



On Architecture

OPEN CALL

V International Conference and Exhibition

“On Architecture”

Gallery of Science and Technology - Serbian Academy of Sciences and Arts, Đure Jakšića 2, Belgrade, Serbia

7-8 December 2017 #Conference

6-16 December 2017 #Exhibition

Fifth Edition of the Conference and Exhibition continue to discuss complexity and various meanings of architecture. Interdisciplinary approach is a milestone in defining thematic blocks: I - Complexity and Architecture, II - Reworking the City Through New Architecture, III - Facing the Future, IV - Innovation in Art, Architecture, Science and Technology in Digital Era.

We are experiencing an unprecedented era in the history of urbanization. Some of the defining challenges of the 21st century are managing the pace of urban growth, creating new approaches in architecture, increasing the quality of living spaces, as well as controlling the environmental quality. At the same time, they also present an opportunity to create living spaces that are smarter, more efficient, more sustainable, and more equal and safer.

The theme of the conference is innovation and creativity in modern society, with the focus on art, architecture, technology, and science as being among the leading proponents of innovative change. Innovation has always been present in human endeavors to solve problems, organize community better, improve the quality of life, work more efficiently, and so on. However, the digital age has brought about unprecedented challenges as well as possibilities of innovation in all spheres of daily life, resulting in a growing need for inter-, multi- and trans-disciplinary approach in, art, architecture, science and technology.

These themes will consider substance of architecture through all its dimensions always thinking of it as an art

and technology. The substance will be discussed regarding various points, processes and trends that contribute to new aesthetic and functionalism: globalization, new approaches to design, innovative technologies, projects, and materials.

I - COMPLEXITY AND ARCHITECTURE

- Phenomenology of Architecture,
- Architecture and Art,
- Technology and Architecture,
- Scale of Design - from Micro to Macro.
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II - REWORKING THE CITY THROUGH NEW ARCHITECTURE

- Protection of Heritage/ Restoring a Tradition,
- Roots of Architecture,
- Challenges - Architectural Inspiration (in Heritage and History; in New Technologies and Media),
- Reshaping Architecture, Reshaping Cities,
- Research for Future Cities (the Future of the City).

III - FACING THE FUTURE

- Utopia and Architecture (Utopian Visions),
- Challenges in Architecture (Brand and Architecture: New City Icons, Architecture and Design: Thoughts on Architecture through Drawings, Art vs. Architecture or Art & Architecture?),
- Shape in Architecture (Face of the Building – Surface Finishing, Shape, Interior),
- Between Utopia and Reality (Innovative designs and new forms, Innovative technologies and new Language of Architecture),
- The role of new technologies / nanotechnology, robotics (New Architecture, Sustainability and sustainable architecture, Resilient development, Smart development, smart houses, 3D-printed houses).

IV - INNOVATION IN ART, ARCHITECTURE, SCIENCE AND TECHNOLOGY IN DIGITAL ERA

- New Media Arts and Architecture,
- Art and Architecture vs. Digital Culture/Cyberculture,
- Living architecture,
- Creative Space: Interior, Green space, Built world/ Street world, Augmented space,
- Creative design,
- Virtual and augmented reality in art and architecture
- 3D Mapping,
- Globalization and New Media,
- Rethinking the “New” in “New Media”/ Remedialization,
- Philosophy and Theory of New Media.

Realization

STRAND – Sustainable Urban Society Association, Belgrade, Serbia

Exhibition Awards

The International Jury, will evaluate and award Best Exhibition Entries as **Micro** and **Macro Award**.

STRAND International Design Awards are dedicated to the recognition of implemented projects, as well as projects and competitions in the field of architecture design, interior design, furniture design (home and street or public decor), public space design, urban design, smart city design, art projects, new ideas and their exemplary implementations.

Key Dates

15 May	First Call
30 June	Deadline for Abstract Submission (250-300 words)
7 July	Abstract Acceptance Notification
15 September	Deadline for Exhibition Application (illustration of work and description)
30 September	Paper Submission
15 October	Exhibition Poster Submission (digital version for Jury and evaluation)
30 November	Exhibition Poster Submission

Info

Abstracts for the Conference (250-300 words) and/or Exhibition Application (with illustration of the work and short description 70-100 words) should be sent by email to info@strand.rs

Registration

Conference Registration includes:

- Conference pack including Program, Book of Abstracts & Exhibition Book and Proceedings CD.
- unlimited and free access on all Conference days and Exhibition with coffee breaks,
- participation at all side events Opening of the Exhibition, Welcome Reception,
- free Registration for Keynote Talks - Case Netherlands [15 September]

STRAND offers the following conditions for participation (each fee is valid for one person):

Type of participation	FEE for Registration and Payment	
	until 1 October	after 1 October
For Author of 1 contributed Paper	EUR 120	EUR 180
For Author of 2 contributed Papers	EUR 180	EUR 250
Student Author up to 30 years of age*	EUR 80	EUR 120

*Proof of PHD Student status will be required, e.g. scanned copy of institutional letter confirming status, sent to info@strand.rs.

Exhibitor Registration includes:

- participation at all side events Opening of the Exhibition, Welcome Reception and Awards Ceremony,
- copy of Abstracts & Exhibition Book,
- free Registration for Keynote Talks - Case Netherlands [15 September]

STRAND offers the following conditions for participation:

Type of participation	FEE for Registration and Payment
	until 15 September
Standard Fee for 1 Poster	EUR 50
Standard Fee for 2 Posters	EUR 75

*All submitted Posters are sent for judging and will be displayed at Exhibition.

**Registration and Payment is required with the Exhibition Application.

***Please note that the Posters submitted printed and mounted on foam board for the Exhibition must have identical Layout as the one previously submitted by email for the Jury and evaluation process. For the foreign applicants STRAND organization can offer service of printing if needed.

Instructions for Payment

Registration fee for foreign participants is to be paid in EUR with the following payment instructions.

Beneficiary:

Name: Asocijacija za razvoj održive urbane zajednice – STRAND

Address: Njegoseva 46, 11000 Beograd, Republic of Serbia

Bank Account: Sberbank Srbija AD, Bulevar Mihaila Pupina 165g, 11070 Novi Beograd, Republic of Serbia

IBAN: RS35285203120989190780

SWIFT: SABRRSBG

Reference: Conference On Architecture

Registration fee to be paid in RSD if the payment is made from Serbia with the following payment instructions.

Beneficiary:

“Asocijacija za razvoj održive urbane zajednice – STRAND”

Njegoševa 46, Beograd

Purpose of the payment: Conference On Architecture

Bank Account: 285-2035090000012-36

Amount: Total amount in RSD by official middle RSD exchange rate on the date of the payment.

For updates please browse www.strand.rs/conference.html

Registration and payment on site not feasible.