



WEEK 3 – September 22nd - 26th

Conference INTERVIEW 2

22nd, Monday 8:30 pm

Oscar Farinetti interviewed by **Aldo Grasso**

Oscar Farinetti

Italian entrepreneur, he's the founder of Eataly, a high-end Italian food market/mall chain comprising a variety of restaurants, food and beverage stations, bakery and retail items. The first location of Eataly was opened in 2007 in Lingotto district of Torino, as a megastore that "combines elements of a bustling European open market, a Whole-Foods-style supermarket, a high-end food court and a New Age learning center" (as described by the New York Times). Today Eataly has many locations all around the world (the last one will be opened in Piacenza in September 2014) becoming a reference point for made in Italy, quality-food and slow-food. In 2011 he published a book "7 mosse x Italia", which is a sort of political, social and economic manifesto. In 2012 he was awarded with Premio Scanno for alimentation because of his ability to integrate business and attention to social issues and environment. In 2014 he received laurea honoris causa in economy at Università di Urbino "Carlo Bo". www.eataly.it www.7mosse.it

Aldo Grasso

He is a journalist and professor. From 1990 he is television critic of "Corriere della Sera" newspaper and he opened an innovative way to write and discuss about TV subjects. His forum TeleVisioni is one of the most read web page about Italian mass medias. For a year, between 1993 and 1994, he was director of radio schedule in RAI. He was presenter in some television and radio shows. He is also full professor of Radio and television History in Milano Cattolica University and author of many texts and books about subjects of informations and communications. His points of view about Italian society - through his articles - can be seen as dense and clear analysis of social transformations and developments in the last decades. In an architectural perspective, Aldo Grasso's work is particularly interesting about reading of reciprocal impacts between mass-media vision of the city and the city itself and about changes in domestic internal spaces according to new medias (from television to tablets) spread. <http://forum.corriere.it/televisioni>

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Conference INTERVIEW 3

23rd, Tuesday 11:00 pm

Vittorio Gregotti interviewed by **Pierluigi Panza**

Vittorio Gregotti

Vittorio Gregotti is one of the Master of Italian contemporary architecture. His projects and his theoretical positions influenced a great part of the 20th century. He can be considered the corner-stone of Italian architecture culture in the middle of the last century, giving new and innovative shapes to the traditional concept of territory. And morphological studies as topical part of architecture and urban planning development have been strongly changed with Gregotti's works and texts. But also in the 21th century he is one of the main reference point for Italian culture, widely read observer of contemporary reality and society. His ideas are spread with his office - Gregotti Associati International - projects, in Italy, in Europe and all around the world. During last years he was involved in designing a new city in China. Also Gregotti's most recent books can be seen and read as very contemporary approaches to our spatial and cultural condition. He's strongly focusing about the topic of creative modifications and actions, and about that he decided to talk to students during Piacenza OC workshop.

Pierluigi Panza

Graduated both in Architecture and Philosophy, he's journalist since 1995 and writes for cultural section of "Il Corriere della Sera". He's adjunct professor in some universities, at Politecnico di Milano he teaches History of Modern Aesthetics. He's author and curator of many books and academic publications. Among them: "Antichità e restauro nell'Italia del Settecento" (1990), "Leon Battista Alberti: filosofia e teoria dell'arte" (1993), "Piranesi architetto" (1999), "Estetica, tempo e progetto" (2002), "Estetica dell'architettura" (2003), "Orientalismi" (2011), mixing his different and various interests and focused. He published also some novels: "Italiani all'opera. Casti, Salieri, da Ponte, Mozart... Un intrigo alla corte di Vienna" (Skira), "Il digiuno dell'anima" (Bompiani) and "La croce e la sfinge. Vita scellerata di Giovan Battista Piranesi" (Bompiani) which was awarded with the prestigious Premio selezione Campiello in 2009. He is lecturer, he attends seminar and workshop and he's usually guest in tv program. www.pienpan.com



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Conference ARCH 6

23rd, Tuesday 8:30 pm

Aldo Aymonino, Gianfranco Neri, Mosé Ricci

Aldo Aymonino

Architect and Full professor at IUAV School of Architecture in Venice, Department of Progettazione Architettonica. Graduated with Ludovico Quaroni, he has worked with Aldo Rossi and later with Franco Purini. After a series of collaboration with important Italian offices of architecture in 1999 he found the team Seste Associati based in Rome. His teaching and research project have appeared in many Italian and foreign publications (Abitare, Casabella, Domus, Lotus, Modo, d'A, Bauen+Wohnen, A+U, Architectural Design, Architese, ecc). He is professor at IUAV in Venezia. He has lectured on his work, on academic and scientific researches and also on planning in Italian and foreign universities. He's author and editor of many publications and books about architectural issues, and about the public space construction. He show his work in the Padiglione Italia of the Venice Architecture Biennial in 1991, and in 1995 was invited by Triennale di Milano to participate to the exhibition "Il centro altrove".

Gianfranco Neri

Graduated in Roma with Ludovico Quaroni, he is director of dArTe Department in Università Mediterranea in Reggio Calabria (School of Architecture), where he's full professor of Architecture and Urban Design and member of PhD program. His interests are wide and interdisciplinary: from paintings to music, from contemporary art to landscape regeneration. His activity is oriented towards experimentation applied to problems of architectural and urban design, with strong attention to the issues arising from the communication and image system, from relations with the visual arts and the resulting impacts on their language. This specific and complex approach was the focus of ViArtis, a recent research and in-depth occasion involving - in a rich and dense program about Mediterranean coasts and territory - different partners, among universities and artists. Editor of "A2A Architettura", Gianfranco Neri was coordinator of the National Scientific Research PRIN / MIUR 2008 "Regeneration of urban framework and marginal urban fabric". Among his books: "Personal Planning Diary 2011" and "forms of Energy". www.darte.unirc.it

Mosé Ricci

Architect and Full professor of Urbanism at the Faculty of Architecture of Genova, Department DSA Architettura. In 2003 he receive the title of Benemerito della Cultura e dell'Arte Italiana and the silver medal by the Italian republic president. He is an invited member of the degree committee at the School of Design of Harvard University and scientific manager of the Museum Michetti of Francavilla Al Mare. He has been visiting professor for the School of Sustainable Urbanism at the Technische Universität of Monaco (2008-2009) and at the Universidad Moderna de Lisboa (2006-2007). He participate in conferences in many university in Europe and abroad like Kionggi University of Seoul (2009), Sao Paulo University (2008), Graduate School of Design, Harvard University, Usa (1997), School of Environmental Design, University of Waterloo, Canada (1996, 1997). He win various national and international competition and his work has been involved in several expositions as in the VI Biennale of Venice. www.riccispaini.it



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Round Table 2

24th, Wednesday 10:00 am

Paola Bertola, Giampiero Bosoni, Ico Migliore

Luca Basso Peressut

Paola Bertola

Architect, Ph.D. in Industrial Design, she's associate professor of Industrial Design at Politecnico di Milano. She was a scholar researcher at the ITT in Chicago, where she started to work about fashion design and has researched the details of project processes in the fashion sector and the relationships between the Design and Fashion Systems. She is a member of the board of Alta Scuola Politecnica, a center of excellence established by Politecnico di Milano and Politecnico di Torino. She's teacher and lecturer in many international schools, such as Fashion Institute of Technology of New York, Art Academy of Xiangshan and Hangzhou (China), the American University of Science and Technology in Beirut. In 2011 he was awarded – together with a group of professors of INDACO Department - with Compasso d'Oro by ADI (Associazione per il Disegno Industriale) for a scientific research, DRM, focused to map the experiences of design research in Italy, with the aim to identify the peculiarities of national design research contexts. She is the author of books, articles and international academic papers. www.sistemadesignitalia.it

Giampiero Bosoni

Born in Milano, he awarded the degree in Architecture at Politecnico di Milano. He worked with Figini e Pollini, Vittorio Gregotti and Enzo Mari. Learning from them, he developed a strong interest for theory and history of architecture and design. In 2002 he founded, together with Luca Ranza, the office Bosoni+Ranza Associati, which is involved in projects and competitions about architecture, exhibit design and internal design. In 2008 the Museum of Modern Art of New York charged him to write an history of Italian design, going-in-depth with the research he started in 1997, curating the first part of the permanent collection of Italian design at Triennale di Milano. About issues of design and living, he wrote essays and curated books. His articles were published on the most important Italian reviews and magazines. From 2001 he is associate professor of Interior Architecture at the Design School of Politecnico di Milano. From 2005 he's member of the board of Phd in Interior Architecture. He was lecturer in many Italian and international schools. www.bosoniranza.it

Ico Migliore

Together with Mara Servetto, co-founder of Migliore + Servetto Architetti Associati, and with an international team of architects and designers, Ico Migliore designs projects on various scales: from architecture to urban design, from interiors to communication, where places are interpreted as active interfaces, tools of elective communication between companies/institutions and the public. In 2008 they were awarded with the prestigious Compasso d'Oro by ADI (Associazione per il Disegno Industriale) for the urban design project "Look of the City" for Torino 2006 Winter Olympic Games (in collaboration with Italo Lupi) with more than 250 urban installations and the corporate image of the city. On the occasion of Expo 2015 they have been commissioned, with Italo Lupi, to conceive an urban installation representing the Nations that joined the international event. He's professor of Interior Design at Politecnico di Milano and he's visiting professor at Tokyo Zokei University and at Kuwasawa Design School in Tokyo. architettimiglioreservetto.it



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Conference ARCH 7

24th, Wednesday 8:30 pm

Joao Gomez Da Silva, Camilo Rebelo
Pierre Alain Crosset

Joao Gomez Da Silva

Graduated in Landscape Architecture from the Universidade de Évora, since 2001 he is an invited professor at the Architecture Department of the Universidade Autónoma de Lisboa. He has also been invited to lecture in several other universities, and has participated in conferences and workshops, about issues of Landscape Architecture and Landscape, both nationally and internationally.

In 1997 he founded Global Landscape Architecture with Inês Norton, creating a group that generates landscape theory and space, from the interpretation of the economic, social and contemporary cultural transformations. He is dedicating his professional life, individually or in collaboration, to the critical production of Landscape. In 1990-91 he was awarded with the Schinkel Prize, in Landscape Architecture, in Berlin. With the project for the Public Spaces of the Lisboa Expo '98 precinct, he received the 1999 Prize of the Portuguese Design Centre. In 2010 with the project for the São Jorge Castle, in co-authorship with João Luís Carrilho da Graça, he won the Piranesi Award. www.gap.pt

Camilo Rebelo

Architect based in Oporto. After an intense period of collaboration with the most important European architects as Souto de Moura and Herzog & de Meuron in 2000 Camilo Rebelo opens his own office in Oporto. Thanks to his precedent experience he is one of the most interesting and innovative young architect on the worldwide scenario. He projected and built housing as well as tertiary buildings and public space areas. His projects are published in many international architecture magazines in Europe and abroad. He participated and win various competitions, in 2004 won the first prize in the international competition for the Museum of Art and Archaeology of the "Vale do Côa". Starting from 2001 till now he is visiting professor in many school and universities, both in Portugal and abroad. In Italy he has contacts with Politecnico di Milano and IUAV in Venezia. Camilo Rebelo often participate to conferences and seminars in Portugal and in foreign countries. www.camilorebelo.com

WEEK 3 – September 22th - 26th

Conference ARCH 8

25th, Thursday 10:00 am

Franco Purini, Laura Thermes
Carlos Garcia Vazquez

Franco Purini

Franco Purini is full professor of Architecture Design at "Valle Giulia" School of Architecture at "La Sapienza", in Roma. He's one of the main Italian architect and essayist, with a long list of books, contributing to define the horizon of Italian urban and architecture design, from the Sixties until today: from "Luogo e Progetto" (1976) to "Sette tipi di semplicità in architettura" (2013). Some of them, such as "Comporre l'Architettura" (2000) are cultural reference points and corner-stones. In 1966 he founded, together with Laura Thermes, studio Purini/Thermes, designing and building many projects. From 1969 to 1973 he worked together with Vittorio Gregotti about projects for Quartiere Zen in Palermo and for Università della Calabria in Cosenza. In 1980 he was called by Paolo Portoghesi to collaborate to installation "Strada Novissima" at the 1st Biennale di Venezia: it became a manifesto of post-modern architecture. Among his last projects, the skyscraper Eurosky Tower in Roma, a timeless architecture aiming to mix typology, innovation, iconicity and sustainability.

Laura Thermes

She is full professor of Architecture Design at School of Architecture of Reggio Calabria where, from 1999 to 2005, she was director of the Department of Art, Science and Technic of Building. From 2002 she's responsible of LidA (Laboratori Internazionali di Architettura), an annual occasion, every year in a different site of South Italy, to discuss about urban and architecture design in a precise geographical context, strongly influenced by Mediterranean Sea. Her professional activity was mainly developed in studio Purini/Thermes and it is object of a wide and constant attention by architectural critic. Her projects and works were published in the main national and International magazines and exhibitions. Some of them are also part of books of history and dictionaries about the 20th Century Architecture. Some of her most significant essays are collected in the book "Scritti teorici. Tempi e spazi. La città e il suo progetto nell'età posturbana" (2000). She is lecturer and invited professor in many national and International schools.