10. SRH INTERNATIONAL WEEK 2019: Course description

Title of Course:	**Contemporary Dilemmas in Architectural Design**
Language:	English
Course Type:	Seminar
Work Load:	20 hours (including exams on Friday)
Lecturer **Position** **Home University** **Email**	**Professor Jelena Atanackovic Jelicic, PhD** Head of Department of Architecture and Urbanism University of Novi Sad, Serbia jelenaaj@uns.ac.rs
Course description	Start point of the course has been setup in what is considered to be contemporary in architecture and urban design. From there we go on. As an engineering discipline, architecture endured a wide range of transformations in means of practice tools. Digital era brought new tools, but new challenges also. It is important to embrace new times fruits, as an opportunity rather than a simple change. This stands for techno-social progresses that we are facing with. Architecture comes in many forms. An architect takes many faces. The sense and the meaning are in a message that is received, rather than in one that has been sent. Authority is a matter of communication. It is never one way delegated issue. The heritage by itself has not the capacity to create a memory if the memory hasn't been preserved in heritage. Neither of those are finished storylines in some history books, but live and constantly developing parts of identity and character of every scale archetype.
Contents:	Day 1: Contemporary approaches to architectural and urban design- Introduction Day 2: Architectural design in digital era Emerging lifestyles and architectural design Day 3: Informal settlements, Veternik project On Architecture and Authorship Today Day 4: Heritage or nostalgia- New perspectives on role of cultural heritage in urban and architectural space Interior design and gentrification Day 5: *Examination*
Learning outcome:	Understanding the theoretical and practical challenges that contemporary architecture is facing with. Understanding a concept of how high techno-sociology products create a need for new architectural interpretation.
Examination:	Project design that will be developed through 4 days at lectures and workshops and presented on Friday.
Before attending a seminar, students are expected to have	**Experiences with:** Social media: *Facebook, Instagram, Pinterest…* Software tools for: *Architectural designing, mapping, photo processing, data analyzing…* **Knowledge and <u>attitude</u> towards:** *Contemporary trends in architecture, design, arts…*

Reading material:	https://www.youtube.com/watch?v=zXO4AFfoiPY https://www.youtube.com/watch?v=LpYqLP_VKnQ https://richtopia.com/inspirational-people/carlo-ratti-special-interview https://medium.com/@jessicajernigan/archival-interview-umberto-eco-on-truth-fiction-and-the-holy-grail-2a6b72c478f https://news.artnet.com/art-world/hal-foster-1251083