



**Avantguarda | [M]  
Masterclass |  
Mesura -  
'communication  
as a tool'**

**Imatge:**

© Mesura

**Entitat**

**Organitzadora :**

Centre Obert  
d'Arquitectura, COAC

**Lloc:** Assembly hall  
of the Tarragona  
Region of the College  
of Architects of  
Catalonia (COAC)

**Demarcació :**

Tarragona

**Data inici :** Dijous, 25  
abril, 2024

**Horari:** At 7:30 p.m.

[Tornar](#)

**Within the cultural programming of the AVANTGUARDA cycle, we have the opportunity to listen to the architecture studio Mesura, who will offer us a masterclass on the topic of communication, with the title 'communication as a tool'. The event is presented by Anna Castellà from Arjub.**

At Mesura, they explore a wide range of media, including projects, objects, resources and editorial work. The basis of his work process is a methodology rooted in a transdisciplinary way of thinking, which seeks to find points of connection within the different areas. Each project serves them as a permanent testing ground where the process is as valued as the end result. They believe that true innovation happens when different perspectives and ideas come together and intersect.

**At the end of the masterclass there will be a dinner-colloquium** with the speaker at the Barhaus restaurant. You can sign up by sending an email to [comunicacio.tar@coac.net](mailto:comunicacio.tar@coac.net).  
**Dinner price €22.**

The AVANTGUARDA cycle is divided into four main sections: environmentalism, experimentalism, communicationism and academicism. The format of these four sections and on different days will be that of a conference [C], a debate group [G] and a master class [M] per month.

#COACTarragona

**[COAC]**

arquitectes.cat  
Tarragona

**Amb el suport de:**



**Diputació de Tarragona**



**Avantguarda | [C]  
Conference |  
Moisés Puente ·  
'architecture  
publications'**

**Imatge:**

© Moisés Puente

**Entitat**

**Organitzadora :**

Centre Obert  
d'Arquitectura, COAC

**Lloc:** Assembly hall  
of the Tarragona  
Region of the College  
of Architects of  
Catalonia (COAC)

**Demarcació :**

Tarragona

**Data inici :** Dijous, 11  
abril, 2024

**Horari:** At 7 p.m.

[Tornar](#)

**Within the cultural programming of the AVANTGUARDA cycle, we have the opportunity to listen to the architect and publisher Moisès Puente, who will offer us a conference on the subject of communication, with the title 'architecture publications'. The event is presented by Anna Castellà d'Arjub.**

Moisès Puente is an architect and editor. Since 1999 he has worked as an editor at the Gustavo Gili Publishing House. He currently directs the magazine 2G and a collection of essays for the German publisher Walther König. He has published anthologies of texts by Alejandro de la Sota, Josep Llinàs, Olafur Eliasson, Aldo Rossi, Philip Ursprung, Smiljan Radi?, Andrés Jaque or Kersten Geers (in press); conversation books by Mies van der Rohe, Jørn Utzon and Gordon Matta-Clark; and monographs on the work of Mies and de la Sota. His publications have received several awards and in 2010 he was awarded the FAD Prize for Thought and Criticism. In 2016 he founded his own publishing label, 'Puente editores', focused on essays on art and architecture.

**At the end of the conference there will be a dinner-colloquium with the speaker at the Barhaus restaurant.** You can sign up by sending an email to [comunicacio.tar@coac.net](mailto:comunicacio.tar@coac.net).  
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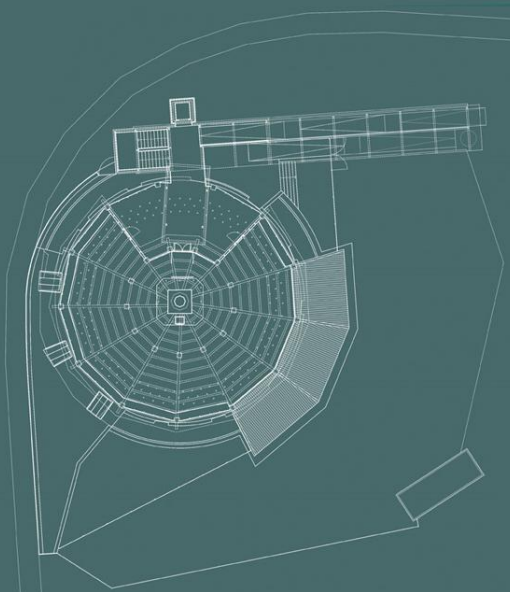
**Amb el suport de:**



**Diputació de Tarragona**

# fets urbans

Guia d'arquitectura de Reus



**fets urbans -  
Presentation of  
the Architecture  
Guide of Reus**

**Imatge:**

Bòbila Sugrañes, by FGR arquitectes © COAC Tarragona

**Entitat****Organitzadora :**

Centre Obert  
d'Arquitectura, COAC

**Lloc:** Assembly hall  
of the Tarragona  
Region of the College  
of Architects of  
Catalonia (COAC)

**Demarcació :**

Tarragona

**Data inici :** Dimarts,  
19 març, 2024

**Horari:** At 7 p.m.

[Tornar](#)

The Demarcation of Tarragona of the College of Architects of Catalonia (COAC) **presents the 'Architecture Guide of Reus - fets urbans'**, next Tuesday March 19, 2024, at 7:00 p.m., in the assembly hall at the Headquarters (Carrer Sant Llorenç 20-22).

The welcome will be given by **Jordi J. Romera**, president of the Tarragona Region of the College of Architects of Catalonia, and then **Marina Berasategui**, Councilor for Mobility and Urbanism of Reus City Council and **Roger Miralles**, director of the Higher School of Architecture of Reus. Then the authors will explain the guide, and the event will be closed by **Ton Salvadó**, urban planning manager of Reus City Council and **Antoni Pujol**, founder of the COAC Tarragona Historical Archive.

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Tarragona

Participate:

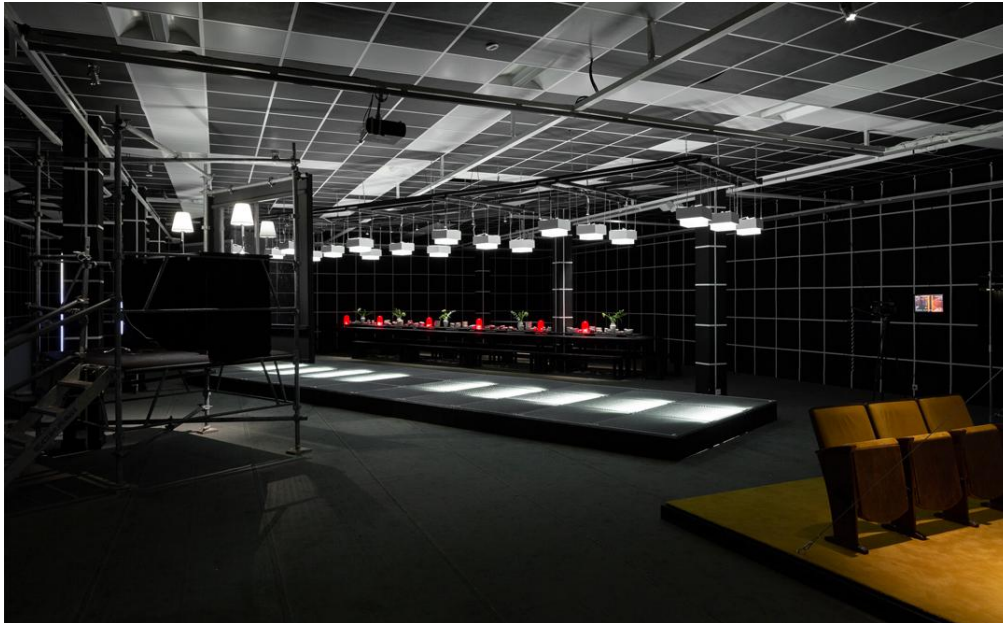


AJUNTAMENT DE REUS

**ear** escola  
d'arquitectura  
de Reus







**Avantguarda | [M]  
Masterclass |  
Javier F.  
Contreras ·  
'interiors,  
architecture and  
media in the 21st  
century'**

**Imatge:**

© HEAD ? Genève, Baptiste Coulon

**Entitat**

**Organitzadora :**

Centre Obert  
d'Arquitectura, COAC

**Lloc:** Assembly hall  
of the Tarragona  
Region of the College  
of Architects of  
Catalonia (COAC)

**Demarcació :**

Tarragona

**Data inici :** Dijous, 21

març, 2024

**Horari:** At 7 p.m.

Tornar

**Within the cultural program of the AVANTGUARDA cycle, we have the opportunity to listen to Javier F. Contreras who will offer us a masterclass under the theme of experimentalism, with the title 'Interiors, architecture and media in the 21st century'.**

The event is presented by Anna Castellà d'Arjub.

Javier Fernández Contreras (Granada, 1982) is an architect and doctor in architectural theory from the Higher Technical School of Architecture of Madrid (ETSAM). Since 2018, he has been the director of the School of Space Design / Interior Architecture at the Haute École d'Art et de Design (HEAD ? Genève), in Switzerland. His work explores the relationship between architecture, systems of representation and media, with a specific focus on the role of interior spaces in the construction of contemporaneity.

Contreras is director of several research and master's programs, among which stand out MAIA (Master of Arts in Interior Architecture) and Scènes de Nuit, a platform that investigates the relationship between night and architecture. His recent publications include the books 'Manifiesto de Interiores' (Puente Editores, 2022), and Nocturnal History of Architecture (Spector Books, 2024).

**At the end of the masterclass there will be a dinner-colloquium** with the speaker at the Barhaus restaurant. You can sign up by sending an email to [comunicacio.tar@coac.net](mailto:comunicacio.tar@coac.net).

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Diputa



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