

BALKAN
ARCHITECTURE
CONFERENCE

Belgrade, April 25, 2013

The Union of Architects of Serbia and the University of Belgrade-Faculty of Architecture would like to invite you to the Balkan Architecture Conference in Belgrade, Serbia on April 25, 2013.

The conference is a platform for architects and their organizations from Balkan countries to share and discuss actual professional issues.

Place: Belgrade Cultural Center Movie Theater

Time: April 25, from 10.00 to 19.00

Language: English

Costs: Free participation and entrance

The conference is part of Belgrade International Architecture Week (BINA) which will take place in Belgrade Cultural Center on April 18-30, 2013.

Conference Theme: Architecture Relevance

Privatization of the public properties and commercialization are the main determinates of the contemporary development of Balkan countries. Speculative real estate market that has been taken as the primal instrument of the economic growth enabled massive constructions and simultaneously massive deregulation of architecture production in the last decades, ultimately changing our everyday living and working environment.

During this period architecture has been taken as a commodity rather than a resource. Financial benefit became its only value parameter. Run for the profit is transforming construction into business competition where each entrepreneur has to fight for more consumers by radiating more attractive presence to the market. As a result, architecture engagement turned into production of illuminated scene full of glamorous objects offering no more than a visual spectacle for the seduction of the masses.

On the other side, the largest parts of built environment is left out of the public attention, excluded and neglected. These are the spaces where the most of the people are living, hiding in the scrappy buildings that are providing shelters from the everyday troubles, and training to survive on the anonymous streets of the devastated neighborhoods. With the lasting economic recession and the lack of public care, their environment will soon resemble destroyed battlefields.

There is a need for the serious change in mindset, public policy and action in aim to reclaim architecture relevance in contemporary society. Architecture has to overcome its marketing episode and take the active role in generating social prosperity and public emancipation. This evolving process should engage all responsible architects, architecture organizations, public administration, and civic associations working together for the good of all.

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The discussions of the BAC 2013 in Belgrade will start a new mode of professional communication in aim to strengthen connections and raise the capacity of architects and architectural organizations to deal with the deregulated development of the Balkan. Two complementary Conference blocks are the attempt to rebuild the architecture relevance despite the political and economical austerities: the first will identify architecture strengths and potentials, and the second will offer new platform for professional exchange among Balkan architects and architectural organizations.

Block One: Reality Matters

from 10.00 to 14.00

Four invited key note speakers will provide insights into the complex realities of architectural production in Balkan countries, and elaborate alternative concepts and strategies of the architecture relevance on today society. The diverse knowledge sharing process will enable architects to learn from each other and develop capacity for active participation in the improvement of our living environment.

Block Two: Balkan Architects Network

from 15.00 to 19.00

Eight representatives from the architectural organizations from Balkan countries will exchange their local experiences. Their presentations will support the establishment of the Balkan Architecture Network, a new internet hub that will serve as a gathering, communicational and educational tool to encourage exchange and collaboration among architects from Balkan, and through this, to bring together a vast number of projects, writings, researches, and workshops, all of which are meant to support and inspire architects in their engagement.

Poster Exhibition: Architecture Relevance

All participants are welcome to contribute poster or serial of posters for the common exhibition. Send edited pages as PDF file for printing, 70x100cm, vertical, until March 25th, 2013. to Ruzica Saric, BINA program director, email: bina.ruzica@gmail.com

Ivan Kucina
BAC 013 Program Director