



Architecture and the Media 2025



Architecture and the Media past editions. Photo by Anna Mas

Architecture and the Media 2025

Monday 26 May – 19:00 - 20:30h

Tuesday 27 May – 10:00 - 14:00h y de 15:30 - 20:30h

Mies Van der Rohe Pavilion

[Av. de Francesc Ferrer i Guàrdia, 7, Barcelona](#)

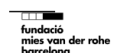
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Barcelona, 16 May 2025. The European conference **Architecture and the Media** is a meeting point and space for the exchange of experiences on communicating architecture through the media. This fourth edition will explore the realms of communication beyond traditional media that contribute to generating content about and around architecture, and how these shape public perception. This international gathering will invite reflection on how **events, festivals, and awards** shape the dissemination of architecture-related news.

The program includes an **opening conversation** on how architecture enters the editorial agenda of mainstream media; a **participatory workshop** exploring the materiality of invisible digital networks in public space; and **three round tables**: one presenting the conclusions and reflections from the workshop, another on the power of festivals and

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installations to foster civic dialogue, and a third on the communicative role of architecture awards as cultural legitimizers.

The event will conclude with a **forward-looking conversation** on Barcelona's role as host city of the UIA World Congress of Architects and UNESCO-UIA World Capital of Architecture in 2026.

The conference will be moderated by Ivan Blasi, director of the EUmies Awards, and Miriam Giordano, director of Labóh and curator of the event.

Architecture and the Media is co-organized by the **Fundació Mies van der Rohe** and **Labóh**, as part of the **EUmies Awards Talks** and **Setmanes de l'Arquitectura**, with the support of the European platform **LINA** and **USM Modular Furniture**.

Programme

26 May 2025

19:00 – 20:30 h

Opening conversation

Architecture in the newspaper spotlight

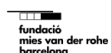
A conversation with journalists **Luis Alemany** (El Mundo) and **Clara Blanchar** (El País) with architect **Elena Orte** (SUMA Arquitectura)

Taking as a starting point the media reception of one of the winning projects of the **EUmies Awards 2024**, the **Gabriel García Márquez Library** by SUMA Arquitectura, this conversation between two experienced journalists will examine how architecture news are discussed and evaluated within editorial teams.

The session will provide insight into the internal processes, considerations, and criteria that guide the production of articles on architectural works, reflecting on the role of media in framing and communicating contemporary architecture.

Reserve your spot (limited places): <https://www.eventbrite.es/e/opening-conversation-architecture-the-media-2025-tickets-1345101989259?utm-campaign=social&utm-content=attendeeshare&utm-medium=discovery&utm-term=listing&utm-source=cp&aff=ebdsshcopyurl>

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27 May 2025

10:00 – 12:00 h

Workshop

Architecture of the invisible

Workshop by **Nicolas Guichard** and **Béatrice Lartigue** (Lab 212)

The workshop revolves around the case study of the ephemeral installation *Ombres Blanches*, which gives materiality to the data of our wireless networks in the outdoor space of the Mies van der Rohe Pavilion. With a background in Media and Interaction Design, the Lab212 collective uses new media tools to create installations that explore our perception of space and sound. Workshop participants will be introduced to the concepts and methodology of Lab21's work, exploring the materialisation of invisible physical events that immerse visitors in a space whose rules are partly written and partly in progress.

Moderated by **Ivan Blasi** (Fundació Mies van de Rohe) and **Miriam Giordano** (Labóh).

The workshop and roundtable are developed in collaboration with the European platform LINA.

Reserve your spot (limited places): <https://www.eventbrite.es/e/workshop-architecture-the-media-2025-tickets-1345140012989?utm-campaign=social&utm-content=attendeeshare&utm-medium=discovery&utm-term=listing&utm-source=cp&aff=ebdsshcopyurl>

12:30 – 14:00 h

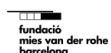
Roundtable #1

Architecture of the invisible

Roundtable with **Nicolas Guichard** and **Béatrice Lartigue** (Lab 212) alongside **Jacopo Biffi** (Alte Sfera) and **Lara Monacelli** (Atelier Remoto)

After the workshop, Béatrice Lartigue and Nicolas Guichard will engage in a discussion with Lara Monacelli and Jacopo Biffi, exploring subjects pertaining to architecture, communication and society, viewed through the enriching lens of the convergence of art, science and technology.

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Moderated by **Ivan Blasi** (Fundació Mies van de Rohe) and **Miriam Giordano** (Labóh).

The workshop and roundtable are developed in collaboration with the European platform LINA.

Reserve your spot (limited places): <https://www.eventbrite.es/e/roundtable-1-architecture-of-the-invisible-tickets-1362811579119?utm-campaign=social&utm-content=attendeeshare&utm-medium=discovery&utm-term=listing&utm-source=cp&aff=ebdsshcopyurl>

15:30 – 16:45 h

Roundtable #2

Architecture events as content creators

Roundtable with journalists **Amy Frearson** (Dezeen), **Giulia Ricci** (About:) and **Laura Sangrà Herrero** (Betevé).

The roundtable is led by three distinguished journalists representing both specialist journals and mainstream media outlets that will explore the role of public events in fostering dynamic exchanges between architecture and architects in a dialogue with the city and its citizens. The discussion will assess the significance of exhibitions, temporary installations, and the lasting legacies such events leave on urban environments. The conversation will also consider whether the thematic core of these festivals can be effectively conveyed without the physical installations that often dominate media attention. Emphasis will be placed on alternative approaches as means to communicate architectural ideas and encourage meaningful public engagement beyond the tangible artefacts.

Moderated by **Ivan Blasi** (Fundació Mies van de Rohe) and **Miriam Giordano** (Labóh).

Reserve your spot (limited places): <https://www.eventbrite.es/e/roundtable-architecture-the-media-2025-tickets-1345152460219?utm-campaign=social&utm-content=attendeeshare&utm-medium=discovery&utm-term=listing&utm-source=cp&aff=ebdsshcopyurl>

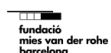
17:15 – 18:30 h

Roundtable #3

Awards as a medium of communication

Roundtable with journalists **Albert Nogueras** (Núvol), **Nick Axel** (e-flux architecture) and **Pilar Marcos** (Diseño Interior).

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The roundtable is led by three distinguished journalists representing both specialist journals and mainstream media outlets. It will examine the contemporary landscape of architectural awards and explore the criteria by which distinctions are evaluated by the editorial teams, the perceived authority of juries, and the broader cultural impact of prize-winning works. Particular attention will be given to how such accolades influence public perceptions of architecture and foster civic pride in acclaimed projects across cities and regions. Awards often serve as a pivotal moment through which the broader public becomes aware of the cultural and social value of a building, a public square, or a piece of architecture within their own city, encouraging a renewed appreciation for the built environment and its contribution to collective identity.

Reserve your spot (limited places): <https://www.eventbrite.es/e/roundtable-architecture-the-media-2025-tickets-1345166030809?utm-campaign=social&utm-content=attendeeshare&utm-medium=discovery&utm-term=listing&utm-source=cp&aff=ebdsshcopyurl>

19:00 – 20:30 h

Closing conversation

Getting ready for Barcelona UIA World Congress of Architects and World Architecture Capital in 2026

A conversation with journalists **Isabelle Regnier** (Le Monde) and **Graham Keeley** (Euronews), with introduction by **Anna Ramos** (Barcelona 2026 Unesco-UIA World Capital of Architecture) and **Guim Costa** (UIA World Congress of Architects 2026 Barcelona).

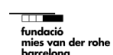
With Barcelona hosting the UIA World Congress of Architects in 2026 and holding the title of UNESCO-UIA World Capital of Architecture, the city is set to become a global platform for architectural dialogue. These milestones represent an unprecedented opportunity to elevate public engagement with architecture through the visibility offered by major cultural events.

In this closing conversation, and in light of the anticipated reception and media engagement surrounding these landmark events, as outlined by the organising institutions, two prominent journalists will engage in a conversation on how the Congress and Capital year can act as catalysts for promoting architecture to a broader audience, leveraging the outreach and influence of mainstream media.

Moderated by **Ivan Blasi** (Fundació Mies van de Rohe) and **Miriam Giordano** (Labóh).

Reserve your spot (limited places): <https://www.eventbrite.es/e/closing-conversation-architecture-the-media-2025-tickets-1345167374829?utm-campaign=social&utm->

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The conferences and roundtables will be moderated by **Ivan Blasi**, Director of the EUmies Awards and **Miriam Giordano**, Director of Labóh and Architecture & the Media curator.

About Fundació Mies van der Rohe

In addition to conserving and disseminating knowledge of the Mies van der Rohe Pavilion, the Fundació promotes knowledge, research, debate, and awareness on topics related to modern and contemporary architecture and urbanism. The Fundació Mies van der Rohe was established in 1983 by the Barcelona City Council with the initial goal of reconstructing the German Pavilion that Ludwig Mies van der Rohe and Lilly Reich designed for the 1929 Barcelona International Exposition.

About Labóh

Labóh is a transdisciplinary public relations and communication consultancy based in Barcelona, specialised in the promotion and dissemination of creative projects, brands and institutions with distinctive values in the architecture and design sector, internationally. Since its creation in 2012, Labóh's mission has been to promote project culture, collaborating with global platforms such as World-Architects, in the dissemination of awards that make visible the evolution of European architecture such as the EUmies Awards, or in events and festivals such as La Biennale di Venezia that encourage research and architectural debate.

Press office - Fundació Mies van der Rohe - Labóh

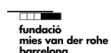
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