

anne isopp

europska mreža sačinjena od arhitekata i za arhitekate

a european network made by architects for architects

► *Wonderland* ujedinjuje 99 arhitektonskih ekipa iz devet europskih zemalja. Europska mreža za arhitekate nastala je unutar dvije godine, tijekom putovanja jedne izložbe. Ono se treba nastaviti dalje, *Wonderland* treba dalje rasti i postati još europskijim.

Program *Erasmus* omogućava da se za vrijeme studija jedan inozemni semestar provede negdje u inozemstvu na tlu Europe.

Wonderland omogućava da jedna arhitektonska izložba proputuje Europom: od 2004. do 2006. ona se mogla vidjeti u devet europskih zemalja – Slovačkoj, Češkoj Republici, Njemačkoj, Nizozemskoj, Francuskoj, Italiji, Hrvatskoj, Sloveniji i Austriji. Programima *Erasmus* i *Wonderland* zajedničko je da žive od znatije njihovih sudionika, koji žele pogledati preko vlastitih granica i upoznati nove zemlje i ljude. Taj inozemni semestar vrlo je omiljen i raširen, naročito među studentima arhitekture. Bez iskustva *Erasmusa*, *Wonderland* se vjerojatno ne bi moglo ni zamisliti.

Za vrijeme inozemnog semestra sklapaju se prijateljstva (ili barem poznanstva) izvan granica vlastitih zemalja. Ta osobna umreženost jedan je od kamea temeljaca *Wonderlanda*. Izborom sudionika na izložbi *Wonderland* se bitno razlikuje od svih drugih izložbi, jer ova se izložba zbiva bez kustosa. Kako bi se u pojedinoj zemlji pronašli sudionici, u svakoj od devet zemalja sudionica odabrana su dva takozvana *povjerenička tima*. Riječ je zapravo o arhitektonskim uredima koje se upoznao na licu mjesta, tijekom boravka u inozemstvu ili na neki drugi način, čiji suradnici biraju preostalih devet sudionika prema osobnim kriterijima. Na taj način nastala je mreža, najvećim dijelom izgrađena osobnim premrežavanjima.

● *Wonderland* unites 99 teams of architects from nine European countries. This European network of architects was created in two years' time, during an exhibition tour. But it should go on, *Wonderland* should continue growing and become even more European.

Erasmus programme makes it possible to spend a semester abroad in the course of one's studies, somewhere in Europe.

Wonderland has made it possible for an entire architectural exhibition to travel all over Europe: between 2004 and 2006, it could be seen in nine European countries – Slovakia, Czech Republic, Germany, the Netherlands, France, Italy, Croatia, Slovenia, and Austria. What *Erasmus* and *Wonderland* have in common is that they live on the curiosity of their participants, who wish to cast a look over their own borders and get to know new countries and new people. The semester abroad is very popular and very sought for, especially with students of architecture. Without the *Erasmus* experience, *Wonderland* would probably be unimaginable.

During the semester abroad, one makes new friends (or at least acquaintances) beyond the borders of one's own country. That personal networking is a cornerstone of *Wonderland*. By choosing its participants on the spot, at the exhibition, *Wonderland* is essentially different from all other exhibitions, since it is taking place without a curator. In order to find participants in a given country, two so-called "commission teams" are appointed in each of the nine states. In fact, these are architectural studios found on the spot during one's stay there, or in some other way, and their collaborators choose the other nine participants according to their own criteria. In this way, a network is created largely on the basis of personal networking.



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1. Amsterdam, 2005.,
foto / photo: Maureen
Sandbergen



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Pozadina

Ali vratimo se na sam početak, na početak *Wonderland*: ideja se rodila 2002. u Koruškoj, najjužnijoj saveznoj republici Austrije. Harald Weber i Helmut Rainer-Marinello iz *spado architects* bili su zamoljeni da izlože svoje radove. Tvrtka *Funder*, jedan od njihovih građevinskih voditelja, u tu im je svrhu ponudila budžet i izložbeni prostor tvrtke u St. Veitu an der Glan. "Mi s naša dva, tri projekta nikada ne bismo mogli napuniti dvoranu", prisjećaju se dvojica arhitekata, "te je stoga svaki od nas pribavio još pet daljnjih timova. Jedini je uvjet bio da najmanje jedan iz svakog tima bude iz Koruške." Tih jedanaest grupa kumovalo je izložbi *Wonderland*, razvili su zajednički sistem prezentacije i pokazali svoje radove tijekom te godine još i u Grazu i Beču. *Wonderland* se postavio na noge vlastitom inicijativom, bez sudjelovanja neke veće institucije na čelu projekta.

Pokazalo se da je sustav sposoban da se sam postavi i izgradi. Jer, moralo se nastaviti dalje. Nakon kraćeg predaha Austrijanci su razvili projekt *Wonderland Europa*. Sanjali su o tomu da sa svojom izložbom naprave turneju po Europi, da na sudjelovanje pozovu mlade kolege iz susjednih europskih zemalja, kako bi zajednički pokazali svoje i njihove radove. Plan turneje bio je razrađen: od 2004. do 2006. trebalo se izlagati u Slovačkoj, Češkoj, Njemačkoj, Nizozemskoj, Francuskoj, Italiji, Hrvatskoj, Sloveniji i na kraju ponovno u Austriji. Pri svakom zaustavljanju broj sudionika trebao se povećavati. Na svakoj bi se stanici uvijek pridružilo po 11 nacionalnih, pretežno mladih timova, koji bi prikazivali svoje radove zajedno s onima koji su već bili na turneji. Završna priredba održala se ponovno u Austriji te se na njoj moglo vidjeti 99 arhitektonskih ureda iz 9 zemalja.

Za svakoga ponešto

Iza projekta *Wonderland* nalazi se ipak mnogo više od "samo" jedne arhitektonske izložbe koja je na turneji: uz mogućnost da svoje radove predstave širokoj publici, projekt je pružio priliku upoznavanja kolega iz susjednih zemalja, omogućio je raznovrsne načine razmjena, pritom omogućivši da svi izgrade svoje osobne mreže. Na svakoj stanici organizirana je radionica. Ta dodatna zbivanja davala su posebnu draž cijelom projektu: *wonderlandski timovi* dolazili su iz udaljenih gradova na pojedina otvorenja, iako su već poznavali izložbu, kao i novopridošle radove. Rad na umrežavanju (*Networking*) i razmjena sve su više dolazili u središte zbivanja. Naime, ne smije se zaboraviti da 99 sudionika zapravo znači oko 270 arhitekata. Oni najčešće nastupaju kao *timovi* – jedna se ekipa prosječno sastoji od dva-tri partnera.

Namjere sudjelovanja na *Wonderlandu* su različite, i mogu varirati čak i unutar jednog ureda. Počinju od interesa da se sudjeluje na jednoj putujućoj izložbi, na što se nadovezuje privlačenje pažnje medija i publike. A protežu se sve do aspekta internacionalnosti i međunarodne umreženosti. Kao što smo već spo-

Background

But let us go back to the very beginning, the beginning of *Wonderland*: the idea was born in 2002 in Carinthia, the southernmost federal province of Austria. Harald Weber and Helmut Rainer-Marinello from *spado architects* were asked to present their work. The *Funder* company, which was one of their building managers, offered a budget and the company's exhibition space in St. Veit an der Glan for that purpose. "With our two or three projects we could have never filled the hall," the two architects remember, "so each of us found five more teams. The only condition was that at least one person from each team should be Carinthian." These eleven groups launched the *Wonderland* exhibition, developing a common system of presentation and exhibiting their work that very year in Graz and Vienna. *Wonderland* was created on its own initiative, without any intervention of a major institution that would head the project.

It turned out that the system was capable of establishing and developing itself. For it had to go on. After a minor break, the Austrians developed a project called *Wonderland Europa*. They dreamed of touring Europe with their exhibition, of inviting younger colleagues from the neighbouring countries to participate and show their work all together. The tour was planned as following: From 2004 to 2006, exhibitions would take place in Slovakia, Czech Republic, Germany, the Netherlands, France, Italy, Croatia, Slovenia, and finally Austria. With each stop, the number of participants was to grow. At each station, eleven national, mostly young teams would join the exhibition, presenting their work together with those that were already on tour. The closing manifestation would take place in Austria, featuring 99 architectural studios from 9 countries.

Something for Everyone

The *Wonderland* project meant far more than "just" an architectural exhibition on tour: beside the opportunity to present their work to a wider audience, the project offered the possibility of meeting colleagues from different countries and exchanging ideas in various ways, of building personal networks. At each of the stations, a workshop was organized. Those additional events gave a particular charm to the project: "Wonderland teams" were coming from faraway cities to be present at the openings, even when they were already familiar with the exhibition and the new exhibits. Networking and exchange were increasingly in the focus of attention. One should keep in mind that 99 participants actually meant around 270 architects. They mostly come in teams – a group consisting of two to three partners on the average.

Intentions behind participating in *Wonderland* are various and they can even vary within a studio. They range from wishing to take part in a travelling exhibition to attracting the media and the public. They also include the aspect of international networking. As we

2-3. Beč / Vienna, 2006.,
foto / photo: F. Winter



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4. Bratislava, 2004.,
foto / photo: Peter Gula

5-6. Venecija, 2005.,
foto / photo: F. Pellicciari

7. Berlin, 2004.,
foto / photo: Werner
Huthmacher

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8. Zagreb, 2006., foto /
photo: E. Leitner

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9-10. Zagreb, 2006., foto /
photo: S. Leitner

11. Pariz, 2005., foto /
photo: E. Leitner

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menuli, mnogi od arhitekata sudionika studirali su u inozemstvu; oni žele djelovati internacionalno ili su to već postigli.

Wonderland – Platform for Architecture nudi za to odgovarajuće okvire. Sistem koji stoji iza *Wonderlanda* fleksibilan je i može potaknuti mnogostruke interese. Uz to, on omogućava aktivnu suradnju svih sudionika. Tijekom dvogodišnje turneje nastala je jedna struktura koja raspolaže alatima, kojima može djelovati i izvan okvira izložbe.

Iz izložbe nastaje mreža

Europska komisija je poduprla *Wonderland* kao umreženi projekt. Za razvoj umreživanja bile su bitne radionice koje su se organizirale istodobno s otvorenjima izložbi. Razmjena iskustava nije se, međutim, zbivala samo tom prigodom, već i potpuno neformalno, tijekom svečanosti otvorenja. Razmjena je rijetko bila arhitektonske prirode, u smislu formalnih i građevinsko-tehničkih pitanja. U središtu pozornosti nalazili su se primarno problemi radne svakodnevice vezane uz pitanja: "Kako se odvijaju vaši natječaji?", "Kako dolazite do narudžbi?", "Kako izgleda djelokrug vaših zadataka?". *Wonderland* je jasno pokazao da među mladim arhitektima postoji velika potreba za razmjenom mišljenja oko pitanja "kako?". Njih zanima pogledati preko vlastitih granica i upoznati druge uvjete rada i načine postupanja.

Njegovanje mreže

Turneja izložbe *Wonderland* završila je s izložbom u St. Veitu an der Glan u rujnu 2006. Postignutu umreženost sada treba dalje njegovati i izgrađivati. Kao prvi sljedeći projekt i produkt uslijedio je *Wonderland Magazin* u svibnju 2006. U njemu će se u pisanom obliku razvijati razmjena misli započeta na radionica-ma i tijekom otvorenja, te će se sve zajedno učiniti pristupačnim širokoj publici.

Wonderland je publikacija o pozivu arhitekta – ovdje se radi o onom *kako*, a ne o *što*. U obliku priručnika u više dijelova tu će se rasvijetljavati specifične teme i problemska pitanja ove profesije. Do sada su izašla dva izdanja. Broj 1 je posvećen temi *Getting started* - kako i gdje ću kao arhitekt postati samostalan, a broj 2 temi *Making mistakes*. Treće izdanje izaći će početkom sljedeće godine i baviti će se temom *Going public*.

Pored izložbe i časopisa *Wonderland* ima i daljnje potencijale, koje upravo treba razvijati. Pod tim se podrazumijeva daljnje proširenje kruga sudionika i uključivanje drugih europskih zemalja. Međutim, proces rasta treba se odvijati polako. Trenutačno se radi na planu proširenja.

S druge strane, 99 pa čak i više arhitektonskih ureda ima nevjerovatnu moć. Pritom mislimo samo na trenutačni sistem natječaja: u mnogim zemljama mladi arhitekti ne mogu više sudjelovati u natjecajima, jer trebaju dokazati da su već mnogo toga izgradili, što je u slučaju tek oformljenih, novih

have already mentioned, many among the architects have studied abroad; they are willing to work on an international basis and many are already doing it.

Wonderland – Platform for Architecture offers a suitable framework for such intentions. The system behind it is flexible and able to support a number of interests. Besides, it enables all participants to cooperate actively. During the two-year tour, a structure was established that has suitable tools for operating beyond the exhibition framework.

Exhibition Becomes a Network

The European Commission gave its support to *Wonderland* as a networking project. An essential element of that networking were workshops, organized parallel to the exhibition openings. However, the exchange of experiences was not taking place only on those occasions, but also entirely informally, during the opening ceremonies. That exchange was rarely architectural in its character, in terms of formal or technical questions. It mostly focused on everyday problems related to work, such as: "How are your competitions organized?", "How do you acquire commissions?", "What is the range of your tasks?". *Wonderland* has clearly shown that there is a great need among young architects for exchange of ideas related to the question "How?". They are mostly interested in looking beyond their own borders and getting to know other working conditions and procedures.

Cultivating the Network

The touring of *Wonderland* ended with an exhibition in St. Veit an der Glan in September 2006. The achieved networking was now to be further cultivated and developed. The following project and product was that of *Wonderland Magazine*, launched in May 2006. It was envisioned as a place for continuing, in a written form, the exchange of ideas started on workshops and during the exhibition openings, with the purpose of making it all available to the broader public.

Wonderland is now a publication on architecture as profession – it is about that "how" instead of "what". In the form of a manual consisting of several parts, it is supposed to illuminate specific issues and problematic question related to professional life. Two issues have been published so far. No.1 is dedicated to the topic of *Getting started* – how and where I can become an independent architect; No.2 is on *Making mistakes*. The third issue will come out early next year and will be devoted to the topic of *Going public*.

Beside the exhibition and the journal, *Wonderland* has further potentials, which are yet to be developed. They primarily include enlarging the circle of participants and including more European countries. However, the process of growth should be slow. Currently it concentrates on expansion.

On the other hand, 99 and more architectural offices have unbelievable power, which is bound to influence the current competition system: in many

12. Zagreb, 2006.,
foto / photo: S. Lendler



arhitektonskih ureda gotovo nemoguće. Rješenje je u mogućnosti da se na natječaj javlja zajedno više arhitektonskih ureda, osobito za veće projekte. Ali za takav gorostasni ured trebalo bi naći ili stvoriti odgovarajuće strukture. *Think big* – glasi moto s kojim se *Wonderland* dosad dobro nosio.

Wonderlandska generacija

Njemački dnevni list FAZ je negdje oko početka turneje čak pisao o "wonderlandskoj generaciji". Što 99 arhitektonskih grupa to posjeduje zajedničkoga da bi se moglo govoriti o generaciji? Što ih povezuje s drugim mladim arhitektima u Europi? U šarenoj mnogostrukosti prikazanih radova ne mogu se podrazumijevati nikakva formalna zajedništva niti zajednički stilovi. Prije se radi o novim polazištima i jednoj mnogostrukosti postavljanja zadataka, što je danas neprispodobivo s klasičnom slikom o arhitektima. U katalogu izložbe Dietmar Steiner, ravnatelj Architekturzentrum-a u Beču, o tome piše: "S obzirom na vrlo raširen fenomen 'mladih grupa' koje su se tijekom posljednjega desetljeća pojavile posvuda u Europi, moram zaključiti da na neki način ne znam kako to protumačiti. Ne znam ni za jedan članak niti teoriju koja bi rasvijetlila ovaj pokret."

Wonderland u svakom slučaju jasno daje do znanja da je vrijeme pojedinačnih boraca prošlo. Veliki dio mladih arhitekata danas je organiziran u timove – samo unutar *Wonderlanda* takvih sudionika je 80%. Pogled preko vlastitih granica – bila riječ o vlastitim uredima, o vlastitom gradu ili zemlji – karakterističan je za mladu generaciju arhitekata. I evo nas onda ponovno kod *Erasmusa*. ▷

S NJEMAČKOGA NA HRVATSKI PREVELA
NADA VRKLJAN-KRIŽIĆ

— **Anne Isopp je rođena je 1972. godine u Kölnu. Studirala je arhitekturu u Grazu. Po završetku studija radila je u više arhitektonskih ureda u Hamburgu, nakon čega je specijalizirala novinarstvo. Danas piše kao samostalna novinarka za dnevne novine i stručne časopise u Beču.**
— **Anne Isopp was born in Cologne in 1972. Studied architecture in Graz. After the graduation, worked in various architectural studios in Hamburg, then specialized in journalism. Currently a free-lance architectural journalist, writing for daily newspapers and professional journals in Vienna.**

countries, young architects can no longer participate in competitions, since they have to prove that they have done some substantial work already, which is almost impossible in case of new, recently established architectural studios. The solution lies in the possibility of several architectural studios applying together, especially in case of larger projects. But for such huge studios one needs to find or create the appropriate structures. *Think big* – at this moment, the slogan seems to fit *Wonderland* perfectly.

The Wonderland Generation

The German daily FAZ wrote on the "Wonderland Generation" sometime at the beginning of the tour. What is it that 99 groups of architects might have in common to make it justified to speak of a "generation"? What links them to other young architects in Europe? In the colourful variety of presented projects, no formal similarities or common styles could be ascertained. The common element consisted rather in the new starting points and the plurality of defining tasks, something that is today incompatible with the classical image of architects. In the exhibition catalogue, the director of Architekturzentrum in Vienna, Dietmar Steiner, wrote the following: "Regarding that rampant phenomenon of the 'young groups' that have sprung up all over Europe in the past decade: I admit that I am somewhat at a loss about what to make of it. I know of no text, no theory that would have sparked this movement."

In any case, *Wonderland* has clearly shown that the time of lonesome warriors is over. A considerable number of young architects is today organized in teams – only within *Wonderland*, such participants make up around 80%. Looking beyond the borders – be it the borders of one's office, one's city, or one's country – is characteristic of the young generation of architects. And thus we are back to *Erasmus*. ○