

# ap35

## PRESS RELEASE

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## WAM Open 2012: Conference and Competition on the highest Level in Ischgl

WAM Open 2012 & ACF\* Conference 'Architecture Corporate Foresight'

*Ulm/Ischgl: The second international Architects' World Championship in Ski and Snowboard (WAM Open) will be held from 2<sup>nd</sup> -5<sup>th</sup> of February 2012. The World Cup will take place in the exciting destination of Ischgl in Tyrol/Austria. Sport-loving architects and interior designers from around the world will be able to test themselves in the disciplines of giant slalom and parallel slalom. Preceding the championship, the conference "ACF - Architecture Corporate Foresight" will be held at 2.624 m. above the clouds in Ischgl, and will, with its motto "Minds of Tomorrow", focus on recent (technological) developments and trends in contemporary architecture.*

*Initiator and organiser of the WAM Open is ap35 GmbH - Agency for Architecture Management & Relationship Marketing, which is headquartered in Ulm (Baden-Württemberg, Germany).*

Since 2004, the GAM Open (German Architects Masters) and WAM Open (World Architects Masters) have established themselves in the architecture scene as platforms for athletic and socially oriented architects and interior designers from all around the world. These winter sport events are enjoying growth and rising popularity. More than 2,000 participants from 13 nations were already able to share their enthusiasm for this event.

The venue of the WAM Open 2012 is the Austrian city of Ischgl, located in the province of Tyrol. Ischgl lies at 1.377 meters above sea level in the Paznaun valley between the Silvretta and Verwall Alpen ranges. Whether a design or theme hotel, guest house, or holiday apartment – with over 11,000 guest beds, everyone will find an ambience to his or her taste in here. The ski-region "Silvretta Arena" makes any skier's heart beat faster, and this is how this small town at first became known. The season opening and finale in Ischgl are regularly celebrated with big pop concerts: stars like Elton John, Rihanna, and Alicia Keys have already graced Ischgl's stages. The ACF\* – Conference 'Architecture Corporate Foresight' takes place in the Pardorama. This new building is located on the Ischgl Pardatschgrat at 2.620 meters.

The WAM Open will begin with a welcoming Alpine evening, followed by a get together. The ACF\* Conference will be held the next day. Its title "Minds of Tomorrow" comprises themes, which will not only give answers, but also, and more importantly, will generate discussions about the future of architecture. Present-

tations and panels by and with famous speakers on megacities, trend research on communication, design, working environments and buildings, on creative innovation-conscious startups and the future of travel and residential behavior will provide orientation about the paradigm shift in the architecture industry which has become inevitable, given innovative networking technologies. The following speakers are already confirmed:

**Assaf Biderman – SENSEable City Laboratory MIT Cambridge, Boston | Astrid Piber - UNstudio, Amsterdam | Jürgen Mayer H.- Jürgen Mayer H. Architekten, Berlin | Dr. Alexander Rieck - Fraunhofer Institute, Stuttgart | Steve Rogers - Google Inc., London | Chris Bosse – LAVA Architects, Sydney as well as Florian Gschwandtner - Runtastic GmbH, Linz and Robert Miles Kemp – Variate Labs, Los Angeles.**

Among the requested speakers are Bjarke Ingels - BIG, Copenhagen | Chris Bangle - Designer and Tobias Mayer – Airbus.

After the conference, the participants of the WAM Open 2012 will be greeted with a Welcome Party and the championship will be officially opened on the mountain above Ischgl by, among others, the President of the Bavarian Chamber of Architects, Mr. Lutz Heese. Afterwards, anyone who is in a clubbing mood, can share his exhilaration with DJs at the "Racer's Night".

On Friday, the exciting competition for the title of world champion in giant slalom begins. In the evening, the winners in the respective disciplines and categories will be awarded. On the following day, the racers compete for the titles in parallel slalom. The day will then finish off with a championship party and an award ceremony. Dinners with a live band and club nights are also part of the program. On Sunday, everyone can have a relaxed breakfast, before beginning his or her trip home.

This distinctive event, enhanced by stunning alpine scenery, infectious enthusiasm for sports, and professional inspiration, offers an ideal setting for making new contacts or deepen existing ones. At the WAM Open 2012, it is spontaneity as well as an inspiring international exchange that matter.

## **Our sponsors and media partners**

This year, the World Architects' Masters are sponsored by the following companies: Lindner AG, Häfele GmbH & Co. KG, Object Carpet GmbH, Jeld-wen Door Solutions, Höller KG, Heinrich Schmid GmbH & Co. KG, Gira GmbH & Co. KG, Admonter, und Ischgl.com. Among our media partners are arcguide.de, architekten24.de, bauinfo24.de, FORUM, world-architects.com, Industriebau, Hotelbau, Arhitekt, Arhitekton, V2com.biz, Archello, MIMOA, muenchenarchitektur.de, archithese, arkitera.com, architonic.com, arhinovosti.ru, The Plan, designspotter.com, detail.de, diewerkbank.com, Hotel und Technik, archiproducts.com, hg.hu, e-architect, HOME, PLOT Magazin, indesignlive.com, Archiforma, Community Design, and 1:100 ediciones. We are very grateful to all our sponsors and media partners for supporting us!

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## Further information

Preparations for the WAM Open are in full swing. Information and visual material can be requested by telephone at +49 (0) 731 140 225 0 or by email at [kd@ap35.de](mailto:kd@ap35.de).

Up to date information is already available on the Internet at: [www.wam-open.com](http://www.wam-open.com)

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