



**POLITECNICO
MILANO 1863**

DIPARTIMENTO DI ARCHITETTURA
E STUDI URBANI
DEPARTMENT OF ARCHITECTURE
AND URBAN STUDIES

SEMINAR

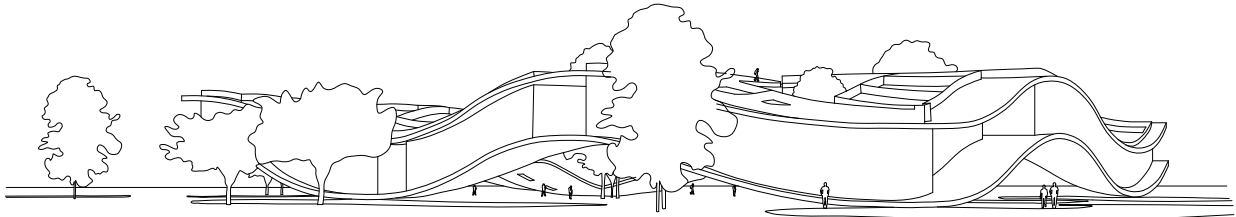
November 30, 2018, h. 11:15

Piazza Leonardo da Vinci 32 (MM Piola)

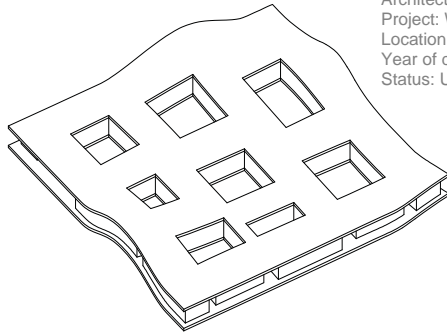
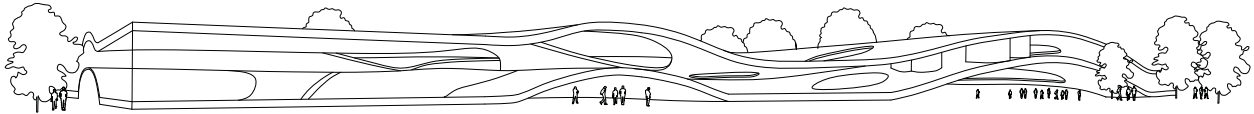
Building 3, ROOM S 1.9 (first floor)



**Transnational
Architecture and
Urbanism**

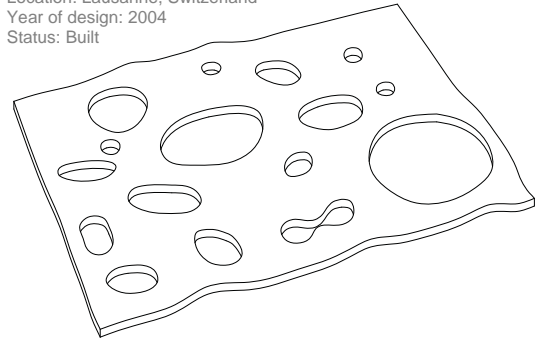


COPY + PASTE ARCHITECTURE AND TRANSNATIONAL URBANISM



Architect: MVRDV
Project: Wiener Weite
Location: Vienna, Austria
Year of design: 1999
Status: Unbuilt

Architect: SANAA
Project: Rolex Learning Center
Location: Lausanne, Switzerland
Year of design: 2004
Status: Built



Due to faster economies and more interconnected societies, architectural design practice has been accelerating dramatically. The circulation and transfer of existing architectural solutions and designs have been enabled by communication and design technologies and propelled by the urge for more cost-efficient design processes.

In their new book – *Copy Paste: The Badass Architectural Copy Guide* – Winy Maas and Felix Madrazo discuss the issue and suggest design and practical solutions. The recent research project *Transnational Architecture and Urbanism* conducted at Politecnico di Milano analyses the urban effects of the mobility of designers and the transfer of projects.

In this seminar, a selected panel of architectural scholars and practitioners will critically discuss emerging issues and approaches to architectural design and urbanism in a globalized world.

Speakers: **Felix Madrazo**, The Why Factory - TU Delft, and Inter.National.Design
Davide Ponzini, Politecnico di Milano

Discussants: **Ippolito Pestellini Laparelli**, OMA
Laurent Salomon, Atelier d'Architecture Rotbart/Salomon, Visiting Professor at Politecnico di Milano
Bostjan Vuga, SADAR+VUGA, Visiting Professor at Politecnico di Milano

Chair: **Alessandro Rocca**, Politecnico di Milano

Organization and information: davide.ponzini@polimi.it
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