

Thursday 13th September	Time	Friday 14th September	
Airport Transfers to Cavalieri Hilton Hotel	08:00 - 08:45	Collection of Final Meeting Schedules	
	09:00 - 09:35	Welcome Address: "Italy and architecture: State of the art and perspective for the future" Led by Nicola Leonardi , Editor, The Plan	
	09:45 - 10:15	Business Meeting 1	Presentation 1: "Matter in the Floating World": Material Innovation in Japan and the Future of Sustainable Cities." Led by Blaine Brownell
	10:20 - 10:50	Business Meeting 2	
	10:55 - 11:25	Business Meeting 3	
	11:30 - 12:00	Business Meeting 4	Workshop 1: "Bathrooms of the Future" Sponsored by Laufen Bathrooms and led by Wiel Arets
	12:05 - 12:35	Business Meeting 5	
	12:35 - 13:35	Roundtable Discussion 1: "Building Sustainable Cities" Moderator: Nicola Leonardi , The Plan Participants: Aldo Cibic; Bernhard Franken; Blaine Brownell and Paolo Desideri	
	13:35 - 14:35	Lunch	
	14:40 - 15:10	Business Meeting 6	Workshop 2: "Surfaces of the Future" Sponsored by Sanvik and led by Christina Berardi
	15:15 - 15:45	Business Meeting 7	
	15:50 - 16:20	Business Meeting 8	
	16:25 - 16:55	Business Meeting 9	Presentation 2: New Generation Building Envelopes: Research and Innovation Led by Francesco Giovine , FRENER & REIFER Metallbau GmbH / Srl
	17:00 - 17:30	Business Meeting 10	
	17:35 - 18:15	Presentation: "The architect, his history and his work" Led by Tommaso Valle (Studio Valle)	
	18:30 - 19:30	Free Time and Networking	
	19:30 - 20:00	Drinks Reception Sponsored by Hamriyah Freezone Authority	
Welcome Drinks and Dinner	20:00 - 23:00	Coaches depart hotel for dinner at Pierluigi	



Chies Cibic

Architect and designer. He moved to Milan in 1979 to work with Ettore Sottsass, becoming his partner the following year. That same year, 1980, marked the creation of Memphis, of which Cibic was one of the designers and founders, under the guidance of Sottsass. In 1989, he went out on his own, founding Cibic & Partners, providing design services for his own projects and for other clients, as well as expanding into the fields of architecture and interior design in Italy and abroad. He also teaches at the Domus Academy, as part of the master's design degree in the Faculty of Architecture at the Polytechnic, and as part of the industrial design degree in the Faculty of Design at the University of Architecture, as well as doing research on the relationship between design and society. He is Honorary Professor at Tongji University, Shanghai.

Desideri

Since 1985, Paolo Desideri has been professor of design in the Faculty of Architecture, University of Pescara. Since 1989 he has been director of the Office for International Programmes of the Istituto di Architettura e Urbanistica. In 1992, he was professor at the University of Waterloo, Canada and in Berkeley University, USA. He practised in Rome (with Arlotti, Beccu, Desideri, Gruppo Architetto Associati) since 1981. He has had articles published in the main Italian and international journals: *la, Controspazio, Domus, 9H, Bauforum, Rassegna*, and has exhibited his design work globally: in the *Saloni di Colonia* in Aquasgrana, Vienna and Toronto; *Museum di Helsinki*; *Deutsche Architektur Museum* in Frankfurt; *Schools of Architecture* in Berlin and Pescara; and *Biennale di Venezia*.

Franken

Bernhard has run his own studio, since 1996, as well as working on a freelance basis for ABB Architekten, Frankfurt. He has been CEO of Franken Architekten GmbH since 2002. He also worked in education, as assistant professor at the University of Kassel (CAD in Architecture), guest professor at the University of Kassel (CAD and Design), guest professor at the University of Fine Arts Stuttgart and Southern California Institute of Architecture, Los Angeles. Since 2005 he has lectured at the School for Management and Design in Essen.

Brownell

Blaine E. Brownell is an architect, sustainable building advisor, and a researcher of innovative materials for design and construction. He is the founder and director of the design/research firm *Blaine Brownell*, as well as the visiting professor in sustainability at Alfred Taubman College of Architecture + Urban Planning at the University of Michigan for 2007-08. He has practiced architecture in Tokyo, Nagoya, Houston, and elsewhere. His work has been published in *A+U, Architectural Record, BusinessWeek, Fast Company, Forward, Entrepreneur, Popular Science, Sustainable Industries Journal*,

and the Seattle and Portland Daily Journals of Commerce, and he was featured as the cover story for the December 2006 issue of *Architect*.

Blaine was selected for a '40 Under 40' award by *Building Design & Construction* magazine in 2006, and was the recipient of a Fulbright fellowship to Japan for 2006-2007, during which time he researched recent Japanese material innovations at the Tokyo University of Science.

14:40-15:45

Workshop 2:

Topic

Surfaces of the Future



Led by

Christina Berardi

Sponsored by

Sanvik



Overview:

Sandvik Decorex™ is a new, innovative, coated stainless steel strip material developed for decorative applications across a variety of industries, including building and interior design.

It combines an extensive and exclusive range of 12 sophisticated colours along with different distinct textured finishes, which resist scratches and fingerprints, with the exceptional processing properties and technical benefits of stainless steel.

Offering a new experience in colour, quality and feel, Sandvik Decorex is harder, more elastic and more ductile than anodised aluminium. It is supplied ready to use and is highly formable with excellent adhesion between the base material and the colour coating. This makes it ideal for cold-forming and bending to close radii, without affecting the colour quality, allowing imaginative design possibilities.

Where required Sandvik can work closely with a customer to develop a distinctive and original colour, combined with a unique surface finish design, to ideally complement a specific application.

16:25-17:30

Presentation 2

New Generation Building Envelopes: Research and Innovation

Led by

Francesco Giovine, Frener & Reifer Metallbau GmbH/Srl

Overview:

- Project demands
- Synergy with operators
- Challenges



Biography

Francesco Giovine's design expertise revolves around the use of highly innovative materials utilised in technologically advanced applications.

After working for the architectural firm Morphosis in Los Angeles, he collaborated with Prada from 1997 to 2000. During this time he was a project manager for the architectural firm Studio Baciocchi in Arezzo (Italy) where his responsibilities included design and construction of executive offices, production factories and retail outlets for one of the foremost luxury brands in the world.

From 2001 to 2003 he was technical director for the manufacturing company Promo, a nationally recognised fabricator of high-end glass and steel architectural constructions.

Currently he is the special projects & business development manager for Frener & Reifer, a world renown manufacturer of extremely high-end curtain walls and steel and glass architectural constructions. He is also responsible at Frener & Reifer for their rapport with universities and institutes worldwide.

17:35-18:15

Keynote Presentation

"The architect, his history and his work."

Led by

Tommaso Valle, Studio Valle



Biography:

In his 1980 book, *The Dictionary of Architecture*, Nicholas Pevsner wrote that '... current Italian Architecture is characterised by the notable talents of: Ponti, Albini, Figini and Polini, Luigi Moretti, Ignazio Gardella, Tommaso Valle, Vittorio Gregotti, Marco Zanuso...'

Looking at the theoretical evolution of Tommaso Valle's architecture, it can be said that if the 1960s, given the typology of buildings designed, were characterised by an approach to representation and the quality of the symbolic elements employed, between 1970 to 1980 there is a development of research, focused on achieving a level of technological expression and a newfound ability to model space.

Valle's attention to the use of technological systems was reinforced during the 1990s by his interest in the intertwined themes of sustainable design and bio-architecture, allowing him to maintain his important role within the architectural panorama.

Saturday 15 September

09:00-09:35

Presentation

Narrative Spaces – spatial communication as an emerging field of architecture

Led by

Bernhard Franken



Overview:

- The architect's practice of the future: more 'fringe-stream' than mainstream
- Architecture and branding: creating brand spaces
- Being a brand as an architect

Biography

Bernhard has run his own studio, since 1996, as well as working on a freelance basis for ABB Architekten, Frankfurt. He has been CEO of Franken Architekten GmbH since 2002.

He has also worked in education, as assistant professor at TU Darmstadt (CAD in Architecture), guest professor at the University of Kassel (CAD and Design), guest professor at the Academy of Fine Arts Stuttgart and Southern California Institute of Architecture, Los Angeles. Since 2005 he has lectured at Zollverein School for Management and Design in Essen.

09:45-10:50

Presentation 3:

"Creating a world class 130 strong architectural practice from scratch in three years."

Led by

James Thomas, Make Architects



Overview:

- 400 projects in 10 countries
- Multiple award winner
- Three offices 130 employees all partners
- Company owned by all the employees

Biography:

James Thomas became a registered architect in 1995. Having worked at RMJM and Nick Derbyshire Architects for five years, he joined Foster & Partners, where he worked on over 30 major international competitions, including schemes for the World Trade Center in New York, Regent Place in Sydney, Beijing International Airport and Wembley Stadium in London.

He was the first person to join Ken Shuttleworth when Make was founded in 2004. Since then he has worked on a range of commercial, residential and masterplan projects. His drawings have been widely published in the architectural press and he has recently exhibited at the Royal Academy.