



ECOWEEK 2013

... habits change ... climate change

MIDDLE EAST

March 3-8, 2013

الايكولوجية الأسبوع Εβδομάδα Οικολογίας שבוע אקולוגיה

	OPENING OF EXHIBITION 'JOINING GREEN SPIRIT WITH MATTER'	Saturday 2 March, 19:00
	REUSE RECYCLING OF BUILDINGS, MATERIALS & OBJECTS	Sunday 3 March, 9:30
	SUSTAINABILITY IN ARCHITECTURE, LANDSCAPE & PILGRIMAGE	Monday 4 March, 19:00
	WORKSHOPS: PRESENTATIONS / DISCUSSION	Friday 8 March, 9:00

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www.etem.com
email: etem.gr@etem.com

WELCOME TO ECOWEEK 2013 IN THE MIDDLE EAST!



Following ECOWEEK events in several cities in 2012, including Thessaloniki, Krakow, Rome, and Belgrade, and before taking off to Copenhagen (Denmark) and Istanbul (Turkey) for the first time, ECOWEEK is back to the Middle East for an international week of lectures and design workshops on green design, ecological buildings and sustainable communities.

ECOWEEK takes place in Israel and the West Bank for the third time. This year, new projects are the focus of the workshops – including sites at the Tel Aviv Port, the city of Tel Aviv, a sustainable pilgrimage project in Azaryia, and more!

I take this opportunity to thank the amazing team of professionals who helped set up and lead the ECOWEEK workshops! The exceptional group of speakers and keynote speakers from Israel, and abroad who join the ECOWEEK lecture sessions at Mediatheque, Holon, and Mishkenot Shaananim in Jerusalem! I also take this opportunity to thank the ECOWEEK 2013 partners who made this year's event possible and successful! Finally, I thank the students and young professionals who join ECOWEEK again this year, bringing enthusiasm, fresh and new

ideas, to the ECOWEEK design assignments.

Join us in the upcoming events around the world and the ECOWEEK GREENHOUSE, the international initiative by ECOWEEK for innovation and social and environmental entrepreneurship for young professionals! Learn more about ECOWEEK abroad at www.ecoweeconference.org and about the ECOWEEK GREENHOUSE at www.ecoweehouse.org

ECOWEEK is a non-governmental non-profit organization with the mission to raise environmental awareness and to promote the principles of sustainability. ECOWEEK was established on the Greek island of Aegina in 2005, and in Jerusalem in 2007. Today, ECOWEEK is active in more than 15 countries in Europe and the Middle East.

With best regards and thank you for joining us once again,

Elias Messinas
 Architect, environmental consultant and social entrepreneur
 Founding Chairman

UPCOMING ECOWEEK EVENTS: Mark your calendar

April 15-21	THESSALONIKI, GREECE Keynote: Polyform (Denmark)
May 13-19	COPENHAGEN, DENMARK New Nordic Living with KEA – School of Design & Technology. Keynote: Gehl Architects.
June 17-21	ISTANBUL, TURKEY with Mimar Sinan Fine Arts University Department of Architecture.
September	ROME, ITALY
October 21-27	KRAKOW, POLAND

For more details: www.ecoweeconference.org

Visit us at:



ECOWEEK PROGRAM

2013

... habits change ... climate change

Saturday March 2, 2013

All day	Arrival & check-in on your own
19:00-21:00	<p>Exhibition Opening: ECOWEEK Joining 'Green' Spirit with Matter Venue: ZEZEZE Gallery Port of Tel Aviv Admission free</p>
19:00-21:00	<p>Opening Events: GREEN WEEK at the Port of Tel Aviv Venue: Food Market Port of Tel Aviv Tel Aviv Admission free</p>

Sunday March 3, 2013

8:30-9:30	<p>ECOWEEK on site registration Venue: Mediatheque Holon Workshop Registration only</p>
9:30-10:00	<p>ECOWEEK : Opening & Welcoming Speakers: ECOWEEK & Partners Venue: Mediatheque Holon Online Registration</p>
10:00-11:45	<p>ECOWEEK Lectures I (HIT Session) Theme: Recycling and Reuse of buildings, materials and objects Moderator: Braha Kunda, Architect (HIT, Israel) Speakers: Arch. Uri Gilad & Arch. Yoav Meiri Keynote Speaker: Maciej Siuda, Devebere Project (Poland) Venue: Mediatheque Holon Online Registration</p>
11:45-12:00	Break on your own
12:00-13:30	<p>ECOWEEK Lectures II Theme: Recycling Reuse and use of materials and objects working by nature. Moderator & Speaker: Designer Adital Ela (HIT, Israel) Speakers: Dr. Dafna Haim-Langford & Yael Helfman Cohen (Biomimicry Israel) Venue: Mediatheque Holon Online Registration Keynote Speaker: Chris Sherwin, Seymour Powell (UK) Venue: Mediatheque Holon Online Registration</p>
13:30-15:00	<p>Lunch Break on your own / Special: Guided tours of the Materials Library Details and registration available at the registration desk (limited participation / first-come-first-serve basis)</p>
15:00-15:15	<p>Student Projects Speaker: Designer Maya Ashkenazi: Team Israel, Solar Decathlon Venue: Mediatheque Holon Online Registration</p>



The program may change without prior notice. The organizers reserve the right to make changes to the program without prior notice. Changes due to force major are not the responsibility of the organizers. In case of a force major the program will be revised accordingly to accommodate the best possible alternative. Please consult this program prior to your arrival to the venue, in case there is a last minute change.



15:15-16:00	Keynote Speaker: Marta Pozo, MVRDV (Holland) Venue: Mediatheque Holon Online Registration
16:00-16:15	Conclusions
16:15-19:00	ECOWEEK Workshops: Meeting & Site Visit Groups meet & depart from: Mediatheque Holon Workshop Registration only

Monday March 4, 2013

9:00-17:00	ECOWEEK Workshops Venue: Assigned Workshop Group Workshop Registration only
17:00-19:00	Break on your own
19:00-20:30	Theme: Sustainability in Architecture, Landscape & Pilgrimage Distinguished speakers: Naomi Tsur, Deputy Mayor of Jerusalem Count Philippe Piccapetra, Grand Chancellor, Order of St. Lazarus. Keynote Speaker: Byron Stigge (USA) Venue: The Adenauer Conference Center at Mishkenot Sha'ananim, Jerusalem Admission free The event is made possible thanks to the support of the Order of St. Lazarus and in cooperation with the Municipality of Jerusalem.

Tuesday March 5, 2013

9:00-17:00	ECOWEEK Workshops Venue: Assigned Workshop Group Workshop Registration only
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Wednesday March 6, 2013

9:00-17:00	ECOWEEK Workshops Venue: Assigned Workshop Group Workshop Registration only
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Thursday March 7, 2013

9:00-17:00	ECOWEEK Workshops Venue: Assigned Workshop Group Workshop Registration only
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Friday March 8, 2013

9:00-17:00	Workshop Presentations & Discussion Diplomas Critics Panel: From Israel and abroad Venue: Beit Hayotzer, Hangar 22, Port of Tel Aviv Admission free
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Exhibition of Workshop Projects Open Till March 23, 2013

Exhibition: ECOWEEK 2013 Projects at Joining 'Green' Spirit with Matter
Venue: **ZEZEZE Gallery Port of Tel Aviv** | Admission free

ECOWEEK SPEAKERS

2013

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ECOWEEK 2013 Public Lectures

Keynote & Distinguished Speakers



Marta Pozo Gil, Architect | MVRDV, Holland

Marta Pozo Gil is an architect and licensed BREEAM assessor. She has been working with MVRDV since 2007 where, in addition to her role as a Project Leader, Marta leads MVRDV's Sustainability Department. By forming environmental strategies and energy-efficiency guidelines for each design process, Marta ensures a high standard is maintained for all of MVRDV's projects. Marta has been involved in the conceptualizing and execution of projects of various scales. She is currently leading the design team for Montecorvo Eco City in Logrono, Spain. Marta is also working on a dense urban masterplan in Bordeaux, France - an ambitious "eco-quartier" where all energy consumed by the masterplan will be produced on-site. Marta has received degrees from Universidad Politecnica de Valencia, Spain (2001) and TU Berlin, Germany (2004). She regularly lectures and has won several awards.

www.mvrdv.nl



Chris Sherwin | SEYMOUR POWELL, UK

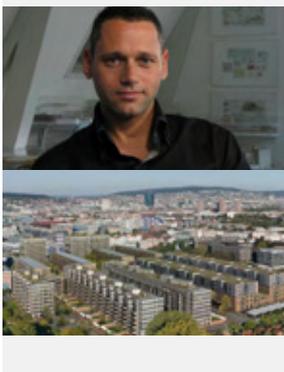
Chris Sherwin PhD, Head of Sustainability, Seymourpowell Chris has 15 years of experience in the sustainability field, specializing in linking environmental and social responsibility with innovation, product and packaging design and marketing. He recently joined global design and innovation consultancy Seymourpowell to lead their sustainability work. Previously he has held roles in brand marketing consultancy Dragon Rouge, as Head of Innovation at Forum for the Future, plus worked client-side in Philips and Electrolux Chris' consulting experience includes: sustainability strategy work with companies like The Tetley Group, Cadbury, General Mills, Mars. Innovation and product development work with PepsiCo, Boots, BT, BASF, SC Johnson, LG, Samsung, Heinz, UK Technology Strategy Board. He has advised and trained people on sustainability in Unilever, P&G, Johnson Matthey, Interfaceflor. Chris helped develop and launch sustainable 'products' to the market with Dulux, sony ericsson, O2 and BP. He is a recognized thought leader on sustainable design and innovation, and regularly presents on these issues at conferences. Chris holds a PhD in this area, titled 'Innovative Ecodesign', from Cranfield University.

www.seymourpowell.com



Byron Stigge | Level Agency for Infrastructure, USA

Byron is a Director at Level Agency for Infrastructure. He leads the sustainable infrastructure design, investment strategy and implementation services at Level and is based in New York. Byron has focused his design career on the study and practice of sustainable development for the built environment. He has had the opportunity to work around the world and at all scales of design from single family homes to large commercial buildings to city-scale infrastructure planning. For the past 15 years, Byron has been designing sustainable infrastructure plans for large scale development projects predominantly in developing countries. Byron is on the Board of Directors of the Institute for Urban Design. He has lectured and taught at Harvard Graduate School of Design, MIT, Yale, Washington University in St. Louis and Columbia University. He earned an undergraduate dual degree from Washington University in St. Louis in civil engineering and architecture, a Master of Building Technology from MIT and a Master of Design Studies in Environmental Planning from Harvard. levelinfrastructure.com



Uri Gilad , Architect | office_winhov, Holland & Switzerland

Uri Gilad studied at HIT, IL and the Academy of Architecture Amsterdam where he graduated with honors under the personal guidance of Prof. Herman Hertzberger. He gained his professional experience while working for Herman Hertzberger and Wingender Hovenier Architecten. During this time he was involved in designing residential and public projects and leading international competitions. In 2010 he joined Wingender Hovenier Architecten as an associate architect. Since 2013 Uri is a partner at office_winhov, Amsterdam. Uri teaches at the Academy of Architecture Amsterdam. Since 2010 he has been an assistant professor, at the Amsterdam School of Arts on the research project Tectonics in contemporary Brick Architecture. Uri divides his time between Amsterdam and Zurich where he is involved in several projects. www.winhov.nl



Maciej Siuda & Rodrigo Garcia Gonzalez, Architects | DEVEBERE PROJECT, Poland

Devebere is a project that came out of a collaboration of two architects Maciej Siuda and Rodrigo Garcia in 2011. Their last design, an experimental pavilion made of garbage and air by people, awarded by the French institute of architecture, is going to be presented during the Biennale of Architecture in Venice 2012.

Maciej Siuda graduated with honors from the Faculty of Architecture at Wroclaw University of Technology, and at the Faculty of Architecture at University of Technology in Valencia, and made an internship at the SQArquitectos office (Valencia). Co- creator of the international workshop of architecture and urbanism: IWAU. Teaches design at the Swietokrzyska University of Technology and developing videogames graphic design for the Foundation of Neurorehabilitation in Valencia.

Rodrigo Garcia Gonzalez is an architect and designer. He has studied in Canada, India, Chile and Spain. He received his architectural degree with honors from the ETSAM, Technical University of Madrid. He developed a fractal deployable system patent that has been awarded with several international recognitions. www.zipizip.com. His works have been shown in the Cite de l'Architecture of Paris and the Venice Biennale of Architecture. As a teacher he has collaborated with different universities and institutions in Colombia, Turkey, Ahmedabad, etc. He also worked as an improvisation actor, and awarded with the Gold Medal in the II Improvisation World Championship in 2009. He is a postgraduate student at Umea Institute of Design. www.devebere.com



Count Philippe Piccapietra, Grand Councillor and Delegate for the Holy Land | Military and Hospitalier Order of Saint Lazarus of Jerusalem

Count Piccapietra's family traces its origins to the 15th century in Naples. Living in Switzerland, he has been a member of the Order of Saint Lazarus of Jerusalem since 1984, becoming Grand Chancellor in 2005 and Delegate for the Holy Land in 2012. As Delegate of the Holy Land, Count Piccapietra is looking forward to the prosperous future of Jerusalem. Partnering Green Pilgrim Jerusalem is a natural affiliation since the Order of Saint Lazarus of Jerusalem has numerous reasons from its own history to support the modern concept of green pilgrimage.



Yael Helfman Cohen & Dr. Daphne Haim Langford | Founders, Israel Biomimicry Organization, Israel

Yael Helfman Cohen is a co-founder and general manager of the Israeli Biomimicry Organization. Yael holds a M.Sc. degree in management science from the Recanati School of Business Administration, Tel Aviv University and a B.Sc. in Industrial Engineering & Management from the Technion - Israel Institute of Technology. Yael is currently a Ph.D candidate in her final stages in the field of biomimetic design (Tel Aviv University).



Dr. Daphne Haim Langford is a co-founder and chairperson of the Israeli Biomimicry Organization and VP Business Development at Xenia Venture Capital leading the life science practice. Daphne has over 15 years of managerial experience. Daphne has been involved in medical device entrepreneurship and specializes in fundraising, strategic planning, marketing, distribution, reimbursement, and product management in the medical device industry. Daphne holds a Ph.D degree in Biotechnology from the Technion - Israel institute of technology. www.biomimicry.org.il



Adital Ela, Designer | Founder, CEO of S-SENSE DESIGN, Israel

Adital Ela is a sustainability designer, social-entrepreneur and teacher. Founder and CEO of S-SENSE DESIGN, and a TEDfellow. Adital holds a BA in product design from HIT (Holon Institute of Technology) and a Masters of Design from the "Man and Humanity" program at the Design Academy Eindhoven. Adital holds 15 years of experience in designing products and in creative direction and management of design teams and projects in various design fields. Adital is a sustainability design lecturer at the BA and MA programs of HIT and lectures regularly at conferences and leads workshops around the world. S-Sense Design (Sustainable Sense by Design) was founded in 2006 to become a unique driver of change by addressing 3 bottom lines in an innovative way: Creating and spreading innovative approaches to sustainable design; Developing actual projects that demonstrate these concepts; Creating "high value, fair profit" social-environmental enterprises. www.aditalela.com



Braha Kunda, Architect | Head of the Department of Interior Design, Holon Institute of Technology (HIT), Israel

Braha Kunda is an Architecture and Environmental Design Senior Lecturer and Head of Interior Design Department at the Design Faculty HIT - Israel. She received her B. Design from Bezalel Academy and M. Arch from Rice University, Houston USA. Braha has professional and academic experience in total architectural and environmental design of housing, commercial and public projects in a wide range of scales. Major interest in contextual design related to social and cultural aspects.

ECOWEEK WORKSHOPS

2013

... habits change ... climate change

W1 : Marta Pozo Gil, Architect | MVRDV, Holland & Ohad Yehieli, Architect | Tel Aviv University School of Architecture, Israel



Marta Pozo Gil is an architect and licensed BREEAM assessor. She has been working with MVRDV since 2007 where, in addition to her role as a Project Leader, Marta leads MVRDV's Sustainability Department. By forming environmental strategies and energy-efficiency guidelines for each design process, Marta ensures a high standard is maintained for all of MVRDV's projects.

Marta has been involved in the conceptualizing and execution of projects of various scales. She is currently leading the design team for Montecorvo Eco City in Logrono, Spain. Marta is also working on a dense urban masterplan in Bordeaux, France - an ambitious "eco-quartier" where all energy consumed by the masterplan will be produced on-site. Marta has received degrees from Universidad Politecnica de Valencia, Spain (2001) and TU Berlin, Germany (2004). She regularly lectures and has won several awards.

www.mrvd.nl



Ohad Yehieli is an architect living and working in Tel Aviv Jaffa, and leading a design studio at the Tel Aviv University's School of Architecture from which he graduated in 2000. The architectural office, Ohad Yehieli Architects (OYA) is involved with numerous projects in a variety of uses, housing, private residence, commerce and industry. After dealing with the Narrowest House in Tel Aviv Jaffa, barely 3.65 m in width, the firm is happy to be involved and intrigued by the design of projects of challenging conditions. www.oya.co.il



The workshop is made possible thanks to the cooperation with the Tel Aviv Municipality City Engineer's Office.

Workshop location: ZEZEZE Architectural Gallery, Port of Tel Aviv.

Workshop theme: Covering Ayalon Highway, Tel Aviv.

Workshop Consultants: Municipality of Tel Aviv, City Engineer's Office.

W2 : Maciej Siuda Architect | Devebere, Poland & Dan Price, Architect | PPY Architects & TAU Azrieli School of Architecture, Israel & Galia Hanoch-Roe Landscape Architect | Israel



Maciej Siuda graduated with honors from the Faculty of Architecture at Wroclaw University of Technology in 2008. His diploma, XYZ Structure, was awarded in a number of international and national competitions. From 2005 to 2007 he studied at the Faculty of Architecture at University of Technology in Valencia and made an internship at the SQAarquitectos office (Valencia), and later in other offices in Madrid, Tokyo and Alicante. Since 2011 he has been developing his independent work, collaborating with various architects and designers from Spain, Poland and Japan. Co-creator of the international workshop of architecture and urbanism: IWAU. Since 2011 he teaches design at the Swietokrzyska University of Technology and developing videogames graphic design for the Foundation of Neurorehabilitation in Valencia. www.devebere.com



Dan Price is a practicing architect living in Tel Aviv. He began his studies in Johannesburg and graduated from the Technion, Israel Institute of Technology. As partner with Ada Karmi-Melamed, Dan price worked on numerous public and private projects of various scales: from the new Ben Gurion airport to private houses. For the past eight years Dan has taught design at the Azrieli School of Architecture at Tel Aviv University as well as a course on the appropriate use of materials and construction detailing. He has just completed a Masters degree in Environmental Studies through the Porter School at the Tel Aviv University focusing his research on the design of sustainable neighborhoods. Recently he published a book, co-authored with Ada Karmi-Melamed presenting a critical analysis of architecture in Palestine-Israel during the British mandate (1918-1947). www.ppy-architects.com



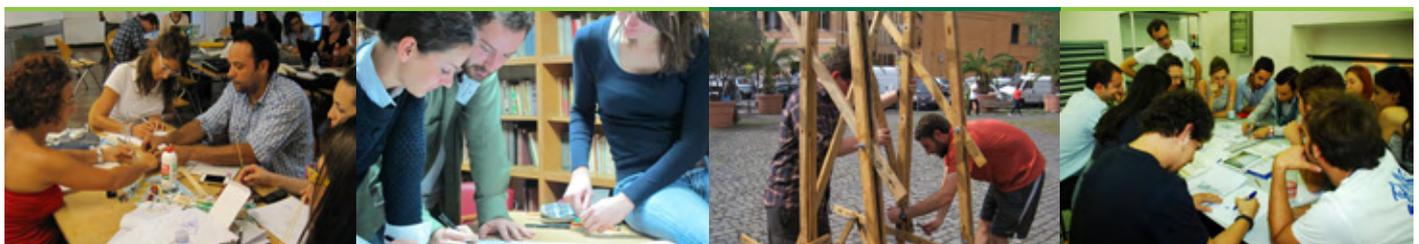
Galia Hanoch-Roe is a graduate of the Landscape Architecture program of Rutgers University, and a graduate of Masters and Doctorate of Musical Arts from Yale University and CUNY graduate school. Practiced landscape architecture at Looney Ricks Kiss, Princeton, NJ and "Tichnun Nof" Israel. Galia has studied Permaculture and Sustainable Design in Mexico, US and Israel - specializing on urban agro-ecology, ecological buildings, water treatment, agricultural methods, food production and soil treatment. Galia participated in the "Ministers Project" - a joint project of the Ministry of Education and Ministry of Environmental Protection, leading the process with 12 agricultural educational farms in Tel Aviv and Center Israel, to design and build educational areas in the farms and establish programs on sustainability for students. Galia has taught at the University of Haifa, and currently teaches and lectures at different continuing educational frameworks on sustainable design.

The workshop is made possible thanks to the cooperation with the Tel Aviv Municipality City Engineer's Office.

Workshop location: Municipality of Tel Aviv, Engineering Dept. Sderot Ben Gurion 68, Tel Aviv.

Workshop theme: Educational Installation for Children on Rabin Square, Tel Aviv.

Workshop Consultants: Tel Aviv Municipality, City Engineer's Office.



W3 : Byron Stigge, Architect | Level Agency for Infrastructure, USA & Elias Messinas, Architect | ECOWEEK & EcoAMA, Israel & Greece



Byron is a Director at Level Agency for Infrastructure. He leads the sustainable infrastructure design, investment strategy and implementation services at Level and is based in New York. Byron has focused his design career on the study and practice of sustainable development for the built environment. He has had the opportunity to work around the world and at all scales of design from single family homes to large commercial buildings to city-scale infrastructure planning.



For the past 15 years, Byron has been designing sustainable infrastructure plans for large scale development projects predominantly in developing countries. At Level he engages on energy and climate change planning, water and wastewater management, public transportation planning, and waste management. Byron is on the Board of Directors of the Institute for Urban Design. He has lectured and taught at Harvard Graduate School of Design, MIT, Yale, Washington University in St. Louis and Columbia University. He earned an undergraduate dual degree from Washington University in St. Louis in civil engineering and architecture, a Master of Building Technology from MIT and a Master of Design Studies in Environmental Planning from Harvard. levelinfrastructure.com Byron's participation to ECOWEEK is made possible thanks to the support of the Order of St. Lazarus.



Elias Messinas is an architect and environmental consultant. He holds a Masters from Yale School of Architecture, a B.Des. on Environmental Design from Bezalel Academy and a doctorate from the National Technical University of Athens. He also attended an M.Sc. on Environment and Development at NTUA. He has been practicing Architecture since 1998 primarily in Greece and Israel, but also in Cyprus and the US. He has taught Architecture and Design at Yale College, Athens, College, Technion Institute of Technology and Holon Institute of Technology. He is the author of two books on the History and Architecture of the Synagogues of Greece, and is the editor of the ECOWEEK catalogue published in 2012. He has published and lectured widely on Architecture and Design. He is the founding chairman and coordinator of ECOWEEK, which he initiated in 2005. www.ecoama.com



The workshop is hosted at the Scottish Guesthouse in Jerusalem, with the kind hospitality of the Church of Scotland, and the cooperation of the Municipality of Jerusalem and Shorouq Association. Special thanks to Arie Rahamimov Architects.

Workshop location: Scottish Guesthouse, Jerusalem.

Workshop theme: Sustainable Pilgrimage Route in Azaryia (Bethany), West Bank.

Workshop Consultants: Jerusalem Municipality, Shrouq Association. Yoel Siegel of URBIS Jerusalem.

W4 : Ruth Lahav, Architect | D. Eytan / R. Lahav - Rigg Architects & Town Planners, Israel & Noa Maliar, Architect, Israel



Ruth Lahav is a graduate of the Faculty of Architecture, Technion, Haifa. Practiced in London for several years. Lectures at the Bezalel Academy (Jerusalem), and is senior lecturer at the Technion and Shenkar College. During 1980-2003 worked together with architect Tony Rigg, and in 2003 established R. Lahav - Rigg Architects in Tel Aviv. Together with arch. Rigg managed the architecture and energy workgroup of the UIA during 2000 - 2009. Winner of numerous competitions and awards (jointly and separately), lectured widely in Israel and abroad. Ruth's work has been widely published, dealing with climate-oriented construction from theory to practice. Ruth's projects include residential and public buildings, offices, managed care facilities, and urban plans.



Noa Maliar is an American-Israeli architect currently living in Tel-Aviv. Projects range in scales from modular furniture and high-end private residences to award winning multi-story buildings in the US with innovative curtain wall and sustainable technologies. Holding a Master's of Architecture since 2004 from the Graduate School of Design at Harvard University, and a B.Arch from 2001, Noa has participated in international workshops and spearheaded architectural studios both in Israel and abroad. Notably, she was key architect in the design of a Platinum LEED certified High-end Residential Tower in Manhattan as part of the PCPA design team.



The workshop is made possible thanks to the cooperation with the Port of Tel Aviv (Otzar Mifalei Yam) and the ZEZEZE Architectural Gallery.

Workshop location: ZEZEZE Architectural Gallery, Port of Tel Aviv.

Workshop theme: Design of the internal pedestrian and vehicular axis of the port of Tel Aviv, and its connection to the main promenade, the city and the sea front.

Workshop Consultants: Port of Tel Aviv (Otzar Mifalei Yam). Udi Kassif, Architect.



ECOWEEK WORKSHOPS

2013

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W5: Uri Gilad ,Architect | office_winhov, Holland & Switzerland & Mati Kones,Architect | Ecotectura, Israel



Uri Gilad studied at HIT, IL and the Academy of Architecture Amsterdam where he graduated with honors under the personal guidance of Prof. Herman Hertzberger. He gained his professional experience while working for Herman Hertzberger and Wingender Hovenier Architecten. During this time he was involved in designing residential and public projects and leading international competitions. In 2010 he joined Wingender Hovenier Architecten as an associate architect. Since 2013 Uri is a partner at office_winhov, Amsterdam. Uri teaches at the Academy of Architecture Amsterdam. Since January 2010 he has been an assistant professor, at the Amsterdam School of Arts on the research project Tectonics in contemporary Brick Architecture. Uri divides his time between Amsterdam and Zurich where he is involved in several projects. One of his current projects is the winning entry for the project Freilager Albisrieden in Zurich, which is a large residential development with 270 apartments under the highest sustainable Swiss standards - Minergie -p- eco.

Mati Kones, one of the pioneers in passive solar Architecture in Israel, is the 2012 recipient of the International Cook Prize for lifelong achievement in Sustainable Architecture from the Ben Gurion University of the Negev, Israel and the 1994 recipient of the prize from the Council for a Beautiful Israel. Mati holds a Diploma of Architecture from the National Technical University of Athens, Greece, a M.Sc. in Urban and Regional Planning with specialization in ecological issues from the Technion Institute of Technology, Israel, and was a researcher in the Institute for Desert Research in Sde Boker researching Desert and Solar Architecture with Architects Moshe Safdie, B. Givoni, and Arie Rachamimof. He was also a visiting research associate at Carnegie-Mellon University (USA) on Urban renewal and Energy Conservation. Mati's practice includes projects in different scales and climatic locations, and more than 100 energy-efficiency retrofits of existing houses. He teaches at Sapir College in Sderot.

The workshop is made possible thanks to the cooperation with the Tel Aviv Municipality City Engineer's Office.

Workshop location: Municipality of Tel Aviv, Engineering Dept. Sderot Ben Gurion 68, Tel Aviv.

Workshop theme: The rehabilitation of the Sipolux building on East Tel Aviv - the new headquarters of the 'green' organizations in Tel Aviv.

Workshop Consultants: Tel Aviv Municipality, City Engineer's Office.

W6 :Yael Helfman Cohen & Dr. Daphne Haim Langford | Founders, Israel



Yael Helfman Cohen is a co-founder and general manager of the Israeli Biomimicry Organization, a registered non-profit organization that promotes inventive learning and imitation from nature for sustainable technological designs and applications. Yael holds a M.Sc. degree in management science from the Recanati School of Business Administration, Tel Aviv University and a B.Sc. in Industrial Engineering & Management from the Technion - Israel Institute of Technology. Yael is currently a Ph.D candidate in her final stages in the field of biomimetic design (Tel Aviv University).

Dr. Daphne Haim Langford is a co-founder and chairperson of the Israeli Biomimicry Organization and VP Business Development at Xenia Venture Capital leading the life science practice. Daphne has over 15 years of managerial experience. Daphne has been involved in medical device entrepreneurship and specializes in fundraising, strategic planning, marketing, distribution, reimbursement, and product management in the medical device industry. Prior to joining Xenia, Daphne was VP Business Development & Marketing at Medingo and was the General Manager with PerAssist, and Product Manager for Carmel Biosensor. Daphne holds a Ph.D degree in Biotechnology from the Technion - Israel institute of technology. www.biomimicry.org.il

The workshop is made possible thanks to the cooperation with the Tel Aviv Municipality City Engineer's Office.

Workshop location: Municipality of Tel Aviv, Engineering Dept. Sderot Ben Gurion 68, Tel Aviv.

Workshop theme: Design of the edges of South Park in Tel Aviv based on the principles of biomimicry.

Workshop Consultants: Tel Aviv Municipality, City Engineer's Office.

ECOWEEK 2013 WORKSHOPS CONSULTANTS



Udi Kassif, Architect | Mayslits Kassif Architects, Israel

Udi Kassif graduate of the AA School of Architecture in London, following studies in Vienna and Jerusalem. He founded award winning firm Mayslits Kassif Architects together with Ganit Mayslits Kassif in Tel Aviv in 1994, following a six years period in London where he worked with Raoul Bunschoten and John Pawson. Teaches at the Technion in Haifa, Acma Master Course in Milan, School of Architecture in Malaga and others. www.mkarchitects.com



Yoel Siegel, PhD | Community Building in a Global Society, Israel

Dr. Siegel received his PhD from the University of Sussex in England. In Safed, he worked as a community center branch director and then as Project Renewal director. He worked for the JDC as area head of community development and then established the Center for Local Economic Development for the Union of Local Authorities. Dr. Siegel is a private consultant and project manager in the field of community development. His specialization is local development linking social dynamics with urban/rural economic advancement. Among other projects, he is currently coordinating the Jerusalem regional ecosystem management initiative "URBIS".



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מרכז שירות ומכירה: רח' מעשה חושב 13, תלפיות, ירושלים, טל. 02-6733591



דגם	נתוני צריכת דלק בליטרים ל-100 ק"מ	דרגת זיהום אוויר
AURIS	4.8	דרגה 3

* נתוני צריכת הדלק הינם נתוני היצרן, עפ"י בדיקת מעבדה. תקן EEC /80/1268



'ECOWEEK is one of the best programs for students in Europe.'

(ECOWEEK 2011 participant)

ECOWEEK participants' feedback:

'When I signed up I did not quite know what to expect. I thought we would design a building just like in school. But the workshop was different, we designed, we built it and then the community came! It was a real surprise and quite amazing how it all came together!'

'I am still overwhelmed with the amazing challenging week. It was refreshing and educating for me as much as hard and exhausting... It was very surprising to see the quick development of the project. I will say that thanks to ECOWEEK it is proven again and again that changes can be made. Step by step.'

'ECOWEEK is like a laboratory of design, where students can get an actual idea of practice of what is the reality of Architecture. ECOWEEK should be known to all architectural university programs!'

'I visited the workshop groups this morning and was really fascinated by the work and the spirit!'

'I'm sincerely grateful to ECOWEEK for my path of development - from the student to the participant. This is a tribute to ECOWEEK - how and how much it can do to enrich, to inspire, to educate and to direct each person. I sincerely hope that all of participants from this and from future years are going to have the same wonderful experience through their own path!'

'It has been a pleasure to enter the ECOWEEK world! I really hope we will go on sharing ideas and building opportunities together! Many, many thanks!'

'Thank you for giving us the opportunity to join ECOWEEK - again I was amazed how seriously the student take the task. Incredible results for such a short time - congratulations!'

'What attracted me to ECOWEEK was the opportunity to design out of the usual university courses and environmental issues.'



'We really learned that with very few resources we can add value to the city!'



'I wish to thank you, on behalf of my team, for an educational and creative week.'



ספריית החומרים מוזיאון העיצוב חולון

במסגרת הכנס הבינלאומי ECOWEEK 2013 ספריית החומרים מזמינה אתכם: מעצבים, אדריכלים, מהנדסים, תעשיינים וסטודנטים לעיצוב, לגעת בחומר ולהתעדכן בנעשה בתחום החומרים בארץ ובעולם.

ספריית החומרים מאפשרת הצצה לעולם החומר, לפיתוחים ולחידושים החמים ביותר בתחום. בחלל ההשראה של הספרייה ניתנת אפשרות לבחון חומרים שונים זה לצד זה, לשנות את ההקשר המקובל שלהם וליצור קשרים חדשים עם יוצרים ממגוון תחומים.

לספריית החומרים מנוע חיפוש המקיף בישראל, בו כל החומרים המוצגים בספרייה הפיזית מקוטלגים על פי מאפיינים טכניים וצורניים ובכך מאפשרים לקהל הגולשים להיחשף למאגר הידע של הספרייה.

הספרייה פועלת כמנוע לחדשנות וליצירתיות והינה הזרוע המקשרת בין רעיון לחומר, בין עיצוב לתעשייה. בספרייה מתקיימים ערבי עיון בשיתוף עם יצרנים ואנשי תעשייה המעוניינים לחשוף את הפיתוחים החדשים ביותר. בנוסף לכל אלה, הספרייה רואה עצמה כמרכז ידע וגוף חינוכי משמעותי לנושאי חדשנות בחומרים ובטכנולוגיות.

ביום ראשון, 3.3, במסגרת כנס ECOWEEK הבינלאומי, תתאפשר כניסה חופשית לספריית החומרים. קהל המבקרים יוכל ליהנות מתצוגה מיוחדת לכבוד האירוע בחלל הספרייה.

לפרטים נוספים:

www.imatter.org.il

לתיאום ביקורי קבוצות

בספריית החומרים:

מייל: sales@dmh.org.il

טלפון: 03-5021551

מנוע החיפוש האינטרנטי
של ספריית החומרים
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ECOWEEK
2013 ... habits change ... climate change

מוזיאון העיצוב חולון
Design Museum Holon
متحف التصميم حوله



iMatter
ספריית החומרים



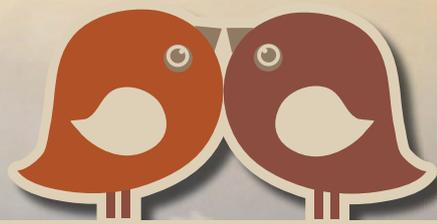
נמל תל אביב

בואו ליהנות במרכז הבילוי והפנאי המתוייר והייחודי ביותר בישראל.
חויית בילוי מלאה בשלל פעילויות מחכה לכם בנמל תל אביב
בכל יום, בכל שעה

• למעלה מ-100,000 מבקרים בשבוע.

• 90 דונם של עסקים ומרחבים ציבוריים.

• 21,000 מ"ר של דק עץ מעוצב לאורך קו החוף.



חורף חם בנמל



ימי רביעי 19:00

קפה-מדע

בתי עסק שונים בנמל

22:00

ג'אם 88

LIVE רדיו

בית היוצר האנגר 22



יום רביעי (הראשון בכל חודש) 18:30

על קצה העיצוב

בית בנמל האנגר 26



ימי שישי

07:00-17:00

שוק האיכרים

שוק הנמל



ימי שלישי 21:00

Inspired BY TLV PORT ©

סרטים דוקומנטריים

בית היוצר האנגר 22

20:00

ערבי יין

יוליה האנגר 2



ימי ראשון 19:30

שיעורי ערבית

בית בנמל האנגר 26



ימי שבת 11:00

הצגות ילדים

בית היוצר האנגר 22



מדי ערב

הופעות חיות

בית היוצר האנגר 22

2-9/3/2013

ECOWEEK

גלריה זההזהזה/שוק הנמל

Partner Organizations:



**זההזהה
גלריה לאדריכלות**

Supporting Partners:



Communication Partners:



Partner and Cooperating Organizations:



**ECOWEEK
2013**
... habits change ... climate change

MIDDLE EAST
March 3-8, 2013
שבוע אקולוגיה Εβδομάδα Οικολογίας الایکولوجية الأسبوع