

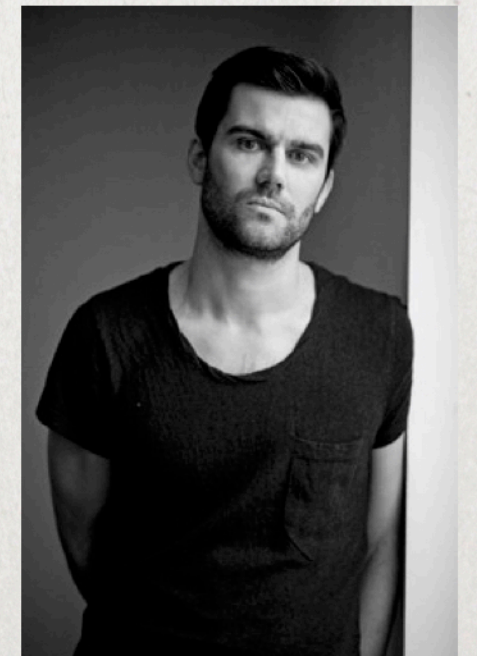


Peter Pichler: At the Threshold of Sustainability

ZEITGEIST 19 invites you to consider the current socio-cultural climate through the lens of sustainable architecture, and the philosophy of “enoughness” coined in Schumacher’s “eco-bible” *Small is Beautiful*. We are strong believers in architects and designers orchestrating positive change by prioritising projects with beneficial environmental, social and economic impact. Which is why, we have asked Peter Pichler, the rising star of green design and construction to speak about his personal practice of focusing on material research, value engineering, rationalization, a practice that spurs further innovation and challenges traditional aesthetics.

Coinciding with the *Salone del Mobile*, ZEITGEIST 19 is happy to present its first event, highlighting an issue central to our institution – environmental justice. Our ultimate objective is to reformulate our relationship to Nature by providing you with direct access to some of today’s most innovative minds via concise and dynamic critical talks. *How can we reuse, reduce, recycle?* Have a seat, a glass of wine, and get ready to be surprised, infuriated, informed, and inspired.

Arch. Pichler was born in Italy in 1982. He studied Architecture at the University of Applied Arts in Vienna, where he graduated in the masterclass of Zaha Hadid, as well as in the University of California, USA. During his studies, Peter joined renowned architecture offices like Zaha Hadid Architects in London, Delugan Meissl in Vienna, and OMA / Rem Koolhaas in Rotterdam. After his graduation he worked as a project architect for Zaha Hadid Architects in Hamburg, researching and working on award winning projects and competitions in several countries. In 2015, he founded the progressive studio Peter Pichler Architecture, dedicated to develop an innovative and contemporary approach towards architecture, urbanism and design. He was nominated as the young Italian talent by the National Chamber of Architects in Italy and was a finalist at the Gold Medal of Architecture Price of the Triennale di Milano, as well as at the Dezeen Awards for Emerging Architect of the Year.



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