

CREATIVE FACTORIES

PROGRAMME
BUCHAREST
3-6 APRIL 2013

Version 2 April 2013

a project by:

EURODITE

zeppelin
ARHITECTURĂ, SPAȚII, IDEI.

supported by:

creative industries
fund NL



Kingdom of the Netherlands

Workshop team

Wed, April 3

BUCHAREST



Vera Cerutti
Director Crefab and
C2Concept, Author
Creative Factories



Irina Iamandescu
President of Romanian
Association for
Industrial Archaeology



Dick Sikkes
Roeleveld-Sikkes
Architects, Director



Liesbeth Jansen
Director Linker-oever,
Ex-director Westergas-
fabriek, Advisor BOEi



Maarten Pedroli,
Director Linker-oever,
Marketing specialist



Constantin Goagea
Zeppelin
Director, Architect



Cosmina Goagea
Zeppelin
Director, Architect



Joep de Roo
Eurodite,
Director



Meta van Drunen
Eurodite
Architect, Partner



Livia Morega
Eurodite
Urban Planner



Alex Matei
Eurodite
Urban Planner

Otopeni airport
arrivals Hall

13:05

Arrival flight KL 1373

Liesbeth Jansen, Maarten Pedroli

Pick-up from airport by hotel Rembrandt
(20 euro to pay cash to the driver)

Otopeni airport
arrivals Hall

16:45

Arrival flight KL 1376

Vera Cerutti, Dick Sikkes

Pick-up from airport by hotel Rembrandt
(20 euro to pay cash to the driver)

Lobby
Hotel Rembrandt,
Str. Smardan nr. 7

18:30

Gathering for light meal with Dutch guests,
pick-up by Constantin and Meta



Gather at lobby
Hotel Rembrandt

9:00
Departure from the Hotel to go to pilot area

Hesper factory
Dr Constantin
Istrati St. No. 1

9:30 - 10:00
Welcome by Hesper factory

10:00 - 10:40
State of art on regeneration of urban industrial areas in the Romanian context and the specific case of the Hesper area.
Speaker: Mrs. Irina Iamandescu
President of Romanian Association for Industrial Archaeology (AIR)

10:40 - 11:00
Coffee break: Possibility to discuss with Hesper

11:00 - 12:30
Field visit on the factory terrain guided by Hesper and Irina Iamandescu

12:30 - 14:00
Lunch

Workshop - part I
14:00 - 16:30
Diverging phase: Collecting input and feedback from all team members on specific fields of expertise. Brainstorm and exploration on possibilities.

16:30
Depart to Hotel Rembrandt.

Hotel Rembrandt,
Str. Smardan nr. 7

17:00 - 18:00
Refresh at hotel

Gather at lobby
Hotel Rembrandt

18:00
Depart from Hotel to Zeppelin Night location.

Aula Carol I
Central University Library
Str. Boteanu nr. 1

18:30 - 21:00
Zeppelin night

18:30-19:00 - registration and coffee
19:00-19:30 - welcome, introduction, short presentations
19:30-19:50 - Speaker Vera Cerutti, author 'Creative Factories'
19:55-20:15 - Speaker Dick Sikkes, director Roeleveld-Sikkes
20:20-20:40 - Speaker Liesbeth Jansen, director Linkeroever, ex-director Westergasfabriek, Amsterdam, advisor BOEi
20:40-21:00 - Q&A, Discussion

Trattoria Mendeleev
Str Mendeleev nr 29

21:30
Dinner with Dutch guests

SERIE

ZEPPELIN

#47

4

Ora 18:30

APRILIE

2013

Aula Magna a Bibliotecii Centrale Universitare Carol I, Bucuresti

zeppelin

CREATIVE

FACTORIES

Ar putea fi și siturile industriale în București altceva decât prilejuri pentru speculă imobiliară? Am putea aduce ceva din frumusețea de altădată a unor clădiri industriale faimoase în peisajul urban?

Un grup de experți olandezi vă invită la o incursiune fascinantă în lumea fabricilor transformate în centre creative.
Vera Cerutti - director al Crefab și C3Concept, autor al cărții Creative Factories / Dick Sikkes - arhitect și urbanist, director al Roeleveld-Sikkes Architects / Liesbeth Jansen - director Linkeroever

Înscrieri & info
www.e-zeppelin.ro

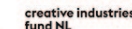
Foto: © Jan Nieuw

Organizatori



Cu sprijinul

Finanțat de



Fri, April 5

Gather at lobby
Hotel Rembrandt

Hesper factory
Dr Constantin
Istrati St. No. 1

9:00

Departure from the Hotel to go to pilot area

Workshop - part II

9:30 - 13:00

Converging phase: Extract feasible scenario's, sketching next steps and future road map for development

13:00 - 14:00

Lunch

Workshop - Conclusions and Presentation

14:00 - 15:30

Define conclusions of the workshop and draft directions for transformation.

15:30 - 16:30

Presentation workshop conclusions to Hesper and discussion



Hotel Rembrandt,
Str. Smardan nr. 7

16:30

Depart to Hotel Rembrandt.

...time for a beer

Private dinner at
Cafe van Gogh,
"De Tulp", 1st floor
Str. Smardan nr. 9
(pedestrian area)

19:00 - 22:00

Dinner with workshop team; Vera Cerutti; Liesbeth Jansen; Irina Iamandescu; Dick Sikkes; Maarten Pedroli; Constantin Goagea; Cosmina Goagea; Joep de Roo; Meta van Drunen

Special dinner guests:

- **Netherlands Ambassador Mr. Matthijs van Bonzel**
- **Director general Hesper Mr. Mircea Pricop**

Sat, April 6

BUCHAREST

Gather at lobby
Hotel Rembrandt

Str. Ion Minulescu 67-93,
Flaros Factory, Building E

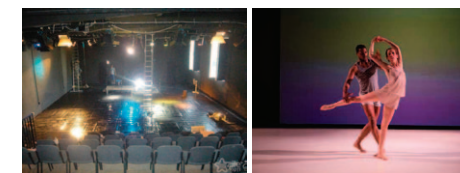
9:00

Departure from the Hotel

Excursion industrial sites Bucharest

9:30 - 10:30

WASP - Introduction by Andreea Capitanescu



10:30

Departure from WASP

11:00 - 12:00

Make a Point - Presentation by Alma Cazacu and Dragos Ciulinaru



12:00

Departure from Make a Point

12:00

Departure for Otopeni for Dick Sikkes (by taxi)

12:30 - 13:30

Visit Rahova area: ARK, palatul Brigadiru, Flower market

...free time or lunch

Rahova area

Hotel Rembrandt,
Str. Smardan nr. 7

15:45

Departure for Otopeni for Vera Cerutti, Liesbeth Jansen, Maarten Pedroli (by taxi)