

Press Release | Exhibition

Mad About Dugnad – Work Together, Build Better

WoHo Berlin and three other projects by Mad arkitekter, Norway



Collage of team members and projects by Mad arkitekter. © Mad arkitekter

Exhibition: 22 January – 10 March 2022

Opening: 21 January 2022, 6.30pm; Information will follow via newsletter

Venue: Aedes Architecture Forum, Christinenstr. 18–19, 10119 Berlin

Opening Hours: Tue–Fri 11am–6.30pm, Sun–Mon 1–5pm and Sat, 22 Jan 2022, 1–5pm

Download Press Pictures

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The Norwegian tradition of ‘dugnad’ encourages everyone to contribute in order to achieve a common goal. It is based on a process of social relations, reciprocity and community solidarity and thus on the belief that together you are stronger than alone. The architecture firm Mad refers to ‘dugnad’ as a key to creating solutions for a sustainable future in an increasingly complex and challenging world. For Mad, architecture is also about re-evaluating, nurturing or preserving social and cultural resources that shape our built environment. These aspects can be observed exemplarily in the four projects that have been compiled for the exhibition at Aedes – among them, the timber high-rise *WoHo* in Berlin-Kreuzberg, which is currently under planning and is considered a social pilot project in urban development.

Dugnad

'Dugnad' is a Norwegian term that represents joining forces for mutual support and working together towards a common goal and greater good. In a 'dugnad', participants contribute what they can offer within their means – this can be time, effort, knowledge, skills, money, shared risk, etc. This Norwegian tradition began in the 14th century when rural communities came together for building projects. When the project was completed, people celebrated with a feast as a reward for the work done. In Norway, the 'dugnad' heritage lives on until today as a form of mutual support in different areas of society. For example, since the outbreak of the Corona pandemic, the collective fight against the virus has been repeatedly associated with 'dugnad'.

Mad arkitekter

For Mad, the 'dugnad'-spirit – the power of positivity, creativity and togetherness – is central to creating the solutions needed for a sustainable future. Architect and partner Jonny Klokk explains: "We trust in processes and involvement through collaboration on all levels and we believe that we as architects and individuals have an obligation to take part in the common 'dugnad', towards a sustainable future where people and nature can thrive."

Mad arkitekter is based in four Norwegian cities – with the head office in Oslo – and works at the interface between people and their environment. The interdisciplinary team of over 100 people designs furniture, buildings and neighbourhoods with the intention to cultivate, nurture and sustain life. Aware of the responsibility they carry as designers, they constantly question their work, towards a deeper understanding of the complexity of the world we live in, to find better solutions on how to tackle the climate and societal challenges we are facing today.

Projects presented in the exhibition

Kristian August Gate 13 in Tullinløkka in Oslo is a groundbreaking re-use project, completed in October 2020. This 1950's office building, threatened with demolition, is now a successful example of a revitalisation project, where 70 percent of the materials used in the refurbishment and new construction were re-used and repurposed – even including load bearing elements. The project has won a multitude of awards and is very often pointed to as an example on how re-use should be done. It is nominated for the *European Union Prize for Contemporary Architecture – Mies van der Rohe Award 2022*.

In 2019, Mad arkitekter won the international *Reinventing Cities* competition with their proposal, **Recipe for Future Living**, in Stovner, Oslo. The *Reinventing Cities* initiative is to stimulate sustainable development and celebrate innovative solutions for environmental and urban challenges. 14 cities all over the world took part with development sites. Mad arkitekter's project is based exclusively on circular economy, sustainable use of resources and re-use. The concept is designed on the local community's premises, with the aim of lifting and strengthening the neighbourhood. *Recipe for Future Living* is currently being developed and handled by the regulation authorities.

The assembly building **Festiviteten**, situated in Larvik, south of Oslo, was inaugurated in 1874. Throughout the years, the building has served as a town hall, courtroom and as venue for countless cultural events. The banquet hall is the third oldest theatre in Norway. For decades, *Festiviteten* has suffered from lack of maintenance, but after an impressive effort to restore the building, it was reopened on the occasion of the city's 350th anniversary in 2021. *Festiviteten* is a re-use project with a strong social profile in the way it brings life back to the building and to the town of Larvik.

WoHo Berlin is a different kind of high-rise. In 2021, Mad arkitekter won the competition to design this multipurpose residential tower in Berlin's central Kreuzberg district. By using the renewable resource timber, the building's carbon footprint is significantly reduced. In addition, the project features a strong social profile – the concept reflects a typical Kreuzberg neighbourhood, stacked vertically. *WoHo Berlin* is designed with a focus on the needs of the residents, users and neighbours.

Mad About Dugnad presents these four buildings by Mad arkitekter, each showing different approaches to working with sustainability in architecture and design, including strategies for sustainable structural renewal and revitalisation. In the centre of the exhibition space, a seating area invites visitors to come together, and to get an overview of the projects on display. The models, plans, artefacts and texts placed on pedestals and walls not only convey formal aspects, but also offer an insight into the working process and Mad's approach to projects large and small. "Through the exhibition as a contribution to the 'dugnad' for a sustainable future, we share our methods and projects and hope to inspire to join forces for a more sustainable building industry and make the world a better place," says Jonny Klokk.

Further information:
www.aedes-arc.de

Speaking at the opening

Hans-Jürgen Commerell Aedes, Berlin

H. E. Petter Ølberg Ambassador of Norway in Germany, Berlin

Jonny Klokk Mad arkitekter, Oslo

Public Debates

The exhibition *Mad About Dugnad* will be accompanied by two discussion events dedicated to the exhibited projects by Mad arkitekter.

Dates: 2 and 3 March 2022, 6.30pm; Information will follow via newsletter

Venue: Aedes Architecture Forum, Christinenstr. 18–19, 10119 Berlin

We thank the Aedes cooperation partners

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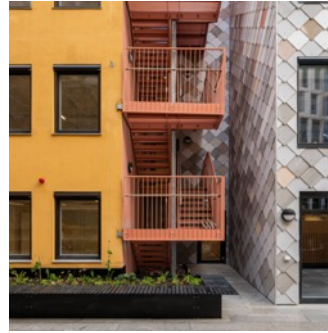
For further information and images please contact

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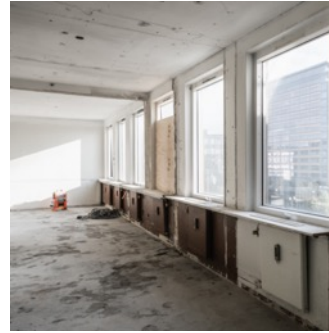
Press Picture



WoHo Berlin by Mad arkitekter; Seen from Tempodrom. © Donatas Grinius / Mad arkitekter



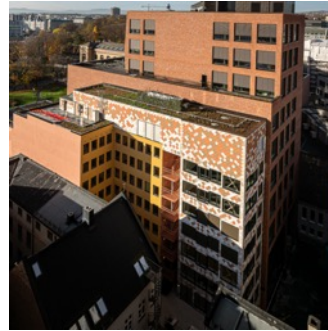
Kristian August Gate 13 in Oslo by Mad arkitekter; A transformation project, where 70 percent of the materials are re-used. © Kyrre Sundal



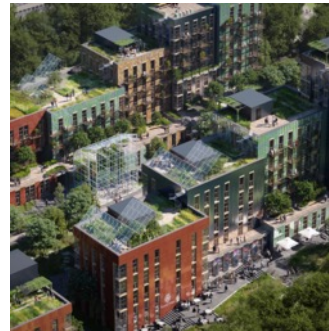
Kristian August Gate 13 in Oslo by Mad arkitekter; Office space before renovation. © Kyrre Sundal



WoHo Berlin by Mad arkitekter; Street view from Schöneberger Straße. © Donatas Grinius / Mad arkitekter



Kristian August Gate 13 in Oslo by Mad arkitekter; Overview from the courtyard. © Kyrre Sundal



Reinventing Cities – Recipe for Future Living in Oslo by Mad arkitekter; A new way to do city planning, where a whole new city quarter is planned to be built with re-used materials. © Imigo



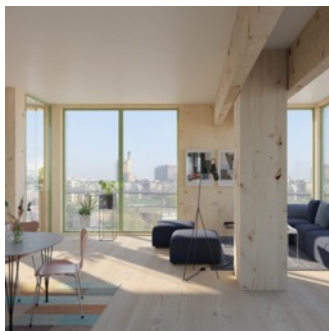
WoHo Berlin by Mad arkitekter; A vertical city quarter built in timber. © Donatas Grinius / Mad arkitekter



Kristian August Gate 13 in Oslo by Mad arkitekter; The facade is a composition of old facade, cut into new shapes, painted in new colours and puzzled together. © Kyrre Sundal



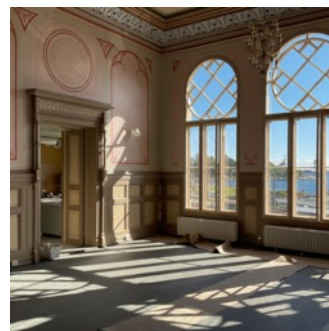
Reinventing Cities – Recipe for Future Living in Oslo by Mad arkitekter; Courtyard. © Imigo



WoHo Berlin by Mad arkitekter; Apartment interior view. © Donatas Grinius / Mad arkitekter



Kristian August Gate 13 in Oslo by Mad arkitekter; Office space before renovation. © Kyrre Sundal

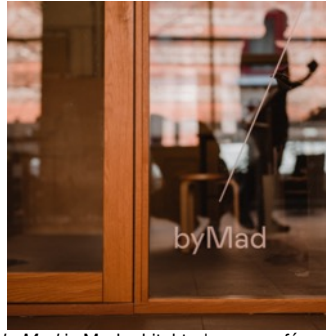


Festiviteten in Larvik, Norway, by Mad arkitekter; In the process of bringing the building back to its former glory of 1874. © Firat Aysim

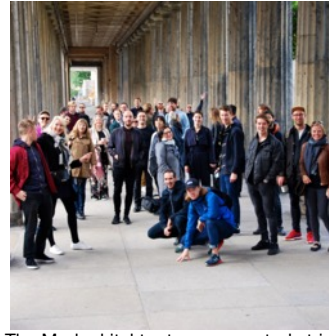
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Festiviteten in Larvik, Norway, by Mad arkitekter; Elegant details worth keeping. © Kyrre Sundal



byMad is Mad arkitekter's own café on street level and also connected to the office space – made out of re-used materials. It is open to everyone and creates room for architectural discussions and events. © Klaudia Koldras



The Mad arkitekter team on a study trip in Berlin. © Simon Øien



TewoFlex/FlexStand by Mad arkitekter; Room dividers and office walls of Norwegian spruce; It can be taken apart and put together endless times. © Kyrre Sundal



The interior in the café *byMad* by Mad arkitekter is made out of re-used materials. © Kyrre Sundal



PEPP by Mad arkitekter; Cardboard lamp made out of Norwegian paper waste. © Kyrre Sundal



Mad arkitekter's model workshop is connected to the café *byMad*, emphasising Mad's desire to share their work. © Kyrre Sundal



KOPP by Mad arkitekter; Coffee cups made out of excess clay after ground work when establishing building sites. © Bobby Petersen / Osloleire



Safety helmet for construction. © Klaudia Koldras