

applications

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Tenth International Symposium for
Theory and Design in the Digital Age

ARCHITECTURE VERSUS DESIGN

“ARCHITECTURE IS THAT WHICH, THROUGH DISTORTION OF TIME, CREATES SOCIALLY BENEFICIAL CONDITIONS HITHERTO IMPOSSIBLE.”

This was Cedric Price’s basic definition of architecture, a radical challenge to the narrow primacy of space and building. Price promoted an “anticipatory architecture” that would enable activities that were as yet socially undefined. At the same time, he insisted on the importance of design as an “expanded field” for architecture, be it of a system, diet, military strategy, armchair, infrastructure or building. The question is: in the face of today’s global reality, should architecture concentrate or expand its expertise? How can architecture embrace cultural multiplicity while remaining specific as a discipline? What new roles can architecture assume in the 21st century?

2013

This and many other topics will be presented and discussed by a selection of international experts:

TEZUKA Architects

Tokyo-based Takaharu and Yui Tezuka established one of the most innovative practices working today. With spatial designs that are skillfully integrated with the outside environment, their designs range from private houses to community buildings. Their most important works are the Roof House, in which daily life expands onto the roof, and the Echigo -Matsunoyama Museum of Natural Science, which can be buried under 5m of snow. The Fuji Kindergarten takes the form of a 200m-circumference oval-shaped roof space. Woods of Net, 320 cubic meter of timber members are used and there is nothing same among all the 589 members.



Jim Njoo

Lives and works in Paris. Former collaborator of Rem Koolhaas/OMA architects, Rotterdam, two-time winner of the European competition, he was a member of the scientific committee for the initial "Grand Paris" urban regeneration project. Currently he teaches at the Paris La Villette School of Architecture and Rice School of Architecture Paris. He is also a member of the European Culture Parliament and the Gerphau Philosophy Architecture and Urban Research Lab. He has written and lectured on various topics regarding architectural theory, design and contemporary urbanity.



PENEZIĆ & ROGINA architects

Zagreb-based Vinko Penezić & Krešimir Rogina have received awards six times at Shinkenchiku and Central Glass competitions in Tokyo and have exhibited three times at Venice Biennale. They are professors at the Academy of Applied Arts, University of Rijeka and guest professors at the Ecole Spéciale d'Architecture in Paris, France. P&R established the international symposium/workshop in architecture in Grožnjan in 1989. They realised a number of projects and buildings of different typologies, currently the Lantern/Lighthouse of Friendship in Tokamachi, Niigata, Japan.

FIKTIV design studio

Andrej Filetin and Mila Marina Burger come from Fiktiv, a creative studio for visual communications and interactive systems development operating in Croatia and USA. In Fiktiv, they believe design is not decoration, but structure itself. Fiktiv designs, brands and produces for a range of different clients, among others, in the field of architecture. Their work has been awarded and showcased internationally (Art Directors Club New York, Print, How, Atlas of Graphic Design etc.).

Special guests: Ella Whiteley and Diane Hill, daughter and wife of late prof. Nigel Whiteley, one of the founding fathers of Grožnjan architectural summer school



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Workshop:

TOWARD A “KAWAII” ARCHITECTURE?

In contemporary Japanese culture, the adjective “Kawaii” refers to a quality that an object, situation or person may have. In the dictionary, one finds translations such as “cute”, “pretty” or “adorable” – an old lady or a small kiosk can be very “kawaii”. In architecture the term implies a broader definition of architectural value beyond notions of taste or beauty, “right” or “wrong”. “Kawaii” architecture attempts to address a wider public, welcoming impurity and cultural diversity. What are the theoretical implications of a “Kawaii” architecture for future practice? How might we shift our attention from critique and judgment toward observation and understanding?

Challenge us with your exceptional ideas and thoughts on the topic. The most outstanding participant will be awarded a grant to attend next year’s symposium!

PLACE:

JMC Cultural Centre
Grožnjan, Istria, Croatia

TIME:

4th–11th August 2013

Number of participants
is limited!