



SETTIMANA DEL PROGETTO
DI ARCHITETTURA NEL MONDO

The Rome
Architecture
Festival

9-16
OCTOBER 2020

www.spamroma.com

NEEDS

SPAM is the acronym of *Settimana del Progetto di Architettura nel Mondo*, the World Architecture Design Week. After a successful first edition in 2019 with 120 lectures, 4.500 people, more than 400 young and childrens, more than 100 thousand followers on social networks, the 2020 edition aims for offering once again an updated outlook about the international design, with the involvement of architects, scholars and critics, professionals, artists, institutions.

SPAM is supposed to be an event where the contamination of ideas about the subject "design", will be looking for space and diffusion in the universities and academies, in the cities, on the political bargaining tables, in citizen associations, in magazines and generally everywhere the future of the city is discussed.

SPAM is a festival promoted by the Architects Association in Rome and the Casa dell'Architettura with the aim for growing a renewed design culture. This event wants to focus on the problems and contents that steer the urban, social and economic transformations of the great contemporary metropolises, with a specific focus on the capital city.

SPAM will take place starting from 9th until 16th October 2020 at the Casa dell'Architettura, in Rome (piazza Manfredo Fanti, 47), headquarters of the Association of Architects of Rome. The location will be settled as a tv studio in a special interactive way so people can participate also by video call, to enjoy the event and effort in the best way the actual world emergency condition.



topics

fri **9-OPENING**

sat **10 FRAGILE** + the children's city + elderly + walksapes + mobility and paths
+ public space + playgrounds

sun **11 LIVING & TRANSITION** + nomadism + hospitality + students + gentrification
+ immigration + tourism + B&B

mon **12 EDUCATION** + research & territories + school & innovation + space education
+ students and regeneration

tue **13 HERITAGE** + identity + belonging + character, light, color + memory
+ digitalization + archives

wed **14 URBAN METABOLISM** + production + supply chain + km0 + agriculture
and cities + waste economics + wasteland + recycling hub + wastewater treatment + zero energy

thu **15 HEALTH, LEISURE & GREEN** + active building + relax + sport
+ leisure + culture + wellness and sociability + movida + thermal architecture

fri **16 CO-CITY** + cohousing + coworking + codesign + collaborative city + commons
+ urban strategies + sharing economy + shared administration

daily program

morning

09:30-10:00
focus young
10:00-10:45
lecture
11:00-11:45
lecture
12:00-13:15
panel discussion

afternoon

15:00-15:30
a coffee with...
an informal talk about Rome
15:30-16:30
dialogues
two guests from different fields
and disciplines will discuss
16:30 - 17:30
focus urban
a talk with international
institutions
18:00 - 19:00
Lecture

evening

20:00-23:30
Live Cinema Fest



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NEEDS

NEEDS — THE THINGS
YOU MUST HAVE FOR A SATISFACTORY LIFE
is the theme of the 2020 edition.

In the 2019 edition of SPAM, entitled DreamCity, the Order of Architects of Rome hosted dozens of Roman, Italian and international architects, invited to tell about "Visions" of the city to an audience of colleagues and citizens of the Capital: images and descriptions of possible futures, with alternative solutions and specific indications relating to growth and transformation parameters.

Among the architect's tasks predicting and understanding the transformations taking place in society and those that have not yet started has great importance, to build the planning of the future around these phenomena.

To make this possible we must analyze the emerging needs, which generate mass phenomena and are capable of attracting people's attention and channeling it into an important push towards change.

NEEDS analyzes these needs.

During the Rome 2020 Architecture Festival will be explored the themes that, one every day, outline an updated picture of the complex situation that characterizes our cities. We feel the pulse to update the needs of man both material and immaterial, in each stage of his life.

FRAGILE, LIVING & TRANSITION, EDUCATION, HERITAGE, URBAN METABOLISM, HEALTH, LEISURE & GREEN, CO-CITY are the themes that will accompany us to SPAM 2020 through lectures, thematic focus and round tables to focus on the dynamics and mechanisms that regulate our cities.

+ There is a need for **HISTORY**, to reconnect to the ruins and memory of urban landscapes, a source of profound identity, cultural and pedagogical connection of individual narratives. + There is a need for **WORK**, to understand how the design of spaces has changed, how to produce new possibilities, how

the space of the city can influence the development of work activities. + There is a need for **POLITICS**. New focuses related to urban policies will see the comparison between national and international mayors and administrators, discuss urban economics, time and programs will be discussed, and we will try to investigate data and trends of the new economic cycles. + There is a need to redesign urban production **METABOLISM**, to integrate cities and production sectors according to principles of sustainability, **ECOLOGY** and aesthetics. We will talk about urban agriculture and **SUSTAINABLE PRODUCTION**.

Covid-19 has changed some certainties and SPAM 2020 will take this into account by investigating the permanent consequences of the epidemic and changes in habits and in the way of conceiving spaces and work.

+ There is a need to put people's health at the center and study its relations with the environment, also in relation to climate change and the consequences of globalization.

Rome is already responding to contemporary challenges, like other cities in the world. For this reason, the goal is to bring to light the positive experiences and the processes underway, also with the hope that the Rome Architecture Festival will constitute an infrastructure, both a collector and generator of urban networks, collaborations, exchange of knowledge either local or international.

NEEDS will be a great opportunity for discussion among other Italian and world cities, to understand how the many urban issues are being tackled in different contexts. Can Rome decline these requests and give her answers? Certainly, and the tool is once again the project, understood in the broadest sense, and the Architect must interpret the needs and coordinate a network of different professionals to offer adequate visions and solutions for a period in which social changes are fast and continuous.