"Our working method practices a simultaneous exploration of traditional handicraft and cutting edge digital technology – a complementary relationship that drives our creative process."

For Snøhetta every project represents a unique opportunity to re-think their approach to architecture. In this strategy of re-invention, the process of materialization and the control and application of digital technologies becomes a crucial factor to be considered. Furthermore, a definite relationship between multiple disciplines is a driving force in all of Snøhetta’s work. Their approach focuses on the dialogue between building and place, each informing the other. The inherent character and conditions of any site are carefully considered to provide a sound point of departure for each ensuing design. Projects truly of place can foster meaningful and often surprising interactions, creating something simultaneously new and timeless.

Patrick Lüth is Partner and Managing Director at Snøhetta Innsbruck.

SNØHETTA
Continuous State of Re-invention

Tuesday, 30 May 2017, 18:00
HIB Open Space 3

www.schwartz.arch.ethz.ch/Vorlesungen/Entwurf