



**Closing the cycle  
Avantguarda | [M]  
Masterclass |  
Mariona Genís ·  
'learning [with  
and from]  
architecture'**

**Imatge:**

© Mariona Genís

**Organitzing Entity :**

Centre Obert  
d'Arquitectura, COAC

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

**Regional branch :**  
Tarragona

**Start date :**  
Thursday, 23 May,  
2024

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

[Tornar](#)

**Within the cultural program of the AVANTGUARDA cycle, we have the opportunity to listen to the architect Mariona Genís, who will offer us a masterclass under the theme of academicism, with the title 'learning [with and from] architecture'. Anna Castellà d'Arjub presents the event.**

Mariona Genís is a PhD in Architecture from the ETSAB, UPC. His research is linked to teaching innovation in the field of Architectural Restoration and Design and in new methods of Restoration and Rehabilitation. She participates as a guest professor and coordinator in several master's degrees, postgraduate courses and courses at the UPC School. In the field of restoration, she is the coordinator and professor of the Masters in Architectural Rehabilitation and Restoration: from Performance Evaluation (CTE) to the Intervention Project, from the UPC.

**After the masterclass, we will conclude the AVANTGUARDA cycle in the outdoor courtyard of the COAC Tarragona, where the speaker will accompany us and we will offer a small refreshment.** Due to capacity control, prior registration is required to attend. **You can register [HERE](#).**

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

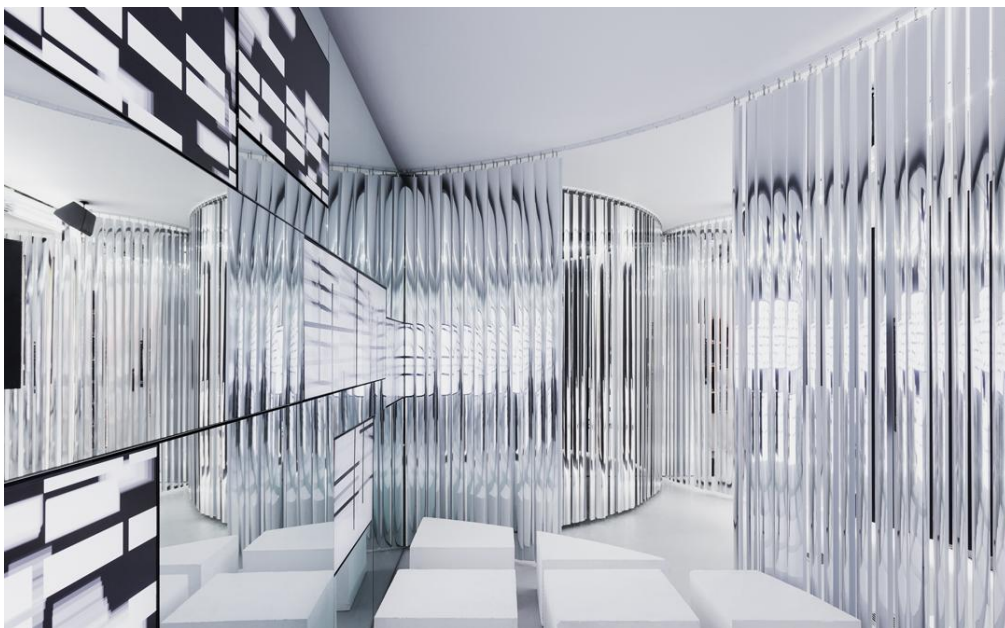
# [COAC]

arquitectes.cat  
Tarragona

## Amb el suport de:



## Diputació de Tarragona



**Avantguarda | [C]  
Conference | Eva  
Franch ·  
'architectures of  
now'**

**Imatge:**

© Eva Franch

**Organitzing Entity :**

Centre Obert  
d'Arquitectura, COAC

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

**Regional branch :**  
Tarragona

**Start date :**  
Thursday, 16 May,  
2024

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

[Tornar](#)

**Within the cultural program of the AVANTGUARDA cycle, we have the opportunity to listen to the architect Eva Franch, who will offer us a conference under the theme of academicism, with the title 'architectures of now'. The event is presented by Anna Castellà d'Arjub.**

Eva Franch Gilabert is an architect, curator, teacher and international lecturer. His professional practice is characterized by bringing together the experimental forms of art, design and architecture. She has been executive director of the Storefront for Art and Architecture in New York and the first woman to lead the Architectural Association in London. She also holds the position of Distinguished Professor at the Academy of Fine Arts in Shanghai, is a professor at UMPRUM (the Academy of Arts, Architecture and Design in Prague), visiting professor at Princeton University and Cooper Union in the USA and she is the co-founder and artistic director of Model (Barcelona Architecture Festival). His work has been exhibited internationally at the Barcelona FAD, the Venice Architecture Biennale, the Vitra Design Museum or the Shenzhen Architecture Biennale, among others.

**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).  
**Dinner price €22.**

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Tarragona

Amb el suport de:



Diputació de Tarragona



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

**Imatge:**

© Mesura

**Organitzing Entity :**

Centre Obert  
d'Arquitectura, COAC

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

**Regional branch :**  
Tarragona

**Start date :**  
Thursday, 25 April,  
2024

**Time :** 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.

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Amb el suport de:



Diputació de Tarragona



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

**Imatge:**

© Moisés Puente



**Organitizing Entity :**

Centre Obert  
d'Arquitectura, COAC

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

**Regional branch :**

Tarragona

**Start date :**

Thursday, 11 April,  
2024

**Time :** At 7 p.m.

[Tornar](#)

**Within the cultural programming of the AVANTGUARDA cycle, we have the opportunity to listen to the architect and publisher Moisés 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.

Moisés 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 Radić, 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).  
**Dinner price €22.**

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Amb el suport de:



Diputa



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