

Organiser

Zollverein School
of management and design gGmbH
Zeche Zollverein Bullmannau 11
45327 Essen

From 1 July 2006:
Gelsenkirchener Str. 209
45309 Essen

Fon +49 201.18 503 0
Fax +49 201.18 503 90

www.zollverein-school.de
contact@zollverein-school.de

Partner

urban drift productions Ltd.
Bikinihaus
Budapester Straße 48
10787 Berlin

Fon +49 30. 25 75 71 86 or 87
Fax +49 30. 25 75 71 88

press@urbandrift.org
www.urbandrift.org
www.talkingcities.net



Exhibition

ENTRY2006 exhibition,
Kohlenwäsche

26 August—3 December 2006
daily 10.00 a.m. to 8.00 p.m.

For information on the themes of
the exhibition and other events,
please visit: www.entry-2006.com

ENTRY 2006

Grants from



Europäische Gemeinschaft
Europäischer Fond für
regionale Entwicklung



Zollverein School of management and design

design: mikan - mariko takagi

Registration

I herewith make a binding registration for the symposium ›Entering the
evacuated field: inspiring strategies and businesses‹ on 29 September
2006:

Mr Ms

Surname

Titel, First name

Company

Department

Street

Postcode, town/city

Country

Fon

e-mail

Invoice address (if different from the above address)

Surname

Titel, First name

Company

Department

Street

Postcode, town/city

Country

Please return the completed registration form to the Zollverein School
of management and design gGmbH by fax or post by 15 August 2006
at the latest:

Zollverein School
of management and design gGmbH
Bullmannau 11
45237 Essen
Fax +49 201.18 503 90

Fees

The fee for the symposium is Euro 80,00. This fee includes entrance to
the lectures and discussions as well as food and refreshments during
the symposium. I will be sent an invoice once my registration is con-
firmed.

Cancellation

The registration is legally binding once written confirmation of regist-
ration is received. Cancellations may only be made in writing by e-mail,
letter, or fax. Seminar fees will be refunded if a written cancellation
reaches us by 1 September 2006. Participants who cancel after this
date will not receive a refund of seminar fees.

Reservation of right of modification

We reserve the right to make changes to the seminar (e.g. if speakers
are unable to attend), programme, schedule, and location.

Location, date Signature

In accordance with Article 4, section 22a of the German VAT law (UstG),
no VAT is payable on this fee.

Symposium

Entering the evacuated field: inspiring strategies and businesses

Freitag, 29. September 2006
10.00 a.m. – 8.00 p.m.
Zollverein School
of management and design
Essen, Germany

A symposium organised by the
Zollverein School of management
and design in co-operation
with urban drift on the occasion
of Talking Cities at ENTRY2006



Evacuated fields

Urban waste land, empty buildings, disused products, and forgotten brands - >evacuated fields< are valuable resources that can be awakened to new life, fresh use, and unexpected revaluation. Unconventional transformation processes open up new opportunities and create new business sectors in abandoned areas.

»Reconsidering and reactivating existing structures and finding ingenious solutions for the re-use of that which has been declared obsolete should become a prime motivator for today's designers, planners and architects.« Francesca Ferguson

Programme

10.00 – 10.30 a.m.

Introduction

»Welcome address«

Francesca Ferguson, curator of >Talking Cities<, ENTRY2006, Berlin, and Prof. Dr. Ralph Bruder, president of the Zollverein School of management and design, Essen.

10.30 – 11.30 a.m.

Keynote

»Evacuated fields as a cultural challenge«

Ole Bouman, VOLUME, Amsterdam

>> Coffee

11.30 a.m. – 1.00 p.m.

Evacuated fields of architecture and design

»The micropolitics of space«:

Atelier Bow-Wow, Tokyo

»Re-using & recycling as creative strategy«:

el ultimo grito, London

>> Lunch

2.00 – 3.30 p.m.

Evacuated fields of business

»Reanimated brand values«:

Fritz Straub, Deutsche Werkstätten Hellerau, Dresden

»Building resources«:

Muck Petzet, Muck Petzet Architects, Munich

>> Coffee

4.00 – 6.15 p.m.

Entering Strategies

»Improvisation and flexibility for spatial conception«:

Hubert Klumpner/Alfredo Brillembourg, Urban Think Tank, Caracas

»The pioneering spirit«:

Boris Sieverts, Büro für Städtereisen, Cologne

6.15 p.m.

>> **Get together**

7.00 p.m.

Side events

Visit to the >Talking Cities< exhibition with a guided tour by curator Francesca Ferguson

ENTRY 2006

100 days and 300 exhibits from more than 20 countries
on display in the Kohlenwäsche

The Smithsonian Institution, Berlin's urban drift, Weil am Rhein's Vitra Design Museum, and Düsseldorf/Hamburg's Projects/trendbüro group have put together a fascinating exhibition for ENTRY2006. The Kohlenwäsche at Zollverein has been renovated and transformed into a 7,000-square metre museum that will be the home of design/architectural perspectives and visions for 100 days. A total of 300 exhibits by designers and architects from all around the world will be on display on five different levels.

The exhibition will reflect the rich variety of life. It will focus on cities and towns, houses and flats, landscapes, parks and gardens, leisure areas and facilities, entertainment, information and communication systems, change and socialisation, the conspicuous and the inconspicuous, projections and virtual worlds, the visible and the invisible, skin, membranes and surfaces, archetypes and genetic research, nanotechnology and biotechnology, ethics and aesthetics.

The joint symposium planned by urban drift productions and the Zollverein School of management and design will focus on unusual strategies in challenging situations. International speakers from the world of business, academia, architecture, and design present samples of best practice and multidisciplinary strategies for a successful revitalisation of evacuated fields.

The symposium is based on curator Francesca Ferguson's ENTRY exhibition >Talking Cities< and will be held in English.

Speakers

Ole Bouman is a cultural and architectural historian. He is editor-in-chief of the experimental architecture magazine VOLUME.

Atelier Bow-Wow is a Tokyo-based architectural studio. With their collection of pet houses and hybrid architecture, the duo has created a new source of inspiration for building in places where space is at a premium. Atelier Bow-Wow will exhibit at the >Talking Cities< exhibition.

Prof. Dr. Ralph Bruder is the initiator and founding president of the Zollverein School of management and design.

Francesca Ferguson is the initiator and artistic director of urban drift, a transcultural platform for new trends in architecture, design, and urbanism. She is also the curator of the ENTRY exhibition >Talking Cities<.

El ultimo grito are Spanish designers Rosario Hurtado and Roberto Feo. They create award-winning experimental design in their London-based studio. El ultimo grito will exhibit at the >Talking Cities< exhibition.

Hubert Klumpner/Alfredo Brillembourg initiated and ran a multidisciplinary Urban Think Tank for research into contemporary architecture and urbanism in Caracas. They are the authors of the inspiring book >Informal City<.

Muck Petzet is a Munich-based architect who conducts site-specific projects with innovative concepts for economic revaluation.

Boris Sieverts is a Cologne-based artist who runs an unconventional city travel agency with which he discovers hidden landscape qualities. He designed the project >Land for free< for the City of Essen as part of its bid to become the European Capital of Culture.

Fritz Straub is the CEO of the Deutsche Werkstätten Hellerau, Dresden. He reanimated the myth of the famous traditional company for interior architecture.

**Zollverein School
of management and design**

The Zollverein School of management and design is the first research and educational institute of its kind in Europe and is situated on the Zeche Zollverein world heritage site. Its professional development and training courses are aimed at future managers working in companies where design in its many facets (creation and communication) is largely responsible for the company's competitive edge. The aim of these professional development and training courses is to inspire and foster innovative management styles and corporate strategies by closely linking management and design skills. In addition to professional development and training, research projects and coaching will be the Zollverein School's main areas of activity.