

SPEAKERS & TUTORS



Einar Jarmund (Norway) Architect founder of Jarmund/Vigsnaes Architects. Einar's participation is made possible thanks to the generous support of the Embassy of Norway.



Ruth Mateus-Berr (Austria) Artist, researcher, and social designer, Department of Social Design, University of Applied Arts Vienna. Ruth's participation is made possible thanks to the generous support of the Cultural Forum of the Austrian Embassy.



Till Boettger (Germany) Architect and Designer, Professor at University of Applied Sciences and Arts Hildesheim and partner at Architectural Firm with Tina Wallbaum in Berlin. Till joins ECOWEEK with Martina Reichelt and architecture students.



Martina Reichelt (Germany) Artist, architect and Feldenkrais Practitioner. Research Assistant in the Department of Architecture, University of Applied Sciences and Arts in Hildesheim.



Braha Kunda (Israel) Architecture and Environmental Design Senior Lecturer and former Head of Interior Design at the Design Faculty at Holon Institute of Technology. Braha is a member of the organizing team of ECOWEEK in Israel.



Roni Levit (Israel) Visual Communications Artist, founder of "Studio Roni Levit" in Tel Aviv. Lecturer at the Bezalel Academy of Art, and HIT implementing and teaching Information Design courses.



Dr. Elias Messinas (Israel/Greece) practicing architect and environmental consultant, educator and social entrepreneur; teaches sustainable architecture and design at HIT and Technion and is the founding chairman and coordinator of ECOWEEK.



Zameret Harel Kanot (Israel) is a designer; teaches at Holon Institute of Technology and Technion, expert in the intersection of architecture and education, the relationship between children and their urban environment.



Rebecca Sternberg (Israel) is an architect focusing on interdisciplinary strategic design, media, experience, and environments, teaching at the Technion and co founder of interdisciplinary design office Megama..



Galia Hanoch Roe (Israel) is a landscape architect and Director of the Tel-Aviv-Jaffa Metropolitan Area Chapter of the Society for Protection of Nature, leading activities in nature preservation, community and sustainability.



Elad Orr (Israel) Industrial designer; Owner of design studio at Kibbutz Sde Boker at the Negev desert. Member of the Yeruham Pais Design Lab in Yeruham and teacher of Arts and Design at the Noiman High-School in Be'er Sheva.

WORKSHOPS

W1

Visitors' Center in Hertzliya

Workshop Leaders: **Einar Jarmund** (Norway)

Till Boettger (Germany) **Rebecca Sternberg** (Israel),

Martina Reichelt (Germany).

Workshop Consultant: **Dr. Galia Hanoch Roe** (Israel) **Arch. Braha Kunda** (Israel) and **Arch. Dr. Elias Messinas** (Israel/Greece)

W2

The Space as Exhibition at the Goethe Institute in Tel Aviv

Workshop Leader: **Roni Levit** (Israel)

Workshop Consultant: **Arch. Braha Kunda** (Israel)

W3

Interventions at Dizengoff Center, Tel Aviv #3

Workshop Leaders: **Dr. Ruth Mateus-Berr** (Austria)

Zameret Harel Kanot (Israel)

Workshop Consultants: **Arch. Braha Kunda** (Israel)

and **Arch. Dr. Elias Messinas** (Israel/Greece)

W4

From Green Campus to Sustainable Campus at HIT

Workshop Leaders:

Arch. Braha Kunda (Israel)

Arch. Dr. Elias Messinas (Israel/Greece)



ECOWEEK

2018

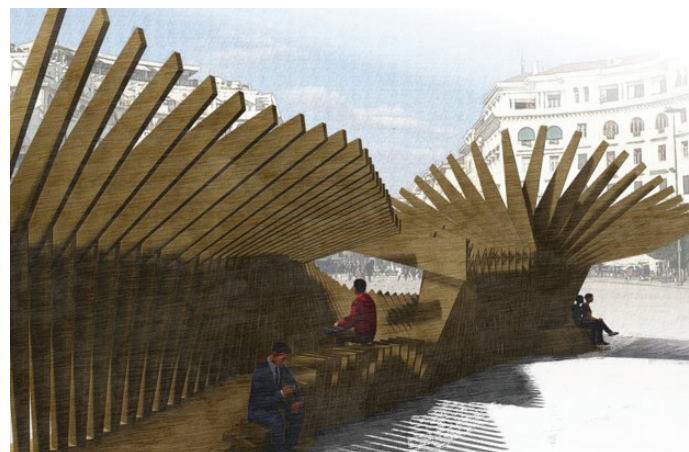
... habits change ... climate change

ECOWEEK IN ISRAEL

2-7 SEPTEMBER 2018

A Week of Design Workshops Intervention & Placemaking in Public Space

שבוע סדנאות לעיצוב מקיים, התערבות במרחב
הציבורי ופלייסמייקנג



ECOWEEK 2018 PARTNERS:



Norwegian Embassy



GOETHE
INSTITUT

פורום תרבות אוסטרי
Austrijsko Kulturforum Tel Aviv



החברה להגעת הטבע
קהילת תל אביב יפו והסביבה
לבניה ידוקה



DETAIL



GREENHOUSE
ECOWEEK

www.ecoweeek.org

WELCOME TO ECOWEEK 2018!

How do we know that the climate is changing?

When we can measure changes in our own lifetime. This year, while vacationing in Greece I could see black dust from the recent wildfires covering the Aegean sea. The wildfires consumed thousands of acres of forests and a residential suburb of Athens, destroying properties and killing more than 90 people. The dust of wildfires, like the plastics that we find more often in the sea, are indicators that something is really changing in the friendly, healthy and protective environment that we are used to live in. Wildfires are more frequent because temperatures are rising and rainfall patterns are changing. Plastics are more visible because we produce more waste and do not recycle it properly and responsibly. These are only indicators that also our food chain is in danger (fish eat plastic, we eat fish – the equation is simple).

They also remind us of the way we build our cities and neighborhoods and how resilient they are to climate change. For example the recent construction boom in Israel. New Tama 38 construction is consuming old neighborhoods and unbuilt land. Cities are rebuilt with new high rises, cutting down trees – the mediators for 'urban heat island effect' – introduce new hard, reflective and heat-trapping materials, less shade, less sun in the winter, less urban wind flow, less earth to absorb the sudden rainfall – and to fill up the depleted aquifer – and more people commuting by private cars.

We can imagine and design public space better. Not by relying more on technology. But through a combination of less technology and more common sense (environmental sustainability), and by putting people first in the planning equation (social sustainability).

Architects and designers have a very important role to play in the changing world. This is why we have gathered this week to learn and practice tools and methodologies to design better buildings, create better public spaces, and to raise awareness through design. Learning from the experts, learning from each other, and working together.

Many thanks to our partners and hosts, to our speakers and workshop leaders who joined us from Israel and from abroad, and special thanks to Holon Institute of Technology, the organizing team and Arch. Braha Kunda!

Enjoy this week! Stay tuned for more ECOWEEK opportunities!

Dr. Elias V. Messinas, Architect
Founding Chairman of ECOWEEK

PROGRAM

SUN 2/09

9:00 - 10:00

REGISTRATION DESK

VENUE: HIT Building 7 Room 105

10:00 - 14:00

SEMINAR

VENUE: HIT Lobby Building 7

LECTURES in English without translation

MODERATORS: Arch. Braha Kunda and Dr. Elias Messinas

Part I:

Shmuel Goldberg CEO, HIT - Welcoming

Dr. Elias Messinas Architect & ECOWEEK Founder

Why Sustainability Now? The ECOWEEK Way

Dr. Ruth Mateus-Berr (Austria) Artist,

Researcher, Designer, University of Applied Arts Vienna

Urban Interventions: Between Sensual and Social Design.

Einar Jarmund (Norway) Architect, Jarmund/Vigsanaes Architects

Sustainable Architecture between Place and Context

Prof. Till Boettger (Germany) Professor of Design,

University of Applied Sciences and Arts Hildesheim

Sustainable Housing for Sustainable Cities

Short Break

Part II:

Dr. Galia Hanoch Roe

Director of Tel Aviv Communities, SPNI

Urban Nature & Agriculture to Empower Local Communities

Elad Orr Industrial Designer, Terminal Yeruham

Sustainable Urban Development: The Jane Jacobs Game

Braha Kunda Architect, HIT

Between the 'Green' and the 'Sustainable':

Integrative Design and Urban Interventions for Placemaking

Part III:

The Workshops

16:00 - 18:00

DESIGN WORKSHOPS : SITE VISIT & MEET THE COMMUNITY

MON 3/09

9:00 - 18:00

WORKSHOPS

VENUE: Each Workshop meets at assigned location

TUE 4/09

9:00 - 18:00

WORKSHOPS

VENUE: Each Workshop meets at assigned location

WED 5/09

9:00 - 17:00

WORKSHOPS

VENUE: Each Workshop meets at assigned location

18:00 - 20:30

FILM SCREENING & GET-TOGETHER

FILM: 'Sand Wars'

A documentary by director Denis Delestrac

VENUE: Goethe Institute, Beit Asia, Weizman 4 Tel Aviv

THU 6/09

9:00 - 18:00

WORKSHOPS

VENUE: Each Workshop meets at assigned location

FRI 7/09

9:30 - 13:00

PRESENTATIONS OF DESIGN WORKSHOPS

DIPLOMAS & CONCLUSIONS

VENUE: Goethe Institute Beit Asia, Weizman 4 Tel Aviv

