TANGIBLE - INTANGIBLE HERITAGE(S) – DESIGN, SOCIAL AND CULTURAL CRITIQUES ON THE PAST, PRESENT AND THE FUTURE

• Paper / Proposal Title:
Rethinking Modern Architectural Ideas as Intangible Heritage

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• Presentation Method.
I would like to present in person (with a written paper)

• Abstract (300 words):
Intangible Heritage, when discussed in architectural context, is usually interpreted as attached to a specific site or built environment. By sensibly following its historic tale, the technology and skills used for its construction, everyday life and memories connected to it, we try to illuminate its significant values and use them in the preservation, re-use or architectural additions. Even though this process is often lead by architects, they tend to neglect one of their most powerful tools – architectural ideas.
Modern architecture is often criticized for turning its back to local historic heritage, putting aside building traditions and ignoring the certain needs of local communities. Simultaneously, it is commonly appreciated for its radical theoretical ideas and aspirations to cure social wrongs. Dealing with modern architecture, while attending to contemporary needs, can we put aside, even just for a while, the physical building, its
spaces and materiality, and try to focus on its architectural ideas? How can we benefit from such an approach?

These questions will be discussed by three architectural proposals, developed by students in an experimental final project studio at the Faculty of Architecture and Town Planning, Technion – Israel Institute of Technology. The discussion in the studio was dedicated to rethinking Israeli modern architecture through the processes of preservation and urban design.

The first project deals with the idea of flexible design through time, following prefabricated building methods developed by a group of architects in the early 1950's and implemented in a failing peripheral rural settlement; the second project tries to imagine a revitalized community in the agricultural settlement of Sarona, by creating a new reading for its formal centric master plan, drawn about seventy years ago; and the third proposal returns to the historic ideas of Megastructures, using a contemporary interpretation of these ideas to resolve the urban interruption caused by a brutalist megastructural building from the 1960's in the city of Haifa, Israel.

• Author(s) Biography (200 words each):

Oren Ben-Avraham (1975) is an architect and an urban planner graduated from the Technion – Israel Institute of Technology, Haifa. During the last decade he has taught architecture in the Technion and in Bezalel Academy of Art and Design, Jerusalem, and served as the coordinator for the Technion Faculty of Architecture transition to a new master program. His main research and teaching interests are sustainability, history and theory of architecture, architectural heritage and design methodologies. His architectural practice includes projects that intermediate between architecture and landscape, the urban and the architectural scale, along with dwelling and office buildings.