

**Design Concepts and Mediation of Architecture  
in the Framework of the „Turn On“ Architecture Festival.  
With Particular Consideration of Subsidized Housing Projects.  
2012**

**DI Dr. Margit Ulama**

**[www.ulama.at](http://www.ulama.at)**

**[www.turn-on.at](http://www.turn-on.at)**

Also this year the concept and structure of the festival continued the idea of the former years. At the same time there was again a consistent further development. According to tradition the lectures on Saturday took place in the „Grosse Sendesaal“ of the ORF RadioKulturhaus, and for the first time the lectures on Friday were held at the same place. The Reception on Friday evening was hosted by Sofitel Vienna Stephansdom; the prominent building was designed by Jean Nouvel. For the first time the minister of education and cultural affairs, Claudia Schmied, came for the official opening of the festival that celebrated its tenth jubilee. Architect Adolf Krischanitz gave the ceremonial address.

Following the tradition of the festival the fifteen lectures on Saturday represented the carefully curated program of TURN ON. Austrian architects presented selected buildings which were completed recently, mainly in Austria but also abroad: The project of the young team soma is a very prominent one in South Korea and the result of an international competition. The identity of Austrian architecture is its diversity. So the program focused once again on projects and buildings that illustrate this diversity and contrariness. The general topics of the lectures on Saturday were the typological and conceptual innovations of the residential building but also topics of construction and city planning, just to name a few.

The diverse social housing projects were presented by Hermann Czech and AllesWirdGut / feld72. The lecture series on Saturday was as follows:

## HOUSING

<b>Ablinger, Vedral &amp; Partner</b>	Haus am Hang I und II	Wien
<b>Hermann Czech</b>	Wohnen am Mühlgrund (Czech/Krischanitz/Neuwirth)	Wien
<b>AllesWirdGut / feld72</b>	Wohnbau hERZberg	Wien
<b>Brandhuber+</b>	Brunnenstraße / Hermine-Berthold-Straße	Deutschland
<b>Lechner Lechner</b>	Wohn- und Bürohaus Priesterhausgasse	Salzburg
<b>DornerMatt</b>	Haus der Generationen Götzis / Sozialzentrum Rankweil	Vorarlberg

## **TURN ON TALK with**

<b>Bernard Aebischer</b>	Head Planning & Construction Novartis Campuses, Basel
<b>Johann Padutsch</b>	Stadtrat für Stadtplanung und Verkehr, Salzburg
<b>Maria Vassilakou</b>	Vizebürgermeisterin und Stadträtin für Stadtentwicklung und Verkehr, Wien

## **CULTURE, EDUCATION, TRAFFIC etc.**

<b>LP architektur</b>	Haus Trattner-Scharfetter / Geistliches Zentrum Embach	Salzburg
<b>Bernardo Bader</b>	Islamischer Friedhof / Gasthof Krone	Vorarlberg
<b>Daniel Fügenschuh</b>	Hauptschule in Rattenberg	Tirol
<b>HALLE 1</b>	Mobiles Dach Felsenreitschule / Brückenbauten	Salzburg
<b>Rainer Köberl</b>	BTV und MPreis am Mitterweg	Innsbruck
<b>Caramel Architekten</b>	Science Park	Linz
<b>Dominique Perrault</b>	Vienna DC Towers	Wien
<b>soma</b>	Themenpavillon der EXPO 2012 in Yeosu	Südkorea
<b>polar+</b>	Kindergärten Bad Gleichenberg und Sitzenberg-Reidling	Steiermark/NÖ

On Friday TURN ON PARTNER presented eighteen lectures. Thus this program was very extensive and filled the whole day. The idea is still the same as the years before: to give firms and institutions the possibility to present innovations and ambitious trends and topics. Last year representatives of firms gave lectures together with architects – “in dialogue” so to speak. What started in 2011 became a trend this year. That means that almost all of the eighteen lectures were held in this combination and were therefore on a high level. This type of lectures aroused a great deal of interest. Consequently the festival was well-frequented not only on Saturday but also on Friday.

Also this year the lecture on social housing showed rather contradictory buildings and diverse approaches of the design. Hermann Czech is a intellectual

architect who has developed an individual theory for his designs. The project “Wohnen am Mühlgrund” interprets once again the theory of the Raumplan by Adolf Loos. The team AllesWirdGut / feld 72 provides evidence of the interest of the younger generation in housing in general and in social housing in particular. The Wohnbau hERZberg is a design with a sculptural dimension and at the same time a new interpretation of urban planning.