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PRESS RELEASE

IAAC Consolidates its Reputation as Center for Excellence and Innovation Launching a New Master in Advanced Interaction

Barcelona, ES (November 2nd, 2016) Following the 15th anniversary from the first edition of the Master in Advanced Architecture, the Barcelona based **Institute for Advanced Architecture of Catalonia (IAAC)** announces that from September 2017 it will be offering a new master program in Advanced Interaction, consolidating its reputation as one of the best centers for international architectural education.

"Today's advances create a scenario where technology has started to be embedded in our everyday life in such ways that it is becoming part of our bodies and surrounding environment, hence overcoming the desktop era," said **Areti Markopoulou, IAAC Academic Director**. *"The Master in Advanced Interaction is a project for exploring how technologies of interaction can support in activating, socializing and establishing new responsive inhabitation models. At the same time IAAC's goal is to contribute on redefining the paradigm of design education and practice within the Information and Experience Age."*

To complete the existing academic offer currently structured around the **Master in Advanced Architecture (MAA)**, the **Master in City & Technology (MaCT)** and the **Open Thesis Fabrication (OTF)** program, IAAC will officially launch a nine-month master oriented in training professionals in the field of Advanced Interaction and accredited by the School of Professional and Executive Development at the **Polytechnic University of Catalonia (UPC)**.

"Today we communicate and interact with smart devices, physical and virtual environments, the Internet of Things. User-generated content mixes with professional contributions," said **Klaus Obermaier, MAI Co-director**. *"In our Age of Participation, mostly driven by social media and gaming but also by interactive arts and performances, passive recipients turn into active participants,*

becoming creative players. Interactive environments go beyond the passive reception by creating an immersive, communicative and social experience."

"*All fields of study and practice require the skills to make meaningful use of available and forthcoming technologies. This is mainly due to the increased adoption of technology in our daily lives,*" follows **Luis E. Fraguada, MAI Co-director**. "*Data and Information now encompass a sort of Metadata Layer which crosses all aspects of our existence. The Master in Advanced Interaction questions the limits of this contemporary technological phenomena and prepares candidates to be the key actors capable of making connections between disciplines where none were possible or even considered before.*"

The new **Master in Advanced Interaction (MAI)**, co-directed by **Luis Fraguada** and **Klaus Obermaier**, will be oriented to graduates wishing to move to Barcelona and develop their design research skills exploring creative uses of technology for experimental and practical purposes.

The **Institute for Advanced Architecture of Catalonia** has evolved from an institution for questioning architecture and territory, to a place where new architectures are conceived. There is a space between the built environment, the territories we inhabit, and the technology we confront, that nowadays needs to be addressed. Therefore, after the successful pilot-program of Advanced Interaction in 2012, the Institute officially launches the **Master in Advanced Interaction**, as a natural evolution of the domains it is looking to further explore.

IAAC is today a center for research, education, production and dissemination, which follows the digital revolution at all scales, to expand the boundaries of architecture and design. The Institute is an experimental and experiential center where one learns by doing, through a test methodology that promotes real solutions and the contact with the industry.

Over the last fifteen years, IAAC has been home to over **1000 students** from more than **70 countries**, who made the Institute an exceptionally international and multicultural place.

IAAC Alumni Community is an active and dynamic network of visionary professionals distributed around the world, promoting principles and applications of Advanced Architecture, exploring new academic and research initiatives, leading award winning practices or working for internationally acclaimed firms and institutions, such as **Foster + Partners**, **Zaha Hadid Architects**, **Carlo Ratti Associati** and **NASA**.

The applications period for all the master programs will open on the **7th of November 2016** and next **IAAC Open Day** on the **2nd of December** will give to candidates interested in pursuing their postgraduate studies in IAAC the chance to discover the Institute, allowing guests to visit the various departments, explore the learning facilities, receive a presentation about the programs and meet the Faculty and Alumni.

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For more information please download the **full press release**.

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Master in Advanced Interaction (MAI)
Duration: 9 months
Applications open November 2016 for October 2017 start

The **Master in Advanced Interaction** is a unique opportunity for Designers, Visual and Performing Artists, Choreographers, Dancers, Interaction Designers, VJs and DJs, Sound Artists, Scenographers, and profiles from related backgrounds to explore creative uses of technology for experimental and practical purposes.

The course is aimed at developing and exhibiting projects, which define meaningful interaction through novel technological solutions, performances, installations a series of installations and performances. The ambition of these projects goes well beyond digital media and is communicated through software and hardware development, solid theoretical foundations, and prototypes completed in IAAC's digital fabrication laboratory.

The theoretical basis of the course is to question how current technology can augment the agency and impact of all kinds of interactions around us. The learning-by-doing research integrates methods used in design, programming and social sciences to produce projects prototypes and products that will define the outer limits of what is possible to do imaginatively with technology today.

Wearables, artificial intelligence, human-machine interaction and augmented environments are some of the key topics, which form the agenda of the Master of Advanced Interaction.

Luis E. Fraguada (Co-Director, MAI). Luis E. Fraguada investigates critical issues in modern society through various modes, including computer programming, digital fabrication, and hardware development. Luis is currently member of the Faculty of Architecture at IAAC in Barcelona, Spain as Lead Professor of the Advanced Interaction Research Studio. Luis joined Built By Associative Data as an associate and the Director of the Barcelona office in 2010. His time there is focused on the research, collection, generation, and classification of relevant data and strategies, which are utilized to guide and formalize project decisions. This work also includes creating custom computational tools for clients while broadening the scope of the office into fashion, product design, and gastronomy.

Klaus Obermaier (Co-Director, MAI). Since more than two decades media-artist, director, choreographer and composer Klaus Obermaier creates innovative works with new media in performing arts, music and installations, highly acclaimed by critics and audience. His inter-media performances and artworks are shown at festivals and theaters throughout Europe, Asia, North and South America and Australia. Since 2006 he is visiting professor at the University IUAV of Venice/Italy, since 2013 also at Babes-Bolyai University in Cluj-Napoca/Romania teaching interactive arts and performances. He gives lectures at international universities and institutions. He lives in Vienna, Barcelona and Venice.

For more info visit:
https://iaac.net/educational-programs/master-in-advanced-interaction/

Master in Advanced Architecture (MAA)
Duration: 9 or 18 months
Applications open November 2016 for October 2017 start

The **Master in Advanced Architecture** confirm itself as an innovative structure focusing on three select **Research Lines**: **Intelligent Cities** led by **Willy Müller**, **Self-sufficient Buildings** led by **Enric Ruiz Geli** and **Digital Matter - Intelligent Constructions** led by **Areti Markopoulou**.

The program, since 15 years, brings together students and faculty from different disciplines and origins, towards the creation of a networked hub dedicated to research and innovation for the habitability of the 21st Century.

In order to allow the highest quality and applied research, the Master in Advanced Architecture proposes a **multidisciplinary and multi-scalar approach**, considering architecture as a transversal field, for which it is imperative to integrate research and applications with the knowledge of specialists from a diversity of fields of expertise.

The MAA program is oriented at graduates who wish to commit and develop their design research skills in the context of new forms of practice within architecture and urbanism, ranging from large-scale environments to tectonic details and material properties.

Areti Markopoulou (Director, MAA). Areti Markopoulou is a Greek architect, educator and urban technologist working on the intersection between architecture and digital technologies. She is currently the Academic Director at IAAC in Barcelona, one of the leading international platforms for education. Areti is also co-editor of the Urban Next, a global network focused on rethinking architecture through the contemporary urban milieu, and co-founder of StudioP52, a collective arts & tech gallery. Her research and practice design explores new architectural models that incorporate the application of ICTs, Material Intelligence and Fabrication, allowing built and public space to dynamically adapt to behavioral and environmental changes over time.

For more info visit:
https://iaac.net/educational-programs/master-in-advanced-architecture/

Master in City and Technology (MaCT)
Duration: 9 months
Applications open November 2016 for October 2017 start

In an effort of understanding the needs for the habitability of the 21st century cities and the significant role of technology for the formation of the new urban environments, IAAC proposes the **Master in City & Technology**, a program oriented in training change makers that **city government administrations**, the **industry** and **communities** need in order to develop projects for the transformation of the cities.

From urban planning to urban management and citizen-based services, the Master in City & Technology foresee **new city economy** and **new city management models** through the creation of efficient, responsive, decentralized, productive and hyper connected systems to be implemented in order to build the city of the future.

The Master in City & Technology program is oriented to engineers, architects, designers, economists, sociologists, entrepreneurs and graduates related with the transformation and management of cities and technologies of information.

The program will be developed with the collaboration of companies and industry, such as **Audi Urban Future Initiative**, StylePark, **Foster + Partners**, **Carlo Ratti Associati**, InAtlas, **Mobility In Chain**and working on the base of real case studies.

Areti Markopoulou (Director, MaCT). Areti Markopoulou is a Greek architect, educator and urban technologist working on the intersection between architecture and digital technologies. She is currently the Academic Director at IAAC in Barcelona, one of the leading international platforms for education. Areti is also co-editor of the Urban Next, a global network focused on rethinking architecture through the contemporary urban milieu, and co-founder of StudioP52, a collective arts & tech gallery. Her research and practice design explores new architectural models that incorporate the application of ICTs, Material Intelligence and Fabrication, allowing built and public space to dynamically adapt to behavioral and environmental changes over time.

For more info visit:
https://iaac.net/educational-programs/master-in-city-technology/

Open Thesis Fabrication (OTF)

Duration: 6 months
Applications open November 2016 for September 2017 start

In the framework of widening the possibilities of research and production in IAAC, and the further implementation of our platform of development between academy and the real-world application, research and the industry, focusing and developing the potentiality towards a marketable product, IAAC organizes the Applied Research postgraduate program **Open Thesis Fabrication.**

The aim of the program, in line with the opportunity of making a difference, is to develop research to be applied through pilot projects, products for marketing and/or patents. This will be obtained through the common goal of researching of different fabrication techniques, materials and form, towards the implementation of large-scale prototypes, understanding the potentials of digital fabrication coupled with the emerging needs of current society and the market.

IAAC OTF develops the applied research in partnership companies, whose involvement vary according to project focus. These companies consist in **Ceràmica Cumella**, Cricursa, Tecnalia, Eurecat, **Santa&Cole**, **Roca**, **ABB**, **Breinco**.

Alexandre Dubor (Co-director, OTF). Alexandre Dubor is a researcher expert in digital and robotic fabrication currently working at IAAC as teacher and project manager in R+D. He studied in architecture and engineering (Ma. ENSAVT / ENPC, postMa. IAAC) and have worked in the past at Studio Libeskind, Atenastudio, iDonati, AREP and Appareil. He's a multidisciplinary designer exploring the potential raised by digital tools for the improvement of the build environment.

Edouard Cabay (Co-director, OTF). Edouard Cabay is a registered architect at the Catalan College of Architects in Spain and is graduated from the Architectural Association School of Architecture in London. After gaining professional experience in London, Tokyo and Brussels, he founded Appareil in Barcelona in 2011. In parallel to practice, he currently teaches at the Institute for Advanced Architecture of Catalonia in Barcelona as Senor Faculty and director of the Open Thesis Fabrication Program. He has held senor-teaching positions at the Architectural Association, the Ecole Speciale d'Architecture and the Ecole Polytechnique Fédérale de Lausanne.

For more info visit:
https://iaac.net/educational-programs/postgraduate-open-thesis-fabrication/