

### Program Summary:

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### Program Statement:

This concept for a new 120,000 SF music museum aims to highlight Louisiana's contributions to the local, regional, and national music scene. The museum will be a top attraction for both tourists and residents. It will feature state-of-the-art exhibit spaces, a performance theater, research facilities, a rooftop terrace, along with a music club and restaurant. As the anchor of a development district's \$1 billion redevelopment project, the project will provide a comprehensive overview of Louisiana's music and heritage. Presenting a unified narrative of the state's diverse musical history, it aims to underscore the significance of Louisiana's music communities in shaping American music. Drawing inspiration from the rich musical traditions of New Orleans and Louisiana, the museum's design incorporates elements of various genres, reflecting the complexity and diversity of the state's musical heritage. The design team utilized artificial intelligence to explore innovative architectural possibilities, experimenting with the integration of instrument profiles into the building's structure. This approach enabled the creation of dynamic spaces that evoke the essence of musical expression while engaging with light, shadow, and volume.

# UP40.01

Building Area: (sf)  
**120,000 SF**

Cost per Square Foot:  
**N/A**

Construction Cost  
**N/A - Unbuilt**

Date of Completion:  
**2022**



## UP40.02

This museum will provide a comprehensive experience, complete with state-of-the-art exhibit space, a performance theater/soundstage, a research/archival area, rooftop terrace, multi-purpose event space, a restaurant and music club, an attractive lobby, museum store, and classroom/education areas.



## UP40.03

The project will serve as the cultural anchor for a development district, an ambitious, nearly \$1 billion mixed-use development seeking to revitalize a previously industrial stretch of land adjacent to an urban business district.



# UP40.04

Box Office & Record Store  
Perspective



INPUT



OUTPUT



## ASPIRATIONS:

ARCHITECTURE AS INSTRUMENT

ROOMS AS CHAMBERS — DISTINCT & CONNECTED

FORM INSPIRED BY INSTRUMENTS —SOFT & SHARP

SPACE INSPIRED BY INSTRUMENT CASES —CONTENTS & CONTAINER

RICH MATERIALS —COLOR & TEXTURE

# UP40.05

## Sampling Form & Materials

The design team sought inspiration from music and its source— instruments—and turned to an unlikely partner in exploration— artificial intelligence.

Using the image-generating AI software Midjourney, the design team fed the program images of guitars, violins, saxophones, and cymbals, accompanied by various text descriptions of lighting and material, to create conceptual vignettes that explored form and texture.

The team used these as a beginning point for architectural investigation.

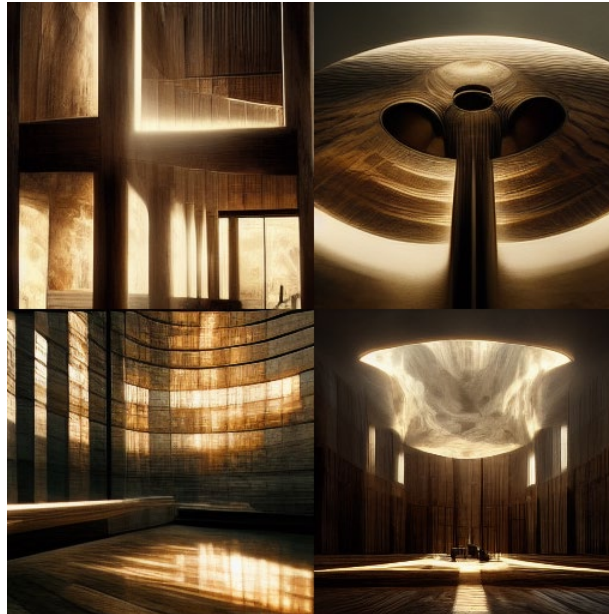
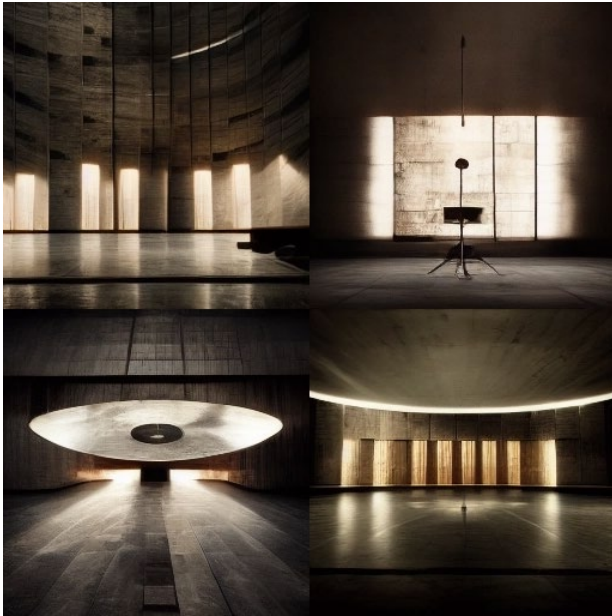


# UP40.06

## Sampling Light & Space

The design team then worked to convert the AI-generated conceptual vignettes into something more spatial and architectural.

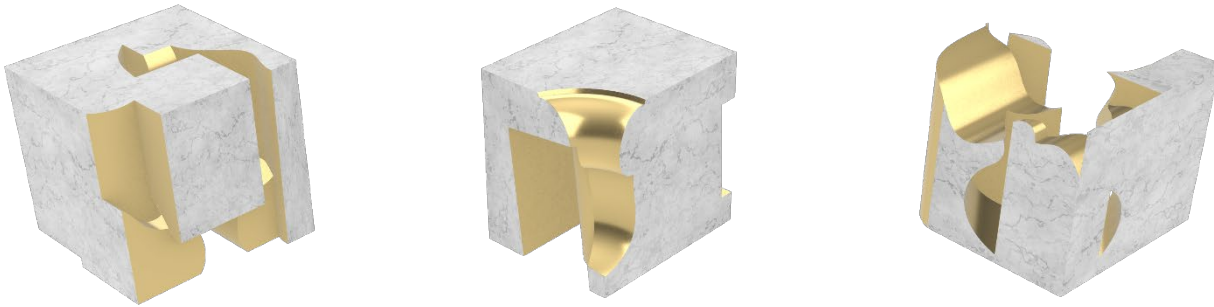
Again utilizing Midjourney, the team fed the system back its own images, but this time accompanied by spatial descriptions of architecture. This unique pairing of technology and human creativity broadened design thinking and created swift unexpected design iterations.



# UP40.07

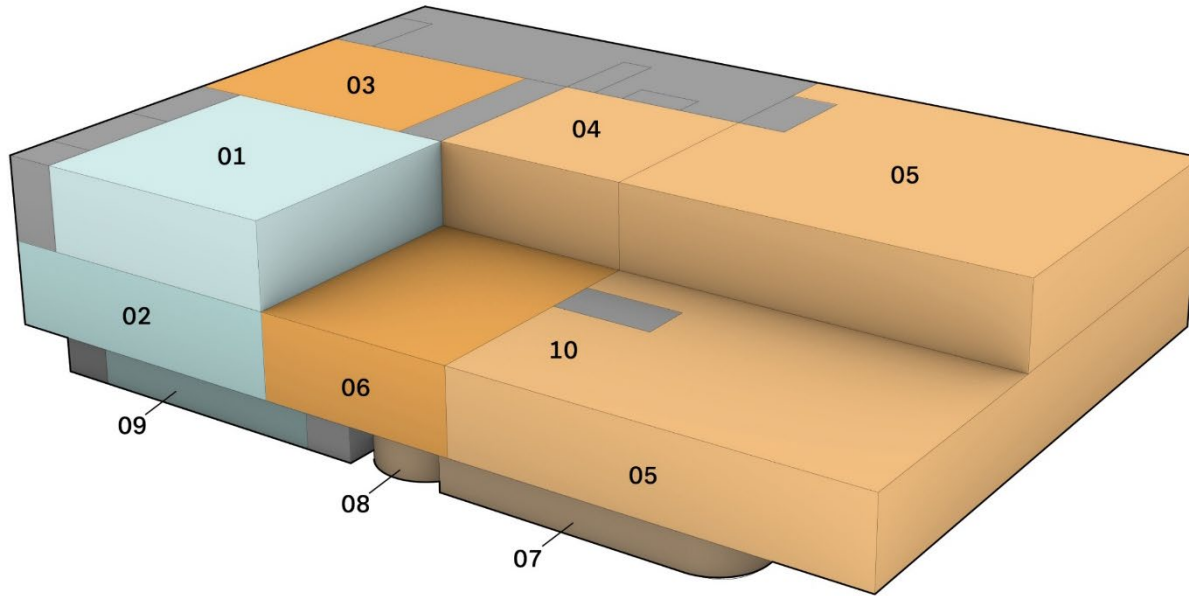
## Massing Studies

In parallel to using AI, the design team also explored subtracting various instrument profiles to create unique tectonic possibilities. The team experimented with varying scales, proportions and orientations to translate the intricacies of musical instruments into tangible architectural expressions. The designers explored how light and shadow interacted with the carved forms, emphasizing certain details and creating a dynamic between space and volume.



# UP40.08

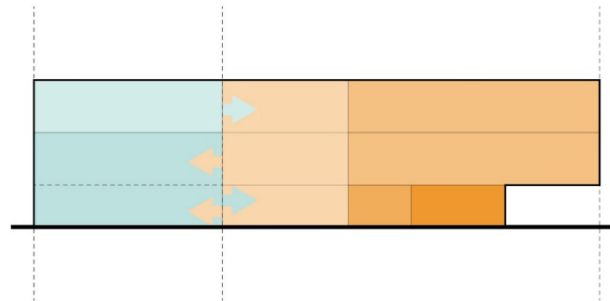
Program Massing Axonometric



- 01 EVENT SPACE
- 02 PRIVATE DINING
- 03 OFFICES
- 04 VERTICAL GALLERY
- 05 GALLERY
- 06 ARCHIVES & CURATION
- 07 RECORD STORE
- 08 BOX OFFICE
- 09 MUSIC CLUB & BAR
- 10 ROOFTOP TERRACE

HOSPITALITY

EXHIBITION





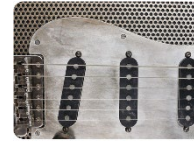
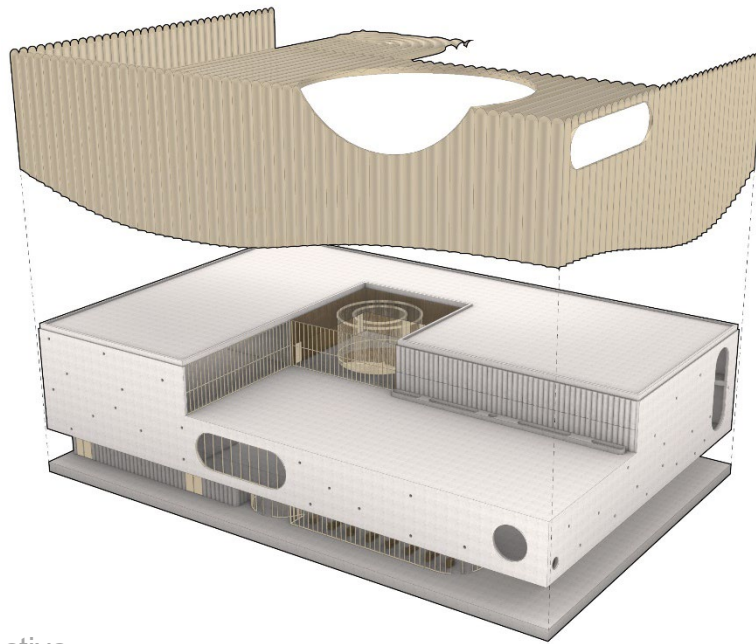
## Massing Axonometric

# UP40.09

Massing Axonometric  
& Section Perspective

PERFORATED  
METAL CURTAIN

TEXTURED WOOD &  
CONCRETE STAGE

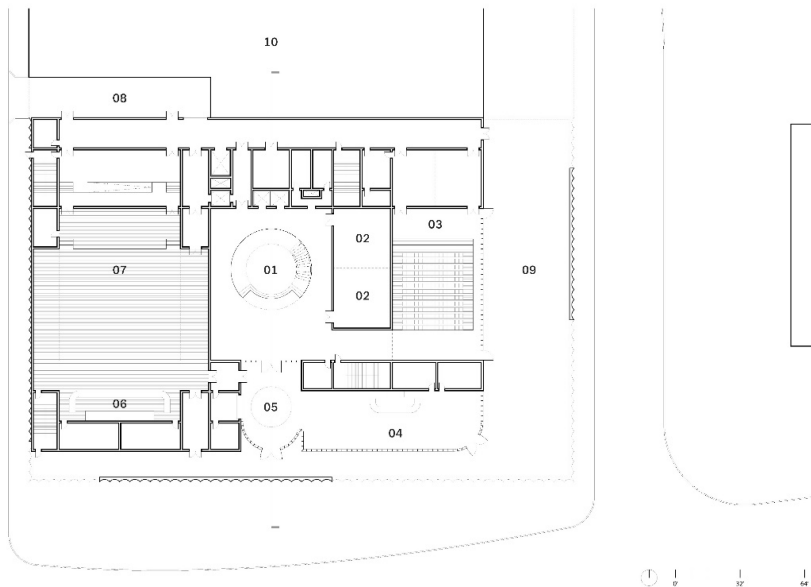


## Section Perspective



## First Floor Plan

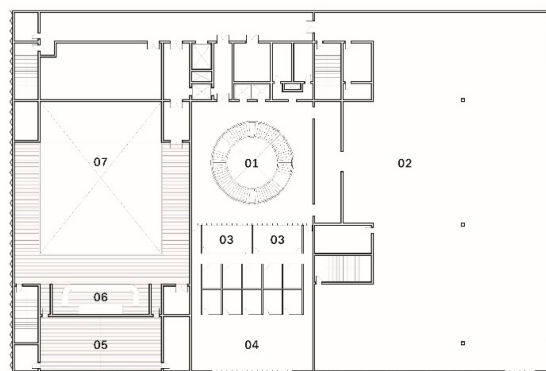
- 01 VERTICAL GALLERY
- 02 CLASSROOM
- 03 SOUNDSTAGE
- 04 RECORD STORE
- 05 BOX OFFICE
- 06 BAR
- 07 MUSIC CLUB
- 08 LOADING
- 09 COVERED OUTDOOR SPACE
- 10 PROPOSED FUTURE HOTEL



1 9 12 14

## Second Floor Plan

- 01 VERTICAL GALLERY
- 02 GALLERY
- 03 LAB
- 04 ARCHIVE & CURATION
- 05 PRIVATE DINING
- 06 BAR
- 07 MUSIC CLUB



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# UP40.10

Massing Axonometric  
& Section Perspective



# UP40.11

Street Perspective



# UP40.12

Vertical Gallery  
& Rooftop Terrace Perspective

