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Clara Murado and Juan Elvira architects Murado&amp; Elvira Madrid ES

a creatively led, independent Architecture & Design studio established in Madrid, but with a wide experience working abroad and collaborating in multidisciplinary teams, specialized in architecture, urban planning, environmental design, graphic design and graphic visualizations of processes and systems.

They won European 9 in Trondheim NO and built the Student housing program

### Main topic: The City of Friction

Roland Barthes wrote that the urban condition lies where conflict arises. Architectural practice cannot remain unchanged after the social and financial crisis that Europe is still undergoing. It makes no sense just waiting for the green sprouts to emerge and go back to an (already challenged) established way of doing architecture. No matter the immediate signs of the global economy, architects must rethink their practice at the light of our new reality. Valuing contingencies, systematic approaches or relational paradigms are necessary, although no longer enough. Surfing is not funny any more. A radical friction must be applied from our discipline. Architects must explore the city of frictions, of reactions against an automatized development of our cities.

#### Formats

Small-scaled and big-scaled urban situations could incorporate this approach.

Small-scale formats are a good opportunity to do so, where a kind of institutional tolerance for what is exceptional can be exerted.

Big-scale formats are a good opportunity to do so, where new ways of space management might challenge institutions and land owners, food for thought in a time where financing new urban operations is problematic.

Finally, new formats should arise. Why not let the manifesto, the graphic and semantic interventions or the app-programming be part of the possible set of acceptable proposals at the next round of European?

#### New conditions: Authorship, Aged demographics, Ether city

The following topics can be used as open questions that could form the possible basis of new urban proposals:

- *Authorship* must be challenged in favour of collective, open-source methodologies that will certainly be useful within complex; multi-agent based and weirdly timed architectural processes.
- *Aged demographics*. A new demographic reality where aged population is growing needs for new formulas of inter-generational synergies for the use of public and private space.
- *Ether city*. The degree of plasticity of our habitats is inevitably expanding day by day. A new capacity for medium modification is already a technological reality. Pollution is an architectonic political issue. Air is the new frontier. Information embeds everything, and is the responsible for a big part of the urban identity. Go for the light, information-based, soft materiality.

Juan Elvira and Clara Murado