



CONFERENCE AGENDA MARCH 5, 2008

| Time | Topic | Speakers |
|---------------|---------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08.30 – 09.30 | Registration and Coffee | |
| 09.30 – 10.05 | Welcome | <ul style="list-style-type: none"> ◇ Huw Roberts - Bentley ◇ SmartGeometry Directors: Hugh Whitehead - Foster + Partners Lars Hesselgren - KPF J Parrish - ArupSport |
| | SESSION 1 – Form as choice | |
| 10.05 – 10.50 | When we can do anything, how do we think about it? | <ul style="list-style-type: none"> ◇ Patrik Schumacher - Zaha Hadid ◇ Prof. Dr. Helmut Pottmann - TU Vienna |
| 10.50 – 11.15 | <i>Tea & Coffee</i> | |
| | SESSION 2 – Form informed by manufacture | |
| 11.15 – 11.45 | Form for manufacture. Reports from workshop | <ul style="list-style-type: none"> ◇ Workshop Presenter Fabrication: Axel Kilian - TU Delft |
| 11.45 – 12.10 | How does the tool inform us? How do we make purpose tools? | <ul style="list-style-type: none"> ◇ Workshop Presenter Structure Jeroen Coenders - Arup |
| 12.10 – 12.40 | Bending materials or not – who takes the strain ? | <ul style="list-style-type: none"> ◇ Prof. George Jerominides - Reading University ◇ Dr. Roman Kemmler - Schlaich Bergermann und Partner |
| 12.40 – 13.40 | <i>Lunch</i> | |
| | SESSION 3 – Form as revolution | |
| 13.40 – 14.25 | What is cool? If we do it how do we do it? | <ul style="list-style-type: none"> ◇ Prof. Dipl.-Ing. Manfred Grohmann - Bollinger + Grohmann Ingenieure ◇ Brett Steele - AA |

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| 14.25 – 14.55 | Digital manufacturing as design driver | <ul style="list-style-type: none"> ◇ Volker Junior - Junior&Tacke ◇ Fabian Scheurer - designtoproduction |
| 14.55 – 15.15 | Design – revolution or evolution? Lessons for architects? | <ul style="list-style-type: none"> ◇ Workshop Presenter Architecture: Rob Woodbury - SFU |
| 15.15 – 15.50 | Virtual versus real – what is the impact on design? | <ul style="list-style-type: none"> ◇ Philipp Schaerer - Digital Artist ◇ Silvan Oesterle - Gramazio & Kohler, ETH Zurich |
| 15.50 – 16.30 | Parametric Form. A new design paradigm. Reports from workshop | <ul style="list-style-type: none"> ◇ Workshop Presenter Form: Achim Menges - AA + HFG Offenbach ◇ Workshop Presenter Computation: Chris Williams - Bath University |
| 16.30 – 17.00 | <i>Tea & Coffee</i> | |
| SESSION 4 – Form as responsibility | | |
| 17.00 – 17.35 | Carbon neutrality – form or technology? | <ul style="list-style-type: none"> ◇ Shane Burger - Grimshaw ◇ Judit Kimpian - Aedas |
| 17.35 – 18.05 | Design efficiency – how and why? | <ul style="list-style-type: none"> ◇ Andrew Marsh - Ecotect ◇ Jaime Sanchez-Alvarez - Mero |
| 18.05 – 18.30 | Form for environment. Reports from Workshop | <ul style="list-style-type: none"> ◇ Workshop Presenter Environment: Shane Burger - Grimshaw |
| 18.30 – 18.35 | Wrap-up | <ul style="list-style-type: none"> ◇ SmartGeometry Directors |

CONFERENCE END

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