**THE PROBLEM**

- Decisions made during the architectural design phase nowadays are often mainly based on construction related economic considerations, which limit architects to design with the highest possible added value and thereby to contribute to the sustainable development of the urban landscape as well as our society.

**THE SOLUTION**

- By modeling the specific welfare economic consequences of choosing a certain architectural instrument in the design phase, the research project intends to describe and develop architectural quality based upon the value that it actually creates.

**COMMERCIAL POTENTIAL**

- Improving the current documentation practice at AART.
- Increasing the need for documentation services in the future thereby creating growth and employment within AARTs documentation unit.
- The PhD project is considered a pilot project, where the developed multidisciplinary framework is to be further improved and extended to other areas of architecture in the future.

**THE CHALLENGES**

- The multidisciplinary nature of the study requires the development of a common theoretical framework for the analysis connecting architecture to economy.
- As part of this new multidisciplinary framework we adapt the definition of spatial “gestures” from architectural tectonic theory and we extend it to economy, through anthropology.

**RESEARCH CONTRIBUTION**

- The project contributes to existing research within welfare economic valuation of urban development by scaling down and valuing architectural quality through the relation between architecture and urban space on a single building level, using mixed-use buildings as cases.
- The project takes a multidisciplinary approach and combines architecture, anthropology and economy, thereby the project further strengthens the long tradition of research collaboration between architecture and anthropology, together with the tradition within the field of anthropology to engage in materiality (link to economy) and its meaning for people's social organizing.

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**CATALYST**

**Architecture as catalyst for social and socio-economic value creation**

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**ESZTER SÁNTHA**
Industrial PhD Student

**JOHANNE MOSE ENTWISTLE**
Head of Documentation

**MARIE FRIER HVEJSEL**
Associate Professor

**JETTE BREDHAL JACOBSEN**
Deputy Head of Department, Professor

**AART architects, AAU / The Technical Doctoral School of IT and Design**

**AART architects (AART)**

**AAU / Department of Architecture, Design and Media Technology (CREATE)**

**UCPH / Department of Food and Resource Economics (IFRO)**

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**ES**

I'm holding a bachelor's in Landscape Architecture and a master’s in Forest and Nature Management together with a total of 15 years work experience within Research, Environmental Services and Architecture & Planning branches. My research interests lie in understanding the value and creating high quality living space for both people and nature, resulting in a stimulating, well-functioning and sustainable landscape. I prioritize solutions that resonate with a diverse set of stakeholders and therefore promote collaborative transdisciplinary approaches and citizen involvement.

**A**

AART is an architectural company, founded in 2000, with 150 employees today, based in Aarhus, Copenhagen and Oslo. The company’s mission is to create buildings, transformations and urban spaces that has the potential to change and improve the way we live, learn and work. Therefore, architecture at AART goes way beyond the mere design of such constructions by documenting how architectural design improves the quality of life and shapes our society.

**JETTE BREDHAL JACOBSEN**
Deputy Head of Department, Professor

**UCPH / Department of Food and Resource Economics (IFRO)**

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**A**

The Department of Architecture, Design and Media Technology at Aalborg University counts approximately 140 researchers within the disciplines of architecture, design and media technology in one strong interdisciplinary research environment within human-centered technology and design. The Research Group for Tectonics in Architecture focuses research and education around tectonic theory, as a fundamental element for learning about architecture in order to uncover and develop the potential of architecture as an enrichment of everyday life.

**C**

The Department of Food and Resource Economics at the University of Copenhagen has around 130 researchers. The department's main task include research, education, research-based public-sector services and broader dissemination of knowledge, particularly within the fields of environment, natural resources, global development, food and agriculture as well as consumption, bioethics and governance. The Section for Environment and Natural Resources has an extensive research history of welfare economic valuation of non-marketed goods in relation to urban life, building renovations, recreation and tourism.

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**KICK-OFF MEETING 2020.02.18.**

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**innovationsfonden**

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**CATALYST 2020-2023**