



**Architecture.ZA2010**  
Joburg, 21 - 27 September 2010

**EVENT+ CITY**

## **Introducing South Africa's first architecture mega-event**

2010 is not just about soccer. The eyes of the world will be on South Africa and there can be no better time to promote our culture, our people, our story – and our vision for architecture. The World Cup will have a lasting impact on our cities and our infrastructure.

The South African Institute of Architects is pleased to announce Architecture ZA2010, the most ambitious architecture event ever held in South Africa. It will bring to the country leading international thinkers and open up debate about our World Cup event cities.

The goal of AZA2010 is to bring architecture back to the people; to celebrate the diverse cultures and rich history of Southern African cities; and to offer architects a new way of looking at how our buildings can be a sustainable force for change in society.

## **Event+City**

For a whole week, Joburg will host speakers, performances, master classes, fashion shows, debates, exhibitions, walking tours, concerts, gala events, awards and competitions as well as the 3rd annual Architect Africa Film Festival. The entire city serves as a backdrop to the Event + City festival and the public will be invited to head downtown and join in the celebration.

The Newtown cultural precinct will form the base for AZA2010's events – which will be staged in collaboration with Joburg's annual Arts Alive festival as well as the fashion world, the film world and the art world.

For academics, AZA2010 offers a fresh approach to the way we view our cities, with Joburg as a model for discussion. The AZA2010 conference includes the 7th Biennial South African Institute of Architects Convention as well as the Annual Architectural Students Congress. The conference will debate South Africa's urban futures by putting the nation's cultural producers into contact with celebrated local and international architects. From philosophers to fashion critics, filmmakers to urban geographers, space politicians to community organizers, urbanists to archivists...

AZA2010 is intended as the first of a series which will see Architecture Week celebrated annually in all our cities.

## **INFORMATION**

[www.aza2010.org](http://www.aza2010.org)

## **CONTACT**

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