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In association with



The RIBA International Conference

Architecture and Identity

25th and 26th October 2008
Hesperia Tower, Barcelona

Speakers include:

Alison Brooks
Louisa Hutton
Joseph Rykwert
Ken Yeang
Herman Hertzberger

An abstract architectural illustration featuring a perspective view of a space. On the left, a tall yellow wall and a small grey structure with a statue-like figure are visible. In the center, a large window with a red frame looks out onto a blue landscape. To the right, a green wall is shown. The floor is a mix of tan and grey tones, with white lines suggesting perspective. A purple and pink horizontal band runs across the upper part of the scene.

For full details visit:
www.ribaconference.co.uk

RIBA International Conference 2008 **Architecture and Identity**

25th and 26th October 2008, Hesperia Tower, Barcelona, Spain

This year's RIBA International Conference takes place in Barcelona, an ideal location to soak up the rich architectural heritage of the region and witness some of the world's most impressive contemporary buildings.

This year's theme...

Architectural identity is an issue that has always posed questions and challenges for architects. Whether in relation to global, regional or local identity, it is clear that identity is fundamental to place-making and creating vital relationships between place, politics and history.

Top reasons to attend:

- Be inspired by some of the world's best architects and designers
- Explore issues of identity in architecture
- Understand how identities are created
- Discuss the need for a more vernacular architecture
- Network with delegates and speakers of the highest level
- Take part in a number of stimulating and interesting tours
- Soak up the delights of Barcelona!

Foster + Partners

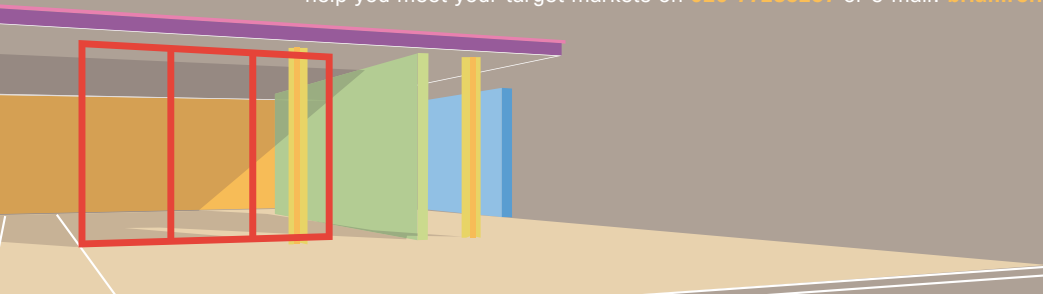
The Foster + Partners Young Architects Bursary Scheme

Architectural students and architects aged 30 and under from the UK and overseas can apply for one of 50 bursaries which will reduce the cost of attending the 2008 RIBA International Conference from £449 +VAT to £99 +VAT. Priority will be given to overseas applicants whose country of residence means the cost of the conference is prohibitive. All recipients of bursaries, like all other delegates, must pay their own travel and accommodation costs.

Those wishing to apply for a bursary must write to Tony Chapman, Head of Awards, RIBA, 66 Portland Place, London W1B 1AD or e-mail tony.chapman@inst.riba.org stating how they would benefit from attending the conference and brief reasons why their place should be subsidised. The deadline for applications is Friday 29th August. All applications will be considered by the RIBA and Foster + Partners, who have for the second year generously fully funded the scheme.

Sponsorship, exhibition and networking opportunities:

Please contact **Brian Reffell** for details of tailored sponsorship, networking, and exhibition packages that can help you meet your target markets on **020 77285257** or e-mail: brian.reffell@emap.com



Speakers



Farshid Moussavi or Alejandro Zaera-Polo

Sat 10:30

Foreign Office Architects (FOA) is a London-based international practice led by Farshid Moussavi and Alejandro Zaera-Polo for the purpose of providing full services of masterplanning, architecture and interior design for both the public and the private sectors. Alejandro Zaera-Polo is a founding partner of Foreign Office Architects together with Farshid Moussavi, and occupies currently the Berlage Chair in the Technical University of Delft, the Netherlands. Farshid Moussavi is an architect and educator, and co-founder of FOA. Since 2006, Farshid Moussavi has been Professor in Practice of Architecture at Harvard University. She has published *The Function of Ornament* in 2006, based on her research and teaching at Harvard.



Joseph Rykwert

Sat 11:30

Joseph Rykwert is Paul Philippe Cret Professor of Architecture Emeritus at the University of Pennsylvania. He has lectured or taught at most major schools of architecture throughout the world and is the author of a number of books which have been translated into several languages. The most recent, *The Judicious Eye: Architecture Against the Other Arts*, was published earlier this year.



Alison Brooks

Sun 10:30

Alison Brooks established ABA in 1996 and has developed a reputation as one of the UK's major new architectural talents. Her site-specific approach has generated a continuously experimental yet award-winning, body of work which often questions the nature of architecture. She is the first UK architect to have won both the RIBA's Stephen Lawrence Prize (Wrap House) and the Manser Medal (Salt House) for UK projects.



Ken Yeang

Sat 12:00

Ken Yeang is regarded as one of the foremost authorities on ecologically-responsive architecture and planning. He has authored several books on ecological and tall buildings, and has pioneered the 'bioclimatic skyscraper'. He has received numerous awards, including the Aga Khan Award for Architecture, RAIA International Award and UIA August Perret Award. He is a Principal of the UK architect and planning firm, Llewelyn Davies Yeang and its sister company Hamzah & Yeang.



Jürgen Mayer

Sun 11:30

J. MAYER H. Architects was founded in 1996 in Berlin and focuses on works at the intersection of architecture, communication and new technology. In 2003 Mayer received a 'special mention' for the Mies van der Rohe Award for an Emerging Architect. He has taught at Princeton University, University of the Arts Berlin, Harvard University, Kunsthochschule Berlin, the Architectural Association in London, Columbia University, New York and is currently teaching at Toronto University.



David Chipperfield

Sat 12:30

David Chipperfield Architects was established in 1984 and currently has over 150 staff across its offices in London, Berlin, Milan and Shanghai. In 2004 David was awarded a CBE for services to architecture, in 2006 he was appointed Royal Designer for Industry, in 2007 was made an Honorary Fellow of the American Institute of Architects and won the RIBA Sterling Prize. In 2008 David was elected a Royal Academician. David has taught and lectured extensively in Europe and the USA.



Louisa Hutton

Sun 12:00

Louisa Hutton is a partner at Sauerbruch Hutton, based in Berlin. The work of the office is known for its serious engagement with issues of sustainability, in that its concern for the economic use of resources is juxtaposed and extended into the idiosyncratic treatment of spaces on all scales. Louisa lectures at Universities worldwide and until recently was a Commissioner for CABE.



David Mackay

Sun 10:00

David Mackay is a Partner of MBM Arquitectes in Barcelona and has been practising architecture for 50 years. MBM is probably best known for the urban design of the Barcelona Olympic Village and Port in 1992. They have since been commissioned to repair, through urban design, fragments of over 50 European cities.



Robert Adam

Sun 12:30

Robert Adam has been practicing since 1977 and co-founded Robert Adam Architects in 2000. He works closely with clients on a diverse range of projects, including private houses, extensions to historic buildings and public and commercial buildings. His work is widely published, broadcast and exhibited on a variety of subjects including classical architecture, master-planning, housing, heritage and globalisation.

Juergen Mayer
Photographed by
Lorenz Cugini

Farshid Moussavi &
Alejandro Zaera-Polo
Photographed by
Valerie Bennett

Programme

Saturday 25th October

- 10.00 Sunand Prasad, President, RIBA**
The politics of architecture and identity
The current President of the RIBA will give an overview of why architectural identity is politically important. He will examine the role of identity in place-making and the relationship between place, politics and identity. He will also address the ways in which buildings reinforce or modify the cultural and political identity of cities in which they are built.
- 10.30 Alejandro Zaera Polo or Farshid Moussavi**
Foreign Office Architects
Localised globalised architecture
Alejandro or Farshid will discuss the challenge of creating identity in the context of globalized architecture. He/She will look at the ways in which we are becoming visitors in a global culture, territorializing ourselves and trying to become locals in each place. Should buildings be like a species grown for a specific ecosystem, an antidote to homogenising globalization? This is a question which raises issues for architectural practice as well as for the built environment as a whole.
- 11.00 Coffee**
- 11.30 Joseph Rykwert**
Architectural Identity – an historical perspective
Joseph Rykwert has lectured or taught at most major schools of architecture throughout the world. He formally taught at Cambridge and is now Paul Philippe Cret professor emeritus at the University of Pennsylvania. For him history, place and landscape are all fundamental to identity. Rykwert explores how architecture, both local and international, is influenced by history.
- 12.00 Ken Yeang**
Designing to Place and Time
Ken Yeang is best known for his green, signature and innovative architecture and masterplans. He will discuss how environmental, ecological and bioclimatic concerns could trigger a more locally-responsive, critically regionalist architecture, that responds to and enhances local conditions and culture. How can architecture respond to local sustainability agendas?
- 12.30 David Chipperfield**
The impact of globalisation on local heritage sites - The Neues Museum Berlin
David Chipperfield Architects were commissioned in 1997 to turn the Neues Museum back into an active 'museum for art treasures of international reputation'. The building will open to the public next year and is a fine example of how restoration, repair and intervention can bring an historic building with its own identity back to life. David Chipperfield explores how the fine line between conservation and preservation can be navigated and what impact contemporary architecture can have on the identity of an historic setting.
- 13.00 Lunch**
- 14.45 Optional tours**
- 20.00 Evening drinks reception**
Venue: Mies van der Rohe Pavilion
Sponsored by Corus

Sunday 26th October 2008

- 10.00 David Mackay, MBM Arquitectes, Barcelona**
Barcelona – Olympic legacy and the regenerative benefits of such projects
In 1992 Barcelona demonstrated that by integrating the Games within a broader regeneration strategy, it would be possible to deliver lasting benefits. As a result of its Olympic status, Barcelona witnessed frantic building activity, an increase in housing and land prices, and a huge urban transformation that entailed the conversion of large amounts of industrial land into commercial or housing plots. David Mackay explores how the legacy of a large sporting event such as the Olympics can become integral to a city's identity and its future.
- 10.30 Alison Brooks**
Authenticity, Abstraction, Obsession, Shock
Identity thrives as much from contrast as from sameness, and identities, like landscapes, will always be in flux. In today's shock-ready society corporate monumentalism identifies 'place' as much as the most idiosyncratic organic yurt. Is one more authentic than the other – and does authenticity matter? At what point does abstracted vernacular converge with parametric super-shape? Can one clearly expressed obsession generate more identity than a thousand public consultations? Alison Brooks will discuss these questions with reference to ABA's recent housing and arts projects in the UK.
- 11.00 Coffee**
- 11.30 Jürgen Mayer**
The emergence of a European identity in architecture
Is there such a thing as a European style? German architect Jürgen Mayer, winner of the Emerging Architect category of the 2000 Mies van der Rohe Awards, reflects on identity and European architecture. He will question what the future holds for European architecture and whether it is a 'brand' that can be exported to the rest of the world. Mayer examines these and other issues related to European architecture's place on the world stage.
- 12.00 Louisa Hutton**
Sustainable Architecture - does it have its own identity?
Whereas traditional buildings have always responded (almost) naturally to their immediate environment - that is, of place, climate and culture - as a matter of course, today the wide open terrain of globalised practice in which everything seems possible demands a deliberate attitude from architect and client. Using examples from their practice, Louisa Hutton will explain how Sauerbruch Hutton's approach to identity in architecture draws equally on the immediate urban context of the project, as well as on particular strategies of sustainability and socio-cultural expression.
- 12.30 Summary debate. Taking part:**
Robert Adam, Robert Adam Architects and Herman Hertzberger, Architectuurstudio HH architects and urban designers
- 13.00 Lunch**
- 14.45 Optional tours**

Tours

HALF DAY ITINERARY OPTIONS, 25th & 26th OCTOBER 2008 (14:45 - 19:00)

Meeting point: 14:45pm Hesperia Hotel Departure by bus

SATURDAY 25th OCTOBER

1 Glories & 22@ £60.00 +VAT

Glories has become the center of a new urban transformation that has its hub in Poblenou. The area is being transformed into a paradigmatic center of the new Barcelona.

Tour includes:

- Auditorium
- Torre Agbar building (outside only)
- Campus Audiovisual (outside only)
- Oficinas INDRA (outside only)
- Parque Poble Nou

2 CIUTAT VELLA 1 £60.00 +VAT

The Raval, La Ribera and more recently, Santa Caterina, are areas of the Old Town which have been substantially transformed.

Tour includes:

- Santa Caterina Market & neighbourhood renovation, original project
- Allada - Vermell St. (urban renewal)
- Convent de Sant Agustí Civic Centre (renovation)
- Fossar de les Moreres (public space)
- Santa Maria del Mar, Gothic church 1329-1384
- Picasso Museum (renovation / extensión of Medieval residences in c/Montcada)

3 CIUTAT VELLA 2 £60.00 +VAT

Raval has undergone a complete transformation together with the more recent introduction of a large new public space.

Tour includes:

- Palau Güell, (outside only)
- Rambla del Raval (housing & public space)
- Catalonia National Library (Santa Creu medieval hospital renovation - foyer only)
- C/ Carme / Roig Block of flats (outside only)
- MACBA: Contemporary Art Museum
- Communication Sciences School (outside only)
- CCCB: Contemporary Culture Centre (renovation of a 18th C hospice)
- Dr. Lluís Sayé Health Center (Refurbishment of Antitubercular Dispensary-outside only)

4 MONTJUIC £60.00 +VAT

An area on the northern side of the Montjuic hill was planned in order to accommodate a second world exhibition that took place in 1929. Further improvements were carried out for the 1992 Olympic Games.

Tour includes:

- Mies van der Rohe Pavilion
- Caixaforum (Refurbishment of the Casarramona Spun Factory)
- Olympic Ring
- Olympic Stadium
- Picornell Swimming Pools (foyer only)
- National Institute of Physical Education (outside only)
- Telecommunications Tower
- New Botanical Gardens
- Joan Miró Foundation

5 SPECIAL ITINERARY BY NIGHT (19.30h -24h) £90.00 +VAT

Meeting point: 19:30h Vincon shop main entrance on Paseo de Gracia
Let us guide you through Barcelona night life starting off with a few shops, an aperitivo, then a dinner and finally a night cap, all in beautiful interior design settings from the Modernist period up to today.

SUNDAY 26th OCTOBER

6 Barceloneta & the sea front developments £60.00 +VAT

The transformation of Barcelona's old port area was completed and a new marina was built with 740 moorings which was the site of the sailing competitions during the 1992 Olympic games.

Tour includes:

- Barceloneta pier - Joan de Borbó promenade
- Casa de la Marina (housing block- outside only)
- Banys de Sant Sebastià pools (outside only)
- Barceloneta Maritime promenade
- Hospital del mar (foyer only)
- Biomedical Research Centre (outside only)
- Headquarters of Gas Natural (outside only)
- Olympic harbour & village
- Poblenou Maritime Front - Rambla Taulat (housing & urban spaces)

7 Forum 2004 £60.00 +VAT

The undertaking of the Universal Forum of Cultures 2004 signified something of a challenge for Barcelona. Through the rectification of the coastline, the objective was to recover formerly disused land for citizens' use.

Tour includes:

- CCIB (congress centre -outside only)
- Forum building (entering "BCN in progress" expo with models of BCN latest projects)
- Esplanade and Photovoltaic Pergol
- Auditorium Park
- Bathing area
- Marine harbour
- Northeast Park
- The regeneration of the river Besòs
- La Mina social housing scheme refurbishment
- Parc de Diagonal Mar

8 Paseo de Gracia & Modernisme £70.00 +VAT

The main avenue in the Eixample contains of the finest examples of Catalan Modernism to be found in Barcelona.

Tour includes:

- Antoni Tàpies Foundation (under renovation- outside only)
- Illa de la Discòrdia (outside only)
- Casa Amatller (outside only)
- Casa Milà

9 Sagrada Família & Parc Güell £60.00 +VAT

La Sagrada Família is an unfinished work of very uneven architectural qualities. With Gaudí's death in 1926, the work arrived to a final point of unrepeatable creativity and due to the scarce and fragmented documentation that the author left, there has been a progressively distorted continuation of the work.

Parc Güell was originally intended to be the urbanization of a "garden-city" designed by Gaudí by commission of the industrialist, Eusebi Güell. However, the project failed with only 2 houses built and was converted into a park by the city in 1922.

Helpful travel information for delegates

It's surprisingly easy to travel from the UK to Spain by train. It's a lot cheaper and easier than many people imagine, and by far the greenest option. Take an afternoon Eurostar from London to Paris in just 2 hours 20 minutes, then the excellent overnight train from Paris to Barcelona. Alternatively many budget airlines operate flights to Barcelona (Eastjet, BMI Baby) with return flights starting at around £70. British Airways, Iberia, Lufthansa and Airfrance also operate flights to Barcelona. Once in Barcelona, the Metro is very easy to navigate and very reasonably priced.

call 0845 056 8069 for more information

