Creative Business Game: ‘Start-Up Architecture’ September 20 – 21, 2018

A creative workshop on defining concepts to disrupt the built environment industry:

5 interdisciplinary teams, 2 days, 3 ECTS*

The BauHow5 alliance invites you together with international architectural practices HPP, AECOM Design & Consulting and AllesWirdGut to join our first ‘creative business game’ for starting-up a new era of architectural businesses. The call for participation is open until August 31, 2018.

The built environment and construction industry is one of the largest industries in the world. As asset-heavy and labor-intensive industry it has not embraced innovation potentials by new technologies so far. Businesses from other fields are challenging the existing models and entering the market.

Can architects transform their potentials into new competitive advantages in the future? What processes need to be changed? How will a new architectural office look like and integrate technologies? How will you disrupt the built environment and industry in times of augmented realities and artificial intelligence?

How would you start-up architecture?

Challenge these questions in a 2-day interdisciplinary business game with students from architecture, design, management and informatics. Get inspired by insights and real-life tasks from successful international practices and upcoming stars as awarded KEWAZO and fissade.

Apply now.

* Acknowledgements of ECTS subject to requirements of faculties.

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A joint initiative of BauHow5:

In cooperation with:

HPP  AECOM  AllesWirdGut

The workshop is part of the 3-year Erasmus+ Strategic Partnership “Strengthening Architecture and the Built Environment Research” (SABRE), a collaboration of the BauHow5 alliance, the partnership of five leading European research intense universities in architecture and the built environment. (UCL, TU Delft, Chalmers, ETH Zürich, TU Munich) SABRE is co-funded by the Erasmus+ programme of the European Union.
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Apply now.
www.ar.tum.de