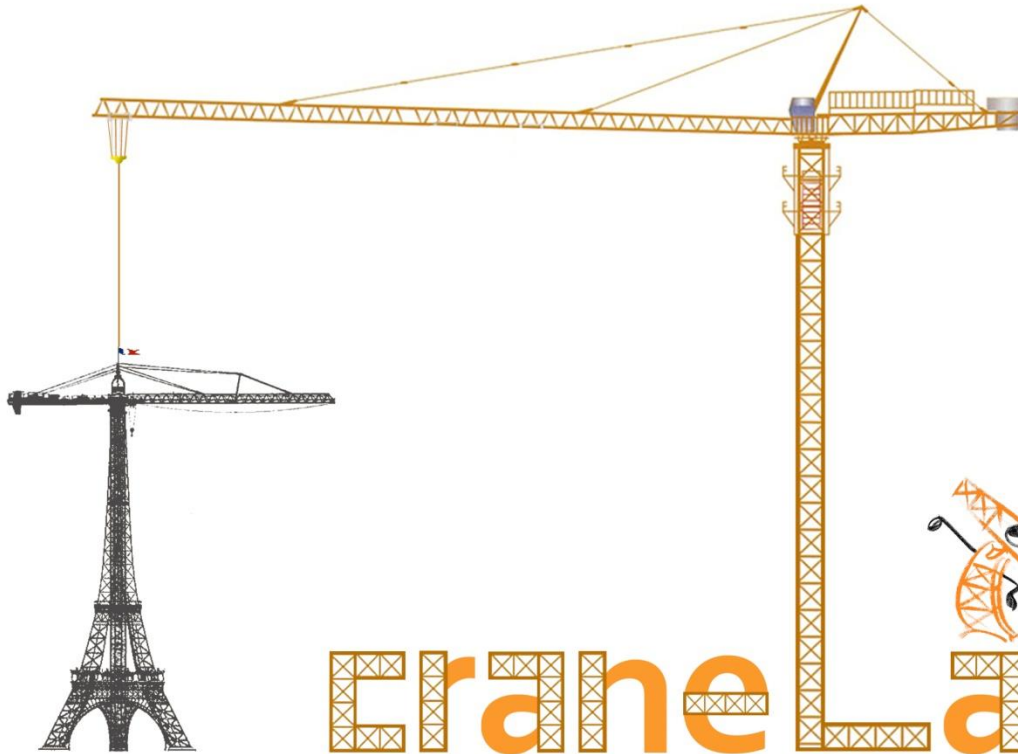


Crane Land

MUSEUM

of architecture and design

Programs



Crane Land

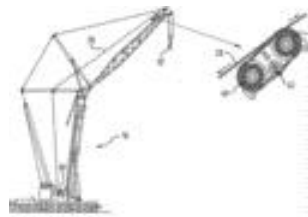
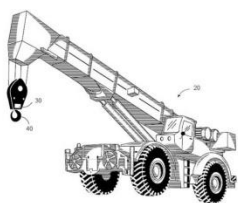
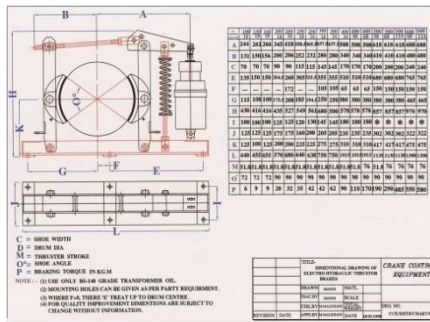
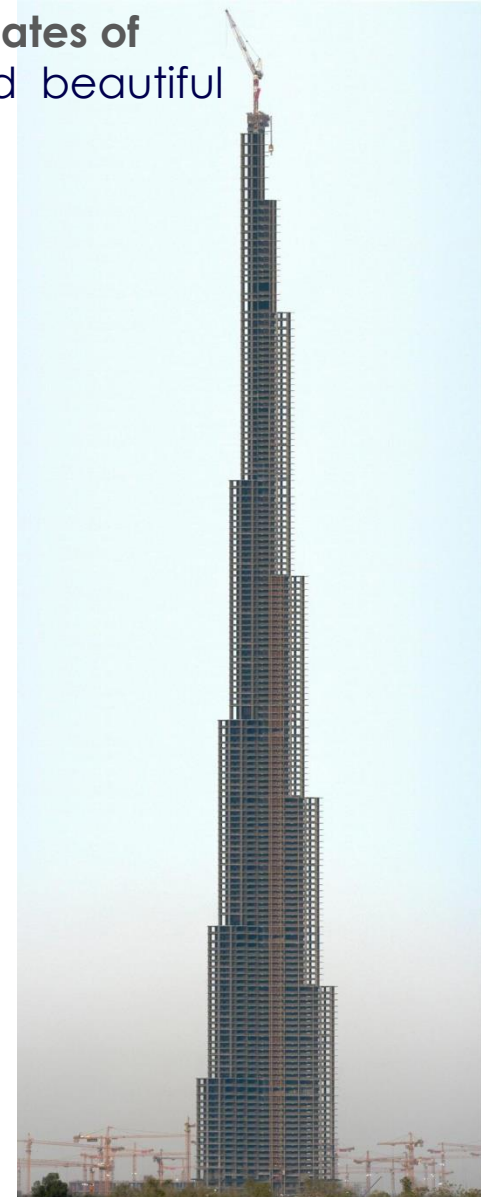
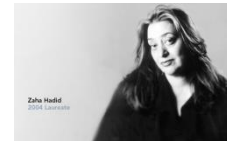
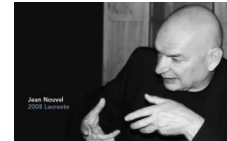
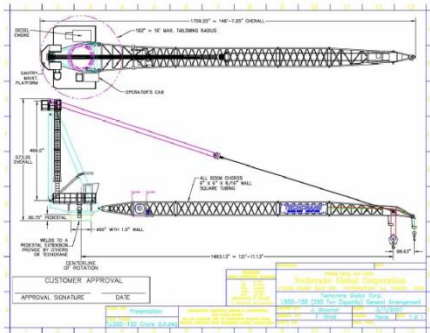
MUSEUM

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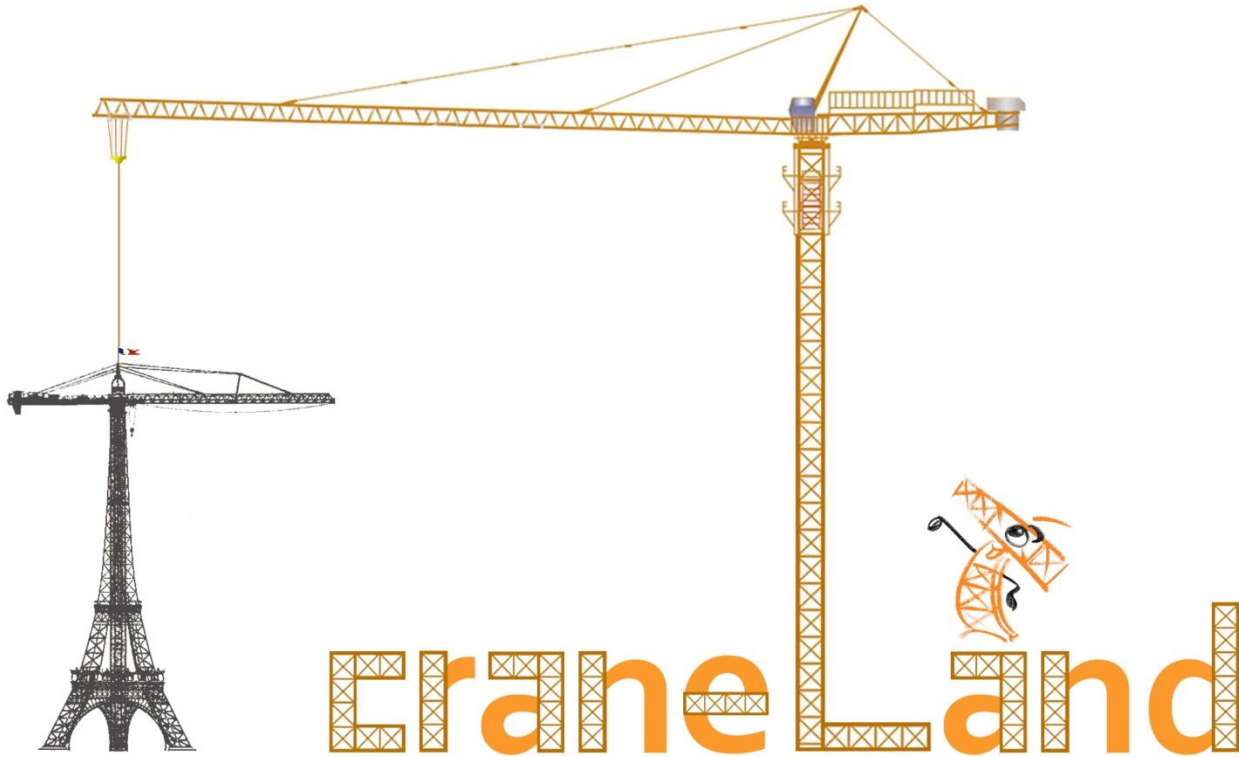
Architecture

The CraneLand Museum Architecture Programs include a section on **Midan City and cities of the IFEZ**, a **Crane History** section, a **Cities of the World** section...

Another section is featuring those who use cranes best; the **laureates of the Pritzker prize**. All programs reveal to visitors what amazing and beautiful tasks cranes can achieve...



CraneLand  
MUSEUM  
of architecture and design



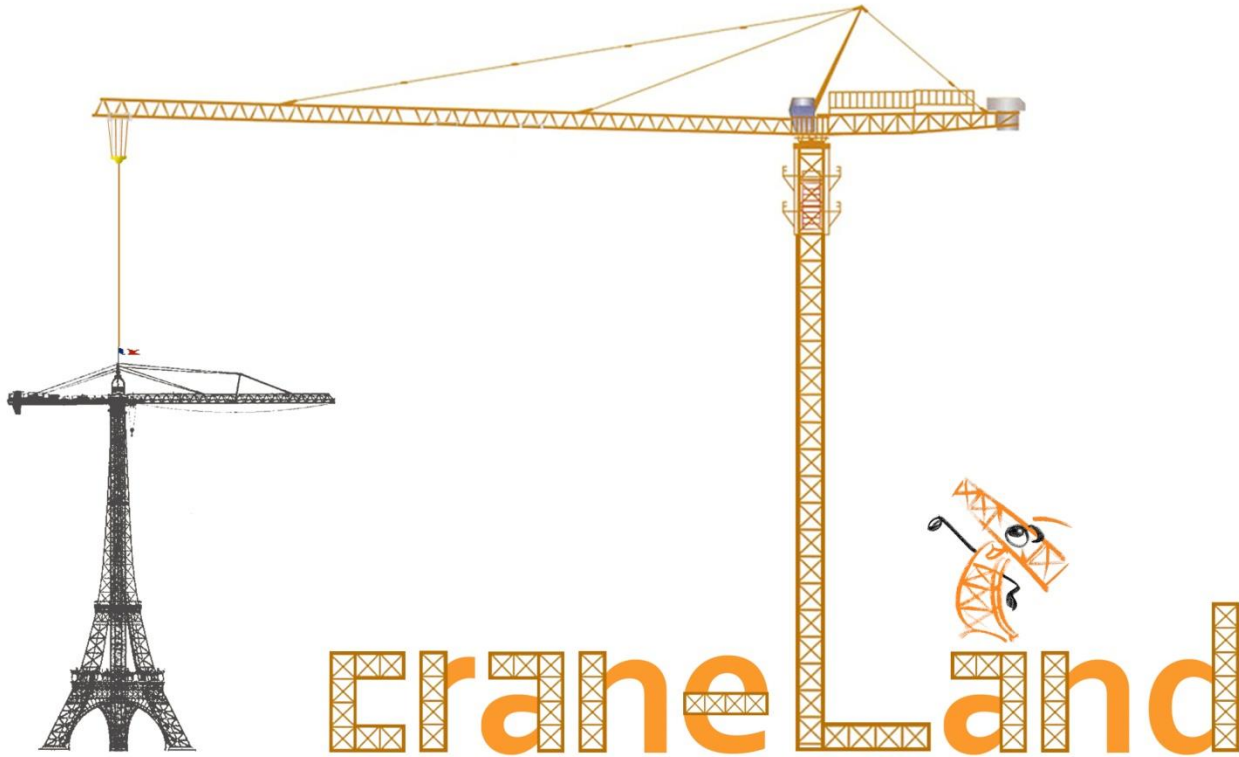
**MUSEUM**

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Design

Next to the Architecture programs, CraneLand Museum Design Programs includes the **Graphic Design program**, the **Industrial Design program** and an original **Character Design program** which features statues from different part of the world as well as the latest 3D model of iconic characters from Hollywood blockbusters.



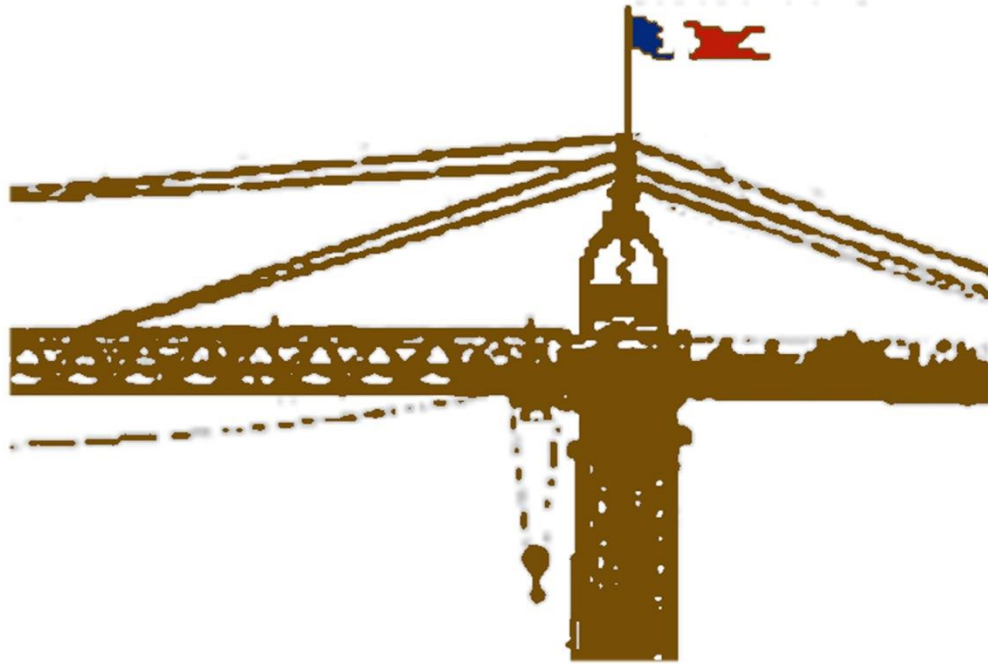


Crane Land

MUSEUM

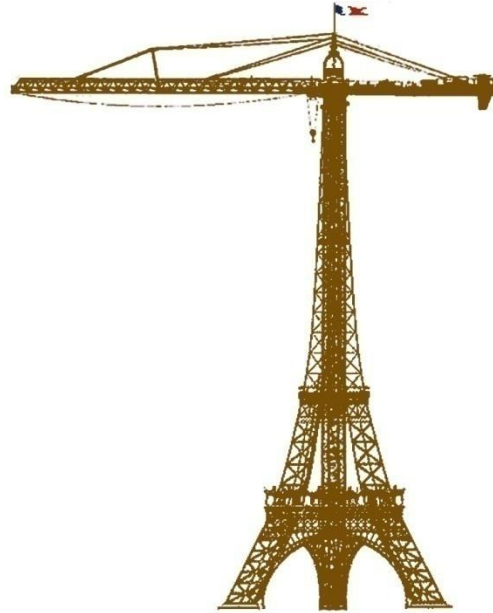
of architecture and design

Iconic Building & Restaurant



EIFFEL  
TOWER CRANE

The **Eiffel Tower Crane** is the iconic 50 meter high building of CraneLand Museum, combining the structure of a tripodic Eiffel Tower with that of a tower crane. Its first floor hosts the Gustave Eiffel French Restaurant and its top floor offers a Birdseye view of Midan City development.



# EIFFEL TOWER CRANE



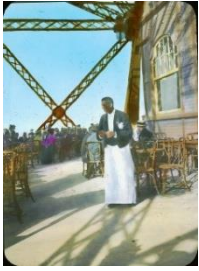


GE

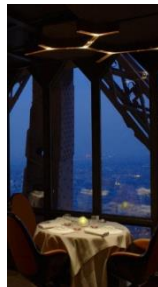
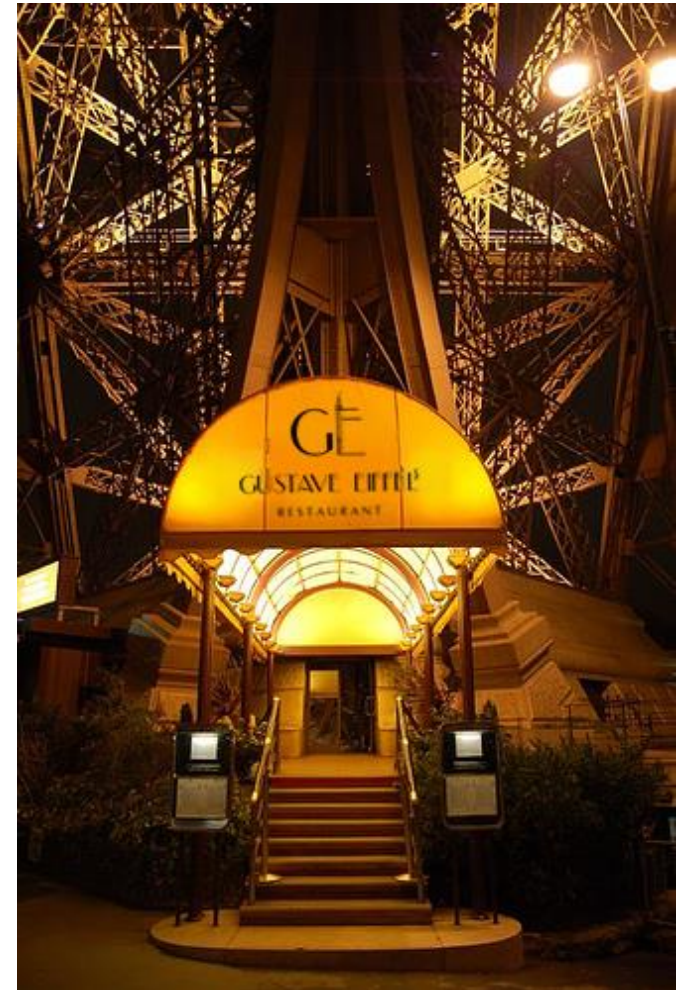
GUSTAVE EIFFEL

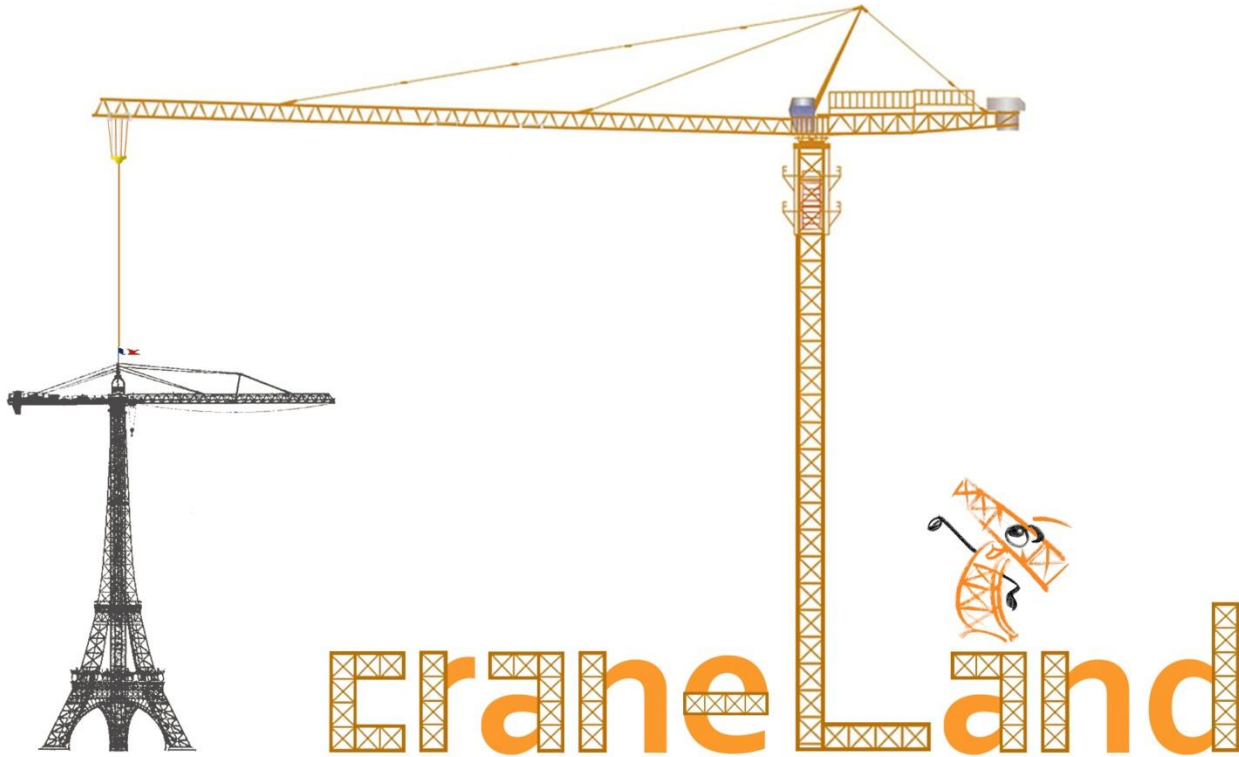
RESTAURANT





Located at the first floor of the Eiffel Tower Crane, the Gustave Eiffel Restaurant introduces to Midan City a high end culinary touch within a replica of the restaurant of the Eiffel Tower in Paris. When construction and romance blend...



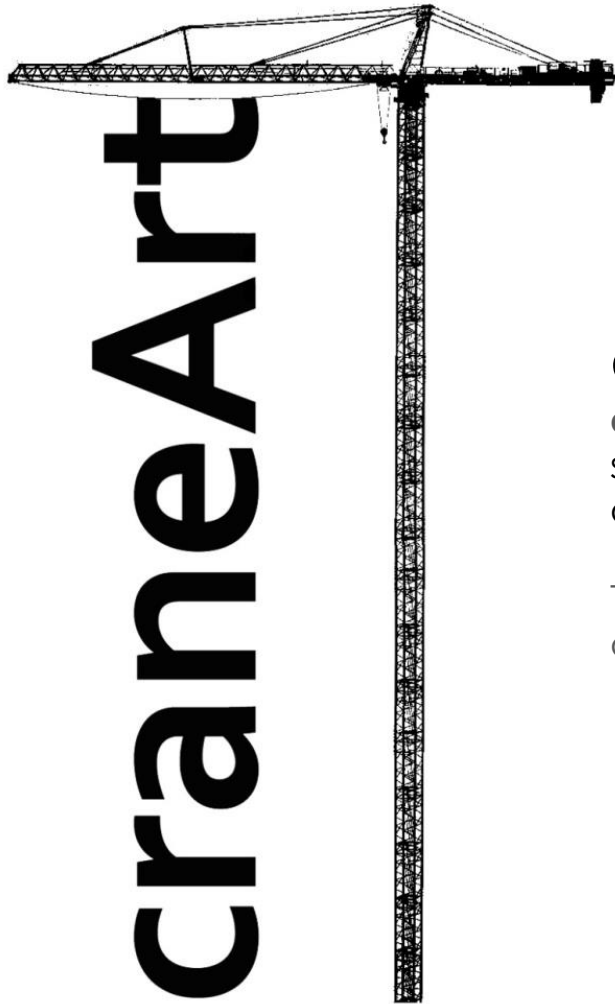


Crane Land

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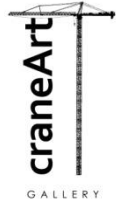
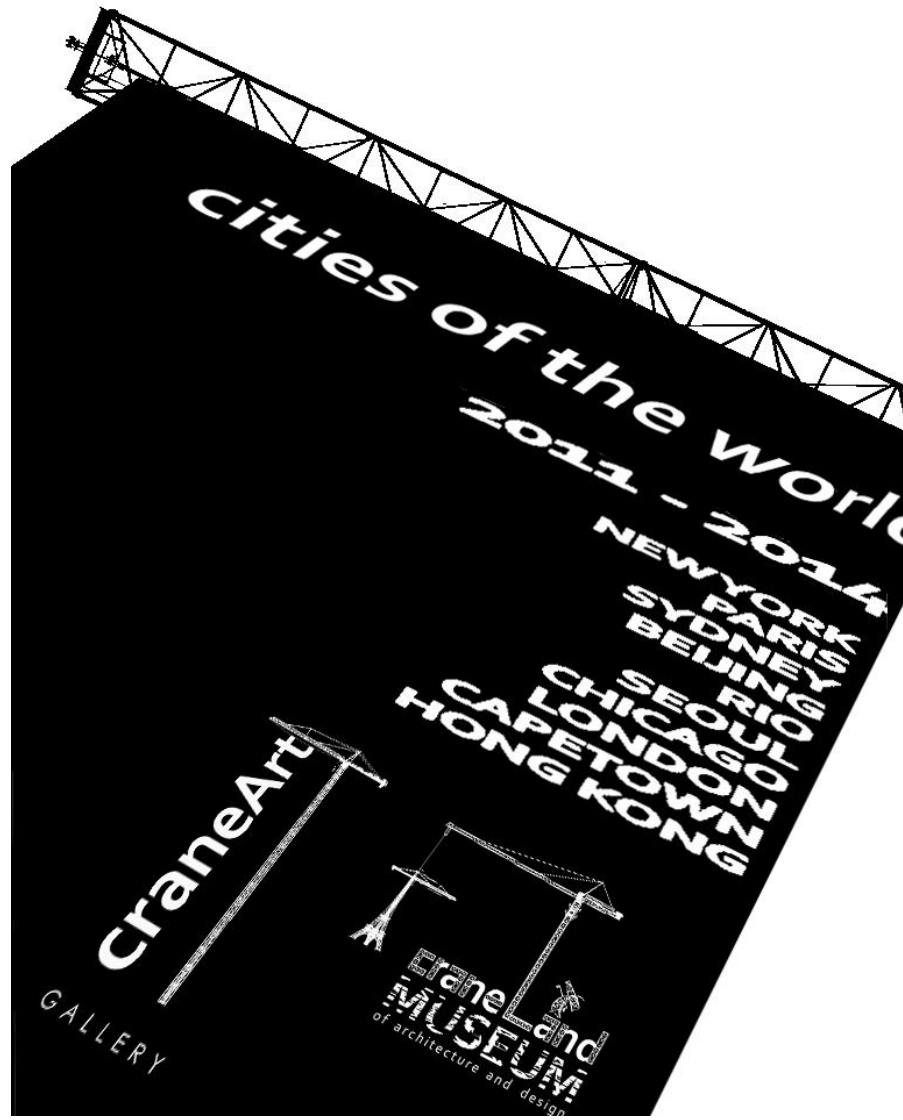
Gallery Events



GALLERY

Crane Art Gallery presents **large scale art and architecture exhibitions** using cranes as structures/frames from which the visuals or objects are hanging...

Two main expos are planned: “**cities of the world**” and “**Crane People Arts**”, starting from May 2011.



Crane Art Gallery introduces in Midan City the **cities of the world** expo, and its 10 architecture related exhibitions. With one exhibition every 4 months, the expo spans for a period of more than 3 years from May 2011 to August 2014:

**New York**, from May 2011 to August 2011.

**Paris**, from September 2011 to December 2011.

**Sydney**, from January 2012 to April 2012.

**Beijing**, from May 2012 to August 2012.

**Rio de Janeiro**, from September 2012 to December 2012.

**Incheon**, January 2013 to April 2013.

**Chicago**, from May 2013 to August 2013.

**London** from September 2013 to december 2013.

**Cape town** from January 2014 to April 2014.

**Hong Kong** from May 2014 to August 2014.

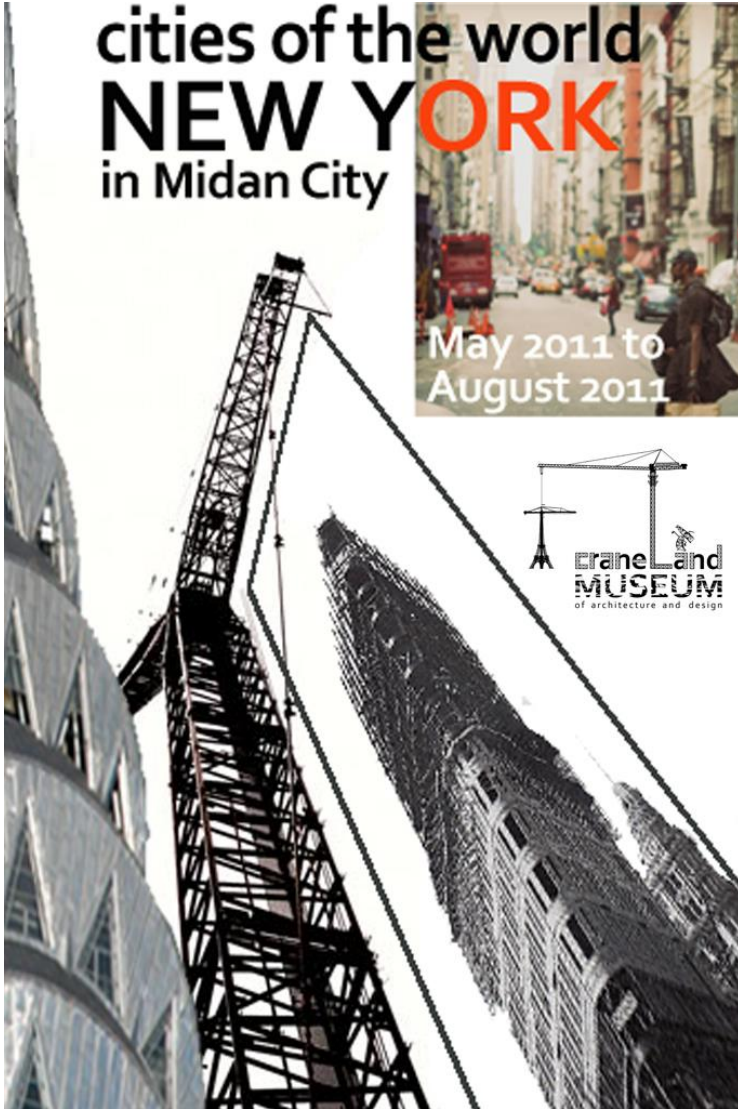


Every expo is **an invitation to Embassies** and their Cultural Center to participate in having the best possible event on one of their major city, an event on how its architecture hosts and frames the life of its citizens and visitors...

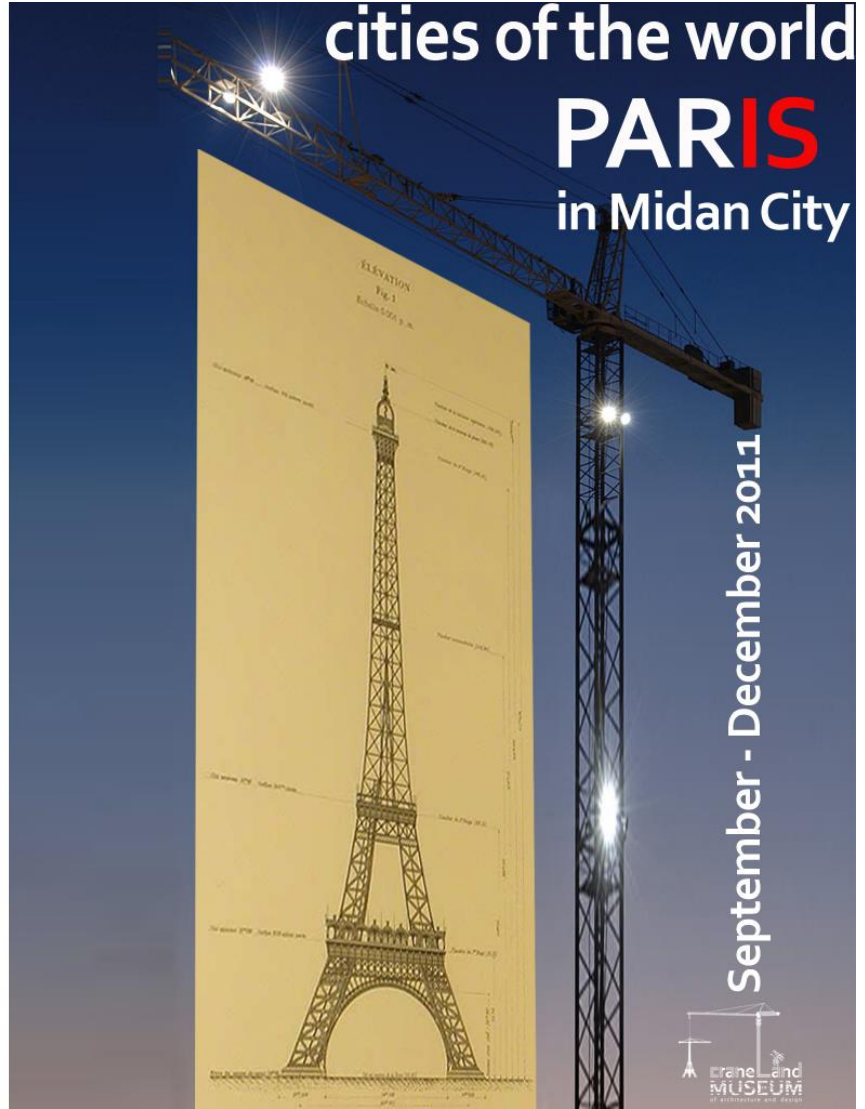
At the opening of each exhibition, **Crane Show Productions** features a guest or a group for an evening diner/live performance



# cities of the world **NEW YORK** in Midan City



# cities of the world **PARIS** in Midan City





# cities of the world

January 2012 - August 2012

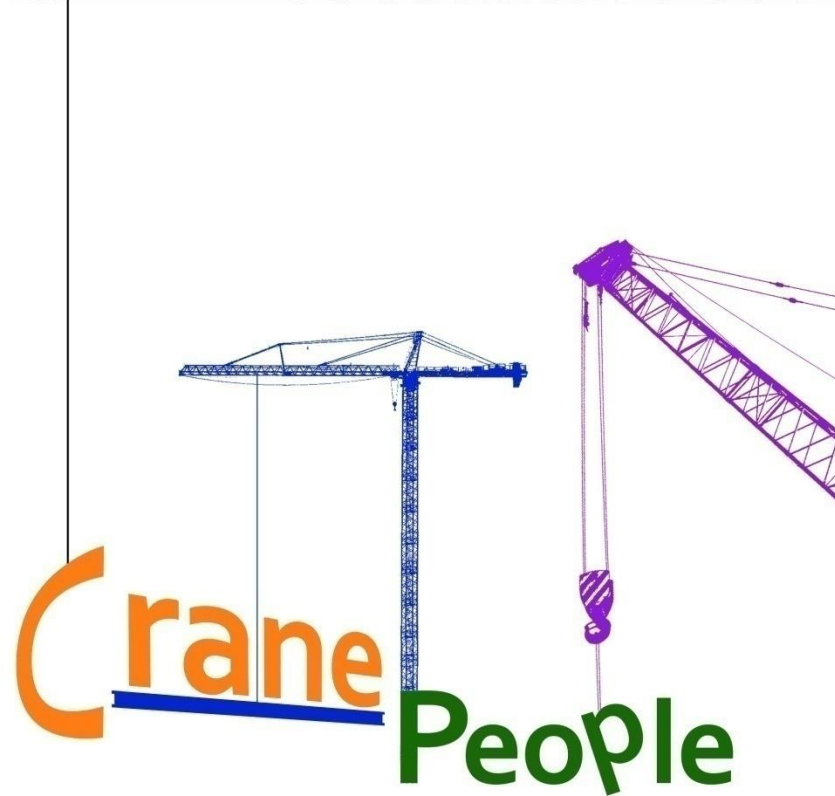
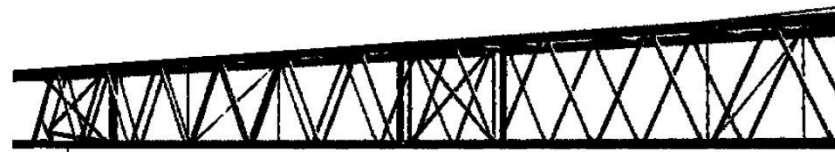
# BEIJING

in Midan City



craneArt  
GALLERY





ARTS





Crane Art Gallery introduces in Midan City **Crane People Arts** and its 7 arts exhibitions over a period of over 2 years from May 2011 to August 2013:

**Sculpture**, from May 2011 to August 2011.

**Painting & collage**, from September 2011 to December 2011.

**Photography**, from January 2012 to April 2012.

**Literature & poetry**, from May 2012 to August 2012.

**Film making**, from September 2012 to December 2012.

**Fashion & accessories**, January 2013 to April 2013.

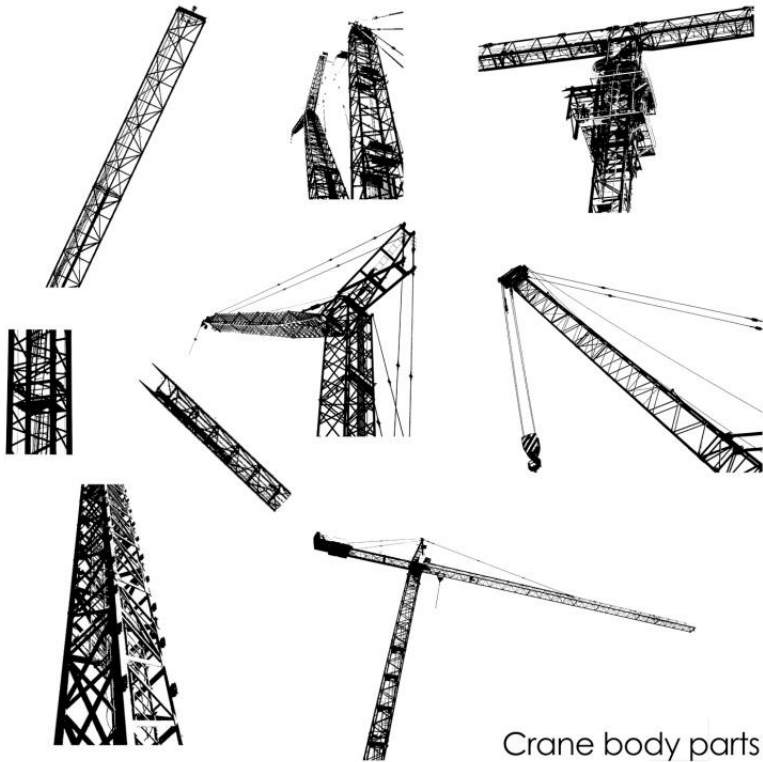
**Design**, from May 2013 to August 2013.

Every event is an **invitation to a Korean artist** to honor the Crane People, their relationship with the urban world and the games of Metal & Silk this people plays in Midan, to be translated literally as the city of “Beautiful Silk”...

At the opening of each exhibition, the **Crane Show** features a guest or a group for an evening live performance on the Crane Theater stage.



May 2011 - August 2011 **Sculpture**



Crane Art Gallery

**Sculptures of Metal & Silk**

Midan City, Friday May 6, 2011



January 2012 - April 2012 Photography



Anonymous,  
Humble,  
Hardworking,  
Colorful at times...,  
Cranes are True Builders.



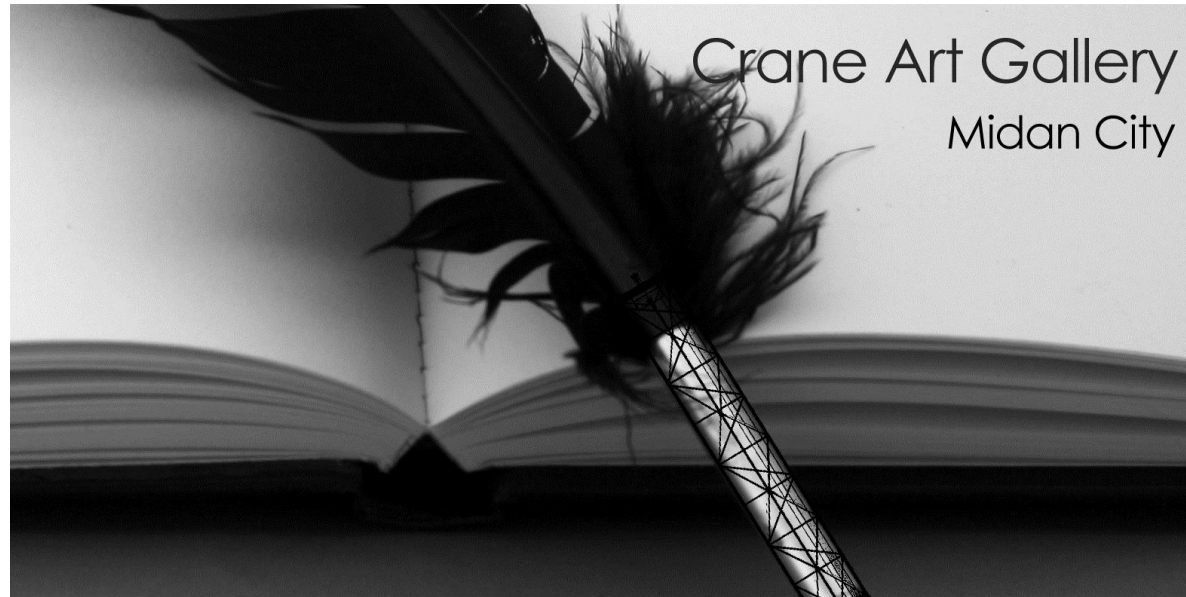
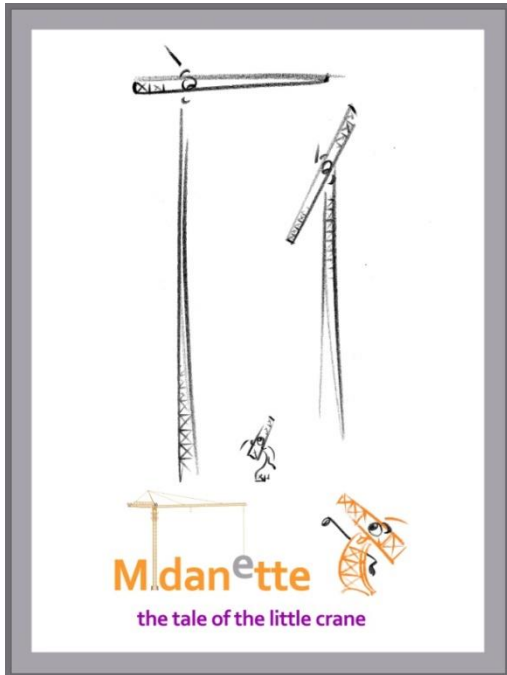
May 2012 to August 2012 **Literature & Poetry**



There she was, stretching so high,  
"Is there a place where I can rest?"  
Would she wonder in-between skies,  
For she knows work is no fest,  
Sometimes..., sometimes...



And indeed, does Midanette go around the world, collecting images of places she only heard of, of building she only knew by structure, meeting the beauties of the urban world...



*Friday May 4, 2012*

*Literature & Poems*



January 2013 to April 2013 Fashion & accessories



SILK at MIDAN  
Friday April 12, 2013



“Christian, Yves and Karl would have loved that show my dear... I especially like these Cranes silk shoes!”

Mrs. Joly BEAM,  
chief editor at Crane People Magazine



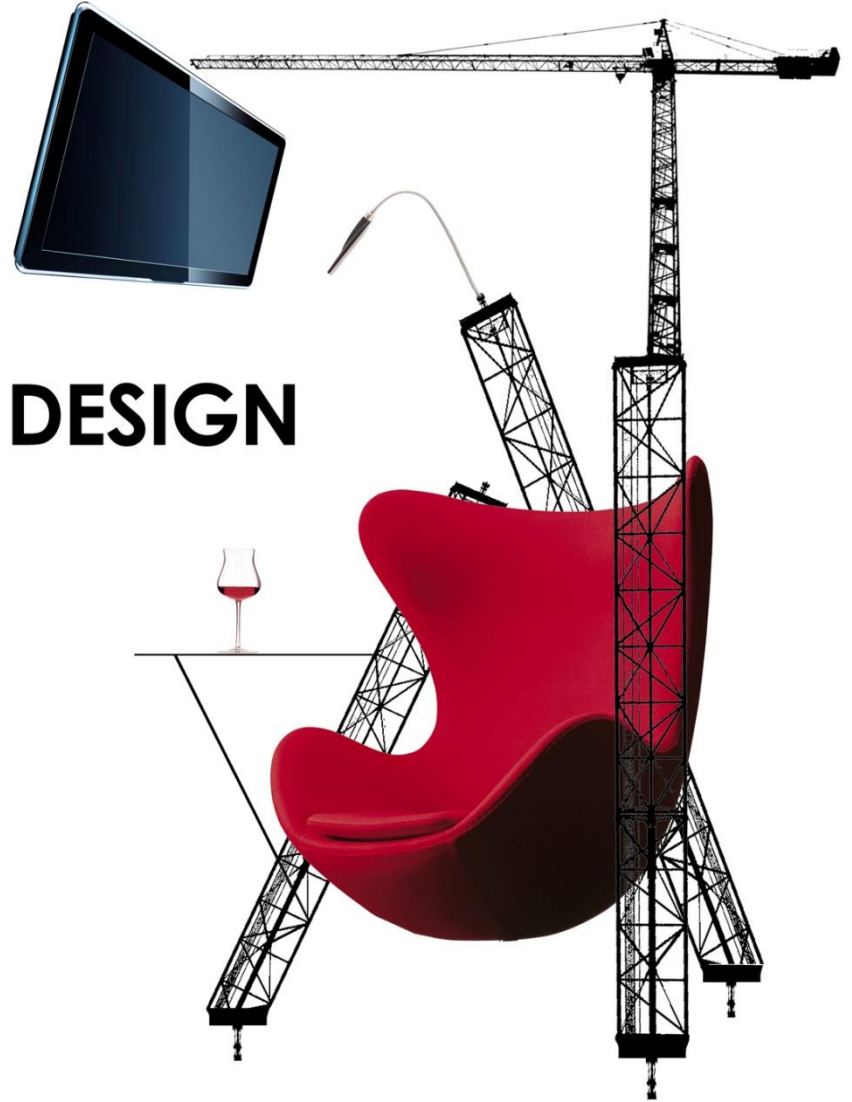
May 2013 to August 2013 Design

They looked so far away before...  
and now they are part of our  
everyday life.  
In our living room, our bedroom, in  
our garden for our kids to swing  
and slide on...  
Cranes are reborn!

# Crane Art Gallery

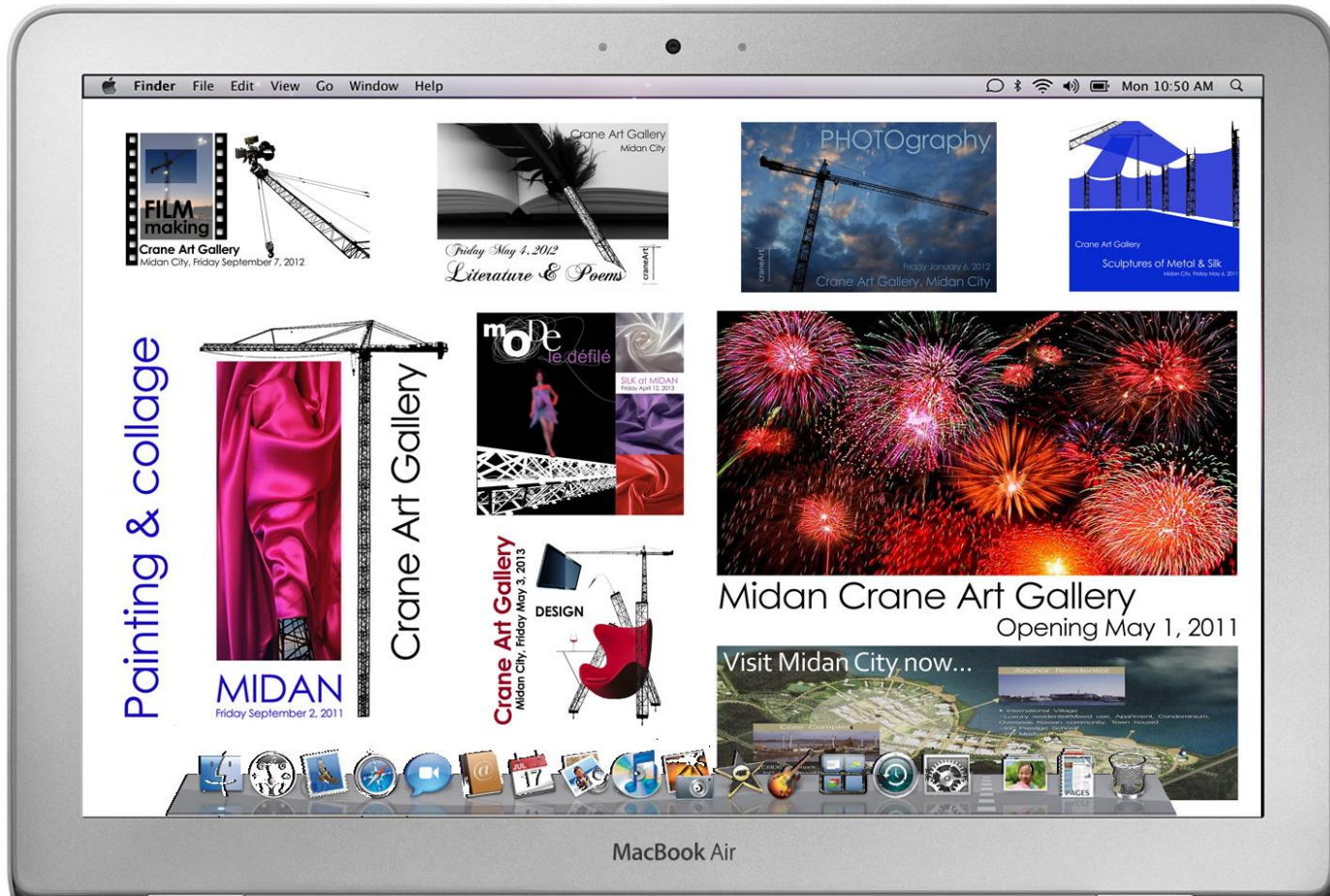
Midan City, Friday May 3, 2013

**DESIGN**

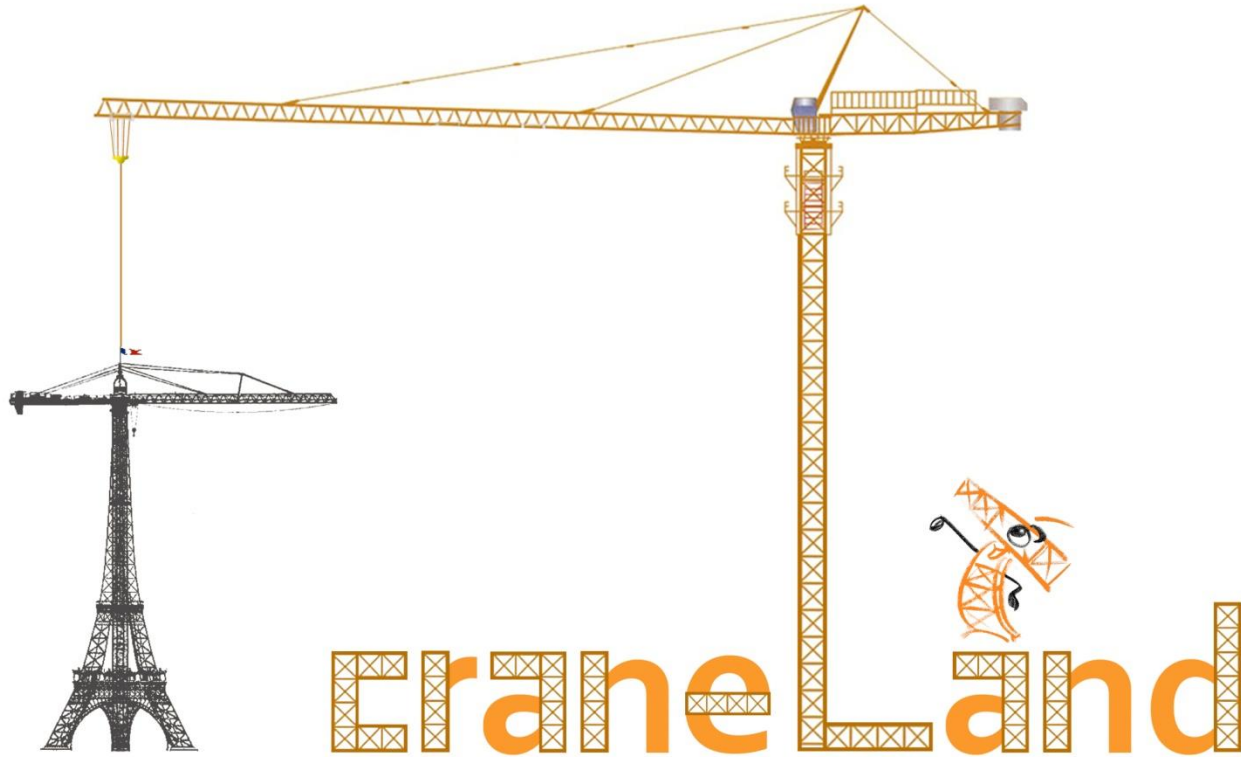


# Crane Art Gallery Online

“Everything you need to know about the Crane People’s Arts...”







Crane Land

MUSEUM

of architecture and design

Live Events



Crane Show

productions

Crane Show Productions presents artists performing live on stage & on the silk screens... 2 main concerts, "Midan Woodstock" and "The History of Jazz" are to start live events in Midan City from Spring 2011.





**rock Korea**

**Midan City Concert**

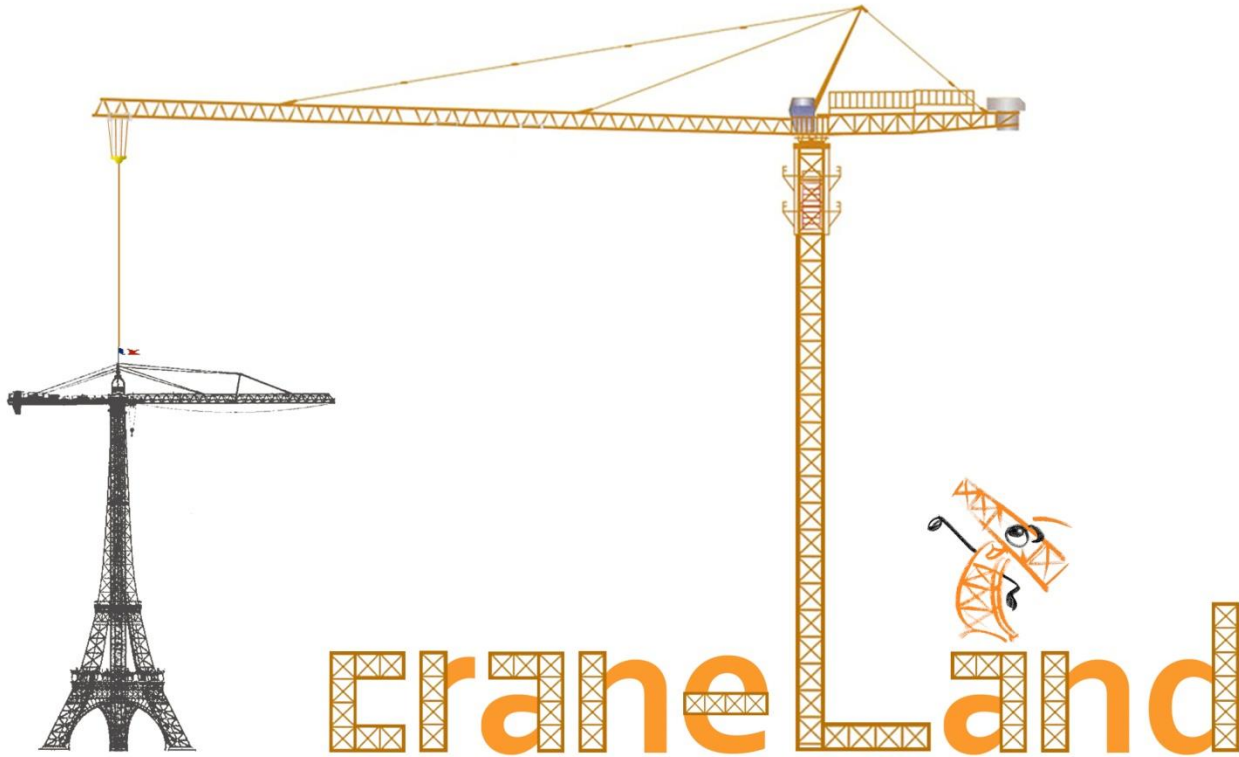


# THE HISTORY OF JAZZ



MIDAN CITY





Crane Land

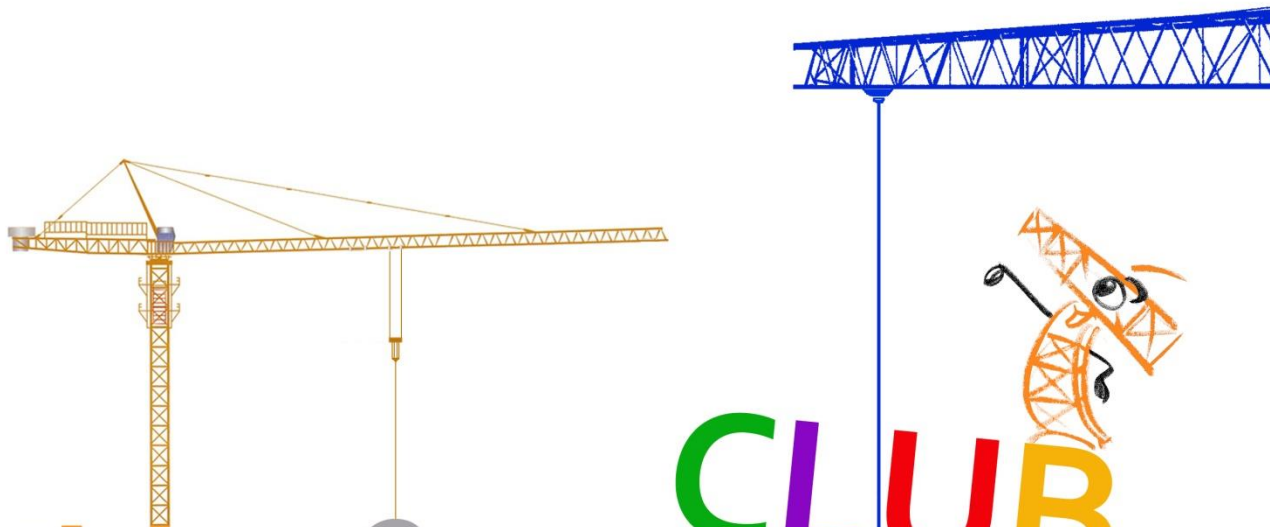
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Education

Midanette

CLUB



The **Midanette CLUB**, an outdoor/indoor facility, offers **simple physical** (always needed by young ones!...) **activities** such as swings, slides, trampolines, kids cable rides, ball games,... For parents, it is a chance to wonder through others attractions of the park or just to "have a break time"... The Midanette Club equipment is partially using crane parts in its design. The Midanette Club staff supervises as well as organizes, on weekends, games and contests with prizes to win for all participants.

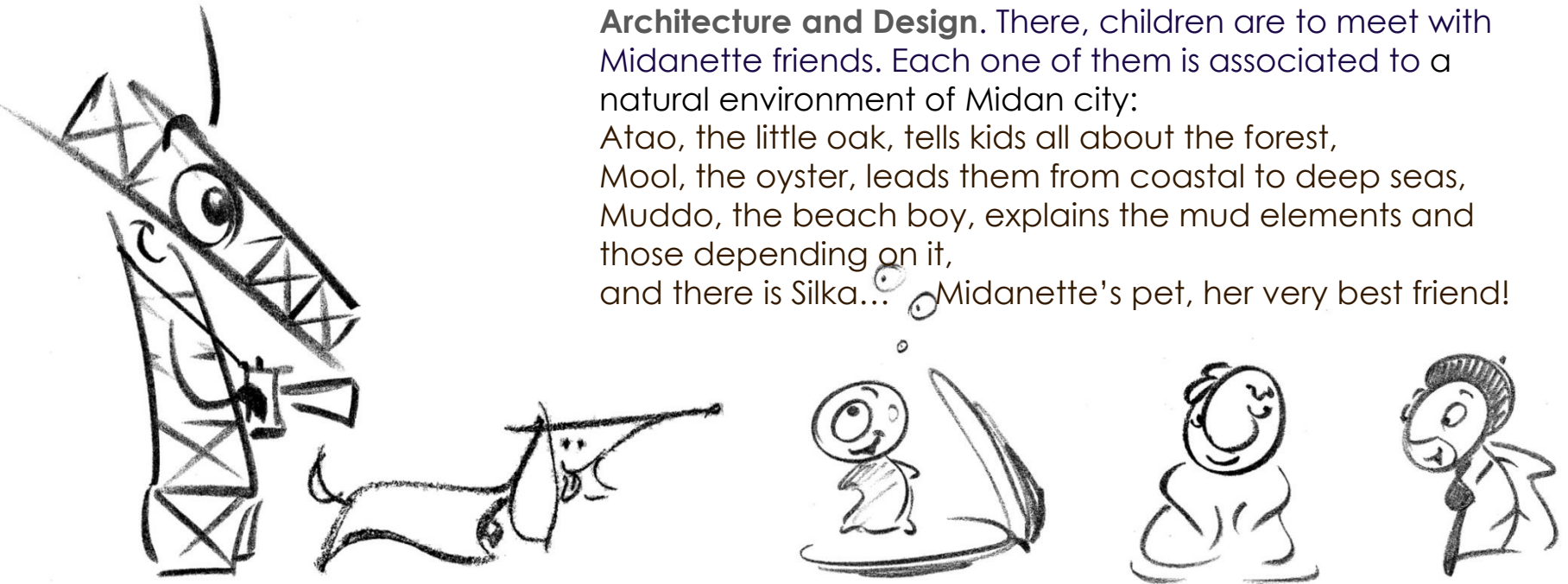
Also part of the CLUB are classes on how **Nature relates to Architecture and Design**. There, children are to meet with Midanette friends. Each one of them is associated to a natural environment of Midan city:

Atao, the little oak, tells kids all about the forest,

Mool, the oyster, leads them from coastal to deep seas,

Muddo, the beach boy, explains the mud elements and those depending on it,

and there is Silka... Midanette's pet, her very best friend!



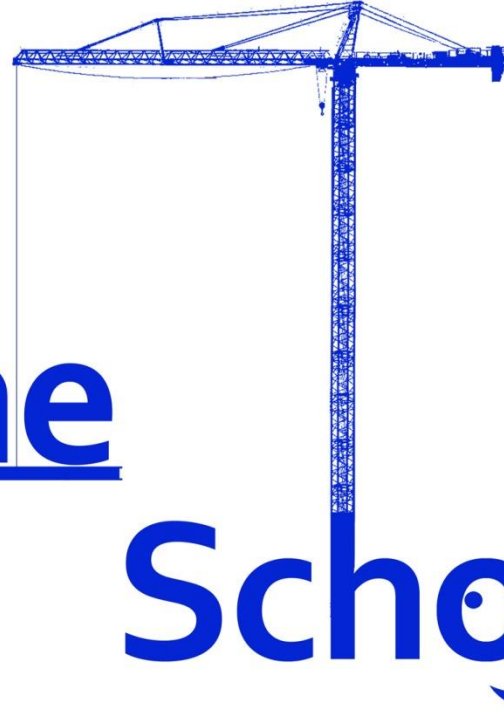
Those characters are subject to the publishing of **Midanette Discovery Collection**, about Midan natural resources. Merchandising of various items is also a possibility.



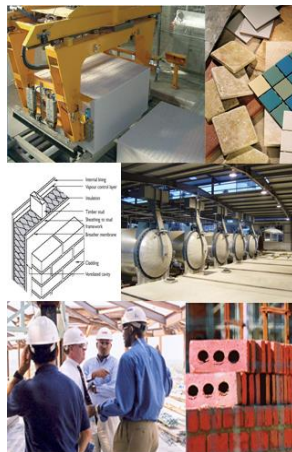
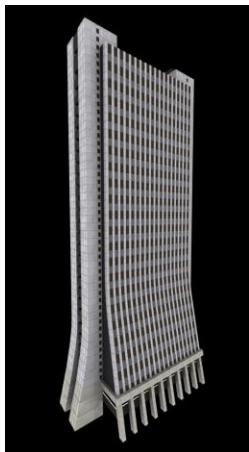
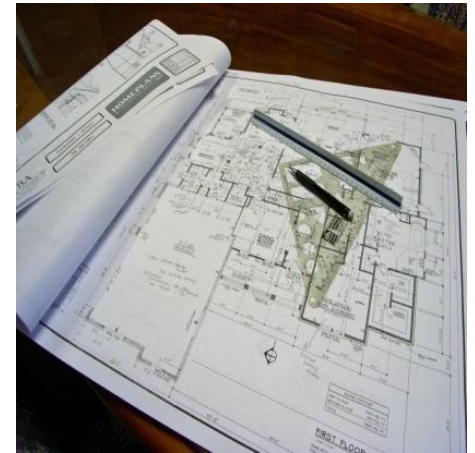
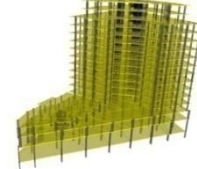
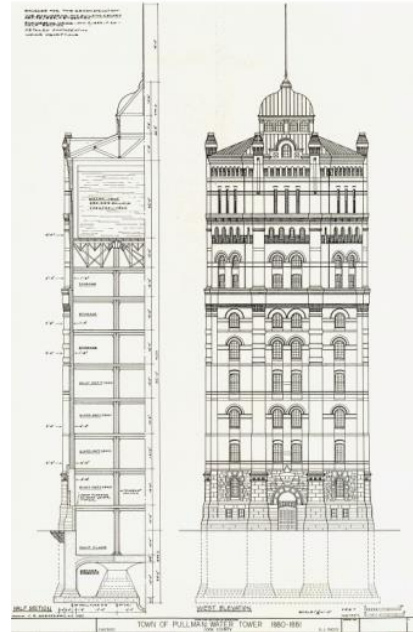
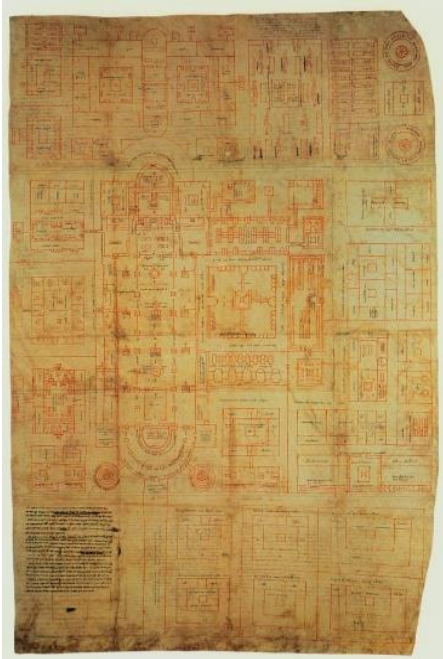


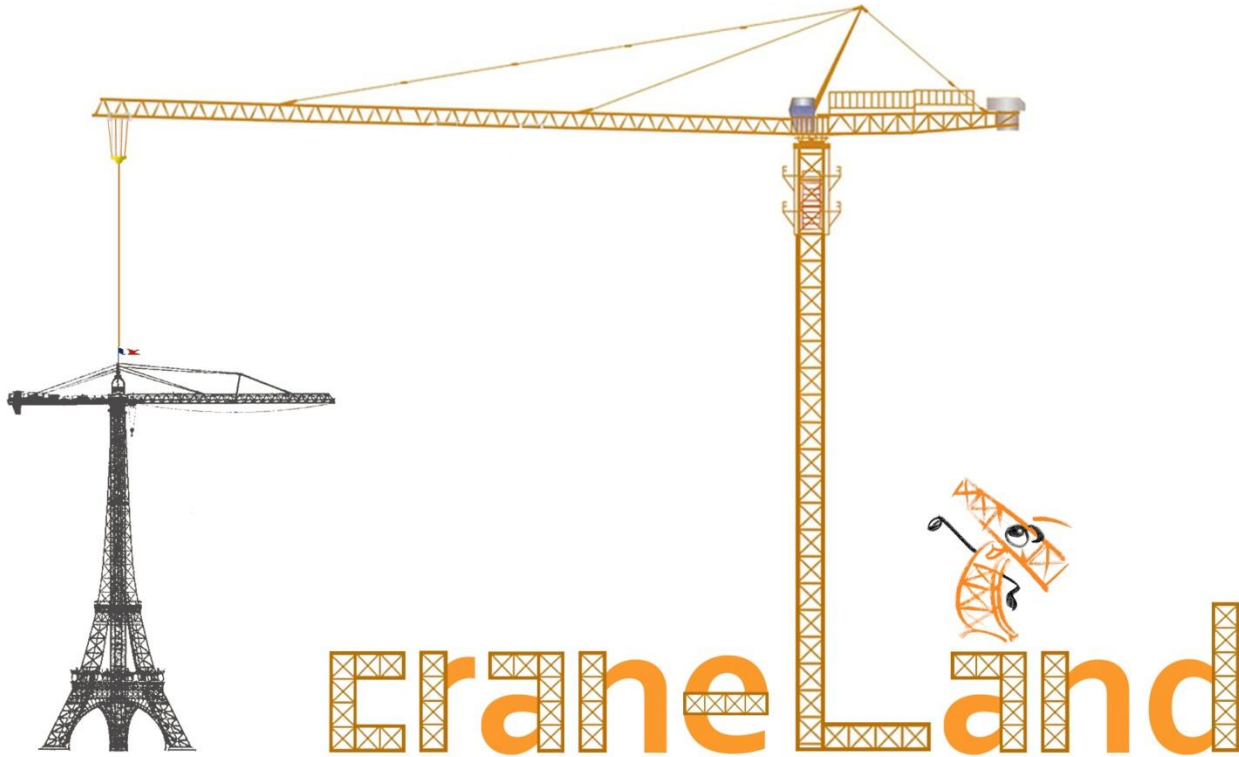


ne  
Cra School



Crane School introduces the **basics of industrial design and architecture** from conceptual and schematic design, to implementation with the help of the Cranes... with a series of **courses and lectures** for elementary and university students.





Crane Land

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Coffee Shop



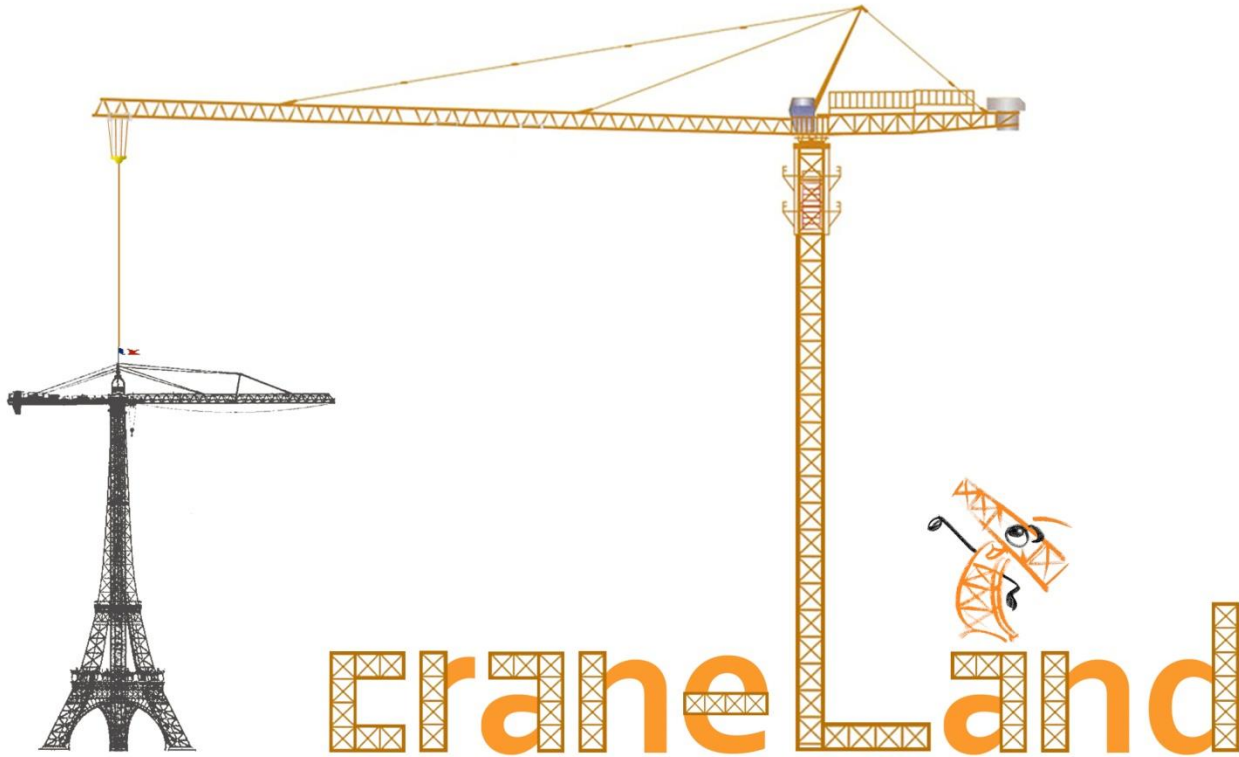
company



company

The **Coffee Crane Company** is a multi F & B tasker. From a wide range of coffees, teas and soft drinks to the pastries and sandwiches selection it is complemented by a mini mart. Everyone, **visitors and construction workers** of the Midan site alike, will find in Coffee Crane a place **to rest and fest** in an interior design that could very well be a construction experience in itself...





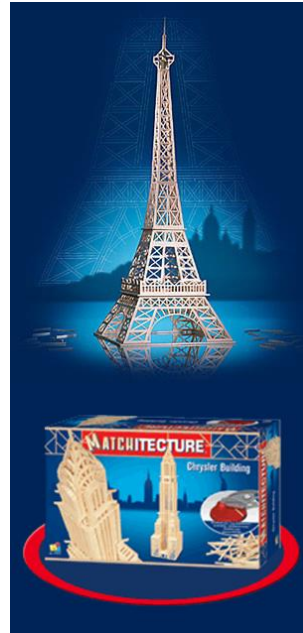
Crane Land

MUSEUM

of architecture and design

Shop

Crane Shopping Center is a **mini store** presenting a selection of construction related toys and games of **excellent artistry** and **pedagogy**, and...



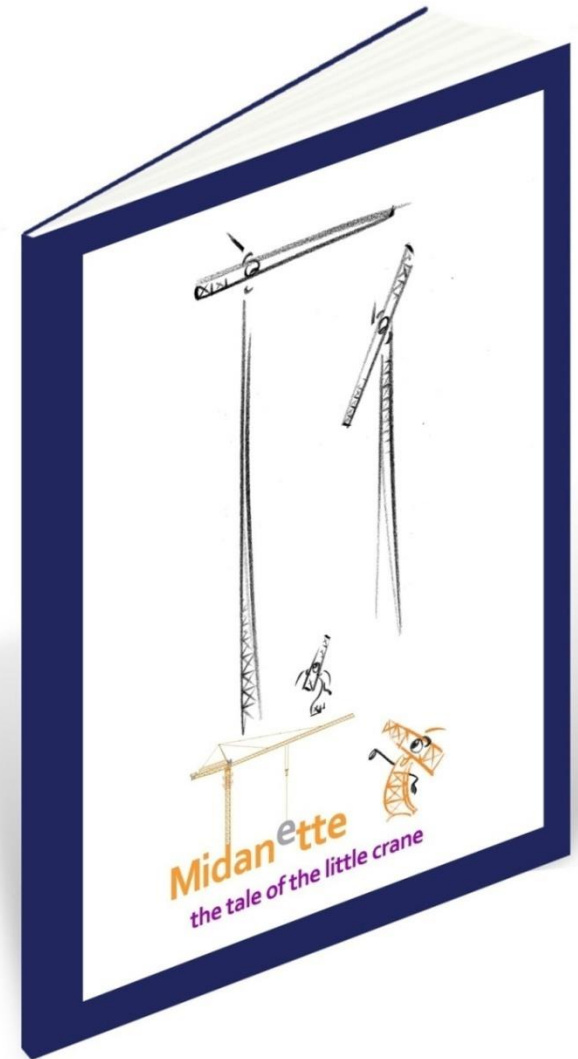
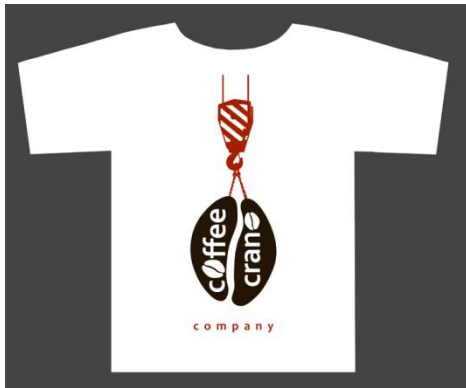
... souvenirs items

for visitors to **remember** an unique concept,...





...memories of the events,...



...and a museum  
with a story to tell...





**Crane Land**  
**MUSEUM**  
of architecture and design

