Do clowns really die? Do princesses answer letters? Do we picture death as a white horse? Where do old words go when they disappear? Do clowns really die? Do princesses answer letters? Do we picture death as a white horse? Where do old words go when they disappear?


Projects that deal with broad expanses of territory do not allow the architect to find responses through a single design intervention. In these cases, we often accumulate diverse project solutions that derive from a range of political and economic circumstances. When dealing with these sites, should the architect consider past positioning as an opportunity for a new proposal?

Elia Zenghelis (Athens, Greece, 1937) is an architect and educator from a range of political and economic circumstances. When dealing with these sites, should the architect consider past positioning as an opportunity for a new proposal?

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A project, by definition, is always an encounter. The passing of a question is a trigger for the innovative process, or in other words, an event. Encounters sometimes take place with other previous projects. This is St. Catharine’s College, which is an experimental project that was designed by Oscar Niemeyer and Campanella. The building was built for the University of Cambridge and is a landmark example of modern architecture. This project was completed in 1958 and has become an icon of architectural innovation. The purpose of this encounter was to explore new possibilities for architectural design and to challenge the conventional understanding of what an architect can do, while simultaneously encouraging the architectural community to approach the familiar things without preconceptions. We ask our students to think like design entrepreneurs and to broaden as much as possible the definition of what an architect can do, while simultaneously understanding the role and responsibility of the architect.

This is a work-in-progress, and it is the job of students to explore new ways of thinking about architecture and to develop new ways of working with others. The goal of this program is to create a platform for students to explore new possibilities for architectural design and to challenge the conventional understanding of what an architect can do, while simultaneously understanding the role and responsibility of the architect.

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11.00 | 14.00 (IE University, Sala Capitular)
PYO Arquitectos
Sastre Vielba Arquitectes
Vidal | Pons | ...
Three young studios will present housing projects that have the ability to become city.
Event coordinator: Jaime Mayol

12.00 | 14.00 (IE University, Sala 142)
Jacob Benbunan
CEO, Saffron Brand Consultants
Jacob Benbunan co-founded Saffron with Wally Olins in 2001. The motto of the company is to "help transform brands and businesses with the clarity of visionary thinking and the courage of bold ideas." Understanding the power of clear communication and good design, Benbunan will talk to students about techniques and messages to communicate architecture effectively. We will focus on how to successfully prepare strategies and designs for portfolios.

18.00 | 18.50 (IE University, Sala Refectoria)
Lu Wenyu and José María de Churrtichaga in conversation with Noelia Sastre
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