

ECOWEEK 2010

... habits change ... climate change

YOUNG ARCHITECTS' FORUM :: منتدى :: ΦΟΡΟΥΜ :: פורום
Green Architecture | Community | Sustainability



Israel & West Bank

July 25 - August 1, 2010

Bjarke Ingels in ECOWEEK 2010 25/7 - Tel Aviv

Michael Sorkin in ECOWEEK 2010 27/7 - Jerusalem

WELCOME TO ECOWEEK!

ECOWEEK is an independent non-governmental organization (NGO) with international activity. Its mission is to raise environmental awareness and to promote the principles of sustainability. Among ECOWEEK activities is the sharing of knowledge and expertise through the training of young professionals in 'green' Architecture and design, and community responsibility. ECOWEEK was established in Greece in 2005, and today is active in Europe and the Middle East. ECOWEEK founder and Chairman is Yale / Bezalel / NTUA graduate 'green' architect and environmental consultant **Elias Messinas**, Int'l.Assoc.AIA.



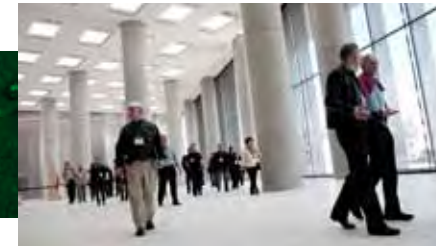
ECOWEEK activity includes international conferences, educational programs, lectures and workshops in Greece, Cyprus, Israel and the West Bank. Among ECOWEEK distinguished speakers in the past are **Al Gore**, **Ken Yeang**, **Shigeru Ban**, **Julie Bargmann**, and others. ECOWEEK has cooperated in the past with the American Institute of Architects, Greek Ministries, the City of Athens, the Danish Embassy, the Danish Architectural Center, the Japanese Embassy, the Swedish Embassy, the British Council, the Dutch Green Building Council, MKS City College (Larnaka), SCE College (Beersheva), the Ministry of Environment (Israel) and others..

ECOWEEK conferences aim towards young professionals training in sustainable design and 'green' buildings, promoting the principles of sustainability and responsibility, and applying sustainable solutions for local communities.

To learn more about ECOWEEK visit our website www.ecoweek.org or send an email to ecoweek@ecoweek.org

ECOWEEK 2010 YOUNG ARCHITECTS FORUM IN THE MIDDLE EAST GREEN ARCHITECTURE :: COMMUNITY :: SUSTAINABILITY

The UN Climate Change Summit in Copenhagen revealed some important facts: (a) there is no environmental solution without true cross-border cooperation; (b) buildings, contributors by 40% to energy consumption are affecting the well-being of local communities; (c) the time to act is now. But it is not only about energy. Climate Change requires leadership, environmental awareness and education.



The ECOWEEK 2010 program is about education and professional training of young professionals in sustainable design of real buildings, and about helping local communities. The program aims to create a platform for professional networking to promote the principles of sustainability and 'green' buildings. The program takes place July 25 – August 1, in Israel and the West Bank.

ECOWEEK 2010 includes lectures, discussions and presentations, master classes, and design workshops for young professionals led by established architects from Israel, the West Bank, Greece and the US. The workshops will deal with conceptual projects, real projects for actual communities in real sites, urban projects, and landscape projects for the 2nd Bat Yam Biennale.

ECOWEEK 2010 distinguished speakers include Prof. **Robert Axelrod** (University of Michigan), Prof. **Michael Sorkin** (Sorkin Studio), award-winning architect **Bjarke Ingels** (BIG), architect **Thomas Rau**; landscape architect **Thomas Doxiadis** (doxiadis+), and others.

Sunday July 25, 2010

Venue: Morning sessions: Room 206 A, Mexico Building, Tel Aviv University, Ramat Aviv* Admission free	
8:30-10:00	On Site Registration & Welcome
10:00-10:30	Intro I: ECOWEEK 2010 in the Middle East Speaker: Dr. Elias Messinas, Chairman, ECOWEEK
10:30-11:00	Intro II: Timing: The 2nd Bat Yam Biennale Speaker: Sigal Barnir & Prof. Yael Moria Intro III : Arava Institute Speaker: Dr. Daniel Orenstein Arava & Technion
11:00-11:45	Meet your Workshop Group Registration only
11:45-12:00	Break on your own
12:00-13:00	Lecture I: 'Green' Landscape Design Distinguished Speaker: Thomas Doxiadis, doxiadis+
13:00-13:20	Lecture III: 'ECO' Wall new Porter School at TAU Speaker: Dr. Joseph Cory, Geotectura
13:20-13:40	Lecture IV: LEED Project in Ashdod Speaker: David Knafo, Knafo Klimor Architects
13:40-15:00	Lunch Break on your own
15:00-15:20	Lecture V: Water Conservation in Houses in Gaza Speaker: Dr. Omar Yousef Architect
15:20-15:40	Lecture VI: 'Green' Building Examples Speaker: Mati Kones, Ecotectura
15:40-16:30	Break on your own
16:30-17:00	Meet Bjarke Ingels (BIG) Registration only
17:00-17:30	Break on your own
17:30-18:30	Distinguished Speaker: Thomas Rau, RAU Architects Lecture supported by the Dutch Green Building Council. Fastlicht Auditorium, Mexico Building, Tel Aviv University.*
18:30-19:30	Keynote Speaker: Bjarke Ingels, BIG Lecture supported by the Danish Architectural Center and the Royal Danish Embassy in Tel Aviv. Fastlicht Auditorium, Mexico Building, Tel Aviv University.*

Monday July 26 Registration only

All day | Workshops: **Visit your site & meet your client** Venue: **Workshop site**

* We thank the **David Azrieli School of Architecture**, the **Porter School of Environmental Studies**, the **Brigham Young University Center** in Jerusalem, the **US Embassy** and **US Consulate**, **Holon Institute of Technology**, **2nd Bat Yam Biennale**, the **Ecological Farm** and the **Municipality of Bat Yam** for the cooperation and hospitality.

Tuesday July 27

9:00-16:00	Workshops: Design Development Venue: Workshop venue*
18:00-19:00	Architectural tour Venue: BYU Center in Jerusalem* Registration only
19:00-20:00	Keynote Speaker: Prof. Michael Sorkin, Sorkin Studio Venue: BYU Center in Jerusalem Admission free Invitation & pre-registration Lecture supported by the US Embassy American Cultural Center and US Consulate in Jerusalem and the hospitality of BYU Center.

Wednesday July 28

9:00-17:00	Workshops: Design Development Venue: Workshop venue* Registration only
19:00-20:30	Video Conference Lecture & Discussion 'Evolution of Cooperation' Speaker: Prof. Robert Axelrod , Michigan University Venue: Jerusalem & Ramallah Admission free - invitation or pre-registration only Made possible through the support of the US Embassy American Cultural Center and US Consulate in Jerusalem.

Thursday July 29

9:00-18:30	Workshops: Presentation Preparation Venue: Workshop venue* Registration only
19:30	The Urban space between Time, Ecology & Economics: discussion & greek music Panel: M. Sorkin, O. Yousef, T. Doxiadis, K. Labrinopoulos, E. Daskalakis, C. Daniel, E. Messinas Venue: HaMirpeset restaurant, on the sea, opp. Ben Gurion 83 Bat Yam* Admission free

Friday July 30 Admission free

9:00-15:00	Workshop Presentations & Critic Panel: M. Sorkin, O. Yousef, T. Doxiadis, K. Labrinopoulos, E. Daskalakis , and others Moderator: E. Messinas Venue: Auditorium 110 Bldg 6 HIT*
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Saturday July 31 Registration only

10:00-12:00	Site Visit: Holy Sepulchre, Jerusalem Speaker: Dr. Sakis Mitropoulos , Architect, Greek Patriarchate.
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Sunday August 1 Registration only

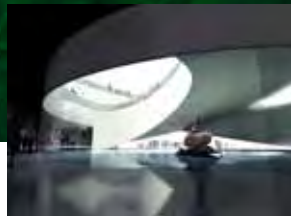
10:00-12:00	Visit & Presentation: The new city Rawabi Speaker: Bayti, Ramallah (English session)
12:00-14:00	Visit & Presentation: The new city Rawabi Speaker: Bayti, Ramallah (Arabic session)

Keynote Speakers

Michael Sorkin Architect | SORKIN STUDIO

Distinguished Professor of Architecture and Director of the Graduate Program in Urban Design at the City College of New York, Michael Sorkin is principal of the Michael Sorkin Studio, an award-winning architecture and urban design practice in New York. From 1993 to 2000 he was Professor of Urbanism and Director of the Institute of Urbanism at the Academy of Fine Arts in Vienna. In addition to writing innumerable articles on architecture and the built environment, he has authored *Variations on a Theme Park* (1992) and *Indefensible Space: The Architecture of the National Insecurity State* (2007). Sorkin is the founder and president of the non-profit Terreform and chairs the board of directors of the Institute for Urban Design. www.sorkinstudio.com

Speaker invited thanks to the generous support of the US Embassy American Cultural Center and US Consulate in Jerusalem.



Bjarke Ingels Architect | BIG

Bjarke Ingels started Bjarke Ingels Group in 2005 after co-founding PLOT Architects in 2001 and working at OMA in Rotterdam. Through a series of award-winning design projects and buildings, Bjarke Ingels has created an international reputation as a member of a new generation of architects that combine shrewd analysis, playful experimentation, social responsibility and humour. He has received numerous awards. Bjarke has been active as Visiting Professor at Rice University School of Architecture and recently at Harvard University School of Design. Bjarke currently holds a guest lecturer position at Columbia University School of Architecture, Planning and Preservation. www.big.dk

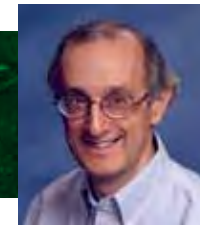
Speaker invited thanks to the generous support of the Danish Architectural Center and the Royal Danish Embassy in Tel Aviv.

Special lecture & discussion with **Prof. Robert Axelrod**

G. R. Ford School of Public Policy | **UNIVERSITY OF MICHIGAN**

Robert Axelrod is the Walgreen Professor for the Study of Human Understanding at the University of Michigan. He has appointments in the Department of Political Science and the Gerald R. Ford School of Public Policy. He holds a BA in mathematics from the University of Chicago (1964), and a PhD in political science from Yale (1969). Prof. Axelrod is best known for his interdisciplinary work on the evolution of cooperation. His current research interests include complexity theory, and international security. Among his honors and awards are membership in the National Academy of Sciences, and a five year MacArthur Prize Fellowship. Recently Axelrod has consulted and lectured the United Nations, the World Bank, the U.S. Department of Defense, and various organizations.

The Video-conference lecture is transmitted simultaneously to venues in Jerusalem and Ramallah. Speaker invited thanks to the cooperation and support of the US Embassy American Cultural Center and US Consulate in Jerusalem.



Distinguished speakers

Thomas Rau Architect | RAU ARCHITECTS

Dutch Architect Thomas Rau started his firm in 1993 and became best known for his ING-bank offices and Europe's first CO2-free building, the World Wildlife Fund headquarters in Zeist, Netherlands. Rau describes his guiding principle as "open-minded architecture", providing the client with what he/she really wants, and not necessarily with what he/she asked for. Rau architects also create buildings that are energy-producing rather than energy consuming. Rau is the first Cradle 2 Cradle certified architects office in Europe. www.rau.nl

Speaker invited thanks to the generous support of the Dutch Green Building Council.

Thomas Doxiadis Landscape Architect | doxiadis+

Thomas Doxiadis is a Harvard-educated architect and landscape architect. Thomas specialize in the site planning and integration of Architecture and Landscape Design in a sustainable way. Former Senior Manager at the Athens Olympics Organizing Committee, he is the recipient of numerous awards such as Rudolf Amheim Prize, Penny White Award and Harvard Scholarship for academic achievement. He is Adjunct Lecturer at Patras University. www.doxiadisplus.com
Speaker invited thanks to the cooperation and generous support of the 2nd Bat Yam Biennale.



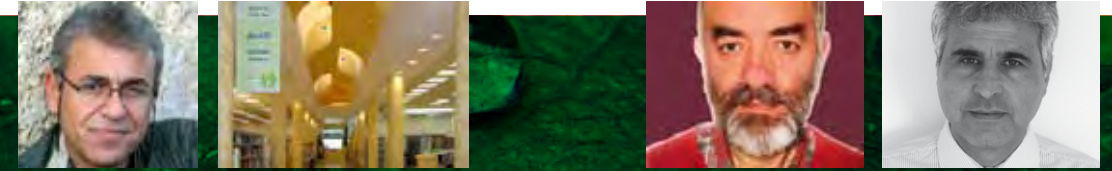
Invited speakers: 'green' examples

Joseph Cory Architect | GEOTECTURA

GEOTECTURA is an award winning architectural studio founded by architect Dr. Joseph (Yossi) Cory. Its work was published and exhibited worldwide. The Eco-Wall new Porter School of Environmental Studies at Tel Aviv University project (designed by Geotectura, NCArchitects and Axelrod-Grobman Architects) won the competition that aimed to erect the first LEED Platinum building in Israel. Cory's will reveal the environmental aspects of the design. The project is designed to perform as a living lab of ecological and social values for the community and the environment. The lecture will get into the details and the dilemmas of the design team and will show different strategies and conclusions for this important milestone in the sustainable Architecture in Israel. www.geotectura.com

Omar Yousef Architect | TANMIA CONSULTANTS

Dr. Omar Yousef is a practicing architect and a professor of Planning, Policy and Design and the Head of the Graduate Program in Jerusalem Studies at Al Quds Palestinian University in Jerusalem. He is educated in Romania, Berlin and the U.S. He has won several competitions, among them the un-built Palestinian National Museum of Archeology in Gaza, the Headquarters of Medical Relief Committees in Ramallah and the Qattan Library and Children Center in Gaza City (left). Serving as a consultant for UNICEF, UNDP and other NGOs, with interests in environmental and social ecology, he worked with communities on environmental projects and public participation. Omar will focus on the environmental projects of grey water recycling and roof top gardens in rural Gaza with some brief mention of his approach to Architecture, interpretation and recycling of meaning.



Mati Kones Architect | ECOTECTURA

Mati Kones, one of the pioneers in passive solar Architecture in Israel, since the 1980s has a number of completed passive solar buildings throughout Israel. The Sonnenfeld Center for Environmental Physics at the Institute for Desert Research Sde Boker Campus of the Ben Gurion University is an administration and academic building, utilizing passive solar heating and passive cooling to reduce reliance on fossil fuel generated energy.

David Knafo Architect | KNAFO KLIMOR ARCHITECTS

Knafo Klimor Architects is committed for development of sustainable and humanistic architecture in its regional contexts. Ashdod Visitors' Center will be the first public building that will meet the LEED Gold standard for its high sustainability quality. The building will provide about 60% of its energy by solar and geothermal systems. In addition an inner atrium was designed to enhance natural ventilation. A website showing the process of construction on site will contribute to the public awareness to sustainability among Ashdod inhabitants. www.kkarc.com

W1: SHOROUQ Workshop

The design of the Shorouq Women Empowerment Center for the Shorouq Society for Palestinian Women in Al-Izariya, adjacent to Jerusalem.

The group will have the opportunity to meet with the client and the future users of the project and discuss with them the program of the building and their needs. The workshop may include the development of several schemes in small groups.

As a long-term goal, is the development of one scheme till construction.

Workshop location: **Tel Aviv University School of Architecture studios.*** | Project site: **Shorouq Women Empowerment Center in Al-Izariya.** | Workshop team: **Mai Haseba** architect, **Dan Price** architect, and **Ziad Jallad** architect.

W4: JERUSALEM Workshop

Trying to address the question of a divided city as a philosophical and architectural problem, when attempting to address the division of Jerusalem and establishing a sustainable division (and link) between East and West, one has to consider the necessity of preserving the connectivity between both sides of a city that has functioned as one entity for many years. The unique urban character of Jerusalem depends largely on the ability of movement from one side of the city to the other, and how these facilities will encourage cooperation, understanding and normality along a potential border.

Workshop location: **Tel Aviv University School of Architecture studios.*** | Project site: **Jerusalem** | Workshop team: **Karen Lee Bar-Sinai** architect, **Yehuda Greenfield-Gilat** architect, (www.sayarch.com) and **Konstantinos Labrinopoulos** architect (KLAB, www.klab.gr)

W5: NEGEV Workshop

In cooperation with the Municipality of Beersheva, this workshop group will deal with the urban study of KK"L main pedestrian street in the old city of Beersheva, and how this street can become the first 'green' street in Israel. This is an actual project that the City of Beersheva is working on, and the ideas generated in the workshops may very well form the basis for the planning strategies for the actual project.

Workshop location: **Tel Aviv University School of Architecture studios.*** | Project site: **KK"L street, Beersheva** | Workshop team: **Michael Sorkin** architect (Sorkin Studio, www.sorkinstudio.com), **Omar Yousef** a architect (Tanmia Consultants), **Oren Yiftachel** (Ben Gurion University), and **Mati Kones** architect (ecotectura).

W6: BIENNALE in Bat Yam Workshop

ECOWEEK is participating in the 'Timing: 2nd Bat Yam Biennale' with two workshop teams to propose the creation of public space installation(s) that will be built within the framework of the Biennale in the fall 2010. The teams will explore the relationships of the parts of the city and the special relationship of Bat Yam with the Mediterranean, and will also investigate possible ways of encouraging intercultural dialogue, and the interchange between the private and the public domain.

Workshop location: **Ecological Farm, Bat Yam.*** | Project site: **Bat Yam** | Workshop team: **Thomas Doxiadis** landscape architect (doxiadis+, www.doxiadisplus.com), **Braha Kunda** architect (Interior Design at HIT), **Galia Hanoach-Roe** landscape architect and **Revital Shoshani** landscape architect.

W7: KIRYAT GAT Workshop

In cooperation with the Bruno Zevi Foundation, the Joint Distribution Committee Mishol Program, and the local Ethiopian Community of Kiryat Gat this workshop will design a Cultural and Community Center for the Kiryat Gat Ethiopian Community. The project is an actual project to be built by the community and this workshop will provide ideas and a preliminary design approach for the actual building.

Workshop location: **Tel Aviv University School of Architecture studios.*** | Project site: **Kiryat Gat** | Workshop team: **Gilad Rosenzweig** architect (www.arc-des.com) and **Gil Peled** architect, (eco-challenges TM).

W8: IPCRI TANTUR Workshop

In cooperation with the Israel / Palestine Center for Research and Information (IPCRI) this workshop will design a mixed use Cultural and Community Center for Israeli and Palestinian Peace organizations. The site is located inside the Tantur Eucumenical Institute for Theological Studies compound, near Beit Tzafafa and the Greek Orthodox monastery of Mar Elias in Jerusalem. Workshop location: **Tel Aviv University School of Architecture studios.*** | Project site: **Tantur compound, Jerusalem** | Workshop team: **Epaminondas Daskalakis** architect (rkitekts, www.rkitekts.eu), **Ohad Yehieli** architect, and **Elias Messinas** architect (ecoama, www.ecoama.com).

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Under the Auspices



Supporting Partners



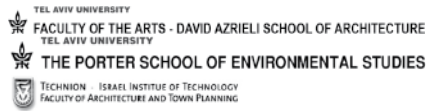
Communication Partners



DETAIL



Partner & Cooperating Organizations



Friends of the Earth Middle East



Palestine Peace Society



Acknowledgments: HE Sotirios Athanasiou General Consul of Greece; MP Dionysia Avgerinopoulou, Greek Parliament; HE Jon Allen Ambassador of Canada; Mia Levy, Royal Danish Embassy; Jim Buttery Director, British Council; Stefan Van Uffelen Director, Dutch GBC; Adachiara Zevi, Zevi Foundation; Prof. Alexander Tzonis, Delft University; Arch. Nataly Gattegno, CCA; Kristine Lorenzen, BIG; Felicity Aziz and Dana Rassas, US Embassy and US Consulate; Jack Wysocki and Kristen Sibilia, CSRWire; Susanne Lubos, DETAIL; Giulia Marani, ECOLOGIK; Peter Heilmann, EuroCharity; Dr. Eran Neuman, Arch. Dan Price, Azrieli School of Architecture; Dr. Arie Neshet and Smadar Ivan, Porter School of Environmental Studies; Daniel Florentin, Ecological Farm Bat Yam; Ted Okishi, BYU; Avraham Grant, Braha Kunda, Hemda Cohen and Iris Zilberman, HIT; Tal Elal Deputy Mayor of Beersheva and Anya Tcherikover, Hila Keinan, Tel Aviv University; Municipality of Beersheva; Daniel Sherman, former NISPED; Sharon Benheim and Miriam Neuman, Arava Institute; Yael Rockoff and Rebecca Bardach, JDC; Sigal Bar Nir; Yael Moria Klain, Lisa Blechman, Yael Caron, Eila Eitan, Dorit Araban and Omer Laor, 2nd Bat Yam Biennale; Amir Dajani and Issa Hazboun, Bayti Rawabi; Gerson Baskin, IPCRI; Shahar Sade, Van Leer Institute; Elizabeth Ya'ari, Nader Khateeb, and Tammy Stern, FoEME; Avi Dabush, Shatli; Dr. Roni Lev and Sara Cohen, Bezalel; Dr. Gedi Capeluto, Technion; Arch. Arthur Spector; Dr. Yehuda Stolov, IEA; Adam Werner, YIFC; Musa I. Ewidat, ACIT; Ghadir Hani, NRD; Dror Caravani, RC Bnei Shimom; Stathis Perdakis and Mahi Doumoura, Athens Direct; Sofia Lakou, Erasmus; Inbar Opan and Rina Haddad, International; Yvette Nahmia-Messinas, Eriflyi Tsavdari, Zelda Elalouf and Aviva Shemesh; and a special thank you to Dr. Taleb Al-Harithi, Palestine Peace Society; Judy Bar Lev, Arava Institute; Fatima Farouq, Shorouq Society; and 'sister' Hadas E Yerushalmi for the design of the catalogue.

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