

ECOWEEK 2012: REUNION in GREEN DISTRICT

NGO ECOWEEK was born in Aegina, Greece in 2005. ECOWEEK was created with the mission to raise environmental awareness and to promote the principles of sustainability. ECOWEEK is a Greek NGO which was born on the island of Aegina, as a local community event, holding exhibitions and community activity at the Folklore Museum on waste recycling, renewable energy, energy conservation and ecological buildings.



After two successful years, ECOWEEK organized in 2007 events throughout Greece (Athens, Thessaloniki, Patras, Crete, Corfu, etc), and, as the film 'An Inconvenient Truth' came out, ECOWEEK invited **Al Gore** to speak on Climate Change, in cooperation with Megaron Plus.

Starting in 2008, ECOWEEK focused on 'green' buildings, and invited a series of leading architects from around the world: **Shigeru Ban, Ken Yeang, Bjarke Ingels, Rural Studio,** and **WHITE Architects**. In 2008 ECOWEEK held its first conference in Larnaka, Cyprus, and in 2010 held its first conference and 'green' design workshops in Israel, with the cooperation of Palestinian young professionals. In September 2011 ECOWEEK held its first conference and workshops in Milano, Italy, in December 2011, in Athens, ECOWEEK hosted as keynote speaker environmental expert Prof. **David W. Orr**, in 2012 in Thessaloniki, German architect, **Gernot Minke** and Norwegian architect **Orjan Nyheim** of Pirll, and in Krakow, Poland, Dutch architect **Marta Pozo** of MVRDV, German architect **Ulf Meyer** of Ingenhoven Architects, and French architect **Nicola Delon** of Encore Heureux.

In 2012 ECOWEEK held its second international conference and 'green' design workshops in the Middle East, bringing again together Israeli and Palestinian students and young professionals, and young and established professionals and students from the US, Canada, Italy, Denmark, Greece, Poland, and Turkey, and in April 2012, ECOWEEK 2012 took place for the second time in Thessaloniki, Greece, bringing together professionals, young and established and students, from Greece, UK, Italy, Serbia, Norway, Germany, and Turkey. The ECOWEEK workshops not only developed 'green' design proposals for real open public spaces and public schools in Thessaloniki, but they actually managed to implement small scale in-situ interventions in four sites in the city. This was an experiment done for the first time in Greece, which is now in the process of being replicated in other sites and other cities throughout Greece – and abroad.

In April 2011 ECOWEEK launched for the first time the ECOWEEK NETWORK (www.ecoweek.net), a platform for young professionals for the promotion of 'green' design and ecological buildings, already numbering more than 600 members in 30 countries around the world. In December 2011 ECOWEEK also

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launched the ECOWEEK GREENHOUSE, a platform for innovation and for social and environmental entrepreneurship for young professionals, primarily architects, landscape architects, designers and engineers. The GREENHOUSE (www.ecoweekgreenhouse.org) was initially launched in Athens, Greece, in February in Holon, Israel (with the redesign of a community center in a low-income neighborhood) and in April it was launched for the first time in Thessaloniki, with the design of a public High School in a low income neighborhood.

E COWEEK 2012 in Krakow in numbers:

More than 50 registered participants from 4 countries. More than 100 architects and architecture students from Poland attended the ECOWEEK events in Krakow, and many visited the exhibition of the ECOWEEK proposals at the Municipality building. ECOWEEK 2012 included 7 'green' design workshops led by architects, landscape architects, industrial designers, and environmentalists which were held, for the first time prior to the ECOWEEK conference, in 3 different cities/countries: Krakow (Poland) hosted by the Villa Decius, Ivano-Frankivsk (Ukraine) hosted by the Ivano-Frankivsk National Technical University of Oil and Gas, and Istanbul (Turkey) at the Mimar Sinan Fine Arts University. ECOWEEK 2012 in Krakow was a 3-day event that included lectures, panel discussions, site visit(s), and presentation of the workshop proposals. ECOWEEK 2012 in Krakow principle organizer was architect Magdalena Malska, ECOWEEK Associate in Poland and past ECOWEEK participant.



ECOWEEK 2012 in Krakow was covered by the local media (listed in the PRESS ROOM page). The ECOWEEK workshop proposals will be exhibited at the Tel Aviv Architectural gallery ZEZEZE in September 2012.

The ECOWEEK Workshops theme was the SHOOTING RANGE premises in Wola Justowska. The historic building of the shooting range passed from one owner to another for many years, standing today abandoned and decaying. The last plan for re-using the building was withdrawn due to public protest. People in the community have feared that the proposed plan of a large-scale services center would change the peaceful character of the area. However, it is well known and accepted that in order to bring the building back to life, a compromise is necessary to bridge between the investor and the local residents. The ECOWEEK workshops addressed this challenge.

E COWEEK Evaluation:

On the last day of the ECOWEEK 2012 a 2-page questionnaire was distributed to the participating students and workshop leaders. Out of a total of approx. 50 registered participants, the majority completed and returned the questionnaires. These questionnaires will be processed and their responses categorized. As with previous questionnaires, their feedback will be taken into account towards improving the organization of future ECOWEEK events.

E COWEEK 2012 Workshop proposals:

The 'green' design proposals of the ECOWEEK 2012 in Krakow Workshops are posted in the ECOWEEK Workshops:

http://ecoweekconference.org/files/ecoweek2012_PL/workshops.html

E COWEEK 2012 Photo Album:

Photos of ECOWEEK 2012 in Krakow are posted in the ECOWEEK photo album:

http://ecoweek.netfirms.com/ecoweek/press_room_photo_album_ecoweek_ENG.htm

E COWEEK 2012 Media:

Press clips of ECOWEEK 2012 in Krakow are posted in the ECOWEEK Press:
Polish and English:

http://ecoweek.netfirms.com/ecoweek/press_clips_ecoweek_ENG.htm

C ontact ECOWEEK:

ECOWEEK contact details are posted here:

http://ecoweek.netfirms.com/ecoweek/contact_ecoweek_ENG.htm

