

Photo: Stefan Lucks

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www.daz.de**FORMULA_X**

The continuation of the GLASHAUS-Series in a new format

+++ CALL FOR ENTRIES 2010 +++

Berlin, March 2010. The German Center for Architecture DAZ will launch a new exhibition series called FORMULA_X in the summer of 2010. This new format is dedicated to the national and international up-and-coming generation of talented architects. Three offices will present their architectural positions in monographic exhibitions, directly succeeding one another, as well as in a lecture and in interviews. The focus of the presentation will be on the individual design methodology and the design processes of each office. The goal of the new series, FORMULA_X, is to demonstrate the qualities in varying architectural positions, as well as to spotlight the active role of the architect in determining national and international building culture by giving insight into the facets of their sustainable ideas. –From micro-architectures to urban planning, from new answers for conventional building tasks to futuristic concepts. The theme of the first series is “VISIONS”. Architects who have projects and ideas that stand for a better built future, and who would like to fascinate a wider public with these are invited to apply before April 14th 2010.

The new format: FORMULA_X

FORMULA_X is the new, extended and thematically oriented form of the previous GLASHAUS-Series. This series was curated by Kristien Ring and staged, from 2006-2008, the main entrance of the DAZ building. The new series FORMULA_X will not only offer young talent a spatially larger podium, the chosen architects are also invited to lead a public discourse through an opening lecture and an interview. FORMULA_X also stands for the unknown, the still to be discovered and the individual approach (formula) for arriving at a design solution: With three successive, individual exhibitions the DAZ will function over the three-and-a-half months as a laboratory for new ideas. The series offers a forum for informal exchange and presents contributions that will influence the future debate on building culture.

Theme for 2010: VISION

To envision scenarios and solutions for a better future and to realize these in their built form is a constant theme in the field of architecture. Most often, specific parameters define the architectural problematic and, at the same time, become the basis of developing possible solutions. It is within these parameters that new ideas and concepts are tested. In speculating at possible solutions, every architect has their own methodology – their own architectural position.

How will these parameters be in the future and where will our priorities lie in a world that is changing so quickly and so completely? We have a new challenge in finding the correct response to climatic and demographic change, and the current global economic condition brings us many more questions still.



It is at this moment more than ever that architects, designers, artists, engineers and researchers are asked for new ideas and methods. Are the design methodologies that have proven themselves in the past, still relevant for the problems of today and of the future? Will we need to develop fundamentally new, integrative methodologies in order to realize a sustainable architecture and urban planning? Or, will there instead be a turn to a new, all encompassing kind of simplification?

In the context of these new challenges, the DAZ will present visionary architectural positions with the new FORMULA_X exhibition series in 2010: How does one succeed, despite the demands of the commercial market, to form and preserve in maintaining a consistent architectural position while translating the idea and vision for a sustainable environment into the built form?

EXHIBITION

FORMULA_X will start in August of 2010 with the presentation of three exhibitions, directly succeeding one another, which will be shown for four weeks each (including five weekends). The series will take place once-a-year. The exhibitions in 2010: 19.08. – 19.09. / 23.09. – 24.10. / 28.10. – 28.11.2010

The DAZ provides the 220 sqm “DAZ Scharoun Hall”, with approximately 150 sqm exhibition space, in which each selected office may design the presentation their work in consultation with the DAZ-curator, Kristien Ring.

The DAZ offers, within the context of its program that is accompanied by extensive communication measures, an ideal venue to present current themes in architecture. The new exhibition series will be communicated intensively through public relations and press work, using the DAZ communication instruments that have a large effect in Germany and Internationally. (Invitations via post and electronic, distribution of flyers to highly frequented places, newsletter and website)

The financing of the series has been done in part by our partners from the industry and the DAZ is able to provide the space itself and all communication work. The exhibiting office needs only to carry the cost for producing and installing their own exhibition, and for providing the DAZ with images for the press work.

APPLICATION

Talented architects from Germany and abroad may apply if they fulfil the following criteria:

- * A consistent architectural position that can be recognized throughout your built work as well as your theoretical approach.
- * Your projects show a high artistic standard and visionary character.
- * At least one project has been built within the last 3 years (from micro-architecture to urban planning)
- * The partners of the office are not older than birth year 1961.

Please send:

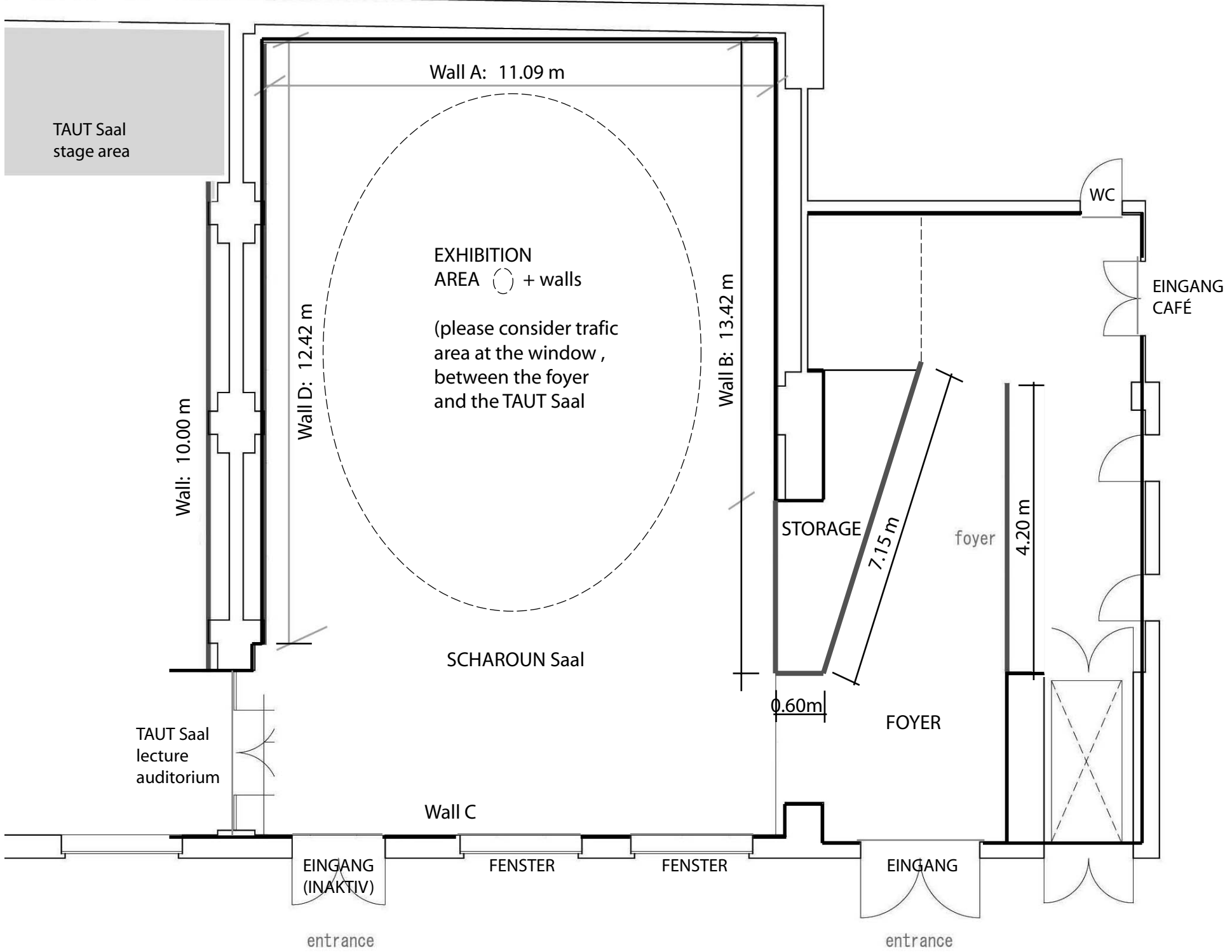
- * Your office-profile
- * A short description and presentation of up to three projects (with relevant details)
- * Please describe the idea for your exhibition. We are especially interested in knowing what aspects of your work you see as the focus of the exhibition.

Please send your application before **14.04.2010 via Post or E-Mail** (max. 6 MB) to the following address:

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