



ARCHITECTS' COUNCIL OF EUROPE
CONSEIL DES ARCHITECTES D'EUROPE

DESIGNING FOR THE FUTURE : “THE MARKET AND QUALITY OF LIFE”

10 April 2008 at Flagey Building - Brussels

Conference organised by the
ARCHITECTS' COUNCIL OF EUROPE (ACE)

BLOCK THIS DATE IN YOUR AGENDA !

This Conference is intended to demonstrate that the **quality of the built environment** is of fundamental importance to the achievement of **sustainable growth** and **development** in Europe. It is therefore necessary that equal attention is devoted to the three pillars of sustainable development, **social, economic and environmental**, with **culture** as a cross-cutting and essential element as underlined, on several occasions, by Mr José Manuel Barroso, President of the European Commission, who has given his patronage to the Conference.

The main idea of this Conference is that **concrete results can be achieved** through an informed exchange and debate on the issues under examination as experienced by policy makers and stakeholders (see main themes on reverse).

Invitations and programme will be available in November 2007

www.ace-cae.org
Contact : info@ace-cae.org

SOCIAL

Architecture and added value : Acknowledging other, non-monetary values

What is the real value of architecture to the consumer? Showing that better architecture brings with it better results, notably in schools and workplaces and that the whole community benefits both in the short-term and long-term.

Quality of life and the production of wealth : The advantages of social investment

An analysis of quality in the broadest sense, of wealth in terms other than that of income.

ECONOMY

Construction for the long-term : Set a new timescale to understand real costs

The evaluation of the built environment must be in terms of real value, based on a set of criteria that include the lifelong cost of the project. Highlighting the significant shortcomings that arise between a short-term political view and the need to work for the long-term.

Procurement and quality : Define guidelines for fair practice in order to protect public interest

This theme will look at the question of procurement, questioning the link between different forms of contract and the objectives targeted in relation to the quality of architectural projects.

ENVIRONMENT

Space as a limited element : Define the field of sustainability

Faced with an exponential growth in urban areas, how can proper management of space and resources be achieved and, in particular, what specific contribution can architectural policy and practice bring to this endeavour?

CULTURE

Architecture as a cross-cutting element in territorial and urban policies : Integrated approaches for public interest

Several recent important EU political documents recognise that architectural quality plays a useful role in contributing to the improvement of the attractiveness of cities and regions and is a factor of social cohesion. The citizen must be put (back) at the centre of future policies. The true horizontal nature of culture, of which architecture is one of the most tangible and lasting expressions, has to be recognised.