

Connecting Concepts Workshops

Hosted by Premsula the Netherlands Institute for Design and Fashion

Location: Hasköy Wool Yarn Factory (Hasköy Yün İplik Fabrikası)

Admission free, limited places available, register with Aart Helder: helder@premsela.org

Time: 10AM-1PM

Wednesday 26 September, 10am

Designing the Architect's Brief

by: Nanne de Ru, founding partner of Powerhouse Company

Nanne de Ru (1976, the Netherlands) received the Master of Excellence in Architecture in 2002 from the Berlage Institute, Postgraduate Laboratory of Architecture, in Rotterdam and received a Bachelor of Architectural engineering from the Hogeschool van Amsterdam in 1998. Nanne de Ru won the Vitae Bouwaward for best Dutch Architectural Engineering graduation project in 1999 and the Rotterdam-Maaskant Prize for Young Architects 2011.

From 1998 to 1999 Nanne de Ru worked as a project leader at One Architecture in Amsterdam. During the years 2002-2004 Nanne de Ru worked at Rem Koolhaas' AMO/OMA in Rotterdam as a lead researcher and designer on numerous large scale regional planning projects including: Ruhrgebiet a study for a new identity for the Ruhrvalley in Germany, Eurocore, a study into new forms of urbanity in Europe, Beijing Olympic conference centre competition, Beijing preservation strategies, and The image of Europe, Study and exhibition on the image of Europe, a joint commission of the Dutch presidency and the European Commission. In 2005 Nanne de Ru co-founded Powerhouse Company. The Powerhouse Company is momentarily active in Europe, Russia, China Taiwan and Turkey. Their project Villa no1 is part of the exhibition Connecting Concepts, now on view in Istanbul.

Nanne de Ru teaches regularly at the Academy of Architecture in Rotterdam and has been a guest professor at various institutions such as the Aarhus University (DK), TU Delft (NL), Design Academy Eindhoven (NL) and AHO Oslo School of Architecture (NO). Since 2012 Nanne de Ru is Member of the Board of Directors of the Research Board of the Berlage.

Workshop: Designing the Architect's brief

It is a paradox that modern media are representing more and more new buildings either in photorealistic renders or actually build every day, on countless weblogs, while the actual process of realizing good buildings is taking longer and is more and more difficult. Within the speed of modern media, it seems that architecture is fast while in reality it is fundamentally slow... To make a good space one needs to know the relation to the rest of the building and the intention of its users. To make a good mass-study, one needs to know the site and way the seasons paint the colours in the views. In the increasingly hectic world of fast capital and rising needs for luxury, the question is how the architect can keep a steady pace and remain true to the basis of architecture: creating meaningful and beautiful spaces for users, for the light, for the site, for society, for culture. Besides a focus on these basics, it also implies a better understanding of the changing needs of the world around us. In this workshop we will discuss this dichotomy: the banality of everyday practice vis-a-vis the outstanding examples of reference buildings, masterpieces and great buildings that can perhaps learn us how architecture can answer these quite difficult questions.

In a very practical sense: we will discuss the great examples of modern buildings from the Turkish and European context and try to analyse together how the architects brief came into existence - or how the architect formulated the questions that were able to provide answers that made architecture. Perhaps it can inspire us for the coming future and help us to write our own architects briefs...

For whom?

Architects & architecture students

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Thursday 27 September, 10am

From Concept to Brand

by: Gerrit Uittenbogaard, founding partner of Gluejeans

History Gluejeans

Right after its launch in 2008, Gluejeans was announced Holland's best fashion product and got rewarded with a Dutch Design Award. In the tradition of progressive dutch design, gluejeans stretched the boundaries of international fashion design with a bang! The radical "cheeky little brother" of jeans as we know them, staggered the world with its looks and refreshing approach. Thanks to gluejeans, jeans as we know them have radically changed! Gluejeans are not stitched, but visibly glued at the seams. The ultra-strong glue comes in different colors, resulting in glued seams that create a distinctive interplay of lines. Gluejeans is 100% handmade in the Netherlands, was tested extensively for 2 years before its official release, and can be treated/washed like every traditional pair of jeans.

Philosophy

Gluejeans strives for constant research and innovation to explore the possibilities of this unique design product. Gluejeans launches new ideas just for the product, research and the authenticity of it. Surprising techniques guarantees exceptional/unique and refreshing design that stands out in the often traditional world of fashion.

Workshop: From Concept tot Brand

In this three hour workshop Gerrit Uittenbogaard sets out the path to take Gluejeans to the next level: from concept to brand. He's interested to discuss the choices a designer makes when you make a product and what you need to develop this product, this concept into a brand. He wants to develop and test possible strategies for Gluejeans. Essential new learning for everybody traint to make a product, Gerrit Uittenbogaard wants to design the concept and the (production) proces sitself. With you.

For whom?

Designer, fashion designers, students industrial design, fashion design and other professionals interested in the topic