

Seminar

Towards a Process-Driven Design Practice

A seminar held in conjunction with *Connecting Concepts*

Wednesday 21 November, 1.30–3.30pm (doors open 1pm)

FAAP (auditorium), Rua Alagoas 903, Higienópolis, São Paulo

Process-driven design is a hot topic, with experts agreeing that it will be necessary for a sustainable future. Join Premsele, the Netherlands Institute for Design and Fashion, and the Netherlands Architecture Institute as we explore this topic and discuss what is needed to allow the shift from a product-driven design approach to a process-driven one. The half-day seminar will take place at 1.30pm on Wednesday 21 November in the auditorium at FAAP in São Paulo. Admission is free.

What are the benefits when the architects and designers responsible for our urban environment stop building facades and start designing processes and sustainable solutions? Four designers and architects will briefly discuss their own practices and how process-driven design can improve urban life before engaging in a debate moderated by the economist and urbanist **Carla Fonseca**.

- **Herbert Seevinck** of **Bureau Mijksenaar** – famous for its airport wayfinding system in Amsterdam and now finalising one for São Paulo – will explain the agency's design approach.
- **Ton Venhoeven** will talk about how his architectural and urban planning firm, **VenhoevenCS**, works to improve the integration of infrastructure and urban development; with examples on a large scale (Delhi 2050) and on a small scale (school, Leiden).
- **Gisela Schulzinger**, director of ABEDESIGN – Brazilian Association of Design Companies – and professor of design at ESPM, will share her view on process-driven design in Brazil.
- Architect **Yuri Vital** will discuss his Box Houses (newly added to *Connecting Concepts*) and how to create aesthetically and functionally sound housing for people on modest incomes.

In this forward-looking seminar, we'll discuss how we can expand the concept of design beyond the product, and the opportunities and limitations this might bring. And we'll debate whether any other approach is even possible any more, as modern cities and societies in general get more and more complex. We'll also discuss who most needs to change: commissioners or designers?

Partners

Ministry of Education, Culture & Science

NAi

Premsele

FAAP

Holland Pioneers