About the conference

Announcement and call for papers

The impact of the Modern Movement and modernisation processes on rural landscapes in Europe and beyond is a widespread but little known, recognised or understood phenomenon which still exerts effects today. Within the third joint research programme of HERA (Humanities in the European Research Area) dedicated to “The uses of the past” which started in 2016, this subject is now being studied through several lenses within the MODSCAPES project.

In recent decades, fields as diverse as geography, rural sociology, cultural studies and a number of design-related disciplines such as landscape architecture and architectural and planning history have turned their attention towards the rural landscape as an emerging field of practice and conceptualization, endeavouring to reverse the so-called ‘divorce’ between design and agriculture occurred after the Second World War.

The Modern movement started to make an impact on rural landscapes as early as the mid-19th century (with the experiments of utopian socialism, radical state reformism, and enlightened philanthropy), and even more from the 1920s onwards, especially in the frame of late colonisation as well as the new political movements of the time – such as Fascism, Socialism, Communism, Zionism, Anarchism, Communalism, the Co-operative Movement...

In an attempt to cope with a “problematic” social group, an unproductive or underproductive land, and the dramatic backwardness of the agricultural sector, different actors such as Nation-States, government assisted organizations, bottom-up movements or groups, and even individuals, engaged in more or less extensive campaigns to dramatically reshape the countryside. With the help of experts in many different fields, they started imagining, planning and implementing radically new ideas. Through selective uses of the past and tradition, they “reinvented” unprecedented ideas of rurality. The resulting landscapes of intensive agriculture and mechanisation, the many new rural settlements and agricultural building complexes, the impact of large-scale drainage schemes as well as the social and cultural legacies of the times make for a rich field of research.

The conference was combined with the Baltic Landscape Forum 2018, and was part of the European Year of Cultural Heritage 2018 since it was co-organized by CIVILSCAPE – a member of the European Year of Cultural Heritage 2018’s Stakeholder Committee.
Therefore, it also emphasised which actors, ideas and concepts have influenced each other when the modern movement implemented new concepts of landscape planning and management forming our current day cultural landscape heritage.

The conference invites researchers from any discipline (including but not limited to those noted above) to come together and share their work. Themes which are of interest include:

- The role of political systems in rural settlement planning, internal colonisation and state building;
- Modernism in rural settlement planning and rural architecture;
- The impact of modernisation (e.g. mechanisation, land drainage, plant breeding, mono-cultural cropping, fertilisers and pesticides) on the structure and function of the rural and natural landscape;
- The image of modernisation of rural landscapes as presented through film, photography, art, propaganda and literature;
- Changing social structures which emerged through political and economic processes;
- Memories, stories and the voices of the people who helped to drive the modernisation process and who lived through it as farmers, villagers and colonists;
- The physical legacies of the modernisation period as expressed in the landscape and built elements, (e.g. whether continuing in use or abandoned and ruined);
- Pilot and model experiments: experimental farms, exhibition villages, prison farms, model agricultural schools;
- Alternative plans and schemes: paths not taken to modernize the countryside
- The place of the rural house within discourses and debates around vernacular, traditional, and modernist architecture, in the countryside as well as in the city;
- Current practices and experiments in conservation, preservation, heritagisation, and landscape restoration of modernist rural landscapes and architecture;
- Social engineering: the making, remaking and unmaking of new rural identities;
- Who are the policy-makers? The role of experts, companies, settlers in modernist agrarian policies;
- Which modernisms for which modernities? Concrete evidences and rhetorical symbols of power, coercion, freedom and emancipation;
- Appropriation and inhabitation: adoption, rejection or subversion of agrarian policies, schemes, blueprints, spaces and buildings by their inhabitants through time;
- Major and minor political, agronomical, planning and design theories of agrarian modernization.

Proposals addressed modernist rural landscapes at any scale, ranging from the single building or site, to nation-wide policies, or transnational comparative approaches.

The period of interest focused on the “short” 20th century, but could also deal with case studies dating back to the “long” 19th century. Papers dealing with current issues, challenges, practices or experiments in planning, design, landscape architecture or stewardship, etc. for modernist rural landscapes were welcome.

The geographical focus of the conference was mainly Europe, and its influences beyond its borders. However, proposals dealing with case studies in any geographic location were also welcome.
Over and all, the conference aimed at offering, probably for the first time at this scale, a broad overview of the wide range of experiments and conditions testifying of the engagement of modernism towards the rural question.

In particular, it aimed at verifying to which extent the concept of “modernist rural landscapes” can help to frame a multitude of local, regional or national episodes in the history of architecture, planning and landscapes, as a trans-national phenomenon.

Within this frame, successful proposals focused on documenting concrete and well delimited case studies, but also strove to develop their theoretical implications, related methodological issues, and current significance.

In particular, participants were invited to elaborate on the three main concepts underlying the MODSCAPES project: “modernism”, “reinvention”, and “landscape”.

Conference programme

Monday 11 June 2018 / EMÜ - Estonian University of Life Sciences

18.00   Opening Session

Welcome addresses
Simon Bell, EMÜ Estonian University of Life Sciences - Chair of Landscape Architecture
Andres Koppel, ETAg Estonian Research Council – Director General

Introducing MODSCAPES
Axel Fisher, TU Berlin / ULB / FNRS

19.00   Keynote lecture 1

Introduced by: Cristina Pallini

Ruralism as Opposed to Urbanism; Regional Planning as Human Ecology.
When Modernity was also an Invitation to be Inhabitants of the Earth
Catherine Maumi, ENSA-Grenoble / Université Grenoble Alpes

Discussants: Cristina Pallini and Vittoria Capresi

Tuesday 12 June 2018 / ERM - Estonian National Museum

09.00   Parallel session 1

SESSION 1A • Invented ruralities, designed communities

Chairs: Ana Tostões and Vittoria Capresi

Rural Housing as Field of Modernist Experiences
Alexandra Cardoso (ESAP-CEAA Centro de Estudos Arnaldo Araújo); Alexandra Trevisan (ESAP - Escola Superior Artística do Porto); Rute Figueiredo (CEAA-ESAP);
Maria Helena Maia (ESAP - Escola Superior Artística do Porto)

Type-Planning a Fenno-Swedish Identity. The housing Association for the Swedish Speaking Areas of Finland and the Ideal Rural Home Between 1938 and 1969
Mia Åkerfelt (Åbo Akademi University)

Alejandro de la Sota’s Modern Villages: Vernacular Abstraction and Surrealist Modernity
Jean-François Lejeune (University of Miami)

Idealisation of the Land: Forming the New Rural Settlements in Early Republican Turkey
Özge Sezer (Berlin Technical University)
SESSION 1B • Modernist rural planning: paradigms

Chairs: Luca Monica and Victor Brunfaut

Regionalism at All Costs – Nallo Mazzocchi Alemanni and the Bradano Valley Land Reclamation Project, 1955
Filippo De Dominicis (Independent Scholar)

The Portuguese Internal Colonization. The Country that Could Have Been, but it Was Not
Miguel Moreira Pinto (Cooperativa de Ensino Superior Artístico do Porto); Joana Couto (Cooperativa de Ensino Superior Artístico do Porto)

Spatialized Corporatism Between Town and Countryside
Francesca Bonfante (Politecnico di Milano)

The Rural Transition – Analysing the Development of the Landscape Before and After the Reunification in 1990. The Case Study of the LPG in the Southern Oderbruch, Brandenburg.
Christoph Muth (Technische Universität Berlin), Vittoria Capresi (Technische Universität Berlin)

SESSION 1C • Mapping modernist rural landscapes: methodologies and outcomes

Chairs: Jacques Teller and Paolo Marcolin

Planning in the Countryside: Models and Ideas for the Rabat Region. (1920-1956)
Michele Tenzon (Université libre de Bruxelles)

The Strada Litoranea. Mapping Colonial Rural Landscape Along the Libyan Coastal Road
Alessandro Raffa (Politecnico di Milano)

Challenging and Empowering GIS: Mapping to Question the Structure of the Countryside
Aleksa Korolija (Politecnico di Milano); Silvia Boca (Politecnico di Milano)

“Alive and Kicking” Moving Through and Diving into the Soviet Kolkhoz and the East German LPG
Friedrich Kuhlmann (Estonian University of Life Sciences)

11.15 Parallel session 2

SESSION 2A • Bottom-up perspectives on modernist ruralities

Chairs: Victor Brunfaut and Emily Bereskin

Avangard: a Forward-Looking Kolkhoz is Seen as Part of the Past
Kaja Veddel (Estonian University of Life Sciences); Martti Veldi (Estonian University of Life Sciences)
“We had a Toilet!” The Modernisation of the Countryside as Perceived by the Inhabitants. The Private and Public Spaces in the new Settlements in Italy and colonial Libya (1932-1939)
Vittoria Capresi (Technische Universität Berlin)

The Social Appropriation of the Portuguese Inner Colonisation Project in Boalhosa (1946-1966)
Marta Prista (CRIA/NOVA FCSH)

“Life Was Not All That Bad”: Memories and Experiences of Kolkhoz Life in the Baltic States
Friedrich Kuhlmann (Estonian University of Life Sciences); Martti Veldi (Estonian University of Life Sciences)

SESSION 2B • Modernist rural planning: comparative perspectives

Chairs: Catherine Maumi and Cristina Pallini

From the Thirties to Post-War Reconstruction. The Land Reclamation Consortia and Rural Architecture in Italy
Luca Monica (Politecnico di Milano); Luca Bergamaschi (Politecnico di Milano)

Modernist Rural Settlements in Southern Europe: Sociocultural Impacts
Vilma Hastaoglou-Martindis (Aristotle University of Thessaloniki); Maria Helena Maia (ESAP - Escola Superior Artistica do Porto); Cristina Pallini (Politecnico di Milano)

Assessing Modernist Rural Development and Colonization Policies through the Lens of “Comparative Agriculture”
Axel Fisher (Technische Universität Berlin / Université libre de Bruxelles / FNRS)

SESSION 2C • Mapping modernist rural landscapes: speculative approaches

Chairs: Joaquim Flores and Hannes Palang

The Krushchkevka and the Dom Kultura: Urban Lifestyles in a Rural Setting
Oksana Zhukova (Estonian University of Life Sciences); Simon Bell (Estonian University of Life Sciences)

A Landscape of Lies: Soviet Maps in Estonia
Martti Veldi (Estonian University of Life Sciences); Simon Bell (Estonian University of Life Sciences)

Making a Literature Review and a Critical Bibliography about the Case Study of New Towns in Agro Pontino
Emanuela Margione (Politecnico di Milano)

Rurality, Ruins and Archives. Mapping the Architectural History of the Greek Countryside
Afroditi Maragkou (University of Thessaly)
14.30  Keynote lecture 2  

Introduced by: Helena Maia

*Rural Modern Landscapes: Paradox or Metaphor*  
Ana Tostões (Docomomo International / Tecnico - University of Lisbon)

Discussants: Helena Maia and Vittoria Capresi

16.00  Parallel session 3

**SESSION 3A • Modernist ruralities between representations and propaganda**

Chairs: Rute Figueiredo and Michele Tenzon  
“The Built Memory: the Colonization Villages in Spain by the Newsreel of State NO-DO”  
Josefina González Cubero (University of Valladolid); Alba Zarza Arribas (University of Valladolid)

“Five-Year Plan in Four: Kolkhoz Propaganda in Film and Documentaries”  
Martti Veldi (Estonian University of Life Sciences); Friedrich Kuhlmann (Estonian University of Life Sciences); Simon Bell (Estonian University of Life Sciences)

“Forward to the Bright Future of Socialism!”: the Role of Images and Symbols in Promoting Collectivization in Soviet Ukraine  
Oksana Zhukova (Estonian University of Life Sciences)

*The Jewish Farmer, the Village and the World Fair - Politics, Propaganda, and the “Israel in Palestine” Pavilion at the Paris International Exhibition of 1937*  
Tzafrir Fainholtz (Technion-Israel Institute of Technology)

**SESSION 3B • Modernist rural planning: cultural and physical legacies**

Chairs: Jacques Teller and Miguel Moreira Pinto

*Issues and Strategies for Conservation of Artificial Water System of Hongcun, China*  
Tingshen Li (Politecnico di Milano)

*Learning from the Douar. Écochard and the modern invention of the traditional Moroccan rural habitat*  
Edoardo L. G. Bernasconi (Independent scholar)

*The Safeguard of a Rural Landscape and of its Use. Study on the Western-South of Lazio (Italy)*  
Nora Lombardini (Politecnico di Milano)

*The Soviet Modernisation of the Public Road Landscape*  
Vugule, Kristine (Latvia University of Agriculture); Bell, Simon (Estonian University of Life Sciences)
SESSION 3C • Making and preserving modernist rural heritage

Chairs: Caroline Rolka and Marta Lalanda Prista

Keep Out! No Entry! Exploring the Soviet Military Landscape of the Coast of Estonia
Ann-Leena Miller (Estonian University of Life Sciences); Simon Bell (Estonian University of Life Sciences)

Modern Rural Landscapes in Contemporary Heritage Imaginaries: The Case of Germany’s Southern Oderbruch
Emily Bereskin (Université libre de Bruxelles / Technische Universität Berlin)

Towards the Contemporary Development of Modern Architecture Inherited from the Fascist Regime. The City of Sabaudia.
Constance Ringon (École Nationale Supérieure d’Architecture de Toulouse (ENSA Toulouse)

Laura Ingerpuu (Estonian Academy of Arts)

WEDNESDAY 13 June / ERM - Estonian National Museum

9.30 Parallel session 4

SESSION 4A • Taming nature

Chairs: Gerhard Ermischer and Martti Veldi

Landscape and National Imaginary: The Role of National Parks in the Formations of National Belonging in Turkey
Asya Ece Uzmay (Kadir Has University)

Modern Ruralscape and Contemporary Ideology. The Case of the Pontine Plain
Annalisa Metta (Roma Tre University); Davide Onorati (Independent scholar)

“Nature Caprices are Finally Defeated!”: Reclamation Politics and Practices in Latvia During the Era of Modernism
Anita Zariņa (University of Latvia); Ivo Vinogradovs (University of Latvia)

SESSION 4B • Mapping modernist rural landscapes: shifting used and patterns

Chairs: Hannes Palang and Aleksa Korolija

Historical GIS: Application of Map-based Biography to the Laeva Sovkhoz/State Farm, Estonia
Martti Veldi (Estonian University of Life Sciences); Simon Bell (Estonian University of Life Sciences)
Building the Modernist Rural Landscape in the Salazar’s Regime. The Agricultural Colony of Boalhosa
Paolo Marcolin (Escola Superior Artística do Porto - ESAP); Isabel Matias (Escola Superior Artística do Porto - ESAP); Joaquim Flores (Escola Superior Artística do Porto - ESAP)

Soviet Era Landscape Change and the Post-Soviet Legacy in Latvia
Bell Simon (Estonian University of Life Sciences); Olgerts Nikodemus (University of Latvia); Zanda Peneze (University of Latvia); Imants Kruze (University of Latvia)

11.15 Parallel session 5

SESSION 5A • Modernist rural planning: antecedents, copycats and mavericks

Chairs: Alexandra Cardoso and Axel Fisher

Rural Development in Belarus. “Agrogorodok”: Between Rural and Urban?
Liudmila Slivinskaya (Technische Universität Darmstadt)

Igniting Social Changes via New Agricultural Settlements in the Great Hungarian Plain at the End of the 18th Century
Kristof Fatsar (Writtle University College)

Tessenei (1905-1941): Intensive Farming Shaping Landscape and Social Relations in Colonial Eritrea
Nelly Cattaneo (Politecnico di Milano)

The Rural Super City: Central Lancashire New Town
Victoria Jolley (Manchester School of Architecture)

SESSION 5B • Encounters between infrastructures and rural landscapes

Chairs: Helena Maia and Christoph Muth

The Five Residential Settlements Built by HICA
Machado Moreira, César (Centro de Estudos Arnaldo Araújo)

Re-Location: Urban and Architectural Analysis of Resettlement Practices in the Brown Coal Mining Area of Welzow-Süd in East Germany
Ess, Julia (Brandenburg University of Technology (BTU) Cottbus-Senftenberg)

“Power and the Countryside”: Power Stations, Amenity and Rural Britain
Csepely-Knorr, Luca (Manchester Metropolitan University); Coucill, Laura (Manchester Metropolitan University)

14.30 Keynote lecture 3

Introduced by: Axel Fisher

The Hidden Landscape Uncovered. A Key-Study from the Spessart-Region in Germany
Gerhard Ermischer (Spessartprojekt / CIVILSCAPE / Council of Europe’s iNGOs Conference)

Discussants: Axel Fisher and Simon Bell

16.00 Closing session

Partner addresses
Simon Bell, (ECLAS – European Council of Landscape Architecture Schools)
Dirk Gotzmann (CIVILSCAPE)

16.45 Keynote lecture 4

Concluding remarks
Simon Bell (Estonian University of Life Sciences)
At the beginning of the 20th century, the United States do not reflect anymore the ideal of being the “Garden of the World”, one which had fostered the imagination of its inhabitants since the end of the 18th century, and had built a specific landscape – the pastoral or middle landscape – during the 19th century. The country has now established itself as a major industrial and economic force, and New York symbolizes this new national power. However, this evolution wasn’t without serious consequences on the living conditions within the urban and rural realms, where a large part of the population was getting poorer. It had also caused dramatic transformations of the natural landscape and even, more important, large-scale ecological disasters.

These significant changes invited some professionals and intellectuals (economists, architects, landscape architects, urban planners, foresters, etc.) to work on new economic, political and spatial proposals in order to avoid all kind of speculation – on the land, money and on human workforce – and to imagine new ways of life on Earth.
more respectful of its resources, natural ecosystems, but also of the living world, humans being part of it.
The first proposal we will focused on is the idea of geotechnics, or Regional planning, as defined by Benton MacKaye, and as illustrated by his project for the Appalachian Trail, first presented in 1921. According to MacKaye, “Regional planning is ecology. It is human ecology; its concern is the relation of the human organism to its environment”. The second project is the one proposed by Frank Lloyd Wright with Broadacre City, illustrated by the model shown in 1935; it was built with the purpose of explaining to the general public a new, cooperative and democratic way of life on Earth. It is impossible to dissociate anymore the rural realm from the urban one in Broadacre City, where “it is true that landscape becomes architecture just as architecture becomes a kind of landscape. But both are integral with the ground and are an orchestration of form according to nature”.
Both visions are inviting us to think about the problems we have to face now, on the 21st Century, on any place of the Earth.

Short resume

Catherine Maumi is architect. She holds a PhD from the EHESS in Urban Studies, an HDR (research habilitation) from the University Paris 8, and is Full Professor in History and Theories of Architecture and the City at the ENSA – École nationale supérieure d'architecture of Grenoble, where she heads the research laboratory MHAevt – Métiers de l’Histoire de l’Architecture, édifices-villes-territoires, Université Grenoble Alpes (http://mhaevt.hypotheses.org – http://www.grenoble.archi.fr).

Her researches are mainly focused on the thoughts developed at the scale of the city and the territory and question more particularly the North-American architectural and urban cultures, trying to identify their specificities compared to the European ones.

On these topics, she published, among others:
- Frank Lloyd Wright, Broadacre City, La nouvelle frontière [1];
- Usonia ou le mythe de la ville-nature américaine [2];
- Thomas Jefferson et le projet du Nouveau Monde [3];
- “Pour une écologie humaine, de Patrick Geddes à Benton Mackaye” [4];
- “Le Regional planning : une nouvelle exploration pour révéler l’habitabilité des territoires”[5].

References

This lecture intends to reflect on the territory occupation and to discuss the link between the vernacular rural tradition and the will to define a modern architecture. Questions such as typology, mass housing and high-density versus low-rise will be addressed.

Scholars consider that the Modern Movement architecture influenced above all the city developments since it was oriented towards the Urban realm. This focus would eventually mean the disregard of the countryside, leading to a paradox when it comes to look at modern rural landscapes. However, soon the argument of the relationship between modernity and cultural identity emerged in this framework, deeply connected with vernacular rural architecture: in a way to support the definition of the esthetical programme and legitimate a kind of modern expression several studies on popular architecture were carried on.

Linked to the worldwide panorama where these concerns have been addressed, connecting Previ in Peru or Los Portales in Chile with other examples, the analysis will focus on the typology assessments recalled from vernacular architecture. From that perspective, the goal of this research is to reveal the path that a new generation of architects from the 1960s onwards assumed through a strong commitment between modernity and tradition.

2 Corresponding author: ana.tostoes@tecnico.ulisboa.pt
Finally, this knowledge will be linked with the development of the Project SAAL - Local Ambulance Support Service (1974-1976) – with particular attention to projects like *Bairro de São Victor* by Álvaro Siza and *Casal das Figueiras* by Gonçalo Byrne – that found the opportunity to continue the previous ideas, simultaneously solving the urgent Housing problem the country was facing.

**Short resume**

**Ana Tostões**, PhD is an architect, architecture critic and historian, and is president of Docomomo International and Editor of the Docomomo Journal (https://www.docomomo.com/; https://www.docomomo.com/publications). She is a Full Professor at the Instituto Superior Técnico (https://tecnico.ulisboa.pt/en/), University of Lisbon, where she teaches Theory of Architecture and Critical History, and coordinates the Architectonic Culture research group. She was awarded the *X Bienal Ibero-Americana de Arquitectura y Urbanismo* Prize 2016. She also works as a critic in journals and newspapers, notably writing a weekly architectural column for the Portuguese daily *Público*.

Her research field is the Critical History and Theory of Contemporary Architecture, focusing on the relationship between European, Asian, African and American cultures. On this topic, she has published books and essays, curated exhibitions and organised scientific events. On these topics, she published, among others:

- *The Shape of the City* [1];
- *The Mediterranean Question* [2];
- “How to Love Modern [Post-]Colonial Architecture: Rethinking Memory in Angola and Mozambique Cities” [3];
- *Adaptive Reuse – The Modern Movement Towards the Future, Proceedings of the Fourteenth International Docomomo Conference* [4];

**References**

The Spessart is a typical upland region in Germany and twenty years ago a group of archaeologists, historians and other cultural scientists started a volunteer project to study and communicate this landscape – a landscape with an image of poverty and seen a marginal landscape. So, the focus was on the history and features of cultural landscapes reflecting an older past, their developed also a focus on modern landscape features: the motorway intersecting the Spessart and connecting it with the regional economic centres built in the 1950s, the first high rise buildings in the area, the abandoned irrigations systems and water meadows, the modern agricultural landscape in the east of the Spessart with its fast changing economic and social structure. These modern elements were often neglected, invisible to observers, seen as neither nice nor important. But for the local people they turned out to be of a great importance for their own identity and visitors started to get interested as soon as they were confronted with the personal stories of the local people – stories they could relate to from their own experiences. These developments were fostered by experiences from partners throughout Europe in a series of partner projects where ideas, methods and different approaches to the more recent heritage influenced the work of the academics with the local population in the Spessart. Volunteers often relate very strongly to this modern

3 Corresponding author: ermischer@spessartprojekt.de
heritage and want to tell their own stories about it. It is a history which is still alive and therefore the participative aspect of dealing with it, or in our case to create a thematic trail to tell the story of a specific landscape, is more personal than in cases dealing with a more distant past. This shall be exemplified mainly by examples of the Spessart region, but also from the European network that influenced the work in the Spessart.

Short resume

Born in Salzburg (Austria), Gerhard Ermischer studied history and archaeology in Innsbruck (Leopold-Franzens-Universität) and in the United Kingdom (University of Southampton), obtaining his doctoral degree in 1993. He worked as archaeologist and museum curator in Aschaffenburg (Germany) since 1991, and established an association dedicated to the cultural landscape of the Spessart region in 1998 (http://www.spessartprojekt.de). This association, based on the participatory contribution of some 7,000 volunteer citizens engaged in research, interpretation and management activities for the Spessart landscape, is now a fully acknowledged research institute at the University of Würzburg. This early experience of “citizen science” brought him to collaborate with the Council of Europe on the European Landscape Convention since 2001. Gerhard is one of the founding members of CIVILSCAPE, which he represents at the Council of Europe’s Conference of INGOs (international non-governmental organizations: https://www.coe.int/en/web/ingo/home).
Conference scientific committee

Modscapes team

Prof. Simon Bell, Chair of Landscape Architecture, Estonian University of Life Sciences / president of ECLAS- European Council of Landscape Architecture Schools (MODSCAPES principal investigator)

Prof. Luisa Moretto, HABITER study center, Faculty of Architecture La Cambre Horta, Université libre de Bruxelles (MODSCAPES project leader)

Prof. Cristina Pallini, ABC dpt. of Architecture, Building Engineering and Construction, Politecnico di Milano (MODSCAPES principal investigator)

Dr. Vittoria Capresi, Habitat-Unit, chair of international urbanism, Technische Universitäät Berlin (MODSCAPES principal investigator)

Prof. Maria Helena Maia, CEAA – Centro de Estudos Arnaldo Araújo / ESAP – Escola Superior Artística do Porto (MODSCAPES principal investigator)

Prof. Axel Fisher, HABITER study center, Faculty of Architecture La Cambre Horta, Université libre de Bruxelles / F.R.S.-FNRS Belgian Fund for Research

Arch. Michele Tenzon, HABITER study center, Faculty of Architecture La Cambre Horta, Université libre de Bruxelles

Dr. Emily Bereskin, HABITER study center, Faculty of Architecture La Cambre Horta, Université libre de Bruxelles

Prof. Nora Lombardini, ABC dpt. of Architecture, Building Engineering and Construction, Politecnico di Milano

Prof. Francesca Bonfante, ABC dpt. of Architecture, Building Engineering and Construction, Politecnico di Milano

Prof. Federico Acuto, ABC dpt. of Architecture, Building Engineering and Construction, Politecnico di Milano

Dr. Aleksa Korolija, ABC dpt. of Architecture, Building Engineering and Construction, Politecnico di Milano

Arch. Silvia Boca, ABC dpt. of Architecture, Building Engineering and Construction, Politecnico di Milano

Prof. Vilma Hastaoglou-Martinidis, School of Architecture, Aristotle University of Thessaloniki

Arch. Rute Figueiredo, CEAA – Centro de Estudos Arnaldo Araújo / ESAP – Escola Superior Artística do Porto
Arch. Miguel Moreira Pinto, CEAA – Centro de Estudos Arnaldo Araújo / ESAP – Escola Superior Artística do Porto

Arch. Joana Couto, CEAA – Centro de Estudos Arnaldo Araújo / ESAP – Escola Superior Artística do Porto

Prof. Paolo Marcolin, CEAA – Centro de Estudos Arnaldo Araújo / ESAP – Escola Superior Artística do Porto

Dr. Marta Lalanda Prista, CRIA – Centro em Rede de Investigação em Antropologia

Arch. Alexandra Cardoso, CEAA – Centro de Estudos Arnaldo Araújo / ESAP – Escola Superior Artística do Porto

Prof. Joaquim Flores, CEAA – Centro de Estudos Arnaldo Araújo / ESAP – Escola Superior Artística do Porto

Prof. Maria Josefina Gonzalez Cubero, CEAA – Centro de Estudos Arnaldo Araújo / ESAP – Escola Superior Artística do Porto: Departamento de Teoria de la Arquitectura y Proyectos Arquitectónicos / Universidad de Valladolid

Prof. Isabel Matias, CEAA – Centro de Estudos Arnaldo Araújo / ESAP – Escola Superior Artística do Porto; Universidade Lusófona Porto

Prof. Alexandra Trevisan, CEAA – Centro de Estudos Arnaldo Araújo / ESAP – Escola Superior Artística do Porto

Arch. César Machado Moreira, CEAA – Centro de Estudos Arnaldo Araújo / ESAP – Escola Superior Artística do Porto; Universidade Lusíada, Famalicão

Arch. Christoph Muth, Habitat-Unit, chair of international urbanism, Technische Universität Berlin

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Conference organising committee

Prof. Simon Bell, Chair of Landscape Architecture, Estonian University of Life Sciences / president of ECLAS- European Council of Landscape Architecture Schools (MODSCAPES principal investigator)

Dipl.-Ing. Friedrich Kuhlmann, Chair of Landscape Architecture, Estonian University of Life Sciences

Oksana Zhukova, Chair of Landscape Architecture, Estonian University of Life Sciences

Martti Veldi, Chair of Landscape Architecture, Estonian University of Life Sciences

Prof. Axel Fisher, HABITER study center, Faculty of Architecture La Cambre Horta, Université libre de Bruxelles / F.R.S.-FNRS Belgian Fund for Research

Prof. Luisa Moretto, HABITER study center, Faculty of Architecture La Cambre Horta, Université libre de Bruxelles (MODSCAPES project leader)

Prof. Jacques Teller, Université de Liège, Faculty of Applied Sciences