



Press release 15.04.2025

Rethinking the embassy IV

Delft University of Technology

Exhibition: 15.04.2025 — 11.05.2025

Location: West Den Haag in the former American Embassy, Lange Voorhout 102, The Hague

West Den Haag proudly presents the exhibition Visions on Transformation, featuring ten students from the Heritage & Architecture section of the Faculty of Architecture at TU Delft, who showcase their future plans for the former American embassy in The Hague. This presentation marks the fourth edition in an annual series of exhibitions in which students engage with Marcel Breuer's iconic building, which has been home to West Den Haag since 2018.

The assignment given to the students was clear: design a contemporary repurposing of the monumental embassy building into an open and vibrant center for art and education. The designs reflect on the building's rich history and offer proposals for a meaningful future where culture, debate, and knowledge development take center stage.

The former American embassy was designed between 1954 and 1958 by the renowned Bauhaus architect Marcel Breuer. Breuer, who was previously involved in the design of the UNESCO headquarters in Paris as well as iconic buildings in Rotterdam and Amstelveen, gave shape to the modernist ideals of the 20th century with this building. The embassy has since been designated as a heritage monument. For their redesigns, the students used the current function of West Den Haag as a starting point and thought further: how can this site evolve into a fully-fledged art and education center where artistic production, public debate, and academic research reinforce each other?

In their plans, West is combined with a fictional Academy for Performing Arts (AUK) – a possible collaboration between Leiden University, the Royal Conservatory, and the Royal Academy of Art in The Hague. Within this vision, an innovative learning environment emerges, where artists and researchers come together for an internationally oriented PhD program. Theory and practice go hand in hand, with outcomes shared with the public through exhibitions and presentations.

The students designed buildings where dialogue with the public is central. Special attention was also given to the relationship between inside and outside: the public space surrounding the building is seen as an essential part of the program.

The ten designs presented show a wide range of approaches – from subtle interventions to radical reinterpretations. Each plan offers a unique perspective on the future of this remarkable place, with presentations by Andy Groenen, Bente van Drie, Daniel Friedrich, Dwayne van Gorkom, Jacob Meyers, Juliana Lueb, Lilly Averbek, Merel Reijmers, Regan Reser, and Tessa Zijl.

This exhibition once again highlights the special collaboration between West Den Haag and TU Delft, where heritage, education, and contemporary art meet. By inviting young designers to reflect on this site, West fosters an open dialogue about the building's future – and about the role of art and culture in the city of tomorrow.

If you have any questions, please contact us: info@westdenhaag.nl or (0)70.3925359

The program of West is supported by the municipality of The Hague and the Ministry of Education, Cultural Affairs and Science.

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