

# Speakers and Abstracts



**Ms Marta POZO**  
Director, MVRDV Asia

Marta Pozo is an architect, licensed BREEAM assessor and LEED green Associate. She has worked at MVRDV since 2007. In 2014 Marta was relocated to Shanghai to head the firm's Asian office to expand MVRDV profile in Asian market as well as to oversee Asian projects. In addition to her role as Director of MVRDV Asia, Marta leads the Sustainability department for MVRDV.

By establishing a comprehensive framework for sustainability and forming environmental strategies, she ensures an exceptionally high standard is maintained in all projects.

Marta received architecture and engineering degrees from Universidad Politécnica de Valencia in 2001 and TU Berlin in 2004. She regularly lectures internationally and has won several awards. She has also contributed to MVRDV publications on sustainability.

## All-In City. Designing cities to grow up and to grow old in

Since its foundation in 1993, MVRDV continues developing strategies to increase the density and capacity of the built environment. Our philosophy seeks to contribute to improving the livability of cities and to celebrate the diversity of its inhabitants.

The first housing building completed by MVRDV was a revolutionary elderly complex. It was an attempt to break through the stereotype of senior care homes by creating both an exciting and playful apartment building. It happens so often that with the necessity of providing efficient assisted living facilities, it is forgotten that it is also important, to combine care services with vibrant and joyful environments that can empower senior citizens.

In a step further, towards inclusiveness and diversity, MVRDV explored the idea of multi-generational living in Silodam building. Mixing generations and ensuring active programming are tools to create and sustain lively communities where ageing is a graceful and happy aspect of life.

What would happen if we take the ingredients of retirement houses, elderly neighbourhoods or multi-age environments and we disperse them in the city? And if we connect these ingredients with a network of accessible pocket parks and small scale commerce? How our city will look like if we scale up the lessons from nursing homes and intergenerational housing and we dissolve them in the urban context?

MVRDV investigated these questions in different urban planning projects. For Seoulo 7017 Skygarden, we created an accessible urban park to stimulate and encourage senior citizens to go out and socialise in a safe, welcoming and attractive environment. In Bastide Niel, France, we challenged the urban regulations by creating intimate streets that prioritised pedestrian over cars within small grain urban fabrics. The citizens of neighbouring streets who in large number are seniors, participated through workshops in the design process for the new district. Such process engages and integrates elderly citizens in the city making as meaningful part of a larger society. Market Hall, in Rotterdam, provides an optimistic alternative, and it introduces a human-scale model for a commercial food hall, where elderly people can go to get daily groceries in a contemporary and safe building.

During the lecture, MVRDV will present through its projects, a vision of an open, stimulating and optimistic city for all of us to live in. A city designed with the elderly in mind, is a city designed for all.