

# WOOD SUMMIT SMÅLAND 2010



NEWSLETTER 8 WOOD 2010

## PRIZE-WINNING ARCHITECT GUESTS WOOD SUMMIT SMÅLAND

WOOD SUMMIT 2010, organised by Virserum Art Museum, takes place in Sweden on 29 and 30 June 2010, and will be attended by internationally renowned architects and social scientists. Riccardo Vannucci, architect with World Architecture Festival winning FAREstudio, will speak on day one of the seminar on the topic of the Architecture of Necessity.

–I see a great danger that the terms sustainability and sustainable cities are being abused, because we are assisting a sort of greenwashing process – the current trend in industry of using the term sustainable to label products. It's a marketing strategy that is inconsistent with the concept. In Italy, everything is sustainable in principle, otherwise you can't sell it.

Does sustainable development require social awareness?

–Yes! It demands a change in our lifestyle that can't be simply imposed. There are political, ie economical, obstacles. 50 per cent of all advertisement in Italy is run by oil or car industries – so how can you say that there is a clear inconsistency between our urban fabric and the car as an object? We must address our model of life of the last 50 years, and it's not easy as those who run the show won't simply say, "you are right and we give up".

Italian Riccardo Vannucci and FAREstudio won the Health category at the 2008 World Architecture Festival in Barcelona with Centre pour le Bien-être des femmes in Burkina Faso.

Read the full interview in the next issue of Virserum Art Museum's printed newsletter.

For more information regarding WOOD SUMMIT 2010, please contact:

Annika Eriksson, producer ark SIR/MSA  
annika@virserumskonsthall.com, +46 (0) 495-315 32

To order a copy of the newsletter, please contact:

Christian Samuelsson, project secretary  
christian@virserumskonsthall.com, +46 (0) 495 315 64

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