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„Shopping Miles and More“ Architecture Talks Lucerne – 12 & 13 May 2006

Programme

Valid as of 3.5.2006, subject to alterations

Simultaneous translations:

During the congress simultaneous translations are provided in German and English.
 The seminar on 11 May will be held in German.

| Seminar „Good lighting design in retail environments“: Thursday, 11 May 2006 | |
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| 14.00 – 15.30 | Presentations Part 1 |
| 15.30 – 16.00 | Break |
| 16.00 – 17.30 | Presentations Part 2 |
| 17.30 – 18.00 | Question time |
| Conducted by: | Robert Müller, Bartenbach LichtLabor, Aldrans b. Innsbruck/AT |
| Location: | Culture & Convention Centre Lucerne, Media Room 1, 3rd floor |
| 1 st day of symposium: Friday, 12 May 2006 | |
| 08.00 – 09.00 | Sign-in |
| 09.00 | Opening by Frank Joss , Director of the Architecture Talks Lucerne |
| 09.10 | Introduction to the theme by presenter Amber Sayah , journalist and architectural critic, Stuttgart/DE |
| 09.20 | “ Integrated by design: Creating urban retail to activate the city ” David Rogers, Jerde Partnership , architect and urbanist, Los Angeles/USA |
| 10.00 | “ Creating retail value ” Joris de van der Schueren, ING Real Estate Development , Area Manager Retail, The Hague/NL |
| 10.30 | “ Merchandise as focus of the visual scenery ” Christian Bartenbach, Bartenbach LichtLabor , lighting engineer, Aldrans near Innsbruck/AT |
| 11.00 | Coffee break |
| 11.30 | “ Not only retail ” Giuliana Salmaso, Salmaso Silvestrin Architects , architect, London/UK |
| 12.15 | Frank Joss in conversation with Philip Ursprung , art historian and exhibition maker, Zurich/CH |
| 12.30 | Lunch break |
| 14.00 | Artistic break with Delia Mayer (voc) & Christian Rösli (p) |
| 14.15 | “ Shopping between profit and architectural quality ” Meinhard von Gerkan, von Gerkan, Marg + Partners , architect, Hamburg/DE |
| 15.00 | “ How to sell umbrellas in the desert ” Nabil Gholam, ng architecture + planning , architect, Beirut/Libanon |
| 15.45 | Break |
| 16.15 | “ Spatial branding: Conceiving luxury environments ” Michael Gabellini, Gabellini Sheppard Associates , architect, New York/USA |
| 17.00 – 17.30 | Panel discussion |
| Side Events | |
| 12.45 – 13.30 | Guided tour of the KKL , meeting point: Registration & Information Desk |
| 20.00 | Gala Dinner at the Hotel Schweizerhof |
| Official evening meeting point: Lounge of the Hotel Schweizerhof | |

| 2nd day of the symposium: Saturday, 13 May 2006 | |
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| 08.00 – 09.00 | Sign-in |
| 09.00 | Opening by Frank Joss , Director of the Architecture Talks Lucerne |
| 09.05 | Opening by presenter Amber Sayah , journalist and architectural critic, Stuttgart/DE |
| 09.10 | “Engaging tomorrow’s consumer: the future of global retail design” Lucy Johnston , GDR Creative Intelligence, trend scout, London/UK |
| 10.00 | “Retail and its architecture as an element of urban life” Christian Knoll , Studio Massimiliano Fuksas , architect, Frankfurt/DE |
| 10.45 | Coffee break |
| 11.15 | “Tactile nature” Ab Rogers , multi-disciplinary designer, London/UK |
| 12.00 | “Shifting positions” Petra Blaisse , Inside Outside , interior and landscape designer, Amsterdam/NL |
| 12.30 | Lunch break |
| 14.00 | Artistic break with Delia Mayer (voc) & Christian Rösli (p) |
| 14.15 | Frank Joss in dialog with Barbara Holzer , Studio Daniel Libeskind , architect and project manager of WESTside in Berne, Zurich/CH |
| 14.30 | “Shopping rituals” Harald Gründl , EOOS , designer, Vienna/AT |
| 15.15 | Break |
| 15.45 | “Glittering worlds” Wolf D. Prix , Coop Himmelb(l)au , architect, Vienna/AT |
| 16.30 – 17.00 | Panel discussion |
| Side Events | |
| 12.45 – 13.30 | Guided tour of the KKL , meeting point: Registration & Information Desk |
| Official evening meeting point: Lounge of the Hotel Schweizerhof | |