

GUGGENHEIM BILBAO

ONLINE TALK AND WORKSHOP: Education, Art... and Architecture: Frank Gehry's Creative Process and the Guggenheim Museum Bilbao

CONTENTS

5:00 pm-5:10 pm: Marta Arzak, Associate Director of Digital Education at the Guggenheim Museum Bilbao

- Greetings, overview, objectives
- Introduction to Frank Gehry's building and his creative process, included in the entrance examination syllabus
- Environmental sustainability and the Guggenheim Museum Bilbao
- Introduction of Borja Vildosola

5:10 pm-6:20 pm: Borja Vildosola, architect

1. Talk: Frank Gehry and his creative process

- **The figure of Frank Gehry:** Background, education, early works, international acclaim.
- **Inspiration:** Art, sculpture, Le Corbusier and his paintings. The influence of the contemporary art scene and local artists: Michael Heizer, Gordon Matta-Clark, Robert Smithson. Experimenting with other people's influence, opinions, and points of view; understanding urban setting and social milieu as a source of inspiration.
- **Architectural style:** Aesthetics, Deconstructivism, and discovery of Gehry's style. The expression of movement.
- **Design philosophy:** Critical thinking and views on art and design. The importance of the other arts in architecture and everyday life. Examples of other architectures (those that work and those that do not work).
- **Creative process:** Brainstorming and starting point for a project. The importance of one's personal brand. Architecture and social responsibility. Improvisation and intuition as drivers of production: risk and anxiety. Creative freedom, barriers, and restrictions when designing a building.
- **Teamwork:** Working with clients, working in teams: the human factor, feelings, and technology in design.
- **Examples of Gehry's projects** to illustrate the items above.

2. Talk: The Guggenheim Museum Bilbao

- **History and context:** The emergence of a new Guggenheim Museum in Europe. Background and choice of Bilbao to host the new museum.
- **The tender and Frank Gehry:** Call for proposals, submissions, projects, Frank Gehry as winner.
- **Concept:** Sketches, ideas, design of the building and its environs. Key aspects of the project.
- **Building development:** Project development, definitions, scale models, choice of materials.
- **Project execution and outcome:** Construction and completion. An icon of twentieth-century architecture.

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3. **Talk: Materials, technology, and sustainability**

- **Material aspects:** The importance of materials and how to use them. Materials out of context; prototypes and their application today. Sustainability, efficiency, and economy in the use of materials. Materials and the Guggenheim Museum Bilbao.
- **Technology:** The limits of design and representation. Technology applied to the construction of the Guggenheim Museum Bilbao and the challenge of representing a forward-looking project with the tools of the day.
- **Maintenance and sustainability plan:** Building maintenance and commitment to the environment at the Guggenheim Museum Bilbao. The challenge to reduce the energy footprint.

4. **Workshop: Examples of practical exercises**

Individual and collaborative exercises for the classroom:

1. **Sketchbooks and drawing:** Using sketchbooks or journals as repositories of knowledge, information, inspiration, ideas, etc.
2. **Scale models:** Instructions to make a scale model with ordinary materials, expressing the movement that formally characterizes Gehry's buildings.
3. **Your town and urban planning:** Planning a tour of your town to analyze urban design and its surroundings.
4. **Projection and scale:** Studying and discussing these two related concepts, which are fundamental for the understanding and creation of buildings.

6:20 pm-6:30 pm: Discussion, questions, goodbye