



## Architecture & Branding – Or the Quest for the Garden of Eden Architecture Talks Lucerne – 30 & 31 May 2008

### Speakers' biographies

Valid as of 27.5.2008. Subject to alterations.

#### Sunny Zhanhui CHEN, MADA s.p.a.m., architect, Shanghai

MADA s.p.a.m. is the most influential Chinese architectural practice on the international scene. It engages in strategy, planning, architecture and media, and takes a critical stance as regards current patterns of architectural practice: it aims to break through the intellectual "firewall" and reclaim responsibilities which architects had voluntarily abandoned in past decades. MADA s.p.a.m. belongs to a new generation of architects who are breaking with the (un)culture of a "tabula rasa" of Chinese ilk and paying tribute to the historically grown city.

MADA s.p.a.m. was founded in 1999 by Qingyun Ma and Sunny Zhanhui Chen, together with further partners. Sunny Zhanhui Chen has been its managing principal ever since. He brought with him a wide spectrum of projects and executive experience gained at both design consulting and property development companies. At MADA s.p.a.m. Sunny Zhanhui Chen holds a key management position in most of the major city development projects, which require close partnership and consultation with clients and other collaborating parties; examples include Ningbo Tianyi Plaza, Wuxi Commercial Business District and, more recently, Xi'an Broadcast and Television Century Park. He ensures the seamless delivery of the professional services required for each project, handling the intricacies and practical difficulties which accompany any innovative undertaking. MADA s.p.a.m.'s work showcases how traditional Chinese visual themes and a contemporary formal vocabulary can harmonise. A formal vocabulary which Sunny Zhanhui Chen also time and again makes use of with great success in the building projects he supervises. Within the framework of a joint venture, MADA s.p.a.m. (which today numbers around 50 employees) is furthermore collaborating with OMA as its Chinese partner on the construction of the spectacular Central China Television Tower (CCTV) in Beijing, which is due to open in time for the Olympic Games.

Sunny Zhanhui Chen graduated in architecture from Shenzhen University. He is also one of the founders of Shanghai SPAM Metropolitan Architecture & Art Exhibition Company, Hong Kong SPAM Ao Investment & Planning Company, the America SPAM Art Fund and Xi'an Modern Art Center. From 1987 onwards, Sunny Chen spent nearly 10 years studying, working and living in Shenzhen, witnessing its process of development from special economic zone (SEZ) to post-SEZ status. Since 2000, Sunny Chen has collaborated with Qingyun Ma on numerous exhibitions in Venice, Paris, Vienna, Rotterdam and London. His photographic work on architecture has been published by many specialist magazines worldwide and he has collaborated on several publications such as MADA On Site, MADA Model and City Regeneration.

The work of MADA s.p.a.m. has been exhibited around the world and has received numerous awards and nominations, including the Design Vanguard Award from Architectural Record, the nomination as Phaidon's Emerging Design Talents and the New Trends of Architecture designation by the Euro-Asia Foundation.

MADA s.p.a.m. [www.madaspam.com](http://www.madaspam.com)

#### Antonio CITTERIO, Antonio Citterio and Partners, architect and designer, Milan

Antonio Citterio considers man's habitation as a second skin. From cutlery to lamps, he has thus already designed about everything which can find its place in a home. His designs make use of the newest techniques and materials, yet remain timeless. As an architect and designer of international renown, Antonio Citterio works for companies such as Ansorg, Arclinea, Axor - Hansgrohe, Aubrilam, B&B Italia, Flexform, Flos, Fusital, Guzzini, Iittala, Inدا, Kartell, Maxalto, Sanitec Group - Pozzi Ginori, Simon Urmet, Technogym, Tre Più and Vitra. The trolley "Mobil" and the folding and extending table "Battista" (both designed for Kartell) are on permanent display at the Museum of Modern Art in New York and at the Centre Pompidou in Paris. The cutlery series "Tools Citterio 2000" which he designed for Iittala is part of the permanent collection of the Museum of Architecture and Design in Chicago.

After graduating in architecture from Milan Polytechnic in 1975 he first worked as an industrial designer. From 1981 onwards, he began to work as an architect and interior designer. In 1999 Antonio Citterio and Patricia Viel founded "Antonio Citterio and Partners", a multidisciplinary studio for architectural design, industrial design and graphics. The studio develops projects for residential complexes and trade centres, industrial sites, the restructuring of public buildings, the planning of workspace, offices, showrooms and hotels; it is also operational in the field of corporate communication and implements corporate image projects, fittings and graphics.

Over the past years, Antonio Citterio designed numerous flagship stores and developed concepts for companies such as Aspesi (Milan/2006), Peek & Cloppenburg (stores chain in Germany/2005 - 2006), De Beers (London, New York, Los Angeles/2002 - 2005), Valentino (Tokyo, Milan/2002 - 2005). He also designed the Bulgari Hotels and Resorts in Milan (2004), Bali (2006) and the new Ermenegildo Zegna Headquartes in Milan (2007). In 2005, he won the competition for a hotel project in Hamburg's Hafencity, and in 2007, the competition for the remodelling of the Ferrante Aporti building in Milan. In 2007, his day nursery for GlaxoSmithKline in Verona was awarded the Mies van der Rohe Prize.

In 2006, Antonio Citterio was appointed as professor at the Accademia di Architettura dell'Università della Svizzera Italiana in Mendrisio and holds guest professorships at the Domus Academia in Milan and La Sapienza Università in Rome. In 1979 and in 1987 respectively, he was awarded the coveted "Compasso d'Oro" design prize and in 2007, he received the "Royal Designer for Industry" award from the "Royal Society for the Encouragement of Arts, Manufactures & Commerce" in London.

[www.antoniocitterioandpartners.it](http://www.antoniocitterioandpartners.it)

### **Hanns-Peter COHN, Vitra, CEO Weil am Rhein/DE**

Willi Fehlbaum first founded the company in 1934 as a shop-fitting firm. A trip to the US brought Willi Fehlbaum face to face with the designs of Charles and Ray Eames and George Nelson, which blew him away and which he has been producing under a licence agreement since 1957. The Vitra project was launched. Since then, a passionate and pioneering spirit has presided over the development of furniture in general and chairs in particular in Birsfelden, in collaboration with independent designers. In 1977, Rolf Fehlbaum took over the direction of his father's company, systematically developing it into one of Europe's leading furniture outfits. He pursued the intense collaboration with important designers and architects, always looking for new solutions in the field of office and home furniture. In turn, Vitra owes its commercial success in no small part to Hanns-Peter Cohns' savvy stewardship.

From 1984 to late 1998, Hanns-Peter Cohn worked as Head of Marketing and Distribution on the Vitra project. He left in 1998 to steer the crisis-ridden camera manufacturer Leica onto a more stable path as its CEO. The company's stabilisation was achieved amongst others by a joint venture with Panasonic and a partnership with Hermès, Paris as its main shareholder. In 2005, Hanns-Peter Cohn came back to Vitra as its CEO, while Rolf Fehlbaum became Chairman of the Board of Directors.

After a major fire in 1981, Vitra turned to handling its own architecture with great deliberation. The company mandated British architect Sir Nicholas Grimshaw with the building's reconstruction and the development of a master plan for the grounds. The related discourse triggered a new architectural concept: different, though by no means arbitrary architectures were to meet and bestow upon the site the characteristics of vitality and distinctiveness. Next to Sir Grimshaw, other renowned architects such as Frank O. Gehry, Tadao Ando, Zaha Hadid and Alvaro Siza thus realised important designs upon invitation by Rolf Fehlbaum. The unique density and quality of the buildings gathered here on a small area is the reason the company grounds have turned into a Mecca for architecture and design lovers worldwide over the past 15 years. The Vitra Design Museum caters for the great public interest in the buildings located on the Vitra premises with regular architectural tours held in many languages. Having opened in 1989, the Vitra Design Museum is now a cultural institution of worldwide scope which has contributed significantly to design's exploration and popularisation. Its travelling exhibitions are shown in museums around the world. A subsidiary opened in Berlin in 2000.

Vitra is one of the pioneers to successfully celebrate branding through architecture and design at the highest level, inside the company as well as at the interface with the outside world.

Vitra [www.vitra.com](http://www.vitra.com)

Vitra Design Museum [www.design-museum.de](http://www.design-museum.de)

### **EM2N, Mathias Müller + Daniel Niggli, architects, Zurich**

EM2N, whose acronym still contains the initials of two former partners, is an up-and-coming Swiss architectural practice co-founded by Mathias Müller and Daniel Niggli. They met studying at the ETH in Zurich. Since its inception in 1997, the office has experienced fast-paced growth. Of the by now over 40 employees, over half hail from Germany, Spain and Scandinavia. This mix reflects the melting pot character of Zurich's Langstrassen neighbourhood which the successful team calls home. From the very beginning, the internationally active company has invited young architects from all over Europe to lecture on their latest projects, allowing them to establish a broad network early on.

EM2N keep attracting attention with successful competition entries and realisations. They follow an unconventional approach in the organisation of their architectural practice: open office structures and the early involvement of other disciplines give them great clout. Their success and strong positioning bear testimony to well-functioning team work and never-ending curiosity. According to Mathias Müller, EM2N does not cultivate any architectural language: "Rather, we attempt to surprise our client and ourselves at the beginning of each project." In March 2006, the team won the competition for the conversion of Zurich's Toni complex, beating off international competitors of high renown – the plan is to build an educational and cultural centre, including a number of university departments, which will be of gigantic proportions by Swiss standards. EM2N's architectural concept preserves the site's industrial charm and space for cultural events. The delivery ramp is turned into a public boulevard which links the different study levels with the huge cultural roof terrace. The team had shortly before been awarded the contract for the construction of 130 apartments in Prague, and a heavy publication celebrating their work to date was published in South Korea. It has furthermore attracted attention with its so-called interventions such as for the Hardbrücke train station (2005-2007) or the viaduct arches project in Zurich (2003-). Other current projects include a commercial and residential building in Prague, the extension of the Swiss Film Archive near Lausanne and a convention centre for Thun.

In 2006, together with Zurich's Theater 11, EM2N created a musical stage which skillfully weaves together ideas finding their origins in theatre and architecture, winning the 2007 International Architecture Award bestowed by the Architecture and Design Museum Chicago Athenaeum.

EM2N are interested in the big picture and does not lose itself in details and digressions relating to surface finish. Instead of wallowing in architecture historical references and drawing ingenious proportions, they approach a building pragmatically and develop strategies to make their projects viable – their structures reflect this process and give it shape. "Architecture should take a stand, it can be sexy, it may seduce and irritate, trigger love and hate" is EM2N's according creed. This, and the "lifestyle" demanded by their architecture, sets Mathias Müller and Daniel Niggli apart from the majority of their Swiss colleagues. With their cheeky, clear touch and generous, incisive gestures, EM2N achieve a lot with very little.

EM2N [www.em2n.ch](http://www.em2n.ch)  
Theatre 11 Zurich [www.theater11.ch](http://www.theater11.ch)

### **Bernhard FRANKEN, Franken Architects, architect, Frankfurt am Main/DE**

Corporate architecture made by Bernhard Franken is recognisable by spectacular outside space sculptures and dramatic interior narratives. The architectural practice sees itself mainly as a creator of brandscapes, which provide the client's corporate vision with a space which it should be possible to visually materialise, walk through and experience with all senses. This is how "narrative spaces" are created, i.e. spatial forms of narration for brand communication. Bernhard Franken develops concepts and scenographic set ups for corporate architecture, fair booths, museums, exhibitions, flagship stores, the hospitality industry, experiential and other brand worlds. In the past years, the main attention grabber has been the installation "Take-Off", which snakes its way through the entrance hall of Munich Airport's Terminal II. For BMW and the Deutsches Museum, Bernhard Franken developed a club shaped like a drop of water, which served as the official outpost of Expo 2000 in Munich. This "bubble" brought him international recognition and he now designs BMW's trade fair booths worldwide. The much celebrated exhibition design "Big Bang", which was unveiled at the new BMW/MINI's world premiere at the Paris Automobile Fair in 2006, beautifully illustrates how the immediate effect of space can be harnessed to transmit brand messages.

Bernhard Franken's projects have been featured in the specialist press worldwide and have won over 25 international awards in the field of architecture and design, a.o. the Red Dot Communication Design Award 2007 and the LEAF International Interior Design Award 2007, both for the high-end snack bar Cosmogrill (Munich, 2006). He received the German Designer Club Award 2006 for the Home Couture flagship store. The installation "Take-Off" won the BDA Award "Junge Architekten in Hessen" in 2006, the iF Communication Design Award 2005, the German Designer Club Award 2003 and the Feidad Award 2003. The BMW/MINI project at the Tokyo Motorshow 2005 is nominated for the 2008 Design Award of the Federal Republic of Germany. In 2008, Franken Architekten's work will form the topic of a solo exhibition at the German Centre for Architecture, and the practice plans to participate in numerous group shows, a.o. Blobmaster at the Deutsches Architektur Museum and BIACDF in Korea.

Bernhard Franken studied architecture at the Technical Universities Braunschweig and Darmstadt and has been Artist in Residence at the Städelschule, Frankfurt, Institut für Neue Medien. He then freelanced for ABB Architekten in Frankfurt before entering a 5-year joint venture with them, moving on to found his own office in 2002. He has been lecturing at various international universities and colleges since 1999, a.o. as a visiting lecturer at Kassel University and the Southern California Institute for Architecture in Los Angeles; he started teaching at the Zollverein School of Management and Design in Essen in 2005.

The actual major project is the urban development of Tan Lap Green Village at Vietnams Southern seashore with luxury Hotels and Apartments.

Franken Architects [www.franken-architekten.de](http://www.franken-architekten.de)

### Mike GUYER, Gigon/Guyer Architects, architect, Zurich

When it comes to contemporary architecture, architects Annette Gigon and Mike Guyer are amongst the first names to come to mind in Switzerland and beyond. Gigon/Guyer Architekten has rapidly become a trademark. Since their Kirchner museum in Davos (1992), they are regarded as major protagonists in the field of contemporary museum buildings. The extension of the Kunstmuseum Winterthur (1995) and the Reinhart Collection (1998), also located in Winterthur, the Liner Museum in Appenzell (1998) and the Museum Varusschlacht in Lower Saxony's Kalkriese (2002) are proof of their ongoing engagement with this particular building task. They have further been responsible for providing the collection of concrete art brought together by Gottfried Honegger and Sybil Albers with a new space, "Espace de l'Art", near the French Riviera (2003), as well as realising a warehouse for a gallery in Wichtrach near Berne (2003).

A recurrent theme for Gigon und Guyer is the interpenetration of architecture and nature: the admixing of pigments makes the concrete cubes of the Reinhardt Collection on the Römerholz in Winterthur look like sediment; and for the training centre Appisberg above Männedorf, the architects, in collaboration with artist Harald F., chose a virulent, loud green which sets off the colours of the lawn and the flowers. Loud colours were also used when designing the lecture theatre of Zurich University. For the Kirchner Museum, they used glass in different forms, made to look like a transformation of ice crystals. Despite great formal restraint, L'Espace de l'Art Concret in Mouans-Sartoux (France) once more creates fascinating spatial diversity out of repetitive elements. Further projects are diverse housing schemes, such as a building complex in Geneva and the "Pflegi" in Zurich, as well as the train station complex in Baar (opening in 2008), the "Verkehrshaus der Schweiz" building in Lucerne (opening in 2009), an arts centre with housing and office space in the Löwenbräuareal in Zurich (opening in 2010) and what is to date Zurich's highest high-rise building – the Prime Tower. As yet only at the stage of design, superlatives such as "exceptional" and "outstanding" are being heaped upon the 126-metre high Prime Tower in Zurich. Its opening in 2011 is eagerly awaited. [More information on this project is available in the biography of Peter Lehmann, Swiss Prime Site.](#)

Born in Columbus, Ohio, architect Mike Guyer studied architecture with Dolf Schnebli at the ETH Zurich. After graduation, he worked for the architectural practice OMA/Rem Koolhaas in Rotterdam (1984–1987). In 1987, while engaged in a one-year assistant professorship at the ETH Zurich (chair of Hans Kollhoff), he founded his own architectural practice. Together with Annette Gigon, Mike Guyer has been leading the architectural office Gigon/Guyer with great success since 1989. Guyer currently holds a visiting lectureship at the ETH Zurich.

Gigon/Guyer Architekten [www.gigon-guyer.ch](http://www.gigon-guyer.ch)  
Prime Tower, Zurich [www.primetower.ch](http://www.primetower.ch)  
Kirchner Museum, Davos [www.kirchnermuseum.ch](http://www.kirchnermuseum.ch)  
L'Espace de l'Art Concret, Mouans-Sartoux  
[http://www.espacedelartconcret.fr/site/index.php?temp=art\\_concret\\_histoire&article=17](http://www.espacedelartconcret.fr/site/index.php?temp=art_concret_histoire&article=17)

### Kerstin HÖGER, architect and professor at the Institute for Urban Design, ETH Zurich, Zurich

Kerstin Höger studied architecture at the Technical University Berlin, the MIT and the Harvard Graduate School of Design in Boston. Next to her practical activity as an architect in Germany, Switzerland and the US, she holds an assistant professorship at the Institute for Urban Design of the ETH Zurich where she has been lecturing since 1999 in design studios, seminars and master classes and - programmes. Her current design and research projects focus on campus design, corporate architecture and urbanism, city branding as well as the (re)activation of cities and regions. She is the author of "Campus and the City: Urban Design for the Knowledge Society" and is currently at work on a publication on "Branding and City". Kerstin Höger furthermore collaborates on projects at the Harvard Graduate School of Design and the MIT Media Lab in Boston, as well as the Mitsubishi Electric Research Laboratories in Cambridge/USA.

She regularly appears as a speaker at international conferences and architectural festivals and acts as a guest professor and consultant at numerous public and private institutions such as e.g. the Bauhaus Dessau, the Berlage Institute, CUREM, the EPF Lausanne, the Halter enterprises, Harvard University, HDK Zurich, Hochschule Lichtenstein, the MIT, the NTNU Trondheim, Novatlantis, NUS Singapore, TKK Helsinki, the Technical University Berlin and Delft, UBS Arts Forum, Steirischer Herbst Graz, the Universities of Karlsruhe, Kassel, Stuttgart and Zagreb. She has written for numerous specialist magazines and publications and is working towards a PhD on the topic of "Corporate Urbanism and Branding: Sustainable Urban Design Strategies within Brandhubs" (ETH-internal research project since 2002).

Amongst other accolades, she has received a Fulbright scholarship (1996-98), the Erwin-Stephan Diplompreis (1999), the ETH research scholarship (2002-03), the ETH-internal research project (2004-07) and various architectural awards.

„Branding and the City: Strategies of Corporate Architecture and Urbanism within Brandhubs“, ETH-internal research project [www.brandhubs.com](http://www.brandhubs.com)  
Kerstin Höger [www.kerstinhoeger.com](http://www.kerstinhoeger.com)

### Frank Joss, Director of the Architecture Talks Lucerne, Zurich

In 1996, Frank Joss was mandated by Pontresina/St. Moritz to develop a concept for an international architecture symposium, which took place in this spa and health resort from 1998 to 2002. An interdisciplinary approach to architecture has always been at the centre of the event, which seeks to establish ties between architecture - its focus - and the fields of business, economics, politics, society, philosophy, art, design and the new media. The symposium's objective is to instigate a dialogue about the current manifestations which shape our urban life. Under the name "Architecture Talks Lucerne", the symposium has been taking place at the renowned Culture & Convention Centre Lucerne since 2005 and has established itself as one of Switzerland's major architectural events.

Sensitive architecture has the potential to alter urban identities. This is the thought shared year after year by protagonists and participants at the event. With the Guggenheim Museum in Bilbao, Frank O. Gehry has provided a prime example of how architecture can bestow great power of attraction on a city. Bilbao's architectural icon has become a magnet, for those who live there and for foreigners whose attention it has drawn to the industrial town. Frank Joss is convinced: "The Bilbao effect can take place anywhere". To this end, the Architecture Talks Lucerne provide a highly interesting platform.

As the owner of a communication agency in Zurich, Frank Joss has spent the past years specialising increasingly in the development of concepts in the fields of branding and culture, as well as acting as an international Corporate Culture consultant for major corporations and personalities from the fields of art and architecture. He advises various locations, institutions and companies as regards the development of forward-looking image projects which also address current issues and strive to reconcile business and culture, to promote exchanges between these two central building blocks of society. Working with international personalities, he makes these ideas available to a large public, such as in his collaboration with Milan-based star architect Matteo Thun on a major project in the Grisons. On behalf of the Rontal syndicate (Lucerne), Frank Joss is developing a concept of economic and social location promotion which should see the Rontal grow into "Future Valley Lucerne". The "Laboratory of the Future" which he is establishing for the D4 Business Centre Lucerne is a key element of this concept. For Vitra, he developed a concept of "guerilla stores". For Kölnmesse and its international furnishing show imm cologne, he was in charge of the conception and realisation of the event "Architecture Code Cologne" (2007 and 2008), which brings together the brightest stars of art and architecture in a performative and staged setting. On behalf of Sony Overseas and its in-house fair Sony World HD Forum, Frank Joss' team has developed a platform where the widespread Sony Family meets to exchange ideas, joined by internationally renowned personalities. His office has also produced Corporate Identities for major corporations and institutions such as Omega (worldwide), Spitex, Mobimo, Bucherer Uhren und Schmuck...

Under its own publishing imprint, Joss Communications produces cultural and lifestyle magazines, books and documentaries.

Frank Joss Communications [www.frankjoss.ch](http://www.frankjoss.ch)  
Architecture Talks Lucerne [www.architecturetalks.org](http://www.architecturetalks.org)  
Architecture Code Cologne [www.architecturecode.de](http://www.architecturecode.de)

### Anna KLINGMANN, Klingmann Architects & Brand Consultants, New York

Anna Klingmann PhD is an architect who consistently pushes the boundaries of architecture and brand development. She is the founder and principal of KLINGMANN Architects & Brand Consultants, an innovative, creatively driven agency for architecture brand development in New York that exists to create strong and provocative relationships between marketing agencies, developers, clients, and architects. Its mission is to express the essence of a brand by using architecture as a 3D marketing tool to create an evocative brand experience for customers. It assists corporate clients and developers in achieving a competitive advantage in today's marketplace by using innovative design concepts that effectively enhance a brand's positioning through lasting experiences. Commissions in the past have included branding and concept development for a retail chain in Europe (2007); the HARDROCK Hotel & Casino mix-use development (in collaboration with Gensler 2007), Las Vegas; several large scale retail and mix-use developments in the Far East; SCION Showroom (2006); ROBINSON RESORTS (2005), member of TUI (global market leader in tourism); AUDI Flyer, flagship store concept development (2003); Kroger Supermarkets Inc. (2002); Triphammer Mall, Ithaca (2001); and ADIDAS "World of Sports", 1st prize winning competition (1999). Urban branding schemes have included branding concepts for Yongsan International Business District, Seoul, Korea; Halle Neustadt, Germany (2004); Vaterstetten, Germany (2003); Senftenberg, Germany (2003); Prague (2001); and Marseille, France (2001).

Her work has been published in numerous magazines including: AD Magazine, Daidalos, Architectural Record, Architecture Aujourd'hui, Fast Company, Real Estate Weekly and her articles have appeared in numerous publications such as The Architectural Theory Review, Detail Magazine, Thresholds, Arch+, among others.

Anna Klingmann received her Bachelor of Architecture from Pratt Institute in New York and her Masters Degree in Urban Development from the Architectural Association in London. She received her PhD in marketing and architecture from the University of Arts in Berlin. She worked with internationally renowned architects such as Zaha Hadid and Rem Koolhaas, and was teaching at the Cornell University, the Columbia University and the University of Pennsylvania, the Architectural Association in London, the ETH in Zurich, the University of Arts in Berlin, the University of Florida and the Bauhaus

Foundation. She has lectured on her theoretical and practical work at Princeton University, Ohio State University, Harvard University, MIT and Cornell University among many others. Speaking engagements, seminars and workshops for corporations have included the UBS (United Bank of Switzerland), BMW, AUDI, Prada, ROBINSON INC., among others.

Her book "Brandscapes: Architecture in the Experience Economy" (MIT Press) examines cutting-edge ideas of how architecture can become an effective marketing tool for individual clients, corporations and for cities in the 21st century.

Besides speaking at the Architecture Talks Lucerne on 30 May she will host the seminar "The new Brand Imperative: Finding Authenticity" on 29 May.

[www.klingmann.com](http://www.klingmann.com)

#### **Peter Lehmann, Swiss Prime Site, Chief Investment Officer, Zurich/Olten**

Swiss Prime Site AG is Switzerland's first specialist real estate investment company. Its portfolio of around 3.7 billion Swiss Francs has been created on the basis of a real-estate-picking strategy and comprises top-class commercial properties at selected Swiss business locations. Consistent implementation of this strategy has led to the establishment of one of the most homogeneous property portfolios in Switzerland, which includes the Messeturm Basel, the Cityport complex in Zurich-Oerlikon, Bern Arena or Sihlcity in Zurich (3/2007). In April 2008, the latter was awarded a prize at the European Shopping Center Awards in Amsterdam in the category New Developments. Basically, the "shopping city" Sihlcity is the implementation of a very fundamental idea of urbanity which implies uniting different uses at one manageable location. Architect Theo Hotz has succeeded in transforming Sihlcity into a dense whole of old and new architecture. The 60-metre high chimney, a relic of the old paper mill, is Sihlcity's striking emblem. A total of four factory buildings have been carefully renovated, such as the former sheeting and packaging centre which today provides space for cultural events. The result is a skilful play of tradition and innovation, large and small scale, narrowness and vastness, weightiness and lightness. On around 100'000 m<sup>2</sup> of useable surface, the multiple offerings include amongst others 13 restaurants and food outlets, around 80 shops, a multiplex movie theatre, a fitness/wellness and health centre, service areas, housing and a hotel.

One of Swiss Prime Site's other exciting projects is the Prime Tower. It has already become clear that its design, by Zurich's renowned architectural office Gigon/Guyer, will become a branding object par excellence. It will be vastly influential and have a lasting impact on its surroundings and on the cityscape. As yet only at the stage of design, superlatives such as "exceptional" and "outstanding" are being heaped upon the 126-metre high Prime Tower in Western Zurich. And it seems clear why: on 36 floors, Zurich's new landmark sets a new benchmark for commercial property as regards architecture, transparency, influence and technical perfection. The Prime Tower Zurich is located right in the city centre, on the area formerly occupied by the Maag cogwheel factory. The precise spot where Zurich has been redefined over the past few years. With the realisation of the Prime Tower, further investors are simultaneously planning hundreds of new apartments, parks and gardens, shops and bars. The Prime Tower octagon was unanimously selected as the winning project in a competition which brought together an international array of renowned architects. The decision in favour of the architectural practice Gigon/Guyer was due amongst others to "the crystalline exterior which sets it apart from its environment, the fine movements and protrusions, the multiple usability of the pragmatically large ground plan and the static concept with the pre-stressed ceilings". With its annexes Cubus and Diagonal, the Prime Tower forms an architectural and practical whole. According to Gigon/Guyer, with its heterogeneous mix of office and business world, cultural life and gastronomy, it should echo Zurich's dynamic West End. The opening is expected to be in 2011.

Peter Lehmann has been Chief Investment Officer of Swiss Prime Site since 2002. He moved to the Credit Suisse Group from a general contractor in 1984, assuming responsibility for building management for the real estate investment elements of the Asset Management Division in 1990, and has been responsible for the acquisition and development of properties for Swiss Prime Site AG and other real estate products since 1998.

Swiss Prime Site [www.swiss-prime-site.ch](http://www.swiss-prime-site.ch)  
Prime Tower, Zurich [www.primetower.ch](http://www.primetower.ch)  
Sihlcity, Zurich <http://www.sihlcity.ch/de/Ueberuns/Geschichte.html>

#### **Zena MALEK ANDARI, Principal and Creative Director of KAKS LLC, architect, Aley/Lebanon**

Only 38 years old, the Lebanese architect is considered one of the most influential Arab women and has made a name for herself with her criticism of faceless urban development in the Arab world. She has been known to say: "Arabs view conceptual architecture as more expensive, but in fact they are only too lazy to think." For one of her projects (The Golf Walk), she accordingly designed an interactive sales brochure made up of pop-outs, envelopes and maps which investors and end-users can interact with to gain an understanding of scales, proportions and distances. As she explains: "It's no longer enough to provide brochures filled with pictures of happy families standing on palm tree-lined streets. More detailed information is needed to make an informed decision. Frankly speaking, I don't think the current property brochures here really provide any substantial information and that's why a lot of clients are disappointed when the projects are finished and handed over."

Upon graduating from the ENSAD in Paris in 1993, Zena Malek established Villa22, an architectural consultancy office, in Kuwait. Over a ten-year span, the company executed many projects, amongst others over 200 residential villas; office buildings for financial institutions in Kuwait (located in the Shuwaikh zone); the Kuwait free zone offices (located in the free zone area); offices for an investment firm (located in the AISafat mall); AISaleh offices (located in the AISaleh building); Red Shoes shops (located in the AlFonar shopping mall); as well as many showrooms. She is also the brain behind the revolutionary Sakani software, a totally new architectural style of design which allows different configurations of houses, buildings, restaurants and facilities to be built using mass production methods. This means that an entire housing development can be designed with each unit receiving an individual configuration. The software has been a huge hit in the Middle East.

In 2004, Zena Malek moved to Dubai/UAE to establish Arabian Concept Development and has since been writing one of the industry's success stories. She has won several lucrative contracts from big-name developers – beating off much better known architects and having to overcome scepticism in a male-dominated field. She has handled what are regarded as vanguard projects for the Gulf region, including amongst others: the Wadi AlDyam project located in AISuyouh, Sharjah (a mixed-use development consisting of a shopping mall, a hotel, residential buildings and water parks); the Lua Office towers (located in Jumairah, Dubai); the Hydra office towers and hotel in Business Bay, Dubai; the Golf Walk project in Abu Dhabi (a mixed-use development consisting of a shopping mall, a hotel, residential buildings and offices).

In 2007, Zena Malek founded KAKS LLC together with her husband Andrew Riad Andari. They believe that only quality design and individuality can reverse the negative impacts of mass architecture and thus consequently improve people's lives. As Creative Director at KAKS, she is currently working on a residential compound and a hotel in Mount Lebanon. She is also developing a furniture and accessories line, to be launched in 2008/2009 in the Gulf region. At the upcoming Architecture Talks Lucerne, she will present a new project (residential/branding) which KAKS LLC will be launching in February 2008.

She has been featured in Arabian Business Magazine as one of the 50 Most Powerful Arabs for three consecutive years (2005, 2006 and 2007) and is a regular guest on the lecture circuit: Dubai and Abu Dhabi municipalities (2005 and 2006), Architecture World in Münster/Germany (2007), Leader Day in Dubai (June 2007). Her work, thoughts and vision have been featured in numerous magazines and newspapers, including: Al-Bayan, Paris Match, Forum German, Jumairah Beach Magazine, OK Magazine, SMB Adviser Magazine etc.

KAKS Lifestyle [www.kakslifestyle.com](http://www.kakslifestyle.com)

### Jürgen MAYER H., architect, Berlin

The architectural practice JÜRGEN MAYER H. was founded in Berlin in 1996 by Jürgen Mayer H. and specialises on projects operating at the threshold of architecture, communication and new technologies. Jürgen Mayer H.'s interest lies in creating spaces, from installations to exhibition design, from urban designs to landscape architecture. Together with his team, he develops and realises projects in which a multidisciplinary exploration of space as relating to the body, nature and technology finds its expression. Important aspects of their work are the use of intelligent technologies, interactive media and the exploration of new and responsive materials.

Current projects are the office complex Cicha Street in Warsaw (2007-2009), the office building S11 in Hamburg (2006-2008) or the Danfoss Universe, a food factory and curiosity centre in Nordborg, Denmark (2005-2006). His most important works without doubt include the new cafeteria of the University of Karlsruhe (2006) and the Metropol Parasol – the redesign of Plaza de la Encarnacion in Sevilla. The town of Sevilla called for tenders in an urban design competition: a new market hall was to be created, allowing the historical excavations of important remains of a Roman colony to be on view while giving renewed life and vitality to the Plaza de la Encarnacion. The Metropol Parasol project stretches over four levels; an open museum will offer viewpoints onto the archeological findings thanks to glass elements set into the floor of the new market hall. On top, on a raised plaza, an event space will be shielded from the sun by the umbrellas of the mushroom-shaped parasols. At the very top, nestled in the open umbrellas, at the height of the surrounding rooftops, a café and a panorama walk are planned, from which to admire Sevilla's old town. With his mushroom-style Metropol Parasol, home to restaurants and shops, Jürgen Mayer H. is turning the Plaza de la Encarnacion into a tourist attraction. This exceptional building gives Sevilla a new landmark right in the middle of the medieval old town. Construction is planned to be completed in early 2009. Once again, this project gives expression to the architect's exceptionally sensitive and poetic handling of space and materials. His designs always display a clear, strong character and fit smoothly into the existing landscape, without appearing "garish".

Jürgen Mayer H. studied architecture at Stuttgart University, at the Cooper Union in New York and at Princeton University in New Jersey. His work has received numerous accolades, amongst others the 2003 Mies van der Rohe Award for young architects for his townhouse in Ostfildern's Scharnhauser Park (2002); the Contractworld Award in 2003 (for Stylepark Lounge) and 2004 (for Pixy); and the Holcim Award 2005 Bronze Europe for Sustainable Building for Metropol Parasol. His projects have been featured in many publications, exhibited worldwide, and have found their way

into renowned collections including the Museum of Modern Art New York, the Museum of Modern Art San Francisco and the Staatliche Museen zu Berlin.

Jürgen Mayer H. has taught amongst others at the Graduate School of Design at Harvard University, at the Architectural Association School in London and at Columbia University in New York. In the summer of 2006, he lectured at Metropolis in Barcelona, and in the spring of 2008, he will act as a guest lecturer at the University of Toronto.

Jürgen Mayer H. [www.jmayerh.de](http://www.jmayerh.de)

### **Fernando MENIS, Menis Arquitectos, architect and urban planner, Santa Cruz de Tenerife/ES**

Born in Santa Cruz de Tenerife, Fernando Menis studied architecture and urban planning at the ETSA in Barcelona. In 1981, together with Felipe Artengo Rufino and José María Rodríguez Pastrana Malagón, he founded an office under the name Artengo, Menis, Pastrana, which changed its name to AMP ARQUITECTOS in 1992. In 2004 and 2005, Fernando Menis began winning awards for various competitions with his new, independent practice MENIS ARQUITECTOS, amongst others for the Cuchillitos de Tristan Park, for 55 social housing units in La Laguna (both on Tenerife) and for the rehabilitation of Agulo and Vallehermoso's historical town centre on the island of La Gomera. His portfolio further encompasses a.o. the MM/MM house in Santa Cruz de Tenerife (1998), the district president's offices (1999), eleven bungalows in El Guincho on Tenerife (2002), the sports stadium in Santa Cruz de Tenerife (2002) and the swimming pool on the Spree in Berlin (2004).

The up-and-coming architect displays his abilities not only in large and smaller-scale constructions, he is also intensely involved in urban planning, e.g. the competition he won in 2004 for "Litoral/Seaboard Puerto de la Cruz". The planned interventions enable the extension and revitalisation of an important part of Puerto de la Cruz' harbour. Fernando Menis' projects on La Gomera are realised on a smaller scale, and based on the foundations of eco-tourism: on Agulo, a series of historic houses are being renovated, added to and transformed into small hotels, thus creating a neighbourhood which forges new links between inhabitants and visitors.

His unique formal vocabulary is sculptural and powerful, yet committed to international modernism. Through their materiality, his buildings fit in organically with the Canary Islands' topography, thus turning into distinctive signs. This approach can be found in many details of his work. The recognisable dialogue with the landscape and materiality of those islands of volcanic origin makes his work stand out pleasantly from the short-lived architecture of our time, as well as setting the built form back into relation with its environment rather than merely the building's owner.

In late 2005, the MAGMA Arts and Convention Centre opened on Tenerife: Fernando Menis succeeded in creating a grandiose building which can hold its own against any of the recent large-scale structures worldwide in terms of quality, design and function. Wherever possible, he used local building materials. The rough stone evokes natural rock formations as well as an almost archaic indestructibility. Shortly after completion, the heavy concrete body's unusual shape has become a striking landmark of the Southern part of the island, while fitting in the landscape's volcanic topography as a matter of course. For this project, Fernando Menis did not only shoulder the role of the architect, but is also highly involved in its successful implementation. Indeed, the building's finality should not lie in "l'architecture pour l'architecture": Fernando Menis wants MAGMA to fully exhaust its potential as a local institution which is accepted and used by locals rather than a mere tourist attraction. A further project whose final result is eagerly awaited is the Santísimo Redentor Church in La Laguna, Tenerife. Once again, it takes up elements of its surroundings, and the play with natural light and ventilation will take on a central role.

Fernando Menis is teaching, gives workshops and lecture at universities and institutions a.o. in Vienna, Graz, Havana, Berlin, Paris, Rome, Barcelona, Valencia, Leon, Castellon, Santiago de Compostela, Benicassim, Las Palmas de Gran Canaria, Santander, Adeje. His work has been exhibited a.o. at the Aedes Gallery Berlin (2006), at the TU Stuttgart (2006), at Met Room Barcelona (2006) and was part of group exhibitions in Tenerife, Stuttgart, London, Alicante, Berlin, Las Palmas, New Delhi, Shanghai, Hamburg, New York (MoMa), CCCBarcelona, Biennale di Venecia (2006).

Menis Arquitectos [www.menis.es](http://www.menis.es)

MAGMA Arte & Congresos [www.magmacongresos.com](http://www.magmacongresos.com)

### **Thomas MUDERLAK, BMW Group, Launch Manager and Head of International Trade Shows, Munich**

There's no getting around BMW when considering the theme of architectural branding. That BMW is well-versed in using architecture as a branding tool has been well-known even before Zaha Hadid's central building for the BMW production plants in Leipzig (2005) or Coop Himmelb(l)au's BMW Welt which opened in Munich in the fall of 2007. The Austrian architect Karl Schwanzer (1918-1975) already built a timeless yet forceful landmark in 1973 with the administration tower and museum. BMW has always been keen to explore the interface between brand, architecture and movement/mobility, as well as the possibility to make these externally visible and open to experience. This also finds its expression in the company's large-scale fair booths, and its slogan "The Art of Being BMW" culminates in the worldwide unique BMW Welt, its experience and delivery centre in Munich. Around 850,000 yearly visitors are expected. Next to the exclusive presentation of all car series and motorcycles, multimedia shows and exhibits provide insights into research,

development, design and production, thus making it possible to comprehensively experience BMW as a brand and company. Space-filling installations provide dramaturgy of the highest quality. Thomas Muderlak, Launch Manager and Head of International Trade Shows for BMW Group Munich, will share his insights into BMW's successfully established branding world and discuss which factors make for successful brand architecture.

Thomas Muderlak studied Business Administration a.o. at Cornell University, Ithaca/New York (1993), the Fachhochschule Munich (1993–1997) and Napier University in Edinburgh/UK (1995). He began his professional career as Executive Assistant at the Paulaner Brauhaus Consulting in Munich (1997–1999), then at Erdinger Weissbräu in Munich, first as Executive Assistant Marketing and Distribution (1999–2001), then as Head of Marketing (2001–2002). His remarkable career at BMW Group was launched in early 2003 as Project Director for Corporate & Brand Identity.

BMW Group [www.bmwgroup.com](http://www.bmwgroup.com)

BMW Welt Munich, Architecture: Coop Himmelb(l)au, 2007 [www.bmw-welt.com](http://www.bmw-welt.com)

Central Building, BMW Production Plant Leipzig, Architecture: Zaha Hadid, 2005 [www.bmw-werk-leipzig.de/leipzig/deutsch/lowband/com/de/index.html](http://www.bmw-werk-leipzig.de/leipzig/deutsch/lowband/com/de/index.html)

BMW web.tv – The international Entertainment Magazine [www.bmw-web.tv/de/channel/new](http://www.bmw-web.tv/de/channel/new)

### **Karin SALM, arts correspondent at Schweizer Radio DRS2, Basle**

Karin Salm has been freelancing as a journalist since 1987. She started out at the newspaper Winterthurer AZ bevor moving on to Schweizer Radio DRS in 1991. She first worked as an editor on the format "Regionaljournal Zurich/Schaffhausen" (1991-1994), whose direction she then took over (1994-1997). She further collaborated as an editor on the programmes "Musik für einen Gast" (1996-2001) and "DRSaktuell". As deputy editor-in-chief, Karin Salm co-developed the programme "DRSaktuell". She has been working at SR DRS2's arts desk for "Reflexe" since 2002, thematically focussing on architecture, landscape gardening and cultural politics. In 2005, she took over the interim direction of the arts desk. In parallel, she is a frequent presenter of events and round-table discussions in these fields, such as e.g. the Architektur Forum Ostschweiz and the 2<sup>nd</sup> Arboner Kulturtag 2007. Karin Salm will be leading us through the Architecture Talks 2008 as our presenter.

Swiss radio channel DRS2 [www.drs2.ch](http://www.drs2.ch)

Swiss radio channel DRS2, Reflexe [www.drs2.ch/www/de/drs2/sendungen/top/reflexe.html](http://www.drs2.ch/www/de/drs2/sendungen/top/reflexe.html)

### **André TERZIBACHIAN, Atelier Christian de Portzamparc, architect, Paris**

André Terzibachian is one of five studio managers who lead the ninety-strong architectural team in major projects at Atelier Christian de Portzamparc. He has been collaborating with Christian de Portzamparc for eleven years, both as head designer and as project manager.

Founded in 1980 by Christian de Portzamparc, the eponymous Atelier possesses an unusually clear and consistent vision, devising highly original spaces that serve a variety of functions at an urban level. With its projects, it demonstrates that contemporary developments can be woven into the urban fabric, transforming a site rather than dividing it. This concept of urban transformation stemming from "occupied voids" led to research on the "intimate bloc", a form of micro-urbanism according to which an interactive human domain relies on volumes being created at a scale lying between that of the city block and that of individual buildings. A successful example is given by De Citadel in Almere/NL, realised under the supervision of André Terzibachian: a multi-layered shopping and apartment complex with a cubist touch in the new city centre, two shopping streets at ground level, a green high plateau on top with 46 playful, colourful terraced houses and a six-story residential tower. This "city within the city" is part of OMA/Rem Koolhaas' master plan for the densification of the city centre. From an urbanistic perspective, De Citadel is the cornerstone which ensures the functioning of the city centre. One year after its completion (2006), citizens have unreservedly adopted the project as a central element of their new city centre. The project won the 2006 Almere Architecture Award.

André Terzibachian graduated in 1990 and worked for several architectural firms as well as the Architectural Department of Bouygues International Engineering, France's premier contractor, before joining the Atelier in 1997. His previous experience on large scale projects, such as the François Mitterrand Public Library in Paris, a skyscraper development in Bangkok/Thailand, and Kuala Lumpur's central station roof, led him to play a key role in the studio. He currently manages projects primarily in the United States and the Middle East, such as the Academy Museum of Motion Pictures in Hollywood, Los Angeles (2007 - in progress); the Riverside Center project, a high-rise mixed-use development on the West side of Manhattan, New York City (2005 - in progress); a high-rise housing tower in Manhattan, New York City (2006 - in progress); the Beirut Gate project, a high-rise mixed-use development in Beirut, Lebanon (2005 - in progress); and a high-rise mixed-use tower in Riyadh, Kingdom of Saudi Arabia (2008 - in progress). Other significant projects he has managed include: the Westend Plaza, an urban entertainment and retail centre with cinemas in Frankfurt, Germany (1999); the Moulin & Madone twin towers in Monaco (1997); the Espace Lumière office complex in Boulogne-Billancourt, Paris (1996 - 1999); the Zeil project, a mixed-use urban development with towers in Frankfurt, Germany (2002); the city centre block C So Bella, a retail and housing project in Las Vegas (2005); the Signal Tower, a

mixed-use tower in La Défense, France (2007); the Sheikh Zayed Museum in Abu Dhabi, United Arab Emirates (2007); and the competition for the extension of the seaside urban development of Monaco, which is a collaborative project involving Atelier Christian de Portzamparc, Elizabeth de Portzamparc Agency, OMA Rem Koolhaas and Frank O. Gehry (2007 - in progress).

Further major projects realised by Atelier Christian de Portzamparc are a.o. the Ecole de Danse de Nanterre (1987), the Cité de la Musique in Paris (1995), the LVMH Tower in New York (1995), the Luxemburg Philharmonic (2005), the residential tower at 400 Park Avenue in Manhattan (construction of which begins 2008) and the Cidade da Musica in Rio de Janeiro (under construction, scheduled to open in 2009) which will provide concert halls, a cinema and a music school.

Atelier Christian de Portzamparc [www.chdeportzamparc.com](http://www.chdeportzamparc.com)

De Citadel, Almere [www.eurowoning.nl/flash\\_content/01projecten/almere\\_thecity\\_thewave/04citadel/project.html#](http://www.eurowoning.nl/flash_content/01projecten/almere_thecity_thewave/04citadel/project.html#)

### **Kjetil THORSEN, Snøhetta, architect, Oslo**

Born in Norway, Kjetil Thorsen studied architecture at the Technical University Graz. In 1987, together with Craig Dykers (USA) and Christoph Kapeller (Austria) amongst others, he founded the practice Snøhetta, which today numbers around 90 employees and works on projects operating at the interface of architecture, landscaping and design. One of the practice's first projects was its entry for the competition for the new library of Alexandria (Egypt), which it won. Following some delays due to the politically tense situation in Egypt, the library opened in 2002 and has since received many accolades, amongst others the Aga Khan 1st Prize in 2004.

Snøhetta is the name of a large mountain standing in the middle of Norway, where Vikings believed heaven to be located. For the Snøhetta team, a mountain represents a complex form, at once landscape, quasi-architectural object, and, in this particular instance, a powerful symbol. It is a form which, in the final analysis, sums up their approach to architecture – an ongoing, extensive approach whose intent, without any disciplinary divide, is to work not on objects but on environments, in all their varying dimensions. The Snøhetta team has once and for all rejected the classical vertical functioning of architectural practices, in which those who get their ideas across, at the top of the pyramid, are those most removed from the realities and details of the project. This verticality, responsible for wasted time and lost efficiency, recurs, in their view, in the management and uses of buildings once finished. Snøhetta has radically opted for a horizontal and cross-disciplinary practice, refocussing on the project. The Snøhetta team makes this search for efficiency, flexibility and professionalism available to a sensitive, significant and almost metaphysical architecture, incorporating the most immaterial and fluctuating elements of real time passing, the weather, light, the seasons, movement.

Snøhetta's major achievement is the construction of the new WTC Cultural Center at Ground Zero, which will house the site-wide visitor's centre, the International Freedom Center, and the Drawing Center. Kjetil Thorsen's team was selected amongst 60 competitors and the entire complex on today's Ground Zero is due for completion by 2009. Kjetil Thorsen describes the basic idea as follows: "Imagine a braking movement: when you approach the museum, everything becomes slower, the fast-paced character of the city evaporates. And conversely: when you leave again, you need to be able to quickly settle back into the city's rhythm." Snøhetta also won the international competition for Oslo's new national opera house. The design's most seductive feature is the roof, which rises directly from the fjord. Oslo's new landmark will open in style in April 2008. Further projects are the Turner Contemporary Museum in Margate/UK, the Petter Dass Museum in Alstahaug/Norway, the National Academy of the Arts in Bergen/Norway and the Serpentine Gallery Summer Pavilion 2007 in London, created in collaboration with Olafur Eliasson.

A further interesting project by Kjetil Thorsen and his team is being built in the Middle East. On behalf of Sheikh Saud bin Saqr Al Qasimi, they are planning a building complex for the new capital Ras Al Khaimah in the United Arab Emirates. The complex will operate as "entry point" into the capital and host a convention centre, exhibition halls, a 5 star plus hotel and a 4 star hotel.

Kjetil Thorsen has served as jury member at various design competitions in Europe and has been involved in several architecture exhibitions, design symposia and conferences worldwide. He lectures regularly and is involved in the promotion of Norwegian architecture abroad. In 2004, he became professor at the University of Innsbruck, where he heads the Institute for Experimental Studies in Architecture together with Patrik Schumacher from Zaha Hadid Architects.

Snøhetta [www.snoarc.no](http://www.snoarc.no)

UNESCO Biblioteca Alexandria

[http://portal.unesco.org/ci/en/ev.php-URL\\_ID=4539&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/ci/en/ev.php-URL_ID=4539&URL_DO=DO_TOPIC&URL_SECTION=201.html)

Den Norske Opera, Oslo [www.operaen.no/sw381.asp](http://www.operaen.no/sw381.asp)

**Ria VAN DIJK, Department of Urban Design and Landscape Architecture of the Municipality of Almere, urban designer, Almere/NL**

Almere's evolution is a remarkable one. This new town near Amsterdam numbering 180'000 inhabitants is well-known for its dynamic development and its outstanding architecture. It is viewed as a prime example of a successful mix of urban measures which turned Almere into a live and work place offering great life quality, but also into a travel destination. Almere was founded in 1976 on reclaimed land of the former Southern Sea. Over the past thirty years, Almere's growth has surpassed that of all other European cities. The Centre of Almere City needed to be restructured in order to cope with new demands. Based on a master plan by OMA Office for Metropolitan Architecture, a second (pedestrian) level and new functions have been introduced, which will create a higher urban density. New mega-blocks, apartment and commercial buildings, theatre and entertainment centres, leisure and retail shops have been designed by various renowned international and local architects such as Alsop & Störmer Architects, David Chipperfield, Claus en Kaan, Gigon Guyer, Mecanoo, OMA, Christian de Portzamparc, SANAA, S333, UN Studio and René van Zuuks, to name but a few. Almere has become an important landmark on the international map and its population is expected to increase to 250'000. The government is wondering whether Almere can even grow to 400'000 inhabitants by 2030.

At the Architecture Talks Lucerne, Ria van Dijk will trace Almere's urban history, considering the challenges and pitfalls which need to be taken into account when developing such a rapidly growing city, and explaining where the focus will be lying in terms of urban planning in the years to come.

After studying urban design and strategic urban planning at the Technical University Eindhoven, the Postgraduate School of Architecture in Amsterdam, the Amsterdam Academy of Architecture and the University of Amsterdam, Ria van Dijk has been working as an urban designer at the Department of Urban Design and Landscape Architecture of the Municipality of Almere since 2000. In this capacity, she designs plans on different planning levels, from regional plans to structural plans for the entire city to development plans for parts of the city; a task which entails finding new strategies for differentiation in housing and housing environments and improving the building production process, finances and housing quality. At the level of development plans, she designed the plan for the mixed-use neighbourhood Europakwartier and is designing the mixed-use sub-centre Olympiakwartier as well as a three kilometre long coastal area of Almere Poort.

Other projects include the building experiment "Simplicity", a floating housing area of five hundred houses, called Pampushaven, which integrates safety into the urban design process. On the occasion of Almere's 30<sup>th</sup> anniversary, Ria van Dijk published "Almere vanuit de lucht" (Almere from the sky, 2006, ISBN 90-6868-437-X) in cooperation with RoVorm. Ria van Dijk teaches and lectures worldwide, amongst others at the Universities of Minnesota and Berkeley (USA, 2007), the Academy of Architecture in Tilburg (2007), the Technical University of Eindhoven (2005) and the Technical University of Delft (2002 and 2003); she was a visiting critic at Stuttgart University in 2006.

Almere [www.almere.nl](http://www.almere.nl)

**Bostjan VUGA, Sadar Vuga Arhitekti, architect, Ljubljana/Slovenia**

Bostjan Vuga founded the architectural practice Sadar Vuga Arhitekti (SVA) jointly with Jurij Sadar in Ljubljana/Slovenia in 1996. Over the past years, they have specialised on open, innovative and holistic architectural design and urban planning, focussing on residential schemes, office buildings and city centres. Sadar Vuga Arhitekti has become one of Slovenia's most successful and largest architecture firms.

The practice has been driven by a quest for quality, with a strong belief that forward-leaping architectural production contributes to our well-being and generates a sensitive and responsive development of the physical context we live in, broadening our imagination and stimulating our senses. The growing portfolio of built work ranges from innovative town planning to public space sculpture, from interactive new public buildings to interventions within older existing structures. SVA design extended living areas in residential buildings, guided by the culture and climate of a given specific location. Encompassing municipal councils and central governments, national and private arts bodies, multinationals as well as Slovenia's best developers, the client base reflects the diversity of built and project experience.

One of its most spectacular early successes was the new building housing the Slovenian Chamber of Commerce and Industry in Ljubljana, finalised in 1999 and awarded the Trend Preis 2001, the ECCS Steel Design Award 2001 and the Bauwelt Preis 2001. Further realized projects are the central part of the National Gallery (2001), the recently completed residential buildings Condominium Trnovski Pristan and Apartment House Gradaška, which contribute to high-quality urban living on the edge of Ljubljana city centre. SVA have received numerous accolades, amongst others the Trend Prize for Special Results in Visual Creativity Ljubljana (2001, 2005 and 2006) and the ECCS Steel Design Award (2001 and 2003), as well as being repeatedly nominated for the Mies van der Rohe Award (2001, 2003, 2005 and 2006) and the Marcus Prize for Architecture, Milwaukee (2007). SVA are in demand as speakers and exhibition participants worldwide.

With the "Formula New Ljubljana" – a collection of their own realisations and of urban planning studies –, the young architects are now also intervening in the political process. Sadar Vuga Arhitekti are of the opinion that architecture

should not function as a mere piece of design, but rather as a way to shape social space. In their view, architecture thus plays an interactive social role. The architectural practice therefore champions a proactive role for architects, who should also shoulder public responsibility.

Bostjan Vuga studied architecture at the University of Ljubljana (until 1992) and the AA School of Architecture in London (1993 – 1995). In 2003, he was a studio tutor at the Berlage Institute in Rotterdam. Bostjan Vuga has been guest critic amongst others at the AA School of Architecture in London, the Bauhaus Kolleg in Dessau, the IAAC in Barcelona, the ETH in Zurich and the University of Applied Arts in Vienna.

[www.sadarvuga.com](http://www.sadarvuga.com)

**Tomaso ZANONI, Zanoni Architects, architect and town planner, Zurich,**  
municipal architect in Zug from late 2003 to early 2008

*"Land is a non-extendable good, increasing the responsibility of all involved – land owners, investors, public authorities, planners and architects - to cultivate it into beautiful spaces worth living, from an urban planning and an architectural perspective." Tomaso Zanoni*

From late 2003 to early 2008, Tomaso Zanoni headed the Department for Urban Planning of the city of Zug as its municipal architect, contributing decisively to the fast-paced growth of the city with impressive architecture. In this capacity, he was responsible for studies and competition procedures as well as project development with private owners, representation of the awarding authority for municipal buildings, management of project planning and execution, collaboration with the Cityscape Committee, coordination of municipal and cantonal construction projects and the design of public space. It should be pointed out that Zug's urban development did not lay emphasis solely on individual outstanding projects, but in equal measure on the junction of city fragments. Tomaso Zanoni has remained in the city's employ, as well as that of the canton Zug, as an independent consultant. He has been a member of Bülach's (canton Zurich) development team since 2005 and President of its Committee for Urban Design since 2008. Since 2007, he has furthermore been co-responsible for setting up an urban planning and architectural consultancy for Appenzell (AI).

Tomaso Zanoni graduated in architecture and town planning from the ETH Zurich in 1980, undergoing further training on a regular basis in a variety of specialist fields and in management. After his studies, he worked for Theo Hotz in Zurich and in 1982, his own architecture, town planning and consultancy office. His practice focuses on urban planning, architecture, interior design, consulting, expert reports, preparation and monitoring of planning processes. Tomaso Zanoni has lectured at universities in Switzerland and in the US and is regularly invited to sit as an expert on selection committees and monitoring bodies for competitions and project developments. Amongst others, he was guest critic at UNITEC in Auckland, School of Architecture and Landscape Architecture, New Zealand in 2004 and has been a member of the Zurich Consulting Centre *bzz* since 2003. Tomaso Zanoni has published books and numerous articles on architectural and urban development issues in specialist magazine in Switzerland and abroad.

[www.zanoni-architekten.ch](http://www.zanoni-architekten.ch)