



# Start up support for young & hungry architects

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noncon:form architects & Wonderland

# 06

European Forum for  
Architectural Policies

Forum Européen des  
Politiques Architecturales

Wien, 8. – 10. Juni 2006



Bildung und Kultur

Kultur 2000



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## Facts

The business in the field of architecture is sometimes devided among established entities.

Young offices bring new ideas, new challenge to the established, new wind into the building sector.



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## Questions

Which are the major tools and opportunities to get young offices involved in major planning activities.

How can a young office get into the market and get a good financial base at the same time ?

## discussion paper

Introduction of the workshop people

The problematic of each countries – solutions

Germany: Exhibitions to support young architects –

Malta: government commission special entries for young people, closing the gap between old/young architects

NL – be splended , networks help the young architects to establish

Hungary – pre-selection of competition for the young ones

LUX – you have to create good times not wait

Finland – competitions should not be only way – more self marketing

Great Britain – young architects to give experience

Norway – client has to search for help

Finland - market would believe that the people would like to live in different types of houses – different topics and different competitions

Germany – more profession

## discussion paper

### Facts

To less people make to much projects

### Questions

- Input from **wonderland lectures**

2001 – interesting project ige architecure – 200 members – but the important thing is the mailing list – most important medium in the architectural scene

A lot of countries which join the wonderland projects

30% are died projects, 40% are non building projects totally important – public relations, marketing, start up support in W – „Jungunternehmerförderung“ you get money for infrastructure, ..., transparent process, percentage of young an hungry architects in each competitions, finances business coaching for survival strategies – a step into the profession -

Or do it like the austrian in the pa

- Scan through the best ideas or practise in europe

## Discussion paper

Offer everything vs. Specialising in one field – like doctors or lawyers

An architect is a specialist

Problems for young architects – no experience, is hard to get a commission

You need clients who take risks – cultural

In the Netherlands –you need institutional clients who give you a commission

Teams helped to share forces

Finland: Some kind of list of young architects – because is very hard to find young architects/offices in finland, some kind of paper/list of the young offices less than 10years old

Qualification on skills without building – something to hold on – for example some extra courses or something like that – you need experience and qualification , put brilliant ideas on



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## discussion paper

Substitury make lazy – architects have also to be active the whole time

LUX – if you don't have the commission write an motivation

Architects must be present

Architects should also host as commssion in state

To display the Potentials of the young architectural teams

Education can also be a kind of help for the youngsters – mastercours for architecturals - Hungary

Composing an intersting cv is an important thing to promote yourself

## „Taste the Alternative!“

- Be aware what you are aiming for
- market your quality and qualification for promotion
- Allow for alternative procurement and procedure
- Collect the young architects in a database
- Municipality have to be clear that they have an important role
- Give clients a system of mentors
- More business knowledge for each young architect
- Solidarity of the young can change things (portraits ,...)
- Keep wonderland alive if we are all famous!! – a wish
- Experience is not always important



## Bullet points

- Build for yourself
- Support the initiative who support the young ones
- Promote „Album of young European architects“ each year by ACE for the clients – like France
- Alternative procedures for competitions (motivation, ...)
- Through bananas to confidence the clients for small commission
- Clients who take cultural responsibility
- „Taste the alternative“



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VOTING FOR TODAY

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