



INSTITUTE FOR ADVANCED ARCHITECTURE OF CATALONIA

Daniel Ibáñez
Director del IAAC

Iaac

Institute for
advanced
architecture
of Catalonia

IAAC es un centro
internacional de
INVESTIGACIÓN,
EDUCACIÓN,
DESARROLLO Y
PROMOCIÓN



EL IAAC ES UN CENTRO
PARA APRENDER,
INVESTIGAR, IMAGINAR,
ASESORAR, DISEÑAR Y
FABRICAR FUTUROS
ARQUITECTÓNICOS,
URBANOS Y TERRITORIALES
QUE ABORDEN LOS
DESAFIOS SOCIALES Y
ECOLÓGICOS ASOCIADOS A
LOS PROCESOS DE
URBANIZACIÓN
PLANETARIA.

ACERCAMIENTO MULTIESCALAR Y MULTIDISCIPLINAR A LOS DESAFIOS ACTUALES DEL ENTORNO CONSTRUIDO

→ *Learning by Doing*

→ Materialización de ideas

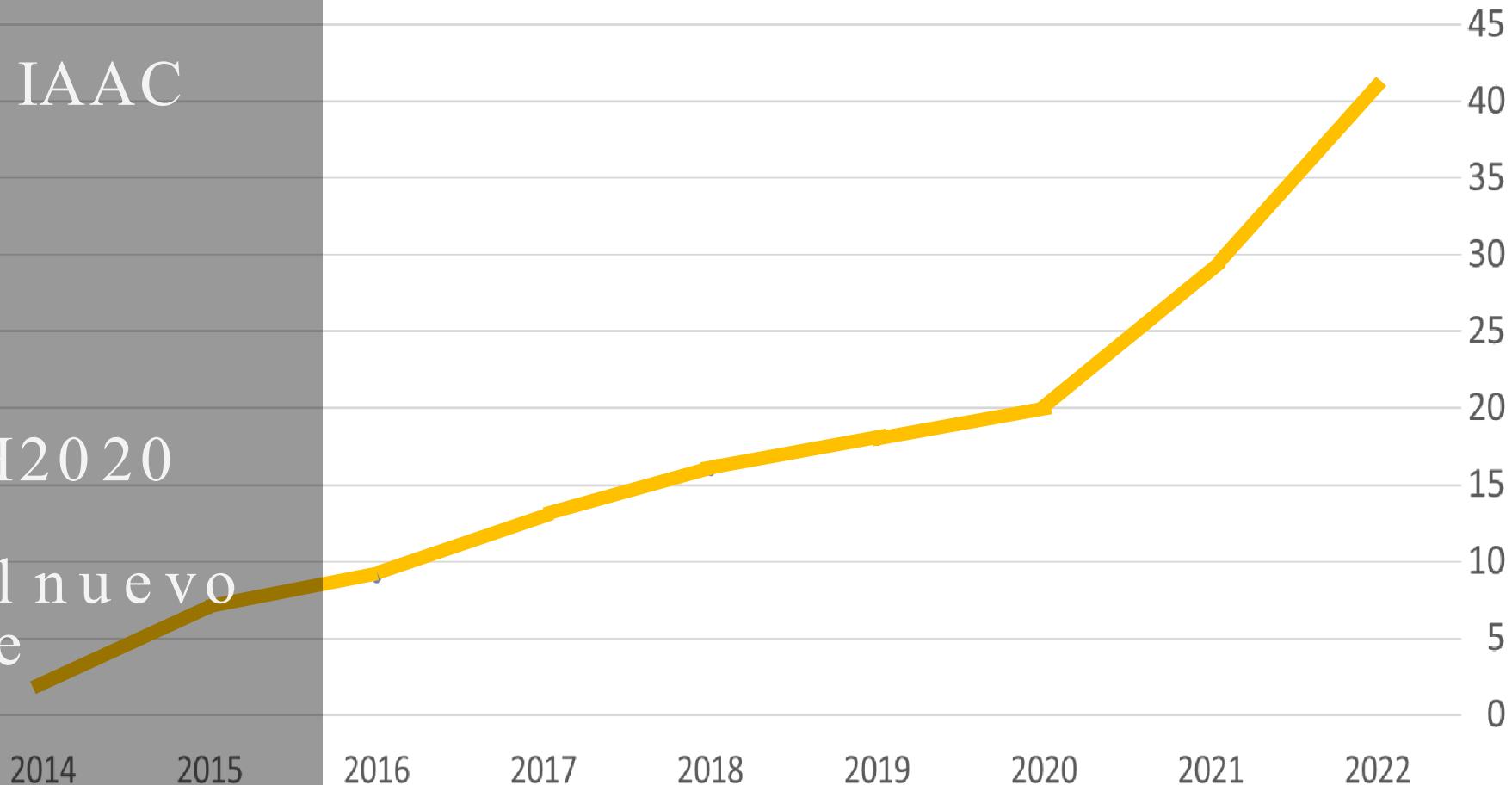


EVOLUCIÓN DE LOS PROYECTOS DE INVESTIGACIÓN EUROPEOS EN EL IAAC

→ 20 proyectos H2020

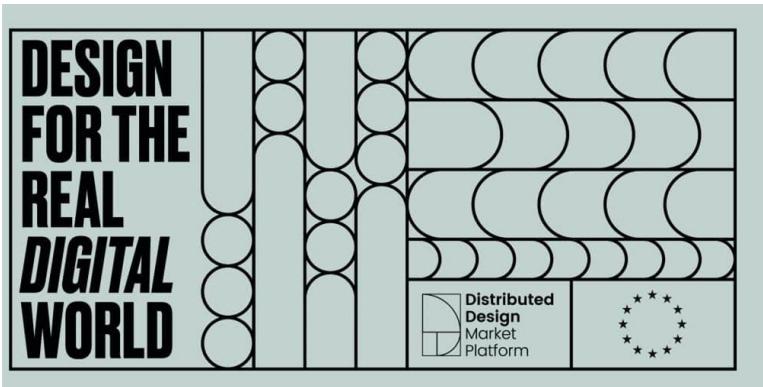
→ 8 de ellos en el nuevo
Horizon Europe

NUMERO DE PROYECTOS



EU Projects

45 Proyectos Europeos (Horizon 2020, Creative Europe and Erasmus +) en los campos del urbanismo avanzado , arquitectura , innovaci ón digital, ciudades inteligentes, tecnologías participativas, etc ...



Claves proyectos Horizon

Proyectos Horizon:

- Gran esfuerzo, carga de trabajo y un proceso caracterizado por ser ultracompetitivo
- Requiere un análisis pormenorizado de los recursos que se puede destinar
- En especial cuando se trata de la coordinación de uno de ellos. En nuestro caso, este rol se reserva a proyectos muy correlacionados con nuestro roadmap de I+D y estrategia de negocio.
- En menor medida, lo mismo se aplica a la selección de las invitaciones que nos llegan. Se analiza de manera muy realista los recursos que le podemos dedicar.

Com o lograr que te inviten?

En la inmensa mayoría de proyectos Horizon en los que participamos hemos sido invitados: ¿Com o hago para que me inviten los que ganan proyectos?

- Fundamental tener varios años de activos diferenciales
- Muy importante estar presente en tu redes de socios europeos. Aquí el networking y el branding es clave.

IAAC y el NEB

“The New European Bauhaus aims at shaping a greener and fairer way of life in creative and inclusive societies through Architecture, Design and Arts”.

En el redactado del topic se puede leer que piden “NEB solutions should help to increase recognition and visibility of European artists and creators underpinning emerging talent from Creative Europe platforms”

IAAC y el NEB

IAAC es coordinador Distributed Design, una de las 16 plataformas financiadas por el programa Creative Europe

- A través de DDP el IAAC es Official partner de la iniciativa New European Bauhaus.
- Participamos activamente ya sea a través de los premios New European Bauhaus
- Montamos un stand en la feria NEB que se organizó en Bruselas en Junio de 2022



IAAC y el NEB

Dentro de la EIT Urban Mobility estamos coordinando el proyecto Open Nature dentro de la call EIT Community New European Bauhaus - Call for Proposals for Co-Creation of public space through citizen engagement, que cuenta entre otros partners con el Parc de Collserola.



IAAC y el NEB

En la organización de Mass is More, una exposición sobre arquitectura y descarbonización en la Mies van der Rohe hemos dado visibilidad a los puntos de conexión con la iniciativa NEB.





HERITAGE ACTIVATION THROUGH ENGAGING EXPERIENCES TOWARDS SUSTAINABLE DEVELOPMENT

Call	HORIZON-CL2-2022-HERITAGE-01-10
Call Type	The New European Bauhaus – shaping a greener and fairer way of life in creative and inclusive societies through Architecture, Design and Arts
Type Action	Research and Innovation
Duration of the project	36M

15 PARTNERS

UNIVERSITIES and RTO : University of Patras (leader), IAAC, University College Dublin

CITIES: Elefsina (Greece), Mayo Countee (Ireland), Milano (Italy)

SMEs: Stefano Boeri Architetti, Land, Act, Things, Mentor, PPE, Ideas for Change, Aegean

NETWORK : Center for European Culture

3M € BUDGET

HERITACT OBJETIVES

- O1: Promote a European Perspective on Cultural Heritage as a Driver for Sustainable Development and well-being
- O2: Building future on local heritage by emplacing architecture into the practice of inclusive placemaking
- O3: Activate Heritage through the creation and promotion of HERITHUBS, that will act as hubs of culture, innovation and education, that trigger inclusive and social interactions through the participation and collaboration among citizens, cultural and creative industries, and local stakeholders.
- O4: Enhance people's creativity driven participatory processes and inclusiveness during and beyond the transformation of spaces through cutting-edge technologies
- O5: Design for the experience -driven life by re-thinking and re-inventing how people experience aspects of their lives and the places and spaces that they live in
- O6: Foster the co-creation of heritage reactivation to preserve ecosystems and promote a better understanding of relations between nature and architecture through a set of archetypal innovative solutions and demonstrations in line with the European Green Deal
- O7: Boost the use of new recycled and green materials, innovative digital manufacturing technologies and new forms based on data analysis and computation for the development of heritage reactivation solutions involving experts from the world of science, technology, art and culture
- O8: Leverage the power of creativity and innovation by architects, designers, artists, and new talents increasing their visibility and recognition within events and festivals activating the heritage network
- O9: Develop new cost-efficient and sustainable guidelines and recommendations in line with NEB principles through Heritage prism and promote the HERITACT results through European clusters and networking.

HERITACT AIMS TO ACTIVATE EUROPEAN HERITAGE THROUGH ENGAGING EXPERIENCES TOWARDS SUSTAINABLE DEVELOPMENT



WORKING on HERITAGE NETWORKS - through recognition and strengthening of local heritage networks



WORKING on EXPERIENCES - through art, creativity, gaming approaches, and hybrid tools



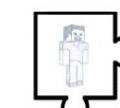
WORKING on HERITAGE ACTIVATION SOLUTIONS - inspired by NEB principles (Sustainability, Inclusiveness and Aesthetics) and Placemaking principles (Start with peanuts: lighter, faster, cheaper)



WORKING with COMMUNITIES focusing on INCLUSION - building engagement pathways encouraging and facilitating dialogue and participation across cultures, disciplines, genders, age, and abilities



WORKING with PARASITIC' STRUCTURES - flexible and temporary small scale interventions aiming at interacting with, or transforming the existing urban or natural context



WORKING on COMMUNITY SYSTEMS - group modelling approach focussing on equal representation of all participant voices, creation of a shared understanding, generation of new ideas for change and identifying areas of existing mental areas of discrepancy

shared



ELEUSIS
GREECE

ANTIQUITES and INDUSTRIAL HERITAGE NETWORK



BALLINA
IRELAND

INSTITUTIONAL BUILDINGS and HISTORICAL SITES NETWORK



MILANO
ITALY

CASCINE NETWORK

IAAC main responsibilities: co-design through gamification processes / digital fabrication / solutions co-implementation in the pilots

SUPERBARRIO CO-DESIGN VIDEOGAME



POBLE-JOC URBAN MOBILE FURNITURE

CO-MIDA 3D PRINTED VEGETABLE GARDEN



FOOD PEEL TEMPORARY STRUCTURES FROM RECYCLED MATERIALS



DAFNE +

will deliver a decentralized platform for
fair creative content distribution
empowering **creators and communities**
through **new digital distribution models**
based on **digital tokens.**

CALL: HORIZON-CL2-2021-HERITAGE-01

DURATION: START 1 July 2022 - END 30 June 2025

BUDGET: EU CONTRIBUTION € 3 658 175



POLITÉCNICA



Manchester
Metropolitan
University

SODA
SCHOOL OF DIGITAL ARTS



FAB
LAB
BCN

IAAC



ircam
Centre
Pompidou



KU LEUVEN



FAB
CITY



ENGINEERING
THE DIGITAL TRANSFORMATION COMPANY



SYNELIXIS*



netcompany
intrasoft



CERTH
CENTRE FOR
RESEARCH & TECHNOLOGY
HELLAS



OBJECTIVES:

Help digital content creators and creative communities to find new forms of creation, distribution and monetization of their works of art through blockchain technology.



UNIQUE SELLING POINT:

DAFNE+ will covers all the aspects of creating and selling digital pieces from creative processes governed by the creators through a **Decentralized Autonomous Organization (DAO)**

DAOs Purpose

The three most common themes of purposes of DAOs are:

1. On-chain governance 
2. Collection of artworks 
3. Reaching common goals 
e.g., DAOs that aim to better web3 technology

DAFNE+ develop an **intuitive** and **simple way** so that artists don't need technical knowledge of blockchains or NFTs

DAFNE+ use of blockchain technology is to ensure **transparency** and **trust** within the user community

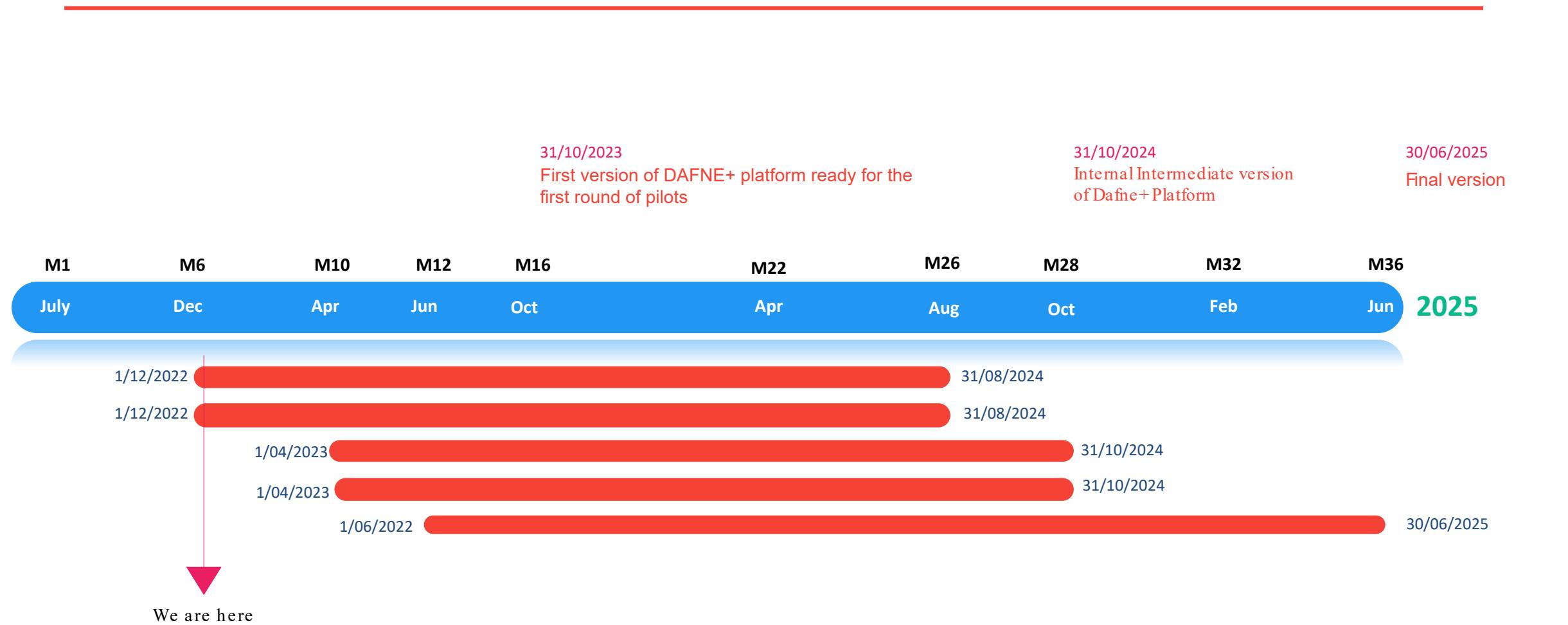
DAFNE+ create a **DAO** in which all the holders of a governance NFT or token will have **decision -making power** over the **rules of the community** and the **content distribution platform** that will be created.

ACTIVITY

IAAC is one out of three use cases that will represent their respective creative communities around topics such as design, music and art.

IAAC being a **community of end users**, will be mainly involved in the **organisation of the co -creation workshops for the definition of user requirements** and supporting the onboarding of community members to the DAFNE+ platform.

Timeline





THANKS / GRACIAS / GRACIES

Daniel Ibáñez
Director del IAAC

Iaac

Institute for
advanced
architecture
of Catalonia