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UNIVERSITY OF MILWAUKEE, WI USA
04.08 - 05.03.2019

Exhibition & Lecture

KUNSTHAUS GLARUS, SWITZERLAND
09.21 - 10.21.2019

Exhibition & Symposium

YALE ARCHITECTURE GALLERY, CT USA
01.09 - 02.15.2019

Exhibition & Panel Discussion

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Exhibition Team	Alexandra Allen, John Bryant, Philip Claghorn, Scott Krabath
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Supported by	Anne-Marie Schindler Foundation Consulate General of Switzerland in NY Faller Gebr. Glarner Agenda Glarner Architektur Forum Kanton Glarus Kulturfonds Kunsthhaus Glarus Syracuse University SoA Texas A&M University University of Wisconsin Milwaukee SARUP Yale Architecture Yale Architecture Ph.D. Dialogues Yale MacMillan Center European Studies Council

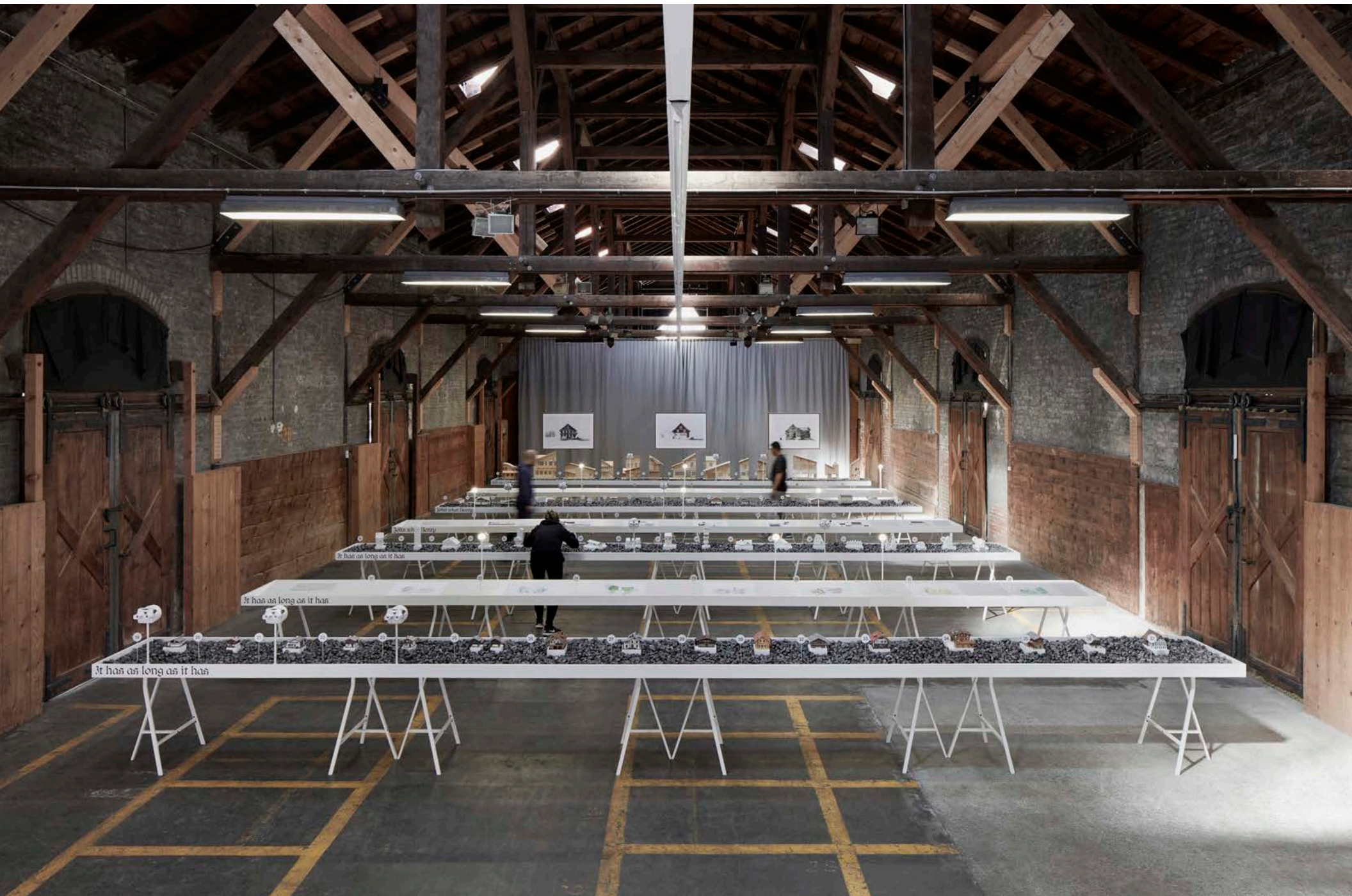


Swissness Applied exhibition University of Wisconsin Milwaukee SARUP
Photography by Brian Griffin

Swissness Applied

E Swissness Applied is a transcultural analysis of New Glarus that represents challenges in architecture and urban design as examples of current social transformations in global contexts. It is one of several towns in America founded by European immigrants that adapt the architecture to the image of their heritage. The exhibition questions the translation of the cultural image in architecture and illustrates through representational means the results and potential outcomes of New Glarner Swiss themed building codes.

D Swissness Applied ist eine transkulturelle Analyse von New Glarus. Exemplarisch zeigt sie die Herausforderungen für Architektur und Städtebau im Zusammenhang von gegenwärtigen sozialen Transformationen im globalen Kontext. New Glarus ist eines von mehreren Dörfern in Amerika, das von europäischen Einwanderern gegründet wurde und dessen Architektur sich an das Bild ihres Erbes anpasst. Die Ausstellung hinterfragt die Übersetzung dieses kulturellen Bildes in der Architektur und veranschaulicht mit gegenständlichen Mitteln die gebauten und denkbaren Ergebnisse der New Glarner Bauordnung.



Swissness Applied exhibition Kunsthau Glarus
Photography by Angelika Annen

Swissness

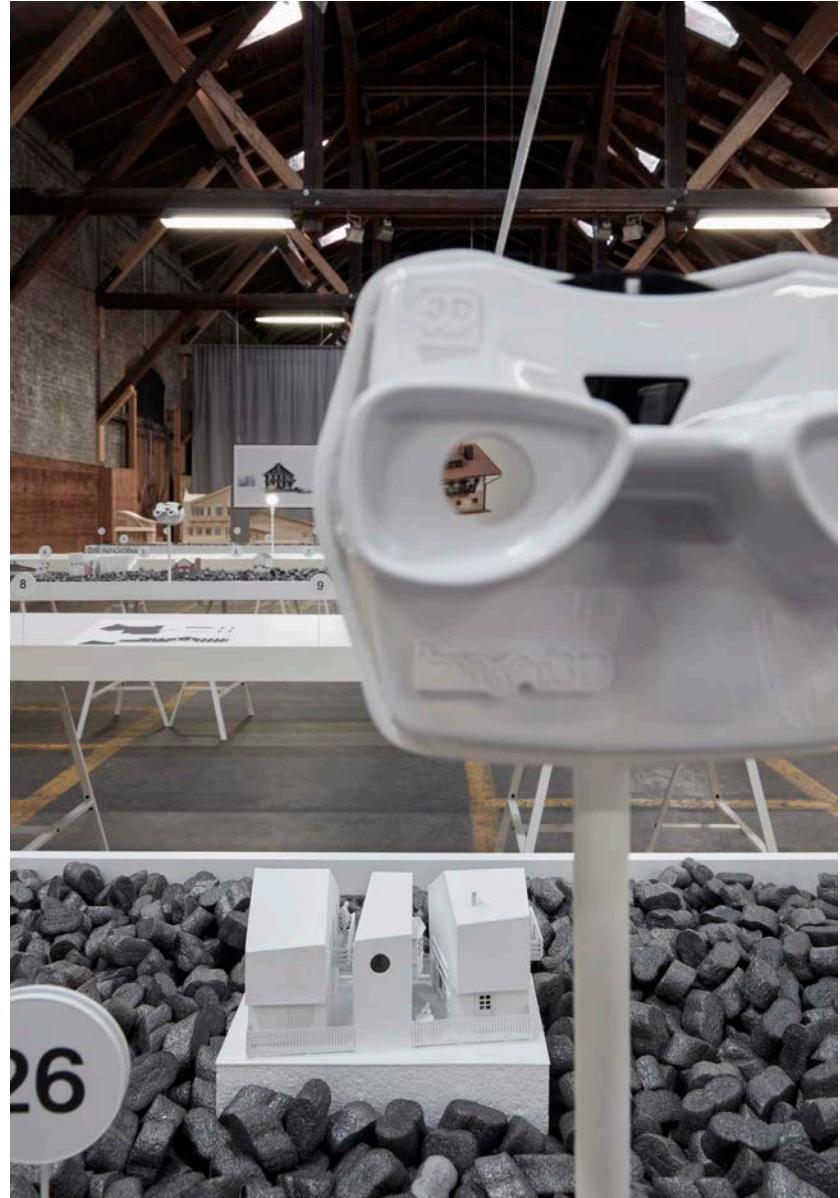
NEW GLARUS, WISCONSIN

Spread across the American landscape are enclaves that exude characteristics of their European antecedents. Towns such as: Frankenmuth, Michigan (after Germany); Solvang, California (after Denmark); or New Glarus, Wisconsin (after Switzerland) have been culturally appropriated by the aesthetic guidelines in the building codes. Highly curated and containing imported historic forms of traditional architectural styles, they exude what we can identify as »German«, »Dutch«, »Swiss« or »Swedish« design motifs.

New Glarus is an example of one such town. Founded by Swiss settlers in 1845, it evolved from being a dairy farming and cheese production village to a popular tourist destination. After suffering through an economic downturn, it discovered a way of survival by embracing the architectural image of its cultural heritage, to appeal to tourists. In 1950, local businessmen, some native to Switzerland, started »swissifying« their commercial building façades to appear more Swiss.

Since the 1990s, the city has regulated the production of new buildings via its building codes, most notably »Chapter 118: Building Construction, Article II: Swiss Architectural Theme«, to preserve the »Swiss« aesthetic of the town. These building guidelines describe typical elements of the Swiss Chalet style that evoke certain associations with familiar traditional Swiss building types. It refers to Swiss design examples through illustrations in seven picture books and a collection of photographs and postcards. These images portray a variety of traditional chalet styles in the cantons of Switzerland, but altogether the collection simplifies many very distinct versions of »Swissness« in architecture into a composed style that is recognizable as, simply, »Swiss«.



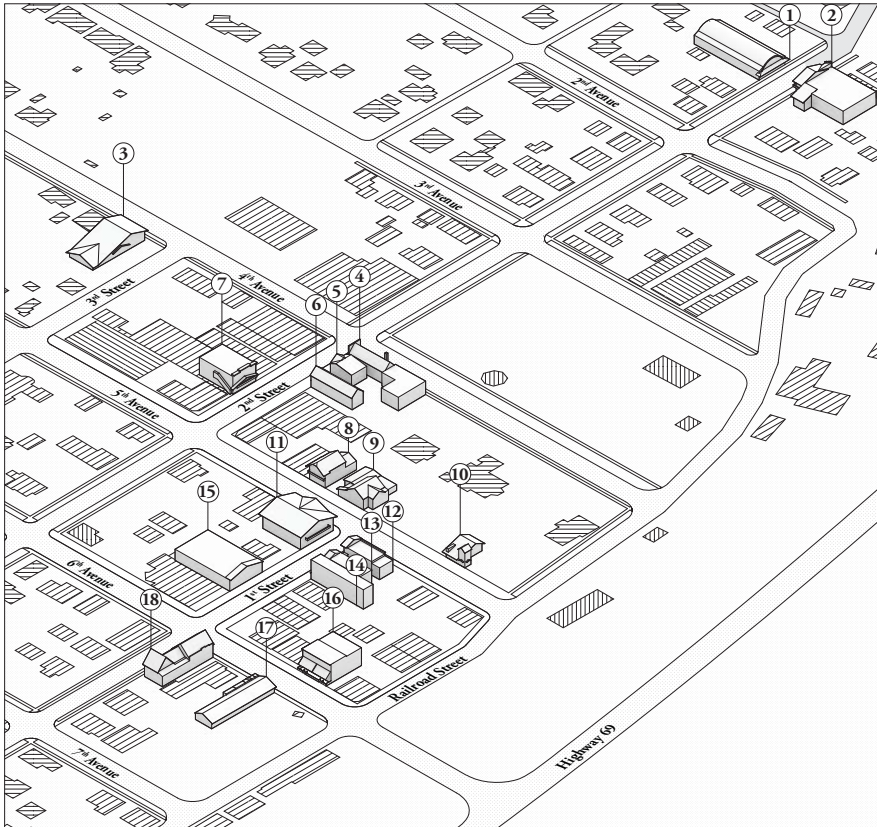


Swissness Applied exhibition Kunsthaus Glarus
Photography by Angelika Annen



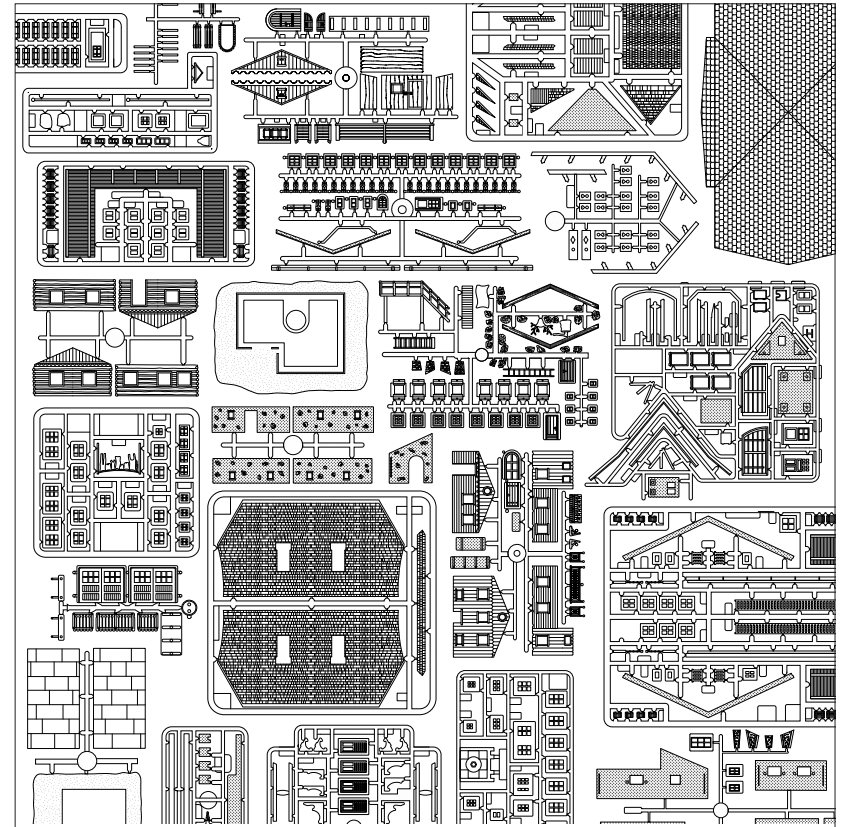
BUILDING CODE NEW GLARUS

CHAPTER 118; ARTICLE II: SWISS ARCHITECTURAL THEME



DOCUMENTATION

John what Henry 18 Models
Tell no Cabbage 18 Models



PROJECTION

It has as long as it 19 Models

Tell no Cabbage

CH Verzell kein Chabis Swiss Figure of Speech

US Tell no nonsense

18 Detail models (basswood) Scale 1:20.
Model size varies, max 20×50×20cm

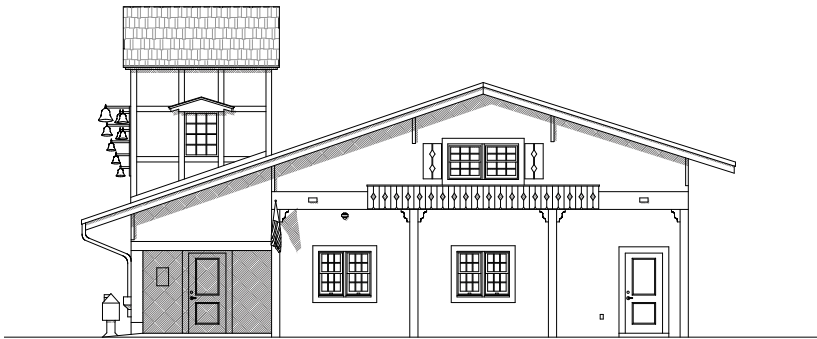
18 Elevation Drawings. Ink on matte paper. Scale 1:50.
Drawing size 50×50cm

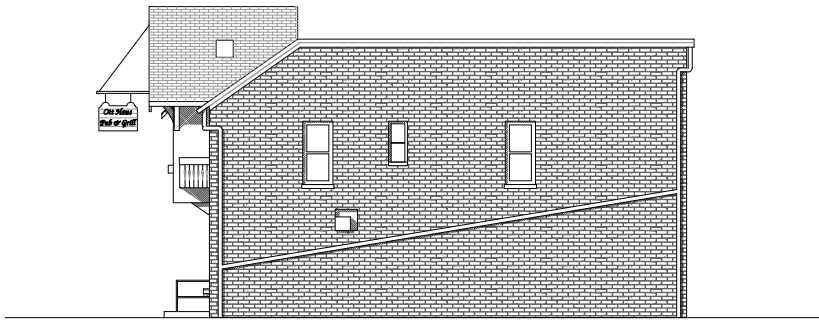
Tell no Cabbage

'Tell no Cabbage' documents eighteen corner conditions of selected buildings in New Glarus. Each monochrome model illustrates the construction and assembly details as a result of the written and photographic references of the Swiss Chalet Style of the building code. The outcome is a 'swissified' façade that is in contrast with the side elevations.

① - ⑱







5

Monochrome Model focus on assembly system
Example; Drawing and Model Photograph of House Ott

John what Henry

CH Hans was Heiri Swiss Figure of Speech

US It's all the same to me

18 Folding paper models. Paper. Scale 1:100.
Model size varies, max. 21×21×21cm

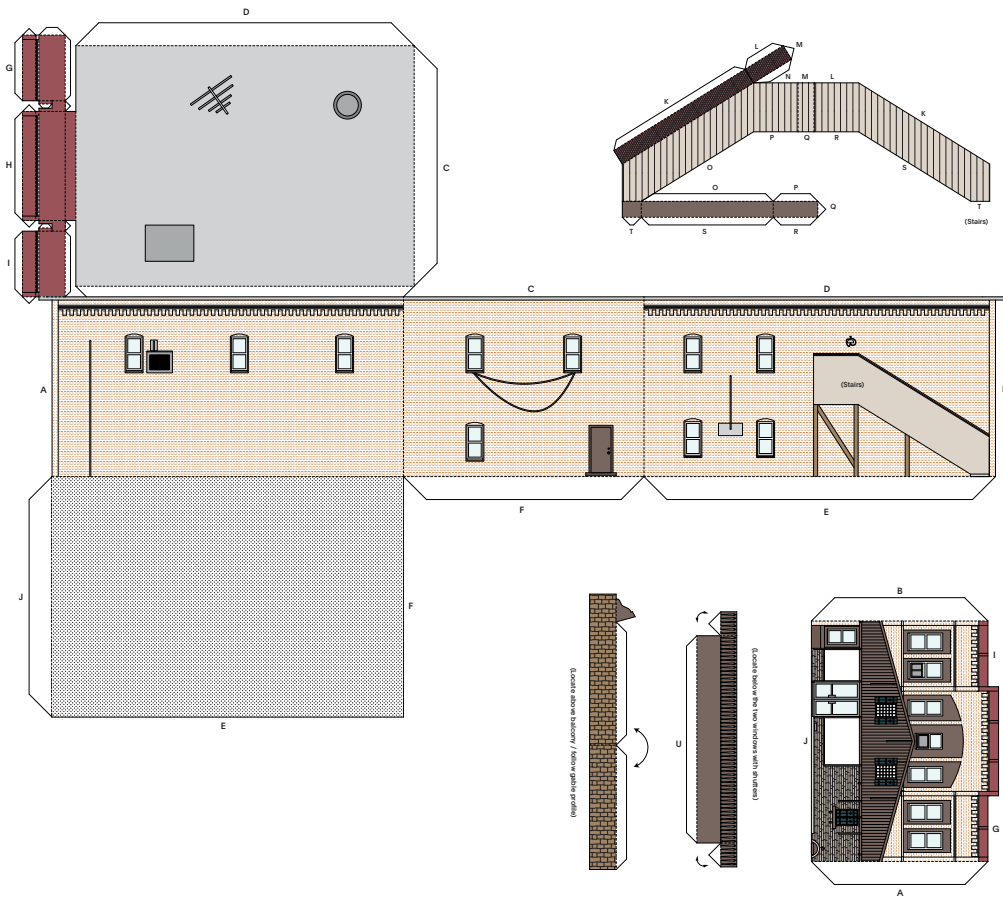
18 Unfolded Elevation Drawings. Ink on matte paper.
Scale 1:100
Drawing size 50×50cm

John what Henry

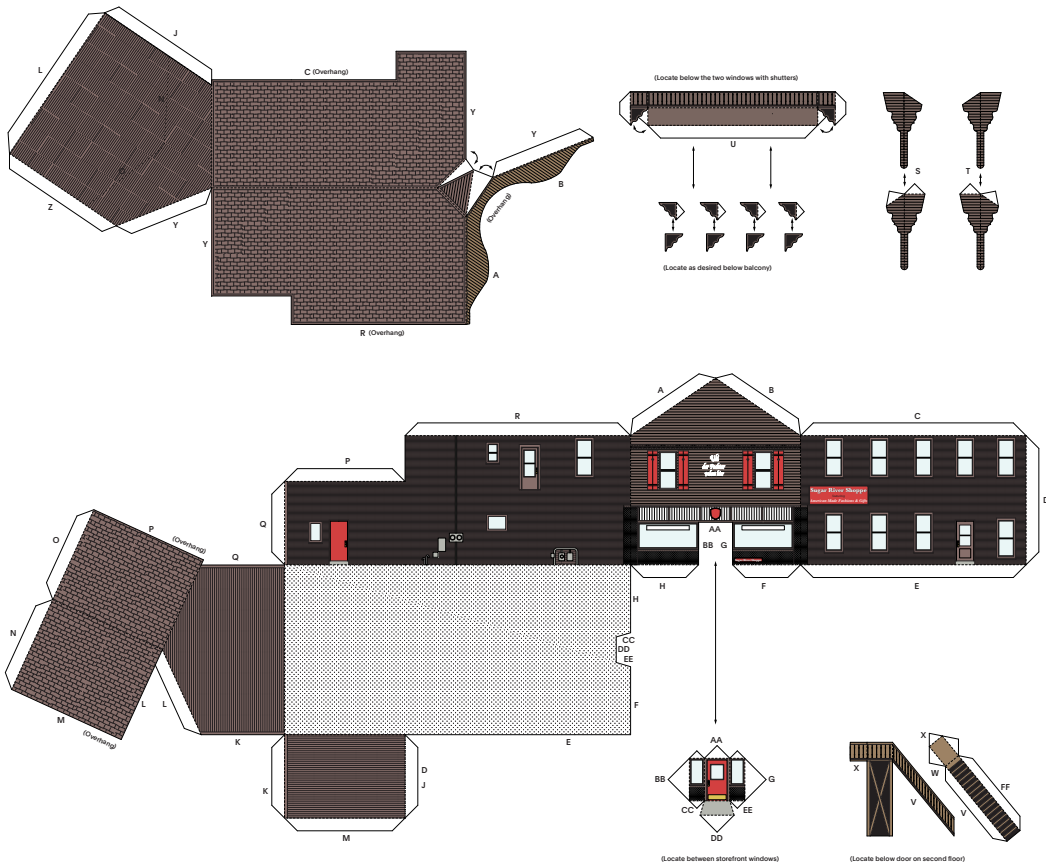
Eighteen selected buildings in New Glarus are represented as a Husami (model type). The Husami (Hus=House Mi=Origami) is an unfolded elevation with folding instructions that you can build yourself. The 'John what Henry' model series aim to examine the building forms that have been added on over time.

① - ⑱





18 husami (hus=house ami=origami). Folding paper models document building forms and elements. Example; Unfolded Elevation and Model Photography of Albion Swords



18 husami (hus=house ami=origami). Folding paper models document building forms and elements. Example; Unfolded Elevation and Model Photography of Sugar River Shoppe

It has as long as it has
CH S'Het so lang s'het Swiss Figure of Speech
US It's here until we run out

19 models. Plastic and styrene. Scale 1:85.
Model size varies, max. 15×15×15cm

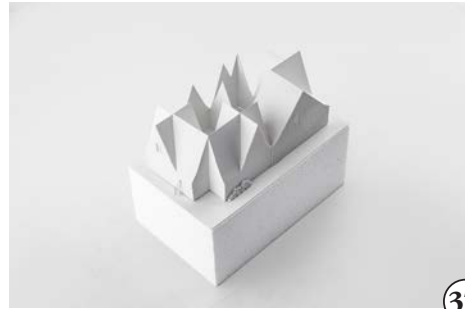
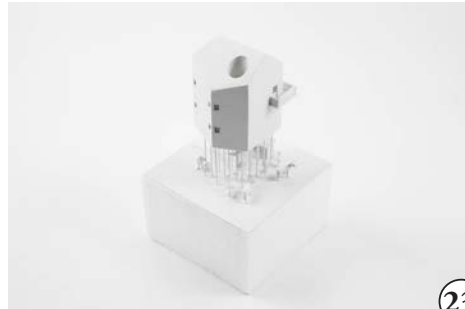
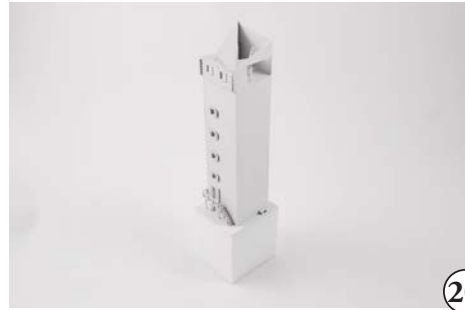
19 original Faller models. Plastic. Scale 1:85
Model size varies, max. 15×15×15cm

19 Elevation Drawings. Ink on matte paper. Scale none.
Drawing size 50×50cm

It has as long
as it has

'It has as long as it has' is a model series in which each building form is composed of parts of Swiss themed Faller models. The models lead to alienated building forms, whose combination of known building elements form a new whole. Some of these fictitious building forms show interiors that are habitable in everyday life.

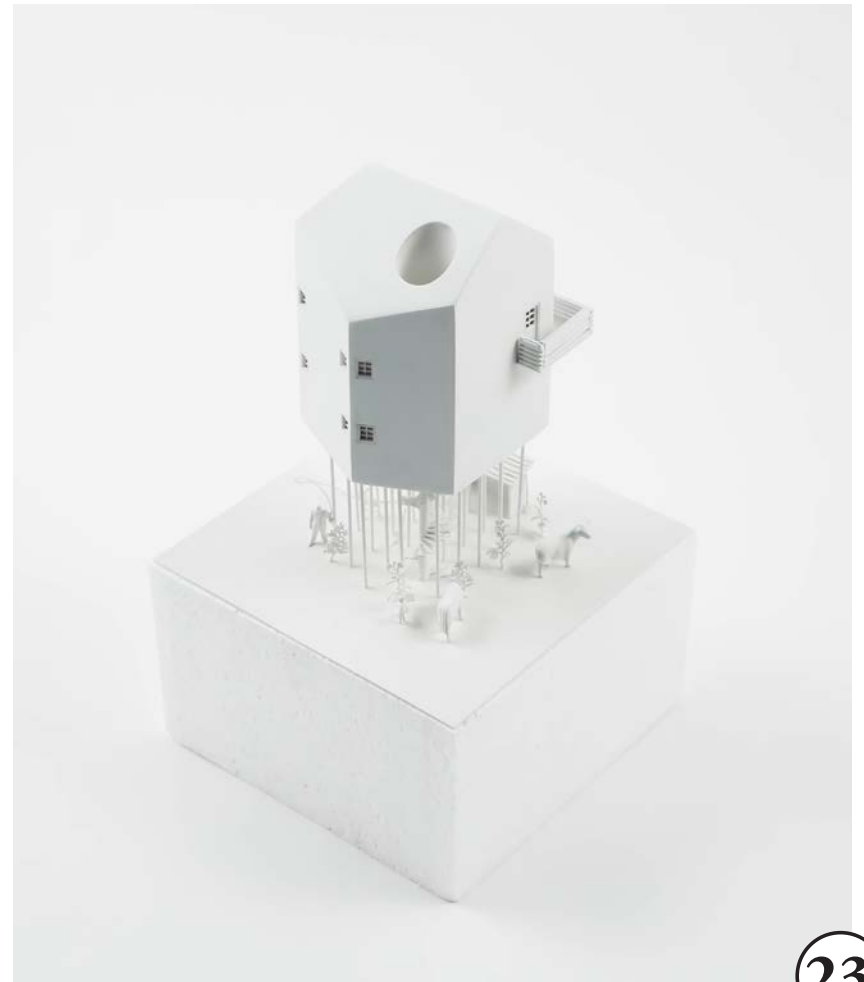
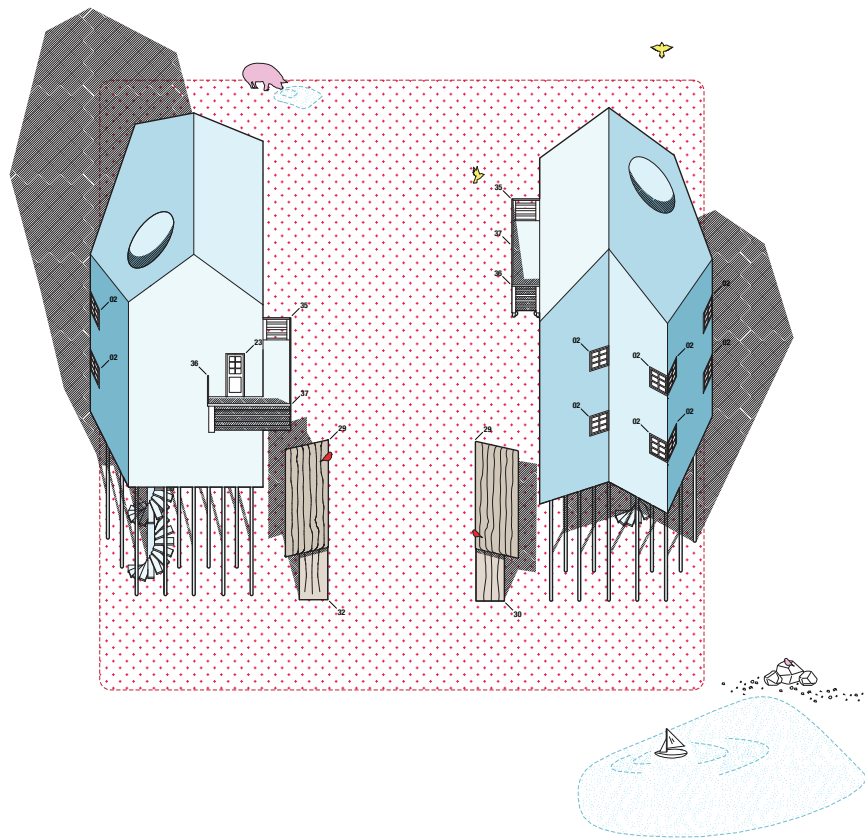
19 - 37

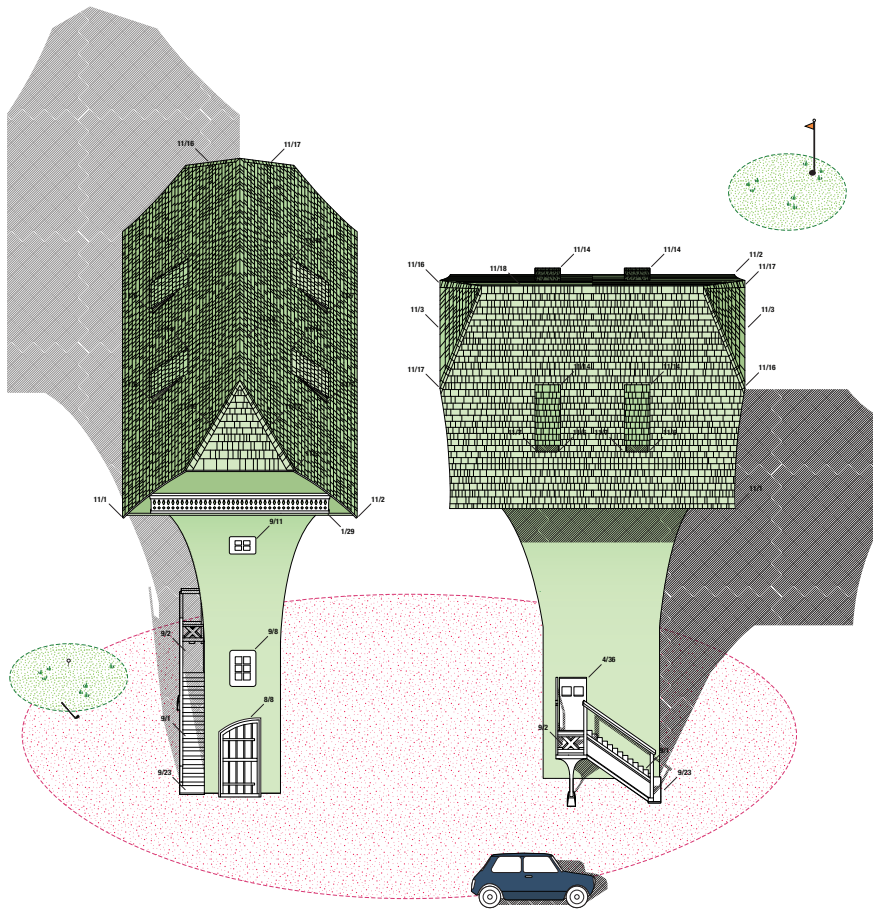


It has as long as it has Model Series



Faller Gebr., Schweizer Bergdorf 190053. Each Faller building becomes a new fictional design that could be built under the Swiss Architectural Theme Building Regulation





19 styrene models explore the potential of Swiss Themed Building Code
 Example; Oblique Elevation and Model Photography of Emmentaler Haus 190058