

# Beyond the Icon

## Zollverein International Architecture Symposium

November 30, 2007 . 6 pm - 10 pm  
December 1, 2007 . 10 am - 4 pm

Zollverein School, Essen / Germany

(as of September 26, 2007)

## Beyond the Icon Zollverein International Architecture Symposium

The Bilbao effect has catapulted architecture to the very top of the contemporary culture agenda. All over the world, mayors are imploring a handful of prominent architects to help give their respective cities a higher profile in the global competition for tourists and investors by building an icon. Architecture has become a secret weapon of city marketing.

Yet architecture is far more than simply a provider of shapes and, today more than ever, faces the task of redefining its social role. The "Beyond The Icon" symposium focuses on architecture's potential to design our society. To this end, curators Ilka & Andreas Ruby are inviting internationally renowned architects, town planners, artists and thinkers to lectures and debates.

"Beyond The Icon" is an event in the context of the new SPACE<sup>2</sup> (MArch) Master's programme at the Zollverein School in Essen. Partner of the symposium is the Entwicklungsgesellschaft Zollverein.

## Symposium Programm

NOVEMBER 30, 2007

### 6 pm // Introduction

Oliver Wittke, Ministry of Construction and Transport of the State of North Rhine-Westphalia  
Andrej Kupetz, Zollverein School/German Design Council  
Ilka & Andreas Ruby, texbild/SPACE<sup>2</sup> Programme, Zollverein School

### 6.30 pm // Lecture

Rem Koolhaas, OMA/AMO, Rotterdam (inquired)

### 7.30 pm // Discussion with Rem Koolhaas

8 pm // Dinner

DECEMBER 1, 2007

### 10 am // Introduction

Ilka & Andreas Ruby, texbild/SPACE<sup>2</sup> Programme, Zollverein School

### 10.15 am // Panel 1 // New Urban Typologies

Bjarke Ingels, BIG, Copenhagen  
Duncan Lewis, Scape Architecture, Bordeaux  
Elisabeth Merk, City of Munich  
(Statements & Discussion)

11.45 am // Coffee break

### 1 pm // Panel 2 // Democratization Of Luxury

Jean-Philippe Vassal, Lacaton&Vassal, Paris  
Teddy Cruz, estudio teddy cruz, San Diego/Tijuana  
N.N., "The Ikea House", AB BoKlok, Malmö (inquired)  
(Statements & Discussion)

1.30 pm // Lunch break

### 2 pm // Panel 3 // Bigness And Power

Erik van Egeraat, EEA, Rotterdam (inquired)  
Anna Klingmann, KLINGMANN Architecture Brand  
Development, New York  
Pier Vittorio Aureli, Berlage Institute, Rotterdam  
(Statements & Discussion)

3.30 pm // Final discussion with audience

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## Symposium Lecturers

**Pier Vittorio Aureli // Berlage Institute, Rotterdam**  
Pier Vittorio Aureli is a winner of the Iakov Chernikhov Prize. He works as a studio professor at the Berlage Institute and teaches in London, New York, and Delft. In 2002 he co-founded DOGMA|OFFICE, which undertakes projects in a range of fields including housing renovations and neighbourhood master plans.

**Teddy Cruz // estudio teddy cruz, San Diego/Tijuana**  
Teddy Cruz is head of the San Diego-based estudio teddy cruz, which he founded in 1994. The studio's work is the result of a constant investigation into and speculation about the relationships between architecture and different aspects of contemporary life.

**Bjarke Ingels // BIG, Copenhagen**  
Bjarke Ingels set up his own studio, BIG, in 2006. A former visiting professor at the Rice University School of Architecture, he now teaches at Harvard University's Graduate School of Design. His portfolio includes such award-winning projects as the Stavanger Concert House and VM Houses.

**Anna Klingmann // KLINGMANN Architecture Brand Development, New York**  
Anna Klingmann is the head of KLINGMANN Architecture Brand Development in New York. She has taught at many third-level institutions including MIT and Harvard University, written articles for a number of publications, and works as a consultant for global corporations.

**Andrej Kupetz // President Zollverein School/  
Managing Director German Design Council**  
Andrej Kupetz has been managing director of the German Design Council in Frankfurt and president of the Zollverein School since 1999 and 2006 respectively. He teaches at the University of Duisburg-Essen and has been a visiting professor at the University of Arts, Berlin.

**Duncan Lewis // Scape Architecture, Bordeaux**  
Duncan Lewis founded Agency Duncan Lewis Architects in Angers in 1998. In addition to exhibiting at a number of international exhibitions and making global speeches, he is a part-time teacher at the Technical University of Berlin and several French architecture schools.

**Elisabeth Merk // Municipal Councillor for  
Townplanning, Munich**  
Dr. Elisabeth Merk has been Munich's municipal councillor for town planning since May 2007. In 2005 she was appointed to the professorship of urban planning and development at the University of Applied Science, Stuttgart. She has a doctorate in architectural history and urban planning.

**Ilka and Adreas Ruby // textbild/SPACE<sup>2</sup>  
Programme, Zollverein School**  
Ilka and Adreas Ruby established the textbild architectural communication agency in 2001, which they have been running ever since. They regularly publish contributions in the international art and architecture press, and write and design books on contemporary architecture.

**Jean-Philippe Vassal // Lacaton & Vassal, Paris**  
Jean-Philippe Vassal has been running Lacaton&Vassal in Bordeaux, France, since 1987. One of his best-known projects is the Palais de Tokyo in Paris. He has taught at a number of universities in France and Germany since 1992.