae expliquis enet harcipsus volo  
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Graphic design

Output



24 Feb - 28 June 2017  
Bethanien, Berlin

*Manuel Herz,  
Marisa Gonzales,  
Samson Young,  
Morehshin Allahyuari,  
Julian Charrière*

**An Atlas  
of Commoning**

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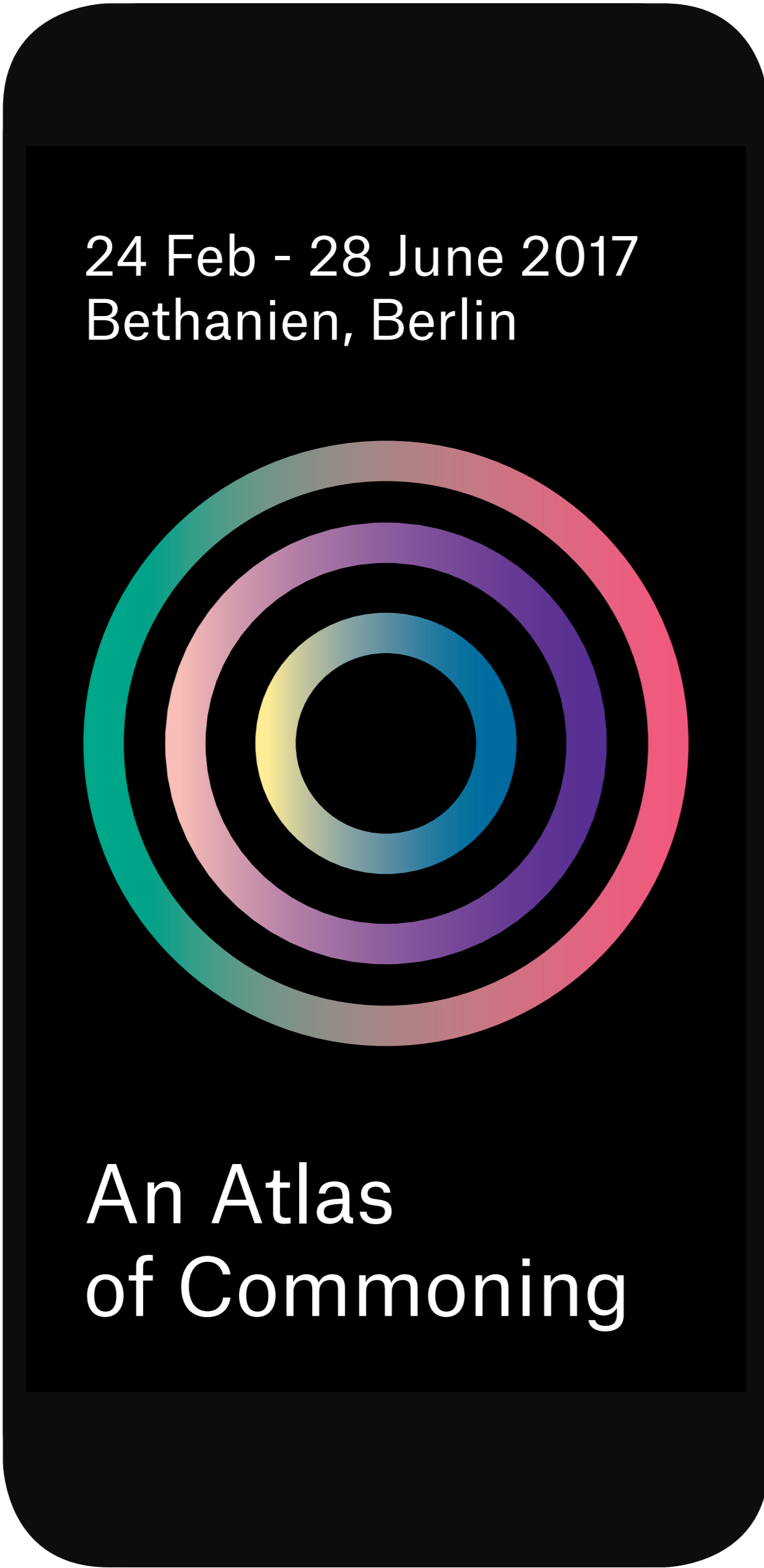
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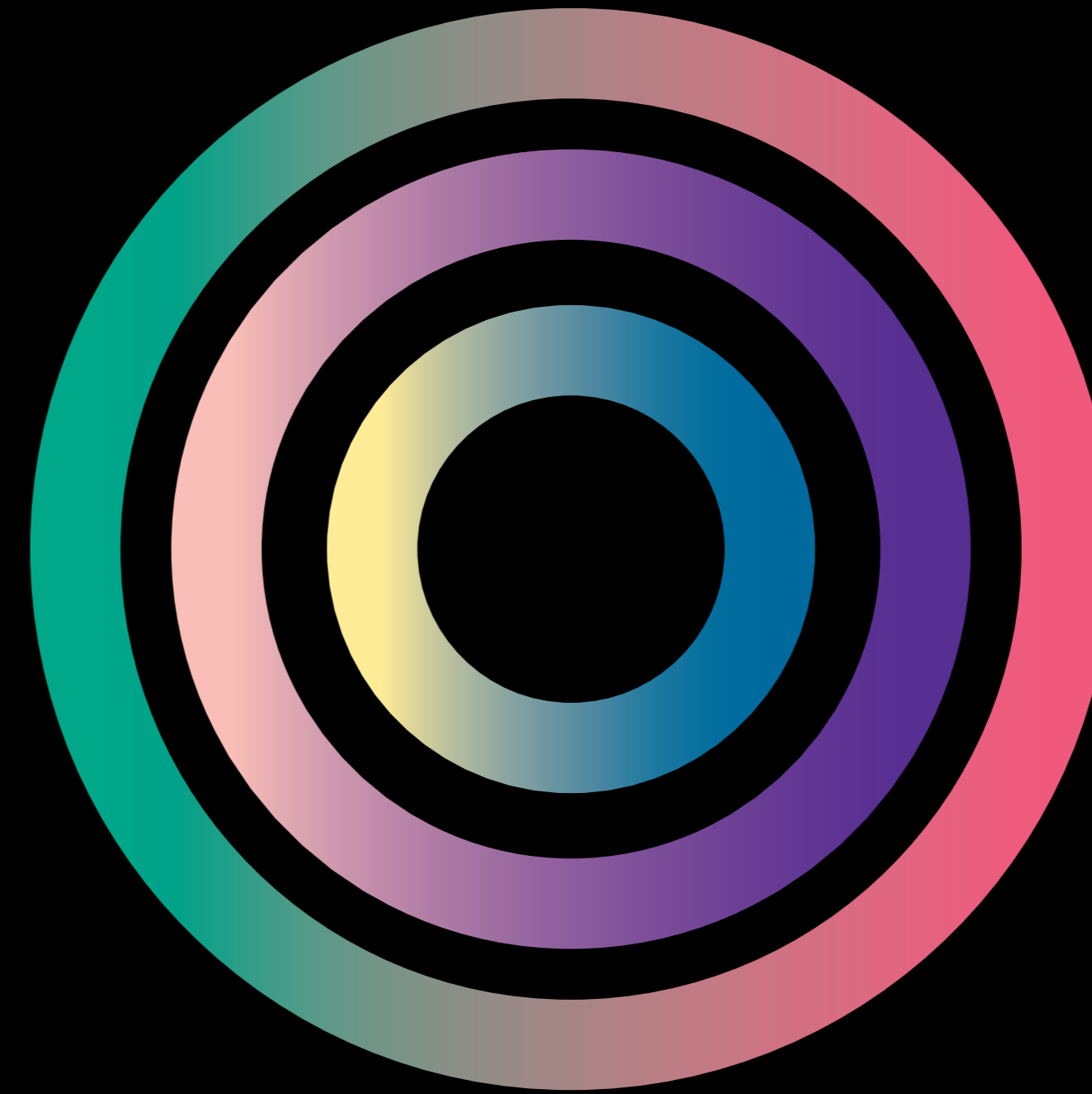
Graphic design

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24 Feb - 28 June 2017  
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An Atlas  
of Commoning



# An Atlas of Commoning

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Graphic design

Output

