



# 2020 European Conference on Architecture & the Media

## 11th to 14th of May Online

Organised by:  
  
Labóh

Co-financed by:  
  


In the frame of:  
  


## **ARCHITECTURE & THE MEDIA**

### **European Conference on Architecture and the Media**

European Union Prize for Contemporary Architecture – Mies van der Rohe Award

[www.architectureandthedia.com](http://www.architectureandthedia.com)

### **May 11<sup>th</sup>-14<sup>th</sup> 2020 online and in English**

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

The **European Conference on Architecture & the Media** is conceived as a place 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.

Architecture & the Media is focused on architecture perceived as culture and on the dissemination of both core values and most cutting-edge topics through the media, either general-interest and specialized media, printed, audio-visual or online.

The **2020 Architecture & the Media** conference follows up on the success of the First Edition in 2018, curated by Miriam Giordano and Ewa P. Porebska, and now comes back with new topics.

Next to general issues, the event will focus on television, radio and audio-visual media and will deepen the crosscutting subject of architectural images.

The initial venue of the event was to be the Mies van der Rohe Pavilion in Barcelona but the present and extraordinary situation that limits traveling and the possibility of holding events together pushed the organization to move the conference to the **digital channels of Fundació Mies van der Rohe**.

Architecture & the Media is organised by **Fundació Mies van der Rohe** and **Labóh** 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.

This year's online edition will take place during the **Barcelona Architecture Week 2020** and will be curated by Miriam Giordano, expert in communication.

#### **In the words of the organizers:**

“The media evolves in a continuous and frantic pace with a very strong growth of the online media while the traditional media continue resisting. As recipients of all this information, we have an essential role in choosing how we wish to inform ourselves, but it is still difficult to hear about architecture - despite its enormous effect on our daily lives - on TV, radio and even on many new digital platforms. The EU Mies Award disseminates the key topics that influence the way we live together, through exhibitions, lectures and debates, visits, apps, webs and also brings together people who work in the field of communication in order to understand how architecture could be more present in the mass media, without forgetting the very important task developed by the specialised media.” Explains **Anna Ramos**, director of Fundació Mies van der Rohe.

“In the first edition of Architecture & the Media we had the chance to start the debate about what makes the architecture project attractive to journalists of newspapers and specialised magazines. This year we want to go deeper into the editorial logic of broadcasting media and audio-visual platforms, reflecting on the role of image in telling the story of an architectural work. There are so many interesting new topics to discuss that we are very eager to experiment the online edition of this year, which will make the event more accessible to all the architecture and communication professionals and lovers”, highlights **Miriam Giordano**, curator of Architecture and the Media.

“This conference aims to focus on the role of broadcasting media and audio-visual platforms in the dissemination of architectural culture, and how these can help architecture get closer to the real needs of society. Our long experience with the European Union Prize for Contemporary Architecture – Mies van der Rohe Award and the audience-development priority of the Creative Europe programme have made us aware of the important role of old and new media to disseminate architectural culture. With this event we want to boost the debate among professionals from different areas and facilitate the sharing of experiences from

all over Europe”, explains **Tamas Szucs**, Director for Culture and Creativity (DG Education, Youth, Culture and Sport), European Commission.

### **What Makes Architecture Alluring For The Media?**

- Why is it such a challenge for architecture to gain visibility in the cultural section of a dissemination platform? And in other sections such as society, politics and economy? For which reasons?
- How significant is the role of the media in making architecture understood and appreciated by broader audiences?
- What makes the collaboration between institutions and the media in the dissemination of architecture successful/a success story?
- How can awards help increase the interest in contemporary architecture? How can they improve the understanding of the subject? How can they bring it closer to the real needs of society?

## PROGRAMME

### European Conference on Architecture & the Media 2020

Venue: Mies van der Rohe Foundation's digital channels

<https://www.youtube.com/user/FundacioMies>

- 1 Opening Conversation
- 8 Talks
- 2 Roundtables
- 1 Workshop
- 1 Closing Conversation

#### **May 11th:**

17:00–18:00h LIVE

**Opening conversation** “*The role of the sources in the generation of the topics for architecture journalism*” with **Oliver Wainwright** ([The Guardian](#) architecture and design critic, London).

Introduced and moderated by **Ștefan Ghenciu** (Architect, director and editor-in-chief of the [Zeppelin](#) architecture magazine, Bucharest).

#### **May 12th:**

10:00 -11:00h

**Presentation talks** by the roundtable speakers on Television, thematic channels and online video platforms:

- Marco Brizzi ([The Architecture Player](#) platform, Florence)
- Núria Moliner (“[Escala Humana](#)”, RTVE, Madrid);
- Carolina Rosich ([TV3](#), Barcelona);
- Adam Goss and RedMike ([Spirit of Space](#) directors, Milwaukee)

17:00–17:40h LIVE

#### **Roundtable on Television, thematic channels and online video platforms**

with the participation of Marco Brizzi, Núria Moliner, Carolina Rosich, Adam Goss and RedMike.

Moderated by Núria Moliner.

#### **May 13th:**

10:00 -11:00h

**Presentation talks** by the roundtable speakers on Radio, podcasts channels and new trends:

- Pep Lluís Blázquez (“[Perspectiva](#)” at Catalunya Ràdio, Barcelona)
- Rūta Leitanaitė ("Need an Architect" at Knowledge Radio, Vilnius)
- Iñigo Picabea (“[El ojo crítico](#)” at RNE, Madrid)
- Andrew Tuck (“[The Urbanist](#)” by [Monocle](#), London)

17:00–17:40h LIVE

**Roundtable on Radio, podcasts channels and new trends:**

with the participation of Pep Lluís Blázquez, Rūta Leitanaitė, Andrew Tuck, Iñigo Picabea. Moderated by Rūta Leitanaitė.

**May 14th**

11:00 – 12:30h LIVE

**Workshop: Copyright in architectural images.**

By [Enric Enrich](#) (lawyer, Barcelona)

17:00–18:00h LIVE

**Closing conversation with [Iwan Baan](#)** (photographer, Amsterdam).

*“The role of images in telling the story of an architectural work”*

Introduced and moderated by **Ewa P. Porębska** (Editor-in-chief of the [Architektura-murator](#) architecture magazine, Warsaw).

**Contacts:**

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**To find out more:**

[www.architectureandthemediamedia.com](http://www.architectureandthemediamedia.com)

[www.miesbcn.com](http://www.miesbcn.com)

[www.ec.europa.eu/programmes/creative-europe/about\\_en](http://www.ec.europa.eu/programmes/creative-europe/about_en)

[www.eumiesaward.com](http://www.eumiesaward.com)

**Social Media:**




@Arch\_theMedia (Twitter)

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