

PROCESS

6:30 Monday 6th October - Loop Bar Myers Place -



POP! Architecture is for everyone.

Let's first define 'POP' – it is 'of or for the general public, to be popular or popularised' (Google 2014)

This October, PROCESS looks at ways in which architecture is shared outside of its own bubble. Events, publications/ blogs and social media - the mediums are many.

In a realm that is some parts marketing, some parts celebration, and many parts advocacy, no-one can argue the benefits of media as a communication tool. Who are the people who bring design to others? How is architecture portrayed, and who is the audience? Join us to hear three speakers discuss design engagement with the general public, and examine the successes and areas we can improve.

Our goal? To connect and emphasise the value of design – to POPularise architecture.

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NIC GRANLEESE

AGIDEAS



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