



Architecture & Branding – Or the Quest for the Garden of Eden

Architecture Talks Lucerne – 30 & 31 May 2008

PROGRAMME

Valid as of 23.5.2008, subject to alterations

Thursday, 29 May 2008	
Side Events	
14.00 – 18.00	Seminar „The New Brand Imperative: Finding Authenticity“ led by: Anna Klingmann, Klingmann Architects & Brand Consultants , New York Location: Hotel Radisson SAS, Lucerne, room Noelli The seminar will be held in German
19.00 – 21.00	Architectural tour of Lucerne Meeting point: Bahnhofplatz, altes Bahnhoftor (Station square, Old train station gate) organised by Archi.Tour.Schweiz
Official evening meeting point: Penthouse Roof Top Bar, Hotel Astoria	
1 st day of the symposium: Friday, 30 May 2008	
Simultaneous translation in German and English	
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 Karin Salm , arts correspondent at Swiss radio channel DRS2, Basle
09.20	“Brandscapes: Architecture in the Experience Economy” Anna Klingmann, Klingmann Architects & Brand Consultants , New York
10.00	“Relational” EM2N, Mathias Müller + Daniel Niggli , architects, Zurich
10.30	“Brands Build Cities – An Urban Perspective?” Kerstin Höger , architect and professor at the Institute for Urban Design, ETH Zurich
11.00	Coffee break
11.30	“City Space Building – On the Quest for Identity, Quality, Authenticity” Frank Joss in dialogue with Tomaso Zanoni, Zanoni Architects , architect and town planner, Zurich, municipal architect in Zug/CH from late 2003 to early 2008
11.45	“Parallel Practice” Sunny Zhanhui Chen, MADA s.p.a.m. , architect, Shanghai
12.30	Lunch break
14.15	“Re:Activators” Jürgen Mayer H. , architect, Berlin
15.00	“Learning from Almere” Ria van Dijk , urban designer at the Department for Urban Planning & Landscape Architecture, Municipality of Almere/NL
15.45	Break
16.15	“De Citadel – The City within the City” André Terzibachian, Atelier Christian de Portzamparc , architect, Paris
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 on the Lucerne terrace of the KKL Lucerne
Official evening meeting point: Penthouse Roof Top Bar, Hotel Astoria	

2nd day of the symposium: Saturday, 31 May 2008		*Simultaneous translation in German and English*
08.00 – 09.00	Sign-in	
09.00	Opening by Frank Joss , Director of the Architecture Talks Lucerne	
09.05	Introduction to the theme by presenter Karin Salm , arts correspondent at Swiss radio channel DRS2, Basle	
09.10	„Formula New Ljubljana“ Bostjan Vuga, Sadar Vuga Arhitekti , Ljubljana/Slovenia	
10.00	„Architecture – Built Brands“ Thomas Muderlak, BMW Group , Launch Manager and Head of international trade shows, Munich	
10.30	Coffee break	
11.00	„Narrative Spaces“ Bernhard Franken, Franken Architects , architect, Frankfurt	
11.45	„Architectural Branding as an Opportunity“ Antonio Citterio, Antonio Citterio and Partners , designer and architect, Milan	
12.15	„To Be or Not to Be a Brand – Man’s Second Skin?“ Frank Joss in dialogue with Antonio Citterio and Hanns-Peter Cohn, CEO of Vitra , Weil am Rhein	
12.30	Lunch break	
14.00	„Prime Tower – One Step closer to Heaven“ Frank Joss in dialogue with Mike Guyer of Gigon/Guyer Architects , Zurich, and Peter Lehmann, Chief Investment Officer of Swiss Prime Site , Olten	
14.15	„Lindt Chocolate, McDonald’s and Architecture...“ Zena Malek, KAKS LLC , architect, Aley/Lebanon	
15.00	„Reason and Emotion“ Fernando Menis, Menis Arquitectos , architect and urbanist, Santa Cruz de Tenerife, Spain	
15.45	Break	
16.15	„Conditions“ Kjetil Thorsen, Snøhetta , architect, Oslo	
17.00 – 17.30	Panel discussion	
Side Events		
12.45 – 13.30	Guided tour of the KKL , meeting point: Registration & Information Desk Official evening meeting point: Penthouse Roof Top Bar, Hotel Astoria	
Sonntag, 1. Juni 2008		
Side Events		
10.30 – 12.30	Architectural tour of Lucerne Meeting point: Bahnhofplatz, altes Bahnhofort (Station square, Old train station gate) organised by Archi.Tour.Schweiz	

Please find more information on the website: www.architecturetalks.org