

**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.**



SAN

ZRH

# THE CREATIVE PROCESS



WORK BEGINS

GETTING NERVOUS

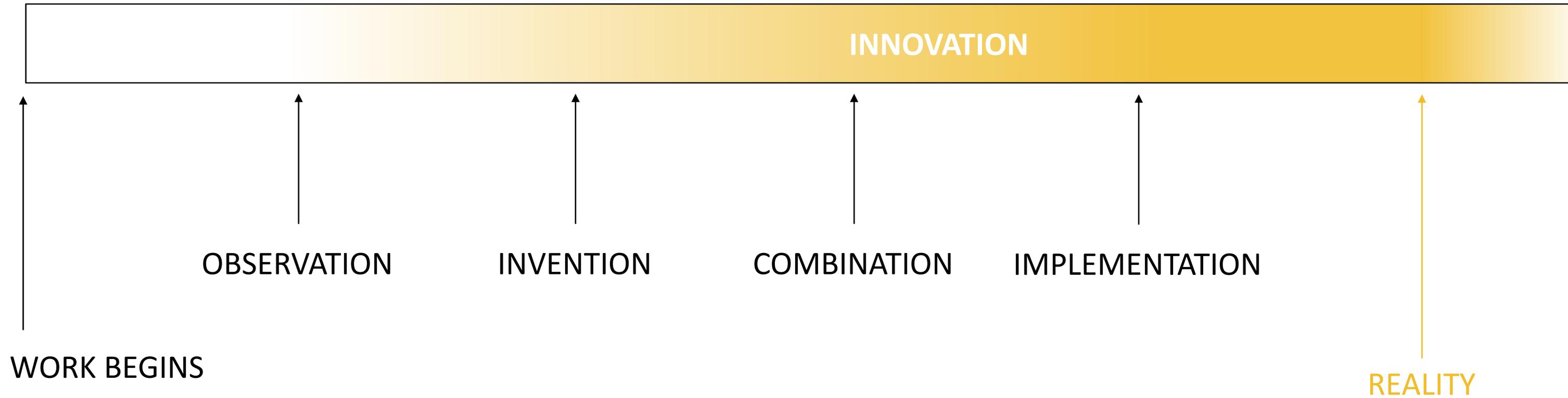
INCREASED HEARTRATE

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

CONTEXT

MATERIALS

AFFORDABILITY

HISTORY

SUSTAINABILITY

TECHNOLOGY

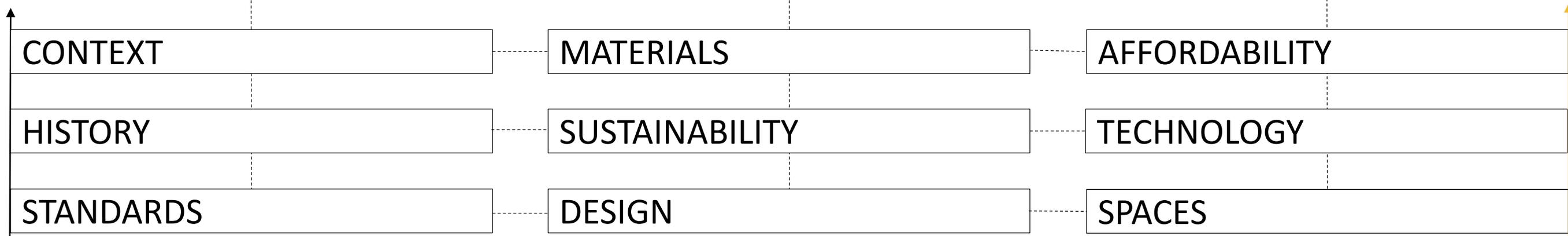
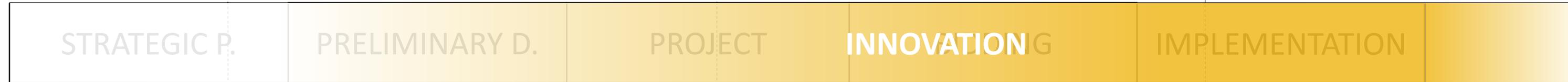
STANDARDS

DESIGN

SPACES

PROJECT START

# THE PROCESS

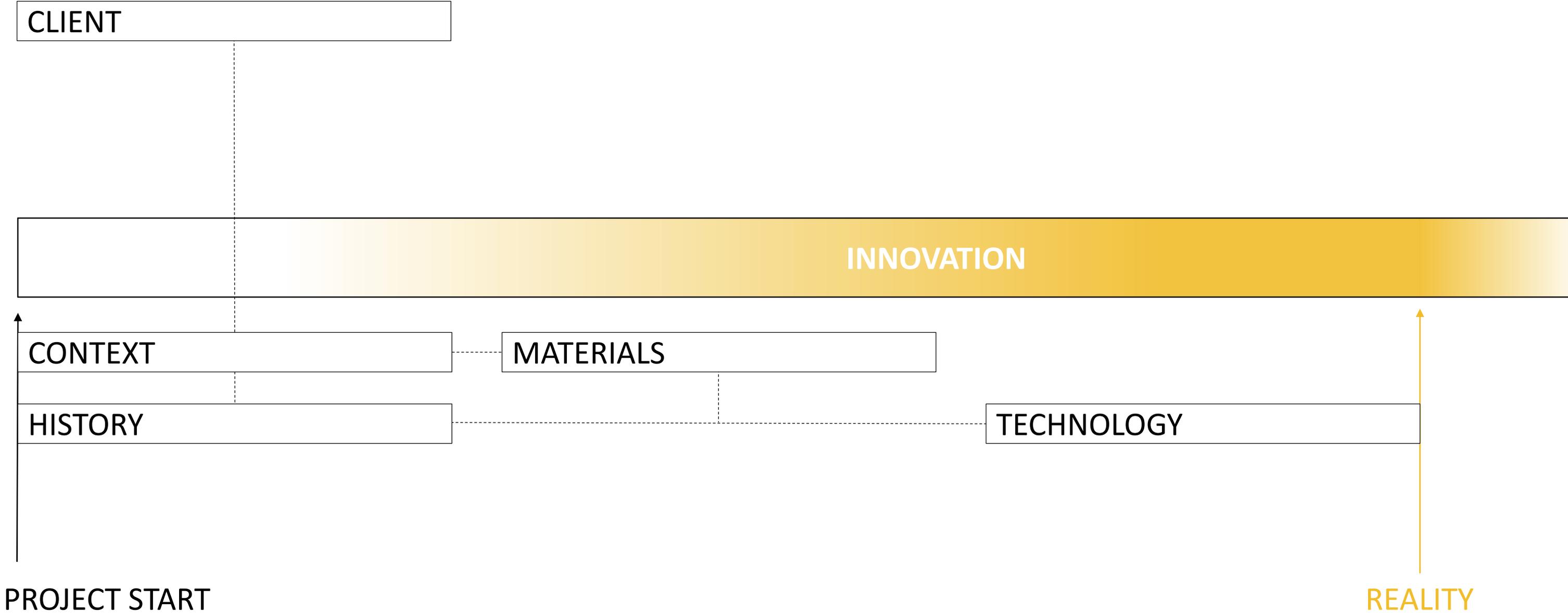


PROJECT START

REALITY



# THE INNOVATIVE RESULT







# THE INNOVATIVE RESULT

PUBLIC

SPECIALISTS

INDUSTRY



INNOVATION

TECHNOLOGY

SPACES

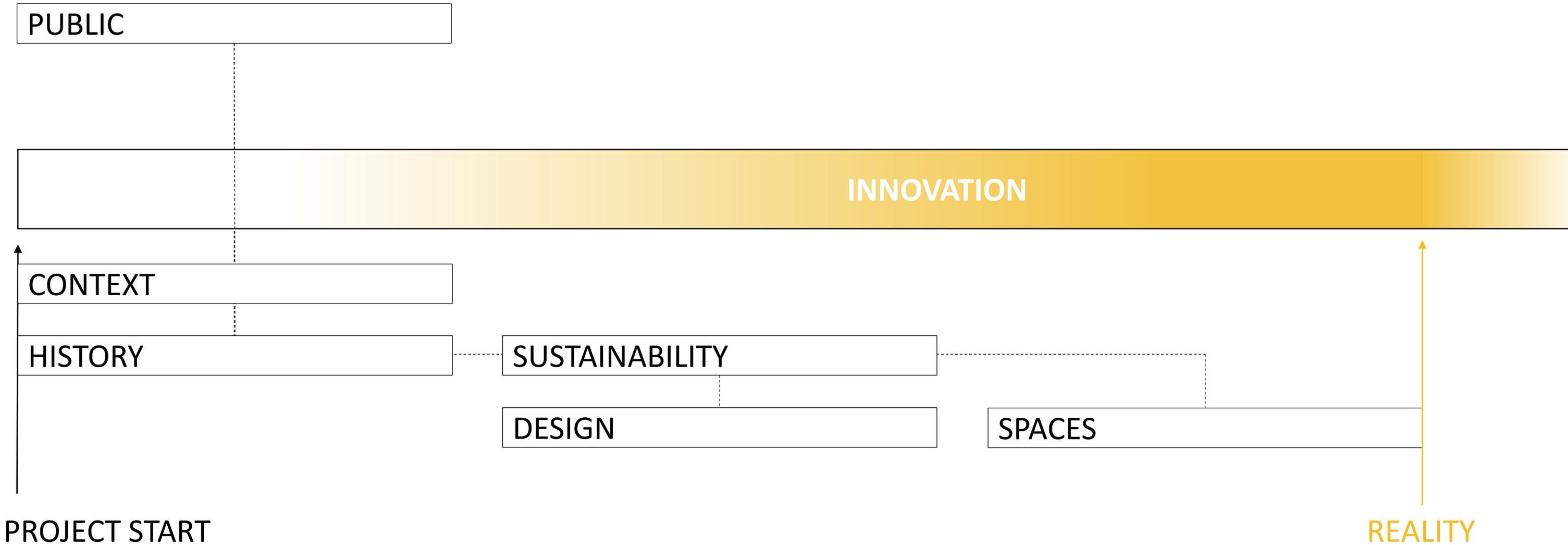
PROJECT START

REALITY





# THE INNOVATIVE RESULT



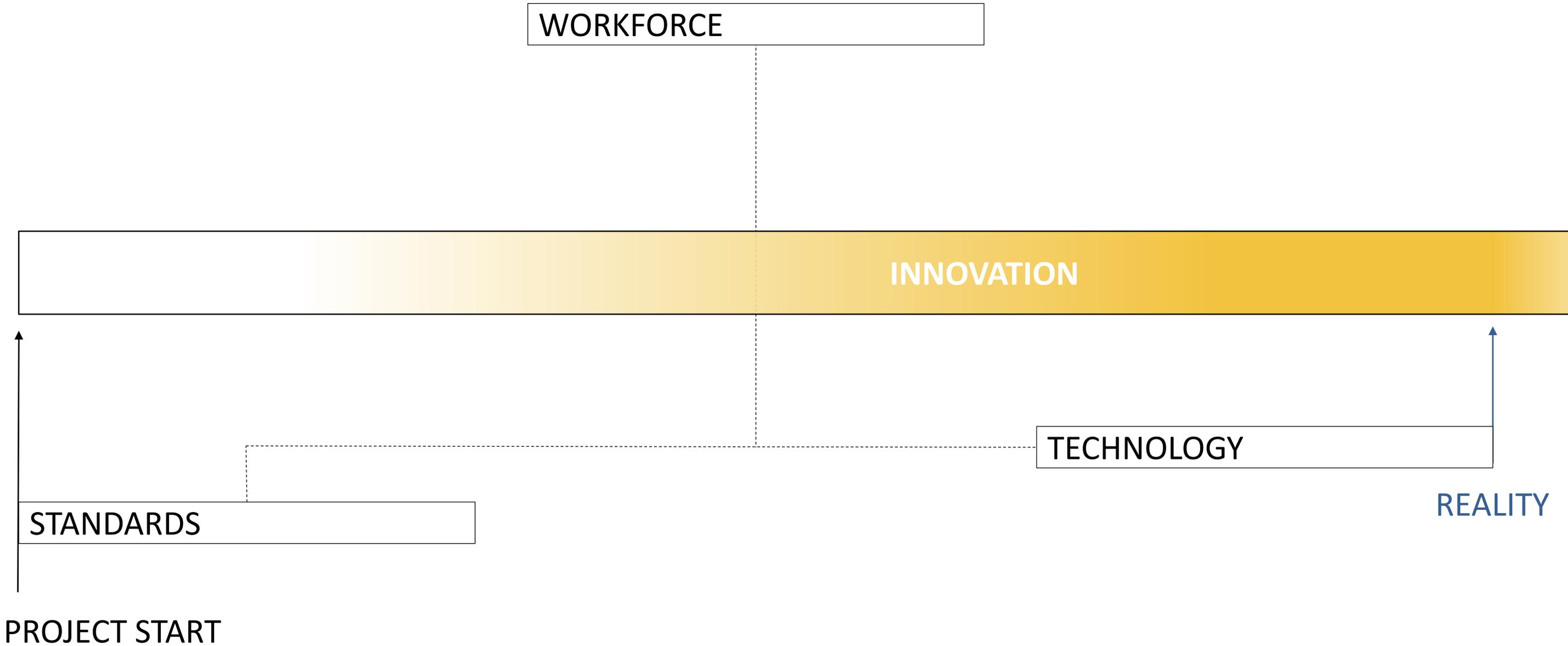








# THE INNOVATIVE RESULT



WORKFORCE



INNOVATION

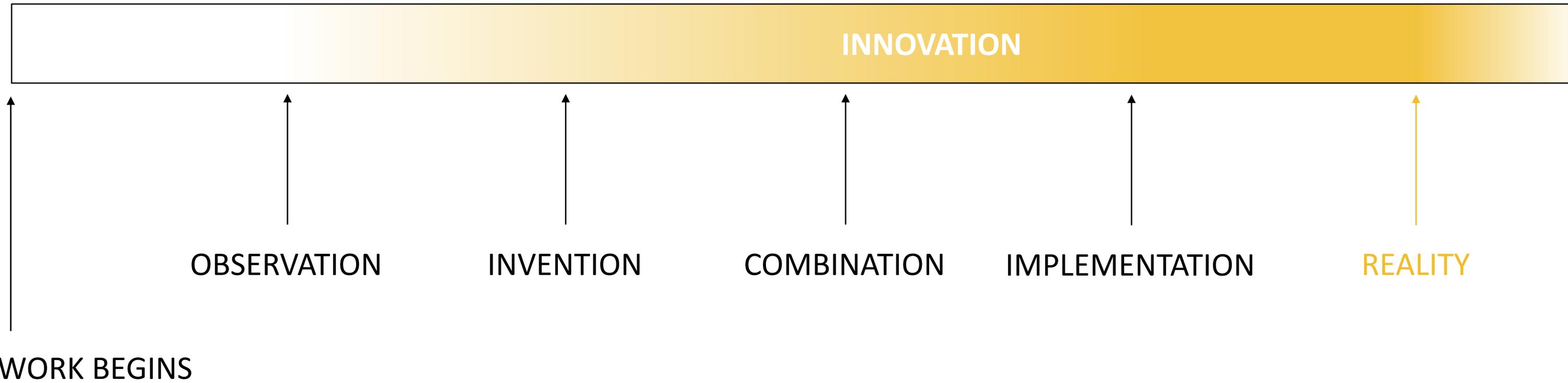
TECHNOLOGY

STANDARDS

REALITY

PROJECT START

# THE INNOVATION PROCESS



**THANK YOU**