



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

Speakers' biographies

Valid as of 26.5.2008. 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. At MADA s.p.a.m. Sunny Zhanhui Chen holds a key management position and is coaching 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. 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. Sunny Chen 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 in Shenzhen, witnessing its process of development from special economic zone (SEZ) to post-SEZ status. His photographic work on architecture has been published by many specialist magazines worldwide.

www.madaspam.com

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

After graduating in architecture Antonio Citterio 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 Headquarters 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. As an architect and designer of international renown, Antonio Citterio works for companies such as Ansong, 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. 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

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

Willi Fehlbaum first founded the company in 1934 as a shop-fitting firm. The Vitra project was launched in 1957. 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, developing it into one of Europe's leading furniture outfits. 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

t: +41.44.253.91.91, f: +41.44.253.91.93, contact@architecturetalks.org, www.architecturetalks.org

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

www.vitra.com

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. EM2N keep attracting attention with successful competition entries and realisations. 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. 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. "Architecture should take a stand, it can be sexy, it may seduce and irritate, trigger love and hate" is EM2N's according creed.

www.em2n.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, such as 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. Currently, Bernhard Franken main project is the planning of a luxury holiday resort in Vietnam.

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. Further projects are a new space, "L'Espace de l'Art", near the French Riviera, for the collection of concrete art brought together by Gottfried Honegger and Sybil Albers (2003), a warehouse for a gallery in Wichtrach near Berne (2003), 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. 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) and in 1987, 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. More information on the Prime Tower is available in the [biography of Peter Lehmann](#), Swiss Prime Site.

www.gigon-guyer.ch

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

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". 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.

www.brandhubs.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. 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. An interdisciplinary approach to architecture has always been at the centre of the event. The symposium's objective is to instigate a dialogue about the current manifestations which shape our urban life. As the owner of a communication agency in Zurich, Frank Joss has spent the past years specialising in the development of concepts in the fields of branding and culture 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. 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". 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). On behalf of Sony Overseas, Frank Joss' team is responsible for a discussion forum which is part of the in-house fair Sony World. Under its own publishing imprint, Joss Communications produces cultural and lifestyle magazines, books and documentaries. www.frankjoss.ch

Anna KLINGMANN, Principal of Klingmann Architects & Brand Consultants, New York

Anna Klingmann is the founder and principal of KLINGMANN Architects & Brand Consultants, an innovative, creatively driven agency for architecture brand development in New York whose 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. Commissions in the past have included branding and concept development for a retail chain in Europe (2007); the HARDROCK Hotel & Casino mix-use development, Las Vegas; ROBINSON RESORTS (2005), member of TUI; AUDI Flyer, flagship store concept development (2003); Kroger Supermarkets Inc. (2002); Triphammer Mall, Ithaca (2001); and ADIDAS "World of Sports". Urban branding schemes have included branding concepts for Yongsan International Business District, Seoul, Korea; Halle Neustadt, Germany (2004); Vaterstetten, Germany (2003); Prague (2001); and Marseille, France (2001). 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 the internationally renowned architects Zaha Hadid and Rem Koolhaas, and has held assistant professorships at Universities and Institutions in the whole world. 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. 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, which includes the Messeturm Basel, the Cityport complex in Zurich-Oerlikon, Bern Arena or Sihlcity in Zurich (3/2007). 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. Zurich's new landmark on 36 floors sets a new benchmark for commercial property as regards architecture, transparency, influence and technical perfection. 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". 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. www.swiss-prime-site.ch

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. 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; the Kuwait free zone offices as well as many showrooms and the development of the revolutionary Sakani software. 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 handled what are regarded as vanguard projects for the Gulf region, including amongst others: the Wadi AlDyam project located in AlSuyouh, Sharjah; the Lua Office towers (located in Jumairah, Dubai); the Hydra office towers and hotel in Business Bay, Dubai. 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. At the upcoming Architecture Talks Lucerne, she will present a new project (residential/branding) which KAKS LLC will be launching in February 2008.

www.kakslifestyle.com

Jürgen MAYER H., architect, Berlin

Jürgen Mayer H. specialises on projects operating at the threshold of architecture, communication and new technologies. His interest lies in creating spaces, from installations to exhibition design, from urban designs to landscape architecture. 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. 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. www.jmayerh.de

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

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. 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. 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. He wants MAGMA to fully exhaust its potential as a local institution which is accepted and used by locals rather than a mere tourist attraction. www.menis.es

Thomas MUDERLAK, BMW Group, Launch Manager and Head of International Fairs, Munich

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. 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. At the Architecture Talks, 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. His remarkable career at BMW Group was launched in early 2003 as Project Director for Corporate & Brand Identity. www.bmwgroup.com

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 before 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). 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. Karin Salm will be leading us through the Architecture Talks 2008 as our presenter. www.dr2.ch

André TERZIBACHIAN, Atelier Christian de Portzamparc, architect, Paris

André Terzibachian is one of five studio managers who lead the ninety-strong architectural team 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. 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. 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 currently manages projects primarily in the United States and the Middle East, such as the Academy Museum of Motion Pictures in Hollywood, L.A. (from 2007); the Riverside Center project, a high-rise mixed-use development on the West side of Manhattan, New York City (from 2005); the Beirut Gate project, a high-rise mixed-use development in Beirut, Lebanon (from 2005); and a high-rise mixed-use tower in Riyadh, Kingdom of Saudi Arabia (from 2008). www.chdeportzamparc.com

Kjetil THORSEN, Snøhetta, architect, Oslo

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. 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. Ground Zero is due for completion by 2009. 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. 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. www.snoarc.no

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. 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. 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. 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. 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. 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. 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

Tomaso ZANONI, Zanoni Architects, architect and town planner, Zurich

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. 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). After studying architecture and town planning at the ETH Zurich, he worked for Theo Hotz in Zurich and in 1982, he founded his own architecture, town planning and consultancy office. 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. He has published books and numerous articles on architectural and urban development issues in specialist magazine in Switzerland and abroad.

www.zanoni-architekten.ch