ICONIC MASTERPIECES AND HIDDEN GEMS
AROUND THE MEDITERRANEAN

3RD INTERNATIONAL ICONIC HOUSES CONFERENCE

Tuesday 25 November • Venue: La Pedrera Barcelona
Pre-Conference House Tours 22–24 November

The Iconic Houses Network and Fundació Catalunya-La Pedrera proudly announce the 3rd International Iconic Houses Conference taking place 25 November 2014 at La Pedrera in Barcelona, with pre-conference house tours from November 22nd – 24th. The conference focuses on architecturally significant 20th century house museums around the Mediterranean.

The Iconic Houses Conference is an opportunity for a high-level debate to take place about the cultural, technical and bureaucratic requirements of maintaining modernist heritage in the 21st century. The aim is to share good practices, solutions for the specific difficulties that all who are involved in running a 20th century house museum encounter. The event is also suitable for non-specialists, especially since it will feature talks about and access to iconic houses in the region, which are only infrequently open to the public.

PROGRAM

9.00 – 9.30 Registration & Coffee

9.30–12.30 MORNING SESSION

9.30–9.40 Opening words and introduction to the theme
Natascha Drabbe, founding chair Iconic Houses Network; Van Schijndel House, Utrecht 1992 (NL)

9.40–9.50 La Pedrera, Antoni Gaudí, Barcelona 1906-1912
Marga Viza, cultural director Fundació Catalunya – La Pedrera, host of the conference (Spain)

9.50–10.30 KEYNOTE LECTURE: Setting the scene
Short history of Barcelona architect’s house museums and its recent developments
Santiago Alcolea Blanch (Spain), director of Casa Amatller, Josep Puig i Cadafalch, Barcelona 1898

10.30–10.40 Unesco’s take on 20th century domestic architecture
Jordi Tresserras, UNESCO consultant. Director - LABPATC - Laboratory of heritage, creativity and cultural tourism, Universitat de Barcelona (Spain)

10.40–11.40 Coffee / Tea Break

11.40–11.50 Casa Masó, Rafael Masó, Girona 1919
Jordi Falgàs, director of Fundació Rafael Masó (Spain)
11.50–12.00  **E.1027, Eileen Gray, Roquebrune-Cap-Martin 1926-1929**
Tim Benton, Professor Art History at the Open University London and writer of ’The Modernist Home’ (UK)

12.00–12.10  **Quartier Modernes Frugès, Le Corbusier, Pessac 1926**
Cedrik Ferrero, president association Vivre aux Quartiers Modern Frugès (France)

12.10–12.20  **Villa Girasole, Angelo Invernizzi a.o, Marcellise 1929-1935**
How to turn Villa Girasole into a cultural center
Claudio Modena, professor of Structural Engineering at the University of Padua (Italy)

12.20–12.30  **Cases Singulares**, organizers of the pre-conference house tours, Barcelona
Laura Pastors & Isabel Vallès (Spain)

12.30–14.30  Lunch Break

14.30–17.10  **AFTERNOON SESSION**

14.30–14.40  **Casa Bloc, Josep Lluís Sert and Josep Torres Clavé, Barcelona 1932-1939**
Rossend Casanova, curator of Casa Bloc and Design Museum Barcelona (Spain)

Fernando Alvarez, architect. Since 1996 in charge of the restoration of the house (Spain)

14.50–15.00  **Casa Broner, Erwin Broner, Ibiza 1960**
Elena Ruiz Sastre, director of Museu d’Art Contemporani and Casa Broner, Eivissa (Spain)

15.00–15.10  **Can Lis, Jorn Utzon, Mallorca 1971**
Christen Obel. Chairman of the Utzon Foundation (Denmark)

15.10–16.30  Coffee / Tea Break

16.30–17.00  **DEBATE**
Participants: Josep Maria Montaner, architect and journalist; Manuel Ruisanchez, director of culture at COAC - The Architects’ Association of Catalonia - ; Joan Roig, owner of Casa Moratiel from Josep Maria Sostres

**Moderator: Susana Landrove, director of DOCOMOMO Ibérico**

17.00–17.30  **Oscar Tusquets and Luis Clotet, Casa Vittoria. Pantelleria island, Sicily, 1975**

17.30–17.45  Closing words. Marta Lacambra, General Manager of Fundació Catalunya-La Pedrera and Natascha Drabbe

18.00 –20.00  Closing cocktail at La Pedrera

**Moderator of the day: Jordi Falgás, director of Fundació Rafael Masó**

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**Conference Fees** (lunch, refreshments and closing cocktail included)

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<tr>
<th>Category</th>
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<tbody>
<tr>
<td>General</td>
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<tr>
<td>Iconic Houses Members</td>
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<tr>
<td>Students</td>
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<td>Cases Singulares Members</td>
<td>60 €</td>
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Come and join us! Please [REGISTER HERE](#)
The conference is organized by

In cooperation with

Accommodation
Negotiated offers for our conference attendants by 1-4 star hotels close by, can be found HERE

Pre Conference House Tours
Saturday 22nd – Monday 24th of November

Participants of the conference can subscribe to optional house tours prior to the conference.

Information and inscriptions http://www.casessingulars.com/