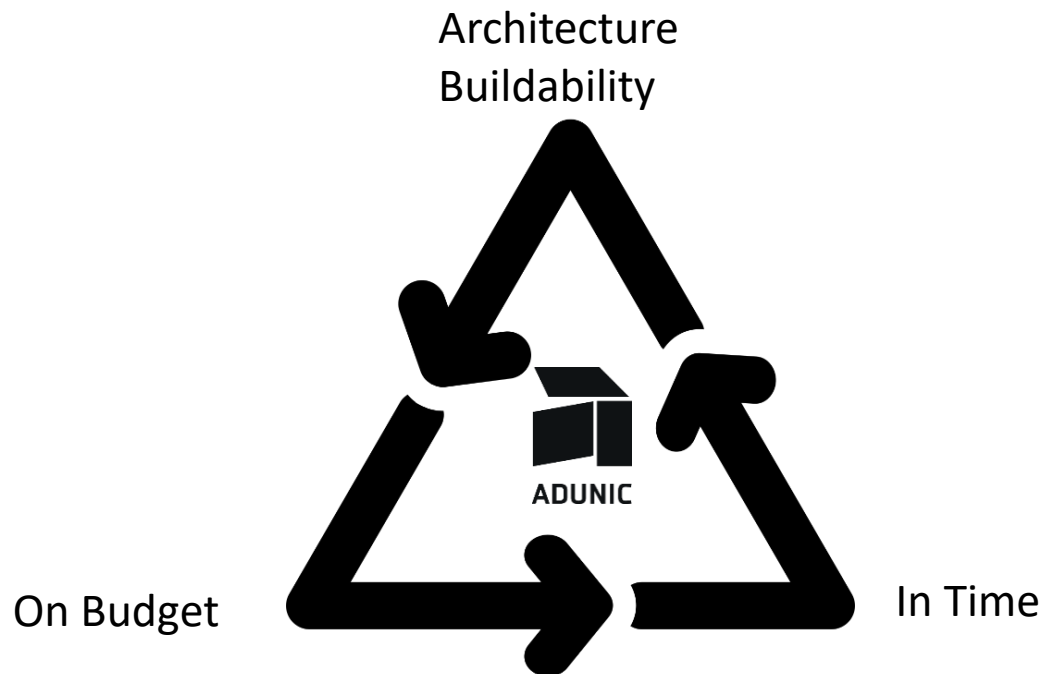




Ten Projects. Ten Emotions.

Martin Joos, ADUNIC AG Switzerland
IFES Montpellier, Design & Engage Session 23 June 2017

Our services in architecturally unique projects



Full Responsibility
ADUNIC takes over full responsibility as project manager and general contractor.
Solutions

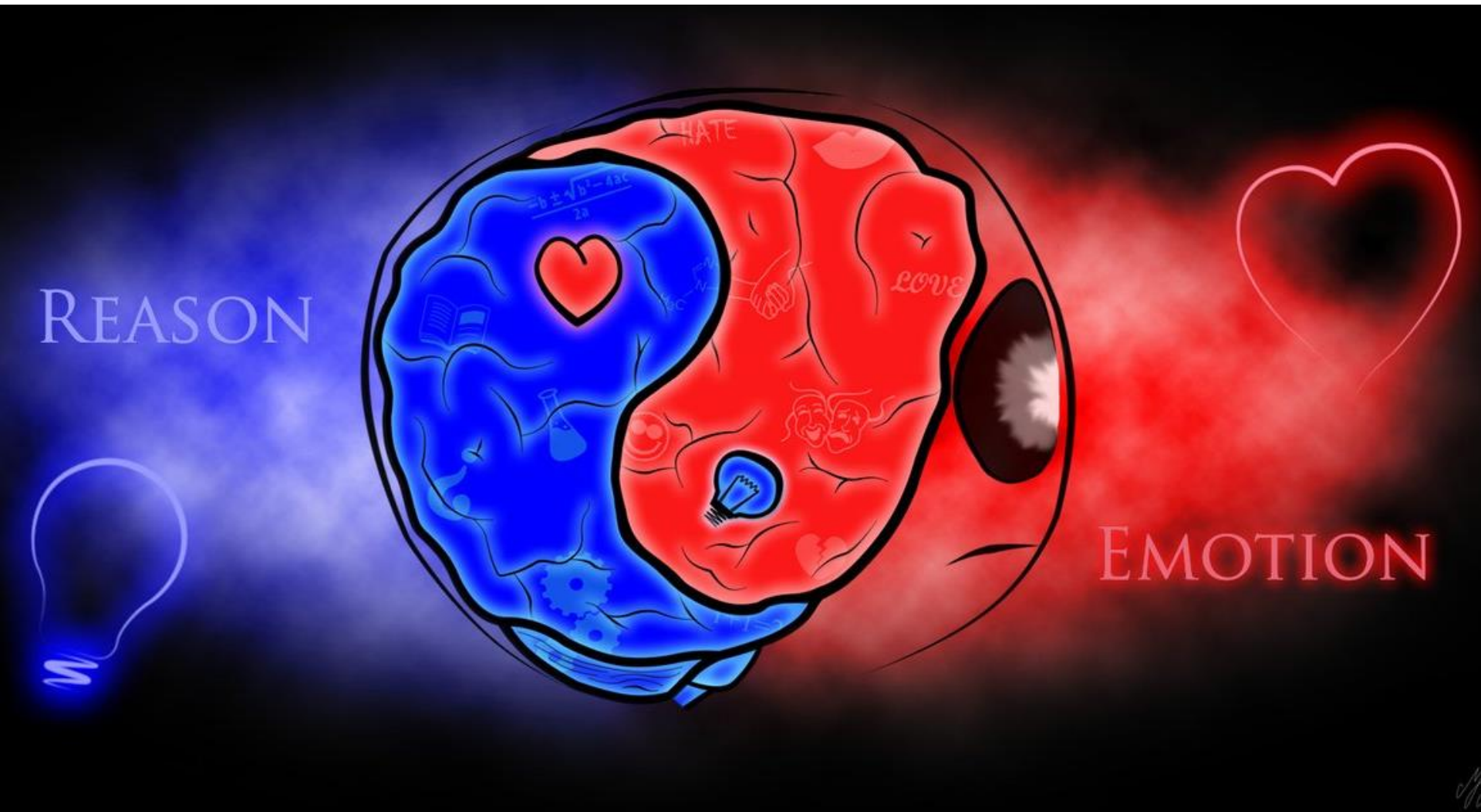
ADUNIC finds technical and logistical solutions for challenging design requirements
In Time, in Budget, on Quality
ADUNIC delivers within the client's

budget, on time for the opening of the event

Event Construction – A Momentary Lapse of Reason?



Reason and Emotion



Les passions de l'âme

l'admiration

l'amour

la haine

le désir

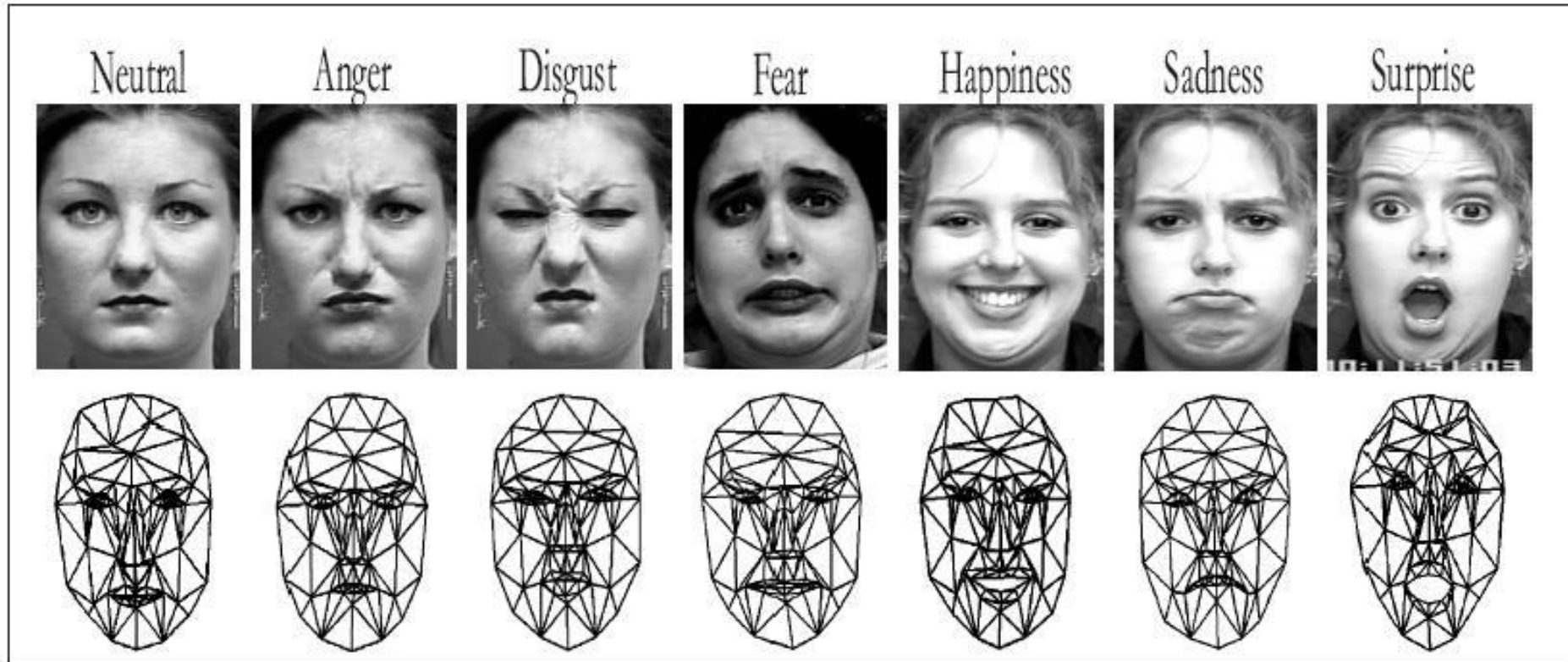
la joie

la tristesse

René Descartes, 1649

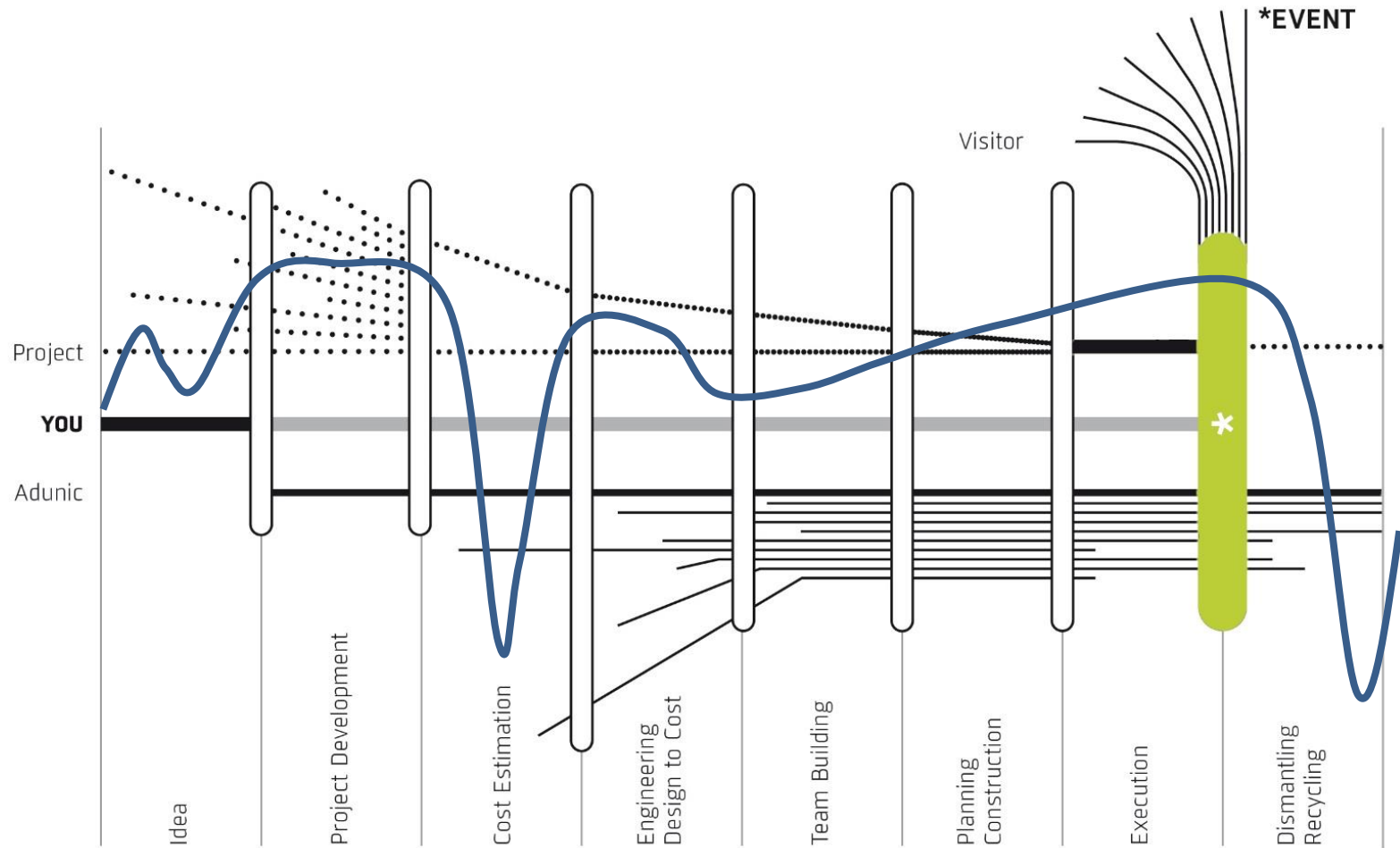


Facial Expressions – Mirror of Emotions

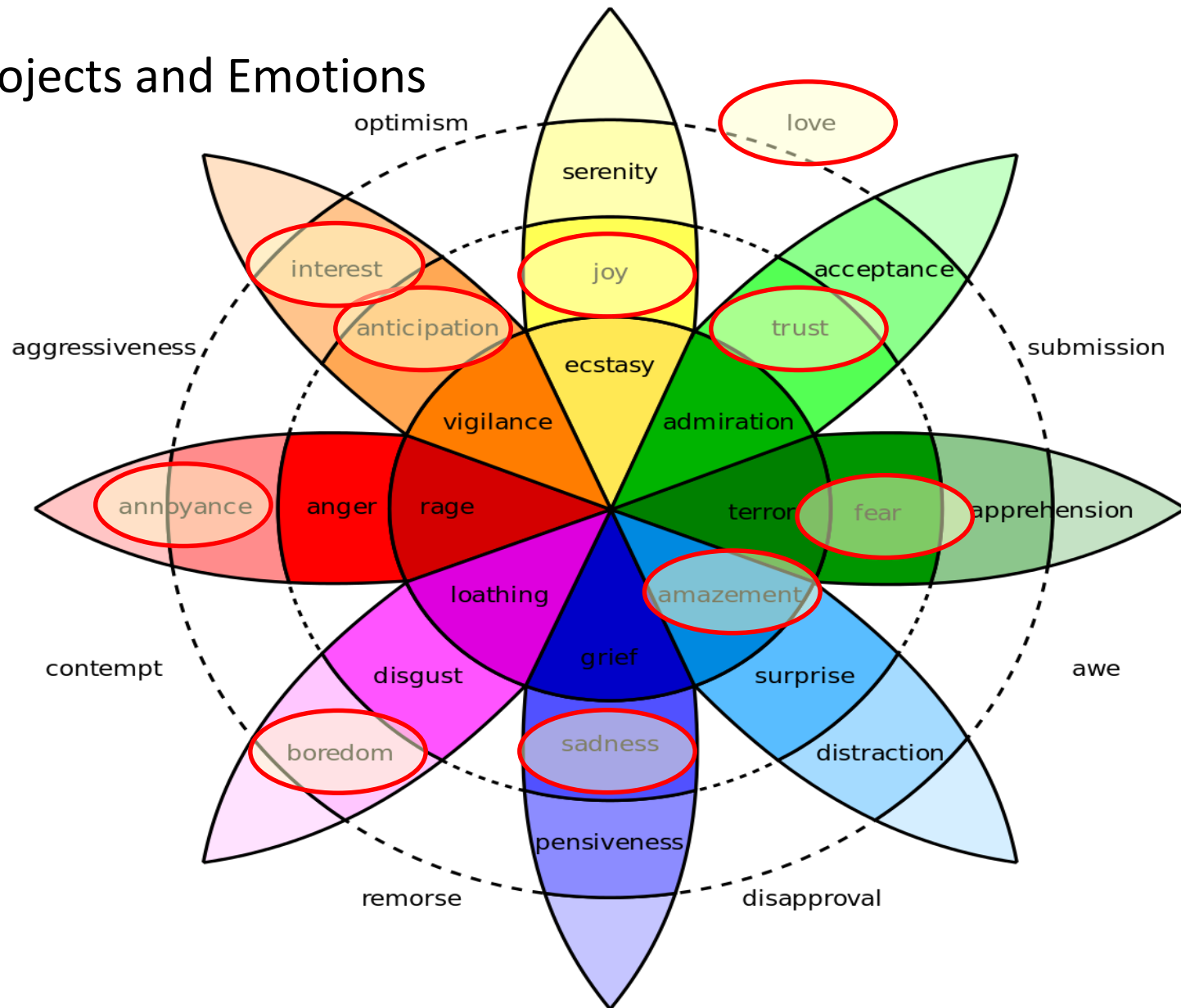




Stages of an event project



Projects and Emotions



sadness



Serpentine Pavilion 2011
Peter Zumthor



A4 The new sedan

6.0 C12 TDI

Information

Audi V8

Michelin

TV Manager / Press & Info

boredom

NAIAS Detroit 2008

annoyance

Latvia Pavilion, Expo Milano 2015





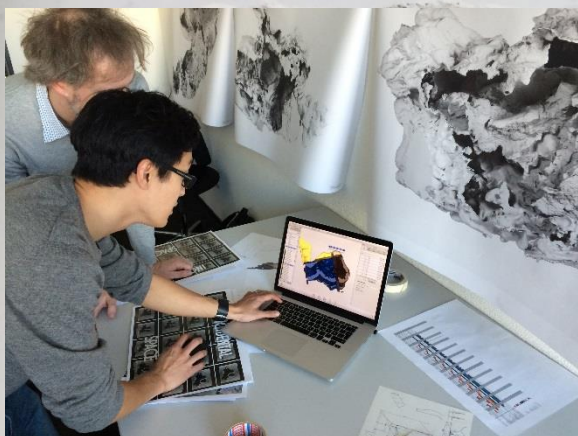
interest

BMW Guggenheim Lab 2011-2012

love

Coca Cola Beatbox
London Olympic Games 2012





fear

Incidental Space at
Architecture Biennial
Venice 2016



The image shows a tall, narrow waterfall sculpture by Olafur Eliasson at the Grand Canal of the Palace of Versailles. The water falls from a high, rectangular opening, creating a dense, white curtain of water. The canal is flanked by long, rectangular green lawns and high, manicured hedges. In the foreground, a large crowd of people is gathered on the grass, watching the installation. Several small boats are visible in the canal. The sky is overcast and grey.

amazement

Versailles, Olafur Eliasson 2016



trust

Expo Astana 2017



joy

IKEA

#openkitchen

anticipation

Apassionata Park Munich



Ten emotions – ten reasonable questions

How much unpaid, unrewarded work! - **sadness**

interest - Where are the limits ?

How much regulation do we need to work? - **boredom**

love - Why do legacy plans mostly fail ?

Why has our business become so unpredictable? - **annoyance**

amazement - what else remains?

Why is innovation in our work not paid properly? - **fear**

anticipation - What is the future of event construction?

To which level can we afford to trust our clients? - **trust**

joy – How can we keep our team together?

Design&Engage Pecha Kucha

Thank you

Martin Joos
Adunic

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Welcome to the Global Campus!

