

INVITATION

Seminar Wood Architecture

International Grüne Woche, Berlin
Saturday 21th January 2012



Photo Ketil Jacobsen

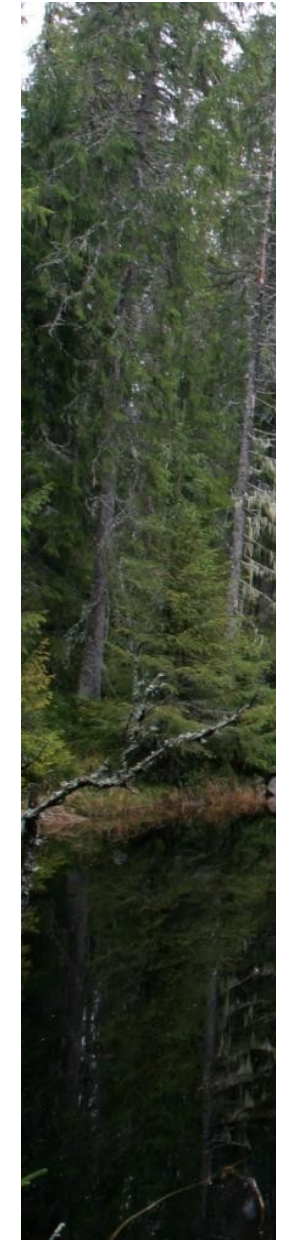
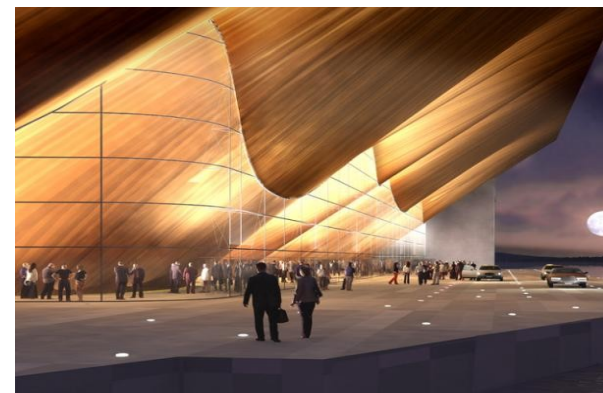
The Ministry of Agriculture and Food (MAF), Innovation Norway, WoodFocus, Association of Consulting Architects in Norway and the Norwegian Forestry Society have the pleasure of inviting you to a seminar on wood architecture at the International Grüne Woche in Berlin 2012.

The aim of this seminar is to make visible the Norwegian knowledge on modern utilisation of wood, wood design and wood architecture. Through this arrangement we want to promote Norway as an environmentally sound and modern destination with interesting architecture based on traditional as well as modern utilisation of wood.

Through a ten-year period increasing the use of wood as construction material has been a clear political goal for Norway. The production of wood materials is less CO₂ intensive than for other materials. In addition lasting wood products stores CO₂ throughout its lifetime. These advantages makes increased use of wood an element in the government's policy for reducing emissions of CO₂. Increased use of wood will also contribute to economic activity and secure employment throughout the country. It is also a goal to make the most of the large amount of forest resources in Norway.

This seminar will focus upon the political goals for the further work on promoting increased use of wood. It will touch upon results of the actions carried, on spectacular architectonic cases and discuss how architecture can contribute to the understanding of Norway as an exciting destination.

The arrangement is free of charge and includes lunch.



PROGRAMME

Saturday 21. January - Messe Berlin, Marshall House

1130 SHORT SEMINAR ON INNOVATIVE USE OF WOOD

Language: English

*Chair: Director-General Pål Vidar Sollie,
Ministry of Agriculture and Food*

Why do we need to encourage innovative use of wood?

Lars Peder Brekk, Minister of Agriculture and Food

Status for the use of wood in constructions - Achievements of the Norwegian wood industry

*Managing Director Aasmund Bunkholt
WoodFocus Norway*

About Juvet landscape Hotel, Valldal

*Dean of architecture and partner Børre Skodvin,
Jensen & Skodvin and Oslo School of Architecture and Design*

About Visitors centre Norwegian Wild Reindeer Centre, Hjerkind

*Architect and professor II Tarald Lundevall,
Snøhetta and Oslo School of Architecture and Design*

1200 Press opportunity

1220 Lunch – grilled moose from Norwegian forests

1300

NORWEGIAN WOOD ARCHITECTURE SEMINAR

Organiser: Association of Consulting Architects in Norway

Language: English

*Chair: Managing Director Egil Skavang,
Association of Consulting Architects in Norway*

Opening: Norwegian Wood Architecture for the Future

TBA

Wood Architecture in Buildings of the Norwegian Armed Forces

*Executive Director Olaf Dobloug,
The Norwegian Defence Estates Agency*

Norwegian Wood Architecture of Tomorrow

*Architect and professor II Tarald Lundevall,
Snøhetta and Oslo School of Architecture and Design*

*Dean of architecture and partner Børre Skodvin,
Jensen & Skodvin and Oslo School of Architecture and Design*

Innovative use of Wood - Endless Possibilities

*Managing director Ragnhild Borchgrevink
Viken Skog - Forest Owners' Cooperative*

Future Energy and Buildings

*Managing director Tommy Schierning,
Engineering Research Centre*

1500 End of Arrangement

Background

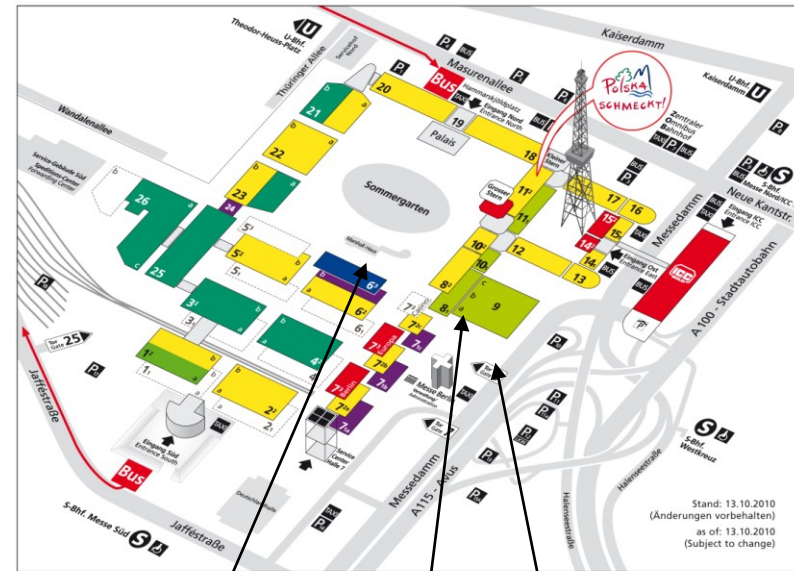
Norway has in 2012 been present at the Internationale Grüne Woche for 25 years. The Ministry of Agriculture and Food is responsible for the arrangement in cooperation with Innovation Norway and the Royal Norwegian Embassy in Berlin. Internationale Grüne Woche is a prestigious arrangement for the Ministry of Agriculture and Food. Throughout years much effort has been made to make the Norwegian delegation an important arena for promoting the qualities of Norwegian food, agriculture and tourism.

With 1500 exhibitors from nearly 60 countries and more than 400 000 visitors, Internationale Grüne Woche is known as one of the world's largest exhibitions for food, agriculture and horticulture. In addition to visitors from Germany and neighbouring countries, the exhibition is also visited by representatives and experts from industries related to production and consumption of food. Of these, more than 100 000 represents trade and industry. The exhibition also gathers as much as 5000 journalists from more than 70 countries.

National exhibitions are the main arena of IGW. These stands represent the countries' food and food culture and also the country as a travelling destination. On each stand you will be able to buy local specialities of high quality. You may even get a feeling of actually visiting 60 countries in one room. Producers of food and drinks from all over the world uses the exhibition as an arena for promotion and sale of their goods.

During the last years, IGW has also become an important arena for cooperation and development, both politically and industrially. IGW has even been described as one of the most important opportunities for meeting people.

Internationale Grüne Woche Berlin 2012 Messe Berlin



- | | |
|---|---|
| Ernährungswirtschaft
Food industry | Heim-Tiere (Halle 1.2)
Pets (Hall 1.2) |
| Landwirtschaft
Agriculture | Fachliches Begleitprogramm
Supporting program |
| Gartenbau
Horticulture | Pressezentrum (Halle 6.3)
Press Center (Hall 6.3) |
| Verbraucher-Info, Haus- & Küchentechnik
Consumer info, domestic & kitchen appliances | Shuttle-Bus vom/zum Parkplatz Olympiastadion
Shuttle bus from/to Olympiastadion car park |

Marshall House

Norway

Tor 9