



ECOWEEK NEWS 01.13

MAKING A DIFFERENCE: ONE (more) WORKSHOP AT A TIME

As we enter the 8th year of activity, it is inevitable to re-evaluate where we were and where we are, and to reset our path, our focus and priorities. No doubt, 2012 was a hard year - at least, for many of us – but taught us a lot. Not only in terms of how we pursue our work, how we deal with people, but also how we can **work together**. No doubt, that despite the difficulties, we also gained a little more wisdom, a little more experience and new tools to cope with what is yet to come.

Architects and designers we have seen – in many cases - our professional markets shrink. For the younger professionals and fresh graduates, the present crisis is certainly a challenge to your career: **what to do?** How to circumvent the present situation? Which way to go? Leave the country or keep searching for work? How to identify the opportunity? Believe it or not, we are all asking the same questions. We all face the same dilemmas. Once I asked a very famous architect, with great projects built and published, whether he ever reconsidered his choice to become an architect. He answered: 'Every day.' I was surprised then, as a graduate student. I am not surprised today.

And so, we design our own path and make our own choices – which do not necessarily apply to

everyone. When others choose to shrink and to exclude in order to save resources, we choose to expand and to be more inclusive, in order to bring more resources into the palette. When others may choose to isolate themselves and so protect themselves, we choose to open up, invite cooperation, so that we are stronger as a team. When others may choose to focus on their own context, we choose to reach out, and be helped and supported by helping and supporting others. When others may choose to disregard the environmental agenda - since 'it is good for times of prosperity,' we choose to work with **sustainability**, as the best strategy to simultaneously solve more than one problems, and not create new.

This is why during 2012 the ECOWEEK workshops expanded from 3 cities in 2011 to 8 cities in 2012, and planned for 11 cities in 2013. In each city most of the projects, and **sites** are **real**, the program and context are **real**. The limitations, challenges, and concerns are **real**. The recipient **communities** are **real**. Often, the workshops involve **hands-on building** things, and working with - often **recycled - materials**, and **people** in their own neighborhoods. We have the opportunity to see some of our **projects built**, some we build with our own hands, and we even have the satisfaction to see **people using them!**

Hassan Fathy, the Egyptian architect and author of 'Architecture for the Poor' told me when I met him in Cairo in 1989: 'you, young professionals, should stop looking at the foreign magazines for inspiration. You should look at your community, and how you can be creative and innovative, by creating solutions for your own people!'

Fathy's words resonate even louder today as we work together in the ECOWEEK workshops in Thessaloniki, Rome, Belgrade, Krakow, Jerusalem, Copenhagen, Azaryia, Istanbul, Tel Aviv and other cities. By making a difference in the local communities, and by making a difference in the way we perceive of our profession and its opportunities. One workshop at a time...

Wishing you and your families a **Happy New Year**, and we hope to see you again soon!

Best, Elias

Elias Messinas

ECOWEEK Founding Chairman

ECOWEEK Workshops: What's next?

The planned workshops for 2013 offer a variety of contexts - cultures, religions, languages, patterns, colors, textures - planning and design assignments, a diverse group of workshop leaders, and - we hope also - a diverse and enthusiastic group of participants from around the world. We have extended the Early Bird deadlines to make it affordable for whomever wants to join us at an affordable cost. The list of the workshops is listed to the right. We look forward to seeing you again!

ECOWEEK in the MIDDLE EAST: MVRDV, Seymour Powell, and 'green' week in Tel Aviv!

ECOWEEK is getting ready for the Middle East workshops and conference with many exciting things in the planning: keynotes by MVRDV, SEYMOUR POWELL, Maciej Siuda (the DEVEBERE project), Nicola Delon (ENCORE HEUREUX) - more lectures in the planning - a 'green' week planned in the Port of Tel Aviv - [more](#) - and real projects in Jerusalem, Azaryia - among them a sustainable pilgrims trail with light **tourist development and landscape design**, that connects the Mount of Olives to the Tomb of St. Lazarus and St. Lazarus Spring - a **bio-mimicry** workshop, a workshop in the **industrial zone of Bat Yam**, the new **'green' headquarters in Tel Aviv**, an **installation in Rabin Square in Tel Aviv** and others. ECOWEEK also includes an **exhibition of the ECOWEEK workshop proposals** at the [ZEZEZE architecture gallery](#) and more! The projects are on real sites, with the authorities and local communities supporting the groups as the clients and consultants, with the potential of developing and implementing the



Upcoming Events

15/1

Early Bird Registration CLOSSES

[More](#)

3-8/3

ECOWEEK in the MIDDLE EAST
Israel & West Bank

*MVRDV, SEYMOUR POWELL,
and more*

[More](#)

15-21/4

ECOWEEK in THESSALONIKI
POLYFORM, and more

[More](#)

13-19/5

ECOWEEK in COPENHAGEN
New Nordic Living - with KEA

[More](#)

17-21/6

ECOWEEK in ISTANBUL
with Mimar Sinan FA University

More details to be posted

Before the end of 2013:

ECOWEEK in Rome

ECOWEEK in Krakow

ECOWEEK in Romania

ECOWEEK in Cyprus

ECOWEEK ideas!

[Read more](#) about ECOWEEK in the Middle East - Early Bird registration closes in January 15.

ECOWEEK & ZEZEZE Gallery: Joining 'green' spirit and matter

ECOWEEK is planning its first exhibition with a retrospective of ECOWEEK workshop projects, to open at [ZEZEZE architecture gallery](#) at the Port of Tel Aviv in February 24, through March 13, 2013. More details on the exhibition [here](#) and more details will be posted shortly.

More details to be posted

ECOWEEK in 2014:

Stay tuned for a very unique travel workshop in Europe!

Also coming up:

ECOWEEK in USA

ECOWEEK in Slovenia

ECOWEEK in Ukraine

More details to be posted

[follow on Twitter](#) | [friend on Facebook](#) | [forward to a friend](#)

Copyright © 2013 ECOWEEK ... habits change ... climate change, All rights reserved.

You are receiving the ECOWEEK news as a member of the ECOWEEK network.

Our mailing address is:

ECOWEEK ... habits change ... climate change
POBox 100
Aegina, PA 18010
Greece

[Add us to your address book](#)

[unsubscribe from this list](#) | [update subscription preferences](#)