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On Architecture 2019 EXHIBITION BOOK



On Architecture
Seventh International Multimedia Event

strand
Sustainable Urban Society Association

On Architecture:
Challenges in Architecture, Urban Design and Art

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CHALLENGES IN ARCHITECTURE, URBAN DESIGN AND ART

The exhibition which questions the limits of contemporary architecture, urban design and art is structured around six topics tackling the issues of urban life and its spatial setting through reinvented methodologies, visions and novel approaches.

The first section **Going Digital – innovations in the contemporary life** provides an insight into the ideas of multi-sensory integration and processing, reconsidered architectural typologies and the interrelation of architecture and instruments, while **New Methodology – learning through new resilient, smart and innovative methodology researches** focuses on new housing identities generated through the changes of life-styles and the upgrading of architectural and planning education. **Urban Design Projects – small scale design thinking and town planning as an inspiration for integrative planning** reveal a set of ideas dealing with open public spaces, from the activation and urban networking of waterfronts and archeological sites, to the problems of materialization.

Architecture and/or Art – inspiration for creating directs our attention to the realms of dystopian future, the emergent presence of responsive and interactive architecture, urban history, elementary spaces, and unexpected design triggers hidden in film language, tradition and the continuity of measurement drawings.

Simultaneously, the new qualities of interior design could be seen in the section **Architecture and interior space – projects and realization**, presenting the intriguing examples of spaces in which

we live, work, travel and relax. The final section of the exhibition is dedicated to **New idea or project realization in Architecture, Urban Design or Art** confirming a forward-looking character of the event. It is easily detectable in the selected projects and studies which consider material and non-material flows, decomposition and abstraction, and the contemporary fuzzy boundaries between entities, disciplines and sensations.

We are one step closer to the future and this exhibition confirms the increasing pace of change which we have to face. What will the next years bring?

Dr Aleksandra Stupar, Associate Professor

Architecture and Interior Design -
Projects and Realization

Dejan Todorović

WÜRTH SERBIA TRAINING & TEST CENTER

WÜRTH Serbia Training & Test Center is constructed inside a former warehouse. It consists of two spaces divided by a 30m long translucent polycarbonate wall. The first space contains a steel mesh demo center and a testing chamber. The second space is a multi-purpose training center that can be transformed with dividing panels to anything from a series of individual classrooms or offices, to conference, exhibition or event space.

Client: WÜRTH Serbia, d.o.o

Location: Belgrade, Serbia

Area: 540 m²

Year: 2019

Photo credits: Dejan Todorović





On Architecture

Седма међународна изложба

О Архитектуре: ИЗАЗОВИ У АРХИТЕКТУРИ, УРБАНОМ ДИЗАЈНУ И УМЕТНОСТИ

Seventh International Exhibition

On Architecture: CHALLENGES IN ARCHITECTURE, URBAN DESIGN AND ART

strand

Асоцијација за развој одрживе урбане заједнице / Sustainable Urban Society Association

НАГРАЂУЈЕ / AWARDED TO

Dejan Todorović

MENTION / ПОХВАЛА

у категорији / in the category:

Архитектура i ентеријер - пројекти i реализација

Architecture and interior design - projects and realization

ЗА РАД / FOR THE PROJECT

WÜTH SERBIA TRAINING & TEST CENTER

ЖИРИ МЕЂУНАРОДНЕ ИЗЛОЖБЕ / THE INTERNATIONAL JURY

(in alphabetical order)

Elif Ayiter (Turkey), Stanko Gaković (United States), Marija Simović (Serbia),

Anastasios Tellois (Greece), Wilfried van Winden (Netherlands)

ПРЕДСЕДНИК ЖИРИЈА/
PRESIDENT OF THE JURY

Stanko Gaković

ПРЕДСЕДНИК ОРГАНИЗАТОРА/
PRESIDENT OF THE ORGANIZER

Radica Bogdanović

ПРЕДСЕДНИК АСОЦИЈАЦИЈЕ СТРАНД/
PRESIDENT OF THE STRAND ASSOCIATION

Dejan Maksimović



On Architecture: Challenges in Architecture, Urban Design and Art JURY REPORT

Würth has made the attention to architecture as one of the key values of the company's real estate policy. It is not just a matter of public relations & branding, the idea is to bring architecture closer to the community and to improve the quality of life. The training and test center is another example of this social-cultural ambition.

Dejan Todorović managed to transform an old warehouse into multi-purpose rooms and to create a translucent and light atmosphere. By a simple dividing panels rearrangement, it can become anything from a series of individual classrooms or offices to conference space, exhibition gallery, or a party venue. On top of that using the company colours black, white and red in a rather subtle way, without being intrusive. One could say a kind of hygiene for the mind. Dejan Todorović creates the perfect balance between being distinctive and modest.

The interior shows a lightness of being, leaving plentiful mental space enabling the users to focus on it's main function: training and testing. In doing so being an ideal environment for transferring knowledge.

Taken these aspects in consideration the jury decided to honor the project with a mention.

4 December 2019, Belgrade



WÜRTH Serbia Training & Test Center

In this study struggle for experiential richness of sustainable architecture in the field of architectural projects, one of the ways to contribute to the reduction of the construction industry pollution is certainly the reuse of objects whose original purpose has been terminated. Finding ways to incorporate and re-utilize abandoned structures that to satisfy the needs that no longer exist is a form of recycling and reusing the material, in this case – architectural space, through new life cycles.

WÜRTH Serbia Training & Test Center in Belgrade is constructed inside a former S&O of Vaparents and it consists of two main spaces divided by a large translucent polycarbonate wall. The first of the two spaces contains a large steel mesh stage used as a main center for DMC classes and laser cutting machines and a loading room for products from the company's wide assortment. The translucent wall acts as a lighting bulb in itself since it is a multi-purpose lighting space that can easily be transformed to serve any programmatic purpose. By a simple sliding system reconfiguration, it can become anything from series of individual classrooms or offices to conference rooms, exhibition gallery, or lecture venue.

A carefully selected palette of materials with a wide range of characteristics is providing all the necessary conditions for the emergence of experiential ambience that are adding up to the richness of the connection between light and different spatial elements, mainly through the processes of reflecting and refracting.

architect: Dejan Todorović | 688 m² | Belgrade 2019 | photo credits: Filip Babić



MENTION

