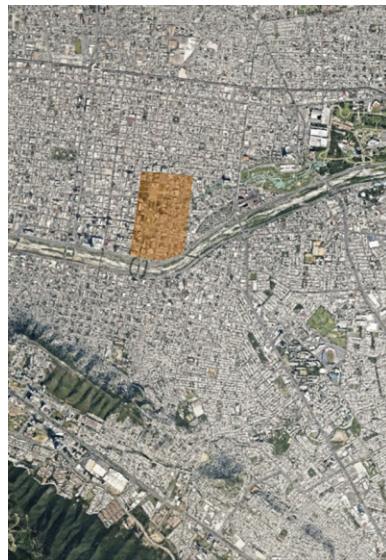


***Proposal for
Building of
Contemporary Art Scene
as a gate from
La Gran Plaza
to Calle de Morelos***

JODI PRIESMEYER
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The art community of Monterrey hosts regular contemporary art fairs with two of the largest in Mexico promoting the country's artist. These events have catapulted the art scene of Monterrey into a global venue for Latin American artist and collectors in recent years. With an international audience, the need for a central art destination has risen.

The building proposal houses 13 gallery spaces within a five-story building between La Gran Plaza and Calle de Morelos. Situated in the cultural center, the building becomes a physical gateway between the two active areas. The contrasting scale and character of the surroundings is reflected by the building with street level face decorated in a traditional Mexican ceramic tile and plaster framed openings. The remaining façade plays with shadows on vertical fins plastered in white stucco and a floating roof structure of angled louvers. Interior gallery spaces revolve around two open-air courtyards interwoven into the building. These intimate pathways of clay tiled floors and staircases enclosed by white stucco and glass walls open the interiors to sunlight from above. The building's two volumes are connected by sky bridges that straddle the Calle de Morelos and an open rooftop overlooking the majestic mountains surrounding Monterrey.



Palace Museum located North of Micropaza was created to preserve the tradition of charrería with the permanent exhibition of arts and crafts.



Museum of Contemporary Art of Monterrey, MARCO, an important cultural center whose efforts are aimed at the promotion of contemporary art.



Museum of the Northeast (MUNE) is an artistic and historical space that has the purpose of showing the history of the Mexican Northeast.



New Palacio Municipal (Municipal Palace) with a central courtyard in which civic acts and social events are held for the community of Monterrey.



Museum of Mexican History the MHM offers a journey through the history of the pre-Hispanic civilizations of Mexico.



Metropolitan Museum de Monterrey Opened in 1974, this museum houses changing exhibits in a 17th-century municipal palace.



Barrio Antiguo (Old Town) cultural environment home to various social meeting points to enjoy art, music, dishes and family and friends.



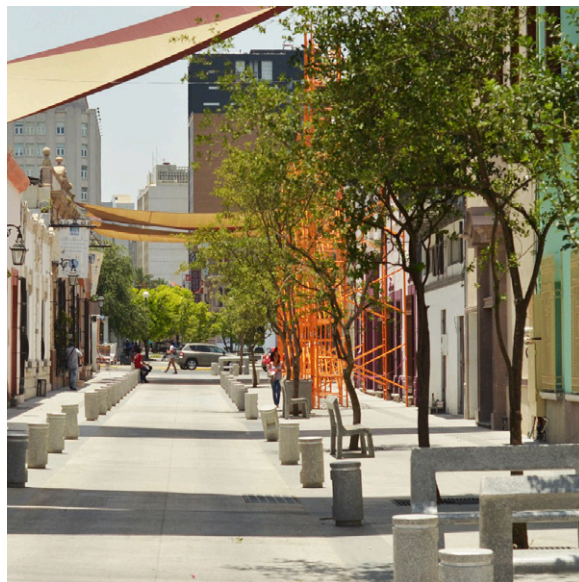
Monterrey Metro



Catedral Metropolitana de Monterrey a mixture of architectural, neoclassical and baroque styles; this is an active Catholic Cathedral within the Archdiocese of Monterrey.



Macroplaza of Monterrey, also known as La Gran Plaza the fourth largest square in the world with 40 hectares of green area, fountains and monuments in the heart of Monterrey.



Calle Morelos

Spanning two major neighborhoods in downtown Monterrey - Barrio Antiquo and Zona Rosa - Calle Morelos is a pedestrianized shopping, dining, and art street. West of the Microplaza, find local shops, leather goods, clothing, cool restaurants, cafes, bars, and music.

Calle Morelos was remodeled to make the area more pedestrian friendly. With canopies stretch-ing over the street and wide protected sidewalks littered with outdoor dining and greenery, the street becomes the center of Barrio Antigua and a cen-terpiece of the local art community within the area and the surrounding museums of Monterrey.



Macroplaza of Monterrey, also know as La Gran Plaza

Microplaza of Monterrey regularly finds itself in the news as a playground for contemporary artists. Anchored on all sides by museums, this large park area with 11 fountains and home of the **Faro del Comercio**, a monument designed by the accomplished Mexican architect Luis Bar-ragán and constructed in 1984, the park is the source of inspiration for many art installations over the years. Bringing Monterrey artist and curators together in an artistic collaboration.





Site - Located in the heart of the cultural center of Monterrey Mexico, the site is bordered by the large Microplaza and it's surrounding cultural museums and straddles the walkable Calle de Moralos in the center of Barrio Antigua or "Old Town" Monterrey.



Rooftop Terrace Lounge



Rooftop Bar



Luxury Guest Spaces



Luxury Guest Spaces



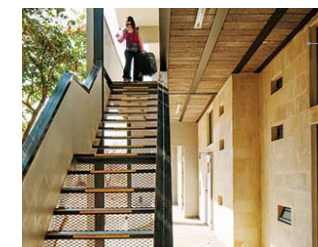
Art Galleries



Art Galleries



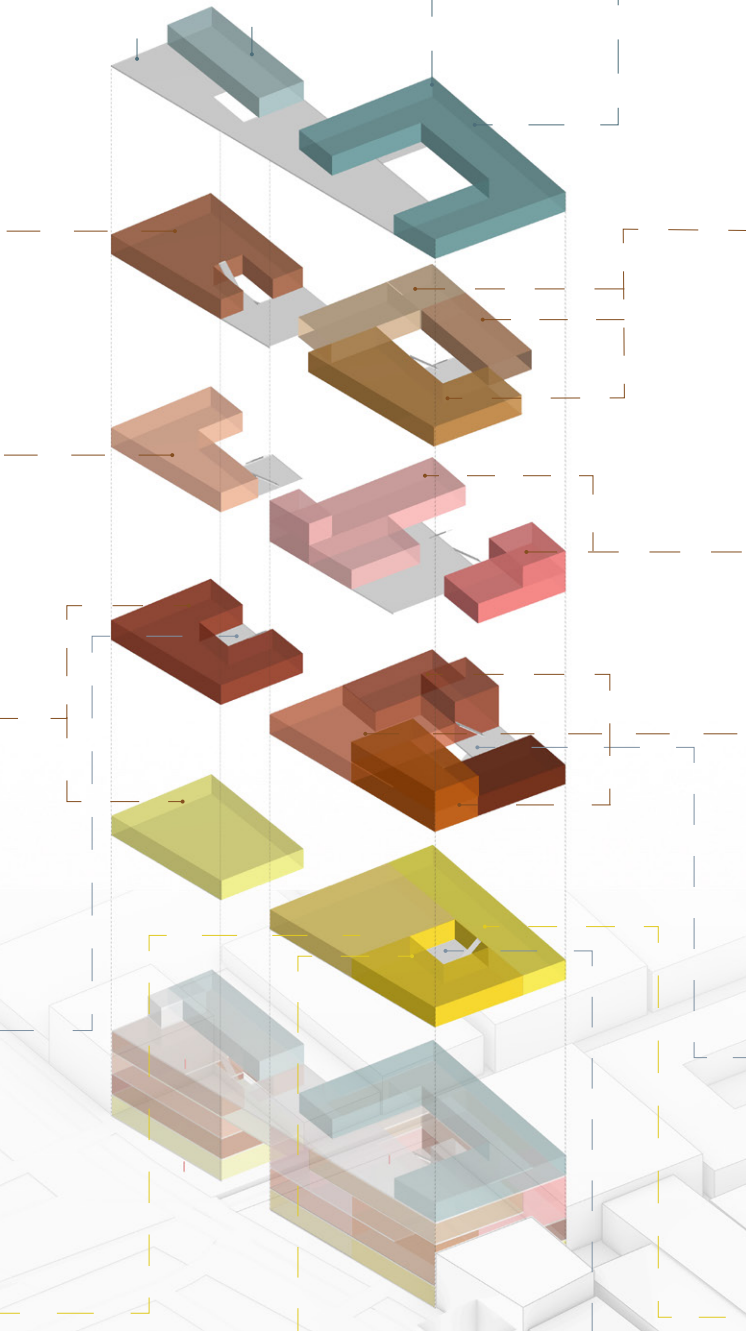
Art Galleries



Coutyards connecting levels and galleries and open to exterior



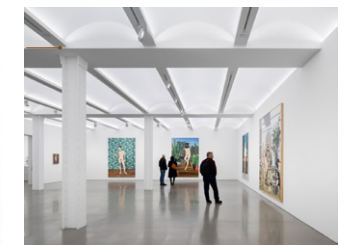
Fine Dining Restaurant



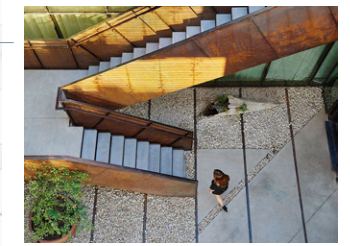
Art Galleries



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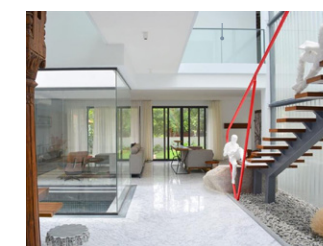
Art Galleries



Coutyards connecting levels and



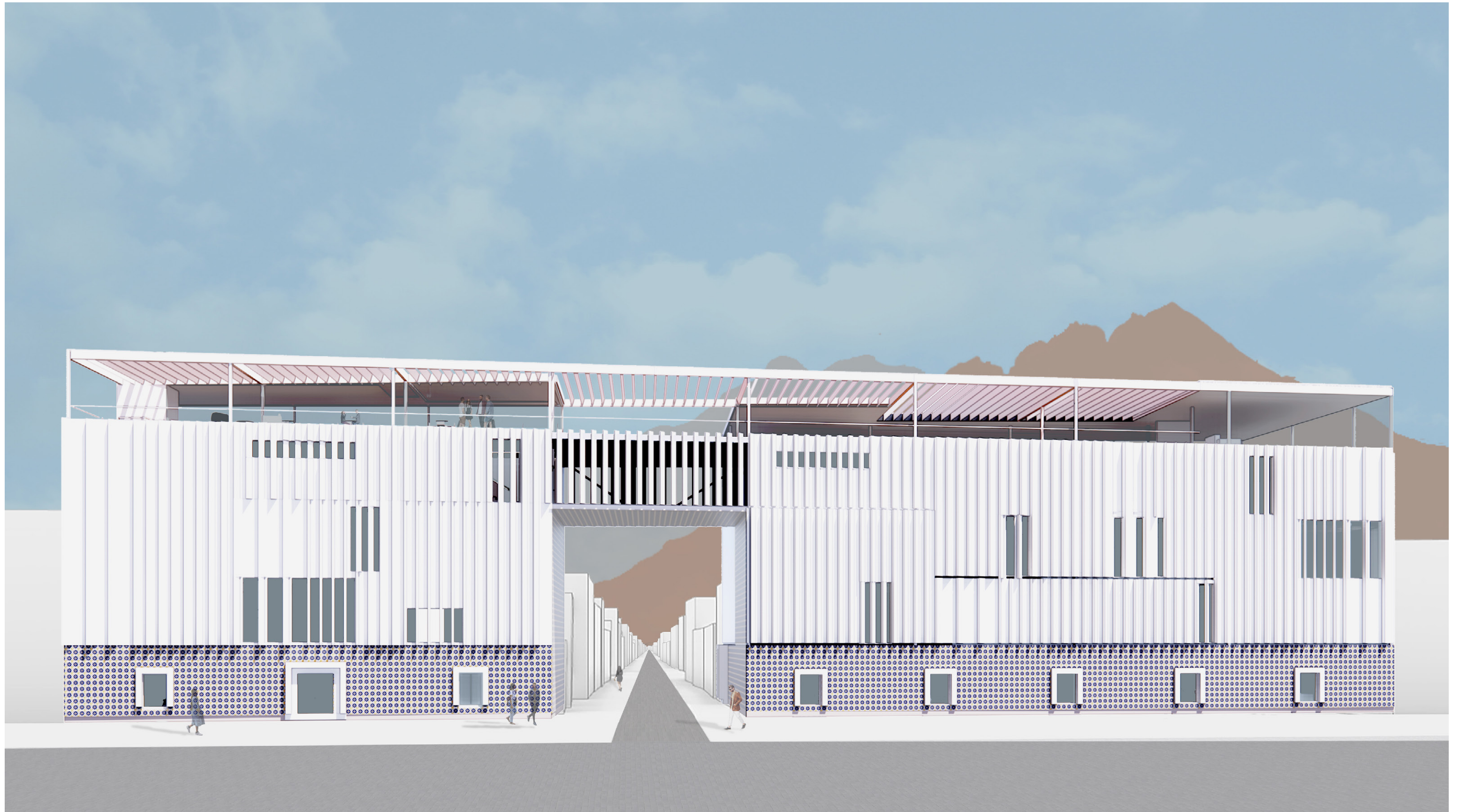
Coffee Bar for locals gathering or working in the area.



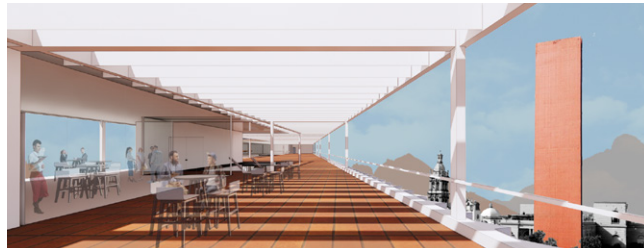
Coutyards connecting levels and



Art receiving and storage



Front Elevation - From Microplaza looking East down Calle de Morelos of Barrio Antiqua Monterrey.



Rooftop Terrace - View looking south over the rooftop terrace with 360 degree views of Monterrey and the mountains that surround it.



Luxury Suite - View of a guest suite on the roof level of the building. The suites give guests a luxury experience with a prime view of the Monterrey skyline.



Skybridge - From the fourth level guest may cross from one building volume to the next through an open air sky bridge straddling the Calle de Morelos and overlooking Monterrey.



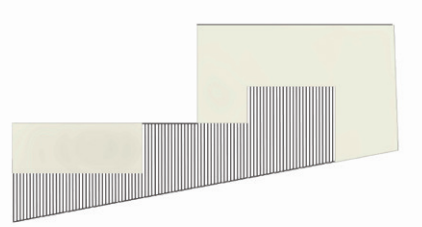
Third floor gallery - A view inside a gallery on the third floor of the north tower. Galleries take advantage of natural light streaming in between the facade fins and courtyards.



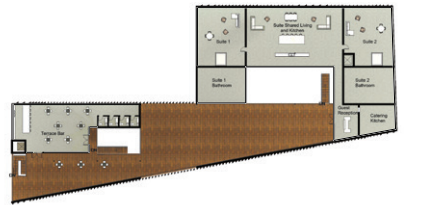
Second Floor Courtyard - The meandering open air courtyards create an intimate experience within the building allowing guest to peer into gallery through glass walls.



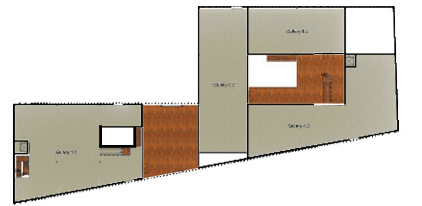
Ground Level Courtyard - Entering through a door on the walkable Calle de Morelos guests find themselves in a courtyard with access to a restaurant and coffee bar dining spaces.



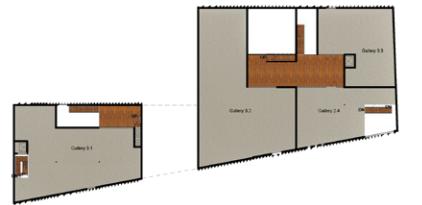
Level 5 Roof and Shade



Level 5 Event Venue and Bar, Guest Suites



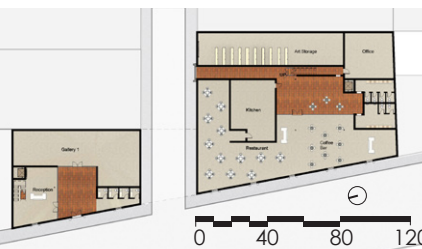
Level 4 Gallery Spaces



Level 3 Gallery Spaces



Level 2 Gallery Spaces



Ground Resaurant, Coffee Bar, Art Storage, Support Space, and Gallery 1

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The building is comprised of two volumes connected by sky bridges that straddle the Calle de Morelos, main pedestrian friendly road of the Barrio Antigua leading straight into the city's massive Macroplaza of Monterrey or La Gran Plaza; connecting the symbolic legacy and future of Monterrey. The building is intended to be open to the public, housing an arrangement of galleries on the first through fourth floors, a gourmet restraunt and coffee bar on the ground level, and rooftop terrace bar on the fifth level. The building is arranged with the ground floor also holding offices and support areas that facilitate the execution of galleries activities. The roof level contains luxury suites for hosting special guests, events, and gatherings.

These gallery spaces revolve around two outdoor courtyards interwoven into each building volume. These courtyards facilitate the vertical movement of visitors among the various gallery spaces, while providing an intimate connection to the exterior environment and a preview of the contents within each gallery space. One can enter the building from a public entrance located off the main façade on the busy street of Jose Coss into a reception area in the North Tower. A second, more obscured entrance to the courtyard of the south tower, gives the feel of a more speakeasy-style entrance off the smaller, pedestrian friendly, Calle de Morelos, that requires visitors to have an understanding of the space in order to enter.

The development of the program to the schematic design continues to reflect the overarching gesture of this structure as a micro-to-macro filter or sieve through which to interpret Monterrey's progression from the historic old town to its modern Macroplaza and downtown. Sitting at the intersection of this dichotomy, the material and geometries of the building reflect this transition. The street level façade mirrors the scale, patterns and materials of the surrounding older buildings with a traditional Mexican ceramic tile and plaster framed windows and doorways. The traditional tile continues up and over pedestrians as it lines the skybridge and acts as a physical entrance and metaphor for the connection between the old and new Monterrey. The remaining façade of varying vertical fins plastered in white stucco provide a playground of angles for sunlight to interact with the exterior and interior of the building. The interior courtyards connect the meandering staircases with a clay tile floor surface enclosed by white stucco and glass walls allowing the sunlight to play within the interior of the building changing with the day and season.

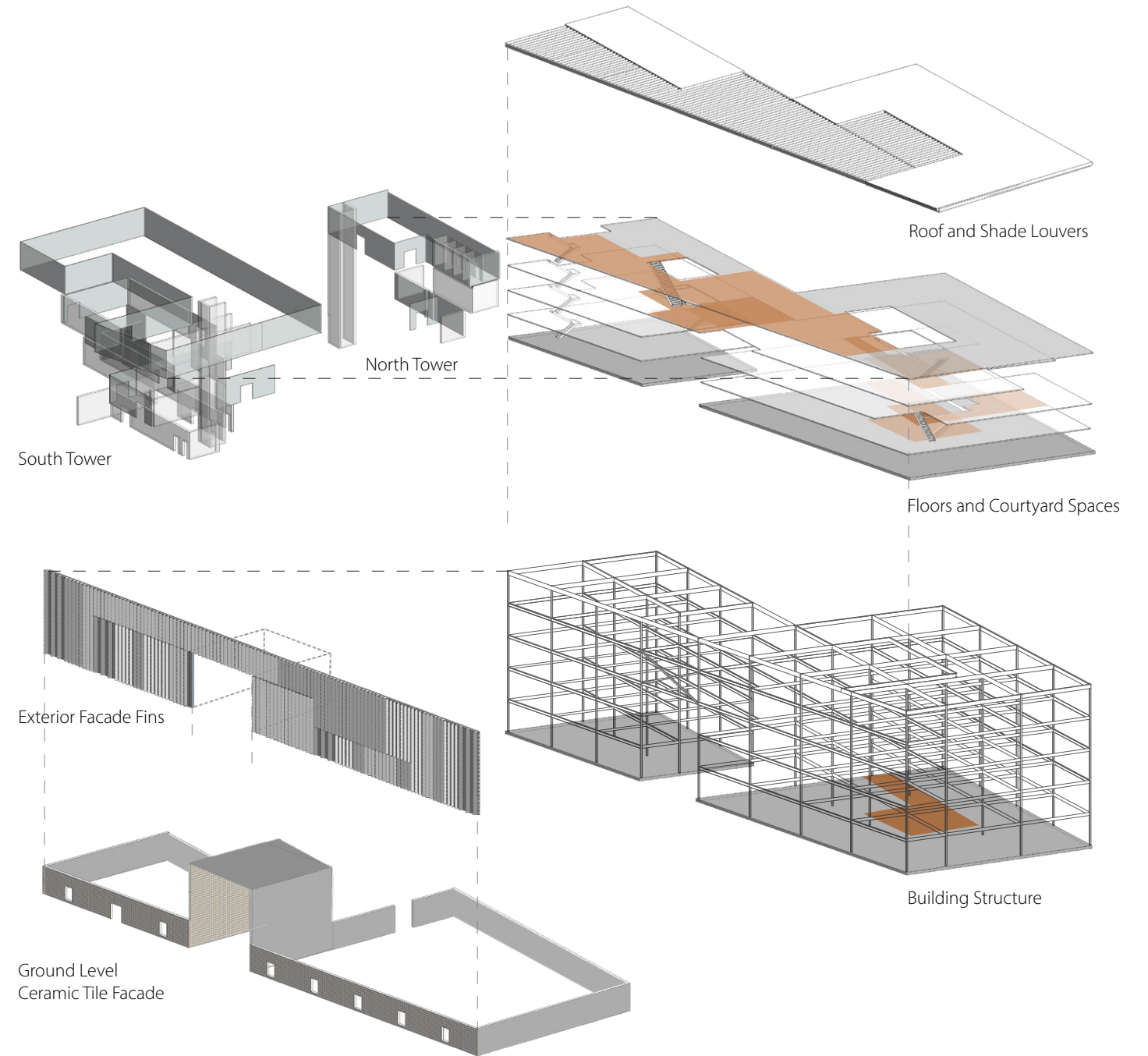
The work of artists in Monterrey is not going unnoticed. Galleries and buyers around the world are interested in the Latin American art coming out of this region. This new exhibition space gives this community a world class venue to put the contemporary Latin art culture on exhibit. With a combination of varying gallery spaces, event and hospitality space spread across two building volumes, this structure encourages exploration – prodding potential curators and investors from other regions and countries to take notice. The circumambulating staircases and discreet entrances create an intimacy and privacy that encourages engagement with the art and invites the local culture to regularly congregate or contemplate within its walls. It's intimate interaction and prestige within the cultural hub of Monterrey will attract the casual visitor or serious buyer alike.

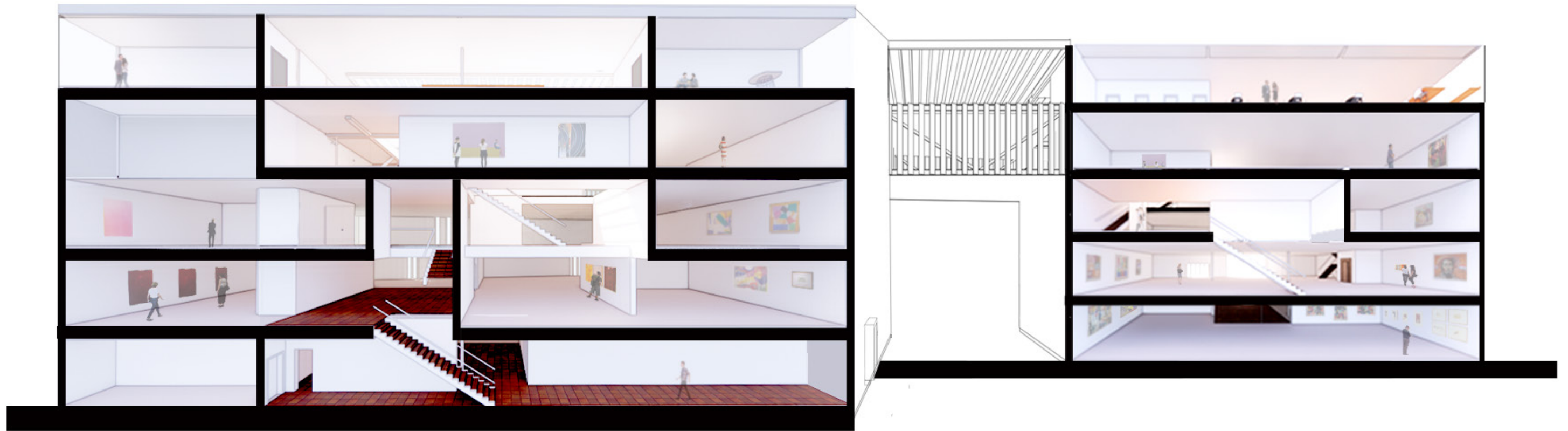


Back Elevation - From the walkable Calle de Morelos of Barrio Antigua Monterrey looking West toward the Microplaza and Downtown Calle de Morelos of Barrio Antigua Monterrey.



Thrid Floor Courtyard - From this courtyard one can look up at the meandering staircases leading to the top level, see and feel the effects of the sunlight on the interior of the building, and get a glimps into the surrounding galleries, looking down on gallery on the second floor to the right and peaking into two more third story galleries on the right.



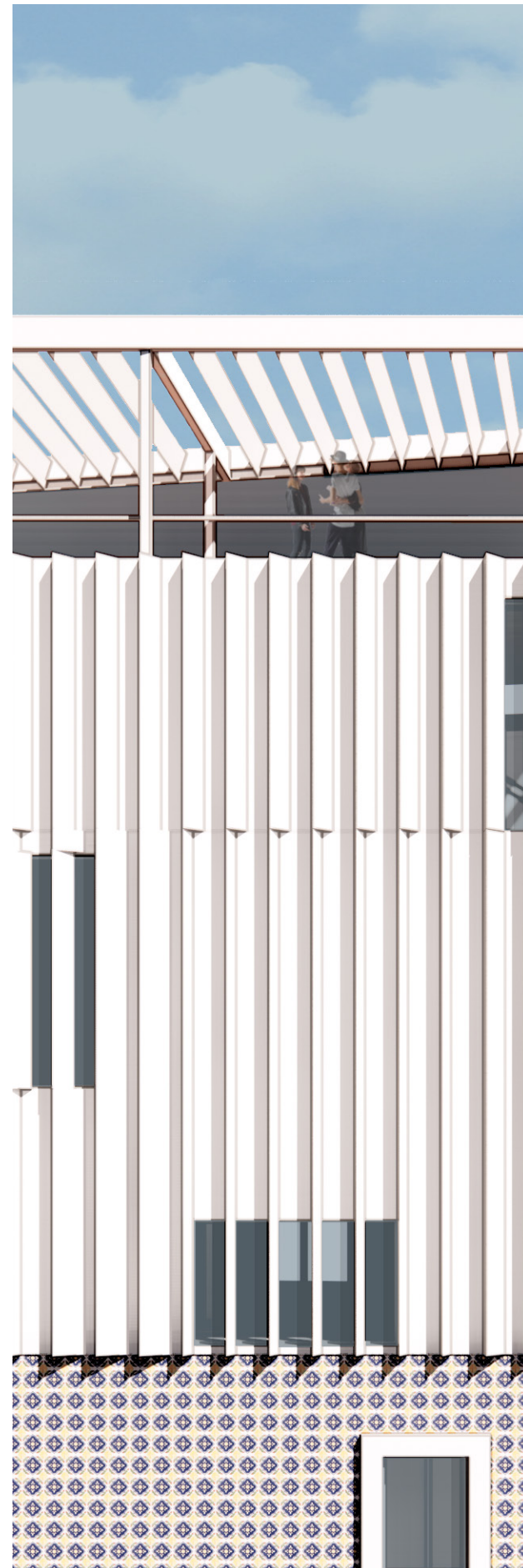




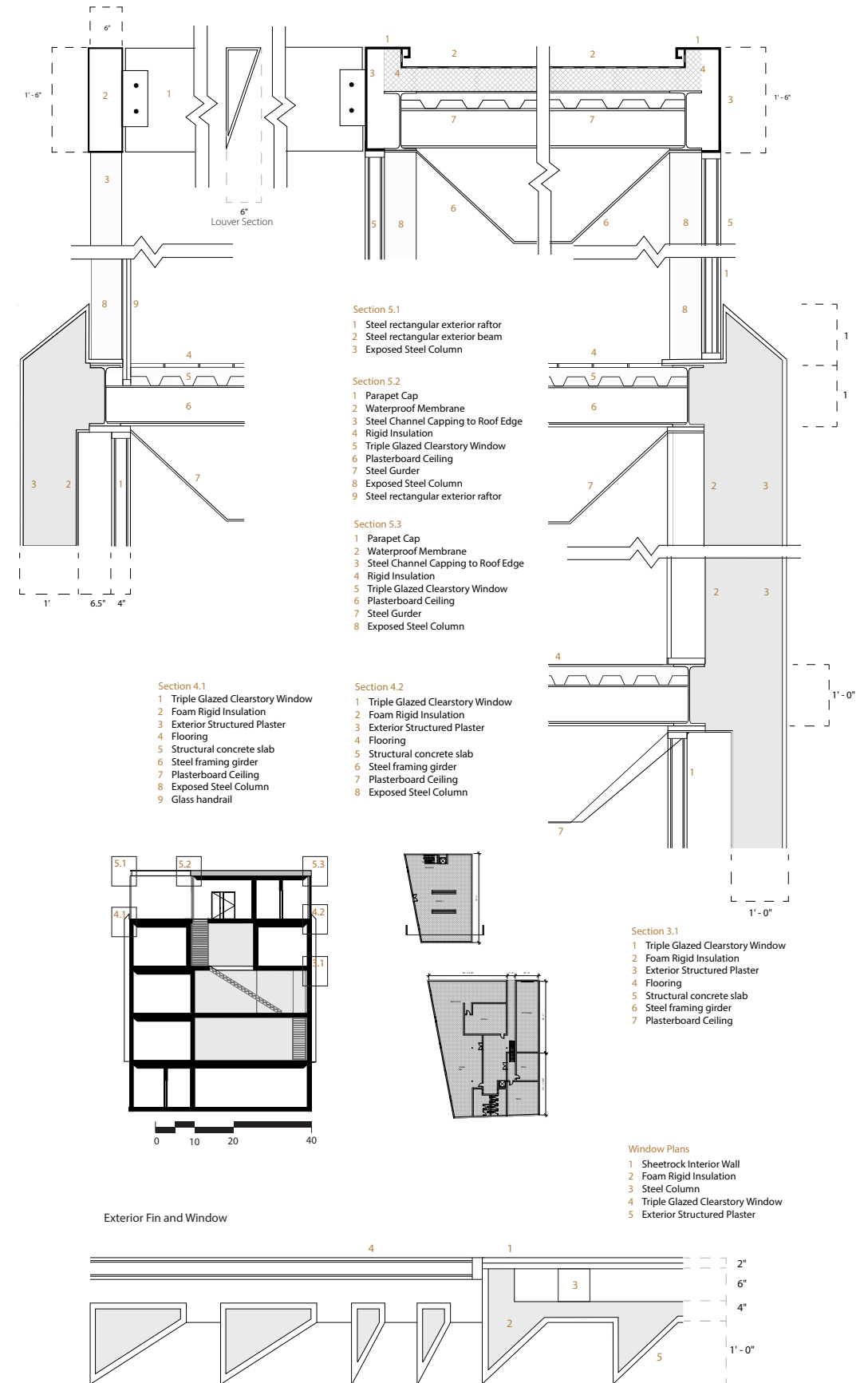
North Elevation of Southern Tower - From the walkable Calle de Morelos of Barrio Antiqua Monterrey looking South at the building's side entrance.

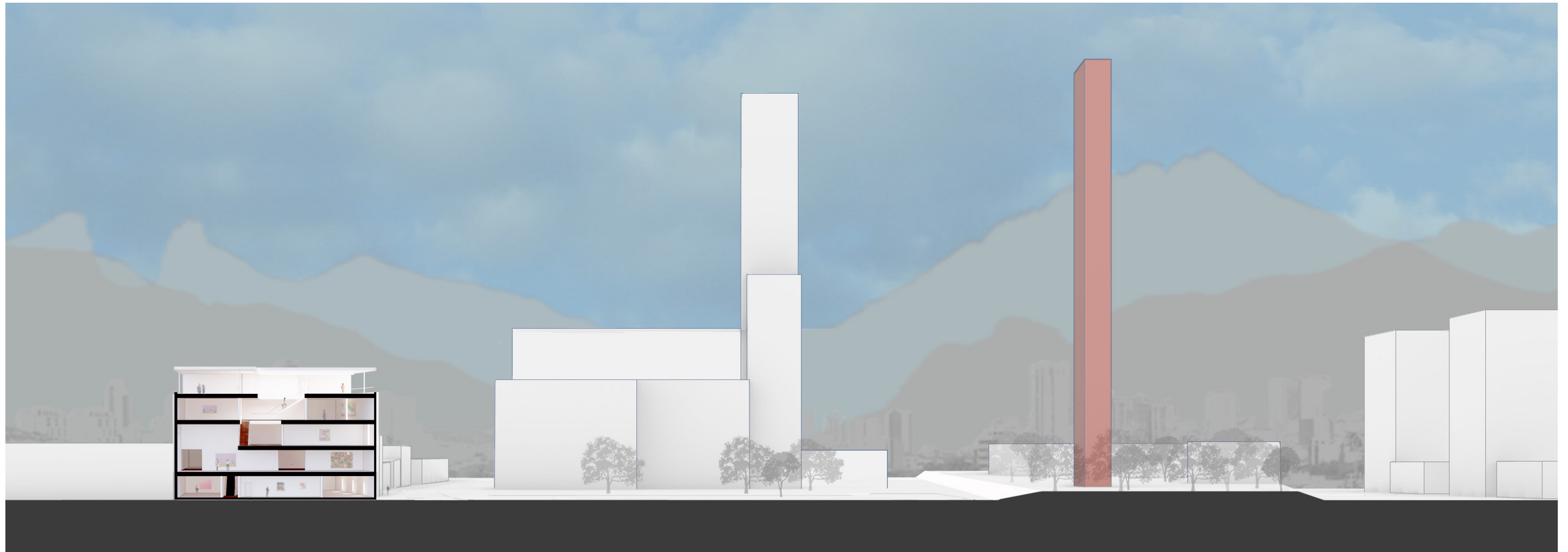


North Perspective - Looking south down main façade on the busy street of Jose Coss.



Building Perspective - Front Elevation





Section of Monterrey looking south through Calle de Morales in Barrio Antigua on the East through the Macroplaza to the west and into Downtown Monterrey.

