

**WESTMINSTER**

**RAE 2008, RA2 - H 30**

**COLLETTI, Marjan +  
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**Output 2 (Design)**

**LISBON BOOK FAIR**

## **Colletti, Marjan + Cruz, Marcos (2005), 75th Lisbon Book Fair**

### **General Description:**

The project was the centrepiece of the 75th Book Fair, which is every year located on the highest point of the Parque Eduardo VII in Lisbon. The park, built in 1943, is a protected area within the city, standing out for its clear geometric layout, inclined topography, points of perspective and extraordinary views over the city. This created an ideal setting for the building to be sited on the north-west edge of the park, projecting its main volume into the most exposed area of the central grass meadows.

The building was a low-budget temporary construction that included two independent structures: an auditorium for a minimum of 150 people linked to a self-service cafeteria, and a separate information pavilion. Differently from previous years, the proposal combined the auditorium and the cafeteria through a large outdoor staircase, which allowed the seating area of both cafeteria and auditorium to be extended to the outside. This solution created an amphitheatre-like condition that permitted users to experience the cultural activities in the auditorium from the outside, while using the cafeteria and at the same time appreciate the vistas of the city through a large window behind the stage inside.

### **Research Questions:**

A fundamental question for this design was to find ways of how to use the program, site and budget impositions to create a low-tech yet sophisticated and highly experiential building. For that a further question emerged how to utilise digital modelling and manufacturing technologies within this extremely tight budget and construction schedule to create such a piece of public infrastructure.

### **Aims/Objectives:**

The first objective was to enhance the topographic and panoramic experience of the site through the correct placement of the building. The second objective was to maximise CAD and CAD/CAM technologies during the design process (6 weeks) in order to build this 1000 sq m pavilion in the shortest time (4 weeks). A third objective was to conceive a sustainable design in line with its temporary nature without damaging the protected vegetation of the park, as well as use materials that could be reutilised in other similar constructions.

### **Context:**

The proposal for the 75th Book Fair can be understood in the line of contemporary investigations in which highly innovative technologies are used in the design process (CAD and CAD/CAM) and applied to extremely low-tech and cheap construction techniques (total budget of €400,000). Such process allowed the project to be conceived in just 6 weeks, including detailing stage, and fully assembled in 4 weeks.

## Research Methods:

Several visits were made to the site in order to understand its inherent complexity and potential. Concurrently a variety of programmatic solutions, different site locations and the three-dimensional complexity of the building and its surrounding topography were tested through extensive 3D computer modelling and visualisations, which in turn allowed refining the overall shape of the building, accessibility, light conditions, colouration and its functional viability. These computer models were constructed with the same logic as the real construction on site, being regularly and quickly updated throughout the whole process.

An internal recyclable metal scaffolding and mdf cladding of the façades was chosen as the main construction of the building due to its low budget and temporary nature, and the speed of construction, as well as the impossibility to ground it with foundations.

A series of mdf panels were laser cut with the logo of the exhibition through which light was projected from behind, while the negative shapes of these letters were applied in other areas of the façade.

## Dissemination:

The project was published and exhibited in numerous places.

Exhibitions include: Habitar Portugal at the Centro Cultural de Belém in Lisbon (2006); The 238th General Summer Exhibition at the Royal Academy of Arts in London (2006); and the marcosandmarjan solo exhibitions Interfaces/Intrafaces at the iCP in Hamburg and TU in Braunschweig (2005).

Major articles and highly positive reviews on the project were published in a number of international magazines in continental Europe, including:

- Fabris, Luca Maria Francesco. 'Edifici temporanei per la Fiera do livro di Lisbona - Il rosso e il verde', *Costruire* #267 (Italy), September 2005, pp. 60-63.
- Salema, Isabel. 'Dois jovens arquitectos contra a geometria simétrica do Parque Eduardo VII', *Jornal Público* (Portugal), Quarta-feira 25 May 2005, p. 39.
- Burnay, Diogo. 'Pavilhão da Feira do Livro de Lisboa 2005', *JA Jornal Arquitectos* #220/221 (Lisbon), July-September 2005, pp. 92-95.
- Barreto, Pedro. 'Conversas em torno de um Lagarto Vermelho', *Arq./a - revista de arquitectura e arte* no.32 (Lisbon), July/August 2005, pp. 70-73.

The project was also featured in several Portuguese newspapers and more generalist publications, including articles by:

- Sampaio, Gustavo. 'A páginas tantas', in *Independente* (Lisbon), 25 January 2005, p. 31.
- Vitória, Ana. 'Encarar dificuldades com rosto rejuvenescido', in *Jornal de Notícias* (Lisbon), 25 May 2005, p. 41.
- Lucas, Isabel. 'A feira de todas as celebrações', *Diário de Notícias* (Lisbon) Quarta-feira 25 May 2005, pp. 38, 48.
- Avó, César. 'As feiras, como sempre', *Expresso* (Lisbon), 21 May 2005, p. 11.

Furthermore, there have been a number of authored articles on the Lisbon Book Fair pavilions, such as in:

- Colletti, Marjan; and Cruz, Marcos. 'Intervenções Temporárias na Feira do Livro 2005', *Habitar Portugal* (ed. Ana Vaz Milheiro), Lisbon: Ordem dos Arquitectos, 2006, pp. 148-49.
- Colletti, Marjan; and Cruz, Marcos. *marcosandmarjan - Interfaces/Intrafaces* (ed. iCP), Vienna/New York: Springer, 2005, pp. 48-55.
- Colletti, Marjan, and Cruz, Marcos. 'Feira Internacional dos Açores', *Ilhas* #17/18, Esp. Arquitectura, Ponta Delgada, Portugal, 2005, pp. 20-21, 29.

A full presentation of the building was made during the press conference on the 17 May 2005, as well as a live interview made by Ricardo Alexandre for the national Portuguese radio programme Antena I in 24 May 2005.

### **Esteem Indicators:**

It should be noted that marcosandmarjan architects were selected from a group of 10 architects present at the 'Metaflux' exhibition at the 2004 Venice Biennale by a panel of judges from the Lisbon Town Hall. The Lisbon Book Fair is considered one of the most prestigious events in the country. Due to the high number of visitors (up to two million people in three weeks) and the celebrations of its 75th year of existence 2005, this meant that the event attracted a lot of extra media attention, which reacted very positively to the design intervention.

An independent and highly positive review was published by Luca Maria Francesco Fabris in *Costruire* (one of the chief architecture magazines in Italy), leading to the choice of the project as the cover image of the magazine.



Image 1: Aerial view of Lisbon with Parque Eduardo VII and collage of intervention



Image 2: View of auditorium volume projected onto the central grass meadow of the park

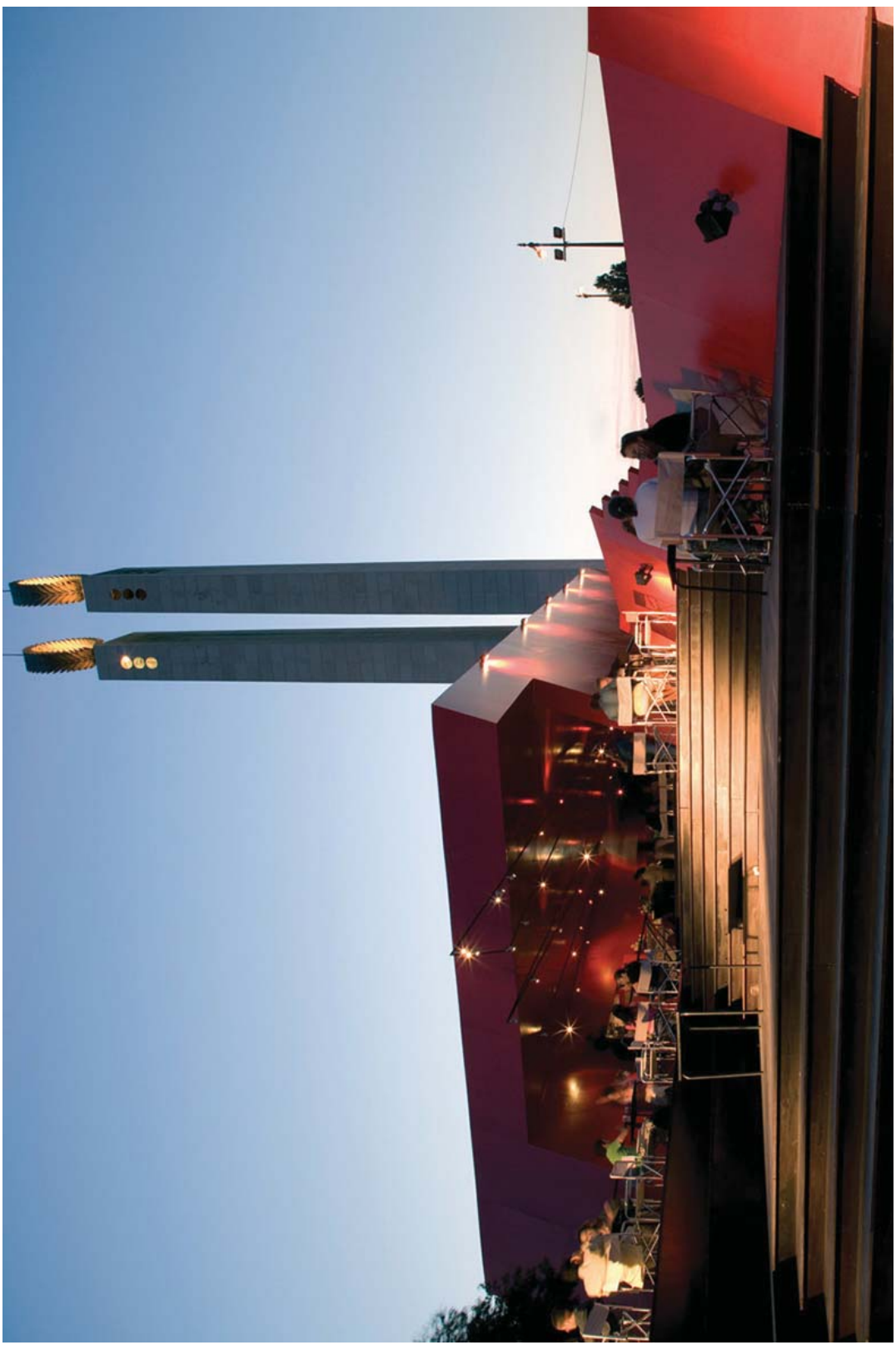


Image 3: View from inside the auditorium towards cafeteria with occupied staircases



Image 4: View from inside the auditorium of Lisbon (with castle in the background) through stage window

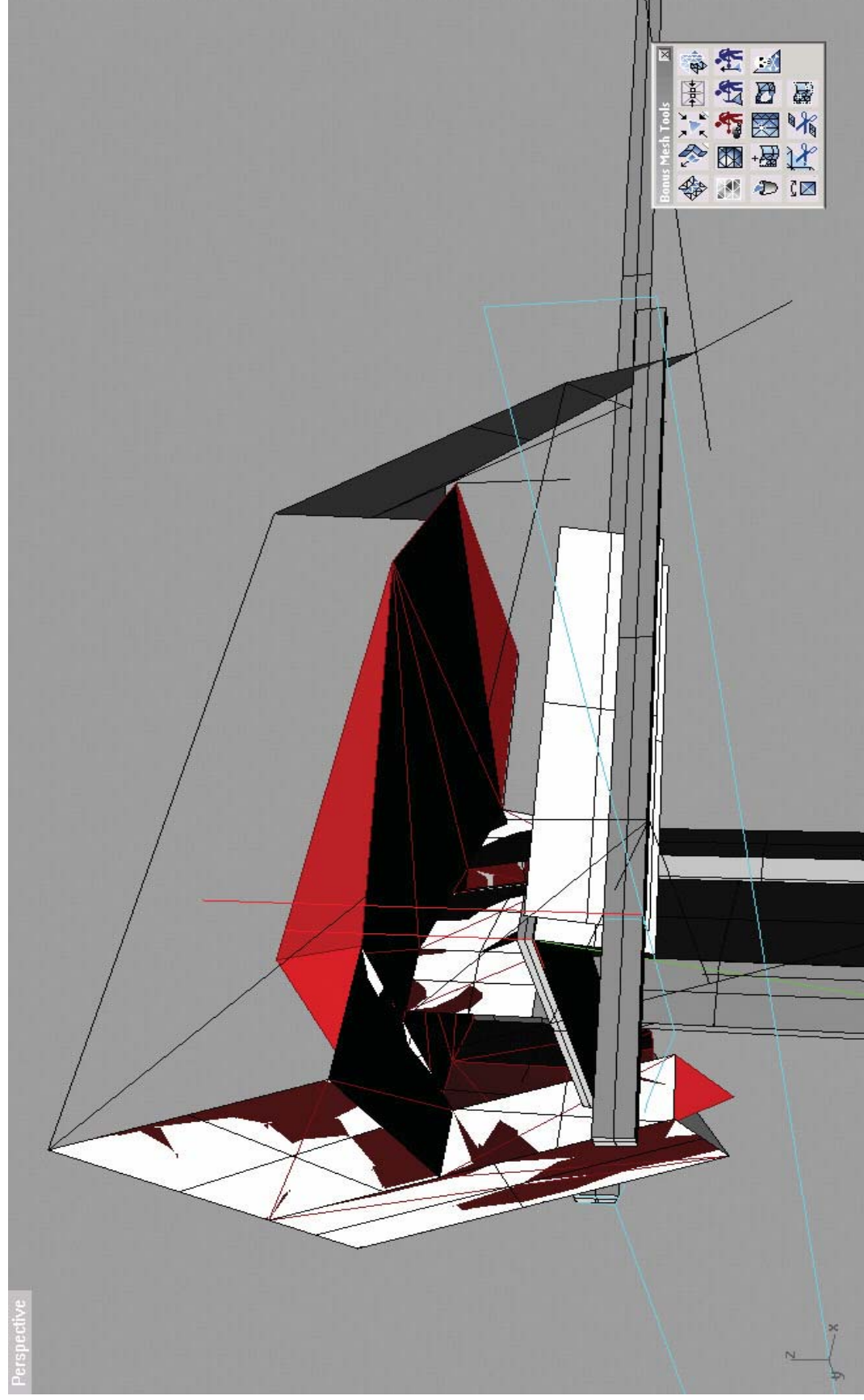


Image 5: Computer model 1 showing build-up of pavilion form



Image 6: Final construction of auditorium

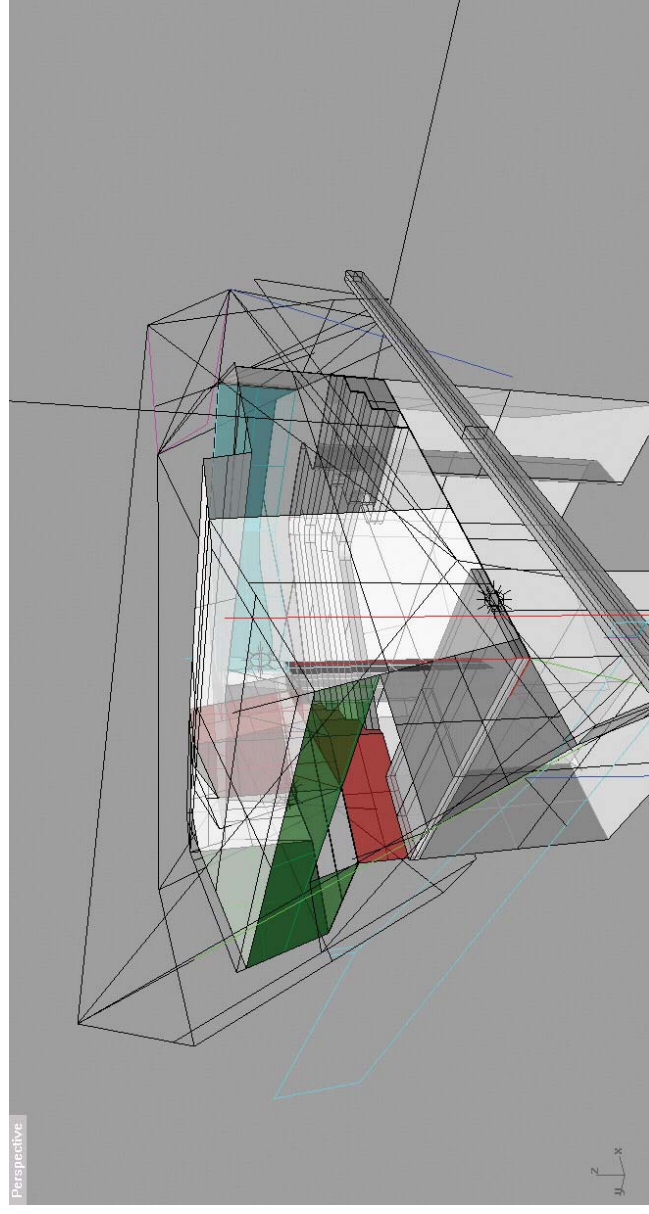


Image 7: Computer model 2 with three-dimensional reference in space



Image 8: Metal scaffolding as three-dimensional reference in space

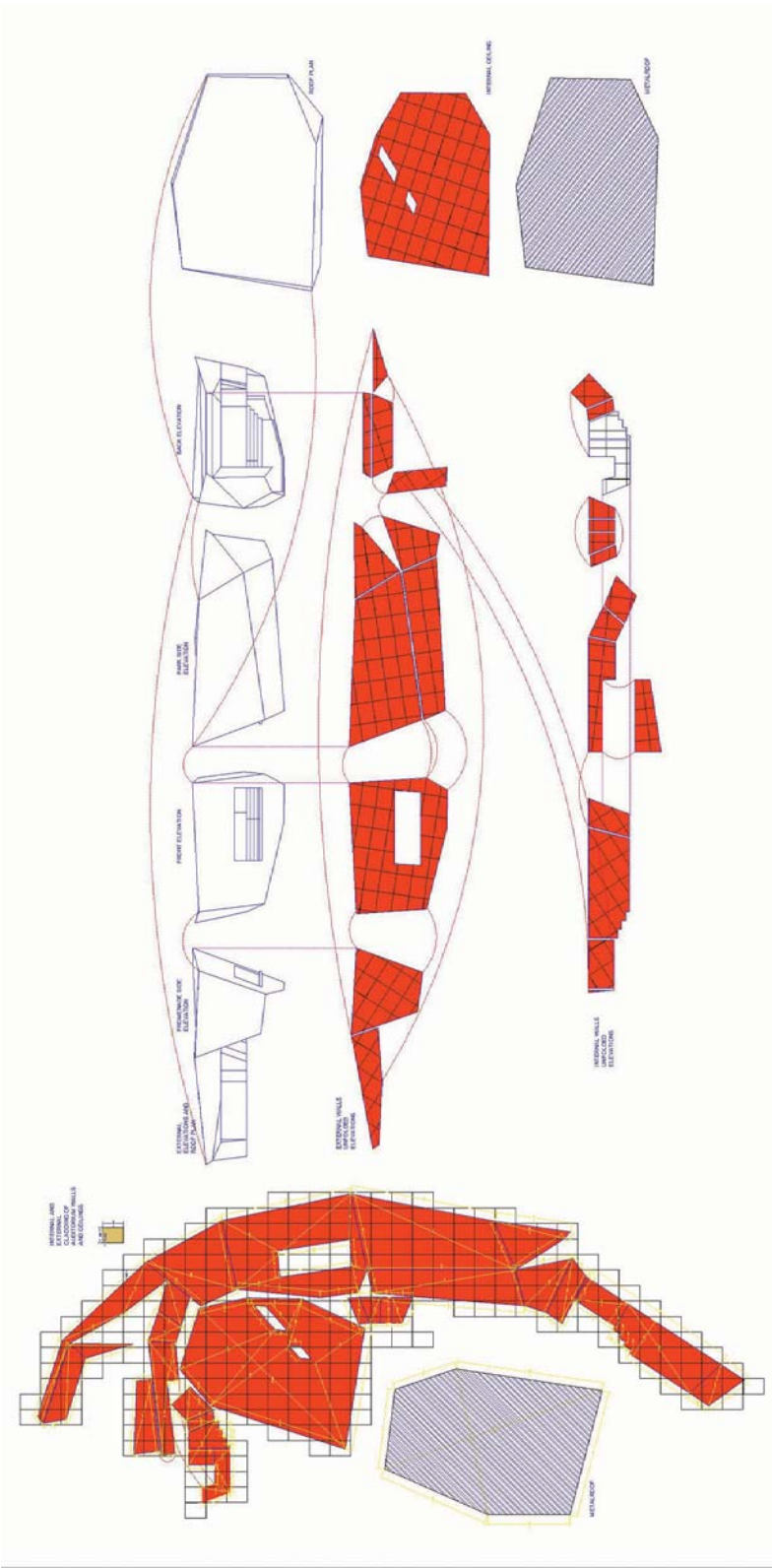


Image 9: Drawing of flattened-out mdf panels

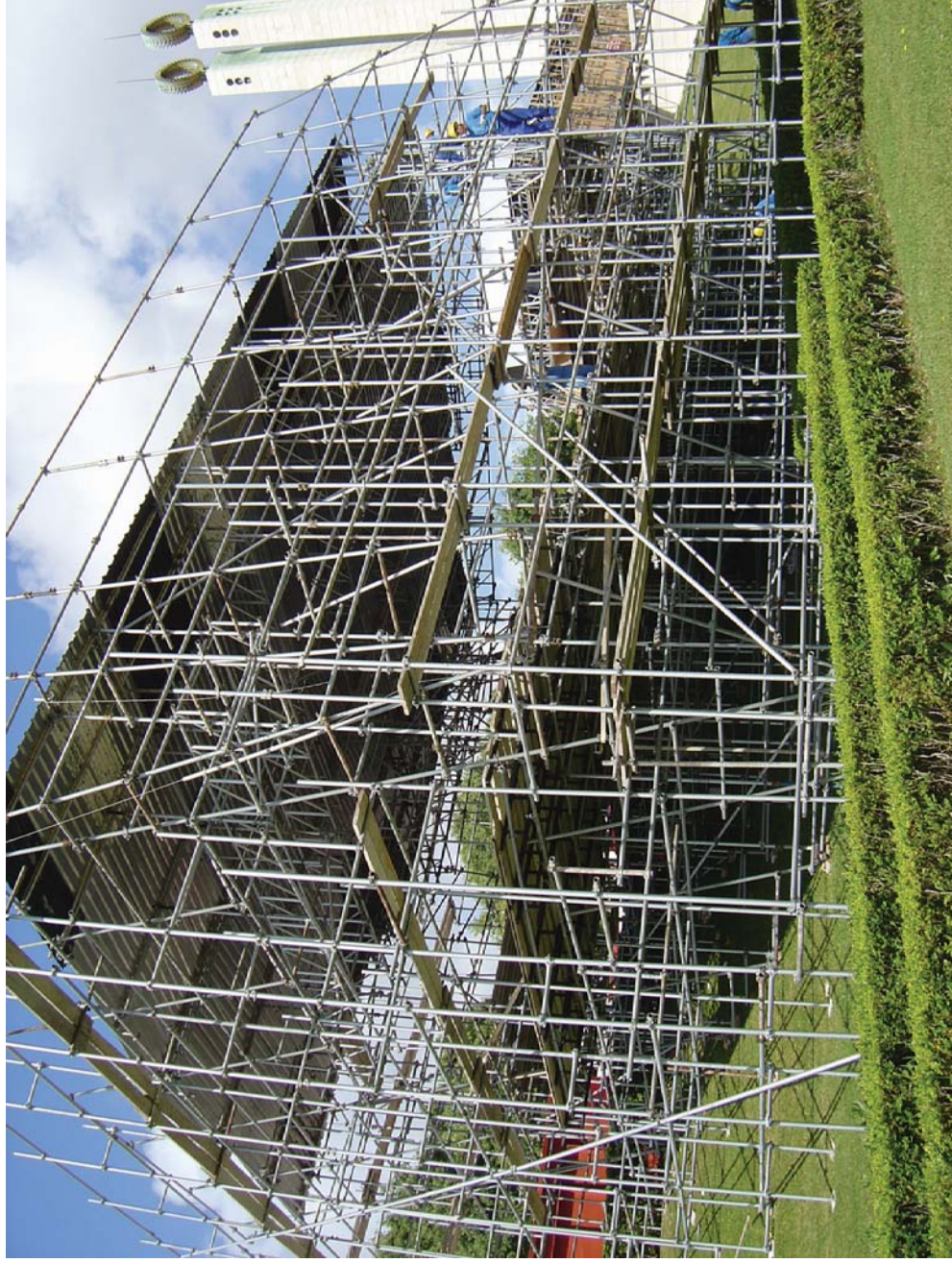


Image 10: Metal scaffolding of foundations