

**ARCHITECTURE & THE MEDIA**  
**1st European Conference on Architecture and the Media**

**May 14th-15th 2018 in Barcelona**

“A series of talks, debates and networking spaces focused on the architecture and the media”



The **1st European Conference on Architecture & the Media** is conceived as an event to meet and exchange experiences on the dissemination of architecture. It is addressed to journalists, cultural institutions and organisations, communication professionals, architects and architecture lovers.

The event will take place at the **Mies van der Rohe Pavilion in Barcelona** on **14th and 15th May**, during the **Barcelona Architecture Week 2018**.

This first edition is focused on the **architecture perceived as culture** and **dissemination of both core values and most cutting-edge topics** through the media, either general-interest press and specialized press, printed and online.

- What makes architecture alluring for the media? Why is it such a challenge for architecture to gain visibility in the cultural section of a newspaper?
- What presence does it have in other sections as politics and economy?
- How significant is the role of the media in making architecture understood and appreciated by broader audiences?
- What makes a case of success in the collaboration between institutions and the media in the diffusion of architecture?

**Architecture & the Media** is organised by the Fundació Mies van der Rohe with the support of Creative Europe as part of the dissemination program of the European Union Prize for Contemporary Architecture – Mies van der Rohe Award.

The curators of the event are **Miriam Giordano**, communication consultant and director of Labóh communication agency - and **Ewa P. Porębska**, architect and editor in chief of Architektura-Murator.

In the words of the organizers:

"This meeting aims to focus on the quality of journalism in the dissemination of architectural culture, its understanding for the different audiences and the construction of social debate on issues that are relevant to architecture," **explains Anna Ramos, director of the Mies Foundation van der Rohe.**

"Architecture is highly relevant and present in our daily lives, but we have not yet achieved that this 'implicit' relevance becomes public awareness as it happened in other disciplines. From the point of view of communication professionals, I would like to see some day that people understand when a building is 'good architecture' or know how to evaluate when a new square improves the life of the neighborhood." **highlights Miriam Giordano, curator of Architecture and the Media.**

"Many changes have occurred in the media in recent years. The role of the online media has grown; the influence of the social media has increased significantly. Yet regardless of their form: paper, TV, radio or the Internet, the responsibility of the media as the so-called fourth estate is pivotal, also in the field of architecture and shaping the environment," adds **Ewa P. Porębska, curator of Architecture and the Media.** "I believe that an international meeting of writers and editors engaged in architecture may have at least two dimensions, an ideal and a practical one. On the one hand, it allows us to present our most important goals and ideas; on the other, it fosters a debate on the condition and future of architectural media."

## **PROGRAMME**

*May 14th-15th, 2018*

*Pavelló Mies van der Rohe, Av. Francesc Ferrer i Guàrdia 7, 08038, Barcelona*

### **May 14th Opening Debate 19:00 – 20:30 h**

- Welcome 19:00
- Opening debate 19:10 – 20:30

A debate on the dissemination of architecture taking as an example the Philharmonic of Szczecin by Barozzi Veiga and De Flat Kleiburg by NL Architects XVW architectuur, winners of the EU Prize for Contemporary Architecture – Mies van der Rohe Award in 2015 and 2017.

With the participation of Fabrizio Barozzi, Alberto Veiga (Barozzi Veiga), Xander Vermeulen (XVW architectuur), Kirsten Hannema – de Volkskrant, Llätzer Moix – La Vanguardia, Anatxu Zabalbeascoa – El País and Ewa P. Porębska – Architektura Murator.

### **May 15th Talks and roundtables 9:30 – 13:45 h**

- **Newspaper panel 9:30 – 10:30**  
Edwin Heathcote, Financial Times  
Paola Pierotti, Il Sole 24Ore  
Kirsten Hannema, de Volkskrant  
Esther Vera, Ara
- **Magazines panel 10:45 – 11:45**  
Sandra Hofmeister, Detail  
Manon Mollard, Architectural Review  
Frano Petar Zovko, Oris  
Ethel Baraona and César Reyes, dpr – Barcelona
- **Digital panel 12:00 – 13:00**  
Marcus Fairs, Dezeen  
Jenny Keller, World-Architects  
Massimiliano Tonelli, Artribune  
José Juan Barba, Metalocus
- **Wrap-up reflections summary 13:15 – 13:45**  
With the curators Miriam Giordano, Labóh and Ewa P. Porębska, Architektura Murator.

### **May 15th Workshop 15:30 – 19:00 h**

*“Who reads my content? Where is my audience?”*

Nowadays it is a challenge to offer, not only interesting and attractive contents, but also easy to find and share. The public expects personalised information in a form and on the appropriate device. A workshop that mixes the methodologies of design thinking and social media marketing to know the readers of your articles, their needs and their favourite channels.

Organized by: Inge Keizer, Edenspiekermann and Miriam Giordano, Labóh

### **May 15th Closing Lecture 20:00 – 21:00 h**

Big Data analysis on architecture in the media by Story Data (Eli Vivas, Silvia Galilea, Laia Brufau and Carina Bellver)

- To attend Architecture & the Media you need to **register here (Free entrance)**:  
[mies.link/Registration](https://mies.link/Registration)
- Answer our questions to be part of our **Big Data Analysis** that will be shown during the Final Lecture: [storydata.typeform.com/to/XmI4V6](https://storydata.typeform.com/to/XmI4V6)
- Links with images and banners for your use:  
[mies.link/Material](https://mies.link/Material)

### **Fundació Mies van der Rohe**

The Fundació Mies van der Rohe was set up in 1983 by the Barcelona City Hall with the initial purpose of reconstructing the German Pavilion, designed by Ludwig Mies van der Rohe (1886-1969) for the 1929 Barcelona International Exhibition.

Besides conserving and disseminating knowledge about the Mies van der Rohe Pavilion, the Fundació today also fosters debate on and awareness of themes related to contemporary architecture and urban planning. In accordance with these objectives, the Fundació organises awards, congresses, conferences, exhibitions, workshops and installations.

#### **Fundació Mies van der Rohe - Press office**

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#SetmanaArquitectura  
#miespavilion

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Within the framework of:



Workshop organised by:

labóh

edenspiekermann\_