



**POLITECNICO  
MILANO 1863**

DIPARTIMENTO DI ARCHITETTURA  
E STUDI URBANI  
DEPARTMENT OF ARCHITECTURE  
AND URBAN STUDIES

**SEMINAR**

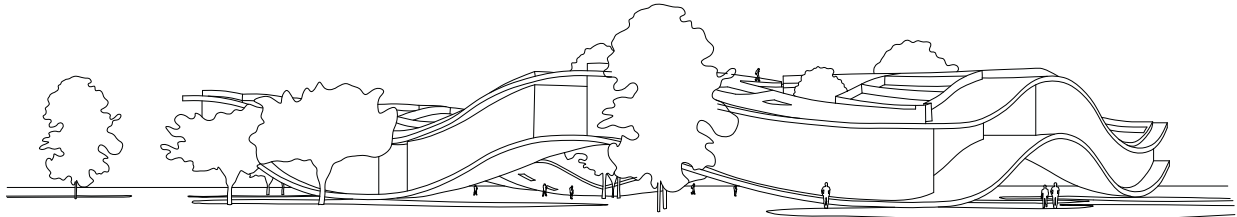
**November 30, 2018, h. 11:15**

**Piazza Leonardo da Vinci 32 (MM Piola)**

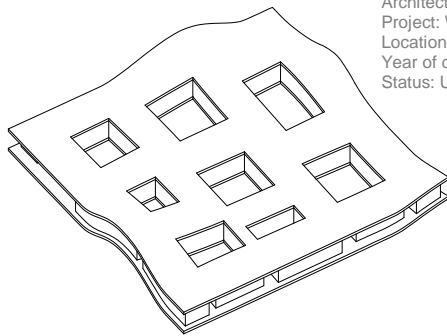
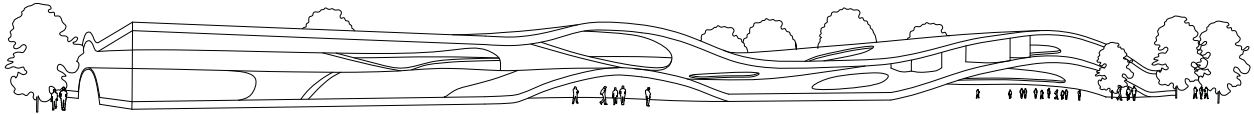
**Building 3, ROOM S 1.9 (first floor)**



**Transnational  
Architecture and  
Urbanism**

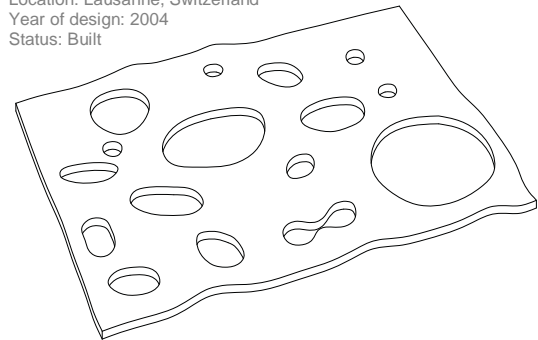


## **COPY + PASTE ARCHITECTURE AND TRANSNATIONAL URBANISM**



Architect: MVRDV  
Project: Wiener Weite  
Location: Vienna, Austria  
Year of design: 1999  
Status: Unbuilt

Architect: SANAA  
Project: Rolex Learning Center  
Location: Lausanne, Switzerland  
Year of design: 2004  
Status: Built



Due to faster economies and more interconnected societies, architectural design practice has been accelerating dramatically. The circulation and transfer of existing architectural solutions and designs have been enabled by communication and design technologies and propelled by the urge for more cost-efficient design processes.

In their new book – *Copy Paste: The Badass Architectural Copy Guide* – Winy Maas and Felix Madrazo discuss the issue and suggest design and practical solutions. The recent research project *Transnational Architecture and Urbanism* conducted at Politecnico di Milano analyses the urban effects of the mobility of designers and the transfer of projects.

In this seminar, a selected panel of architectural scholars and practitioners will critically discuss emerging issues and approaches to architectural design and urbanism in a globalized world.

**Speakers:** **Felix Madrazo**, The Why Factory - TU Delft, and Inter.National.Design  
**Davide Ponzini**, Politecnico di Milano

**Discussants:** **Ippolito Pestellini Laparelli**, OMA  
**Laurent Salomon**, Atelier d'Architecture Rotbart/Salomon, Visiting Professor at Politecnico di Milano  
**Bostjan Vuga**, SADAR+VUGA, Visiting Professor at Politecnico di Milano

**Chair:** **Alessandro Rocca**, Politecnico di Milano

**Organization and information:** [davide.ponzini@polimi.it](mailto:davide.ponzini@polimi.it)

With support from FARB, Transnational Architecture & Urbanism

<http://www.tau-lab.polimi.it>