

Press Release 12/2016

29 June 2016

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Inflatable Tuborg pavilion designed by BIG will travel from Roskilde to Copenhagen and Aarhus



Tuborg's bar area at Roskilde Festival this year is designed by BIG-Bjarke Ingels Group and is travelling to CHART ART FAIR at Kunsthall Charlottenborg and ARoS in Aarhus after the music festival.

Today, Tuborg presents its most ambitious Tuborg bar area ever at the Roskilde Festival: a gigantic pavilion made out of the same material that dreams and bouncy castles are made of. The pavilion was designed by BIG-Bjarke Ingels Group and for the first time ever, it will also be made available to the general public this year through a collaboration with CHART ART FAIR and ARoS.

BIG was tasked to create a mobile structure, which could function as a social framework and easily be moved from Roskilde to CHART and finally to ARoS. The ambition was to create a social plug-and-play space. The result is a 'bubble-like cloud' made out of inflatable material, illuminated by LED lights and which only takes 7 minutes to inflate.

"The idea of using a bouncy castle came about because one can create any kind of structure with this type of material. The process of inflating and deflating the castle is easy. Producing it turned out to be much more difficult though than we had initially expected. The first manufacturer completely gave up and we were under enormous time pressure. But the end-result is the most beautiful thing you could imagine," says Jakob Lange, partner at BIG-Bjarke Ingels Group.

The pavilion, called SKUM, has a unique design taking you back to childhood dreams, heavenly adventures and bouncy castles. The large, bubble-like cloud provides 120 square metres of space where Tuborg's festival guests can relax in between concerts. At night, LED lights illuminate the pavilion both from the inside and outside, creating an enormous bubble of light in the festival grounds.

"Every year Tuborg creates a 'breathing space' during Roskilde Festival, where our visitors can relax. But SKUM is more than just a bar area. I would call it a dream that has come true because of Bjarke Ingels Group. We think everyone should see this sculpture, because Tuborg is everyone's beer in Denmark. Therefore, we joined forces with CHART ART FAIR, which we already have a collaboration with for the festival's opening concert on Friday August, 26. It was also CHART that established the co-operation with ARoS, and we are very proud that SKUM will end up in Aarhus when Aarhus becomes European Capital of Culture in 2017," says chief sponsor Peter Giacomello.

Up until now, the famous Tuborg bar and pavilion has been reserved for only the selected few. By working with CHART and ARoS, the pavilion will for the first time be available to the general public - initially as part of CHART'S CHART SOCIAL programme, which breaks with the traditional art fair format through a series of events and art projects, which are free and open to all.

"We are excited to present SKUM as an integral part of our CHART SOCIAL programme - a programme with an ambition to explore and build bridges between different creative disciplines such as art, architecture, music and design. With SKUM we can create a unique social space that allows visitors to experience and feel art in a whole new way," says Simon Friese, Director of CHART.

In 2017, SKUM will move to Aarhus and be part of ARoS' ambitious international art exhibition The Garden, held to celebrate Aarhus' status as European Capital of Culture. The ambition level of this exhibition has never previously been seen in Denmark and in its entirety, it will create a 4 km-long art zone in Aarhus.

"We are pleased with our collaboration with Tuborg and CHART to realise BIG's imaginative and humorous version of a garden pavilion," says Erlend Høyersten, Director, ARoS. In Aarhus, the pavilion will be located on the coast between Tangkrogen and Ballehage.

Due to this collaboration, everyone gets a unique opportunity to experience cutting-edge architecture by BIG - Bjarke Ingels Group, which has also just opened the famous Serpentine Pavilion that to date is the world's most-visited pavilion.

Peter Giacomello, Jakob Lange and Simon Friese will open SKUM on Wednesday 29 June, 2 pm CET.

FACTS

BIG

BIG is a Copenhagen and New York based group of architects, designers and thinkers operating within the fields of architecture, urbanism, research and development.

TUBORG

For generations Tuborg has supported the world of music. With Tuborg Music the ambition is to create new traditions and opportunities to support the culture of live music in Denmark – for the enjoyment of the audience as well as musicians. Learn more here: <http://www.tuborgmusik.dk/>

CHART ART FAIR

CHART ART FAIR is the leading Nordic contemporary art fair held at The Royal Danish Academy of Fine Arts' Kunsthal Charlottenborg in Copenhagen. Since its inception in 2013, CHART has established itself as the international platform for contemporary art in the region. Learn more here:

<http://chartartfair.com>

ARoS Art Museum

ARoS Aarhus Art Museum is one of Europe's largest art museums situated in the heart of Aarhus. In the Summer of 2017 the museum celebrates the city's status as European Capital of Culture by presenting the large-scale international art exhibition The Garden. Learn more here: <http://en.aros.dk/>

THANKS TO

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