



*Thank you for including the
Architecture Talks Lucerne
in your calendar of events!*

Zurich, 21 February 2008 (update: 27.4.2008)

Press release

Architecture & Branding – or the quest for the Garden of Eden Architecture Talks Lucerne – 30 & 31 May 2008

"Architecture & Branding – or the quest for the Garden of Eden" is the theme of the Architecture Talks Lucerne's forthcoming edition. Under the stewardship of Frank Joss, a distinguished team of internationally renowned speakers will be discussing the risks and opportunities of architectural branding. The Architecture Talks Lucerne, which will once again take place at Lucerne's KKL (Culture and Convention Centre Lucerne, Switzerland), will be complemented by in-depth seminars.

Beijing's currently much-discussed "Bird's nest" by Swiss architects Herzog & de Meuron is not the first example to show that, as a central component of a comprehensive branding strategy, architecture can be put to use with great success for companies, locations and architects themselves. Yet architectural branding also involves certain risks: the differing interests of corporations, location promoters and urban planners inescapably lead to conflict, and architects can contribute to the self-projection of private and public clients with their iconic buildings. In a world dominated by fast-paced images, branding must therefore be redefined in order to go back to an architecture which takes into account the long-term objectives of urban development while also conjuring a lasting, authentic sense of identity.

An exciting programme led by distinguished speakers

The Architecture Talks Lucerne will address these issues from the viewpoint of architects, corporations and location promoters. Architecture and its design will take clear centre stage. Around 15 distinguished expert speakers from Switzerland and abroad will present projects, share their experiences and challenges and highlight successful and more difficult examples: **Antonio CITTERIO**, designer and architect, Milan | **Hanns-Peter COHN**, CEO of Vitra, Weil am Rhein | **Christian DE PORTZAMPARC**, architect and urban planner, Paris | **EM2N, Mathias Müller & Daniel Niggli**, architects, Zurich | **Bernhard FRANKEN**, architect, Frankfurt | **Mike GUYER, GIGON/GUYER**, architect, Zurich | **Kerstin HÖGER**, architect and assistant professor at the Institute for Urban Design, ETH Zurich, Zurich | **Anna KLINGMANN, Klingmann Architects & Brand Consultants**, New York | **Peter LEHMANN, SWISS PRIME SITE**, Chief Investment Officer, Olten | **Qingyun MA, MADA s.p.a.m.**, architect and Dean of the School of Architecture, University of Southern California, Shanghai and Los Angeles | **Zena MALEK, KAKS LLC**, architect, Lebanon | **Jürgen MAYER H.**, architect, Berlin | **Fernando MENIS**, architect and urban planner, Santa Cruz de Tenerife | **Thomas MUDERLAK, BMW Group**, Launch Manager and Head of International Fairs, Munich | **Kjetil THORSEN, SNØHETTA**, architect, Oslo | **Ria VAN DIJK**, Department of Urban Design and Landscape Architecture of the Municipality of Almere, urban designer, Almere | **Bostjan VUGA, SADAR VUGA ARCHITEKTEN**, Ljubljana | et al. Presenter: **Karin SALM**, arts correspondent at Swiss radio channel DRS2, Basle.

For more information on our speakers, please refer to the enclosed documents and our website www.architecturetalks.org.

Concomitant seminars on 29 May

All around the Architecture Talks, we offer a selection of events which provide generous space for valuable encounters and enriching conversations, aiming to prolong initiated architectural dialogues and discussions. Amongst these are **two seminars** taking place on 29 May which offer guidance for more differentiated stock-taking and strategy development.

Seminar 1: "Pathways into the Public Eye"

Conducted by: Sally Below, sally below cultural affairs, communication consultant, Berlin

The seminar is designed for owners of small and medium-sized architectural practices as well as those handling PR for larger practices. It aims to provide guidelines for planning one's own public relations and to impart the necessary tools. Sally Below will lead participants through the different steps in the development of successful self-representation and effective PR – from defining one's own qualities and potentials to the adequate set of measures.

When: 29 May 2008, 1.30 - 6.30 pm

Where: Hotel Radisson SAS, Lucerne, Seminar Room Noelli

The seminar will be held in German

Seminar 2: "The New Brand Imperative: Finding Authenticity"

Conducted by: Anna Klingmann, Klingmann Architects & Brand Consultants, N.Y.

This seminar aims to assist corporate leaders, senior executives, managers, business owners and architects in understanding the relevance of authenticity in today's global marketplace. For today, everything must be as genuine, sincere and real as possible. The first part of the seminar will distinguish between different categories of authenticity and outline strategies on how to make offerings more genuine. In a second part, Anna Klingmann will demonstrate how architecture can be strategically employed to create imaginative spaces that truly engage customers and are perceived by them as authentic experiences.

When: 29 May 2008, 2.00 - 6.00 pm

Where: KKL Luzern (Culture & Convention Centre Lucerne), Media Room 1, 3rd floor

The seminar will be held in German

Attendance fees Architecture Talks Lucerne

Symposium, 30 & 31 May: 1 day: CHF 300.00/EUR 180.00; **2 days:** CHF 490/EUR 300.00; **Seminars, 29 May:** CHF 240.00/EUR 150.00 per seminar

Reduced rates are available for students, SIA members and groups of 3 or more.

The complete programme of the Architecture Talks Lucerne and information on how to register are available under: www.architecturetalks.org

No Talks without partners

The following companies and institutions make the Architecture Talks 2008 possible through their support and their financial backing: **Albert Koechlin Foundation Lucerne; City and Canton of Lucerne; SIA Swiss Society of Engineers and Architects;** our sponsorship partners **Arwa, D4 Business Centre Lucerne, Implenia Real Estate, Schindler, Sony, Swarovski, Swiss International Air Lines as Official Carrier, Swiss Prime Site and Vitra;** and our media partners: **archithese, Atrium, Bilanz Homes, brand eins, Die Weltwoche, Ideales Heim, Umbauen + Renovieren and world-architects.com.**

Concept, organisation and information

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