**Architecture as an Exhibit. Museum Presentations in Transnational Entanglement**

International conference hosted by the Department of Culture and Imagination at the GWZO Leibniz Institute for the History and Culture of Eastern Europe, Leipzig, and Professor Cornelia Jöchner (Institute of Art History, Ruhr University Bochum) in conjunction with the DFG project ‘Outdoor Architectural Museums 1880–1930: Contact zones of regional and national architecture in transnational exchange’

*Open-air architectural museums in the decades around 1900 were monumental complexes designed to provide a lifelike presentation of a country’s architectural culture, something which had previously been underrepresented. Such displays became permanently established in various European countries in connection with world’s fairs and national exhibitions as well as the museum boom. The term ‘village’ signifies the ensembles’ uniform, spatially perceptible aesthetics, and does not necessarily imply an ethnographic reference. These architectural exhibitions were intended to both meet scholarly expectations and become popular attractions by means of their presentation strategies. Increasing the attention paid to them by international exhibition research community is the goal of this conference.*

*We therefore seek dialogue with important standpoints in this field. The aim is to be able to better identify links between open-air architectural museums and other exhibition types, and thus achieve a more complete picture of how architecture was presented at exhibitions around the turn of the century. A joint area of discussion is emerging concerning the relationship between the architecture displayed and the exhibition space, especially regarding the question of museum presentation. After all, unlike the presentation of architecture in museum and exhibition galleries, open-air architectural museums turn urban spaces and landscapes into museum spaces, enabling primary spatial perception as well as the revitalization of the architecture on show.*

*The conference will examine the course of musealization – particularly typification, medialization, historicization and objectification – as formative elements in the new contextualization of architecture. These different exhibition strategies will be addressed on a local and a global scale. Particular attention therefore needs to be devoted to world’s fairs and national exhibitions which, owing to their international impact, occupy a position in the push and pull between national debates and globalization processes.*

The conference will be held as a face-to-face event at two locations in Leipzig. Due to the pandemic, the maximum number of participants is limited. Advance registration is requested for attendance in person – please contact Gáspár Salamon <gaspar.salamon@leibniz-gwzo.de>.

The sections of the programme taking place at the GWZO Leibniz Institute for the History and Culture of Eastern Europe will be available on Zoom. This service starts at 17.30 on 28 October 2021. To attend online, please register beforehand using the following link:

https://us06web.zoom.us/meeting/register/tZEpdeuprj4rGdGPWaTHBUCLhVU23lCXXJEr

After registering, you will receive a confirmation email containing information about participation in the meeting and the access link. This link is valid for every day of the event.

Thursday, 28.10.2021

***Opening***

Location: Alte Messe Leipzig; meeting point: the giant M structure at the entrance on Prager Strasse, 04103 Leipzig

15:00 Welcome: Arnold Bartetzky (Leipzig)

15:15 Tour with Peter Leonhardt (Leipzig) – The Grounds of the 1913 International Exhibition of the Building Trades and Homes Leipzig 1913 / Wilhelm Kreis-Bau

Location: GWZO, Specks Hof (Entrance A), Reichsstrasse 4-6, 04109 Leipzig

17:30 Introduction: Cornelia Jöchner (Bochum)

18:00 Keynote speaker: Martino Stierli (New York) – The House as Exhibit: Architecture for the Pax Americana at The Museum of Modern Art

Chair: Arnold Bartetzky (Leipzig)

Friday, 29.10.2021

Location: GWZO, Specks Hof (Entrance A), Reichsstrasse 4-6, 04109 Leipzig

***Networks and Infrastructures***

9:00 Anke Wunderwald (Bochum): Interacting Networks around the Poble Espanyol in Barcelona: The Competition to Find a National Identity Between 1914 and 1929

9:45 Marta Filipová (Brno): Staging the Ideal Village: Rural Architecture at Exhibitions in Central Europe, 1891–1928

10:30 Kenny Cupers (Basel): Golęczewo/Golenhofen and the Arts and Technics of Internal Colonialism

Chair: Beate Störtkuhl (Oldenburg)

11.15 Break

***Materialized Geographies***

11:45 Gáspár Salamon (Leipzig/Berlin): Exhibited Architecture in Ethno-geographical Frame. The “Ethnographic Village” at the Millennial Exhibition in Budapest, 1896

12:30 Eeva-Liisa Pelkonen (New Haven): Truth and Illusion of Stone at the *Le Pavillon Finlandaise*, Paris 1900

13:15 Lunch break

14:30 Agnieszka Zabłocka-Kos (Wrocław): The Architectural Village „Old Poznan” at the Eastern German Exhibition in Poznan (1911) as a Political Issue

Chair: Arnold Bartetzky (Leipzig)

***Fictional Spaces***

15:15 Christin Nezik (Bochum): „Die Anlage von Freiluftmuseen in einer denselben natürlichen Umgebung“: Configurations of Vernacular Architecture and Landscape at the Seurasaari Open-air Museum

16:00 Änne Söll (Bochum): Miniaturisation as a Strategy for Musealization: The Thorne Rooms at the Art Institute of Chicago and their Presentation at Chicago’s Century of Progress Exhibition 1933-4

16:45 Oliver Elser (Frankfurt am Main): New Haven – Marburg – Frankfurt: Heinrich Klotz, Collecting Architecture in its Original Scale

Chair: Sabine Stach (Leipzig)

Saturday, 30.10.2021

Location: GWZO, Specks Hof (Entrance A), Reichsstrasse 4-6, 04109 Leipzig

***Politics of the Style / Exhibition Styles***

9:00 Cornelia Jöchner (Bochum): Wooden Construction, Brick and *Risorgimento*: The Politics of Materials in the Borgo Medievale, Turin (1884)

9:45 Alexander auf der Heyde (Palermo): Ernesto Basile and the National Fair in Palermo 1891-92

10:30 Coffee break

11:00 Carsten Ruhl (Frankfurt am Main): Reliefs, Surfaces, Contrasts: The Reception of Trade Exhibitions by Simmel and Kracauer

11:45 Peter Leonhardt (Leipzig): The Exhibit “Leipzig around 1800” at the 1913 International Exhibition of the Building Trades and Homes in Leipzig and the Architectural Villages at German Building Exhibitions prior to World War I

Chair: Henrik Karge (Dresden)