

# THE BRUTALIST TURN

AN INTERNATIONAL  
CONFERENCE ON CONCRETE  
ARCHITECTURE

14–16.4.2019

**DAY 1**  
**SUNDAY, 14 APRIL, 2019**  
TEL AVIV UNIVERSITY  
MEXICO BUILDING, ROOM 206C

**1:30 PM**  
**GREETINGS**  
**DR. ARCHITECT EFRAT BLUMENFELD-LIEBERTHAL**,  
Head of the Azrieli School of Architecture,  
Tel Aviv University  
**PROF. ARCHITECT ERAN NEUMAN**, Azrieli School of  
Architecture, Tel Aviv University and Director of the Azrieli  
Architectural Archive, Tel Aviv Museum of Art

**1:45-2:00 PM**  
**PLENARY SESSION 1**  
**THE BRUTALIST TURN – WELCOMING REMARKS**  
**PROF. ARCHITECT ERAN NEUMAN**, Conference Chair

**2:00-4:00 PM**  
**SESSION 1**  
**THE BRUTALIST DISCOURSE**  
Session Chair: **ARCHITECT GILI SHAPIRA**, the Azrieli  
Architectural Archive, Tel Aviv Museum of Art  
**PROF. LAURENT STALDER**, GTA, ETH Zurich  
**BEHIND THE IMAGE**  
**PROF. VLADIMIR KULIC**, Iowa State University  
**BRUTALISM AND SOPHISTICATION: THE ELASTICITY OF CONCRETE**  
**IN 1960S BELGRADE**

**MR. OLIVER ELSE**, Deutsches Architekturmuseum,  
Frankfurt  
**1966: MONSTERS WITHOUT THEORY**

**4:00-4:30 PM**  
**COFFEE BREAK**

**4:30-6:30 PM**  
**SESSION 2**  
**THE SOCIAL ETHICS OF BRUTALISM**  
Session Chair: **DR. ARCHITECT TALIA MARGALIT**,  
Azrieli School of Architecture, Tel Aviv University  
**PROF. ARCHITECT DIRK VAN DEN HEUVEL**, TU Delft and  
Het Nieuwe Instituut, Rotterdam  
**BRUTALISM AND THE WELFARE STATE: HISTORIES OF**  
**DISPLACEMENT 1952-2017**

**DR. ARCHITECT ROY KOZLOVSKY**, Azrieli School  
of Architecture, Tel Aviv University  
**BRUTALISM FOR CHILDREN**

**PROF. NOAH CHASIN**, Columbia University, NYC  
**HAS BRUTALISM EVER BEEN ETHICAL?**

**6:30-7:00 PM**  
**COFFEE BREAK**

**7:00-9:00 PM**  
**MEXICO BUILDING, FASTLICHT AUDITORIUM**

**KEYNOTE LECTURE**  
**ARCHITECT ZVI HECKER**, Hecker Architects, Berlin  
**SOCIALIZED BRUTALISM**

**DAY 2**  
**MONDAY, 15 APRIL, 2019**  
SITES IN BEERSHEBA  
AND BEN-GURION UNIVERSITY OF THE NEGEV, BEERSHEBA,  
ROTEM HALL, ZLOTOWSKI STUDENT ADMINISTRATION BUILDING

**PLENARY SESSION 2**  
**BRUTALISM ONSITE: STUDYING BEERSHEBA'S**  
**BRUTALIST ARCHITECTURE**

**02:00 PM**  
**BEN-GURION UNIVERSITY OF THE NEGEV, BEERSHEBA,**  
**ROTEM HALL, ZLOTOWSKI STUDENT ADMINISTRATION BUILDING**  
**GREETINGS**  
**DR. SARA OFFENBERG**, Department of Arts, Faculty of the  
Humanities and Social Sciences, Ben-Gurion University of  
the Negev, Beersheba

**2:00-04:00 PM**  
**SESSION 3**  
**BRUTALISM MIGRATES**  
Session Chair: **PROF. NURIT ALFASI**, The Department of  
Geography and Environmental Development, Ben-Gurion  
University of the Negev, Beersheba

**DR. INBAL BEN-ASHER GITLER**, Sapir Academic College,  
Sderot, Ben-Gurion University of the Negev, Beersheba  
**RAM KARMI'S ASSIMILATION OF BRITISH NEW BRUTALISM FOR**  
**BUILDING THE NEGEV CENTER, 1960-1963**

**DR. ARCHITECT EREZ GOLANI SOLOMON**, Keio University, Tokyo,  
Bezalel Art Academy, Jerusalem  
**THE MIGRATION TO AND EARLY NATURALIZATION OF BRUTALIST**  
**ARCHITECTURE IN JAPAN**

**MS. ANNA KATS**, Museum of Modern Art, NYC  
**BRUTALISM IN-BETWEEN: SVETLANA KANA RADEVIĆ**  
**IN AND OUT OF YUGOSLAV CONTEXT**

**04:00-04:30 PM**  
**COFFEE BREAK**

**04:30-06:30 PM**  
**SESSION 4**  
**BRUTALISM BEYOND FORM**  
Session Chair: **MS. ADI ENGLMAN**, Marcel Art Projects

**DR. ARCHITECT DUFFY E. HALF**, University of Pennsylvania  
**A NEW MATERIALITY IN PRAISE OF THE ORDINARY:**  
**PALESTINE-ISRAEL, 1940-1966**

**PROF. ARCHITECT ALEXIS MEIER**, Institut National des  
Sciences Appliquées de Strasbourg - AMUP Lab  
**MORPHOGENESIS AND MEANING PHENOMENON IN**  
**BRUTALIST ARCHITECTURE**

**DR. ARCHITECT DANA MARGALITH**, Azrieli School of  
Architecture, Tel Aviv University  
**ISRAELI BRUTALISM: RAM KARMI'S DESIGN FOR THE**  
**NEGEV CENTER IN BEERSHEBA**

**DAY 3**  
**TUESDAY, 16 APRIL, 2019**  
TEL AVIV'S CENTRAL BUS STATION  
AND TEL AVIV MUSEUM OF ART  
AZRIELI ARCHITECTURAL ARCHIVE

**09:00-11:00 AM**  
**TEL AVIV'S CENTRAL BUS STATION**  
**PLENARY SESSION 3**  
**BRUTALISM ONSITE: STUDYING TEL AVIV'S CENTRAL BUS STATION**

**11:30 AM**  
**TEL AVIV MUSEUM OF ART**  
**AZRIELI ARCHITECTURAL ARCHIVE**  
**GREETINGS**  
**MR. DORON RABINA**, Chief Curator, Tel Aviv Museum of Art

**11:30-1:30 PM**  
**SESSION 5**  
**BRUTALISM, IDENTITY AND MEMORY**  
Session Chair: **ARCHITECT YONNI AVIDAN**, the Azrieli  
Architectural Archive, Tel Aviv Museum of Art

**PROF. ARCHITECT ALONA NITZAN-SHIFTAN**, Technion – Israel  
Institute of Technology  
**TEL AVIV MUSEUM: THE ISRAELI MONUMENTALITY OF**  
**THE EVERYDAY**

**DR. ARCHITECT FATINA ABREEK-ZUBIEDAT**, Technion – Israel  
Institute of Technology  
**CASTING CONCRETE AND DEFINING URBAN CITIZENSHIP IN**  
**GAZA CITY: THE RASHAD SHAWA CULTURAL CENTER AND SHEIKH**  
**RADWAN NEIGHBORHOOD AS A CASE STUDY, 1967-1982**

**LANDSCAPE ARCHITECT EFRAT HILDESHEIM**, Azrieli School of  
Architecture, Tel Aviv University  
**LANDSCAPE, SPACE AND WHITEWASHED BÉTON: HABIK'A WAR**  
**MEMORIAL AT THE BORDERROADSCAPE OF ROAD NO.90**

**1:30-3:00 PM**  
**LUNCH BREAK**

**3:00-5:00 PM**

**SESSION 6**  
**THE MEDIUM OF BRUTALISM**  
Session Chair: **MS. MEIRA YAGID-HAIMOVICH**,  
Tel Aviv Museum of Art

**DR. NISSIM GAL**, Department of Art History,  
University of Haifa  
**CONCRETE SCULPTURE: BETWEEN BRUTALIST ETHICS**  
**AND AESTHETICS**

**ARCHITECT AYA PERI BADER**, Azrieli School of Architecture,  
Tel Aviv University  
**EXISTENTIAL BRUTALISM: LIVED, BUILT AND EMOTIONAL**  
**RESIDENTIAL ENVIRONMENTS IN ISRAELI CINEMA**

**PROF. ARCHITECT ALESSANDRA PONTE**, Université de Montréal  
**MONTREAL: MÉSODESIGN/TOTAL INFORMATION**

**5:00-5:30 PM**  
**COFFEE BREAK**

**5:30-6:30 PM**

**PLENARY SESSION 4**  
**CONCLUDING DISCUSSION**

ADMISSION IS FREE. For registration please contact architect Gili Shapira: GiliS@tamuseum.com



מוזיאון תל אביב לאמנות  
Tel Aviv Museum of Art

