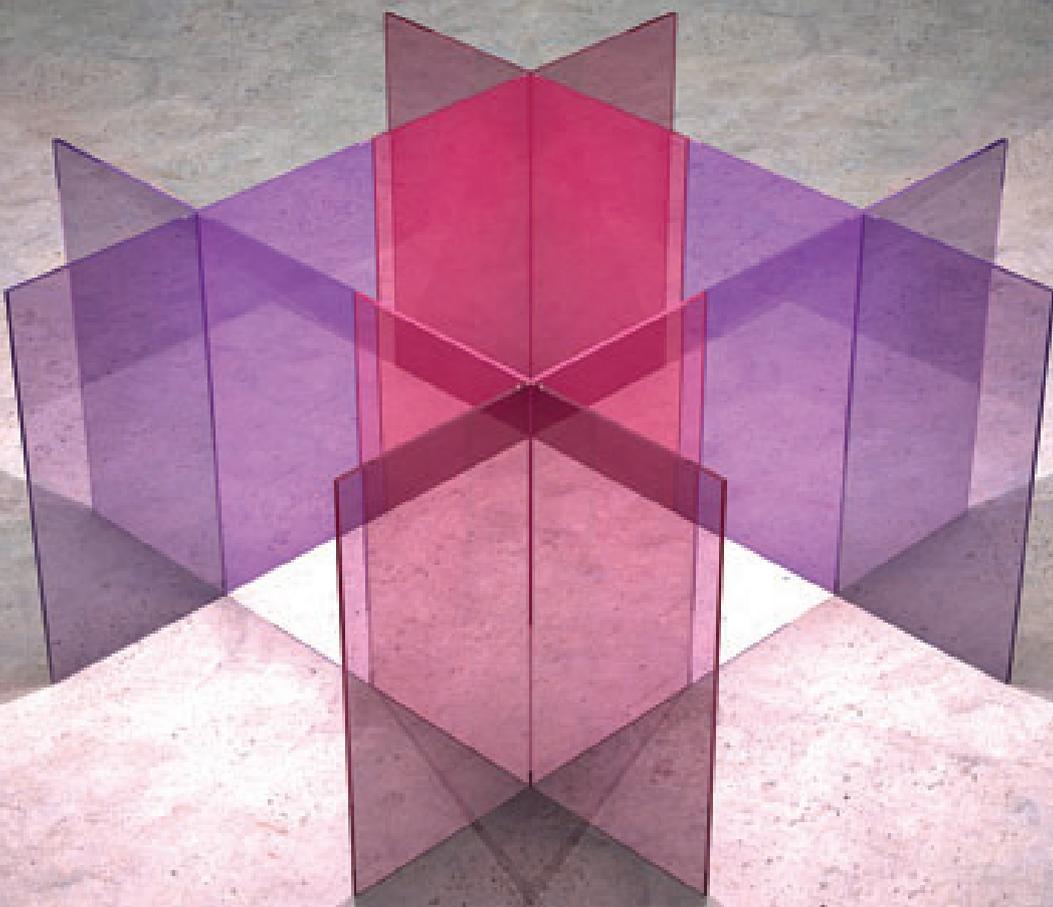


LONDON, November 20th & 21st 2008
The Queen Elizabeth II Conference Centre

International Conference on
EXCELLENCE IN THE HOME
FROM HOUSE TO HOME



CONFERENCE PROGRAMME

What makes the space we live in a home?

The Architecture of the Home

www.homerenaissancefoundation.org

Organised by:

Fundación Rafael Escolá



HOME RENAISSANCE FOUNDATION
RENEWING THE CULTURE OF THE HOME



EXCELLENCE IN THE HOME
FROM HOUSE TO HOME

EXCELLENCE IN THE HOME 2008: *From House to Home*

- What makes the space we live in a home?
- How can we evolve building and interior design to improve living spaces?

Conference Vision

As Winston Churchill once said, 'We shape our buildings and afterwards our buildings shape us'. Where we live - our house - plays a significant role in the development of our lives. It is where our future is moulded, where we learn to live with others, where our values are defined, where we seek refuge, protection and security.

But the house, that particular space shaped by architecture, transcends the physical space that it occupies and the material of which it is built. It is our mission to explore the difference between a house and a home. By what extraordinary process does a lair become a home?

A home provides security, people who can be trusted and a set of values that remain constant whatever the turbulence and confusion of everyday life. The breakdown of the family, emigration, the loneliness of the elderly, the consequences of professional mobility, all threaten the very concept of home, especially for our younger generation.

The focus of architects and interior designers is mainly on the physical aspects of space and design. But the concept of home is so much wider. The ideal of Home Renaissance Foundation is to encompass anthropological aspects, the management of space and time, the home as a workplace, the home's inhabitants and its evolution.

We intend to become the main source of interdisciplinary research on home-related issues. It is our vision to restore the home to being the place in which each individual is respected and encouraged, thus enabling change in the direction of a more humane society.

Organisers

The Conference is organised by Home Renaissance Foundation, in conjunction with Rafael Escolá Foundation.

Home Renaissance Foundation is a registered charity, whose aim is to promote and develop greater recognition of the importance of the work required to create a home which meets the fundamental needs of individual and family and its crucial role in creating a more humane society. (Registered charity no. 1120138, company registration no. 05974193)

Rafael Escolá Foundation aims to contribute to the ethical and technical training of professionals in the fields of engineering, architecture and the environment, through offering grants for training and research. It also supports work in universities, conferences and publications in these fields.

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Conference Chairman

**Bryan Sanderson
CBE**

Chairman of
Home Renaissance
Foundation



WELCOME LETTER FROM THE CHAIRMAN

Welcome to the second international conference in the Excellence in the Home series!

We are very happy to have so many distinguished people from so many countries gathered here in London.

Over the next two days we will be studying the vital role the home plays in shaping the lives and meeting the fundamental needs of the individual, the family and society as a whole. The fundamental question of 'what makes the space we live in a home?', is one worth answering if, as study and research show and as we believe, the well-being of each person and the welfare of society begins in the home.

We will see how the physical structure influences the way a home can be created, how the interior and exterior space impacts on an individual's well-being and development and why management skills are critical in the running of a home. It is clear that for most people, the home is where one seeks to find security; where one can be trusted and be certain of finding a set of values that remain constant despite the instability or confusion that can be brought about by everyday life.

And so, in a society where sadly the role of the home is so often eroded or at least neglected, our hope is that Excellence in the Home: From House to Home will promote a greater knowledge and understanding of, and appreciation for the work of the home, thus attuning political agendas so that the reality of the home reclaims its important role in society, ultimately so as to make it more humane.

I hope that this innovative and visionary conference will inspire you and your organisations!

A handwritten signature in black ink that reads "Bryan K Sanderson".

Bryan Sanderson CBE

Bryan Sanderson graduated from the London School of Economics where he gained a BSc in Economics. He has been awarded a CBE, holds Honorary Degrees from the Universities of Sunderland and York and is an Honorary Fellow of the Institute of Chemical Engineers. Following his studies Bryan did two years' voluntary service with the UN in Peru, after which he joined BP. He held a number of positions, including Senior Representative for South East Asia and China, based in Singapore before being appointed CEO of BP Chemicals and managing director of BP. Following his retirement from BP in 2000, Bryan held the post of Chairman of the Learning and Skills Council for four years, of BUPA for five years, of Standard Chartered Bank for three years and of Northern Rock between October 2007 and February 2008. He was formerly vice-Chairman of the Court of the LSE where he remains as a Governor, and Chairman of Sunderland Football Club plc. Bryan is currently the Chairman of the Sunderland Area Regeneration Company, a director of Durham County Cricket Club, a Trustee of The Economist and Chairman of Home Renaissance Foundation.

www.homerenaissancefoundation.org

CONFERENCE AGENDA

Day 1: Thursday 20th November 2008

09:15 - 10:00	Registration and Coffee		
10:00 - 10:15	Introduction from Chairman Bryan Sanderson CBE		Chairman of Home Renaissance Foundation
10:15 - 11:15	Plenary	Man, a being who needs a home. The house as architecture of the home	Keynote Speaker Lawrence Barth Professor of Urbanism, Graduate School of the Architectural Association
11:30 - 12:30	Plenary	The home of the future	Keynote Speaker Charles Handy Writer, broadcaster and lecturer
12:45 - 14:15	Buffet Lunch		
14:15 - 15:45	Panel Discussion	Home management	Panel Chair Maria Julia Prats Professor of Entrepreneurial Management, IESE Business School
15:45 - 16:15	Afternoon Tea		
16:15 - 17:00	Plenary	Interior design: domestic aesthetics - The kitchen as the hub of the home	Keynote Speaker Sebastian Conran Managing Director of Studio Conran (Brand & Merchandise development division of the Conran Group)
17:15 - 18:00	Plenary	The Home as a holistic project	Keynote Speaker Lorenzo Apicella Partner of Pentagram

Day 2: Friday 21st November 2008

09:15 - 10:00	Registration and Coffee		
10:00 - 10:15	Welcome from Chairman Bryan Sanderson CBE		Chairman of Home Renaissance Foundation
10:15 - 11:45	Panel Discussion	Humanity in city planning	Panel Chair Beatriz Plaza Senior Lecturer in Applied and Regional Economics, University of the Basque Country
11:45 - 12:00	Coffee		
12:15 - 13:15	Plenary	Home in the city	Keynote Speaker Piers Gough Architect, CZWG Architects LLP (Founding Partner)
13:30 - 15:15	Buffet Lunch		
15:30	Closing remarks by Chairman Bryan Sanderson CBE, and end of conference		Chairman of Home Renaissance Foundation

PLENARY SESSIONS



PLENARY ONE

Thursday 20th November 10.15 - 11.15

Keynote Speaker **Lawrence Barth** Professor of Urbanism, Graduate School of the Architectural Association



Man, a being who needs a home. The house as architecture of the home

Brief:

Our lives as creatures of nature and society require foundations to be laid in particular places. The idea of home is derived from memories and cultural influences. The role of the home is crucial in the formation of our personality. Architecture has an impact on the home. To create a home requires a building, cultural traditions and the appropriate space. Home, house and place. A home is a place of refuge. The place where the natural world and man's fundamental needs meet: the material construction in a natural environment. Man needs to live with others in a community. A house in a town therefore has a social dimension, both public and private.

Lawrence Barth

Lawrence Barth, a professor of Urbanism at the Graduate School of the Architectural Association, has placed the Housing and Urbanism Programme at the interface of architecture and urban strategy. He has written and lectured widely on the city and social theory, and is particularly interested in the role of housing and neighbourhoods in the urban process. He is an independent consultant urbanist for cities, design practices and research institutes and has collaborated with diverse architects and landscape architects, including Zaha Hadid, Gustafson Porter, Balmori Associates and S333. He participates in an international research network on the growth of global megacities and the urban transformations associated with the knowledge economy. He is a member of the UK's Academy of Urbanism.

PLENARY TWO

Keynote Speaker

Charles Handy

Writer, broadcaster and lecturer

Thursday 20th November 11.30 - 12.30



Photo: Elizabeth Handy

The home of the future

Brief:

The home of the future is starting to resemble the home of the past, as more people bring part of their work, their studies and their play into the home. Charles Handy will demonstrate how this is an opportunity as well as a challenge, because, well-managed, it makes the home the ideal school for life.

Charles Handy

Charles Handy is a writer, broadcaster and lecturer. To date his books have sold 2 million copies worldwide. His latest books include his memoir 'Myself and Other More Important Matters' and 'The New Philanthropists: Making a Difference' with photographs by his wife, a professional photographer. This is a sequel to their earlier book 'The New Alchemists' profiling successful entrepreneurs in all walks of life. He has been an oil executive with Shell, a business economist, a professor at the London Business School, the Warden of St. George's House in Windsor Castle and the Chairman of the Royal Society of Arts. He is also known in Britain for his Thoughts for Today on the BBC radio breakfast show 'Today'

PLENARY THREE

Keynote Speaker

Sebastian Conran

Managing Director of Studio Conran

(Brand and Merchandise development division of the Conran Group)

Thursday 20th November 16.15 - 17.00



Interior design: domestic aesthetics - The kitchen as the hub of the home

Brief:

Interior design as a discipline. Ergonomics of domestic work. User friendly installations which facilitate mobility. The home needs to move with the dynamics of change. The evolution of the home.

Sebastian Conran

In 1986 Sebastian started his own design business, Sebastian Conran Associates (SCA), a product and brand development consultancy that worked with a variety of international businesses. In 1992 he started a separate partnership with designer Tom Dixon. In 1999 SCA merged with the Conran

Group to form Conran & Partners - Studio Conran is the Brand & Merchandise development division of the Conran Group. Sebastian's main area of expertise is design strategy and commercial application and many of his technical innovations have been patented. The work of the studio he leads has received many design, marketing and innovation awards. He is an Honorary Fellow of the Royal College of Art, a Fellow of the Royal Society of Arts, a Fellow of the Institute of Packaging and a Fellow of the Chartered Society of Designers. He is also a trustee of D&AD, a trustee of the Conran Foundation, a founding Trustee of the Design Museum, a participant in the Sorrel Foundation's Joinedupdesign for Schools initiative; an ambassador for the children's charity ICAN, and to ACID, the anti-copying in design organisation; Liveryman of the Worshipful Company of Pewterers (chairing the annual design awards) a founding member of the Government's Home Office Design Against Crime taskforce.

PLENARY FOUR

Keynote Speaker

Lorenzo Apicella

Partner of Pentagram

Thursday 20th November 17.15 - 18.00



The Home as a holistic project

Brief:

Good design influences and enhances people's behaviour. Harmonious design in a house leads to the creation of a home. Agreeable surroundings inspire an appreciation of beautiful things. People need comfort for their personal development. Balancing the physical and cultural context of the home.

Lorenzo Apicella

Lorenzo Apicella studied architecture at Nottingham University, Canterbury College of Art and the Royal College of Art in London. In 1981 he joined Skidmore Owings and Merrill as assistant designer for the 70-story Allied Bank Plaza Building in Houston,

Texas. On return to London he worked with CZWG Architects and was appointed to lead international architecture, design and exhibition projects for Imagination. In 1989 he established his own practice, Apicella Associates and in 1998 brought his team to Pentagram where he became a Partner in the London office. In 2006, he and his design team relocated to the Pentagram San Francisco office. Lorenzo's recent work includes the design of buildings, mobile structures, interiors, exhibitions and events. Published projects include many award-winning designs. Lorenzo has chaired a number of RIBA and Civic Trust awards juries and the AIA awards for Southern California in San Diego. He has been a visiting lecturer at numerous schools of architecture and a regular tutor at the Graduate School of Architecture at Oxford Brookes University. He is a member of the RIBA, and a Fellow of both the Chartered Society of Designers and The Royal Society of Arts.

PLENARY FIVE

Keynote Speaker

Piers Gough

Architect, CZWG Architects LLP (Founding Partner)

Friday 21st November 12.15 - 13.15



Home in the city

Brief:

Houses, flats, residential complexes join to create that other home—the city—in which life takes place. However, high density, speculation or budget restraints have given rise to an impersonal and purely mathematical definition of residential units. They are thought of as market products or social housing quotas for politicians, but not as tools to promote better quality of life. In this context, developers, public institutions and individuals fight to accomplish a model of living without the chance to choose a model of house or a concept of home... And diversity is so huge that customisation is almost a dream. How can we combine mass necessities with unique needs? How can we provide enough living space when housing has become unaffordable? Is the idea of home a utopia in this situation?...Or on the contrary, the way to overcome it?

Piers Gough

Piers studied at the Architectural Association in London. In addition to designing CZWG's extensive portfolio of buildings and masterplans, Piers has lectured extensively in Europe, North and South America, Australia and China. He is a regular contributor to the architectural press, newspapers, magazines, radio and television including presenting Channel 4's Shock of the Old series. He has judged a number of architectural competitions, including the Stirling Prize in 2005. He has been president of the Architectural Association and on its Council (1990-99), on the Advisory Committees for the London Docklands Development Corporation and the Commission for Architecture and the Built Environment. Piers' professional appointments and distinctions include Kent Design Champion, Board member of the South East England Development Agency (SEEDA), Royal Academician, Commissioner of English Heritage.

PANEL DISCUSSIONS: HOME MANAGEMENT

BRIEF

What definitively turns a house into a home is the care of others within that vital space. Without that activity, even when a space encompasses all the physical and aesthetical elements proper to a home, something essential is lacking.

The person can only find fulfilment within the home when the house is 'made to work' for them, i.e. when its resources and potentialities are successfully managed for the benefit and well-being of those living there. The home is a space that once constructed needs to be managed.

Effective home management depends on the attitude of the manager, and secondarily on his or her technical and managerial abilities. That attitude is the understanding that in servicing the basic needs of the person through the work of the home, the home-maker creates the conditions for well-being, allowing each individual to fully become themselves. To this end, and amid the complexities and constraints of modern living, the home manager will hone and bring into play a host of creative and managerial talents to create excellence on a daily basis.

PANELISTS



MARIA JULIA PRATS

Professor of Entrepreneurial Management,
IESE Business School

Being professional at home

Maria Julia Prats, head of the Department of Entrepreneurship, IESE Business School (Barcelona), teaches courses on open enrolment programmes as well as company programmes for companies such as Henkel, Randstad, BBVA and Telefónica, among others. Her primary area of interest is the entrepreneurial process which includes the identification, evaluation and implementation of opportunities in any context. Central to this work is the development of strategies and systems that help established firms achieve profitable growth. Over the years she has had the opportunity to develop both areas of interest through teaching, research projects and consultancy work. Maria Julia was nominated Kauffman Emerging Scholar for her dissertation work and has published in international journals and congress proceedings, both for practitioners and for the academic community. She has also authored teaching materials and contributions to several books on entrepreneurship and strategy related topics.



MONICA LINDSTEDT

Founder, owner and Chair of Hemfrid
I Sverige AB

Outsourcing for the home

Monica Lindstedt, born in 1953, lives in Sweden and has attained an MBA from the Stockholm School of Economics. Monica Lindstedt is the founder, owner and Chairman of Hemfrid I Sverige AB - a company started in 1996 that provides housekeeping and other services related to the home, ranging from childcare and taking care of elderly people, to services such as window cleaning and gardening. Hemfrid now has more than 700 employees and a turnover of 120 million Swedish Krona (2008). Monica is also co-founder of the Swedish daily newspaper Metro and a former Board member of the Swedish Post and Stockholm Stock exchange.



JANINE NAHAPIET

Associate Fellow of Templeton College,
University of Oxford and of Saïd Business School

The importance of creating a context for developing relationships

Janine Nahapiet specializes in the links between strategy and organization. Her activities focus on organization theory and design with a particular emphasis on the challenge of managing effectively across boundaries, within and between firms. She is well known internationally for her influential work on social capital and its significance for organizations. Her co-authored paper 'Social capital, intellectual capital and the organisational advantage' was selected by the Academy of Management as the best article to appear in the prestigious Academy of Management Review in 1998. It has recently been identified as the second most cited article in Economics and Business published during the last decade and the fifth most influential strategic management article published in the last 26 years. Now in her portfolio career she continues her long association with the University of Oxford as an Associate Fellow at Templeton and at the Saïd Business School, enabling her to focus all her research, teaching and consultancy on her chosen agenda with an international network of colleagues. This agenda is Organizing for the 21st Century with a particular emphasis on relational perspectives. Current projects include work on partnering, virtual teams, organisational practices that build human and social capital, and leading, managing and governing networked enterprise. Janine speaks regularly at international conferences, both practitioner and academic.



IGNACIO AIZPÚN VIÑES

General Manager of ATAM (Association of
TELEFÓNICA for the Care of Disabled People)

A better life at home with technology

Ignacio Aizpún Viñes is General Manager of ATAM (Association of TELEFÓNICA for the Care of Disabled People) - a company promoting labour force integration in three fields: industrial laundering, telecommunications and assembly of industrial components - and is involved in the management of residences, adult day-care centres, occupational centres, schools of special education and clinical services within various cities in Spain. In the past Ignacio has worked extensively in the area of Sales; as Delegation Manager of TERRAIN S.D.P. S.A. (a construction materials company) and as Sales Director of EXTRUSA - a PVC production company. He was General Manager at the Fundación Laboral de la Construcción in Navarre, Spain (1993-1997) and Deputy General Manager of PRODINVER Construction Company. At the same time he was Vice-President of SETENASA - a company providing assistance services for elderly people. He acts as a consultant for the regional government of Navarre for the planning of economic and sectorial education programmes and has received an award from the Spanish Technical Architects Association for his work in the area of innovation and investigation. He also lectures in various congresses and forums at national and international level, covering topics such as quality management, management of the prevention of accidents at work and corporate social responsibility. He has worked as President of the Association of Private Assisting Centres for the elderly of Navarre (ACAPNA) (1997-2001) and a teacher at the 'Leading and Planning of Social Services' Master Programme, University of Coruña (2001-2002).

PANEL DISCUSSIONS: HUMANITY IN CITY PLANNING

BRIEF

What is people/children/family-friendly urban planning? What type of household services should be within pedestrian access? Does pedestrian accessibility increase quality of life? Are all urban regeneration schemes family-friendly, and does the public and/or private developers dilemma make any difference from a friendly urban landscape perspective? Does culture have anything to say? These and other questions will be addressed.

PANELISTS



BEATRIZ PLAZA

Senior Lecturer in Applied and Regional Economics, University of the Basque Country

**From home to city planning:
interactions, synergies and tensions**

Beatriz Plaza is Senior Lecturer in Applied and Regional Economics at the University of the Basque Country. Beatriz's various research interests include urban regeneration, cultural policy, the economic impact of museums and the art market. She has had numerous articles and discussion papers published in scholarly journals and has on several occasions been a visiting academic in other institutions such as the London School of Economics and the University of Manchester. She has been Fulbright Scholar to the Salzburg Seminar (Fulbright Commission, 1993) and referee of the ISI International Journal of Urban and Regional Research (2002-2006). She remains so for the ISI journal Urban Studies (2006-). She served as Director of the Basque Government's Foreign Trade Qualification Programme and is now co-director of the Doctorate Programme entitled "Public Policies in the European Union" - "Políticas Públicas en la Unión Europea", at the University of the Basque Country. Beatriz is also involved at a practical level in the art4pax Foundation, for the promotion of cooperative arts.



MICHAEL HEBBERT

Professor of Town Planning, University of Manchester

**Analysing trends in the design of cities:
Family housing in the UK**

Michael Hebbert is Professor of Town Planning at the University of Manchester. Born in Glasgow and educated at Stonyhurst College Lancashire, he read history at Merton College Oxford and took a PhD in geography with Peter Hall at Reading University. A chartered town planner, he has taught at Oxford Brookes University and the London School of Economics. He has wide research interests in the design and governance of cities and in the history of town planning and has written extensively on London planning and government. In 1998-2000 he held the Built Environment fellowship of the Royal Commission for the Exhibition of 1851, beginning a period of research on urbanism and the street, which continues today. He is editor of the Elsevier research journal Progress in Planning and chaired the design review panel for London Crossrail.



JUAN IGNACIO VIDARTE

Director General of the Guggenheim Museum Bilbao

**The regeneration of Bilbao:
A paradigm for cities in the 21st century**

Juan Ignacio Vidarte Director General of the Guggenheim Museum Bilbao is married and has two daughters. As Director of the Institute for Regional Research of Bizkaia (1986-1988), he was appointed Director General for Regional Development of the Provincial Council of Bizkaia (1988), a position he held until 1989, when he was appointed Director General of Tax and Financial Policies (Bizkaia). In 1992 he became Director of the Consortium for the Guggenheim Bilbao Project, in charge of managing construction and installation of the Museum in Bilbao and in 1996 Director General of the Museum, a position he currently holds; the Museum has since received numerous awards and prizes. He has published many articles and delivered talks on subjects such as the Museum's management model and its economic impact including his appearance as guest speaker before the British House of Commons, where he delivered a paper entitled The Bilbao Effect. He has also been invited to participate in national and international conferences and encounters such as the Brussels Capital of Europe seminar, organised by the European Commission.



PAUL ASKEW

Strategy Consultant

Who decides on the plan?

Paul Askew is a strategy consultant and a founder director of the Whetstone Group which specialises in concept formation, market testing and business planning both for the public and private sector. During the last few years Paul has led the Whetstone team advising on the feasibility of a range of regeneration projects - both urban and rural - and the promotion of UK design to businesses here and overseas. A recent and current example includes a strategy for the legacy use of the 2012 Olympic press and media centre as a spur to the development of the film and media sector in east London. Paul's career began in market research and, before setting up his own firm, he was a director for 15 years of the leading research and strategy consultancy group, SRU. He has a degree in politics from Durham University. His voluntary roles have included being an advisor to the London International Festival of Theatre and the Business Arts Forum, acting as Vice-Chairman of The Smithfield Trust - the ECI-based amenity group, being a primary school governor in Lambeth, and chairing a big inner-urban community sports club which has one of the largest children's sections in the country.

SCIENTIFIC COMMITTEE



Rafael Alvira
Professor of Philosophy



**Maria Antonia
Frias-Sagardoy**
Architect



Elizabeth Andras
Home-maker



Prue Leith OBE
Founder of Leith's Good Food and Leith's
School of Food and Wine



Dr. Mark Blackwell
Consultant Psychiatrist



Tom Macartney
Chairman of Northern Architecture



Javier Castañón
Architect, RIBA



Felipe Prosper
President of Rafael Escolá Foundation



Anne Dickinson
Architect, RIBA



Javier Quintana de Uña
Architect

PHOTOGRAPHIC EXHIBITION

ELIZABETH HANDY has been creating photographic portraits for over twenty years. Working with her writer husband, Charles Handy, she has published five books of portraits, including *The New Alchemists*, a study of social and business entrepreneurs, *Reinvented Lives: Women at Sixty* and *The New Philanthropists*.

In these books she has developed her 'joiner portraits' in which she captures, in one composite picture, the three main roles that her subjects occupy in life, as well as her Still Life idea, where she asks each person to provide five objects and a flower that together symbolize what matters most to them in life. In these ways she

seeks, as she says, to 'get behind the face' of her subjects. Her own self-portrait is an example of the joiner portrait.

For the Home Renaissance Foundation she has sought to portray the lives of three very different families, each of which demonstrates how a good home acts as a school for life for the younger members. She has captured each family in its three key activities, those of working, caring and communing together, and has combined these in a 'family triptych'. Visual images, she believes, often convey messages more powerfully than words. www.lizhandy.net

FOR FURTHER INFORMATION PLEASE CONTACT:

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