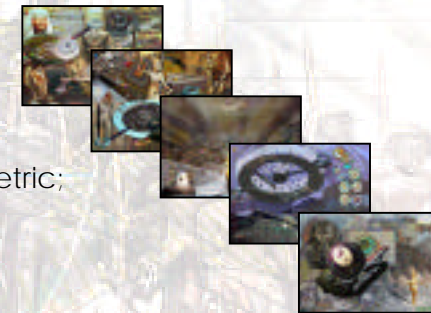


# = THE GREAT EGYPTIAN MUSEUM =

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" Good day! Thank you for choosing //ENGLISH/METRIC as your standards when visiting THE GREAT EGYPTIAN MUSEUM, otherwise known as the GEM. I'm S.E.L.K.H.E.T.<sup>1</sup> your personal guide to the collections and archives of this world-class archaeological and virtual museum. You have chosen //GEM/MEDIATHEQUE/ARCHIVES/GEM/HISTORY/GEM\_COMPETITION/2002. The following selections are available to you... Thank you for choosing #170878EG one of the 20 winners of THE GREAT EGYPTIAN MUSEUM International Architecture Competition – Stage 1. The developments by #170878EG to the GEM BRIEF were depicted in the required 5 No. A3 Posters along the *hypertextual routes* required for themed exhibits within the MUSEUM. The architectural forms of #170878EG's submission, are to be read in bottom-to-top order, as per the following KEY:

- POSTER No. 5: Kingship & State – Level 5 & 6;
  - POSTER No. 4: Religion - Level 4;
    - POSTER No. 3: Culture, Scribes & Knowledge – Level 2 & 3 featuring B2;
      - POSTER No. 2: Man Society & Work – Level 1, Section & Axonometric;
        - POSTER No. 1: The Land of Egypt – B2, Roof Plan & B1.



The first of these POSTER's No. 1 shows Floors BASEMENT 2 and 1 with the main PIAZZA & north eastern ENTRY HALL with the central Service Core beyond, describing the **Land of Egypt**, through the relationship of the GEM SITE, to various scenes, from the ORIENTATION to the Pyramids of Giza (shown in white outline), to the perspective in the right-hand corner. Here too, is shown the symbolism of the Ahket featured in the rising Sun and eclipsing Moon. The central theme is Tutankhamon's mask with it's headdress and collar. Subdued under the poster details in a colour coded roading scheme. Above and emerging from the GEM project are teams of Nubian Warriors and fishermen illustrating the labour required to harvest the natural wealth of gold from the soil and fish from the Nile. I too am shown here, S.E.L.K.H.E.T. your host to THE GREAT EGYPTIAN MUSEUM."

<sup>1</sup> S.E.L.K.H.E.T., is an acronym for **Sentient Egyptian Light-Kerneled Heuristic Exhibition Translator** which is a JAVA-based ALICE-bot.

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The architectural envelope of the truncated conical GEM Design Scheme encompassed an internal area of 87,609m. The exterior cladding scheme was primarily based on the collar of the funerary mask of Tutankhamon. Where the cladding colours were founded on the Djed column, traditionally which were depicted in the symbol for the backbone of Osiris. Surmounted by a realization of the Akhet, in the form of the 'visual pun' of the GEM tensengrity dome. The truncated segment was symbolic of an eternally perching Bennu Bird wearing away the cone of the Heliopolis Stone. The design of the structural scheme and it's enduring materials was selected as highly appropriate to the GEM's earthquake-prone site. This project houses a hybrid dessicant solar electrical generating system, which complements the on-site plant. The project planned from the outset to be a staged development, provided a symbolic focus to the developing precinct. The digital models produced for this submission, were developed with ArchiCAD & PhotoShop. The nature of the proposed Design was to recreate a vision of the future of Egyptology and a window to the legacies following Imhotep and "the cosmology of our Pharaonic ancestors", found in the land of Egypt. A pivotal factor in this submission was the proposal by the then Chairman of Supreme Council of Antiquities, Mr Farouk Hosny's declaration that "...the museum (shall) enter into a dialogue with the Great Pyramids in Giza."

"The second of these POSTER's No. 2 describes the **Man Society & Work**, where Level 1, is shown in a worm's eye view, surrounded by the eight floor plans of the GEM Model. Security stations, as well as tourist rest stops from the Cairo-Alexandria Highway and landscaping, were removed from the spatial SITE MODEL for clarity. Adjacent, is a partial Cross Section showing the relationship of each floor. At Level 1 is the central Leisure Centre bounded by a Commercial Zone at the south eastern EXIT which leads to two RESTAURANTS that have external access. The planning of the brightly-lit CHILDREN's CENTRE at L1 is central to the Leisure theme. In the GEM EQUIPPED CARPARK located on the south western side, is a unique GEM DISCOVERY CENTRE themed for a range of ages.

Built principally to serve as a long-term park for core tourist bus services, this facility is inspired by the form of a GEM-PA-ATEN, is based on the Temple from Akhetaten. The tensile structure that encloses this facility from the hot desert winds affords a secure environment which houses the central Fire Station and allied Civil Defense resources. It acts as a Multimedia facility at night, linked to the Mediatheque, projecting laser light shows and presentations into the desert which create a virtual link to the GEM's predecessors."

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"Following the tragedies of the September, 11<sup>th</sup>, 2001 the GEM Design reflects the pre-eminent concern for PUBLIC SAFETY. The escape tubes to the external rings which allowed for the escape of 400 persons per minute. The design invoking *the wings of Maat* were planned to be further developed in Stage 2, which were added by the necessity to safely evacuate the large 'plenary sessions' (at a maximum 2,500 persons) from the spacious and diverse functions of the CONFERENCE ROOM housed at Level 6. The overall effect on the rest of the building is the further consolidation of the Site's structure through a large, egress structure."

"The cross section and thumbnail plans show indicatively that the GEM Building was isolated at each level for purposes of creating isolated positive air pressure zones, moisture control and manageable fire cells.

- The BASEMENT 2 floor plan has SECURITY & SERVICES, as well as SCIENTIFIC RESEARCH & TRAINING inclusive of a Mummy CONSERVATION AREA and TEMPORARY EXHIBITION #2.
- The BASEMENT 1 floor plan is unique in that it provided for an internal ring road for TENANCY servicing, and a LOADING DOCK for the provision of commercial supplies. The detailed layout included two BANKS, a HEALTH CLUB, a variety of unique commercial TENANCIES, VIP ROOMS and a PRESS ROOM.
- The LEVEL 1 floor plan is equipped with the state-of-the-art computing facilities that cater for a range of ages but made special provision for children's learning opportunities. Here too is found the CONFERENCE CENTRE bridge and BOOKING AREA is accessed by a dedicated secure entry to Level 6.
- Level 2 is the largest exhibit floor with a cluster of work dedicated to 'The Land of Egypt'. It contains a large laminated glazed floor strip that overlooks the Conference Entry at Level 1.
- Level 3 is the foremost 'Culture, Scribes & Knowledge' domain with a string of papyrus and textile workshops surrounding the related exhibits. At each side of the floor is located a small Café and a small Refreshment stop at the tip of each 'wing'. There is a large ramp to service disabled patrons and provide a more leisurely approach to the GEM Exhibits."

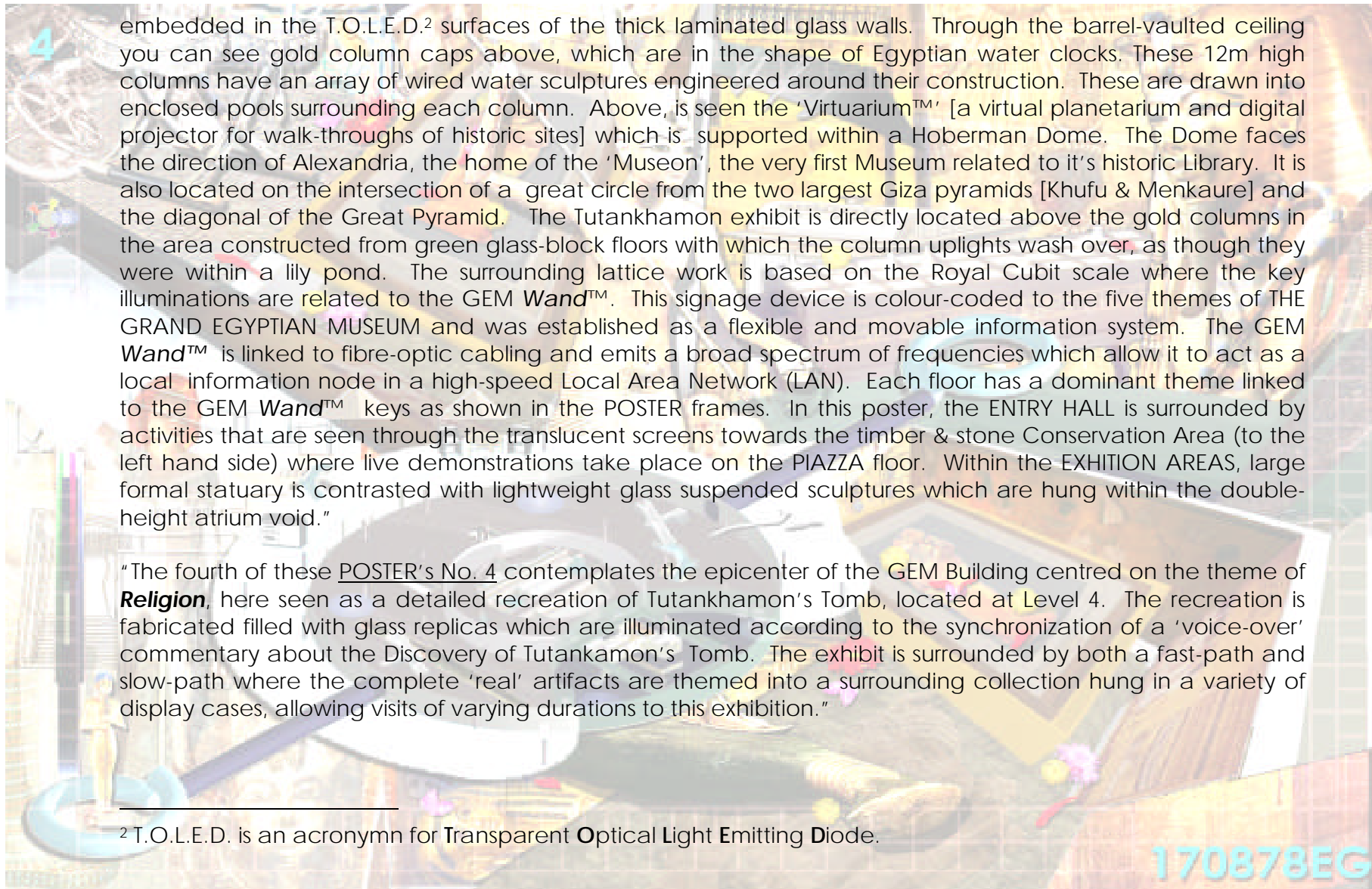
"The third of these POSTER's No. 3 describes the **Culture Scribes & Knowledge**, where it is an interpretation of the view from the translucent **ENTRY HALL** from the underground entry at BASEMENT 1. At the entry to the HALL you are greeted by **NEPHTHYS**, in the form of a digital avatar, who accompanies you to the Admissions Desk along the HALLWAY. Surrounding you is a wealth of information and guides to services within the GEM,

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4 embedded in the T.O.L.E.D.<sup>2</sup> surfaces of the thick laminated glass walls. Through the barrel-vaulted ceiling you can see gold column caps above, which are in the shape of Egyptian water clocks. These 12m high columns have an array of wired water sculptures engineered around their construction. These are drawn into enclosed pools surrounding each column. Above, is seen the 'Virtuarium™' [a virtual planetarium and digital projector for walk-throughs of historic sites] which is supported within a Hoberman Dome. The Dome faces the direction of Alexandria, the home of the 'Museon', the very first Museum related to it's historic Library. It is also located on the intersection of a great circle from the two largest Giza pyramids [Khufu & Menkaure] and the diagonal of the Great Pyramid. The Tutankhamon exhibit is directly located above the gold columns in the area constructed from green glass-block floors with which the column uprights wash over, as though they were within a lily pond. The surrounding lattice work is based on the Royal Cubit scale where the key illuminations are related to the GEM *Wand*™. This signage device is colour-coded to the five themes of THE GRAND EGYPTIAN MUSEUM and was established as a flexible and movable information system. The GEM *Wand*™ is linked to fibre-optic cabling and emits a broad spectrum of frequencies which allow it to act as a local information node in a high-speed Local Area Network (LAN). Each floor has a dominant theme linked to the GEM *Wand*™ keys as shown in the POSTER frames. In this poster, the ENTRY HALL is surrounded by activities that are seen through the translucent screens towards the timber & stone Conservation Area (to the left hand side) where live demonstrations take place on the PIAZZA floor. Within the EXHITION AREAS, large formal statuary is contrasted with lightweight glass suspended sculptures which are hung within the double-height atrium void."

"The fourth of these POSTER's No. 4 contemplates the epicenter of the GEM Building centred on the theme of **Religion**, here seen as a detailed recreation of Tutankhamon's Tomb, located at Level 4. The recreation is fabricated filled with glass replicas which are illuminated according to the synchronization of a 'voice-over' commentary about the Discovery of Tutankamon's Tomb. The exhibit is surrounded by both a fast-path and slow-path where the complete 'real' artifacts are themed into a surrounding collection hung in a variety of display cases, allowing visits of varying durations to this exhibition."

<sup>2</sup>T.O.L.E.D. is an acronym for **Transparent Optical Light Emitting Diode**.

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The theme of Religion and the New Kingdom are united here and are surrounded by the large KV66 RESTAURANT which has Gold, Silver & Bronze catering within the associated CAFES and RESTAURANTS. A commercial kitchen is provided for here to service all forms of external and internal meal preparation and comprehensive food and beverage services. The TUTANKHAMON EXHIBIT paraphernalia numbered over 3,500 displayed artifacts. The Level 6 Floor was a welcome break in the busy visitors' programme from BASEMENT 1 to this Level, which provided a series of sheltered views to the Pyramids opposite, over 2500m away. Two FIRE STAIRS were provided within the CORE area, which with it's allied SECURITY OFFICE, TOILETS and eight LIFTS opened to an array of continuous and staggered stairways in protected paths on each floor. The SECURITY OFFICES were staged on every floor, directly above the RECEPTION & TICKETING area at BASEMENT 1 to oversee the best management of people and resources. The relics of Tutankhamon's tomb were disposed in a manner where these replicas were displayed as Howard Carter had found them in 1922, within the Valley of the Kings. Replete with the robber's cache found in Tutankhamon's Hunting Chest, to the haphazardly stacked furniture and flower strewn floors. General public viewing terminated here, with the exception of the additional fee paying clients who visited the 'Virtuarium'™ and the special exhibitions at the GEM CONFERENCE CENTRE which were held to acknowledge especial themes and collections."

"The fifth of these POSTER's No. 5 with the theme of **Kingship and State** is the portrayal of the King who challenged the dynastic wisdom of traditional Egypt and came close to our modern view of cosmology ...in the monotheistic view of the creative influence of the Sun: Akhenaten. He is surrounded with the visual depiction of Level 5 the Administration Floor and the inner skin of the projected 'Virtuarium'™. Symbols of his own fall from grace appear on his countenance as the face of KV55's mummy and embedded into his statue from Karnak, reveal a King who suffered at the hands of his own followers. Level 6 is the GEM Conference Centre which is the core activity center accessed from Level 1. The background to this poster, is a tragic model of Akhetaten, the capital city of Amarna. With the clutter of scribes, inkwells and a blue hippo' and personal sculptures the encircling area of the GEM CONFERENCE CENTRE is the perfect blend of Business and Exhibition Center. THE GRAND EGYPTIAN MUSEUM logo surmounted over the Dome, flanked by the ceremonial axe, symbolizes 'cutting loose the bonds of lowly attachments' in a celebratory triumph of the enduring visual and historic legacies of Egypt.

Thanks for visiting the GEM ...please come back again, soon!"

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