

HOW TO NARRATE THE HISTORY OF ARCHITECTURE?

Centenary of Birth of Architectural Historian **Bruno Zevi** (1918-2000)

DAY 01 MAY 07

09:00 – 09:30

REGISTRATION

09:30 – 10:00

OPENING

Ron Fuchs
Chair of the Conference

GREETINGS

Boaz Golany
Technion Vice President for External Relations and Resource Development

Maurizio Dessalvi
Director of the Italian Cultural Institute in Haifa

Iris Aravot
Dean, Faculty of Architecture and Town Planning

Sarah Arenson
The Avie and Sarah Arenson Built Heritage Research Center

Adachiara Zevi
President of The Bruno Zevi Foundation

Honorary Guest: Gianluigi Benedetti
Italian Ambassador to Israel

10:00 – 11:50

SESSION I: HISTORIOGRAPHICAL ISSUES

Chair: Yoni Ascher, *University of Haifa*

Bruno Zevi: an Architectural Historian looking at Urban Planning (Keynote speech)
Donatella Calabi, *Università IUAV di Venezia*

Bruno Zevi and the Modern Language of Architecture
Luca Guido, *University of Oklahoma*

Bruno Zevi's Degree Zero Architecture
Tamar Zinguer, *The Cooper Union*

The Making and Writing of Italian History: Bruno Zevi's *Verso un'architettura organica, Sapere vedere l'architettura and Storiadell'architettura moderna*
Daria Ricchi, *Oxford University*

11:50 – 12:10

COFFEE BREAK

12:10 – 13:00

SESSION II: ZEVI AND JUDAISM

Chair: Gabriella Goldschmidt, *Technion – Israel Institute of Technology*

"It is not incumbent upon you to finish the task, but neither are you free to absolve yourself from it" (Ethics of the Fathers)
David Cassuto, *University of Ariel*

Attempts to Define Jewish Identity in Italian Architecture and the Role of Bruno Zevi (1918-2000)
Matteo Cassani-Simonetti, *Università di Bologna*

13:00 – 14:00

LUNCH BREAK

LOCATION:

Architecture Hall, MADATECH - National Museum of Science, Technology and Space, Haifa

14:00 – 15:30

SESSION III: PERSONAL INTERACTION

Chair: Rachel Kallus, *Technion – Israel Institute of Technology*

Heroic Narratives: Bruno Zevi and Eric Mendelsohn (Keynote speech)
Ita Heinze-Greenberg, *gta, ETH Zürich*

Bruno Zevi and Roberto Pane
Fabio Mangone, *Università di Napoli "Federico II"*

Bruno Zevi and Leonardo Ricci: the Architectural Spatial Research
Ilaria Cattabriga, *Università di Bologna*

15:30 – 15:50

COFFEE BREAK

15:50 – 17:30

SESSION IV: ZEVI AND THE INTERNATIONAL DISCOURSE

Chair: Tal Alon-Mozes, *Technion – Israel Institute of Technology*

Bruno Zevi, A Transnational Cultural Mediator (Keynote speech)
Paolo Scrivano, *Xi'an Jiaotong-Liverpool University*

Organic Architecture and New Empiricism: Bruno Zevi's use of Nordic Architecture against the Modern Movement
Monica Prencipe, *Università Politecnica delle Marche*

Bruno Zevi and Louis I. Kahn: The Modern Poetic Architectural Image – a Re-Construction of Architectural History
Dana Margalith, *Tel-Aviv University*

Sigfried Giedion's Followers: Departing Historiographies
Dan Costa Baciu, *Illinois Institute of Technology*

DAY 02 MAY 08

09:00 – 09:30

REGISTRATION AND REFRESHMENTS

09:30 – 10:50

SESSION V: ITALIAN ARCHITECTURE AND HISTORIOGRAPHY

Chair: Ron Fuchs, *Technion – Israel Institute of Technology; University of Haifa; Ariel University*

Beyond *Urba* and *Tettura*: Zevi and Interior and Industrial Design
Elena Dellapiana, *Politecnico di Torino*

Bruno Zevi and the American Critic Esther McCoy
Maria Vittoria Capitanucci, *Politecnico di Milano*

The Brazilian chapter of Zevi's Narrative Towards an Organic Architecture
Karine Daufenbach, *Universidade Federal de Santa Catarina, Brazil*

10:50 – 11:30

ROUND TABLE

