

Newsletter May 2013

This newsletter informs you every two months about the latest news on the ingenious switzerland export platform. Further information is available at www.ingenious-switzerland.com. Any suggestions you may have are greatly appreciated.

Top story - services for our members

International Urban Development - six panel discussions in Switzerland

In 2013, ingenious switzerland will be tackling the broad topic of urban development. At these panel discussions, an introductory lecture is presented relating to an international example of urban development. Following this, representatives from business and the general public will discuss the complexity of the task in hand together with members from ingenious switzerland and explore new innovative approaches which the Swiss planning sector can introduce efficiently. A handout created for this purpose should aid in reaching conclusions. The first event will be held on 30th May at the Architekturforum Zürich. Further information can be found [here](#).



News from the workgroups - our global members

First session of the Turkey workgroup held on 30th April 2013



Following the success of the two showcase events held in cooperation with the consulate in Istanbul and the positive feedback received, ingenious switzerland has now made the next step - on 30th April, more than ten participants met at dolmus architects in Lucerne to mark the first meeting of the Turkey workgroup. The lively discussions promise good things for future meetings of the workgroup. Those interested in taking part in the workgroup are asked to contact [Barbara Angehrn](#).

Establishment of a ‘Sustainable building renovation’ workgroup

Reducing energy costs in building stock is a niche topic very much in vogue in mature markets (context: increasing energy prices / backlogs / state subsidy programmes / green technologies). At the suggestion of the Swiss architect’s office Garraux Carrera Arquitectes and two other offices based in Barcelona, ingenious switzerland has opened a workshop for sustainable building renovations incorporating Swiss know-how. In the first stage, development initiatives in Spain will be followed across existing connection networks. Other countries will also be taken into account. Those interested in taking part are asked to contact [Barbara Angehrn](#).



Urban Laboratory in Warsaw from 11th to 14th April 2013 / establishment of a Poland workgroup



The first ‘Urban Laboratory’ - a Polish/Swiss city workshop in Warsaw - was a resounding success. The four events on public spaces, architectural competition, low-cost apartment building and energy efficiency each took place in front of a packed audience of 300! The laboratory was organised with the support of the Swiss embassy, ‘Hochparterre’ magazine and the association of Polish architects (SARP), with a delegation of Swiss planners taking part. ingenious switzerland also offered their support as partner of the event. In order to be able to continue the discussions, ingenious switzerland is planning to establish a Poland workgroup. Those interested in taking part are asked to contact [Simona von Orelli](#).

Milani Design and Design Investment in Singapore - March 2013

Both design companies and members of ingenious switzerland visited Singapore as a promising market and hub for promoting Asian markets in order to extend their services in the field of transportation design. The opportunity was given by Orcadesign, a Singaporean industrial design company identified by ingenious switzerland. Michela Offeddu - our representative at the Swiss Business Hub in Singapore - organised preliminary meetings with relevant stakeholders, such as government authorities, train operators and manufacturers (Milani Design) and commercial and private airline companies (Design Investment). The positive results gained from the week in Singapore are encouraging for future steps.



Further information can be found [here](#).

Latest news from ingenious switzerland

Annual general meeting at ingenious switzerland in Zurich on 25th April 2013



The annual report for 2012 (including the corresponding financial statement), annual programming and the budget for 2013 were approved by the majority of the 23 members present at the AGM. The board members standing for re-election were confirmed in office for a further year, whilst the rolling presidential office was transferred from Patrick Reymond to Christoph Beer. The current alternatives relating to the further operation of the export platform (incorporation in the SIA or Osec / continuation as independent association - this at best with special external department) were briefly discussed and notice was given of the extraordinary general meeting to be held in Autumn.

Updated website

In accordance with the last member survey, ingenious switzerland has changed its website to better address the needs of our members, and has updated the sections on services, markets and our newsletter. Take a look for yourself at www.ingenious-switzerland.com. Barbara Angehrn would be happy to receive any other suggestions you may have.



Member of the month - Iria Degen Interiors



Iria Degen studied law at the University of Zurich, before completing her vocational training as interior designer at the Ecole Camondo in Paris. After gaining experience as project manager at the renowned interior design offices of Andrée Putman in Paris, Iria Degen Interiors was founded in February 2000 - and is now internationally active with offices in Paris and Zurich. The team is comprised of twelve interior designers, architects and designers. Their work is characterised by simple forms, discreet colours, timeless design and high-quality natural materials. Finished projects include a range of single-family homes and apartments across Europe, plus offices (Novartis in Basel) and hotels (South Africa and Basel). Iria Degen is a member of the VSI.ASAI and IFI (International Federation of Interior Architects/Designers). www.iriadegen.com

Other topics

Input event on internationalisation in Basel on 16th April

The '[Initiative Kreativwirtschaft Basel IKB](#)' invited guests to an event on the topic of 'Internationalisation of architecture services'. With lectures from renowned guest speakers - including Patrick Reymond (atelier oï / Vice President of ingenious switzerland) - the audience was able to share the full range of collected theoretical and practical experiences from abroad. The notes and corresponding PDF presentations can be found [here](#).



Events

save the date

- **Panel discussion 'International Urban Development'**
30th May 2013, 5.30 p.m. to 7 p.m. at the Architekturforum Zürich followed by aperitifs, further information can be found [here](#).
- **Training course 'International Management for Architects, Engineers and Designers'**
20th to 22nd June 2013, due to a lack of applications the course was cancelled.

Impressum

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