

BIENNALE DI ARCHITETTURA - Padiglione ITALIA 9 ottobre 2021

New EU Bauhaus:- High Quality Design VS High Digit Design?

International Conference on Design and Artificial Intelligence

Working in Progress Program

10,10 - Diego Zoppi Delegate of CNAPPC for International Affairs – Introduction (confirmed on site)

**10,20- Theater Piece written and performed by Luigi Maio freely inspired by W. Goethe' "Faust"
(confirmed remotly)**

10,30– PANEL 1 – ECONOMY OF KNOWLEDGE, PHILOSOPHY OF TECHNOLOGY

The sustainability of the transformations of the environment in which we live, the greater social equity are the challenges of the 21st century. Digitization will help the evolution of the intellectual activities of plan, design and the entire construction chain in these challenges. Does its impact on the architectural profession oblige us to expand knowledge and push the modus operandi towards new models, on pain of extinction?

- 1) Ruth SCHAGEMANN – architect, member EB Architect' Council of Europe, ENACA, (proposed by BAK - Germany)
(confirmed on site)**
- 2) Simona CHIODO – Full professor at Politecnico - Milano - Italian Philosophy of Tecnology
(confirmed remotly)**
- 3) PIERLUIGI SACCO – Full Professor at IULM – Milano - economy of knowledge
(confirmed remotly)**
- 4) EMMANUEL DI GIACOMO – head team of research on AI of AUTODESK Corporation
(confirmed remotly)**
- 5) KEMAL A. DELIC - Hewlett Packard consultant for AI (to be confirmed)**

Further 1 panelist proposed from EU Member State Chambers

11,30 - PANEL 2 – HIGH QUALITY DESIGN IN DIGIT AGE: ARTIFICIAL INTELLIGENCE FOR CREATIVITY

Is the project a creative act that is composed or opposed to the repetitive act of procedures? The activity of the intellectual profession is multidisciplinary, temporariness, tradition and experimentation. Incorporate Tools with Artificial Intelligence or be incorporated into them?

- 1) Zhang Li – Dean of School of Architecture of Tsinghua University/Beijing
(confirmed remotly)**
- 2) Pascal TERRACOL Full Professor David SERERO PhD ENSA Paris Val de Seine EVCAU (proposed by CNOA – France) (confirmed on site)**
- 3) Dominik Banaszak – LAB3Architekci (from Association of Polish Architects – Poland)
(confirmed on site)**
- 4) Fulgencio Aviles Igles (architect, Member EB ACE, proposed by CSAE - Spain)
(confirmed on site)**

Further 1/2 panelists proposed from EU Member State Chambers (experts in project theory, architects or artists using AI tools would be highly appreciated)

12,30 - PANEL 3 – (DIGIT) CITY FROM ORIGIN OF PROBLEM TO SOLUTION OF PROBLEM

Artificial Intelligence, Augmented reality, Big data, Process automation, Dialogue between platforms. Digitization on the urban scale is necessary for managing the complexity of the new evolutionary processes of the city. Only a support tool or a new actor in the scenario?

- 1) **Ezio MICELLI, architect, full Professor IUAV – New Urban Economy**
(confirmed on site)
- 2) **Piero PETRUCCO – Vice Presidente FIEC**
(to be confirmed)
- 3) **Pablo Gilabert, Architect, Bim expert, CYPE Ingenieros (from CSAE – Spain)-**
(confirmed on site)
- 4) **FEDERICO PAROLOTTO (Head of Mobility in Chain engineering, Milan, Moscow)**
(to be confirmed)

Further 1/2 panelists proposed from EU Member State Chambers (the contribution of city makers, public administrators, planners with experience in AI tools would be greatly appreciated)

13,30-14,30 LUNCH TIME

15,00-- Panel 4 -Istitutional Greetings: New EU Bauhaus1 needs creativity, sustainability, social inclusion, needs high quality design . High quality Design needs innovation and common roles

- **Franco Miceli President of CNAPPC (confirmed on site)**
- **Roberto Cingolani – Scientist, Ministro per la Transizione Ecologica (to be confirmed)**
- **Dario Franceschini – Ministro della Cultura (to be confirmed)**
- **Onofrio Cutaia – Direttore Generale Ministero della Cultura (to be confirmed)**
- **Fulvia Raffaelli – Head of Unit Construction (GROW.H.1) European Commission – DG GROW (confirmed remotly)**
- **Josè Luis Cortes Delgado – President of UIA (Union International of Architects) (to be confirmed)**
- **Natalie Mossin – Vice President Region 1 UIA (to be confirmed)**
- **Istelianna Atanassova Vice President Region 2 UIA (confirmed remotly)**
- **Georg Pendl - President of CAE (Council of Architects of Europe) (confirmed remotly)**
- **Alessandro Melis –Curator of Padiglione Italia (confirmed remotly)**