

# 2015 EAEA 12

12th CONFERENCE OF THE EUROPEAN  
ARCHITECTURAL ENVISIONING ASSOCIATION

**Envisioning Architecture: Image, Perception  
and Communication of Heritage**

**LODZ 23-26 September 2015**



Lodz University of Technology (TUL) will host the 12th European Architectural Envisioning Association Conference in September 2015. The conference coincides with the celebrations of the 70th anniversary of TUL. The main topic of the 12th EAEA Conference will be: **Image, Perception and Communication of Heritage**. The official language of the conference is English, both for papers and presentations.

The Conference website is: [www.eaea12-2015.p.lodz.pl](http://www.eaea12-2015.p.lodz.pl)

## CONFERENCE THEME

The concept of heritage has been evolving from the static preservation to the pro-active, from singular buildings into urban complexes, and from the objects showing the “beauty of the past” to those encapsulating the importance of multifaceted cultural values. In consequence, the scope of heritage and the range of necessary interventions have broaden dramatically.

The meaning of heritage and its perception in a democratic society is increasingly overlapping with spatial and economical problems. For example, the majority of current investments in Europe deals with existing built structures and areas, most of these being subject for heritage protection.

Such a situation exposes heritage to a number of new threats and calls for new solutions, reflecting the responsibility of present generations for the future of heritage, and the need for sustainability and resilience of urban renewal.

Following the mission of the European Architectural Envisioning Association, the conference is meant to be a platform for communication and exchange of experience, experimentation, research and collaboration in the field of envisioning built heritage. Taking into consideration that contemporary culture is largely based on the visual perception, heritage envisioning is in particular considered as a process of representing knowledge about space, time, behaviour, light, and other elements that constitute cultural environments. Therefore, we are looking for conference contributions which explore the **Image, Perception and Communication of Heritage**. Subjects may be, but not limited to:

- Visualisation of the heritage-related knowledge;
- Support for the analysis and design processes in the course of the heritage renewal;
- Methods of communicating the heritage issues to the society;
- Enhancing and stimulating heritage education;
- Envisioning all aspects of heritage perception.

## CALL FOR PAPERS

The EAEA12 Conference invites submissions of research papers which will be organised in three tracks, namely:

1. **THE IMAGE OF (INDUSTRIAL) HERITAGE.** In the light of the campaign for announcing 2015 the European Industrial and Technical Heritage Year, and taking into consideration that the host city was one of the most important industrial centres of the 19th-century industrialisation in Europe, the conference will aim at exploring the role of industrial buildings and structures for the image of urban areas. Another related issue is the change or preservation of industrial buildings image in the re-use process. The papers discussing positive and negative connotations related to industrial heritage - such as "dark satanic mills" - are also welcome.
2. **PERCEPTION OF THE PAST.** This track covers problems related to the changing meaning of heritage, including contextual, holistic and phenomenological approaches plus historic urban landscape protection. The envisioning of sensorial aspects; visible and invisible elements of a built environment; genius loci; social context; heritage interpretation as well as other associated topics should be discussed in the papers proposed for this theme.
3. **COMMUNICATION OF HERITAGE.** This track is dedicated to different approaches to envisioning reflecting the specifics and requirements of research, design and education in the heritage domain. This may include issues such as visual impact analysis of new investments in heritage areas; heritage management; imaging as a tool and method in heritage studies for comparative analyses, proportion studies, development phases, state of preservation, etc. The question how to communicate the heritage issues to a society - including professionals and lay persons - would be also welcome.

We are looking forward to extended abstracts of 1000-1200 words in English. Only original papers - not published (or submitted for publishing / in press) before - will be accepted.

**The deadline for abstracts submission is 10 Nov 2014.**

The abstracts will be blind reviewed by peer reviewers. Accepted papers will be published in the proceedings with ISBN. Detailed requirements will be announced to the Authors in due time. It is the ambition to have the printed proceedings available at the beginning of the conference.

## PARTICIPANTS

The conference intends to target and include regular participants to the EAEA conferences and members of the American DCA – Design Communication Association, but the aim is also to extend the existing group of academics and professionals.

## REGISTRATION

Registration fee (*):	300 EUR	early bird registration (before and on 29 May 2015)
	230 EUR	early bird reduced registration for PhD candidates (before and on 29 May 2015)
	350 EUR	regular registration
	280 EUR	reduced registration for PhD candidates
Student registration fee (**):	170 EUR	early bird registration (before and on 29 May 2015)
	200 EUR	regular registration
One day registration fee (***):	80 EUR	

(\*) This fee includes one copy of the conference proceedings, conference bag, coffee breaks, lunches, reception, social dinner and excursion. PhD students must provide a copy of their student ID card when registering.

(\*\*) This fee applies to BSc and MSc students only (not PhD students). Registrants must provide a copy of their student ID card when registering. Please note that student registration excludes entry to the conference reception and conference dinner, and excludes a printed copy of the proceedings. Participants can buy the book of the proceedings during the conference.

(\*\*\*) This fee does not apply to authors of the papers. The fee includes a lunch and coffee breaks. Participants can buy the book of the proceedings during the conference.

## IMPORTANT DATES

Monday 8 Sept 2014 1<sup>st</sup> announcement and call for abstracts  
Monday 6 Oct 2014 2<sup>nd</sup> announcement and call for abstracts  
Monday 10 Nov 2014 deadline for abstracts submission  
Friday 9 Jan 2015 announcement of accepted abstracts  
Monday 16 March 2015 submission of papers for the 2nd stage review  
Monday 30 March 2015 start of early bird registration  
Wednesday 20 May 2015 final papers submission deadline  
Friday 29 May 2015 early bird registration deadline  
**23-25 Sept 2015 EAEA12 Conference Sessions**  
**26 Sept 2015 EAEA12 Conference Excursion**

## SCIENTIFIC COMMITTEE

Prof. Ir. **Jack Breen**, Delft University of Technology, Netherlands  
Assoc. Prof. **Anetta Kepczynska-Walczak**, Lodz University of Technology, Poland  
Prof. **Tom Maver**, Glasgow School of Art, United Kingdom  
Dr. **Eugenio Morello**, Politecnico di Milano, Italy  
Prof. Dr. **Ryuzo Ohno**, Tokyo Institute of Technology, Japan  
Dr. **Barbara E.A. Piga**, Politecnico di Milano, Italy  
Dr. **Heleni Porfyriou**, CNR-ICVBC-Roma, Italy  
Assoc. Prof. **Daniel Siret**, CNRS, CERMA, France  
Dr. Ir. **Martijn Stellingwerff**, Delft University of Technology, Netherlands  
Prof. Dr. **M. Saleh Uddin**, Southern Polytechnic State University, USA  
Assoc. Prof. **Bartosz Walczak**, Lodz University of Technology, Poland

## ORGANISERS

Assoc. Prof. Anetta Kepczynska-Walczak (the Conference Chair)  
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## ABOUT EAEA

The EAEA was founded in 1993 in Tampere, Finland and has reconvened every two years since then. What had originally started as a platform for European academic institutes making active use of optical endoscopy instrumentation, gradually but steadily evolved into a wider range of design visualisation and simulation interests.

### PREVIOUS CONFERENCES

2013, **Milan**, Politecnico di Milano | 2011, **Delft**, Delft University of Technology | 2009, **Cottbus**, Brandenburg University of Technology | 2007, **Moscow**, Moscow Institute of Architecture (MARCHI) | 2005, **Dortmund**, University of Applied Sciences | 2003, **Bratislava**, Slovak University of Technology | 2001, **Essen**, University of Essen | 1999, **Dresden**, Dresden University of Technology | 1997, **Delft**, Delft University of Technology | 1995, **Vienna**, Vienna University of Technology | 1993, **Tampere**, Tampere University of Technology