

**Simon & Tom Bloor**  
*What are the senses?*

**Dudley Zoological Gardens, Dudley, West Midlands**  
**18 August - 18 September 2005**

*"Accounts of the zoo's opening in 1937, attracting some 250,000 visitors, indicate the spectacular popular success of the project. Indeed, it may be that more of the British public first encountered modern architecture through Lubetkin's zoo work than by any other means."*

John Allan, *Berthold Lubetkin*, 2002, Merrell publishers, London.

Berthold Lubetkin's architecture, of which Dudley Zoo is an outstanding example, is commonly seen as being instrumental in shaping the forms of the 20<sup>th</sup> Century. With *What are the senses?* Simon & Tom Bloor bring two redundant elements of Lubetkin's architecture back to life as Kiosks 1 & 2 are given a new function for a period of one month offering visitors a free artwork in multiple parts based on the modernist legacy of the architecture and uses of the zoo. The artwork takes the form of a complex publication, temporary architectural alteration and a billboard image opposite the Zoo. Various levels of 'play' are achieved within the artwork as visitors & users are invited to exchange stickers between the different parts of the publication in a sensorial game of man, beast and environment. Different choices of placement and juxtaposition of the stickers lead to different perceptions of the site, its function and its activities. *What are the senses?* encourages an alternative notion of heritage for Dudley Zoological Gardens tangentially reflecting current issues surrounding this unique and underrepresented site of importance.

*What are the senses?* is question 34 of *Strategic Questions*, an ongoing series of artworks, curated by Gavin Wade, using a variety of publication formats. Each project 'answers' one question from a set of 40 written by 20<sup>th</sup> Century inventor/architect/design scientist R. Buckminster Fuller (1895-1983, USA) as the set of questions we all need to know the answers to if we want to solve all of the worlds problems. The questions appear in Fuller's seminal book *Utopia or Oblivion: The prospects for humanity*, 1969.

Dudley Zoological Gardens were invited to choose a question from the set of 40 that would best reflect their activities and aspirations for the site. The project was discussed amongst all staff at the Zoo from which they chose question 34. *What are the senses?*

Strategic Questions  
Curated by Gavin Wade  
40 projects in 40 publications  
[www.strategicquestions.org](http://www.strategicquestions.org)  
[info@strategicquestions.org](mailto:info@strategicquestions.org)

