

LIVING FORUM PROGRAMME - 2 APRIL 2019

TOPIC: LUXURY AND THE FUTURE VERSUS HAPPINESS

9:30

ARRIVAL IN THE HALL

9:30-10:10

UP THE STAIRS TO EVA JIŘIČNÁ

The Living Forum participants have a unique chance to visit the exhibition with the laconic name JIŘIČNÁ, which presents the work of one of the most important personalities of world architecture and the Order of the British Empire bearer.

The focal point of the exhibition is, among other things, the monumental glass staircase created in 1994 for the interior of the Paris branch of the Joan and David chain store and transferred to the DOX building.

10:10-10:15

OPENING OF LIVING FORUM

10:15-10:40

WHAT INTERIORS EVOKE FEELINGS OF HAPPINESS?

(simultaneously interpreted)

Subtitle:

Dr. Anne Petermans has completed her research that proved that design and architecture have a direct impact on the subjective feeling of happiness. Together with her team, she designed the "Circle of Happiness" as a research tool to map out which factors contribute to this feeling.

Speaker:

Dr. Ann Petermans, Belgium

Director of Design Research Society and Member of Design and Emotion Society
Faculty of Architecture and Art, Hasselt University

10:40-11:00

**WHERE TO LOOK FOR SYMBOLS OF LUXURY?
FROM INDIAN POTLATCH TO SHEPHERD'S PIPE**

Subtitle:

Professor Běňušková looks at the phenomenon of luxury and happiness through the lens of cultural anthropology. Every economic-cultural type had a completely different relationship to material values and to social hierarchy within the development of mankind. It was highlighted with different symbols.

What once symbolized luxury in the interior and what symbolizes it today?

Speaker:

Prof. PhDr. Zuzana Beňušková CSc., Slovak Republic
Social anthropologist and university professor

Institute of Ethnology and Social Anthropology, Slovak Academy of Sciences, Bratislava

11:00-11:20

HAPPY PRODUCT DESIGN

(PRE-PREMIERE OF LIGHT FITTINGS FOR SALONE DEL MOBILE IN MILAN)

Subtitle:

What actually defines a luxury product? And can the "atmosphere" of such a product evoke pleasant feelings? Apart from answering these questions, Jakub Pollág and Václav Mlynář from the deForm studio will reveal the inspirational source of the light fitting collection, which will be presented at Salone del Mobile in Milan exactly a week after Living Forum.

Speaker:

MgA. Jakub Pollág and MgA. Václav Mlynář, Czech Republic
Bomma and deForm studio

11:20-11:50

BREAK WITH REFRESHMENTS IN THE ADJACENT HALL (included in the ticket price)
Refreshments are provided by the winner of the Interior of the Year competition for 2015,
CAFÉ ZÁHORSKÝ designed by architect Magdalena Rochová and managed by Mr. Matěj
Záhorský.

Among other things, Záhorský family recipe plum and apricot pies will be served.

11:50-12:10

RULES OF DESIGN TOUCHES

Subtitle:

The author of the Roxor Handle design, architect Stanislav Fiala, was impressed by the roxor wire, which he encounters on a daily basis at constructions so much that he first used it as decoration and then decided to convert it into a handle.

What are the limits and specifics of designing something seemingly as common as a handle?
Is it possible to achieve for the handle to be literally seducing to pleasant touches?

Speaker:

Ing. arch. **Stanislav Fiala**, Czech Republic
Fiala - Němec, Material & Technology studio

12:10-12:35

TEXTILE DECORATED WITH THE ELLE DECORATION AWARD: WHY INSPIRATION BY ARCHITECTURE?

(simultaneously interpreted)

Subtitle:

Nicholas Handbury has been influencing the design of the home textile collections by the prestigious British company The Romo Group. For example, the Arco Geometrics textile series (Kirkby design) recently won the ELLE DECORATION BRITISH DESIGN AWARD 2019.

What were his strongest sources of inspiration?

Speaker:

Nicholas Handbury, Great Britain
The Romo Group

12:35-12:55

WE MEASURED THE IQ OF FIRE!

Subtitle:

Most of the myths about the origin of fire claim that it was brought to humans by a supernatural being. For example, Perseus smuggled small flames hidden in the cavity of a wooden cane all the way from Olympus. What options would he have today? Can fire be sent by email, WhatsApp, or via a messenger? And will people give up magical fire indoors when only zero-consumption or passive standard houses can be built as of next year?

Is "modern" fire really smart enough to deal with it?

Speaker:

Michaela Cintlová and **David Tröschel**, Czech Republic
Haas and Sohn Rukov

12:55-13:55

LUNCH BREAK IN THE ADJACENT HALL (included in the ticket price)
Refreshments are provided by the winner of the Interior of the Year competition for 2015,
CAFÉ ZÁHORSKÝ designed by architect Magdalena Rochová and managed by Mr. Matěj
Záhorský.

On the day of the Living Forum you'd better not look for Café Záhorský in Prague Eliášova Street in Dejvice. It will be closed and "teleported" to the DOX building.

TOAST WITH A ROBOT!

The highly intelligent robot YUMI (lent by the ABB company) who has been endowed with fine motor skills, will also participate in the lunch. For example, he can conduct a

philharmonic and, in the opinion of the creators, the future belongs to him; he symbolizes luxury and will do his best to make us happy..., therefore, we asked him to pour champagne!

13:55-14:20

**WHAT CAN PARADISE LOOK LIKE?
RESORT IN SRI LANKA AWARDED THE UNESCO PRIX VERSAILLES**
(simultaneously interpreted)

Subtitle:

A piece of paradise called Wild Coast Tented Lodge was created through the collaboration of the Nomadic Resorts and the Bo Reudler studio. Located on the border of the pristine beach and the dense jungle of the Yala National Park, where a large population of leopards lives. Last year, the resort was awarded the prestigious international prize for architecture and design, UNESCO Prix Versailles.

Speaker:

Architect **Bo Reudler**, The Netherlands
BO REUDLER STUDIO

14:20-14:40

THE CZECH REPUBLIC PAVILION AT THE WORLD EXPO 2020 IN DUBAI

Subtitle:

Expo 2020 takes place historically for the first time in the Middle East. The Czech pavilion was designed by architects from the Formosa AA studio. *"In my opinion, the winning design is the only one that unifies the architectural design of the pavilion with the main idea of the exhibition,"* says architect Eva Jiříčná, the member of the selection committee. The heart of the pavilion will be a system producing water from air.

It is being developed by scientists from the Academy of Sciences and the Czech Technical University.

Speaker:

Ing. arch. **Jindřich Ráfl**, Czech Republic
Formosa AA

14:40-14:50

"JIŘIČNÁ" EXHIBITION

Lecture for all morning visitors of the exhibition:

Eva Jiříčná's ability to create fascinating worlds of interiors, which sensitively respond to people's imagination, was also appreciated by architect Richard Rogers (besides other things, the author of the famous Parisian Centre Pompidou), who invited her to collaborate on the realization of London's Lloyds insurance company headquarters at the turn of the 1970s and 1980s.

Eva Jiříčná celebrates eighty years and the exhibition maps the unforgettable traces that this lady and also the bearer of the Order of the British Empire left in Czech and world architecture.

What is the background of the JIŘIČNÁ exhibition at the DOX Centre for Contemporary Art?

14:50-15:10

**RESIDENCE FROM WINE CORKS:
CORK HOUSE IN BERLIN**
(simultaneously interpreted)

Subtitle:

Das Korkenzieher Haus, literally "Corkscrew House", has exterior walls and a roof covered with cork boards made from the remains of wine corks. The authors searched for an unconventional approach, ecological solutions, perfect sound insulation and material truth. In their presentation, the recycled corks become a luxurious solution in the true sense of the word.

Speaker:

Architects **Andreas Reeg** and **Marc Dufour-Feronce**, Germany
Rundzwei Architekten

15:10-15:35

SOPHISTICATED CHANGE OF THE ROYAL PALACE
(simultaneously interpreted)

Subtitle::

Architect Rob van Beek regularly addresses the challenges of new technologies in contemporary lighting. Recently, the challenge was to use them appropriately for the extensive reconstruction of the Huis ten Bosch palace (the royal family residence) so that the building would remain as exceptional as in the 17th century, but suited life today. How to change royal luxury but not change its essence?

Speaker:

Architect and Designer **Rob van Beek**, The Netherlands
Ministry of the Interior and Kingdom Relations, HALLA

15:35-15:55

SEVEN WINDOWS TO THE SOUL OF THE INTERIOR

Subtitle:

Which way did Rony Plesl's thoughts go when designing the seven vases, which this year are the symbol of victory in the INTERIOR OF THE YEAR competition? And where is Czech glass actually headed? The author adds: *"The Czech glass's situation will be similar to the situation of the whole society. If people start to prefer style, originality and quality, it will be good. If not, nothing will save Czech glass. Perhaps it is still true that if you want to sell beautiful glasses to people, teach them first to wear a clean and quality shirt and drink good wine."*

Speaker:

Professor and academic sculptor **Rony Plesl**, Czech Republic
Academy of Arts, Architecture and Design in Prague, Rückl glassworks

15:55-16:15

LUXURY IN THE DIGITAL TRANSFORMATION AGE: TIME!

Subtitle:

You sit in your Jaguar and return home. You decided suddenly, so there was no time to touch the phone. Your house will sense it and will begin to prepare itself. It pulls up the blinds, increases temperature, turns on lights and music, like an army of servants that has been informed that the "gentry" will soon be in the door. - That's called luxury!

Speaker:

Ing. **Václav Švub**, Czech Republic
ABB

16:15-16:45

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16:45-17:10

**CULT MOTTA CAFÉ:
RECONSTRUCTION OF "MILANO'S LIVING ROOM"**
(simultaneously interpreted)

Subtitle:

The Motta Café is located between Duomo and the Gallery of Victor Emmanuel II. The Italians have been calling it the "Living Room" of Milan for almost a hundred years. Last year, the symbol of the Northern Italian metropolis was finally reconstructed by Daniela Colli, who graduated in architecture in Florence, and her great achievements include, for example, the Roman Villa Borghese café or the Lión restaurant in Rome.

Speaker:

Architect **Daniela Colli**, Italy
COLLIDANIELA ARCHITETTO

17:10-17:30

SADNESS OF THE INDOOR GENERATION

Subtitle:

We are referred to as "The Indoor Generation" because we spend up to 90% of the time surrounded by building walls and breathe air five times worse than outside. This was proven by research conducted in fourteen European and North American countries in the middle of last year. It was also discovered that seven out of ten members of our generation living indoor are sad and UNHAPPY! Why?

Speaker:

Ing. arch. Klára Bukolská, Czech Republic
VELUX

17:30-17:55

**007 MUSEUM ELEMENTS:
INTERIOR IN THE "SHAKEN, NOT STIRRED!" STYLE
(simultaneously interpreted)**

Subtitle:

The twenty-fourth Bond film starring Daniel Craig also takes place in Sölden, Austria. So why not build the world's largest James Bond museum right there? A bizarre building opened last July, it leans dramatically from Mount Glaislachkogel at 3 040 meters above sea level and borders the icy Hotel Q. Both buildings are designed by the Obermoser architectural studio.

Speaker:

Architect Alexander Gastager, Austria
Obermoser arch-omo ZT, Innsbruck

18:10-19:00

**COMPETITION RESULTS
INTERIOR OF THE YEAR 2018**

Awarding winners with seven original vases for this year designed by sculptor and designer Rony Plesl and in cooperation produced by Martin Wichterle's glassworks BOMMA and Rückl.

19:00-21:00

WINE FOOD ITALIAN MARKET PARTY (included in the ticket price)

*In addition to alcoholic and soft drinks
and plates of Italian delicacies
you will also be served:*

EXCLUSIVE CHEESE SELECTION

Served on the latest collection of Italian ceramic tiles (ASSO) that faithfully imitates the ONYX gemstone.

The collection of the above-mentioned tiles has focused on today rather rare minerals, some of which can no longer be mined because their sites are smaller than sources of many precious metals.

You probably won't get a luxury onyx wall like in Villa Tugendhat, but of course, you can take home with you every cheese plate (ceramic tile).

That is if you eat a lot of cheese...