

Economy, Society and Climate change
The Impact of Megatrends in the Built Environment,
Construction Industry and Real Estate

TUFE 2018, Athens, 7-8 November

Economy, Society and Climate change

The Impact of Megatrends in the Built Environment, Construction Industry and Real Estate

Education, Economy and Society

Assoc. professor Serban Tiganas PhD, Cluj-Napoca, Romania

UIA Secretary General

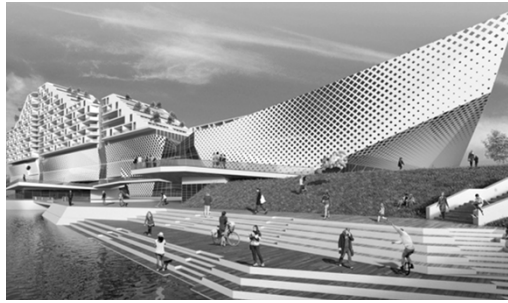
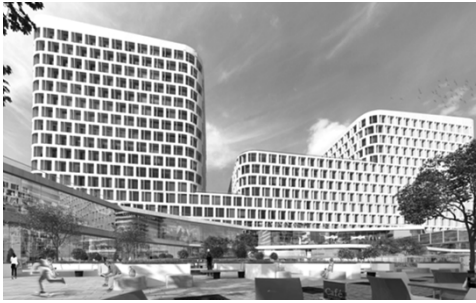
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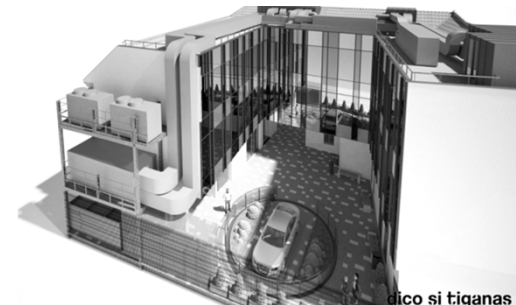
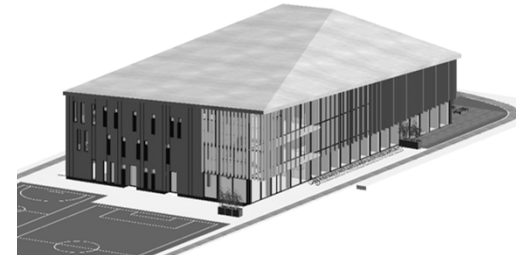
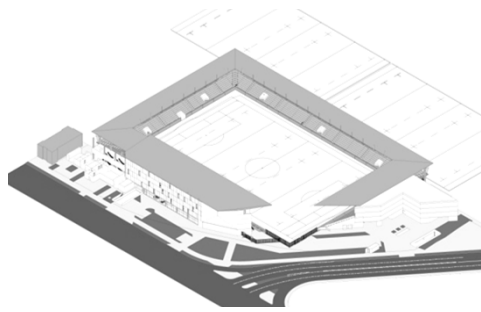
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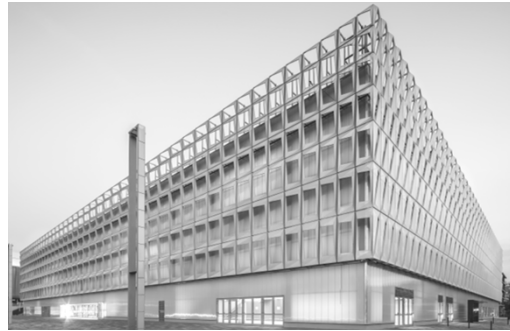
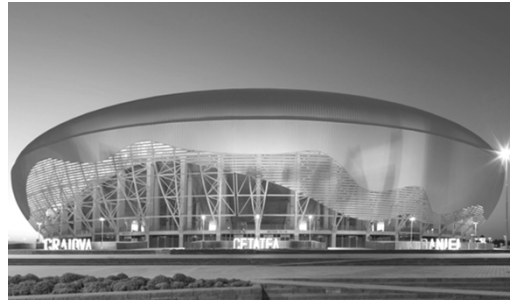
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Architect:

A profession that requires a holistic understanding and response to the challenges of the built environment







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7 lessons learned:

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7 lessons learned:

- **Build a good team**
- **Create a network**
- **Work interdisciplinary**
- **Use technology as a tool**
- **Don't stop learning**
- **Design as experiment**
- **Every time make it better than before**

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Architecture:

A profession to understand in it's evolution

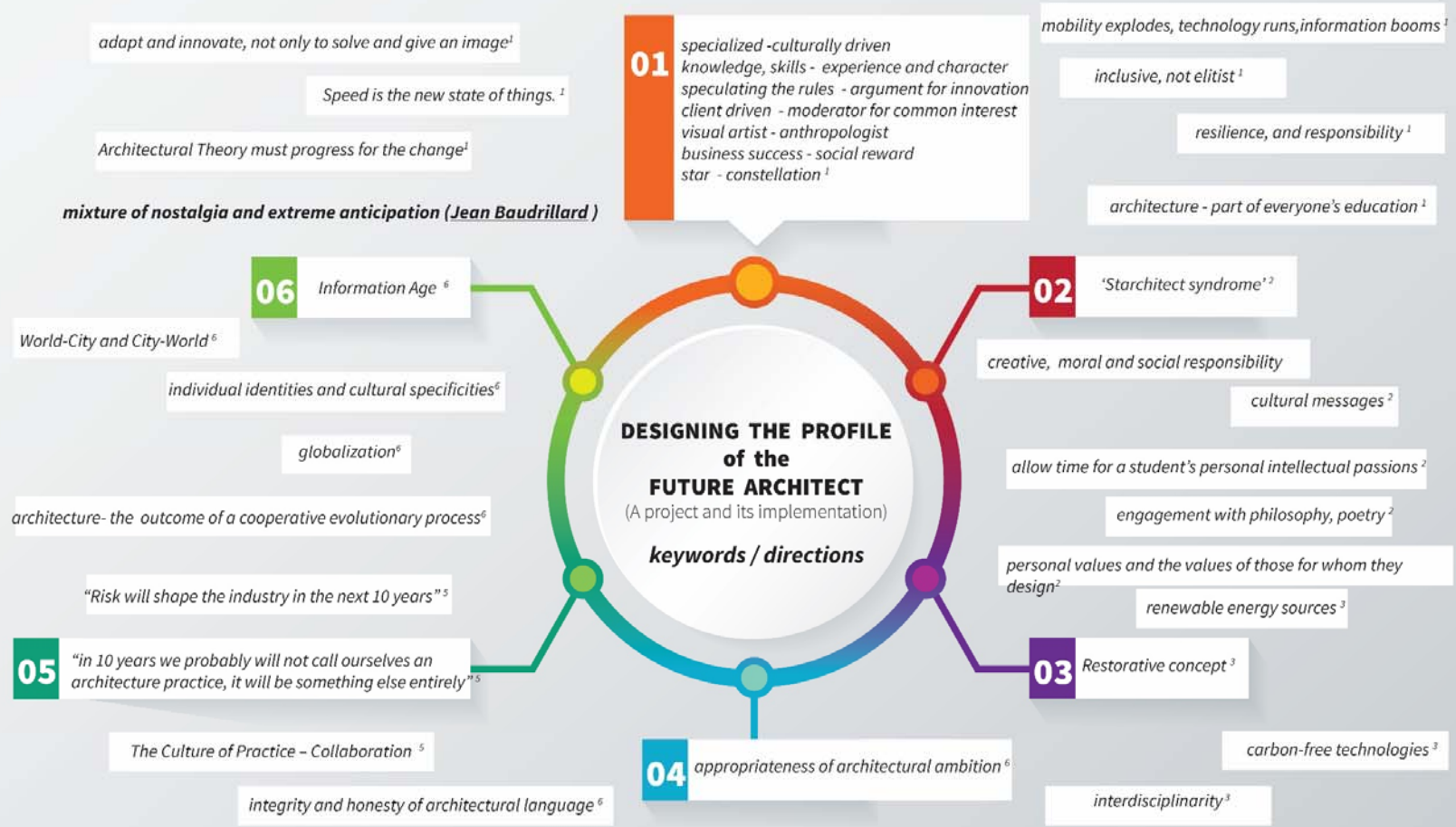
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Architecture:

A profession to understand in it's evolution

- **Architect in Romania. A Preliminary Study for an Architectural Policy – 2010**
- **The Architectural Services Market in Romania, 2007 – 2012 – 2013**
- **The Absorption of Architecture Graduates in the Labor Market – 2014**
- **Architects, Architecture and Cities, How We Build in Recent Romania – 2014**
- **The Architectural Services Market in Romania, 2013 – 2016 – 2017**
- **Study on the Registration Examination of young Architects – 2018**
- **Architecture in the Arena – 2018**
- **Designing the Role of the Future Architect – 2019**





Editorial project
Designing the profile of the future architect

over 100 contributions. one year. one book.

<i>Sharing, an Introduction</i>	_____
<i>What is Happening?</i>	_____
<i>A kind of Intelligence</i>	_____
<i>What Really Changes</i>	_____
<i>Down from the Pedestal</i>	_____
<i>Focus on Users</i>	_____
<i>Optimistically Fast Forward</i>	_____
<i>The New Organic</i>	_____
<i>Politics and Ethics</i>	_____
<i>Messages to the Youngs</i>	_____
<i>Sharing, to be Continued</i>	_____

Architecturally yours

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Education

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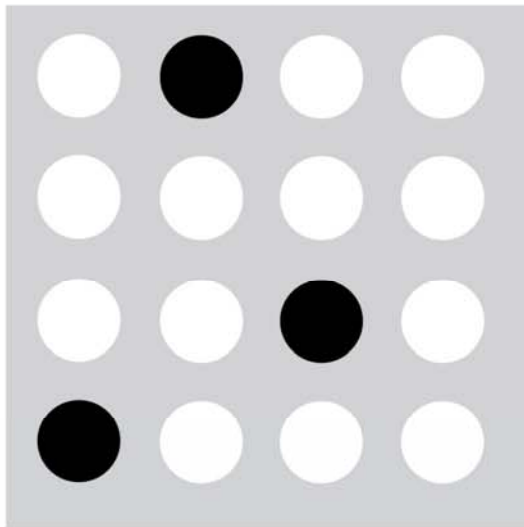
Education

- **architects – education for transformation**

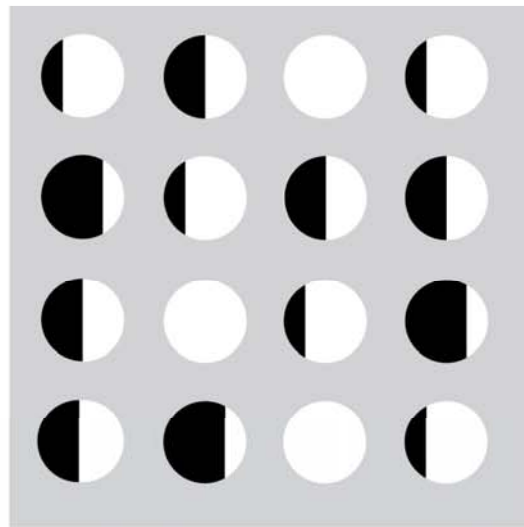
- **everybody – the culture of the build environment**

Understanding of architecture:

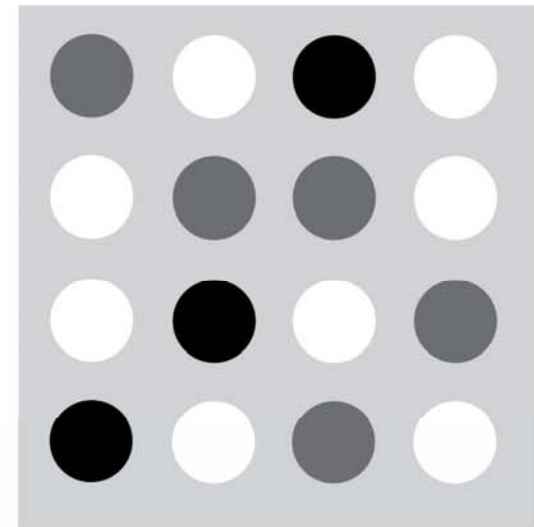
some constructions



a part of every construction



every construction



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Education:

Architects

- **Social activator and mediator**
- **Spatial researcher and innovator**
- **Digital designer**
- **Competition generator**

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Education:

Everybody

- **General culture of architecture**
- **Understanding heritage and cultural landscape**
- **Participatory processes and public consultation**
- **Post occupancy evaluation**
- **Lifestyle in contemporary conditions**

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Economy

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Economy

- **the economy of the existing**
- **the economy of the information**
- **the economy of the innovation**

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Economy:

Urbanization

- **1.0 The City of trade**
- **2.0 The City of production**
- **3.0 The City of services**
- **4.0 The City of events**

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Society

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Society

- **social mobility**
- **virtual society**
- **migration**
- **occupational instability**

Émile Aillaud Mexico → France 1910
Marcel Breuer Hungary → UK 1936 → USA 1937
Hugh Buhrich Germany → Switzerland 1930s →
Australia 1938
Antoni Bonet Spain → Argentina 1938
Felix Candela Spain → Mexico 1939
Max Cetto Germany → USA 1938 → Mexico 1939
Wells Coates Japan → Canada 1890s → UK 1922
Ralph Erskine UK → Sweden 1939
Ernö Goldfinger Hungary → France 1920 → UK 1934
Eileen Gray Ireland → France 1926
Walter Gropius Germany → USA 1937
Victor Gruen Germany → USA 1938
Amancio Guedes Portugal → Mozambique 1932
László Hudec Hungary → Russia 1918 → China 1918
Charles-Édouard Jeanneret / Le Corbusier
Switzerland → France 1916
Albert Kahn Germany → USA 1880
Louis Kahn Estonia → USA 1906
Frederick Kiesler Austria → USA 1926
Leopold Krakauer Austria → Palestine 1925
Berthold Lubetkin Georgia → Paris → London 1931
Ernst May Germany → Kenya 1933
Erich Mendelsohn Germany → UK 1933 →
Palestine 1935
Ludwig Mies van der Rohe Germany → USA 1938
Joseph Neufeld Poland → Palestine 1920
Richard Joseph Neutra Austria → USA 1923
I.M. Pei China → USA 1935
Auguste Perret Belgium → France 1891
Ernst Plischke Austria → New Zealand 1939
Ze'ev Rechter Ukraine → Palestine 1920
Affonso Eduardo Reidy France → Brazil 1910s
Eero Saarinen Finland → USA 1923
Eliel Saarinen Finland → USA 1923
Rudolph Schindler Austria → USA 1914
Kenneth Mackenzie Scott Australia → UK 1929
Josep Lluís Sert Spain → France → USA 1939
Clorindo Testa Italy → Argentina 1923
Robert van 't Hoff Netherlands → UK 1923
Roland Wank Hungary → USA 1924
Gregori Warchavchik Russia → Italy → Brazil 1923
Frank Dorrington Ward UK → Straits Settlements
→ Singapore 1928

Migrating Architects
1900-39



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Impact of megatrends

rapid urbanization, demographic unequal grows, natural disasters, migration, financial system crises, shorter life cycle of buildings, circular economy, internet of things, compact city, green mobility, adaptive reuse, e-commerce, gentrification, populism, society of risk, incentives, corruption, fuel poverty, religion, human genome, extinction of species, mass tourism, bitcoin, certification of buildings, robots...



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Impact of megatrends

- **on built environment**
- **on construction industry**
- **on real estate**

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Conclusions

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Conclusions

- **Architecture reflects all impacts of evolution on the organized society**
- **Architects are sensitive to changes**
- **Architects can react in a resilient way, if organized**



**LET THE FUTURE
TELL THE TRUTH.
ANOTHER WORLD IS POSSIBLE.**

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Thank You!