

DESIGN OF A CONTEMPORARY ART GALLERY WITH A METAPHORICAL ARCHITECTURAL APPROACH IN MEDAN CITY**Rotua Rajagukguk¹, Nurlisa Ginting^{*1,2}**

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Abstract

This study explores the application of the Metaphorical Architecture approach in the design of Contemporary Art Galleries, with a focus on its benefits and impact on art interaction and visitor experience. Art is defined as the expression of ideas, emotions, and the turmoil of the soul through aesthetic elements to fulfill human needs. Art galleries serve as platforms for artists to exhibit, store, and promote their artworks to the public, while also functioning as spaces for education and entertainment. Contemporary art galleries, in particular, are edutainment spaces that present modern art in interactive and engaging ways. Metaphorical architecture, as a design strategy, employs symbolism to convey deeper meanings, enhancing both the visual appeal and aesthetic value of a building. Indonesia, despite its rich artistic heritage, faces challenges in providing adequate art facilities, especially in cities such as Medan. This research was conducted using a qualitative method through literature review and comparative object analysis to identify and apply metaphorical elements in architectural gallery design. The findings indicate that the metaphorical approach enables the creation of buildings that transcend mere physical space, enriching the interaction between architecture and art, and enhancing the aesthetic experience of visitors. Contemporary galleries designed with this approach function not only as exhibition venues but also as works of art themselves, enabling broader creative exploration in contemporary architectural design. Therefore, this study affirms that the application of metaphorical architecture in contemporary art galleries can significantly enrich visitor experiences and support the advancement of modern art in Indonesia.

Article History**Keywords**

Art Gallery, Contemporary Gallery, Architecture Metaphor

Introduction

Art is the idea, thought, feeling, voice of the heart, and turmoil of the soul that is manifested or expressed through certain elements that are beautiful or pleasing to fulfill human needs. (Soviana, Riyanti, & Amri, 2021). Art galleries are a medium for artists to express their works to the public while preserving those works and serving as a means of entertainment and education for the community regarding the knowledge and development of art. (Awany & Ginting, 2022). Contemporary art galleries are edutainment spaces based on modern art that use various media for delivering art that presents information packaged in an interesting and interactive way. (Sulistiyohadi & Purnama, 2019). Thus, Contemporary Art Galleries are a medium and/or permanent place for showcasing, storing, and promoting art that is developing in the present time as a means of developing artists' creativity and public knowledge.

Metaphorical architecture is a way of understanding something by explaining it with one object using another object. (Anthony. C, 1990). Metaphorical architecture is chosen as a design strategy by presenting forms, arrangements, and appearances that can be found around the area. (Putri, Sumaryoto, & Handayani, 2023). Through the use of metaphors, architects can convey specific messages or concepts more strongly and clearly to building users or the general public. In addition, metaphorical architecture can also create a unique and interesting visual experience for visitors, thus enhancing the attraction and aesthetic value of the building.

Indonesia is a country rich in art that encompasses a variety of forms, from traditional to modern and contemporary art. Every day, the number of artists in Indonesia continues to grow, enriching the country with the diverse works of art they produce.. (Derian & Tampubolon, 2022). However, in the city of Medan, the development of visual arts is still lagging behind compared to other major cities in Indonesia.(Awany & Ginting, 2022). The lack of sufficient space or adequate facilities for artistic exploration in the city of Medan means that art exhibitions, art performances, or art training are only held in places that relatively lack adequate facilities.(Misbahuddin & Widyawati, 2018). Therefore, the design of the Contemporary Art Gallery with a Metaphorical Architecture Approach needs to be designed, with a role as a meeting place for local artists, interaction between local artists and the community, and as a medium to publish contemporary art works produced. Through the art gallery, these works can be accessed by the general public, allowing them to know and appreciate contemporary art.

2. Literature Review

2.1 Contemporary Gallery

An art gallery is a building or space specifically intended for the exhibition of artworks (Hendranto, 2019). Where there are people, there is art (Kurniadi, Mandaka, & Sarasati, 2021). Based on the definitions above, it can be concluded that an *art gallery* plays an essential role in appreciating the works of artists and engaging the general public. In addition to serving as a new platform, the gallery also enhances artistic creation by providing a space where artists can meet, interact, and exchange ideas.

Table 1. Definition of Contemporary Art Gallery

Author	Understanding
Annisa Rizqi Al Rosali, Adi Sasmito, Taufik Rizza Nuzuluddin (2022)	A gallery is a space used to showcase works of art or cultural artifacts that have undergone a rigorous selection process by a qualified expert.
Fazra Risky Nasution, Morida Siagian (2020)	The Contemporary Art Gallery is a space that can facilitate all contemporary visual art activities that are more directed towards the present.
Nigel Dwi Rianti, Sigit Hadi Laksono, Dian P.E. Laksmiyanti (2020)	A gallery is a room or building for displaying objects or works of art. Contemporary art is art that is not bound by the rules of the past and continues to evolve according to the present.
Aurora Maulidya Siregar, Imam F Pane (2022)	An Art Gallery is a place to showcase works of art and hold art exhibitions for public enjoyment.
Muhammad Givari, Muhammad Haiqal, Irzaidi (2024)	A gallery is a room or building for displaying objects or works of art.
Kurniasih Yuni Pratiwi, Suprihatin, Bambang Setiawan (2019)	A gallery can be defined as a place that accommodates visual communication activities between collectors or artists and the general public through exhibition activities in a room.

BRM Suryo Cahyo Sulistiyohadi, Lina Purnama. (2019)	The contemporary art gallery is an edutainment space focused on modern art, using various media to present art in an interesting and interactive way.
Al Havizha Nabilla M.Y T, Irzaidi, Muliadi (2021)	An art gallery is an enclosed building that serves as a place to accommodate visual communication activities. This place provides space, corridors, and long hallways to connect collectors or artists with the general public through exhibitions.
Amalia Awany and Nurlisa Ginting (2022)	An art gallery is a space that facilitates various art activities, including exhibitions, discussions among artists, and painting training for the general public, as this building is designed to support artists' activities.

A contemporary art gallery is a space or building designed to facilitate various modern visual art activities. These galleries serve as venues to showcase artworks that have been carefully curated by qualified experts. Focusing on art that is not bound by traditional rules and continues to evolve with the times, contemporary art galleries offer edutainment spaces that utilize diverse media to present art in engaging and interactive ways.

More than just exhibition venues, these galleries also function as platforms for visual communication between collectors, artists, and the public. They support activities such as discussions, workshops, and public art appreciation, fostering a dynamic and inclusive art environment.

2.2 Metaphor Architecture

In the world of architecture, design concepts and approaches continue to evolve, not only in terms of function and form but also in terms of meaning. One particularly interesting and meaningful approach is metaphorical architecture.

Table 2 . Understanding of Architecture Metaphor

Author	Understanding
Harmanta, Ashadi, Luqmanul Hakim (2019)	Metaphor in architecture is the use of metaphors or expressions of forms manifested in buildings with the aim of eliciting reactions or responses from those who enjoy or use the work.
Helen Intan Sapitri, Lily Mauliani, Yeptadian Sari. (2018)	Metaphor in architecture is an approach that uses concepts as ideas, producing meanings conveyed concretely or abstractly from the designer to the building users, thus creating connotative meanings beyond its primary function as a building.
Ria Purnamasari, Yeptadian Sari (2022)	Metaphor in architecture is the representation of forms in buildings that can elicit responses or reactions from those who experience or enjoy the building both visually and physically.
Syifa Asshofie, Agus Saladin, Moh. AliTopan (2021)	In the context of architecture, metaphor refers to the use of metaphors or similes in creating forms in buildings with the aim of triggering responses from observers or users of the work.

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Metaphorical architecture is a design approach that combines symbolism, analogy, and metaphor to create meaning and communication in architectural works. Metaphorical architecture involves the use of design elements that represent specific ideas, concepts, or narratives, so that buildings not only function physically but also convey deeper messages or stories to observers. By connecting abstract concepts or ideas with physical elements in architecture, metaphorical architecture creates buildings that are not only functional but also rich in meaning that can be conveyed to building users. The metaphorical architecture approach reflects two main elements in the formation of architectural works, namely: (Graciela & Damayanti, 2021)

- a) meaning, which refers to the subject or object represented or sought for its metaphor.
 - b) form, which is the physical result of the representation of that meaning in the form of a concrete object.
5. Conclusion. It is the last section in the AIM (RAD) C model. It summarizes some information of the research findings and discussions.

3. Methodology

The research was conducted using a qualitative method, namely by collecting data about contemporary galleries and metaphor theory according to experts through literature studies, then analyzed and concluded by describing the elements that can form the theory. In literature studies with similar functions, the author examines nine journals obtained from Google Scholar, Talenta Publisher. In the literature study with similar themes, the authors reviewed three books and four journals obtained from google scholar. These elements are then associated with the comparative study object obtained by the author from the archdaily website by finding out what metaphorical elements are found in the study object to determine what type of metaphor is used by the observed study object and the space program needed in the study object.

4. Findings

The metaphorical approach allows architects to create buildings that transcend mere physical space. By employing symbolism and allegory, contemporary gallery architecture can convey deeper messages or narratives to visitors, encouraging reflection and profound interpretation of the artworks exhibited. Contemporary galleries often serve as platforms for

experimentation in innovative art and design. This approach enables designers to explore new ideas and apply them in architectural design, resulting in buildings that are not only functional but also imbued with significant meaning.

5. Discussion

5.1 Comparative studies with similar function

Based on the study conducted by the author through comparative analysis of Art Gallery of Alberta, Shuyang Art Gallery, and A4 Art Gallery of Luxehills Tiongkok, contemporary galleries should include the following spaces

5.1.1. Temporer Exhibition

Temporary exhibitions play a crucial role in contemporary art galleries by offering space for fresh ideas and timely themes. They allow artists to experiment and respond to current issues, keeping the gallery experience dynamic and engaging.

5.1.2. Permanent Exhibition

A permanent exhibition in a contemporary gallery is an art exhibition that is held regularly and continuously, as opposed to a temporary exhibition that only lasts for a certain period. This permanent exhibition can include various types of artwork, such as paintings, sculptures, installations, etc., which are arranged based on a certain systematic presentation and arrangement technique.

5.1.3. Lounge

A lounge or lounge in a contemporary gallery is an area designed to provide a different experience from the main exhibition space. It serves as a place for visitors to rest, discuss, or socialize.

5.1.4. Art Shop and Cafe

The art shop provides a place to exhibit and sell contemporary artwork, while the cafe serves as a place to rest, enjoy drinks and food, and interact with visitors.

5.1.5. Prayer Room

Galleries, especially those in Indonesia, provide prayer rooms as a facility to fulfill their worship needs.

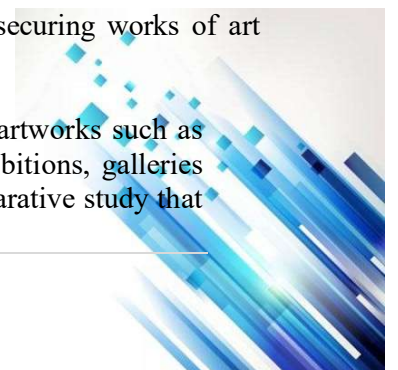
5.1.6. VIP Room

VIP Rooms or private spaces in contemporary galleries serve to provide a more intimate and exclusive experience for visitors, especially collectors, critics and important figures in the art world.

5.1.7. Warehouse

warehouse, in an art gallery functions as a storage for art objects, securing works of art products

An art gallery is a space designed to display and appreciate visual artworks such as paintings, sculptures, and installations. Apart from being a place for exhibitions, galleries also function for education, artist promotion, and art sales. From the comparative study that



has been obtained, the spaces that must exist in an art gallery are Permanent Exhibition, Temporary Exhibition, Lounge, Art Shop, Café, any service area, and also mushola.

5.2 Comparison study comparison theme similar

Comparative study of three iconic buildings, namely the Guggenheim Bilbao Museum, the Sydney Opera House, and the Beekman Tower, which are analyzed from the aspects of function, meaning, form, and transformation of their metaphorical architecture.

- 5.2.1 The Guggenheim Bilbao Museum functions as a museum with visual meaning and building properties that highlight abstract and real architectural forms simultaneously. The types of metaphors used are tangible.



Figure 1 Guggenheim Bilbao Museum

Source. google

- 5.2.2 The Sydney Opera House functions as a performing arts center. Its form is considered very suitable for its location on the coast, emphasizing maritime nuances and harmony with the surrounding environment. Its iconic design creates various interpretations, with both real and abstract forms, and is included in tangible metaphors.



Figure 2 The Sydney Opera house

Source. google

- 5.2.3 The Beekman Tower functions as an apartment and office. Its architecture reflects the metaphor of a waterfall, where parts of the building look like a stream of water falling down. This form gives a dynamic and unique impression through a wavy appearance, with real and abstract forms and types of tangible metaphors.



Figure 3 The Beekman Tower

Source. google

Overall, the three buildings use a tangible architectural metaphor approach, but with different visual expressions and forms according to their function and environmental context.

6 Conclusion

A contemporary gallery serves as a medium for the exploration of new concepts, enabling designers to experiment with and apply innovative ideas in architectural design that is not only functional but also deeply meaningful. This approach also strengthens the interaction between the audience and the artwork, as the gallery building itself can become a work of art—creating a unique aesthetic experience for visitors.

Moreover, the visitor experience becomes more profound through the use of symbolism and metaphor, which convey deeper messages and narratives, encouraging reflection and interpretation of the artworks. The metaphorical approach also enhances the visual appeal of the gallery, making it a focal point within the art and architectural community.

Therefore, the relationship between contemporary galleries and metaphorical architecture not only enriches the visitor's experience but also fosters broader creative exploration in contemporary architectural design.



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