

Rotterdam Architecture Month 2021

Call for Educational Institutions

Rotterdam Architecture Month 2021

This year, Rotterdam Architecture Month (RA Month) is taking place from 20 May to 20 June. RA Month celebrates the city, highlights the quality and innovative power of architecture and explores the future. The month is a joint initiative by Rotterdam Festivals (RF), Rotterdam Partners (RP) and AIR and is organized in collaboration with various partners, the design sector in Rotterdam and elsewhere, and design education. The ambition for this edition is to have four complementary components that will take place online, offline and in hybrid form:

- A **festival heart** where talents, the professional world and the public can meet in the context of daily programming and exhibitions;
- A widely accessible **city programme** with large and small festivals such as the Rotterdam Rooftop Days and the Day of Architecture;
- A content-based **on-site partner programme** at various locations, such as the RA Month Open Bureau weekend where students have the opportunity to connect with the work field;
- An active **online community** related to the all-new RA Month website.

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Rotterdam Architecture Month is where the power of architecture and design presents and renews itself in relation to urgent social issues. The month stimulates meetings and the exchange of knowledge between the Rotterdam design sector, design education and the general public.

To make RA Month locally, nationally and ultimately internationally significant, AIR invites not only designers and architects but also design education and research institutes to actively contribute their vision, and power of innovation and design to the heart of the festival. This can be done in several different ways.

1. **Festival heart:** exhibition **parking garage**

During RA Month, Kruisplein parking garage is being transformed into a temporary architecture centre (subject to change). Part of this programme is an exhibition, where the innovative power of design education in Rotterdam is shown to a wide audience. The exhibition is set up as a flow-through location. We invite educational institutions to be part of the exhibition together with students. This can be done by supplying exhibition material, or by arranging part of the space together with students. Designing your own parking space within the garage is also possible (see reference images). Would you like to know more about the possibilities and production conditions? Please contact the organization.

2. **On-site presentations** by schools, academies and university

During RA Month, the conversation about spatial design and the physical development of Rotterdam is being opened up to a broad and diverse audience. We challenge educational institutions to connect their own practice to RA Month by organizing 'in-house' knowledge exchange and knowledge development, for example by means of a presentation or workshop, online or otherwise, on a theme related to their own curriculum.

3. Participation in the **online community**

Starting in March, it will be possible to add your own programme components in RA Month's all-new online environment, allowing you to share your programme with a wide audience. You can also create your own partner page throughout the year and add events to the RA Calendar.

What does a programme have to comply with?

- The programme connects your own educational practice with the themes of RA Month: the search for space we never saw before and the design of a sustainable, inclusive city play central roles.
- The programme inspires and interests the visitor to RA Month in architecture and spatial development. We also challenge you to connect abstract transition tasks such as climate adaptation, energy transition, densification, technologization, mobility transition, justice and inclusion to tangible spatial developments and design;
- The programme is prepared and produced in-house;
- The programme has no commercial intentions.

COVID-19: online and hybrid

Meeting others and exchanging knowledge are essential for a vital architectural climate, but the current COVID-19 situation makes strict demands on the way we can safely organize these encounters. When submitting a proposal, we ask you to think about the online or hybrid forms that the proposed programme could take. Consider, for example, an online studio presentation or workshop. In this way, RA Month can continue regardless of the coronavirus measures in place.

Another advantage of online or hybrid programming is of course that a larger and more diverse audience can participate in your programme during RA Month! For more inspiration, take a look at the website of the [Stadmakerscongres](#), which took place from November 2020 to February 2021 in hybrid and online form. Many of the programme items can now be viewed again.

Registering

Would you like to submit a proposal for one or more components, do you have a question, or are you curious about the possibilities? Please contact Gijs van der Meer (AIR) no later than **Thursday 11 March** at g.vandermeer@airrotterdam.eu. Based on our expertise as organization, we are also happy to advise on the various options for presenting the programme in a hybrid or online format.

AIR
Architecture Institute Rotterdam

Rotterdam, February 2021