

CONFERENCE PROGRAM

Day 1, Monday, September 28, 2015

12h00	Registration/Information Desk
14h00	Welcome Address [Site 1]
14h30	<i>THE SITE OF DISCOURSE</i> [Site 1] Rute Figueiredo Paulo Tormenta Pinto
15h00	OPENING LECTURE [Site 1] Margarida Acciaiuoli de Brito
15h45	Coffee Break
16h00	LECTURE [Site 1] 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 [Site 1]
 Manuel Graça Dias
- 12h30 Lunch Break
- 14h00 LECTURE [Site 1]
 Jorge Figueira
- 14H45 SESSION 5
Case Studies: theory and practice II
- SESSION 6
Discourse and Discipline I
- 15h45 Coffee Break
- 16h00 LECTURE [Site 1]
 Mari Hvattum
- 19h30 Conference Dinner (optional)

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SESSION 1 08h45
*Architectural periodical press:
Reception and dissemination of practices
and theories I* Site 1

ARCHITECTURAL SPANISH REVIEW IN THE 50S
Maria del Pilar Salazar Lozano (Spain)

**THE PORTUGUESE ARCHITECTURE IN THE "CENTRE" OF THE
INTERNATIONAL DISSEMINATION, 1960/80: INTEGRATION IN
THE CRITICAL REGIONALISM CONCEPT AND THE SPREADING
OF THE IDEA OF SCHOOL OF PORTO**
Cristina Emília Silva (Portugal)

**A DOUBLE AGENT OF MODERN ARCHITECTURE: VIRGIL BI-
ERBAUER 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: archi-
tectural 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 ARCHI-
TECTURAL PERIODICALS**
Maria Beatriz Cappello (Brazil)

**DISTANCE, STRANGENESS AND KINDNESS. TRACES OF AN
ANALYTICAL ISSUE IN MACAO PRESENCE IN PORTUGUESE
ARCHITECTURAL REVIEWS**
Rogério Vieira de Almeida (Portugal)

**THE PERMANENCE OF EPHEMERAL: THE BRAZILIAN PAVIL-
ION IN ANTWERP**
Camila Feltrin (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'ARCHI-
TECTURE MODERNE'S EDITORIALS, 1975-1980**
Sebastiaan 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 IN-
TERNATIONAL SCOPE**
Pablo Arza Garaloces (Spain)

**IDEOLOGY AND CULTURAL TRANSFER: "HABINJAN BAMI-
SRAH HAKAROV"**
Ronny Schüller (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)

**SAN ROCCO IN THE POST-CRISIS ITALIAN CONTEXT.
COMMON GROUND (FOR THEORY), PLAYGROUND FOR
(HIPSTERS) AND BATTLEGROUND (FOR RESISTANCE)**
Antonio Lavarello (Italy)

SESSION 6 14h45
Discourse and Discipline I Site 2

**PUBLISHING TRANSFORMATIONS: RADICALIZING INSTI-
TUTIONS AND INSTITUTIONALIZING RADICALISM. ARCHI-
TECTURE 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 DE-
SIGNING AND GENDERING DOMESTICITY IN THE 1960'S**
Florença Fernandez Cardoso (Belgium)

**AVENUE AND PLAYBOY: TWO LIFESTYLE MAGAZINES DE-
SIGNING AND GENDERING DOMESTICITY IN THE 1960'S**
Florença Fernandez Cardoso (Belgium)

MIND THE GAP: HOW DESIGN GREW AWAY FROM ARCHITECTS
Pedro Monteiro (Portugal)

Day 3, Wednesday, September 30, 2015

08h45	SESSION 7 <i>Discourse and Ideology II</i>
	SESSION 8 <i>Discourse and Discipline II</i>
10h15	SESSION 9 <i>Social Composition of Architectural Criticism</i>
	SESSION 10 <i>Case Studies: Theory and Practice III</i>
11h15	Coffee Break
11h45	LECTURE [Site 3] Steve Parnell
12h30	Lunch Break
14h00	SESSION 11 <i>Architectural periodical press: reception and dissemination of practices and theories II</i>
	SESSION 12 <i>Relations between Architecture, Design and Visual Culture</i>
16h15	Coffee Break
16h30	FINAL LECTURE [Site 3] 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
Social Composition of Architectural Criticism Site 1

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 10 10h15
Case Studies: Theory and Practice III Site 3

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 (Germany)

SESSION 11 14h00
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 Lonerio (Italy)

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

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

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)