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december 18 | 19 2019 ROME

CREATIVITY and REALITY

THE ART OF BUILDING FUTURE CITIES



Book of Abstract

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Dottorato di Ricerca in Architettura e Costruzione
Dipartimento di Architettura e Progetto
Sapienza Università di Roma



1ST ICONA
INTERNATIONAL CONFERENCE
ON ARCHITECTURE

**CREATIVITY
and REALITY**

THE ART OF BUILDING FUTURE CITIES

december 18 | 19 2019
ROME

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CALL FOR ABSTRACT

The field of knowledge defined by the terms “creativity” and “reality” may be considered the permanent framework for a reflection on innovation and the transformation of architecture and cities.

However, it should be noted that in current decades, creativity as the engine of human invention and reality as a response to human needs have had, as their dominant field of application, technological innovation rather than the development of new city images. In recent times architecture and world cities have been especially “designed” by neoliberal, global and urban policies following the realization of mega-events, shopping malls, gated communities, large scale facilities, urban villages, spectacular architectural objects, territorial infrastructure and immaterial networks.

Moreover, while the urban transformations of the European cities are still designed according to the tradition of the last two-centuries, the challenge to design within informal contexts emerged as an inevitable need to match and support the cultural and social identities of the enormous “informal” and “illegal” communities, to deal with inequalities and “expulsions”, to improve living conditions and make urban space more democratic, technological and dialogic. Within this framework of “Plural Urbanism” rethinking the concepts of Creativity and Reality can be an important contribution to the construction of an “open city” in which sympathetic imagination, realistic and bold innovation will still be considered the architect’s principal means and can still feed the art of building the future city and architecture according to its actual realities, needs, emergencies, for pursuing a widespread human wellbeing and tackling the forces hidden in the global changes.

The theme of the conference is presented in seven topic tracks:

- a. Formal and Informal; b. Art and Artefact;
- c. Autonomy and Heteronomy; d. Vision and Reality;
- e. Memories and Places; f. Form and Structure; g. Policies and Rules.

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Memory of architecture as design approach. Building a new exhibition and office building in China

Track e / Memories and Places

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Key words: memory, theory, Leon Battista Alberti, contemporary, China

The proposed speech presents a research work, based on a real case-study, on interdisciplinary architectural design developed by some professors and researchers of the Department of Architecture of the University of Florence in 2018.

The multidisciplinary team was guided by Riccardo Renzi (architectural design) as Scientific Coordinator and Head of Design, with Mario De Stefano (structural design) and Claudio Piferi (building system design). The research was developed after the team group was invited, as University of Florence-Architecture Department candidate, to design a new exposition and office building in China at the 1st International Sustainable Building Design Competition (1st IGEB) promoted by the China New Building Materials Design & Research Institute set in Hangzhou City in collaboration with the Chinese Society for Urban Studies based in Beijing.

The aim of the competition was building a new “district” of sustainable architecture in 2020. The general masterplan of the new sustainable “district” was set in early 2018 before the competition launch and the research teams invited could not change it. The submitted design has been prized among the thirty buildings winner, has been initially prized as finalist among almost one hundred and fifty teams by an international jury. All the winning entries are now going to be built in the Energy Efficient Building New Technologies and Products Expo

2020 in Changzhou city, Jiangsu Province close to Shanghai city.

The goal of the research was to demonstrate how contemporary architecture could be able to express permanent value of architecture, its root system of memory, through the language.

The submitted proposal was developed on the idea that architecture had, has and will always have a strong connection to its original values. Based on, mainly, Vitruvius and on Leon Battista Alberti’s theories, (implemented by Le Corbusier’s approach) architectural design plays with some essential rules: geometrical control of shape, proportions, harmony between its parts, balance between the whole and the detail.

The research design was based on these eternal rules that guided the hard operation of designing a new, contemporary building in an “apparent” absence of surrounding context, as the “open land” Chinese plot of design.

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