



ORGANIZED BY :

ajac



Col·legi d'Arquitectes  
de Catalunya

wonderland

WITH THE SUPPORT OF:

Ajuntament  de Barcelona

SPONSORS:

# INITIATING PROJECTS

**INTERNATIONAL SYMPOSIUM OF YOUNG ARCHITECTURE**  
14th-15th-16th of October 2010, Barcelona.

“Initiating projects” is a symposium organised by AJAC (Agrupació de Joves Arquitectes de Catalunya) as the coordinator of Wonderland in Spain, that tries to generate a debate about “how and when to start a project” from the perspective of young architects, both nacional and international.

The objective is to establish a critical approach towards architectural practice for the young architects collective and also to establish synergies on an international level that define the cultural identity of the profession.

## PROGRAM :

### ● DAY 1. Thursday, 14th of october 2010:

Opening of the exhibition “Premi AJAC VII” and “Deadline Today!”.

### ● DAY 2. Friday, 15th of october 2010: Debate and round tables: “Initiating projects”.

#### MAKING CITY

Session 1 : Urban Policies

Sessió 2 : In/formal Architect/s/ures

#### AND NOW WHAT?

Session 3: Employability

Session 4: Inexperiencies

**Evening itinerary:** Open architectural studios evening.

### ● DAY 3. Saturday, 16th of october 2010: Workshop and closing event.

**TRANSVERSAL ACTIVITY.** Architectural Pauses.

#### LOCATION:

Headquarters of COAC (Col·legi Oficial d'Arquitectes de Catalunya). Plaça Nova 5.  
and other spaces of the centre of Barcelona.

#### INFO:

More information and registration at [www.coac.net/initiatingprojects](http://www.coac.net/initiatingprojects).  
Registration free.



EXHIBITIONS

## DEADLINE TODAY!

99+ stories on making architectural competitions

The exhibition "Deadline Today!" makes an attempt to map the reality of this system by collecting first-hand experiences and information at a European level. The result is a collection of 114 stories about competition participations, presented according to five criteria:

- :: The thinking behind competition entries (design strategies).
- :: Teaming-up (collaborations).
- :: Possible effects on the office development (turning points).
- :: Paths to getting a project built (realizations).
- :: Unexpected follow-ups (side-effects).

Taking part in a competition is about testing one's own abilities outside a predefined setting of personal connections, nationality, office size or gender. It is about experimenting and developing a personal vision much more directly than in the usual architect-client relationship.

And winning a competition is much more than just getting a job! It is about the possibility of growing big in a day, of shortcutting years of slow growth, or of jumping scale in the size of projects the practice deals with, of getting a footing in a different national context, of specializing.

And finally it is about publicity and recognition in and beyond the professional context - from colleagues to the general public.

Yet, competitions also mean investing valuable resources in terms of time, energy and money with an uncertain outcome. **Is the prize worth the effort?**



"Deadline Today"  
Vienna - July 2009

Commissioner : ajac + wonderland



"Deadline Today"  
Brno - March 2010

EVENING ITINERARY

PARTICIPATE!

**Description:**

It's an activity that allows a more informal and alternative participation of the symposium with the city and its young architects, as well as offering the young architectural studios the opportunity of presenting themselves.

**Criteria for selection of the studies:**

To participate in the "Evening Itinerary" you must submit a proposal to the organisation team of the International Symposium of Young Architecture Ajac-Wonderland. The proposals must be sent by email to [ajac@coac.net](mailto:ajac@coac.net) before of the 15th of September 2010.

The proposal has to be written in an A4 document in PDF format in either Catalan, Spanish or English. There is no limit to the length of the document. This proposal should include the curriculum of the studio and the capacity of visitors. The studios have to be of young architects (under 40 years old) that would be able to prepare a short guided visit to the studio in English and that accepted the compromise of preparing a brief document (leaflet or similar) with some of the work of the studio for the visitors to "collectionate".  
The timetable of the visits will be between 20:00h and 23:00h.

The organising members of the symposium evaluate the proposals and will make their selection based on the established criteria.

**Conditions:**

The participation in the "Evening Itinerary 2010" assumes the agreement with these bases. The publication of the "Evening Itinerary 2010" is published through these bases and through the media that the organization decides.

0 COAC. Plaça Nova 5

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2

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Commissioner : ajac

## ARCHITECTURAL PAUSES

## PARTICIPATE!

### Description:

The “pauses” will be cultural activities organised by the teams of AJAC and Wonderland and will take place in spaces of the city that are generally open to the public. Individual teams can make proposals for “pauses” that comply with the prescribed criteria.

### Criteria of the teams:

The teams should include people of different nationalities to generate cultural proposals that represent the connection between young architects. It is going to be valued the fact that these teams will be specially created for the symposium activities.

### Criteria for the activities:

The activities must be cultural character. Teams should make a proposal that is related to architecture (urbanism, landscape architecture, stage design). The format is not defined and the method of expression is up to the individual teams. The proposal has to be represented over the three days that the symposium lasts. If the proposal involves a live performance then there will be a maximum of three performances every day. One in the morning, one in the afternoon and one in the evening.

The spaces will be places open to the public and easily accessible via public transport. They can be either private or public spaces and its thought that bars, cultural rooms, exposition halls, universities and civic centres may be appropriate. The team that are organising the symposium will be in charge of managing these spaces. When the spaces have been chosen the selected teams will be briefed and given full information about the spaces and activities. The symposium organisers are not responsible for the material that is exhibited.

### Criteria for selection of the “pauses”:

To participate in the architectural pauses you must submit a proposal addressed to the organising team of the symposium AJAC-Wonderland. The proposals should be sent to the email address of AJAC [ajac@coac.net](mailto:ajac@coac.net) before the 15th September, 2010.

The proposal has to be written in an A4 document in PDF format in either Catalan, Spanish or English. There is no limit to the length of the document. The organising members of the symposium evaluate the proposals and will make their selection based on the established criteria.

### Conditions:

The participation in the “Architectural Pauses 2010” assumes the agreement with these bases. The publication of the “Architectural Pauses 2010” is published through these bases and through the media that the organization decides.

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|---|---|---|----|
| 0 | COAC. Plaça Nova 5                      | 4 | 8  |
| 1 | RAS gallery barcelona.<br>Doctor Dou 10 | 5 | 9  |
| 2 | DOBLE ZERO.<br>Jaume Giralt 53          | 6 | 10 |
| 3 | MAUMAUNDERGROUND.<br>Fontrodona 35      | 7 | 11 |

Commissioner : Eva Cotman, arquitecta

## EXHIBITIONS

# PREMIS AJAC VII

The exhibition PREMIS AJAC VII shows the winner projects of the last edition of Premis Ajac , which are going to be announced at the opening of the exhibition. The Ajac awards for young architects, have been organized from 1996 by the Association of Young Architects of Catalonia of the Association of Architects of Catalonia, the awards are held every two years with the aim of disseminating the most important works of architects younger than forty years old.

An international jury of renowned architects assesses work individually in their offices and following the criteria established on the basis, under strict anonymity viewing.

The winning projects presented in this exhibition will be also published in a book which includes the curriculum of the authors and it will be shown as well on a virtual exhibition.

The Ajac awards are organized into four different categories, of which the jury this year is:

### Type A : Architectural Projects - Built projects:

Smiljan Radic - David Basulto - Oliver Thill - Margarita Jover

### Type B : Architectural Projects - Unbuilt projects:

Antonio Jimenez Torrecillas - Alejandro Arcuri - Esteve Bonell

### Type C : Research work about to the spread of Architecture:Articles and Essays

Rozanna Montiel- Ethel Baraona - Miquel Adria

### Type D : Diplomas

Daniela Hartmann- Andreas Quednau - Rosa Rull



Cover of the publication of Premi AJAC 6

Commissioner : Jaume Farreny + Maite Sainz de Maza



## DEBATES

# MAKING CITY

### Session 1: Urban policies

The purpose of the debate is to disseminate the work, the way to get customers, difficulties, career opportunities and strategy of the companies or organizations engaged in research or as consultants of cities in urban policy issues, mobility strategies or sustainable projects. That is, the discussion aims to show professional path for architects, not as managers of site work but as producers of informed ideas about the city, working in multidisciplinary teams. The debate will have a practical view, focusing more on professional issues and recommendations than in explaining the projects' of organizations invited.

Commissioner : Maria Sisternas, architect

### Session 2: In/formal Architect/s/ures

The second part of the debate Making City City will focus on analyzing new strategies of intervention in the cities and the new professional realities in architecture. The aim of the debate is to present the work, the difficulties and the strategies of organizations or individuals that are currently working on the research and communication of new challenges and opportunities that our cities have to deal with, derived from the social, economic and environmental crisis.

The purpose of the discussion is to show new ways for architects, not as designers or project coordinators, but as activists and participants in the actual construction of the city, not just its buildings, streets or urban plans.

Commissioner : Guillen Augé, architect

# AND NOW WHAT?

### Session 3: Employability- How to target the young professional architects in the current context?

The debate aims to raise new professional careers for young architects, starting with the possibilities that both the architect title and the skills and abilities acquired during the studies and the working experience. As well as presenting new possibilities offered by a specialization of the profession and an orientation to internationalization.

Commissioner : Anna Ramos, architect

### Session 4: Inexperiences

Inexperiences gatherings are a relaxed way to learn from the experiences of others. The public becomes a participant by creating a comfortable atmosphere to share experiences about starting the professional live and the first projects.

To attempt to explain the current professional reality, the inexperiences will be presented in three simultaneous gatherings, each of which is targeted to a different professional profile:

- Architects that have their own architectural studios.
- Architects that work in other architectural practices, private companies or public administrations.
- Architects, who "do architecture without doing projects."

Commissioner : Jordi Riba, architect

## WORKSHOP

# START A PROJECT NOW!

### Description:

At a time when citizen consultations, when making certain urban projects have become a part of that so-called "politically correct" and therefore are more resignation than convincing, more like a formality pass or as a way of directing public opinion rather than as a commitment to participatory democracy, we believe it is appropriate to ask questions and suggest alternatives.

This workshop, in its modesty, beyond gathering public opinion about the city of Barcelona, aims to reflect on the consultations and public participation about "making city".

If the kids are a major user groups of green spaces, why don't ask them for their opinion?

If the city receives every year nearly 3 million tourists, and these are also users of the city, and one of its main sources of income, which is not lawful that they participate in the consultations?

Why, in some cases we don't ask the opinion of the people until the project is well defined?

It seems more interesting than the opinions of everyone are on view, alongside some of the others and then establish a kind of dialogue or debate between them.

Then, the consultation process would become not just a collection of opinions, but also a space for personal thinking and individual and collective learning.

Commissioner : El Globus Vermell