

16. Mostra  
Internazionale  
di Architettura  
Partecipazioni Nazionali

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CLOUD PERGOLA  
THE ARCHITECTURE OF  
HOSPITALITY

PAVILION OF CROATIA AT THE 16TH  
INTERNATIONAL ARCHITECTURE EXHIBITION  
— LA BIENNALE DI VENEZIA

Cloud Pergola / The Architecture of Hospitality at the Croatian Pavilion is a collaborative site-specific environment conceived by the pavilion curator, Bruno Juričić. Cloud Pergola is an installation crossing the boundaries of architecture, art, engineering, robotic fabrication, and computational models. The exhibition is structured through an interplay of three interventions: Cloud Drawing by Alisa Andrašek in collaboration with Bruno Juričić, To Still the Eye by Vlatka Horvat, and Ephemeral Garden by Maja Kuzmanović.

In the cultural context of the Mediterranean, the typology of the pergola, as a minor architectural element, maps a specific experience. A simple, elementary, vernacular structure which performs a vivid spatial gesture, it inhabits the space in-between private and public, acting as a conduit between the man-made and the natural environment, as well as providing shade and shelter from the sun. The installation promotes a notion of hospitality as experienced under the pergola, using the position that the role of boundaries, either physical or non-physical, is no longer to enclose

space, or police its limits, but rather to form tissue for osmotic exchange. Furthermore, it recognizes the active participation of non-human forces in “events,” and an understanding that the agency of space exceeds human intentions.

The Cloud Drawing installation by architects Alisa Andrašek in collaboration with Bruno Juričić uses computational models, robot fabrication and big data, as mediums to create a new kind of pergola structure — a spatial drawing that brings into dynamic relation natural forces and human intervention. By mathematically capturing cloud formations, the installation integrates site-specific environmental data into a synthesis of form, figure, posture, tectonics, porosity, and light effect.

A wall-based work titled To Still the Eye by visual artist Vlatka Horvat comprises a series of drawings made by bare feet immersed in an acrylic wash. Manifested as a trace of the body's journey across paper, the work explores the notion of the horizon as a physical manifestation of distance, an endpoint destination for the eye, and a metaphor for the future and for a sense of possibility.

Transdisciplinary artist Maja Kuzmanović proposes a sound installation titled Ephemeral Garden that evokes a sense of convivial gatherings under a pergola. The murmur of conversation, complemented with the sound of animated matter, conjures a space where human and non-human voices intermingle.

The interplay of the three interventions creates new complex ecologies by inviting previously unrelated subjects and objects, people and things, to come into contact with each other in a way that exceeds language, self-identity, rigid conceptual determination, ideology, or political declaration. Ultimately, Cloud Pergola creates space whereby new sensations, new thoughts, and new social realities may develop, whilst proposing an expanded notion and experience of “hospitality”, something that Predrag Matvejević calls “The Mediterranean Alternative”.

Bruno Juričić



# BRANKA BENČIĆ

Branka Benčić is an independent curator and art historian based in Croatia. Last year she held the position of curator of Croatian Pavilion at 57th La Biennale di Venezia. Over the past decade she has curated group exhibitions, artists solo projects and film screenings and held lectures in Croatia and internationally at museums, galleries and film festivals. Publishes on contemporary art in exhibition catalogues, journals and books. Her basic research, writing and curatorial interests are focused on contemporary art, exhibiting film and video, exhibition histories and curatorial practice. She is currently involved with several ongoing projects and initiatives, Artistic director at Apoteka — Space for Contemporary Art, founder and curator at Cinemaniac — Think Film exhibiting and research project at Pula Film Festival and curator of Artists Cinema, screening program series taking place at the Museum of Contemporary Art, Zagreb.

Selected exhibitions include: Six Memos (CreArt, Exhibition hall Las Francesas, Valladolid, Liverpool); CUT collage in contemporary art, (MSU Museum of Contemporary Art, 2018), Horizon of Expectations, Pavilion of Croatia, 57th Venice Biennale (2017), PROJECTIONS Antun Motika and the legacy of experiments (MMSU, Museum of Modern and Contemporary Art, Rijeka, 2017); Great Undoing, 54th Annale (2015); Temporary Encounters — This is (not) a Museum (exhibition series, Apoteka — Space for Contemporary Art, 2014 –); Damir Očko: Studies on Shivering (KM — Kunstlerhaus, Halle fur Kunst und Medien, Graz, 2014); Think Film (MMC Luka, Pula, 2013).

# BRUNO JURIČIĆ

Bruno Juričić is an architect, curator and entrepreneur. He received his Bachelor degree from IUAV Istituto Universitario di Architettura di Venezia, and his MSc degree in Urban Strategies, with excellence, from the University of Applied Arts in Vienna, where he studied under the auspices of Zaha Hadid, Greg Lynn and Wolf Prix. In 2010, Juričić was selected as a Ph.D. researcher for the Getty Research Institute Seminars in architecture and design in Los Angeles. Juričić is currently a Ph.D candidate in the Department of Architecture at UCLA under the auspicious of Sylvia Lavin.

In 2011, as founder of MLAUS (Mediterranean Laboratory for Architecture and Urban Strategies), Juričić kickstarted the international symposium series on architecture, art and science, dubbed “PROTO/E/CO/LOGICS.” The symposium aims to tease out speculative directions for architecture in relation to the contemporary “denaturalised material ecology.” Symposium participants included Sanford Kwinter, Sylvia Lavin, Graham Harman, Reza Negarestani, Keller Easterling, Eva Franch i Gilabert, Michael Meredith, Hernan Diaz-Alonso, Benjamin Bratton, Francois Roche and Patrik Schumacher to name a few.

In 2014 Bruno founded Atelier Bruno Juričić. The studio is a small, agile practice capable of working at a wide range of scales. The office has realised buildings in Croatia and currently, it is expanding its operations in China. The practice is founded on a commitment to the reality of the built work, and the transformative potential of architecture and urban strategies. By projecting reason and emotion in every creative endeavor, cultural values are highly esteemed by our continuous engineered effort into both physical and non physical forms.

Bruno Juričić was teaching in the post-graduate program in Urban Strategies at the University of Applied Arts in Vienna, UCLArchitecture, and has taught at the Mitchell Lab-Texas A&M University and SCI-Arc in Los Angeles.

# ALISA ANDRAŠEK

Alisa Andrašek is an architect, researcher and curator. She is a founder of Biothing operating at the intersection of design, material and computer science, a partner of Bloom Games and a co-founder of AI Build. Andrašek is a Professor of Design Innovation Technology at RMIT in Melbourne, and was previously a Reader in Architecture and Computation at the UCL Bartlett where she was directing the MArch Architectural Design, that won Acadia 2017 Academic Program Award of Excellence. At the UCL she also founded and directed design-research lab Wonderlab. She holds a Professorship at the European Graduate School and has taught at the DRL Architectural Association in London, Columbia University GSAPP, Pratt, UPenn, RMIT Melbourne and UTS Sydney.

She received Europe 40 under 40 Award, Metropolis Next Generation Award and FEIDAD Award. Biothing's work has been exhibited and is part of the permanent collections at the Centre Pompidou Paris, New Museum NY, Storefront NY, FRAC Collection Orleans, TB-A21 Vienna, Beijing and Sydney Biennial amongst others. She curated the US East Coast section for the “Emergent Talent Emergent Technologies” exhibition for the Beijing Biennial 2006 and for the “(Im)material Processes: New Digital Techniques for Architecture” for the Beijing Biennial 2008 and the UK section for “Machinic Processes” for the Beijing Biennial 2010. Andrašek is a co-curator of the PROTO/E/CO/LOGICS Symposium series in Rovinj Croatia. She has lectured and published her writings worldwide.

# VLATKA HORVAT

Vlatka Horvat works across a wide range of forms, namely sculpture, installation, drawing, performance, photography, and text, and presents her work in various contexts — in gallery spaces, theatre and dance festivals, and in public space. She has had solo exhibitions at Renata Fabbri arte contemporanea (Milan), Museum of Contemporary Art Zagreb, Wilfried Lentz (Rotterdam), CAPRI (Düsseldorf), Zak|Branicka Gallery (Berlin), Museums Sheffield, Disjecta Contemporary Art Center (Portland), MMC Luka (Pula), Galerija SC (Zagreb), annex14 (Zürich), Boston University Art Gallery, Rachel Uffner Gallery (NYC), Bergen Kunsthall, the Kitchen (NYC), and Galerija Nova (Zagreb).

Her recent commissions include a 3-month-long performative project for the Art in the Public Space program of the City of Zurich, a series of interventions in a disused flower shop storefront for VOLT (Bergen), and installations for Bard Center for Curatorial Studies (Upstate NY), Bunkier Sztuki (Krakow), Marta Herford Museum, MGLC Ljubljana, Kunsthalle Osnabrück, the 53rd October Salon (Belgrade), Stroom (The Hague), “Greater New York” at MoMA PS1 (NYC), MGLC and Galerija Skuc (both Ljubljana), Aichi Triennale (Nagoya), and the 11th Istanbul Biennale.

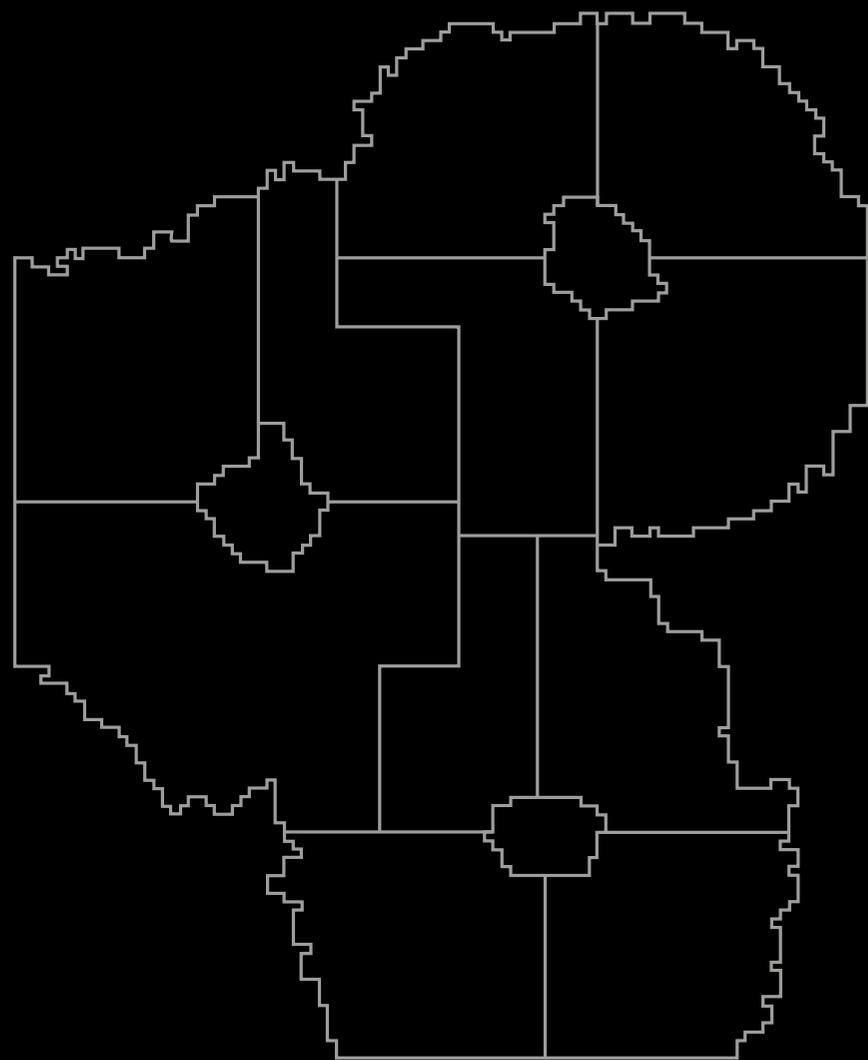
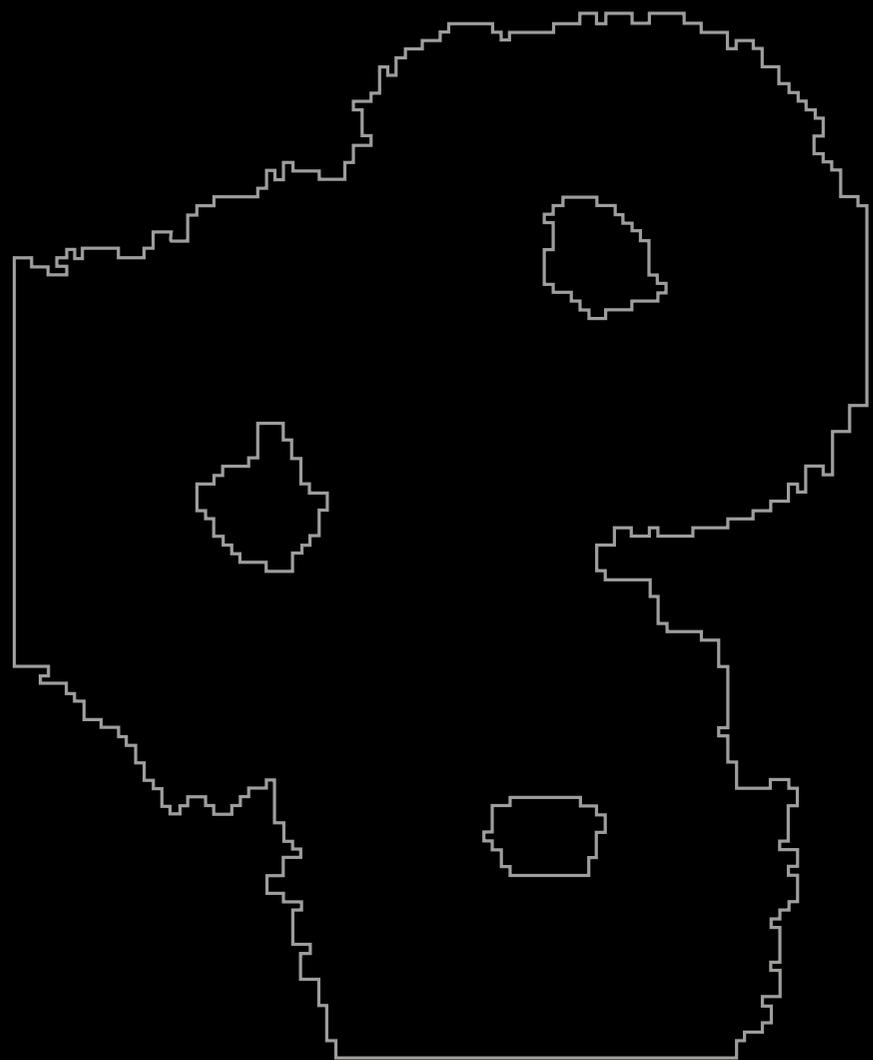
Horvat's performances have been presented at numerous venues and festivals, including LIFT — London International Festival of Theatre, KAAI Studios (Brussels), HAU — Hebbel an Uffer (Berlin), Fondation Cartier (Paris), INKONST (Malmo), Tanzquartier Wien, Malta Festival (Poznan), Teatro Maria Matos (Lisbon), Meteor Festival (Bergen), PACT Zollverein (Essen), Haus der Kulturen der Welt (Berlin), Alkantara Festival (Lisbon), Tanzquartier Wien (Vienna), Clockshop and Outpost for Contemporary Art (both Los Angeles, CA), the Jerusalem Show (Jerusalem and Ramallah).

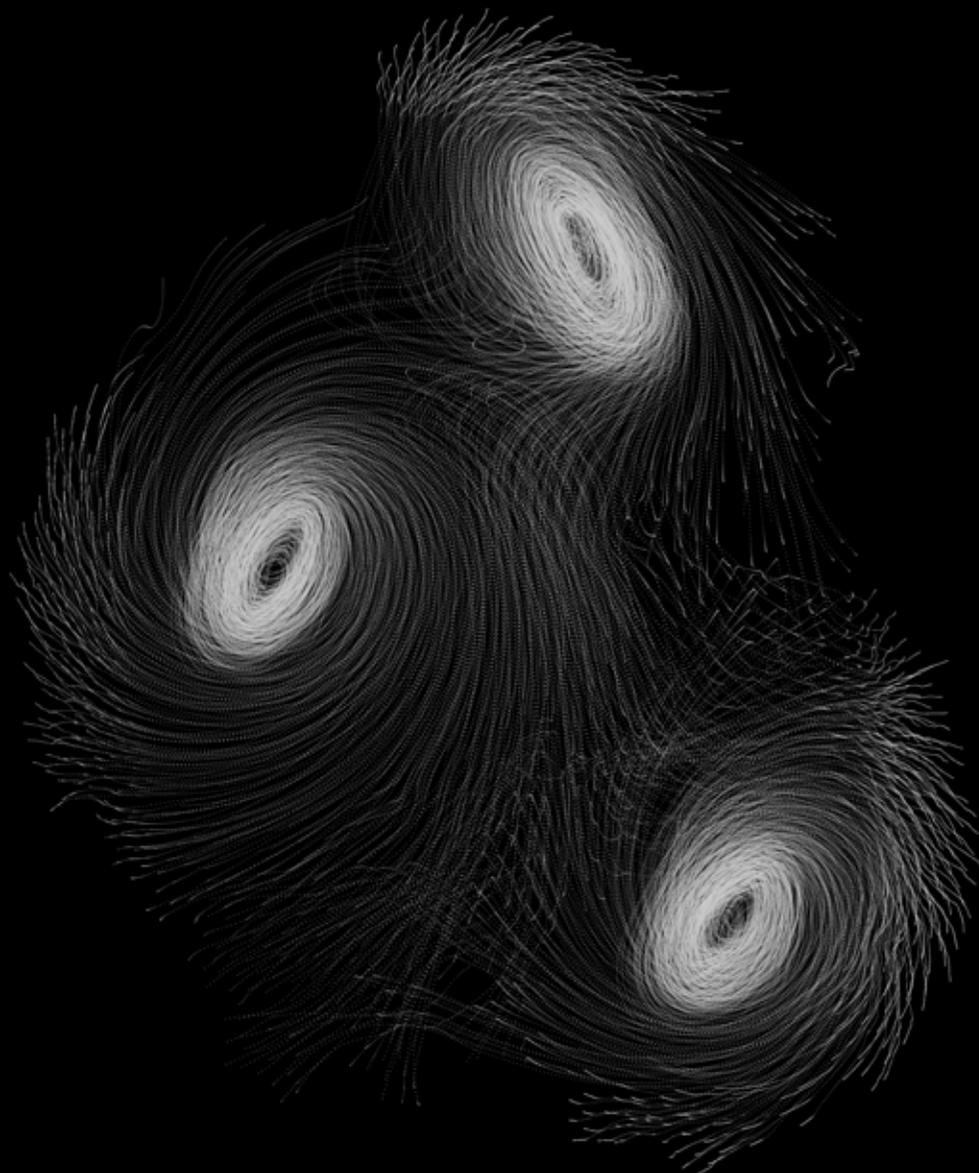
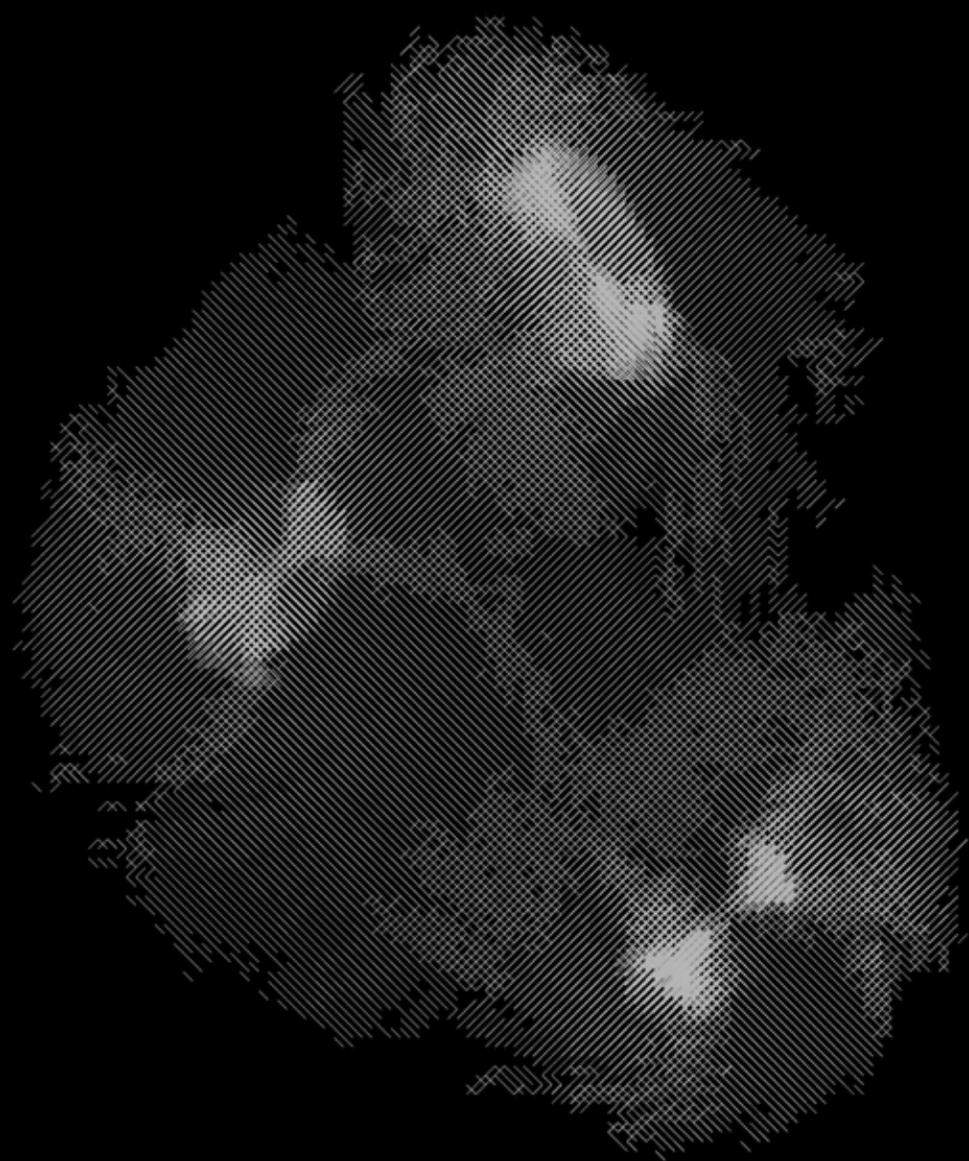
She holds a BA in Theater from Columbia College Chicago, an MA in Performance Studies from Northwestern University (IL, USA), and a practice-based PhD from Roehampton University in London. After 20 years in the USA, she is currently based in London, where she teaches in the Fine Art department at Central St Martins. Her work in visual art is represented by galleries annex14 (Zurich) and Renata Fabbri arte contemporanea (Milan).

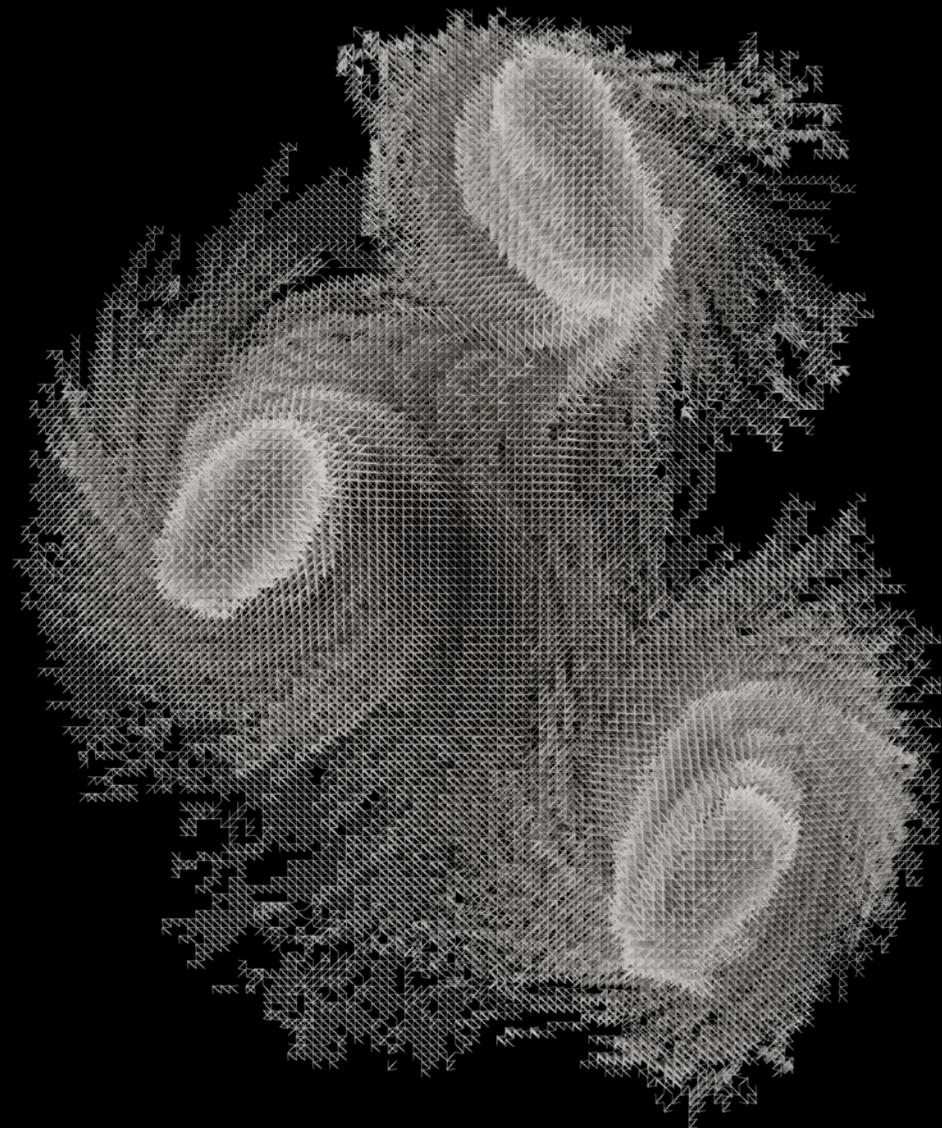
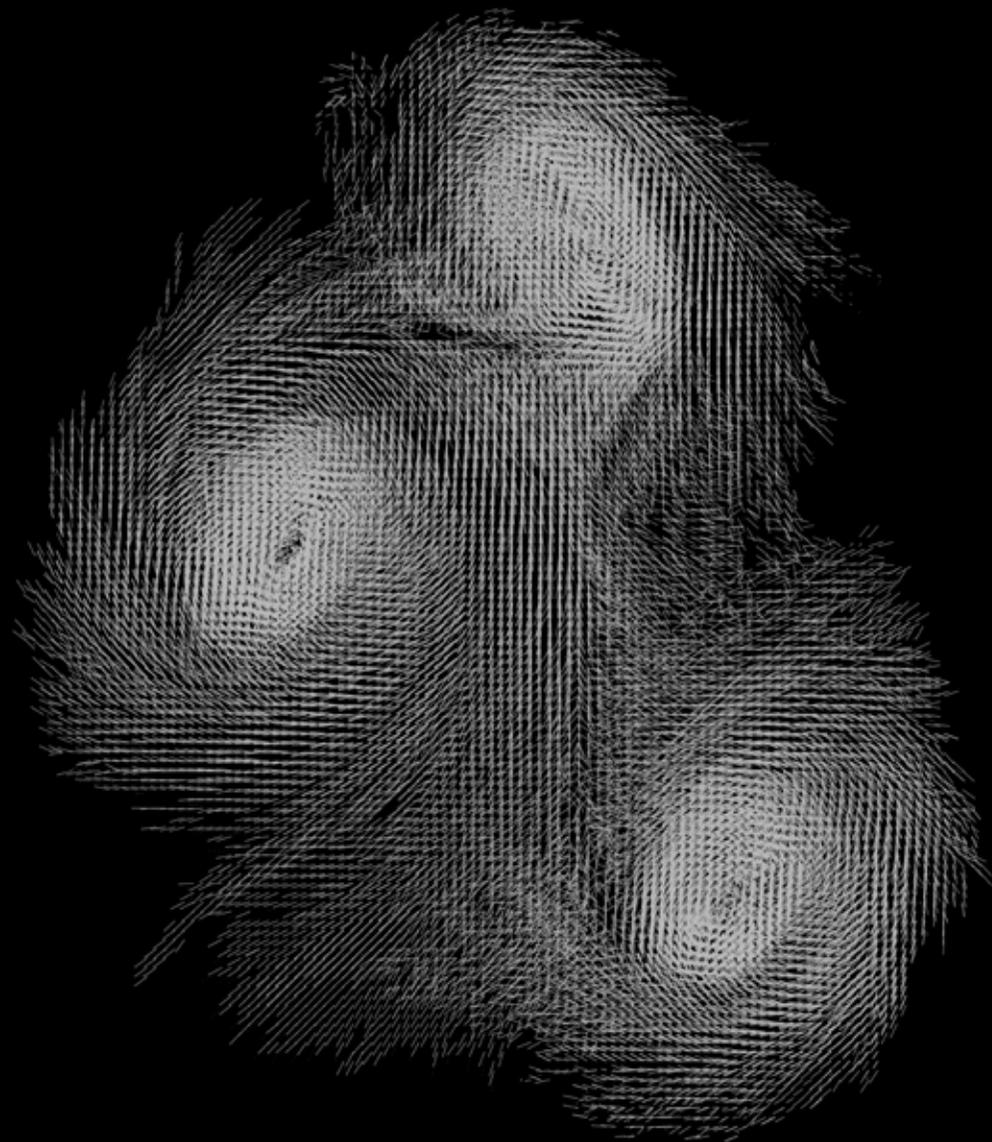
# MAJA KUZMANOVIĆ

Maja Kuzmanović is a transdisciplinary artist, experience designer, writer, speaker and process facilitator with a fondness for contemplation, cultivation and futurecrafting. Maja considers life itself as her artistic medium. In recent years, her embodied experience of living with uncertainty has become the core of her creative practice. Maja is the co-founder of FoAM, a network of labs at the interstices of art, science, nature and everyday life. Together with her partner Nik Gaffney she is currently working in the nomadic cell of the FoAM network.

As part of FoAM, Maja's research and creative projects focus on re-imagining possible futures through artistic experiments. As a response to environmental, social and cultural turbulence, FoAM inspires and enables participatory co-creation, fostering a sense of agency for people from all walks of life. Guided by the motto “grow your own worlds”, FoAM has successfully realised hundreds of collaborative projects, across sectors and cultures. FoAM's work has been presented at venues worldwide, including The Gulbenkian Foundation, Transmediale, V&A, Pixelache, Z33, Vooruit, The Experimental Arts Foundation and Ars Electronica. Maja's role at FoAM, her particular approach to people and technology has been recognised by the MIT's Technology Review and the World Economic Forum, awarding her the titles of Top 100 Young Innovator and Young Global Leader. Maja's academic background is in design futures, storytelling, interactive media and transdisciplinary leadership.







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# AI-BUILD

Ai Build is a London based company developing Artificial Intelligence and Robotic technologies for large scale additive manufacturing. We believe additive manufacturing is the core technology for achieving a sustainable environment and a highly efficient on-demand economy.

Ai Build provides an advanced 3D printing technology for manufacturers to be able to produce complex designs in short amounts of time, without human labour or material waste. Ai Build's large scale autonomous 3D printing technology is being used in a variety of industries such as construction, high performance products, furniture, art and research.

Ai Build's purpose is to make manufacturing easier, smarter and more affordable. As a team of creative and enthusiastic people with strong background in 3D printing, robotics, computer vision, machine learning, computational design and physics, Ai Build is partnering with innovative companies and investors to empower factories of the future.

# BUNCH

Bunch is a design studio offering a diverse range of work including identity, literature, art direction, digital and motion. Established in 2005 with an international reach, from London to Zagreb, Bunch delivers intelligent and innovative cross-platform solutions of communication design.

Known for their pared-down, high-impact designs that effectively communicate through their simplicity enables them to work on a variety of commercial and smaller-scale projects. With a process tailored to each client and a responsibility to contribute to positive change, the commitment to think more and design less drives the output of the studio.

# ARUP

Arup is the creative force at the heart of many of the world's most prominent projects in the built environment and across industry. With over 80 offices in 35 countries, Arup has more than 13,000 planners, designers, engineers and consultants delivering innovative projects across the world with creativity and passion.

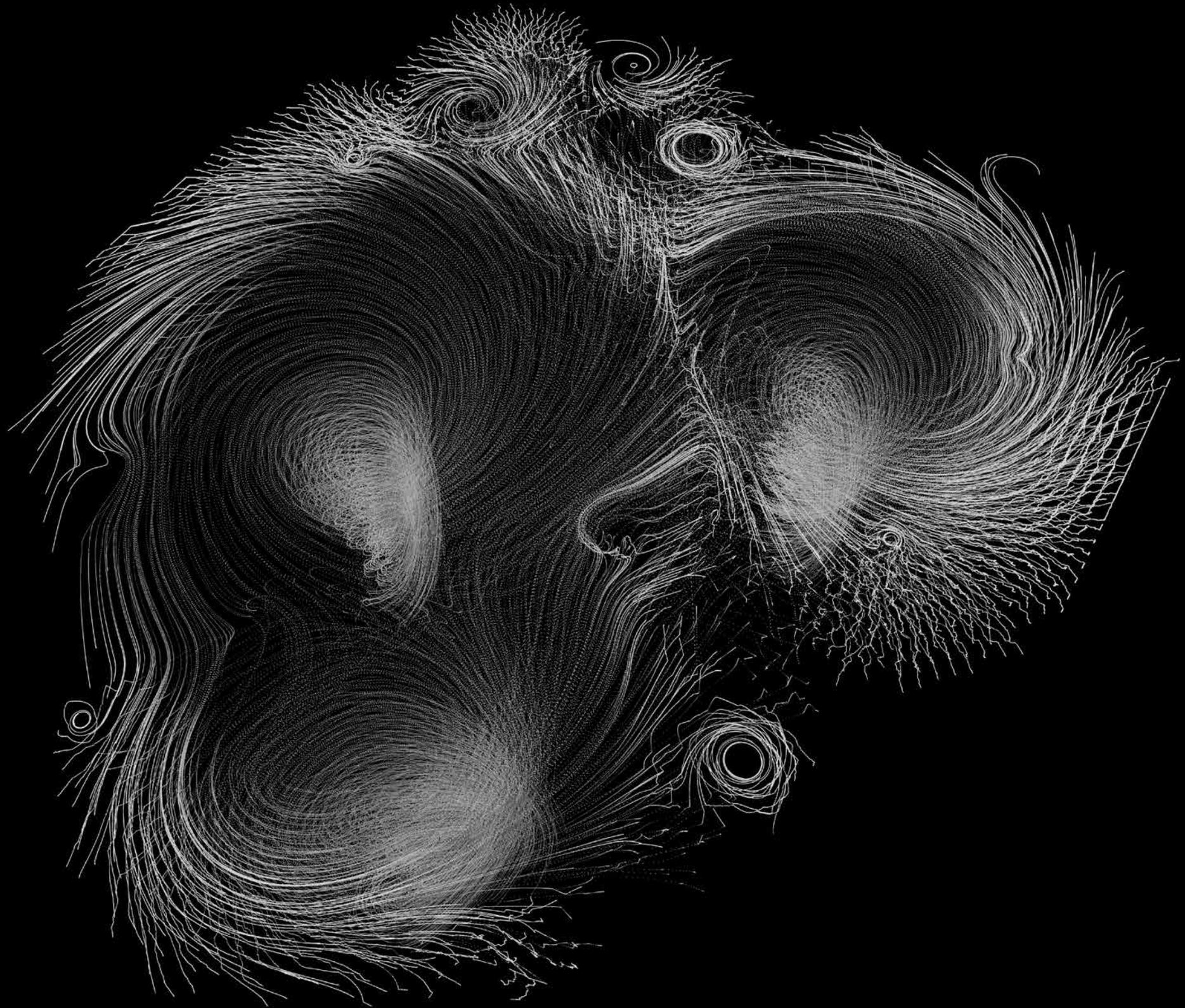
Arup has the privilege and opportunity to contribute to some of the world's most recognisable buildings. Helping our clients to create destinations and introduce vitality to spaces where people and communities can thrive.

We work in cities all over the world, drawing upon international best practice and learning from this experience. These images show that the symbiotic marriage between engineering and architecture produces quality and efficiency for buildings at all scales. We continue to make a positive contribution to the skyline of cities world-wide, as these bustling metropolises adapt and evolve.

# SKIRA

At SKIRA we refer to light as an intangible but powerful building material. We create architectural lighting and product design to suit our projects. By understanding light as an infinite voyager, we have developed skills to capture its journey. Customer support and communication through all the phases of design and realisation process are provided by our team of lighting architects, designers, planners, engineers and visualisers, therefore the final result is a complete and unique solution with utmost attention to detail as well as context.

Light has a strong impact on people and their surroundings, which is why we take its importance seriously in our design work. Our sustainable and adaptive lighting design strategy takes into account the people, the architecture, the implementation of light and shadows and other influential factors covered by our holistic approach to the performance resulting with a long term satisfaction and respect for all.



## ARTISTS

Alisa Andrašek, Vlatka Horvat,  
Bruno Juričić, Maja Kuzmanović

## EXHIBITED WORKS

Cloud Drawing: Alisa Andrašek in coll. with  
Bruno Juričić. Ephermeral Garden: Maja  
Kuzmanović. in collaboration with Nik Gaffney  
and FoAM. To Still the Eye: Vlatka Horvat

## CURATOR

Bruno Juričić

## CURATORIAL ADVISOR

Branka Benčić

## COMMISSIONER

Ministry of Culture of the Republic of Croatia  
Nina Obuljen Koržinek, minister

## COORDINATED BY

Nevena Tudor Perković

## ORGANIZED BY

Moderna galerija – National Museum  
of Modern Art, Zagreb  
Biserka Rauter Plančić, director

## PRESS & PR

Lana Šetka, Marija Šiško

## TECHNICAL SETUP

Moderna galerija – National Museum  
of Modern Art, Zagreb

## EXHIBITION PRODUCTION & DESIGN TEAM

Exhibition Author: Bruno Juričić. Exhibitors:  
Alisa Andrašek, Vlatka Horvat, Bruno Juričić,  
Maja Kuzmanović. Cloud Drawing: Alisa Andrašek  
in coll. with Bruno Juričić. Design Team – Lead  
Designer: Alisa Andrašek, Designer: Bruno Juričić,  
Programming: Madalin Gheorghe, Structural  
Design – Arup Group Limited: Henry Unterreiner,  
Peter Lenk, Carolina Bartram, James Griffith,  
Robotic Fabrication – Ai-Build: Daghan Cam,  
Michail Desyllas, Leonidas Leonidou, Light  
Design – Skira Architectural Lighting: Dean  
Skira, Dean Matika, Godvin Poropat, Fabrication  
Material – FormFutura. Visual Identity: Bunch.  
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#### EXHIBITION DATES

May 26 – November 25, 2018

#### PREVIEW

May 24 – 25, 2018

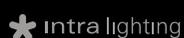
#### OPENING

Friday, May 25, 13.30

#### VENUE

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