

W1 **Andreas Nassos, Landscape Architect | Vitaverde**

The goal of this workshop is to add urban green to the existing buildings of the Serbian Chamber of Commerce following the values of sustainability, biodiversity and social interaction. We will be guided by the possible use of green in all surfaces in a build environment, interesting implemented projects worldwide, the history and style of the building itself, the character and history of the city of Belgrade and of course the Balkan spirit.



Ana Nikezic | Faculty of Architecture

"Garden to Go" is an event scenography, a fragment of otherness, as a catalizator for social interaction in public urban space. Goal of the workshop is to shape environmentally aware public spaces for social interaction, using principles and elements of "garden". Principles usually applied on buildings are scaled on anthropological dimension where individuals interact with space through the actual garden object.



W3 **Mihailo Grbic & Jasminka Cvejic | Faculty of Forestry**

Goal of the workshop is to design proposals for the garden for the Center for Care of Infants, Children and Youth in Zvezanska street. The proposals are looking for improvement of their living conditions and adjustment to the needs of the Center.



Raffaella Colombo Architect, Landscape Architect | Opps Studio

& Ivan Mangov | Megatrend University, Faculty for Arts & Design

Subject of the workshop W4 is landscape design around a stilt house on the Medjica island, owned by the municipality of Surcin, the main purpose of which is the exhibition of cultural contents (per example a river-living museum). The particularity of the area around the object is that it is also used by swimmers in the summer and it could be used for relaxation throughout the year.



W5 **Ivan Redi Director | ORTLOS Space Engineering**

Ortos, being known for their work on experimental, holistic and virtual architecture, will mentor workshop for the best and creative solution of Eco-urban systems. Result of the workshop would be to propose systems with absolute efficiency, that allows implementation of a meaningful prototype for an urban eco-system.



CENTRE TESLA | Serbia

Centre Tesla workshop team will use the guiding principles of Tesla's Doctrine and Nikola Tesla quotes regarding true sustainability and development for the inspiration before and during the workshop. The goal of the workshop will be to gain a full conceptual design of a new family living house that will be completely self-sufficient and is going to be constructed only with natural and traditional materials, natural waste, and secondary, recyclable materials.



W7 **Svetlana Stevovic | University Union Nikola Tesla**

The workshop will focus on Ada Huja that has been used as a landfill and completely devastated throughout the years. Holistic approach of professionals from different backgrounds as workshop mentors will ensure the right proposal of the solution.



Ana Ilic & Ivana Petkovic Architects | 2wish4design group

The workshop will focus on design of urban furniture with themes of recycling, composting and/or small tourist info objects that will challenge systems of urban sustainability.



W9 **Gordana Radonic, hiCad & Zsolt Ivanovics, INFORMAarchitectura & Ivan Peric, ARHIBLAST**

Sustainable development in architecture, space remodeling through Form, Function and building construction in contemporary urban surrounding. The goal of the workshop is to remodel urban space with energy efficiency guidelines while improving human aspects of space usage and long term exploitation.



Partner Organizations :



Supporting Partners 2012 :



Partner and Cooperating Organizations 2012 :



Communication Partners 2012 :



ECOWEEK 2012 ... habits change ... climate change

BELGRADE
November 26-30, 2012
GREEN DESIGN ARCHITECTURE URBAN INNOVATION
Medunarodna konferencija i radionica
international conference & workshops



WELCOME TO ECOWEEK!

ECOWEEK was established in Greece 2005 and today is active in many cities in Europe and Middle East - Thessaloniki, Athens, Milano, Rome, Krakow, Copenhagen, Tel-Aviv and many more.

ECOWEEK event features international lectures and workshops for young professionals and students, targeting real-life projects, while promoting innovative sustainable design solutions. Each year, ECOWEEK hosts keynote lectures by some of the most prominent thinkers of today: Al Gore, Shigeru Ban, Bjarke Ingels, Francis Kere, Rural Studio, DIRT Studio, David Orr and many others.

First ECOWEEK in Serbia is designed to face challenges of today and through lectures and workshops we will address REAL projects on REAL sites in Belgrade for all students and young professionals. This will be an occasion to learn about aspects of sustainable buildings, to network, to work in international groups with domestic and foreign experts, and spend an intensive and fun week in Belgrade with a new learning experience!

DOBRODOŠLI HA ECOWEEK!

ECOWEEK je osnovan u Grčkoj 2005, a danas je aktivan u mnogim gradovima u Evropi i na Bliskom Istoku: Solunu, Atini, Milanu, Rimu, Krakovu, Kopenhagenu, Tel-Avivu i mnogim drugim gradovima.

ECOWEEK dešavanje uključuje međunarodna predavanja i radionice za mlade profesionalce i studente koji će se baviti pravim projektnim rešenjima, kroz koje će promovisati inovativni i održivi dizajn. ECOWEEK je do sada bio domaćin nekim od najistaknutijih mislilaca današnjice: Al Gore-u, Shigeru Ban-u, Bjarke Ingels-u, Francis Kere-u, Rural Studio-u, DIRT Studio-u, David Orr-u i mnogim drugim.

Prvi ECOWEEK u Srbiji će se baviti STVARNIM projektima na POSTOJEĆIM lokacijama u Beogradu. Ovo će biti prilika da se nauči više o različitim aspektima održivih objekata, diskutuje, umrežava, kroz rad u međunarodnim grupama sastavljenih od domaćih i stranih studenata i stručnjaka, kao i da se steknu nova znanja i iskustva tokom energične i zabavne nedelje u Beogradu!

ECOWEEK
BELGRADE



MONDAY 26.11.2012. DOM OMLADINE, AMERICANA HALL

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|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:30-9:40 | Welcome speech: Elias Messinas, President @ ECOWEEK |
| 9:40-9:50 | Appreciation speech: Jelena Lucic, President @ ECOIST |
| 9:50-9:55 | Paolo Battinelli, Scientific Attache @ Italian Embassy in Belgrade |
| 9:55-10:25 | Ivan Redi, Director @ ORTLOS <i>Urban Eco-System - Thinking, Strategies and Tools</i> |
| 10:25-10:40 | Q & A part |
| 10:40-11:10 | Raffaella Colombo, Landscape Architect <i>Landscape Architecture. Natural Architecture and Cultural sustainability</i> |
| 11:10-11:25 | Q & A part |
| 11:25-11:55 | Branimir Jovanovic, Founder@ Center Tesla <i>Genuine sustainability - Doctrine of Nikola Tesla</i> |
| 11:55-12:10 | Q & A part |
| 12:10-12:40 | Mingle & chat - Networking in front of Americana Hall |
| 12:40-13:20 | Lunch break |
| 13:20-14:00 | Francoise-Helene Jourda, Director @ Jourda Architects |
| 14:00-14:15 | Q & A part |
| 14:15-14:45 | Nikolaos Dimitriadis, Director @ Touchpoint <i>Talking green: How to create a stronger message and change attitudes</i> |
| 14:45-15:00 | Q & A part |
| 15:00-15:15 | Ivan Perić, Architect instructor @ hiCad |
| 15:15-15:25 | Q & A part |
| 15:25-16:30 | Panel Discussion Ivan Redi, Principal @ Ortlos Andreas Nassos, Designer @ Vitaverde Aleksandar Lozajic, Director @ Dekonta Jelena Ivanovic Vojvodic, professor @ Megatrend University |
| 16:30-17:00 | Hans Buster, Director @ Vitaverde <i>Be a dream team</i> |
| 17:00-17:15 | Q & A part |
| 17:15-18:15 | Group Workshop Synchronization Hans Buster, Workshop Coordinator @ ECOWEEK |

TUESDAY/WEDNESDAY/THURSDAY 27/28/29.11.2012

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| 9:00-17:00 | W1: Andreas Nassos (Vitaverde) W2: Ana Nikezic (Faculty of Architecture) W3: Mihailo Grbic, Jasminka Cvejic (Faculty of Forestry) W4: Raffaella Colombo (Landscape Architect) & Ivan Mangov (Megatrend University - Faculty for Arts & Design) W5: Ivan Redi(ORTLOS) W6: Slobodan Spasic (Centre Tesla) W7: Svetlana Stevovic (University Union Nikola Tesla) W8: Ana Ilic & Ivana Petkovic(Architects) W9: Gordana Radonic (hiCad) & Zsolt Ivanovics (INFORMAarchitectura) & Ivan Peric (ARHIBLAST) |
| 17:00-17:30 | Break |

FRIDAY 30.11.2012

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| 9:00-17:00 | Workshop Presentations & Discussion Diplomas |
| 17:00-18:00 | Break |


EVENTS

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|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 26.11.2012 All day | Humanitarian action of donating books for a National Library in the city of Bor under the auspices of UN Global Action and Center for Monitoring and Evaluation |
| 27.11.2012 17:30-19:00 | Institute Francaise, Interactive exhibition- <i>Lessons of Marie Curie</i> Location Knez Mihailova 31 |
| 28.11.2012 17:30-19:00 | Lecture: Raffaella Colombo- <i>Rizomi urbani: microspazi a Milano. I giovani e lo spazio pubblico</i> Exhibition: <i>Voyage through contemporary Italian architecture</i> Location: Italian Cultural Centre, Kneza Miloša 56 |
| 30.11.2012 18:00-19:30 19:30 - end | Exploring Belgrade - Starting point from Entrance to Kalemegdan from Knez Mihailova Vertical garden cocktail at Club Splay |


Francoise-Helene Jourda Award-winning architect Chevalier de l'Ordre de la Legion d'Honneur, and a Knight of the Order of Arts and Letters. She has been teaching Architecture since 1979, a member of the German Academy of Fine Arts, Commissioner of the French Pavilion at the Venice Architecture Biennale, and was nominated for the "Global Award for Sustainable Architecture". Architect Jourda practices architecture at her firm JAP (Jourda Architectes Paris) and she heads the company EO-CITE, an architecture and urban planning consulting firm.
www.jourda-architectes.com




Hans Buster After completing a Master degree in organizational psychology at Utrecht University in the Netherlands, he worked as a business consultant for companies such as Philips, Heineken, Red Bull, Cap Gemini Ernst & Young and TNT, project manager at Wageningen University and MBA lecturer at the Institute of Management and Entrepreneurship of SSE. As founder of Vitaverde he specialized in solutions of building integrated vegetation such as vertical gardens, roof gardens, interior and exterior gardens taking into account the advantages they have for buildings, people and our environment.
www.vitaverde.gr




Ivan Redi ORTLOS Space Engineering is based in London and Graz, founded in 2000 as a network of interdisciplinary partners. Within the trans-disciplinary framework of ORTLOS projects, which constantly expand the boundaries of classical architectural fields by using cutting-edge technologies, there is a strong emphasis on advanced environments, energy efficiency and regenerative architecture. Mr. Redi is teaching at Graz University of Technology and Bartlett University College London. ORTLOS recently have developed an iPhone Application "Gandis", which supports energy-efficient design of buildings.
www.ortlos.com



Raffaella Colombo 1990 Degree in Architecture at the *Politecnico di Milano*. Since 1998 enrolled in the landscape professional association. Since 1991 she teaches at the Faculty of Architecture at the Politecnico di Milano and since 2007 at the course of "Analysis and design of the contemporary garden". Her studies and activities reach out toward the private and public landscape design in an urban and environmental dimension.
www.oopsideas.wordpress.com



Branimir Jovanovic Has been a Researcher and later a Director of Nikola Tesla museum in Belgrade. With his extensive engagement, he became one of the biggest experts on Nikola Tesla doctrine and philosophy behind genuine sustainability of modern civilisation. Mr. Jovanovic is a Founder of Centre Tesla - Competence Center for Sustainable Development, as well as a lecturer, professor and Director of Alterenergo, a company for consulting and engineering of renewable energy resources.
www.centartesla.com



Nikolaos Dimitriadis He was a Lecturer in Marketing at Sheffield University Management School and he lectures regularly in South-East Europe with the Sheffield MBA program in the region. He received his PhD from the University of Sheffield in 2006. His marketing and communications consulting office, Touchpoint, is located in Belgrade covering all Southeast Europe.
www.touchpoint.rs

