



**ArchIntention**

**ECOWEEK**

Belgrade event 2012



# ArchIntention

Belgrade **ECOWEEK** event 2012

This special issue of the magazine is not just a report; it is a reflection on an amazing journey, personally, the most exciting professional event in years.

Synergy! This is the word that describes what I experienced on an unpredictable and life-changing journey called ECOWEEK.

It was an extremely intensive week, full of learning, working and brainstorming with amazing people. In the pages of this magazine you will read about the event, projects and people that made it possible. I hope that we have communicated and conveying our excitement. We also hope that through the magazine you will feel the excellent rhythm and quality with a strong heart-beat coming from every single one of the participants to ECOWEEK 2012 in Belgrade.

I want to dedicate this issue to all the people that made this event possible: thank you for giving me the chance to contribute to the ECOWEEK dynamic movement and workshops experience.

Mirjana

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Photo: © ECOWEEK 2013  
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Photo: © ECOWEEK 2013  
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Photo: © Françoise Helène Jourda Architect



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EDITT Tower, Dr. Ken Yeang

Dear friends,

It is with great pleasure that I read through the pages of the ArchIntention ECOWEEK publication created in collaboration with Ambijenti portal na online magazine. Not only as it compiles the past, present and future of the evolution of ECOWEEK – thanks to the editing skills of Mirjana Uzelać Filipendin – but also as it concludes a very intense week of lectures and ‘green’ design workshops in Belgrade during November 26-30. Although ECOWEEK is maturing and is already active and being planned to more than 15 different cities around the world, still it is very moving to hold ECOWEEK in a new place – in this case the city of Belgrade, for the first time in Serbia!

ECOWEEK in Belgrade would not have been made possible without the contribution of the ECOWEEK partners in Serbia: it was made possible thanks to the organizational skills and creative spirit of Jelena Lucić of ECOIST. The workshops were put together and the groups encouraged and worked as a team thanks to the inspiring organizational skills of Hans Buster. Thanks to the ECOWEEK speakers and workshop leaders from Serbia and abroad young professionals and students were inspired, taught and trained in ‘green’ design and architecture, and were engaged in real design assignments, some of which are expected to be implemented. Finally, ECOWEEK in Belgrade would not have been made possible without the support

and hosting by ECOWEEK partners among them institutions and organizations who made ECOWEEK in Belgrade possible and successful.

ECOWEEK is about responding to challenges and each year we are faced with new challenges. The financial crisis is only a hint of how things can shift from our given perception of the world, not to mention how dramatically things could change due to Climate Change. We need to change our design paradigm. We need to focus on people, on communities and on the basic needs of living – in the broader sense, including the environment, the ecosystems and biodiversity that support life on Earth - in order to achieve beauty, health, happiness and sustainability. I truly hope that this publication will be an inspiration to professionals, young professionals and students in your work, and in your aim to learn more about how to create designs that have a positive footprint and are an asset to our global society, instead of a liability.

I personally invite you to learn more about ECOWEEK ([www.ecoweeek.org](http://www.ecoweeek.org)) and to joining us in one of our upcoming ECOWEEK events in Copenhagen, Istanbul, Krakow, Rome, Belgrade, London, Ljubljana and elsewhere! More details at [www.ecoweeek-conference.org](http://www.ecoweeek-conference.org)

Elias Messinas  
Architect and Environmental Consultant  
Founding Chairman of ECOWEEK



"Be the change that you wish to see  
in the world." - Mhahatma Gandhi

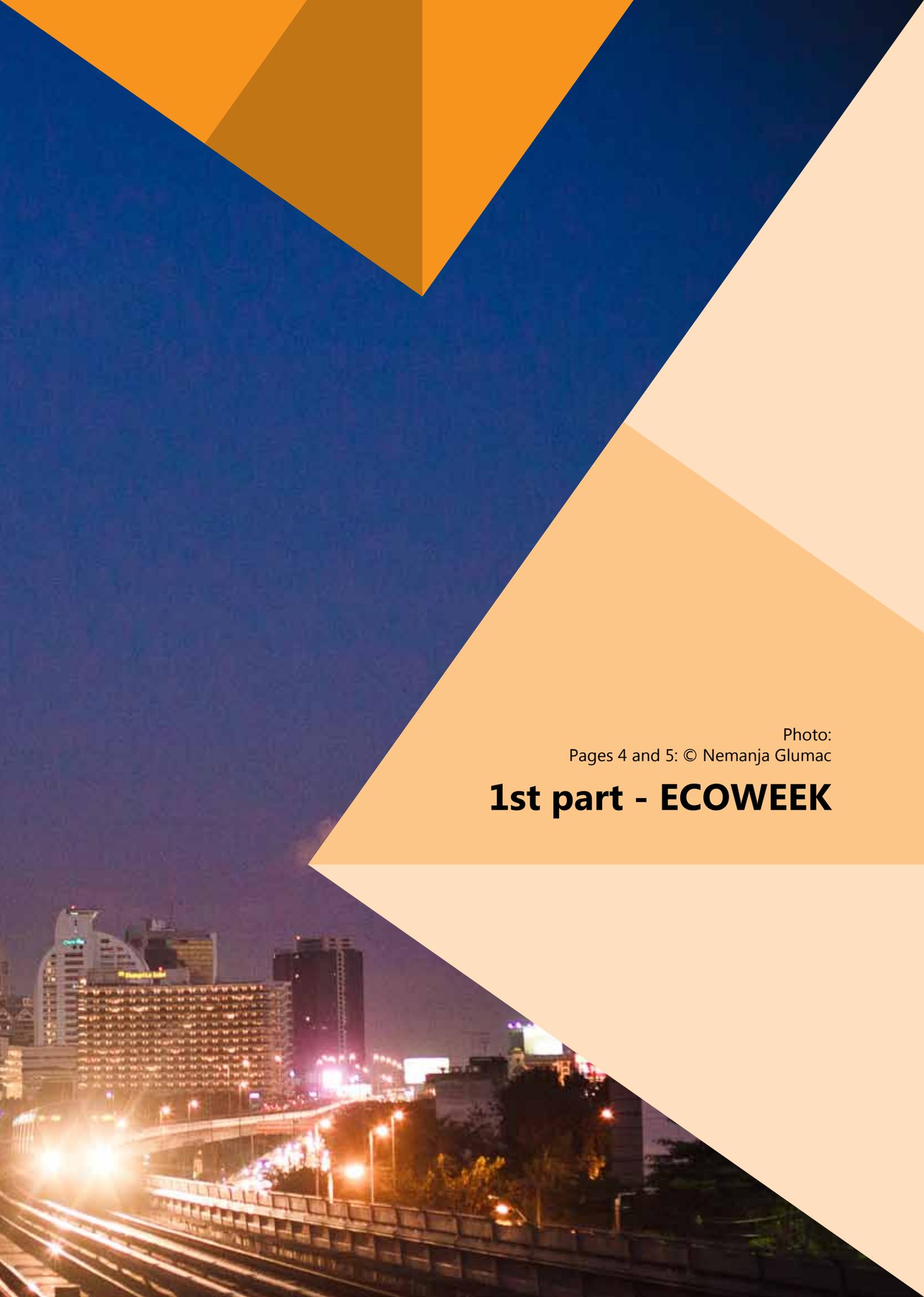
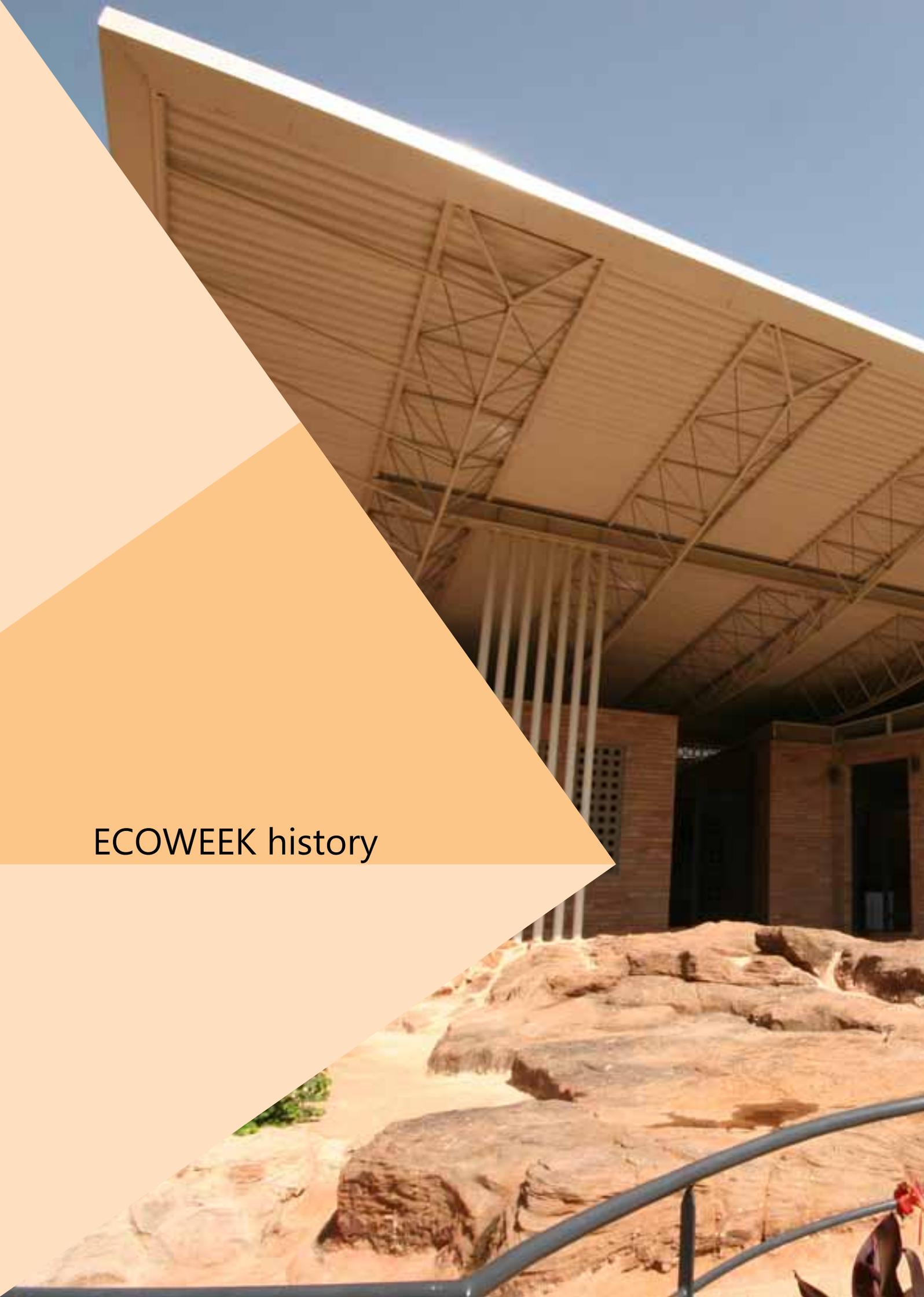


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Pages 4 and 5: © Nemanja Glumac

## **1st part - ECOWEEK**



ECOWEEK history



ECOWEEK a non-governmental non-profit organization was launched in 2005 on the island of Aegina, Greece. It was created as an answer to local questions regarding sustainability and the need to raise awareness of ecological problems on this island in the Aegean Sea. ECOWEEK initially took place at the folklore Museum and it included an exhibition and various activities organized for the local community to learn more about green buildings, renewable energy, waste recycling and energy conservation. After 2006 ECOWEEK grew rapidly, first holding an ecological week in Cyprus in 2008, then in Israel in 2009, and today ECOWEEK associates are planning and running ECOWEEK events in seventeen countries. ECOWEEK vision is to build a sustainable future through the education of tomorrow's designers and architects, and through empowering and educating potential community leaders.

Over the last eight years ECOWEEK managed to organize events across Europe and the Middle East (Thessaloniki, Athens, Milano, Rome, Krakow, Belgrade, Copenhagen, Tel-Aviv, Jerusalem, Azaryia and more) and hosted keynote lectures by world-class experts. Since 2008 ECOWEEK events focus on sustainability through 'green' design, combining lectures and 'green' design workshops for young professionals and students of Architecture, Engineering, Landscape Architects, and fields in environmental protection, sustainable development, and others.

Workshop participants, guided by expert mentors, are assigned real problems, which they solve by applying the principles of sustainability adapting to the needs of each location.

Story:  
Mirjana Uzelac Filipendin  
Photos:  
Pages 6 and 7:  
Diébédo Francis Kéré, Architect  
Uphill-Restaurant, Bamako  
Following pages:  
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# ECOWEEK

*... habits change ... climate change*

Leading experts in fields like Shigeru Ban, Ken Yeang, Al Gore, Ivan Harbour, Rural Studio, BIG, White architects, David W. Orr, Daniel Pearl, Robert Swan, OBE and Francoise-Helena Jourda are only a few of the experts among the more than two hundred speakers, keynote speakers and workshop leaders who contributed to the ECOWEEK experience since 2005.

Through their contribution they helped place ECOWEEK in a prominent position in the dialogue on sustainability in Europe and the Middle East. The ECOWEEK network of experts, professionals, young professionals and students is expanding every year, reaching nearly 2,000 members in 2013 in more than 40 countries.

ECOWEEK is further developing a platform of innovative design solutions through real projects on real locations that could be implemented. This platform is called the GREENHOUSE and the young professionals that join the GREENHOUSE workshops learn not only about issues of sustainability, environment and biodiversity protection, use of renewable energy and energy efficiency, they also learn about 'green' buildings and social entrepreneurship. By focusing on the real problems of a chosen location students gain knowledge and experience in designing 'green' buildings and are awarded a certification of participation. This way, workshop participants, can remain active after the ECOWEEK week is over, and can stay connected through the ECOWEEK network.

Since 2010, in collaboration with local authorities, the ECOWEEK workshops focus on real solutions for real sites based on 'green' building principles. Since then, the ECOWEEK workshops have addressed tens of local issues and have offered numerous innovative and sustainable solutions to address these issues and challenges in numerous

cities around the Europe and the Middle East. Cooperation with the local government and local partners ensures that the workshops not only address the right issues in the right locations, but also that the solutions are presented to the right audience. The ECOWEEK GREENHOUSE is active in Athens, Thessaloniki, in Greece, in Belgrade, Serbia, and in Holon, Bat Yam and Azaryia in Israel and the West Bank respectively. IT attracts young designers and architects, young entrepreneurs, and serves as a starting point for many young professionals who learn the nuts and bolts of the profession, and practical secrets of applying sustainable solutions in their work. Invaluable tools for their future professional development. The GREENHOUSE also initiates additional activity, such as permanent and temporary exhibitions and open dialogue between professionals and young professionals and the local government.

Today, ECOWEEK is thriving in Europe and Middle East event. It is a very special week of intensive learning, training, exchange of knowledge and international networking: a truly inspiring and unique experience. The success of every ECOWEEK event can be measured by the level of enthusiasm, dedication and hard work of the young and expert participants, the organizing team and the attending public. Every year one feels the level of enthusiasm and commitment rising, and the workshop projects getting more interesting and more challenging. It is thanks to the dedicated effort, collaboration and excellent cooperation among participants, workshop leaders, speakers. and organizing team, that the aimed goal could be reached: to bring positive change in the design process, to adopt the principles of sustainability and to bring back home a commitment to raise environmental awareness among peers, in School, in one's community and society at large.



Photo: ©T.R. Hamzah & Yeang Sdn. Bhd. 2013  
EDITT Tower, Dr. Ken Yeang



Interview  
Dr. Elias Messinas  
founding chairman of ECOWEEK

## ECOWEEK – The event and NGO that changes things



When we speak of 'green' buildings, it really boils down to the question of how could society collect and share knowledge, expertise and good practice among professionals and students-universities, workshops and lectures. It is important to start the process so that more people – including professionals - will start implementing environmentally friendly solutions, providing services that are more green oriented and to construct buildings that are more energy efficient. However, the reality, as expressed in numbers year by year is far from set targets, such as the 2020 energy targets set by the EU. If we want these goals to be achieved we must all do something about it. When looking into the future, one must wonder whether if we are taking the right steps towards sustainable future. Today, there are numerous organizations around the world, in different countries, who are successfully addressing environmental challenges and the question of sustainability. ECOWEEK is one of the best examples. Through international events, workshops, and lectures and through design and implementation of 'green' innovative ideas by young people, ECOWEEK really walks the walk. When it was launched eight years ago, few people noticed or realized its importance. Today, ECOWEEK has grown into a successful model that connects young professionals, generates creative and sustainable solutions and assigns real design challenges in real sites, that address issues of sustainability, environment and local community. ECOWEEK merges among its participants a common goal: to provide sustainable solutions for real life urban problems, solutions that contribute to the well-being of cities, societies and the environment.

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Mirjana Uzelac Filipendin  
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in Beersheva, Israel  
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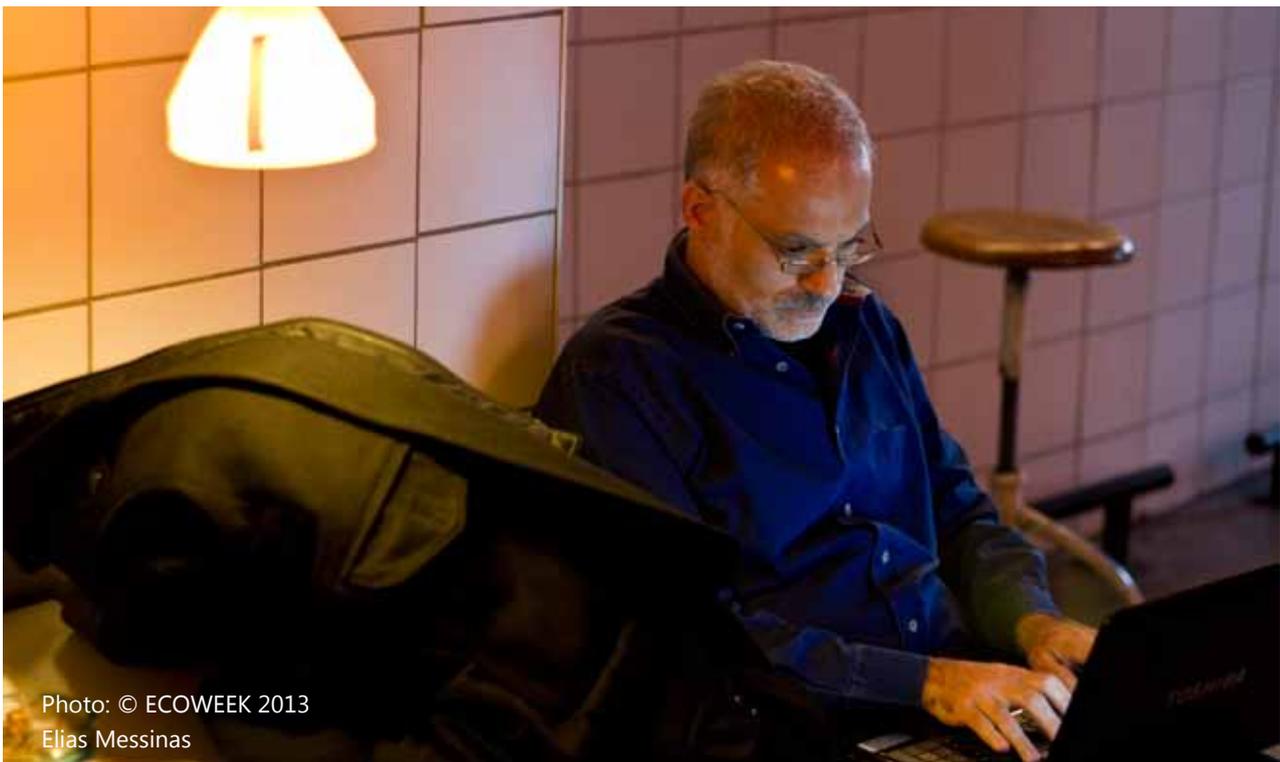


Photo: © ECOWEEK 2013  
Elias Messinas

The founding chairman of ECOWEEK, Dr. Elias Messinas told a story of how it all began, what is the current situation and what is the future of this dynamic organization.

**What was your initial idea that gave you the strength to decide and create an NG organization and event like ECOWEEK?**

The creation of ECOWEEK was really the result of a process and merging of different parameters. I was maturing as a professional and was developing an expertise in 'green' buildings. Furthermore, I attended a Master program on 'Environment and Development' which gave me the backbone and a complete picture of where things are, what the issues are, who is against who and why, and, inevitably, led me to start asking questions such as 'where do I fit in this picture?' or 'what is my role in this reality?' But I think that the catalyst for me to get up and do something was the fact that I became a father of three daughters. Once you have a family, and you plan for the future, you have to decide: are you going to leave your children a fortune along with a destroyed and devastated world as an

inheritance? Or will you leave them with less of a fortune (or no fortune at all), but at least make an effort that the world they grow in – and raise their own families – is at least as good as the one you grew up in, or if possible even better? I chose the latter. I don't know if my decision was wise, but this is what I felt was right. If the world is better, then not only my children will grow up in a better world, but all children will. This, I think, should be our ultimate goal. ECOWEEK started as a local event on a Greek island, aiming to raise environmental awareness among the local population. It dealt with three main issues: energy, waste and 'green' buildings. To understand where the island was at when ECOWEEK took place for the first time, let me tell you that household garbage was dumped in the same municipal bins, unselected, and some was occasionally illegally burnt. Two years after ECOWEEK started, and thanks to my committed efforts, there was a recycling program and burning of waste was better regulated. ECOWEEK took place on the island for two consecutive years. In the third year, there was demand to go to other cities in Greece, so ECOWEEK traveled to Athens, Thessaloniki, Patras, Crete, etc. In

the fourth year, it focused on 'green' buildings through an international conference and workshops. This also became popular and soon it took place in Cyprus, Israel, the West Bank, Italy, Poland, Serbia, and other countries.

**Throughout its history ECOWEEK welcomed many great architects, designers, and scientists. Could you tell us which lecture was the most interesting and the most inspiring for you in the last few years and why?**

Indeed, since 2007 we at ECOWEEK have invited some of the most prominent award-winning speakers and professionals around the world: Shigeru Ban, Ken Yeang, Diebedo Francis Kere, KengoKuma, David Orr, and Françoise-Hélène Jourda, only to mention a few. Most of these speakers were amazing, engaging and inspiring. But I think that the most remarkable story was told by Diébédo Francis Kéré, the architect from a village in Burkina Faso who went to Berlin to study carpentry and became an award-winning leading architect. What was inspiring about Francis' story is that once he became an architect in Berlin, he did not forget his village in Burkina Faso. He actually went back and along with the community designed and built schools. So, Francis, who was also a remarkable and moving speaker, developed his talent and then went back to his community to both develop his talent

further and to serve and benefit his community. And what is beautiful is that the more he helps his community – the more schools he designs and builds, the more known he becomes, and more commissions he gets! It is a truly inspiring win-win story.

**What is the biggest contribution of the ECOWEEK event to Serbia and Belgrade? Is it the projects that are completed during the workshops, the lectures or the opportunity for young people to cooperate with their international colleagues and get valuable work experience?**

I visited Belgrade for the first time for ECOWEEK. The city and its people were a real positive surprise to me, both personally and professionally. I worked with very competent and talented professionals, students and academic faculty and it was really a pleasure developing ideas in that context. What one sees in Belgrade is that sustainability is not here yet. It is not in people's consciousness, it is not in academic establishments, and it is not in the way the city is planned or functioning, and it is not in the market and businesses – at least this is a general impression one gets. On the other hand, NGOs like our partner ECOIST are already working towards sustainability. Students are already searching for sustainability and 'green'





Photo: © ECOWEEK 2013  
Albert Arnold "Al" Gore, Jr.

projects on the internet. So, it is a perfect stage for ECOWEEK to come in and share awareness, education, practice and training with young and established professionals, in cooperation with public and academic institutions and businesses. So, our contribution – which is by the way the same in Belgrade as it is in Athens or Copenhagen or Tel Aviv – is that we come in to add one more voice in the environmental awareness and education discourse. Our contribution is also the fact that some of the 'green' projects designed during ECOWEEK will be developed through the ECOWEEK GREENHOUSE – in cooperation with ECOIST and other local organizations – and eventually will be built, leaving a 'green' mark in the city, making a point that sustainability is also practice, not just talk. Finally, I think that the contribution of ECOWEEK is also the fact that it brings in a platform for young and established professionals to learn and practice 'green' design and ecological architecture, so that when they go back to their classroom or the office they work at, they will be able to intervene and make a difference there as well. It is a process. We are happy to be part of this process in Belgrade and to have benefited the local community of professionals, young professionals, business and general public

– most of whom may have not even heard of ECOWEEK! We also learned a lot in Belgrade and we experimented trying out new things inspired by new ideas from our local partners, from students, from professionals and academic faculty. So we left Belgrade with new ideas which we can then apply in other events in other cities.

**What is your opinion on and your experience with current architectural practice and education of young students? Do you think that green issues should be more incorporated and how?**

First I must point out that what one finds in Belgrade in the academic establishment is more or less what they will find in most academic establishments around the world as well. In these academic establishments, although there is an aim for high quality, in most cases faculty, who have completed their studies 20 and 30 years ago, do not have an up-to-date education, experience and expertise to address current issues of sustainability, let alone teach them to their students. As a result, the majority of academic institutions are left out of the sustainability discussion, are outdated and students – who get their updates from the internet – are often frustrated. This is why



Photo: © ECOWEEK 2013  
Diébédo Francis Kéré

ECOWEEK is very popular among students. Because at ECOWEEK they can learn what they can't learn in school. So, my answer is yes, of course, sustainability issues ought to be integrated in the educational curriculum of all academic institutions. But in order to do that, we need a large scale overhaul of the academic faculty – or at least a recruitment of some new faculty – something quite difficult in most institutions. So, it will get there, but it might take longer than necessary. In the meantime, students will come to ECOWEEK to learn about these issues and get some training as well!

**From the beginning until now you and other members of the ECOWEEK went through some difficulties as many new NGOs. What was the hardest situation or what was the biggest problem that occurred?**

I think that ECOWEEK is no different than most NGOs who have the ambition to do a lot with very little resources. Very often NGOs focus on the content and the work to be done, and neglect another very important aspect, which is funding, fund-raising, public relations and seeking donors. ECOWEEK is no exception, and this is perhaps the biggest challenge that ECOWEEK has to overcome. A steady cash-flow



Photo: © ECOWEEK 2013  
ECOWEEK 2012 workshop Krakow, Poland

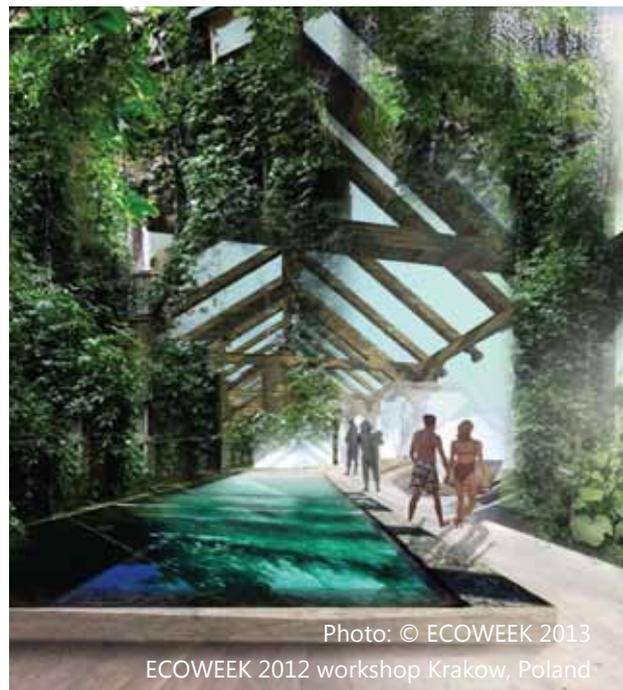


Photo: © ECOWEEK 2013  
ECOWEEK 2012 workshop Krakow, Poland

that will enable it to stabilize its financial basis, build a permanent team of associates, and then develop its programs and grow further. We are certainly working on that, although the current financial crunch is not helping very much... The other side of the coin is that NGOs, and ECOWEEK is no exceptions this time either, often rely on voluntary work of committed and enthusiastic people to get the work done. So, although financing may be a problem, in difficult times like this, with less overhead NGOs are more flexible and learn to survive, since they are used to working with limited resources, and basing their work on volunteers. Of course, over extended periods of time, there is a factor of fatigue, and exhaustion, and no NGO wants to get to its limits, or to the limits of its volunteers who are crucial for its operation and survival.

**One of the aims of ECOWEEK is raising awareness of environmental issues, green buildings and sustainable development through series of lectures, exhibitions, workshops and GREENHOUSE platform. What would be the next step in developing ECOWEEK?**

In its early days, when ECOWEEK first took the form of an international conference and 'green'



Photo: © ECOWEEK 2013  
ECOWEEK 2011 workshop in Milano, Italy



Photo: © ECOWEEK 2013  
ECOWEEK 2012 workshop in Rome, Italy



Photo: © ECOWEEK 2013  
ECOWEEK 2012 workshop in Thessaloniki, Greece

design and architecture workshops, it took place once a year. It would have been an intense week, empowering and generating great work, but once it was completed, there was a long gap of 11 months until it happened again. In part, this changed, once ECOWEEK started taking place twice, three, four, or more times per year. But the problem was that there was still no continuity at the local level. For example, ECOWEEK took place in Belgrade in November. As it will take place again in a year, there is a gap and lack of continuity. So we tried to address this issue and create a mechanism to achieve continuity that would take the ECOWEEK experience to the next level. This is how the GREENHOUSE, a platform for innovation and entrepreneurship for a society and the environment for young professionals was born. The GREENHOUSE was created in Athens in December 2011 out of the need to create continuity in the ECOWEEK experience. So a team was created to develop ECOWEEK projects on a long-term basis. Then

the GREENHOUSE was also created in Holon in March 2012 and in Thessaloniki in April 2012. These teams are developing ECOWEEK projects on a long-term basis, with an aim to develop them enough so that they can be implemented. The GREENHOUSE teams are developing, at the moment, nine schools and three institutions in Greece, one community center in Israel and soon also a school. In Belgrade there are three projects we are aiming to develop: a meeting canopy at the USCE shopping center, a redesign of the interior courtyard of the Serbian Chamber of Commerce, and a series of tourist info points forming a 'path' inside the city of Belgrade. We view the development of the GREENHOUSE teams and the projects they are working on as the next step in the evolution of ECOWEEK, by making an impact locally, by making sustainability relevant and tangible, and by benefiting local communities with interventions that combine education, environmental awareness, sustainable solutions and good design.



Photo: © ECOWEEK 2013

Elias Messinas interviewed for SKAI TV in Athens, Greece

The background of the page is a close-up photograph of water droplets on a leaf. The droplets are in various stages of formation, some are large and clear, while others are smaller and more numerous. The leaf's surface is a mix of green and yellow, suggesting it might be a young leaf or one that has been exposed to sunlight. A diagonal orange overlay covers the left side of the page, creating a modern, graphic design element.

NGO ECOIST



“Anything else you’re interested in is not going to happen if you can’t breathe the air and drink the water. Don’t sit this one out. Do something. You’re by accident of fate alive at an absolutely critical moment in the history of our planet” - Carl Sagan

These are the words that motivate the people who are working in the NGO ECOIST, the local partner organization that organized, coordinated and implemented ECOWEEK 2012 in Belgrade. As a civil society organization that focuses on sustainable development using innovative and holistic approaches, ECOIST is aiming at involving the public, civil and private sectors and to create a synergistic effect with all its projects.

Managing the challenges of sustainable development is a global topic of great importance, so the vision of the ECOIST is to put those issues on the national and local agendas in Serbia. The organization was created with the mission to support the public to becoming more engaged in the decision making processes that affect their communities, to generate a more responsive scientific and technological involvement and, last but not least, to work with the political sector on changing and adopting policies that uphold the sustainable principles and practices. ECOIST collaborates with different partners around ideas, information and grass-roots initiatives that have the potential to make a lasting impact. Their aim is to improve environmental, social, cultural and economic wellbeing.

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ECOIST does this by organising a variety of lectures, workshops, publications, projects and educational and promotional activities that disseminate the knowledge on the most current sustainable practices of today. Their mission is to have as many people with 'ecoistic' knowledge as possible and to lead the way for action of people – individual and collective, local and regional, national and international – to tackle the environmental challenges we face today.

The philosophy behind the ECOIST name is reflected in a quote from Professor Dr. David Orr 'When we heal the Earth, we heal ourselves'.

Achieving the goal of pushing Serbia and the region towards more sustainable development is as important to them as breathing air. Getting together the creative energy of the young and the knowledge of experienced people, they are striving to develop more sustainable solutions for the cities they operate in. Promotion of active public participation is one of the basic assignments alongside demonstrating and in-

forming the society about alternative solutions for a more environmentally aware and responsible behavior.

The methods that ECOIST uses are various; e.g. the organization of discussions, seminars, forums, conferences, round-tables, workshops, camps, contests, projects etc. They are also producing informative, promotional, educational and scientific publications, brochures, gifts, flyers, e-newsletters, and guideline publications.

Together with research, analysis and monitoring of current state of public environmental knowledge, ECOIST provide solid informative and productive base that is fundamental for collaboration. They cooperate with local and international media, NGOs, associations, businesses and other organizations that are sharing similar values.

ECOIST is a member of several important local and global organizations, e.g. the UN Global Compact, NALED (National Alliance for Local Economic Development), FENS (Federal Asso-



ciation of Nongovernmental Organizations) and Regional ERM network (Environmental Regional Management network). The organization already successfully delivered numerous projects and lectures: AARHUS convention 2011, International Green Building Conference 2011, Urban Oasis student's contest 2012, Master class workshop and Green Schools project in 2012.

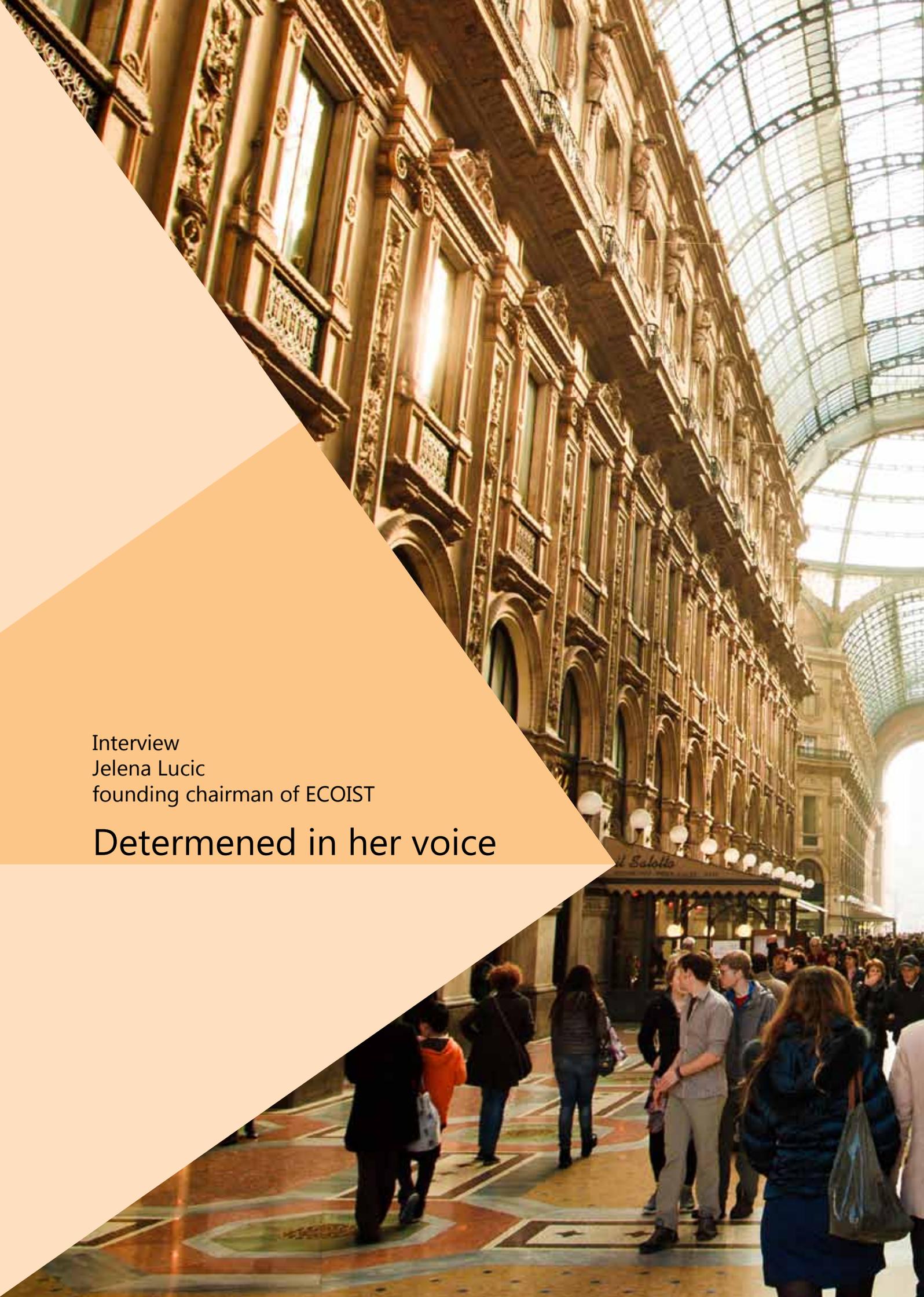
The organization also created a platform for implementing environmental ideas: ECOIST Creative Network, and is participating with the youth platform Greenhouse, as a result of the Belgrade ECOWEEK event, in support of projects that are presented here and that are currently in the implementation process.



Photo: © ECOWEEK 2013  
ECOWEEK 2012 W6 led by Slobodan Spasic, Centar Tesla, Belgrade, Serbia



Photo: © ECOWEEK 2013  
Presentation at Megatrend University Faculty for Art and Design, Belgrade, Serbia



Interview  
Jelena Lucic  
founding chairman of ECOIST

Determined in her voice



Serbia as a country in transition is trying to keep up with the West and the more developed countries. Somehow certain issues are easier to be dealt-with than others but some seem to be more confusing than they should be. Sustainability is probably one of these issues, although, if we look close enough, one wonders whether the right choices are made and the right issues prioritized. If there is something to be learned from the past and also from the neighboring countries, one may just wonder whether the government is only interested in trends and fashions, rather than a deep overhaul in society.

There are individuals and organizations who understand the importance of sustainability in its basic meaning and are committed and willing to contribute to the change needed. They are called 'pioneers' and they can be described as dynamic, vibrant people that are focusing their energy and knowledge into solutions for a better future. What is characteristic of these creative minds is the willingness to commit to their ideas and their importance. One successful example in Serbia of an active participant in the process of change is the non-governmental organization ECOIST based in Belgrade founded by Jelena Lucic. Jelena told us the story of the intense activity undertaken by ECOIST, all aiming towards the same goal: to educate, inform and contribute in achieving urban sustainability.

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Photo: © ECOIST 2013  
Jelena Lucic



Photo: © ECOIST 2013  
Supernatural fest, Belgrade, Serbia

**ECOIST was established in year 2010 as a NGO that focuses on urban sustainability issues in Serbia, building the connection between governmental, academic, civil and corporate sector. During last three years how would you describe the connection that you established with all segments of modern Serbian industry and society and what are reactions regarding your activities?**

You know the expression „The idea is King“? Indeed it is, but vision is a much more powerful tool. When you present your vision to anyone - from a small kid in primary school, to an executive in conglomerate - they will recognise the spirit, energy and change one vision can create. The connections, partnerships and bridges ECOIST has built over the years are based on these visions and common goals. The synergy between any sector actually boils down to comprehension of a couple of decision makers you are speaking with, if they share visions, understand the challenges and believe that indifference and status quo is the worst position to be in with any development.

**What did inspire you to create this type of organization?**

Will to make things better. I have been brought up to act in sustainable manner and perhaps I was lucky to have this carved in by my family. I realised that sometimes this culture is lacking

in schools, universities, organisations and companies, not just in Serbia, but in other countries as well. After being an executive in international consulting and trading business for around 10 years, I had an urge to do something more, to do something meaningful. I know this is cliché, but this is really how it happened.

**One of the projects that ECOIST organized in a last few years is a project Green schools. What more can you tell us about this project and its implementation?**

The project Green Schools happened spontaneously, after we organised a very intense 3-day Master Class workshop with around 40 students from different universities. The coordinator Hans Buster was so fantastic, that some students asked us to continue working on the project. Of course we could not pass this opportunity and their enthusiasm, so we have established ECOIST Creative Network, which now acts as almost autonomous organisation. The first project of ECOIST Creative Network is Green Schools, with a pilot project in primary school Drinka Pavlovic in Belgrade, Serbia. The goal is to provide sustainable solutions for spaces in schools, adapt them to modern and empirical learning, enhance creativity, synergy, and sustainable behavior of school kids, provide healthier and more biodiverse environments, as well as publicly advocate innovative green building solutions like vertical gardens and green roofs.

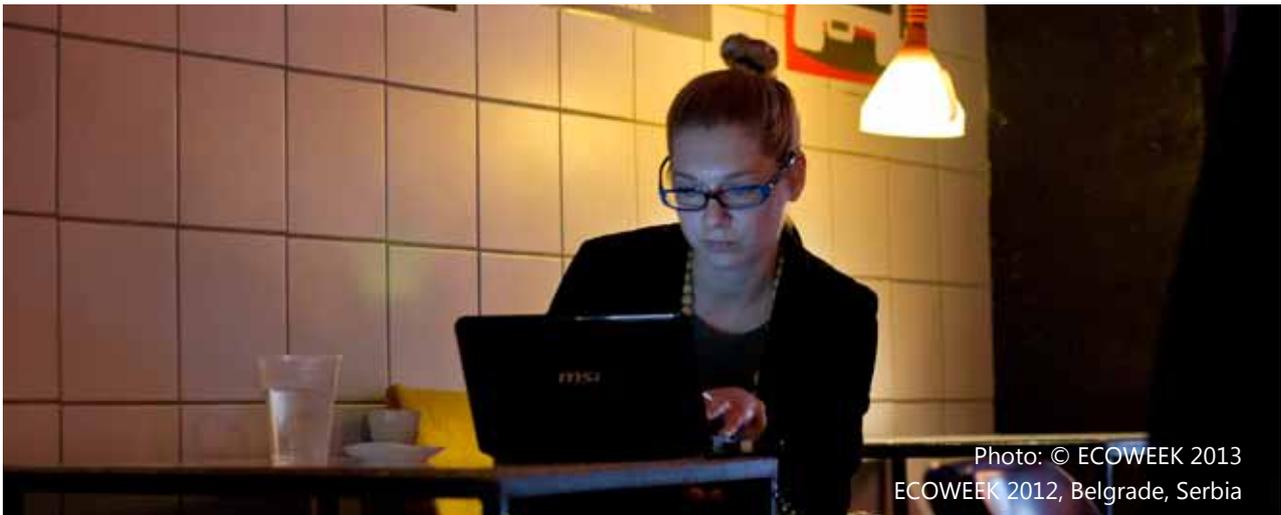


Photo: © ECOWEEK 2013  
ECOWEEK 2012, Belgrade, Serbia

**ECOIST is specialized in training, organizing workshops and delivering practical green solutions with wide network of NGOs, R&D institutions, Universities and companies. What particularly attracts your attention when deciding on a new project?**

It's very simple – we have our eyes and ears open for all opportunities and then we go for whatever makes us happy. If you are going to spend a third of your life doing something that you cannot relate to and like doing, then you are wasting your life. We often choose projects that have the biggest impact and that make a difference for our target group, such as ECOWEEK. It's

about giving young people a chance to prove themselves and utilise their creative potential.

**This is the first time that the international ECOWEEK event is organized in Serbia and Belgrade. What is your impression of the lectures and the workshops after they are completed?**

ECOWEEK turned out to be fantastic, thanks to participants that brought in energy and enthusiasm. The feedback was very positive and people we're very thankful. However, we just put it all together and participants were the real stars of ECOWEEK. It's a honor to organise event like ECOWEEK, so we will definitely do it in 2013 as well.



Photo: © ECOWEEK 2013  
ECOWEEK 2012 W4 led by Raffaella Colombo and Ivan Mangov, Belgrade, Serbia

**You visited the workshops, observed the process of the work and design and finally seen the presentation of the projects. What is your impression of the atmosphere, the work progress and the final results?**

Yes, we were visiting all nine workshops during ECOWEEK with Hans Buster as our workshop coordinator and Elias Messinas, the President of ECOWEEK as we were helping teams reach better results. It's important to have an objective opinion that is not coming from within the group. We also had one person from ECOIST Creative Network responsible for each workshop and helping out when necessary.

As for the progress, I think it is very common that people forget the longest part of the process in team work is synchronization and planning. After you have a coherent group and a group that agrees, the process flows almost by itself. Once teams realise this, they become productive and efficient, giving out fantastic and innovative solutions.

**What do you find more important for the workshops participants? Is it collaboration with other members of the team or the experience of working on real locations with real problems?**

Well, according to feedback we had from satisfaction questionnaire, the motivations were different; from different experiences, to working in

international teams, to having a chance to do something meaningful, chance to do a real life project, to upgrading the CV. From our side, we really enjoy mentoring young and creative teams, giving them experience that they can use in the future when applying for work, since we know how hard it is for someone without any experience to get employed in the first place. We have been there as well.

**On the other hand, by your opinion, what is the biggest contribution of ECOWEEK event to Serbia and Belgrade? Is it the projects that are completed during the workshops, the lectures or the opportunity for young people to cooperate with their international colleagues and get valuable work experience?**

It's definitely a mixture of things. Of course, having projects implemented in primary school Drinka Pavlovic, Center for protection of children and youth 'Zvecanska' or USCE Shopping Center is fantastic and will have effect in sustainable development of Belgrade. The projects do not have to be major change, just to bring positive change within local communities, which usually brings about international recognition. However, I think the most valuable contribution is creating an initiative and enthusiasm with young people. This is what will create a domino effect in the future and I know that some people will take things into their own hands, start networking with other people and creating great stuff, not only for Serbia, but who knows – perhaps worldwide!



Photo: © ECOIST 2013  
Exhibition Urban Oasis 2012, Belgrade, Serbia



Photo: © ECOIST 2013  
International GB Conference 2011, Belgrade, Serbia



Photo: © ECOWEEK 2013  
ECOWEEK 2012 Workshop W1, Belgrade, Serbia

**How would you describe implementation of sustainable development and the green design principles for the future in Serbia?**

As something we should strive towards to. I think Serbia has a unique opportunity to frog leap into more sustainable future. We don't have to take a step by step development that other countries had to go through and have invested a decent amount of resources to get there. I think knowledge transfer should be nurtured and I believe that people are smart enough to accept it. Development should be seen as long-term as possible and short-sightedness is something that should be eliminated from all levels and sectors of our society.

**For a short period of time the ECOIST organization successfully delivered several major events in region like the first International Green Build Conference in 2011 and the first Belgrade ECOWEEK in 2012. Would you be so kind to tell us about the future plans? Are there new projects or conferences to be held by ECOIST in Serbia?**

First of all, thank you for this compliment. Although we have started talking about some issues for the first time in Serbia, there are lots of organisations that are dealing with these and other 'hot' subjects. However, what we try to do (and mostly succeed) is waking up people. There

are a lot of events where we can hear a standard speech, a standard story, a standard thought. The time that is given to the audience for questions is 5 minutes, after which we all go home and forget we have ever been there, which to me is a waste of all resources - time and money, but above all intellect. We solve this problem by using modern technology, innovation in presentations and although our speakers are fantastic, we still limit their presentation time. After each short lecture, we still leave a lot of time to interact with the participants, since they are the reason we organise events in the first place. This is not only important for participants that appreciate this, this is important for our development as well – to see how people think, what they are curious about and what their concerns are.

As far as our current plans go, we are focused on getting things done and realised with workshop groups from ECOWEEK, through permanent implementation platform called GREENHOUSE. We have lots of people involved already, so we are bound to see some more great stuff going on soon.

Next big event is a Sustainable Cities Forum 2013 in September where we will have representatives of the most sustainable cities in the world, but our audience will be from South East Europe. This will be one very important, big and interesting project!

A high-angle photograph of a large, diverse group of people, likely students and staff, gathered in a modern building lobby. They are all smiling and waving their hands towards the camera. The lobby features a large, white, spherical light fixture hanging from the ceiling, a reception desk with the name 'MAGNETO' on it, and a potted plant. The floor is a light-colored, speckled material. The image is partially overlaid by a large, diagonal orange shape on the left side.

# ECOWEEK in Belgrade



Young professionals and artists, enthusiasts and believers in true values have the strength to entirely change the world. We've already seen in our recent past that a positive attitude and strong belief in ideas and knowledge can truly make a difference. Places and events that connect creative people are becoming the catalysts for ideas with incredible potential for every society. Festivals, workshops, exhibitions and discussions where young authors choose to take a step towards a non-conventional sphere of science and art with great intellectual courage and creativity. ECOWEEK that was held in Belgrade for the first time between November 26 to 30 was one of those international events.

ECOWEEK opened the door to local and international students and young professionals to be part in the platform for education and development of skills and knowledge in the field of 'green' building, sustainable development, landscape architecture, social intervention and ecology. Within five days the participants attended a one-day conference and keynote lectures, discussions, exhibition and intense three-day workshops with various assignments. The workshops concluded with a final presentation of the ECOWEEK workshop projects.

Story:  
Mirjana Uzelac Filipendin  
Photos:  
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# BELGRADE

## November 26-30 2012

GREEN DESIGN ARCHITECTURE URBAN INNOVATION  
Међународна конференција и радионица  
international conference & workshops

The conference was held in the conference hall of The Cultural Center "Dom omladine Belgrade"(DOB), the workshops were organized on different locations that are also the very subject of the workshop projects and proposals for real intervention made by the workshop attendees; while the exhibitions took place in Istituto Italiano di Cultura in Belgrado and Institut Français de Serbie. The final presentation of the projects was held at The Graduate School of Art and Design of Megatrend University in New Belgrade, with all the participants and media representatives attending.

### **The lectures – ECOWEEK Conference, November 26<sup>th</sup> 2012, Auditorium of Dom omladine**

On the first day of ECOWEEK event the visitors have had an opportunity to attend open lectures that for the first time in Serbia, welcomed some of the leading experts, architects and authors from the field of green buildings. Jelena Lucic from the NGO ECOIST opened the conference. She gave the introductory speech regarding all the events in Belgrade ECOWEEK curriculum. After organizational introduction Paolo Battinelli, Scientific Attaché from Italian Embassy, gave heartfelt welcome to domestic and international students and young professionals of the ECOWEEK event.

The lectures were organized in two separate segments and open discussion. The first segment of lectures was opened by Ivan Redi from ORTLOS

Space Engineering. This studio is trans-disciplinary studio that expands classical boundaries of architectural fields by using cutting-edge technologies. Redi is a teacher on several European universities and visitors had an opportunity to view some of ORTLOS recent works and discuss with the author about features of the projects. He has spoken about modern architectural practice, green buildings, urban Eco-systems that require holistic approach to regenerative architecture and personal experience in the particular field. This exciting lecture opened several questions that were latter discussed in open panel discussion with other guests.

Next presentation was held by Raffaella Colombo-landscape architect and professor at the Politecnico di Milano. The title of her lecture was 'Natural and mud architecture'. Professor led viewers to the world of natural materials (e.g. mud, clay, brick, wood, straw, stone, etc.) and their century old traditional building techniques. Used for various purposes to construct or decorate buildings or even design landscape or temporary structures. She has shown some exceptional buildings built with these materials and they always spoke unique stories and gave buildings different, warm and natural character.

The founder of Tesla Centre Branimir Jovanović is a researcher and biggest expert on Tesla doctrine and philosophy behind the genuine sustainability of modern civilisation. His lecture at ECOWEEK conference was titled 'Architecture

Tesla's doctrine'. This lecture focused on architecture influenced by the Tesla's doctrine and principles of true sustainability that is the main goal of Tesla centre. Jovanovic explained the uniqueness of true sustainability and all the subjects that this discipline covers. Also, speaker gave the present public general inputs of Tesla ECOWEEK workshop that had unusual assignment to create Tesla doctrine house in non-specific location. The closing word of this lecture has opened question of contemporary society, values of consumerism culture and existing world order as a non-sustainable development that need to be changed dramatically.

Second set of lectures was opened with lecture of Ivan Perica architect instructor at hiCad and he held the presentation that was titled 'Eco-Architect'. This lecture focused on several major issues regarding today's architectural practice, principles of sustainability and tools for upgrading knowledge of creating and constructing buildings. After this lecture, Nikolaos Dimitriadis the Director at company TouchPoint and DNA spoke about changing the attitude and possible solution to transfer green messages to the society. This subject concerns every profession and Dimitriadis as a professor of several South-eastern Europe universities emphasized its importance.



Photo: © ECOWEEK 2013  
Françoise-Hélène Jourda

Elias Messinas, the founding chairman of NGO ECOWEEK, led all the attending guests through the history of ECOWEEK and its activities. He accentuated the importance of sustainability and green buildings in modern society and architectural practice. The importance of environmental crises doesn't come only from the energy and materials but from the people also. The ECOWEEK started seven years ago and today it offers networking, education and training; platform for developing green work and projects that are meant to be implemented as a solution to real problems at some site. Cooperation as a centre of events and workshops attracts various people and expend their knowledge and skills for better projects and works.



Photo: © ECOWEEK 2013  
Elias Messinas

Key speaker of Belgrade ECOWEEK event, Françoise-Hélène Jourda closed the second set of lectures. She is an author of the first business building with positive energy balance built in France and distinguished architect and well-known lecturer that expresses her creativity in domain of green design for the last several decades. She is award-winning architect Chevalier de l'Ordre de la Legion d'Honneur, and a Knight of the Order of Arts and Letters. Jourda has been teaching architecture in several universities across the world from Europe to Northern



Photo: © ECOWEEK 2013  
Ivan Redi

America, and is currently running architectural offices of JAP (Jourda Architectes Paris) in Paris, Berlin and Graz. Her lecture focused on the beginnings of sustainable architecture and her personal struggle to stay engaged with the idea and spread the word over and over again. With the presentation of her past and present works she told the story of truthful faith in her own ideas that required higher amount of work and time but at the end the successful results were always the best award for an architect.

One of the most important parts of the ECOWEEK event are the open discussions. In Belgrade the discussion has been moderated by Jelena Lucic (ECOIST) with speakers: Ivan Redi (ORTLOS), Andreas Nassos (Vitaverde), Aleksandar Lozajic

(Dekonta) and Jelena Ivanovic Vojvodic (Megatrend University). Earlier during the day and lectures some questions came up as major issues that needed to be answered. One of those questions was sustainable development as an integrated company strategy in a matter of trend - greenwash, or true effort and contribution and how the society can change the trend and turn it to cultural discipline and logical step in the development of civilisation. Some of the answers provided by guest consider radical change in every level of societies, professions and mindsets. It is a long road but it is possible. Discussion also questions the connection of author and consumer, shape and principles of designing and constructing buildings and the future of these subjects.



Photo: © ECOWEEK 2013  
Lectures, Dom Omladine, Belgrade, Serbia

The closing lecture was held by Hans Buster from VitaVerde Company. He was chosen as a workshop coordinator and gave the speech titled 'Be a dream team' that was aimed to all workshop participants and leaders. Buster pointed out the possibility to become active member of every design team, to share knowledge and to contribute to the idea, product or situation. Rare opportunities like ECOWEEK event provide participants the platform for collaboration, working together and developing new ideas that can make differences. "Be creative together" means to embrace the difference that makes creativity possible, to use diversity as strength, not as a weakness. Raise a question, listen, understand the message, share and combine ideas.

The first day of the ECOWEEK event was officially finished with the first Group Workshop Synchronization. This was the time reserved for participants and tutors to get to know each other and to explore some of the main elements of the next three-day workshops. Every group consisted of between five and twenty participants, and groups were created before the event by online application service at the official Belgrade ECOWEEK website. Workshops are the key element of ECOWEEK event. At Belgrade event, the specific locations were some of the most problematic sites in the city. At the same time these locations were the places to work and develop the projects. One of the Workshops, number six, was unique because the theme did not require a specific location. In this special issue of the magazine we will be covering every workshop assignment and design project.

### The exhibition

One of the special inside activities at the ECOWEEK event were the exhibits. One of the exhibitions opened during the Belgrade event was Interactive Exhibition 'Lessons of Marie Curie' organized in Institut Français de Serbie. One other exhibition organized in Instituto Italiano di Cultura Belgrado (Italian Institute of Culture in Belgrade) that was titled 'Voyage through contemporary Italian architecture' drew special attention of the visitors. There was also presentation of



Photo: © ECOIST 2013  
Nikolaos Dimitriadis



Photo: © VitaVerde  
Hans Buster, founding chairman



Photo: © ECOWEEK 2013  
ECOWEEK 2012 workshops, Belgrade, Serbia



Photo: © ECOWEEK 2013  
Lecture: Rhizomes urban: Micro spaces in Milan

five-year-running program of courses organized at the Politecnico di Milano. Raffaella is the leading professor of this program and she presented some of the most successful designs. The subject of the course is: Rizomi urbani: microspazi a Milano. I giovani e lo spazio pubblico (Rhizomes urban: Micro spaces in Milan. Young people and public space). The projects that students realized showed high levels of creativity concerning the design and presentation. Using analytic approach students provide unique design that threatened specific urban devoid and unpleasant places, and revitalized them into new creative incubators. Different reconstruction techniques were applied and various social functions were incorporated so that these urban pockets now serve as new gathering places in the city of Milano.

**ECOWEEK workshops W1-W9  
November 27<sup>th</sup>-29<sup>th</sup> 2012**

The workshops that were organized during the Belgrade ECOWEEK event investigated various subjects and problems towards sustainability in Belgrade and Serbia. Every workshop was led by a team assembled from mentors with the support of the ECOIST assistants and invited contributors, while the starting parameters for the program of future projects were the real, unsustainable problems found at the particular locations that needed to be solved.

Workshop W1 was led by landscape architect from company Vitaverde Andreas Nassos. The goal of this workshop was to create urban green garden with sustainable principles at the top of the roof of an existing building of Serbian Chamber of Commerce in Resavska Street in Belgrade. Workshop W2 implicate design solution named "Garden to go" as an event and scenography which encourage social interactions in public spaces. This workshop was led by university professor Ana Nikezic from the Faculty of Architecture in Belgrade. Improvement of life conditions and redesign of inner courtyard and garden of Centre for care for Infants, Children and Youth in Zvecanska Street in Belgrade was the subject of W3. This workshop was led by two mentors' professor Mihailo Grbic and Jasminka Cvejic.



Photo: © Courtesy of Ana Nikezic, Architect



Photo: © Courtesy of Jasminka Colombo, Architect



Photo: © Courtesy of Ivan Mangov, Architect



Photo: © ECOWEEK 2013, Slobodan Spasic



Photo: © ECOWEEK 2013  
ECOWEEK 2012, Belgrade, Serbia

Landscape design proposal of an island Ada Medjica in Belgrade and promotion of locations' cultural content was set as an assignment for participant of the workshop W4. This interesting workshop was orchestrated by a professor and landscape architect Raffaella Colombo from Politecnico di Milano and Ivan Mangov from Megatrend University, Faculty for Art and Design.

Workshop W5 was directed by Ivan Redi, a CEO of studio ORTLOS Space Engineering that is recognized by experimental, non-convexional architecture and different space designs. The participants of W5 developed design solution of an Eco-urban system – a unique self-sustainable space structure located on the plateau in front of the business-shopping center Usce in New Belgrade. The structure is called M\*Eco - Super Friendly Ecological Meeting Point.

The most unusual workshop Of Belgrade ECOWEEK event was the W6 that was conducted by professor Slobodan Spasic in front of the Centre Tesla. The subject was conceptual design of low budget single family residence, entirely self-sufficient and built with natural materials, natural waste and secondary and recycled materials. This project represents a sort of an answer to the vast social, economic and residential problems that are unsolved in Serbia. This was the only workshop that did have a specific location. Participants used principles of Tesla's doctrine and quotes of true sustainability as a source of inspiration for 21<sup>st</sup> century family living space.

In focus of workshop W7 was another Belgrade island, the Ada Huja Island as the most devastated district of Danube bank area in the city.



Photo: © ECOWEEK 2013  
ECOWEEK 2012, Belgrade, Serbia



Photo: © ECOWEEK 2013  
ECOWEEK 2012, Belgrade, Serbia

Since there are future plans for this area to become fully revitalized with the help of Professor Svetlana Stevovic from University Union Nikola Tesla, students created their version of future improvements of the island. Group 2wish4design consisted of two ladies Ana Ilic and Ivana Petkovic who guided the workshop W8 which had the assignment to create urban furniture as a new educative and animated content of urban spaces. Unique tourist info point named iPath should provide information to inhabitants and raise the awareness of urban sustainability.



Photo: © ECOWEEK 2013  
ECOWEEK 2012, Belgrade, Serbia

November 30<sup>th</sup> at Megatrend University Faculty for Art and Design, Hall F1. The presentation was an ideal opportunity for public discussion about projects, ways of implementing them and achieving goals of sustainable development in Serbia. Also, discussion exposed the picture of creative strength of contemporary students and young professionals and high levels of motivation and endurance in them. After the completion of presentation workshops groups were presented with certificates of participation which officially closed an exciting week of green design in Belgrade.



Photo: © ECOWEEK 2013  
ECOWEEK 2012, Belgrade, Serbia

Last but not least, the workshop W9 emphasized the importance of using BIM (Building information modelling) software in process of creating architectural spaces or remodelling one through principles of form, function, construction and sustainable principles. The workshop subject was extension of business-shopping center Usce in New Belgrade and it was led by three experts Gordana Radonic from hiCad, Zsolt Ivanovics from INFORMA architectura and Ivan Peric from ARHIBLAST.

### **Presentation and closing day November 30<sup>th</sup> 2012**

Every workshop group have had three days to research, analyse and propose design solution of the given problem at specified location. Presentation of finished works was held at Friday,



Photo: © ECOWEEK 2013  
ECOWEEK 2012, Belgrade, Serbia



Photo: © ECOWEEK 2013  
ECOWEEK 2012 workshop proposals in Belgrade, Serbia



Photo: © ECOWEEK 2013  
ECOWEEK 2012 workshop proposals in Belgrade, Serbia



Photo: © ECOWEEK 2013  
ECOWEEK 2012 workshop proposals in Belgrade, Serbia

The most important aspect of every ECOWEEK event is the GREENHOUSE platform, where the projects from the workshop are translated to further developing. The Belgrade ECOWEEK event was no exception and there are already several projects that are incorporated into the platform. This is a unique opportunity to the participants and local government to continue their work and communication so that this design idea becomes the reality in the future.

The official last night of the event was reserved for relaxation. There were two events that provided opportunity to the visiting students, young professionals and workshop leaders to meet, discuss and explore the city of Belgrade. One of the events was the walk tour through the

centre of the city with starting point at Entrance to Kalemegdan fortress at the end of Street Kneza Mihaila. The other event was Vertical Garden Cocktail organized at Club Splay-one of the famous rafts on the bank of river Sava in New Belgrade.

The key of successful realization of the first ECOWEEK event in Belgrade and Serbia is the powerful experience of synergy between various people, professions and creations. The event has picked up many positive comments from all the participants, domestic and international (Europe, Middle East and Asia). We hope that the positive spirit would continue its journey with the ECOWEEK event in other cities in the world and that it will come back again next year.



"Do I dare Disturb the universe?"  
T.S. Eliot, *The Wasteland*,  
*Prufrock and Other Poems*



Photo:  
Pages 38 and 39: © Nemanja Glumac

## **2nd part - Work and Workshops**



Interview  
Hans Buster  
founding chairman of Vitaverde and  
Coordinator of Belgrade  
ECOWEEK workshops

## Greenery and psychology – The way to sustainability



Not so often does one have an opportunity to meet and work with people who are willing to incorporate green principles of life into their own lifestyle. This is especially interesting if you are coming from a non-green industry and profession, or is it?! Hans Buster is a man who took his knowledge, intellect and capabilities and created Vitaverde company and a way of living that unites green design and quality of an extraordinary lifestyle in one meaning.

The company is specialized in construction of vertical gardens, roof gardens, interior gardens and gardens at different private and professional spaces. Seven pillars of Vitaverde philosophy are a statement of quality. The initiative, development, teamwork, positive attitude, integrity, life balance and solidarity all come together in creating something enjoyable, fresh and positive that will contribute to the lives of others and to the environment. The goal is to make a difference in people's lives by implementing high quality, innovative and unique green solutions. Working with materials that have minimal impact on the natural environment, as well as engaging many different aspects through design- everything fits harmonically to the surrounding environment.

This is a story of non-conventional practice that can be incorporated into green architecture and contribute not only to clients and the environment but also to young professionals and students as well. Buster guided and coordinated ECOWEEK workshops and helped many participants by providing a vision of a dream team as a platform from where they can deliver their projects.

Story:  
Mirjana Uzelac Filipendin  
Photos:  
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**This is the first time that the international festival ECOWEEK is organized in Serbia and Belgrade. What is your impression of the festival and the workshops now when the event is over?**

Vitaverde has already participated in ECOWEEK event in Greece and it was an extraordinary experience to be part of it for the first time in Serbia as well. I am very satisfied with the results and the impression that ECOWEEK made on the stakeholders and especially the participants. ECOWEEK in Belgrade did not end on the final day of the event, it has continued and will continue in 2013 since the students are enthusiastically working on implementing the projects and ideas they developed during the workshops. I believe that ECOWEEK will become a tradition in Serbia bringing many benefits to all the stakeholders involved.

**Would you be kind to tell us something more about your position as the coordinator of the workshops at the Belgrade ECOWEEK event?**

Working as coordinator of all the workshops was a challenging experience and is generally something I like to do. Preparing an ECOWEEK is not a one-week assignment – it is a process that requires strategic thinking, planning and many prearrangements. There is also a lot of communication, which is an important factor in any business and needs to be done well. My role was to manage preparations, to

communicate with the workshop mentors, give them guidelines and overall support. I was also communicating with the students on every-day level and supervising their ideas' development. For me as coordinator of all the workshops, it was a very energetic week – visiting all the workshop sites, discussing with workshop leaders and students, supporting them and finally enjoying the results of their synergy at the last day of the presentations.

**Your specialties are group dynamics, coaching and management and your lecture at ECOWEEK emphasized "Dream team as a form of creative synergy". Please tell us more about this subject.**

The reason I chose this topic for my lecture was to emphasize the importance of synergy and communication as a way to apply them at ECOWEEK in order to become a dream team. It was an important topic for the ECOWEEK participants so I decided to share my beliefs and my experience with them. I believe that good communication, listening to each other and really understanding each other is very important while working in a team, but also in every day social interaction. Every one of us is different and we should use that diversity in an effective way and concentrate on our strengths in order to bring better results. Also we should teach each other, share knowledge and combine ideas. Following and combining all these directions definitely leads to becoming a dream team.



Photo: © VitaVerde  
Hans Buster, founding chairman



Photo: © ECOWEEK 2013  
ECOWEEK 2012, Belgrade, Serbia



Photo: © ECOWEEK 2013  
ECOWEEK 2012, Belgrade, Serbia



Photo: © ECOWEEK 2013  
ECOWEEK 2012, Belgrade, Serbia

**You visited the workshops, supervised the process of the work and design and finally saw the presentation of the projects. What is your impression of the atmosphere, the work progress and the final results?**

While visiting the workshops I have generally noticed enthusiasm, hard work and curiosity for learning. I feel that everyone invested much energy and received even more energy from others. They learned how to synergize, communicate with each other and combine ideas. A positive atmosphere helped the students work in a less stressful environment and encouraged the progress of their work. The students went through the process of answering and understanding the core questions – why are they working on this project? How will they make it work? And what will the result be? So, in the end they knew why they wanted to do

everything, how they were going to do it and what the result will be. The process of developing ideas was running at a different pace during the week, the creativity was renewing and finally led to some great results.

**What do you find more important for the workshops participants, the collaboration with other team members or the experience of working on real locations with real problems?**

The experience of cooperating with other team members and working on real projects for the first time are only two of many benefits students experienced at ECOWEEK. Working on real projects made their approach more professional; also, it was a good experience for them to work in bigger teams (up to 20 people), as well as confront all real-life issues while developing a project.



Photo: © ECOWEEK 2013  
ECOWEEK 2012, Belgrade, Serbia

**This is not the first time that you collaborated with NGO ECOIST. How and when did your cooperation start?**

Vitaverde started the collaboration with NGO ECOIST in 2011 when I was invited as a keynote speaker at the International Green Build Conference in Belgrade. Later on we continued working together on different projects such as organizing workshops, jurying for student competitions (Urban Oasis) and cooperating on green projects, such as the Green schools project. ECOIST has a great team of young people called the ECOIST Creative Network and we believe it is good to work on local level while implementing projects. Our cooperation was strengthened by organizing the Belgrade ECOWEEK and it was a great experience both for our company and for ECOIST.

**What can you tell us about your work with young people in Serbia especially students and non-established professionals?**

Generally I find working with young people very inspiring. This is not the first time I am working on workshops in Serbia and my experience from the past was positive as well. Working again with students was constructive and enjoyable because they are eager to learn, implement their knowledge and they obviously

have a lot of potential. I try to provide them with encouragement, support and events like ECOWEEK where they can learn and develop both professionally and personally.

**How do young people in this region accept innovative sustainable design?**

I noticed that young people in the region are open to new trends and very creative in applying them; they also realize that sustainability and sustainable design are not only a trend, but necessity. That is why I believe that they will continue learning and implementing sustainable design in their future work. It will be a pleasure to see the development and implementation of the ideas by these young people.

**What is your message to young professionals and students of creative industries, ecology and engineering?**

My message to all young professionals and students is to continue being creative, to constantly search for sources of their inspiration and to believe in themselves; to always improve communication, cooperate with each other and to not consider each other a competition. I would also like to suggest them to be open-minded and flexible in order to achieve their goals and make it easier to cooperate with other



**NOT YOUR ORDINARY SPACE**



Photo: © VitaVerde



Photo: © VitaVerde

people. Thinking in solutions and possibilities, not problems, can turn everything that happens into an opportunity for something good.

**You've earned your Masters degree in organizational psychology and yet specialized in building integrative vegetation as a CEO at Vitaverde company. Would you be so kind to explain the connection between greenery and psychology and how did you decide to create such a unique company?**

It is well known that plants and nature in general have positive impacts on people and bring many benefits to the environment. I have always loved both nature and people, so I combined these two into one extraordinary idea and started the company with a friend of mine. At Vitaverde we believe in making a difference in people's lives by adding beautiful green solutions indoors, outdoors, horizontally and vertically. Vitaverde is a unique idea, as a matter of fact it is a way of living that unites green design, positive attitude and quality of life in one meaning.

**Your field of expertise is vertical garden, green roof systems and other green sustainable solutions. Please tell us about your experience in implementing those systems in Europe and especially in Serbia? How does the public and clients respond to it?**

The region of South-East Europe where we have implemented our projects so far is a market

where these green and sustainable solutions are something relatively new. Nevertheless, people react positively to our work and extraordinary green projects. Clients who implement greenery either in their private or corporate spaces are extremely satisfied as they see and enjoy the benefits of it every day. We bring nature closer to people to enjoy it in an urban environment or even in closed spaces. Our goal as Vitaverde is to expand to other areas of the world and as we start receiving requests from more and more different countries, we are convinced it is only a matter of time before we will be able to share our dreams with an even wider audience.

**How do you see the future development of green design in Europe and Serbia and what are your expectations?**

Europe is aware of the importance of sustainability and green design and is implementing them actively. As I already mentioned, I believe that this is just a beginning of a great development of sustainable design in Serbia. While this trend is becoming our reality, we have to be aware that such developments should be implemented for the right reasons. By providing solutions which are both sustainable and beautiful in design and construction, we show how we believe it will be possible to develop in the right direction. It is pleasant to see that the Serbian market is interested in going greener and I believe that this is a good opportunity for Vitaverde too. So let the green expansion continue...



Mentor: Andreas Nassos  
Landscape Architect  
Vitaverde, Greece & Serbia

Coordinator: Branko Jovovic

## Workshop W1

### Sky is the limit

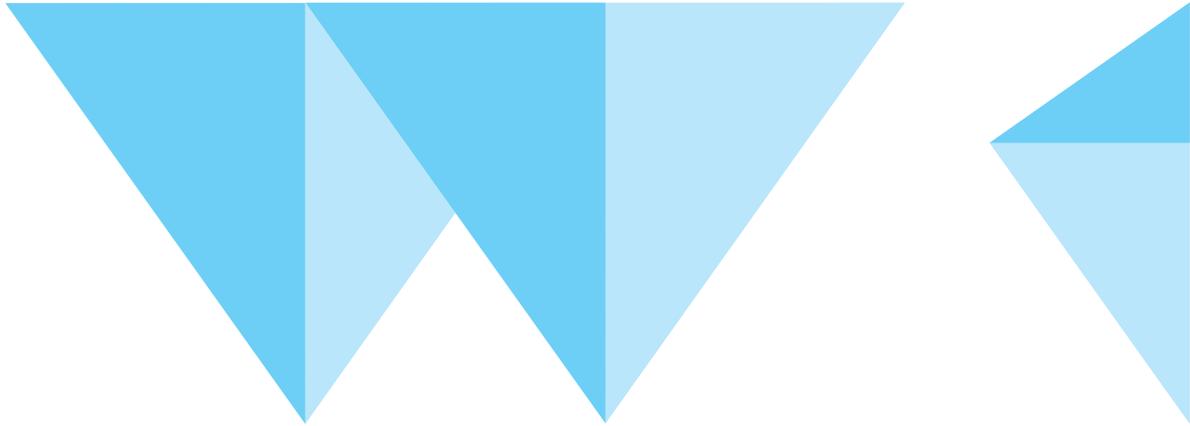


The location of W1 was the inner space of the contemporary building of the Serbian Chamber of Commerce in Resavska Street 13-15, Belgrade. Main assignment of the workshop was to create a green ambient in the atrium of the building that will be used by employees and their business partners. Participants intended to evoke life and implement various activities into the simple and cold environment of this unused space. The goal was to follow the values of sustainability, biodiversity and social interaction in order to create a new green spot in the polluted environment of the city center – an inner garden.

Since the atrium was the main focus of the project, an analysis of the space was conducted and employees of the chamber were questioned on what they want from their atrium space. This strategy provided the participants with information that became the foundation of their project.

The atrium occupies two levels in height, and it creates two separate zones. The first zone is a corridor which connects two opposite parts of the building, while the second zone is the roof of the building's main conference hall. The first zone shares the same level with the working space of the top management, and the two main hallways that connect the main entrance, the lobby of the building and the second level offices.

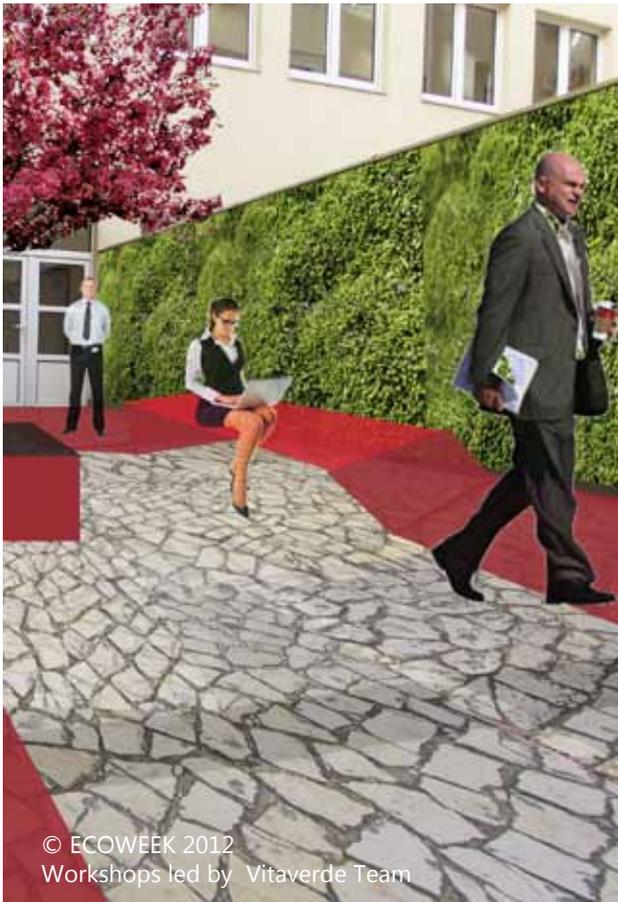
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Mirjana Uzelac Filipendin  
Photos:  
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Workshops led by  
Vitaverde Team



**Participants:**

Jovana Stankovic, Tijana Savic, Ivan Djordjevic, Jelena Slovic, Aleksandra Obradovic, Marija Covic, Vladimir Joksic, Ofelija Radenkovic, Tijana Jablanovic, Bojana Cojic, Jovana Grilihes, Katarina Vukoman, Nevena Lukic, Djurdja Djurkovic, Mile Loncar, Tamara Muic





The W1 team incorporated several natural elements into the project and that reflects of determined achievement of sustainable issues as a foundation of ECOWEEK event.

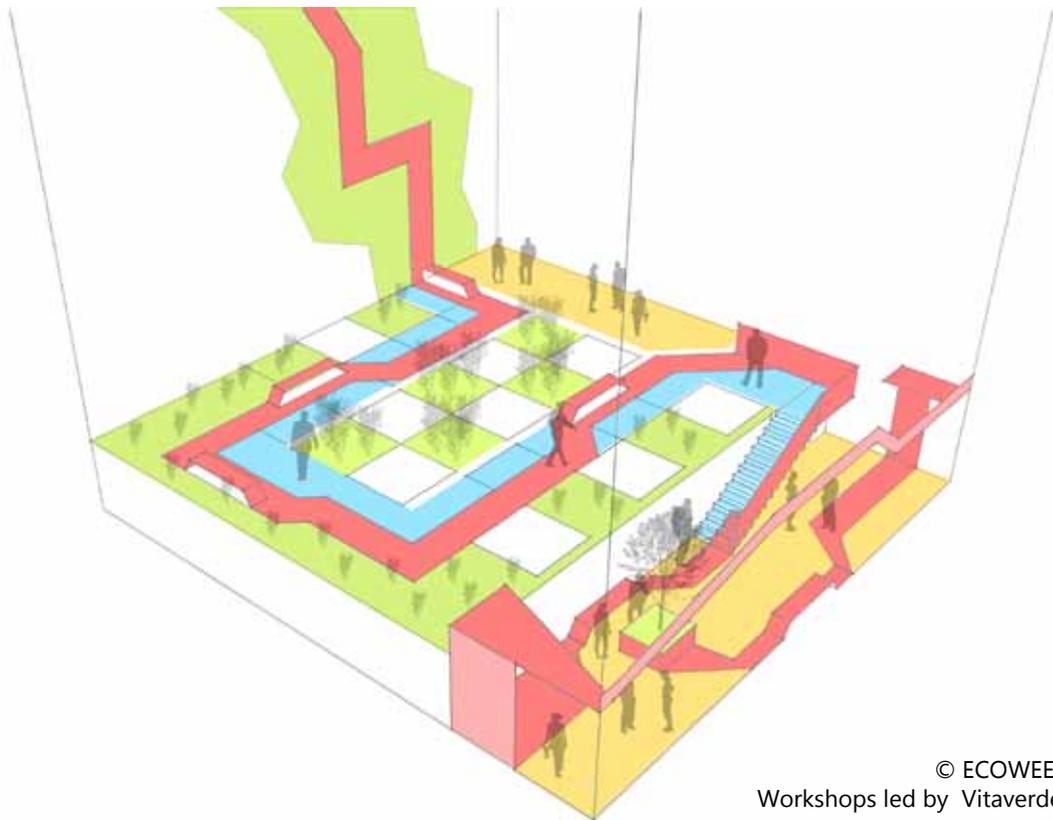
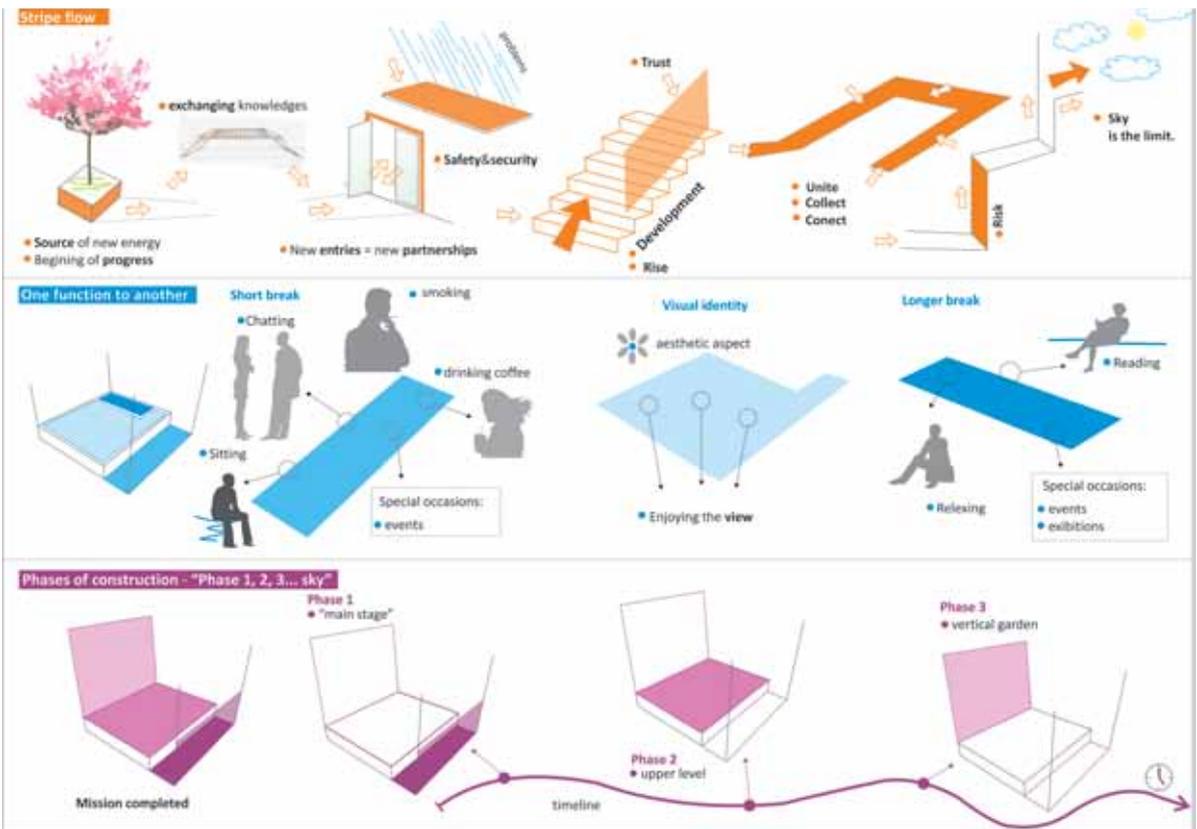
One of the highlights in the space is an apple tree, a symbol of growth and productivity which defines the beginning of the strip. The vibrant element (red stripe) that continues through the space forms a boundary between primary and secondary green zones. The primary greenery is taller, more interesting and attractive, with ornamental plants hanging from the center of the roof and surrounded by the skylight above the conference hall. The secondary green area is the one spreading from the strip to the walls. The strip then continues its path climbing the wall, surrounded by moss, until it reaches the top of the building, leading the users' view towards the sky.

The differences between the two levels of atrium are emphasized by applying various materials.

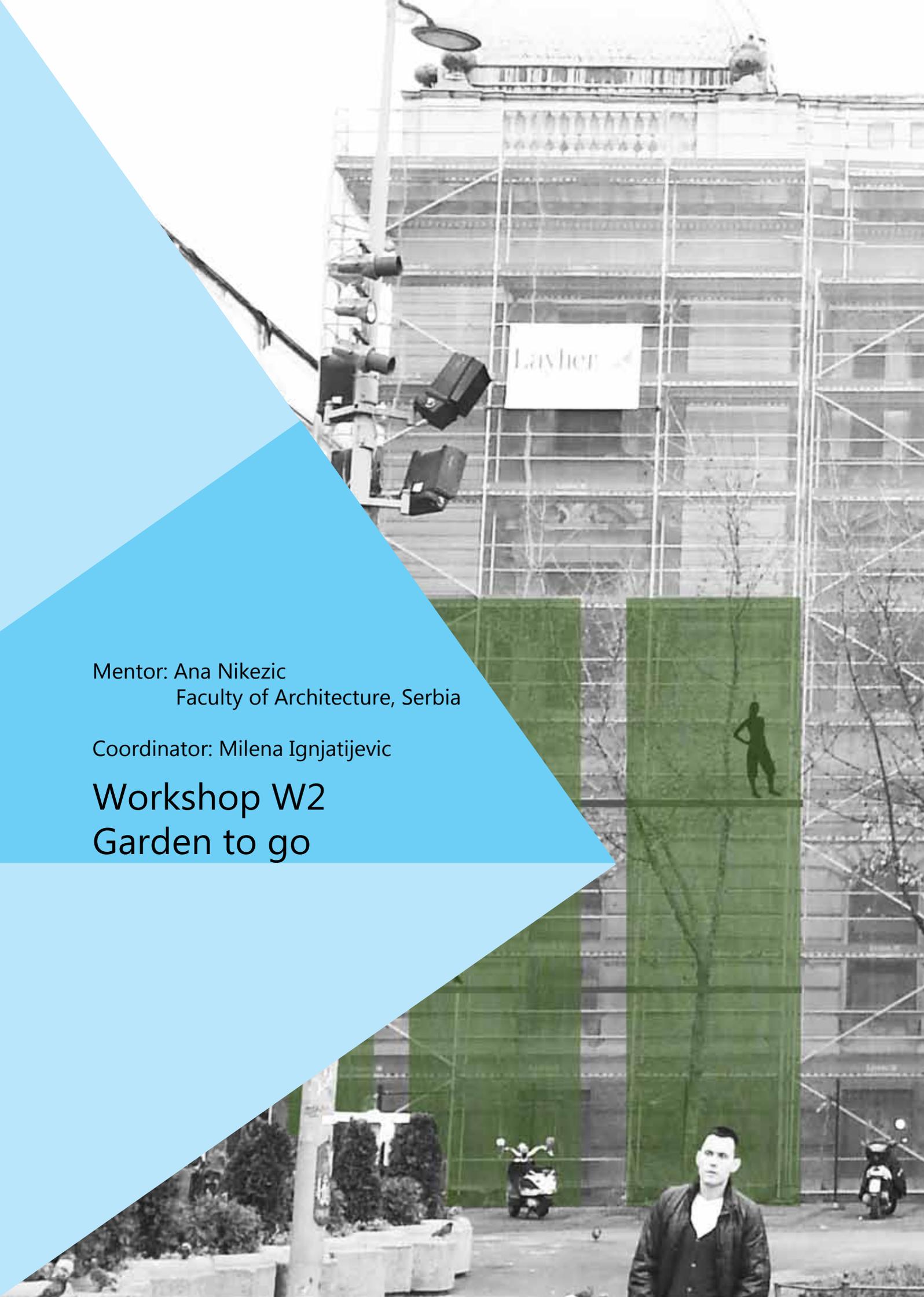


Participants treated plants as a tool to connect these two zones and to create activation points. Greenery travels along the space from the upper level to the lower one and, when it reaches the edge, it's transformed into the vertical garden. Focal eye points are marked with trees while the floor greenery is used to guide users and implicate social interactions. Dynamics that arise from this approach transform the atrium into a creative and pleasant space for everyday use.

Different paving materials are used to define spaces according to the frequency of use. The corridor and the upper level of the platform are used most often, therefore, those segments are paved with stone blocks while the upper level path is covered with wood. Between these areas, surfaces that are not walking zones are covered with grass. All these aspects contribute to the ecological and environmental value of the project as an example of urban green oasis in the center of Belgrade.



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Workshops led by Vitaverde Team



Mentor: Ana Nikezic  
Faculty of Architecture, Serbia

Coordinator: Milena Ignjatijevic

## Workshop W2

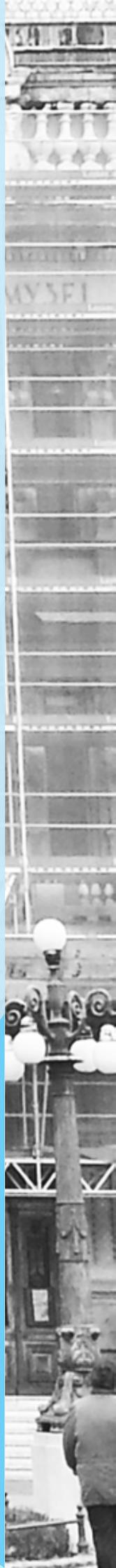
### Garden to go



“Garden to go” represents a small spatial and temporal intervention, which possesses ability to change in time and space. The garden is placed into existing urban milieu. Its main purpose is to make every day urban life less monotonous, and also to promote and develop the idea of sustainable development and ecologically and socially responsible design. At the same time, the garden to go initiates change in users’ behavior and articulates physical environment in which it is implemented. It changes sensory perception and overall impression by introducing new constructive and functional options of natural and mobile elements.

The uniqueness of this project is a mobile component that eliminates special context as a set of primary inputs. Instead, all design solutions can be applied to various, non-specific places. Every unused, junk space, or facade of buildings that are under construction can be transformed into a new location for ‘garden to go’ project. This unusual approach gives the project and space different meaning and it emphasizes social interaction in public spaces.

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Mirjana Uzelac Filipendin  
Photos:  
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Workshops led  
by Ana Nikezic.



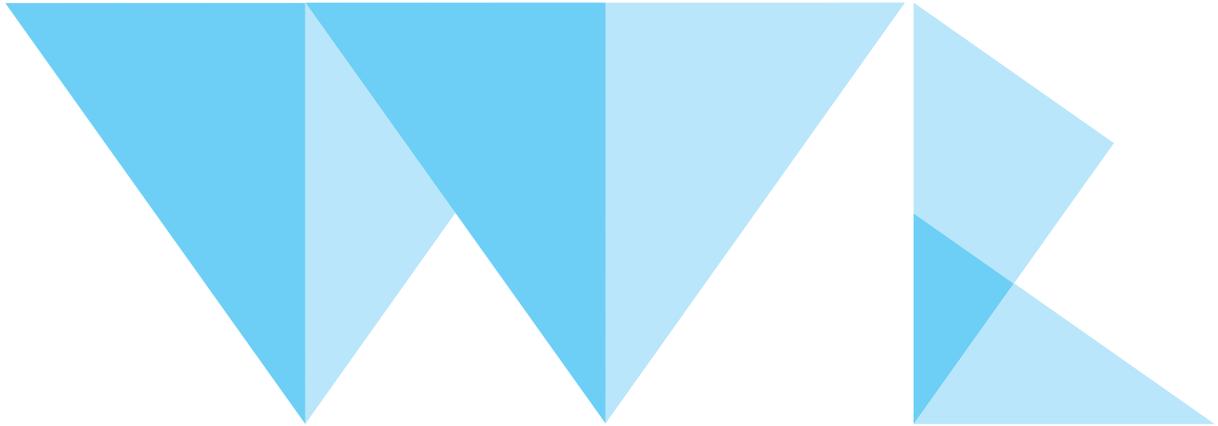


Photo: © ECOWEEK 2012  
Workshops led by Ana Nikezic

Participants:  
Nemanja Zlatanovic, Stevan Radivojevic, Miloje Krunic, Mina Stevic, Maja Udilovic, Katarina Tomic,  
Ana Uzelac, Irena Veljovic, Martina Milic, Maja Nikolic, Stefana Ilic, Ksenija Vulovic, Nina Parcetic



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Workshops led by Ana Nikezic

The main goal of the workshop W2 was to shape public space for social interaction by using principles and elements of "garden", informing or drawing attention of individuals, local communities and general public on the importance of appreciating, growing and nurturing, maintaining and building better, healthier and more socially accessible space (environmental, ethic and esthetic dimension). Using plants as a main element, and motion as a main principle, workshop participants selected wide range of ready-made items, such as flowerpots, old shoes, shopping carts, plastic bags, and bottles - everything that can provide the growth of a plant. The team insisted on usage of existing objects made of recyclable materials and also strongly recommended transformations of all characteristic urban space elements, such as benches, chairs, curbs, walls into the flowerpot.

Inspiration for main idea was the flower dandelion. It represents a pause from predefined movement flow, a place of interaction and various social activities, the counter product of the non-place, the otherness. The idea of dandelion is represented through various small designs - tea school, garden surprise, spice jar, take away friend, tea bus, garden to go, plant a pet. Through these designs the space is reactivated but it's not finished in terms of the product but more like a sort of a transferring medium. The design investigates unexploited possibilities for integrating an element of garden and act of planting itself into urban milieu.

Sustainable design and green architecture are often seen as an isolated and hermetic approach to architecture. Based on technological components only, the public defines it as a sort

of insufficiently attractive set of elements which should not be readily copied. Participants considered that this approach is not appropriate. They tried to change it into the foundation of their work, and to give the elements of green architecture a new meaning.

After the three-day active workshop that was divided into three smaller groups the final result were three forms of conceptual designs that respond to the main theme. Those were: take a tree, green tram and vertical (e)motion.

“Take a tree” investigates the relationship between garden and urban public space, seen as tools for encouraging social interaction. The main goal is to encourage all sorts of transformations of urban space patterns. Garden has been explored through conceptions and misconceptions, principles and elements, with a particular aim of scaling a garden onto an item, which can shape ambient, over and over again. This project insists on the use of existing and recyclable products and materials.

“Green tram” searches for limits of temporality and mobility, an unspecified duration of the intervention, its temporariness and undefined spatial polygons. Principles of local communities and public involvement are inserted into mobile unit of an old tram that travels around the city center. The main goal is to urge people with different interests and levels of education to develop more interest in a greener way of thinking. Participant used the oldest Belgrade tram line, number two, that circles around the city center and it takes around 40-50 minutes to complete the journey. It is estimated that the exact same period of time is needed to complete shopping for groceries at a market place. Design concept suggested placing an organic market inside one tram unit and an education sector in the other. Users are encouraged to shop for an item in one segment or to sit, read and relax in ambient of the other unit. Visitors could learn about plants, cooking, ecology or environmental principles while they are traveling along the line. This is the design that should promote healthy life style in contemporary urban environment.



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Workshops led by Ana Nikezic



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"Vertical (e)motion" researches potentials and limits, alternative approaches to thinking about space in environmental, but also in educational and social terms. Team members transposed this panel of possibilities into a core of their work,

with purpose to give elements of green architecture a whole new meaning. Elements that are usually applied on buildings are scaled to anthropological dimension where individuals interact with space through the actual garden object.

## VERTICAL (E)Motion

*go through, get to know, experience!*

- Activity
- Amusement
- Interaction
- Responsibility/ care
- Change
- Message



SECTION



GROUND FLOOR



FIRST FLOOR



SECOND FLOOR

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Workshops led by Ana Nikezic



Mentor: Prof. Mihailo Grbic  
Prof. Jasminka Cvejic  
Faculty of Forestry, Serbia

Coordinator: Antonija Tadic

## Workshop W3

### Spin toy



Every project should have the same treatment and level of importance; especially if the subject is social public spaces or children facilities. Architects often forget these projects or treat them lightly by integrating finished products rather than look at the space in more complex manner. Workshop's W3 project had an unusual assignment that included regeneration and revitalization of the inner space of a facility for children. The location of W3 workshop was the oldest and the most known organization unit of the Center for Protection of Infants, Children and Youth, a building built around seventy-five years ago, in Zvecanska Street.

The goal was to create a new, and revitalize the existing space, and to create a space adequate for every user category. This was also the biggest challenge, since the complex accommodates over a hundred children with mild to severe disabilities, about the same number of children without parental care up to three years old, twenty mothers with small children and pregnant women. The proposed project intended to manage different special needs of every category of users and provide a design solution that will not isolate groups but rather connect them and create a sense of harmony in the ambient.

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Mirjana Uzelac Filipendin  
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Workshops led by  
Mihailo Grbic and  
Jasminka Cvejic

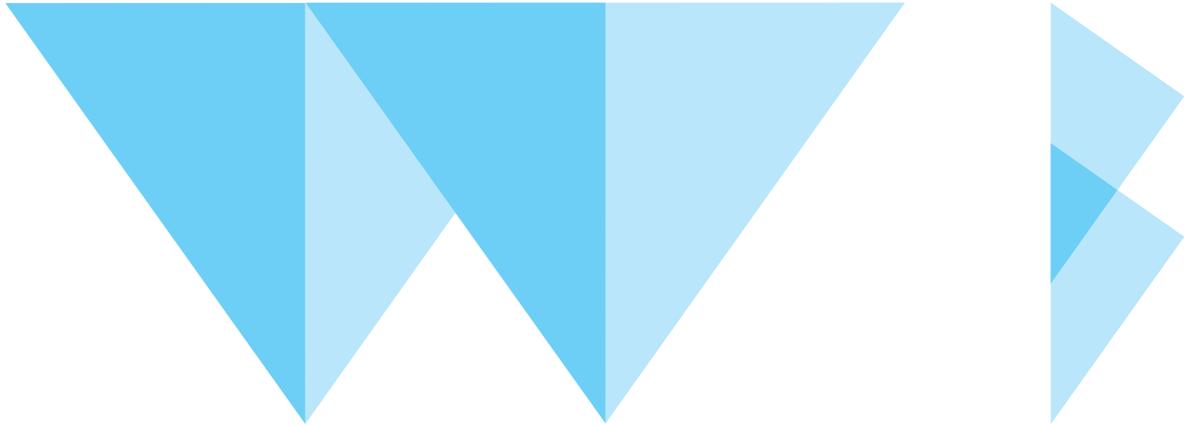


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Workshops led by Prof. Mihailo Grbic, Prof. Jasminka Cvejic

**Participants:**

Jasmina Jaksic, Tijana Todic, Vesna Kozlina, Aleksandar Arsenoski, Vesna Igrutinovic, Dejana Milosev, Milica Stojanovic, Dragan Saric, Jelena Timotijevic, Sanja Popovic, Nikoleta Petkovic, Tamara Panic, Borika Mucovic, Dalibor Milovanovic, Radmila Pantovic, Sanja Platisa, Stana Brocovic, Maja Kopta, Andrea Djukin, Milica Grujicic, Petrija Pavlovic, Maja Kopta

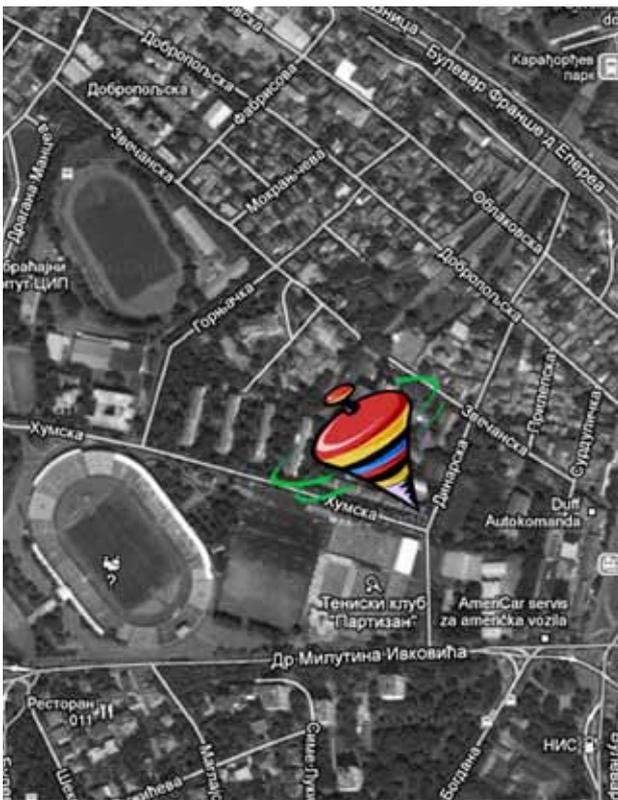


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Workshops led by  
Prof. Mihailo Grbic, Prof. Jasminka Cvejic

The location of the project included the area around the stationary with a garden area and roof terrace that was recognized as a potential new space for users. The location is exposed to southeast and east wind and because of the intensive traffic, the site has high amount of noise and air contamination.

Nevertheless, there are more important problems of the Center that include: inadequate enclosure of space, lack of maintenance and lack of equipment, inadequate pavements, and bad condition of existing vegetation.

The team of W3 had to come up with a design proposal that would contribute to the existing nature and its users. The garden area of the Center had to be improved so that it could provide better life quality of protégés and to alleviate work conditions for specialists who work with children, without interrupting the basic functions of the Center. Among other ideas, participants wanted to make more comfortable space for family visits and potential adopters who wish to be in regular contact with the children. Spatial

zones are designed to accommodate different contents that are adjusted for different levels of development disabilities. The spaces were planned to be adjusted to therapy, recreation and education activities.

The first phase of the project consisted of researching and getting to know the location and needs of its users. Also, this stage of the project included a poll and informative conversations with employees (special education teachers and other specialists) which provided the team with necessary instructions and direction for the following work. After completing the interviews the group discussed about the concept and context in order to find the best possible design solution. In order to find the optimal solution, the work of the group was based on understanding the complexity of the task and approaching problems from different angles. The group was guided by information about the significance of the healing qualities of natural materials. Also, one of the basic guidelines was the desire to create enjoyable, inspirational and purposeful place for all of the users.



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Prof. Mihailo Grbic, Prof. Jasminka Cvejic

In the second phase, the design process took place at the facility, which contributed to establishing direct contact with the location and its users by proximity to children and personnel. The design proposal came together from three separate smaller projects, the products from each of the subgroups. Those were: the garden, the roof terrace and the mural. The garden was treated as a contrasting subject to the building, where the children spend most of their time. There was a lack of parent area that would provide a quality space for families to spend more time with their children. The team came up with the innovative design concept of using spin toy and its colorful scheme as a motif. Toys are always good motivators and initiators for children and they can be used for education and to improve their mental and physical development.

W3 team successfully upgraded the garden space and transformed it into a valuable tool for accomplishing urban sustainability, while providing suitable spaces for users. Implementing different elements with vibrant colors and simple shapes, the design significantly activated certain points on the site. Treating backyard, roof terrace and the paths around the facility as a polygon for new ideas suddenly converted these spaces into a playground, roof garden and inspiring ambient. The design proposed the transformation of a area of garden into a series of circular zones, each dedicated to a different category of users, with various functions that are all connected in one unique ambient. Choosing the idea of uniting rather than separating the space, the proposal promotes social interaction and inclusion.



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The roof terrace was revitalized into a green garden that can serve the children and the employees at the same time. Also, the project proposed building a glass-enclosed extension as a new playground space for children, which could be used regardless of weather conditions. The wall that surrounds the site, once monotone, concrete and covered with mud will become colorful mural with granary in its plinth.

The participants of the workshop W3 highlight the importance of this project and how much they learned during the three-day work with the specialists. This experience led them to understand the complex requirements for these particular projects. Also, they discovered techniques of evaluating possible scenarios that could provide a design solution that will accommodate users with special needs and their families. This is an example of successful, quality cooperation in order to contribute to society, the Center and the environment.



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**Mentor: Raffaella Colombo**  
Landscape Architect & Architect  
Opps Studio, Milano  
**Ivan Mangov**  
Megatrend University  
Faculty for Arts & Design, Belgrade

Coordinator: Nevena Tatovic

# Workshop W4

## Ada Medjica



Positioned on the confluence of the Sava and Danube River, Belgrade represents the mix of different influences that shape this region and unique synthesis of the East and West cultures. Geographical position and moderate continental climate give abundance of interesting aspects of the city through the seasons. Belgrade is a city that can surprise you with special places with unique natural or architectural wonders. One of them is an island on the River Sava, the Ada Medjica, and is a small interesting place that needs functional and sustainable upgrade.

The subject of the workshop W4 was landscape intervention and creation of sustainable structure that would fit the specific context of the location, and to redesign site as a cultural point in the city. This island is located around four kilometres from the downtown of Belgrade, and it is a vacation place where many swimmers and nature lovers have been coming to for decades, to relax and enjoy the specific natural environment. The island is about one kilometre long, two hundred meters wide. Orientation of the location and dense vegetation that is growing on the site makes a unique microclimate which makes it a beautiful green oasis, and a comfortable place for rest and relaxation.

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Mirjana Uzelac Filipendin  
Photos:  
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Workshops led by  
Raffaella Colombo  
and Ivan Mangov

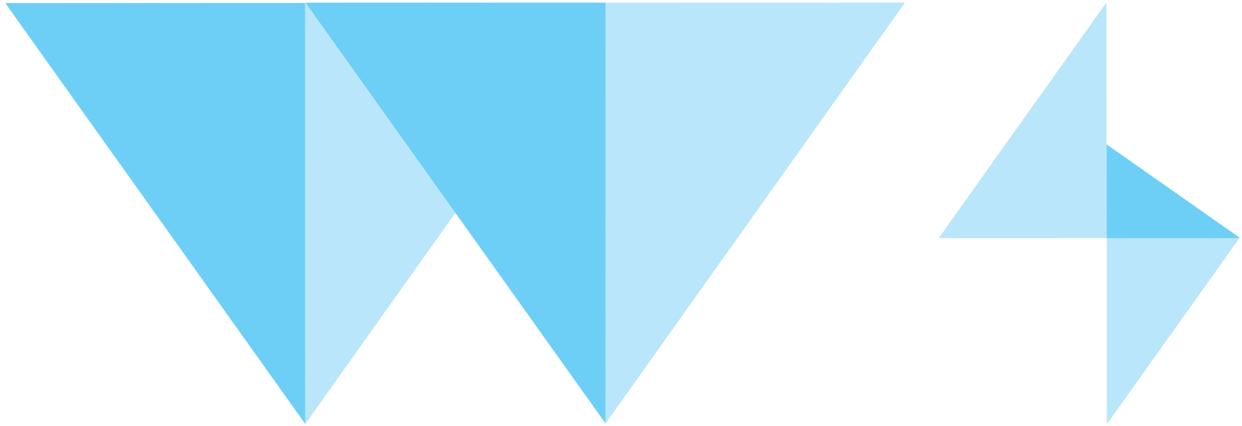


Photo: © ECOWEEK 2012  
Workshops led by Raffaella Colombo and Ivan Mangov

**Participants:**

Dragana Pantelic, Ivana Vukelic, Kristina Kokovic, Sonja Radlovacki, Djordje Ilic, Nada Jadzic, Andjela Dubljevic, Marija Vasic, Bratislav Damnjanovic, Sanja Spasenic, Mirjana Komnenov, Snezana Kecman, Nikola Petrovic, Dunja Djolovic, Jovana Stefanovic, Nikola Protic

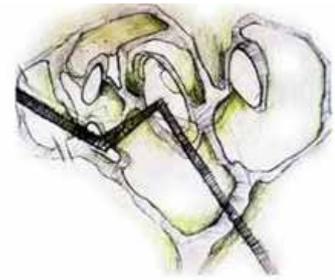
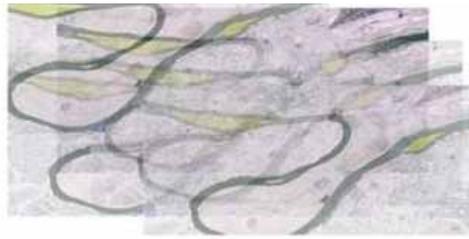


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The initiator of the idea for an island settlement was the renowned Belgrade architect Pedja Ristic. He was the designer of projects and the man behind the construction team for many of the stilt houses. These temporary developments created interestingly built environment of Ada Medjica as it is today. The architecture of stilt on the site has been shaped by climatic and hydrologic conditions that are present at the location. During the winter, there is high possibility for greater floods that can make the whole island disappear under the water.

The first phase of the project was an analysis of location. This process provided the team with information that determined the course of their work. Several conclusions were made and one of them was to divide the existing space in three zones all defined by present dominant functions: the recreation zone (at the top of the island), the cultural content zone (space around the buildings), and the relaxation zone (space behind the buildings). One of the island capes is a solid structure that dominates and changes the ambient. Human impact on the existing



NO ACTIVITIES

invasive vegetation

pollution

bad infrastructure

bad illumination

soil pollution

water pollution

bad communication



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Workshops led by Raffaella Colombo and Ivan Mangov

environment could be represented as a pallet of used materials. From the cold materials, e.g. stone and concrete which can be found on the banks near the river, to the centre prevails wild nature and invasive plants. This made the island the ambient very unique.

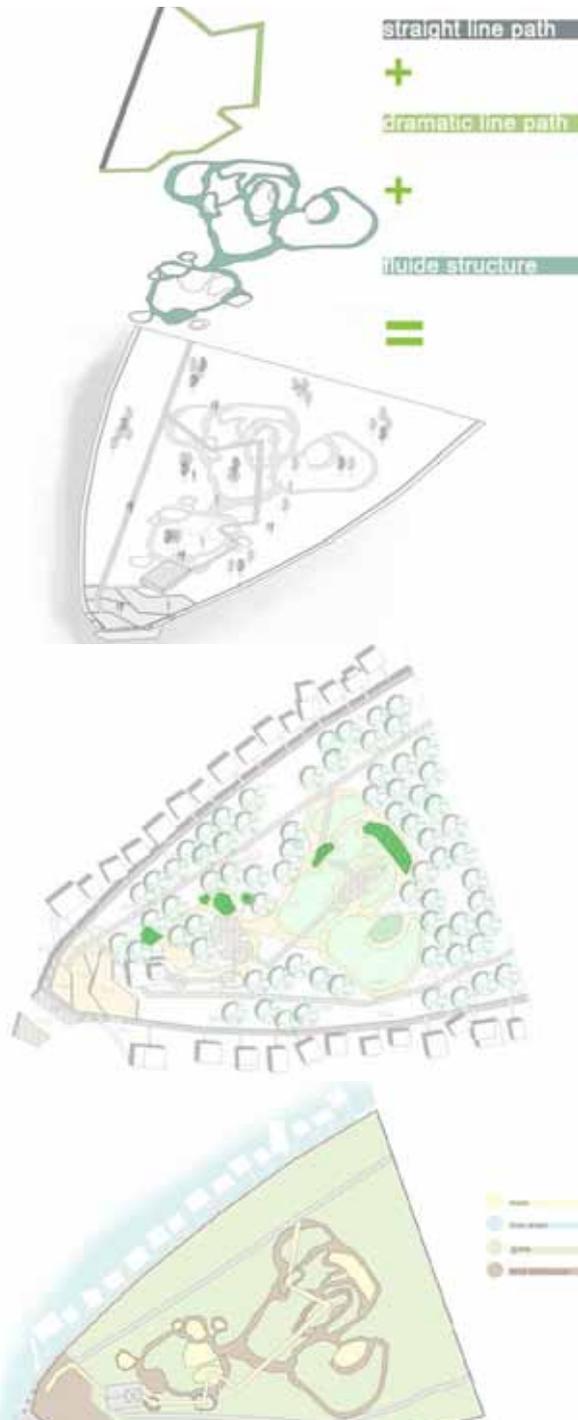


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On the other hand, the conditions of life on the island subordinate man to the nature, so the inspiration was sought in the surrounding ambient. The design concept took into account the problems and advantages of the selected location. The current situation is characterized by a number of shortcomings e.g. poor communication, pollution, invasive species, and lack of content. All these reasons gave potential solutions and shaped space that would allow users to stay on the island all year-round.

The solution incorporated several aspects of the location, successfully managed to overcome specifics and to create harmony between functions and different levels on the location. The starting point of the project was one of the stilt houses on the upper cope of the island owned by municipality of Surcin. This existing structure was constructed as a future exhibition space, but until now there were no cultural events organized here. The design proposal that the workshop participant introduced consisted out of three elements that are equal to the three different zones on the island. The first element is a straight path that runs from the cape of an island and the existing building (soon to become a future museum) across the main area in the form of zigzag line. The second element is a future museum garden that will be revitalized area characterized by curved never-ending lines. These paths paved with eco-friendly materials connect several different wooden structures covered with greenery. The third element is the cape of the island reserved for visitors to relax near the water. In this zone team suggested the creation of a small amphitheatre and series of wooden platforms and staircases to connect the upper platform and the water. The specific natural environment and very high fluctuations of water levels urged the team to design temporary structures that would be built from natural materials. Following the existing matrix of paths, autochthone flora species, and functional organization, the design proposal of W4 represents a good example of using creativity as a tool for implementing principles of sustainable development that cherish the natural environment and habitats.



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Mentor: Ivan Redi  
ORTLOS Space Engineering  
Austria & UK

Coordinator: Danica Marinkovic

## Workshop W5

### M\*Eco



Material culture and the world of commodity goods play an active role in the creation of individual identities and social relations. The explosive growth and the need for goods worldwide is crucial in cultural and economic transformation of the late twentieth century. Consumerism has become especially active since goods have become much more accessible than before, the desire went out of control, and the world of goods replaced moral satisfaction that restrained consumption in traditional society. It is characterized as a distraction from values such as community, spirituality and integrity and its emphasis on competition, materialism and disconnection from the environment.

The subject of the workshop W5 was creating a new, eco-friendly structure in front of the business-trade center Usce in New Belgrade. Built as a super friendly ecological meeting point, M-Eco is an outside meeting social space where people gather to relax, play, talk and enjoy the environment. This structure has many faces and features, starting from the character of the building that follows the changes in cycle of seasons to energy independence and sustainable elements. It is an attractive sculpture that incorporated urban movement and green design principles.

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Ivan Redi

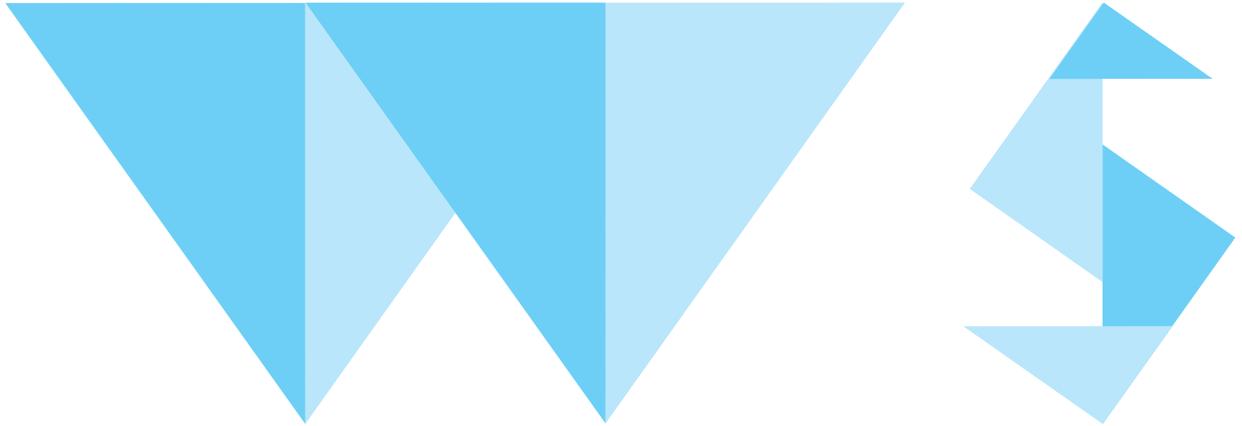


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Workshops led by Ivan Redi

**Participants:**

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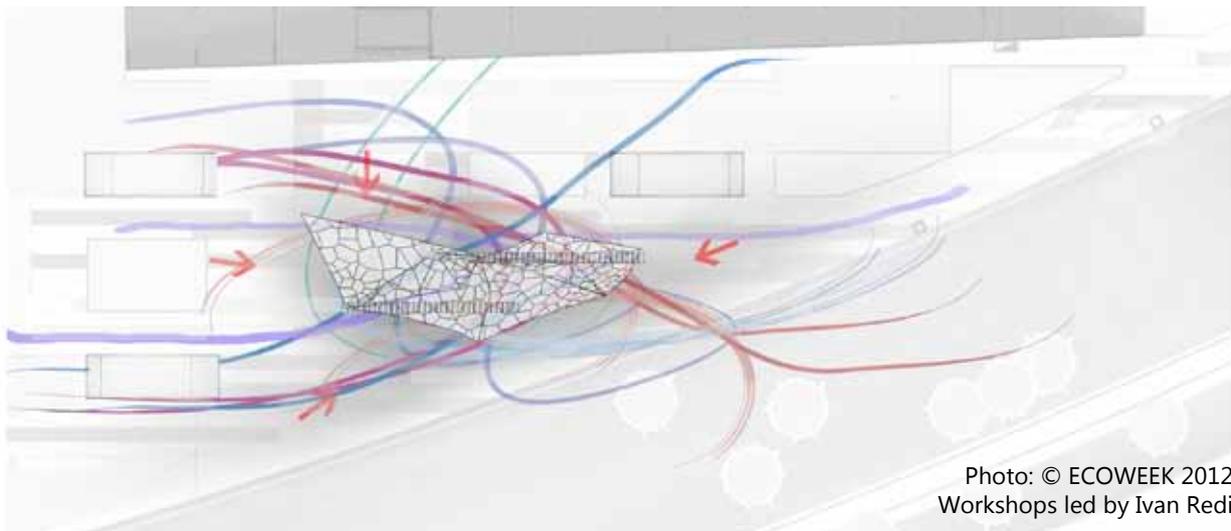


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The context of the project was a shopping mall, so consumerism is accepted as an integral part of contemporary society. However, it is primarily a social space, which uses the character gathering center where consumption takes place, but it channels activities and transforms them into a dialogue. M-eco seeks to link activities such as sitting, climbing, laying, talking, and socializing shopping center users, but also to attract other target groups, such as local residents, passers-by and adolescents who need a place of assembly. There are opportunities for various other entertainment events and artistic performances such as concerts, plays, performances,

lectures and other cultural events. M-Eco also provided solution for missing space of terrace that is present at Usce building by not deterring people from the shopping center but rather enriching the environment at the front plaza.

The project was designed as an attractor that is iconic to the environment and establishes a new identity of an authentic urban space. As exclusion is one of the characteristics of consumerism, the project was designed to be interactive and thus includes users in the activity of becoming interconnected with the place. On one hand, materialization and environmental character-

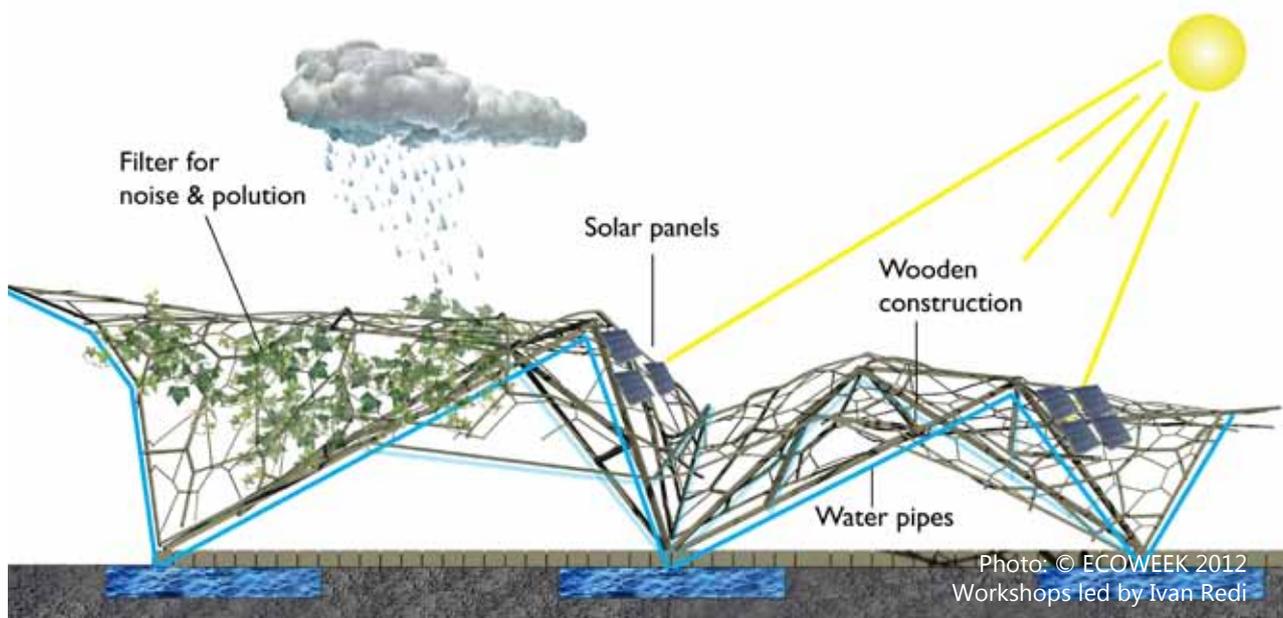


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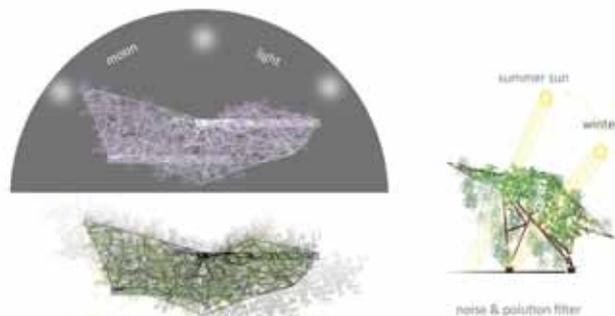
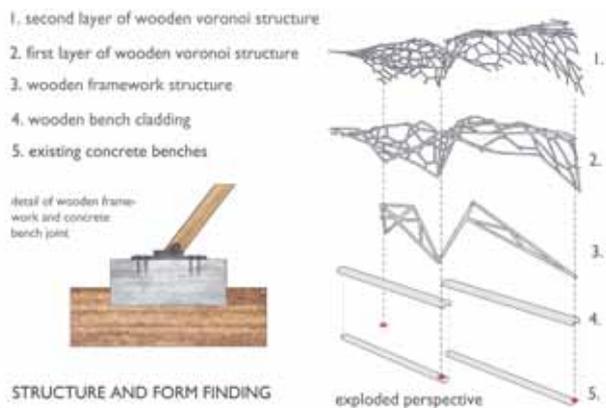


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istics of the project are within the value system that has a broader picture which involves the community and cares about its long-term needs. This principle has been accomplished by installation of solar panels and an underground pool mechanism for collecting rainwater. Shading elements were carefully designed so the M-Eco could offer protection from elements in the form of a shelter, which makes it a much more pleasant place to stay. The design goal was to follow sustainable principles and achieve higher

level of active green solutions. The object was categorized as green building and it uses eco-friendly materials like wooden structural elements. Materials that can be easily recycled and are easy to produce are also incorporated into the project so the prices of building are lower than conventional construction.

The project has been created from existing urban elements and new sustainable ones. It is entirely mathematical, biological and ecological



Parthenocissus tricuspidata



Cynodon dactylon



Potentilla reptans



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PLANT DESIGN



Festuca ovina



Lotus corniculatus

Using local plants in order to make a system which is easy to maintain, with accent on season changing and dynamics.

in structure. The form was created as a direct answer to the performance of the building and space. Following mathematical algorithm 'voronoi', the wooden structure is based around existing benches as foundations points to avoid earthworks. It does not hide its structure but rather expose it like its own character. It doesn't have a mask but natural face that is changeable over the course of the seasons. There are five levels of inner structure, the benches as foundations, the wooden bench cladding and upper structure and two layers of voronoi elements.

Greenery is often used as a part of design solution for building facades, but here it has its own personality. Carefully chosen plants are placed on the structure to give it a character. Over the course of a year, from spring till autumn, the changes of colors scheme on the structure come from the plants while during the winter season there is only a natural wooden structure. This particular design solution gave M-Eco unique dynamics and a natural appearance.

The design uses daylight as it is oriented to protect it from the south side of the sun exposure, but also to utilize to the fullest extent insolation. A micro-ecosystem is formed. At the micro scale it can create moving water that is used to store rainwater. Reservoir collects water from which the pump is channeling through the movement of water in irrigation layer and watering plants. Solar panels use the sun insolation from the south at an optimal angle of 30 to 60 degrees. Solar cells are used without a battery in order to save on cost, and the energy system is connected to the power system of Usce and is achieved by the exchange of energy. The object is illuminated by LED light at night and the benches are made from sustainable materials.

All the participants of the W5 workshop, the mentor, assistant and students continued work on this project and stayed in contact through social networks. This project is one of the ECOWEEK Greenhouse platform projects that will continue to be developed with possibility to be built in the future.

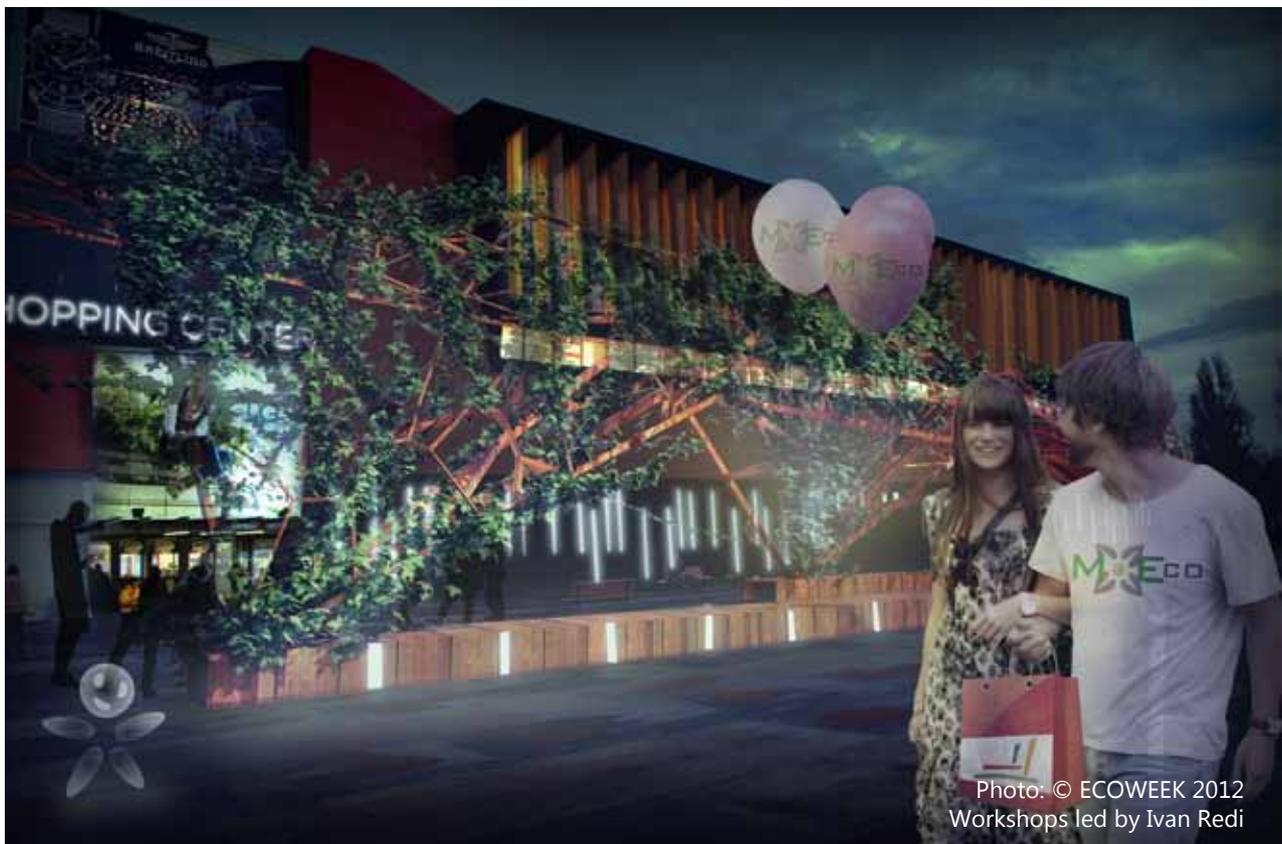


Photo: © ECOWEEK 2012  
Workshops led by Ivan Redi



Mentor: Slobodan Spasic  
CENTAR TESLA, Serbia

Coordinator: Boris Sasic

## Workshop W6

### New living for the 21 century



One of the major discussions that can be heard in architectural circles is about the placement of boundaries within the profession as architects are not only the dream creators but also dream builders. Changing the perspective and questioning ourselves about restriction of the building and designing processes could urge professionals to rethink and rebuild their attitude and find new suitable solutions. If architecture is a discipline that should overcome boundaries of specific problems and contribute to society in every possible way, than architects should be brave and set higher goals that would challenge them to make the impossible possible. This was one of the main topics at the workshop W6 that was initiated by the Tesla Center. This group had the most challenging assignment which was defined by a strict budget, the biggest number of participants and no specific location of the project.

The Tesla Center proposal for a the W6 workshop was a straightforward one – design an off grid, passive, 5000€ living space. This budget was set for construction materials but not for additional technologies. The concept, anchored in Tesla's postulates about sustainability, was to produce an affordable living space that could be easily built by and for those in need.

Story:  
Mirjana Uzelac Filipendin  
Photos:  
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Workshops led by  
Slobodan Spasic,  
Centar Tesla

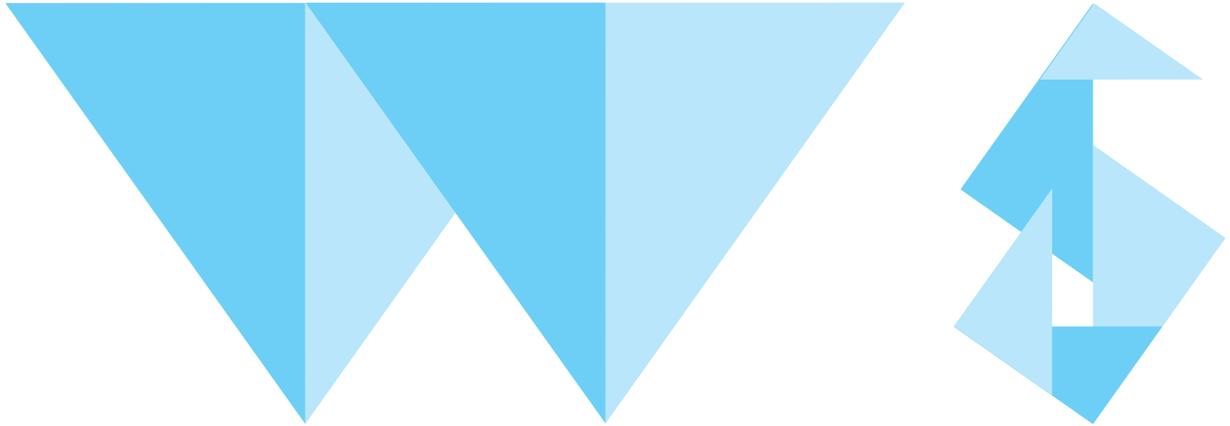


Photo: © ECOWEEK 2012  
Workshops led by Slobodan Spasic, Centar Tesla

**Participants:**

Nevena Krajnovic, Milica Prlainovic, Eirini Loukou, Marija Omanovic, Sara Kostic, Ivana Stamatovic, Stefan Zankovic, Nikola Opacic, Bojana Cankovic, Andjelija Sandic, Neda Dzombic, Lana Loncar, Maja Boskovic, Tijana Kostic, Viktorija Djurdjevic, Mima Pesic, Katarina Ristic, Andrea Jokic, Ivan Gradisar, Jovan Kocic, Mirjana Uzelac Filipendin



Photo: © ECOWEEK 2012  
Workshops led by Slobodan Spasic, Centar Tesla

The even wider concept was to start a new model of living - off grid, cheap, self-sufficient and sustainable settlements that would consist of numerous models of the living space that have been designed. These settlements would set out to be an example for a new model of living, with a considerably smaller carbon footprint, by being sustainable, capable of producing and using their own energy, food, water and everything a household needs on a daily basis.

To make a prototype of a model that has no specific location is always a challenge in architecture, not knowing details makes a project more difficult to develop. In this case it was necessary for the project to be a universal model, giving the future tenants the freedom to build it in various locations and terrains. Designing such a

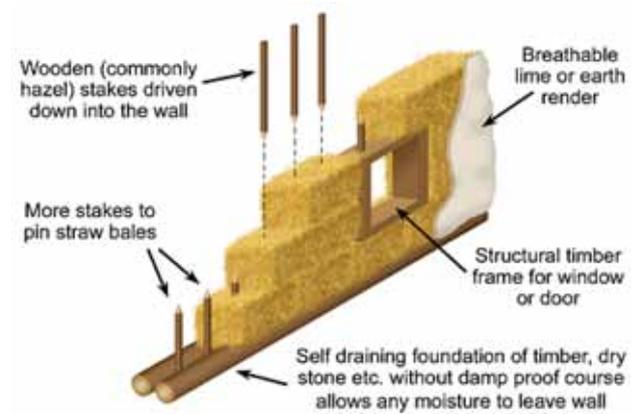
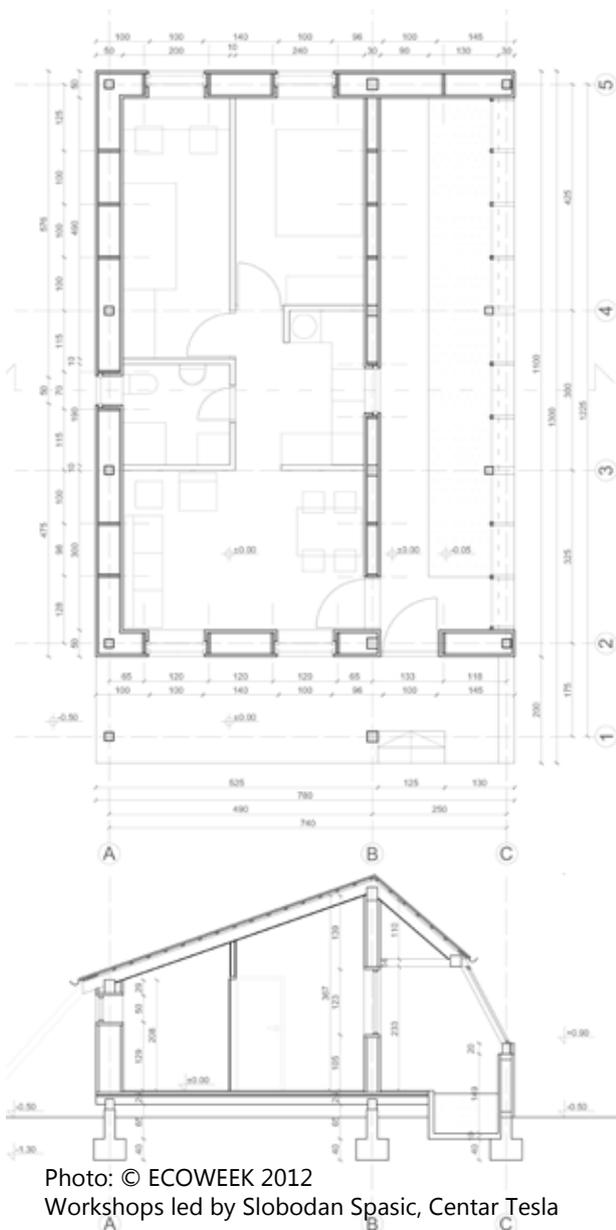
project in a large group of twenty-six people was another challenge. Team decided to talk about everything together at hand, divided into smaller groups, worked on an idea and occasionally presented it and synchronized it with the others. This model was important for brainstorming and by mixing of ideas and conclusions, a universal model spontaneously emerged. Once the group had a rough idea of the project, they all started working together on technical aspects, different systems that should be implemented and building every block for future living space.

One of the first steps was to examine the traditional building technique, cultural heritage and costumes. A parallel analysis of these elements provided basics for the concept that was upgraded with new materials and contemporary repre-

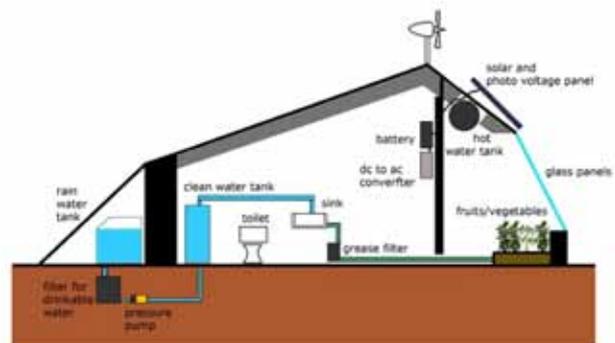
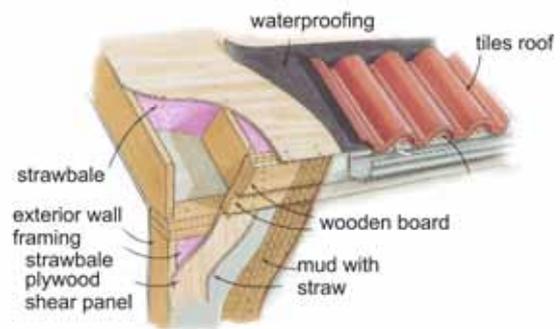
MATERIAL	QUANTITY	COST	PERCENT	BUDGET
<b>WOOD</b>	9,424 m <sup>3</sup>	2294,6	48 %	5000 EUR
CONCRETE	11,35 m <sup>3</sup>	1003,86	20 %	
<b>THERMAL INSULATION</b>	468 m <sup>2</sup>	247,43	5 %	
<b>WATERPROOFING</b>	76 m <sup>2</sup>	143,01	2 %	
<b>ROOF COVER</b>	108 m <sup>2</sup>	222,12	4 %	
<b>GLASS</b>	20 m <sup>2</sup>	265,49	5 %	
<b>OTHER</b>	46 m <sup>2</sup>	823,89	16 %	

sentation of several features of the family house. During the brainstorming session, the site and climate were narrowed down to the most common type – continental climate with characteristic of flatlands or partially hilly landscape. Those parameters further effected the orientation of the house, the glass house position, functional organization, airflow and other elements. The team selected a model of users and the main function to work with. Regarding the number of inhabitants for every unit they decided to be four (two adults and two children) and the spatial arrangement would be a single-family living space.

Throughout history the center of almost every house was a fire place as a place for cooking and meeting the whole family. Modern representation of this element is a kitchen as a central point of the house layout. Also, the project incorporated porch and construction with natural materials, so that the future house would be in harmony with the nature. The main differences that separate this house from the conventional one are accomplished sustainable building with low-tech and low-cost systems for collecting and filtering all necessary resources and closed cycle of every process within the house.



### Construction of the roof



The shape of the house is a combination of the best traditional practice and budget limits. This building is an organism and every element that is incorporated into the design has a special purpose as a building block of a whole structure.

The design proposal included several improvements regarding the original traditional Serbian house. They proposed installation of system for gathering rainwater, collecting solar energy for various uses and distribution inside the house, separating sewage using composite toilet, a system for heating and cooling the house along with natural airflow. Some elements combine several functions in order to perform more efficiently e.g. the glasshouse that acts as a heating system, in combination with the thermal mass wall behind it and inner garden for food production.

The roof of the glasshouse that connects the glass panes to the peak of the roof would have solar and photo voltaic panels installed for collecting sunlight during the year and a battery pack for storing surplus energy inside the house. The toilet uses a feces separation system to drain the urine out, application of sawdust to be eventually thrown out, once it's dry enough. The living unit also has a rainwater collector and water filtering system, as well as a possibility for installing wind turbines on the roof for additional production of electricity.

Since the strict budget limited wide range of use of conventional materials, the team decided to

reconsider other options e.g. natural, recycled and reused materials. With the exception of concrete foundations, all materials that were used are sustainable and eco-friendly. External and internal walls are made from wooden frame with straw bales, mud or blocks made of mud and straw. The roof construction is also wooden covered with straw for insulation and crown tiles.

A project of this caliber and revolutionary character is never one finished product. It is a set of products, actions and ideas that have been set off by a holistic approach and initiative to make our world a better place. This is a concept of a house that will create stronger community and can become a model for social housing units that can be built in various locations (e.g. cities, suburbs, villages etc.), to be utilized by a variety of users.

The Tesla doctrine house project created at the ECOWEEK workshop is just the beginning of a process as the team continues to develop this idea even after the event. The main goal is the same - create and build an affordable, off grid, sustainable family house for a broader set of users and design a social housing model. This house should have more than residential function. It will be more than a finished structure - it will be a representative model for educating and nurturing a mindset that is well needed for sustainable development. The whole team perceives this project more as a mission and a professional call rather than a singular project defined at the moment by a few technical drawings.



An aerial photograph of a cityscape. In the foreground, a wide river flows from the bottom right towards the center. To the left of the river, there is a large green park area with several yellow paths crisscrossing it. In the background, a dense residential or urban area is visible, with many buildings and trees. The sky is clear and blue. A large, light blue triangular graphic element is overlaid on the left side of the image, pointing towards the bottom right.

Mentor: Prof. Svetlana Stevovic  
University Union Nikola Tesla  
Serbia

Coordinator: Danka Drobnjakovic

## Workshop W7

### ESRE Center Ada Huja



Every now and then a project becomes the starting point of another one or even the foundation or source for future developments and solutions. These projects often do not provide all necessary answers in their results but rather present the best possible information and design solution that is fixed to a certain time frame. This type of projects, long term ones, require huge amount of time and finances to pursuit and/or complete. But nevertheless without these first steps that open up a panel discussion and many questions or even provide possible mechanisms to upgrade a certain place the public criticism is inevitable. This type of challenge was the subject for the workshop W7 that had several days to make a proposal for Ecological, Recreational Sports and Educational Center Ada Huja – ESREC Ada Huja.

The location of the project was coastal Ada Huja as one of the main ecological potentials of Belgrade. It's located downstream from the Pancevo Bridge, only 5 km from the city center. The greatest potential of this peninsula is the Danube River, biodiversity and endemic species and renewable resources. In the past this was an island, but over the several decades being a waste disposal, it has become a peninsula and famous black spot on the city map. This place suffers from contamination at all levels. For years, this area has served as a waste dumping area and that is now causing problems. The potential is huge but unutilized. The authorities tried to solve the problem, they tried to clean the area, to plow the land, however there is still an illegal unloading of waste, the remains of collapsed concrete, plants, sand, gravel and paper mills. All of that threatens the ecosystem of Ada Huja.

Story:  
Mirjana Uzelac Filipendin  
Photos:  
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Workshops led by  
Prof. Svetlana  
Stevovic



**Participants:**

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The goal of the W7 was to prevent further degradation and contamination of the area and to develop a planning report which would be an important step in the progress of ESREC AH establishment. The goal of the project was to improve the environment and use of the great potential that Ada Huja possess, also to transform the area into an attractive meeting and cultural point for citizens and to enhance their quality of life through sports, recreation, hospitality, tourism and educational facilities.

Starting point of the project was to examine the site and discover previous studies on the contamination of the existing environment and project provided by several institutions. Some directions are incorporated into the regional urban plans but the final decision on several subjects will be decided after future detail analysis that would be requested in order to implement the project entirely. The current situation of the site

is catastrophic because of high level of contamination of land, earth, underground water, air and degenerated vegetation. On the location there are illegal settlements, industry facilities and landfill with potentially very hazardous materials.

The design proposal of the W7 group suggested revitalization, decontamination and recreation of several features of the island by stopping future degradation and contamination of the site. An inspiration was Ada Ciganlija that used to be a gypsy settlement and was later revitalized to a famous city beach and recreation center. The design solution for ESREC Ada Huja was simple. The location is divided into three different zones with specific functions that can contribute to transformation and future advancement of the location. The first stage of the project is removal of several layers of contaminated land and remediation of the site by planting specific plant species and creating a buffer zone that will iso-



Photo: © ECOWEEK 2012 Workshops led by Prof. Svetlana Stevovic

late smell and prevent continuous devastation of the location. Particular non-invasive species will contribute to the process of decontamination. This is a very complex system for recovering certain amount of ground by usage of special flora to remove the pollutants and there are no time limits for it. The design provides three zone solution: Eco-ethnic village as a commercial zone, Environmental recreational and education zone and Natural oasis area.

Eco-ethno village - is a commercial part of the project. It is developed through several multi-purpose objects with functions such as a restaurant, café, tourist information desk, administration. The goal of construction is to use materials which were found in the landfill, such as tires, plastic bottles, discarded wood, or to construct with their recycled product. Form and design of these objects are inspired by traditional Serbian architecture in order to attract local and foreign



tourists. The second part of Eco-ethnic village is improving the sustainable building principles and technologies by the using renewable energy production e.g. solar panels, photovoltaic cells and geothermal energy. All these potentials are located near the peninsula and with these system structures become green buildings. All the surplus generated energy is transferred to the complex or sent back to the grid. Another source that could power an entire eco-system of

the village is using methane gas from a nearby pumping station.

Recreation - educational zone - Environmental education and different subject for seniors are the main purposes of the second part of the peninsula. Users will benefit from education about the flora and fauna on the peninsula or sustainable energy production. Sports and recreational activities on the peninsula will allow

users to enjoy in the beautiful natural environment of the site. For these activities the design team created pathways and places for walking, jogging, riding a bike or rollers, children's playgrounds, Adventure Park and other sport facilities. This zone should promote healthy life style and a new relaxing point on a city map.

Natural oasis - on the cape of the area, separated by the forest, the project suggested a new place for water sports e.g. fishing, kayaking, kite surfing, wind surfing and sailing. Picnic huts and the observation ornithology tower are located in the forest on the top of the

peninsula. Decks and pontoons exist as the water approaches. All elements of the ecological peninsula are planned to be built from natural materials. The goal is to establish the river island as a biodiversity protected area.

Specifics of the project - urban landscape structure is based on restoring the character of natural reserves. Given the situation on the site, heavy soil, high solar exposure as well as contamination of water and land due to unloading of waste, strict attention was paid to plant species to be used. In addition giving the site an aesthetic appeal they would have the func-



tion of purifying air, water and land. The vegetative buffer zone located between the landfill and the part that is planned in the project cleans the air of pollutants, purifying water and land. The team suggested usage of low-growth plants that have the ability to extract dissolved pollutants and would be used as biomass.

Other specifics about the project are proposal of implementing renewable resources energy production on the location. This will include: Danube kinetic energy, wind energy, hydro potential of the channels, methane gas from the landfill, geothermal water from Visnjicka Banja, and so-

lar energy. In additions the team conducted calculation of a possible amount of energy production from 5000 KWh/year for wind turbine up to the 12000 KWh/year from photovoltaic panels.

The participants emphasized that this is just a starting point and that the final result would be in the future. However, something needs to be done streight away. The value of this project is not in a selection of the form but rather the function and care about the environment. Without this project the site would continue to be devastated without a starting point at any level, micro or macro.

Mentor: Ana Ilic & Ivana Petkovic  
Architects | 2wish4design  
Serbia

Coordinator: Jelena Jovanovic

## Workshop W8 iPath





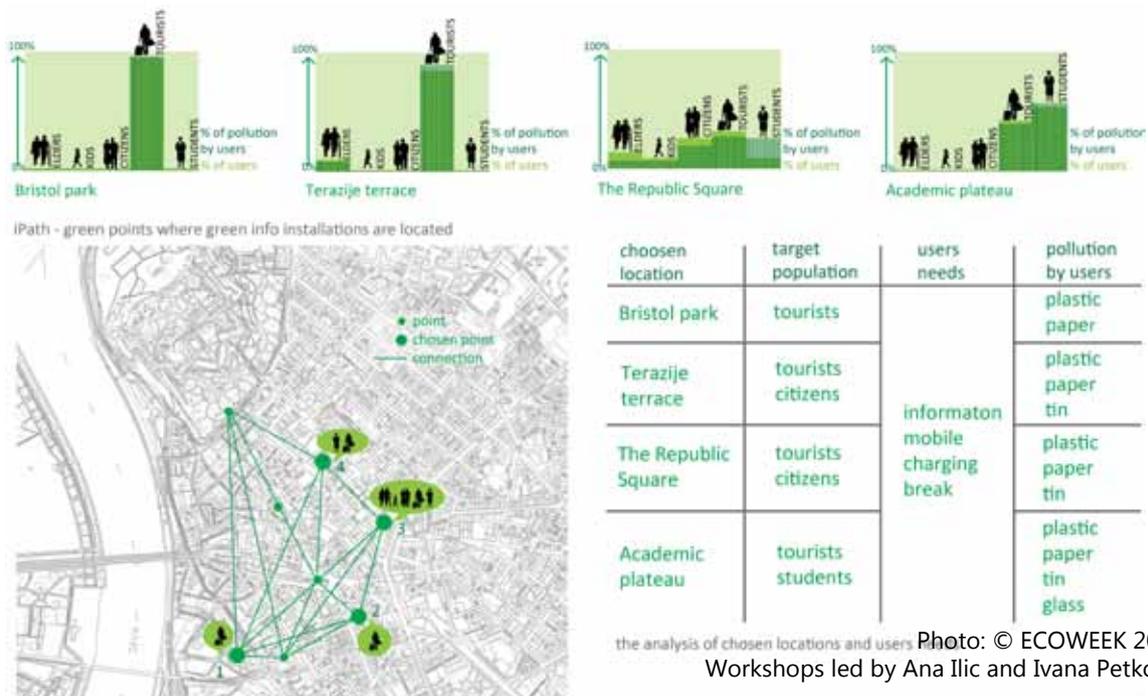
In the 20<sup>th</sup> century, after the technical revolution, contemporary society faced a new age and the informational revolution. Using new technologies humankind managed to discover new historical points that made a huge impact on the development of every segment of human lives. If the next revolution should be in a sphere of society then the information should become the main tool and resource to accomplish this change. Also, if architecture has a potential as a medium to transfer and overcome some of the boundaries and provide a visitor with various range of uses than the structure starts to live an unexpected life. With this postulate as a starting point, the subject of the workshop W8 was to create an intelligent, urban furniture that would promote and represent informational, educational, sustainable, energy independent and environmentally responsible meeting point a sort of infrastructure – iPath.

This project represents a tourist Green Info Center in the form of an urban installation. The W8 team wanted to design this installation as simple but conscious, in order to highlight the city Centre of Belgrade as a public-enjoyable urban green extension. The structure is designed, primarily, to promote ECOWEEK's ideas and the importance of inclusive interaction and exchange. It adds and emphasizes a fresh, harmonious and healthy image of the city center. Sustainability, recycling, modularity, low maintenance, low cost and accessibility are fully addressed. This all-in-one design stands out with its ability to adapt to any target location, both in size and function.

Story:  
Mirjana Uzelac Filipendin  
Photos:  
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Workshops led by  
Ana Ilic and  
Ivana Petkovic



Participants:  
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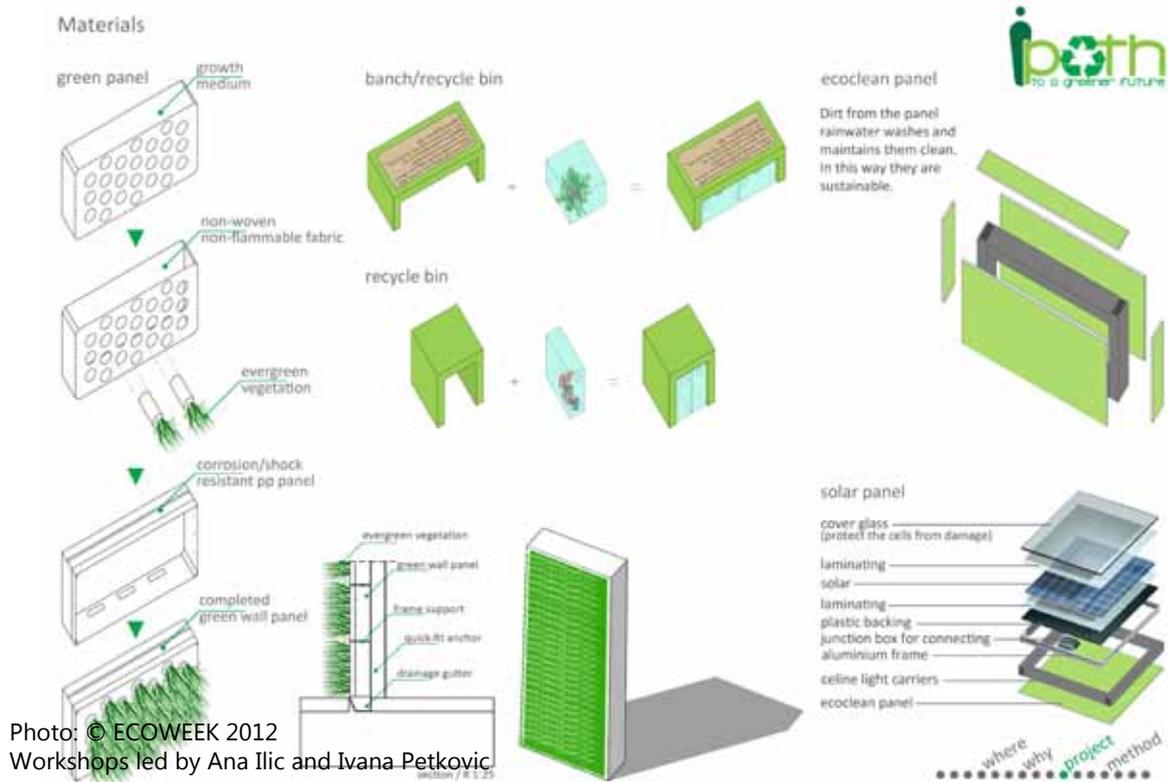


The design functions sustainably and at the same time achieves an inclusive solution to encourage many groups of individuals to use it. Each installation has a segment devoted to tourists with all the information about the city, transportation, landmarks and accommodation. The additional segments target specific population groups in order to attract them to use this installation and at the same time learn about the importance of green design. Decisions about the function and organization of these additional segments are based on location analyses and population group observation, enabling site-specific facilities, e.g. types of recycling bins, seating, phone chargers, etc. There are numerous combinations and they can be easily adaptable. For example, an installation located in a park can be adapted to provide a segment for children's play, and installations positioned close to a university will have seating and green walls for leisure.

The team suggested not one unified design installation which would attract all population groups at once, but rather varieties spread out throughout the city center. This would provide easier achievement of the workshop goal for green design as an inclusive and accessible design to all users. However, there is one design

feature that unifies all variations of the design - the grass arrow detail that signifies a new path to green future.

The locations for installations were chosen according to their transitive character. Looking at the macro level, these locations represent the net of eight important points of interest that will be connected in the city. Here are some of the locations which the team chose to process: the Bristol Park installation – located right next to the main bus station, a tourists transitive area with pre-existing benches; the Terazije terrace installation – located on the top of the hill, with a park below where people come with their children. the W8 team proposed the design with readily accessible information for people visiting Belgrade and charging their cell phones. Other proposed solution has more places to sit and rest where children can play and learn to recycle through entertainment. For this particular installation design, the team chose a prominent location, with a lot of tourists passing through, and that is the Republic square installation – the most important meeting place where a large number of people pass by and it is often a starting point for navigating around Belgrade. Tourists can get information about the city, transportation, accommodation, charge their phones and rest.



The next specific iPath location was the Academic plateau installation - located between the three university faculties. This unit was conceived as an installation with plenty of seating for students to gather and spend time together and where a green wall contributes to the quality of leisure.

The design proposal included solar panels to provide energy for the iPath device, mobile phone chargers, lighting and info tablet. Materials that are used are wooden panels, glass, and

recycled plastic, light steel for framing and eco panels. Some of the materials are self-cleaning surfaces which decrease water consumption for cleaning the elements. Additionally, the panels have rainwater collectors that allow water to be stored inside the panels and used for irrigation of the greenery at the plinth of installation. Every element in this installation is modular, which can be easily manufactured even in mass productions processes. These prefabricated elements will lower the ecological footprint of the structure.





W8



Photo: © ECOWEEK 2012  
Workshops led by Ana Ilic and Ivana Petkovic

The design team also considered a financial possibility of this type of installation. They developed 'Reward Strategy' as an option to motivate people to recycle materials on the iPath.

Every 20<sup>th</sup> person who throws a recyclable piece into placed containers will receive a prize. That will be a ticket for a cultural event (e.g. movie, theater, concert, etc.) or discount sale coupon.



Mentor: Zsolt Ivanovics dia,  
(INFORMAarchitectura),  
Ivan Peric dia, (ARHIBLAST)  
Gordana Radonic dia, (hiCad)

Coordinator: Danica Marinkovic

## Workshop W9

### Eco EyE



Modern technologies allow many professions to accomplish higher level of development by providing computer users to simulate various real and natural conditions and situations. Improvements in architecture are the same. Today there is a software that contributes to holistic conceptual design that changes the perspective of working and thinking. Engineers are not just drawing the structure but rather creating a model of information that can easily be monitored and adapted to various demands of users or environmental conditions.

Using BIM (Building Information Model) professionals have different approach to design and construction. Each element of the design is an entity with various data and every project participant can easily change/upgrade a selected element and get a real-time feedback from the program the number and the level of impact that change has made. Designing sustainable structure in modeling software and monitoring changes and its impact on a building itself and surrounding environment was the subject of the workshop W9. The design task was to create an extension to Usce Shopping Centre that would fulfill a need that the center currently doesn't provide, and to carry out its energy evaluation, by using BIM technology from within ArchiCAD computer software.

Story:  
Mirjana Uzelac Filipendin  
Photos:  
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Workshops led by  
Gordana Radonic  
and Ivan Peric

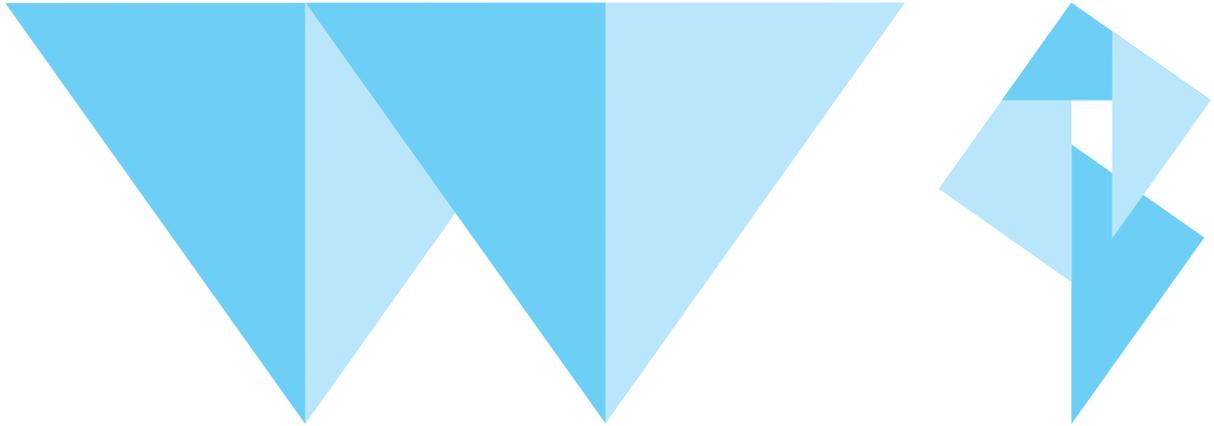


Photo: © ECOWEEK 2012  
Workshops led by Gordana Radonic and Ivan Peric

Participants:  
Natasa Lucic, Eirini Kotrotsou, Dobrila Stefanovic, Stefan Nerandzic, Predrag Radivojevic

## energy evaluation data from EcoDesigner

### Energy Performance Evaluation W6 EcoEyE

Key Values				
<b>General Project Data</b>				
Location:	Belgrade	Heat Transfer Coefficients:	U-value:	[W/m <sup>2</sup> K]
Primary Operation Profile:	Other habitab... (30%)	Building Shell Average:	0.50	
Evaluation Date:	11/30/2012 12:57 AM	Floors:	1.50 - 1.50	
		External:	0.30 - 1.00	
		Underground:	-	
		Openings:	0.60 - 1.19	
<b>Building Geometry Data</b>				
Gross Floor Area:	330.28	Specific Annual Demands		
Building Shell Area:	640.88	Net Heating Energy:	3.90	WWh/m <sup>2</sup>
Verified Volume:	1354.04	Net Cooling Energy:	196.45	WWh/m <sup>2</sup>
Glazing Ratio:	32	Total Net Energy:	200.35	WWh/m <sup>2</sup>
<b>Building Shell Performance Data</b>				
Air Leakage:	2.06	ACH		
Outer Heat Capacity:		J/m <sup>2</sup> K		
		Energy Consumption:	656.25	WWh/m <sup>2</sup>
		Fuel Consumption:	109.68	WWh/m <sup>2</sup>
		Primary Energy:	188.43	WWh/m <sup>2</sup>
		Operation Cost:	2638.16	
		CO <sub>2</sub> Emission:	22.08	kg/m <sup>2</sup>

Energy Consumption by Sources				
Source Type	Source Name	Quantity WWh/a	Cost RSD/a	CO <sub>2</sub> Emission kg/a
Renewable	Solar Collector	110632	NA	0
	Environment	63526		0
Fossil	Natural Gas	20000	700211	4975
Secondary	Electricity	11500	78809	2346
<b>Total</b>		<b>206728</b>	<b>839081</b>	<b>7022*</b>

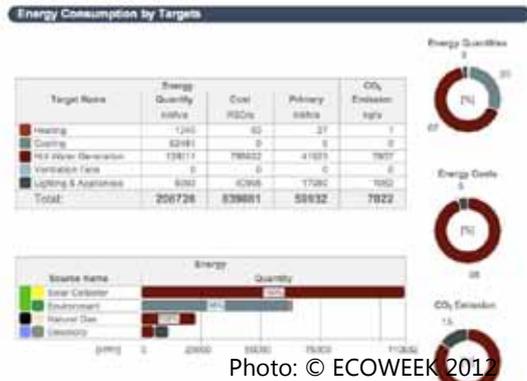
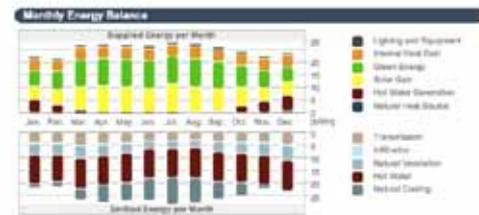


Photo: © ECOWEEK 2012  
Workshops led by Gordana Radonic and Ivan Peric

Usce Shopping Centre is centrally located and is almost completely surrounded by parks. The area has many transport links and the shopping center has many visitors. All of these aspects resulted in a large number of people spending their time in or around the center on a daily basis. After exploring the site, the team determined that there was a potential in exploiting the building's position and height; the roof would provide space for an impressive view of the city of Belgrade, one that would certainly be an attraction for the general public. After some consideration, the design team came up with a multi-functional space that could be tied in symbolical way with a panoramic view of the city. With this information in mind, the team developed the concept completely as it is today.

The name of the structure – EcoEyE represents: 'eco' is awareness and approach to the nature and environment, and 'eye' representing the viewing aspect of the space. The following phrase, 'a wider view', can be interpreted on many different levels (e.g. a wide, panoramic view of the city). However, as viewpoints can stir a sense of reflection in a person or group of people, EcoEyE encourages 'a wider view' you see to be interpreted in social, cultural and environmental terms, both within yourself and your city and environment. The goal was to design a space that can serve in primary purpose of exposing the view, to inherently consider the environment in the design, and also to provide an option for events or exhibitions. Various architectural and environmental design elements

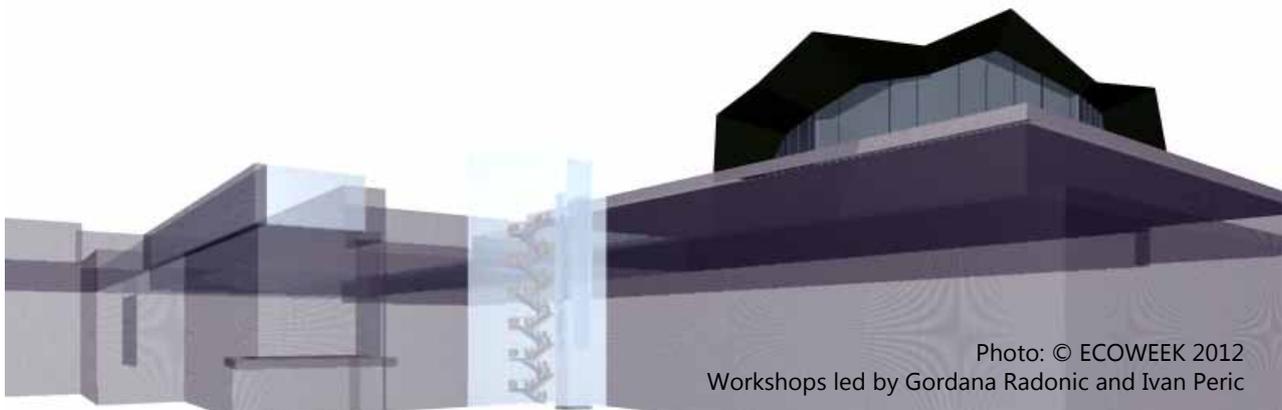
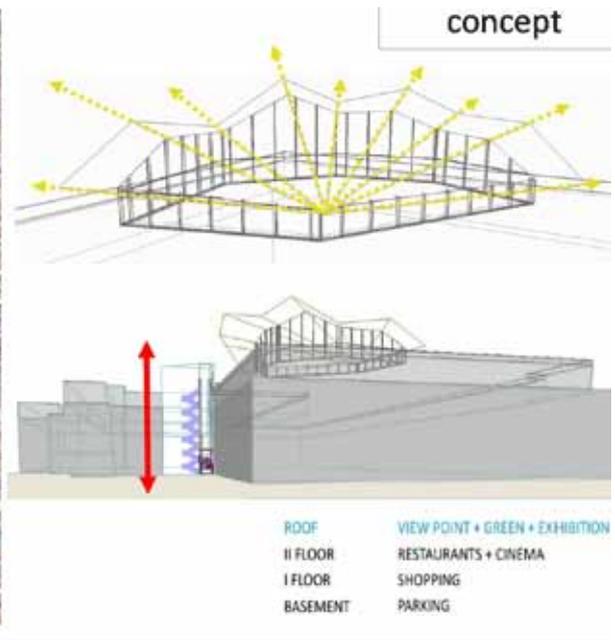


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Workshops led by Gordana Radonic and Ivan Peric

have been incorporated into the project, based on the concept and intended purpose.

The climate of Belgrade, as well as the direction and intensity of the prevailing winds and seasonal path of the sun for this geographic location, influenced the orientation and form of the structure. Design of the structure was under the direct influence of the sun exposure and shadow patterns. The ascending roof structure starts from a focal point and extends upwards and outwards to the frontal glass surface, to maximize

and 'widen' the viewing potential. The gradient and geometry of the partial green roof allows for water retention and transfer to rainwater storing tank that can provide technical water for the shopping center and roof garden. It also allows for a desirable exposure to the angle of the sun: to maximize insolation and heat retention (through a heat mass store) in the winter, and to avoid too much of a sun exposure in the summer months of summer. The roof garden also represents a connection to the environment and the parks in the neighborhood.



**location**

**ecodesigner**

**setting project data in EcoDesigner**

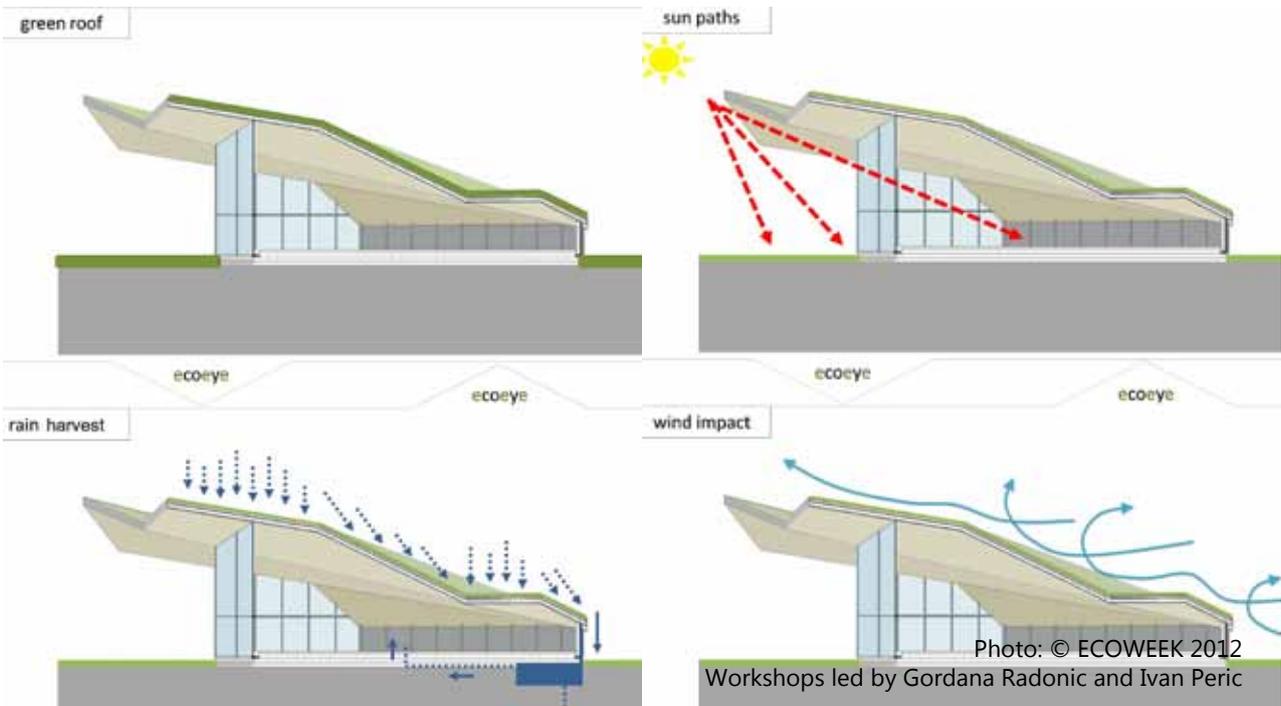


Photo: © ECOWEEK 2012  
Workshops led by Gordana Radonic and Ivan Peric



The most interesting detail at the workshop was performance of the created structure. Once the model was finished the team started to apply an energy analysis. This was proven to be useful at the stage of predicting demands and behavior of the structure. Further permutation would certainly be required for a more comprehensive analysis, including many more details to better the accuracy of the data inputs, such as specific materials. BIM can be a very helpful tool in the conceptual design phase as a modeling data

software that saves time. It can provide more effective solutions by alerting the user about advantages and disadvantages of a finished model in a certain simulation of natural conditions and performance of the model. As soon as the model is done, the user can perform an analysis that can help improve weaknesses and promoting the holistic design approach. This workshop was conceptualized more as a training session and it was presented as one of the most important features of the future architectural practice.





"The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking."- Albert Einstein



Photo:  
Pages 102 and 103: © Nemanja Glumac

## **3rd part - Nature, Architecture and Future**

An architectural rendering of a modern, multi-story building with a glass and wood facade. The interior is a lush, green indoor garden with various plants, trees, and a pond with lily pads and white flowers. People are seen walking and sitting in the garden, suggesting a public or community space. The scene is brightly lit, with natural light streaming through the glass walls.

Architect:  
Françoise-Hélène Jourda  
Knight of the Order of Arts and Letters  
Chevalier de l'Ordre de la Legion  
d'Honneur Jourda Architectes, France

**True believer**



At the first ECOWEEK event in Belgrade the public had a unique opportunity to attend a lecture of Françoise-Hélène Jourda. She is an architect based in Paris, founder of studio JAP (Jourda Architectes Paris) and EO.CITE, an architecture and urban planning consulting firm. She is one of the first people who joined revolutionary green architectural movement a few decades ago. This distinguished professional has been engaged in sustainable architecture and green buildings for a long period of time. The principles of sustainable development are fundamental subjects of her lectures at the Technical University of Vienna, the essential mission of EO.CITE, and an objective of her urban and architectural works at JAP. She has given a number of lectures and written many articles, reports and elaborates on the subject both in France and internationally.

She is also one of the signatories of the 1996 European Charter for Solar Energy in Architecture and Urban Planning. She has been rewarded with many distinguished recognitions for her accomplishments in architectural practice (e.g. Knight of the Order of the Legion of Honor, National Order of Merit and Order of Arts and Letters). Many organizations, academies and committees have written her name as respectful and valuable professional.

Story:  
Mirjana Uzelac Filipendin  
Photos:  
© Françoise Helene  
Jourda Architect

Her career in green architecture started with the first prize for design in competition back in 1980s and she has not only been working, she has been fighting very hard in order to pursue green architecture. The reasons why people often decide not to consider sustainability gave her strength to continue her work and never give up her beliefs.

Her 'green education' started with the project of house in the middle of 1980s. By the time she built the biggest solar plat installed on the roof of a building with solar panels she already had fifteen years of experience, designing and constructing sustainable architecture. The Further Education Center for the Home Office, North Rhine Westphalia, Germany is a seventeen-year-old renewable energy plant that still produces 1 mega-watt/year of electricity. This amount of energy is more than the building consumes so it is an energy-plus building. Glass structure creates skin that hides smaller buildings. It acts like an exoskeleton, a protection from the Sun and microclimate creator. This glass house provides optimal condition during the whole year no matter how high or low the outside temperature is.

This structure was built in wood (timber), which was very unusual at the time. The investors were skeptical. In the beginning they didn't understand the reason since the concrete had always been the first choice when it comes to materials for public buildings and a column of six-seven meter height. Jourda was very determined and doubtless that the structure should be built with renewable resources. So, she continued to build under pressure and at the end the building was huge success and brought to the author and investors many benefits and awards.

It is easy to build an energy plus house today. The technology and money is here, and the investment in return provides energy and savings. However, architects have to be careful about energy, especially embedded energy of the buildings that comes from used materials. Because of the whole-life cycle of building the amount of energy needed to extract and produce materials for construction could be sometimes more than the amount of energy that the building produces later, that is more than savings accomplished by using renewable energy systems. For instance: building with natural materials,(e.g. wood) has

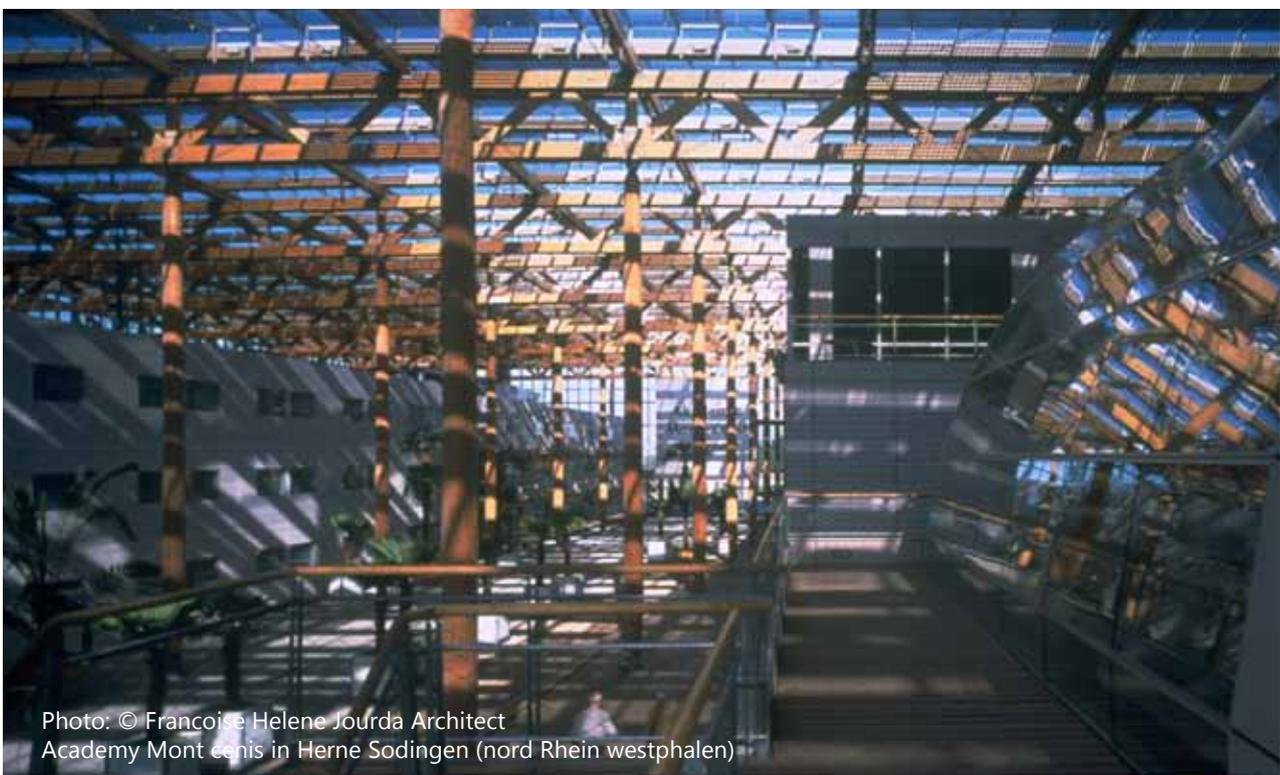


Photo: © Françoise Helene Jourda Architect  
Academy Mont cenis in Herne Sodingen (nord Rhein westphalen)



Photo: © Françoise Helène Jourda Architect

less embedded energy even if it is imported than the concrete made in situ. Also, wood will grow again, and there are certificated forests across Europe with enough quantity of material for buildings and it can be returned to nature and last as a resource for future generations.

One of the characteristics of every material is its impact on users. If we take a look at a concrete skyscraper and wooden cabin, we can see that the cold, grey, calculated material creates bad effects on humans and that it is different, almost the opposite from warm, colored and various sized wood. This is why new generations of creators have to keep rethinking, reconsidering, reanalyzing and discovering new solutions every day. If we talk about the usage of local materials and traditional ones, we have to understand the climate and habitats in the surrounding environment. It will be quite difficult to use wood elements in very hot, no water areas because of the

material thermal mass and greater exposure to the sun and heat. Sure, it is impossible to build most cities' projects with local materials because it takes time and finances. More or less, there are some possible scenarios for these situations if an author reconsiders the usage of renewable or recycled materials (e.g. for concrete the amount of gravel or sand can be calculated and in some cases replaced with alternative materials).

At Belgrade ECOWEEK lecture Jourda said: 'We can argue whether buildings should disappear or stay, but we still have to try to have less impact on the environment. We should respect nature and when we decide to demolish structure it should be done in a matter of returning everything to the environment with fewer traces of existence. We, as architects, will die one day, and our buildings also, but just several years after. Think and act differently, it is important for the future. Use minimum resources and mini-



Photo: © Françoise Helene Jourda Architect

mum natural materials with the right systems and at the right place. Even if the public isn't convinced but you believe in your design, continue, be tough.'

Jourda has had an opportunity to build a positive energy office with some traditional investors back in 2005. Building this type of house means that energy consumption for the object (heating, cooling, ventilation, etc.) is entirely supplied from renewable energy resources. The shape of the building was conditioned by a strict regulation, but the author did even more. Every segment of double façade was prefabricated, and windows were carefully calculated for the exact position and for the best light, at the best height and to have maximum size in order to save energy.

One of the bases for Jourda's work is that her buildings are positioned at the right place and they correspond to the context (e.g. climate, to-

pography, geography, social organization and traditional architecture). Discovering and interpreting the tradition in order to create contemporary architecture for her is always the best choice. Good example of this principle is project resort, Al Argana, Morocco. Conditions in this region are extreme. There is no potable water or energy, only solar and wind potential. The solution was to use solar panels and wind turbines that will produce energy for water pumps, so that the sea water is extracted and transported to the pools for desalinization. On the other hand, this project features several characteristics of the local, traditional architecture, like the ventilation chimneys, which are essential for mud houses and use of local materials (clay for bricks and sand for construction).

We asked Jourda several questions regarding her work, ethic and vision.



Photo: © Françoise Helène Jourda Architect



Photo: © Françoise Helène Jourda Architect  
Al argana, Morocco



Photo: © Françoise Helene Jourda Architect

**Please describe briefly your signature style and design approach.**

Each building has to be considered unique. It should be designed according to its specific location which includes local resources and local culture.

**What is the biggest challenge for an architect designing sustainable buildings?**

Using local and renewable resources, saving them as much as possible: ground, air, water, materials and energy, and not forgetting that we build for people first – not for our client, not only for the users, but also for the neighbors; and keeping in mind that every building has an impact on the environment, both the local context and also the planet and the production of CO2 emissions. Our aim as architects should be just to try to improve the world!

**How do you see our environment, in terms of style, in a hypothetical future where most of the buildings are sustainable and use renewable energy? Would architects be able to experiment as much and create the „extreme engineering“ projects we see today?**

Architects should understand that they are at the service of others. Technology is just a tool to improve life conditions. Most of the times we don't need extreme engineering to fulfill the needs of the future inhabitants. Sustainable approach teaches us to have more humanity, to be more anchored in the social reality.

Quality in architecture will not be related to high technology, but to the capacity to make people happier. Frugality could be one of the most important words in our architectural language. Considering not only energy consumption, but also grey energy will help us be more sensible in choosing ways to build.

Furthermore, a big challenge today is to shelter millions of people in the world who are climatic refugees or new inhabitants of giant cities, people living today in slums.



Photo: © Françoise Helene Jourda Architect



Photo: © Françoise Helène Jourda Architect



Photo: © Françoise Helène Jourda Architect

**What is the most important message you have for your colleagues, and especially for your students about the “green construction” and “green living” awareness?**

Try to act as one of the billions of people trying to survive, having knowledge and money to help their neighbors on this small planet. They are responsible for their future and the future of their

children. They are our future. They knew that the situation is very dangerous. And they know why. If they don't do anything, they will be guilty!

Jourda is an author of the world's first energy-positive building in the city center of Paris. It is a youth hostel with a public library, conference hall and garden. The biggest problem in the project was an existing steel structure and the



Photo: © Françoise Helène Jourda Architect

decision was made to leave it and build around it. This simple solution proposed that existing structure stays and be covered with 4000 square meters of solar panels while the new wooden building would be totally independent from the steel (timber walls and pillars, with thin concrete slabs). There was an interesting solution regarding design and costs; because of the dimensions and positions of the steel canopy there was very little place for slabs, so the decision was made to go with concrete. The interior ambient of the building is magnificent due to special attention given to the garden with trees and water surfaces. All these improvements saved resources and energy at every level, especially the decision to leave existing steel structure (some of it was kept and rest was transported by a nearby railway that was fortunate circumstance).

It is always easier to build a new building starting from scratch, but it is a huge challenge to renovate, revitalize or reconstruct an existing one. Many different questions can be raised: how to demolish it, what to do with the rubbish and how to reinvent the environment. But there is also another point of view in this situation. If we take a look at buildings as a memory and storytellers, than it is a very important decision to retain the structure and reuse the elements in order to compose a new development.

Our interlocutor mentioned that for her it is crucial to talk to the users. She explains that in the beginning they would talk about not understanding the project or its program. But after a while, when the conversation gets more personal, the author would discover more about their habits, family and how much they knew about sustainability. They could even explain their observation regarding the building, its function and sometimes this is very helpful for the author, both as a person and a professional.

An architect should have an intelligent personality and should be intelligent in architecture. He or she must combine, reuse and recycle and consider energy by itself, from materials and from smart designing, not always from new technological additions. All of this should be in harmony with the natural environment and all inhabitants. Buildings are made for social interactions and that is the main reason why they come alive. Future directions for sustainability can be changed and corrected because of the technical improvements. The density of our urban settlements will rise and populations in cities will increase.

But is it the right way for accomplishing real sustainability only by carrying for the environment, society and economy or is there something else that is equally important?

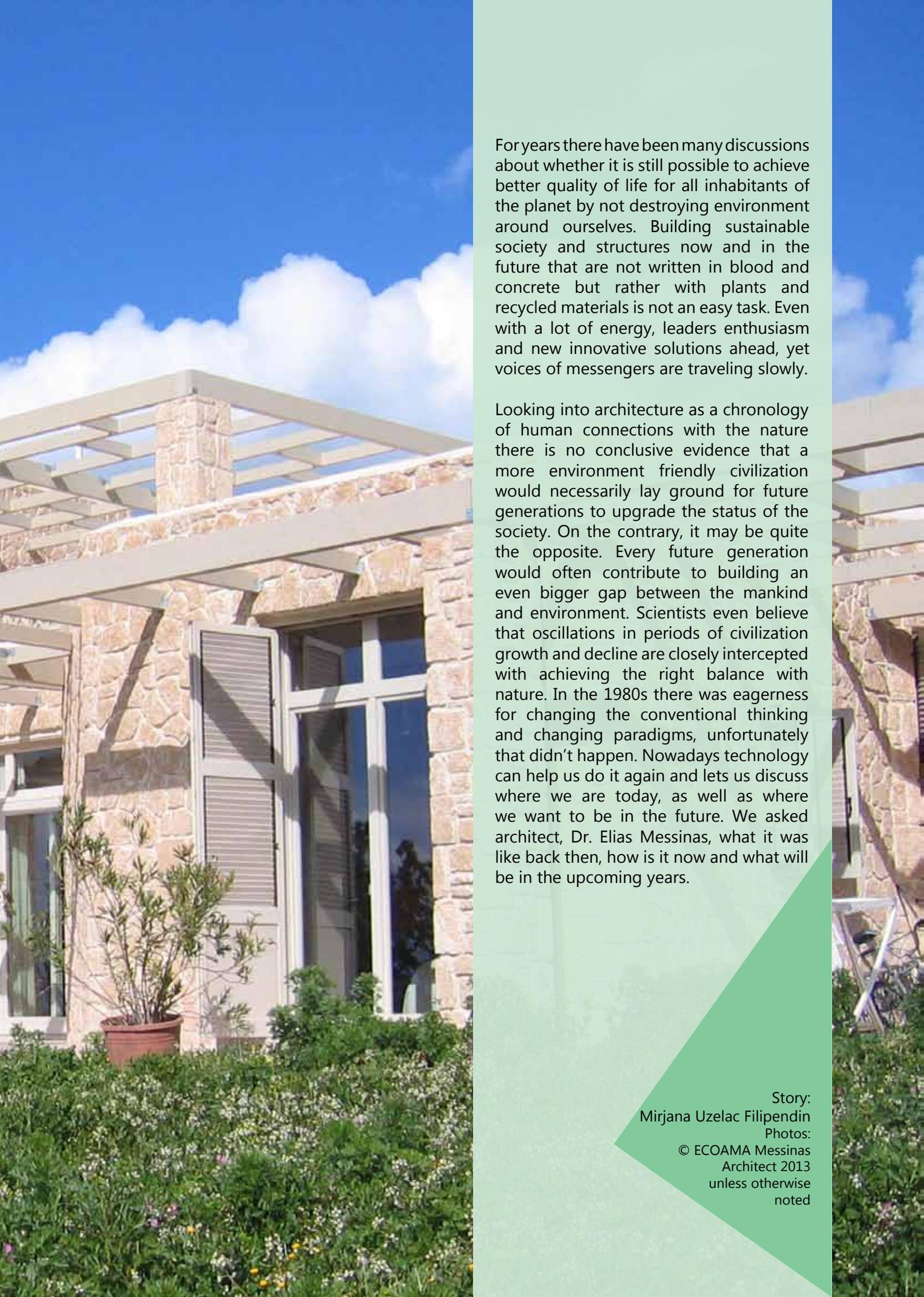


Photo: © Françoise Helene Jourda Architect



Architect: Dr. Elias Messinas

# Sustainability discovered on a Greek island



For years there have been many discussions about whether it is still possible to achieve better quality of life for all inhabitants of the planet by not destroying environment around ourselves. Building sustainable society and structures now and in the future that are not written in blood and concrete but rather with plants and recycled materials is not an easy task. Even with a lot of energy, leaders enthusiasm and new innovative solutions ahead, yet voices of messengers are traveling slowly.

Looking into architecture as a chronology of human connections with the nature there is no conclusive evidence that a more environment friendly civilization would necessarily lay ground for future generations to upgrade the status of the society. On the contrary, it may be quite the opposite. Every future generation would often contribute to building an even bigger gap between the mankind and environment. Scientists even believe that oscillations in periods of civilization growth and decline are closely intercepted with achieving the right balance with nature. In the 1980s there was eagerness for changing the conventional thinking and changing paradigms, unfortunately that didn't happen. Nowadays technology can help us do it again and lets us discuss where we are today, as well as where we want to be in the future. We asked architect, Dr. Elias Messinas, what it was like back then, how is it now and what will be in the upcoming years.

Story:  
Mirjana Uzelac Filipendin  
Photos:  
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Architect 2013  
unless otherwise  
noted



**You are an architect, specialist for cultural heritage, teacher, environmental consultant, founder and chairman of several NGOs for sustainable issues and yet which role do you like best and which would you choose as the most important one and why?**

In ancient times – as we learn from Vitruvius – a perfect architect had to be well-versed in literature, drawing, geometry, perspective, arithmetic, history, law and astronomy. He had to have knowledge and experience of engineering and construction materials and techniques, and had to have the ability to use language to communicate effectively with masons and other builders. To design a city, the architect was also supposed to understand the relation between human habitation and natural context – animals health, a proximity to water sources and land for agriculture, temperature, humidity and exposure to winds– so that the result would not only be beautiful and meaningful, but also healthy and sustainable. In that regard, I guess that I belong to that old school that looks at the world holistically, trying to draw connections rather than isolating things and studying each component separate from others. This is why, I guess, I have intuitively developed different aspects of my profession, so that I can address its different challenges in a holistic way: when I design, I also want the building to be an educational tool. When I teach, I want my

students to also connect with a community. When I deal with sustainability issues, trying to solve problems, I approach the process like an architectural design assignment. So, it is very hard for me to isolate one of these roles and leave others out, as they are all inter-connected, inter-twined, inter-supporting and inter-related. What I really like, though, is to 'jump' from one role to another, as for example, when I feel 'stuck' in a process, to look at the same problem from a different angle and with a different set of lenses.

**Your projects, lectures and activities all share the same subject that human impact on the environment ought to be good. What could you tell us more about this subject?**

The issue of human activity is debated by those that claim that human activity is not affecting the environment at all, let alone changing the climate. There are others, primarily scientists, that claim that since the industrial revolution CO2 emissions to the Earth's atmosphere have increased and this has led to the increase in the global temperature. I am not a scientist and I have no first-hand experience in observing glaciers receding or the sea level rising or the temperature increasing or animal species being lost. But what I do see around me is how the world is changing. How the pristine natural places that I knew as a kid are gone. The trees are cut, the forests are burnt, the wild animals are going extinct. What I see is waste all around – household waste increasing, landfills increasing, construction waste littering forests, and open green spaces. What I see is more cars in the streets, cities and suburbs sprawling, taking over green open space, and agriculture land taking over forests. What I see is population increasing – my daughter who is 11 lives in a world with roughly twice as many people than the world I grew up in when I was her age! What I see is immigrants leaving their hometown coming to hostile cities and countries. I see human segregation. I see human suffering. Wars, famine, tsunamis... Is this a sustainable world? I really doubt it. We are consuming natural and human resources, and we are producing waste and human misery. Can the 20% of the worlds'



wealthy keep controlling the 80% of the worlds' resources and wealth? Is that sustainable? So, even though I am not a scientist and without even addressing issues of climate change or global warming, with little knowledge that I have, I can observe that the world is developing in a very unsustainable manner.

There is a book titled 'The Limits to Growth' which was published in the early 1970s by a group of scientists who studied a number of scenarios of human activity evaluating their impact on the planet. On one end of the scale was 'business as usual' and at the other end achieving sustainability. They concluded that sustainability is feasible only if three conditions apply: (a) Limiting population growth (b) Setting a global living standard, and (c) Turning to renewable energy and more efficient technologies.

In fact today, we can achieve population control through education and contraception. We have developed mechanisms that enable global growth and more equal distribution of

opportunity and wealth. The internet allows us to communicate and to share a common agenda across the globe if we want to. We also have technologies and alternative energy sources to run a 'green' economy.

What do we lack then? I often hear the words 'leadership' and 'vision' missing from the political scene today. But, I will also add education, cooperation, and reciprocity.

**You are involved in design and construction of green buildings since 1995. What is your experience with this type of architecture and how did you started to be interested in this particular field?**

I was first exposed to 'green' buildings as an undergraduate student at Bezalel Academy in Jerusalem, by Canadian architect Len Warshaw, in 1985. Len taught us an environmental class and how climate and environmental conditions affect our design. I still remember how hard it was to grasp the nuts and bolts of bio-climatic

architecture, even though it was pure common sense. My second exposure to the subject was in 1993 when I attended an international conference organized by the American Institute of Architects in Chicago, where among the keynote speakers was Jaime Lerner, the mayor of Curitiba, famous for his innovative sustainable urban solutions, and Greek green-pioneer architect Alexandros Tombazis, who greatly inspired my growth in the field. In 1995 I applied successfully for a research grant to study at the Desert Architecture Unit of Ben Gurion University in Israel for a year. I wanted to really learn about 'green' buildings by investigating how to apply passive solar retrofit solutions on existing residential building blocks. I read massive amounts of published papers, and tried to understand the field from a scientific point of view. The practical application came only in 2002 when designing my own house on a Greek island; I started to apply environmental design and solutions: integrated insulation, thermal break windows, capture and reuse of rainwater, passive cooling, shading, natural light, solar water heating, waste recycling and organic waste composting. Learning about sustainability, though, was not enough. So in 2005 I attended a M.Sc. program on

'Environment and Development' at the National Technical University of Athens. The program covered all aspects, including natural resources, energy, water, pollution, community activism, and the international dialogue on sustainable development. Finally, after that course, I had an education and understanding of the issues, that it was only natural to follow the urge to do something about it. And this is how ECOWEEK was created.

**There is a certain opinion among both engineers and investors that green buildings are more expensive than conventional ones. Would you be so kind to tell us what is your experience regarding this subject?**

Yes, I am aware of this discussion and I have been also involved in the debate myself. There are studies about the actual cost of 'green' buildings, and it is very clear that although there is an initial investment that can vary between 2%-10% of construction costs, depending on the level of conservation, innovation, autonomy or renewables one wishes to reach, savings can exceed 60% over the lifetime of a building. The argument is often based on the construction



Photo: © ECOAMA Messinas Architect 2013



Photo: © ECOAMA Messinas Architect 2013  
Photography by Erieta Attali

cost. But we forget to take into consideration that the construction cost of a building is only 25% of the total lifetime cost of the building. The cost of running and maintaining a building – primarily the cost of lighting, heating and

cooling - is 75% of the total lifetime cost, which can be a financial burden to owners or tenants of a building. It is often ignorance that leads people to make the wrong choice. Often people are told that 'green buildings are more expensive!' when



Photo: © ECOAMA Messinas Architect 2013



Photo: © ECOAMA Messinas Architect 2013

they inquire among ignorant professionals. Luckily, many keep searching till they get what they want – and ought to get in the first place – that is, a healthier and smarter building at lower maintenance costs. I have often heard (ignorant) colleagues instruct their clients not to ‘waste’ money on insulation, but rather get a cheap air-condition unit and save money to make their

kitchen fancier! It is about education, it is about designing and building better buildings – not fancy or wasteful, but smart, beautiful, quality, and more economical. This is what we try to teach and train students and young architects and designers at the ECOWEEK workshops, empowering them to go back to their practice and their studies and try to make a difference.



Photo: © ECOAMA Messinas Architect 2013

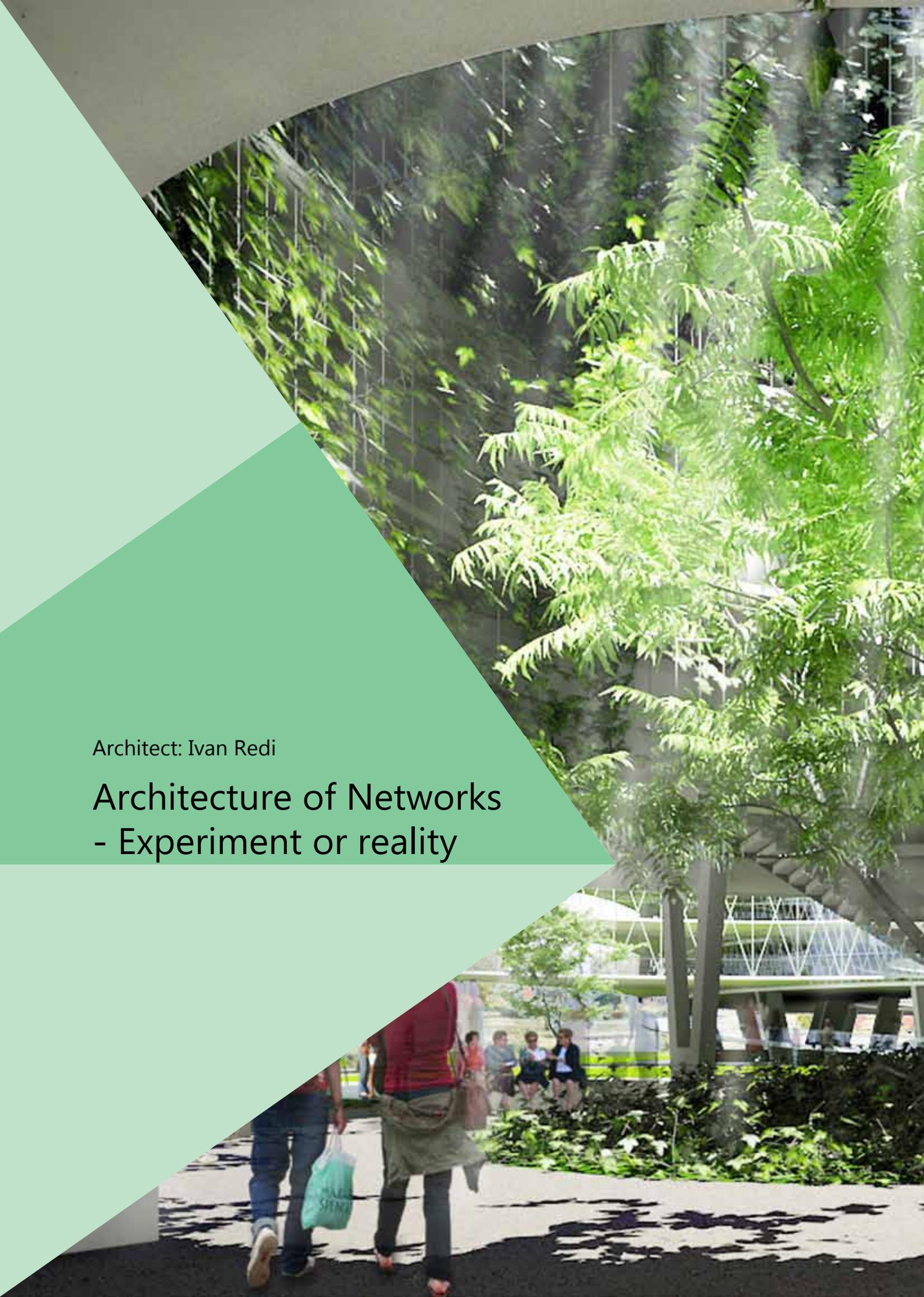
## **How do clients respond to design solutions and how do the construction companies decide to proceed with projects?**

It really depends on a client and a project. There are clients who have done their homework and they understand what's in their best interest, so they come to an architect demanding that their house conserves energy, that it is healthy and within the budget. There are clients who are not aware of their 'right' to a better house, but can be open to the possibility of getting a better value for the money by building a 'green' building. There are others that look short-term only, and they might not be open to receiving something better in the long-run. There are clients – and I had such clients in the past – who do not really care about 'the green stuff' but once their house is up to their liking and within the budget, they will go along. The construction companies are a different story. If they are hired only to build what an architect has designed and a client is paying for, although they will try to prove the architect wrong – like they often try to do – if the client backs the architect and the architect is professional and has done his/her homework, the contractor will do what he is told. If a contractor is also a developer, there we have a very different and more complicated story: if a contractor is building to sell, then he wants to build cheap and fast and sell to the highest possible profit. He does not care to build a better building – better insulated, better oriented, better designed – because he is looking short-term. As a result, he is actually in a conflict with a long term interest of a client buying the building. If a contractor/developer builds to rent – for example an office building – then he has a vested interest to build such a building that he can market it better, reduce its maintenance costs, make the building more efficient in terms of energy use, make the building systems of higher quality and to last longer, and if he manages to also get a 'green' certification, he can rent his space by as high as 20% more than regular spaces. So he has a financial interest to build 'green' (or, what we often see, 'greenwash'). Finally, there is a contractor/developer who is committed to

making a difference and differentiating him/herself from the market, and has set his/her own high standards of quality and excellence – higher from the rest of the market – aiming to both make a profit, and make a difference. In that case, we see projects that aim for 'green' certification, community responsibility, mix of population, mix of uses, better street life, more and more quality open spaces, etc.

## **In the last twenty years many things have changed in the green building sector. How do you see the "old green" and the "new green" movement? Is it becoming a trend or not?**

When I first learned about 'green' buildings in the 1980s and 1990s buildings were mostly reports and published research with lots of tables and diagrams with very few pictures, let alone color pictures. In most 'tea-table' publications that featured 'green' buildings of the 1970s and 1980s, they were in a section of their own under titles such as 'experimental', 'community', 'alternative', etc. The main difference, I think, between the 'old green' and the 'new green' is that in the 1970s and 1980s there was a sincere and real need to make a change. Oil prices went up, and people's lifestyle was affected and changed. They had to find solutions to make their buildings comfortable with very few resources or with natural means – sun, wind, ground, etc. There was a crisis, and there was a real design and technological response to find solutions. Nowadays it is different. There is a crisis again and it is real and many times larger than the crisis of the 1970s. However, we are in a different position. We are 'comfortably numbed' by our global wealth, prosperity and disconnection from the natural cycles. So the crisis is somewhere 'out there'. It is not here, in our own backyard. So what we see is a lot of 'greenwash'. A lot of trend. 'Green' consumerism! Keep buying, keep spending, keep making the economy grow, but buy 'green'! It is crazy! It is absurd! We have lost our values and direction as a society so badly, that I have seen graffiti on a school wall that does not convey a message of anger, reaction or rejection. It just says 'BMW'!



Architect: Ivan Redi

# Architecture of Networks - Experiment or reality



When we talk about the beginnings of one movement and the strength with which activists were striving to achieve their goals, we often forget what happened in the background. Some of us may remember the human rights movement and the effort to bring the change into the society and mind of every human being and how it all ended for some of them. There are still parts of the world where a powerful idea is considered much more dangerous than war. Politicians and economy experts are promoting ideas and practices that are designed for certain people. But on the other hand we are all dealing with same numerous environmental problems in our modern society and living a life that is not in balance with nature. According to Global Footprint Network's 2012 report, we are already spending five times more than the Planet can regenerate in a single year. The question for everyone is: how are we going to architect our own lives, buildings and culture in the future? How are we going to consolidate with our Planet?

Some professions are under bigger pressure than others and architects, as future builders of our cities, are one of them. They need to predict the future, to jump into the time machine and collect the answers or to project few steps ahead. There is a real problem and a real need to open the profession towards discussion of and activism for ecologically responsible practices. It is a test for the profession itself.

Story:  
Mirjana Uzelac Filipendin  
Photos:  
© ORTLOS



Ortlos Crew: Hubert Machnik, Ivan Redi, Dragan Danicic, Emil Gruber, Brigitta Zics, Andrea Redi

One example of what some may call an 'extreme architect' is Ivan Redi, the CEO of ORTLOS Space Engineering. ORTLOS is an architectural studio that explores new possibilities for creating and delivering architectural projects, developing new ideas with a nomadic sense as a major component of future design and implementing the Architecture of Networks as a possible specter of answers to rising problems. The team of experts behind the company experiments with various concepts, ideas and with different collaborative partners. Searching for the better architectural practice of tomorrow and alternative options for prospective professionals ORTLOS takes its place in the creative industries as a visionary studio.

**Work of the ORTLOS Space Engineering studio is characterized by innovative approach to the architecture and space. Design solutions with dynamic creative energy and design that follows the attitude, reactions and connection with the users. Please explain to us the principle of 'form follows feedback'.**

"Form follows feedback" is a term coined by William Mitchell. We apply it to so called "performative architecture". The architecture nowadays became complex network of interconnected dependencies and the recent discussion of formal or functional issues tends to be obsolete. In other words, more important than functional or formal aspect is the performative one. Like

# ortlos

in automotive industry, if you want the perfect form for your new car just bring it into the wind tunnel and change the design according to simulation results. This is of course simplified, but we need to figure out what the doing does - to us, to the environment, to the planet. The prosperity, the people and the planet need to be in balance. We need to understand that our build environment has a huge impact to the sustainability of the world. So the feedback we get from the simulations and evaluations we need to loop back into the system. The feedback feeds the design process. The design process happens in trans-disciplinary teams.

However, this should not be mixed with concepts of participations from 70's, where everybody does everything. We are talking here about teams of experts which of course include users but only in a specific role, as a team member. Such trans-disciplinary teams would include architects, urban planner, environmentalists, engineers, but also philosophers, sociologists, artists, politicians, and others. Other topics we draw from the "form follows feedback" principle are so called "on-demand spaces". I think that we have adapted enough ourselves to the architectural spaces and environments. The time has come that spaces adapt to ourselves - on demand - as we need them. Through modern technologies and advanced IT, it is already possible to do so and in the future will be even more.

**The resource of the future is information and the pursuit of the modern society is the dynamics, the flow without permanent places. In what way new architecture is capable to unite these two facts?**

As Libeskind said there is no space at its place. We are all in one way or another Ortlos (without place, placeless). We are all more nomadic then we think. This condition is not connected to our physical movement. A big part of our living and working environment is built out of information. Information is a new brick. I believe that the future of the architecture is in dematerialization. This is not only because we build enough and now we need to be careful about the resources which are left. But it means that architectural practice needs to be changed. The current way of doing architecture is, simply said, dried out. On the other hand the expectations on architecture for solving problems are very high and at the same time the common sense in public about architecture as cultural or sociopolitical phenomena are very low. However, there is no other discipline which can be more beautifully schizophrenic in combining and orchestrating the things almost impossible to unite. So we need to be confident that a new fields and new opportunities will open up for the profession. Therefore, we need new methods, strategies and tools to cope with future requirements and development of our physical and virtual environments.



Photo: © ORTLOS

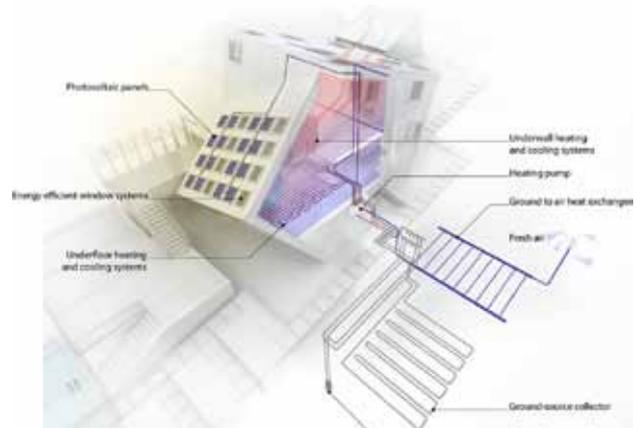
**Innovative architecture and the Architecture of Networks as a next step of architectural profession explores the phenomena of the present and together with the force of the information represents the disobedience to the profession and current dogmas. What are the changes that are facing prospective professionals and society in general?**

The current society is characterized by ambiguity, contradiction and infinite complexity. And the information it produces grows every day exponentially. The big data issue is not problem only for IT world and everyday life. The architects are overwhelmed with information and data they need to process in daily practice too. Just to understand different concepts and technologies of cooling or heating systems of the building connected to the energy-efficiency issue (low energy, passive and active house, etc.) developed itself to own science. The reason why the finan-

cial crisis happened is that many experts have understood the new complicated products and procedures for themselves, but they didn't quite understand their interconnection and how these influence each other. Compared to this situation we have similar problem in architecture. Good news is that we don't have to understand anymore what all of these things mean per se (because we can't), but we have to understand how they are interconnected through their lifecycle. With other words how everything is connected to everything. That is a moment when "Architecture of the networks" comes in. It describes methods, strategies and tools how to deal with such complex issues in more productive way. So innovation in architecture is not anymore about finding something radically new, but figuring out how the things we already have are interconnected and what is then their performance. This of course changes architectural profession and the current mind set.



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**When you are talking about Urban informatics and territorial modeling you introduce the principles of Artificial Intelligence (AI), Neural Networks (NN) and Cellular Automata (CA) as a potential that will provide appropriate results to spatial distribution of urban activities. What inspired you to establish a connection and search for answers to more efficient urban planning in the field of mathematics, computer science and modeling?**

In Urban Informatics we deal with agents, it doesn't matter if we mean persons or software agents. We borrow mathematical and computer

science models for urban design, in order to better understand and more successfully describe the complex processes of collective behavior in urban environments. We are facing challenges for which we need the help of advanced models so we can, to some extent, predict actions of so called "collective intelligence" and feed our simulations with this data. The classical tools of urban planning such master planning and zoning are happening to be insufficient and even obsolete in 21<sup>st</sup> century. Land use dynamics and fragmentation of settlements is a crucial question for urban planning. In the general framework of sustainability objectives, the policies





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that control a suitable process of urbanization increasingly involve a deep knowledge of complex criteria of location chosen by the different agents. Planners realize that it is crucial to understand and provide the best possible explanation for the observed spatial distribution of urban activities.

**Your research and works (Urban Eco-System, Bayernoil) regarding the future cities indicate that the strict implementation of known principles of sustainability in future projects is simply not enough. What is the set of responsibilities and questions that the future architecture and urban planning needs to meet?**

Beyond the traditional notion of the architect as a designer of forms and functions for the buildings, the architects need to become designers of eco-systems. These systems of both ecology and economy are maintained not only by the flows of people but also by the flow of resources like information, energy, waste and matter. They also incorporate the human consumption patterns into our natural environment. We need to provide pro-active solutions in search for future developments, which are not only limiting and

restrictive to the current life-style in order to achieve sustainability and human-nature equilibrium. Our project, for urban development of the formal Bayernoil site in Ingolstadt, is focused on understanding how cities work as ecological system and how sustainable structures can increase the quality of urban life. The task is developing sustainable approaches to development of city fringe areas that reduce negative affect surrounding environments, as well the development that provide health and opportunities for citizens. In that sense, the optimization of the whole system through a complex, diverse design of a densely interconnected and symbiotic structure with closed loop flows of resources toward a "zero waste system", is a crucial performance of urban ecosystem.

**What are the characteristics of mutual connection between regenerative designed urban eco-structures and biomimicry cities with natural surroundings?**

The term "regenerative urban design" describes processes where people intentionally participate with nature and actively co-evolve the whole system, thereby creating urban systems



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that incorporate the needs of society with the integrity of nature. Regenerative design can be understood as the examination of nature, its models, systems and processes to emulate or take inspiration from in order to solve urban problems. It is the biomimicry of ecosystems that allow for all human systems to function as a closed viable ecological economics system for all industry. Regenerative-designed urban structures are holistic frameworks that seek to create a lifecycle intelligence of buildings in urban environments through structural efficiency, zero waste systems, intelligent water use and thermal environment, and solar energy supply toward biomimetic cities. Goal of such design is to redevelop systems with absolute efficiency, which allows for the co-evolution of the human species along with other thriving species. The growth of the urban population and the supporting built infrastructure has affected both urban environments and the areas which surround urban areas. These include semi or "peri-urban" environments that fringe cities as well as agricultural and natural landscapes.

We are interested in eco systems in their whole life-cycle. And we have realized that sustainability is not enough. I am not sure if we have realized. The news are rather confusing. We are kind

of sensing that the system we have right now is actually not sustainable and our habits need to change radically (which was also motto of ECOWEEK). Furthermore, we discovered, for example, that the modern wooden construction is not quite ecological, because of too many steel joint connections and embedded energy caused by transport. So what have we realized is: all that we have been thinking about, until now, is not quite so as we thought that it is. Again we are coming back here to Architecture of the networks and ideas we have discussed previously. The main argument is therefore that we need to understand eco-systems in their whole life-cycle. By considering urban areas as part of a broader ecological system, it is interesting to investigate how urban landscapes function and how they affect other landscapes with which they interact. In this context, urban environments are affected by their surrounding environment but also affect that environment.

**If you would have to set a priority for architects of the future, what task would it be and why?**

This question is not easy to answer, simply because I constantly change my mind. That is reflected by our architectural practice. If you would check our website [www.ortlos.com](http://www.ortlos.com) you

would find a huge diversity of projects presented with no emphasis on particular style. In our upcoming book "The Emergence of Networked Thinking and Design" we will try to summarize the architectural theory and production, which is increasingly being equipped to deal with the complexities of contemporary networked space, developing new forms of practice and exploring new levels of complex spatial conditions and

contexts within computational and actual environments. The book should provide guidelines to better communicate what architecture can really do, to significantly improve human environments in any regard. After we truly understand how the things are interconnected, the strategic planning and the energy-efficiency are the next two big domains. There is much work to be done here.



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SALITE

A look into the past





It is always interesting to participate in developing ideas which are important and quite unpredictable in terms of their linear progress. Some ideas last for one season, others for several years. However, some of them are remembered and written about in history books as turning points for humankind. It goes without saying that a time frame is certainly not important if every spark of a new idea inspired people to make a change and contribute to the larger picture. Yet, there are certain events that should become a tradition in order to act as a catalyst of sparks. Sparks of inspiration to continuously develop ideas of change and involve every member in every society, city, and country.

ECOWEEK has a potential and courage to continue a long journey of spreading the word and values of sustainable living, protection of the environment and biodiversity, use of renewable energy resources and energy efficiency, 'green' buildings and social entrepreneurship. All of these aspects are important to ECOWEEK, as they should be important to a society at large, and even to the entire human civilization. The change that ECOWEEK has ignited within academic, public and private sectors have an 'organic' character that enables many people to participate according to their possibilities and knowledge. Through a collaborative work process, with a respectful and analytic approach, this organization, with a high sense of integrity, has evolved into becoming a team-processing and team-developing platform for young and fresh ideas that address real problems.

Story:  
Mirjana Uzelac Filipendin  
Photos:  
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Looking into the past events and successes no one can question the huge effort that has been made. However, the task and the work to be done are still huge, both in the present and in the future. As ECOWEEK is closing its first 8 years, since it organized its first community event on the Greek island of Aegina, here is a fact sheet of ECOWEEK till today. The numbers speak for themselves, yet it takes a certain degree of determination in perusing dreams and values even at times as challenging as today.

So, did you know that:

- ECOWEEK has been informally recognized by its participants as 'one of the best programs for students in Europe' and that 'ECOWEEK often shows others how things should be done'.
  - The ECOWEEK workshops have been recognized by Universities around the world as equal to their academic standards, granting their students academic credits for participating. Among them the Politecnico di Milano, RomaTre, Tel Aviv University, Bezalel Academy of Arts and Design, University of Arkansas Rome Center, and others.
  - The work by ECOWEEK has been recognized and supported by prestigious foundations, governments, municipal governments, ministries, churches, universities and colleges, businesses, and industries.
  - ECOWEEK started 8 years ago on a small island of 14,000 residents without a workshop format. In 2012, the number of participants to ECOWEEK workshops was 750 in 5 countries. During the next 2 years, the number is expected to rise to a projection of 1300 participants in 7 countries.
- In 2010 there was no ECOWEEK Network. In just one year the network had more than 500 members and in 2012 the number had tripled to 1400 members in 41 countries.
  - The ECOWEEK GREENHOUSE platform was created in 2011. Within just two years, it has 110 members in 16 countries, and teams of young architects, designers, landscape architects and engineers are developing real projects in 4 cities in Europe and the Middle East.
  - The least attended lecture at ECOWEEK was a presentation by NTUA Prof. Dimitris Rokos; it was attended by only 2 people (Aegina, 2006). In contrast, the most attended ECOWEEK lectures were by award-winning architect Shigeru Ban with over 400 people (Athens, 2009), by award-winning architect Francis Kere with more than 500 people (Thessaloniki, 2011) and by Nobel-Laureate Al Gore's slide show presentation on Climate Change with more than 2,500 people (Athens, 2007).
  - The event with the least staff members was in Aegina (2005) with only 1 person, while the event with the largest staff was in Belgrade (2012) with 15 people (the team recruited by NGO partner ECOIST). Today, ECOWEEK has 63 Associates and 7 partner organizations in 16 countries, initiating and organizing ECOWEEK workshops in different cities around the world.

All of these numbers and facts are just one side of the ECOWEEK success story. This is how architect Ivan Redi, Director of ORTLOS Space Engineering and one of the ECOWEEK speakers and workshop leaders described the ECOWEEK event from his personal point of view:



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Ivan Redi, Director of ORTLOS Space Engineering **Your participation at the Ecoweek Belgrade event as a lecturer and workshop mentor drove big attention of young creative professionals. What is your impression regarding the ECOWEEK conference and the projects that were presented after three-day workshops?**

The whole event was very well organized and prepared. ECOWEEK is generally addressing very important issues and the knowledge exchange during the week was at a high level. My lecture was scheduled as first in the morning of the first working day. I sensed high expectations in the audience from the very beginning. I was literally challenged to give my best. When the actual three-day workshop started, on the next day, I realized that this would be a lot of work - in a positive way. The students were committed, focused and highly motivated. That of course has to do with the specific workshop setup, but it has become of a rarity nowadays in architectural education. We started every day early in the morning and finished late at night. Besides we tried to structure the process well and to be as efficient as possible. Therefore, we were able to achieve a momentum in our work and to be really productive. Since the students experienced progress in a very direct way, they also developed a fun factor - being happy with their own achievement. A good team

spirit additionally fueled the creative process. Unfortunately, because of time-limitations there was not enough time to interact more with other workshops' participants. We had to postpone this for the final presentation and party. In conclusion, we did very well and got excellent response on the project. I think in the end the students had a lot of fun and learned a lot.

**Are you pleased with the results and what mostly caught your attention?**

Honestly, the results have been beyond my expectations. I think the mixture of students and their skills in my group were exceptionally good. So, in this regard I was very lucky. Additionally, we got excellent support by ECOIST people. In the aftermath of the workshop, our project for the plaza in front of the shopping center USCE, received very positive response by the management and it is very likely that it will be realized soon. So the group stayed together (through social media) even after ECOWEEK. However, I must say our working situation was very unusual: for three days we were 'locked up' in one of the shops of the shopping center, without any daylight, ventilation or views to the outside. We somehow immersed in the world of 'super consumerism', but it was a good experience in order to better appreciate sustainable and 'green' architecture.





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Every organization has its own group of participants, mission, vision, and higher goals. With time, organizations grow and with them rise new possibilities and social responsibilities, opening new unique opportunities for collaboration and for contributing to something important. Every book that students read during their studies, teach them how to understand every small complex detail of architecture and the



Photo: © ECOWEEK 2013

profession. Possessing skills that can restore ruins into beautiful homes, or build bridges to connect people or even revitalize town squares for social interactions should not be taken for granted.

With proven expertise, knowledge and enthusiasm we can all help in making the world a better place no matter what is the subject or who are the users.



Photo: © ECOWEEK 2013



Photo: © ECOWEEK 2013

A good example of using energy and knowledge in the right way is participating in special projects that are aimed to specific users and with special task. ECOWEEK was involved in one of them: the extension of the Shorouq Association for the Empowerment of Palestinian Women. The Shorouq Center is located in Azaryia (Bethany) in the West Bank (Palestinian Authority). The town of Azaryia has a predominant Muslim population of 30,000. The town is an important destination for Christian pilgrims, as the tomb of St. Lazarus is located there. Through a contact, ECOWEEK was informed about the plans of Shorouq to expand its Center. Then, it got in touch with Shorouq, and proposed to offer free design services without a commitment to implement the ECOWEEK proposal. Shorouq director Fatima Faroun, agreed enthusiastically. The Shorouq workshop was one of the ECOWEEK 2010 workshops in the Middle East, that took place for the first time in July 2010.

The workshop was headed by three architects: Israeli-South African architect Dan Price, and Palestinian architects Ziad Jallad and Mia Haseba. The workshop participants comprised of a diverse group of students from around the world: UK, Greece, Israel, Italy, and Palestine. The

team worked closely with the Shorouq team and through this very close collaboration, the team of ECOWEEK offered Shorouq three proposals, out of which one was chosen. Then the team supported the design work of a local Palestinian architect who did the engineering calculations and drawings and applied for a building permit. Finally, thanks to a grant by the Belgian Embassy, the Shorouq Center renovation and remodeling was implemented.

Architect Dan Price – one of the workshop leaders - recalls his experience of the workshop:

"I was asked to lead one of the workshops in ECOWEEK 2010 in the Middle East. Although initially I felt quite skeptical, the general enthusiasm within ECOWEEK was infectious. The design task of the workshop was to redesign and design a new addition of the Shorouq Palestinian Women Association located in Alazaryia (Bethany) in the West Bank. Fatima Faroun, the director of the Association and a local leader for women's empowerment was our 'client' and host at Shorouq. Thanks to the close collaboration between ECOWEEK and Shorouq, and a grant from the Belgian Embassy, the proposal of the workshop was built!"



A photograph of a stone wall with large white letters 'UP' in the foreground, partially obscured by a green diagonal overlay. The wall is made of rough, grey stone blocks. Behind the wall, there are dense green ferns and a white structure. The ground is dirt with some grass and twigs. A wooden pallet is visible on the right side.

A look into the future



There are moments in life when it is necessary to perform a retrospective analysis of a past action in order to plan our next step. Predicting the future is not an easy task and prognoses about the future are always a never-ending discussion. Insight and vision have always been great guides, like a light that can lead through dark times and situations. We've glimpsed through ECOWEEK's past. Now its founding Chairman architect Dr. Elias Messinas will help us look into the future.

Story:  
Mirjana Uzelac Filipendin  
Photos:  
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Dr. Elias Messinas, founding chairman of ECOWEEK

**What is a higher goal for the future? Where do you see ECOWEEK for its 20th anniversary?**

This is a very good, but difficult question. I will tell you why: ECOWEEK has had a very organic growth and development. There was no five-year plan that set out a roadmap for ECOWEEK to follow and grow accordingly. Instead, ECOWEEK is growing organically. It constantly evolves and changes and adapts to given needs, circumstances and challenges. It is hard to tell today how ECOWEEK will be in 20 years – just because we don't know where the world will be in 20 years. On one hand I wish that ECOWEEK would become redundant, as academic institutions will be teaching sustainability and students will have access to high quality training and learning on these issues within their school, and that the general public would be so environmentally conscious and aware that we would have nothing to add. On the other hand, there could be dramatic changes in the world – social, financial and environmental – to

the point that ECOWEEK would have to redefine its strategy, in order to be more effective in its mission. We live in very dynamic times. This is both good and bad. It is good because there is a lot of opportunity to do things and intervene, but on the other it is bad, because there is also less stability, and in order to operate and grow you need some sense of stability. In general, if I would dream for a second and see ECOWEEK in twenty years, I would like to see a global organization, surrounded by energetic and enthusiastic young professionals, leaders in their communities, running GREENHOUSE centers and projects for the benefit of local communities. I would like to see ECOWEEK gatherings in the form of conferences and workshops taking place more often in more cities and countries around the world. Making more students conscious and aware and committed to integrating the environmental component in their work and career, and making a personal example for others to follow. I would like to also see the world in general making a shift in priorities, putting health, happiness, fairness, cooperation, reciprocity and values before personal gain, exploitation of others, and greed.



We strongly encourage you to visit the web, search for the next ECOWEEK event and become part of the change. ECOWEEK organizers are inviting you to the scheduled events in 2013:

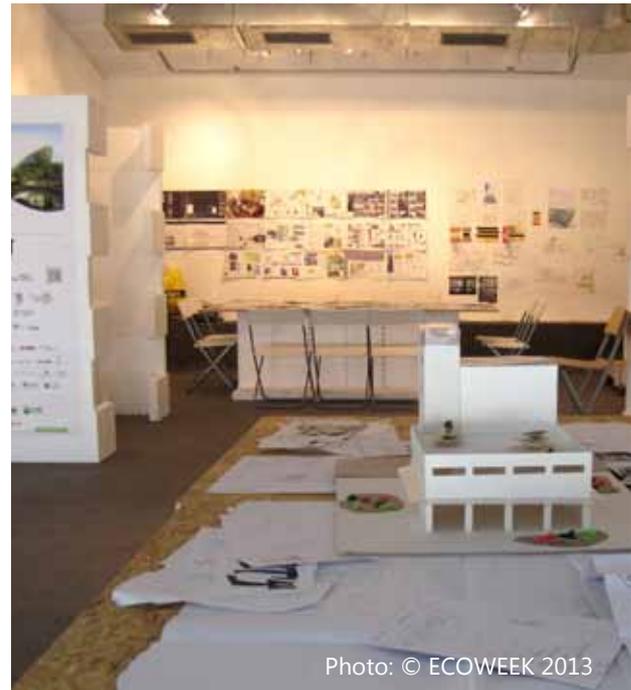
**Copenhagen – 13-19 May**  
**Istanbul – 17-21 June**  
**Rome – September 2013**

The change is here you just have to catch up with the rhythm, do it in your own way and believe in what you are creating. Thank you for your attention. It was a pleasure working for all of you!

**Krakow – 21-27 October**  
**Ljubljana - coming in 2014**  
**London- coming in 2014**

\*Please check more detail information about the future events here\*





ECOWEEK participants' feedback:

'ECOWEEK is one of the best programs for students in Europe.' (ECOWEEK 2011 participant)

'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.'

'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.'

'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!'

'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.'



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