

**COBE**

# Denmark's new rock music museum, designed by COBE and MVRDV, opens today



Photo: Rasmus Hjortshøj - COAST Studio / COBE and MVRDV

**Press release 29.04.2016**

**Today, a new spectacular museum for rock, pop and youth culture, designed by Danish architects COBE and Dutch architects MVRDV, is inaugurated in Roskilde, Denmark by HRH The Crown Prince of Denmark. The new museum is clad in dramatic golden studs and sits among old warehouses that previously housed a concrete factory in Roskilde, just outside of Copenhagen.**

Denmark's new museum for rock, pop and youth culture, called Ragnarock, oozes of rock'n'roll attitude with its golden exterior and velvety red interior.

"Our aim with the design was to translate the special energy, image and attitude of rock and pop music into architecture. The unique building will introduce the audience to the world of rock music in a tangible way. The 20 meter cantilever guarantees to have an physical impact on anybody standing under it or in it - hovering over the ground in the exhibition. It is an homage to rock and pop stars like Bowie, Hendricks and Jagger," says Dan Stubbergaard, Founder and Creative Director of COBE.

Ragnarock is part of ROCKmagneten, a masterplan that COBE and MVRDV won in 2011, which is situated in an area of Roskilde, Denmark, where a concrete factory used to be. Today, the area has been transformed into a creative and cultural neighborhood.

COBE and MVRDV's idea behind the museum has been to recreate contrast between the two distinct sides of rock music. The interplay between rough and trashy on one hand, but glitzy and spectacular on the other characterizes rock music, and has provided inspiration to the design.

Dressed in sparkling golden metal studs and sitting on top of old concrete warehouses, Ragnarock embodies this contrast. The building sets new standards for architecture and will become an icon for the city and the Greater Copenhagen.

"The analogy of rock has been carried through into the museum, where the scarlet red interior of the foyer resembles the velvety inside of a guitar case," Stubbergaard continues.

Outside the museum a large red carpet welcomes visitors all year around. The red carpet is a landscape element that not only creates a connection between the museum and the rest of the area, but becomes an experience in itself as it will be activated by music and exhibition elements from Ragnarock.

The museum spans 4 storeys and has a 20 meter cantilever. The building contains a number of public functions such as a large exhibition hall, auditorium, library, recording studios, museum shop, café, workshops, patio and an outdoor music venue. Ragnarock will become an attraction for tourists and Copenhageners alike.

Ragnarock opens to the public the 30th of April with free admission throughout the whole weekend. The museum is open every day, all year.

COBE and MVRDV won the competition for ROCKmagneten and Ragnarock in 2011 with a masterplan transforming the existing Musicon whilst adding three new buildings: the completed Ragnarock, Roskilde Festival Folk High School and the headquarters for Roskilde Festival.

COBE and MVRDV continue to collaborate on the realization of Roskilde Festival Folk High School which is set to be completed during 2018.

**For further information please contact:**

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**Illustrations:**

Illustrations attached. They can be used freely in connection with the mentioning of COBE and MVRDV.

**Project facts and credits:**

Project name: Ragnarock – Museet for pop, rock og ungdomskultur

Location: Musicon, Rabalderstræde 16, DK-4000 Roskilde, Denmark

Client: ROMU

Donations: Roskilde Kommune, Arbejdsmarkedets Feriefond, Realdania, The Bikuben Foundation, Roskilde Festival Charity Society, New Carlsberg Foundation, Tuborgfondet, Egmont Foundation, The Danish Foundation for Culture and Sports Facilities, Kronprins Frederiks og Kronprinsesse Marys Fond

Program: Museum for pop, rock and youth culture

Size: 3.100 m<sup>2</sup>

Type of assignment: First prize in international competition in 2011

Year of construction: 2014 - 2016

Budget: 125 mio. DKK / 16,8 mio EUR

General contractor: B. Nygaard Sørensen, Denmark

Architects: COBE, Denmark and MVRDV, Holland

Landscape architects: LIW Planning, Denmark

Engineers: Norconsult, Denmark

Client advisor: Roskilde Kommune v/ Lauge Brandt

Photographers: Rasmus Hjortshøj - COAST Studio

Image credit line: All images should be credited the photographer and COBE and MVRDV

Design team COBE: Dan Stubbergaard, Thomas Krarup, Eik Bjerregaard, Caroline Nagel, Jens Kert Wagner, Morten Andersen, Morten Engel, Christian Sander, Antonia Szabo, Rasmus Bernhard Nielsen, Rune Veile, Tabea Treier, Hiroshi Kato, Guillaume Ros Hoffmann, Agnieszka Krasuska, Oskar Trandum, Helen Chen

Design team MVRDV: Winy Maas, Jacob van Rijs and Nathalie de Vries with Fokke Moerel, Klaas Hofman, Jaap Baselmans, Yiyi Yang, Doris Goldstein, Maria Lopez, Nicholas Berdon, Francisco Pomares, Matias Thomsen, Buster Christensen, Mette Rasmussen, Sara Bjelke, Rune Veile, Francesca Becchi, Nas Alkhalidi, Sara Impera

**About COBE:**

COBE was founded in 2005 by architect Dan Stubbergaard. COBE has since then created a number of prestigious and award-winning projects. This includes among others Nørreport Station - Copenhagen's busiest station, the development of Nordhavn in Copenhagen - the biggest urban development project in Scandinavia in the coming years, and a new flagship building for Adidas located at Adidas' HQ in Germany.