

# PROGRAM

2014, NOVEMBER 10  
RADISSON BLU HOTEL

08:00—09:00  
Registration of participants

09:00—09:30  
*Message of the organizers and guests*

**Florin MINDIRIGIU**  
CEO, ABPLUS EVENTS  
**Șerban ȚIGĂNAȘ**  
President, THE ORDER OF THE ARCHITECTS OF ROMANIA  
**Cristian ERBAȘU**  
President, PATRONAGE OF CONSTRUCTION COMPANIES PSC  
*Message of the Official Partner RIFF 2014*  
*Message of the Partner CONTRACTOR 2014*

**OFFICIAL PLENARY SESSION**  
09:30-11:35  
Atlas 1 – Atlas 2  
Chairman: **arch. Șerban Țigănaș**

09:30—09:45  
*Architecture, an Expedition*  
Speaker: **arch. Șerban ȚIGĂNAȘ**  
President, THE ORDER OF THE ARCHITECTS OF ROMANIA  
09:45—10:05  
*Saint-Gobain – Partner for Energy Efficient Buildings*

Speaker: **Cristian CIUCAȘU**  
Technical Support and Specifications Manager  
SAINT-GOBAIN ROMANIA  
RIFF 2014 Official Partner

10:05—10:20  
*Architecture significance*  
Speaker: **arch. Nasser ABULHASAN**  
Principal/Partner  
AGI ARCHITECTS, KUWEIT/SPAIN  
10:20—10:35  
*Long Term Benefits of Rock Wool Used in ETICS*

*Performance Systems*  
Speaker: **Rolf WIELEBA**  
Business Development Manager ETICS  
ROCKWOOL  
RIFF 2014 Main Partner

10:35—10:50  
Speaker: **arch. Murat TABANLIOGLU**  
Founder, TABANLIOGLU ARCHITECTS, TURKEY

10:50—11:05  
*Reflections from Glass*  
Speaker: **Esra AYDINOĞLU**  
Coated Glass Product Director, TRAKYA CAM  
RIFF 2014 Partner

11:05—11:25  
*Space to Think.New John Henry Brookes Building for Oxford Brookes University*  
Speaker: **arch. Richard JOBSON**  
Director, DESIGN ENGINE ARCHITECTS, THE GREAT BRITAIN

11:25—11:40  
*Henkel – Fighting for Quality in the Constructions Industry*  
Speaker: **ing. Adrian ZAMFIRACHE**  
Technical and B2B sales Director, CERESIT  
RIFF 2014 Partner

11:40—12:00  
Networking Coffee Break  
Foyer Atlas 1 + 2 + Prefunction

**PLENARY SESSION "FAÇADES"**  
12:00 – 13:45  
Atlas 1  
Moderator: **arch. Cristina ȘERBAN**

12:00—12:25  
*Façade Follows Form Follows Function*  
Speaker: **arch. Yoav MICHAEL**  
Partner, YASHAR ARCHITECTS, ISRAEL

12:25—12:35  
*Polyurethane Spray Foam ELASTOSPRAY - Quality for Insulation*  
Speaker: **Eugen FLOREA**  
General Manager of ATERKI ROMANIA, BASF  
RIFF 2014 Sponsor

12:35—13:00  
*The Office*  
Speaker: **arch. Vlad GAIVORONSCHI**  
Associate, ANDREESCU & GAIVORONSCHI, ROMANIA

13:00—13:10  
*The Door – Visit Card of the Building. Design, Usability and Thermal Efficiency with Customized Solutions for Automatic Doors*  
Speaker: **ing. Octavian FANEA**  
Sales Manager within the SIATEC division, ALUTERM

13:10—13:35  
*Urban Spaces. From Fragment to the Whole and the Other Way Around*  
Speaker: **arch. Andrei ȘERBESCU**  
Founder, ADNBA, ROMANIA  
13:35—13:45  
*Textured Concrete Architecture*  
Speaker: **ing. Bogdan STROE**  
Exclusive Technical and Sales Representative in Romania, RECKLI

**PLENARY SESSION "ROOFS"**  
12:00 – 13:45  
Atlas 2  
Moderator: **arch. Ana Maria DABIJA**

12:00—12:25  
*Roof Silhouette*  
Speaker: **arch. Yvonne Segers van WILDEREN**  
Partner, BIERMAN HENKET ARCHITECTEN, THE NETHERLANDS

12:25—12:40  
*HEXADOME, Integrated Architectural Solutions for Smoke and Heat Exhaust*  
Speaker: **Titus COSTAȘ**  
General Manager, HEXADOME  
RIFF 2014 Sponsor

12:40—13:00  
*Sports Hall of 1,500 Seats in Călărași*  
Speaker: **arch. Cristian NICOLAE**  
Founder, ARHITECT STUDIO CN, ROMANIA  
13:00—13:10  
Q&A, Discussions

13:10—13:35  
*From Skin to Space. A Holistic Approach to Architecture*  
Speaker: **arch. Ged COUSER**  
Director, BDP, GREAT BRITAIN  
13:35—13:45  
Q&A, Discussions

**PLENARY SESSION "CONSTRUCTION"**  
12:00-13:45  
Merope 1 + 2  
Moderator: **Tiberiu ANDRIOAIEI**

12:00—12:25  
*Multifunctional Sports-Hall Cluj-Napoca*  
Speaker: **ing. Cristian MANIȚIU**  
Executive Director, CON-A, ROMANIA

12:25—12:40  
*Wacker Neuson – A Full Liner for Light and Compact Equipment*  
Speaker: **ing. Andreas STEINER**  
Market Development Manager, Wacker Neuson Linz, WYLZE LOGISTIK  
CONTRACTOR 2014 Partner

12:40—13:00  
*Octagon Contracting & Engineering – Walk the Talk: Quality in Civil & Geotechnical Construction. Case studies: Hermes Business Center & SkyTower*  
Speaker: **Nicole SOMMER**  
Manager, OCTAGON CONTRACTING & ENGINEERING, ROMANIA/ IRAQ

13:00—13:10  
*Indoor Air Quality Improvement – New Building Solutions*  
Speaker: **Bogdan BĂLAN**  
Boards Product Manager, SAINT-GOBAIN RIGIPS  
CONTRACTOR 2014 Sponsor

13:10—13:35  
*Design and Construction of Iconic Towers in Tel Aviv*  
Speaker: **ing. Israel DAVID**  
Director, DAVID ENGINEERS, ISRAEL

13:35—13:45  
*Holcim Special Concrete – Excellence to the Cube*  
Speaker: **Ramona COSTAȘ**  
Product Development Engineer, HOLCIM

13:45—14:45  
Networking Lunch: Foyer Atlas 1 + 2 + Prefunction  
Business Lunch: Dacia Felix Restaurant (by invitation only)

**INTERNATIONAL DEBATE**  
14:45-16:50  
Atlas 1 + 2  
*Architects and Contractors for Sustainable Built Environment. New Roles, New Responsibilities*  
Chairman: **arch. Șerban ȚIGĂNAȘ**

**THEMATIC SECTION "ROOFS"**  
14:45—15:35  
Merope 1

14:45—15:05  
*Layered Patterns*  
Speaker: **arch. Vlad GAIVORONSCHI**  
Associate, ANDREESCU & GAIVORONSCHI, ROMANIA  
15:05—15:25  
*Green Roof Systems for Office Buildings. Study Case – The Office – Cluj Napoca*  
Speaker: **ing. Cătălina PAPIU ZORAN**  
Head of the Tendering Department, SIMACEK  
15:25—15:35  
Q&A, Discussions

**THEMATIC SECTION "ROOFS"**  
14:45 – 15:35  
Merope 2

14:45—15:05  
Speaker: **arch. Tudor RĂDULESCU**  
BEE ARCHITECTS  
15:05—15:25  
*VALCON ROOFS – professionals in the world of RHEINZINK*  
Speaker: **Virgil BACIU**  
Founder, VALCON ROOFS, RHEINZINK  
15:25—15:35  
Q&A, Discussions

**THEMATIC SECTION "ROOFS"**  
14:45 – 15:35  
Electra 1

14:45—15:05  
Speaker: **arch. Iulia TOADER**  
SANFLORIAN, ROMANIA  
15:05—15:25  
*Castel of Carei - Past and Future*  
Speaker: **Alexandru TALVAN**  
Sales Manager, CREATON  
15:25—15:35  
Q&A, Discussions

**THEMATIC SECTION "CONSTRUCTION"**  
14:45 – 15:35  
Electra 2

14:45—15:05  
*Kronobuild: OSB – Multiple Applications*  
Speaker: **dipl. arch. Ciprian MANDA**  
Product and leading designer, SILVA ARTIS, ROMANIA  
Speaker: **dipl. ing. Doriana MOLDOVAN**  
Product designer, ADOR MOBILA, ROMANIA

15:05—15:25  
*KRONOSPAN Presentation*  
Speaker: **Alex LUPEA**  
Manager Marketing&Quality, KRONOSPAN  
15:25—15:35  
Q&A, Discussions

15:35—16:00  
Networking Coffee Break  
Foyer Atlas 1 + 2 + Prefunction

**THEMATIC SECTION "ROOFS"**  
16:00 – 16:50  
Merope 1

16:00—16:20  
*Grain Stock – Corabia, Olt County*  
Speaker: **arch. Daniel SUBAȘU**  
Founder, DANIEL SUBAȘU – BIROU DE ARHITECTURĂ, ROMANIA  
16:20—16:40  
*Knauf Insulation Green Roof Solutions*  
Speaker: **Radu MOȘTEANU**  
Technical Consultant, KNAUF INSULATION  
16:40—16:50  
Q&A, Discussions

**THEMATIC SECTION "ROOFS"**  
16:00 – 16:50  
Merope 2

16:00—16:20  
Guest Speaker Presentation  
16:20—16:40  
*Why Do We Continue to Accept Failure in Roofing Performance*

Speaker: **Paul JONES**  
International Sales Director, FOAMGLAS, PLURITECH  
16:40—16:50  
Q&A, Discussions

**THEMATIC SECTION "FAÇADES"**  
16:00 – 16:50  
Electra 1

16:00—16:20  
*Unirea Shopping Center Brașov*  
Speaker: **arch. Mihai EFTENIE**  
Project Manager, BAUMARCPROIECT, ROMANIA  
16:20—16:40  
*EQUITONE Fibre Cement Façade Materials*  
Speaker: **Marius DAMASCHIN**  
Sales Manager Façade Division, EQUITONE  
16:40—16:50  
Q&A, Discussions

**THEMATIC SECTION "CONSTRUCTION"**  
16:00 – 16:50  
Electra 2

16:00—16:20  
Speaker: **Alexandru VOICEA**  
Senior Sales Representative, SOFTEH PLUS  
16:20—16:40  
*Planning and Tracking Construction Works Through the Integrated Computer System Scop-C*  
Speaker: **ing. Mihai POPESCU**  
Product Manager Construction Department  
SOFTEH PLUS  
16:40—16:50  
Q&A, Discussions

16:50-17:30  
**NETWORKING**  
Foyer Atlas 1 + 2 + Prefunction

08:00-17:30  
**SPEAKER'S LOUNGE STEREOE**

**BUCHAREST ARCHITECTURE NIGHT TOUR**  
17:00-20:30  
CALEA VICTORIEI

**SHARE, LEAD ARCHITECTS AND CONTRACTORS**  
20:30-22:00  
GABROVENI INN

**SHARE, MOTIVATIONAL MEETINGS**  
11:30-12:30  
"Ion Mincu" UNIVERSITY OF ARCHITECTURE AND URBANISM

2014, NOVEMBER 11  
RADISSON BLU HOTEL

09:00—10:00  
Registration of participants  
Welcome coffee  
Foyer Atlas 1 + 2 + Prefunction

**PLENARY SESSION "FAÇADES"**  
10:00 – 11:00  
Atlas 1  
Moderator: **arch. Cristina ȘERBAN**

10:00—10:10  
*Kingspan Insulation – Most Efficient Thermal Insulation Materials*  
Speaker: **Michal ŠUSTR**  
Business Director Eastern Europe, KINGSPAN INSULATION

10:10—10:25  
*Context & Symbol. A section through a Trunk of a Tree*  
Speaker: **arch. Carmen ȚANASE**  
Founder, ENTERPRISE ARCHITECTURE & DESIGN, ROMANIA  
10:25—10:35  
*Modern Technologies in the Service of Architecture*  
Speaker: **Daniela BADEA**  
Product Manager, ALUKOENIGSTAHL

10:35—10:50  
*Four Projects*  
Speaker: **arch. Radu TEACĂ**  
Founder, RADU TEACĂ, ROMANIA

10:50—11:00  
*Wood Without Compromise*

Speaker: **Gheorghe MUNTEANU**  
General Manager Tecade, ACCOYA

**PLENARY SESSION "ROOFS"**  
10:00 – 11:00  
Atlas 2  
Moderator: **Ana Maria DABIJA**

10:00—10:20  
*No Façade Architecture*  
Speaker: **arch. Nasser ABULHASAN**  
Principal/Partner, AGI ARCHITECTS, KUWEIT/SPAIN  
10:20—10:30  
*Lamilux Customized Intelligence*  
Speaker: **Gabriel BĂNICĂ**  
Managing Partner, SKYLUX  
RIFF 2014 Sponsor

10:30—10:50  
*2014: A Space Odyssey*  
Speaker: **arch. Mario KUIBUȘ**  
Administrator, RE-ACT NOW, ROMANIA  
10:50—11:00  
*Lithoplast Dimple Sheets in Green Roof Systems*  
Speaker: **Magdalena STACHOWSKA**  
General Manager of Gunnex Group, POLNNEK

**PLENARY SESSION "CONSTRUCTIONS"**  
10:00 – 11:00  
Merope 1+2  
Moderator: **Tiberiu ANDRIOAIEI**

10:00—10:20  
*The Construction of Harpa – Reykjavik Concert Hall and Conference Centre*  
Speaker: **ing. Sigurður RAGNARSSON**  
Managing Director for Building, ÍAV, ICELAND

10:20—10:35  
*HEXADOME, A Complete Range of Solutions for Smoke and Heat Exhaust*  
Speaker: **Titus COSTAȘ**  
General Manager, HEXADOME CONSTRUCT  
CONTRACTOR 2014 Sponsor

10:35—10:50  
Speaker: **ing. Liviu BĂLĂNESCU**  
Head of Project Management Department  
BOG'ART, ROMANIA  
10:50—11:00  
Q&A, Discussions  
11:00—11:40  
Networking Coffee Break  
Foyer Atlas 1 + 2 + Prefunction

**PLENARY SESSION "FAÇADES"**  
11:40 – 12:40  
Atlas 1  
Moderator: **arch. Cristina ȘERBAN**

11:40—12:00  
Speaker: **arch. Zbigniew MAĆKÓW**  
Director, MAĆKÓW PRACOWNIA PROJEKTOWA, POLAND  
12:00—12:10  
*Henkel. Inovation and Technology*  
Speaker: **ing. Adrian ZAMFIRACHE**  
Technical and B2B sales Director Henkel, CERESIT

12:10—12:30  
*Ornament and Transparency*  
Speaker: **arch. Ion POPUȘOI**  
Founder, IN SITU, ROMANIA  
12:30—12:40  
*Hi Finity – An Infinite View*  
Speaker: **Daniel POPA**  
Country Manager, REYNAERS

**PLENARY SESSION "ROOFS"**  
11:40 – 12:40  
Atlas 2  
Moderator: **Ana Maria DABIJA**

11:40—12:00  
*New Generation Center*  
Speaker: **arch. András KRIZSÁN**  
Principal, MODUM, HUNGARY

12:00—12:10  
*New Developments from JET in the Field of Day Light and Smoke and Heat Evacuation*  
Speaker: **Radu Mihai ANGHEL**  
Sales Representative, JET GROUP

12:10—12:30  
*Contextual, Structural and Material Influences on Roof Forms by Design Engine Architects*  
**arch. Richard JOBSON**  
Director, DESIGN ENGINE ARCHITECTS, GREAT BRITAIN  
12:30—12:40  
*Prefabricated Roof Structures*

Speaker: **Gheorghe MUNTEANU**  
General Manager, TECADE

**PLENARY SESSION "CONSTRUCTION"**  
11:40 – 12:40  
Merope 1+2  
Moderator: **Tiberiu ANDRIOAIEI**

11:40—12:00  
*Stavros Niarchos Foundation Cultural Center*  
Speaker: **arch. Stefano LOASSES**  
International Operations

Speaker: **arch. Maria Cristina ANGELERI**  
International Operations  
Speaker: **ing. Gianni BOTTEON**  
Project Executive  
SALINI IMPREGILO, ITALY  
Special Guests of CONTRACTOR 2014

12:00—12:10  
ALUTERM Presentation  
Speaker: **ing. Octavian FANEA**  
Sales Manager within the SIATEC division  
ALUTERM

12:10—12:30  
*Skanska & The Environment – Standing Still is Not an Option*  
Speaker: **ing. Richard BURLEIGH**  
President, SKANSKA, ROMANIA

12:30—12:40  
Q&A, Discussions  
12:40—13:40  
Networking Lunch: Foyer Atlas 1 + 2 + Prefunction  
Business Lunch: Dacia Felix Restaurant (by invitation only)

**OFFICIAL PLENARY SESSION**  
13:40-15:30  
Atlas 1-Atlas 2

13:40—13:50  
*RINOL Presentation*  
Speaker: **Ovidiu RUS**  
General Manager, RINOL  
RIFF 2014 Partner

13:50—14:10  
*Places for People. A Description of a Design Process from Concept to Completion*  
Speaker: **arch. Ged COUSER**  
Director, BDP, GREAT BRITAIN

14:10—14:25  
*Lighting Solutions and Systems – Basic Components in the Concept of Sustainable Development of Localities*  
Speaker: **arch. Alexandru ION**  
Chief Architect – Design, LUXTEN LIGHTING COMPANY  
RIFF 2014 Partner

14:25—14:45  
*Aéroville*  
Speaker: **arch. Philippe CHIAMBARETTA**  
Founder, PHILIPPE CHIAMBARETTA ARCHITECTE, FRANCE  
14:45—15:00  
*Kronospan-Innovation and Enthusiasm in Arhitecture*  
Speaker: **dipl. arch. Teofil MIHĂILESCU**  
KRONOSPAN  
RIFF 2014 Main Partner

15:00—15:30  
*Harpa – Reykjavik Concert Hall and Conference Centre*  
Speaker: **arch. Anders SÆLAN**  
Partner, HENNING LARSEN ARCHITECTS, DENMARK  
Special Guest of RIFF 2014

15:30-16:00  
**NETWORKING**  
Foyer Atlas 1 + 2 + Prefunction