

## **OSKAR VON MILLER FORUM**

Press release

### **Happy Houses – between the individual and the collective**

**A lecture by Jacob van Rijs, MVRDV, Rotterdam, Netherlands, on January 15, 2015 at 6.30 pm at the Oskar von Miller Forum**

Ever since the start of the office, MVRDV has been focusing on finding recipes for implementing individual as well as collective aspects into their housing projects. Both in large collective as well as smaller individual context. From a single family Barcode House in Munich to the 1000+ apartment buildings in India. How can these seemingly contradicting elements be integrated in a design process and how do they function after being in use 10 years or more...

Recently, as the market for housing in the Netherlands went through a severe crisis, there has been a tendency from collective to private developments where it becomes easier for home-buyers with different budgets to develop and 'design' their own ideal houses, and even neighborhoods, MVRDV has been incorporating these tendencies in several master plans. How to deal with freedom in individual design in a collective urban context? Or in other words how to create Happy Houses?

### **About Jacob van Rijs**

Jacob van Rijs is an architect, urban planner and one of the founders of the office MVRDV, together with Winy Maas and Nathalie de Vries in 1991. Early projects such as the headquarters for the Public Broadcasting Company VPRO and the WoZoCo housing for elderly in Amsterdam brought MVRDV to the attention of a wide field of clients and reached international acclaim. In 20 years MVRDV has realized architectural and urban designs, master plans and research projects, as for example design software like Function- and Region Mixer.

Jacob van Rijs regularly lectures, takes part in international juries and teaches at universities and institutes worldwide. He is currently Visiting Professor at the Technical University of Munich. Before that he has been teaching at TU Delft, University of Wismar, Superior Technical School of Architecture of Madrid, Royal Academy of Arts Copenhagen, Tokyo Institute of Technology and Rice University, Houston, amongst others. Since 2011, Jacob van Rijs has been Chairman of the International programme of the Royal Institute of Dutch Architects (BNA) and, in 2012 initiated BNA iTop, a network for creative industries. In 2014, he was appointed Board Member of the Dutch Trade Board.

The work of MVRDV/Jacob van Rijs is published and exhibited worldwide and received many international awards. The monographic publications MVRDV Buildings (2013), KM3 (2005) and FARMAX (1998) illustrate the work of the Rotterdam based office.