

Architecture and tourism ARTUR 2016.

ARTUR CONFERENCE: REHABILITATION OF SPACE September 29, 2016, Zagreb

ARTUR is a program initiated by the Zagreb Society of Architects and launched in collaboration with the Institute for Tourism and the Croatian Green Building Council, and the Association of Architects of Zadar, Dubrovnik, Istria and Rijeka, which are long-term goals aimed at overcoming the existing shortcomings and problems related to space and tourism.

In 2014, with the theme of the city and region, through the ARTUR we reviewed the coastal part of the Croatian city and impact on the region with tourist sociological aspects and reflection on space in Zadar, Dubrovnik and Pula.

In 2015 ARTUR engaged in continental Croatian taking into account the very different characteristics of continental tourism, and all in order to show that all methods and types of tourism do have arising potential, based on the principle of sustainability and conscientious and intelligent planning of space as the basis of year-round tourism. The program deals with raising awareness about the necessity of designing while respecting the legality of the use of renewable energy and bioclimatic design, considering that the tourism segment of the economy is one of the largest energy consumers.

In 2016 ARTUR is dealing with the term REHABILITATION (establishment, recovery of lost rights, restore, restore goodwill). Rehabilitation of space explores the causes and consequences - the reasons for neglect of tourist areas. Above all, when it deals with the public neglected areas, analyzing them through the economic-political and socio-social changes that have affected the need for revision and creation of new tourism development models. In this case ARTUR also examines the framework of changes in legislation and the issue of ownership, which has led to the management of investments through different channels and in different ways.

At the final conference in Zagreb in September will be presented:

- **Documentation, experiences and conclusions from three thematic workshops:**

1. **IGNORANCE** held in Rijeka, March 31, 2016

[Lat. Ignorantia: ignorance, contempt, failure to maintain an account which, disregard for what]

Topic: The forgotten tourist potential. Positive aspects of tourism development. Examples of tourist ignored space in different scales, mainly on the public good, where tourism has the power to create added value (for example, abandoned hotels and resorts, abandoned historic center, etc.).

Questions: Do ignored tourist areas depress us? Who is responsible for ignoring certain tourism resources? Are ignored spaces potential for further tourist development? Who has the power to rehabilitate these tourist areas?



2. **DEVASTATION** held in Split, April 26, 2016

[Lat. devastatio: devastation, destruction, destruction]

Topic: Tourism as a space usurper. The negative aspects of tourism development. Examples of tourism devastated areas in different scales (eg, uncontrolled construction, apartmanization, usurpation of public good, concreting coast, degradation of destinations identity etc.).

Questions: Are we uncomfortable with this devastated tourist area? Who is responsible for the incurred devastation? Is it possible to rehabilitate the devastated tourist area? Who should pay for the repair of damage? Does the rehabilitation of tourist area allows you to start a new development cycle in tourism?



3. **IMAGINATION** will be held in Zagreb in September 2016

[Lat. imaginatio: imagination, thought, intent, ability to create mental images unreal or distant objects, the ability to think in images, symbols, metaphors]

Topic: Rethinking the tourist area. Positive aspects of tourism development. Revitalization, resuscitation, rehabilitation, consolidation, accommodation of, modification, implementation, narration, creation, action. Fantasy is the next desirable thing for real ideological concept in the tourism economy, accompanying his social relationships and consequent activities in the development of the city territory with a new or different urban elements.

Questions: What can I do?

It is difficult to determine the moment when the first tourists went in search of an authentic experience in a new, unfamiliar environment. The idea of this temporary relocation, we call tourism, crept up until we were careful and seems to be there forever.



- Lecture of foreign guests, presentation of good practices
- Promotion of ARTUR network
- Allocation of ARTUR Award in 2016 for best practices

FINAL CONFERENCE ARTUR, September, 2016, Zagreb



ARTUR CONFERENCE 2016. (Architecture and tourism)

29.09.2016. , Zagreb, Društvo arhitekata Zagreba / Zagreb society of architects

Trg bana Josipa Jelačića 3/1

AGENDA:

Zagreb	Content	Participants
10:00-10:15	An introductory lecture on Arthur	Ana Mrđa , Ph.D., Faculty of Architecture
10:15-11:00	Presentation of the results of the student workshop entitled Imagination	Ana Mrđa , Ph.D., Faculty of Architecture Hrvoje Carić , Ph.D., Institute for Tourism Dafne Berc M.Sc. Diana Magdić STUDENTS
11:00-11:30	Discussion of the results of the student workshop entitled Imagination	All present
11:30-12:30	Round table: Rehabilitation of tourism: Ignorance, Devastation, Imagination	Idis Turato , Ph.D., Faculty of Architecture Bojana Bojanić , Ph.D., Faculty of Architecture Silvije Novak , 3LHD Sanda Čorak , Ph.D., Institute for Tourism Vesna Rajković , Ministry of tourism Martina Bienfield , M.Sc., Zagreb Tourist Board Ana Magdić , City Office for Strategic Planning and Development Moderator: ARTUR team
12:30-13:30	Lunch break	
13:30-15:30	Experiences from abroad	Lectures: Sussana Lobo , Ph.D., Universidade de Coimbra, Portugal Meinhard Breiling , Ph.D., TU Wien, Austria Ester Higuera s, Ph.D., Universidad Politécnica de Madrid, Spain Aleksandar Bede , Università luav di Venezia, Venice
15:30-16:30	Awarding Prizes ARTUR	Jury: Idis Turato , Ph.D., Faculty of Architecture Tihomir Jukić , Ph.D., Faculty of Architecture Đuro Tomljenović , a journalist of Croatian Radio Television Ana Mrđa , Ph.D., Zagreb Society of Architects, ARTUR team Awarded authors

ARTUR awards for best practices

Since the program ARTUR aimed at overcoming the existing shortcomings and problems related to space and tourism, and long-term goals are to strengthen the role of design, architecture and urban planning, as well as the contributions of other cultural activities and professions in the sustainable development of tourism, the purpose of the call for the award ARTUR is to identify the best practical, sustainable and well-planned, integrated architectural projects and realization.

The call will apply to projects that promote the development of local communities, contributing to the quality of the tourist area, which encourage interdisciplinary nature of the integrity of the process and spatial planning and environmental protection, and will include:

1. Implementation and projects in public space - tourist territory - contribution to the development and sustainability of tourism (public open spaces - the waterfront, squares, parks)
2. Implementation and architecture projects in tourism (tourism facilities)
3. Tourist activities (projects of local government and private investors with concrete manifestations in space (spaces for culture, sport and recreation)
- 4th realized professional studies and publications related to architecture and tourism

The consideration will be taken of implementation and preliminary designs of the 2005th to 2015th Expert interdisciplinary jury will select the best works and award the prize ARTUR taking into account the following criteria:

1. Contribution recognition, authenticity, identity of Croatian tourism (regional characteristics, contemporary interpretation but also the preservation and revitalization of architectural heritage)

Second contribution to the quality of space (quality design, artistic, urban and architectural interventions)

3rd integrity and interdisciplinary approach to the process of designing projects involving experts from the fields of design, architecture, sociology, economics and other related fields

4. Preservation of the environment, environmental awareness, social and economic sustainability

5th innovation and creativity in planning, access to and supply

Members of the jury are distinguished experts in the fields of architecture, tourism, destination development, strategic planning and media.

Applications will be submitted through the Internet on the appropriate forms, which will be available on the website of the Society of Architects of Zagreb www.d-a-z.hr.

Awarding Prizes Artur will be held as part of the annual Conference of Artur.

Author Award ARTUR is the sculptor Alem Korkut.



Group photo of the award winners with prizes ARTUR 2015, Oris