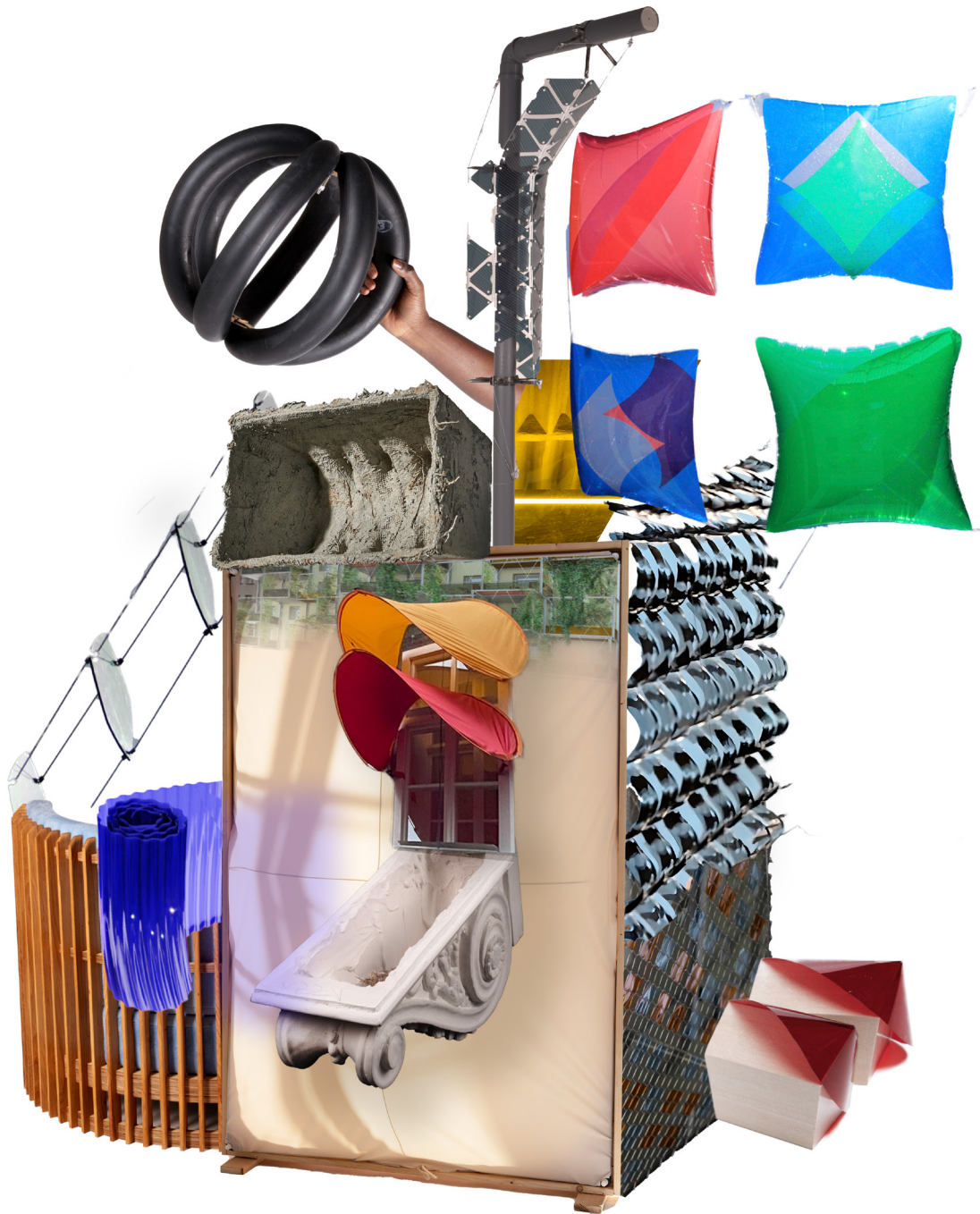


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RETHINKING THE ELEMENTS OF ARCHITECTURE

Vienna, April 2023



**The view of young designers on the city of the future:
“RETHINKING THE ELEMENTS OF ARCHITECTURE”**

Students of the Industrial Design department led by Prof. Stefan Diez at the University of Applied Arts Vienna have been exploring utopias of sustainable living in the city of Vienna.

They demonstrate why it is so important and urgent to reinvent elements of architecture.

From 18–23 April 2023, they will present their proposed solutions to an international audience at SaloneSatellite in Milan.

It all started with a question: what can our utopias of contemporary urban living look like if we develop them from the elements of architecture? The impacts of climate change are extensive and require new approaches, particularly in the building sector, which is a major contributor to the waste of resources. The students have spent the past two semesters rethinking architectural elements to reduce the environmental footprint of urban life. The designers' approach is to provide architecture, which always relies on a kind of modular system, with elements that have been rethought from the viewpoint of industrial design. Around 20 projects will be presented in April in Milan at SaloneSatellite, the world's most important forum for young designers. The ideas range from large-scale implementation of photovoltaics in public space as well as projects focusing on shading and the cooling effect of green facades, to objects like furniture or everyday products that contribute to sustainable living habits.

The topic is highly relevant. As Stefan Diez says: *“The seemingly irreconcilable contradictions between the ecological and economic needs are the challenging tensions that our students deal with. Their curious search for realistic alternatives and the question of what this future could look like make this debate so exciting!”*

Three topics :

Energy production, Urban overheating, New habits

In the context of the overarching topic of **“RETHINKING THE ELEMENTS OF ARCHITECTURE”**, each student devoted themselves to a specific area of focus.

For example, students in “Team Sonne“, in close collaboration with the manufacturer ASCA, focused on the application of organic solar cells to generate energy at various locations in Vienna. The projects demonstrate the possibilities of using this innovative technology of colorful, transparent and flexible photovoltaic films to have a positive aesthetic impact on the cityscape.

“Going South” addressed the effects of future temperature increase in urban areas due to global climate change, using Vienna as an example. In this context, the students developed projects for shading, cooling and greening for existing buildings. The predicted living conditions were considered an opportunity for inhabitants to reimagine the use of public and private space.

In “Heating Objects and New Habits”, everyday living habits were put to the test. The fundamentals of physical conditions were examined, and social evaluations were called into question. Students optimized heating, cooling, ventilation, and water use based on potentially changing habits and explored how design can change behaviours and lead to more sustainable living practices.

The topics were conceived by the Industrial Design team at the University of Applied Arts and assisted over a year by Stefan Diez with Christian Steiner, Katrin Sailer with Jakob Illera, Elisabeth Wildling with Peter Mahlknecht, Sofia Podreka with Marcus Bruckmann, as well as by the entire team, whose expertise supported the design process.

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University of Applied Arts Vienna

SaloneSatellite at the Salone del Mobile.Milano (Milan fairgrounds in Rho),

Pavillon 13/15, Stand G13

18 – 23 April 2023, daily 9:30 a.m. – 6:30 p.m.

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