



12 & 13 May 2006
"Shopping Miles and More"
Architecture Talks Lucerne
Culture & Convention Centre Lucerne, Switzerland

Press release 20 February 2006

"Shopping Miles and More"

The second edition of the international "Architecture Talks Lucerne" will take place on 12 and 13 May 2006 at the Culture & Convention Centre Lucerne. This year's event focuses on shopping!

Shopping as experiential consumption! At this year's event, Frank Joss, initiator of the Architecture Talks Lucerne, will turn the spotlight on one of the industries which most attracts investors' attention today: consumption and its architecture. The 21st-century consumer does not enter a shop anymore, but a space dedicated to lifestyle, which offers merchandise as a "by-product". When it comes to shop design, the architectural signature is more important than ever. Which influence can architecture and design wield on buying behaviour? Which trends are shaping the shopping industry?

Speakers:

Christian BARTENBACH, Bartenbach LichtLabor, lighting engineer, Aldrans near Innsbruck/AT

Petra BLAISSE, Inside Outside, interior and landscape designer, Amsterdam/NL

Joris DE VAN DER SCHUEREN, ING Real Estate Development, Area Manager Retail, The Hague/NL

Massimiliano FUKSAS, architect, Rome/IT

Michael GABELLINI, architect, New York/USA

Nabil GHOLAM, architect, Beirut/Lebanon

Harald GRÜNDL, EOOS, industrial and interior designer, Vienna/AT

Barbara HOLZER, Studio Daniel Libeskind, architect and project manager of WESTside/Berne, Zurich/CH

Lucy JOHNSTON, GDR Creative Intelligence, trend scout, London/UK

Wolf D. PRIX, Coop Himmelb(l)au, architect, Vienna/AT

Ab ROGERS, Ab Rogers Design, industrial and interior designer, London/UK

David ROGERS, architect and senior designer at **Jerde Partnership**, Los Angeles/USA

Claudio SILVESTERIN, architect, London/UK

Meinhard VON GERKAN, von Gerkan, Marg and partners (gmp), architect, Hamburg/DE

Presenter: **Amber SAYAH**, journalist and architectural critic, Stuttgart/DE

On the afternoon of **11 May**, the Architecture Talks Lucerne will offer a **seminar** conducted by Bartenbach LichtLabor on the theme "**Good lighting design in retail environments**".

Further information: www.ARCHITECTURETALKS.org

The up-to-date programme, the speakers' biographies, the registration form and further information on the event are all available online.

Registration fees

1 day: CHF 300.00 / EUR 190.00; 2 days CHF 490.00 / EUR 310.00. Concessions are available for students and groups (3 people or more). Admission is free of charge for accredited journalists.

No Talks without partners

The following companies make the Architecture Talks possible through their support and their financial backing: **Beschläge-U.S.W., Diners Club Switzerland, Grohe Switzerland SA, Jansen, PSP Swiss Property AG, Sony, Swarovski, Swiss as Official Carrier, Vitra and Zumtobel Staff.**

Concept, organisation and information

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