

POP // CAN // CRIT 2017: Marketing + Promotion of Architecture in Canada

2017 SCHEDULE

- 8:00 – 8:30 registration open
- 8:30 opening remarks
- 9:00 – 10:15 **panel 1: marketing as a tool for architecture**
moderator: michel rod (sprott school of business, carleton university)
speakers: veronica gillies, mark busse, shelley true, vincent hui
- 10:15 break
- 10:30 – 11:45 **panel 2: advocacy + activism**
moderator: Matt Blackett (spacing)
speakers: toon dreessen, susan algie, monica adair, johanna hurme
- 11:45 lunch + networking
- 1:00 – 2:15 **panel 3: image + architecture**
moderator: adrian phiffer (university of toronto – john h. daniels faculty of architecture, landscape, and design, and office of adrian phiffer)
speakers: ben rhan, younes bounhar, amanda large, norm li, naomi kriss
- 2:15 – 3:30 **panel 4: architecture as icon/ branding + toronto condo revolution**
moderator: nicola spunt (PARTISANS)
speakers: alex josephson, alex bozikovic, adrian phiffer
- 3:30 break
- 3:45 – 5:00 **roundtable**
moderator: matt blackett (spacing)
speakers: toon dreessen, Johanna hurme, alex bozikovic, susan algie, shelley true
- 5:00 closing remarks

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PANEL TOPICS:

Panel 1: *Marketing as a Tool for Architecture*

This panel, focused on the role of marketing within the architecture profession, seeks to debate the relevancy of marketing to architecture. How has marketing and/or promotion benefited the profession or the public's opinion of architecture? How has it harmed? What does marketing mean to the architect/ professional/ public, and how will it be used in the future? As we are living in an increasingly globalized society, this panel will examine Canada's role in the global architectural marketplace.

Panel 2: *Advocacy and Activism in Architecture*

Panel 3 will discuss the perceived lack of public understanding regarding the role of the architect and architecture to society, identified by academics and architects in *Money: Perspectives* 47. Here, panelists will be asked to describe examples of best-practice projects that have successfully engaged the public and promoted Canadian architecture and architects. Panelist can describe personal projects and organizations and how they advocate for the profession and architecture. The purpose of this panel is to explore innovative ways in which architecture can be meaningfully shared with the public. We ask professionals from across disciplines of architecture, marketing, photography and media, how they use marketing as a tool to educate the public on Canadian architecture.

PANEL 3: *Image + Architecture*

How has architecture and the job of the architect been communicated through photographs? This topic will examine the role of the media in conveying the importance of thoughtful design and architects through images. In a recent TED talk Marc Kushner, architect, entrepreneur and author, suggests that the public will shape the future of architecture through today's media revolution, where they have the power to shape architecture through social media. He says that social media, and the advanced rate at which images are now shared through it, has changed the relationship between the public and buildings. In this panel we discuss Kushner's idea and ask how images affect the public's understanding of architecture?

PANEL 4: *Architecture as Icon/ Branding + Toronto Condo Revolution*

This panel is aimed at examining the use of architecture and/or the architect as a brand employed for selling or promoting. Since the emergence of the 'Bilbao effect' in 1997, when Canadian architect Frank Gehry's Guggenheim Museum achieved national publicity for the Spanish city, there has been a desire for iconic architecture that will fuel tourism and the economy. This panel will explore the cultural aspiration for 'famous' international architects to design local projects in urban centres. This 'starchitecture' effect has led to the collection of almost identical architectural icons in cities such as Toronto, London and Dresden, amongst others. Panelist will

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debate and discuss how this type of branding has affected the public's understanding of architecture and our national image.

This panel will also explore the concept of 'condominiumization' in Toronto introduced in PARTISAN's recently published book, *Rise and Sprawl*. Panelist will examine the nature of advertising residential projects to the public and its effect on public understanding of design. What role do architects, photographers, marketers and digital specialists play in selling these projects?

ROUNDTABLE

Speakers will be asked to participate in a special roundtable discussion on the role of marketing in architecture. The aim of this roundtable is to mobilize cross-disciplinary knowledge and research on contemporary architecture and open the conversation to the public.