2011

MADII

Yvonne Hiddle
Iowa State University

Follow this and additional works at: http://lib.dr.iastate.edu/datum

Part of the Architecture Commons

Recommended Citation
Available at: http://lib.dr.iastate.edu/datum/vol2/iss1/13

This Article is brought to you for free and open access by Iowa State University Digital Repository. It has been accepted for inclusion in Datum: student journal of architecture by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.
MADII

Yvonne Hidle
Gregory Palermo / Indianapolis Studio / Spring 2011

MADII is the Museum of Art, Design, and Industrial Innovation located in Columbus, Indiana. Its core premise is the idea of designing a museum that turns the “back of house” into the “front of house” thereby allowing visitors to have a more interesting, informative and constantly changing experience.

Why does the “back of the house” have to be concealed? Why does there have to be the great dividing line between the “public” and what some consider to be the “private”?

This is the premise of my project, my underlying question and conceptual basis. My scheme is a series of worlds that revolve around one central heart beat... It is about experience. It is about that initial moment. It is about turning the guts of a system inside-out – to take what was once concealed behind closed doors and to expose it. I do not see the “back of the house” as a private affair; I see it as a play on a theatrical stage, one that is ever changing, one that is there to educate and to enlighten. In this place, the viewer has the opportunity to watch as an artifact is unloaded from the truck, documented and then stored. It is also in this place, that one can watch as a diesel engine or grandfather clock is dissected, repaired, and then reassembled. This is an educational experience, a unique experience, and dare I say a much needed experience. Because a museum should not just be a censored, set-up display, but an educational, enlightening, and entertaining one.