

PERUGIA
20 - 23 OTTOBRE 2021

Assisi
Milan
Amsterdam
Barcelona
Munich
Shanghai

Green Table

International forum
on architecture and design
for the future



The design world has become more and more aware of the environment. Evaluating the impact that processes have on it is now vital.

The design world has become more and more aware of the environment. Evaluating the impact that processes have on it is now vital. Environmental awareness involves not only companies but also local and international communities. Taking into consideration the ecological footprint of any production stage is paramount. The Green Table forum's main topics cover territorial district interconnections, sector complementarity, and post-covid economic recovery.

Getting back to meeting in person and sharing ideas about the future of health and the environment around a green table is possible.

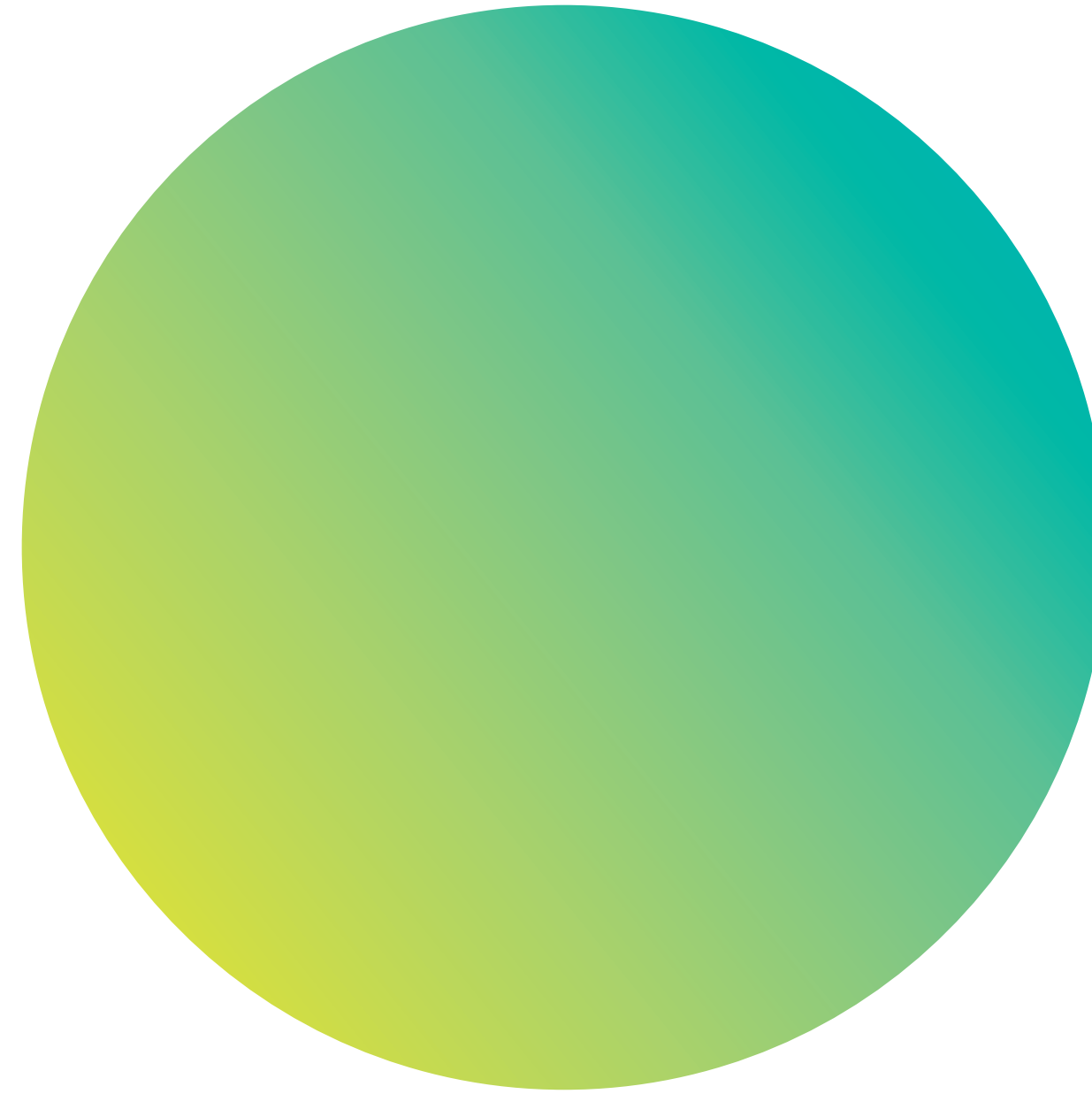
A whole year in a 3-day hybrid event. Green Table will reduce distances, gather people with the same vision, and provide an overview of today's challenges.



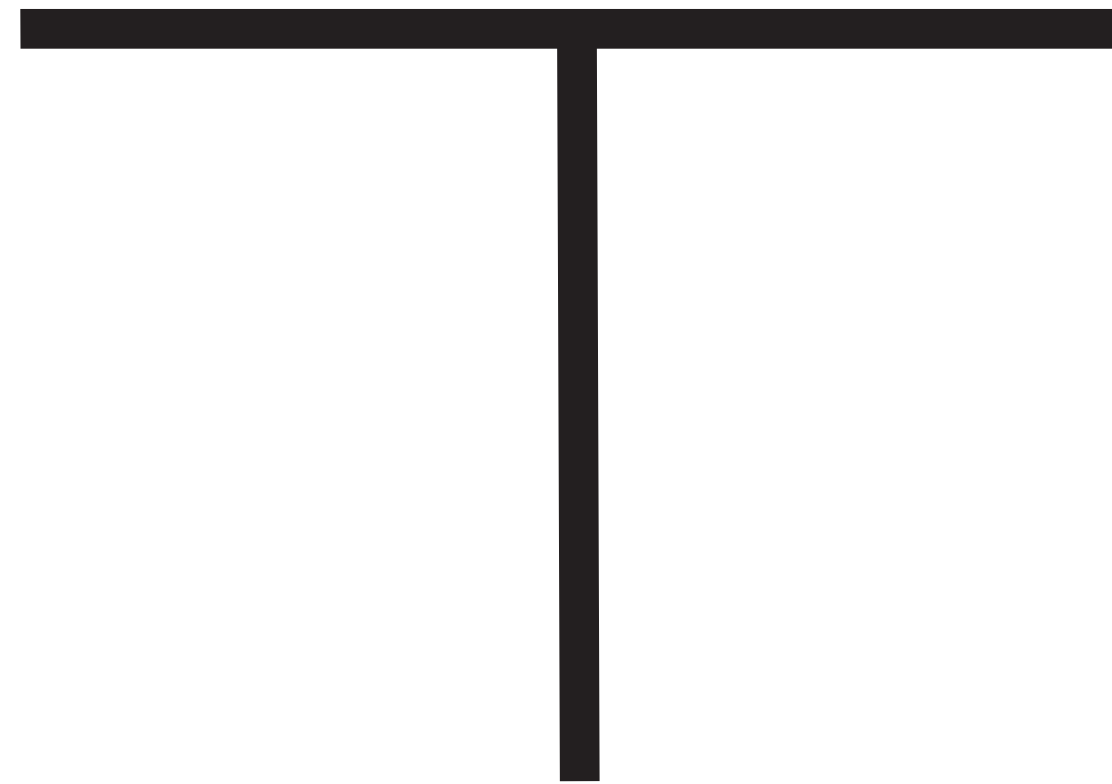
Green Table is a cultural initiative promoted by Fondazione Giordano and Media Eventi in partnership with In/Arch and ADi: This forum aims at promoting ideas, projects and solutions to demanding challenges for health and the environment. Challenges that industrial designers, architects, town and territorial planners are ready to take on.



Format



**Green
Table**



Green Table is all about nature, ideas and technology.

**The forum is open to architects, designers,
engineers, academics, students, industry
professionals, journalists and bloggers,
and all those who are interested in design,
architecture, nature, and the environment.**

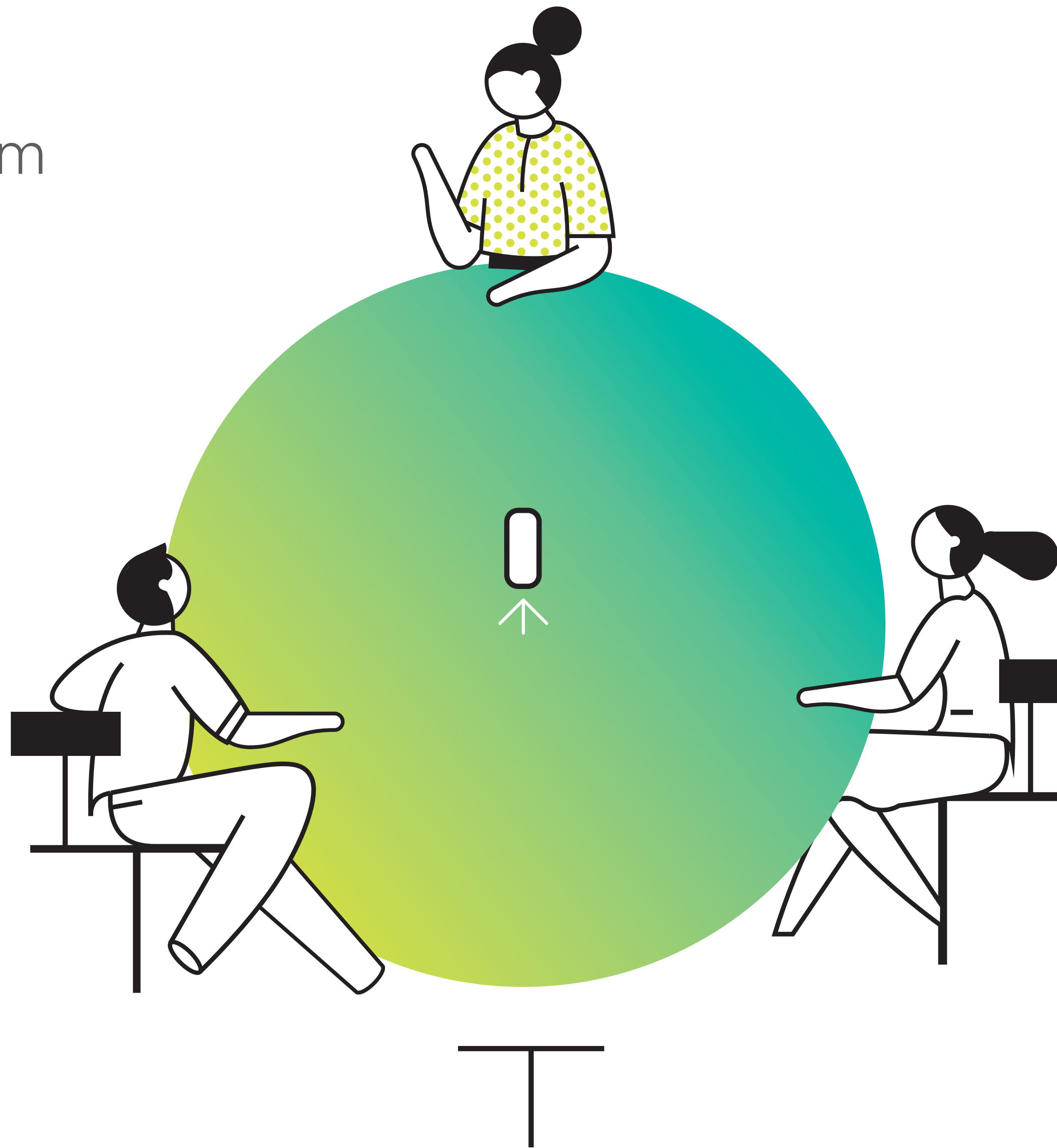
It will mix in-person with online events, thanks to an innovative cross-media platform. The panels will be streamed from Perugia and many international cities, such as Milan, Amsterdam, Barcelona, Munich and Shanghai, highly focused on sustainability.

Meetings with the speakers will be in-person, whereas the audience's participation will be decided in accordance with Covid-19 provisions. Users from any corner of the world can register and follow all the events for free.



Green Table

Physical platform



Green Table allows institutions, citizens and experts to meet even after the end of the event.

Choosing sustainable, recycled and recyclable materials, adopting production processes that can reduce energy consumption and waste, implementing alternative urban and territorial models means promoting responsible behaviours.

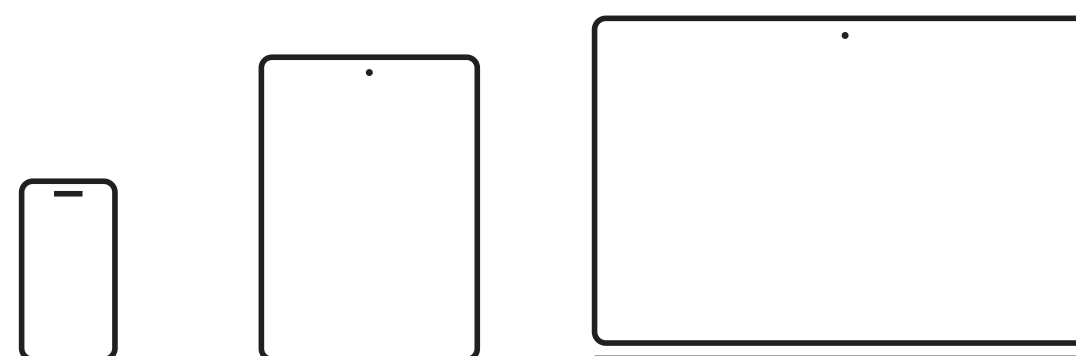
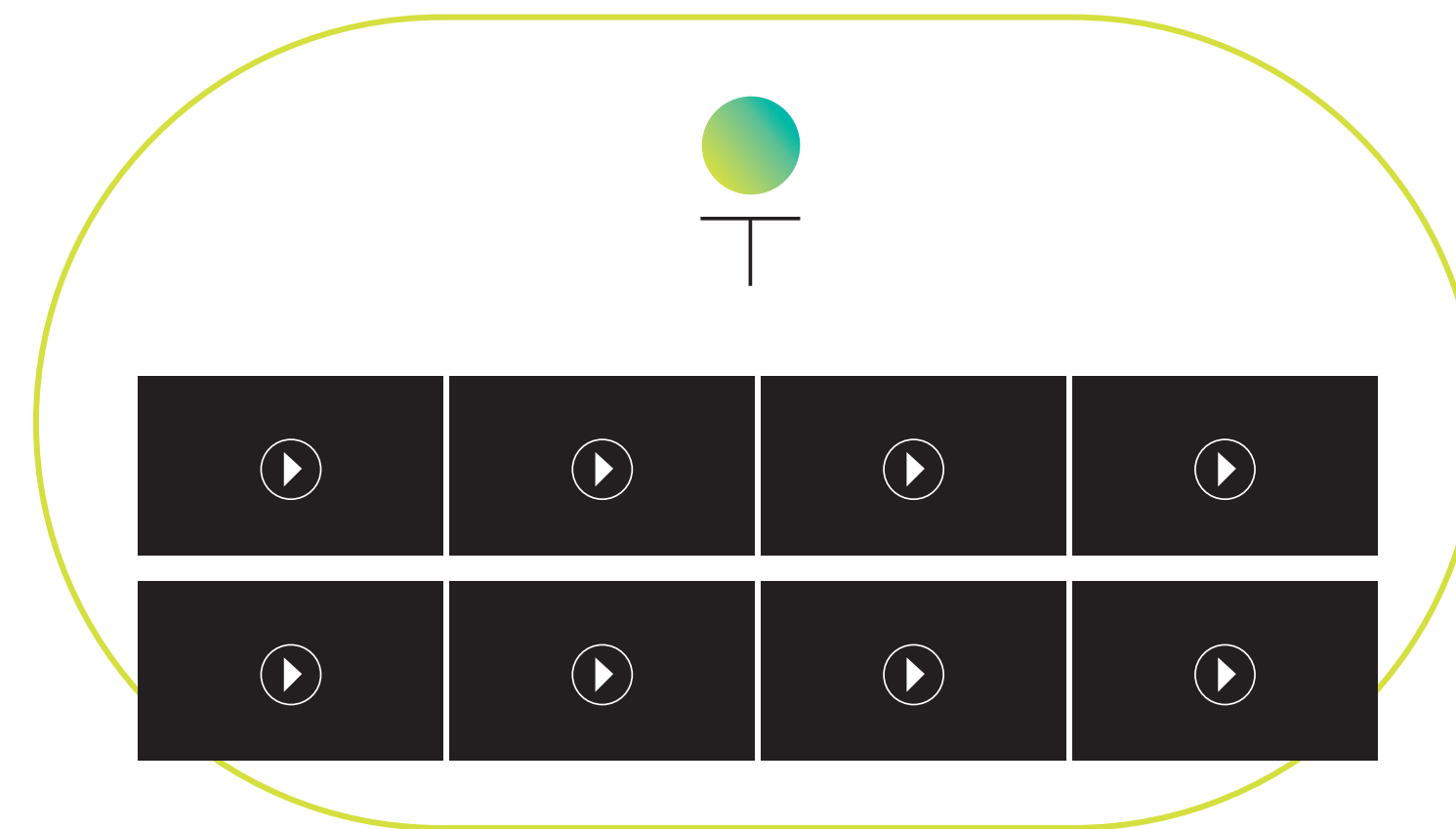
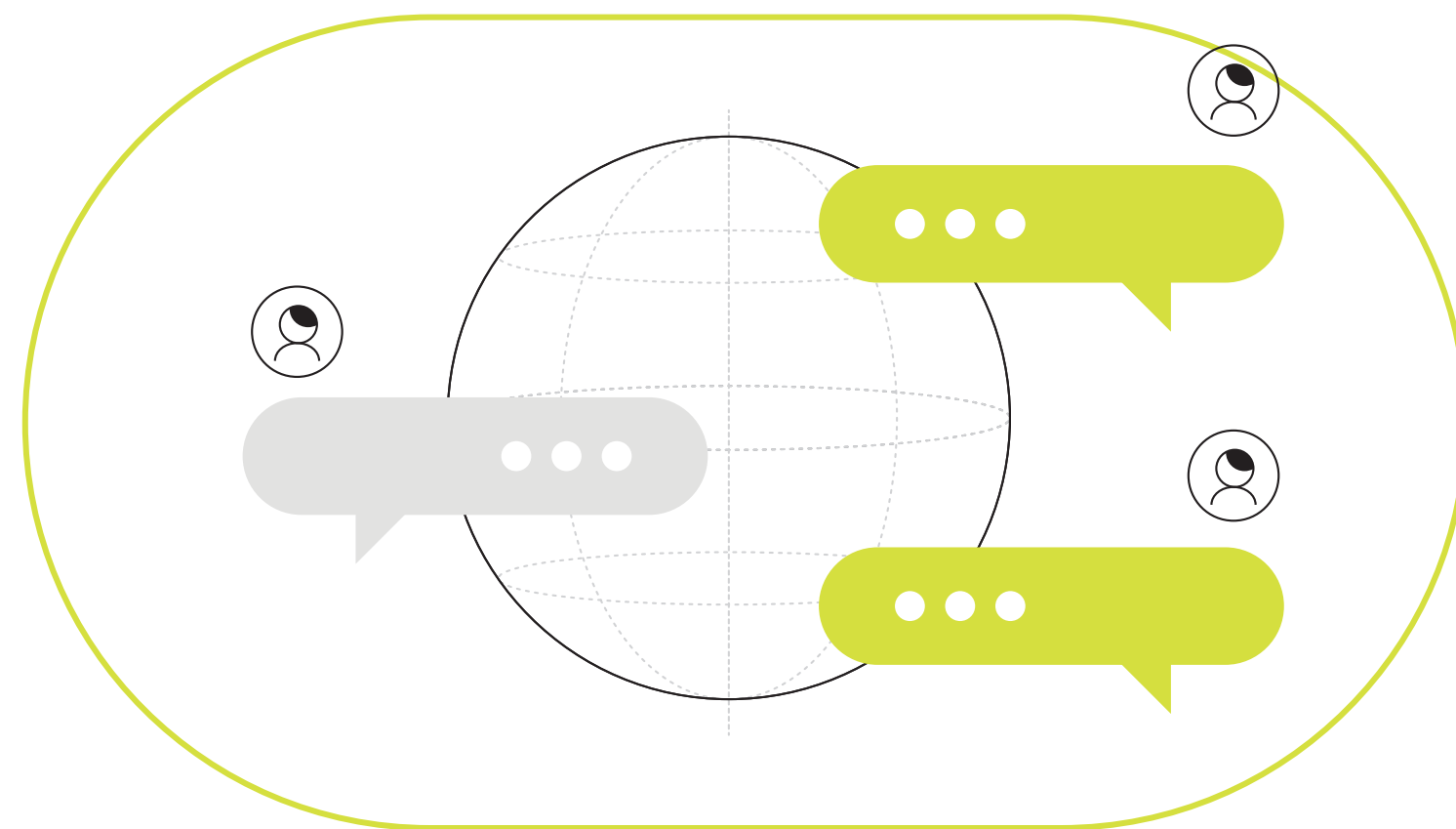
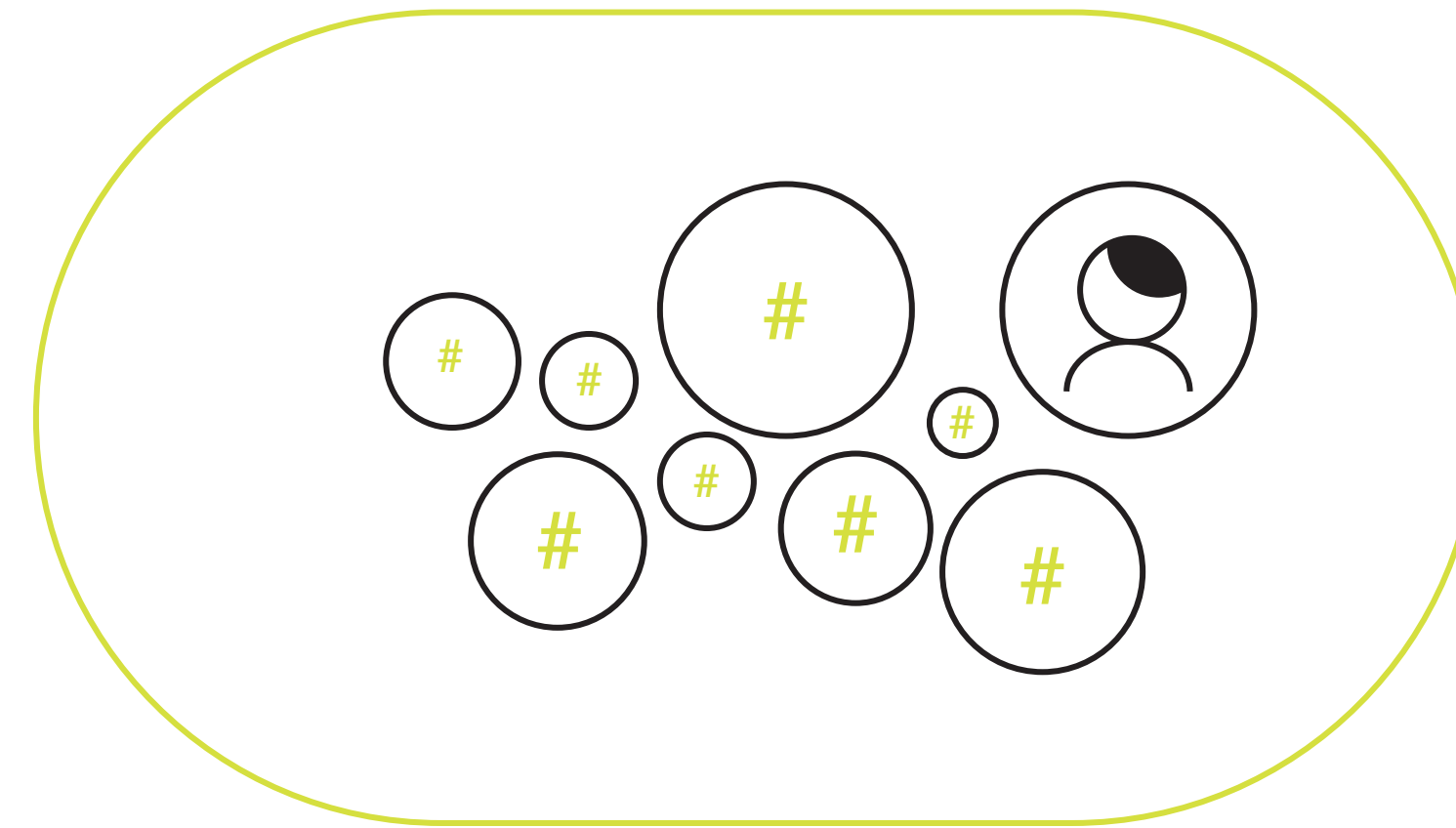


It promotes sustainability and environmental awareness by analysing the main environmental topics to outline the future of our cities.



Green Table

Digital platform



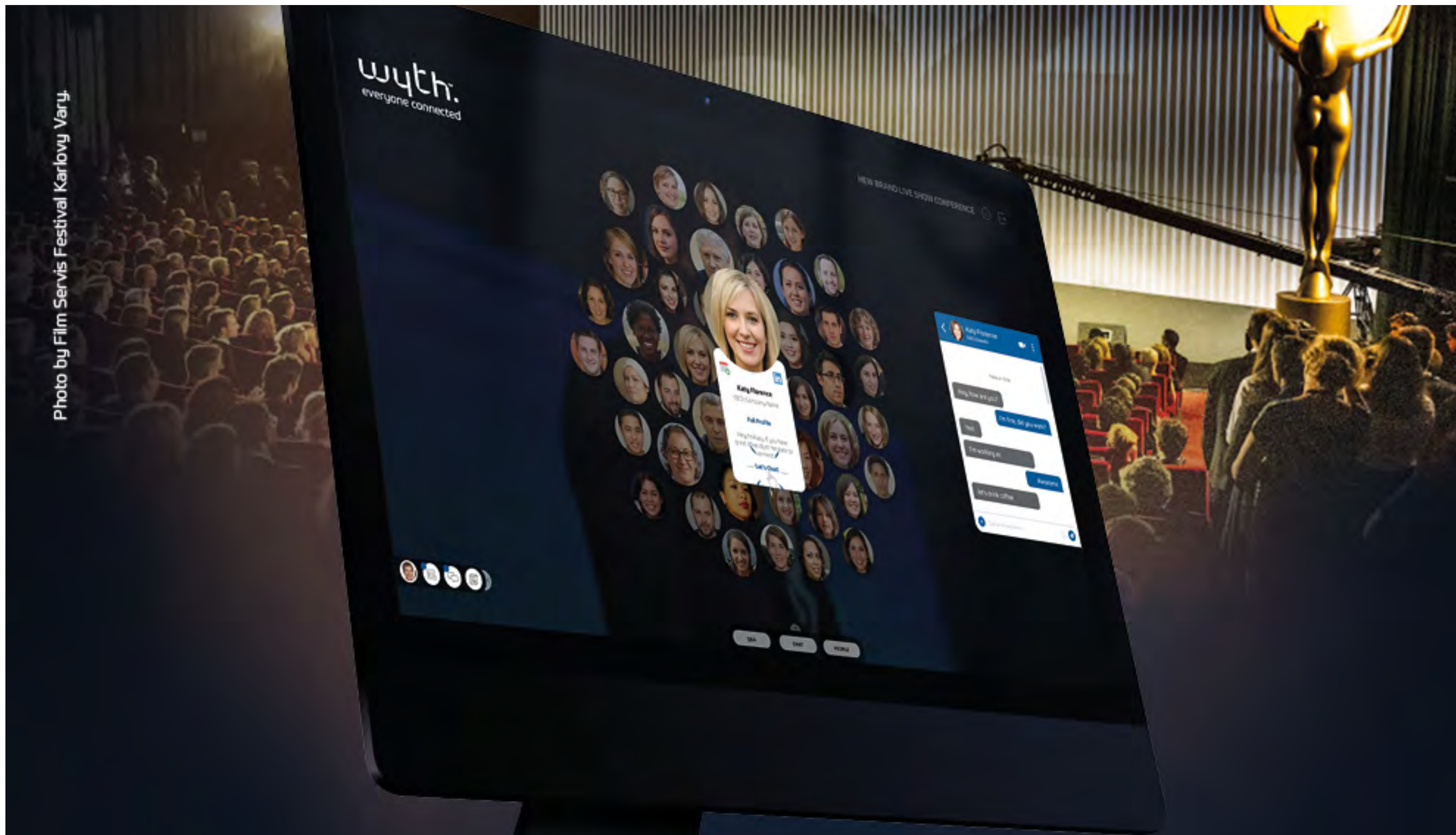
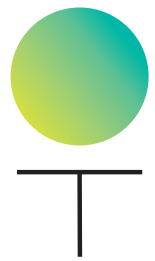


Photo by Film Servis Festival Karlovy Vary.

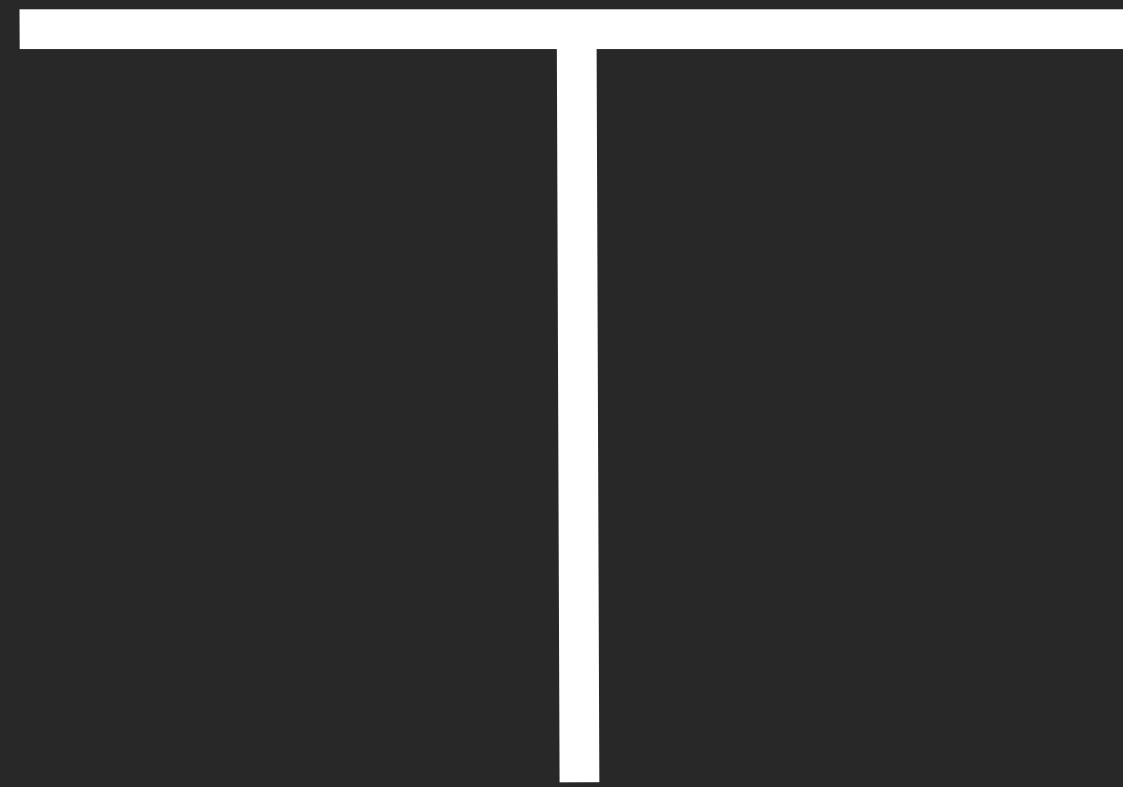
Piattaforma digitale Wyth



Program



**Green
Table**



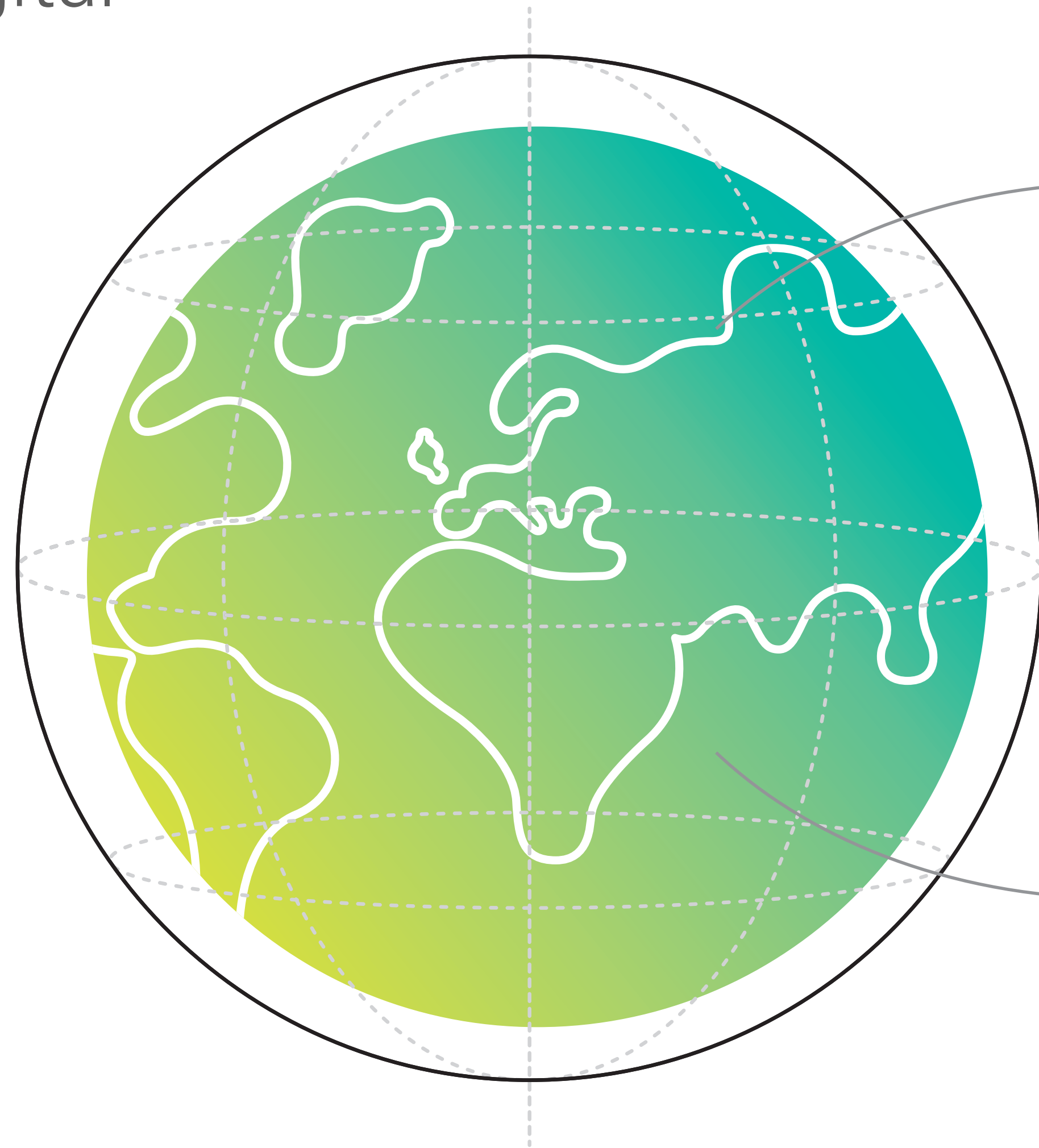
Where

Perugia - Umbria



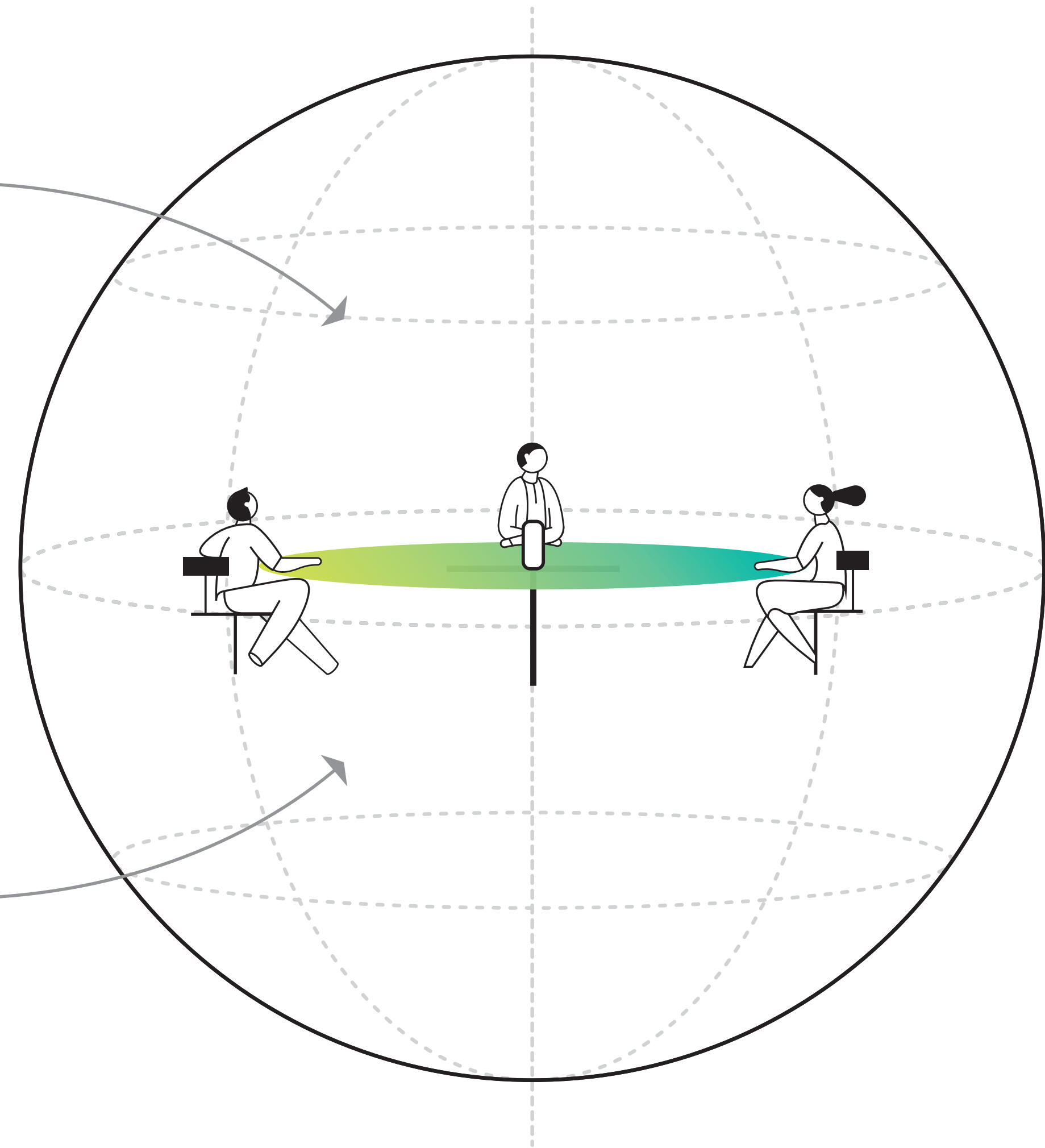
How Phygital

HUB360° Recording - Streaming



Assisi | Milano
Amsterdam | Barcelona | Munich | Shanghai

LIVE Physical - Digital



Perugia - Umbria



Green Table Hub360°



Basilica San Francesco
Assisi



ADI Design Museum
Milan



Spazio Base
Milan



Spazio Arena
Milan



Orto botanico*
Amsterdam



Kálida San Pau*
Barcelona



Englischer Garten
Munich



Tongji University
Shanghai



*in corso di definizione

Green Table Forum

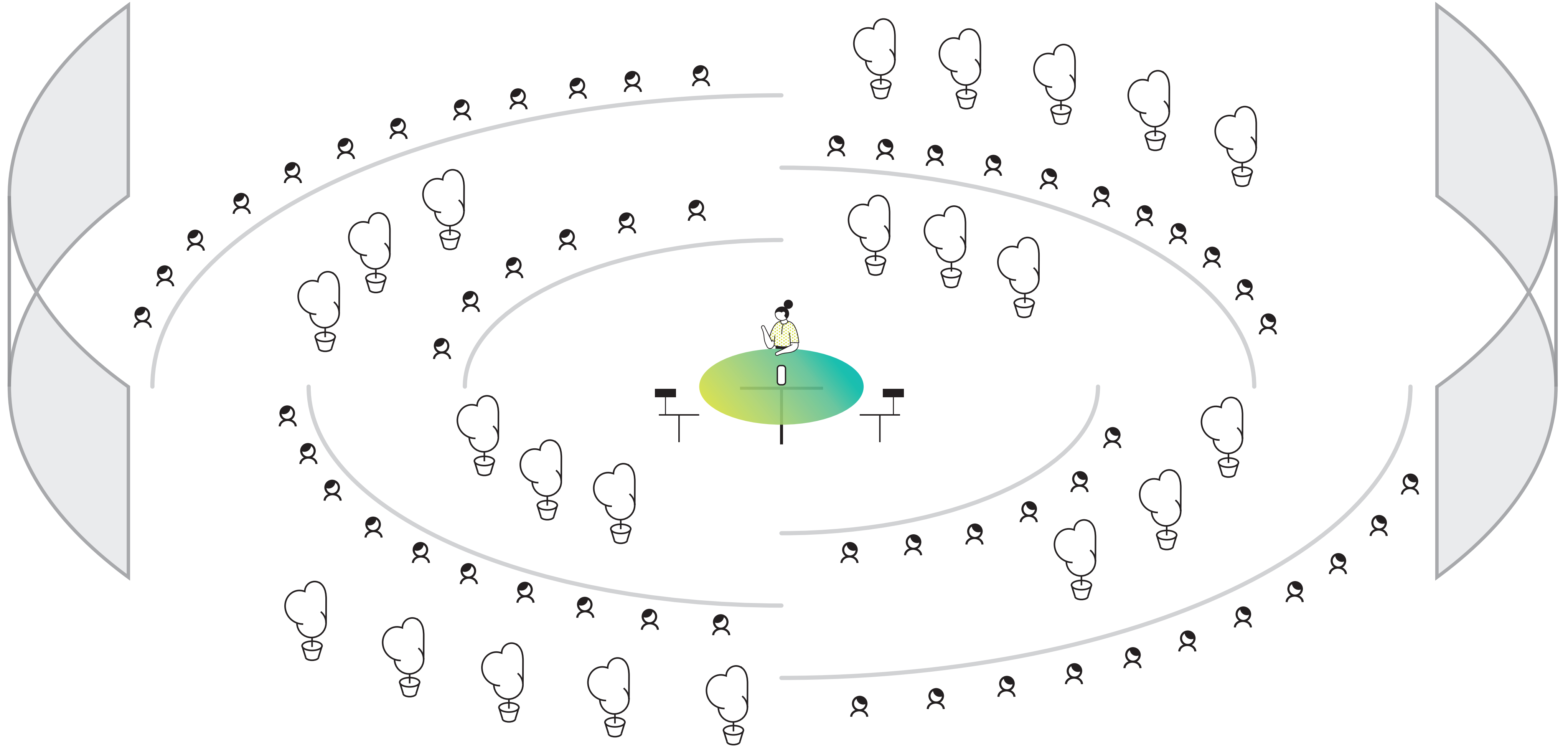


Auditorium San Francesco al Prato

Perugia



Green Table Forum

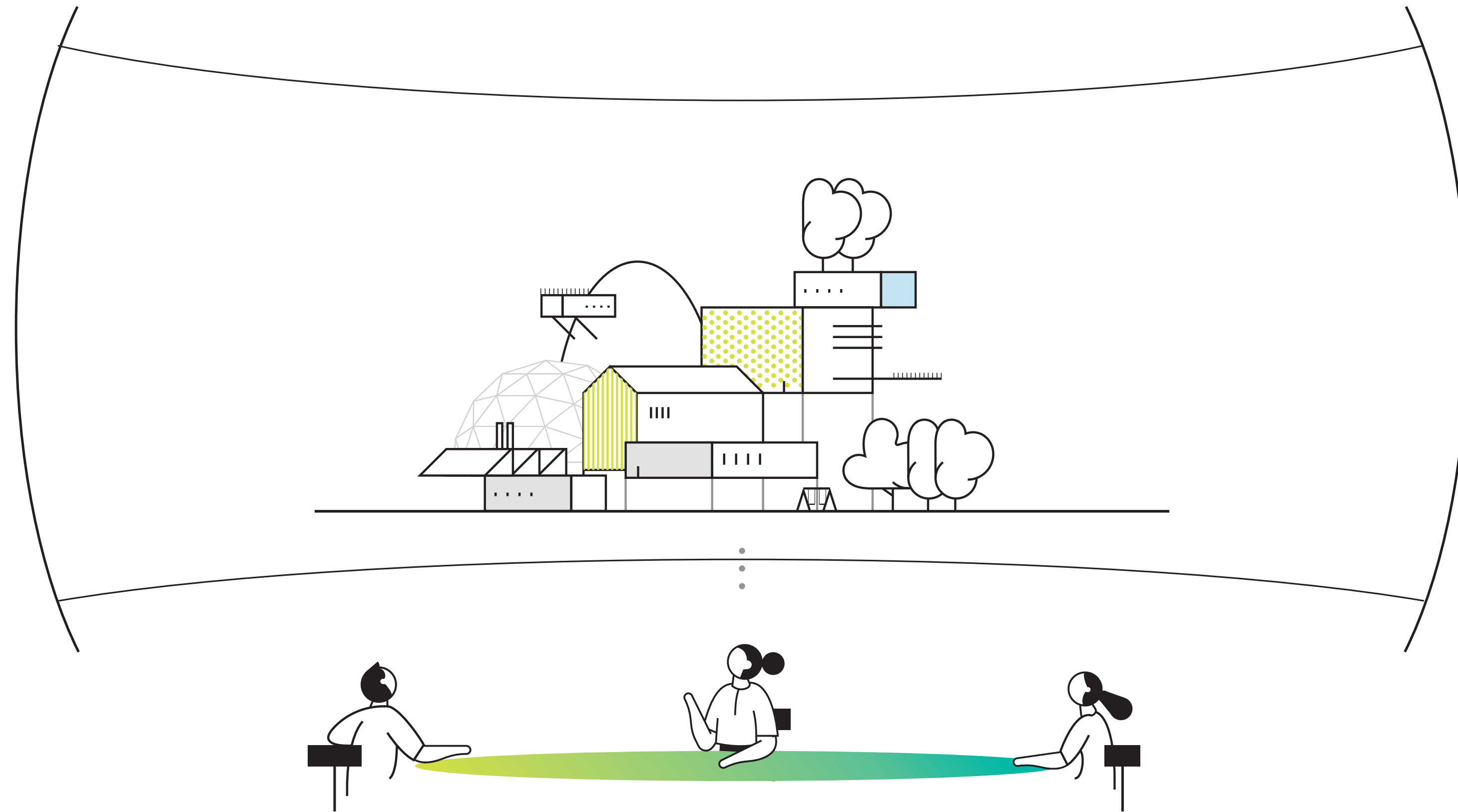


Main topics



**Green
Table**





Fifteen issues, divided into four main topics, addressed around a single green table.

Fifteen events, where leading international figures from the worlds of design, economics and culture will focus on issues of broad and current interest, providing their experience and visions. Green Table 2021 will focus on urban greenery, health, environment and sociality, residential and occupational spaces, urban redevelopment, smart cities, inland areas, minor cities and rural territories. But there will also be room to talk about sustainable transport, digital services and cultural infrastructures.



DESIGN

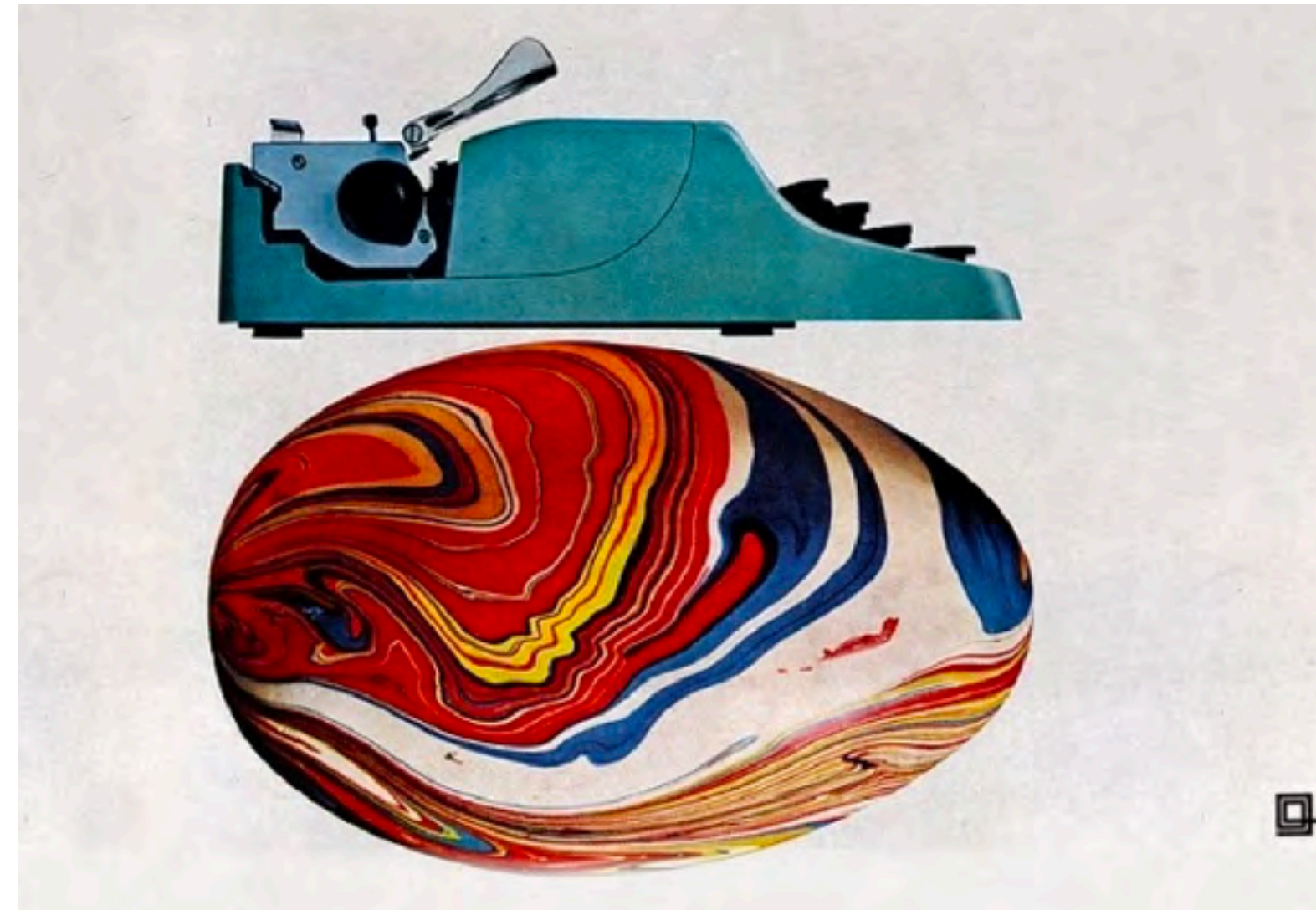


DESIGN

Redefining products and corporate values: the transition from profit to benefit.

#lifecycle
#cradle-to-cradle
#b-corp
#balance
#wellness
#requalification
#responsibility
#identity
#experience

Olivetti. Walter Ballmer | Olivetti Lettera 32 | 1968



Thanks to its versatility and iconic value, design can speed up the transformation of mental and behavioural models that influence both users and industrial production.

The design world was the first to understand the need to preserve the human dimension, promoting wellbeing, including health and the environment. People who buy are shifting their point of view from shape and style towards impalpable topics, such as regeneration, durability and social impact. All these aspects involve people's mental and physical sphere. Even companies must focus on producing value and benefits rather than exploiting them.





ARCHITECTURE

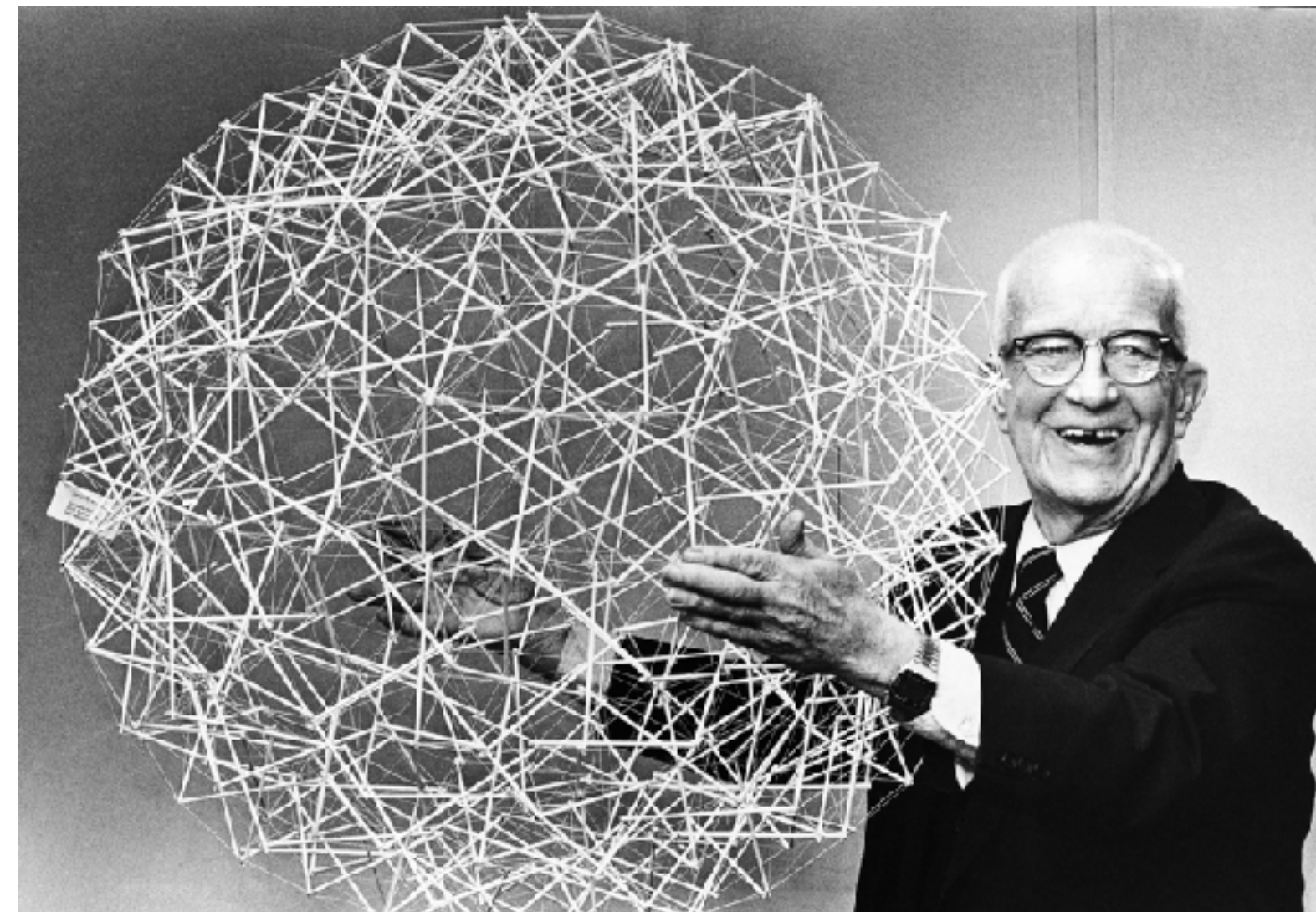


ARCHITECTURE

New ways of living and conceiving architecture in post-covid cities.

#newhousing
#homeworking
#circulareconomy
#digitaltransition
#materials
#energysaving
#newrules
#flexibility

Richard Buckminster Fuller | sfera geodetica



Home working, and remote activities have deeply changed our relationships, physically, economically, socially and culturally. Moreover, the reduced need for offices, technological advancement, and the innovation of residential buildings, which have also become (not always suitable) workplaces, have accelerated this transformation. Sustainability has opened architectural production processes to new challenges. That's why the entire construction supply chain needs to develop accordingly.





URBANISM



URBANISM

**The living City.
New public spaces
can fit harmoniously
into existing ones.**

#smartcity

#publicspace

#urbandensity

#proximity

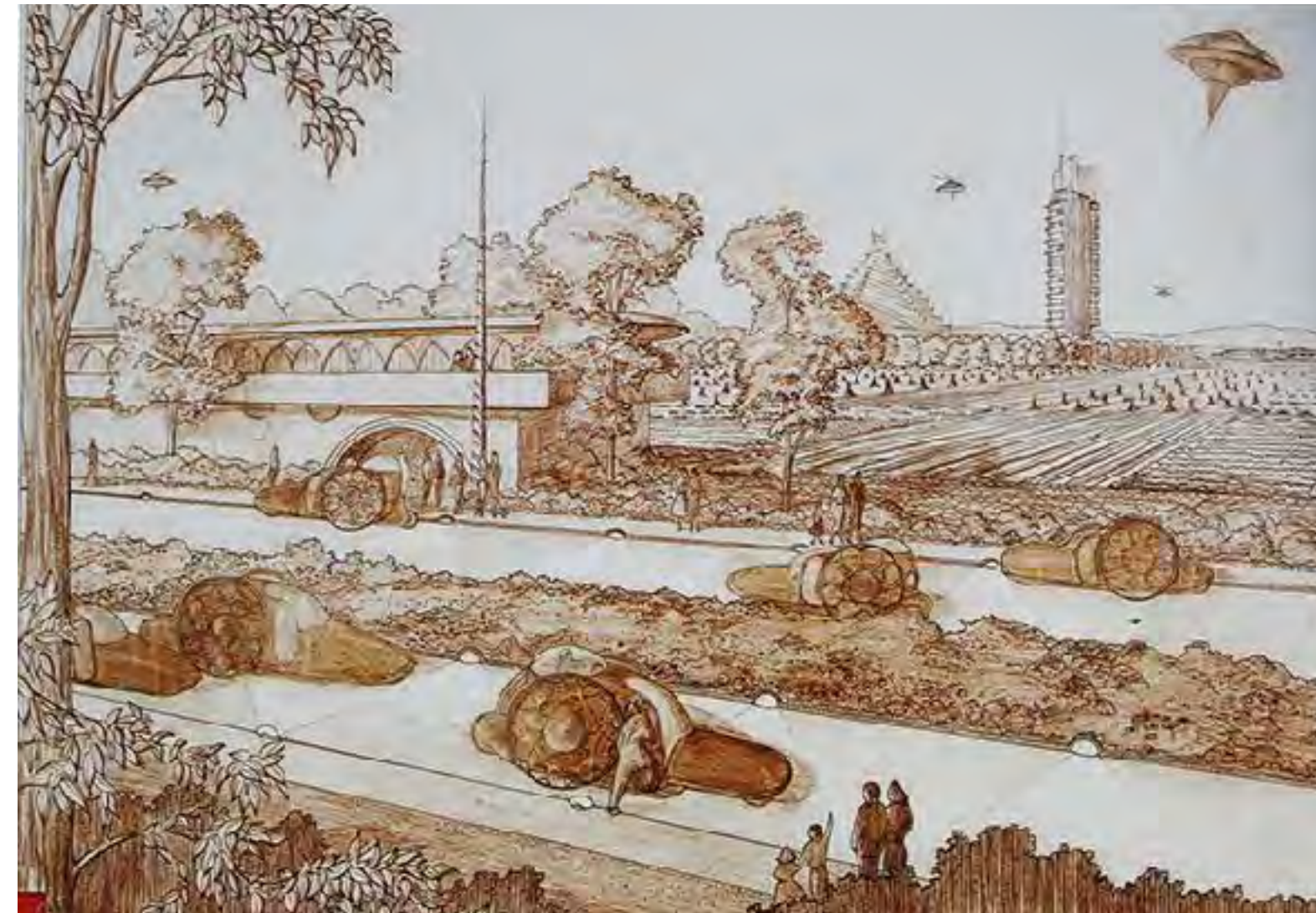
#mobility

#postcarcity

#childfriendlycity

#healthcare

Frank Lloyd Wright | Broadacre City



Mobility, health and wellbeing on a human scale are important opportunities in terms of economic development and social energy. Today, cities are also responsible for a relevant share of the planet's resource consumption and pollution.

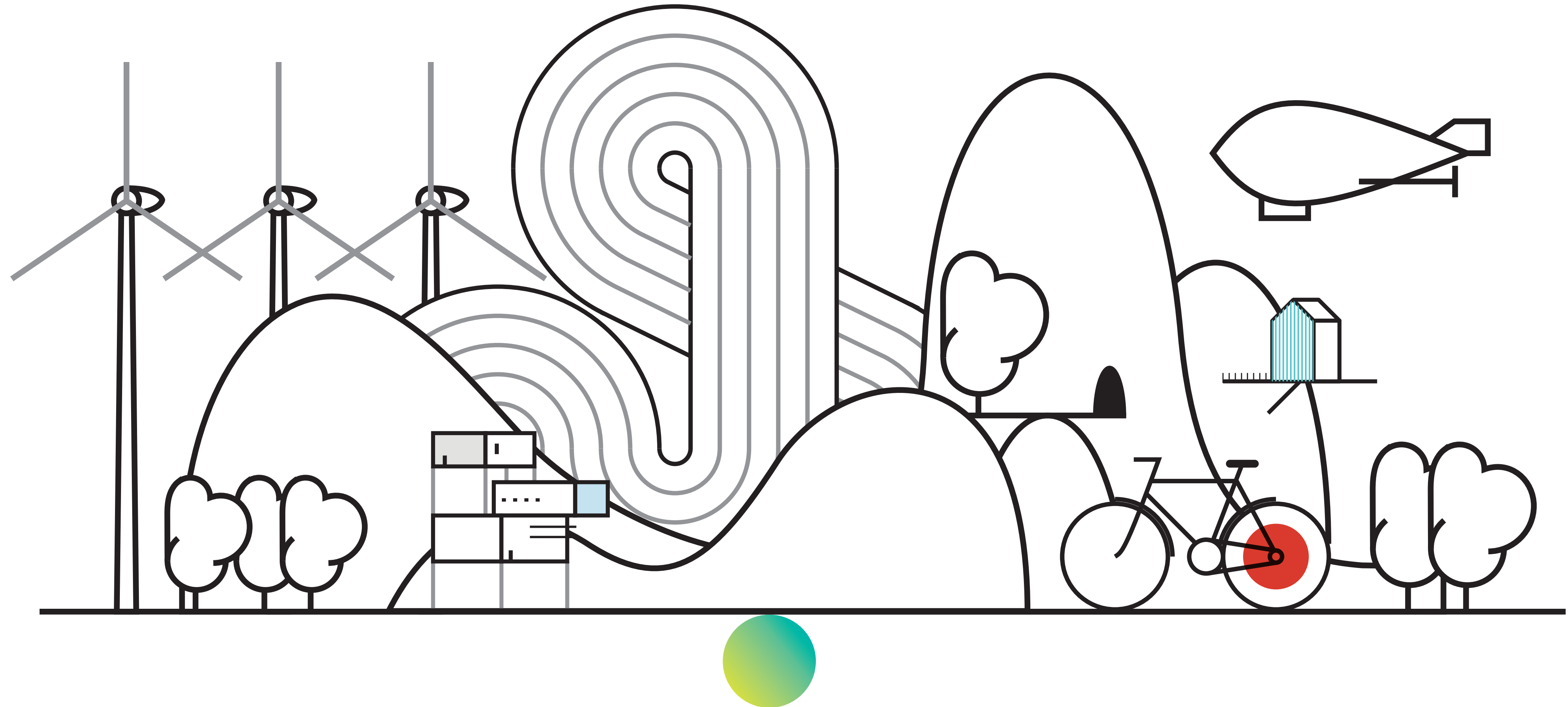
Urban development, intended as a phenomenon that involves the whole planet, carries criticalities already highlighted in international megacities. In the past forty years, urban areas have grown by two and a half times, creating serious problems but also inspiring possible solutions. Health and the environment go hand in hand.

That's why cities are asked to redesign and rethink their urban space.





TERRITORY



TERRITORY

The middle ground: From minor cities to the countryside.

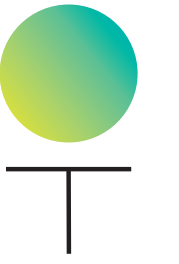
#urbanpolarity
#remoteworking
#infrastructures
#connections
#commuting
#culturalnetworks
#reforestation

Yona Friedman + Jean-Baptiste Decavèle | No Man's land



Internal cohesion, minor cities, villages and the countryside play a major role in the relationship between major and minor cities. This “middle ground” is made up of rural, coastal, inland, hilly and mountain areas with more or less crowded settlement patterns. They are an economical and landscape resource to be brought back to life and emphasised.

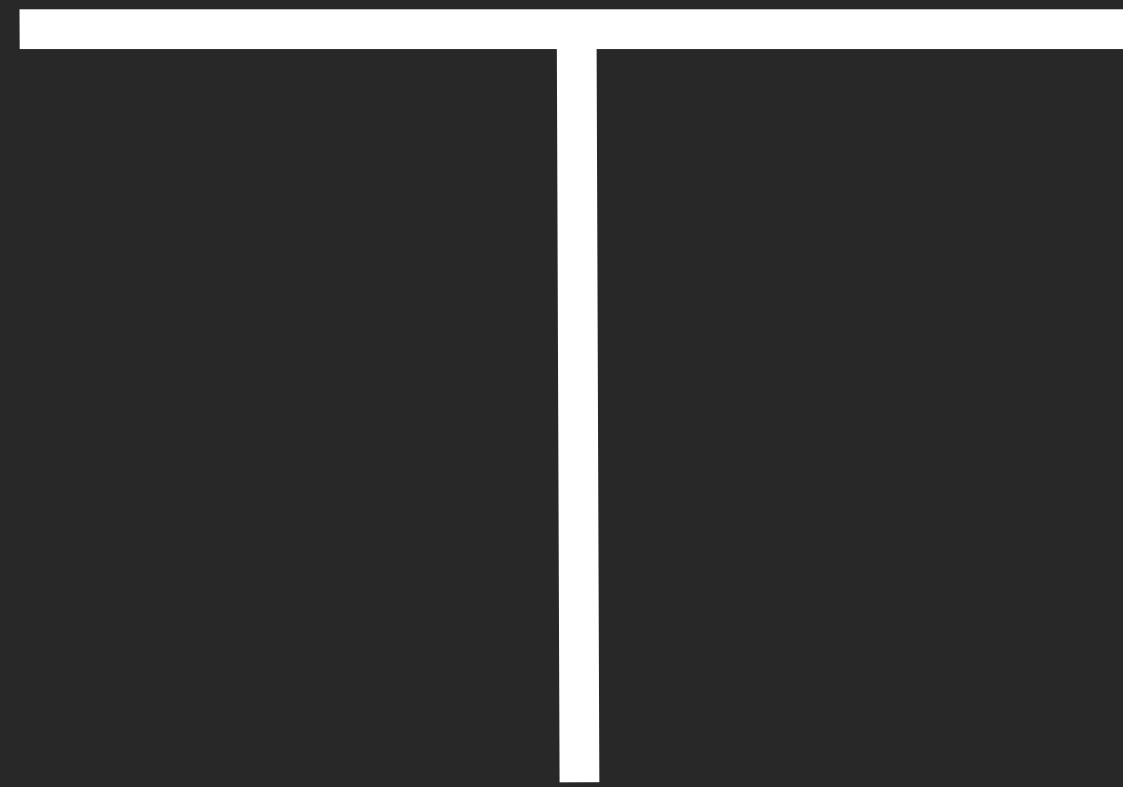
They should be added to the production process of a country, rediscovering their hidden vocation and potential. The megacity model is now obsolete, incapable of backing up new economic, social and cultural values and roles.



Contributors



**Green
Table**





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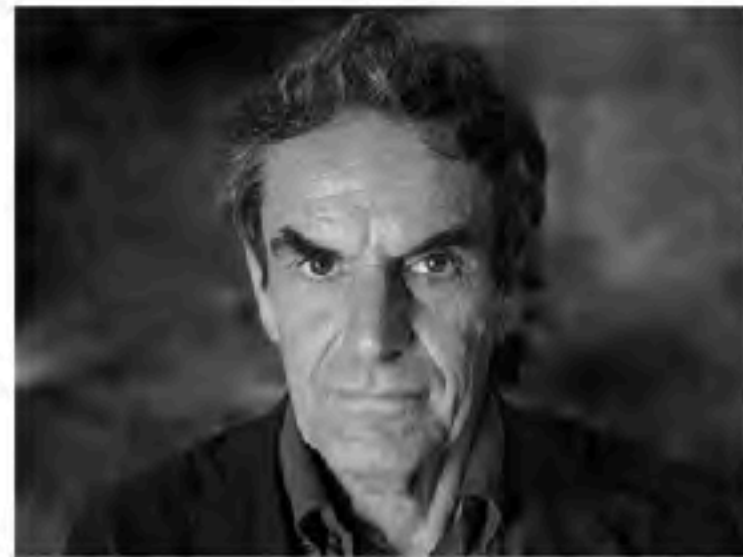
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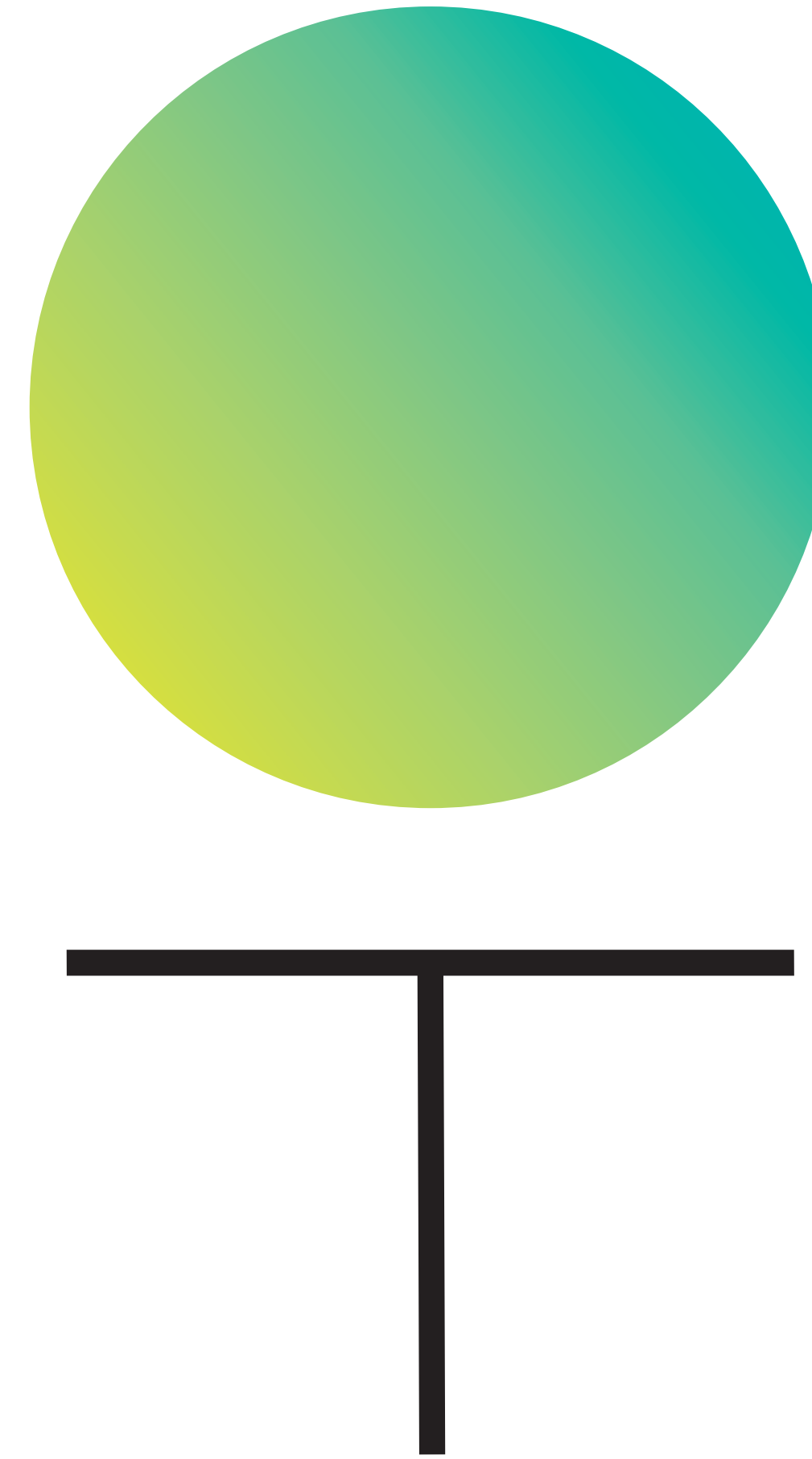


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Green Table

Forum internazionale
su architettura e design
per il futuro

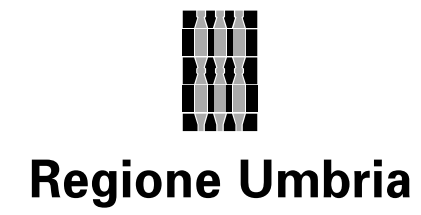
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