

Endless Paper

Exhibition Catalogue

Izložba Endless Paper predstavlja rezultate saradnje između Katedre za arhitekturu i urbanizam Fakulteta tehničkih nauka u Novom Sadu i Marc Joubert-a, osnivača biroa "JA-Joubert Architecture" iz Roterdama (Holandija), predavača na Architecture Academy u Rotterdamu i gostujućeg profesora na istoj Katedri. Kroz tri dela izložbe (projekti zaposlenih na Katedri, projekti "JA-Joubert Architecture" i studentski radovi koji su, na izvestan način, najznačajniji produkt ove saradnje) prikazani su najznačajniji rezultati produkcije navedenih institucija u poslednjih nekoliko godina.

Exhibition Endless Paper presents the results of cooperation between Chair of architecture and urbanism at the Faculty of technical sciences in Novi Sad and Marc Joubert, the founder of "JA-Joubert Architecture" office from Rotterdam (Netherlands), lecturer at the Architecture Academy in Rotterdam and visiting professor at Novi Sad . Through a three-part exhibition (designs of professionals from Novi Sad; projects of "JA-Joubert Architecture and student's works, that are, in a certain sense, the most important product of this collaboration) the most significant results from the production of these institutions in the past few years have been shown.

Dragom prijatelju i profesoru Đuri Kojiću, bez koga bi sve ovo bilo nemoguće.

Ivana, Bojana, Marko, Mirjana, Igor, Dejan, Jelena

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Part I

505

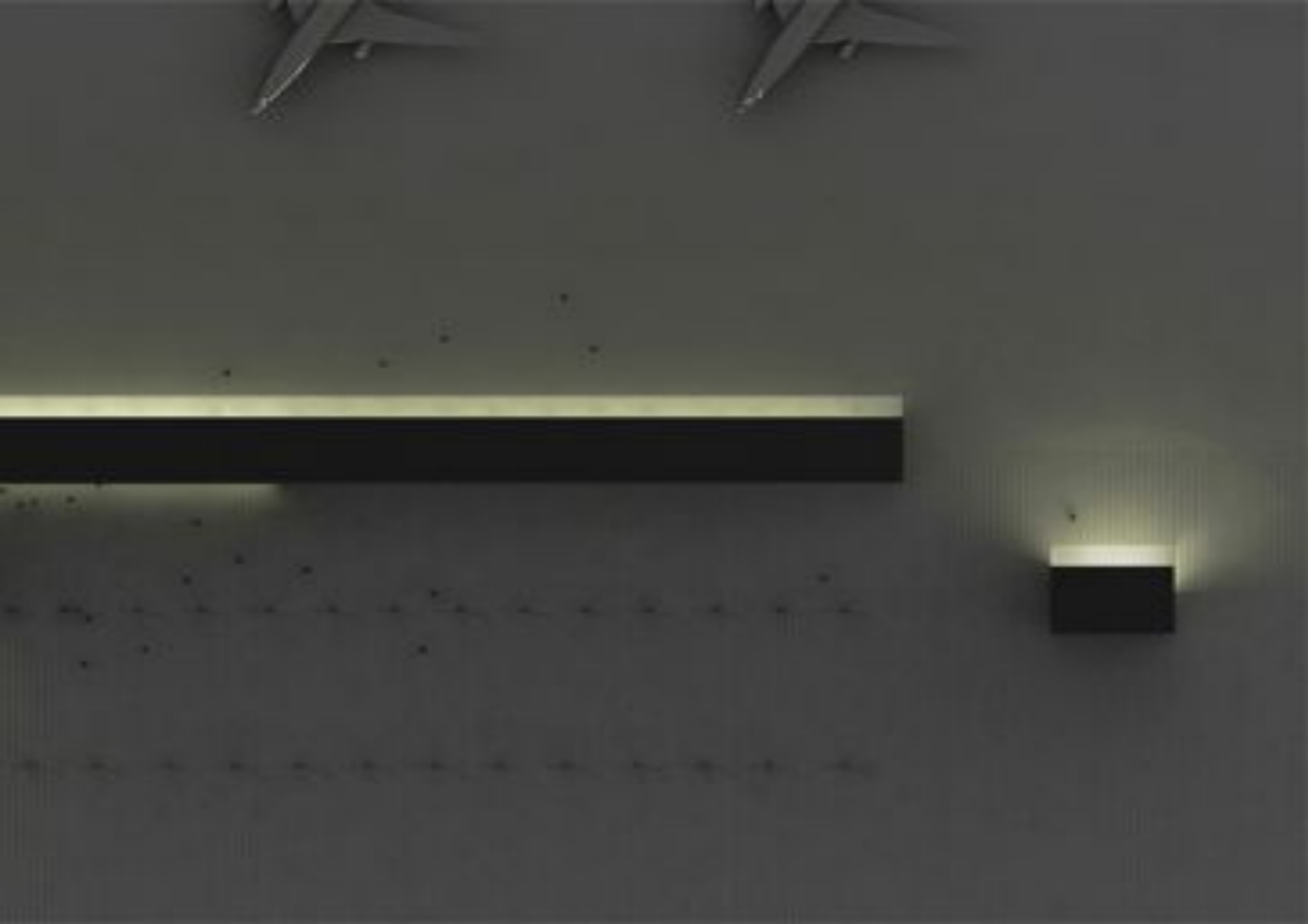
Chair of Architecture and Urbanism

Department of Architecture and Urbanism
Faculty of Technical Sciences
University of Novi Sad



Airport Terminal

location:	Čenej, Novi Sad
design:	2012
construction:	-
authors:	Marko Todorov Jelena Atanacković Jeličić Ivana Miškeljin Tihomir Janjušević Dejan Ecet Igor Maraš Radomir Kojić



It is common practice for airport terminals to be experienced, but also designed as typical examples of "non-places". Spatial and programmatic solution for passengers terminal for regional airport Čenej represents an attempt to depart from that practice and, instead of it, to create solution that offers a higher level of social and cultural sustainability. Here, the methodology of architectural design that simultaneously involves a large number of precise technical and physical parameters which define complex architectural function, but also a series of abstract architectural parameters that define identity, meaning and perception of the place has been used. In this way, architectural structure in which all technical and functional processes, as well as interior elements of the building and its immediate environment are deeply integrated, has been formed.

The identity of place is determined by the lowland scenery, relaxed atmosphere of surrounding farms and shadows formed by trees that stretch along the access communications. Identified as carriers of the identity of places, tree lines are retained and reproduced and integrated into the interior. The proposed complex Čenej airport terminal building consists of three buildings: the incoming and outgoing terminal and administration building with a control tower. Form of individual objects stems from the architectural features and function, and physical separation of the terminals from dichotomy of basic functional processes. Interiors of both terminals are integrated with the landscape, opening vistas to the runway (departures) or public space outside (arrivals).



Central Building of University of Novi Sad

location:	Novi Sad
design:	2008
construction:	2011-2013
authors:	Igor Maraš Jelena Atanacković Jeličić Milica Kostreš Marko Todorov Marija Dorić Darko Reba



After the completion of the central building of University of Novi Sad, the university campus becomes a rounded whole. The concrete structural skeleton of the building was realized in 1990s according to the original design provided by the company "Plan". As the original design wasn't in accordance to newly emerged needs of the university, the team of authors from Department of Architecture and Urbanism inherited the structure and transformed the abandoned skeleton into a completely new building, suited to the new needs as well as the contemporary Zeitgeist and social importance of the university headquarters. The new design is based on the idea of integration of natural surroundings, appliance of the contemporary architectural technologies and the flexibility of the interior space.



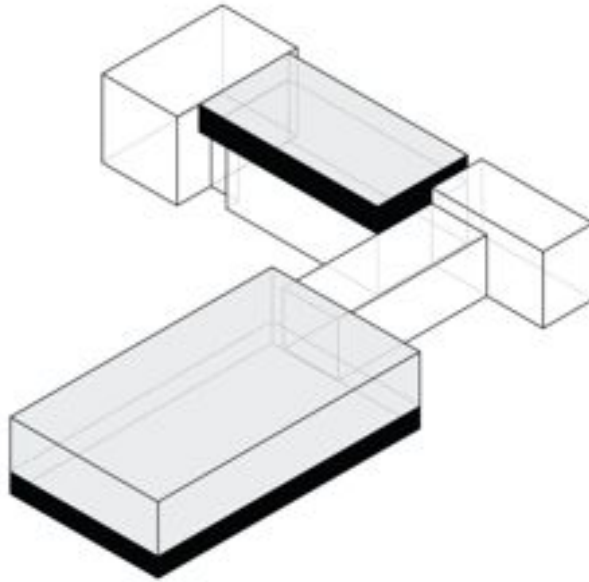
School of Agriculture

location:	Futog, Novi Sad
design:	2012
construction:	-
authors:	Marko Todorov Tihomir Janjušević Radomir Kojić Jelena Atanacković Jeličić



The project of School for Agriculture with students dormitory in Futog is conditioned by urban plan that strictly dimensions and positions the future object. The structural system of the building consists of reinforced concrete retaining walls and slabs, which enable uninterrupted spans of the facade, but also of the hallways and classrooms. The interior is a step forward from the usual practice of designing school premises.

Distinctive character of the interior space arises from the new spatial relationships that occur in the interior, but also from the reduced use of architectural materials, free from any form of decoration. Priority of the design was to form pleasant spaces in which students can work and stay. Glass partitions were introduced for safety, functional and aesthetic reasons. Usual distinction between primary and secondary spaces was abolished. Architectural character of the space is uniform, so that the ambience is pleasant for conducting classes, extracurricular activities (internet center, workshops ...) and stay of children. Hall occupies the central place of the building and it has a character of piazza.



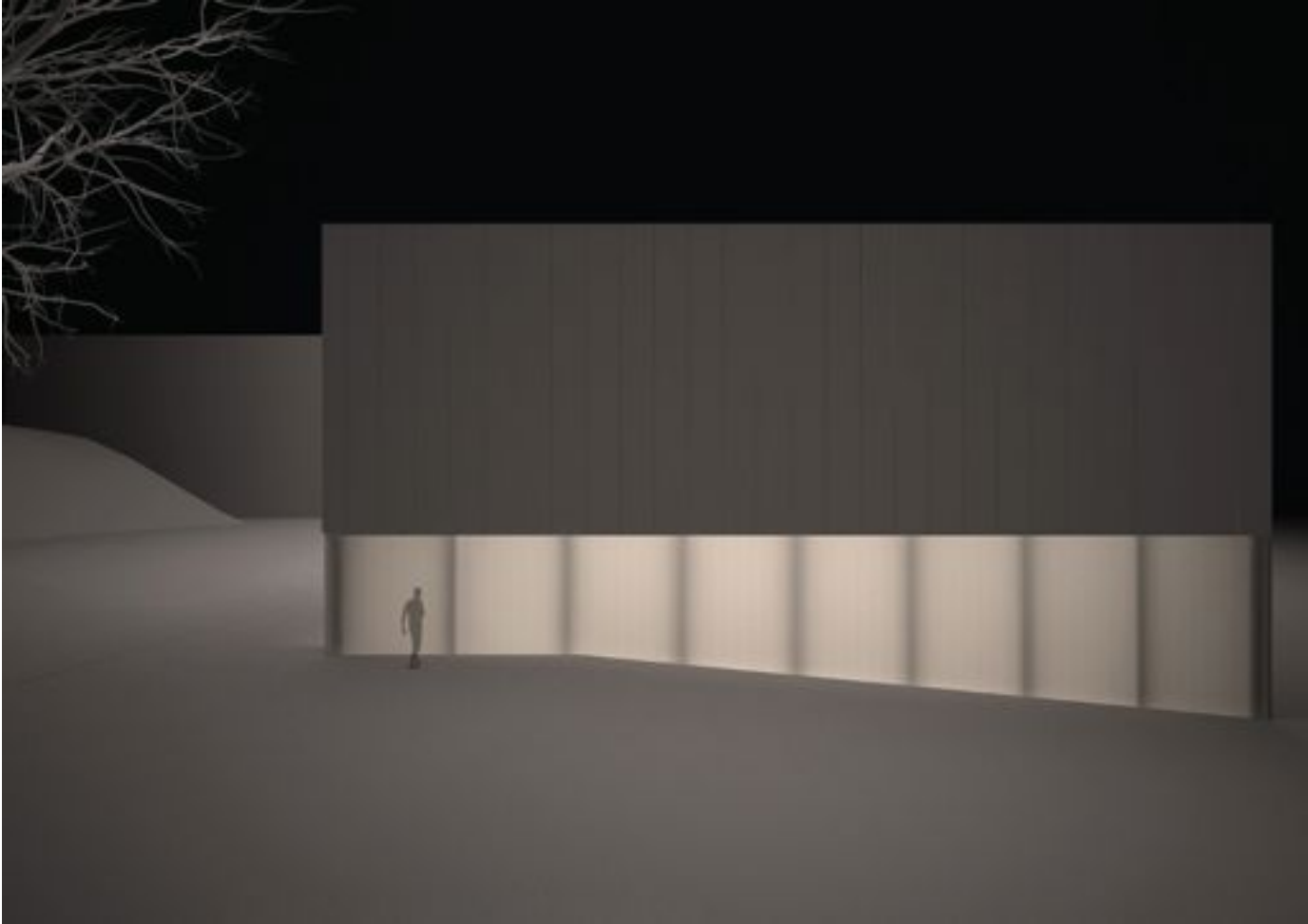
Extensions to the Elementary School Building

location: Sremska Kamenica, Novi Sad

design: 2013

construction: -

authors: Dejana Nedučin
Vladimir Kubet
Dejan Ecet
Jelena Atanacković Jeličić



A single white box as an initial concept has been cut in two detached ones of same colour, material and texture, but different sizes, functions and positions, creating horizontal and vertical extensions, i.e. two separate spatial and functional units which contain missing school amenities. Simplicity of their expression and volumes in a hectic ensemble that existing buildings create reveals its primary purpose - to overlap stylistic disharmony with neutral background. Bleached envelope of extensions thus diminishes the abstraction level of accumulated diversification which characterizes inherited volumes, turning neutrality into a sound architectural accent of the complex as a whole. Consequently, this spatial and conceptual context produces a dialogue between past and present, juxtaposition of chaotic expressions and geometric order, as well as functional consensus among a variety of old and new school programmes.

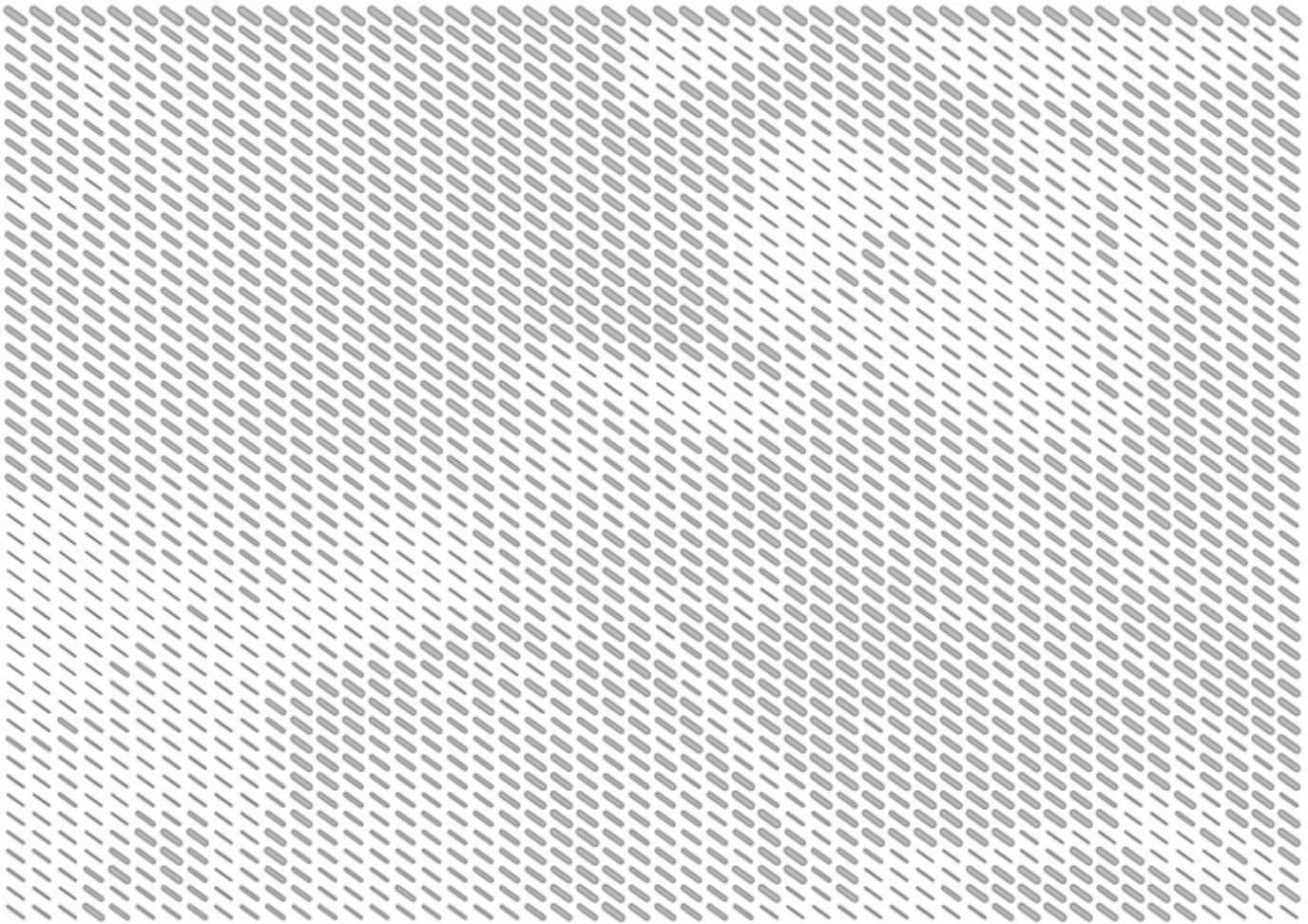


Housing

location:	Novi Sad
design:	2012
construction:	-
authors:	Jelena Atanacković Jeličić Igor Maraš Marko Todorov Ivana Miškeljin Dejan Ecet



The project is an exploration of possible relationships between: urban conditions laid down for most of the area intended for multi-family housing in Novi Sad, on one hand, and the tendency of modern fusion and transformation of traditional residential models, on the other hand. Master Plan of Novi Sad is envisaged that almost all multi-family residential zones are typologically identical set of architectural volumes, which is a source of controversy and criticism, especially in the professional community. The contemporary way of life, the development of information society and the consequent dramatic changes in lifestyles have led to the creation of new types of housing and housing in transition zones between single-family and multi-family. Building was created by crossing these two strong influences, which creatively interprets the limitations imposed by town plan, while creating ambience, atmosphere and comfort that are not typical of multi-family housing. This traditional housing model is an example of how crossing and mutation of traditional architectural types, as well as observing limits as a challenge, leads to creating additional space value.



Books and Wine / Interior Design

location:	Novi Sad
design:	2012
construction:	2012
authors:	Jelena Atanacković Jeličić Dejan Ecet Ivana Miškeljin Igor Maraš Marko Todorov Radomir Kojić



Presented project is exploring the idea of integration of two different programmes: wine shop and bookstore. The basic idea is to create an atmosphere in the space that corresponds to the concept of integration of these facilities with precision and minimal intervention. Existing elements that have been retained are: gallery, stairs, flooring made of natural stone and wooden roof structure. Minimal interventions were introduced, relating to the design of bookshelves, furniture and lighting and addition of service facilities. Partition wall is 11m long and, at the same time, has a function of light installation for the area. In front of the "luminous wall" is the bar 9m long, which is seen in the counterlight. In addition to the diffuse lighting, halogen lights were installed. The atmosphere is created by possible changes in intensity of lighting (natural and artificial light) combined with reflecting materials: the marble floor, glass surfaces and particular by metal art installation on the wall that runs through both levels (both ground floor and galleries)



Panoramic Alpine Urbanism

ETH Zurich / D-Arch / ITA / CAAD / MAS AI / Module 2

project module 2

year: 2013

location: Zervreilasee, Vals, Switzerland

author: Tihomir Janjušević

research mentors: Prof. Dr Ludger Hovestadt
Dr. PhD Vera Buhlmann



The project is located in one of the great alpine landscapes. Magnificent lake, beautiful light, steep rocky slopes can be discovered in this remote location still not touched by human hand. An average altitude of 2200m means a quite dynamic climate is present, but still some vegetation can thrive at this altitude. Life in this environment assumes an intense relationship with the elements.

The nonhierarchical nature of mountain huts maintains the delicate balance between architecture and nature. Density is carefully addressed, taking care of authenticity, spaciousness and beauty of the landscape. Therefore a structure, an agglomeration, of 10 000 objects is created, each with a single function, unique atmosphere, perfect view.

From hut to hut you travel by foot treating your senses with the essence of this space. Entering the buildings you enter distinct worlds, ones you choose for your universe. Living room by the lake, a sauna in the mist, bedroom with a view of the sky, any option is possible. Every hut has a special climate, special features, relation to neighboring buildings and open spaces. Elegantly simple richness provides an immersive atmosphere, uncluttered, enabling the landscape to penetrate the interior.



An Abstract Space of Singaporean's Cultural Diversity

ETH Zurich / D-Arch / ITA / CAAD / MAS AI / Module 2

project: Master of Advanced Thesis

year: 2013

location: Singapore

author: Bojana Miškeljin

research mentors: Prof. Dr Ludger Hovestadt
Dr. PhD Vera Buhlmann

programming guidance: Benjamin Dillenburger
Hua Hao



The culture of Singapore has expanded throughout the years into an assemblage of different cultures such as Chinese, Indian, Islamic, Malay and European. The thesis is focused on how the rich heritage of these cultures that dates far back can be represented and multiplied with each other into Singapore's cultural identity. How can we create an abstract space which memorizes all cultural identities of Singapore? Therefore, the main concept aims at memorising and integrating different cultural identities of Singapore into a new meaning inside the structure of the same architectural space. The range of values intends to create a series of abstract spaces as different gradients of the translated information which aims of engaging any man to identify with it, by recognising the specific identities in a new meaning as recognising the familiar, but evoking the new at the same time. Furthermore, it experiments can identities be extracted and given a new expression in different forms but, by not making referential relation which goes back to memory where it comes from, but by simply what inspires one to create a new expression. By purely what inspires desire to question representation? What simply inspires the extension of thoughts?



PUD Experiment 505/1

subject:	Principles of Universal Design
location:	Novi Sad
design:	2012
construction:	-
authors:	Jelena Atanacković Jeličić Dejan Ecet Milan Rapačić
collaborators:	Ivana Miškeljin
student research and design team:	Jelena Ristić, Ana Furtula, Violeta Kotrošan, Saša Medić, Rastko Nožinić, Vladan Perić, Jelena Mitrović, Stefan Tomić, Nenad Belić, Zorica Ličina, Jovana Antelj, Jovica Pešut



Project "Experiment" was addressing problems of natural lightning in the hall on the fourth floor of the teaching block of the Faculty of technical sciences in Novi Sad, which predominantly uses the Department of architecture and urbanism. In fact, during the previous period, this space (shown on the photo) was naturally lit through the windows of the vertical staircase. With the construction of the elevator in the center of the vertical staircase, natural light in the hall has been dramatically reduced.

The approach adopted to solve this problem is based on the use of highly reflective materials and complex geometry of surfaces, which are designed to reflect natural light. As the angle of natural light intrusion, changes during the day, it was necessary to create a family of related geometric elements, which, placed at different angles, reflect light at different times of the day. Given the complexity of the geometry of space which requires lighting, discussed was the possibility of setting up two reflecting surfaces, in order to achieve the maximum results possible.

Students of the subject Principles of universal design in school year 2012/13 (sixth semester of undergraduate studies Architecture and urbanism) were involved in the analytical part of the Experiment. They were primarily concerned with the reflection of light simulations using complex material models and software packages



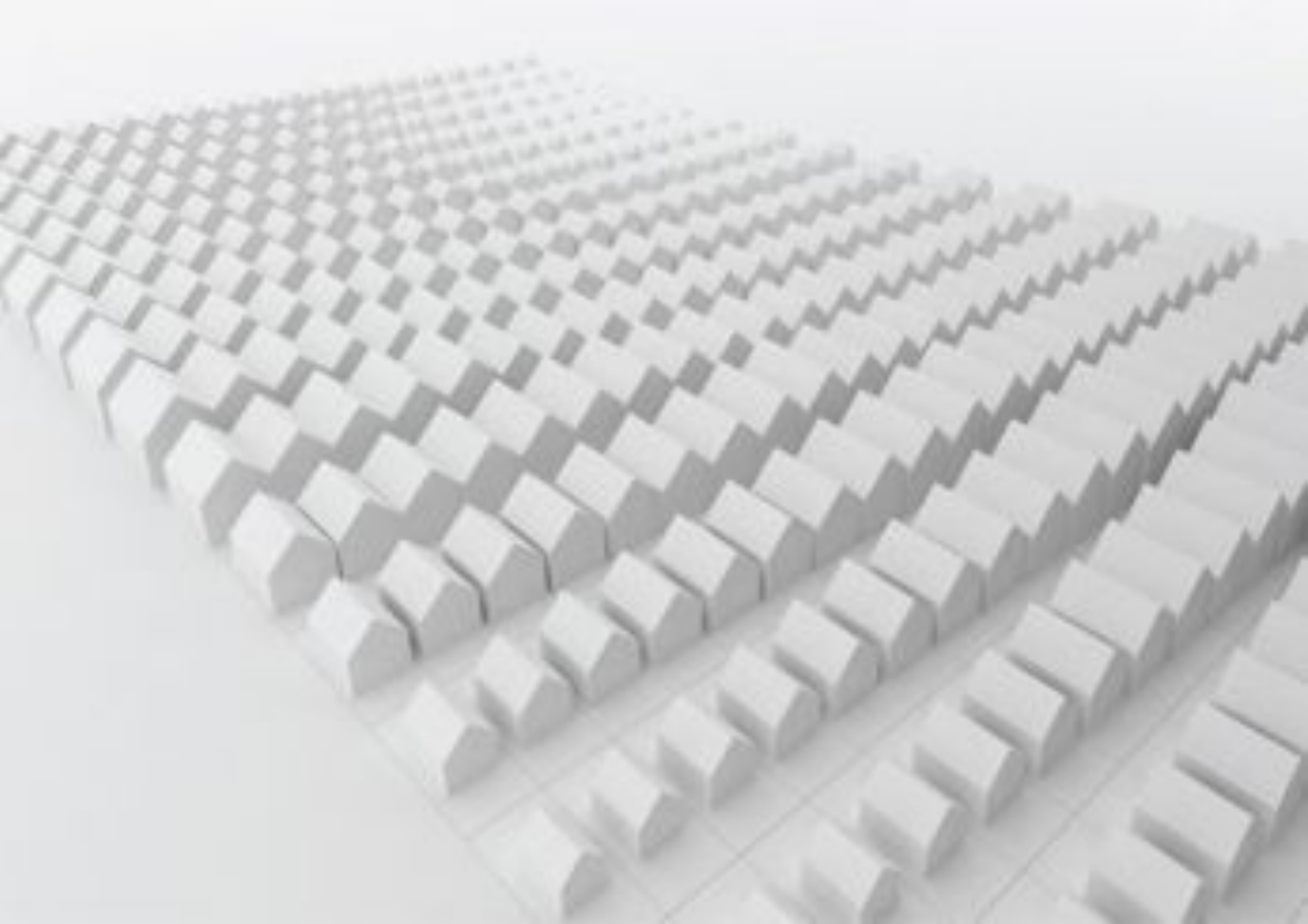
PUD Experiment 505/2

Understanding illegal settlements

location: Serbia

year: 2013

authors: Jelena Atanacković Jeličić
Dejan Ecet



Illegal construction is a deep-rooted problem in society in Serbia, but also on the territory of most countries of the former Yugoslav republics. It is believed that the occurrence of illegal construction is recorded in the sixties of the 20th century in the major cities of Yugoslavia. Usually, until now, experts have been discussing the issue solely in terms of missing legal regulations and insufficient control of its implementation or through a variety of cultural and social dilemmas that accompany this phenomenon. Also, at various times, solving this problem has been approached in much the same way: the introduction of new laws and regulations or the adoption of new urban plans of different levels, which would provide translation illegally constructed building stock into a legal framework. In the late 1990s and during the 2000s the process got a special term-legalization. The possibility of legalizing the illegal object has, to a lesser extent, achieved its goal. Buildings constructed without building permits were thus equally incorporated in town plans and were considered "current" state, in which the urban (and then the local government) tried to find a way to provide the necessary infrastructure. At the same time, the process of legalization was a sort of *circulus vitiosus* because the consciousness of the people that it is possible to build something according to their own will and needs, and only later regulate the legal status of such construction, increased with each cycle of legalization. For this reason, a large number of objects, although with years of heavy use in the field, from the legal point of view, stay in one of the intermediate stages of complex procedures of legalization.

Most previous researches have dealt with here briefly mentioned aspects of the phenomenon of illegal construction, usually with significant references to the usurpation of agricultural land and unsustainable urban development of such models. In the research presented here, the problem is viewed from a completely different point of view. So, the question is not "why illegal construction took place?" or "to what extent has it taken place according to the economic development of the settlement?", but "in what way, in the spatial and geometrical terms, the residents formed the illegal settlements?".

For the analysis, we have selected few examples of illegal settlements in different geographic locations in Serbia, which have a common feature that they were created in a relatively short period of time in the last two decades. Given that in almost all instances illegal builders usurped agricultural area, insufficiently or even minimally equipped with infrastructure, the process of settlement was possible to explore through the logic of self-organized system. With recognizing the distribution of level of "plot attractiveness" (where the attraction has been calculated by the following parameters: distance from the road or infrastructure corridors (electricity, water, gas, etc.) and view) and with the introduction of a complex mathematical apparatus, it was possible to create an algorithm that simulates the process of settlement and usurpation of land. In the next step, identifying the minimum distance to existing roads / infrastructure corridors, with respecting the number of owners of land that divides them from the goal which should be as small as possible, the algorithm finds the most probable position of the secondary road network that leads to the further spread of this perceived urban matrix.

The poster and the projection that are shown are the first phase of research, that includes analytical work which involved students from the subject Principles of Universal Design (sixth semester of Graduate studies in Architecture and urbanism at the Faculty of technical sciences). One of the side results, which we expect in the future to develop even further, was recognition of typology of illegally constructed buildings. In addition, recognized was their economic and social unsustainability (those houses were mostly built for a family with several generations living together, which was in many cases not realized) and were offered various solutions to this problem, with the aim to increase the level of comfort, but to let the character of architecture gradually to change.

PUD Experiment 505/2: Case studies

location: Principles of Universal Design

authors: Jelena Atanacković Jeličić
Dejan Ecet

collaborators: Milan Rapačić
Mirna Kapetina

student research
and design team: Jelena Kovačević
Teodora Petić
Andrej Lovren
Slobodanka Jović
Lea Muhi
Sanja Đorčev
Ida Dimitrijević
Maja Papić
Aleksandra Stefanović
Ivana Savin
Teodora Kovčičin
Jelena Štakić
Rada Trkulja

location:

Novi Sad, Serbia

research and design:

Ida Dimitrijević
Maja Papić
Aleksandra
Stefanović
Ivana Savin



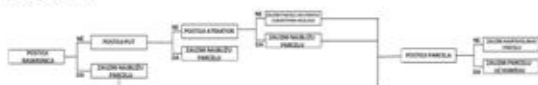
VEDMO DA DOLAZI DO VIŠE RAZLIČITIH SLUČAJA POSTAVLJANJA OBJEKTA NA PARCELI. NAUČENJE JE TO UZ REGULACIJU I PRAVU NA SREDNJI PARCELI, A I UZ NIŽUJU STRANCU PARCELE SPALJUJU TIPO OBLIKE SA SUŠEDNOM. ZAMALJIVA JE TAVOJE I DIVERGENCA DA CE NAJIN NA KOLU PRVI SLABINE POSTAVI SVJDAJ KUĆU ROTIRATI I NAREDNI I ONAJ POSLE NJEGA, ETO NAS DOVODI DO SLATKOG PREVLJA "PRAVI KOMPLEKS".



NEKA BUDE MALO VEĆA

PRILIKOM PROMETNEGA SVOJINE U SVIM VEĆAVAMA ZAMALJIVE AFIRITE STANOVANJA I TAKOČARSKI DUH DA NAJČINA KUĆA BUDE BAR MALO VEĆA DO SUŠEDNE BEZ OZBIRA NA REALNE POTREBE PORODICE, TE DOLAZI DO LINEARNE GRADNICE DOLU ULICE.

ATRAKIVNOST LOKACIJE
PROCES ODABIRA PARCELE



POBOLJŠAVANJE STRUKTURE NASELJA ODLAZNO DO DAVLJUČAKA O ATRAKIVNOM SPONTANOM RAZVOJU USTANOVI ŽIBO POSEBNE ATRAKIVNE KUĆE ČINE LOKACIJU POZITIVNOM. NAUČENJE POČETNA TAVOJA SVOJINE JE PAVI, TI PAVNIRANJA DVAJE PARCELA KUĆA CE PRVA BITI ODABRANA I NAJVIŠE JENA. TAVOJE PRIVLAČNE TAVOJE NIKOLU BITI VISUČAVINE BUDENOM POSTOJEBE NASELJA, ČENTNA ONAJA I I TOPOGRAFSKI KARAKTERISTIKAMA TERENA.

location:

Sombor, Serbia

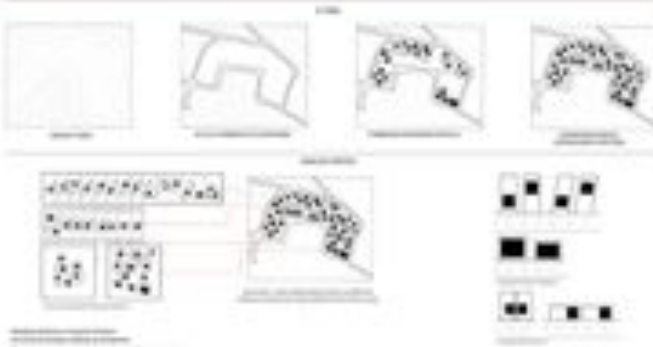
research and design:

Teodora Kovčič
Jelena Štakić
Rada Trkulja





location: Vlasenica, Bosnia and Herzegovina
 research and design: Andrej Lovren
 Slobodanka Jović



Shelter and Storage Center



location: Zrenjanin, Serbia
 research and design: Lea Muhi
 Sanja Đorčev

Shelter and Storage Center



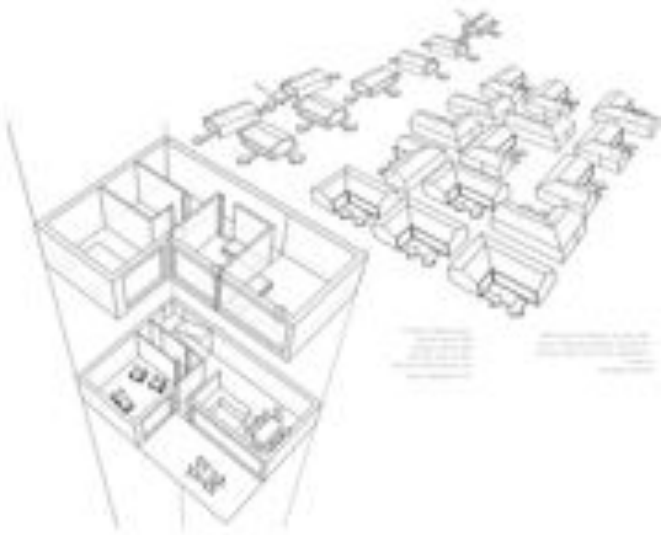
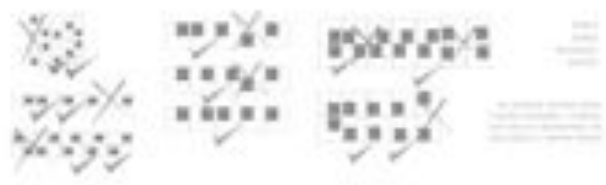


location:

Novi Sad, Serbia

research and design:

Jelena Kovačević
Teodora Petić



Part II

JA Joubert Architecture

JA



JA is an architecture office based in Rotterdam and founded by Marc Joubert. He has a long time collaboration with the University of Novi Sad, currently teaching as a guest professor.

In only 5 years time JA managed to gather a wide experience in many countries and on many scales. JA was asked to exhibit its work in this museum together with projects from the Department of Architecture, as well as projects from the various workshops held together and immediately set to work.

Of all the possible ways to present our projects the most interesting seemed to tell the story of the office, from its very beginning, while focussing on the process. Not only the design process as such, but how intentions become projects, how projects evolve, sometimes are finalised, sometimes are dropped altogether, sometimes lead to something else.

Because shapes, square meters and program are only one part of the story. The end product, a building, an idea or a collaboration, is seldom the result of a linear process of correlation between the client's expectations and the architect's response, but takes in everything surrounding it from the location to finances.

After having worked in South Africa, then in the Netherlands for Cepezed and MVRDV during almost 11 years it seemed like a good point to move on. We had built a house in Africa, competed in Asia, negotiated in America, built in France. Marc Joubert created JA in 2008 to pursue his own passions and interests, focussing on research, education, regional and master planning as well as architecture.

JA is interested in designing life, not limited by scale. Design, not as how it looks, but how it works ... a User Interface for life.





A spectacular parade of scenarios for the Olympic Games in the Netherlands

How could an event such as the Olympics be held in the Netherlands and be a benefit in the long run, not just for the two weeks the event lasts?

Together with the Netherlands Olympic committee, the Berlage Institute Rotterdam and the Architecture Academy of Rotterdam we started a project aiming at defining a strategy for a possible Olympic games in the Netherlands together with their students.

This was the very beginning of a process to apply for the 2008 Olympics and gauge support within Dutch society for such an expensive project. It was clear that in an open society like the Netherlands every detail of the project would be discussed, re-discussed, shown, analysed and redesigned. The bid of Amsterdam for the 1992 Olympics had failed due to massive protest from within the general population. What was needed to hold the Olympics, financially, spatially? How could the benefit from a 2 week event be translated into a tangible benefit to the country? How to prevent having six new stadiums and Olympic parks, unnecessary to the general public, as had to be seen in the last Olympics in Beijing and London?

We developed many scenarios with the students starting with the after-Olympics – a new strand of the coast which could be transformed into an airport after the Olympics, supposed to double the surface of Amsterdam is finally have a metropolitan in the country, an idea to fill up all the empty space in Rotterdam left over after the second world war, turning it into the sportland city in the world, a mega stadium which would show all sports at all moments at new stadiums which could be used as water buffers to protect against rising sea levels.

All these projects had in common: the will to put the after-effect of the Olympics in the foreground of a public and accessible event, that would be held a lot with high security, but an event for a country and its people.

The projects were exhibited in the Architectural Institute in Rotterdam and founded into a publication, which generated a huge amount of interest, debate and discussion in the country about a bid for the Olympics. The exhibition travelled throughout the Netherlands. While Amsterdam was proposed as the host city it was decided to do a first bid in 2000 as a trial for the bid in 2008.





EDUCATION MUSEUM

When commission was a question for an extension to the museum. When the municipality in the center of Rotterdam the only way was up, so we designed a floating extension above the museum with a new ceiling for the exhibition. Where the main gallery had low ceiling and lighting what this wanted to add. They could use the existing ceiling for other exhibitions and using something else of them.

We were asked to sign work on the extension which would not be visible from outside by the fact meeting it was announced that we were going to design... no money no contract.

So we decided to do an extension for the existing building, we would design a new entrance with reception area with custom designed furniture. It was thought would be golden light floor to have about guiding the way through the exhibition. With a new ceiling around the central space for lighting by and about ceiling. And our office would contain architecture and interior design program. We were enthusiastic and developed a complete furniture system for the museum and a new entrance.

Our vision building in the Netherlands was different for the light floor and ceiling and the program was developed. The building is unique and the museum will be better.



CASINO

One of the large interior design projects was for the state-run casinos in the Netherlands. There is an internet-based lottery for registration, gambling was illegal in Holland, unless offered by the state. Therefore each city in the Netherlands had its own state casino. We were selected to make the interior of the largest one, the Amsterdam Casino. What could we do with such a program? Silver and gold or the opposite... A casino with a discreet and luxurious finish, where the visitors would be in the center. The goal of the casino was satisfactory as the one based the casino wanted to have as many gamblers as possible, but on the other hand they were obliged to make those who were gambling too much and other than connecting to the casino. We designed a color new layer, black and brown, leaving the pink and red from the original design. Creating a modern look on the traditional casino. Avoid discussions on privatizing the casino and allowing them to offer online gaming, profit tracking. The project was cancelled and they decided to only change the concept...



GLOW IN THE DARK



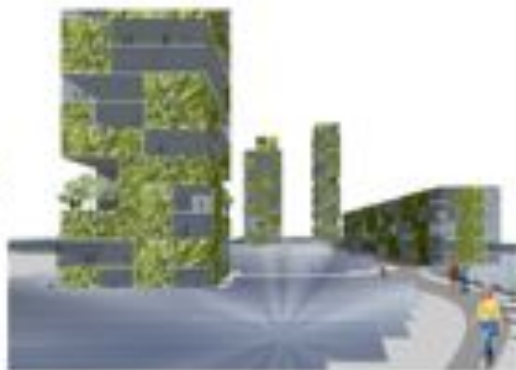
This square is the centre of Tirana, with government and religious buildings around it. Since the 1990's it resembled more a huge parking lot for taxis. It was a good opportunity to develop our idea of using public space as a generator for urban quality and investment. An approach we also followed in our re-public project in Novi Sad. By improving public space with a relatively modest public investment, we could regenerate the edges and neighbourhood around it.

In this proposal we started with a new infrastructure plan, leading all car traffic around the central square of Tirana on a new inner ring road. Then defining a clear edge to this new centre with a forest of pine trees, which would thin out towards a clearing in the middle of the square. The trees would help to re-green the city and create shade during the summer heat. All lights, fittings etc. would be attached to these trees, avoiding lampposts. We developed a new material, concrete with added phosphorescent glow in the dark, as the street cover and furniture material: concrete during the day and glowing at night to provide a new experience and a new and recognisable public space.

KID'S CAMPUS : A green school in Rotterdam south

In a departure from our previous projects the largest social housing corporation in Rotterdam participated in a competition for an urban regeneration project in the lower income southern part of Rotterdam. A new school would be added to five existing ones, wrapped in housing. In this area with its many cultural and social differences we thought a new emphasis on in-between spaces would be interesting to the local inhabitants. Not public space in the traditional sense of a park or square, but productive spaces that the schools and their public could take care of. Producing vegetables for their families or for a restaurant in the evening, all wrapped up in a glass screen surrounding the space, allowing for food production all year long as well as the glasshouses surrounding Rotterdam. At night the glass would be lit with yellowish light, giving a soft glow to the neighbourhood. We thought this was a design that could add a new public quality without costing a fortune, but we didn't count on fashion. The winning design was an organic building shaped like a flower with a base around it.





HEART OF THE SOUTH / REAP

The City of Rotterdam asked us to make a proposal for this sub-centre in the south of Rotterdam, comprising a large shopping centre, hospital, bus station, swimming pool, conference and entertainment centre, offices and housing. In total more than half a million square metres, which should see a doubling of the shopping centre and hospital, a new swimming pool, technical college and 100 new apartments in the future.

Rotterdam had just signed the Clinton Climate Initiative and set up the Rotterdam Climate Initiative (RCI) which proposed a cut of 30% of CO2 emissions by 2020. Quite ambitious for a city with the third largest harbour in the world and one of the largest industrial areas in Europe.

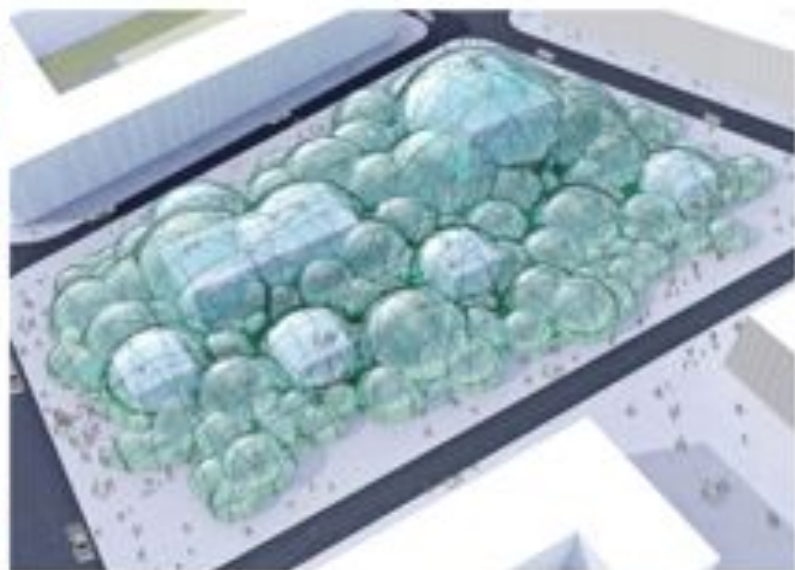
We were asked to incorporate this in the strategy joining the Technical University in Delft and the Municipal engineers into calculating not just all elements usually taken into account in urban planning, but also energy planning. How could we do that?

We started developing projects where we would combine program to use energy more efficiently, for example putting offices and housing together. Housing needs more energy in the evening, offices more during the day so a combination would be more efficient. That was already an improvement, but there was still a large part of waste energy: the shopping centre was always cooling energy, opening the windows in the evening to get rid of excess heat, while the hospital was always asking for more heating... that is how REAP was born.

Rotterdam Energy Approach and Planning (REAP) became our first scientific publication, where we linked energy users and energy wastes, with the main issue being the storage and exchange of energy. Storing electricity is very difficult, but storing heat is a bit easier. In steady underground water layers called aquifers. We would only have to store for an average of 8 months, to bridge from summer to winter time. For example the waste heat of 1000 of supermarkets could heat 700 of housing, if we organised it well we could save a lot. We could actually get quite close to achieving our 30% CO2 reduction! We did the complete calculation together and got the local energy producer involved.

This project was presented to the Dutch minister for the environment, made public as an open source project for public use and became a leading urban planning tool for cities ranging from Vancouver, Canada to Perth, Australia. At the moment we are implementing these principles on a larger scale in the Province of South Holland.

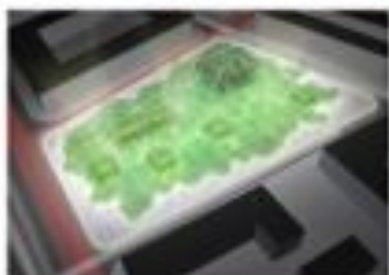


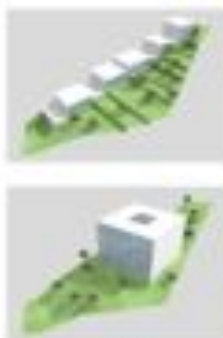


FOAM : From Heidelberg to Tempelhof

We were approached by a branding office developing a strategy to attract highly educated researchers to the booming biotech industry in Heidelberg, Germany. Heidelberg is a small town with the of the oldest university in Germany, but also considered a bit old-fashioned. We proposed a museum of biotech, but instead of just an exhibition, we proposed a real research laboratory, where visitors could see what was going on as well as do experiments themselves. We wanted to have the technology combined with a bioclimatic environment for plants and animals. Where experiments and their results could be seen directly.

After a long discussion the American owner of the land didn't want it in Heidelberg anymore, but on the newly abandoned Tempelhof airport in Berlin. The airport where during the blockade of 1948 planes were landing day and night to feed the city was going to be closed and converted. The project would provide a centre for research on all forms of mobility and surprisingly our design proved feasible enough and was selected. So we moved the whole project to the now defunct runway in front of the historical terminal building from the 1930's. Amid protests over the reuse of the defunct airport and its redevelopment as a park, we are looking for a new location.





VILLA LESKAJ

The developer of the Zool project asked us after a particularly long meeting with the municipality if we would design a villa. After the glacial pace of urban planning the speed of architecture was a welcome change. A scale jump from a 20 ha urban plan to a family house in the hills surrounding Tirana... We started thinking about a family home, linked to beautiful views over the city, to a beautiful garden of old olive trees, connected via a small road without any infrastructures. We thought of various options, from a space ship that just landed to the longest garden shed. How could we protect the trees, enjoy the views and make something modest, avoiding the classical columns which seem to be so popular in newly rich countries?

Due to the lack of infrastructure we proposed cleaning water locally and producing all electricity on site. An autarkic dwelling. We developed a purely individual organisation, each area having its own character and organisation, but all with a view towards the city.

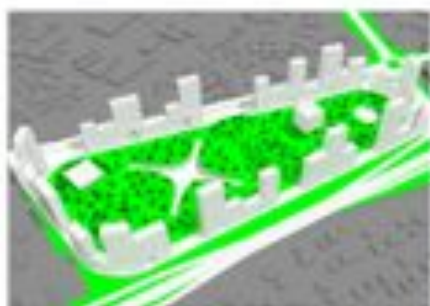
A set of binoculars. By shifting these elements we could enhance the whole: framing a view, giving shade, creating an entrance, avoid cutting down an olive tree.



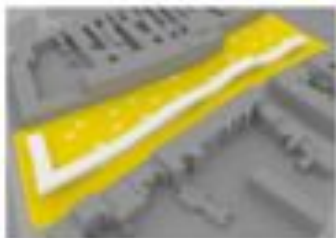
ZonE

Following our proposal for the new square in Tirana we were invited to participate in a competition for a new urban area at the entrance of the city along the highway from the centre to the airport. An area of about 24 ha, with 18 different owners and 750.000m² program, two thirds of which above grade. A new city. We made our proposals: a spread out option with a separate volume per plot, three large buildings with each a third of the program to be phased in 3 steps or buildings around a park.

The idea of having the development on the edge of the area, each owner having his own project, but sharing the cost and benefit of a public park won. A privately financed public park! In the park we would insert public facilities for sports, culture and education. In a city with limited financial means, it was a winning strategy to have public space developed by private owners. We started design of the first tower and a hotel with a Greek financial institution but financing was halted due to the financial crisis...



JA

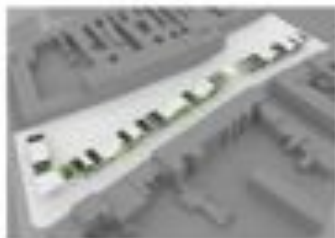
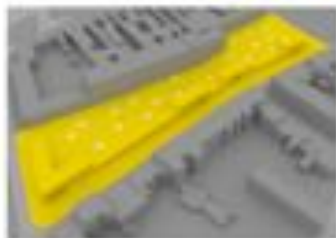


RE-PUBLIC SQUARE

A competition over market building in Novi Sad, a square with parking garage underneath. We thought the could be more than a building on a square, maybe it could become a new neighbourhood?
The project wasn't about the square in the first place, but about the surroundings with the square as a catalyst. If we first created a good public space, we could get the existing surrounding buildings to invest in redevelopment, opening shops or restaurants around the square and the adjoining streets. We would remove all the cars and put them underneath. Regenerate the surrounding buildings with their owners and then reuse those houses on the square. Each with its own core function, but with a modular system which would make them joined to one line. With openings in all sides, no backs but only fronts to engage with its surroundings in the maximum.

In a phased proposal the new market building would be the last piece to create a new neighbourhood in the city.





NOVI SAD

After participating in the Republic competition and receiving second prize, we visited the city. First the municipality and the planning office, then the city itself. We visited the banks of the Danube, the beautiful fortress, the renovated historical city, the expansion to the south with apartment buildings and further away the illegal settlements, industrial areas along the river, the port and the new settlement. Some months later we were invited by the faculty of architecture for the first in a series of workshops, working with students on local issues with an outside perspective. The start was a hall with a hundred and twenty students. A new challenge! Developing a critical, partly idealistic and fun series of projects in an ongoing collaboration...





concept diagram

GREENSIDE OUT

This site along the only highway in the country connecting Dhaka to Durne is surrounded by a mixed and partly illegal development from the 1960s with no urban planning. A mix of industrial buildings, petrol station, offices, a school, residential projects next to a noisy highway. How could we develop a residential quality here?

First we set out to create a very public ground floor, feasible for shops and offices. We looked at the possible shape with the setback top 7 floors defining the form. But if we connected them into a sloping facade we could develop one volume, which could protect against noise from the outside with a thick facade and set back windows. A green facade could give a new quality, different from its surrounding, an oasis. Plants can filter the air from pollutants and by their humidity lower temperature during hot summer while reducing air conditioning. We could create a residential quality and setting a new standard of construction in this area of the city. We received first prize for our entry.





KORCA MOZAIQUE

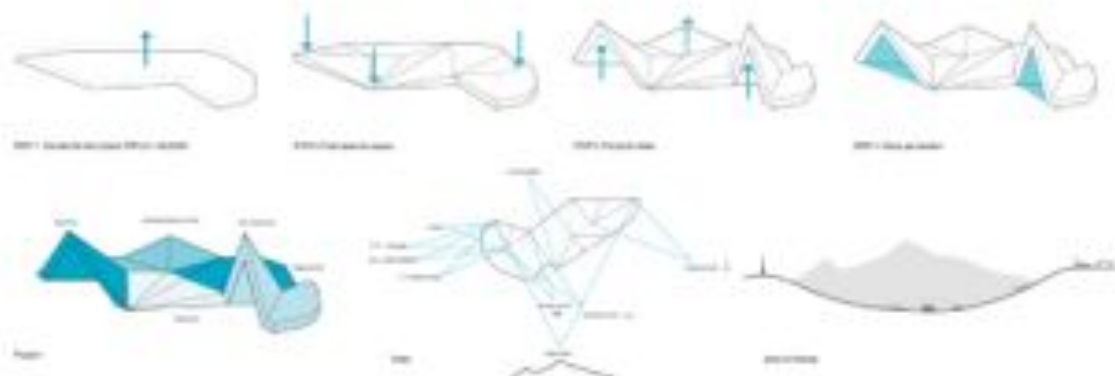
Korça lies in the south of Albania, almost on the Greek border in a very fertile valley and is known as the center of the orthodox church in the country. The city had a great culture of architecture leading to houses for work, leading to a vibrant city. More clearly people were returning and investing, but how should this be structured?

The vibrant city we found was an advantage and a great starting point. We could fit in the existing empty areas and avoid expanding into the suburbs and nearby sites. We proposed a heart built to the edge of the city with all development inside. With green-roofs being laid from the surrounding through the town. We proposed a strategy of small interventions, where each investor could get the opportunity to build one project. Strategic location for the sites but kept as much as possible, creating a link between the past and the future.

Keeping from a new square, improved social housing, a shopping centre built around existing sites, a new playground on an existing school, a new hotel entrance, new hall on the existing theatre hall, a doubling of the cinema, a new kindergarten, a new park.

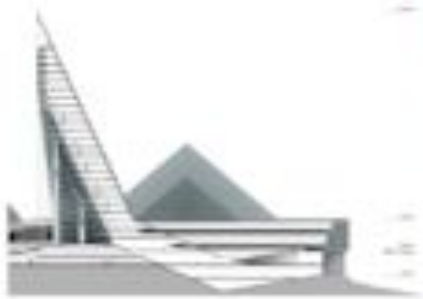
A step by step approach to slowly a medium sized city, prevent its surrounding and bring some back into town. We created around price with a special recommendation to design a new park in the town.





YEREVAN

A beautiful location overlooking the city and a view toward Mount Ararat, the most important feature to Armenians, which is located in Turkey and not visible. We started up the project, studying the program, a mix of hotel, offices, apartments, culture, shopping. Yerevan is famous for its iconic buildings, mostly from the socialist era such as the genocide monument, the great ararat stairs, the youth hotel. How could we add to this collection? We developed a hard edged organic project, that would adjust, deform, create intervals and views. These distinct pods would create a hotel, apartments and offices, layered clockwise with a concert hall, shopping centre, parking. Sustainable energy production, gardens, a pool and recreation areas were created on the deck. We could add a new look to this city: the best viewing platform was





METROPOLITAN PARKS

In the beginning of 2009 we received a call from the Province of South Holland to attend a workshop about redevelopment of the countryside between Rotterdam and the Hague. This area used to be agricultural, but was slowly changing into a recreation area for the surrounding cities, with restaurants, horse riding, camping. When I asked why they called us, urban planners and architects for this project, she said she thought we were also doing regional planning. We didn't deny this.

When we attended the meeting in a beautiful old farmhouse in the countryside, there were presentations about converting farms to biological farming, joining with restaurants and building new cycling paths. We found this nice but profoundly boring and told them so...

We thought the big problem wasn't the countryside, but the cities expanding with ever duller suburban developments and industrial areas. To actually get into the countryside you had to travel through the fringes of cities, dead end streets, past sportsfields and industrial zones.

We developed a series of interventions: making a clear line to limit expansion of cities, new programs on the edges with guaranteed views. New and specific programs in the countryside such as museums, nature, galleries, concert venues with improved access via new railway, metro stops and new road exits. These together lead to a clear identity for each area. We also proposed a transformation from agricultural production to sustainable energy production, being the biggest change in regional planning in the near future. This led to Space & Energy projects two years later.



JA

DELTA CITY

Working together with Arcadis engineers for UN Habitat we had a look at delta cities, the areas surrounding river mouths around the world. Locations with the best trade and transport routes, but also the most at risk of flooding and rising sea levels.

In the Netherlands we were already protecting ourselves against the water for centuries, building dikes, raising dunes and pumping out water through an intricate system of canals and windmills. But with rising water levels it is getting more and more expensive, with many cities not having the means to finance protection, such as Jakarta, Hanoi or Calcutta.

But also in countries in the industrialised world such as New Orleans (hurricane Katrina) or New York (hurricane Sandy) flooding has a huge impact on lives and economy.

Can we imagine a new way of planning and building along the water? Where we don't keep the water out but locate our vital program in safe locations, while allowing water to find its way? Water edges can be sloping, allowing the space available for water to expand gradually, ground floors of buildings can be public and open, allowing to be flooded in extreme situations, parking can be located higher up instead of underground. This way we can find a way of living with water, while mitigating its impact.



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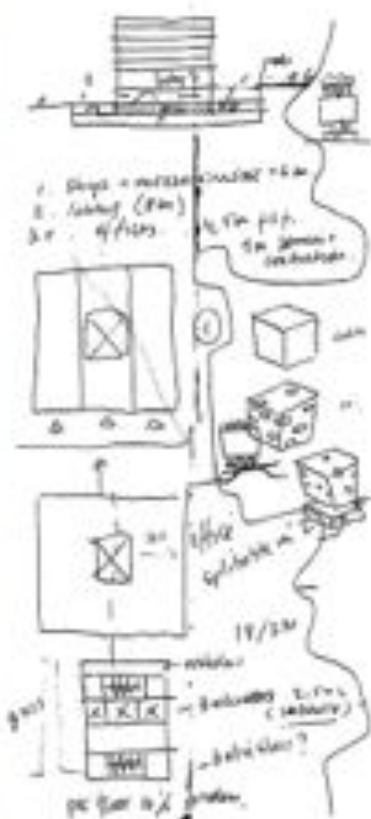
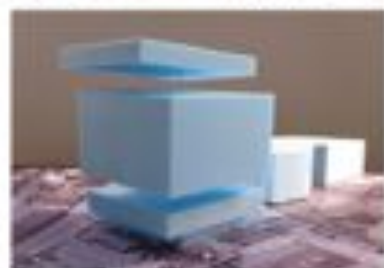


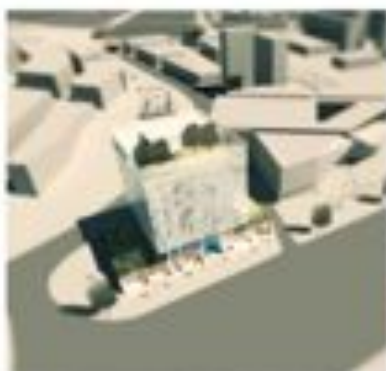
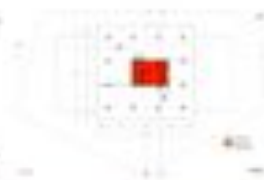
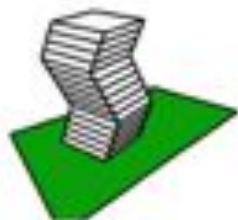
KAGITHANE KUBE

The city of Istanbul is building a new water connection between the Golden Horn and the Bosphorus, parallel to the Bosphorus, to improve water circulation and quality in and around the city. Along this new waterway a new re-development axis is planned. Historical buildings are kept and restored, while buildings from the last 50 years are torn down as they don't fulfil earthquake regulations. For an expanding city like Istanbul this is a huge task where quantity often outweighs quality. Would it be possible to create something recognisable within the commercial and time constraints on the location? The site is on a corner with 4m height difference from front to back.

Two developers joined, each with their own site. We teamed up with two local architects. A mixed-use building with parking underground, retail on the ground floor and offices above. Sustainable, earthquake resistant and economical. We tested models ranging from small blocks to slabs with a public ground floor when we saw that the required office program could be exactly a cube. Lifting the cube would allow a base for retail, shopping and connection. And the cube could be the recognisable project for this area on the most visible corner in the area.

A facade of translucent solar panels enveloping the building would set a new standard in architecture, sustainability and integral design in the area.





E=m2

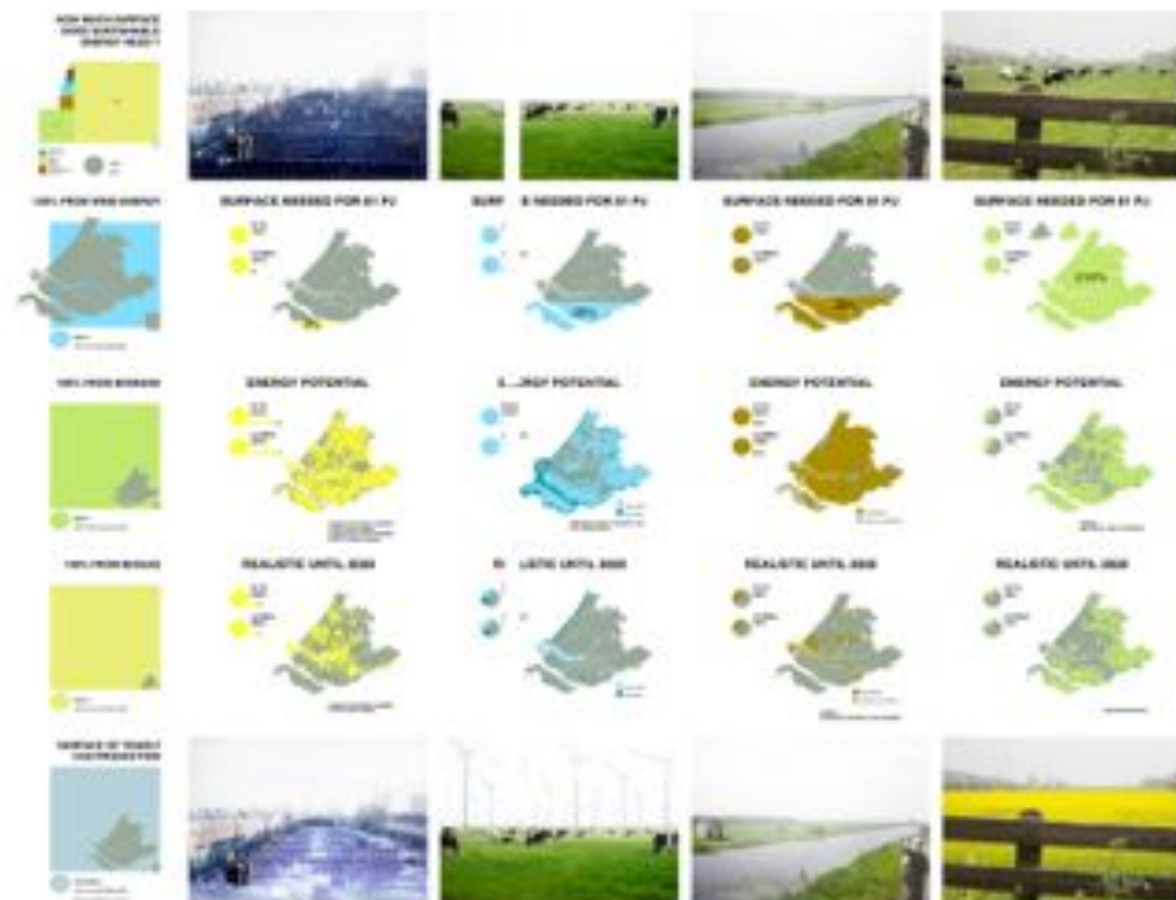
Following our Metropolitan Parks and the discussion about landscape and sustainable energy production we started working on an inventory of the space needed to fulfill the obligations of the Province of South Holland in that domain.

These were calculated per country within the EU and then per region. South Holland is obliged to produce 20% of its energy demand sustainably, reduce consumption by 20% and reduce CO2 output by 20% by 2020. On the total energy demand this was a huge task, but it hadn't been checked yet where we could put all the required windmills and solar panels. Considering that 60% of energy is needed as heat and 40% as electricity, we compared the surfaces needed for various forms of sustainable energy production. We noticed that biomass or even wind energy needed much more space than available. The only option for windmills was to build in the sea. With biomass we needed as much as 80x the total surface of the province to produce 100% of energy sustainably, with wind about 15x. Energy would always have to be imported.



The only ways to fulfil our goals were the most space efficient methods: geothermal energy for heat and photovoltaic cells + wind energy on the sea for electricity production. And we hadn't even looked at the costs....

The outcome of our research led to the forming of a new department within the province, concerned with space and energy planning.



SPACE = ENERGY

As a sequel to our EMO project, we were asked to look at the implementation of energy saving and production strategies in the built environment. Outdoors or in large industrial areas implementation is relatively easy, but how can we deal with changes within an existing built environment? Ownership is very individual, investment is focused on new construction not on implementation in existing buildings. We went actually back to the scale where we started the research in Rotterdam with our DEAP project!

We studied test cases with our partners, such as Demens, local developers, energy producers and city councils. With them we developed projects for optimized goods transport, public transport, zero energy new housing, improvement of existing housing, energy production in industrial areas. For each of them looking for a current state, a possible development in 2020 and a vision of how this aspect could develop until 2050 and which related benefits we could expect.

R-net / Regional public transport

A proposal to build a new line (ie between Rotterdam and IJburg) can be the first step to high rail. The proposed extension of an existing line (currently bus system) or separate line. These lines could be made electric, using renewable energy, in a few steps in which cases we could extend the system of the way from London to IJburg, providing better transport to even denser areas, as well as producing all necessary energy with PV cells and windmills along the highway.

Freightway

Demens developed a system of automated goods transport to reduce road traffic needs. The route to IJburg is built by setting an automatic contact above a road with existing tracks with a hydroelectric motor in a few steps. However, this would still not be a solution for electric cars, which would require an automatic production of all energy needed along the highway. In the future of our vision, a power plant could be constructed that would supply the energy to the highway.

Industrial areas

Industrial areas must potentially become energy producers due to their large surface and environmental sensitivity. We should already implement this in new industrial areas, as well as in areas of the existing ones by covering roofs with solar panels and adding windmills. In a later stage an automatic generating industrial area to produce green hydrogen is still an idea, although that means building, for example, existing housing, reducing the need for additional strategies.

Heat networks

There are already heat networks in Rotterdam, such as The Hague and London District, a city of 100,000 inhabitants is also investing in a network. While city popular will have them, such as industrial and residential, connection with individual housing is costly. Furthermore, there is a network for each neighborhood. The project connecting the various networks to improve the use and extend to all of them. Later these connections could be used to build new networks, which would be a step towards a city of zero energy. In existing areas we can build along heat networks.

Existing inner city residential

Existing housing in Rotterdam as an example, an environmental solution and LED lighting to reduce energy use. Storage tanks of energy usage could be used to use off the inner environment. In a later stage we could introduce panels on the roof (PV) and apartment to fully internally provide for heating and electrical transport. Due to the high housing density it is important to improve the local economy and resources.

New residential

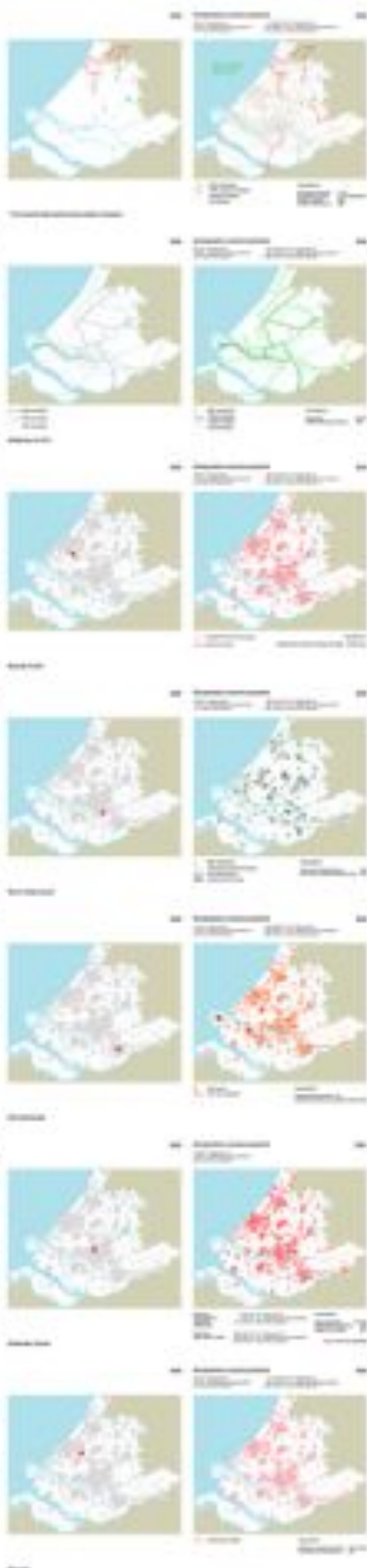
All new areas built in the previous about 20 years in the past few years, but the current is a new project under development, where through an efficient building process, as well as better housing, the energy production (solar panels, windmills) and green energy prices for these areas can be reduced to standard levels. Savings on energy usage will pay for the additional investment in sustainable energy production within 10 years, after which owners will be saving too.

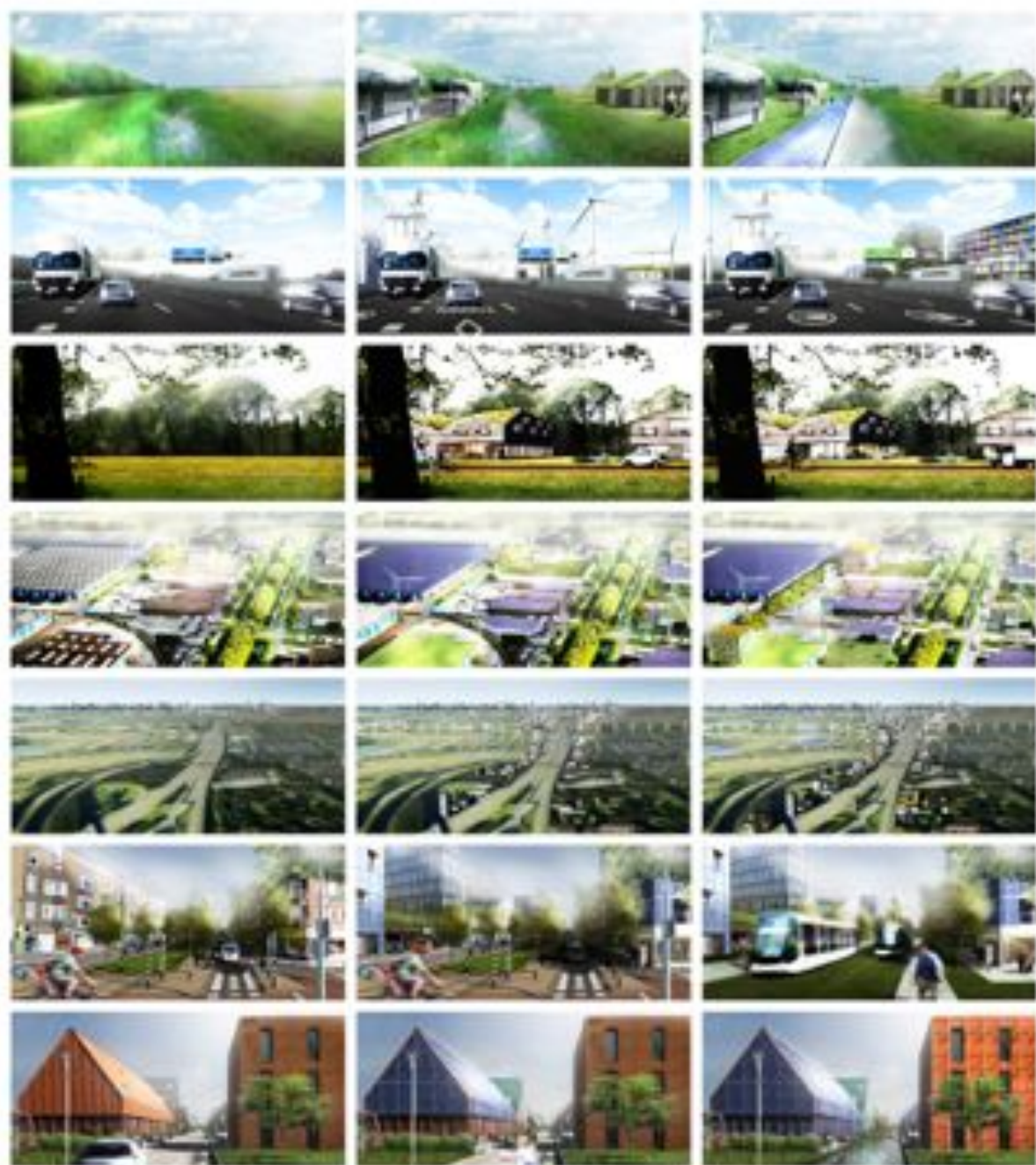
Existing suburban residential

The main issue with housing built in the 60s and 80s connected to heat networks, connected very much with it that point is that point. This is how a major issue, so long that cannot reduce and heat coming from energy supplies from heat or via investment in building. This process integrating these units, making investment in energy efficiency features in a later stage, but energy production would become the central, allowing to remain in a more integrated and from the surplus to the regional network. The role of energy companies will change from production to exchange of energy.

This series of projects shows how we could reduce the energy use by more than 20% and produce more than 20% of our energy needs sustainably.

We looked at the business case, where for example the electrical goods transport could break even in 7 years and the existing housing in 10 years. It is a question of investment now and saving money later.





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KIDS CAMPUS	JA + DJSA Marc Joubert, Duzan Doepel, Eline Strijkers with Jeroen de Loor, Pedro Macias, Omaya Malaeb, Arjan Pit, Chantal Vos Rotterdam, Netherlands client : Proper Stok 16700m2 - three schools, sport and recreation competition entry
HEART OF THE SOUTH	JA + DSA Marc Joubert, Duzan Doepel, Eline Strijkers with Omaya Malaeb, Arjan Pit, Roos Limburg, Lieke Genten Rotterdam, Netherlands client : municipality of Rotterdam 500.000m2 mixed use
REAP	JA + DSA, dS+V Rotterdam, GW Rotterdam, TU Delft Marc Joubert, Duzan Doepel, Eline Strijkers with Omaya Malaeb, Arjan Pit, Roos Limburg, Lieke Genten Rotterdam, Netherlands client : Rotterdam Climate Initiative / Municipality of Rotterdam Systematic approach to CO2 neutral urban planning publication 2009
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RE-PUBLIC	JA + Petar Zaklanovic and Bart Pauw Marc Joubert with Alessandro Guida, Magdalena Szczypka, Roos Limburg, Jeroen de Loor Novi-Sad, Serbia client : municipality of Novi-Sad 5000m2 square, 3500m2 commercial, 4500m2 parking invited competition, 2nd prize
GREENSIDE OUT	JA Marc Joubert with Jeroen de Loor, Marian Dusinsky, Alessandro Guida, Marianne Miguel Tirana, Albania client : Eurocol 9.600m2 mixed use, 3.000m2 parking invited competition 1st prize
KORÇA MOZAIQUE	JA Marc Joubert with Roos Limburg, Jeroen de Loor, Matilda Bahneva, Jorge Amaya, Clément Talbot Korça, Albania client : Municipality of Korça 197.000m2 urban design invited competition 2nd prize

YEREVAN**JA**

Marc Joubert with Roos Limburg, Jeroen de Loor, Alessandro Guida, Elena Carcelén

Yerevan, Armenia
client : Avangard
86.000m2 hotel, offices, housing, shopping, 20.800m2 parking
competition entry 2010

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Marc Joubert with Roos Limburg, Clément Talbot

South Holland Province, Netherlands
client : Bureau Zuidvleugel - Provincie Zuid-Holland
50.000ha park design
publication 2009

PARKLIFE**JA**

Marc Joubert with Jeroen de Loor, Marian Dusinsky, Alessandro Guida, Marianne Miguel

Tirana, Albania
client : confidential
51.300m2 housing , 14.000m2 parking
invited competition 1st prize, under development

BASTIDE NIEL**MVRDV + JA**

Marc Joubert

Bordeaux, France
client : CUB - Communauté Urbaine de Bordeaux
35ha masterplan, mixed used program 675.000m2 net
project 2010-2012, realisation 2013-2025

QUAI DES QUEYRIES**MVRDV + JA**

Marc Joubert with Marianne Miguel, Jeroen de Loor, Clémentine Bahon

Bordeaux, France
client : BMA - Bordeaux Métropole Aménagement
2,3ha with 40.000 m2 housing, 10.000 m2 parking
competition 1st prize - under development

DELTACITY**JA + Arcadis + 2Flux**

Marc Joubert with Marianne Miguel

KAGITHANE KUBE**JA + Ünlüketen (JUKA)**

Marc Joubert with Marianne Miguel, Alessandro Guida

E=M²

Istanbul, Turkey
client : Bikuryapi, Istanbul
9300m2 offices, commercial, service, 7000m2 parking below grade
design phase, realisation 2013-2015

JA

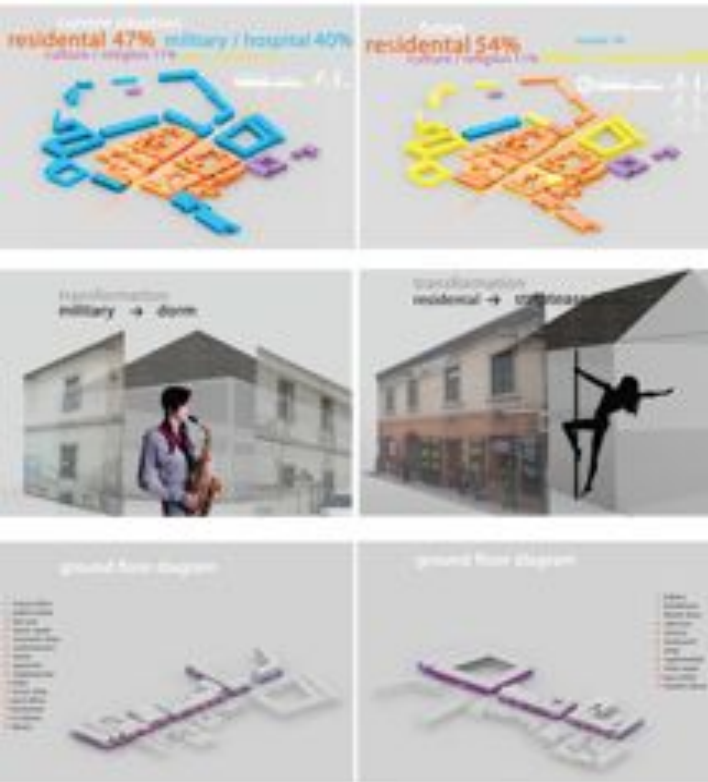
Marc Joubert with Jeroen de Loor, Marianne Miguel

South Holland Province, Netherlands
Research and visualisation
publication 2013

Part III

Student Workshops

JA + Department of Architecture and Urbanism



subjects: Principles of Sustainable Development in Architectural/Urban Design

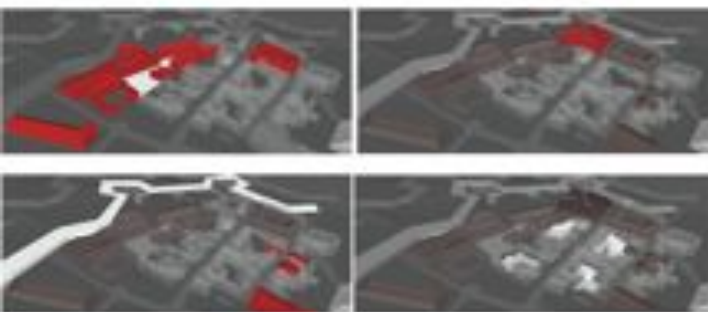
title: Invisible Project
Redevelopment of Petrovaradin Suburbium

year: 2013

authors: Ana Furtula
Aleksandra Gojnić
Violeta Kotrošan
Miljana Popović
Jelena Ristić

professors: Prof. Jelena Atanacković Jeličić, PhD
Prof. Milica Kostreš, PhD
Prof. Marc Joubert

workshop leader: Prof. Marc Joubert



subjects: Principles of Sustainable Development in Architectural/Urban Design

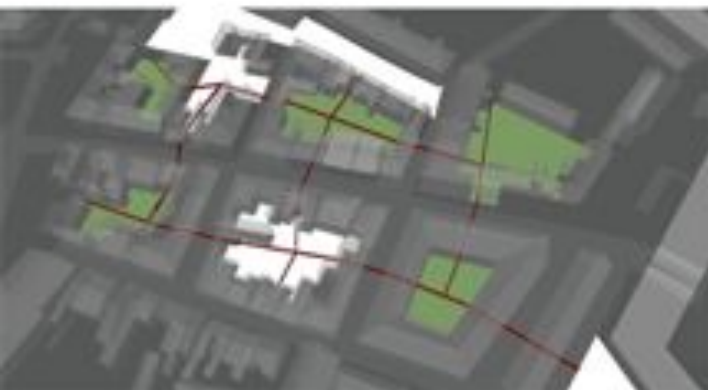
title: Extroversion
Redevelopment of Petrovaradin Suburbium

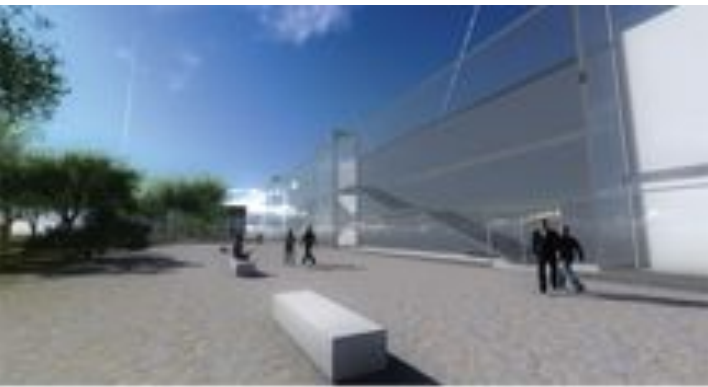
year: 2013

authors: Danica Jovanović
Milica Mastilović
Vladan Perić
Sofija Simendić
Dragana Ivaniš

professors: Prof. Jelena Atanacković Jeličić, PhD
Prof. Milica Kostreš, PhD
Prof. Marc Joubert

workshop leader: Prof. Marc Joubert





subjects: Principles of Sustainable Development in Architectural/Urban Design

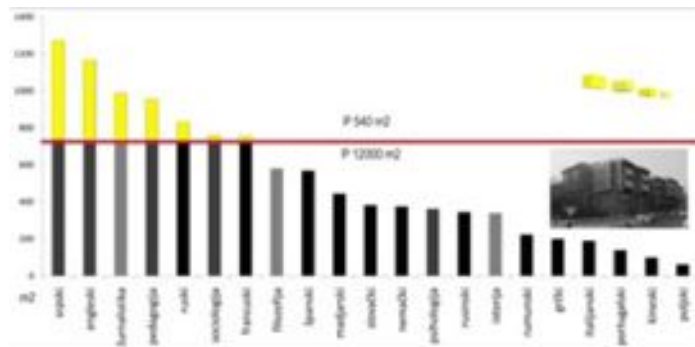
title: EXIT 365
Redevelopment of Petrovaradin Suburbium

year: 2013

authors: Lidija Petričević
Nebojša Vilotić
Lidija Lazendić
Radomir Jašić

professors: Prof. Jelena Atanacković Jeličić, PhD
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workshop leader: Prof Marc Joubert



subjects: Principles of Sustainable Development in Architectural/Urban Design

title: Reconstruction of Faculty of Philosophy

year: 2012

students: Duško Samardžija
Staša Jončić
Sanja Braković
Milica Luginja

professors: Prof. Jelena Atanacković Jeličić, PhD
Prof. Milica Kostreš, PhD

workshop leader: Prof. Marc Joubert





subject: Principles of Sustainable Development in Architectural Design

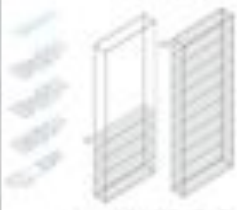
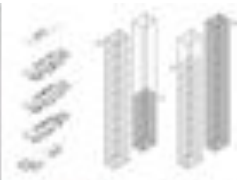
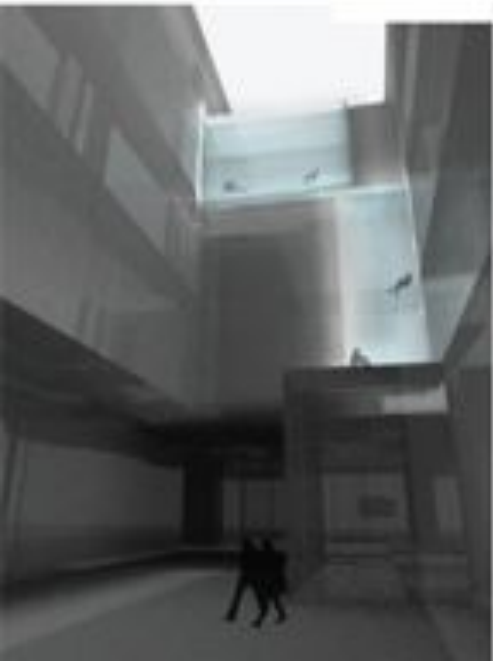
title: Reconstruction of Faculty of Philosophy

year: 2012

authors: Žana Jokić
Milenko Radović
Slaven Stevanović

professor: Prof. Jelena Atanacković Jeličić, PhD

workshop leader: Prof. Marc Joubert



subject: Principles of Sustainable Development in Architectural Design

title: Reconstruction of Faculty of Philosophy

year: 2012

authors: Tijana Suzić
Marijana Čuruvija
Danijela Krunic

professor: Prof. Jelena Atanacković Jeličić, PhD

workshop leader: Prof. Marc Joubert



subject: Principles of Sustainable Development in Architectural Design

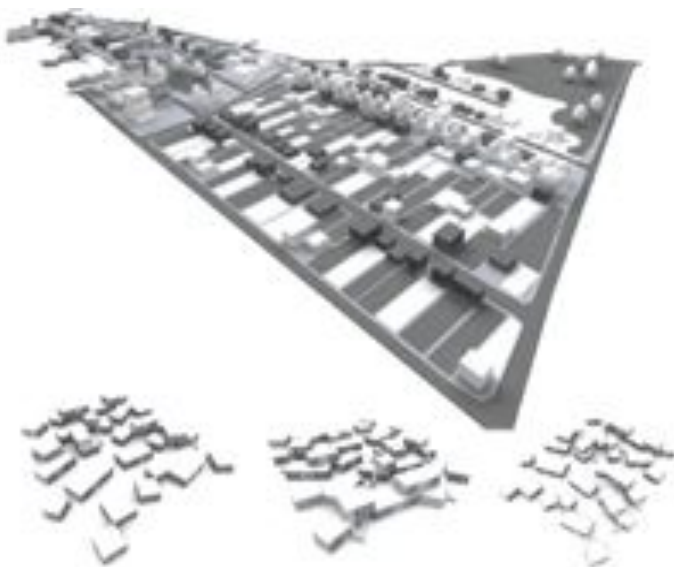
title: Reconstruction of Faculty of Philosophy

year: 2012

authors: Srđan Šuša
Stefan Leskovac
Luka Grozdanić

professor: Prof. Jelena Atanacković
Jeličić, PhD

workshop leader: Prof. Marc Joubert



subject: Principles of Sustainable Development in Architectural Design

title: Architectural and urbanistic design of "Veterinička rampa" neighbourhood

year: 2011

authors: Ivana Maraš

professor: Prof. Jelena Atanacković
Jeličić, PhD

workshop leader: Prof. Marc Joubert



subjects: Principles of Sustainable Development in Architectural Design

title: Redevelopment and Urban Renewal of Veternička Rampa

year: 2011

authors: Tihomir Janjušević
Đorđe Svitlica

professors: Prof. Jelena Atanacković Jeličić, PhD
Prof. Marc Joubert

workshop leader: Prof Marc Joubert



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