

Press release

Dornbirn, 20 November 2012

01 | Presentation ceremony: Zumbobel Group Award 2012 **Award winners demonstrate impressive holistic and participatory approach to architecture**

Berlin / Dornbirn, 20 November 2012: This year's Zumbobel Group Award was presented last Friday at a ceremony in a former power station in Berlin. This architectural award for the promotion of sustainability and humanity in the built environment carries a total purse of EUR 140,000. This year, the Zumbobel Group Award went to Michael Murphy and David Saladik from US-based architecture practice MASS DESIGN GROUP for their Butaro Hospital project in Rwanda, and to Doina Petrescu and Constantin Petcou of atelier d'architecture autogérée (AAA) in France for their R-URBAN initiative in Colombes, a socially deprived suburb in the Greater Paris area.

Both projects impressed the jury and the invited guests with their holistic view of architecture, their collaboration with other disciplines and non-profit organisations, and their participatory approach to involving the local people in both the planning and execution phases. *"Tonight we are delighted to honour two young architectural practices serving as a role model for sustainability and humanity,"* said **Zumbobel Group CEO Harald Sommerer** in his congratulatory address to the award winners. *"They have developed pioneering solutions for solving especially social issues in the developing as well as the Western world. They have arrived at very innovative approaches when working together with other disciplines."*

The laudation for MASS DESIGN was given by **Kunlé Adeyemi**, founder of **NLÉ Architects**, Amsterdam and a member of the jury: *"We came to the conclusion largely because this project demonstrated a lot of sensitivity in their approach in architecture and in the methodology of working and, of course, the result is still quite beautiful."* The transparent trophy, designed by Sawaya & Moroni, was presented by Dale Tasharski, Senior Commercial Officer at the US Embassy in Berlin. *"Thank you so much, this is just an unbelievable honour,"* said a delighted **Michael Murphy from MASS DESIGN**. *"When we were told about this award, we went back to Rwanda and met with the Minister of Health and we told her about this award, and they were so overjoyed to imagine that the building that they had supported would now be recognized internationally for its design and its commitment to health that they have gone on to suggest how we can improve all of their infrastructure of health in their country and how we can bring architects and designers to Rwanda."* MASS DESIGN will be using the prize money to set up their own MASS Design Lab for the development of new strategies for the improvement of buildings and communities through design.

The award winners in the second category, Research & Initiative, were presented with their trophy by Johann Krausl, Commercial Counsellor at the Austrian Embassy in Berlin. In her laudation, **Ute Meta Bauer**, member of the jury and **Dean of the Fine Arts Department at the Royal College of Art in London**, underlined the exceptionally well thought-out concept behind the project. *"What makes this project so robust is its complexity. Although R-Urban is specific to its locale - it can be adapted to various contexts - in short: to almost everywhere. The project might be small in scale compared with urban master plans - but it's great in its ambition."* In an emotional acceptance speech, the two award winners related what it was like *"to start in 2003 from zero and just from desire and hope to do something to be important for all the people, to offer the possibility to act, to create local jobs, etc. It opens strategies; everyone can be a partner on the projects,"* said **Doina Petrescu and Constantin Petcou**. The two architects and activists will be using the prize money to further the realisation of the project, in particular to foster concepts that promote the dissemination of knowledge.

The presentation ceremony also paid tribute to the architecture practices and research initiatives that won an honourable mention in the Zumtobel Group Award. Among those present in Berlin were representatives of blauraum architekten, Hamburg (D), cloud 9 architects, Barcelona (ES), The Why Factory, Delft (NL), the Camenzind-Initiative Zurich (CH), the Maria Grazia Cutuli Foundation, Rome (I), and CEPT University in India.

The Zumtobel Group Award, which was presented this year for the third time, is curated by Berlin-based AEDS Architecture Forum. AEDS founder and director **Kristin Feireiss** was thrilled at the jury's choice this year: *"For me, the intention of this year's selection of winners and nominees could not be stronger. It sends out a clear message that will encourage young architecture practices to commit themselves to a participatory and trans-disciplinary process of socio-ecological engagement that integrates people and nature, technology and design."*

The following photographs capture impressions of the presentation ceremony:



Left above: Harald Sommerer, CEO Zumtobel Group | Right above: Brian Cody (jury member) and Astrid Kühn (Zumtobel Group)
Left below: Auditorium | Right below: Laudation given by Kunlé Adeyemi, member of the jury

zumtobel group award

for humanity and sustainability in the built environment



Above: Congratulations to Michael Murphy, MASS Group (left) and David Saladik (right hand) | below: with Dale Tasharski



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Above: Laudation by Ute Meta Bauer | below: Constantin Petcou (left) and Doina Petrescu (right)





Above: Winners and nominees of both categories, laudators, ambassadors, Aedes and representatives of the Zumtobel Group

The presentation ceremony press folder with reports on the projects, portraits of the award winners, interviews and photos can be found at:

<http://www.zumtobel-group-award.com/en/press.asp>

All the high-resolution images of the winning projects can be found at:

<http://www.zumtobel-group-award.com/en/downloadcenter.asp>

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