

# Architecture Matters

Inspiration Business Network



Boys playing, Chechnya 2004, photo: Jan Grarup, madebygrarup.com

date

24–26 March 2021 *digital edition*

infos &  
registration

[www.architecturematters.eu](http://www.architecturematters.eu)    [welcome@architecturematters.eu](mailto:welcome@architecturematters.eu)

For each participant an individual conference access will be set up.

focus 2021

## THE NEXT GENERATION – Opportunities, Acceleration, Transformation

The Architecture Matters conference premieres its first-ever “digital edition” – with focus on the dramatic shifts our cities are currently experiencing, the search for new ideas about the future. Three days of fresh, unconventional impulses from architects, urban planners, developers, and start-up entrepreneurs. Featuring lectures, panel discussions, and plenty of opportunities for dialogue with a workshop, speed dating, meet-the-press, and lounges.

Architecture Matters **day #1** will open with a special guest on a special occasion – Reinier de Graaf, OMA, and his new book “The Masterplan”. The following lectures and discussions revolve around the transformation of inner cities with a special focus on office buildings and new working environments, new retail concepts, reflections on the city as a whole, as well as a dedicated perspective from Russia. In our Lounges, we’ll explore these questions in depth as small groups together with experts. **Day #2** opens with the Dezeen Talk and **day #3** with our Munich Session, a discussion about new high-rises for Munich. Subsequently we concentrate on exchange in small circles with a focused workshop (building upon impulses from day #1), and quick networking through speed dating.

# Architecture Matters

## Inspiration Business Network

### speakers 2021

With guests from the fields of architecture, the real estate industry, politics, and culture. Including among others:

- **Olga Aleksakova, Julia Burdova**, Buromoscow, Moscow
  - **Katharina Benjamin**, kntxtr, Leipzig
  - **Jürgen Büllesbach**, OPES Immobilien, Munich
  - **Ralf Büschl**, Büschl Unternehmensgruppe, Munich
  - **Reinier de Graaf**, OMA, Rotterdam
  - **Katja Eichinger**, author, journalist, Munich
  - **Karim El-Ishmawi, Chris Middleton, Angelika Donhauser**, Kinzo, Berlin-Munich
  - **Marcus Fairs**, Dezeen, London
  - **Jan Friedrich**, Bauwelt, Berlin
  - **Eva Herr**, Urban Planning Office, Cologne
  - **Christoph Ingenhoven**, ingenhoven architects, Düsseldorf
  - **Christian Meister**, Hines, Munich
  - **Ulrich Höller**, ABG Real Estate Group, Munich
  - **Mark Phillips**, University of Applied Sciences, Coburg
  - **Elisabeth Merk**, Department of Urban Planning, Munich
  - **Tobias Sauerbier**, SIGNA, Munich
  - **Markus Urban**, Eviday (startup), London
- Curated by **Nadin Heinich**, plan A

### about Architecture Matters

Architecture Matters is an international conference on the future of architecture and cities, which brings together all relevant stakeholders from architecture, real estate, and politics. A provocative platform for the curious and the courageous – exploring urban utopias and entrepreneurial visions. With lectures, panel discussions, workshops, speed dating, etc.

Architecture Matters was launched in 2016 by Nadin Heinich and will take place for the first time as a “digital edition” in 2021.

[www.architecturematters.eu](http://www.architecturematters.eu)

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### organiser

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# Architecture Matters

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### partners

**supported by:** Bavarian Ministry of Economics, SIGNA, Böhm Mohr Kleiner & Partner, Hines, aer, Axor, dormakaba, Gira, Miele, Schüco, TECE

**media partners:** architektur.aktuell, Bauwelt, brand eins, Detail, Dezeen, Immobilien Zeitung, kntxtr

**cooperation partners:** BDA Bayern, bayern design, Bayerische Architektenkammer, Bundesverband freier Immobilien- und Wohnungsunternehmen BfW, Schnitzer&, Urban Land Institute ULI

# Architecture Matters

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**Book Preview**  
Wednesday,  
24 March 2021  
9:30–10:30

attendance: unlimited

registration:  
welcome@architecturemat-  
ters.eu

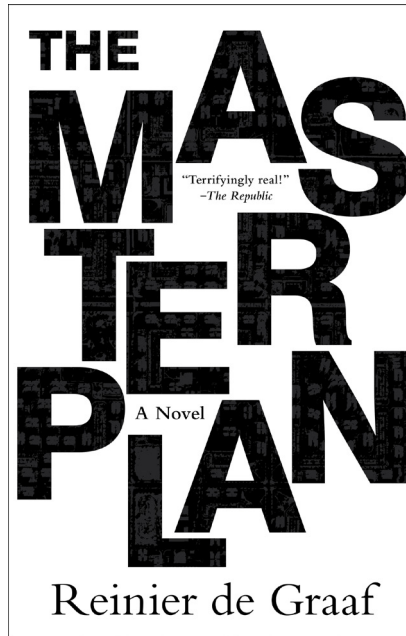
**Talk in Small  
Circle**  
Wednesday,  
24 March 2021  
10:30–11:30

attendance: limited

registration:  
welcome@architecturemat-  
ters.eu

**BOOK PREVIEW: REINIER DE GRAAF – THE MASTERPLAN**

About an architect and his Icarus flight to fame



Chronicling the trajectory of an architect craving recognition, “The Masterplan” unfolds as a fictional reconstruction of an architectural dream blown to dust by bigger forces. When asked to design the capital of a young African republic, Rodrigo Tomás sees the opportunity of a lifetime. Eager to outshine his famous father he accepts, but he soon discovers that not all is what it seems...

The story of his involvement comes to reveal a larger story – of an emerging nation’s struggle with colonial residue, the growing Chinese influence in Africa and the fraught workings of a global real estate market. Caught in the crossfire, the architect must recognise that his choices have unexpected implications. Will there be time to adjust course?

“The Masterplan” is the first novel by architect Reinier de Graaf, the author of the critically acclaimed “Four Walls and a Roof: The Complex Nature of a Simple Profession” (Harvard University Press, 2017) – a collection of essays on contemporary architecture praised for its stylistic wit and honest portrayal of architecture’s entanglement in political and economic power structures.

*Following the Book Preview we invite you to a talk in a small circle together with Reinier de Graaf.*

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## Inspiration Business Network

Wednesday,  
24 March 2021  
10:30–14:00

attendance: unlimited

registration:  
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### FOCUS: TRANSFORMATION OF INNER CITIES

#### Lectures and discussions with:

- Olga Aleksakova, Julia Burdova, Buromoscow, Moscow
  - Katja Eichinger, author, journalist, Munich
  - Eva Herr, Urban Planning Office, Cologne
  - Karim El-Ishmawi, Chris Middleton, Angelika Donhauser, Kinzo, Berlin-Munich
  - Ulrich Höller, ABG Real Estate Group, Frankfurt
  - Mark Phillips, University of Applied Sciences, Coburg
  - Tobias Sauerbier, SIGNA, Munich
  - Markus Urban, Eviday, London
- moderation: Nadin Heinich, plan A, Jan Friedrich, Bauwelt



Karstadt at Hermannplatz. SIGNA, David Chipperfield Architects. Berlin, Building in planning. © SIGNA, David Chipperfield Architects

What's left after the hype of the home office? What do office buildings need in order to function in the future as places of working together, dialogue, and learning? How to react on the rapid transformation in commerce? What are future-oriented concepts for large department stores? What will replace the social function of "analogue" shopping – and what about its sensual qualities? Do all these upheavals finally offer the possibility for more urban housing downtown? And what does that mean for the city as a whole? We complete day #1 with a dedicated perspective from Russia.

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Inspiration Business Network

Thursday,  
25 March 2021  
9:30–11:00

attendance: unlimited

registration:  
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in cooperation with Dezeen

DEZEEN TALK: BOOK LAUNCH

“The Masterplan”, a novel by Reinier de Graaf

with: Reinier de Graaf, OMA, Rotterdam; Marcus Fairs, Dezeen,  
London; Olga Aleksakova, Buromoscow, Moscow + special Guest



Kilamba New City, Luanda, Angola, photo: OMA

“A novel is a piece of architecture. It’s not random wallowings or confessional diaries, it’s a building — it has to have walls and floors and the bathrooms have to work.” John Irving

Why would architects write and why would they write fiction? What does writing bring that building can’t? What is the power of words in the age of Instagram? Architecture Matters and Dezeen invite you to a discussion about Reinier de Graaf’s first work of fiction.

Chronicling the trajectory of an architect craving for recognition, “The Masterplan” unfolds as a fictional reconstruction of an architectural dream blown to dust by bigger forces.

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## Inspiration Business Network

Friday,  
26 March 2021  
9:30–11:00

attendance: unlimited

registration:  
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### MUNICH HIGH-RISES

Discussion with:

**Jürgen Büllesbach**, OPES Immobilien, Grünwald; **Ralf Büschl**, Büschl Unternehmensgruppe, Munich; **Christoph Ingenhoven**, ingenhoven architects, Düsseldorf; **Elisabeth Merk**, Director of Urban Planning Munich; **Tobias Sauerbier**, SIGNA, Munich



Munich at Night with the tower of the BMW Headquarters and the Allianz Arena

New high-rises for Munich – what are the next steps? What do high-rise buildings give back to the city? What drives the different stakeholders? What are the prerequisites for a sustainable high-rise? We invite you to a discussion between the city, architects, and some of Munich’s leading project developers.

With Elisabeth Merk, Munich’s Director of Urban Planning; Jürgen Büllesbach, OPES Immobilien; project developer Ralf Büschl, who envisions two high-rise buildings on the area surrounding the historically listed Paketposthalle; Tobias Sauerbier, SIGNA; and architect Christoph Ingenhoven, who has been designing high-rises for Munich, throughout Germany, and around the world.

Studies on high-rises in Munich from 1977 and 1995 are now being updated, based on a report by 03 Architekten, which was presented to the Urban Planning and Building Regulations Committee in February 2020. The draft of the new study builds on the city’s existing high-rise strategy, the so-called “Muenchner Linie” (Munich Line), balancing traditional values and new impulses.

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Wednesday,  
24 March 2021  
12:45–14:00

attendance: limited

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### KINZO-LOUNGE: THIRD PLACES

New working environments from urban quarter to artificial intelligence *expert small-group talk*

with: **Karim El-Ishmawi**, **Chris Middleton**, **Angelika Donhauser**, **Kinzo**; **Mark Phillips**, University of Applied Sciences, Coburg; **Markus Urban**, Eviday



photo: Kinzo, KWS-Saat, Berlin, 2020

Kinzo – in 1999 it was a club in Berlin founded by three friends and named for a well-known tool manufacturer. In 2005 they founded an architectural studio together. Today, they are experts for working environments who are in tune with the times. Soundcloud, Suhrkamp, and Zalando count among their clients. Kinzo’s special approach: before starting on a design, they first take a big step back. They develop their projects from the perspective of the users, translating a company’s ideas and processes into a tailor-made design. Now they are applying their holistic design philosophy to the design of entire city quarters – boldly combining guest suites and coworking spaces, gyms and laundromats, roof gardens and daycare centres to create urban communities.

In this Lounge you’ll gain deeper insight: How can a sense of “home” be created for companies and their employees, especially given the growing importance of mobile working? What are the needs of developers and future users? How can AI be used to maximise employee wellbeing and productivity?



# Architecture Matters

## Inspiration Business Network

two-part  
workshop:

Thursday,  
25 March 2021  
11:00–14:00

Friday,  
26 March 2021  
11:00–14:00

attendance: limited

application:  
welcome@architecturemat-  
ters.eu

### HINES-WORKSHOP

Rethinking Neuperlach  
*ideas workshop for a former Allianz office complex*

Workshop leader: **Christian Meister**, Managing Director, Hines;  
**Nadin Heinrich**, plan A



photo: Hines

This workshop involves an actual development project. Together with Hines, a global project developer, we invite you to develop a concept for the former Allianz office complex in Neuperlach.

Neuperlach, built in southeast Munich from 1967 onwards, is one of Germany's largest German satellite towns. Characterised by large housing estates and wide, green spaces, this district will undergo further development in the coming years, in close dialogue with its residents. The former Allianz administrative complex from the 1990s will also reconfigured for a new era: CO<sub>2</sub>-neutral, sensitively redensified without additional surface sealing, and a lively programme with a daycare centre, café-bar, gym, co-working spaces, etc. – instead of pure office use.

Small teams will develop concept studies and present them to Hines and international guests. What's important: unbiased feedback, open and honest exchange. Winners will take part in the actual planning of this site.

This workshop is especially interesting for young, ambitious architectural offices looking to expand their activities.

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Thursday,  
25 March 2021  
11:00–14:00

## DIGITAL SPEED DATING

Speed dating for (young) architects, developers, housing industry

Friday,  
26 March 2021  
11:00–14:00

attendance: limited

application:  
welcome@architecturemat-  
ters.eu



photo: Jordan Whitfield via Unsplash

A central aim of Architecture Matters is to strengthen networking between architecture and the real estate industry. Our speed dating sessions bring together fascinating (young) architects with project developers and the housing industry to help bring fresh new ideas to life. Speed dating is a fun, direct way to grow your network!

Spots are limited. Participants will be selected by our jury: **Katharina Benjamin**, kntxtr; **Jan Friedrich**, Bauwelt; **Christiane Thalgott**, Planning Commissioner, ret., Munich

Moderation of speed dating sessions: **Katharina Benjamin**, kntxtr; **Jan Friedrich**, Bauwelt; **Johannes Mohr**, BMK; **Michael Schuster**, TECE