

**THE INNOVATORS & MAINTAINERS:
SWISS INNOVATION IN ARCHITECTURE,
INFRASTRUCTURE & TECHNOLOGY**

**How to Look at Innovation: An Architect's Field
Guide to Switzerland**

Conference Chairs, Tiffany Melançon & Stefan Bieri

2019 AIA
COMMITTEE
ON DESIGN
INTERNATIONAL
CONFERENCE

SWITZERLAND

September 21-29, 2019

Add-On Tour:

September 29-October 2, 2019



“Hi,

it's

Marty”

**INNOVATION IS THE RESULT OF PROCESSES THAT SLOWLY TAKE
FORM THROUGH OBSERVATIONS.**



ZRH

SAN

THE CREATIVE PROCESS



WORK BEGINS



GETTING NERVOUS



INCREASED HEARTRATE



PANIC

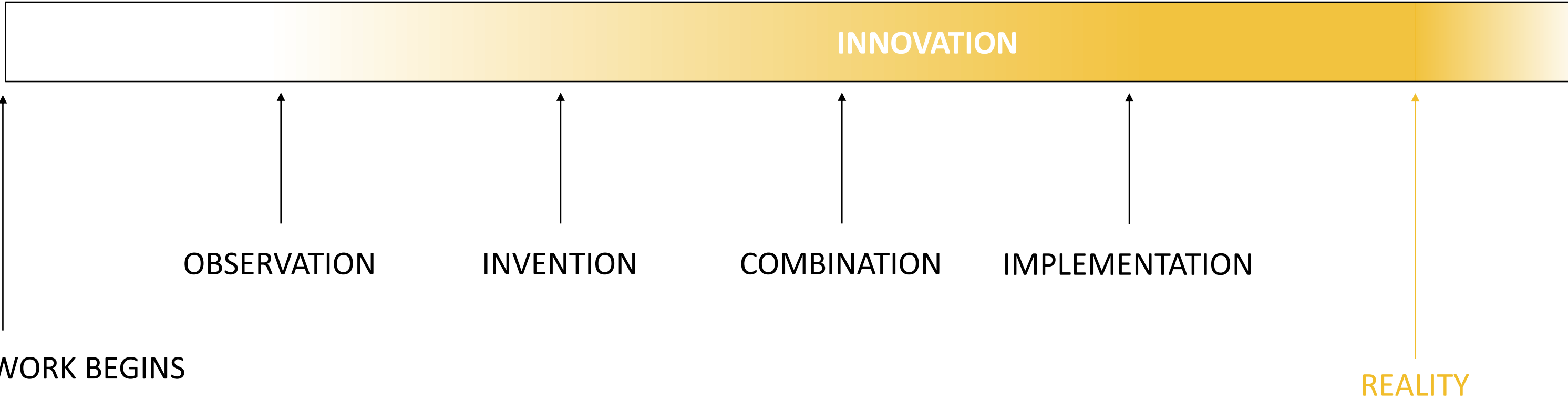


ALL THE WORK
WHILE CRYING



DEADLINE

THE INNOVATION PROCESS





CLIENT WORKFORCE CONTRACTORS

PUBLIC PLANNERS ECONOMY

REGULATION SPECIALISTS INDUSTRY

STRATEGIC P.	PRELIMINARY D.	PROJECT	BIDDING	IMPLEMENTATION	
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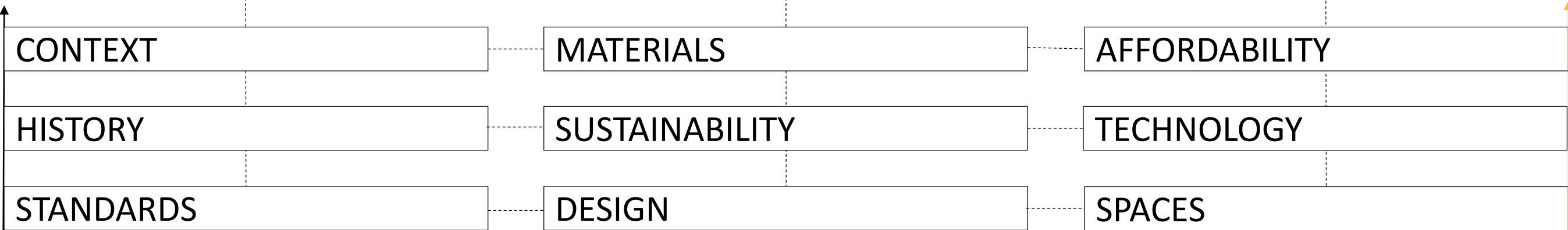
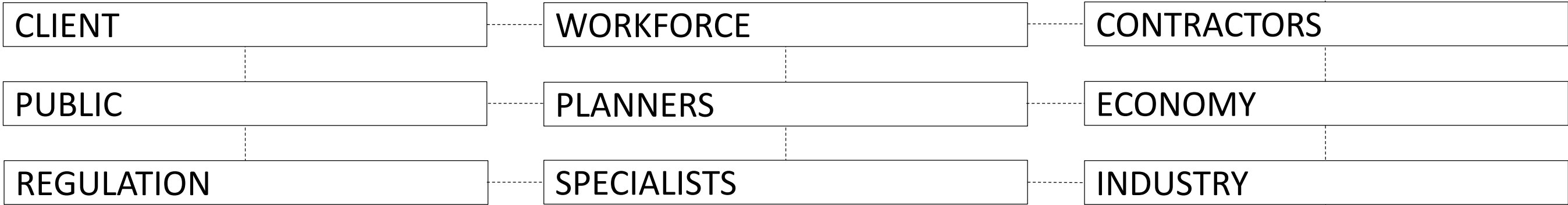
CONTEXT MATERIALS AFFORDABILITY

HISTORY SUSTAINABILITY TECHNOLOGY

STANDARDS DESIGN SPACES

PROJECT START

THE PROCESS

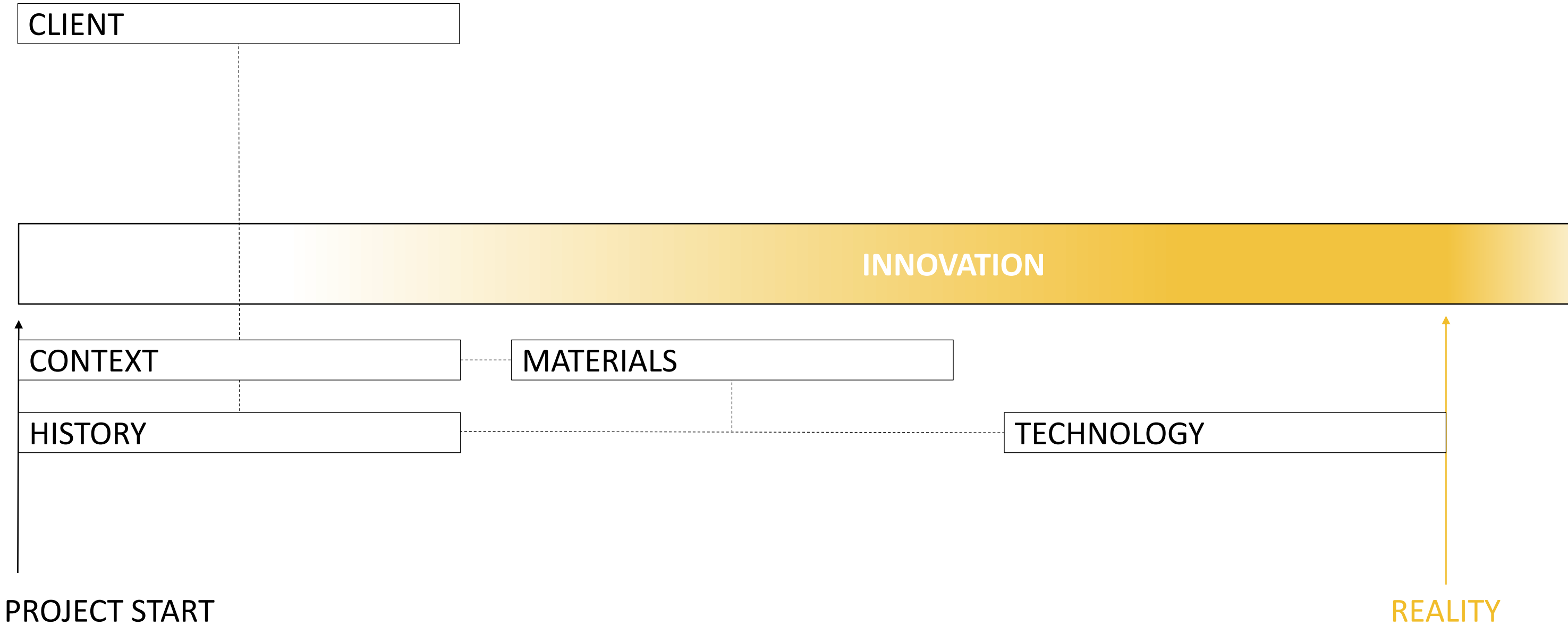


PROJECT START

REALITY



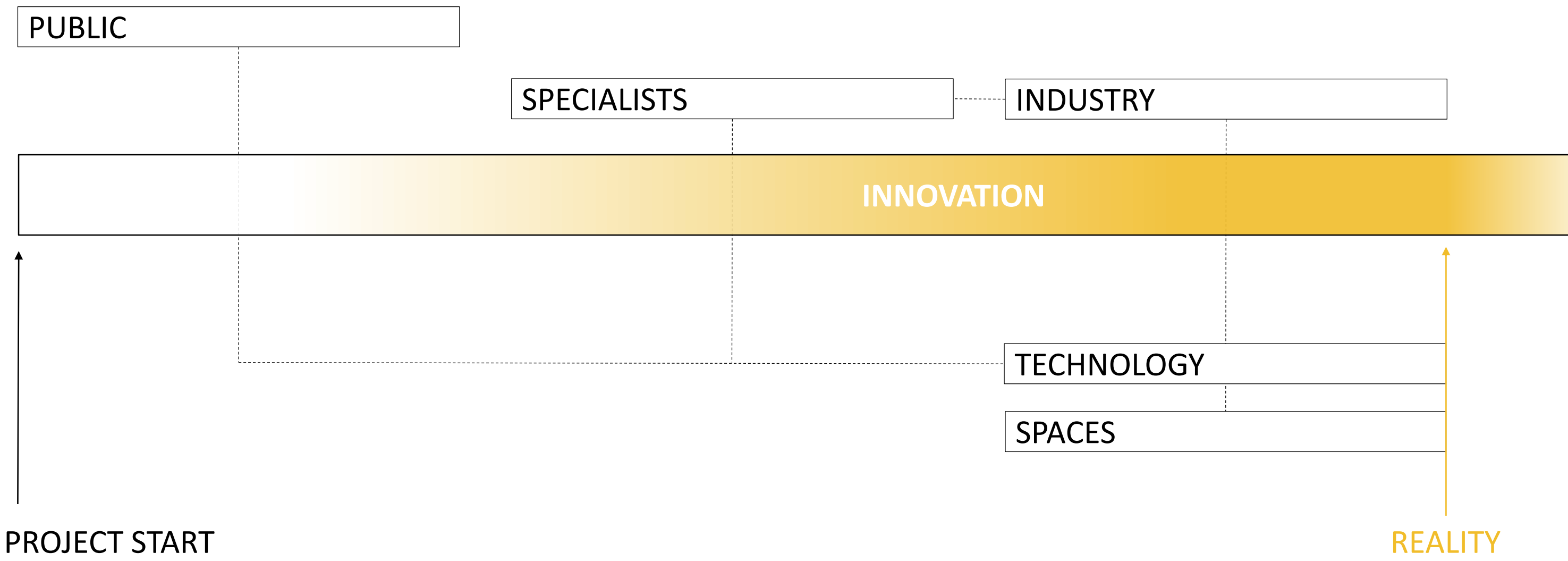
THE INNOVATIVE RESULT







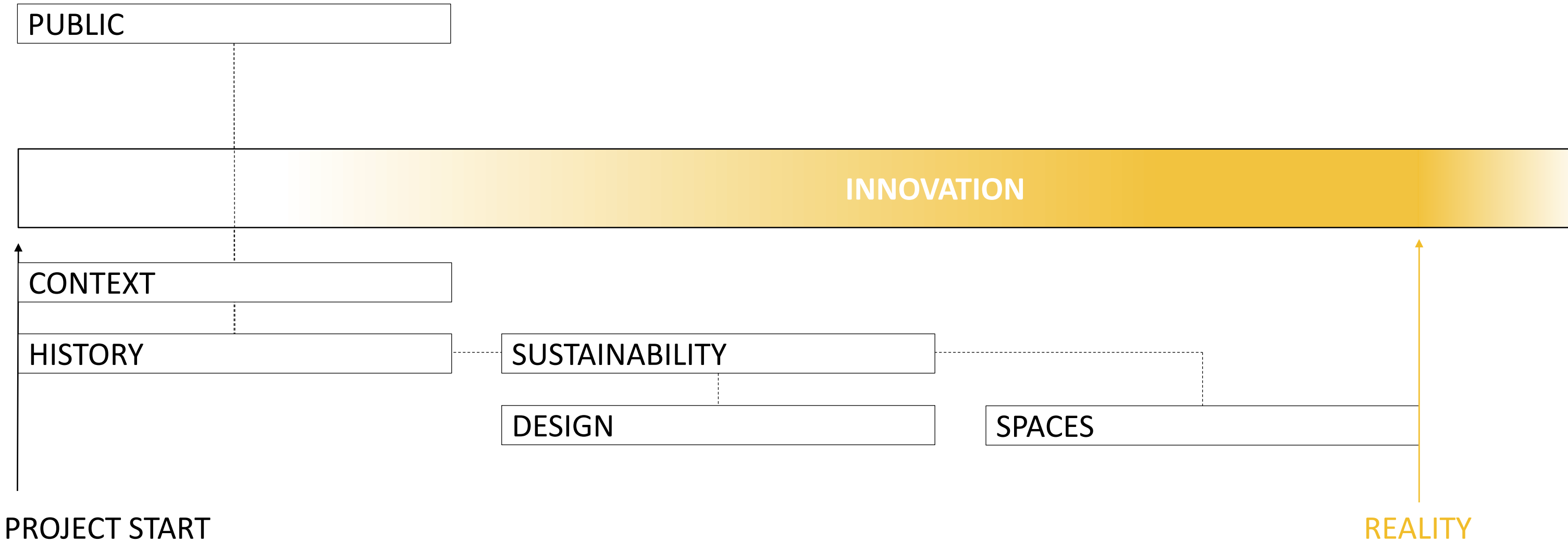
THE INNOVATIVE RESULT







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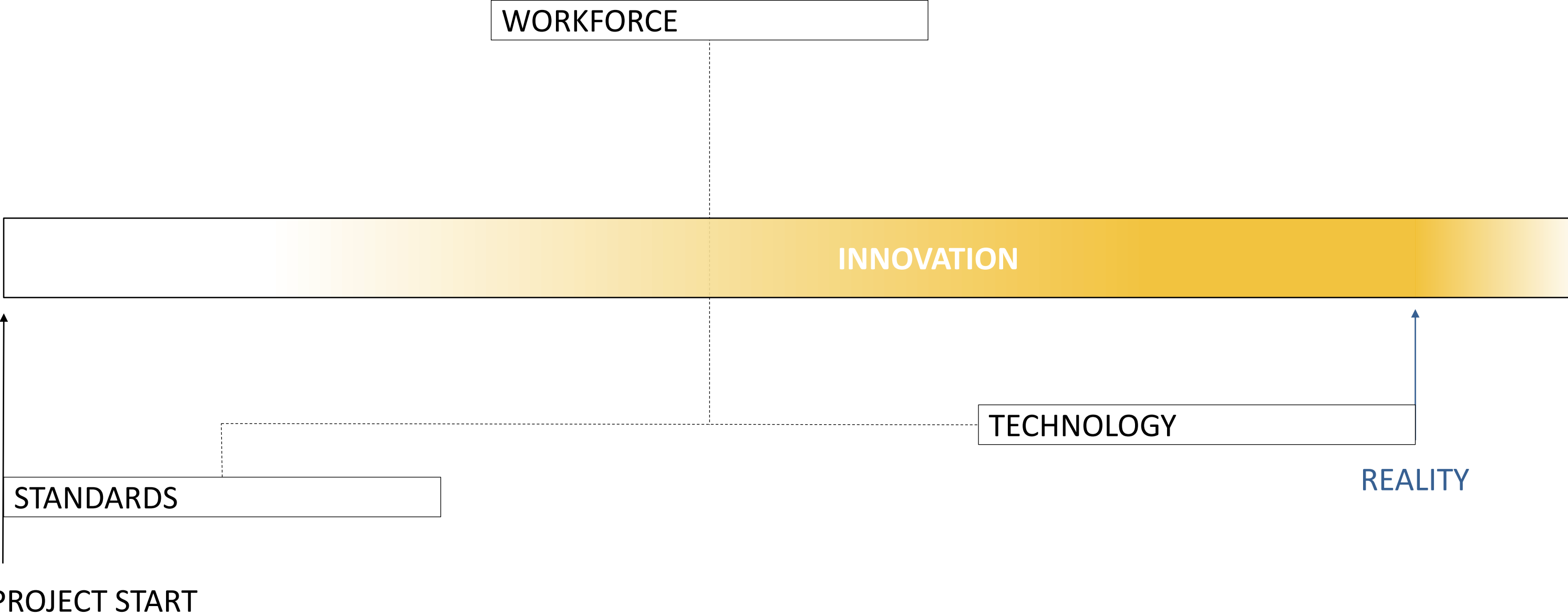




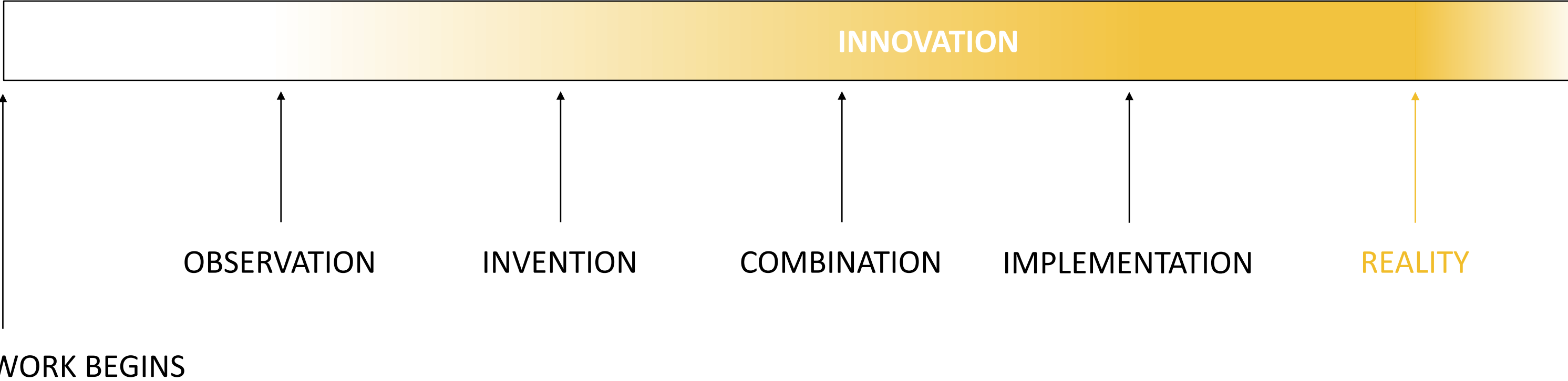




THE INNOVATIVE RESULT



THE INNOVATION PROCESS



THANK YOU