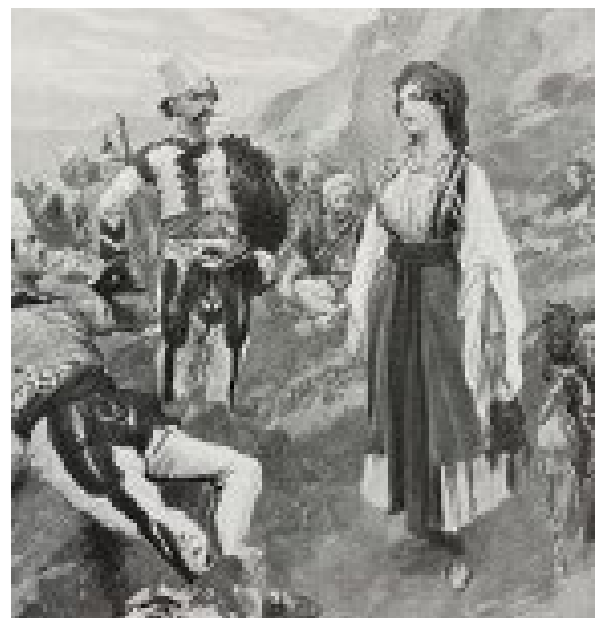




BESA MUSEUM

THE PILLARS OF BESA

OPPENHEIM
ARCHITECTURE RAA



IT'S THE ALBANIAN WAY, IT'S BESA
THE PILLARS OF BESA

© 2023 OPPENHEIM ARCHITECTURE



INTEGRITY AND DURABILITY

Just as besa emphasizes the importance of keeping one's word and maintaining trust, architecture can embody these values by being structurally sound and durable. Designing buildings that are built to last, using high-quality materials and construction techniques, reflects a sense of integrity and reliability.



HARMONIOUS INTEGRATION

In Albanian culture, besa promotes the idea of living in harmony with others and the environment. Architects can apply this principle by designing buildings that integrate well with their surroundings, whether it's through respecting the natural landscape, incorporating local architectural styles, or considering the cultural context of the area.



FUNCTIONALITY AND PURPOSE

The concept of besa emphasizes fulfilling one's obligations. In architecture, this can translate into designing spaces that serve their intended purpose effectively. Architects can prioritize functionality and usability, ensuring that buildings meet the needs of their occupants while considering factors such as accessibility and sustainability.



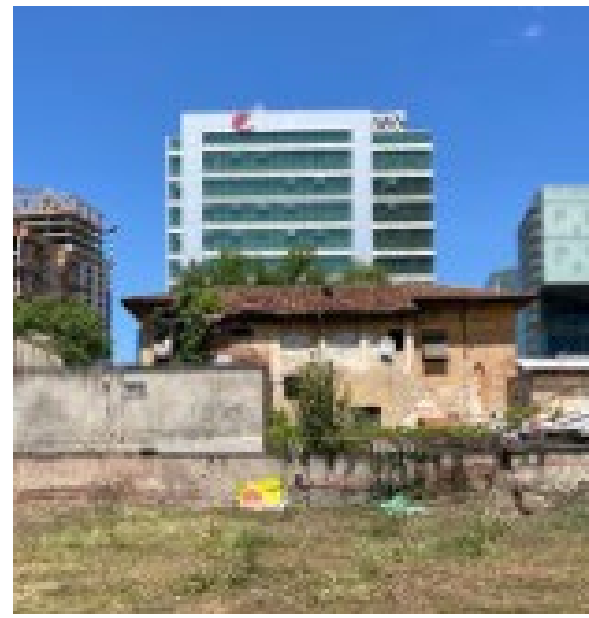
CULTURAL IDENTITY AND COMMUNITY

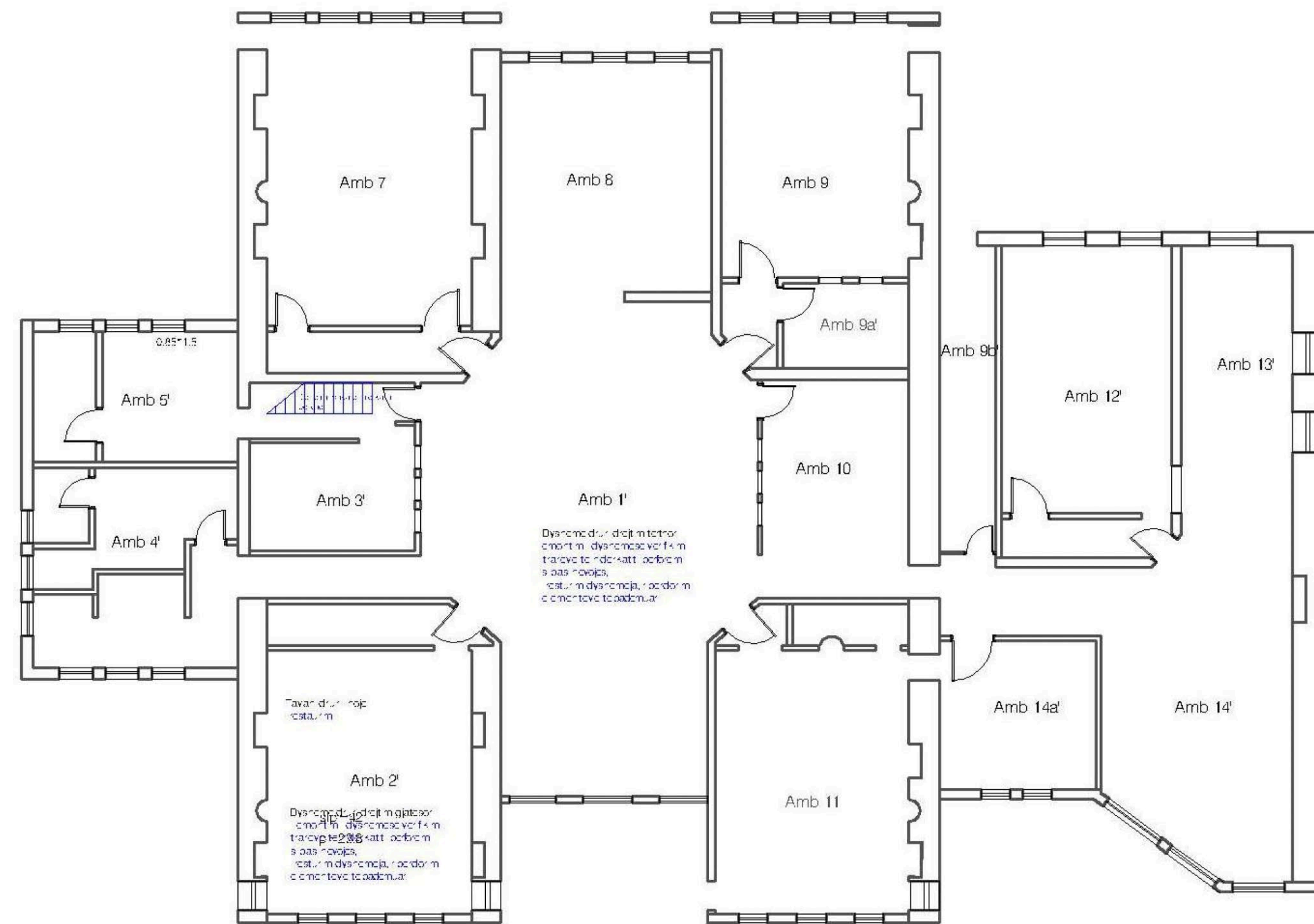
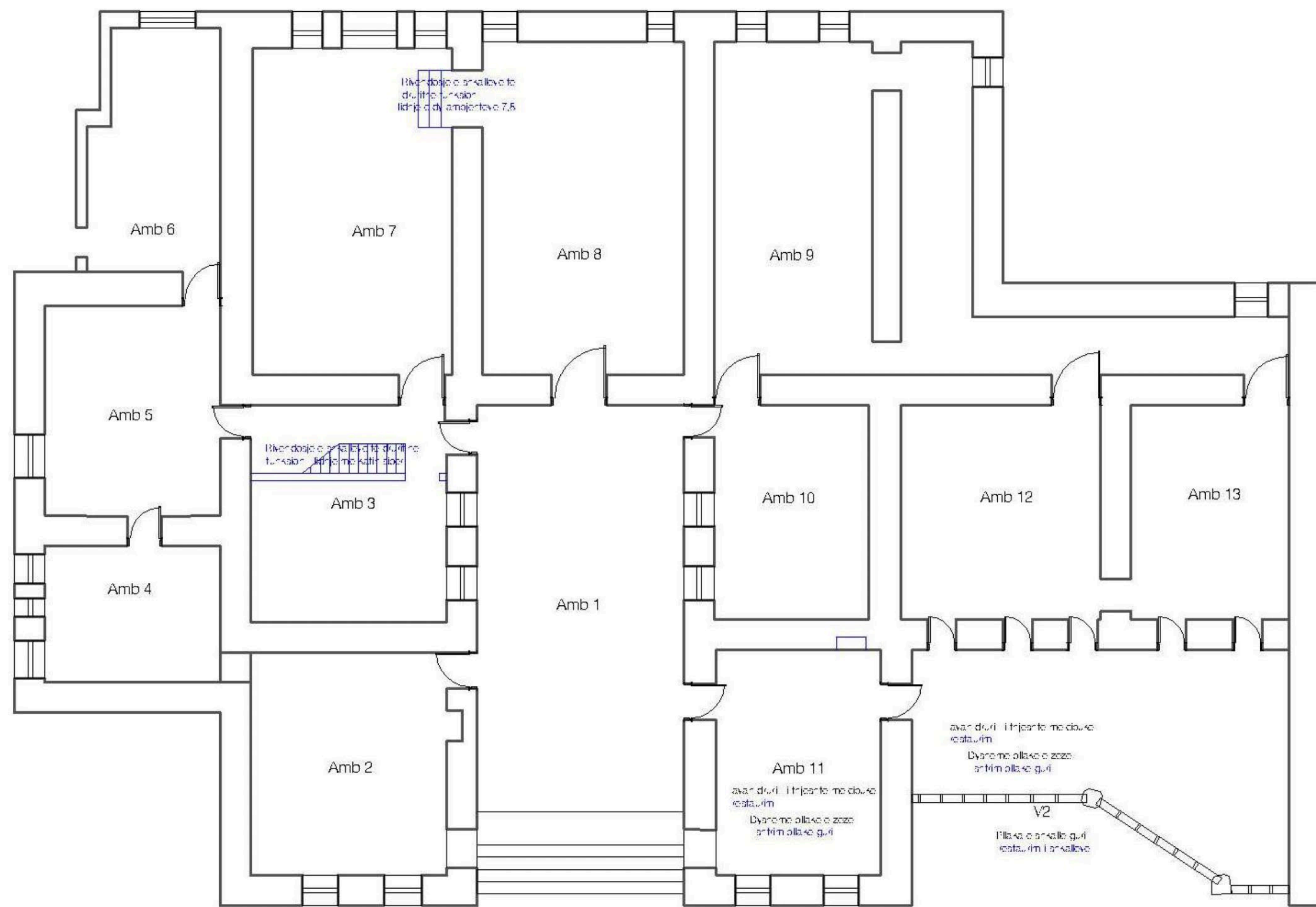
Besa is deeply rooted in Albanian cultural identity and community values. Similarly, architecture can celebrate and reflect the cultural heritage and identity of a place. Incorporating elements of local traditions, materials, and aesthetics can help create a sense of belonging and pride within the community.

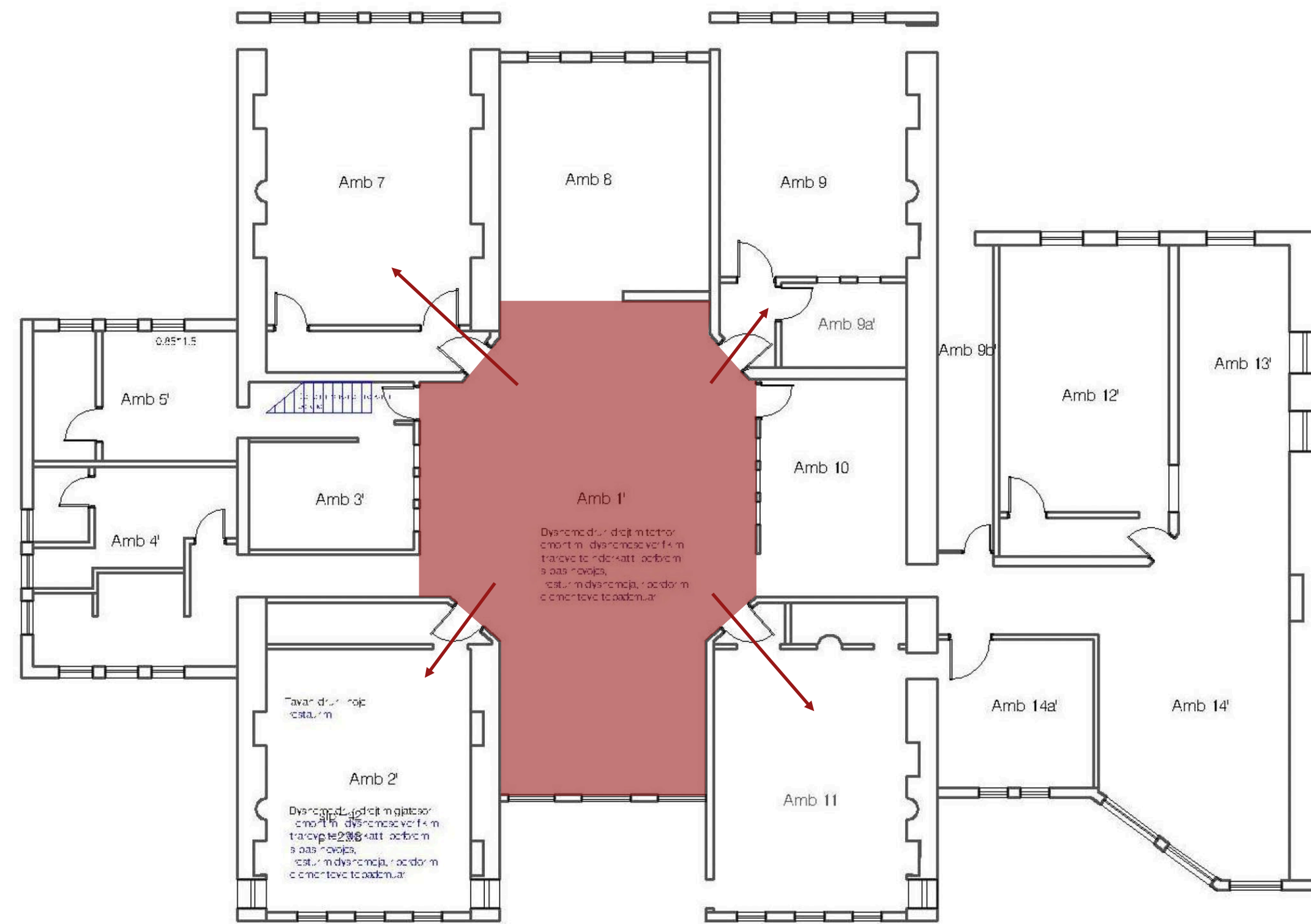
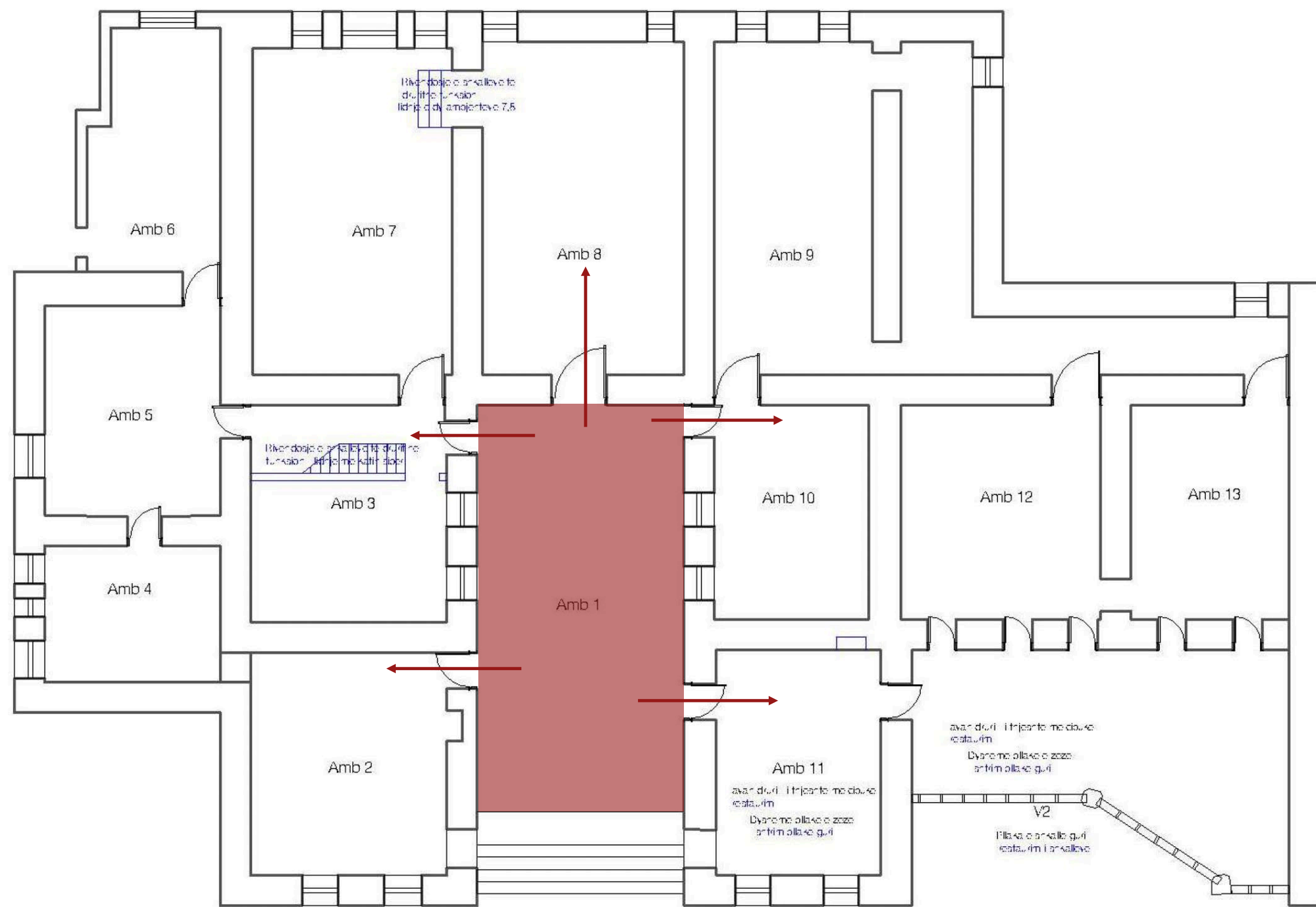


HOSPITALITY AND WELCOMING SPACES

Besa is associated with hospitality and providing shelter and assistance to guests. Architects can create welcoming and inclusive spaces that promote social interaction and connectivity. Incorporating communal areas, open layouts, and inviting design elements can foster a sense of warmth and hospitality within architectural spaces.









Structure



Woodwork



Mural Paintings

Skanderberg Square

The Cloud

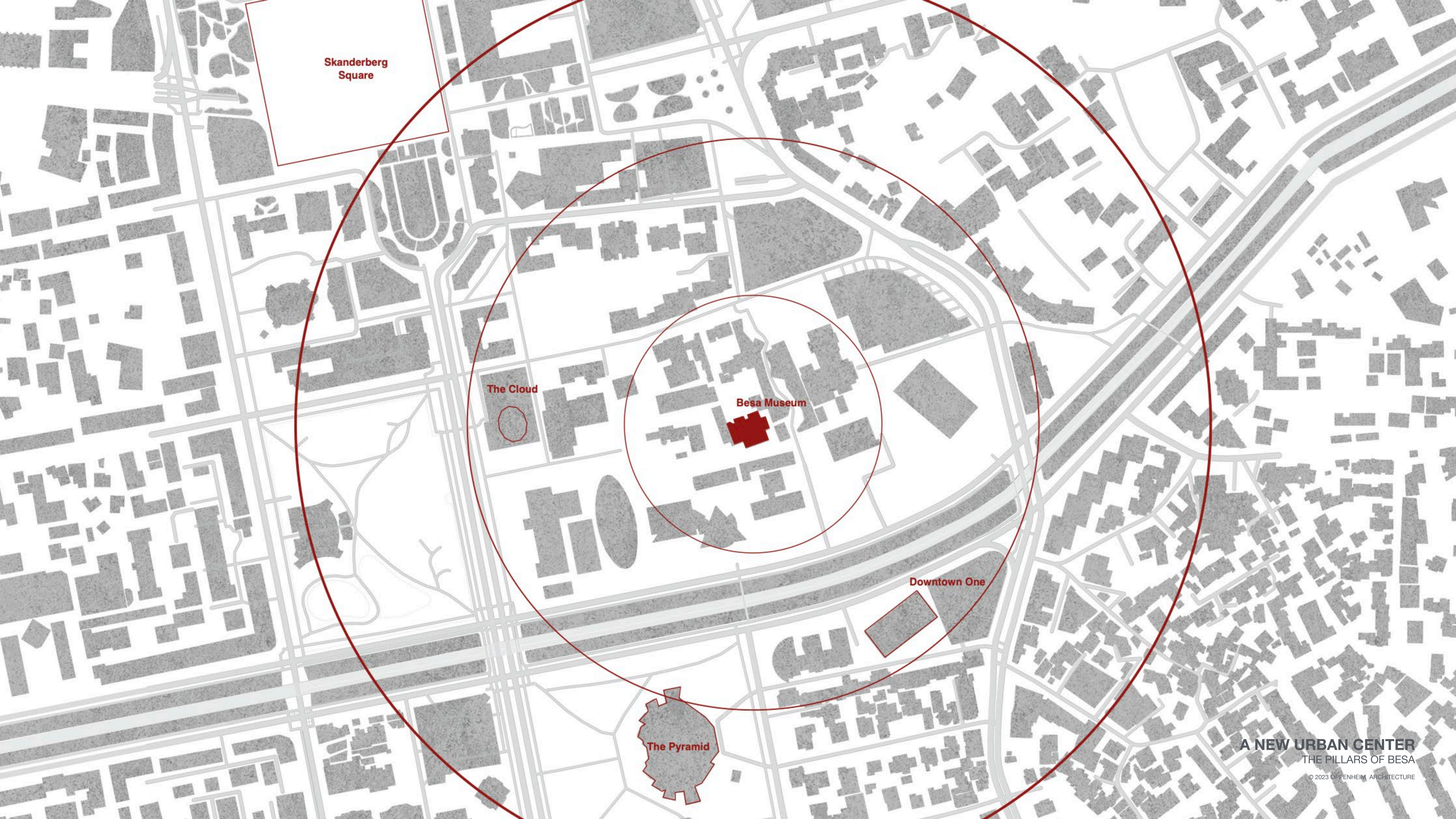
Besa Museum

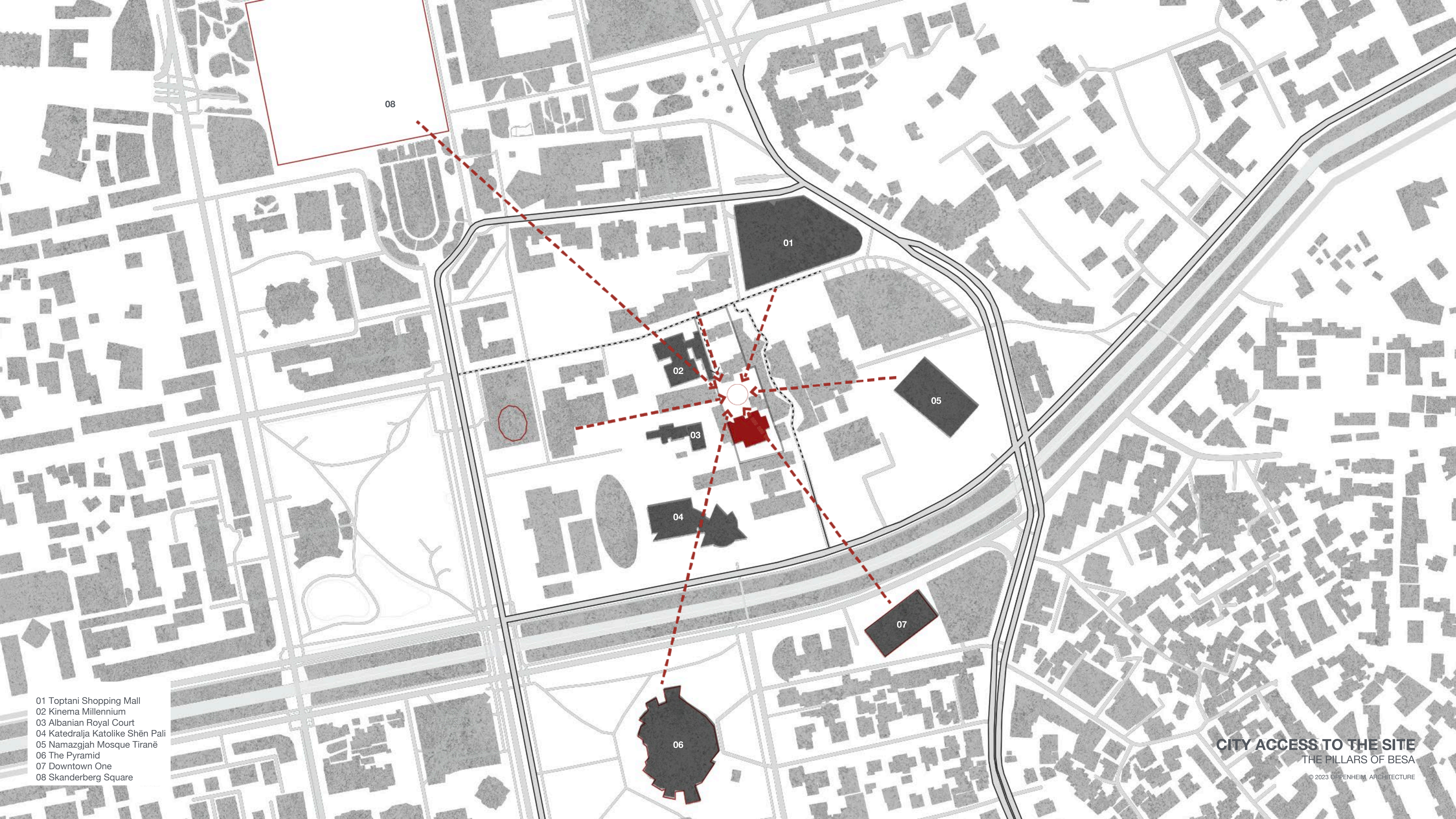
Downtown One

The Pyramid

A NEW URBAN CENTER
THE PILLARS OF BESA

© 2023 OPPENHEIM ARCHITECTURE





08

01

02

05

03

04

07

06

- 01 Toptani Shopping Mall
- 02 Kinema Millennium
- 03 Albanian Royal Court
- 04 Katedralja Katolike Shën Pali
- 05 Namazgjah Mosque Tiranë
- 06 The Pyramid
- 07 Downtown One
- 08 Skanderberg Square

CITY ACCESS TO THE SITE
 THE PILLARS OF BESA

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SITE ACCESS
THE PILLARS OF BESA

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Besa Shesh

Besa Museum

Besa Kopsht

CHARACTER AREAS
THE PILLARS OF BESA

© 2023 OPPENHEIM ARCHITECTURE





Besa Shesh

Besa Museum

Besa Kopsht

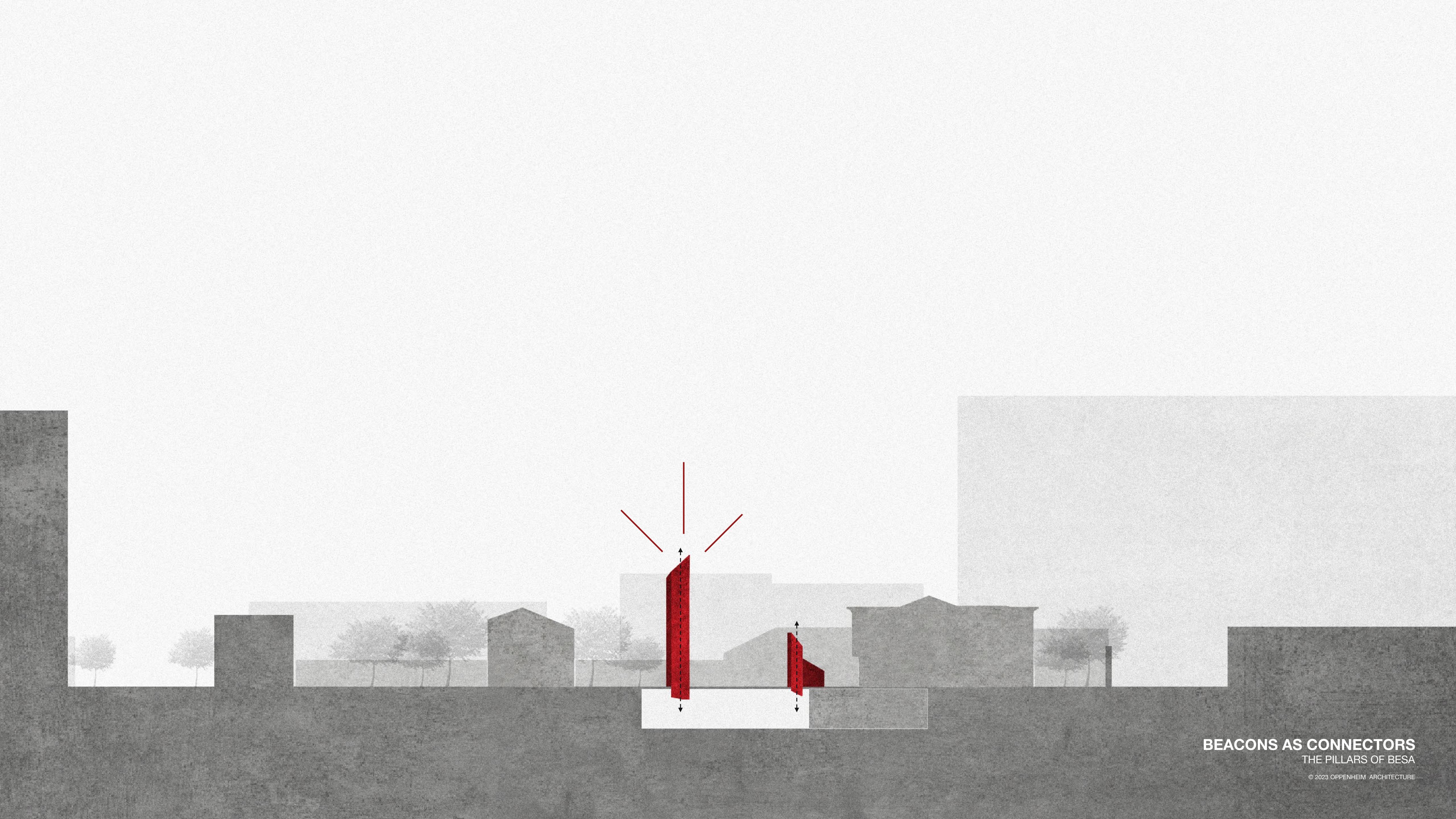
EXISTING CONDITION
THE PILLARS OF BESA

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A NEW UNDERGROUND WING
THE PILLARS OF BESA

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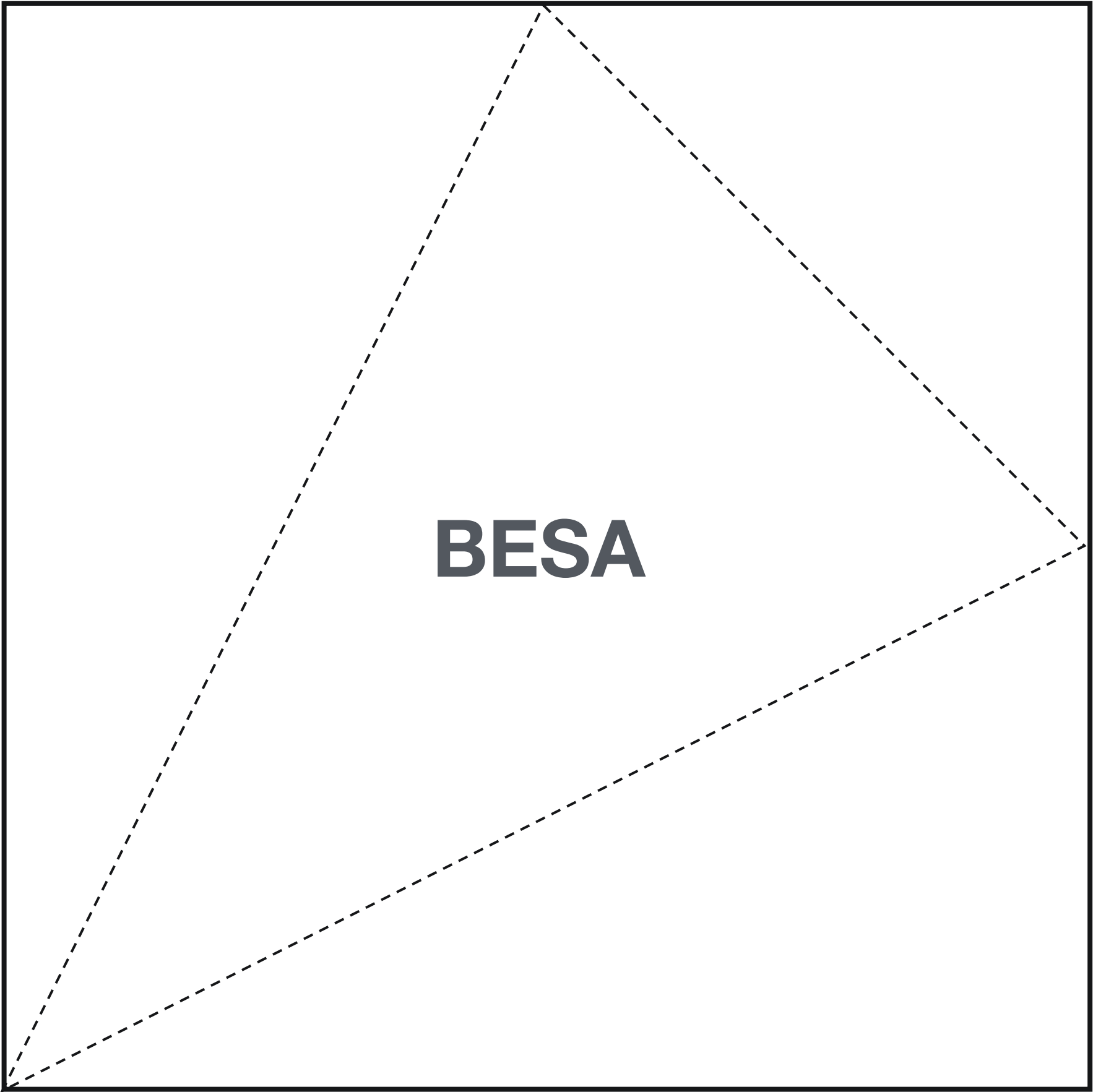
BEACONS AS CONNECTORS
THE PILLARS OF BESA

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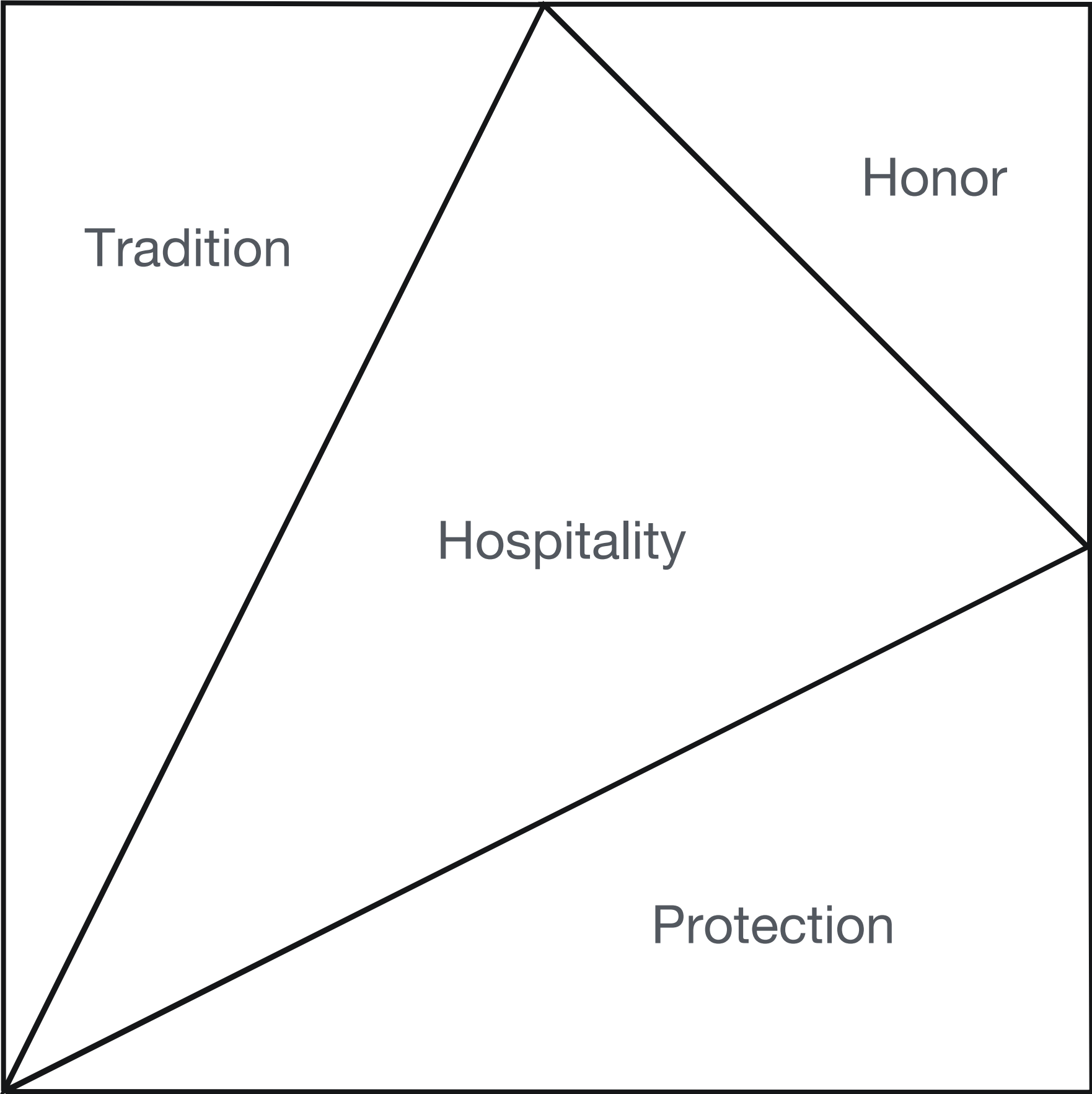
BESA

BESA: MORE THAN A SUM OF PARTS
THE PILLARS OF BESA

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BESA: MORE THAN A SUM OF PARTS
THE PILLARS OF BESA



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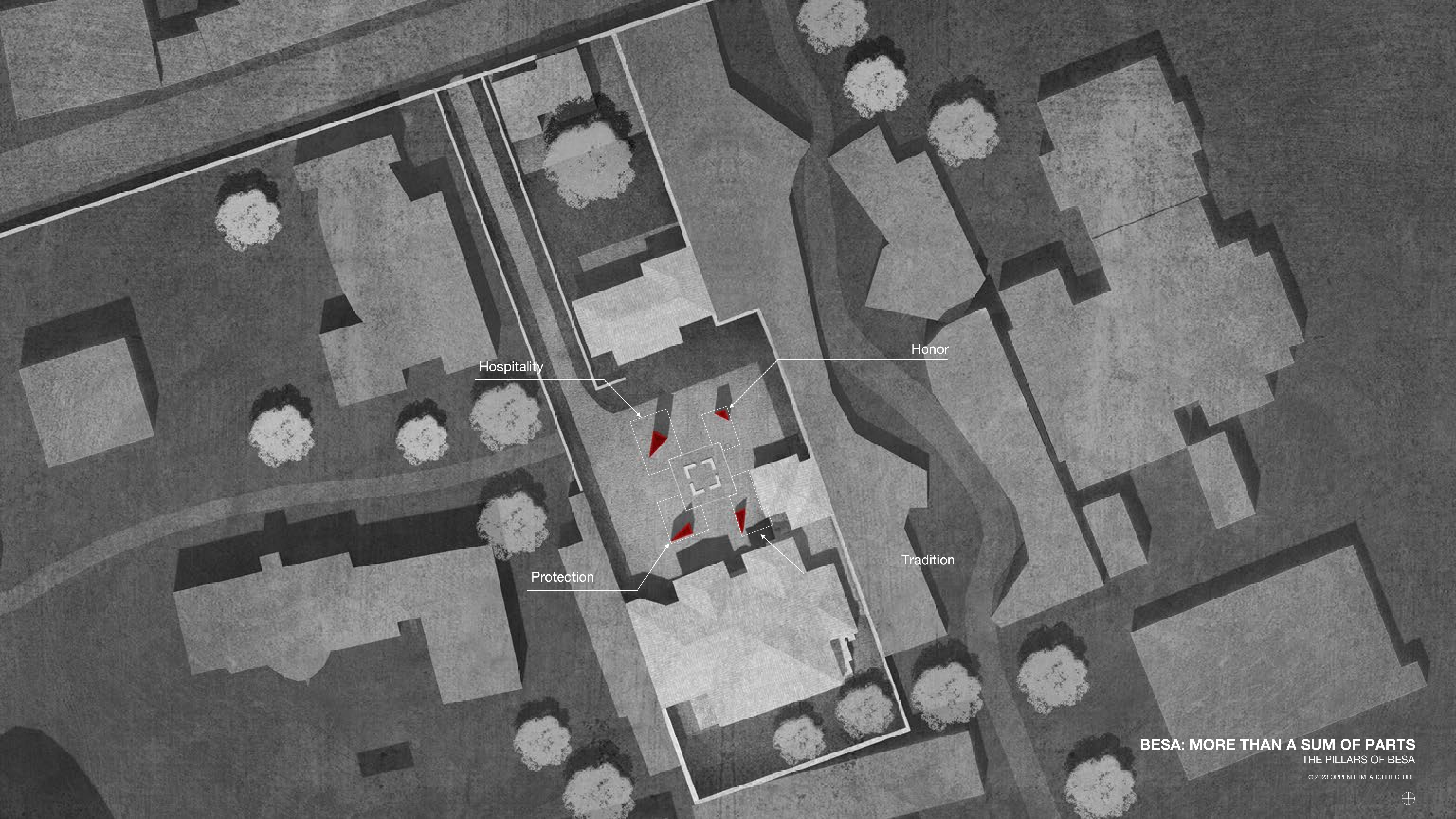




BESA: MORE THAN A SUM OF PARTS
THE PILLARS OF BESA

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Hospitality

Honor

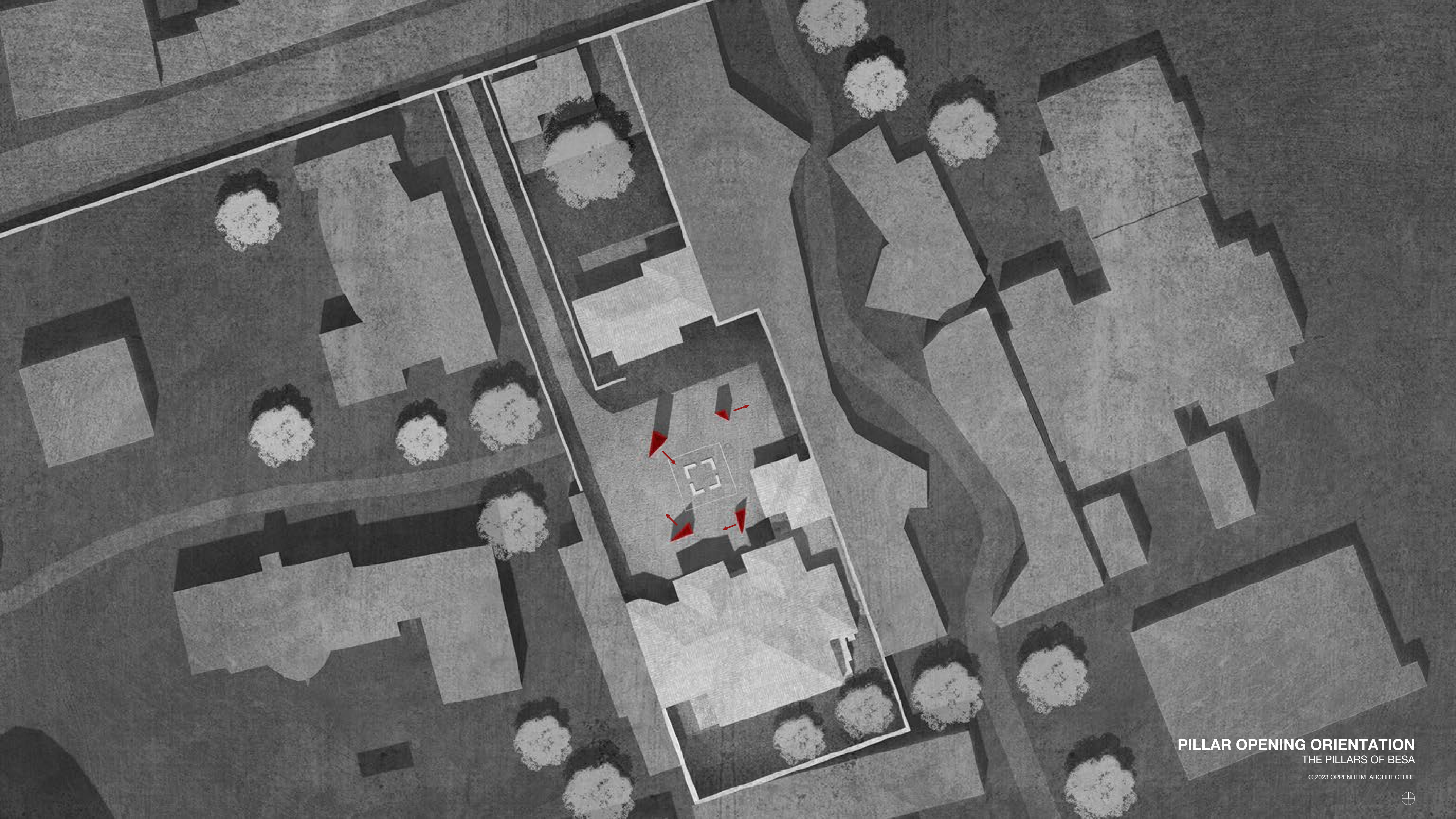
Protection

Tradition

BESA: MORE THAN A SUM OF PARTS
THE PILLARS OF BESA

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PILLAR OPENING ORIENTATION
THE PILLARS OF BESA

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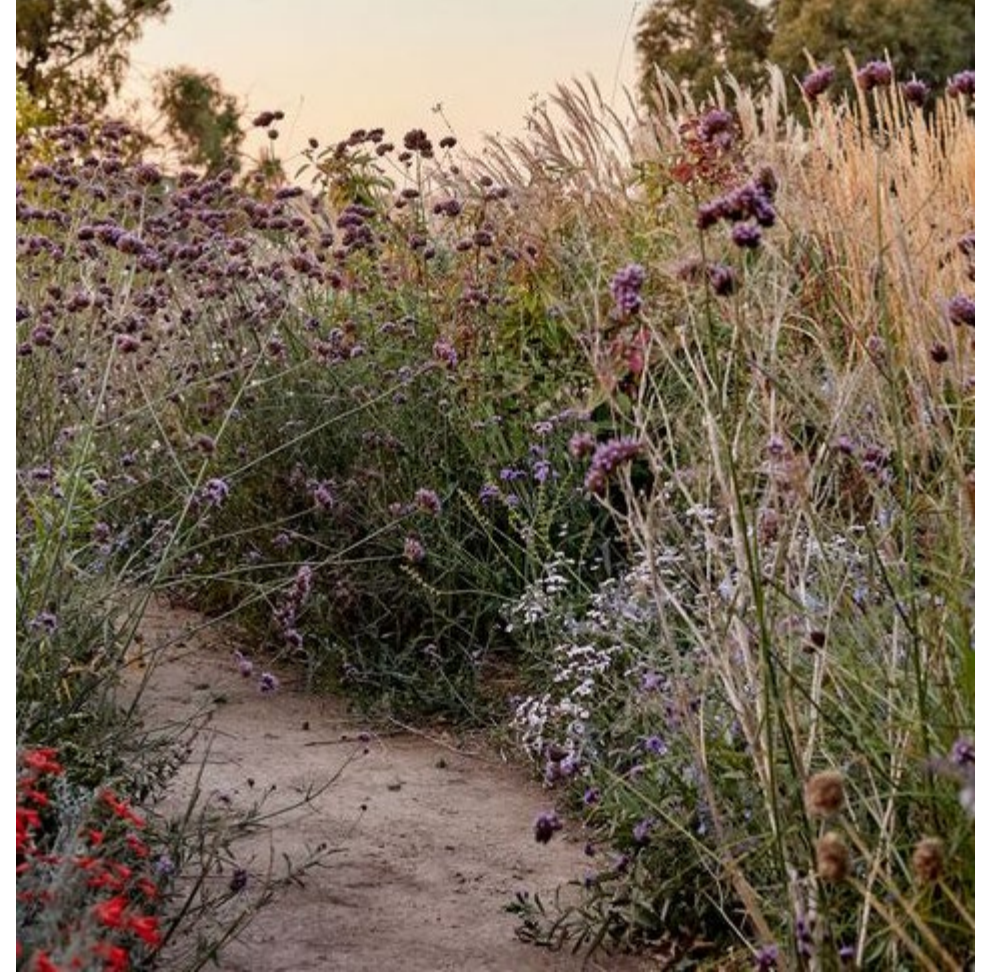




LANDSCAPE: GREENERY
THE PILLARS OF BESA

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LANDSCAPE: COBBLESTONES
THE PILLARS OF BESA

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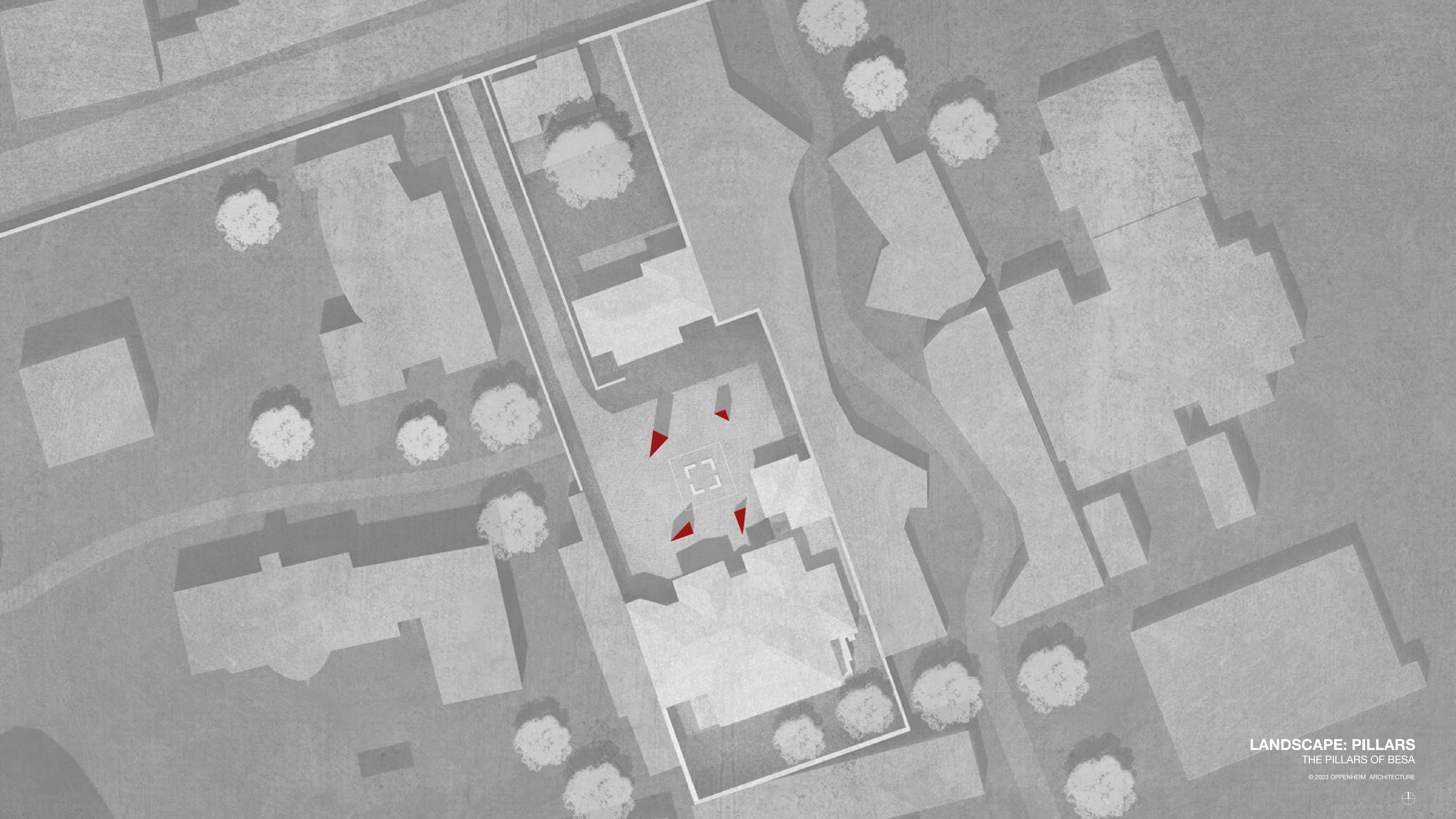




LANDSCAPE: COBBLESTONE
THE PILLARS OF BESA

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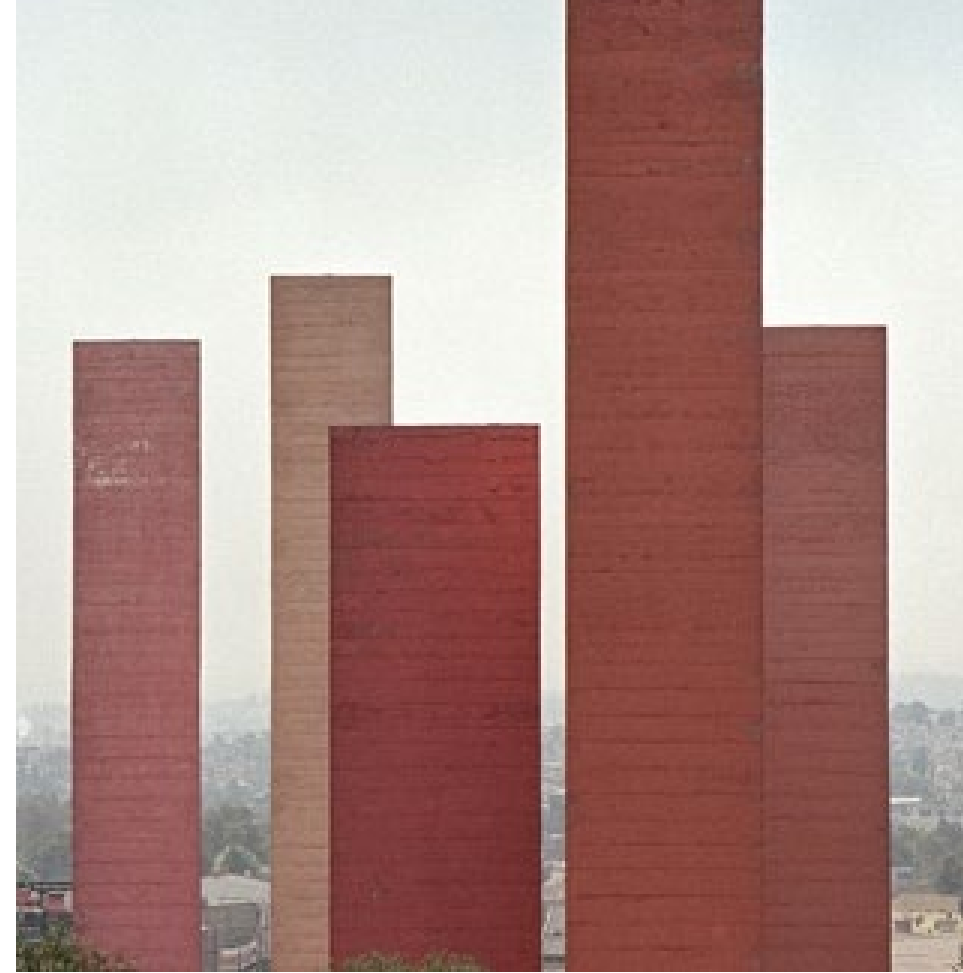




LANDSCAPE: PILLARS
THE PILLARS OF BESA

© 2023 OPPENHEIM ARCHITECTURE



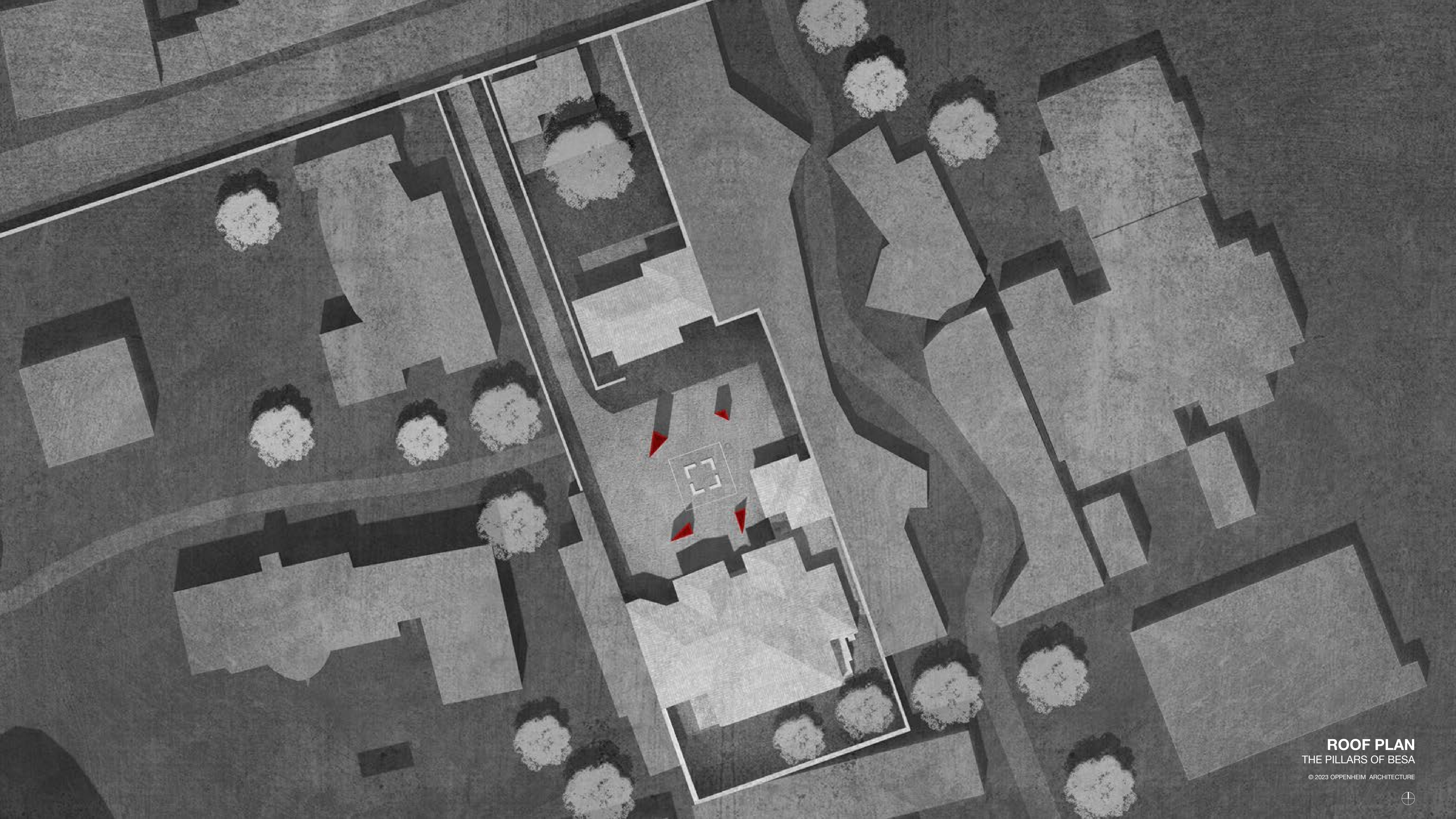


LANDSCAPE: PILLARS
THE PILLARS OF BESA

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ROOF PLAN
THE PILLARS OF BESA

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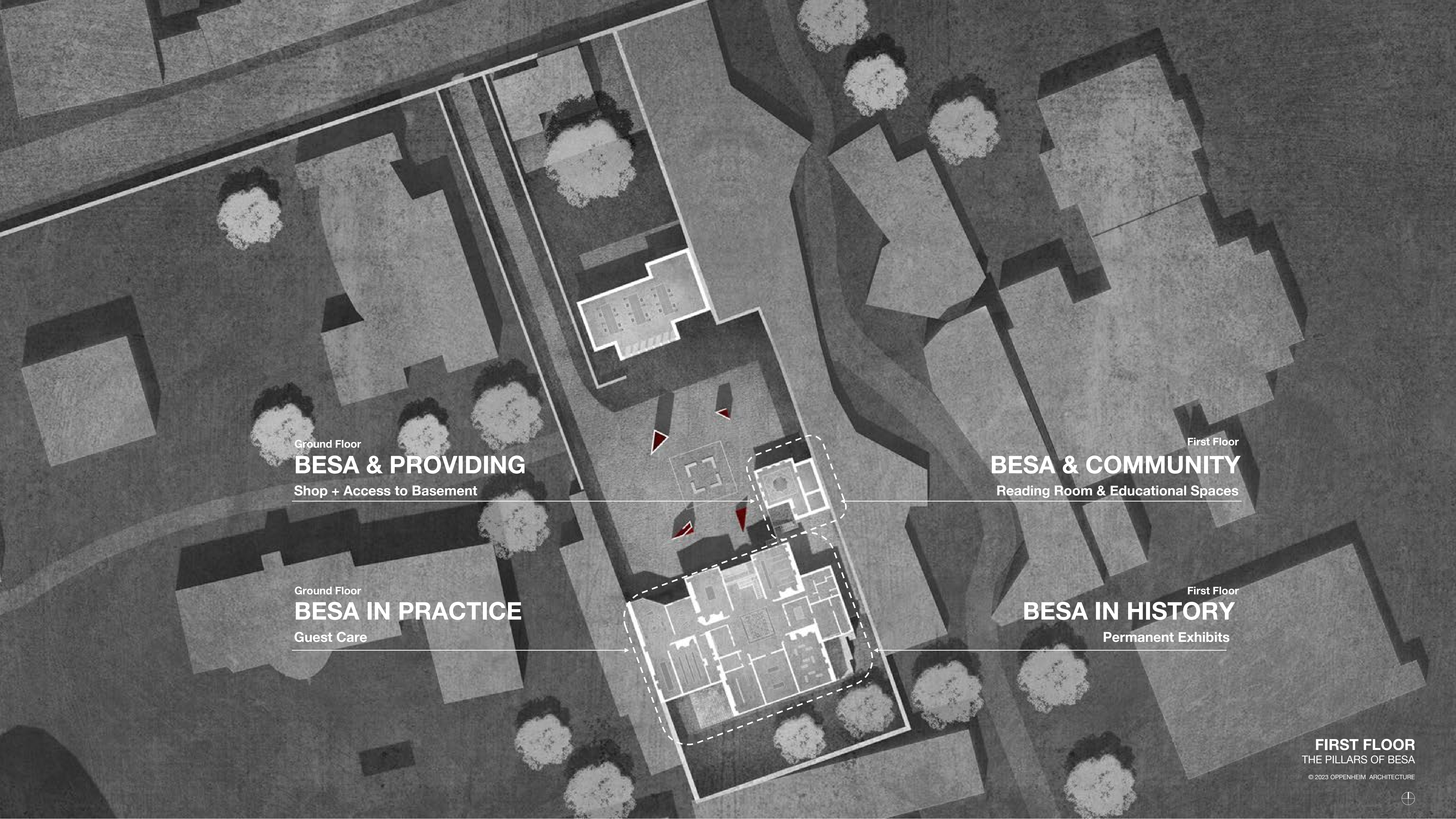
Ground Floor
BESA & PROVIDING
Shop + Access to Basement

Ground Floor
BESA IN PRACTICE
Guest Care

GROUND FLOOR
THE PILLARS OF BESA

© 2023 OPPENHEIM ARCHITECTURE





Ground Floor
BESA & PROVIDING
Shop + Access to Basement

First Floor
BESA & COMMUNITY
Reading Room & Educational Spaces

Ground Floor
BESA IN PRACTICE
Guest Care

First Floor
BESA IN HISTORY
Permanent Exhibits

FIRST FLOOR
THE PILLARS OF BESA

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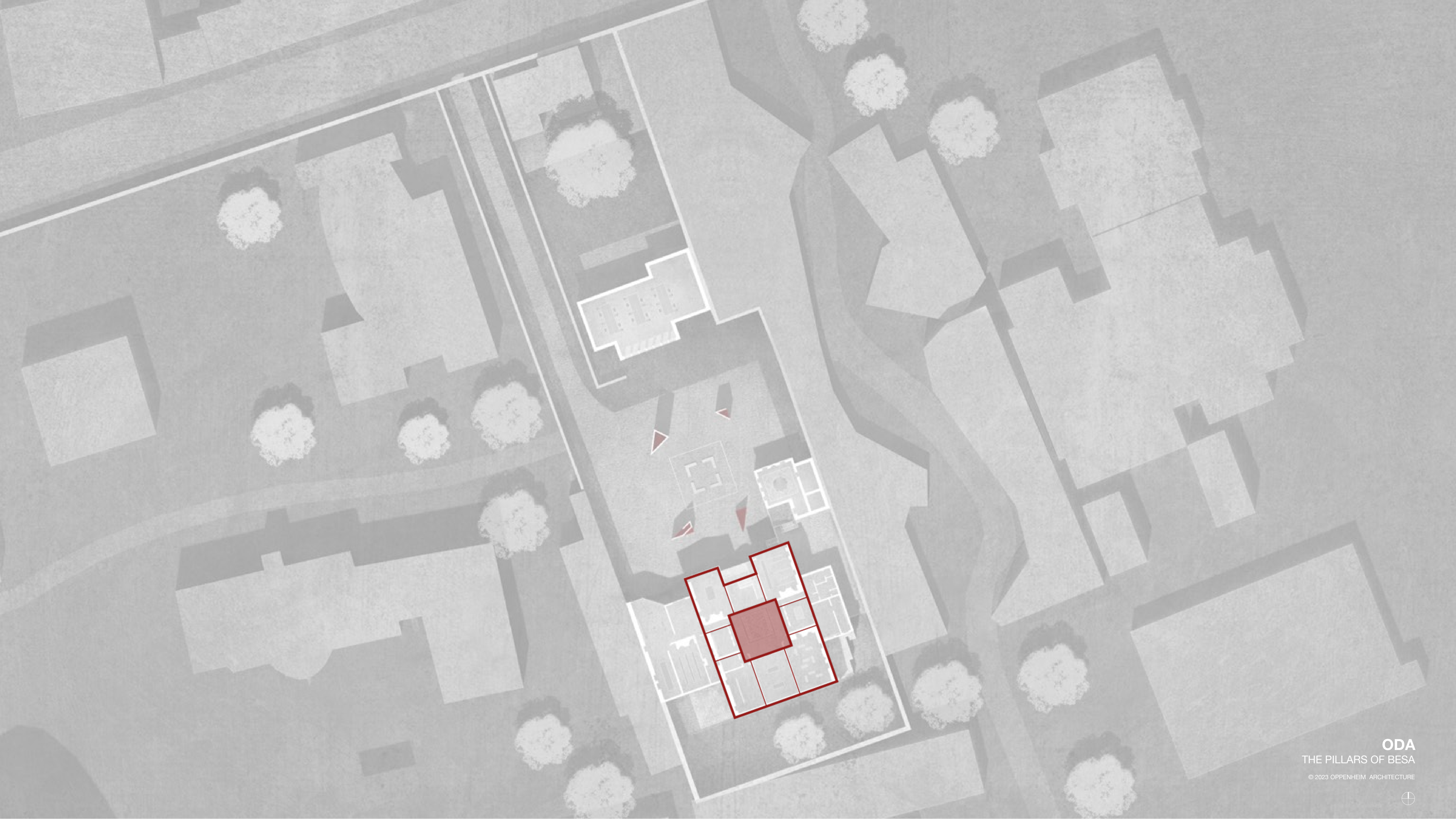


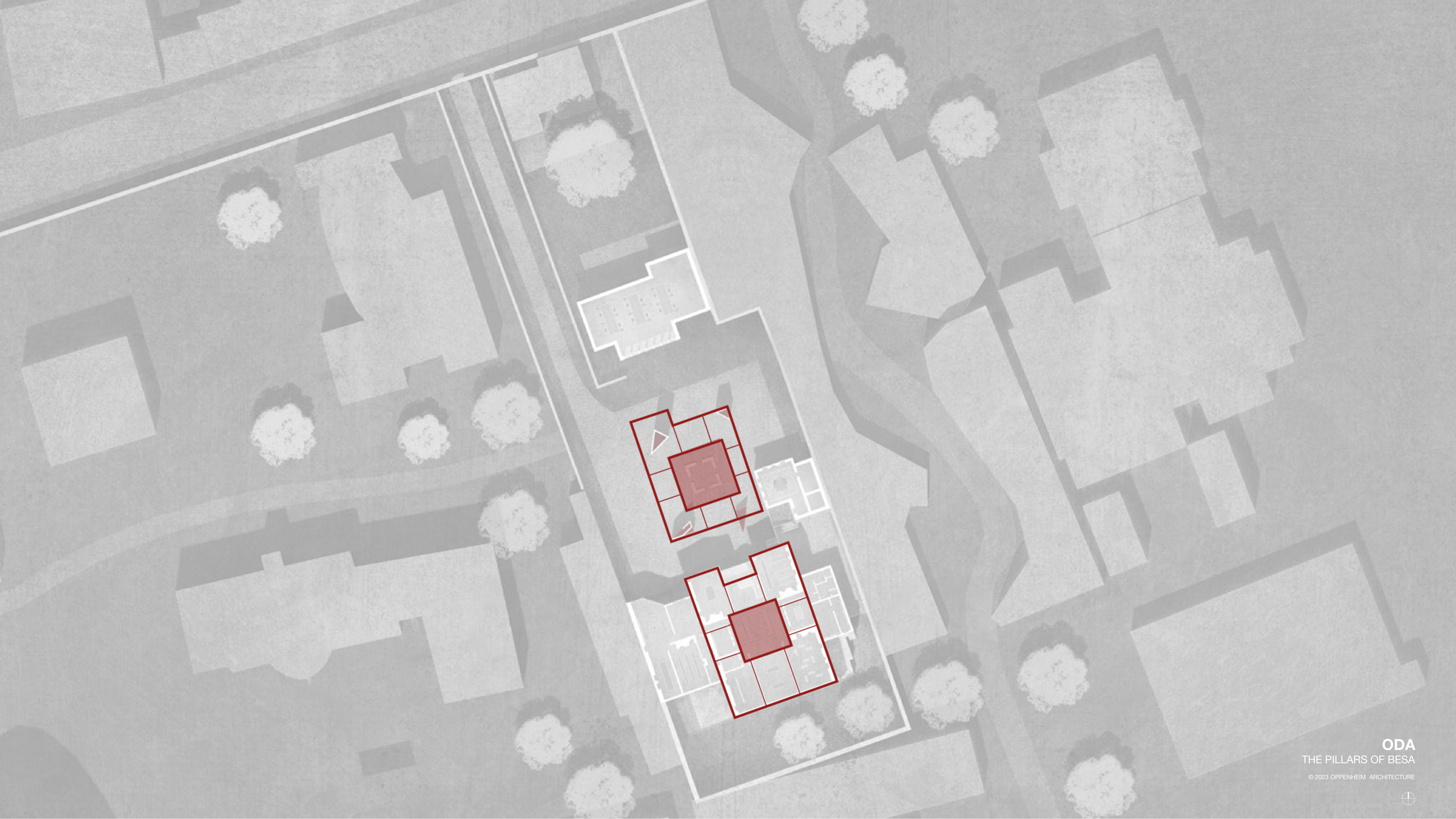


Oda











Hospitality

Honor

Protection

Tradition

BASEMENT
THE PILLARS OF BESA

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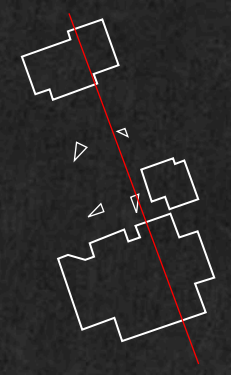
BESA AS EXPERIENCE

New Wing

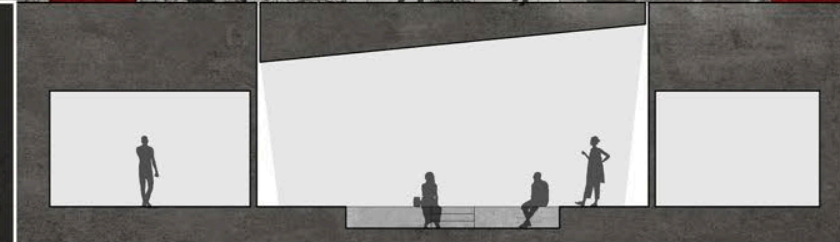
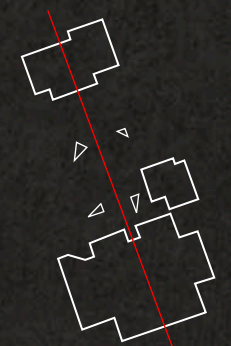
BESA AS CONNECTOR

Stairs connecting the New wing to the residence



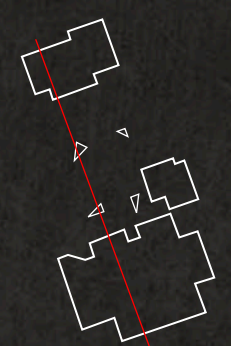


SECTION THROUGH LIGHT PILLARS
THE PILLARS OF BESA

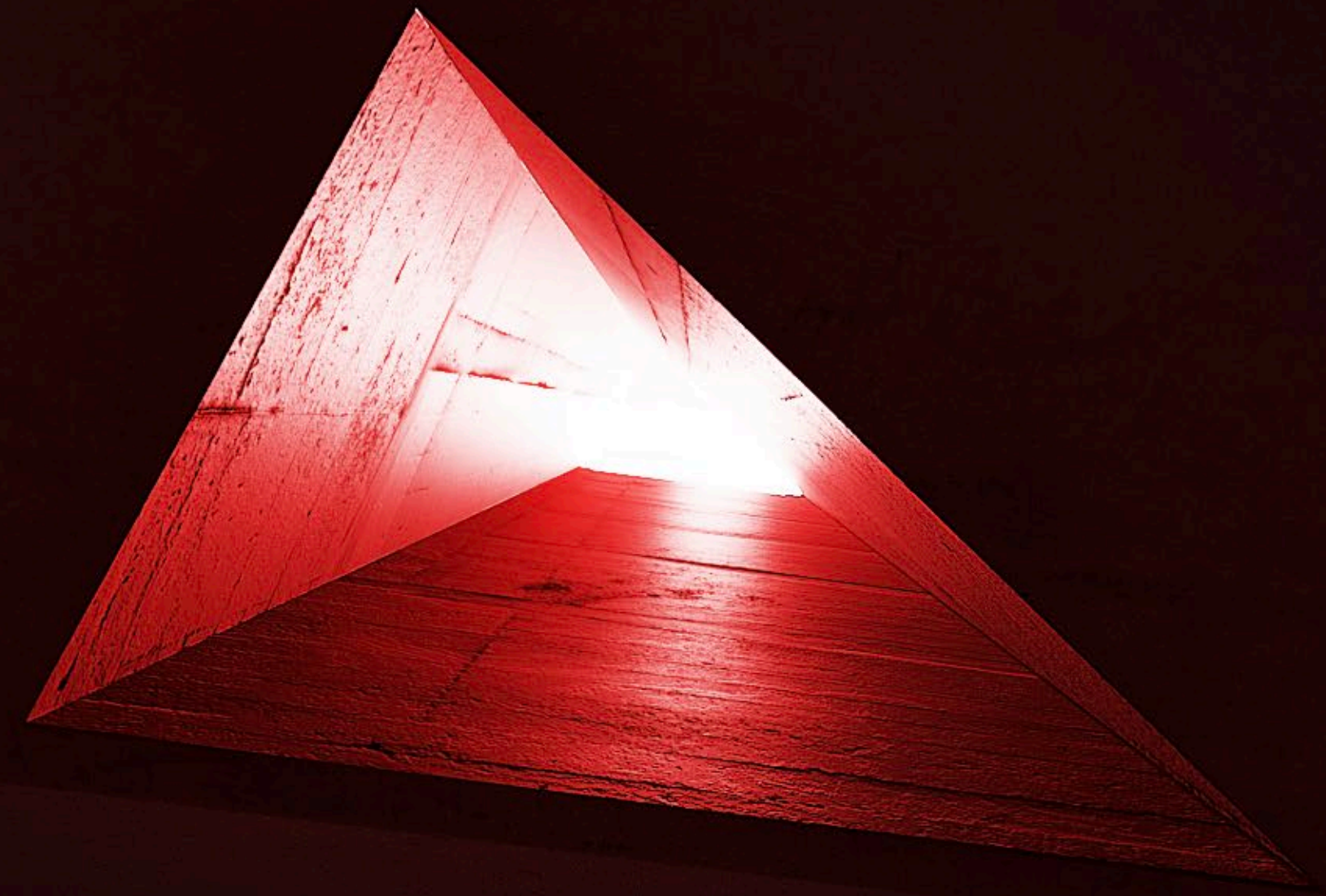


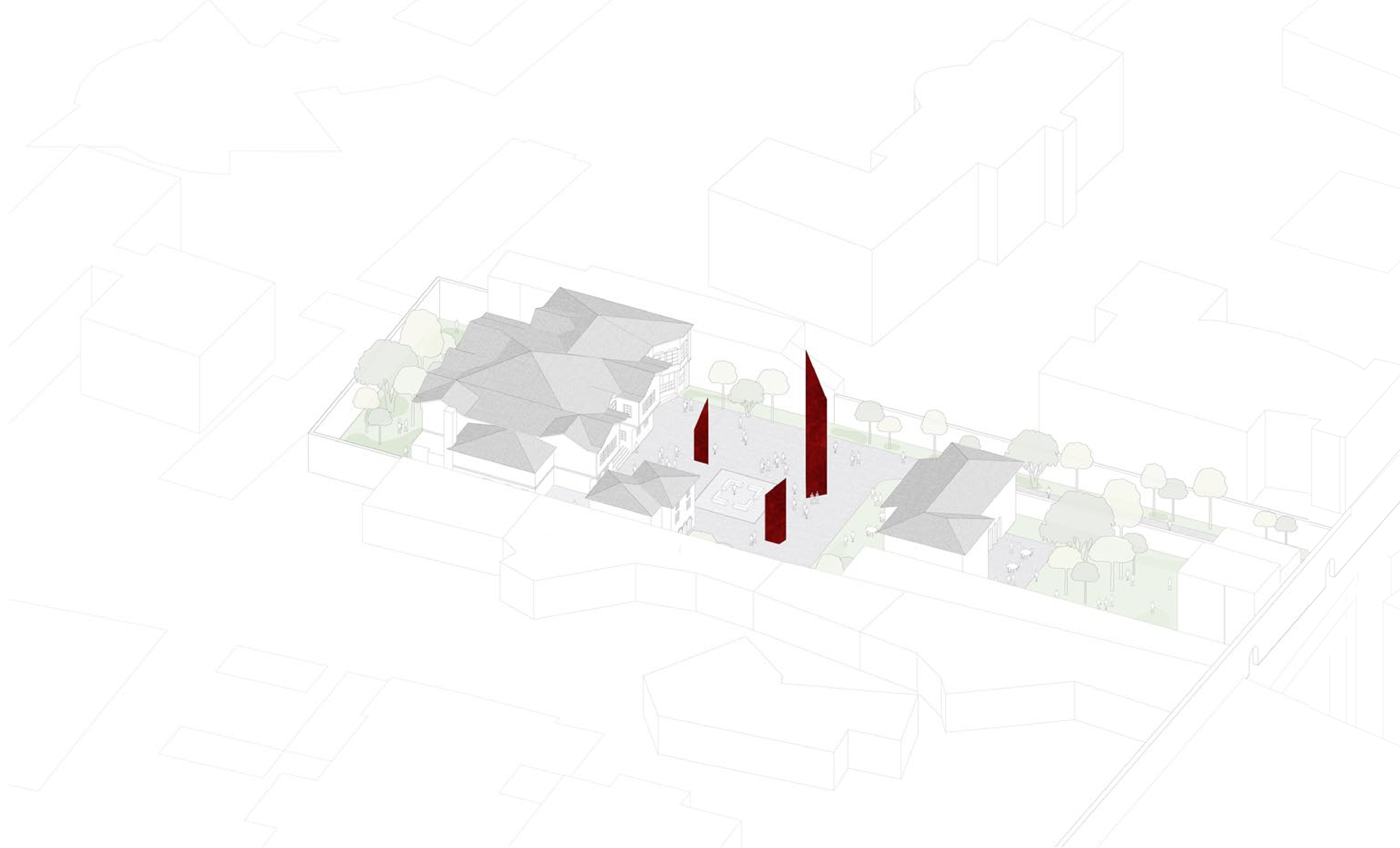
SECTION THROUGH CENTRAL SPACE
THE PILLARS OF BESA

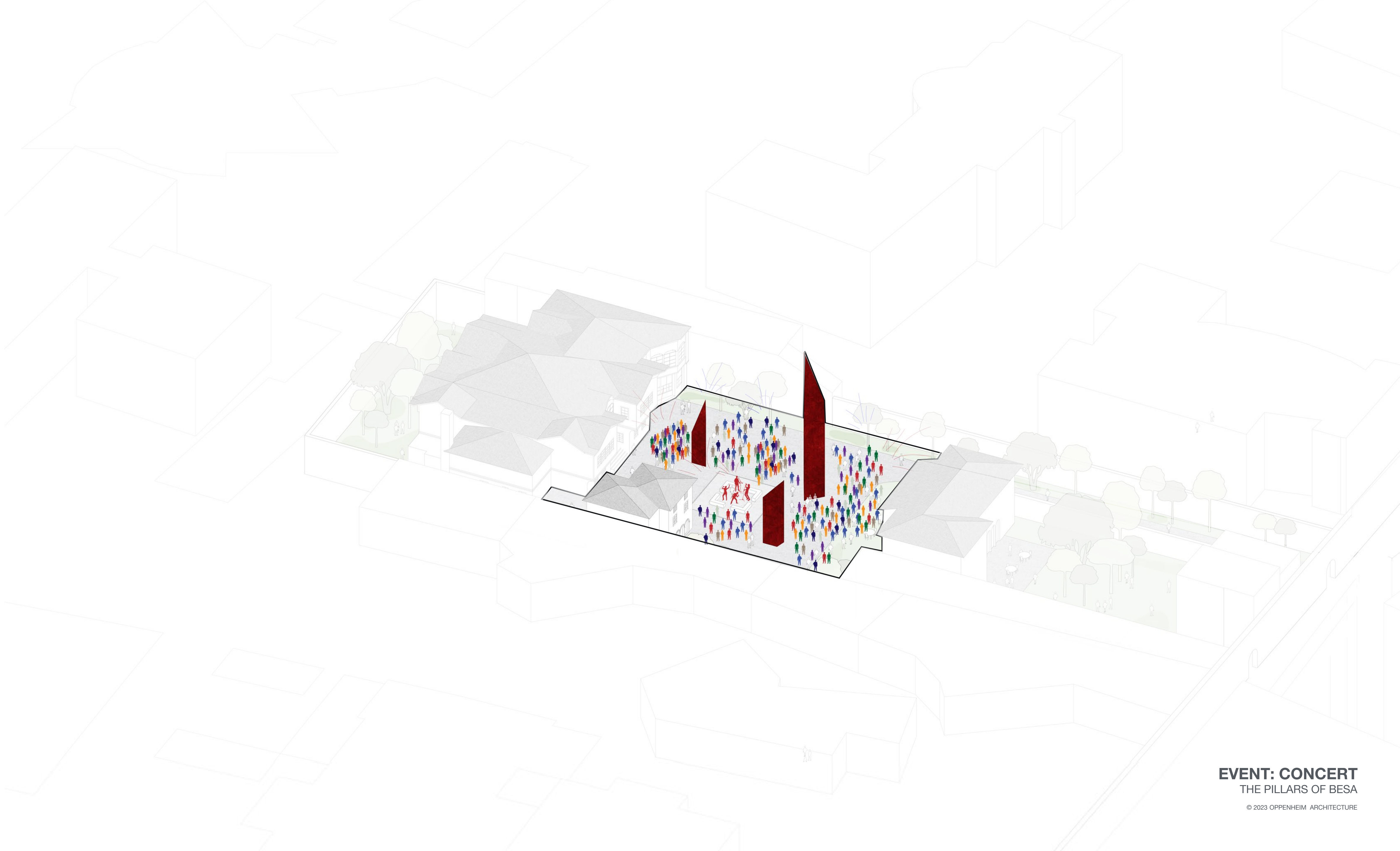




SECTION THROUGH LIGHT PILLARS
THE PILLARS OF BESA

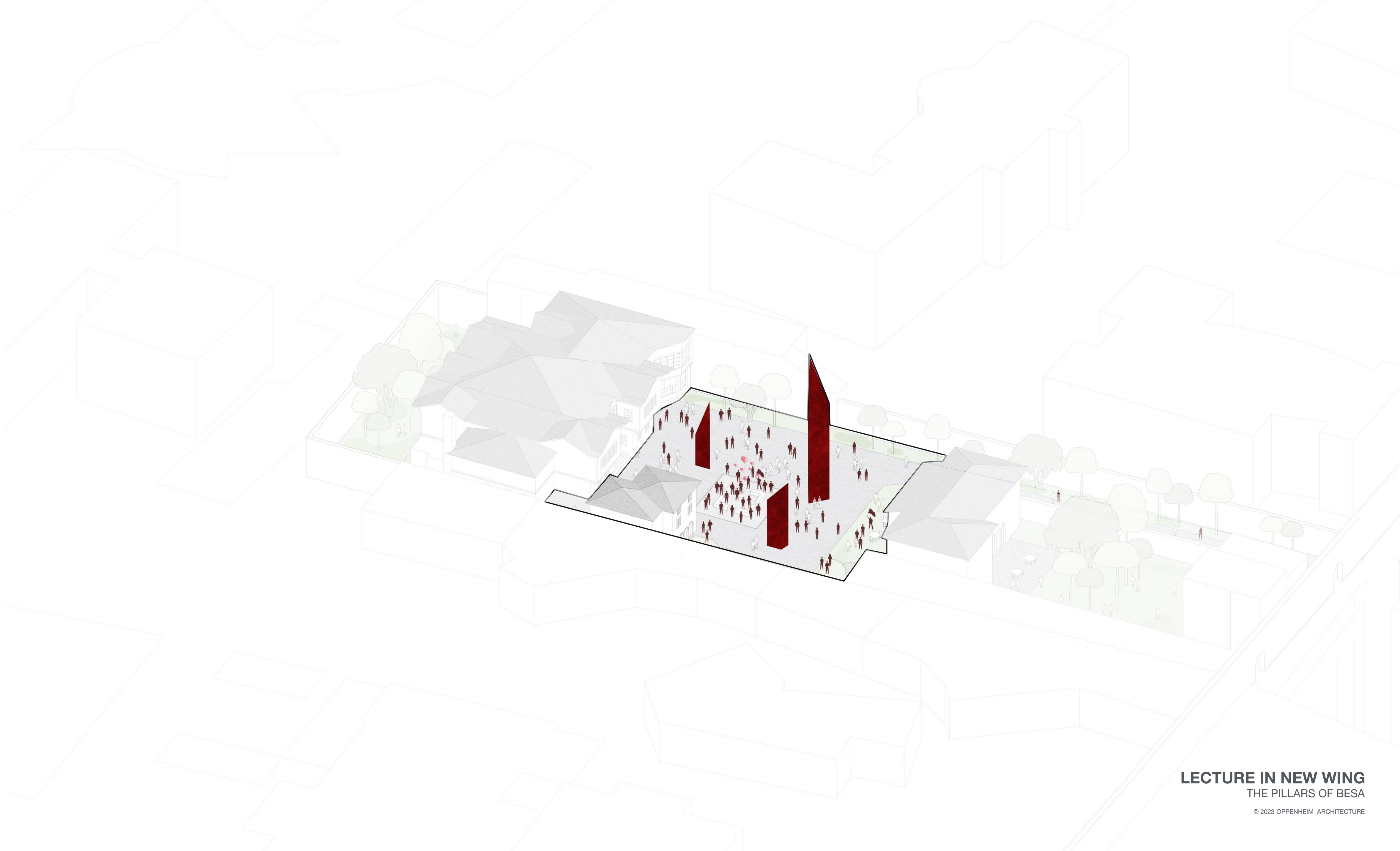






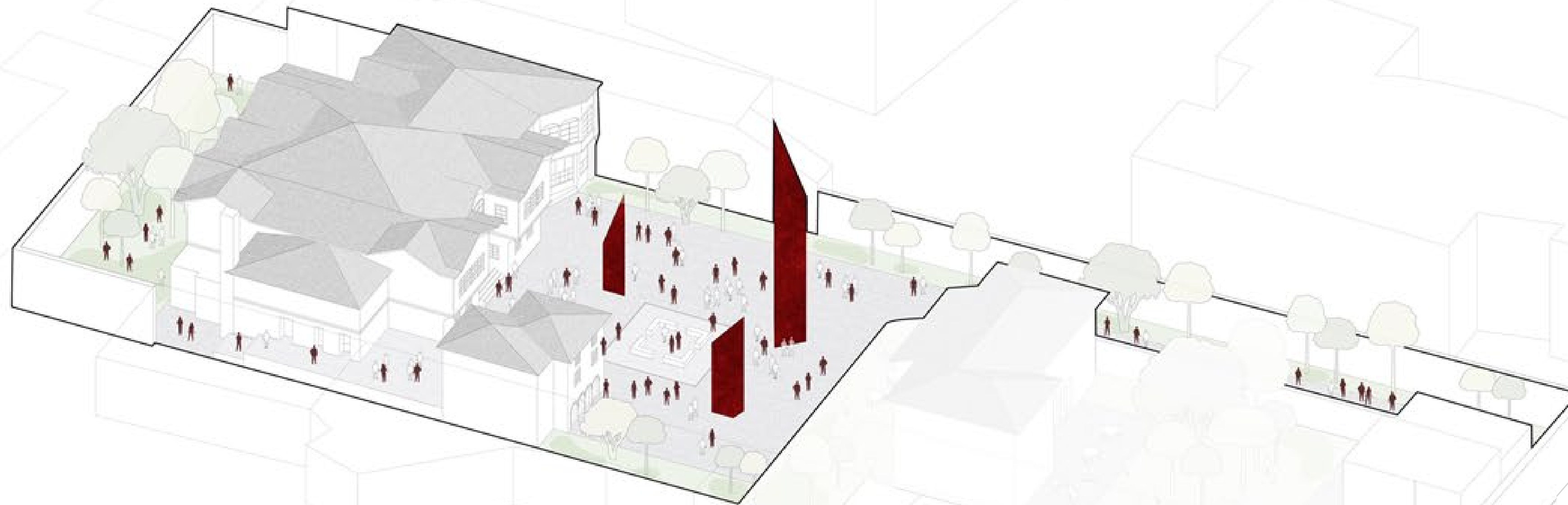
EVENT: CONCERT
THE PILLARS OF BESA

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LECTURE IN NEW WING
THE PILLARS OF BESA



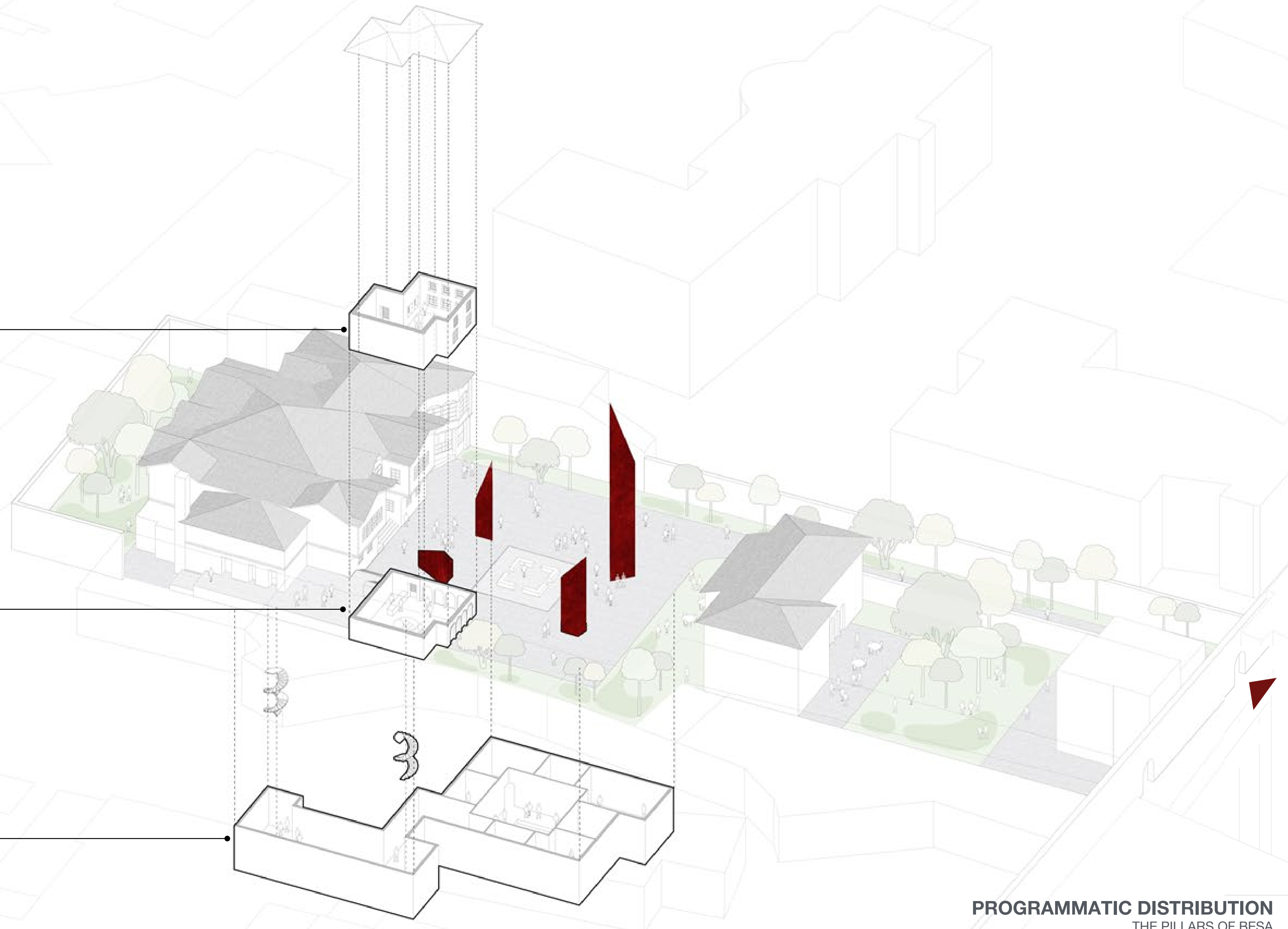


DEVELOPMENT AREA 1: THE MUSEUM
THE PILLARS OF BESA

Reading Room / Educational Space

Museum Shop

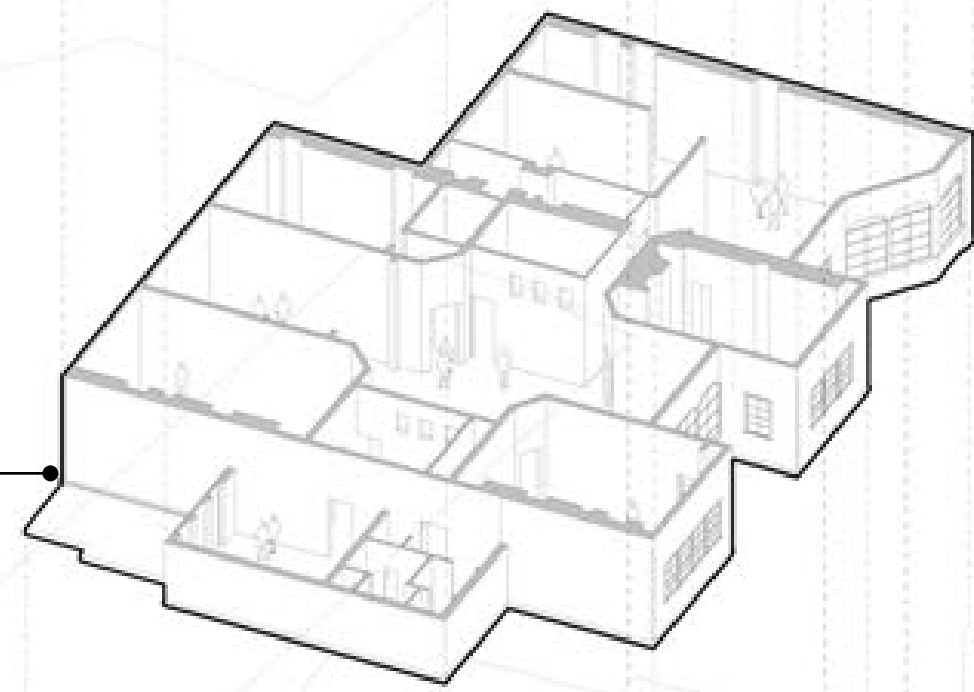
New Wing



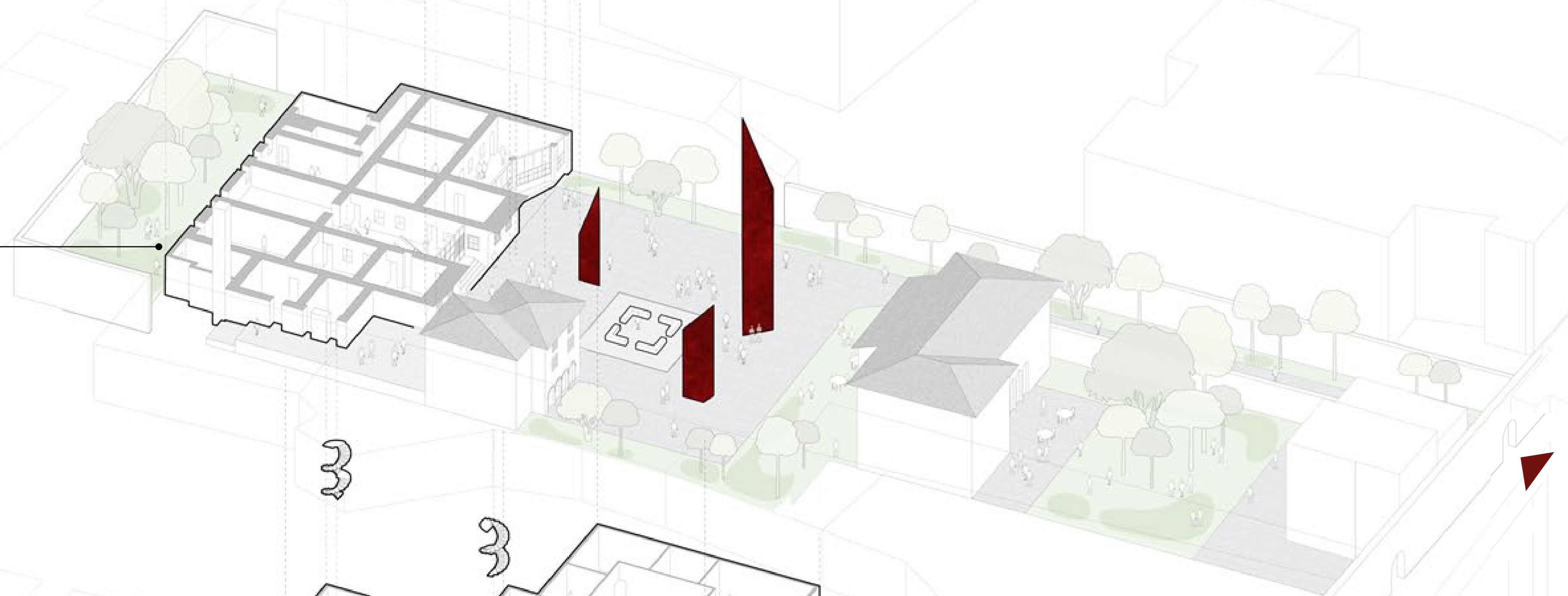
PROGRAMMATIC DISTRIBUTION
THE PILLARS OF BESA

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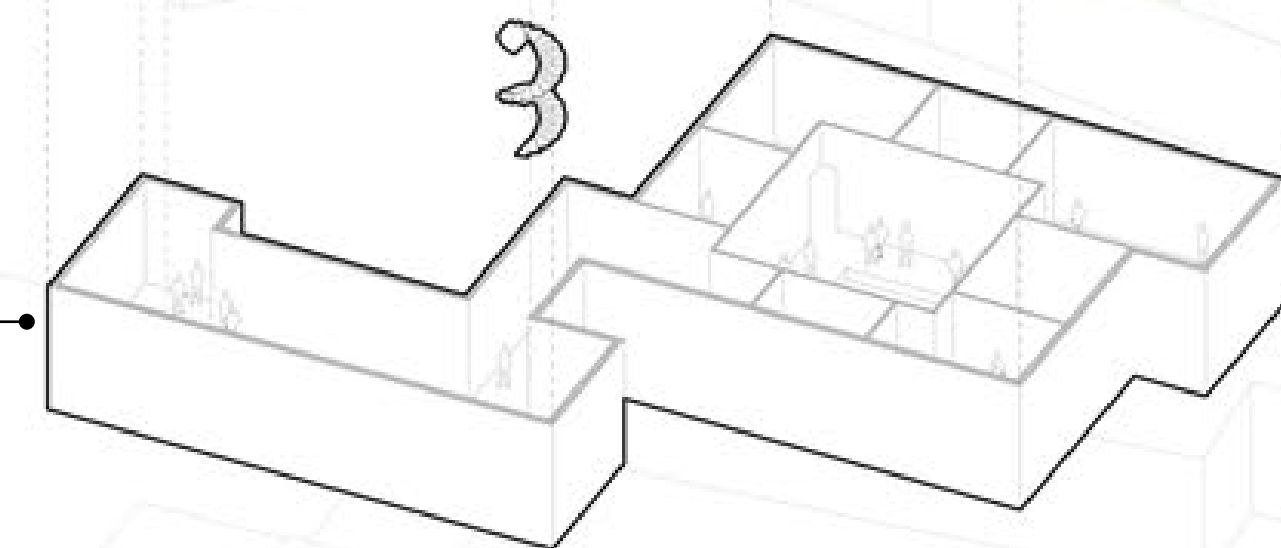
First Floor: Museum Permanent Exhibits



Ground Floor: Guest Amenities

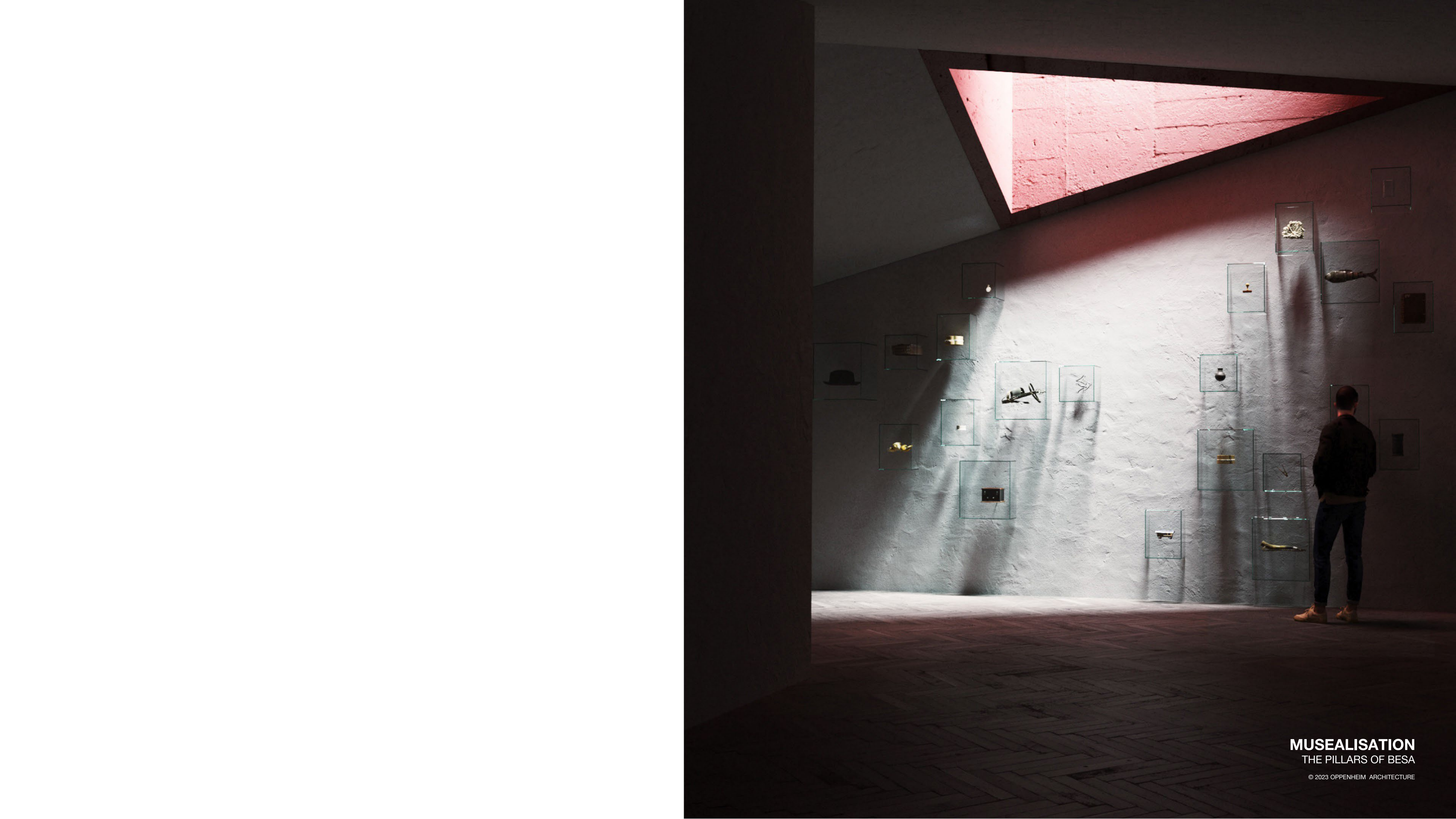


New Wing



PROGRAMMATIC DISTRIBUTION
THE PILLARS OF BESA

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MUSEALISATION
THE PILLARS OF BESA

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Gathering Besa, Besa Museum



Gathering Besa Beacons in central public spaces



Object 3D Scanning



Roadshow of Gathering



Gathering Besa Beacons in central civic spaces in each town and village to gather stories and objects



Through an Olympic torch style procession, handheld illuminated beacons are brought to the museum from around the nation



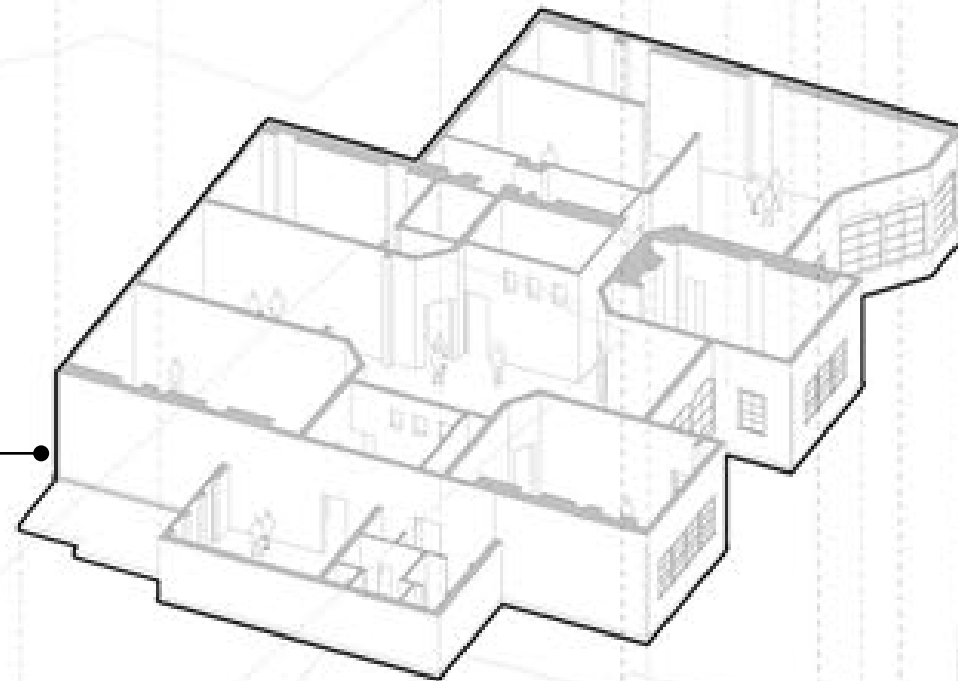
Representatives of each community are invited to experience the museum drawing thousands for launch



First Floor

TOPTANI HOUSE AS A WITNESS TO HISTORY

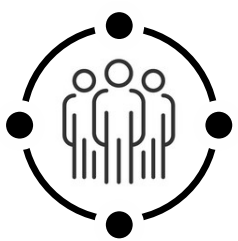
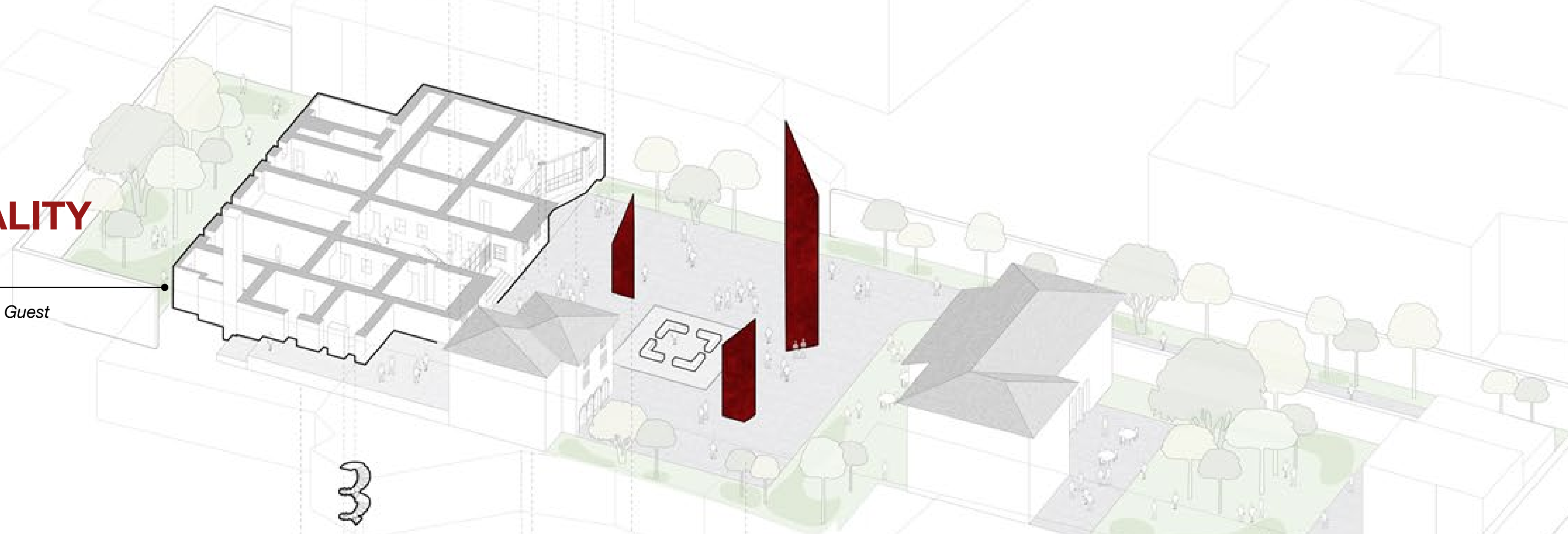
Historical case studies show Besa as it was manifest



Ground Floor

EMBODYING HOSPITALITY AND COMFORT

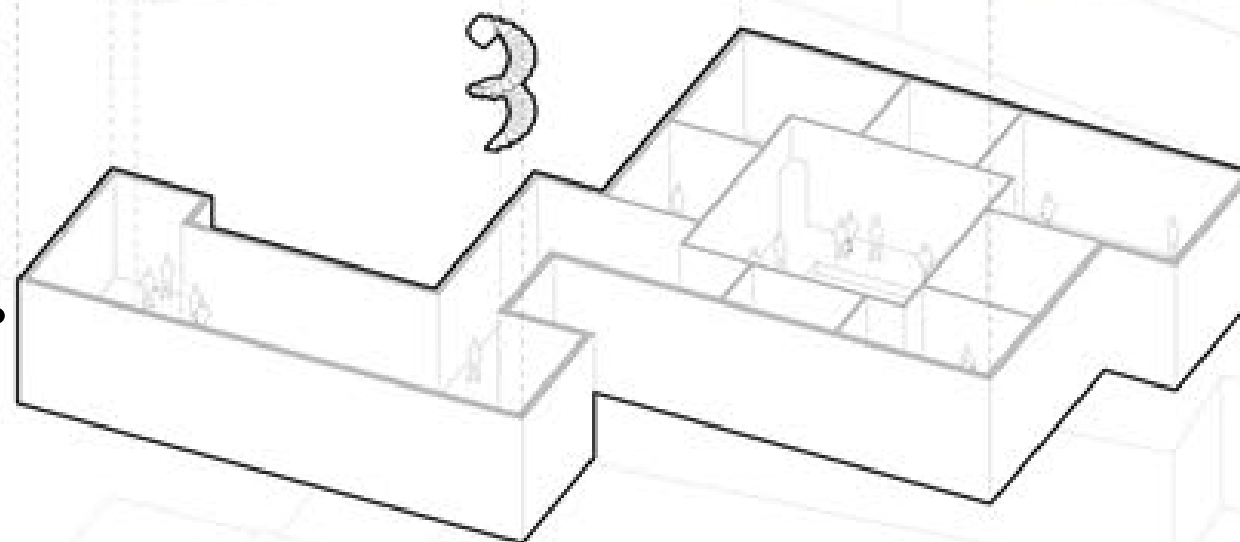
Exemplifying the spirit of Besa through accommodating Guest amenities



Underground

IMMERSIVE THEMED SPACES

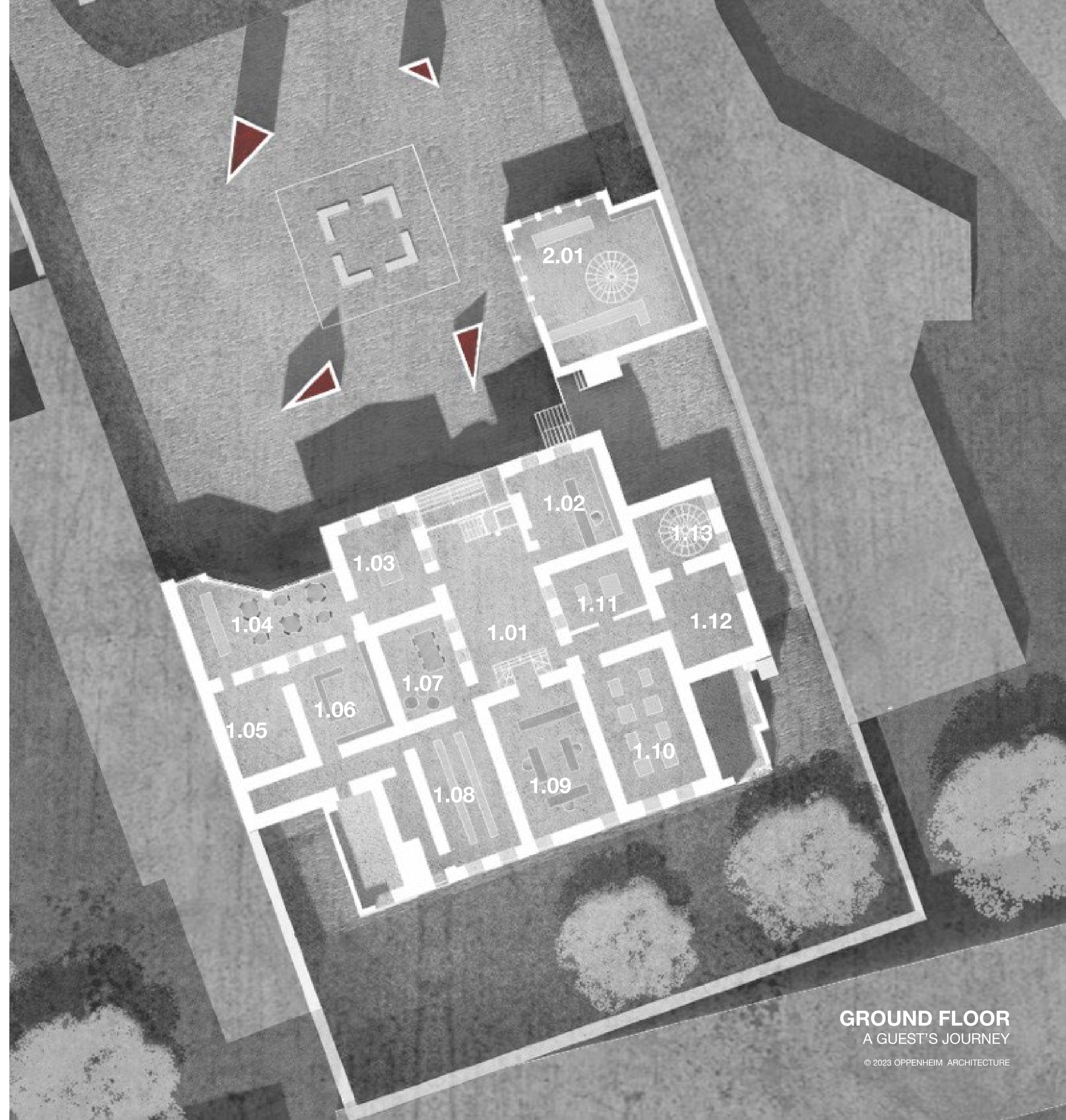
Exploration of Besa in the psyche of Guests



Embodying Hospitality and Comfort

Visitors enter at the ground level where they are greeted as special guests. They are provided amenities to make them comfortable, including ticketing and information, a café, cloakroom, bathrooms, gathering spaces for tour groups and students. This level may also contain a brief exhibit about the history of the Toptani house itself.

- 1.01 ARRIVAL
- 1.02 TICKETING
- 1.03 PERMENANT EXHIBITION - TOPTANI HOUSE HISTORY
- 1.04 CAFE
- 1.05 RESTROOMS
- 1.06 LIBRARY
- 1.07 EDUCATIONAL ROOM
- 1.08 ADMINISTRATION ROOM
- 1.09 ADMINISTRATION ROOM
- 1.10 ARCHIVE
- 1.11 WARDROBE
- 1.12 -
- 1.13 STAIRS
- 2.01 SHOP + STAIR ACCESS TO NEW WING



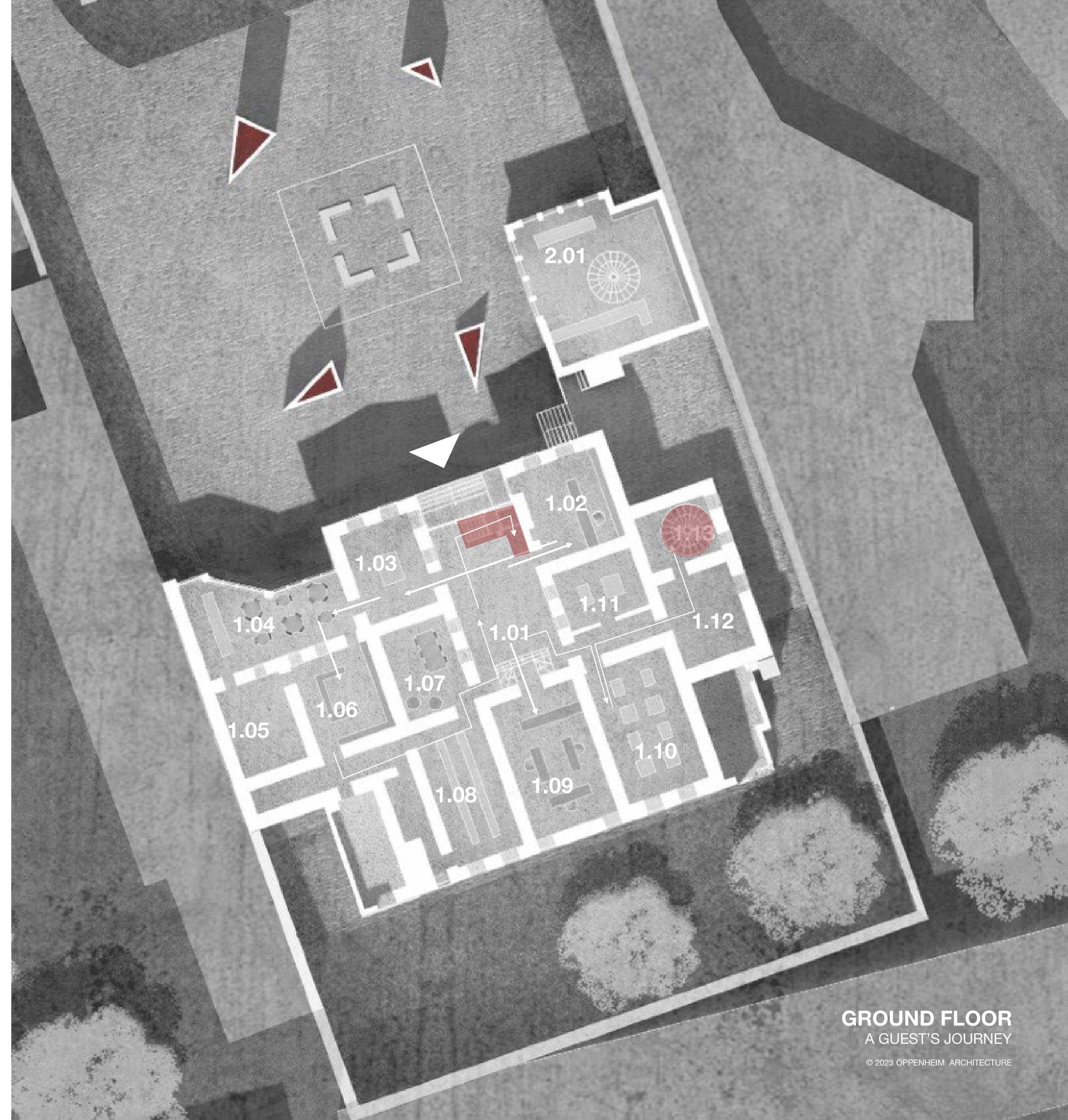
GROUND FLOOR
A GUEST'S JOURNEY

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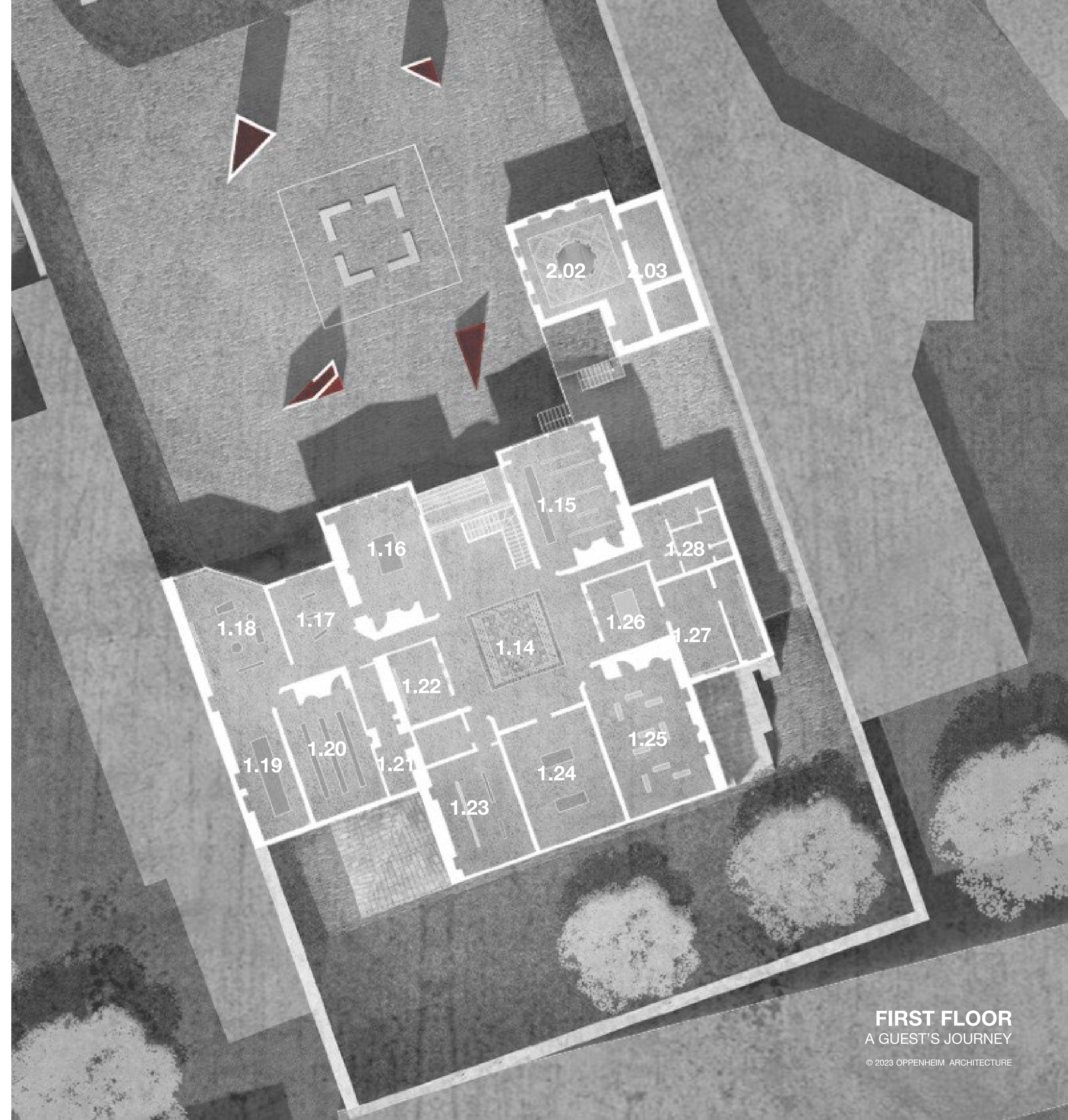
GROUND FLOOR
A GUEST'S JOURNEY

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Toptani House as a Witness to History

We conceive of the first floor of the Toptani house, with views over historic Tirana, as a “witness to history.” A set of case studies surround the central oda space, and convey how besa played a role in key moments in Albania’s history.

- 1.14 LIVING ROOM - BESA AS ORAL TRADITION
- 1.15 PERMENANT EXHIBIT ALBANIAN REVOLTS IN THE OTTOMAN AGE
- 1.16 PERMENANT EXHIBIT - THE ORIGINS OF BESA
- 1.17 TEMORARY EXHIBIT
- 1.18 TEMORARY EXHIBIT
- 1.19 ARCHEOLOGY EXHIBIT
- 1.20 ARCHEOLOGY EXHIBIT
- 1.21 MISC.
- 1.22 PERMENANT EXHIBIT - INTRO
- 1.23 PERMENANT EXHIBIT - RECENT REFUGEES
- 1.24 PERMENANT EXHIBIT - THE HOLOCAUST I
- 1.25 PERMENANT EXHIBIT - THE HOLOCAUST II
- 1.26 PERMENANT EXHIBIT - OUTRO
- 1.27 STORAGE SPACE
- 1.28 WC
- 2.02 READING ROOM
- 2.03 RESTORED HAMMAM



FIRST FLOOR
A GUEST'S JOURNEY

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ALBANIAN REVOLTS IN THE OTTOMAN AGE

Interactive Screens

Timeline

THE ORIGINS OF BESA

Interactive Screens, Projection

Digital book and Wall projection

OUTRO

Projection

Conclusion to the Protection theme. Testimonies from those protected

BESA AS AN ORAL TRADITION

Audio

Visitors can learn more about an exhibit, navigate through museum, and interact with special content experiences

INTRO

Projection

Introduction to the Protection Theme. Expression of BESA; Quotes.

RECENT REFUGEES

Screens

Photo essays from Kosovars and Afghanis

THE HOLOCAUST

Screens, Projections

Map with escape routes. Suitcases along the way.
Full-size testimonies



Artifacts



Graphic



Linear Media



Non-Linear Media



Audio



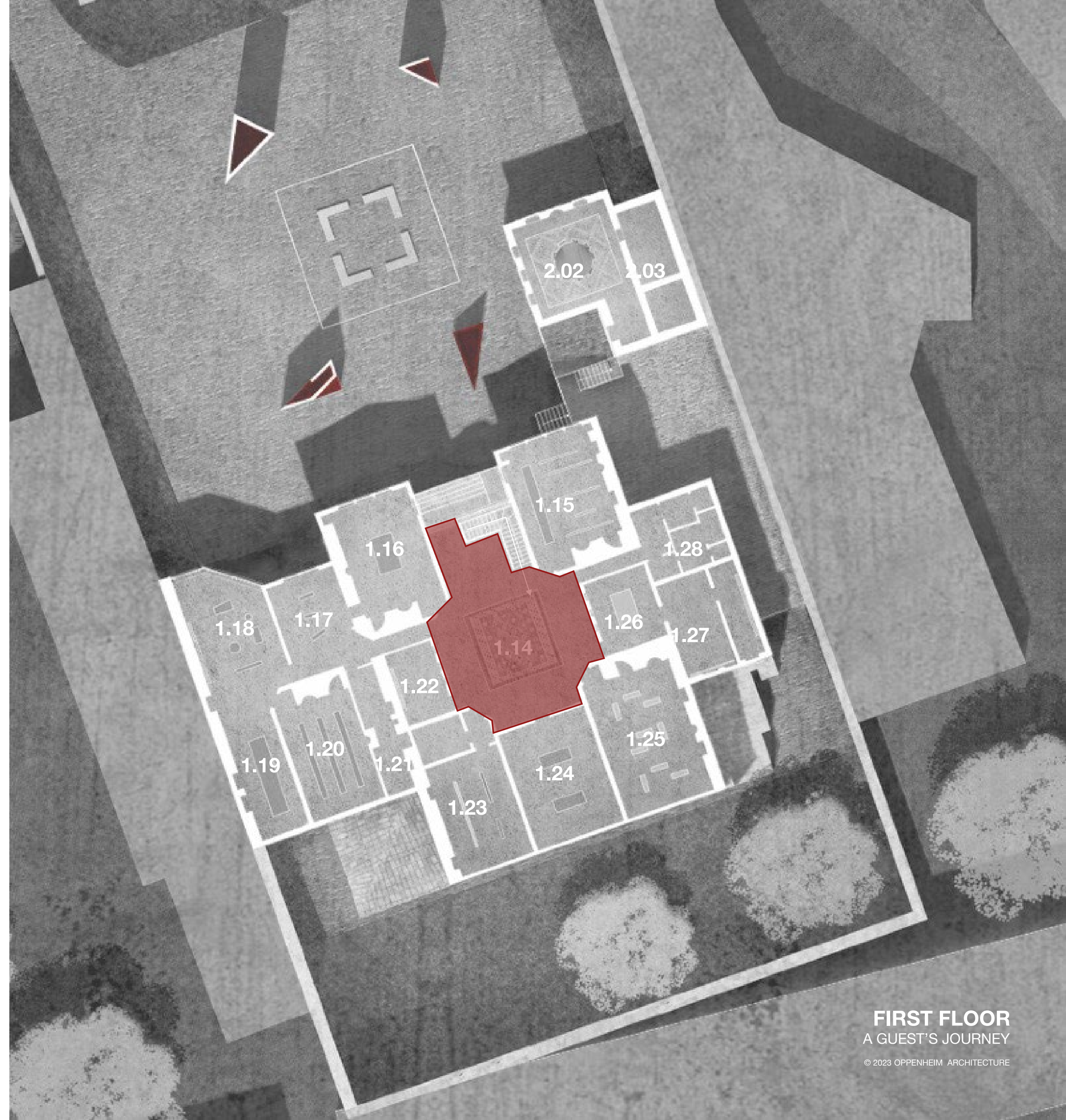
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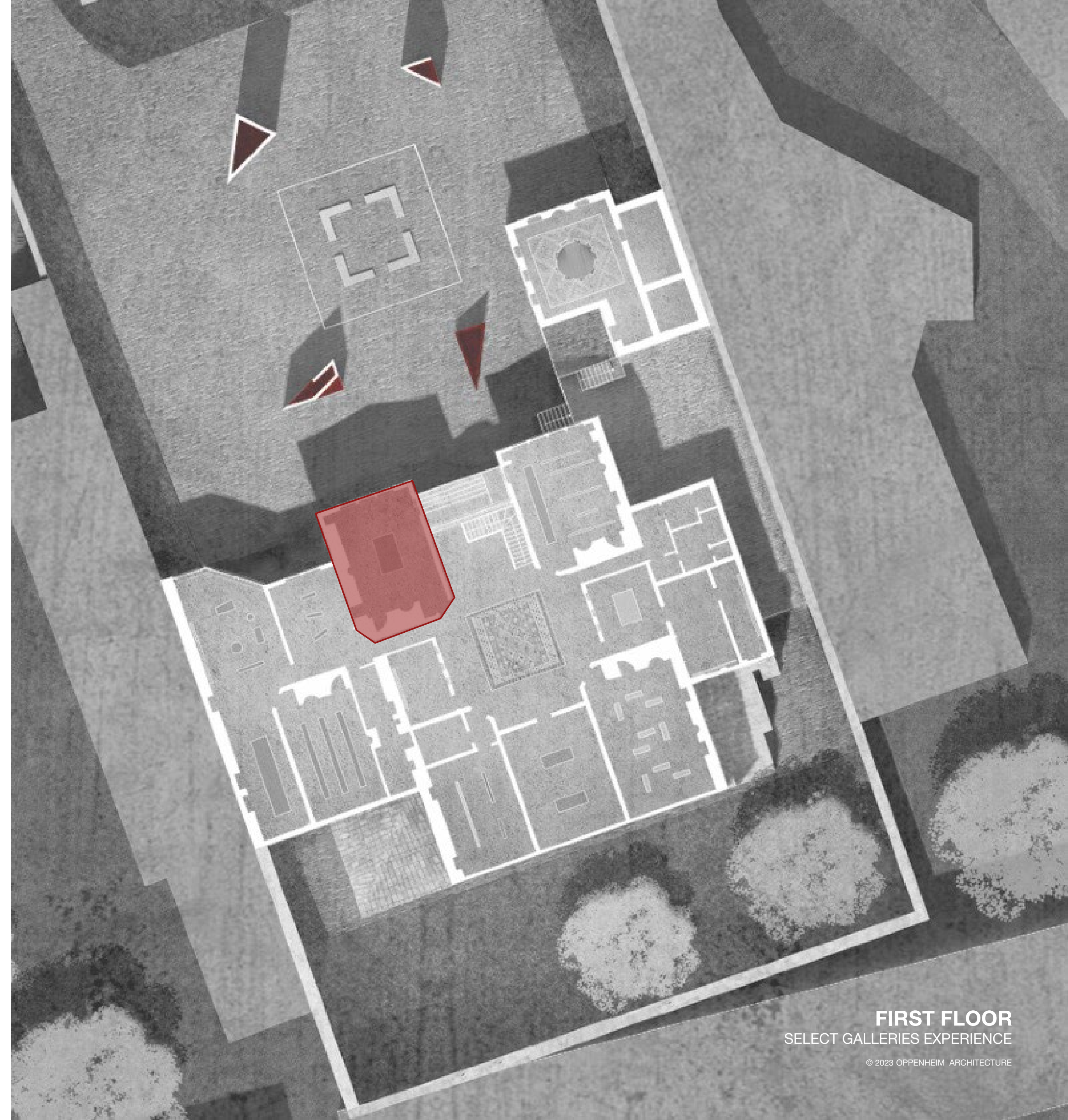
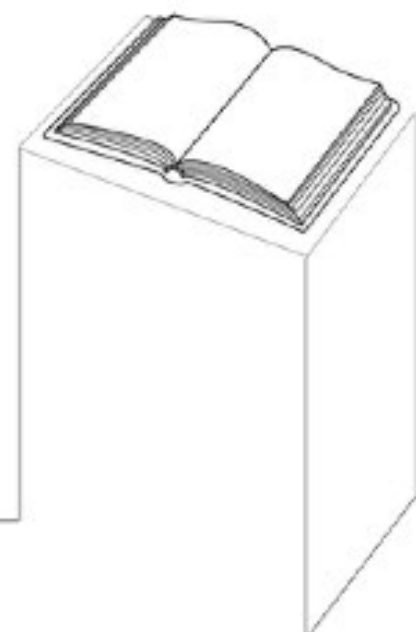
FIRST FLOOR
A GUEST'S JOURNEY

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Gallery: The Origin of Besa

In this room visitors can turn the pages of a large-format interactive digital book, based around the 12 sections of the Kanun. As a new page is selected, text and imagery associated with the each topic appears on the wall. In a long case on the opposite side, traditional objects associated with the Kanun are displayed.



FIRST FLOOR
SELECT GALLERIES EXPERIENCE

© 2023 OPPENHEIM ARCHITECTURE

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THE ORIGINS OF BESA
SELECT GALLERIES EXPERIENCE

© 2023 OPPENHEIM ARCHITECTURE

Gallery: The Holocaust - Albanian Stories

After learning about the broader context of the Holocaust in the previous room, in this one they have an interpersonal encounter with both Holocaust survivors, and the Albanians who protected them. Full-height videos are activated when visitors come into close proximity, making it feel like the person is speaking directly to them.



FIRST FLOOR
SELECT GALLERIES EXPERIENCE

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Immersive Themed Spaces

The underground level explores how besa is understood and felt within the Albanian psyche. If the first floor is about how besa was manifest in the past, this one concerns how it is internalized in the present. The four pillars of protection, hospitality, honor, and tradition organize the key experiences.



- 4.01 TEMPORARY EXHIBIT
- 4.02 PERMANENT EXHIBIT - TRADITION
- 4.03 PERMANENT EXHIBIT - YOU AND BESA
- 4.04 WC
- 4.05 PERMANENT EXHIBIT - PROTECTION
- 4.06 STORAGE SPACE
- 4.07 PERMANENT EXHIBIT - HOSPITALITY
- 4.08 PERMANENT EXHIBIT - SHARE YOUR OWN STORY
- 4.09 PERMANENT EXHIBIT - HONOR
- 4.10 SERVER

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HOSPITALITY Interactive Screens

Visitor-generated video and oral history archive.

SHARE YOUR STORY Interactive Screens/ Recording Room

HONOR Linear, Interactive Screen

Visitors make a pledge to uphold besa in a way that's meaningful to them.

PROTECTION Linear, Audio

This space features an open cube with seating inside. The structure symbolizes the safety offered by a dwelling.

OUR BESA Linear, Audio

Floor, Wall Projection

TRADITION Audio

Objects of significance donated by the public that tell a story (pendant, letter, photo, gift, heirloom, bottle of raki etc)
Visitors listen to a story or reveal additional information



Artifacts



Graphic



Linear Media



Non-Linear Media

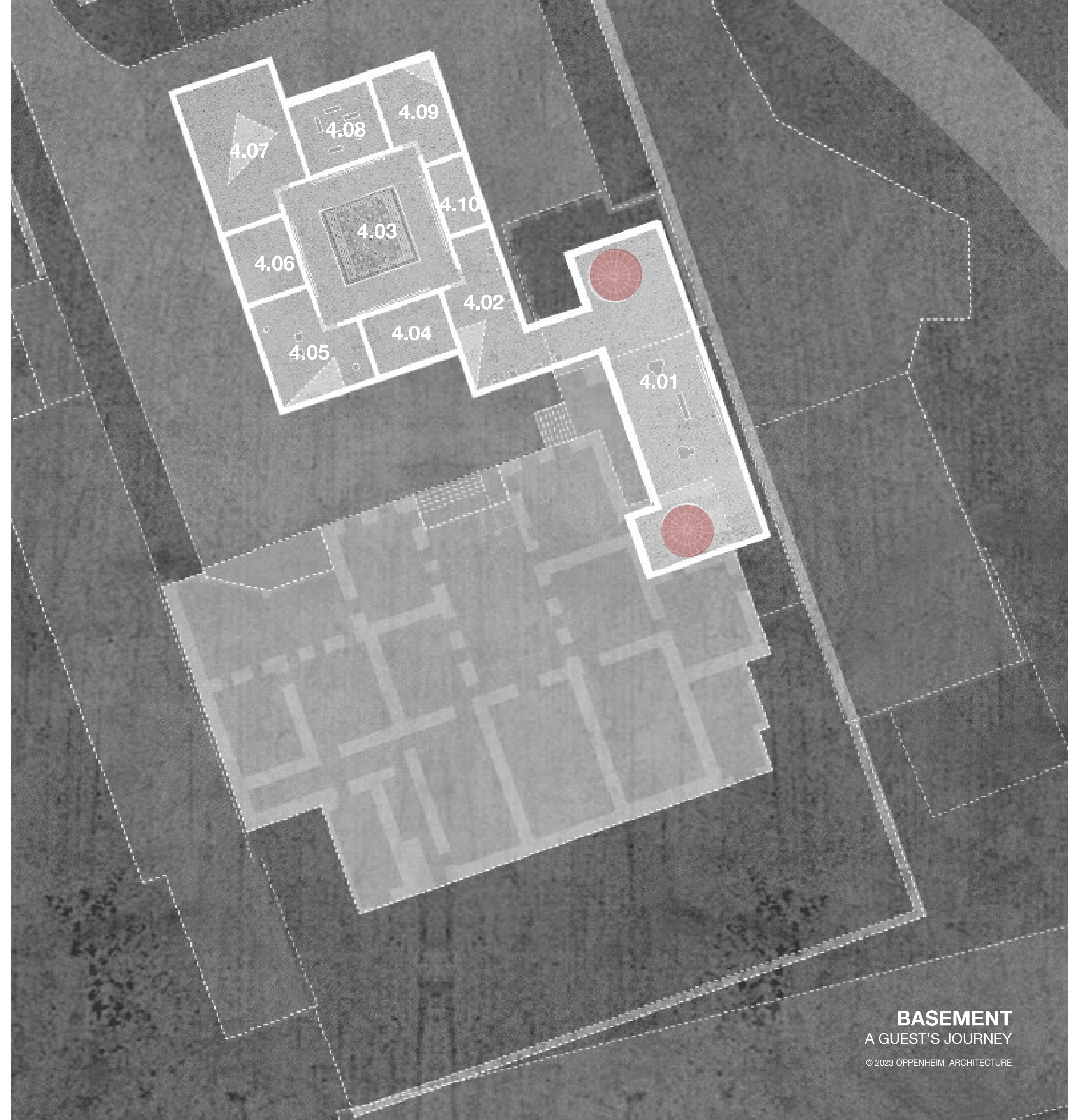


Audio



Immersive Themed Spaces

The underground level explores how besa is understood and felt within the Albanian psyche. If the first floor is about how besa was manifest in the past, this one concerns how it is internalized in the present. The four pillars of protection, hospitality, honor, and tradition organize the key experiences.



- 4.01 TEMPORARY EXHIBIT
- 4.02 PERMANENT EXHIBIT - TRADITION
- 4.03 PERMANENT EXHIBIT - YOU AND BESA
- 4.04 WC
- 4.05 PERMANENT EXHIBIT - PROTECTION
- 4.06 STORAGE SPACE
- 4.07 PERMANENT EXHIBIT - HOSPITALITY
- 4.08 PERMANENT EXHIBIT - SHARE YOUR OWN STORY
- 4.09 PERMANENT EXHIBIT - HONOR
- 4.10 SERVER

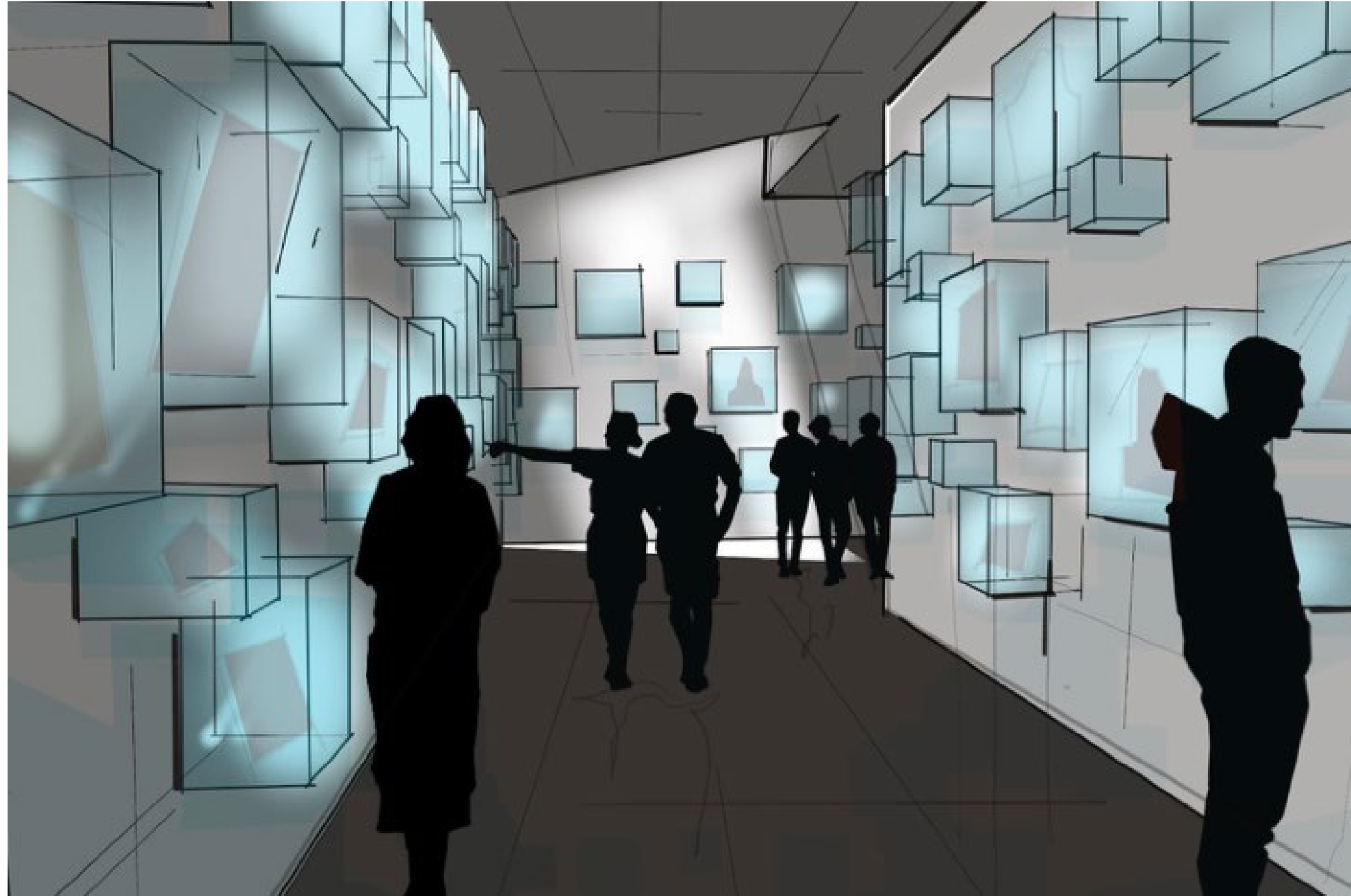
Gallery: Tradition

In a pre-opening process of community-building, members of the public will be invited to contribute an object that tells a story of besa. In this space, these are elegantly presented in an array of showcases. A short written blurb or audio recording explains why the person chose the artifact. These can be swapped out periodically, forming an ever-changing exhibit.



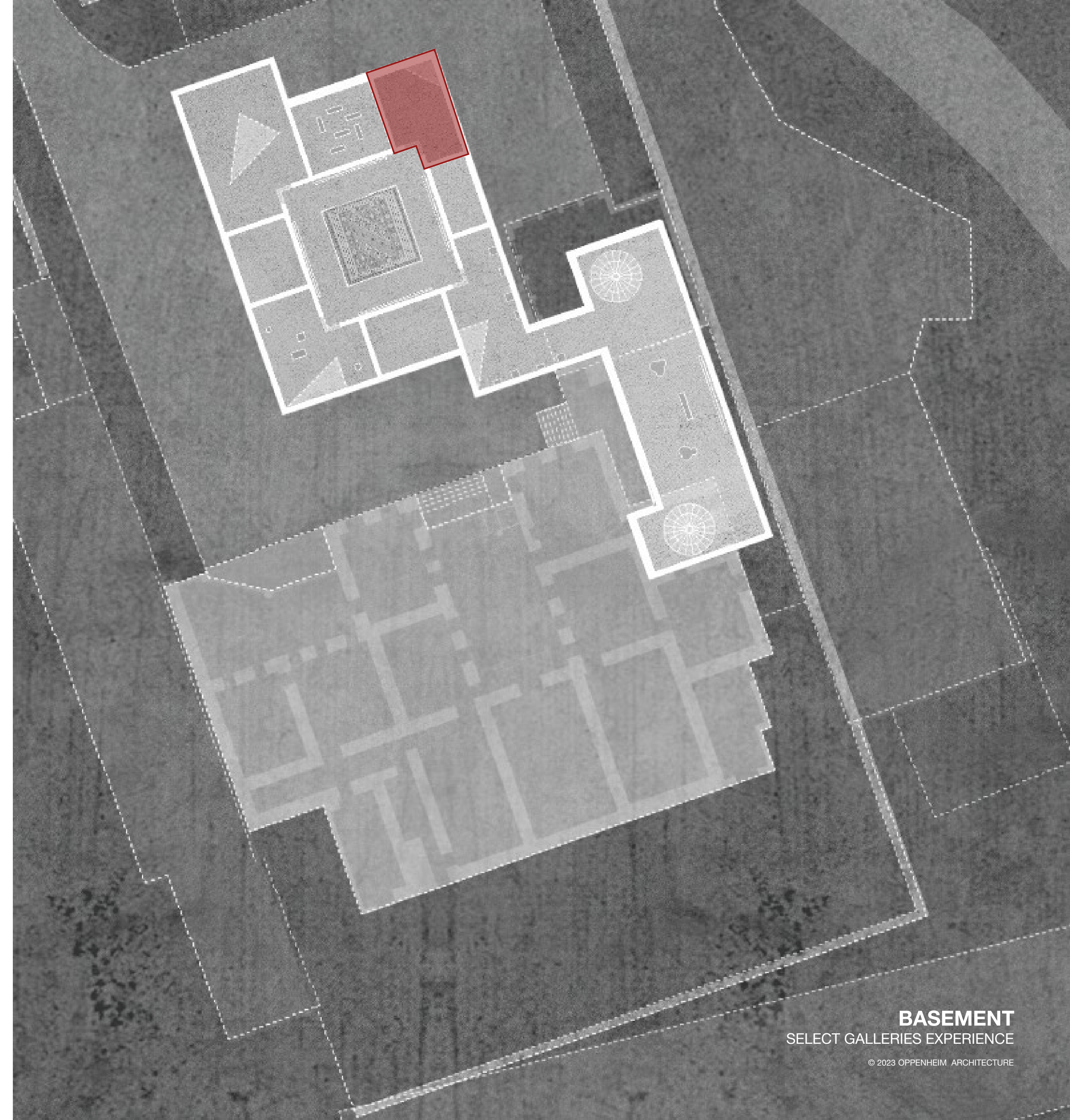
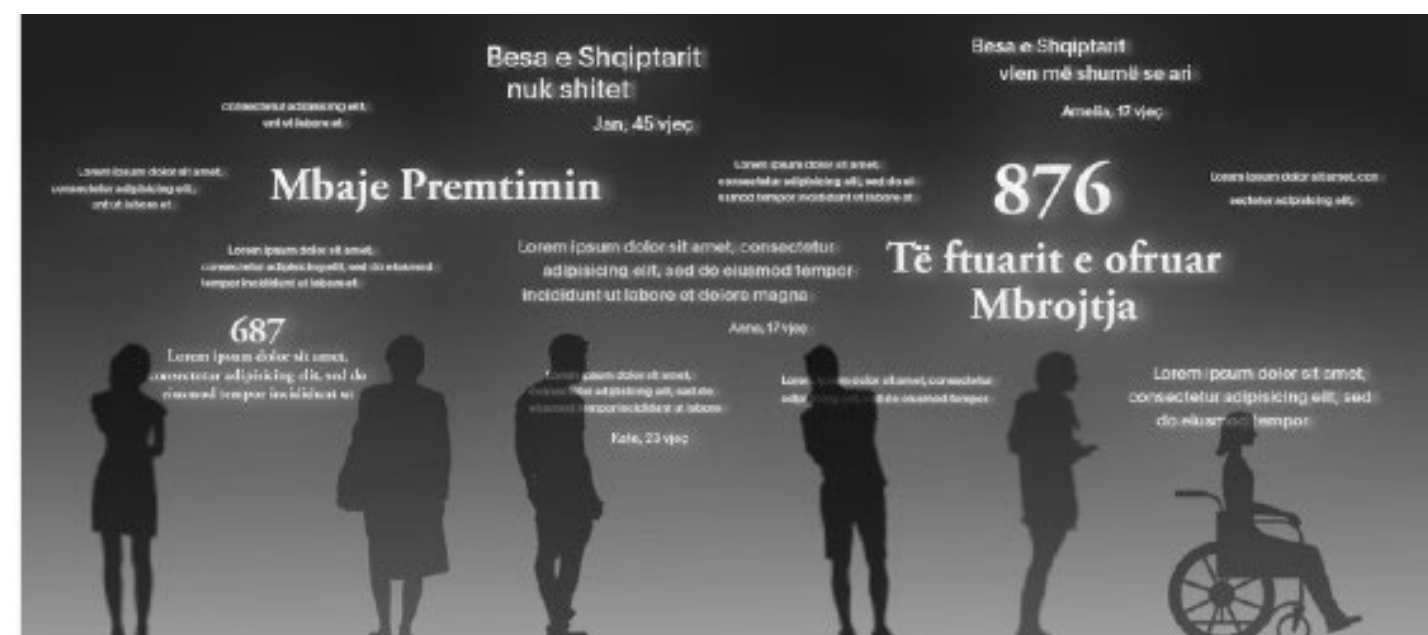
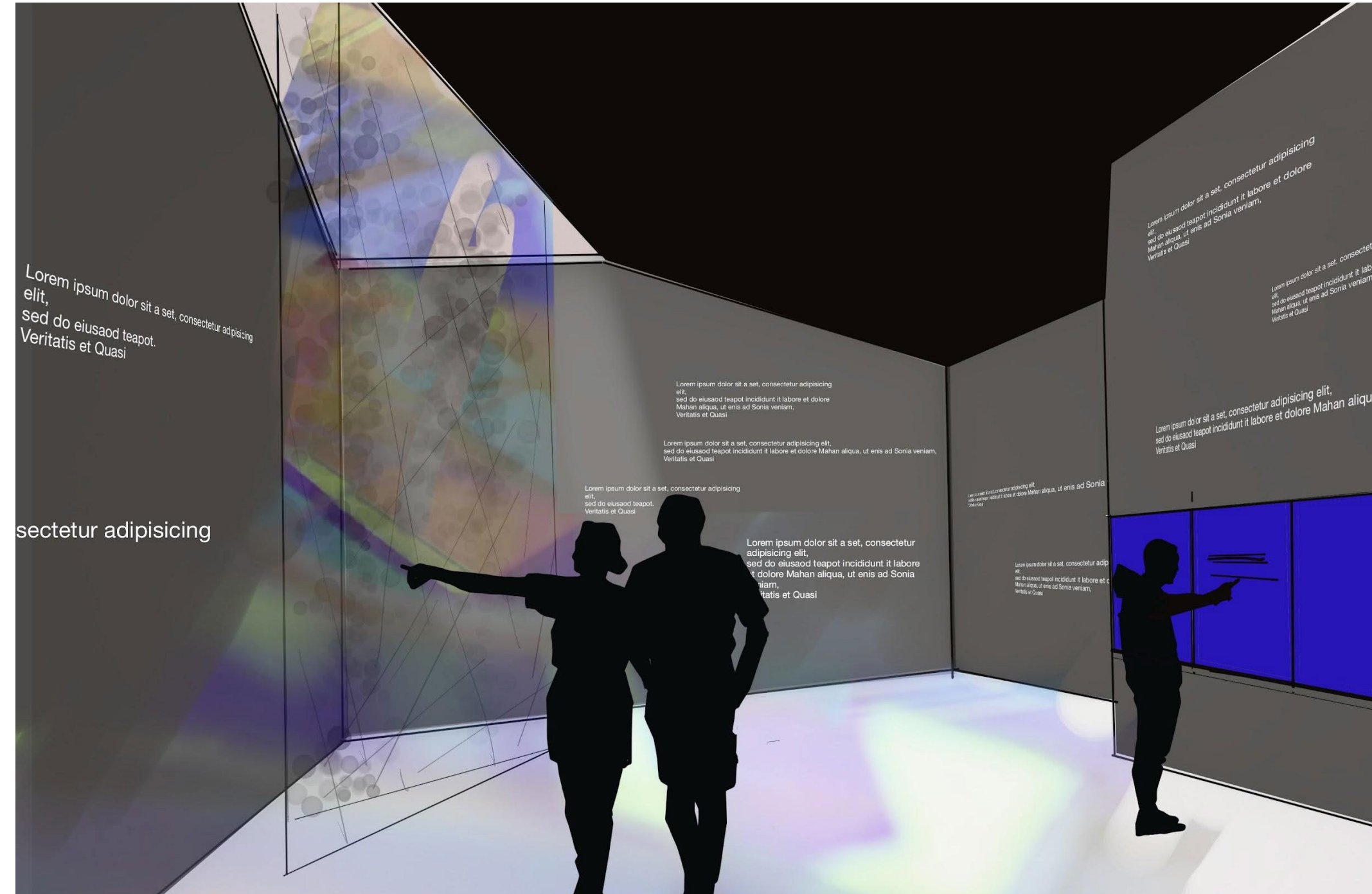
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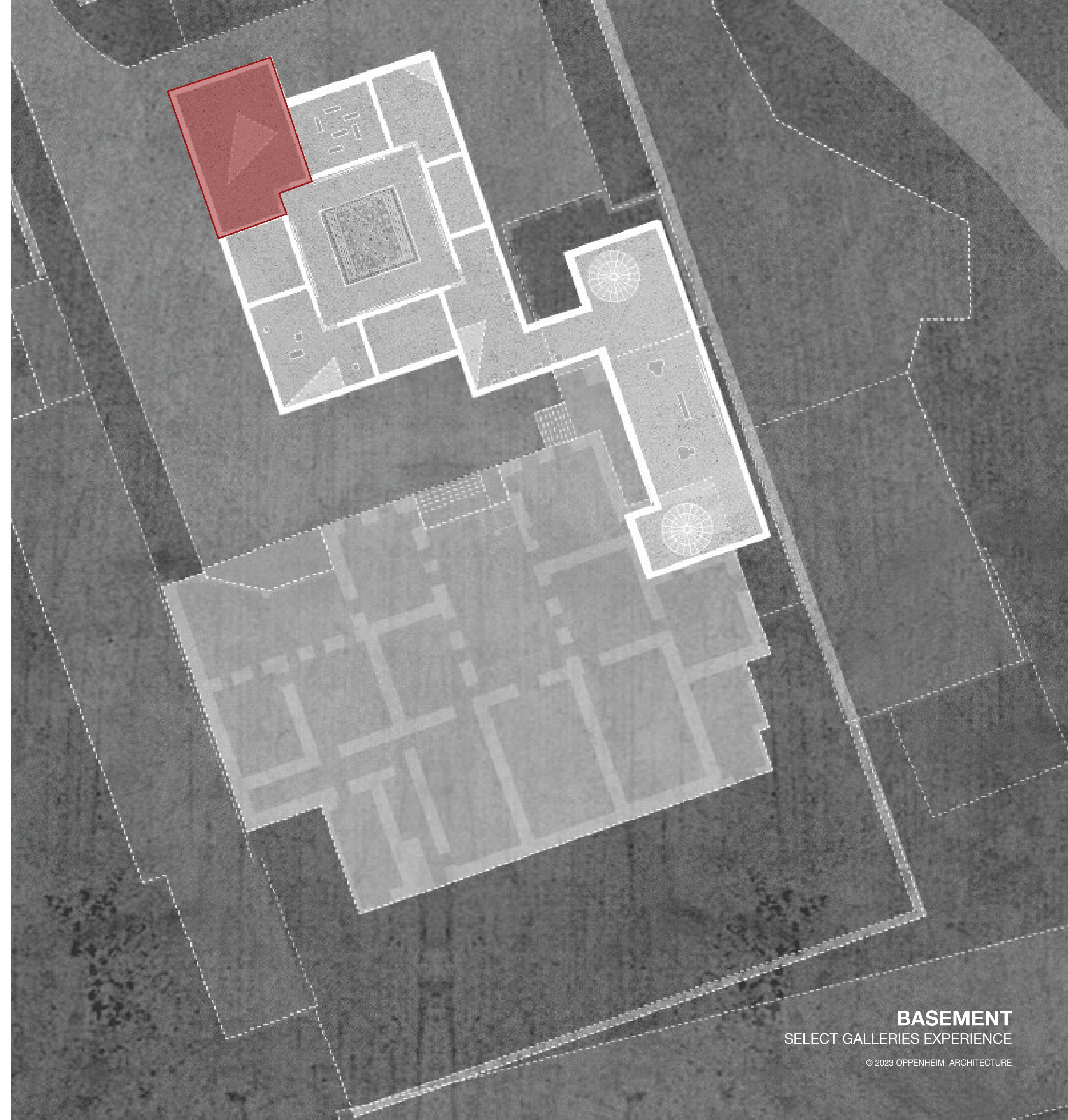
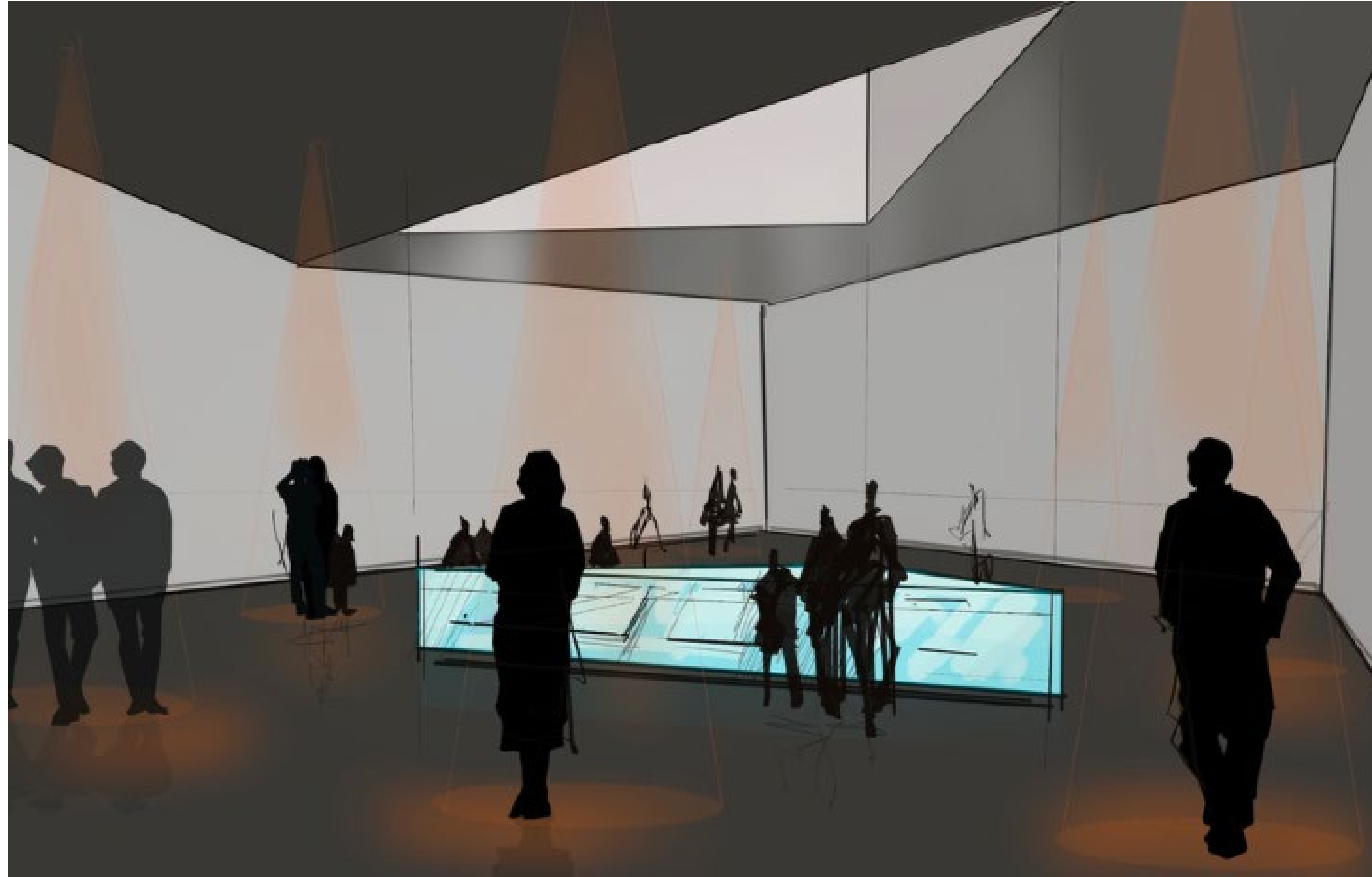
Gallery: Honor

In his space, visitors make a pledge to uphold besa in a way that's meaningful to them. They use the touchscreen to select a favored example, or they can type in their own message. It then appears as part of a mosaic alongside those of other visitors. The message can also be shared beyond the walls of the space via social media.



Gallery: Hospitality

This space is a visitor-generated video and oral history archive. In the Share Your Story space next to this one, guests can record a short anecdote that captures an example of what besa means to them. In a striking space that features a skylight connected to the beacon above at ground level, the visitor's own movement around the room activates different stories.



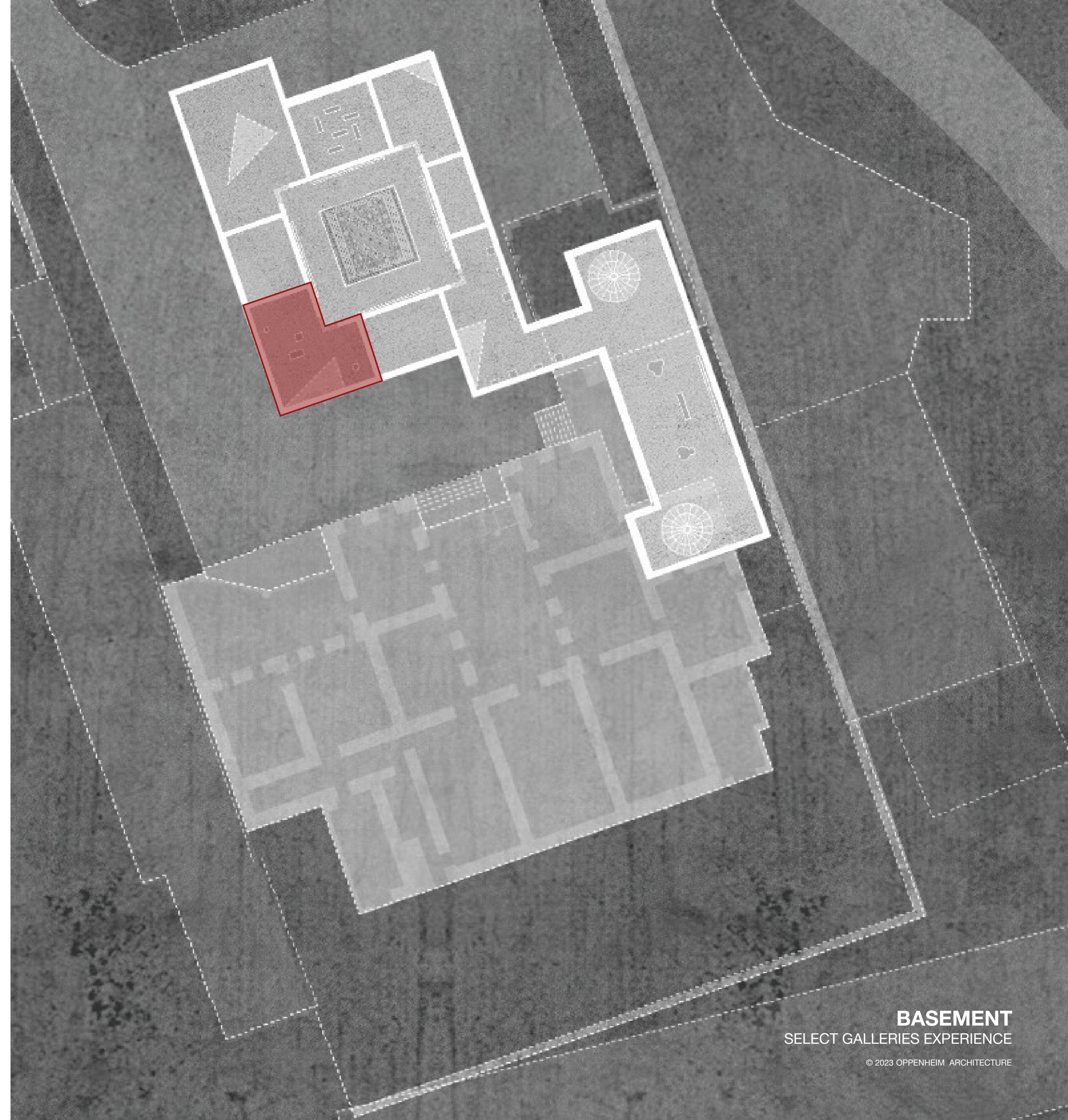
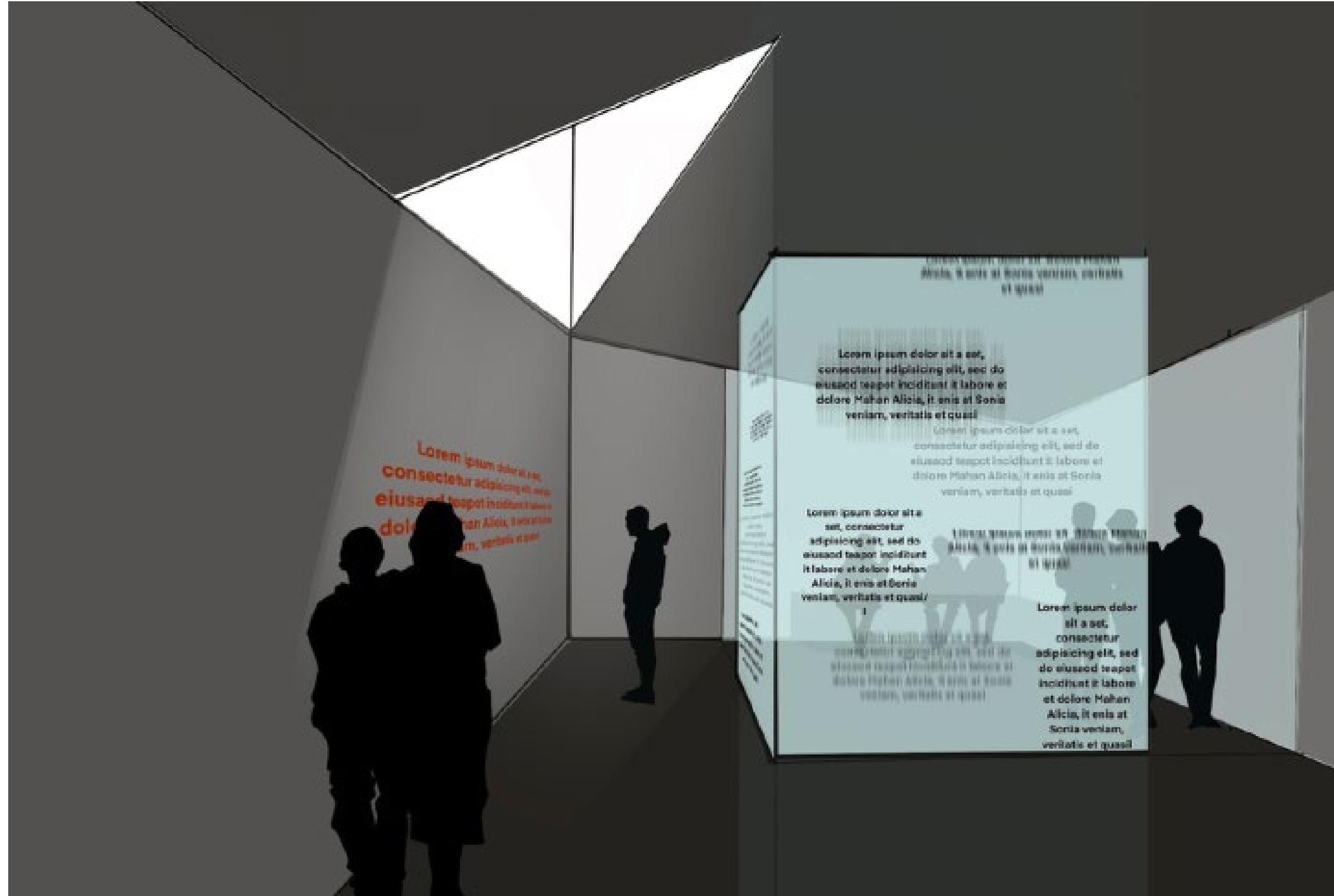


HOSPITALITY
SELECT GALLERIES EXPERIENCE

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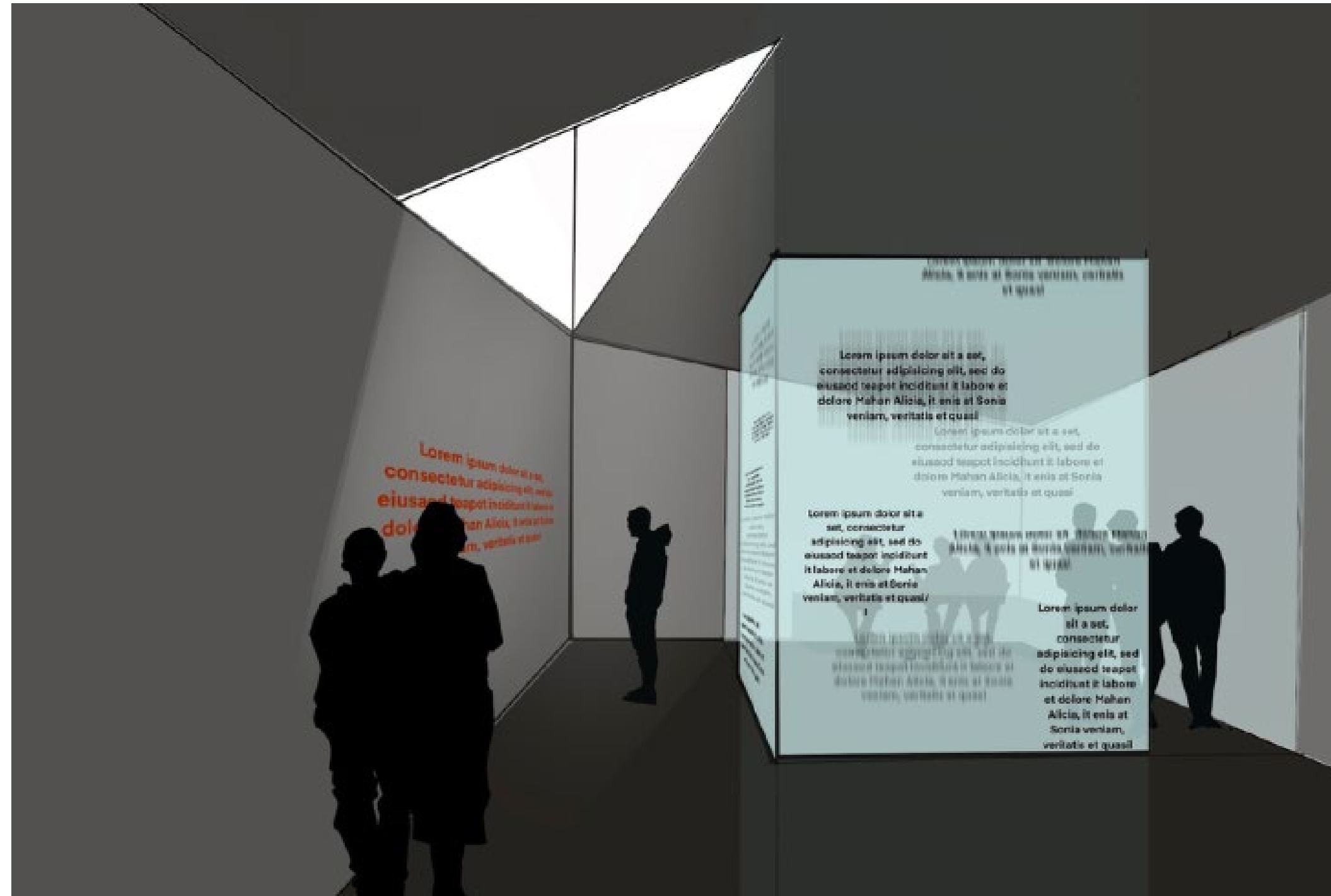
Gallery: Protection

This space features an open cube with seating inside. The structure symbolizes the safety offered by a dwelling. When guests gather inside, the walls become brighter when viewed from the outside. The intensity of the light depends on the number of visitors inside. Guests listen to parts of the kanun related to the theme of protection being read aloud by people from different generations. This also appears on the walls as text.



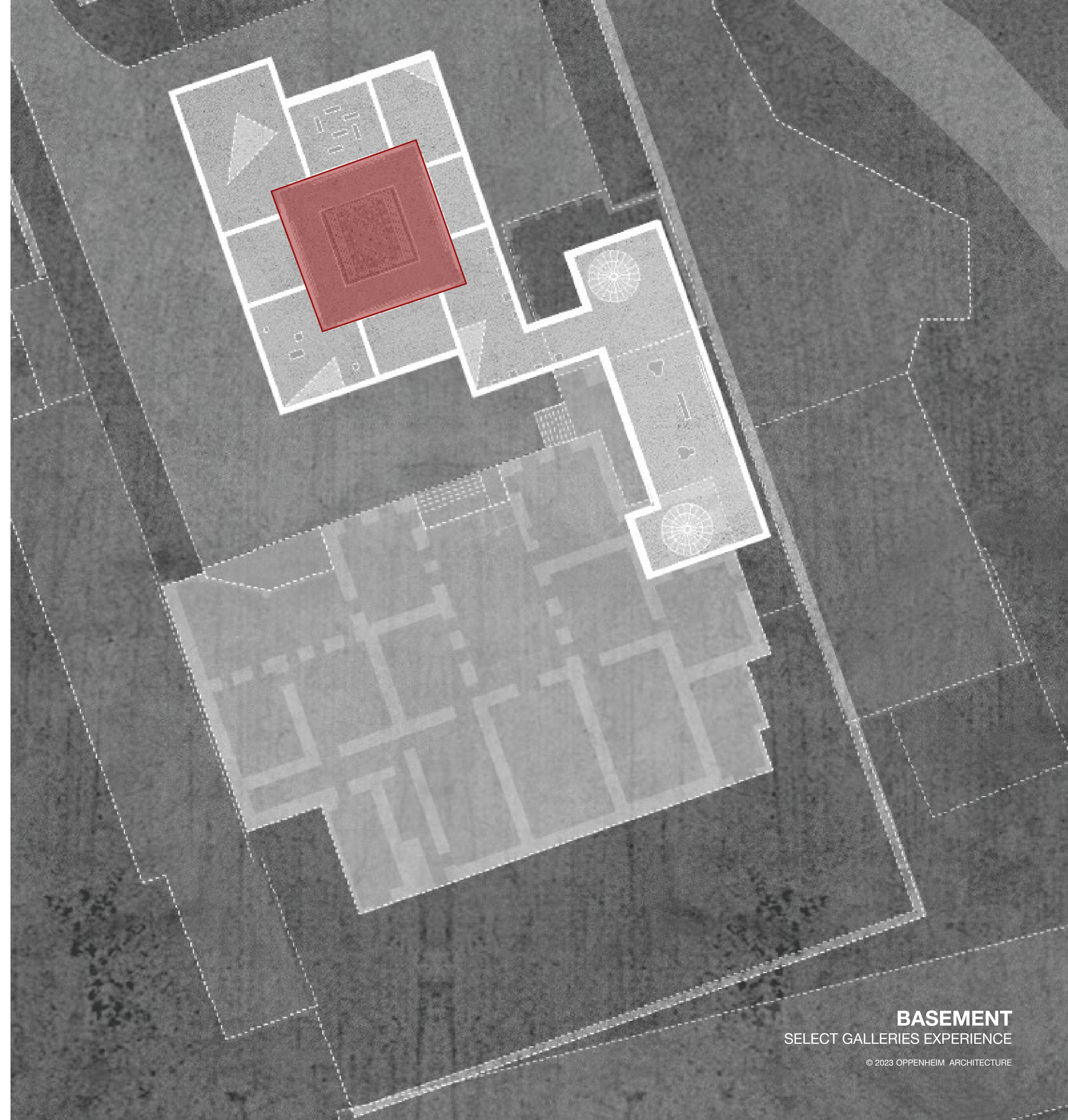
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Gallery: Our Besa

This central gathering space is a contemporary version of the traditional oda on the first floor. Ever-changing patterns inspired by traditional carpet design appear in the central well and the ceiling. On the walls, a mosaic of personal stories from the past and present act as cues for dialogue—whether spontaneous or as part of a planned talk—in this social space.



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OUR BESA
SELECT GALLERIES EXPERIENCE

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security, dignity, accommodation, hosting,
warmth, friendliness, amiable, cordial, shield, safety, defense,
refuge, noble, preservation, generosity, immunity, precaution,
courtesy, legacy, sociable, affable, congenial, inviting, defense,
convivial, amicable, care, watchfulness, shelter, preserved, honor,
ethical, virtue, fairness, tribute, reverence, valor, code of honor,
decorum, welcoming, gallantry, knightly, loyal, esteem,
guest, worthy, venerable, custom, culture, heritage, ritual,
folklore, ancestry, ritualistic, respect, ancestral, time-honored,
long-established, indigenous.

Just as white space in design allows your eye to focus on what's most important...

THE EXPERIMENTAL CHEMICAL INTIMATE REDEFINING SENSORY SPELLBINDING INDEPENDENT CELLULOID FESTIVAL OF MAVERICKS

VERTICAL FORMS IN THE LEMMA

INGEBORG VRIENDS El Duende Home Altars
ANGELA WILLEMSSEN New Perspectives
ACADEMY ARTEMIS UNIVERSITY FOR STYLING
PLYMOUTH UNIVERSITY We Lay on Different Paths

NOVOS UNIFORMES E EQUIPA DE TRABALHO
"SOMOS OS MESMOS, MAS NÃO SOMOS O MESMO"
"EVERYTHING IS DIFFERENT NOW, BUT NOTHING HAS CHANGED."

TUŠENÍ STÍNU
A DIMENSION OF SHADOW
JOSEF BOLF

7.06 - 24.09.2019
EN EL NOMBRE DEL PARE
Aurora Carbonell, Cristina Llobet, Daniel G. Andueza, Edo Vega i Rogelio López Cuenca, Eulalia Valdósera, Familia Moya, Miguel Barrio, Pilar Abarracón, Santiago Sierra, Tania Berta Judith

MAKKA I BERGUGA W BERGUGA
Sensory of Space in the exhibition...
W 1960...
Dziś...
MAKKA I BERGUGA W BERGUGA

EN EL NOMBRE DEL PARE
Edu Vega i Rogelio López Cuenca
Eulalia Valdósera

Sensing Nature
Mori Art Museum Exhibition

MAKKA I BERGUGA W BERGUGA

Toptani House
Ground Floor and First Floor

Light as a Key Wayfinding Tool

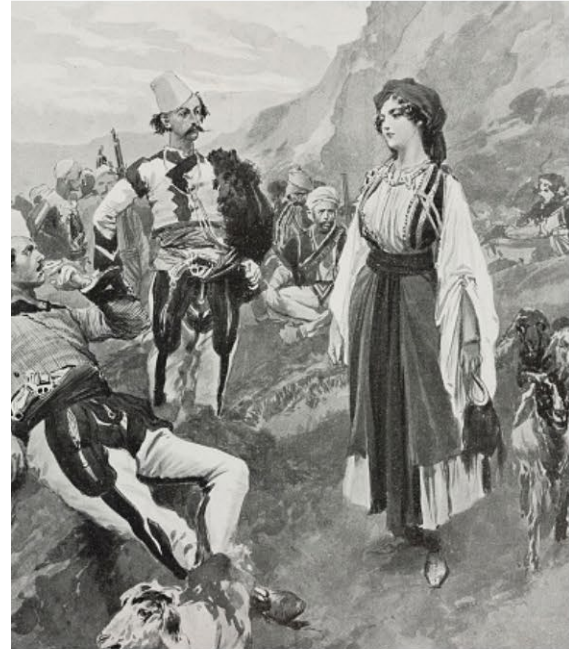
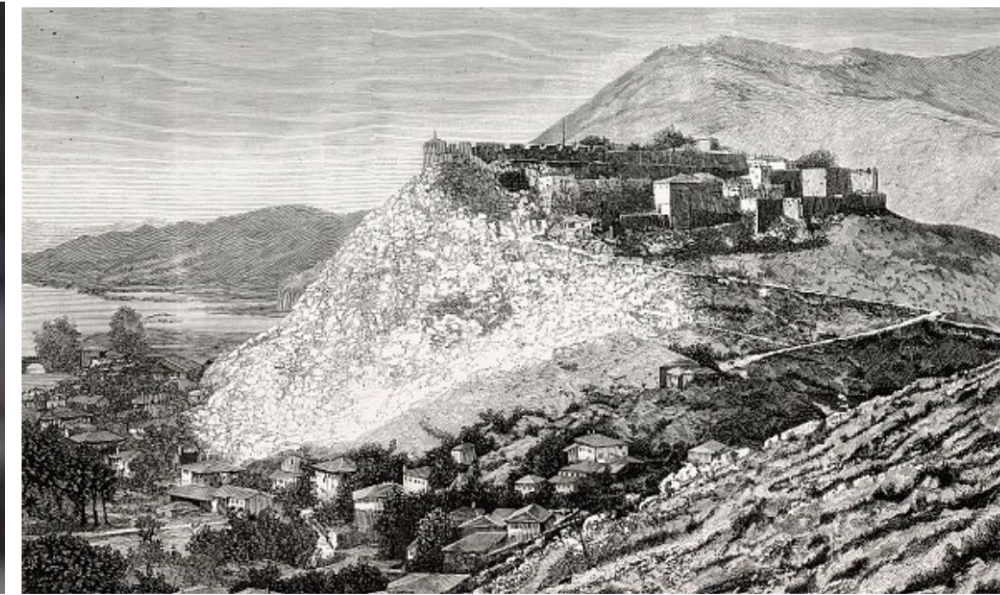
New Wing
Underground

Colour as a Key Wayfinding Tool

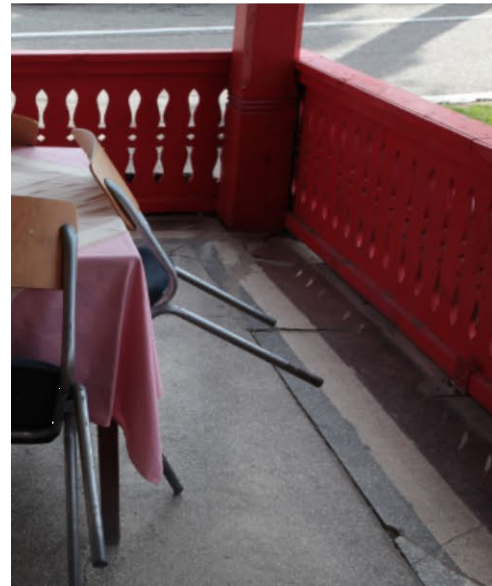
VISUAL STRATEGY: GRAPHIC
BRANDING AND VISUAL IDENTITY



Toptani House
Ground Floor and First Floor



New Wing
Underground



Building the brand by building iconography.

The visual brand precedes the museum and is part of the community outreach and fundraising. The four Beacons become icons of Besa — both hard in representing protection and soft in representing hospitality. Visible across Tirana they will draw crowds.

The logotype is inspired Four Beacons that form Besa — the gradient play of light represents the intangible, ephemeral quality Besa as an ethos that continues to emanate from Albania. Contrasted by four solid forms that represent the tangible space of the Museum.

Beacons of Light

Visual Identity studies representing the four beacons. The light and gradient becomes a key motif.



PROCESS

Museum *Experience*

Building *Place*

Visitor *Guest*

Content *Stories*

Didactic *Participatory*

Linear *Immersive*

Learning *Doing*

Telling *Sharing*

Facts *Feelings*

History *Eternity*

Chad Oppenheim
Beat Huesler
Tim Ventimiglia
Dr. Lida Miraj
Katarzyna Kozera
Paul Williams
Rosanna Vitello
Alexandre Mecattaf
Fiona Mali
Jurtin Hajro
Dr. Frederik Stamati
Tom McKeogh
Driton Selmani
Edmond Malaj
Sokol Cunga
Julian Bejko
Artur Dado
Mario Fishta
Gilbert Santini
Hydajet Tota

The Gift of Besa

Every Albanian is born with a treasure. It does not matter the person's status this treasure is measured in the value of Besa. Most remarkable is that the treasure of Besa cannot be taken by force or coercion. It can only be freely given and the more it is given, the more valuable it becomes.

Besa has guided Albanians across centuries and endured every political ideology. It is passed down as intergenerational gift and is best explained by experiencing it.

This project is not just a museum, but a place where Besa is experienced both in one's head and one's heart.

A POSTCARD FROM TIRANA
THE PILLARS OF BESA

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