

# Future Architecture Platform

## MATCHMAKING CONFERENCE AT MAO

The Matchmaking Conference will take place from **18 – 20 February** at the Museum of Architecture and Design (MAO) in Ljubljana. The conference will present a variety of topics and ideas on the future of architecture that have been collected through the platform's Call for Ideas. Based on their visions the selected creatives will be matched with the 14 members of the platform to create the Future Architecture programme of events.

The first two days of the conference will be open to public and will also see the lectures from director of MAO and platform manager Matevž Čelik as well as other notable personalities in the field of architecture, urban planning and creative industries, like independent urbanist and futurist Liam Young and creativity expert Jonathan Howard. On the third day of the event the candidates and the platform members will officially kick-off their collaboration.

Check out the selected participants and the programme! Free admission, applications to [infobio@mao.si](mailto:infobio@mao.si) are required.

## VISIONS OF FUTURE ARCHITECTURE

The ideas submitted revealed the critical thinking of the currently emerging generation of designers and architects in relation to the existing models that shape architecture as a discipline. They presented visions of what architecture could be and highlighted architects and designers as initiators of change in the larger societal picture. These ideas show the role of architecture as a pragmatic intellectual discipline, which is able to interpret and address the new dynamics of everyday life.

The Future Architecture Call for Ideas 2015 produced **291 proposals by 524 emerging artists from 39 countries**. Members of the platform and the public have selected emerging creatives to participate and speak at the Future Architecture Matchmaking Conference to take place February 18–20, 2016 at the Museum of Architecture and Design (MAO) in Ljubljana.

The speakers at the conference will be Tomaž Pipan (Slovenia), urbz (India), Jack Self (United Kingdom), Lavinia Scaletti (Italy), Land+Civilization Compositions (The Netherlands), Esen Gökçe Özdamar, Ahmet Bal, Şermin Şentürk (Turkey), Plan Común (Chile), Sonja Jankov (Serbia), Something Fantastic (Germany), CNTXT Studio (United Kingdom), Ana Jeinić (Austria), dotlinearchitects (Switzerland), Aman Iwan (France), Clement Blanchet (France), Nela Kadic & Vera Seriakov (Austria), Anja Humljan (Slovenia), Léopold Lambert (France), Cristina Ampatzidou, Ania Molenda (The Netherlands), Linnea Våglund (Sweden), Manon Mollard (United

Kingdom), Guerilla Architects (Germany), Sodeste (Chile), Miloš Kosec (Slovenia), Sara Neves + Filipe Estrela (Portugal), and Aleksandra Zarek (United Kingdom).

They will personally present their ideas and visions to the platform members and the general public. Based on the presentation of ideas, candidates will be matched with members to create the platform programme.

The conference will also see lectures from independent urbanist, designer and futurist **Liam Young**, the founder of the future think tank Tomorrow's Thoughts Today, creativity expert **Jonathan Howard**, who takes an anthropological approach to creativity and city management, author of the platform concept and director of MAO **Matevž Čelik**, co-founder of Slovenia Coworking and Slovenia Crowdfunding initiatives **Luka Piškorič** and designer, strategist, educator, thinker and CEO at the Institute for Transmedia Design **Sara Božanič**.

After the conference in Ljubljana, the platform will launch the public architectural programme around Europe and present selected creatives at exhibitions, conferences, lectures, workshops and in a dedicated book. The programme starts with lectures at the Oris House of Architecture in Zagreb and winds up in October at the Lisbon Architecture Triennale.

## THE PROGRAMME

Free admission. Applications to [infobio@mao.si](mailto:infobio@mao.si) are required. Please state the day(s) you wish to attend.

### DAY 1, Thursday, 18 February

13.30	Registration
14.00	Welcome
14.15	Jonathan Howard (UK) on creativity, city management, branding
15.15	Luka Piškorič (SI), Poligon on marketing innovations & empowerment of creative communities
15.45	Sara Božanić (SI), Institute for Transmedia Design on transmedia storytelling and social media engagement
16.15	Coffee Break
17.15	Best practices in audience development, engagement, branding, marketing: Sara Battesti (PT), Trienal de Arquitectura de Lisboa Markus Bogensberger (AT), Haus Der Architektur Graz, Prisca Cupellini (IT), Fondazione Maxxi, Ana Gajski (HR), Oris, House of Architecture
18.45	Closing Summary/Debate

### DAY 2, Friday, 19 February

8.30	Registration
9.00	Introduction by Matevž Čelik, director of MAO
9.50	Selected Candidates Presentations: Ideas on Future Architecture
11.20	Coffee Break
11.35	Selected Candidates Presentations: Ideas on Future Architecture
12.50	Selected Candidates Presentations: Ideas on Future Architecture
14.05	Lunch Break
15.05	Liam Young (UK) (Tomorrow's Thoughts Today), lecture
15.45	Selected Candidates Presentations: Ideas on Future Architecture
17.00	Coffee Break
17.15	Selected Candidates Presentations: Ideas on Future Architecture
18.30	Closing summary

\*\*\*We reserve the right to change the programme!

## GUEST LECTURERS

**Liam Young** currently lives and works in London as an independent urbanist, designer and futurist. Liam was named by Blueprint magazine as one of 25 people who will change architecture and design. He is founder of the futures think tank Tomorrow's Thoughts Today ([tomorrowsthoughtstoday.com](http://tomorrowsthoughtstoday.com)), a group whose projects explore the consequences of fantastic, perverse and speculative architectures and urbanisms.

His projects develop fictional near-future scenarios as critical instruments to instigate debate about the social, architectural and political consequences of emerging biological and technological futures. Liam also curates events and exhibitions including the annual Thrilling Wonder Stories series and co produces the nomadic teaching studio the 'Unknown Fields Division' ([unknownfieldsdivision.com](http://unknownfieldsdivision.com)) at the Architectural Association in London. Each year the division travels to extreme landscapes to explore the Unknown Fields between cultivation and nature and spin cautionary tales of a new kind of wilderness. <https://vimeo.com/user5313848>, <https://soa.princeton.edu/content/liam-young>



**Jonathan Howard** has been teaching creativity to private, public and governmental organisations for over 15 years. Originally an archaeologist, he studied the development of the first cities and went on to work for two of the world's biggest advertising agencies as a strategic planner, winning multiple awards before moving on to other fields. He has consulted for the Mayor of London's Office and helped develop the policies that won Boris Johnson his first election.

Jonathan has also worked with intelligence officers, civil servants, brand managers, politicians, CEO's, young offenders, peace activists and many advertising and PR agencies. He created the world's first live, improvised, interactive TV drama for the BBC, in which the viewing audience at home controlled the action. He was instrumental in developing a campaign for the British government that dramatically reduced chewing-gum litter in public spaces.

Taking an anthropological approach to creativity and city management, he sees cities as human zoos and believes passionately that the infrastructure and management of our cities plays a crucial part in helping to encourage (or inhibit) levels of creativity among the population. Moving away from their traditional function of efficient control and serving the elites, cities now have a new challenge: to help us manage the experience of being human, with equal status between leaders and the population. It was already an uneasy shift even before the refugee crisis added to the pressure, and Jonathan is keen to help cities deal with their challenges sensibly, creatively, and usefully. The creative professions are a central driving force as we move into an uncertain future, and can take the lead in showing what's possible.

<http://tinyurl.com/6x8ns4b>, [www.windfire.eu](http://www.windfire.eu), <http://lbbonline.com/news/saatchi-saatchis-ideas-academy/>



**Luka Piškorič** is specialized in development of new economic models. He is co-founder of Slovenia Coworking and Slovenia Crowdfunding initiatives. He is also co-founder and managing director of Poligon - first Slovenian creative centre and an autonomous platform for non-profit and for-profit project development with an agenda to empower the self-employed..

<http://www.poligon.si/>



**Sara Božanić** is a CEO at the Institute for Transmedia Design, based in Slovenia. She is a 'hybrid' – a designer, strategist, educator and thinker. As a consultant she has worked on various international projects. In 2015 she has been chosen among 40 EU consultants who work on audience development via digital means to take part in policy debates under the project The Voice of Culture – a Structured Dialogue between the European Commission and the cultural sector.

Sara believes that the digital opens new doors to public and fosters an endless series of design possibilities. In 2011, she was awarded a Young Creative Entrepreneur Media Award by the British Council. <http://transmedia-design.me/>

## WHAT IS FUTURE ARCHITECTURE?

Future Architecture is the first pan-European platform for architecture museums, festivals and producers, bringing ideas on the future of cities and architecture closer to the wider public.

Our goals:

- Think Future. We highlight the emerging generation of talents in various disciplines and explore and share their ideas about the future of cities and architecture.
- Exchange. 14 organisers from 13 countries are creating a pan-European programme with visiting emerging creators and presenting their ideas at exhibitions, conferences, lectures and workshops, in books and on the web.
- Raise awareness. The platform makes complex issues of architecture comprehensible to everyone, and promotes a more sustainable living environment.
- Build commitment. A Future Architecture European Quality label recognizes organisers who work with aspiring emerging talents and show their commitment to the platform objectives.

The Future Architecture platform introduces and celebrates innovation, experimentation and the ideas of a generation that will design the architecture and build Europe's cities in the years to come. It promotes European innovation, architecture, culture, knowledge and social capital through a single common platform.

## WHO IS FUTURE ARCHITECTURE PLATFORM?

Coordinating entity: Museum of Architecture and Design (MAO), Ljubljana (SI)  
Members: Oris House of Architecture, Zagreb (HR), Museum of Architecture in Wrocław (PL), Belgrade International Architecture Week (RS), National Museum of XXI Century Arts, Rome (IT), House of Architecture, Graz (AT), Copenhagen Architecture Festival (DK), Tirana Architecture Week (AL), Design Biotop, Ljubljana (SI), Lisbon Architecture Triennale (PT), Ruby Press, Berlin (DE); Swiss Architecture Museum, Basel (CH), Prishtina Architecture Week (RKS), CANactions, Kiev (UA)

Platform Manager: Matevž Čelik, MAO  
Pr & Branding Manager: Anja Zorko, MAO  
Financial Manager: Tanja Vergles, MAO  
Assistant Manager: Špela Vidmar, MAO  
Web & Social Media Manager: Ana Kuntarič, MAO

## MORE INFO

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## STAY INFORMED

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Friends of Future Architecture:

