

Symposium: Entering the >evacuated field<—inspiring strategies and businesses

Friday, 29 September 2006, 10.00 a.m.–8.00 p.m.

Zollverein School of Management and Design (SANAA building), Essen

Essen/Berlin, 18 May 2006—On the occasion of ENTRY 2006, the Zollverein School of Management and Design and urban drift productions are joining forces to organise an international symposium entitled ‘Entering the >evacuated field<—inspiring strategies and businesses’. This symposium will bring together high-ranking speakers from the worlds of business, academia, architecture, and design to discuss how to deal with unused resources.

Urban waste land, empty buildings, disused products, and forgotten brands ... >evacuated fields< are valuable resources that can be awakened to new life, fresh use, and unexpected revaluation. Unconventional transformation processes open up new opportunities and create new business sectors in abandoned areas.

This symposium will present successful case studies and promising ideas for a successful revitalisation of evacuated fields in a variety of sectors. Ole Bouman, el ultimo grito, Atelier Bow Wow, Fritz Straub, and others will highlight revitalisation strategies that can contribute to the creation of value in the fields of architecture, design, and business.

When asked to outline the reason for the symposium, Francesca Ferguson (curator of the ENTRY exhibition >Talking Cities< and artistic director of urban drift productions) said: ‘Reconsidering and reactivating existing structures and finding ingenious solutions for the re-use of that which has been declared obsolete should become a prime motivator for today’s designers, planners and architects.’

‘By bringing the disciplines of management and design together, the courses at the Zollverein School also open up new business areas. In our courses, students from a variety of disciplines meet and together develop sustainable strategies,’ explains Prof. Dr. Ralph Bruder, president of the Zollverein School of Management and Design. The Zollverein School is the only educational institute of its kind in Europe. It offers young professionals post-graduate education that focuses equally on management and design.

To register for the seminar or request further information, please visit/contact:

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