

THE BRUTALIST TURN

AN INTERNATIONAL
CONFERENCE ON CONCRETE
ARCHITECTURE

14–16.4.2019

DAY 1 SUNDAY, 14 APRIL, 2019

TEL AVIV UNIVERSITY
MEXICO BUILDING, ROOM 206C

1:30 PM

GREETINGS

DR. ARCHITECT EFRAT BLUMENFELD-LIEBERTHAL,
Head of the Azrieli School of Architecture,
Tel Aviv University

PROF. ARCHITECT ERAN NEUMAN, Azrieli School of
Architecture, Tel Aviv University and Director of the Azrieli
Architectural Archive, Tel Aviv Museum of Art

1:45–2:00 PM

PLENARY SESSION 1

THE BRUTALIST TURN – WELCOMING REMARKS

PROF. ARCHITECT ERAN NEUMAN, Conference Chair

2:00–4:00 PM

SESSION 1

THE BRUTALIST DISCOURSE

Session Chair: **ARCHITECT GILI SHAPIRA**, the Azrieli
Architectural Archive, Tel Aviv Museum of Art

PROF. LAURENT STALDER, GTA, ETH Zurich
BEHIND THE IMAGE

PROF. VLADIMIR KULIC, Iowa State University
BRUTALISM AND SOPHISTICATED: THE ELASTICITY OF CONCRETE
IN 1960S BELGRADE

MR. OLIVER ELSER, Deutsches Architekturmuseum,
Frankfurt
1966: MONSTERS WITHOUT THEORY

4:00–4:30 PM

COFFEE BREAK

4:30–6:30 PM

SESSION 2

THE SOCIAL ETHICS OF BRUTALISM

Session Chair: **DR. ARCHITECT TALIA MARGALIT**,
Azrieli School of Architecture, Tel Aviv University

PROF. ARCHITECT DIRK VAN DEN HEUVEL, TU Delft and
Het Nieuwe Instituut, Rotterdam
BRUTALISM AND THE WELFARE STATE: HISTORIES OF
DISPLACEMENT 1952–2017

DR. ARCHITECT ROY KOZLOVSKY, Azrieli School
of Architecture, Tel Aviv University
BRUTALISM FOR CHILDREN

PROF. NOAH CHASIN, Columbia University, NYC
HAS BRUTALISM EVER BEEN ETHICAL?

6:30–7:00 PM

COFFEE BREAK

7:00–9:00 PM

MEXICO BUILDING, FASTLICHT AUDITORIUM

KEYNOTE LECTURE

ARCHITECT ZVI HECKER, Hecker Architects, Berlin
SOCIALIZED BRUTALISM

DAY 2 MONDAY, 15 APRIL, 2019

SITES IN BEERSHEBA
AND BEN-GURION UNIVERSITY OF THE NEGEV, BEERSHEBA,
ROTEM HALL, ZLOTOWSKI STUDENT ADMINISTRATION BUILDING

10:00 AM–12:00 PM

SITES IN BEERSHEBA

PLENARY SESSION 2

BRUTALISM ONSITE: STUDYING BEERSHEBA'S
BRUTALIST ARCHITECTURE

02:00 PM

BEN-GURION UNIVERSITY OF THE NEGEV, BEERSHEBA,
ROTEM HALL, ZLOTOWSKI STUDENT ADMINISTRATION BUILDING
GREETINGS

DR. SARA OFFENBERG, Department of Arts, Faculty of the
Humanities and Social Sciences, Ben-Gurion University of
the Negev, Beersheba

2:00–04:00 PM

SESSION 3

BRUTALISM MIGRATES

Session Chair: **PROF. NURIT ALFASI**, The Department of
Geography and Environmental Development, Ben-Gurion
University of the Negev, Beersheba

DR. INBAL BEN-ASHER GITLER, Sapir Academic College,
Sderot, Ben-Gurion University of the Negev, Beersheba
RAM KARMI'S ASSIMILATION OF BRITISH NEW BRUTALISM FOR
BUILDING THE NEGEV CENTER, 1960–1963

DR. ARCHITECT EREZ GOLANI SOLOMON, Keio University, Tokyo,
Bezalel Art Academy, Jerusalem
THE MIGRATION TO AND EARLY NATURALIZATION OF BRUTALIST
ARCHITECTURE IN JAPAN

MS. ANNA KATS, Museum of Modern Art, NYC
BRUTALISM IN-BETWEEN: SVETLANA KANA RADEVIĆ
IN AND OUT OF YUGOSLAV CONTEXT

04:00–04:30 PM

COFFEE BREAK

04:30–06:30 PM

SESSION 4

BRUTALISM BEYOND FORM

Session Chair: **MS. ADI ENGLMAN**, Marcel Art Projects

DR. ARCHITECT DUFFY E. HALF, University of Pennsylvania
A NEW MATERIALITY IN PRAISE OF THE ORDINARY:
PALESTINE-ISRAEL, 1940–1966

PROF. ARCHITECT ALEXIS MEIER, Institut National des
Sciences Appliquées de Strasbourg - AMUP Lab
MORPHOGENESIS AND MEANING PHENOMENON IN
BRUTALIST ARCHITECTURE

DR. ARCHITECT DANA MARGALITH, Azrieli School of
Architecture, Tel Aviv University
ISRAELI BRUTALISM: RAM KARMI'S DESIGN FOR THE
NEGEV CENTER IN BEERSHEBA

DAY 3 TUESDAY, 16 APRIL, 2019

TEL AVIV'S CENTRAL BUS STATION
AND TEL AVIV MUSEUM OF ART
AZRIELI ARCHITECTURAL ARCHIVE

09:00–11:00 AM

TEL AVIV'S CENTRAL BUS STATION

PLENARY SESSION 3

BRUTALISM ONSITE: STUDYING TEL AVIV'S CENTRAL BUS STATION

11:30 AM

TEL AVIV MUSEUM OF ART
AZRIELI ARCHITECTURAL ARCHIVE

GREETINGS

MR. DORON RABINA, Chief Curator, Tel Aviv Museum of Art

11:30–1:30 PM

SESSION 5

BRUTALISM, IDENTITY AND MEMORY

Session Chair: **ARCHITECT YONNI AVIDAN**, the Azrieli
Architectural Archive, Tel Aviv Museum of Art

PROF. ARCHITECT ALONA NITZAN-SHIFTAN, Technion – Israel
Institute of Technology
TEL AVIV MUSEUM: THE ISRAELI MONUMENTALITY OF
THE EVERYDAY

DR. ARCHITECT FATINA ABREEK-ZUBIEDAT, Technion – Israel
Institute of Technology
CASTING CONCRETE AND DEFINING URBAN CITIZENSHIP IN
GAZA CITY: THE RASHAD SHAWA CULTURAL CENTER AND SHEIKH
RADWAN NEIGHBORHOOD AS A CASE STUDY, 1967–1982

LANDSCAPE ARCHITECT EFRAT HILDESHEIM, Azrieli School of
Architecture, Tel Aviv University
LANDSCAPE, SPACE AND WHITEWASHED BÉTON: HABIK'A WAR
MEMORIAL AT THE BORDERROADSCAPE OF ROAD NO.90

1:30–3:00 PM

LUNCH BREAK

3:00–5:00 PM

SESSION 6

THE MEDIUM OF BRUTALISM

Session Chair: **MS. MEIRA YAGID-HAIMOVICH**,
Tel Aviv Museum of Art

DR. NISSIM GAL, Department of Art History,
University of Haifa
CONCRETE SCULPTURE: BETWEEN BRUTALIST ETHICS
AND AESTHETICS

ARCHITECT AYA PERI BADER, Azrieli School of Architecture,
Tel Aviv University
EXISTENTIAL BRUTALISM: LIVED, BUILT AND EMOTIONAL
RESIDENTIAL ENVIRONMENTS IN ISRAELI CINEMA

PROF. ARCHITECT ALESSANDRA PONTE, Université de Montréal
MONTREAL: MÉSODESIGN/TOTAL INFORMATION

5:00–5:30 PM

COFFEE BREAK

5:30–6:30 PM

PLENARY SESSION 4

CONCLUDING DISCUSSION

ADMISSION IS FREE. For registration please contact architect Gili Shapira: GiliS@tamuseum.com