

MoMA PRESENTS AN EXHIBITION ON CCTV, AN INNOVATIVE ARCHITECTURAL PROJECT IN BEIJING, DESIGNED BY OMA'S OLE SCHEEREN AND REM KOOLHAAS

***OMA in Beijing* Features Large-Scale Construction Photographs, Interior Renderings, and Models of CCTV, Many On View for the First Time in the United States**

OMA in Beijing: China Central Television Headquarters by Ole Scheeren and Rem Koolhaas

November 15, 2006—February 26, 2007

The Philip Johnson Architecture and Design Galleries, third floor

New York, October 30, 2006—The Museum of Modern Art presents ***OMA in Beijing: China Central Television Headquarters by Ole Scheeren and Rem Koolhaas***, an in-depth exhibition concentrating on one of the most innovative and technologically advanced architectural projects in China's recent wave of urban expansion. OMA Beijing—a division of the Rotterdam-based Office for Metropolitan Architecture, which was founded by Pritzker-prize winning architect Rem Koolhaas in 1975 in conjunction with Elia and Zoe Zenghelis—collaborated with MoMA to design the exhibition, which highlights the development of the China Central Television Headquarters (CCTV) project since construction began in September 2004. OMA partner Ole Scheeren leads CCTV's design and execution from Beijing. Combining large-scale construction photographs, interior renderings, and models—many on view for the first time in the United States—the exhibition reveals the complexity of the CCTV project and demonstrates its cultural and historical relevance. *OMA in Beijing* is on view from November 15, 2006, through February 26, 2007, in The Philip Johnson Architecture and Design Galleries on the third floor. The exhibition is organized by Tina Di Carlo, Assistant Curator, and Alexandra Quantrill, Curatorial Assistant, Department of Architecture and Design, The Museum of Modern Art.

Explains Ms. Di Carlo, "The project is one of the most visionary since modernism and beyond. It pushes the limits of architecture, not just formally but, more importantly, socially, culturally, and technologically through the reinvention of the tall building. The various functions of buildings, their spatial articulation and organization, have been completely rethought to provoke a new kind of collective construct with the potential for social and urban change."

OMA won the international design competition for the CCTV headquarters in 2002. The project broke ground in September 2004, and is scheduled to open in time to broadcast the 2008 Beijing Olympics. Upon its completion, the CCTV headquarters will accommodate over 10,000 staff members and visitors per day and will have the capability to broadcast to 250 channels worldwide.

The China Central Television project combines over six million square feet of functional space situated on a 2.15-million-square-foot site within Beijing's Central Business District (CBD). It includes three structures: the CCTV building, the Television Cultural Center (TVCC), and a service building. A surrounding Media Park forms a landscape of gardens for outdoor filming and public events.

The CCTV building is an angular loop formed by a low-rise on the bottom, two towers situated diagonally across from one another on the sides, and a bridge connecting the two towers at the top, leaving a hollowed-out cube in the center of the building. An irregular diagonal mesh, a brace frame engineered by Arup's Cecil Balmond and Rory McGowan, wraps around the exterior of the building and forms its primary structure, giving the building unparalleled stability.

Its almost five million square feet of space integrate all aspects of television making—administration, news broadcasting, and program production—into a single structure. A public Visitors' Loop is indicative of the project's initiative to make media more accessible in China's rapidly changing society. It offers the public visual access to actors' lounges, dressing rooms, production studios, and canteens, and also includes the sky lobby and exhibition deck overlooking Beijing's CBD.

TVCC, which forms CCTV's mirror image, is a 1.25-million-square-foot building for public use. It will house a 1,500-seat state-of-the-art broadcasting theater, an exhibition hall, recording studios, a ballroom, digital cinemas, the international broadcasting center for the Olympic Games in 2008, and a five-star hotel.

The focal point of MoMA's installation is a central "city" of over 25 models of CCTV and TVCC. The models reveal the development of the form and structure of each building, as well as the intricacy of the interiors. Large-scale interior models of CCTV's plinth and overhang, and of TVCC, were specially constructed in China for the exhibition and will be acquired by the Museum for its collection.

Eleven large-scale construction photographs by architectural photographers Iwan Baan and Frank Palmer form the backdrop of the installation. The photographs chronicle the project's rapid construction and provide insight into the urban context of Beijing—the enormity of the city's scale and its recent modernization. Diagrams, renderings, texts, and architectural drawings explain specific aspects of the CCTV project, including its massive scale and structure, its spatial organization, and its integration of the surrounding landscape.

One area of the exhibition examines the interior spaces of CCTV, demonstrating how the building will produce a new paradigm of collective social space. A storyboard charts the trajectories of five fictional characters passing through the interior spaces, as they meet and interact according to their different roles throughout a 24-hour period.

Eight historical works from the Museum's architectural drawings collection, including Superstudio's *Continuous Monument* (1969) and Kisho Kurokawa's *Helix City* (1961), are presented alongside the project to reveal its relevance to key developments within modernism.

This exhibition is part of an ongoing series of in-depth installations at The Museum of Modern Art, each of which examines a single contemporary architecture project of local and international interest. The projects chosen significantly affect the urban and social environment and are some of the most innovative and visionary works within the context of architectural discourse. *The High Line* (2005) is a prior exhibition in this series.

PUBLIC PROGRAMS

The following public programs accompany the exhibition:

A Conversation Between Rem Koolhaas, Ole Scheeren, and Mark Wigley

Thursday, November 9, 6:30 p.m.

Columbia University's Wood Auditorium at Avery Hall

Hosted in conjunction with Columbia University's Graduate School of Architecture, Planning, and Preservation (GSAPP).

An Evening with Ou Ning

Monday, December 11, 8:00 p.m.

The Roy and Niuta Titus Theater 2, The Museum of Modern Art

A discussion and 90-minute screening. Ou Ning, the Guangzhou/Beijing-based documentarian and graphic designer, discusses *The DaZhaLan Project* (2005–06), a video produced with artist Cao Fei portraying the historic Qianmen quarters of Beijing, which sits just south of Tiananmen Square, and is undergoing vast demolition and building projects leading up to the 2008 Olympics. Organized with MoMA's Department of Media.

China Dialogues, A Panel Discussion

Thursday, February 8, 6:00 p.m.

Wollman Hall, 65 West 11 Street, Fifth Floor, Parsons The New School for Design

Using the CCTV headquarters project and MoMA's exhibition as points of departure, architects, scholars, and designers discuss the emerging East/West architectural discourse and the rapid urbanization of China. The program addresses the current importation of Western paradigms to the East and Eastern products to the West, along with other key issues concerning Western and Chinese architectural exchanges. This program is a collaboration between The Museum of Modern Art and the Department of Exhibitions and Public Programs, Parsons The New School for Design. For more information, please visit www.parsons.newschool.edu/events.

Brown Bag Lunch Lectures

Monday, February 5, and Thursday, February 8, from 12:30 to 1:15 p.m.

The Lewis B. and Dorothy Cullman Education and Research Building at MoMA

Lectures are presented by the curators of the exhibition, Tina Di Carlo and Alexandra Quantrill.

Guests may bring their own lunch. Tickets (\$5; members, students, and seniors \$3) can be purchased in the Cullman Building lobby, in the Museum lobby, and at the Film desk. Tickets are also available online at www.moma.org/thinkmodern.

ABOUT THE CURATORS

Tina Di Carlo is an Assistant Curator in the Department of Architecture and Design, The Museum of Modern Art, with a specialty in contemporary architecture. Ms. Di Carlo has organized several exhibitions at MoMA including *The High Line* (2005), and has assisted with *Yoshio Taniguchi: Nine Museums* (2004), *Tall Buildings* (2004), and *The Changing of the Avant-Garde: Visionary Drawings from the Howard Gilman Collection* (2002–03). In May 2006, she guest-curated an exhibition about CCTV at the Courtyard Gallery in Beijing. She is a regular contributor to *Log*:

Observations on Architecture and the Contemporary City, has published in *Domus China*, *Urban China*, and *34*, and is writing a forthcoming article on Beijing urbanism for Yale's *Perspecta*. Ms. Di Carlo holds a Master's Degree in Architecture from Harvard University's Graduate School of Design and Master's Degrees in Philosophy and Art History from the Courtauld Institute, London.

Alexandra Quantrill is a Curatorial Assistant in the Department of Architecture and Design, The Museum of Modern Art, where she assisted with the exhibition *On-Site: New Architecture in Spain* (2006). She has practiced as an architect with Foster and Partners in London, and Enric Miralles Benedetta Tagliabue Arquitectes in Barcelona. She received a Master of Architecture from Princeton University.

ABOUT THE OFFICE FOR METROPOLITAN ARCHITECTURE (OMA)

OMA is an architectural partnership with offices in Rotterdam, Beijing and New York practicing contemporary architecture, urbanism, and cultural analysis. It was founded in 1975 by Rem Koolhaas, Elia and Zoe Zenghelis, and Madelon Vriesendorp. Today the firm is led by six partners: Rem Koolhaas, Ole Scheeren, Ellen van Loon, Reinier de Graaf, Floris Alkemade, and Victor van der Chijs. In 1995, MoMA presented *Thresholds: OMA at The Museum of Modern Art: Rem Koolhaas and the Place of Public Architecture*. In 2000, the work of Rem Koolhaas and OMA won the Pritzker Architecture Prize. OMA's completed projects include The Prada Epicenter in New York (2001) and in Los Angeles (2004), the IIT Campus Centre in Chicago (2003), and the Seattle Public Library (2004), among many others.

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Public Information: **The Museum of Modern Art**, 11 West 53rd Street, New York, NY 10019
Hours: Wednesday through Monday: 10:30 a.m.-5:30 p.m. Friday: 10:30 a.m.-8:00 p.m.
Closed Tuesday

Museum Admission: \$20 adults; \$16 seniors, 65 years and over with I.D.; \$12 full-time students with current I.D. Free, members and children 16 and under accompanied by an adult. (Includes admittance to Museum galleries and film programs)
Target Free Friday Nights 4:00 p.m.-8:00 p.m.

Subway: E or V train to Fifth Avenue/53rd Street

Bus: On Fifth Avenue, take the M1, M2, M3, M4, or M5 to 53rd Street. On Sixth Avenue, take the M5, M6, or M7 to 53rd Street. Or take the M57 and M50 cross town buses on 57th and 50th Streets.

The public may call 212/708-9400 for detailed Museum information.
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