

Endless City

by Max Dewdney Architects

Project Details

Practice:	Max Dewdney Architects
Designer:	Max Dewdney
Title:	Endless City
Output type:	Scaled Model / Drawings
Function:	Experimental Design
Location:	Victoria & Albert Museum, London Royal Academy of Art, London, Plovdiv, Bulgaria, Miami
Dates:	2014-5
Funding:	*SOLD / UoG Staff Development £500 / Private finance
Budget:	£3,000 (Production) *SOLD £10,000
Dimensions:	800mm (W) x 1700mm (L) x 1400mm (h)
Fabricator:	Harry Clover

Project Statement

Project Description

This design research examines forms of cultural display and taxonomies of exhibition design in the context of the museum and city. Two projects commissioned by One Architecture Week, Plovdiv, Bulgaria and the Victoria & Albert Museum utilise situated design practice and installation to explore the changing nature of 'interiority' of the city and forms of commercial and cultural display.

The design research explores speculative interior spaces of the city, whilst posing a critical question of the commodification of civic culture as manifested by the increasing privatization of museums and the interchangeability of their spaces with shopping. In the model the display systems of Endless City, devoid of any content, like Archizoom's No-Stop City, become nothing more than apparatus for an endless system of a display for a display, a collection for a collection, an architecture of endless display.

Dissemination:

One Architecture Week, Plovdiv, Bulgaria (2014), Victoria & Albert Museum (Collections of Collections), Royal Academy Summer Show (2015), *SOLD Private Collector Miami. Published in Alphabet City 2.0.



Endless City in Royal Academy Summer Show 2015



Endless City in Royal Academy Summer Show 2015



Endless City in Victoria & Albert Museum 2014



Endless City in Victoria & Albert Museum 2014



Endless City in One Architecture Week, Plovdiv, Bulgaria



Endless City in One Architecture Week, Plovdiv, Bulgaria

