

## Event program of the Third Russian Youth Architecture Biennale<sup>1</sup>

### DAY ONE OF THE BIENNALE

#### Plenary Hall "Strategy"

##### **12:30-13:30**

Press conference of the Biennale with the participation of the Jury members and representatives of the Organizing Committee

##### **13:30-14:00**

Educational program

"Let's go!" - kick-off dialogue of the finalists with the Curator of the Biennale

##### **18:30-19:30**

Business program

Media Café: "Architects' Promotion Life Hacks"

Who needs an architectural brand and why: a project or a person? Reputation in architecture: how to create and how to destroy? Social networks. Effective strategies. How not to harm. How to calculate the result?

#### Hall "Academy"

##### **15:00-16:00**

Educational program

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<sup>1</sup> The program is under development.

The exact dates of the events will be specified later.

Arch Marathon of the finalists of the Third Biennale: "In search of a new space and a new hero"  
Dialogue 1. "Awakening of the Force"

How can you find your voice and your handwriting in architecture? How the space that encourages creation should be arranged: 5 main principles

### **16:00-17:00**

Educational program

Arch Marathon of the finalists of the Third Biennale: "In search of a new space and a new hero"

Dialogue 2. "Madness and courage"

Bold architectural ideas or "packaged" solutions: what has demand and meaning? How should a space that embodies the freedom of creativity be arranged

### **17:00-18:00**

Educational program

Arch Marathon of the finalists of the Third Biennale: "In search of a new space and a new hero"

Dialogue 3. "Mania of creativity"

From insight to project. How not to bury your talent and idea? Work is like a drug. Balance between architecture and life. How should a universal space for work and life be arranged

## **Hall "Laboratory"**

### **15:00-16:00**

Educational program

Arch Marathon of the finalists of the Third Biennale: "In search of a new space and a new hero"

Dialogue 4. "We don't need a hero, do we?"

Does an architect need opinion leaders, icons to follow today? What and who can we focus on today? Who is he - an architectural hero today and tomorrow? What are the requirements for the hero, what deeds are people waiting for?

### **16:00-17:00**

Educational program

Arch Marathon of the finalists of the Third Biennale: "In search of a new space and a new hero"

Dialogue 5. "Money and feelings"

Motivation of the project team: a comprehensive system or spontaneous incentives. How can you inspire yourself and your colleagues to a deed? How much am I worth in the market? How can I increase my price? Arguments for a customer and an employer

### **17:00-18:00**

Educational program

Arch Marathon of the finalists of the Third Biennale: "In search of a new space and a new hero"

Dialogue 6. "Who are the judges?"

What, to whom and why should an architect prove today? The role of the evaluation of the expert community, social institutions, public organizations in creating the project reputation. Old and new architectural unions, associations, communities. Methods and areas of influence

### **Sightseeing program:**

Excursions for visitors of the Biennale:

- 15:00-15:40
- 16:00-16:40
- 17:00-17:40

### **Special media excursion with the Biennale Curator:**

- 11:30-12:00

## DAY TWO OF THE BIENNALE

### Hall "Strategy"

#### 12:00-13:30

Business program

Plenary session: "Current management and architectural and urban planning solutions for adaptive cities and universal spaces"

Flexible strategy and tactics of managing cities and territories: new tasks, challenges, solutions. National programs to activate housing construction and improve the quality of the urban environment in a changing world: expected effects and possible adjustments. Tools of change: innovative cities, technology parks, clusters, new urban spaces and development scenarios – what is effective today and tomorrow and under what conditions?

#### 15:00-16:00

Business program

Round table: "A hardworking city, an intellectual city or a sybarite city? Responding to human requests. Values and development scenarios"

How are decisions made about what the city wants to be and what kind of citizens it wants to consist of? What are the current approaches to the development and implementation of spatial strategies? How can you formulate a common vision of a spatial strategy that includes the interests of government, business and residents? What is more important: the quality of the environment or the opportunity for implementation? What does a city give today? What range of opportunities should a city have in order to attract selective and mobile specialists? What is the city's struggle for a city dweller today, or is it, on the contrary, a city dweller fighting for a "place in the sun"? What is the public good and what is its spatial projection?

#### 16:30-17:30

Business program

Round table: "We are the Champions. The influence of architectural and urban competitions on the development of ideas and territories"

How did the competitive practice in the field of architecture, urbanism and art projects affect the Russian market and its participants? What has changed? Examples of contests that change the life of cities and territories. Is the competition a 100% guarantee of spatial changes, a universal tool for changes? Victory or participation? How do I choose which competition I can take part in? How can I calculate success? How much a victory "costs": expenses, risks, reputational and financial dividends

### **18:00-19:30**

Business program

Evening talk show of the key architects: "The architecture of the deed? How, what and in what way can I / we change in my / our city and region"

What are the chances today for young architects to succeed and take their place "under the sun"? What opportunities are there in your city/region? What are the advantages and risks of working with novice architects? What skills and abilities do they need today and tomorrow?

## **Hall "Academy"**

### **11:00-12:00**

Business program

Panel discussion: "Measures to support modern architecture. Tasks. Tools. Institutions"

Measures to support and promote architecture: Russian and foreign experience. Expediency of creating a brand of national architecture: objectives, target audiences, expected effects. Support for young architects: new opportunities and skills in a new world

### **15:00-16:00**

Business program

Case session: "A corporate place of power. Headquarters as the embodiment of corporate ideology and ambitions"

Economy of rent and construction. How does the big numbers system work? What factors are crucial? How can the image of a company and its system of values be expressed in architecture and interior design? Which specialists are involved in the development of the concept of headquarters workspaces?

## **Hall "Laboratory"**

### **11:00-12:00**

Educational program

"How can you be all business" - master class on a healthy attitude to work

### **15:00-16:00**

Educational program

Round table: "Architect and Customer: playing with and without rules"

Portrait of the ideal customer / Ideal architect. How the decision to work together is made: the main factors of choice. Algorithm of negotiations. In search of a compromise. How you can protect your idea and not exceed the budget. Who is the author of the idea and project, how can you integrate the customer's wishes into the project concept? More changes or how many times can I redo the project?

### **16:30-19:30**

Business program

Foresight session:

"A new life or death of the office. From spatial flexibility to creative freedom"

How many non-standard workspaces are there in the market now and is it possible to predict the growth? What factors influence and how do they influence the evolution of workspaces now? What factors or requirements may be a priority tomorrow? An office for an IT professional and a banker. Different spaces for different activities. Will the difference remain or will there be new symbiotic spaces combining the office, studio and workshop?

### **Sightseeing program:**

Excursions for visitors:

- 14:00-14:40
- 15:00-15:40
- 16:00-16:40
- 17:00-17:40
- 18:00-18:40

Excursion for VIP guests of the Biennale with the participation of the Curator and the Jury members:

- 11:30-12:00

## **DAY THREE OF THE BIENNALE**

### **Hall "Strategy"**

#### **10:30-11:20**

Educational program

Lecture by Asif Khan, British architect

#### **11:30-12:20**

Educational program

Lecture by Christoph Langhof, Managing Partner of LANGHOF GmbH

#### **12:30-13:20**

Educational program

Lecture by Mascha Veech-Kosmatschhof, founder of the Veech X Veech GmbH architectural bureau

#### **14:00-15:50**

Educational program

Lecture by Sergei Tchoban, Curator, Chairman of the Biennale Jury, Head of the Architectural Bureau SPEECH and Tchoban Voss Architekten

### **Hall "Academy"**

#### **11:00-12:00**

Business program

Round table: "Business centers in the Zoom era"

How relevant and in demand is the format of classic Business centers in Russia and the world? What trends can be identified in the development of the typology of Business centers? "Green" and "non-green" business center. To what extent does the use of energy-saving and "green" technologies affect the demand for office spaces?

#### **12:30-13:30**

Business program

Case session: "Megapolis syndrome. Architecture and environmental design as a pill from urban and "office" diseases. Urban Health Theories and Practices"

Biourbanistics, ecourbanistics, landscape urbanism - theories and practices of a healthy city. How can we preserve / take prophylactic measures for the physical and mental health of city dwellers by means of architecture and design? How can we make health a landmark of architectural policies and one of the most important criteria for large-scale urban transformation projects? How does the urban landscape affect the mood and well-being of citizens?

#### **14:00-15:30**

Business program

Case session: "Office fashion Haute couture. Design, ergonomics, image and something else"

The best office interior - what is it? Where does the development of office interior design go in Russia? How do Russian and global trends correlate? What role does the future user play in creating an office interior? The most unexpected sources of inspiration for office interiors

#### **Hall "Laboratory"**

#### **11:00-12:00**

Business program

Case session: "Fantastic creators and where they live. How creative industries and creative clusters are changing the stereotypes of the business world"

Expansion of creative clusters. Risks of topic exhaustion: how effective is this format nowadays? Creating an ecosystem of creative industries and service economy in Russia. Economy of creative clusters. In search of residents. Systems of benefits, preferences. The main difficulties and mistakes in creating creative clusters

#### **12:30-13:30**

Business program

Dialogues about the architecture of exhibitions: "Exhibition design: ideas, people, technologies"

How does the idea of an exhibition arise and develop? Sources of inspiration, resources, limitations. How the final idea, concept, spatial solution are chosen: what are the selection criteria: compliance with the topic and exhibition objects, aesthetics, economics. Effect of exhibition context and topic on the exposition solution. Features of working with historical exhibitions, exhibitions of painting, contemporary art, etc.

#### **14:00-15:00**

Business program

"Architectural STAND UP: "I DO. Success stories of Russian architects abroad"

Projects of young Russian architects abroad are practical "textbooks" on working with a foreign context and a foreign customer. The heroes of the session will share their experience, give advice and recommendations.

**Sightseeing program:**

Excursions for visitors of the Biennale:

- 12.00-12.30
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- 15.00-15.40