



The Fourth Annual Symposium

Avie and Sarah Arenson

Built Heritage Research Center

FICTITIOUS CAPITAL

Postmodernism and the Built Environment

24-25th March 2022

The Faculty of Architecture and Town Planning, Technion, Haifa

In memory of Sarah Arenson



24.03.2022

Researchers Workshops

Council Room, Segó

08:30 Gathering

09:00 Opening remarks

Symposium chairs: Alona Nitzan Shifan & Elad Horn

09:15 **Workshop I - Individual Practices**

Transformations in spatial practices and their core values
under neoliberalism

Chair and Discussant: Stephan Trüby, University of Stuttgart

Idit Ran

"Postmodernism Raises its Head": Changes in the architectural discourse
in the kibbutz planning departments in the wake of a change in the
State's ethos

Yael Sofer, Tal Alon Mozes

Between Gan Hatikva and Kathrine Louis Park, Tel Aviv landscape culture
is changing

Odelya Bar-Yehuda

Promoting Israel's New High-Rise Neighborhoods: Architectural and
urban images in advertisement and newspapers' articles

10:45 Coffee Break



11:00 **Workshop II - Public Agencies**

Architecture's reactions to changed municipal and national economies

Chair and Discussant: Florian Urban, Glasgow School of Art

Dana Silverstein Duani

Tel Aviv Postmodernism: The influence of institutional planning and urban design on the city's facades of the 1980s and 1990s

Daphna Levine

The Architectural Capital of the Lower-Middle Class: Bat-Yam - from the city of immigrants to urban regeneration

Elad Horn, Or Aleksandrowicz

Changing Architectural Idioms under Real Estate Crisis:
Tel Aviv-Yafo in the 1980s

12:30 Lunch Break

13:30 **Workshop III - Transnational Trends**

Identity and development between nation and capital

Chair and Discussant: Talia Margalit, Tel Aviv University

Razi Khader

Towards Global Heritage in Hebron Old City

Liat Eisen

Challenging the Role of Incentives for Urban Development: The case of privatized public space in New York City and Tel Aviv

Dasha Kuletskaya

Housing under authoritarian neoliberalism



Public Event

In memory of Sarah Arenson

Peka Gallery

15:00 Reception

15:30 **Opening remarks**

Alona Nitzan Shifan / Head of BHRC, Technion

Jacob Grobman / Dean, Faculty of Architecture and Town Planning, Technion

Gil Lainer / Head of Public Relations and Resource Development, Technion

Ruth Sar Shalom / In the name of the Arenson Family

Book Launch

POMO: Architecture of Privatization

Jeremie Hoffmann, Tel Aviv-Yafo Municipality

Elad Horn, Technion

16:30 **Round Table: UnRed Haifa -
Late capitalism and the worker's city**

Chair and Discussant: Alona Nitzan Shifan & Elad Horn, Technion

Participants:

Nira Orni: Ph.D., Architect and Urban Planner, former Director of the Department of City Planning and Assistant City Engineer

Doron Balasha: Ph.D., Traffic and Transportation Engineer, former CEO of Netivei Carmel, Netivei Ayalon, and Yefe Nof



Yardena Shaul: Ph.D., Geographer, Lecturer and Urban Planner,
Western Galilee College, University of Haifa

Dina Ammar: Architect and Urban Planner, Ammar-Curiel Architects

Baruch Baruch: Prof., Architect and Urban Planner, Baruch-Salomon
Architects, former Head of the Department of Architecture,
The NB Haifa School of Design

Gabriel Schwartz: Assoc. Prof., Architect and Urban Planner, Schwartz
Besnosoff Architects, Faculty of Architecture and Town Planning, Technion

18:00 Coffee Break

18:15 Keynote speakers

Fictitious Capital: Postmodernism and the Built Environment

Chair: Dafna Fisher-Gewirtzman, Technion

Stephan Trüby, University of Stuttgart

Capitalist Realism: Architecture and Real Estate

Florian Urban, Glasgow School of Art

Postmodernism beyond the Neoliberal Turn

19:30 Closing remarks

Friday, March 25th, 2022

Pomo Tour in Tel Aviv

11:00-14:00

Jeremie Hoffmann, Florian Urban and Elad Horn

The political and architectural evolutions of Israeli and
European cities.

Meeting at the Liebling House, 29 Idelson St., Tel Aviv-Yafo
