

THE SITE OF DISCOURSE

Thinking architecture through publication

Lisbon, 28-30 September 2015

IHA / FCSH / DINÂMIA'CET-IUL / ISCTE-IUL

CONFERENCE PROGRAM

Day 1, Monday, September 28, 2015

12h00	Registration/Information Desk
14h00	Welcome Address
14h30	<i>THE SITE OF DISCOURSE</i> Rute Figueiredo Paulo Tormenta Pinto
15h00	OPENING LECTURE Margarida Acciaiuoli de Brito
15h45	Coffee Break
16h00	LECTURE António Pizza
17h30	Cocktail

Site 1	Banco de Portugal - Money Museum
Site 2	Lisbon Cityhall (CML) - Archive Room
Site 3	MUDE - Museu do Design e da Moda

Day 2, Tuesday, September 29, 2015

- 08h45 SESSION 1
Architectural periodical press: reception and dissemination of practices and theories I
- SESSION 2
Discourse and Ideology I
- 10h15 SESSION 3
Autochthonous, tropical and modern: architectural periodicals looking beyond Europe
- SESSION 4
Case Studies: theory and practice I
- 11h15 Coffee Break
- 11h45 LECTURE
 Steve Parnell
- 12h30 Lunch Break
- 14h00 LECTURE
 Jorge Figueira
- 14H45 SESSION 5
Case Studies: theory and practice II
- SESSION 6
Discourse and Discipline I
- 15h45 Coffee Break
- 16h00 LECTURE
 Mari Hvattum
- 19h30 Conference Dinner (optional)

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SESSION 1**08h45****Architectural periodical press:****Site 1****Reception and dissemination of practices and theories I****ARCHITECTURAL SPANISH REVIEW IN THE 50S**

Maria del Pilar Salazar Lozano (Spain)

A ARQUITECTURA PORTUGUESA NO “CENTRO” DA DIVULGAÇÃO INTERNACIONAL ENTRE 1960/80: INTEGRAÇÃO NO CONCEITO REGIONALISMO CRÍTICO E DIFUSÃO DO CONCEITO DE ESCOLA DO PORTO

Cristina Emília Silva (Portugal)

A DOUBLE AGENT OF MODERN ARCHITECTURE: VIRGIL BIERBAUER AS ARCHITECT AND EDITOR

Ágnes Anna Sebestyén (Hungary)

DESIGNING TOGETHER: THE MAGAZINE ARQUITECTURA AND THE SYNTHESIS OF THE ARTS IN PORTUGAL

Susana Constantino (Portugal)

SESSION 3**10h15****Autochthonous, tropical and modern: architectural periodicals looking beyond Europe****Site 1****THE “TRANSITION” TRANSLATIONS: THE AUSTRALIAN LITTLE-MAGAZINE AS AN AGENT OF APPROPRIATION**

Mark Sawyer (Australia)

BRAZIL BUILDS AND ITS DIFFUSION IN EUROPEAN ARCHITECTURAL PERIODICALS

Maria Beatriz Capello (Brazil)

DISTANCE, STRANGENESS AND KINDNESS. TRACES OF AN ANALYTICAL ISSUE IN MACAO PRESENCE IN PORTUGUESE ARCHITECTURAL REVIEWS

Rogério Vieira de Almeida (Portugal)

SESSION 5**14h45****Case Studies: Theory and Practice II****Site 1****GIO PONTI, DOMUS AND THE ITALIAN HOUSES**

Giulia Perona (Italy)

J-A OR THE ELEGANT INVITATION TO DISORDER: FROM JOURNAL TO MAGAZINE

Vitor Alves (Portugal)

NOTÍCIAS DA ARQUITECTURA ESTRANGEIRA NA CONSTRUÇÃO MODERNA (1900-1919): UM OLHAR SOBRE A CONSTRUÇÃO ESCOLAR DA ÉPOCA

Sofia Fernandes (Portugal)

SESSION 2**08h45****Discourse and Ideology I****Site 2****POSITIONING A SOCIALIST-HISTORICIST ARCHITECTURE. THE ARGUMENT CONSTRUED IN THE ARCHIVES D'ARCHITECTURE MODERNE'S EDITORIALS, 1975-1980**

Sebastian Loosen (Belgium)

FRAMING THE EARLY REPUBLICAN PERIOD OF TURKEY: PHOTOGRAPHS ON THE COVERS OF ARKITEKT MAGAZINE

Çagla Ercanlı (Turkey)

IDEOLOGY AND ARCHITECTURE: SPAIN'S IMAGE IN THE INTERNATIONAL SCOPE

Pablo Arza Garaloces (Spain)

IDEOLOGY AND CULTURAL TRANSFER: “HABINJAN BAMI-SRAH HAKAROV”

Ronny Schüler (Germany)

SESSION 4**10h15****Case Studies: Theory and Practice I****Site 2****THE IMPORTANCE OF A UNIQUE EDILIZIA MODERNA 87/88**

Andrea Oldani (Italy)

CONTROSPAZIO VS CONTROPIANO

Fiorella Vanini (Saudi Arabia)

FOLDING IN GRAPHIC DESIGN

Frederike Lausch (Germany)

SESSION 6**14h45****Discourse and Discipline I****Site 2****PUBLISHING TRANSFORMATIONS: RADICALIZING INSTITUTIONS AND INSTITUTIONALIZING RADICALISM. ARCHITECTURE AND DESIGN PUBLICATIONS IN CHILE AND THE SOCIALIST REVOLUTION. 1968-1973**

Fernando Portal (Chile)

ENVIRONMENT TERRITORY LANDSCAPE THROUGH WORDS

Fabiola Gorgeri (Italy)

AVENUE AND PLAYBOY: TWO LIFESTYLE MAGAZINES DESIGNING AND GENDERING DOMESTICITY IN THE 1960'S

Florencia Fernandez Cardoso (Belgium)

Day 3, Wednesday, September 30, 2015

- 08h45 SESSION 7
Discourse and Ideology II
SESSION 8
Discourse and Discipline II
- 10h15 SESSION 9
*Architectural periodical press: reception and
dissemination of practices and theories II*
SESSION 10
Social Composition of Architectural Composition
- 11h15 Coffee Break
- 11h45 LECTURE
Manuel Graça Dias
- 12h30 Lunch Break
- 14h00 SESSION 11
Case Studies: Theory and Practice III
SESSION 12
*Relations between Architecture, Design and
Visual Culture*
- 16h15 Coffee Break
- 16h30 FINAL LECTURE
Hélène Janniére

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SESSION 7 08h45
Discourse and Ideology II Site 1

FASCISM THROUGH ARCHITECTURAL MAGAZINES: THE SPANISH CASE
Alina Navas (Spain)

PRODUCING AND REPRODUCING REALITY: A.C. DOCUMENTOS DE ACTIVIDAD CONTEMPORÁNEA AND CUADERNOS DE ARQUITECTURA
Yara Colón Rodríguez (Puerto Rico)

THE ARBITERS OF MODERNITY: THE ARCHITECTURAL REVIEW AND CULTURAL CHANGE
Erdem Erten (Turkey)

SESSION 8 08h45
Discourse and Discipline II Site 3

BETWEEN AUTONOMY AND HETERONOMY: THE CASE STUDY OF CASABELLA
Marco Voltini (Italy)

WITHOUT MODEL: PERIODICALS DEBATE AND PORTUGUESE EARLY DEMOCRATIC CITY
Rui Seco (Portugal)

CONSTRUCTING THE ARCHITECT THROUGH DISCOURSE: NINETEENTH-CENTURY ARCHITECTURAL PERIODICALS IN THE NETHERLANDS
Sergio M. Figueiredo (The Netherlands)

SESSION 9 10h15
Architectural periodical press: reception and dissemination of practices and theories II Site 1

THE MULTIFAMILY HOUSING IN ARCHITECTURAL MAGAZINES IN THE 1ST HALF OF THE 20TH CENTURY. READINGS FROM "A ARQUITECTURA PORTUGUESA"
Gisela Lameira (Portugal)

THE ITALIAN ARCHITECTURAL DEBATE AND THE ROLE OF THE ARCHITECTURAL REVUES: THE CASES OF "CASABELLA" AND "DOMUS"
Giuseppina Lonerò (Italy)

FRENCH THEORY IN THE UNITED STATES' ARCHITECTURAL ACADEMIC PERIODICALS DURING SEVENTIES AND EIGHTIES: INFLUENCE, LEGITIMACY, MANIPULATION. THE ROLE OF OPPOSITIONS AND ASSEMBLAGE
Andrea Cancilini (Italy)

SESSION 10 10h15
Social Composition of Architectural Criticism Site 3

PRAXIS FACING THEORY AS METHODOLOGY FOR BUILDING: BRUNO TAUT'S CRUCIAL WRITINGS FOR A NEW APPROACH TO ARCHITECTURE
Paola Ardizzola (Turkey)

BRUNO ZEVI AND L'ARCHITETTURA, CRONACHE E STORIA: A COUNTER-MAGAZINE AGAINST POST-MODERNISM
Luca Guido (Italy)

FROM PRACTICE TO THEORY. SUPPORTING IDEAS OF KEVIN ROCHE AND JOHN DINKELOO'S ARCHITECTURE THROUGHOUT ARCHITECTURE PERIODICALS
Laura Sánchez Carrasco (Spain)

COMMON GROUND: TWO ESSAYS AND ONE CONTROVERSY
Maria Helena Maia (Portugal)

SESSION 11 14h00
Case Studies: Theory and Practice III Site 1

ZAP! HELP!... MELP! COMIX, ARQUITECTURA, LITTLE MAGAZINES E IMPRENSA RADICAL NO PANORAMA ARQUITECTÓNICO DOS ANOS 60
Carlos Machado e Moura (Portugal)

ON 9H: THE RELATIONSHIP BETWEEN INSTITUTIONAL ARTEFACTS AND DISCURSIVE FORMATIONS
Sally Farrah (Australia)

'LITTLE' ARCHITECTURAL MAGAZINES AND CONTEMPORARY EDITORIAL DEVICES. SOME CASE STUDIES
Carlo Menon (United Kingdom)

'WE'RE BUILDING A BETTER LIFE - THE U.S.A. AND THE RECONSTRUCTION OF GERMANY AND GERMAN ARCHITECTURAL JOURNALS
Michael Kraus (United Kingdom)

SESSION 12 14h00
Relations between Architecture, Design and Visual Culture Site 3

THEORIZING THE ARCHITECTURE OF RETREAT: DISCURSIVE CONSTRUCTIONS OF RETREAT SPACE AND SUBJECTS IN ARCHITECTURE AND LIFESTYLE MAGAZINE PUBLICATIONS FROM AUSTRALIA AND NEW ZEALAND
Jacqueline Naismith (New Zealand)

STANDARDS OF TASTE: THE COMMUNICATION AIMS OF DOMUS MAGAZINE
Angelo Maggi (Italy)

PRÁTICAS LATERAIS: ENCONTROS ENTRE A BANDA DESENHADA, A ARQUITECTURA E O ENSINO NAS DÉCADAS DE 1960 e 1980
Leonor Matos Silva (Portugal)

PUBLICIDADE REVISTA 1946-1988: UMA LEITURA DAS CONDIÇÕES DE CONSUMO DE ARQUITECTURA A PARTIR DO OPTIMISMO DA DIVULGAÇÃO PUBLICITÁRIA
João Almeida e Silva (Portugal)