MUSEUM & INSTITUTION FOR CARTOON & COMIC ART (MICCA)

Agargaon, Sher E Bangla Nagar, Dhaka

By

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SEMINAR II

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Abstract

Cartoon is a drawing, representation or symbol that makes a satirical, witty or humorous point. Though different types of cartoons may vary greatly from each other, the one common factor is humor & all the types some how influences & affects society & people in it in different ways. It is a sensible & creative art form. Historically, different cartoons had huge influences on politics, social thoughts/messages, entertainment issues & psychology of children & young generation. In Bangladesh, cartoon is not considered so & cartoonists are not given the proper recognition, as they should be given. As a result, instead of having some very talented cartoonists, Bangladesh is falling behind in many ways regarding this art form. So, a cartoon museum dedicated to preserving & exhibiting all sorts of cartoons, starting from pre-historic time to editorial, social, political, economic cartoons & modern day animated toons is neede in Bangladesh. An institution for cartoon studies in Bangladesh. Creating cartoonists & animators, with basic courses, studio work including workshops. Innovative exhibitions to make the past and present of the art form, accessible to all for the purposes of education, research and enjoyment. This paper describes the process I have gone through to design a museum & institution for cartoons & comic arts suitable for Bangladesh.

Table of Contents

01. Introduction of the Project
1.1 Project Brief
1.2 Background of the project
1.3 Rationale of the project
1.4 Aim of the project
1.5 Functions & Programs required for the project
1.6 Reasons for choosing the site

02. Site Appraisal
2.1 The Site
2.2 Site & Surroundings
2.3 Environmental considerations
2.4 Photographs of the site
2.5 SWOT Analysis

03. Literature Study
3.1 Cartoon
3.2 Origin & Evolution of Cartoon
3.3 Examples of Cartoon Museums & Institutions
3.4 Role of Cartoons
3.5 Museum
3.6 Defining Cartoon Museum & Institution

04. Case Studies
4.1 Case Study 01 : MVRDV China Comic & Animation Museum
4.2 Case Study 02 : Erick Kristanto's proposed Cartoon Museum
4.3 Case Study Findings

05. Program Development
5.1 Proposed Program
5.2 Developed Program
5.3 Conceptual Layout

06. Design Development
6.1 Concept Development
6.2 Master Plan Development
6.3 Structural development
6.4 Development Phase

07. Final Design

CHAPTER 01
Introduction of the Project

1.2 Project Brief

1.2.1 ***Name of the project :*** Museum & Institution for Cartoon & Comic Art.
1.2.2 ***Client :*** Ministry of Cultural Affairs, Govt. of Bangladesh.
1.2.3 ***Location :*** AGARGAON, Sher-E-Bangla Nagar, Dhaka, Bangladesh.
1.1.4 ***Site area :*** 511345 sqft (11.7 Acres)

1.2 Background of the project

A proposed museum & institution dedicated to Cartoon. A museum that shows the origin, history & evolution of cartoon. Preserving & exhibiting all sorts of cartoons, starting from pre-historic time to editorial, social, political, economic cartoons & modern day animated toons. An institution for cartoon studies in Bangladesh. Creating cartoonists & animators, with basic courses, studio work including workshops.

1.3 Rationale of the project

Cartoon is a drawing, representation or symbol that makes a satirical, witty or humorous point. Though different types of cartoons may vary greatly from each other, the one common factor is humor & all the types some how influences & affects society & people in it in different ways. It is a sensible & creative art form. But now a days cartoon is not only a form of art. It is a form of entertainment, an important part of media & publications, a medium of social awareness & critic, economic product, form of advertisement & creative form. Historically, different cartoons had huge influences on politics, social thoughts/messages, entertainment issues & psychology of children & young generation. Today, cartoons are everywhere. In addition to books and newspapers, cartoons can be found on bill boards, posters, television and movies. All cartoons should be preserved as an art form, which not only has entertained people with its humor time to time, but also played huge roles towards society & change of thoughts historically.

1.4 Aim of the project

In Bangladesh, cartoon is not considered as a rich art form & cartoonists are not given the proper recognition, as they should be given. As a result, instead of having some very talented cartoonists, Bangladesh is falling behind in many ways regarding this art form. One of the reasons, is that, people of Bangladesh do not know about the worth of this art form. But, culturally, politically & socially some cartoons played huge role in the history of Bangladesh. So, a museum for preserving cartoons, letting people know about cartoons & an institution for cartoon studies is needed in Bangladesh.

1.5 Functions & Programs required for the project

- Permanent gallery
- Temporary gallery
- Archive
- Library
- Auditorium / Multipurpose hall
- Theatre
- Seminar room
- Workshops
- Studios
- Classrooms
- Faculty rooms
- Cafeteria
- Souvenir shop
- Administration / Offices

1.6 Reasons for choosing the site :

1.6.1 Site Location : AGARGAON, SHER E BANGLA NAGAR, DHAKA, BANGLADESH.
1.6.2 Site Area = 511345 sqft
= 11.7 acres
= 47505 sqm
1.6.3 Considerations :
Agargaon is one of the parts of the master plan for Sher-E-Bangla nagar, done by architect L. I. Kahn. Important structures like national assembly, national library exist here. Road network & accessibility is very well planned. There are spaces with with diverse urban development opportunities. Wide roads & dedicated public places surround the site. The chosen site is accessible through secondary road, away from the busy main road. As a result traffic congestion is less. Both rickshaw & car can access the roads. The site has technological importance also. Computer city, radio station & Science museum is very close to the site. The chosen site is a government land, which was chosen for a craft museum, but later got cancelled. The site is attractive to a diverse group of age. Also a known place for tourists & foreigners, as the China-Bangladesh Friendship Convention Center is nearby. According to the consideration, the chosen site can be a perfect place in Dhaka city to have public a facility or institution, like a modern cartoon museum.

CHAPTER 02
Site Appraisal

2.1 The Site

2.1.1 ***Location of the site*** *:* AGARGAON, SHER E BANGLA NAGAR, DHAKA, BANGLADESH.
2.1.2 ***Site area*** *:* 511345 sqft
= 11.7 acres
= 47505 sqm
2.1.3 ***Altitude*** *:* 9m from sea level
2.1.4 ***Latitude*** *:* 23.45' N
2.1.5 ***Longitude*** *:* 90.50' E

Fig 2.1 : Location of the site.
Source : Google Earth Map.

2.2 Site & Surroundings

2.2.1 Existing site

The site is in Agargaon, which is a part of the master plan of Sher-E-Bangla nagar. Sher-E-Bangla nagar is divided into six sectors. The location of the chosen site is at the civic sector.

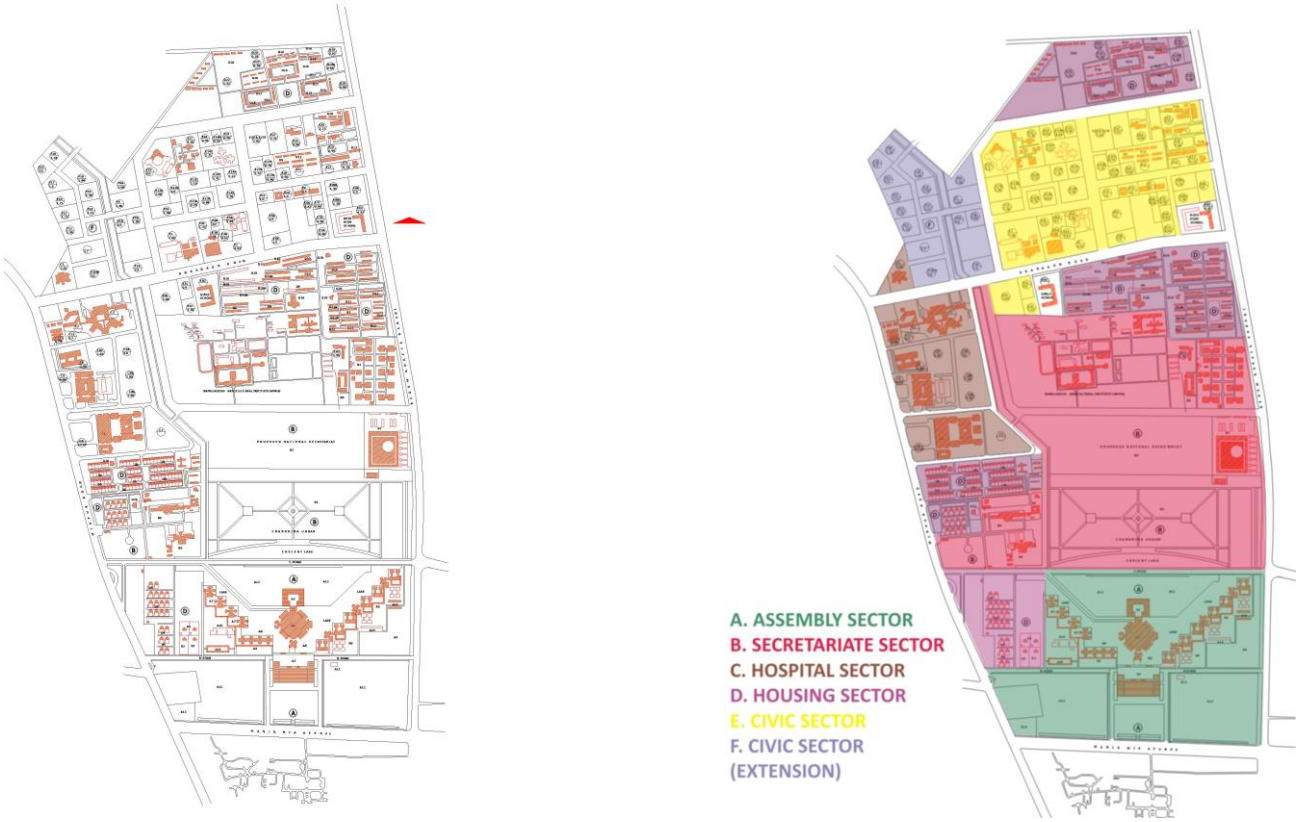


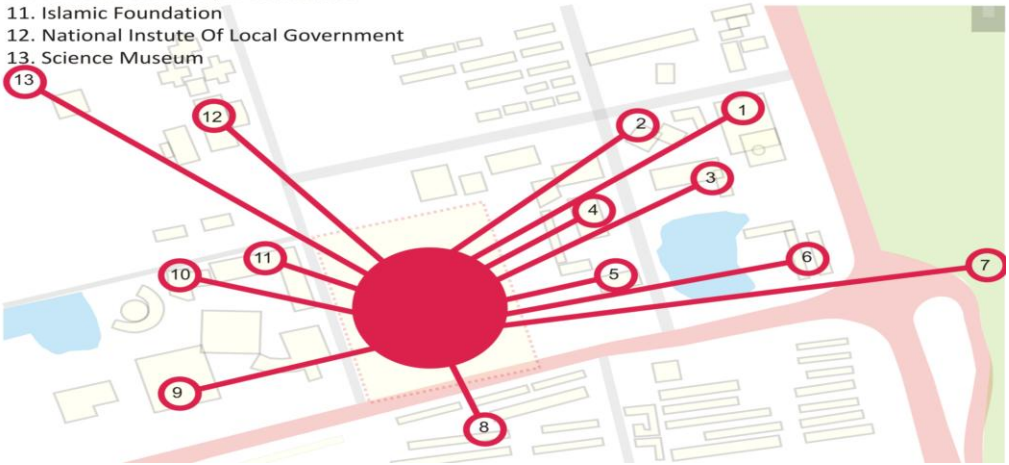
Fig 2.2 : Master plan of SHER E BANGLA nagar.
Source : RAJUK, Dhaka, bangladesh.

2.2.2 Existing & adjacent land use

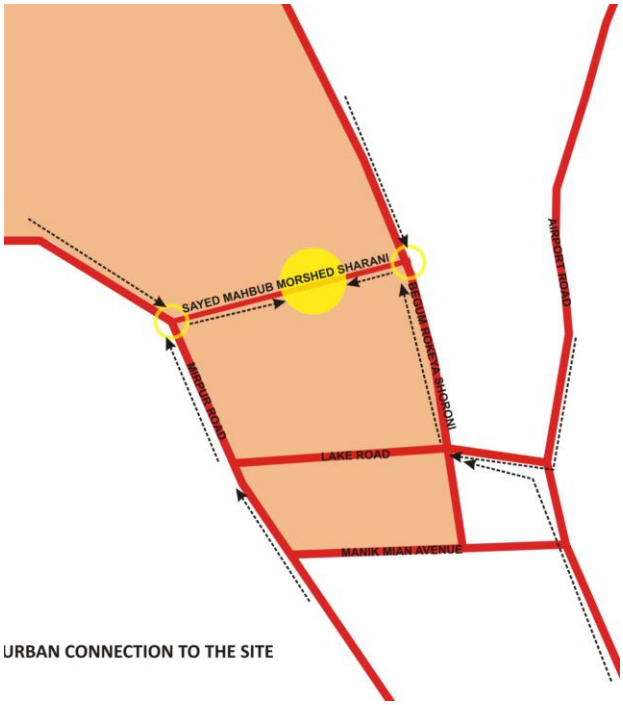
The site is a government land & surrounded by dedicated public spaces, institutions & facilities.

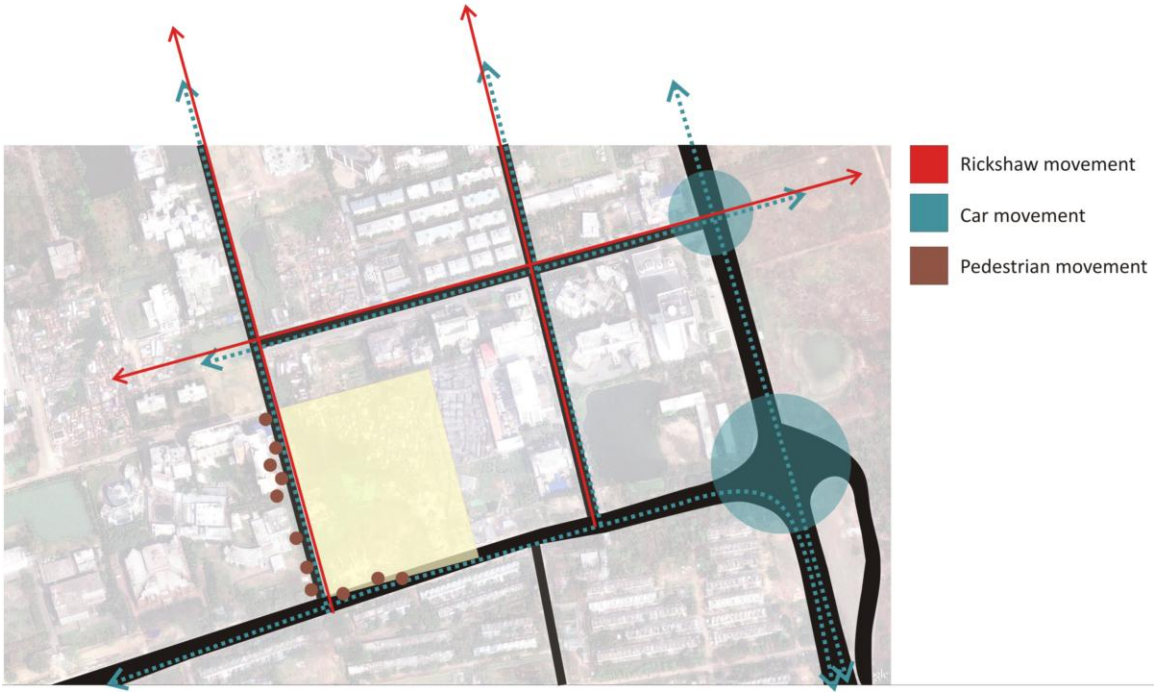
2.2.3 Site surroundings

1. IDB Bhaban
2. Shomaj Sheba Bhobon
3. Forest Department
4. Local Government Engineering Department
5. Passport Office
6. Sher-e-banglanagar
7. National Parade Ground
8. Housing
9. national Library And Archive
10. Palli Karma Shahayak Foundation
11. Islamic Foundation
12. National Instute Of Local Government
13. Science Museum



2.2.4 Road network urban connection





2.3 Environmental considerations

2.3.1 Topography

The topography of the site is a flat land with a small and shallow natural water body in it.

2.3.2 Site forces

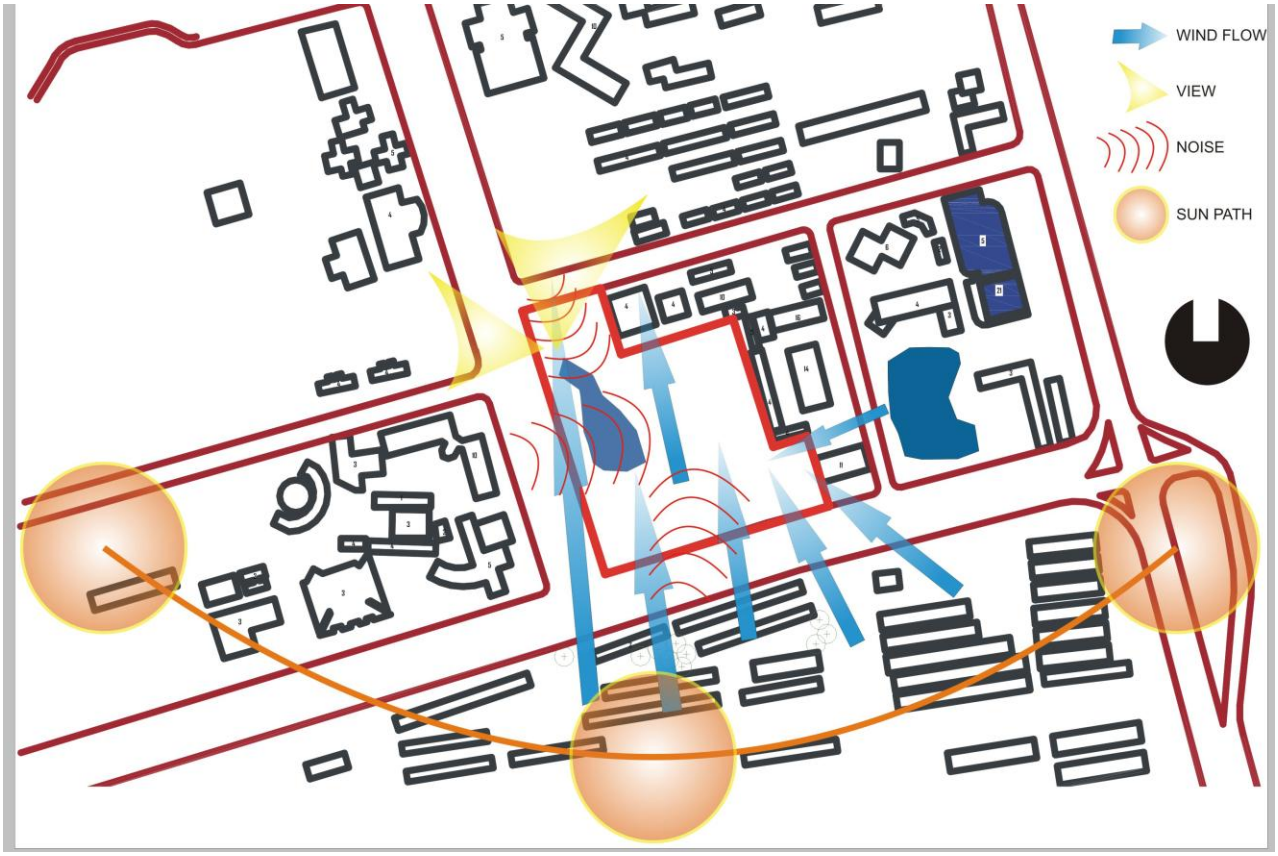


Fig 2.3 : Site forces around the site.

2.4 Photographs of the site

Fig 2.4 : Perspective birds eye view of the site.

Fig 2.5 : Existing situation of the site.

Fig 2.6 : Way to the site

2.5 SWOT Analysis

2.5.1 Strength

- A rapidly developing area. Not fully developed yet. Has the potential of becoming a good urban public place.
- Can be the center of creative work of the country.
- Central location of the city.
- Attracts tourists & foreigners.
- Technologically rich site. The science museum, computer city, radio station in around.
- Is located in lash of green.
- Is located in along the secondary road. So no rush of traffic & less traffic congestion.
- Invites a diverse age group.
- Exhibitions, cultural programs saturates the public life at different times of the year.
- Wide roads.
- Important public spaces are nearby.

2.5.2 Weakness

- *Lots of unused spaces surrounding the site.*
- *Negative space created by unused spaces.*
- Two sides of the site face high rise buildings, which blocks view.

2.5.3 Opportunity

- The other public buildings around would make a positive force for the site.
- Lots of open spaces around.
- Can be a vibrant & useful public hub & civic space.

2.5.4 Threat

- If not handled properly, the area might have a bad effect on the community, as possibilities are huge.
- Unplanned development may spoil the master plan of Sher E Bangla nagar done by architect Louis Kahn.

CHAPTER 03
Literature Study

3.1 Cartoon

Cartoon is a form of two-dimensional visual art. Modern definition of cartoon refers to a creative drawing or painting intended for satire, caricature or humor or to the artistic style of such works. An artist who creates cartoons is called a cartoonist.

A cartoon (from the Italian "cartone" and Dutch word "karton", meaning strong, heavy paper or pasteboard) means, a full-size drawing made on sturdy paper as a study or *modello* for a painting, stained glass or tapestry. The term originated in the Middle Ages and first described a preparatory drawing for a piece of art, such as a painting, fresco, tapestry or stained glass window. In the 19th century, it came to refer to humorous illustrations in magazines and newspapers, and in the early 20th century and onward it referred to comic strips and animated films and television programs. [*wikipedia.org*]

A cartoon is a drawing, representation or symbol that makes a satirical, witty or humorous point. Some may have captions, and some may not. Some may appear in one panel, while others may fill several panels. There are different types of cartoons according to the style, statement, ways of publishing, medium & effects-reasons.

Different types of cartoons are :

- Caricature
- Comic strips
- Editorial
- Gag cartoon
- Comic books
- Pocket cartoon
- Advertisement
- Television (animation)
- Movies (animation)

3.2 Origin & Evolution of Cartoon

The origin of cartoon goes back to the cave paintings in prehistoric time. But, now a days what we call cartoon, dates from 1843, when *Punch* magazine applied the term to satirical drawings in its pages, particularly sketches by John Leech. The first of these parodied the preparatory cartoons for grand historical frescoes in the then-new Palace of Westminster. The original title for these drawings was *Mr. Punch's face is the letter Q* and the new title "cartoon" was intended to be ironic, a reference to the self-aggrandizing posturing of Westminster politicians. [*blogs.sciencemag.org*]

The term originated in the Middle Ages and first described a preparatory drawing for a piece of art, such as a painting, fresco, tapestry or stained glass window. In the 19th century, it came to refer to humorous illustrations in magazines and newspapers, and in the early 20th century and onward it referred to comic strips and animated films and television programs.

Through the 17th, 18th and 19th centuries, cartoon became an important part of the printed world, being used to illustrate stories in books, magazines, and newspapers. Cartoon is not only a still art form now. It has turned animated in television & movies. The word "toon" came into usage with the live action/animated feature "*Who Framed Roger Rabbit"* (1988), followed two years later by the TV series "*Tiny Toon Adventures"* (1990). [*www.ccgb.org.uk*]

3.3 Examples of Cartoon Museums & Institutions

3.3.1 Examples of 'CARTOON MUSEUM' around the world :

- CARTOON MUSEUM SAN FRANCISCO CA
- CARTOON MUSEUM NYC
- CARTOON MUSEUM PIXAR
- CARTOON MUSEUM CHESHIRE CT
- CARTOON MUSEUM IN PITSBURGH
- CARTOON MUSEUM BALTIMORE
- CARTOON MUSEUM FLORIDA
- CARTOON MUSEUM LONDON
- MUSEUM OF COMIC & CARTOON ART, SOTTO, NEWYORK, by Nystrom and Ortiz
- MUSEUM OF CARICATURE & CARTOON ART, POLAND
- ERIK KRISTANTO'S CARTOON MUSEUM NEW YORK (proposal)
- SUCKERPUNCH CARTOON MUSEUM COMPETITION, NEWYORK
- MVRDV COMIC MUSEUM, CHINA

3.3.2 Examples of INSTITUTION FOR CARTOON STUDIES around the world :

01. CENTER FOR CARTOON STUDIES (CCS)
White river junction, Hartford, vermont, united states.
Sequential art, comics & graphic novels (2 year course)
02. MALMO COMICS SCHOOL, Sweden.
03. JOE KUBERT SCHOOL OF CARTOON & GRAPHIC ART, New Jersey.
04. IED, Rome, Italy
Master in cartoon animation (12 month course
05. DQ SCHOOL OF VISUAL ARTS
Illustration & animation course
06. SMITHSONIAN INSTITUTION LIBRARIES
Caricature & cartoons studies
07. APTECH UNIVERSITY, India
Animation & graphic art/cartoon courses
08. J J SCHOOL OF ARTS, India
Cartoonist course

3.3.3 Examples of ANIMATION SCHOOLS around the world :

- VANQUVER FILM SCHOOL
- SHERIDON COLLEGE
- CAPILANO (2d & 3d animation)
- VAN ART INSTITUTE (2d animation)
- ALGOQUIN COLLEGE, school of media & design
- SENECA COLLEGE, school of communication arts (animation arts course)

3.4 Role of Cartoons

Cartoons have various impacts on society & people. It is a form of entertainment, an important part of media & publications, a medium of social awareness & critic, economic product, form of advertisement & creative form.
Historically, different cartoons had huge influences on politics, social thoughts, economy, entertainment issues & psychology of children & young generation.
Some examples are given below :

3.4.1 Entertainment

Cartoons have always been one of the most effective forms of entertainment. Cartoons entertained as animated films, as well as publications, comic books, graphic novels, humorous illustrations & comic strips. But sometimes in time some cartoons were so popular & famous that those became the most entertaining medium for all ages & classes leaving behind other shows on television & movies.

Fig : Looney Toons
Source : Google

"That's All Folks..."

The line all cartoon lovers adore. Some talking animals doing their daily activities, turned into one of the most entertaining shows to watch.

3.4.2 Social Awareness

Fig : Meena
Source : Google

'MEENA' a cartoon tv series produced by UNICEF as a social awareness program for the SAARC countries.

3.4.3 Economy & Advertisements

Fig : Cartoon Advertisements
Source : Google

3.4.4 Political Views & Critiques

Cartoons have always critisized political leaders & views, which are against humanity & betterment of the world & individual countries.

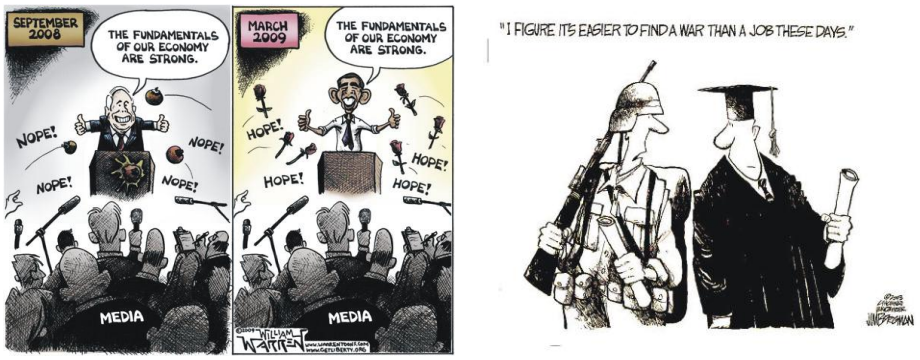


Fig : Political Cartoons
Source : Google

3.4.5 Motivation & Influence

Cartoons have motivated & influence people & society hugely at different time & various situations.

Fig : "UNCLE SAM" cartoon for inviting aamerican to join army during world war
Source : Google

During world war this cartoon played a huge part in getting american people to fight for their country.

3.4.6 Child Psychology

Cartoons have great effect on children's psychology. Children mind get affected by cartoons towards both good & bad. Some cartoons teach children to be good & doing the right thing, going against bad, doing social works. But others also take them towards violence, stubbornness & physical dangers. The super hero characters or super human cartoons can be mentioned as examples.

Fig : Cartoons effecting child psychology (social message advertisement, wolverine & popoye)
Source : Google

3.5 Museum

3.5.1 Defining Museum

A museum is an institution that cares for a collection of artifacts and other objects of scientific, artistic, cultural, or historical importance and makes them available for public viewing through exhibits that may be permanent or temporary. Most large museums are located in major cities throughout the world and more local ones exist in smaller cities, towns and even the countryside. The continuing acceleration in the digitization of information, combined with the increasing capacity of digital information storage, is causing the traditional model of museums (i.e. as static “collections of collections” of three-dimensional specimens and artifacts) to expand to include virtual exhibits and high-resolution images of their collections for perusal, study, and exploration from any place with Internet connectivity.

The English "museum" comes from the Latin word, and is pluralized as "museums" (or rarely, "musea"). It is originally from the Greek *Μουσεῖον* (*Mouseion*), which denotes a place or temple dedicated to the Muses (the patron divinities in Greek mythology of the arts), and hence a building set apart for study and the arts, especially the Musaeum (institute) for philosophy and research at Alexandria by Ptolemy I Soter about 280 BCE.The first museum/library is considered to be the one of Plato in Athens. However, Pausanias gives another place called "Museum", namely a small hill in Classical Athens opposite the Akropolis. The hill was called Mouseion after Mousaious, a man who used to sing on the hill and died there of old age and was subsequently buried there as well. [*wikipedia.org*]

3.5.2 Lighting & Space Quality of Museums

Museums rank among the most demanding and exacting of all lighting applications. Visitors come from far and wide to see the exhibits, which must be displayed in the best possible light, literally as well as figuratively. This means they must not only be easy to see, interpret, understand and appreciate—all the way down to the smallest detail—but also look as attractive as their artists and creators intended. The long-term damage that light can inflict on artwork and artifacts complicates matters even further—as does the fact that these objects come in a variety of shapes, sizes, colors and textures, all of which can impact the lighting equation.

Fig 3.1 : space quality of museums
Source : Google

Lighting in museums and art galleries plays a key role in a visitor's ability to perceive and enjoy both the artifacts in a museum and the building in total. In order to develop a successful lighting scheme, a museum lighting designer must satisfy many conflicting design requirements. Their primary concern is effectively illuminating artwork, but they can be constrained by energy conservation standards which require light levels below 15 foot candles in some exhibit spaces. As an additional concern, they must consider the visual comfort of visitors. It is this last criteria that this report explores.

Fig 3.1 : lighting quality & space organization in museums
Source : Google

A lack of consideration for the visual comfort of visitors on a designer's part can potentially handicap an individual's ability to view displays. Dramatic variations in light levels from exhibit to exhibit, or from exterior to interior, can affect a visitor's ability to appreciate artwork because the human eye requires several minutes to adjust to large changes in light levels. Sharply contrasting light levels between a bright entry and a dark gallery can be very disturbing, and potentially even painful.

3.6 Defining Cartoon Museum & Institution

A Cartoon Museum is a museum for cartoons, caricatures, comic strips and animation. It consists of a library of books and comics relating to the subject. The museum issues catalogues and features. Changing display of exhibits from its collection of original cartoons and prints.

A Cartoon museum is dedicated to preserving cartoons, caricatures, comics and animation, and to establishing a museum with a gallery, archives and innovative exhibitions to make the creativity of cartoon art past and present, accessible to all for the purposes of education, research and enjoyment.

Programs & Courses for the institution:

- Cartooning / illustration
- Sequential art, Comics & Graphic novels
- Fine arts masters
- Foundation : visual art & design
- Visual & digital effect
- Digital character animation
- Classical Animation (2d)

CHAPTER 04
Case Studies

4.1 Case Study 01 : MVRDV China Comic & Animation Museum

4.1.1 Background of the project
Location: Hangzhou, China
Site area: 13.7 hectare
Client: Hangzhou Urban Planning Bureau
Architects: MVRDV
Exhibition Architects: Kossman.deJong
Local Architect: Zhubo Architectural
Engineering Design: Arup
Graphic Design: JongeMeesters
Construction start is planned for 2012.

Fig 4.1 : MVRDV COMIC & ANIMATION MUSEUM, CHINA
Source : Google

4.1.2 Project Description :
Site area: 13.7 hectare
CCAM area: 30.000 square meters
Expo building: 25.000 square meters

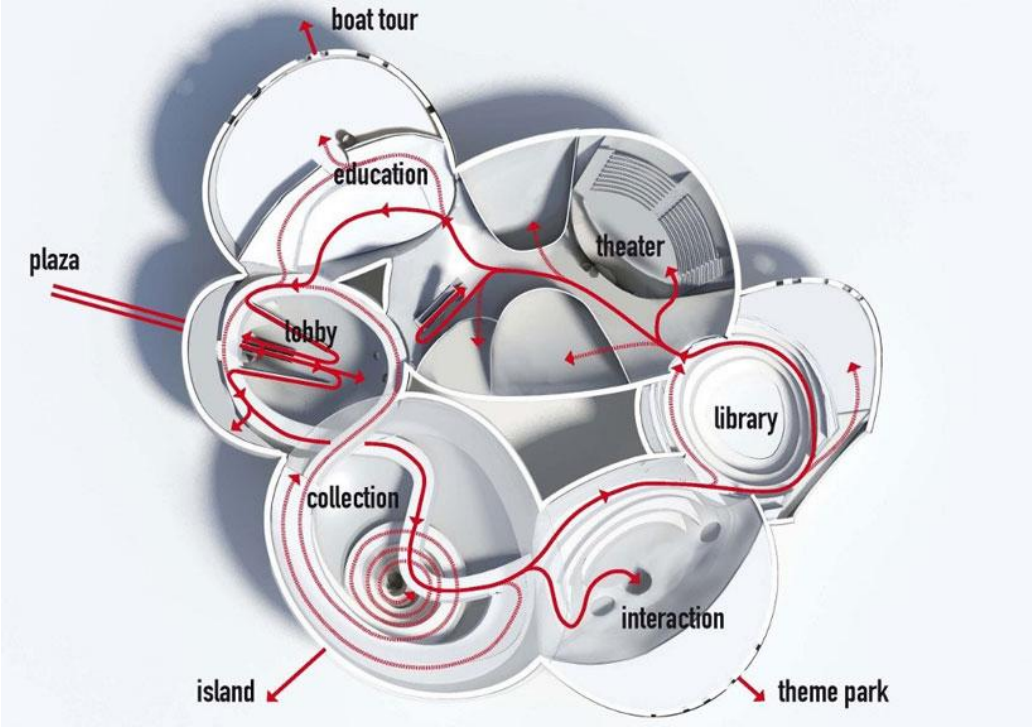


Fig 4.2 : PLAN OF MVRDV COMIC & ANIMATION MUSEUM, CHINA
Source : Google

4.1.3 Concept & Form
Rotterdam architects MVRDV have won the competition for the Comic and Animation Museum CCAM in the Eastern Chinese metropolis of Hangzhou, formed of eight giant balloon-shaped forms. Each balloon will contain a different function within the museum, including two exhibition spaces that will display cartoons, comics and animations. The permanent exhibition space will spiral out of its chamber and on through the building to connect with three auditoriums and a comic book library.

The CCAM will consolidate the city's leading position as China's capital of the animation industry. The new Museum will be the icon of a larger development, the Comic and Animation Centre. It comprises a series of hill-shaped buildings containing offices, a hotel and a conference centre, of which the first phase is close to completion, as well as a series of parks on islands.

The scheme was of *concrete speech bubbles*. Yes, the same bubbles that typify comics will cluster together and serve as a museum for comics. It seems obvious but creates a structure both surprising and humorous, maybe even comedic.

4.1.3 Space Design

The architect describes the evolution of comics as “developing more and more into a sophisticated art form.” Which, in a way, stands at odds with the idea of inflating a speech bubble with concrete. However unsophisticated the conceptual operation, the conceptual result is a variety of spaces that do appear sophisticated and compelling. That is, if you can see around the Kung Fu Panda and the Pokemon.

Fig 4.3 : INTERIOR OF MVRDV COMIC & ANIMATION MUSEUM, CHINA
Source : Google

For their design the planners were inspired by modern comic strip esthetics and created a self-explanatory ensemble of eight over-sized speech bubbles looking like a gigantic dinosaur’s nest at first glance. However, no primeval saurians are bred here. Instead, the eight volumes are connected to form a futuristic museum complex with a floor space of 32,000 square meters. A well-made detail is the concrete façade, arranged in a relief-like manner in cooperation with graphic design bureau JongeMeesters from Amsterdam, with its round windows, which are explicitly supposed to remind of Chinese vases due to their monochrome white surface. To make the association with over-sized 3D-speech bubbles even more obvious, text is intended to be projected onto the façade.

4.1.3 Functions & Circulation

Just as spectacular as the shell is also the interior, a box-in-box construction flowing into each other and each opened up in a spiral manner and via large escalators. Apart from space for the museum's own exhibits as well as for temporary exhibitions, MVRDV also plan to build three movie theaters and a conventional theater with all in all 1,111 seats, a large comic book library, rooms for museum education as well as a large lobby. The transition areas between the individual bubbles are going to provide special spatial perspectives and insights. In addition to the spatial program inside the museum, plans exist for a public plaza, an expo center for trade fairs and festivals as well as numerous artificial islands in the adjacent lake.

Apart from the aerodynamic shape, the use of thermal heat, natural ventilation and adiabatic cooling for a good energy efficiency of the CCAM are parts of the design. Construction works of the 90 million Euro building are supposed to start next year.

Using one of the cartoon's prime characteristics - the speech balloon - the building will instantly be recognized as place for cartoons, comics and animations.

The neutral speech balloon becomes 3d. The program is distributed over eight volumes which are interconnected allowing for a circular tour of the entire space. The routing permits short or long visits, visits to the cinema, the temporary exhibition or the roof terrace restaurant.

The balloon shape allows for versatile exhibitions. The permanent collection is presented in a chronological spiral whereas the temporary exhibition hall offers total flexibility. A giant robot is in the center of the permanent exhibition spiral.One of the balloons is devoted to interactive experience in which visitors can actively experiment with all sorts of animation techniques like blue screen, stop motion, drawing, creating emotions etc. The core attraction of this space is a gigantic 3D zoetrope.

Services such as the lobby, education, three theaters/cinemas, with in total 1111 seats, and a comic book library occupy each their own balloon. If two balloons touch in the interior a large opening allows access and views in-between the volumes.

Fig 4.4 : OPENING & CIRCULATION OF MVRDV COMIC & ANIMATION MUSEUM, CHINA
Source : Google

The comic strip Library offers views to the outside and into adjacent balloons. The facade of the museum is covered in a cartoon relief referring to a Chinese vase. The monochrome white concrete facade allows the speech balloons to function. At night texts are projected onto the speech balloons.

The structural concept by Arup enhances the sustainable profile of the building: the aerodynamic design results in even wind pressure and lower need for air-conditioning. The box in box construction of the bubbles permits different conditions inside the building and improves the energy efficiency.

The Museum will become a new focal point on the less populated southern side of Qiantang river. A separate expo building will house large fairs and the annual China International Comic and Animation Festival (CICAF). In between expo and CCAM a public plaza will be the centre of this festival which is the county's largest cartoon and animation event and has been held annually in Hangzhou since 2005.

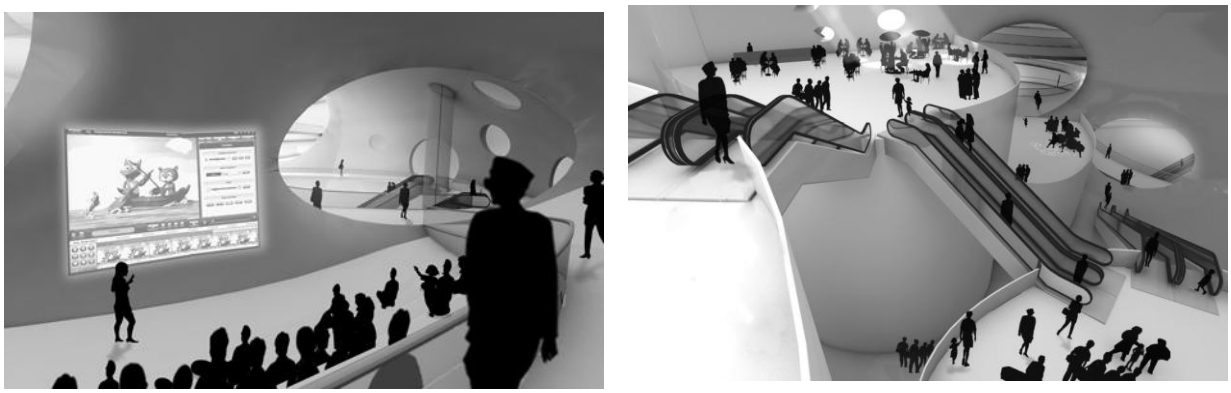


Fig 4.5 : AUDITORIUM & CIRCULATION IN MVRDV COMIC & ANIMATION MUSEUM, CHINA
Source : Google

4.2 Case Study 02 : Erick Kristanto's proposed Cartoon Museum

4.2.1 Background of the Project
Location : Manhattan, New York
Award : Honorable mention in the international competition to design a Museum of Comic and Cartoon Art sponsored by SuckerPunch (SUCKERPUNCH CARTOON MUSEUM COMPETITION).
Architect: Erick Kristanto

Fig 4.6 : ERICK KRISTANTO'S PROPOSED CARTOON MUSEUM, NEW YORK
Source : Google

4.2.2 Concept & Form

Erick Kristanto's proposal for a comic and cartoon art museum in New York manages to do something architecture rarely does: Make you laugh.

The project was influenced by the form and properties of speech bubbles, creating spaces that are unconventional in both shape and organization.
The general volume of the building was first subdivided into storeys and programs after negotiating the appropriate area for each function. represented by bubble quotes, the individual rooms were adjusted in to modules and arranged to seemingly hover in space

on top of the other. Circulation is mainly driven by a central helix ramp while shortcuts are provided by short, by-passing slides in between levels. views toward the street and brooklyn bridge are established while open roof surfaces are converted into multi-functional areas.

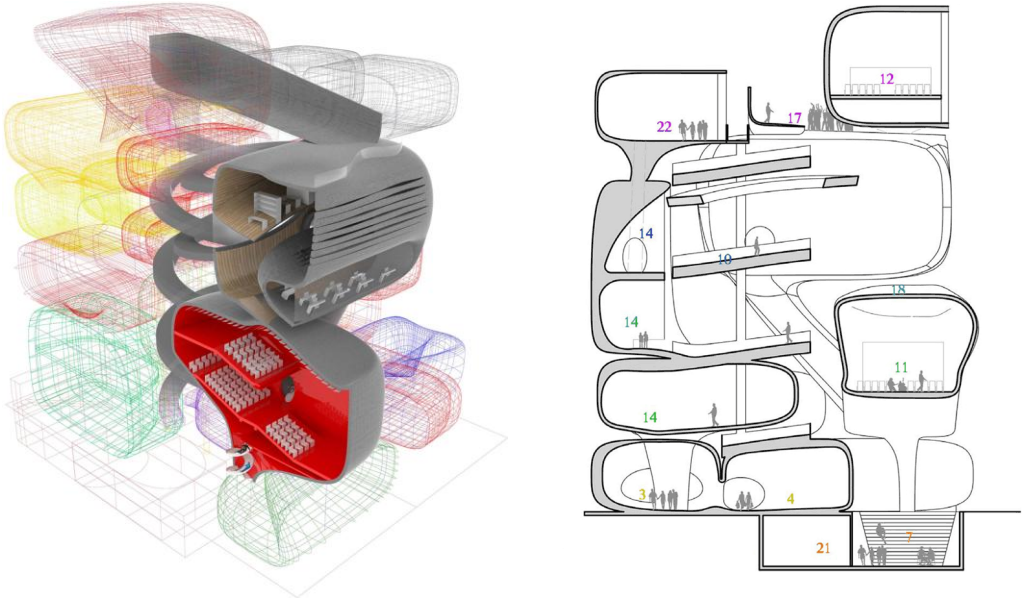
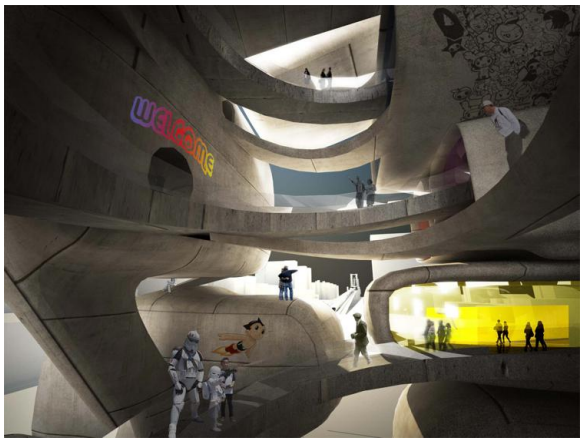


Fig 4.7 : SECTIONS OF ERICK KRISTANTO'S PROPOSED CARTOON MUSEUM, NEW YORK
Source : Google

4.1.3 Space Design

Bubble Art Display is a way of presenting comic and cartoon art into an architectural building as a public display that attracts people with the intention of promote the art itself. The concept originates from a series of bubble quotes used in comics, which, in this design, is used to display the programs of the Museum. The dynamic and playful interior space, created by the bubble quotes shapes, generates an engaging, fun visitor's experience, which allows them to observe different activities happening at the same time. Moreover, these bubble quotes are connected by a vertical helix ramp at the center of the building. And to make the experience even more amusing, slides are provided as a shortcut from one space to another. With the unique figure that carries a mission to display as well as promote comic and cartoon art, this museum will be the new icon for lower east side area of Manhattan.



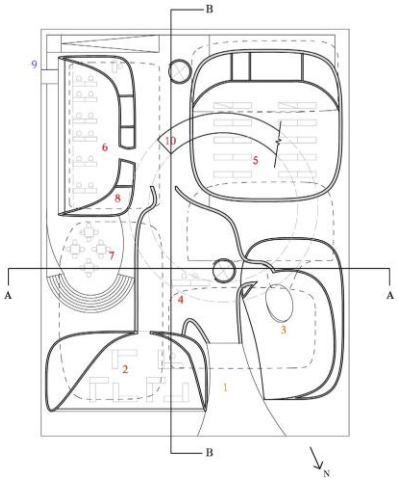


Fig 4.8 : PLAN & INTERIOR OF ERICK KRISTANTO'S PROPOSED CARTOON MUSEUM, NEW YORK
Source : Google

4.1.3 Functions & Circulation

The bubbles come in various shapes and sizes and they pile up, one on top of the other on Manhattan's Lower East Side, like a monument to the Sunday funnies. Indoors, they serve as modules for various exhibitions, retail and other spaces. A main corkscrew stair connects all the floors, or if you want to take a shortcut, you can slip down a *slide* that'll launch you from one super happy fun zone to the next -- from, say, a giant Spiderman balloon to a clutch of Stormtroopers. Every 8-year-old boy hopped up on his Chocolate Frosted Sugar Bombs has dreamed of a place like this

4.3 Case Study Findings

- The form of a cartoon museum should be inspired by element from cartoons.
- Design & spaces may create a feeling of anti-reality.
- Auditorium & galleries should be spacious & height should be varied at places.
- Facilities & spaces for different types of exhibits should be provided, like- sculptures, paintings, books, action figures etc.

CHAPTER 05
Program Development

5.1 Proposed Program

Administration ……. 3350 sqft

Reception/ lobby/ lounge/ waiting

General offices (including attached toilet)

M. Director's Office

Maintenance office

Museum……. 40800 sqft

Gallery / exhibition space

Cartoon booth

Archive

Open air gallery

Temporary gallery

Lobby/lounge

Cartoon & animation theatre (2 nos.) …….. 6300 sqft

Reception/ lobby/ lounge/ waiting

Theatre hall room (2 nos.)

Monitoring (sound-light control, storage)

Common public facilities …….. 14250 sqft

Seminar room

Souvenir shop

Cafeteria

Library

Multi-purpose hall ……. 3700 sqft

Auditorium …….. 8000 sqft

Academic facilities ……... 13800 sqft

Classrooms

Cartooning studios

Workshops

Faculty rooms

Printing room

Meeting room

5.2 Developed Program

Site Area , A= 511412 sqft
= 11.7 acres

Road width around the site = 100’ (highest) & 60’ (lowest)
= 30 m & 18 m

So, For any educational or other public institute,
FAR = 5.5
MGC = 50% of A = 255706 sqft

Total Built Area, TBA = FAR x Site Area
= 5.5 x 511412
= 2812766 sqft

Total floors can be built on the site (maximum) = TBA/MGC
= 11

Set back for the site :
Front = 1.5 m = 5’
Back = 3 m = 10’
Each side = 3 m =10’

Parking …….. 16900 sqft
Staff’s car 10 Nos.
Visitor’s car 90 Nos.
Bus 3 Nos.

Grand total of built area required (without circulation and services) = 107100 sqft

Grand total of built area required (with 25% circulation and services) = 133875 sqft

5.3 Conceptual Layout

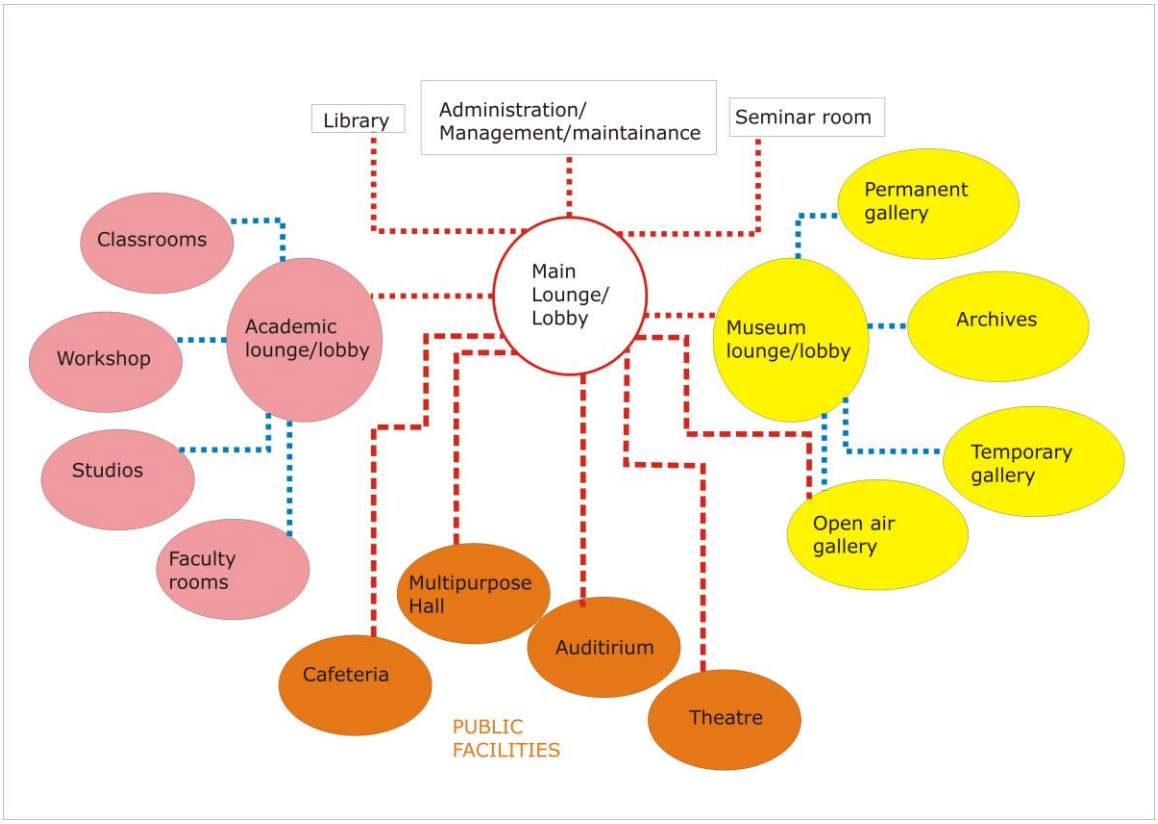


Fig 5.1 : conceptual layout diagram of the functions

5.4 Proposed function & spaces

Permanent gallery

A 20000 sqft gallery of three stories connected with ramp circulation used as the main exhibition space of the museum. Exhibiting the history, origin & evolution of cartoon. Original copies of famous, influential cartoons off home & abroad. Getting people familiar with the different types roles of cartoons.

Auditorium

An auditorium for 500 audience with control rooms, backstage & performers area, which includes a movie screen or projection screen for arranging regular cartoon shows & other related performances.

Cafeteria

A public cafeteria with 100 people sitting at a time. Situated at the plaza level. Serving the academic institution as well as the public mass.

Cartoon theatre

Two cartoon theatres, each for 50 audience, located in the institutional zone. These theatres are basically used for the students as a part of their course.

Multipurpose hall

A 3500 sqft hall used for any occasion or programs. It is also rented for public purpose. Located aat the ground level & commonly used by public & institution people.

Cartoon library & cartoon booth

There are some cartoon booths & a cartoon library. Both are considere as public facilities. The cartoon library serves both public & institutional people. It has a archive, books on cartoon & cartoon studies, comis, graphic novels, magazinesets. The cartoon booths are small booths for five people at a time. People can watch instant cartoon choosing a vdo from the collection entering the booths.

Classrooms, studios & workshops

Classrooms, studios & workshops are the part of the institution for cartoon. The classrooms are used for theory courses on cartoon studies. The studios are for practical knowledge & learnings about cartoon. The workshops are used for creating cartoons & classic animations. Both teachers & students can come up with new ideas & cartoons through workshops, which include printing facilities & highly improved technological support.

CHAPTER 06
Design Development

6.1 Concept Development

To design a museum & institution for cartoon, the concept was to create a caricature using the form or structure itself. Caricature is one of the most effective ways of creating a cartoon. A caricature is a portrait that exaggerates or distorts the essence of a person, animal or object to create an easily identifiable visual likeness. Any imitation or copy so distorted or inferior as to be ludicrous. Exaggeration by means of often ludicrous distortion of parts or characteristics. A caricature is the satirical illustration of a person or a thing and a cartoon is the satirical illustration of an idea.
To do so, a pure form should be distorted or broken carefully so that it does not loose its identity.
For the design a cube as a pure form has been caricatured, by distorting shape & size first. It is stretched to form a rectangular cube and tilted from the ground level burying one end under the ground level. Then the form is broken into pieces in order to serve the functions and architectural needs, as well as being a caricature of the pure form itself. So the theme is, a caricatured pure form rising from the ground facing east & the distorted or broken pieces of the pure form holding the site.

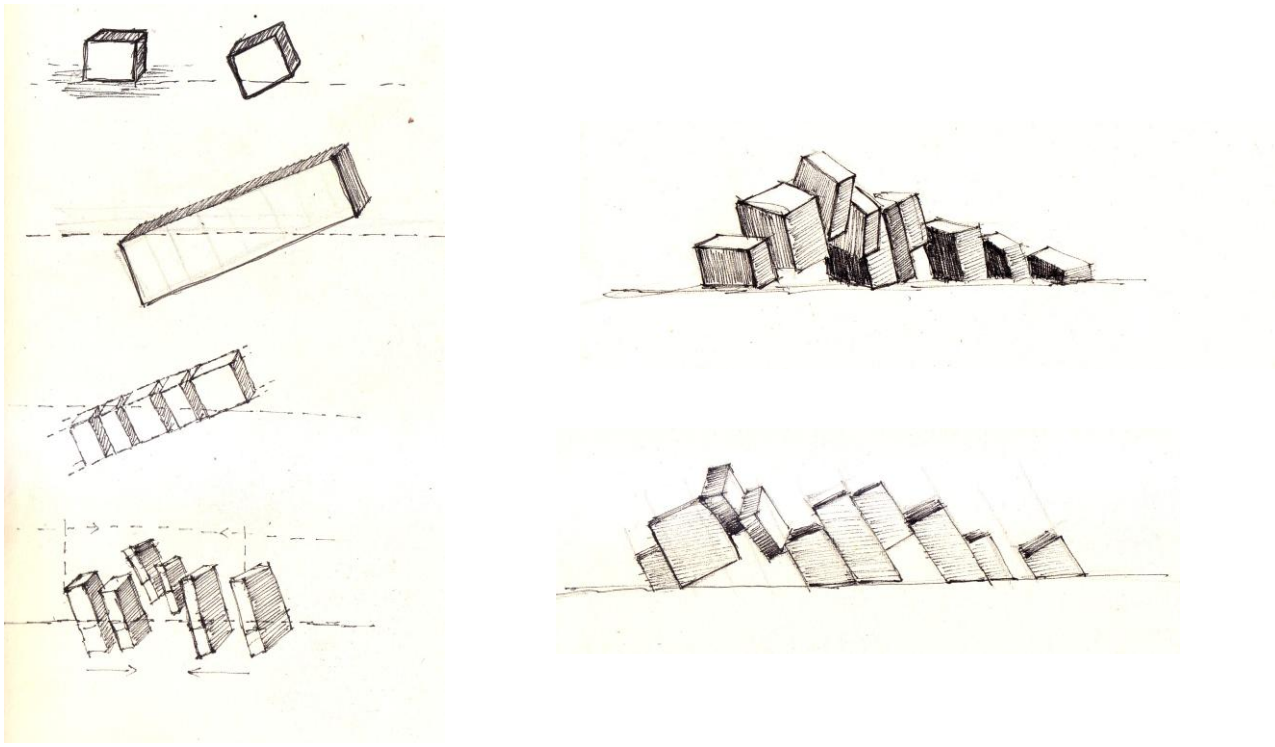


Fig 6.1 : conceptual sketches

6.2 Master Plan Development

The master plan developed with two separate parts in the design, connecting both with a lift core. One is the museum part & the other one is the academic institutional part. There is another consideration for public places & facilities, which will serve both the parts of the master plan. The auditorium, the multipurpose hall, the cafeteria & the the permanent gallery lounge, all are situated at the plaza level for public access. Then using lift, stair & ramp circulation, library, theatre & offices a appear at level 01. then in level 02 comes the the classrooms, faculty rooms, workshops & cartooning studios.

As the site is a square-ish one, excluding a L-shaped part at north-west corner, the approach was to, place the rectangular building form along south-west & north-east. Then with the caricatured pieces creating urban windows & hold the whole site leaving a large green welcome zone at the south-east corner.

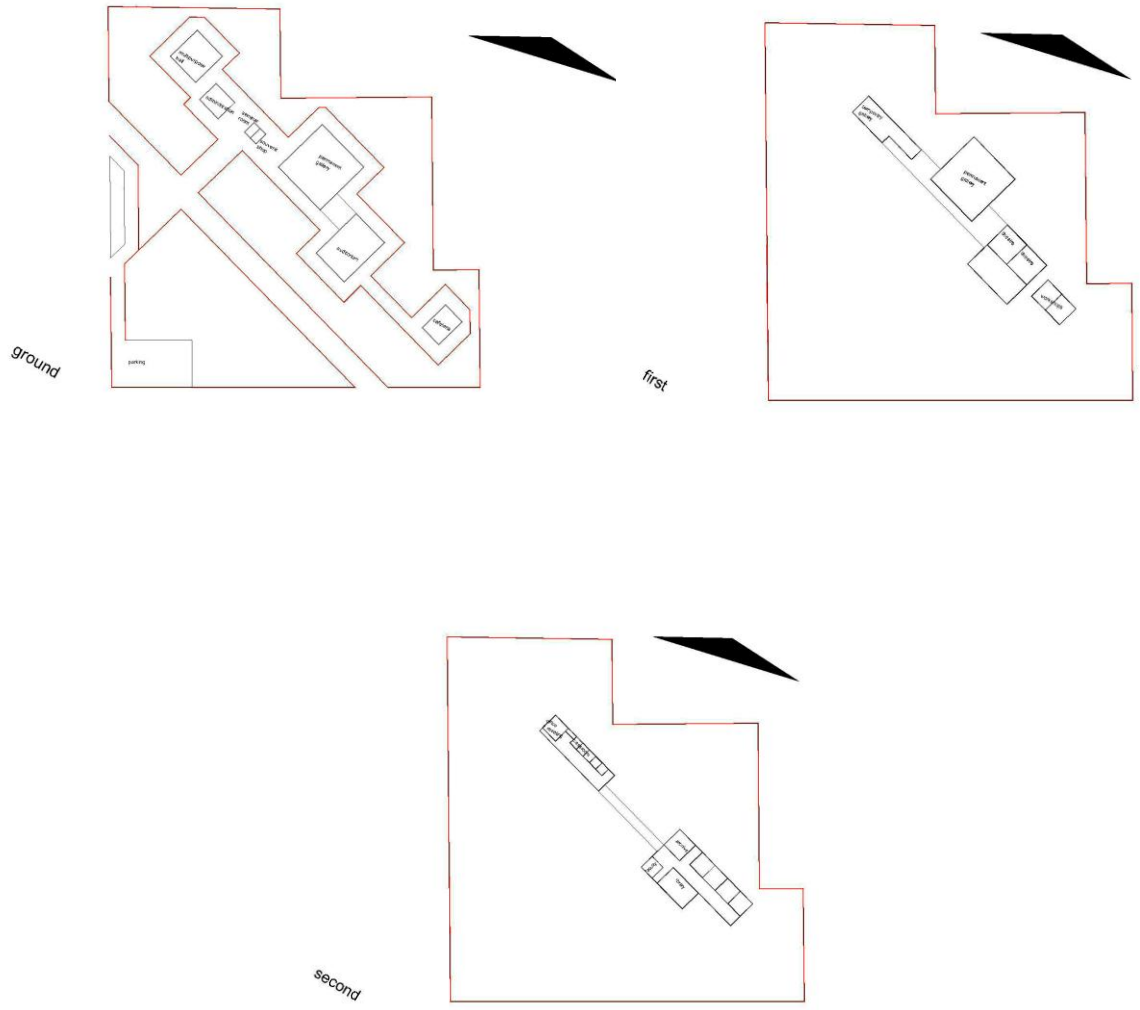
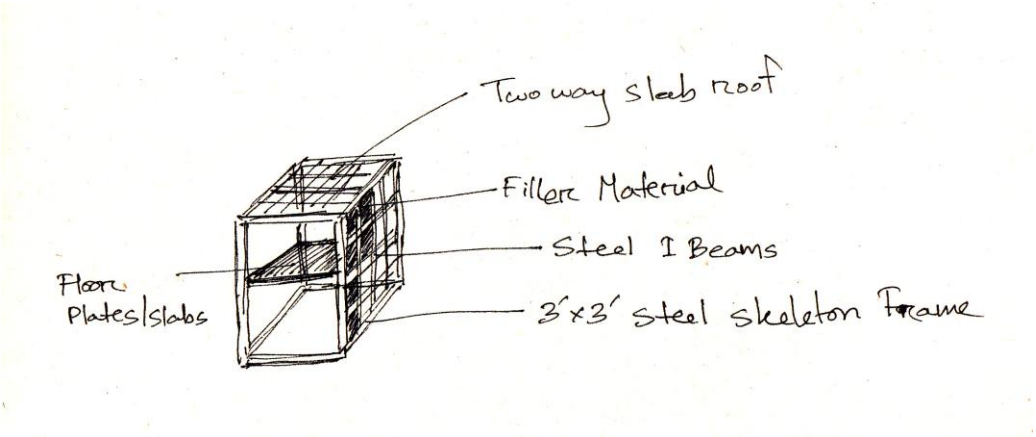
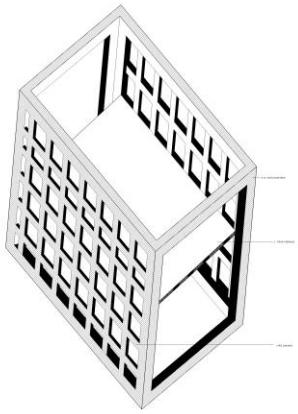
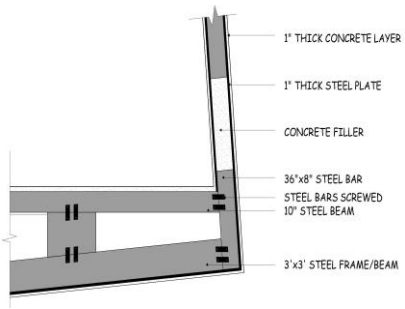


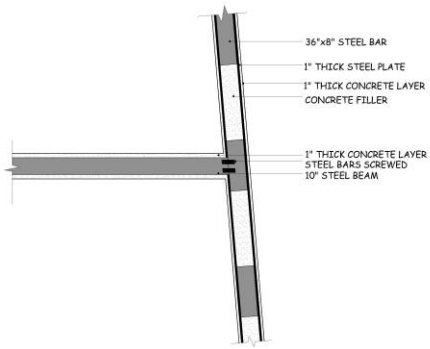
Fig 6.2 : schematic plans

6.3 Structural development









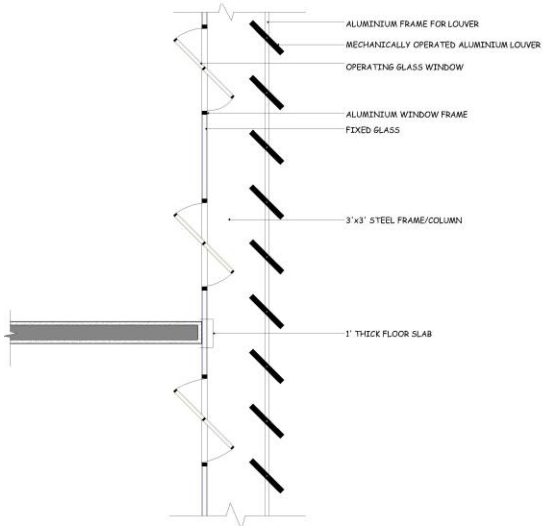
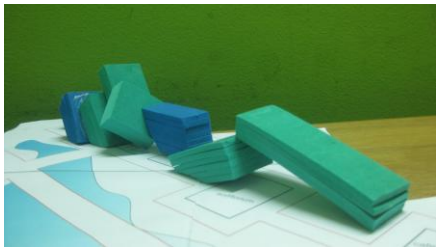
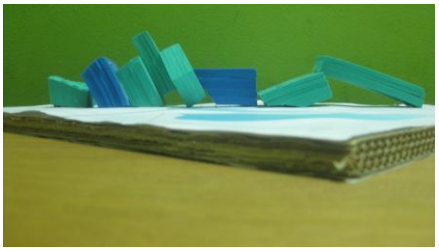
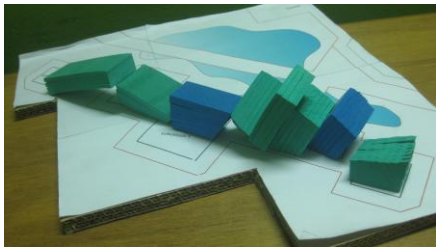


Fig 6.3 : structural solutions

6.4 Development Phase

6.4.1 Phase 01

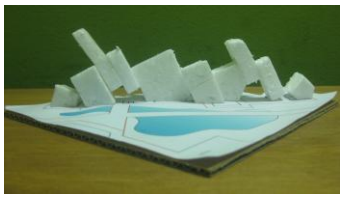
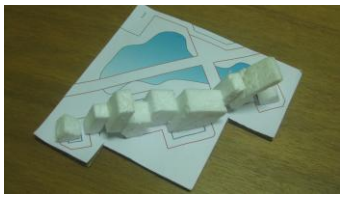
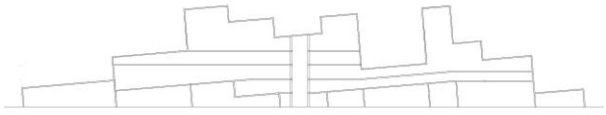
Characteristics

- Linear arrangement
- Corridor circulation
- Main road vehicular entry
- Urban window created below the structure
- Central core design arrangement
- Slanted wall & tilted roof
- Water body in front, bridge circulation after entry to the site
- No plaza level

Problems

- Circulation very complex
- Lift core does not connect all the spaces
- The joinery details unaddressed
- Gallery circulation not solved
- Parking & drop off zone unaddressed
- Identity of the pure form not evident

6.4.2 Phase 02

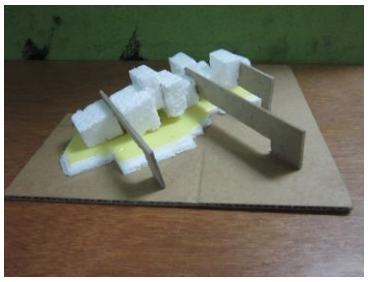
Characteristics

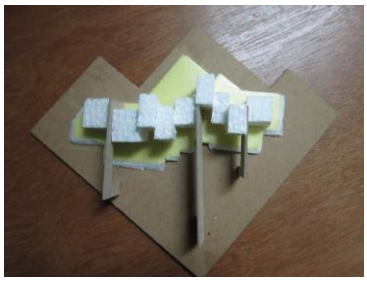
- Linear arrangement
- Corridor & ramp circulation
- Parking at the main road corner of the site
- Cafeteria & auditorium blocks separated

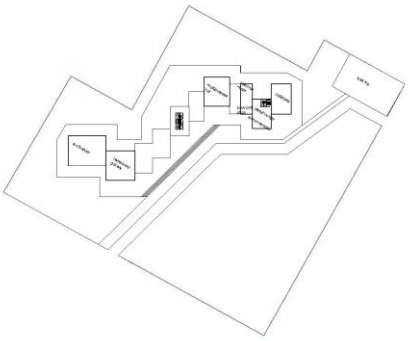
Problems

- Uninteresting circulation with less lighted spaces
- Lift core does not connect all the spaces
- Gallery circulation too tilted
- Form not respecting the site area
- Vehicular circulation dividing the site
- No plaza level

6.4.3 Phase 03







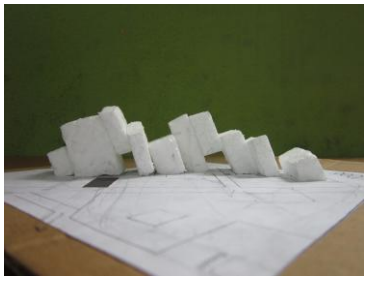
Characteristics

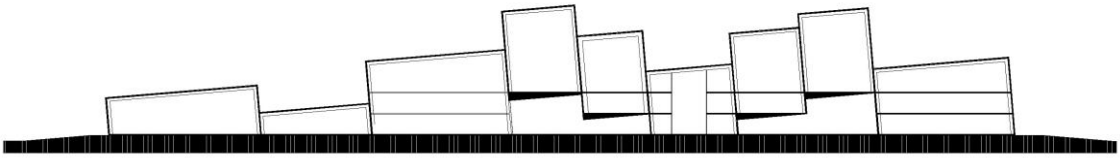
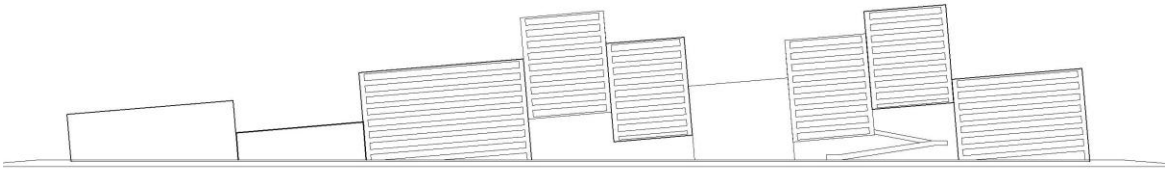
- Space oriented circulation
- Walls extended for outdoor exhibition purposes
- Circulation not linear & blocked
- Parking at the main road corner of the site
- All the blocks merging together
- Central core connecting different spaces & blocks at different levels
- Plaza level added

Problems

- Lift core does not serve all the spaces
- Gallery circulation only ramp
- Vehicular circulation dividing the site
- Extended wall contradicting with the concept

6.4.4 Phase 04



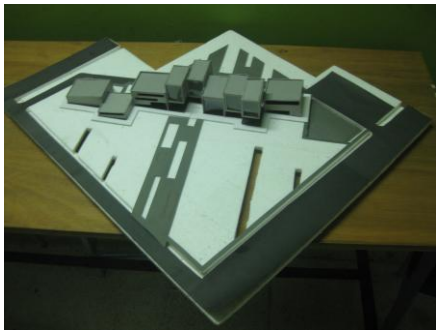
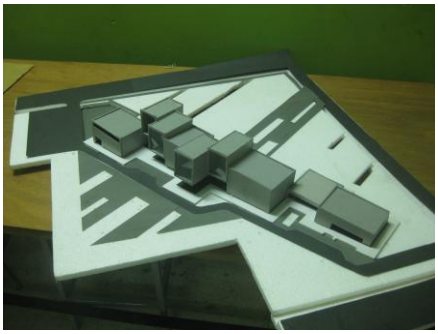
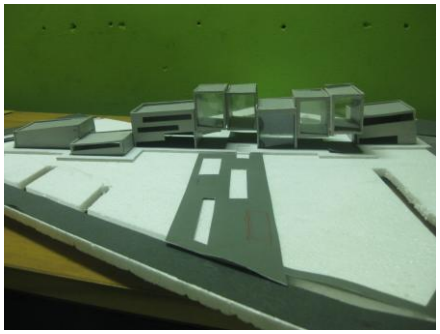
Characteristics

- Space oriented circulation
- Elevation done with screening
- Circulation not linear & blocked
- Parking and drop off zone solved at the back of the building
- All the blocks merging together
- Central core connecting different spaces & blocks at different levels
- Plaza level added & reached by a promenade after site entry
- Public facilities are common & situated at plaza level
- Other functions are reached through a lift core at different levels
- Gallery circulation separated with ramps
- Well lighted spaces created by glass wall with screening for shade
- Steel skeleton structure

Problems

- Lift core cannot be used to reach all the spaces
- Tilted roof
- No access on the roof

6.5.1 Phase 05

Characteristics

- Space oriented circulation
- Elevation done with aluminium louvers
- Parking and drop off zone solved at the back of the building
- All the blocks merging together
- Central core connecting different spaces & blocks at different levels
- Plaza level added & reached by a promenade after site entry
- Public facilities are situated at ground floor level
- Other functions are reached through a lift core at different levels
- Gallery circulation separated with ramps
- Well lighted spaces created by glass wall with screening for shade
- Steel skeleton structure
- Landscape treated as a buffer zone merging green and water

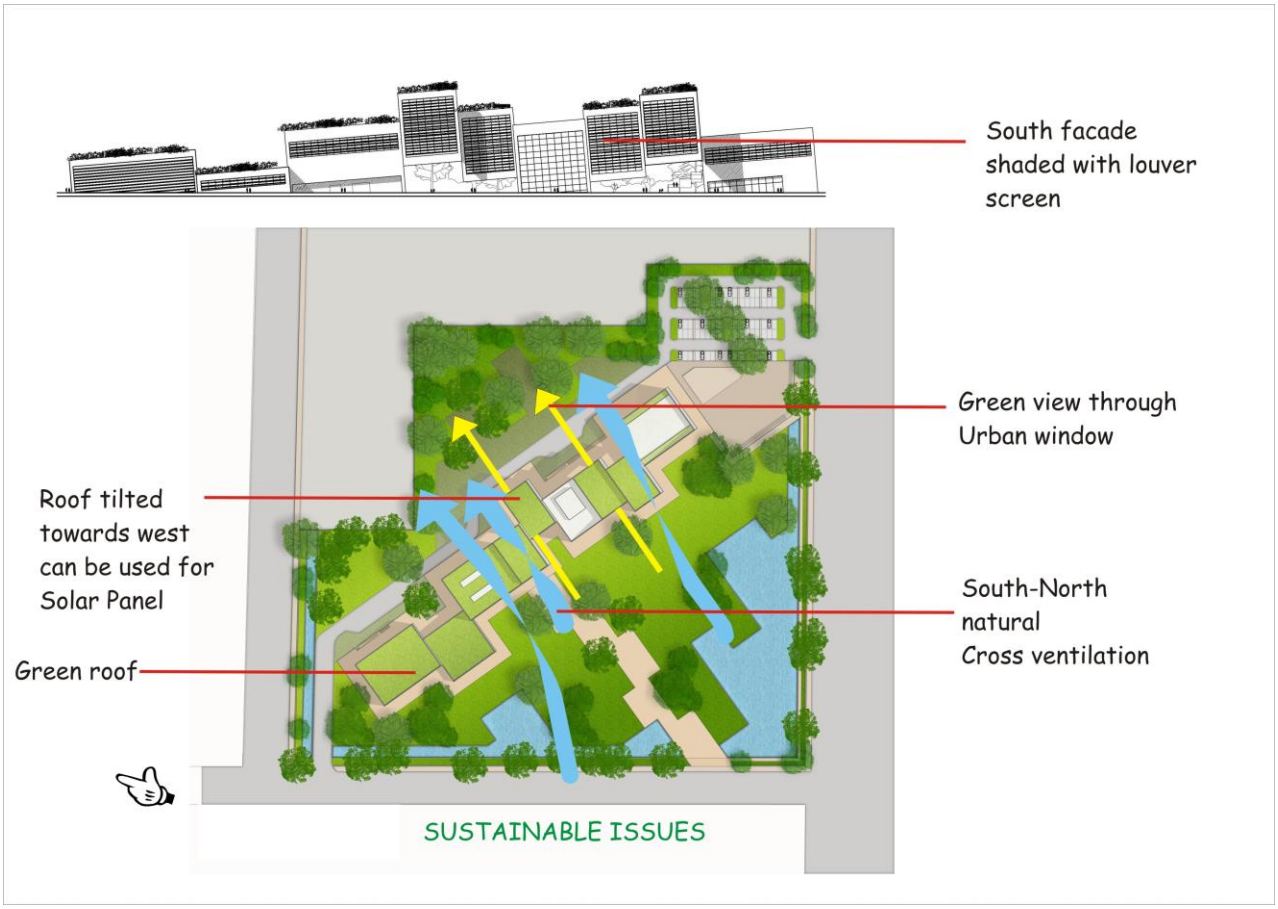
Problems

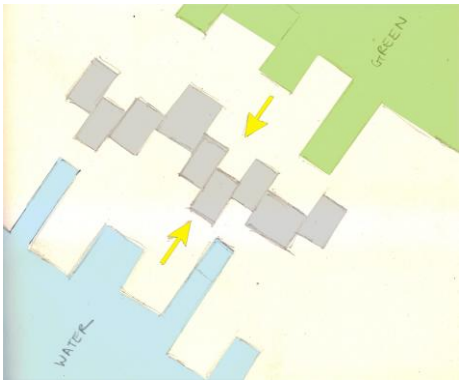
- Tilted roof
- No access on the roof
- Security issue unaddressed
- Sustainability issue not addressed

CHAPTER 07
Final Design

7.1 Designed Site & Master Plan

7.2 Sustainability Issue





7.3 Floor Plans

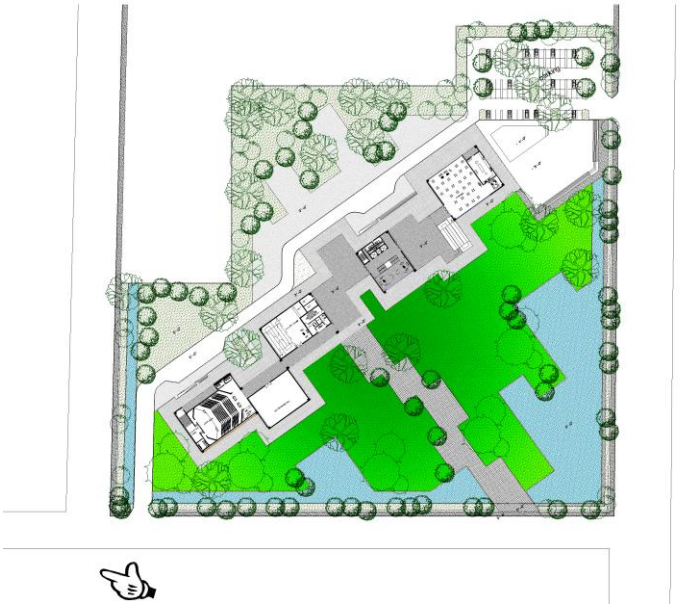


Fig 7.1 : Landscape with site

Fig 7.2 : ground level plan

Fig 7.3 : level 01 plan

Fig 7.4 : level 02 plan

Fig 7.5 : level 03 plan

7.4 Sections

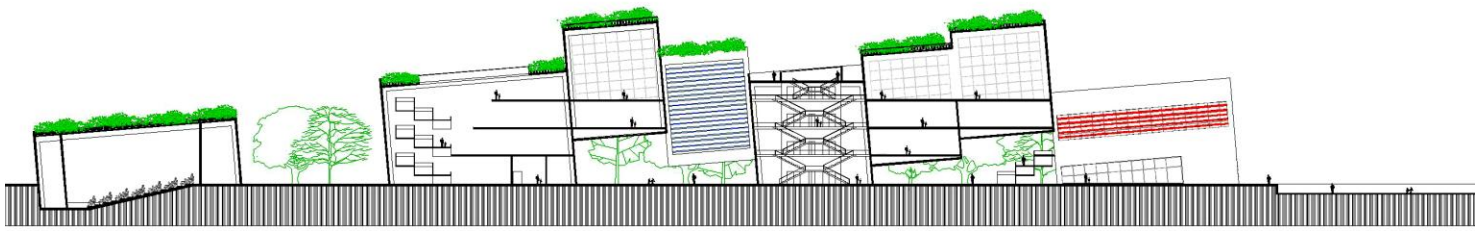


Fig 7.6 : section AA’

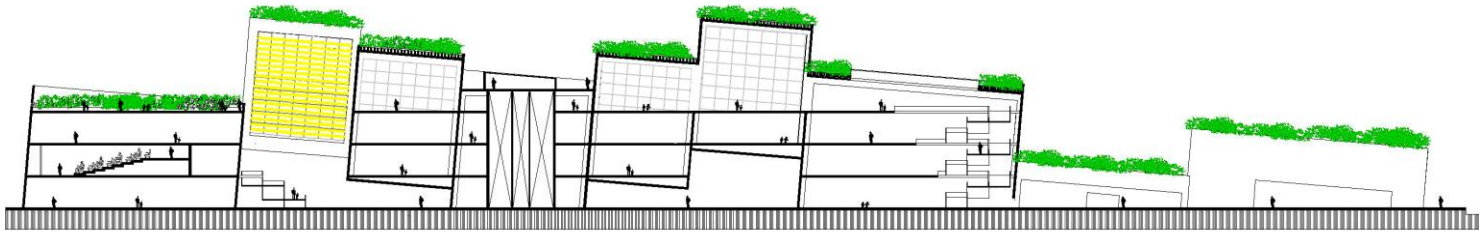


Fig 7.7 : section BB’

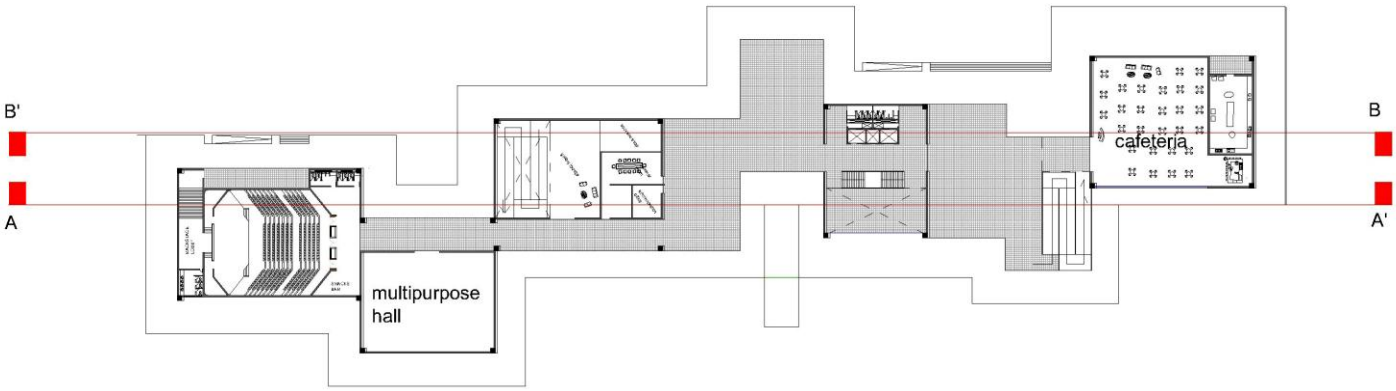


Fig 7.8 : section lines

7.5 Elevations

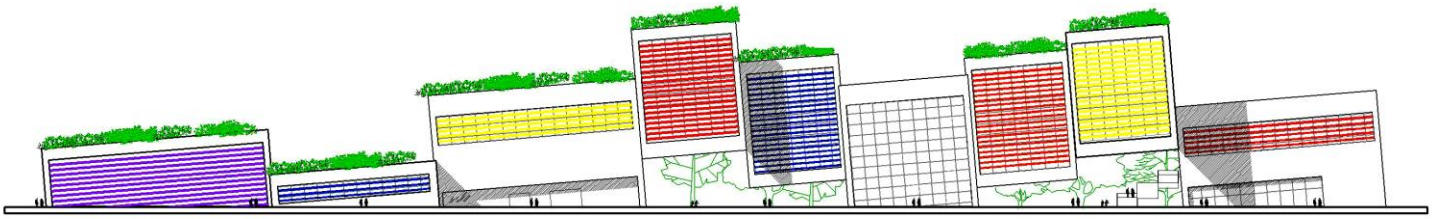


Fig 7.9 : South Elevation

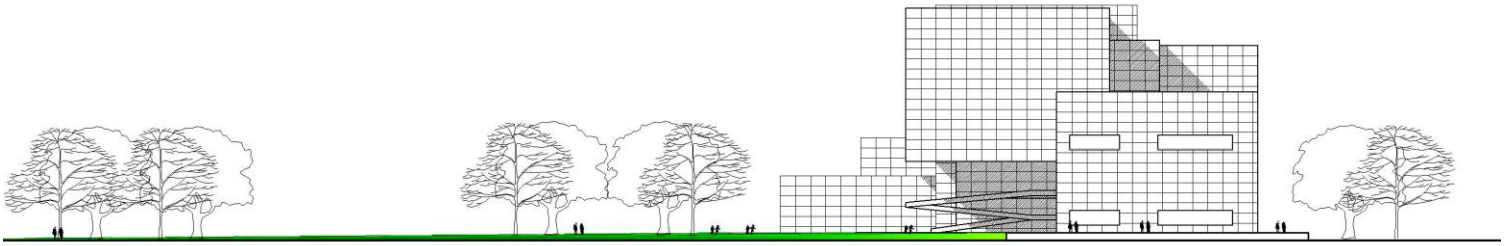


Fig 7.10 : East Elevation

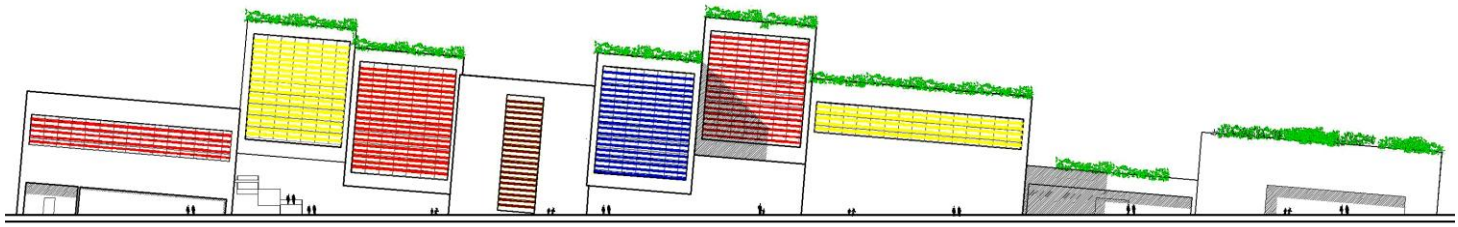


Fig 7.11 : North Elevation

7.6 Three Dimensional Perspective Views of Spaces

Fig 7.12 : eye level view through the urban punch

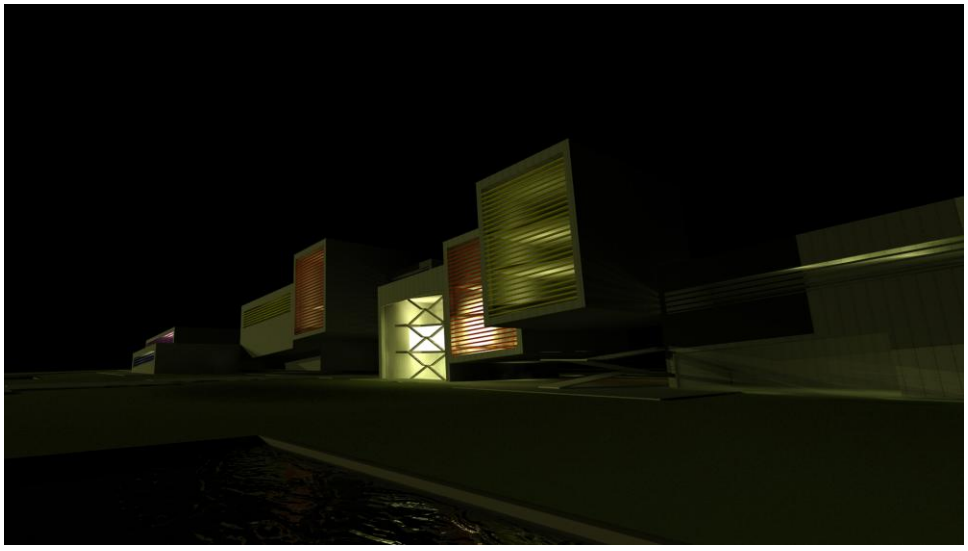


Fig 7.13 : night view

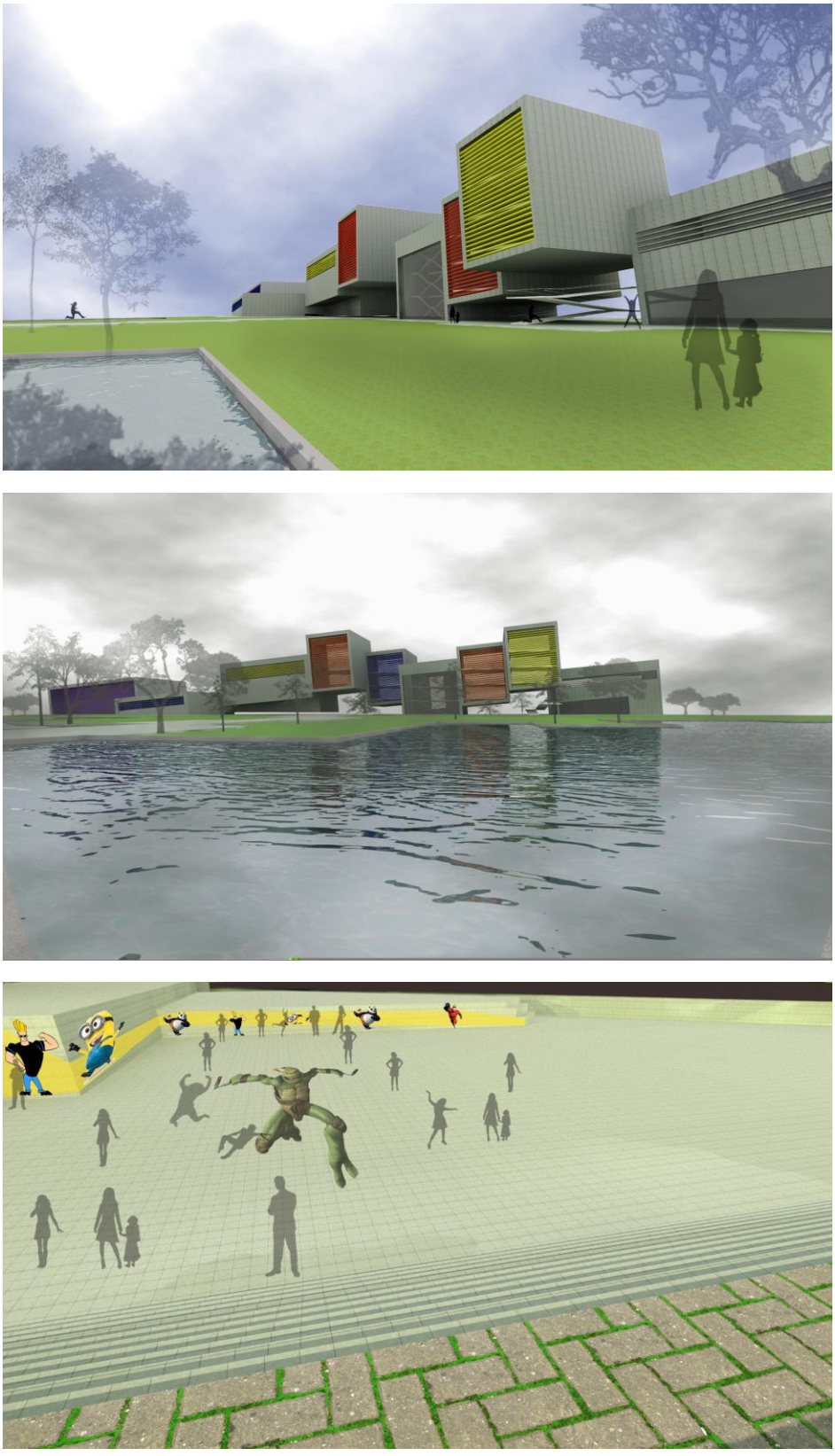
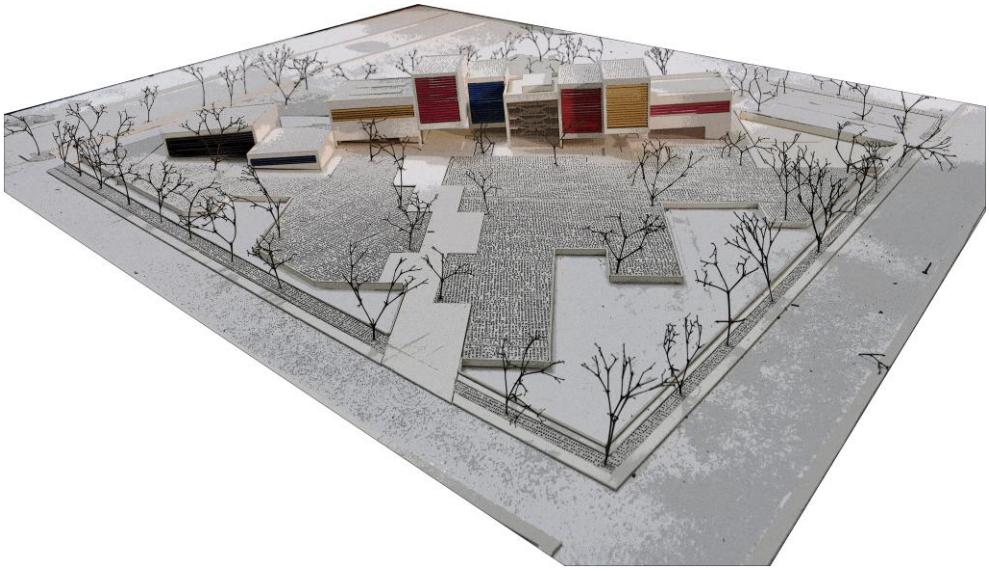
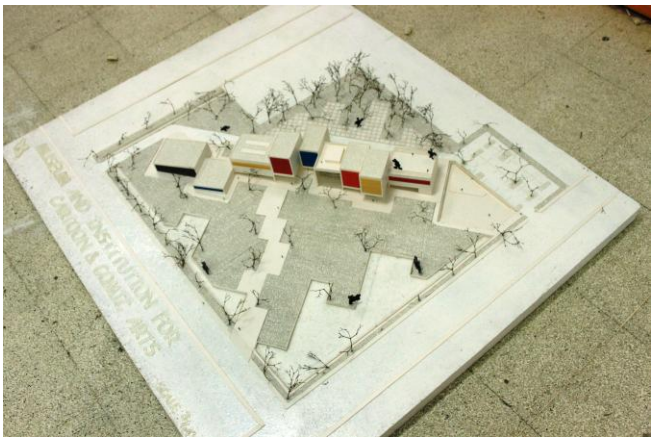
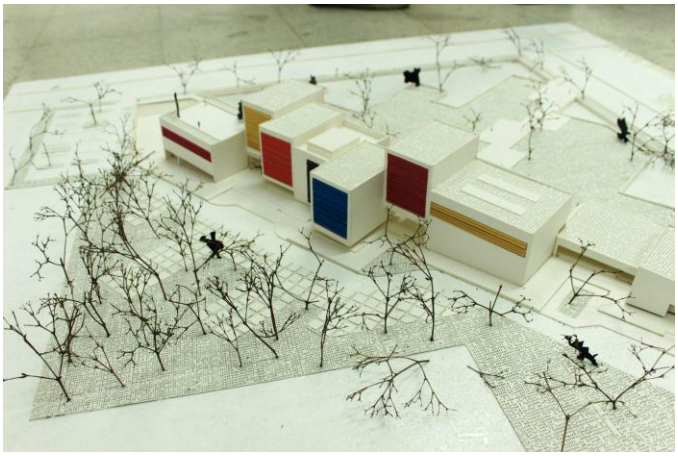


Fig 7.14 : outdoor spaces

7.7 Models of the Project







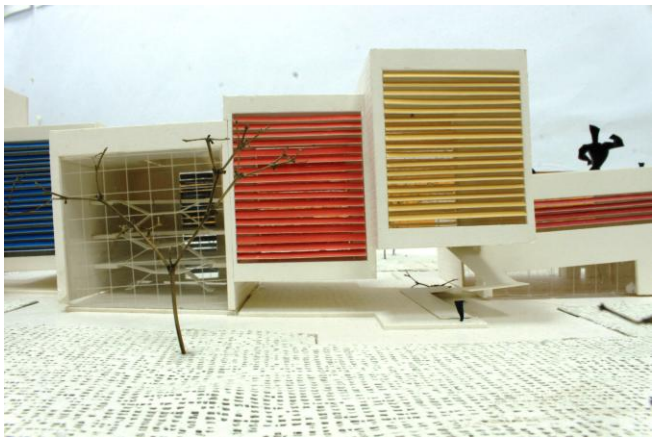


Fig 7.14 : Site Model

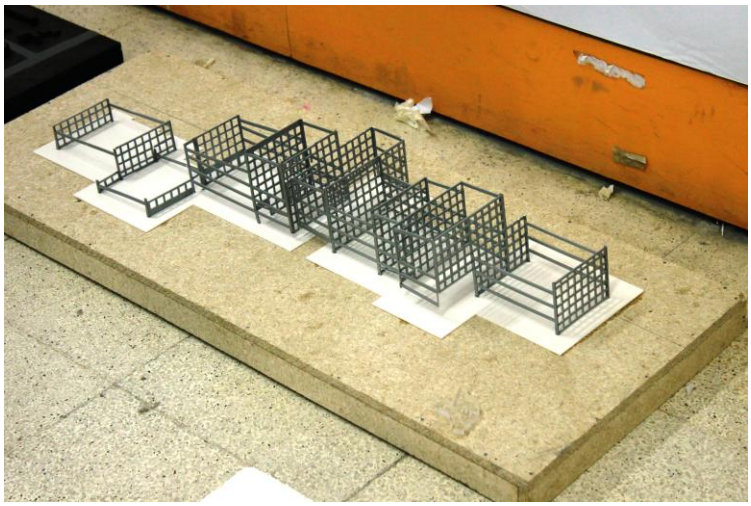
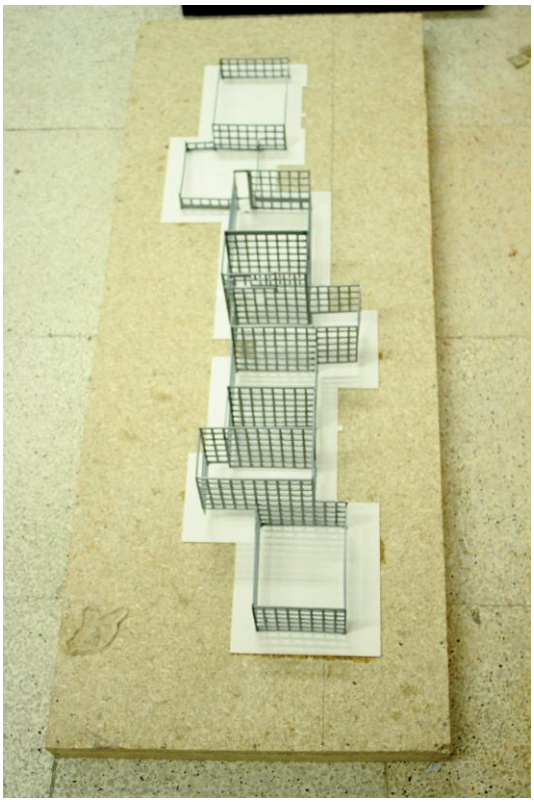


Fig 7.15 : Structural Model



CONCLUSION

The stated above chapters include the process & journey of completion of the design of a museum & institution for cartoon & comic art. A museum & institution that can have a huge impact on Bangladesh & the rest of the world regarding Cartoon & Comic Art. The whole effort to complete the project & the learning acquired through the journey, is dedicated to the cartoons, which have taught, influenced, entertained people time to time & the creators of those cartoons & similar art forms.

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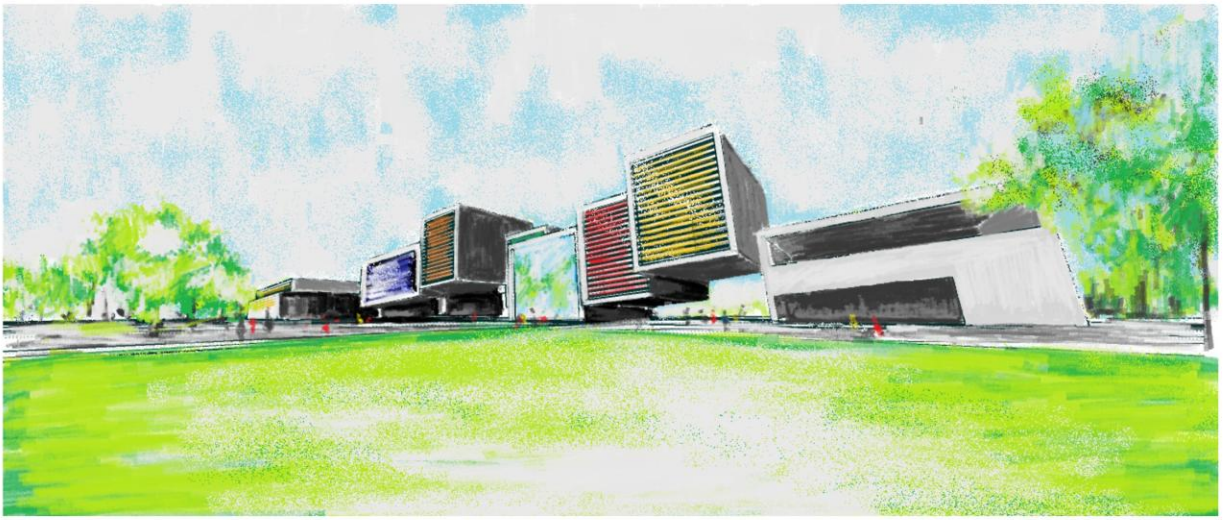
MUSEUM & INSTITUTION FOR CARTOON & COMIC ART



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