



Glossary – 3rd Congress of Croatian Architects

- * **Apolitika** – the title of the Congress and the term coined by Boris Ljubičić as a way to visually and symbolically its main theme – architectural policy.
- * **Architectural** policies – are official government and parliamentary documents of individual countries. They represent the vision of relationships toward the national area of EU members. They contain stimulus and developmental measures that range from education to public finance. Their goal is to advance situation in planning and balancing physical development and architectural quality.
- * **Physical planning** – is comprised of a complex mechanism of projects, strategies, and decrees, various measures, levels and degrees and of elaboration. As such, it is the only active and accessible instrument for area management. In transitional Croatia we are constantly demonstrating the inappropriateness of this system for developmental challenges, monitoring public interest and behavior in natural and urban protected areas. Therefore, during the Congress we will attempt for the first time to concisely diagnosis the causes of these "system errors" and show the way for a return to meaning and content in planning.
- * **Zadar, Split i Dubrovnik** – are three selected Croatian cities through the analytical overview and "case studies" of which we intend to learn more about the forces that shape our urban environment. Zadar is the only historical Croatian city whose identity is based on modern architecture, while Split has achieved its identity over the centuries by recycling the ancient city. The third example is Dubrovnik, whose ultra-concentrated, urban, and completely protected medieval-Renaissance and global recognizable historic core today is being fought over as a "prime investment".
- * **Austria, Ireland and Slovenia** – are three selected European countries that by their degree of development, tradition, and size are comparable to Croatia. However, their architectural policies are different, so through a series of presentations by the protagonists of architectural policy (strategists, urban planners, and architects) we will try to understand the extent and range of these documents, which will be illustrated by concrete architectural examples realized on the basis of national architectural policy.
- * **Deyan Sudjic** – is one of the guest presenters at the Congress and most well-known as the curator of the biennial Venice meeting know as Next. No less important and known are the other parts of his biography – from founding the cult magazine *Blueprint* and editing the popular *Domus* to his long service as the architecture critic of the Observer. He has headed the Museum of Design in London, which is attracting considerable attention. "Successful cities are those that allow people to be what they want," says Sudjic, because exactly those cities lie at the center of the research of this theoretician. *Architecture and Democracy, How the Rich and Powerful Shape the*



World, The 100 Mile City, and The Endless City, co-written with Ricky Burdett, are some of his works.

* **Piers Taylor** – another of the guest presenters, is the founder of one of the most interesting British firms, Mitchell Taylor Workshop, and a professor of architecture at Cambridge University. His experience in organizing the student program, "Studio in the Woods", and the program, "Room 13" in Bristol (for which he won an award from RIBA), which was acclaimed as the most important model of a purpose-built project for artistic education in the United Kingdom, will be extremely valuable.

* **Public acquisition** – means the system of managing public money, which is at least nominally prepared according to European rules of responsible expenditure. Since public investments in Croatia still represent the great majority of overall investment, it is the main area in which practical measures are a stimulus to architectural quality. But according to the way that the system today is laid out, it is also completely insensitive to the recognition of the basic levels of quality of architecture and urban planning services. Therefore, the improvement of this system is extremely important and simply feasible.

* **Architecture as a reflection of the social climate** – With a multidisciplinary, analytical and critical discussion at the Congress we intend to place Croatian architecture (from slums to masterpieces) in a broader social, phenomenological, and economic context. Perceiving the depth, first of the ethical and then the reproductive crisis, we will also try to determine the necessary steps in the right direction.

* **Sustainability** – We would like to look at that popular phenomenon, exploited to unusability, but still misunderstood at its foundations. We would like to try to give it some meaning, both at the level of pure ideas and at the level of concrete examples, emphasizing particularities of a locality as the sense of the concept of sustainability. We will also mention the narrower energy aspect of sustainability.

* **Architectural heritage** – one of the fundamental Croatian resources, but not sufficiently recognized as a possible stimulus of development through international institutional programs for investment and networking. With regard to the complexity and lengthiness of the undertaking it is often a neglected discipline even in our professional circles.

* **Modesty and conscientiousness** – are not always such popular characteristics that architects must recognize and develop in order to participate in the renewal of our profession, both because it has gone astray, and because it is necessary for the next development cycle.

* **Architectural excellence** – is an extremely important and (at least at first glance) an elusive idea. Therefore, through the program of the Congress we will discuss the possibilities of standardizing this idea that is a necessary condition for conceptualizing national architectural policy. We will discuss this theme based on the foreign experiences, the presentations of Croatian theorists and members of the evaluation committees and of the work that the council of MZOPU has devoted to this area.



- * **Architectural identity** – is a reflection of national identity. It arises based on that identity, individual creative confidence, and creates a universally recognized architectural product, thus protecting our position in an open European and global market. Systematic and transparent encouragement to a locally based architectural identity, with the acceptance of Croatian possibilities and realities, is also a necessary component of architectural policy.
- * **Recycling** – Affirmation of the existing fund of buildings and urbanized, and neglected, areas represent the basis of repeated awakening of investment cycles. The appropriate urban renewal will demand professional and interdisciplinary skills and tools that will have to overcome the details of our recent experiences. During the Congress, we will try to point the way to enabling such a complicated undertaking.
- * **Regulations** – For quality and convincing activity, we, of course, need a comprehensive, consistent and modern regulatory framework. A national architectural policy should provide guidelines for fulfilling and coordinating the appropriate laws, regulations and codes, and we plan to point this out, at least in part, during the Congress.
- * **Architectural and urban planning tenders** – are the only recognized methods of finding in a transparent manner the best quality solution for individual projects. In order to affirm this more and to harmonize it with the responsible expenditure of both public and private money, we need to put the finishing touches on the well-known tender methods: from more attentive composition of programs through the inclusion of the parameters of ecology, sustainability and financing, to the rules of behavior in open international competition.
- * **Uninterrupted professional discussion** – Open, constructive, critical, analytical and well moderated discussion on all questions of architectural theory and practice, with the appropriate production of written and other material is the foundation of every conceivable architectural policy. During the Congress, we will try to emphasize some new standards of that discussion.
- * **Professional works** – This year's Congress is open to the broad professional public, with a public invitation for professional works that will be included in the program at various levels.
- * **Method** - as a pronounced Croatian characteristic in conceptualizing architectural policy we think that it should be considered from the concrete to the more general (bottom-up), representing firstly an unambiguous, very concrete recognizable improvement, without waiting for it to become more complicated in an ideally designed system.

Apolitika 2013

After two very successful congresses, all architects and urban planners, but also other professionals engaged in the problem of physical planning, are invited to join in the 3rd congress of architects at the Hotel Lav Le Meridien in Split from 25 to 27 November 2010.

This year a special opportunity is being given to local themes and architects. About 10 colleagues have responded to the call for professional papers and they have accepted the opportunity to speak about the most current problems and subjects that they are engaged in every day. The main theme is the deliberation on architectural policy and the creation of a proposal that would provide the foundation for quality professional activity and raise the level of construction and shaping of space.

Participation in the 3rd congress of architects is worth 24 points as part of the Program of Continuing Professional Training of HKA, 14 of which will be in the area of construction-technical regulations. Register as soon as possible for a more attractive fee. All other information can be found at www.uha.hr, or by calling + 385 1 4818 050