

# Architecture Matters

Inspiration Business Network



photo Heinrich Völkel, Ostkreuz

## date & location

11–12 April 2019

**Alte Akademie**

Neuhauser Strasse 8–10, 80333 Munich, Germany

## info & tickets

[www.architecturematters.eu](http://www.architecturematters.eu)

## topic 2019

**THINK BIG!**

**Great Ideas, Large Scale Projects and Disaster**

## mission

Architecture Matters is an international conference on the future of architecture and cities, which brings together all relevant stakeholders from architecture, real estate and politics. A provocative platform for the curious and the courageous – exploring urban utopias and entrepreneurial visions. With lectures, discussion panels, workshops, speed dating and surprising extras. Held in Munich once a year. Inspiration, business, network.

Launched in 2016 by Nadin Heinrich, Architecture Matters takes place for the fourth time in 2019.

This year we span an arc from great ideas to great plans to great destruction – destruction as the basis for something new. At their best, large-scale projects provide a vision of how we want to develop as a society. How much are we willing to change? In the future, how will our cities compete on a global level? Are the “dead

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malls“ in the USA the first signs of a great architectural extinction caused by digitalization, and will it spread to Europe? etc.

### speakers 2019

With guests from architecture, real estate, politics and culture – examples and insights from Germany, Albania, Singapore, the USA and crisis regions around the world.

- **Jürgen Fenk**, SIGNA, Vienna
  - **Jan Grarup**, war photographer, Copenhagen
  - **Franz-Josef Höing**, Chief Planning Director, Hamburg
  - **Christoph Ingenhoven**, ingenhoven architects, Dusseldorf
  - **Regula Lüscher**, Senate Building Director, Berlin
  - **Niklas Maak**, architecture critic and author, Berlin
  - **Winy Maas**, MVRDV, Rotterdam
  - **Elisabeth Merk**, City Planning Commissioner, Munich
  - **Tobias Nolte**, Certain Measures, Berlin
  - **Tobias Sauerbier**, SIGNA, Vienna
  - **Christiane Thalgott**, City Planning Commissioner (ret.), Munich
  - **Liam Young**, London–Los Angeles
- selected startups:
- **Archilyse**, Zurich, [www.archilyse.com](http://www.archilyse.com)
  - **Building Radar**, Munich, [www.buildingradar.com](http://www.buildingradar.com)
  - **Capmo**, Munich, [www.capmo.de](http://www.capmo.de)

- Curated by **Nadin Heinich**, plan A.

### location

Our venue is the Alte Akademie, a currently empty building in Munich's pedestrian zone, which will be renovated in spring 2019.

### programme

Thursday, 11 April

18:30

**kick-off**

Risk it! Startups, Artificial Intelligence and Building

Friday, 12 April

10:00–12:30

**speed dating** for young architects & developers

12:30–13:30

**meet the press** for young architects & press

14:00–20:00

**conference**

### press contact

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### presenter

**plan A**

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## Partners

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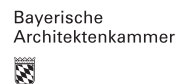
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conference

12 April 2019

14:00–20:00

**THINK BIG!**

**Great Ideas, Large-Scale Projects and Disaster**

**Jan Grarup**, war photographer, Copenhagen; **Franz-Josef Höing**, Chief Building Director of Hamburg; **Christoph Ingenhoven**, ingenhoven architects, Düsseldorf; **Regula Lüscher**, Senate Building Director, Berlin; **Niklas Maak**, architecture critic, Berlin; **Winy Maas**, MVRDV, Rotterdam; **Elisabeth Merk**, City Planning Commissioner, Munich; **Tobias Nolte**, Certain Measures, Berlin; **Tobias Sauerbier**, SIGNA, Vienna; **Matthias Standfest**, Archilyse, Zurich; **Liam Young**, Tomorrow's Thoughts Today, London-Los Angeles

welcome: **Roland Weigert**, State Secretary in the Bavarian Ministry of Economic Affairs, Regional Development and Energy

moderation: **Nadin Heinich**, plan A, Munich, **Christiane Thalgott**, City Planning Commissioner (ret.), Munich

At their best, major projects provide a vision of how we want to develop as a society. How much are we willing to change? The planning and construction of ingenhoven architects' largest project to date, Marina One in Singapore, took six years. The city-state of Singapore is rapidly expanding its role as a global financial centre. Stuttgart 21 will eventually open in 2024 – Ingenhoven won the architectural competition in 1997. In the future, how will our cities compete on a global level? Despite justified criticism of the one-party state in Southeast Asia, should we assess large infrastructure projects in Germany primarily on the basis of their chance of success in legal proceedings? How does an investor like SIGNA – whose flagship SIGNA Prime focuses on complex properties in central urban locations – deal with a growing number of stakeholders? How do Regula Lüscher in Berlin, Elisabeth Merk in Munich and Franz-Josef Höing in Hamburg assert their ideas while constantly juggling the interests of private developers and those of society? Massive changes currently underway in our cities are not only reflected in spectacular large-scale projects, but above all in everyday life. In Hamburg, the Senate expects 10,000 new apartments per year. Liam Young makes a radical proposition with Planet City – a highly dense city for all mankind. Despite being as dense as Manila – which currently has the highest population density in the world – Planet City occupies the area of an average state in the USA.

The biggest change in construction in the coming years will be digitization. The industry must take huge steps to catch up with

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the rest of society. The Architecture Matters kick-off is dedicated to proptechs. Examples such as the startup by Matthias Standfest or by architect Tobias Nolte show how artificial intelligence and machine vision can now be applied to complex processes such as building quality evaluation and design.

Providing a counterpoint to large-scale projects and the radical ideas of the startup scene is the Danish war photographer Jan Grarup, who since the Yugoslav Wars has photographed crisis regions around the world, such as Africa, the Arabian Peninsula and Europe. At the same time, destruction also means an opportunity for something new. Niklas Maak and students from Harvard University investigate the phenomenon of “dead malls” in the USA. Are they the first signs of a great architectural extinction caused by digitalization, and will it spread to Europe? Winy Maas not only has experience with countless large-scale projects worldwide; his office is currently rebuilding the Pyramid of Tirana, once a museum dedicated to the former dictator Enver Hoxha, who made Albania the most isolated country in Europe. The destruction of ideology and a new beginning. Everything holds not only the possibility of failure, but also the greatest possible fulfilment.

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kick-off

11 April 2019

18:30

networking event  
incl. flying dinner

Risk it!

**Startups, Artificial Intelligence and Building**

Proptechs – startups with a focus on the building and real estate industry – have the potential to transform building beyond BIM. Currently, the focus is on changing areas that can be quickly digitized due to mass processes – such as property management, facility management and apartment rental. But startups are also beginning to intervene in architects' core competencies, such as the evaluation of architectural quality and design.

This evening brings together some of the most interesting European proptechs: a spin-off of ETH Zurich assessing the quality of buildings, a software-as-a-service solution for the paperless construction site, a digital search engine for new building projects, a design science office using machine vision and big data to transform construction scrap into new creations, and an investor backing proptechs. What is relevant? How is the building industry changing? Join the conversation!

About radical ideas, big data and intelligent recycling with:

- **Jürgen Fenk**, SIGNA, Vienna
- **Patrick Christ**, Capmo, Munich
- **Paul Indinger**, Building Radar, Munich
- **Tobias Nolte**, Certain Measures, Berlin
- **Matthias Standfest**, Archilyse, Zurich

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speed dating

12 April 2019

10:00–13:30

### Move Your Business Forward!

#### Speed dating for young architects & developers

A central concern of Architecture Matters is stronger networking between the architecture and real estate industries. Our speed dating sessions bring ambitious, young architects into direct contact with interesting project developers. The benefits are mutual: we support young architects in setting up their offices, while fresh ideas find their way into implementation and shake up rote, traditional planning approaches. Move your business forward!

Moderation: Michael Gerlich, Fiduciary Capital, Carsten Loll, Linklaters, Christiane Thalgott, City Planning Commissioner (ret.) of Munich. In cooperation with the Urban Land Institute (ULI).

Spots are limited. Participants will be selected by our jury: Jan Friedrich, Bauwelt, Saskia van Stein, Bureau Europa, Christiane Thalgott.

After the event, participants are invited to speak with selected journalists.