



A Chapter of The American Institute of Architects

# Basel

## Small City – Global City

A 4-Day Conference of Site Visits, Lectures, and Tours  
October 13th – 17th, 2011

GRACE

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Präsidi- und Stadtentwicklung des Kantons Basel-Stadt

Kantons- und Stadtentwicklung

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### AIA Europe International Conference and Chapter Meeting

Long renowned for its contemporary architecture, Basel's most notable projects today are the ones for global companies – like Novartis, Actelion and Vitra – who are working with an array of star architects to build cutting edge campuses of research and innovation.

These projects, together with Basel's latest urban development strategies, tell the story of a small city transforming – from a capital city of a tri-national region, into a global city facing new challenges of growth.

This 4-day conference of site visits, lectures and tours will illuminate how a small city responds to the demands of fragmented borders and a global workplace. Through the particulars of this unique city-region, the conference addresses wider themes of architecture and urban planning in our increasingly interconnected world.

– *Suzanne Marhefka, AIA*  
*Tiffany Melancon, Assoc. AIA*  
*Conference Organizers*

Program Thursday, October 13th

#### **Welcome: AIA in Basel**

- 17.30 Registration Opens, **Venue 1: Swiss Architecture Museum (SAM)**
- 17.30 Welcome Apéro with SIA Basel, sponsored by Itten + Brechbühl AG
- 18.30 Basel Conference Introduction, Conference Organizers
- 18.40 AIA Europe presentation, Gregg Broderick, Assoc. AIA
- 18.50 SIA Basel presentation, Christoph Gantenbein, ETS SIA BSA
- 19.10 Apéro Continues / Preview SAM exhibition  
*The Object of Zionism* about modern architecture in Israel,  
the location of the Spring 2012 AIA Europe Conference
- 20.30 Apéro ends



# AIA Europe

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Program Friday, October 14th

### Day 1: Building Basel – Small City, Tri-National City, Global City

- 8.00 Registration Continues, **Venue 2: Museum der Kulturen**
- 8.30 Welcoming Address, Helene Combs Dreiling FAIA
- 8.45 Lecture 1: *Building Basel*, Manuel Herz
- 10.00 Coffee Break in Museum Courtyard
- 10.20 Guided of Tour of Museum der Kulturen and Basel Munsterplatz
- 12.00 Lunch at Museum der Kulturen
- 13.15 Tram Transfer to Voltahalle, Via **Meeting Point 3: Marktplatz**
- 13.45 Arrive **Venue 4: Voltahalle** (Afternoon lectures open to the public)
- 14.00 Lecture 2: *Growing Together and Together Growing in the Tri-national Region*,  
Dr. Martin Jann
- 14.40 Break
- 14.50 Lecture 3, pt. 1: *The North Tangent as Motor of the Urban Development in Basel North*,  
Katrin Amtmann
- 15.30 Lecture 3, pt. 2: *The Basel Housing Policy: Results and Outlook*, Regula Küng
- 16.00 Coffee Break
- 16.15 Panel Discussion: *How Is a Global Workforce Shaping the Basel Region?*  
Dr. Martin Jann, Katrin Amtmann, Regula Küng, Massimo Fontana, Maureen Carlson Reinertsen
- 17.00 Guided Walking Tour of Volta / Basel North with Tour of Volta Mitte Apartment Buidling
- 18.00 **Meeting Point 5: St. Johann Boat Launch** - Guided Boat Tour of Rhein Harbor
- 19.00 Arrive **Venue 6: Das Schiff** Apéro sponsored by Laufen Forum, with Laufen Guests
- 21.00 Apéro ends, self-pay dinner option available at Das Schiff Restaurant



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Program Saturday, October 15th

### Day 2: Building a Global Workplace – Innovation, Technology, Novartis

- 8.20 Arrive **Venue 7: Basel 360°**
- 8.30 Presentation of Basel 360° Exhibit: *Seeing the Region in a New Way*, Christian Blaser, Int'l Assoc. AIA, SIA
- 9.30 Foot transfer to **Venue 8: Voltahalle**
- 9.30 Coffee Break
- 10.00 Lecture 4: *Design and Technology Trends in the Built Environment: Things that Happened While We Were Working*, Tim Canfield
- 11.00 Lecture 5: *Innovations in Green Technologies: Novartis Case Studies*  
Gerd Voith, Steffi Neubert, Thomas Auer
- 12.30 Lunchtime Sponsor Presentation: *Sustainability of Windows*, John Fowler
- 13.45 Foot Transfer to **Venue 9: Novartis Campus**
- 14.00 Guided Tour of Novartis Campus
- 16.00 Tram Transfer to Basel Town Center, **Marktplatz**
- 16.00 Optional self-pay Architecture Walking Tour, departs from Novartis Campus
- 17.00 Optional self-pay Architecture Bus Tour with delivery to Fondation Beyeler,  
**Meeting Point 10: Kunstmuseum**
- 18.20 Arrive **Venue 11: Fondation Beyeler**
- 18.30 Guided Tour of Fondation Beyeler
- 19.30 Cocktail Reception
- 20.15 Gala Dinner, Restaurant at Fondation Beyeler
- 23.00 Gala Dinner ends, Tram Transfer to Basel Town Center



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Program Sunday, October 16th

### Day 3: Building a Global Workplace – Vitra

- 8.20 **Meeting Point 12: Voltahalle**
- 8.30 Charter Bus Transfer from Basel to Weil Am Rhein, Germany
- 8.50 Arrive **Venue 13: Vitra**
- 9.00 AIA Europe Chapter Meeting
- 10.30 Coffee Break
- 11.00 Guided Tour of Vitra Campus
- 12.30 Lunch at Vitra
- 13.00 Charter Bus Transfer to Basel 1 (for those not attending lunch)
- 14.00 Guided Tour of Vitra House
- 15.00 Charter Bus Transfer to Basel 2  
*Note: For those wishing to stay longer at Vitra, there is a public bus to Basel departing every 47 minutes on the hour - i.e. 15:47*

Program Monday, October 17th

### Day 4 Extension: Actelion, Laufen

- 8:30 **Meeting Point 14: Marktplatz**
- 8.30 Public Bus Transfer to Allschwil
- 8.50 Arrive **Venue 15: Actelion**
- 9.00 Guided Tour of Actelion Business Center & New Actelion Lab, under construction
- 11.00 Charter Bus Transfer to Laufen
- 11.30 Arrive **Venue 16: Laufen Forum**, Lunch
- 12.15 Guided Tour of Laufen Forum Building, Laufen Ceramic Factory
- 14.00 Charter Bus Transfer to Basel



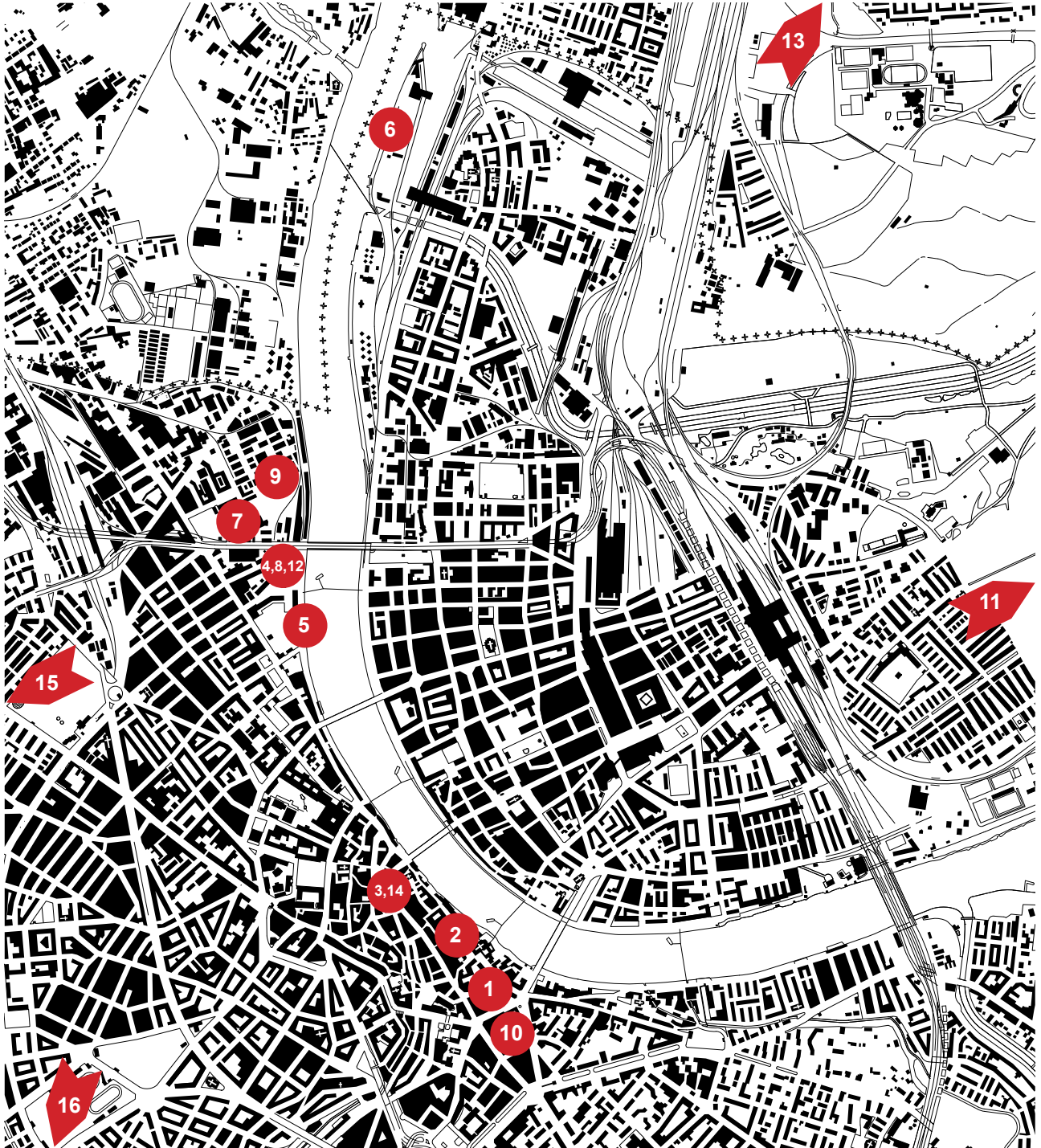
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### Venue and Meeting Point Locations



Contact:

Tiffany Melancon (+) 41 (0)79 237 72 45

Suzanne Marhefka (+) 41 (0)78 683 41 80



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### Venue and Meeting Point Locations

- 1 Swiss Architecture Museum (SAM)**  
Steinenberg 7, Basel  
Tram no. 2,3,8,10,11,14,15 - Tram Stop *Bankverein*
- 2 Museum der Kulturen**  
Münsterplatz 20, Basel  
Tram no. 3,6,8,11,14,15,16 - Tram Stop *Barfüsserplatz*  
  
*From Barfüsserplatz, take Streitgasse to Freistrasse, turn right. Take left at fountain onto Münsterberg, to Munsterplatz square. Museum der Kulturen is on the opposite side of the square. Lecture Hall, top floor.*
- 3 Basel Marktplatz**  
Basel Town Center  
Tram no. 6,8,11,14,15,16 - Tram Stop *Marktplatz*
- 4 Voltahalle**  
Voltastrasse 27, Basel  
Tram no. 11 - Tram Stop *Mülhauserstrasse*  
Tram no. 1/14 - Tram Stop *Novartis Campus*
- 5 St. Johann Boat Launch on Rhein**  
Tram no. 11 - Tram Stop *St. Johannis-Tor*
- 6 Das Schiff Restaurant and Lounge**  
Westquaistrasse 19, Basel  
Tram no. 8 - Tram Stop *Kleinhünigen*
- 7 Basel 360°**  
Voltastrasse 30, Basel  
Tram no. 11 - Tram Stop *Mülhauserstrasse*  
Tram no. 1/14 - Tram Stop *Novartis Campus*
- 8 Voltahalle**  
Same as Venue 4  
Tram no. 11 - Tram Stop *Mülhauserstrasse*  
Tram no. 1/14 - Tram Stop *Novartis Campus*
- 9 Novartis Campus**  
Entry acrosss the street from Voltahalle  
Tram no. 11 - Tram Stop *Mülhauserstrasse*  
Tram no. 1/14 - Tram Stop *Novartis Campus*



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### Venue and Meeting Point Locations Continued

- 10 Kunstmuseum Basel**  
St. Alban-Graben 16, Basel  
Tram no. 2,15,16 - Tram Stop *Kunstmuseum*
- 11 Fondation Beyeler**  
Baselstrasse 101, Riehen (not on venue map)  
Tram no. 6 (direction *Riehen Grenze*) - Tram Stop *Fondation Beyeler*  
  
*From Basel Train Station (SBB), take Tram no. 2 (direction Badischer Bahnhof) to Tram Stop Badischer Bahnhof, then transfer to Tram no. 6 (direction Riehen Grenze). The travel time from SBB is appx. 25 minutes. Travel time on Tram no. 6 directly from Marktplatz is appx. 20 minutes.*
- 12 Voltahalle**  
Same as Venue 3  
Tram no. 11 - Tram Stop *Mülhauserstrasse*  
Tram no. 1/14 - Tram Stop *Novartis Campus*
- 13 Vitra Campus**  
Charles-Eames-Str. 2  
Weil am Rhein, Germany (not on venue map)  
Via Charter Bus from Voltahalle  
*By Public Transport: Bus no. 55 from Claraplatz Basel (20-minute journey)*
- 14 Marketplatz**  
Same as Venue 3  
Basel Town Center  
Tram no. 6,8,11,14,15,16 - Tram Stop *Marktplatz*
- 15 Actelion**  
Gewerbestrasse 16, Allschwil (not on venue map)  
Via Public Bus from Meeting Point 14  
Bus No. 38 (direction *Allschwil Dorf*) - Bus Stop *Im Brühl*
- 16 Laufen Forum**  
Wahlenstrasse 46, Laufen (not on venue map)  
Via Charter Bus from Actelion  
  
*By Swiss Rail: From Basel SBB station, take train to Laufen Station  
Take the pedestrian underpass at the station to St. Martinsweg, walk towards Güterstrasse, turn left on Güterstrasse (turns into Wahlenstrasse).  
Entrance to Laufen Forum is on right, appx. 400 m. (10 min. walk total).*



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### Speaker Bios

#### **Christoph Gantenbein, ETS SIA BSA – Architect, SIA Basel Director**

Christoph Gantenbein is a partner at Christ & Gantenbein Architekten in Basel and member of the Board of Directors of SIA (Swiss Association of Engineers and Architects) Basel. His office works on a wide range of projects, from private assignments, renovation of historic buildings to housing, office buildings and bridges as well as large-scale urban masterplans. One of their main focal points is museum architecture: the renovation and extension of the Swiss National Museum in Zurich as well as the extension of Basel's Kunstmuseum are currently being planned. They have built projects in Switzerland, Germany, England, China and Mexico. After many teaching assignments in Switzerland and abroad, Mr. Gantenbein began a professorship at the ETH Zurich in 2010.

#### **Helene Combs Dreiling, FAIA – Architect, AIA National Secretary**

Helene Combs Dreiling is the AIA National Secretary for the 2011-2012 term. She currently manages The Plum Studio, Ltd., a specialty firm with expertise in architecture and design, program management, association/non-profit strategic planning and facilitation, organizational consulting, and business writing. Previously she served for nearly ten years on the national staff of the American Institute of Architects, having transitioned in 2000 from private architectural practice and national AIA volunteer leadership to the staff.

#### **Manuel Herz – Architect, Head of Research and Teaching ETH Studio Basel**

Manuel Herz is principal of Manuel Herz Architects, an office for architecture and urban planning, based in Basel, Switzerland. Amongst the recently constructed buildings is the mixed-use building 'Legal / Illegal' in Cologne, a museum extension (with Eyal Weizman and Rafi Segal) in Ashdod, Israel and a residential building in Ordos, China. The projects have received several prizes such as the Cologne Architecture Prize 2003 or the German Architecture Prize for concrete in 2004. After teaching at the Bartlett School of Architecture, London, the Berlage Institute, Rotterdam and Harvard Graduate School of Design, he currently heads the teaching and research at ETH Studio Basel - Institute of the Contemporary City, together with Jacques Herzog and Pierre de Meuron. Besides his work as a practicing architect he researches and works in the field of architecture of 'humanitarian action' and the planning strategies of refugee camps.

#### **Dr. Martin Jann – Director IBA Basel 2020**

Martin Jann is the director of the Internationalen Bauausstellung IBA Basel 2020 (International Building Exhibition Basel). He was educated as an attorney at law at The Law School of the University of Berne/Strasbourg/Zürich with admission to the Bar and holds a Ph.D. in Copyright Law. He did a Master in Strategic Communication Management from the Universities of Lugano/Memphis (US) and holds certificates in Urban Identity & Design from the university of Applied Arts in Zürich and in Spatial Planning from ETH Zürich. From 1998–2005 he was the Director of the Swiss Publishers and Booksellers Association and since 2007 he has been Senior Assistant at the Institute for Urban Design and at the Institute of Technology in Architecture/CAAD (ETH Zürich). He operates freelance activities in urban project management and sustainable energy and building technologies.



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#### **Katrin Amtmann – Department of Public Works and Transportation of the Canton Basel-Stadt, Urban Planning Division**

Katrin Amtmann is an architect and urban designer educated in Germany and France. She earned her masters degree in European Urbanism at the Bauhaus University in Weimar and has several years of working experiences in private architectural and urban planning offices in Switzerland, USA, Luxembourg, Germany and France. Since January 2010, Katrin works at the urban planning department of the City of Basel and co-manages several new area developments in Basel North such as the Novartis Campus Plus and the harbor development "New Basel". She also makes adjustments in land-use planning, creates development plans and prepares as well as pre examines competitions in regards of the building and planning law of the City of Basel. In addition she takes part at the KTI-research project SanStrat at the University of Lucerne concerning integrated treatment strategies for residential buildings and settlements of the 1940s until 1970s years.

#### **Regula Küng – Head of the Urban Housing Service, Department of Presidential Affairs of the Canton of Basel-Stadt, Urban Development Division**

Regula Küng is the Head of the Urban Housing Service for the Department of Presidential affairs of Basel. She studied Economics and Business Administration in Basel. She subsequently worked in various functions at the Swiss Development Cooperation, including a deployment in Bangalore, India. She later transferred to the private sector and, among other challenges, managed projects in real estate. She has been in her present position since May 2009.

#### **Massimo Fontana – Landscape Architect**

Massimo Fontana is a Basel landscape architect and founder of Fontana Landscape Architecture. His company focuses on the designing of public, residential and corporate spaces. FLA has projects in Switzerland and abroad, including the newly renovated Kannenfeld park in Basel and the Swiss pavilion at the 2010 World Exhibition in Shanghai. Massimo has participated in numerous juries such as the Rhein Promenade and Vision Dreiland (Trinational) and served for six years on the Stadtbildkommission (Urban Design and Architecture Commission) in Zug. In addition to owning his own company, he is also a professor of Landscape Architecture at the HSR Hochschule für Technik Rapperswil, Switzerland.

#### **Maureen Carlson Reinertsen, AIA SIA – Regional Relocation Company Owner**

Maureen Carlson Reinertsen is an architect who has significant experience in international relocation, management and design situations. She currently operates a private practice in Basel that focuses on housing, relocation and residential design / management services with an emphasis on high-level international executives and VIPs. She has worked with Global Companies such as Actelion, IKEA, Lonza, Novartis, Pricewaterhouse Coopers AG, and Syngenta, as well as private clients. She holds a Master of Architecture from the University of Pennsylvania, USA.



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### Speaker Bios Continued

#### **Christian Blaser, Int'l. Assoc. AIA SIA – Architect, Director Basel 360°**

Christian Blaser is an architect educated in Switzerland and the USA, earning his Master of Architecture at the Illinois Institute of Technology in Chicago. Since 1993 he runs his own firm, Blaser Architekten AG in Basel, working within a broad spectrum with a team of over 45 generalists. The flexible office structure allows them to work on a diverse portfolio of small, medium and large projects for a variety of clients. Blaser has been the local architect for international architects such as Yoshio Taniguchi and Rahul Mehrotra in co-designing large scaled buildings for the Novartis Campus in Basel. Blaser Architekten are also lead architects for the Markthalle Complex and the Stücki Business Park in Basel. Christian W. Blaser is contributing to the public debate with the Architecture Dialogue Basel Foundation, the project Basel 360°, as well as with his own exhibition and event space format, Schauraum-b.

#### **Timothy Canfield – CEO, Downstream**

Timothy Canfield joined Downstream in 2003 as Managing Partner and became CEO of the company in July 2010. He is currently spearheading the design firm's international growth. Downstream has been in business since 1988 and provides branded environment and interaction design services to multi-national corporations and major sports organizations and teams. Named as one of Oregon's top innovators by the Oregon Innovation Center, Mr. Canfield has led the company to a national leadership position in sports and corporate facilities design.

#### **Gerd Voith – Engineer, Chairman SAVIDA AG Basel**

Gerd Voith is founder and Chairmann at SAVIDA AG in Basel, with offices in Shanghai and Miami. The Office is focused on life science and green building projects as adviser, consultants and technical experts for building technologies, lab design, energy concepts and sustainability. His role as consultant covers a wide range, from a project ignition, to providing concepts, support, and Q&A. Projects are done on Switzerland, Germany, UK, US, and China. Clients are private companies, universities, authorities or organizations. Current projects are Novartis Campus Basel, Novartis Campus Shanghai, University Basel new campus, ETH Campus Zurich, Lab Buildings in Boston, FCB Campus, FHNW Campus, etc. Gerd Voith began a professorship at the University of Applied Sciences Northwestern Switzerland for architects.

#### **Steffi Neubert – Façade Designer, Partner Emmer Pfenninger AG, Basel**

Steffi Neubert is a partner and managing director at Emmer Pfenninger AG, Basel, a Façade Consultancy Company based in Switzerland which works throughout Europe, the Middle East and Asia. They collaborate with world renowned architectural firms on numerous national and international projects. Emmer Pfenninger Partner AG develops and provides adequate façade design proposals, assessments and calculations for the external building envelopes (glass facades, metal cladding, natural stone and timber) in respect to energy performance, structural integrity and sustainability. Projects include the Swiss Re Tower ("The Gurkin") in London and the German Reichstag by Foster + Partners, the BMW building of Coop Himmelb(l)au in Munich, several towers in La Défense near Paris, the Rolex Learning Center with Sanaa in Lausanne or the Prada building of Herzog & de Meuron in Tokyo, as well as a number of buildings at the Novartis Campus in Basel, such as "Forum 3 - Diener & Diener Building, Märkli Building, Krischanitz Building, Gehry Building, Taniguchi Building, Ando Building, Baldeweg Building, and Rahul Mehrotra Building.



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#### Thomas Auer – Engineer, Managing Director & Partner Transsolar GmbH

Thomas Auer is a partner and managing director of Transsolar GmbH, a German engineering firm specialized in energy efficient building design and environmental quality with offices in Stuttgart, Munich and New York. A specialist in the fields of integrated building systems and energy efficiency in buildings, Thomas has developed energy and building services concepts for projects around the world noted for their innovative design and energy performance – as integral part of signature architecture. Among his projects in Germany are the Hochtief Prisma naturally-ventilated atrium building in Frankfurt, the new spa in Bad Aibling, and the KfW Westarkade in Frankfurt. The office tower for Manitoba Hydro in downtown Winnipeg, Canada is considered one of the most energy efficient high rise buildings in North America. Outside of Transsolar, Thomas is teaching at Yale University and was a visiting professor at the ESA in Paris and other Universities. He speaks frequently at conferences and symposia. In 2010 Thomas received the Treehugger “best of green” award as “best engineer”.

#### John E. Fowler – European Market Development, Marvin Windows and Doors

John Fowler is developing the European and Middle Eastern market for Marvin Windows and Doors. Previously he has worked for one other major window and door manufacturer in Europe as well as representing nine US millwork companies across the Midwest market for five years as an independent millwork representative. Mr. Fowler is a five year member of the US Chamber of Commerce based in Brussels, Belgium and three year sponsor of the AIA Europe.

### Conference Organizers Bios

#### Suzanne Marhefka, AIA

Suzanne Marhefka is an architect at Itten+Brechbühl AG in Basel, Switzerland. She earned a Bachelor of Environmental Design from Miami University, Ohio and a Master of Architecture from the University of California, Berkeley. Prior to joining Itten+Brechbühl AG she worked in New York where she founded the American Institute of Architects New York Chapter Emerging New York Architects Biennial International Ideas Competition. She was responsible for the organization of the first competition, *Groen Hoek East River Community Boathouse Competition*, which received an Honorable Mention in the AIA Emerging Professionals Program and a Vice President Citation for outstanding efforts to encourage aspiring architects and students to participate in the civic life. Suzanne has been the Director of the Switzerland Section of AIA Europe since 2009 and has shared this position with Tiffany Melancon since 2010.

#### Tiffany Melancon, Assoc. AIA

Tiffany Melancon is an associate partner at Flubacher – Nyfeler + Partner Architekten AG, Basel. Additionally, she is active in leadership roles for volunteer and non-profit organizations and has extensive experience in organization strategic development and fund-raising. Before joining Flubacher – Nyfeler + Partner, she worked for the office of Herzog & de Meuron in Basel as well as several firms in New York City. She earned her Master of Architecture from Tulane University, New Orleans and became a member of the AIA Europe Board of Directors in 2011.



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