



TOURING EXHIBITION

younger audiences

SANDCASTLES

DREAM ARCHITECTURE

AN EXHIBITION-WORKSHOP BY JEAN-YVES JOUANNAIS

**Centre
Pompidou**

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JOUANNAIS

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WHY BUILD SANDCASTLES?

Sandcastles have an element of mystery to them. Thousands of small family clans over the generations have poured their energies into building and destroying sandcastles on the beach while on holiday.

This pastime has never been studied from a sociological or artistic point of view. We don't know why it doesn't encourage team work, much less collective thinking, in contrast to other leisure activities and sports.

This architecture and urbanism workshop is intended to be a social experience. The focus is on demonstrating the universal nature of this ritual by making it a joint effort. "Architectural firms" are set up for the purpose of building these temporary works based on a participatory approach.

Ultimately, the participants will design, create and document an entire city made of sand. A photograph will be taken after a host of amateur architects have finished collectively designing and building this utopian city over time.



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1 - GENERAL OVERVIEW

You're still on holiday. And you're building sandcastles on the beach. It's like a dream. But when you feel the sand between your fingers, you can tell it's real. Now imagine an architectural firm on the same beach!

You're going to build an entire city with a helping hand from Dale Murdock, the world champion sand sculptor. A single city, an amalgamation of the most beautiful cities that exist or existed in the past, from Babylon to Venice....

Like all architects, you start by designing your project: a skyscraper, a castle, a station, a museum, a factory, and so forth. Then you are given access to the construction site. Tonnes of sand, buckets, shovels and spades are the tools of your illustrious trade. You are a sand city builder. Everything is possible there. Mix fantasy with reality! Your sand sculptures will be kept intact and displayed as part of the exhibition in the activity area.

2 - BIOGRAPHY OF JEAN-YVES JOUANNAIS

Writer and art critic Jean-Yves Jouannais was editor-in-chief of the review *Art Press* from 1991 to 1999. He taught contemporary art at the University of Paris VIII.

He has organised exhibitions including: *Histoire de l'infamie* at the Venice Biennale (1995), *Domaine Pommery* in Reims (2005), *La Force de l'art 02* at the Grand Palais in Paris (2009) with Jean-Louis Froment and Didier Ottinger and *Topographies de la guerre* at Le Bal in Paris (2011).

He is also the author of works including *L'Usage des ruines* (2012), *L'Idiotie : art, vie, politique – méthode* (2004), which won first prize at Le Livre et l'Art festival in 2004, *Des nains, des jardins. Essai sur le kitsch pavillonnaire* (1993) and *Les barrages de sable - Traité de Castellologie littorale* (2014).

He was editor-in-chief of two shows dedicated to contemporary art for the Franco-German TV channel Arte.

La Revue (2002-2004) and *Exhibition* (2004-2006).

Since 2008, he has "publicly written" a book called *Encyclopédie des guerres* in a series of lecture-performances at the Centre Pompidou.



3 - BIOGRAPHY OF DALE MURDOCK

Dale Murdock is famous for his monumental sand sculptures and for winning the title of "World Sandcastle Champion" several times over. He discovered the possibilities of this material after studying art in Canada. He has since become known for his indoor sculptures as well as outdoor works. He was invited to take part in this exhibition by building a monumental sandcastle, which will remain on display throughout the exhibition.



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4 - SPACE

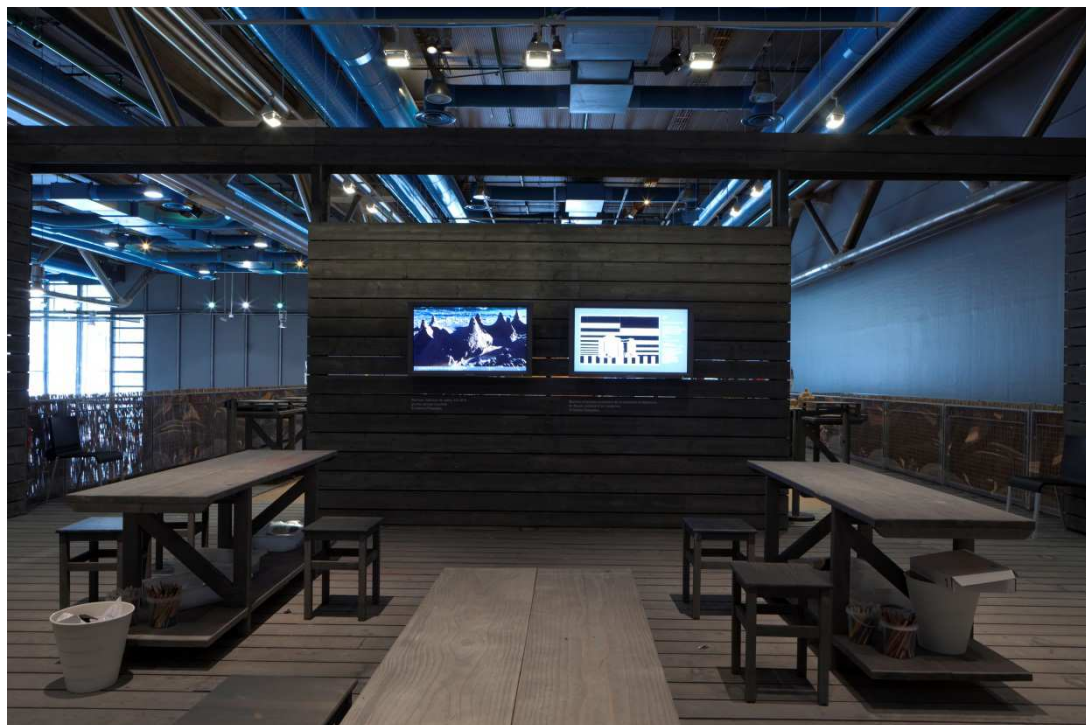
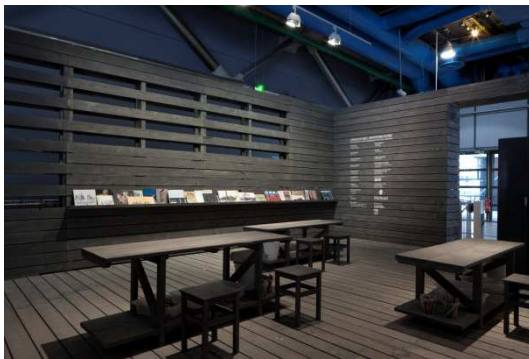
The exhibition-workshop is divided into 3 areas where the visitor is invited to take turns as an actor and an onlooker.

An architectural firm

This is the first space, a space where you can reflect and work on your design. Everything will be provided for designing your building project (pencils, sheets of paper, tables, etc.)

Get into teams, come up with ideas and imagine different scenarios.

Images borrowed from the Museum's architecture collections will be on show: drawings, sketches, perspectives, and more. This is a way to discover projects, whether they have been carried out or not, and present a wide range of forms to stimulate the audience's imagination.



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Construction sites

The challenge is to create the most beautiful and most original edifices out of sand on removable trays in a limited time, using the drawing plans as inspiration. In the hands of each sculptor, mounds of sand will become towers, factories, bridges, museums, etc. Each group will then "baptise" their building and place it on the drying table so the next team can get to work on creating an even bigger, taller building...



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Construction sites



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A sculpture "*in situ*"

Sand sculptor Dale Murdock will create a sand sculpture on site.

Visitors will discover this installation and use it as a source of inspiration for the creation of their own sand sculptures.



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5 – ACTIVITIES

Workshop duration: between 1 hour and 1 hour 30 minutes to discover all the materials.

1 facilitator per 15 people maximum.

Capacity: 30 people maximum

School trips:

For children aged 6 and up.

We can accommodate two classes of up to 30 children at the same time.

Individual visits:

Children aged 5 and up accompanied by an adult.

The Centre Pompidou provides educational training for its workshop facilitators. The Centre Pompidou is responsible for choosing a trainer for facilitators under the direction of the Exhibition Curator.

Duration: 1 full day with facilitators and monitoring of the first few activities.

Partners are responsible for the purchase of consumables for the exhibition.



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6 - TECHNICAL AND FINANCIAL INFORMATION SHEET

- ✓ Rental cost: on request
- ✓ Insurance: covered by the Centre Pompidou
- ✓ Required floor space: between 150 m² and 300 m²
- ✓ Truckload: 70 m³
- ✓ Composition of the exhibition: 14 crates + 1 polystyrene stand
- ✓ Storage space: 20 m²
- ✓

ADDITIONAL COSTS TO BE COVERED BY THE PARTNER:

- ✓ round-trip transportation
- ✓ reinforcement of the floor for the artist's sand structure and tubs of sand if required
- ✓ protection of the floor (tarpaulin + SISAL floor covering)
- ✓ production of signs
- ✓ remuneration of the artist Dale Murdock for the construction of a sandcastle (€350 excl. tax per day/7 days minimum, which comes to €2,450 in total excluding tax)

Equipment provided:

- ✓ sand for building the artist Dale Murdock's Castle (3 tonnes)
- ✓ sand for activities (2 tonnes)
- ✓ a shovel for transporting sand
- ✓ educational: consumable materials (colour pencils, sheets of A4, etc.)
- ✓ hand sanitizer for the audience's hands (1 litre bottles)
- ✓ 100 spray bottles (the number may vary depending on the length of the exhibition)
- ✓ IT/audiovisual: two 50" LCD screens + DVD player

Staff provided:

- ✓ 4 packers to install and dismantle the exhibition (to be costed)
- ✓ A lighting engineer + lighting (directional spotlights for the entire installation)
- ✓ mediators provided (1 facilitator per 15 children)
- ✓ maintenance + upkeep of the activity space (2 people 1 hr/day)
- ✓ Safety barriers to protect the artist Dale Murdock's sandcastle.

ROLES (5 roles), all expenses covered (transport, accommodation, meals) for:

- ✓ the exhibition curator or an education officer from the Centre Pompidou to help set up the exhibition, train facilitators, take part in the exhibition opening and oversee the first few events.
- ✓ the artist Dale Murdock to create the Sandcastle
- ✓ the project manager from the Centre Pompidou to carry out the installation and dismantling of the exhibition
- ✓ a manager from the touring exhibition team to carry out an inventory and help dismantle the exhibition