

Super-modernisme of subsidie-modernisme?

David Mulder, Marc Koehler en team

Hypothese

De economische recessie en de afname van overheidssubsidies op het gebied van architectuur, kunst en design hebben een remmend effect gehad op het aantal experimentele architectuurprojecten van de *SuperDutch*-generatie in Nederland. Neotraditionalisten duiken in dit gat in de markt. Het professionele speelveld van de avant-garde verplaatst zich van publieke naar private opdrachten, van het institutionele naar het commerciële en van het prestigieuze naar het alledaagse. Nieuwe, eveneens op experiment gerichte bureaus zoeken naar kleinere opdrachten, zijn pragmatisch en flexibel en ontwikkelen een 'pop-vernacular' architectuur waarin het experiment gezocht wordt in de realiteit van het alledaagse.

Supermodernism or Subsidy-modernism?

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Hypothesis

The economical recession and decrease of public funding has a diminishing effect on the number of experimental projects built in the Netherlands by the original *SuperDutch* generation. Neo-traditional architects are conquering a growing market niche. The professional field of the avant-garde is shifting from the public to the private, from the civic to the commercial and from the prestigious to the vernacular domain of architecture. New experimental offices compete for smaller projects, are pragmatic and flexible and develop a kind of pop-vernacular architecture where the experiment is rooted in the banal reality of the everyday.

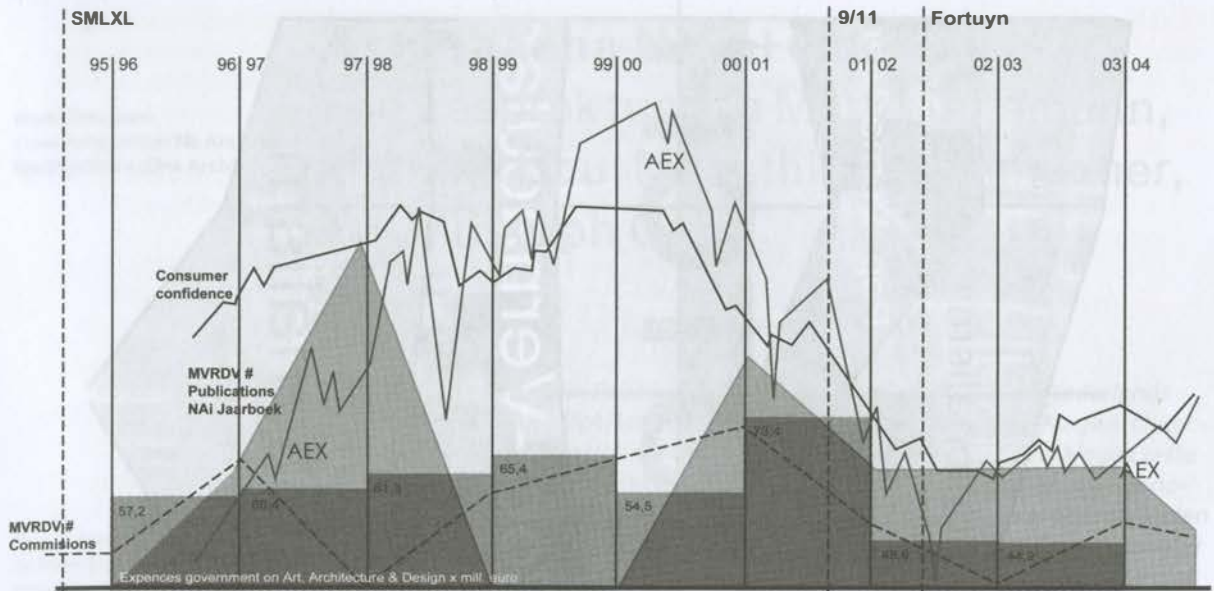
Generaties Generations

Selectie gebaseerd op: Selection based on:

- *SuperDutch*, Nijmegen 1999; '9+1', tentoonstelling exhibition, NAI, 1998
- Hans Ibelings, *Onmoderne architectuur/Unmodern Architecture*, Rotterdam 2004
- 'De nieuwe elite', tentoonstelling exhibition, Arcam, 2004
- 'What's Next?', tentoonstelling exhibition, ABC Haarlem, 2005

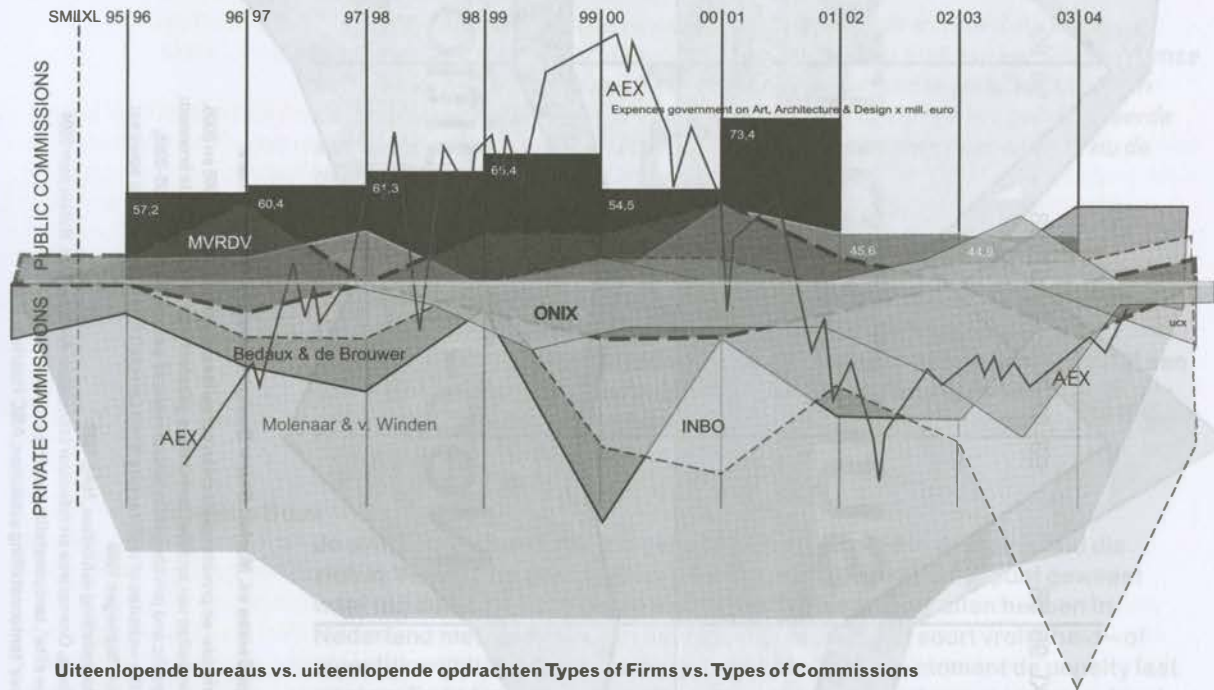
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- OMAJAMO [1944]
- Soeters Van Eldonk Ponck [1947]
- Jo Crepain [1950]
- Oosterhuis.nl [1951]
- Koenvan Velsen [1952]
- Scala-Architecten [1954]
- Molenaar van Winden [1955]
- Wiel Arets [1955]
- Mecanno [1955]
- Doh [1956]
- DPB [1956]
- Erick van Egeraal [1956]
- Scala-Architecten [1956]
- Molenaar van Winden [1956]
- UN Studio [1957]
- Mondlab [1958]
- MVRDV [1959]
- Unstudio [1959]
- Nautelings Riedijk [1959]
- NOX [1959]
- Drost + Vanveen [1960]
- Bosch Haslett Architects [1960]
- Vesib [1960]
- Mir & Skelton [1960]
- Onix [1961]
- Kortliffe Subramacher [1961]
- Bosch Haslett Architects [1961]
- Drost + Vanveen [1961]
- Oriont Medic en Parc Puljiz [1961]
- Endry van Welzen [1961]
- Nia wen [1961]
- Marx & Skelton [1961]
- NL Architects [1962]
- Branens Medic en Parc Puljiz [1962]
- Onix [1963]
- 24h Architecture [1963]
- Arona Gelauff [1963]
- Kortliffe Subramacher [1963]
- WingenderHovenier [1963]
- S333 [1964]
- MVRDV [1964]
- Search [1964]
- 3330 [1964]
- Neudalinge Roodij [1964]
- Micha de Haas [1964]
- Search [1965]
- VMX Architects [1965]
- B A R [1965]
- MVRDV [1965]
- S333 [1965]
- VMX Architects [1965]
- WingenderHovenier [1965]
- Krill [1966]
- Lubbers Van Bergen Kolpers [1966]
- Daf Architecten [1966]
- D A R [1966]
- Casanova Hernandez [1967]
- Blue Architects [1967]
- Casanova Hernandez [1967]
- Krill [1967]
- NL Architects [1967]
- Abelker Kempe Thiel [1968]
- 24h Architecture [1968]
- Arona Gelauff [1968]
- Blue Architects [1968]
- Daf Architecten [1968]
- Sponge [1968]
- Maurer United [1969]
- Maurer United [1969]
- Studio Sputnik [1970]
- Urban Affairs [1970]
- Blue Architects [1970]
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- Urban Affairs [1970]
- Tom Franzen [1971]
- Argheving [1971]
- Abelker Kempe Thiel [1971]
- Urban Affairs [1971]
- Studio Sputnik [1971]
- Studio Sputnik [1971]
- Jac [1971]
- Argheving [1972]
- Next Architects [1972]
- Urban Affairs [1972]
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- uc [1973]
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- megla [1974]
- Sponge [1975]
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- Marc Koehler [1977]
- Memardutch [1979]
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Politieke en economische context van SuperDutch Political + Economical Context of SuperDutch

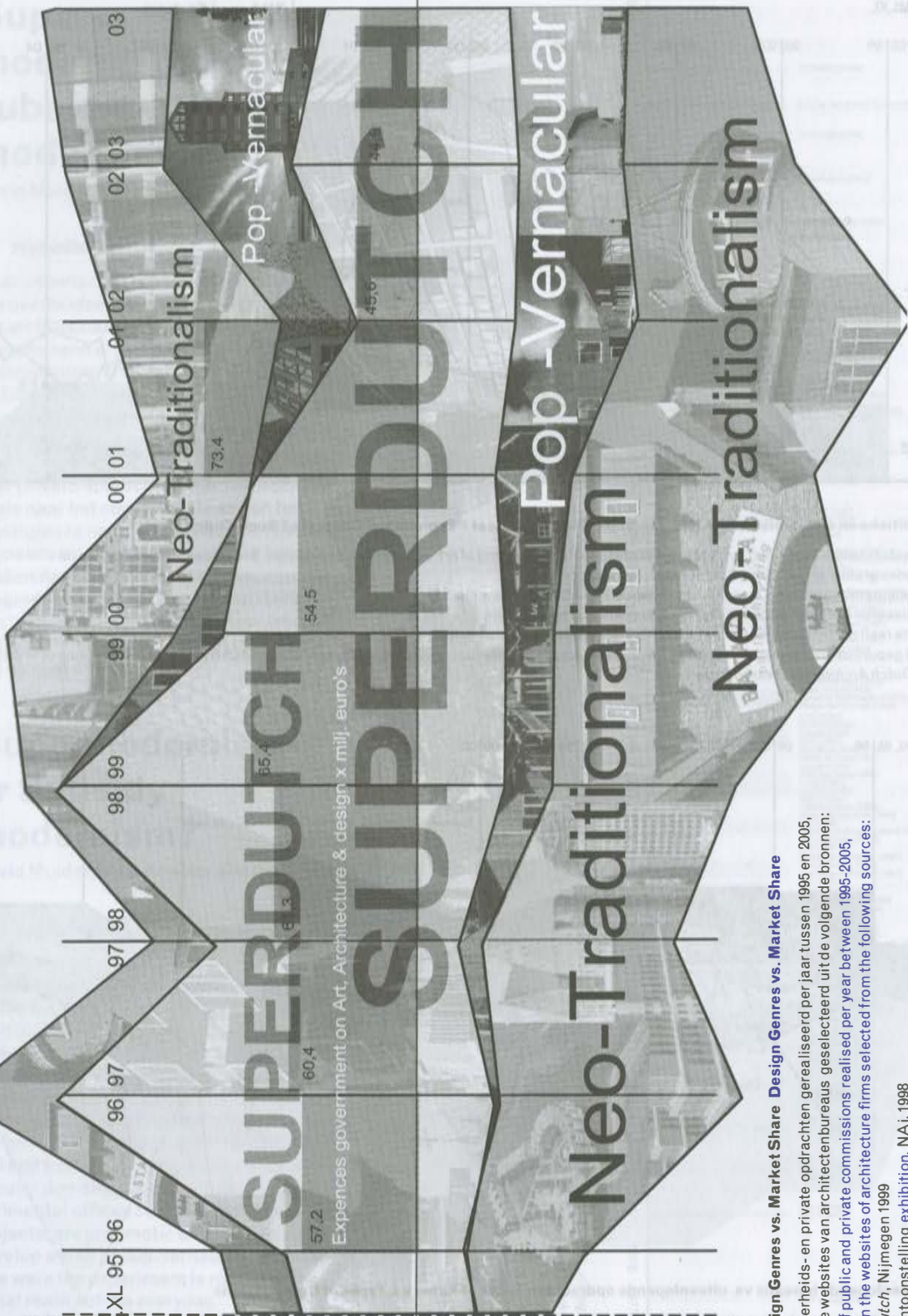
- Overheidssubsidie voor kunst, architectuur en design. Public funding of art, architecture and design. Bron Source: www.minocw.nl
- AEX index grafiek graph. Bron Source: www.euronext.com
- Consumentenvertrouwen. Consumer confidence. Bron Source: www.cbs.nl
- Gerealiseerde MVRDV-projecten in Nederland volgens hun website Projects realized in the Netherlands by MVRDV according to their website
- Aantal gepubliceerde projecten van MVRDV in het Jaarboek Architectuur in Nederland tussen 1995 en 2005 Number of publications of MVRDV in the Dutch Architecture Yearbook between 1995-2005



Uiteenlopende bureaus vs. uiteenlopende opdrachten Types of Firms vs. Types of Commissions

- Aantal overheids- en private opdrachten gerealiseerd per jaar tussen 1995-2005 door bureaus van verschillende generaties en signatuur. Bron: websites van de geselecteerde bureaus. Number of public and private commissions realised per year between 1995-2005 by a selection of offices from different generations and genres. Source: websites of the selected architecture firms

SMI XL 95 96 PRIVATE COMMISSIONS PUBLIC COMMISSIONS



Design Genres vs. Market Share Design Genres vs. Market Share

- Aantal overheids- en private opdrachten gerealiseerd per jaar tussen 1995 en 2005, volgens de websites van architectenbureaus geselecteerd uit de volgende bronnen:
- Number of public and private commissions realised per year between 1995-2005, counted on the websites of architecture firms selected from the following sources:
- *SuperDutch*, Nijmegen 1999
- '9+1', tentoonstelling exhibition, NAI, 1998
- Hans Ibelings, *Onmoderne architectuur Unmodern Architecture*, Rotterdam 2004
- 'De nieuwe elite', tentoonstelling exhibition, Arcam, 2004
- 'Gonnabeez' tentoonstelling exhibition, ABC Haarlem, 2005