

RE THEORIZING HOUSING WORKSHOP

IIAS + MCMH-EU Joint Event

Faculty of Architecture and Town Planning
Technion

27.11 Wednesday

Maurberger Building

- 9:00 - 9:30** Reception and welcome coffee
- 9:30 - 10:15** Greetings: **Yasha Grobman**, Dean,
Faculty of Architecture and Town Planning,
Technion, Israel
- Modern Architectures and the Zionist
Project **Alona Nitzan-Shifan** [Keynote]
- 10:15 - 10:30** Coffee break
- 10:30 - 12:30** Words of Housing: Terms for an
Architectural Manifesto [IIAS Workshop]
- 12:30 - 13:45** Lunch
- 14:00 - 17:00** Words of Housing: Terms for an
Architectural Manifesto [IIAS Workshop]
- 17:00** Why Housing? Israel - Palestine as a
Housing Enterprise
Yael Allweil [Keynote]

28.11 Thursday

Room 232 | Amado Building

- 9:00 - 10:15** Housing is not Architecture! Postwar
Debates within the French
Administration and their Consequences
on Building. **Sandra Parvu** [Keynote]
- 10:15 - 10:30** Coffee break
- 10:30 - 12:30** "Housing is an Empty Word."
Talking to Yona Friedman
Jesse Lockard [IIAS Workshop]
- 12:30 - 13:45** Lunch
- 14:00 - 17:00** European Middle Class Mass Housing
Cost Seminar
- 17:00 - 19:00** Housing: Between Object & Field
Gaby Schwartz [Tour + Lecture]
- 19:00** Reception

27-30 NOVEMBER

Hadarion

Balfour St. 23, Haifa

29.11 Friday

Hadarion

- 8:30 - 9:00** Reception and welcome coffee
- 9:00 - 10:15** eXtra Small Talk: Lexicon for Designing
Dwelling
XS Studio [Keynote]
- 10:15 - 10:30** Coffee break
- 10:30 - 17:30** European Middle Class Mass Housing
[COST Event - for COST members only]

30.11 Saturday

Hadarion

- 9:00 - 10:15** Concluding Roundtable
[COST+ IIAS Research Group]
- 10:15 - 10:30** Coffee break
- 10:30 - 12:30** European Middle Class Mass Housing
[COST Meeting for MC members only]
- 12:30 - 13:30** Lunch
- 13:45 - 17:00** Middle Class Mass Housing Field Trip

IIAS + COST Joint Event

Funded by the Horizon 2020 Framework Programme
of the European Union

IIAS Workshop

Words of Housing:

Terms for an Architectural Manifesto

WEDNESDAY

27.11

10:30 - 17:00

MAURBERGER BUILDING

GAIA CAMELLINO
Yael Allweil
Susanne Schindler
Tzafir Fainholtz
Jesse Lockard
Sharone Tomer
Dana Vais
Ana Vaz Milheiro
Fellows at the IIAS, Israel
Institute of Advanced Studies

Humanity is facing an ongoing, global housing crisis with major consequences for social stability in cities and nations, and by implication for the lives and health of millions. Theorization of the crisis in housing studies points to neo-liberalisation processes which have since the 1980s transferred responsibility for housing provision from the state to global markets, corporate monopolies, and the dwellers themselves, assigning architects little agency to develop new methodologies for housing as a cultural

product. 'Architecture' as a cultural product is thus often seen as distinct from 'housing' as a socio-economic need. The vision of this Research Group is therefore a new outlook on the development of the housing crisis and on architecture's role in addressing it, by rethinking the terminology used to discuss housing, and by developing anew the vocabulary for researching and designing housing for the general public.

<https://rtha2020.wixsite.com/rtha>

RE
THEORIZING
HOUSING
WORKSHOP

IIAS + COST Joint Event

Faculty of Architecture and Town Planning

Keynote Lecture

Why Housing?

Israel - Palestine as a
Housing Enterprise

WEDNESDAY

27.11

17:00 - 18:00

MAURBERGER BUILDING



**Yael
ALLWEIL**

Technion - Israel Institute of
Technology / Israel Institute
for Advanced Studies (IIAS)

Yael Allweil Ph.D is an architect and Assistant Professor in the Faculty of Architecture and Town Planning at the Technion, Israel, where she heads the Housing Architecture, History and Theory research group. She completed her PhD in architecture history at UC Berkeley exploring the history of Israel-Palestine as a history of the gain and loss of citizen housing. Her research was published in the monograph *Homeland: Zionism as Housing Regime 1860-2011* (Routledge,

2017) and several journal articles in *Urban Studies*, *Footprint*, *Architecture Beyond Europe*, *City*, *TDSR* and *IJIA*. During 2019-2020 Yael will be on leave at the Institute for Advanced Studies (IIAS) in Jerusalem as chair the research group 'Re-Theorizing Housing as Architecture' (with Gaia Caramellino and Susanne Schindler).

Yael's work involves academic research and activism in the context of the Israeli housing social movement.

European
Middle Class
Mass Housing
ΠΕΠ ΠΑ 041997

COST
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IIAS
ISRAEL INSTITUTE
FOR ADVANCED STUDIES

TECHNION
Israel Institute
of Technology



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RE
THEORIZING
HOUSING
WORKSHOP

IIAS + COST Joint Event

Faculty of Architecture and Town Planning

Keynote Lecture

Housing is not Architecture!

Postwar Debates within the
French Administration and their
Consequences on Building

THURSDAY
28.11
9:00 - 10:15
ROOM 232 | AMADO

Jean-Luc Godard's film "Le petit soldat" (1960)

**SANDRA
PARVU**

Architecture Anthropology
Lab (Lavue CNRS 7218) /
School of Architecture
Paris Val de Seine

Sandra Parvu is maître de conférences at the Paris Val de Seine School of Architecture and a research fellow at the Architecture and Anthropology Lab (LAVUE CNRS).

Her work focuses on large-scale planning, housing policy, and politics of landscape in France. She has published the book *Grands ensembles en situation*. Journal de bord de quatre chantiers (Metispresses, 2011).

Two book chapters are forthcoming on the topic of housing theory in 2019: Can Bilsel and Juliana Maxim (eds), *The Housing Question*, London: Routledge; Building by Ear. Ultra-red and Union de Vecinos in Naomi Stead, Janina Gosseye, Deborah van der Plaats (eds), *Speaking of Buildings. Oral History in Architectural Research*, New York: Princeton Architectural Press.

RE
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Housing is an Empty Word

Talking to Yona Friedman

THURSDAY
28.11
10:30 - 12:30
ROOM 232 | AMADO

**JESSE
LOCKARD**

University of Chicago,
Department of Art History /
Israel Institute for Advanced
Studies (IIAS)

Jesse Lockard interviews the architect Yona Friedman, discussing his architectural philosophy and his thoughts on housing. The screening of this pre-taped interview will be preceded by a talk introducing Friedman and followed by an open discussion of the contemporary ramifications of his groundbreaking work.

Lockard is a PhD Candidate in Art History at the University of Chicago and a Fellow at the Israel Institute for Advanced Studies. She works on 20th-century art, architecture, and the historiography of material culture, with special interests in visual rhetoric, architectural

theory, and the conceptual underpinnings of formalism. Her dissertation on Yona Friedman examines the ethics and internationalist politics of housing and mobility in the postwar era and Friedman's distinctive visual modes of theorizing. She has published on the visual ekphrasis of Alois Riegl in *History of Photography* (2016), criticism in the *Journal of the Society of Architectural Historians* (2017), and has contributed to *Empires of Faith*, the British Museum/Oxford University global research project on the historiographies of image and religion in late antiquity (Cambridge University Press, 2020).

Yona Friedman, 1974. Photograph by Paul Almásy. Courtesy of Marianne Friedman-Polonsky

**RE
THEORIZING
HOUSING
WORKSHOP**

IIAS + COST Joint Event

Faculty of Architecture and Town Planning

COST Workshop

**CA18137
MCMH -EU**

**WORKING
SEMINAR**

THURSDAY

28.11

14:00 - 17:00

ROOM 232 | AMADO

Milnosa Neighborhood, Milan, Qualitiero Casalegno
and others. Source: G.L. Marini, Qualitiero Casalegno
Architeto, 1972, p. 80.

**ANA VAZ MILHEIRO
INÊS LIMA RODRIGUES
ELS DE VOS
MUGE AKKAR ERCAN
GAIA CARAMELLINO
FILIPPO DE PIERI
CARLA LOPEZ
TERESA ROVIRA
VLATKO P. KOROBAR
JASMINA SILJANOSKA
JANUSZ GRZYCEL
MARIJA DREMAITE
LIDWINE SPOORMANS
YANKEL FIJALKOW
PAZ NUNEZ
TAMAS EGEDY
MELINDA BENKO**

MCMH's Researchers
from Cost CA18137

MCMH has been generally underestimated in urban and architectural studies and there is still a lack of comparative analysis and global perspectives. European researchers are carrying out studies on Middle-Class Mass Housing (MCMH) built in Europe since the 1950s, who will share scientific approaches by discussing, testing and assessing case studies and their different methodologies and perspectives.

With this first MCMH-EU Working Seminar we shall to produce a wider understanding of MCMH sprawl, deepening on-going researches and focusing on the existing case studies, by crossing different approaches focus on Architecture, Urbanism, Planning, Public Policies, History, Sociology new concepts and methodologies will arise.

www.mcmh.eu

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IIAS + COST Joint Event

Faculty of Architecture and Town Planning

Housing: Between

Object & Field

Tour and Lecture

THURSDAY
28.11

17:00 - 19:00
ROOM 232 | AMADO

Stanley Shalom, Zeligy Graduate Student Village, Technion
Schwartz Besnosoff Architects + Bar Orian Architects

**GABY
SCHWARTZ**

Schwartz Besnosoff Architects
and senior lecturer Technion -
Israel Institute of Technology

Schwartz Besnosoff Architects was established in Haifa Israel at 1994. The office's work ranges from the architectural design of communal neighborhoods, hightech industry buildings, student's dormitories, libraries and university halls and design of large scale urban complexes. The office perspective point of

view is one of environmental and scenery sensitivity, one that believes that public housing is the basis for the new reality of community life. SB- "Schwartz Besnosoff Architects & Town Planners LTD" is a private architecture company. The company was established in 1994 by architects Gaby Schwartz & Dany Besnosoff

European
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Keynote Lecture

eXtra Small

Talk

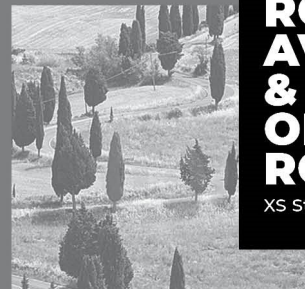
Lexicon for
Designing
Dwellings



Courtesy of XS Studio for Compact Design



FRIDAY
29.11
9:00 - 10:15
HADARION, HAIFA



**RONY
AVITZOUR
&
OFER
ROSSMAN**

XS Studio for Compact Design

We are Rony Avitzour and Ofer Rossmann. We both grew up in big houses in the suburbs. As adults we moved into small apartments in the city and fell in love with what its lifestyle had to offer.

From our love for the city life XS Studio for a compact design was created. We've developed a method

for functional planning that is tailor-made. This method serves us to design furniture, urban apartments, houses, residential buildings and public institutions.

In the studio we treat compactness as a smart and precise package. The places we design are not standard and will not be suitable for everyone.

RE
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HOUSING
WORKSHOP

IIAS + COST Joint Event

Faculty of Architecture and Town Planning

Middle Class Mass

Housing

COST Field Trip

SATURDAY

30.11

13:45 - 17:00

HAIFA | TOUR

TZAFRIR FAINHOLTZ

Technion - Israel Institute of
Technology / Israel Institute
for Advanced Studies (IIAS)

Tzafir Fainholtz, PhD, B. Arch is an architecture historian and an architect, a fellow at the IIAS, an adjunct lecturer at the Faculty of architecture and town planning, Technion. His work which was awarded several international prizes (among them the foundation Le Corbusier award) deals with the History of architecture in Israel/ Palestine in the first half of the 20th century. His last research was dedicated to the untold story of the contribution of Mizrahi architects to the modernist heritage of Tel Aviv; the research was awarded

with the "White City Center" prize and is soon to be published.

His work on Haifa's architectural history of the 1930's and his definition of the city's "Viennese school" was published several times and in 2013 he co-curated at Haifa's City Museum an exhibition dedicated to Hadar HaCarmel neighborhood architectural heritage.

His tour and talk will follow different forms and types of housing in Haifa from the 1930s to the 1960s, and will explore the impact of Avant-garde ideas on the city's image and development.

European
Middle Class
Mass Housing
ΠΤΠΠ 041927

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