

## Symposium

## Entering the evacuated field:

## inspiring strategies and businesses

Friday, 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.

The joint symposium planned by urban drift productions and the Zollverein School of management and design will focus on unusual strategies in challenging situations. The symposium will be held in English.

### Programme

#### 10.00 – 10.30 a.m. | Introduction

»Welcome address«

Stefan Frigger, manager of the Zollverein School of management and design, Essen and Francesca Ferguson, curator of >Talking Cities<, ENTRY2006, Berlin, with Peter Lewis.

#### 10.30 – 11.30 a.m. | Keynote

»Evacuated fields as a cultural challenge«  
Ole Bouman, VOLUME, Amsterdam

#### 11.45 a.m. – 1.00 p.m. | Evacuated fields of architecture and design

»The micropolitics of space«

Atelier Bow-Wow, Tokyo

»Building resources«

Muck Petzet, Muck Petzet Architects, Munich

#### 2.00 – 4.00 p.m. | Evacuated fields of business

»Reanimated brand values«

Fritz Straub, Deutsche Werkstätten Hellerau, Dresden

»New Beginning for Theresienthal«

Dr. Mirjam Storim, deputy managing director of the von Kuenheim foundation, Munich

#### 4.30 – 6.00 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

#### 6.30 p.m. | Side events and get together

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

»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

### 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. They created a new source of inspiration for building in places where space is at a premium. They exhibit at »Talking Cities«.

**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<.

**Stefan Frigger** is commercial manager of the Zollverein School of management and design.

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

**Peter Lewis** is writer, artist, curator of the redux space in London and numerous renowned exhibitions (host, sharjah biennale), developed the notion of the evacuated field as a space of experiment.

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

**Boris Sieverts** runs an unconventional city travel agency in Cologne with which he discovers hidden landscape qualities. His project >Land for free< is exhibited at >Talking Cities<.

**Dr. Mirjam Storim** is the deputy managing director of the Eberhard von Kuenheim foundation, foundation of BMW AG. She was the leader of the foundation's project to reanimate the Kristallglasmanufaktur Theresienthal, Zwiesel.

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

## 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 .....

## Organiser

Zollverein School  
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## Partner

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

Please return the completed registration form to the Zollverein School of management and design gGmbH by fax or post:

Zollverein School  
of management and design gGmbH  
Gelsenkirchener Str. 209  
45309 Essen  
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## 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 confirmed.

## Cancellation

The registration is legally binding once written confirmation of registration 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 20 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.

## 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

## Grants from

 Europäische Gemeinschaft  
Europäischer Fond für  
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 Land Nordrhein-Westfalen

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 Entwicklungsgesellschaft  
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