

Press release

A NEW WELCOME MK&G OPENS NEW FOYER



Hamburg, June 2023 – After four and a half months of renovation work, the Museum für Kunst und Gewerbe Hamburg (MK&G) can now welcome visitors with a new foyer. The reception area was redesigned by the Hamburg firm Studio Besau Marguerre. The design concept focuses in particular on clear routing and rapid orientation for visitors. A new colour scheme and improved acoustics create a pleasant atmosphere. Both the visitor experience and security in the museum are enhanced while services are taken to a new level.

A NEW ARCHITECTURAL LAYOUT OF THE FOYER OF THE MK&G

The spatial reorganisation and easing of reception sequences were based on observing visitor flows. Now, a clear guidance system ensures the safety, protection from infection and well-being of both guests and staff. The reception desks were realigned along the visual axis leading from the entrance door for better orientation. Cloakrooms and lockers are positioned behind the reception area, in keeping with the logical sequence of a museum visit while allowing for consistent social distancing.



In addition to the meeting point in the centre of the foyer, underneath Stuart Haygarth's "Tide 200" chandelier (2018), two new lounge areas greet visitors upon entering. To the left of the entrance, a classic lounge with comfortable sofas is an inviting spot to linger and relax.

Changing artworks from the Fund for Young Design residency programme will be displayed here.

A media lounge to the right has a long table offering literature on the themes treated in the exhibitions. School classes can meet in this area, for example, or events can be held. Exhibition posters from the MK&G's diverse programme set the mood.



A NEW INTERIOR CONCEPT

The new colour scheme developed by the Hamburg based studio serves as a guidance system, using three main tonal families – vivid blue, bright yellow and four shades of terracotta. From the brilliant blue of the cash desks, visitors are intuitively guided into the side rooms through four colour gradations – from pale pink to dark terracotta. The three basic hues echo the historical colour scheme of the coffered ceiling in the vestibule, but interpreted in a contemporary way. A lighting concept further enhances the ambience, with uniform and warm ceiling lighting complemented by spotlights for selected accents.

Another quote from the existing architecture and a major design element is the round form, which can be found for example in the reception desks, furniture and curtain rails. Derived from the round arches of the historical building, this shape makes the space feel harmonious and coherent.



A congenial atmosphere is furthermore ensured by soft and warm materials such as wood, wool and hand-tufted carpets, all of which increase the feel-good factor and have been chosen by Studio Besau Marguerre for the furnishing of the open space. Cosiness is also conveyed by the curtains hung in a semi-circle, improving the acoustics of the space. Likewise contributing to better sound quality is a new acoustic ceiling and acoustic panels on the walls. Carpets and textile furniture, some of it custom-made for the museum, help to further reduce reverberations.



In the course of the redesign, the security situation in the entrance area had to be reassessed. As a result, a power distribution system was relocated from an escape route to the basement and additional safety lighting was installed. For improved, barrier-free navigation of the space, a tactile guidance system was installed on the ground floor. The restrooms were also enlarged and modernised.

The redesign of the reception area was carried out in cooperation with Sprinkenhof GmbH and in accordance with guidelines set by Hamburg's Ministry of Culture and Media and Monument Protection Office. Also involved in the project were SWP Architekten, Wittmaack Ingenieurgesellschaft from Elmshorn and Licht 01 Lighting Design from Hamburg.

Tulga Beyerle, Director of the MK&G: "Our new foyer is an excellent example of contemporary design made in Hamburg! Studio Besau Marguerre has succeeded in significantly improving service quality for our guests while creating a friendly and welcoming atmosphere that makes for an agreeable experience upon arrival at the museum. With our inviting foyer we are opening up the museum even more to the urban space – a key concern for me."

"We found redesigning the MK&G foyer to be an especially enjoyable task. This is where visitors get their first impression of the museum. So we endeavoured to create an inviting spot that draws people into world of art and design while already sparking inspiration! Particularly exciting for us was the dialogue between the historical architecture and a contemporary interior," remarked Eva Marguerre and Marcel Besau.



NOTES TO THE EDITORS

STUDIO BESAU-MARGUERRE

Studio Besau-Marguerre is an interdisciplinary design studio based in the heart of Hamburg. With a holistic design approach, Studio Besau-Marguerre works across the fields of product design, visual communication, styling and interior design. Founded in 2011 by Marcel Besau and Eva Marguerre, the duo now works with a team of interior designers, textile designers, graphic designers and product designers, on exciting projects from exhibition and product design to larger scale projects such as the furnishing of Hamburg's concert hall, the Elbphilharmonie. With a keen sense for bold colours, experimental forms and unusual materials as well as a passionate attention to detail, Studio Besau-Marguerre designs individual concepts, that, due to the versatile expertise of the team, allow for holistic brand consulting and an integrated concept realization from a single source.

www.besau-marguerre.de



MUSEUM FÜR KUNST UND GEWERBE HAMBURG

With around 500,000 objects from 4,000 years of human history, the Museum für Kunst und Gewerbe Hamburg (MK&G) is one of the most important museums for art and design in Europe. Opened in 1877, today the MK&G is an extraordinary place for the grand narrative of human creativity. Its top-class collections span from antiquity to the present day, comprising the European, Islamic, and Far Eastern cultural regions. The MK&G presents its outstanding collections of graphic design, poster art, photography, design, fashion, musical instruments and ceramics on approximately 10,000 square meters and provides insight into epochs like Antiquity, the Middle Ages, the Renaissance, Baroque, Classicism, Art Nouveau and Modernism. Highlights also include the famous Art Nouveau rooms, unique expressionist dance masks and the orange and red canteen designed by Danish designer Verner Panton, a style icon of Pop Art from the Spiegel publishing house.

www.mkg-hamburg.de

PHOTOS

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