



School of Architecture
THE CHINESE UNIVERSITY OF HONG KONG

W(ego) by MVRDV and The Why Factory
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2019 Kinoshita Lecture in Architecture

SCHOOL OF ARCHITECTURE
THE CHINESE UNIVERSITY OF HONG KONG

Thursday
24th January 2019, 5:30 pm

VENUE

Lau Chor Tak Lecture Theatre LT1
Yasumoto International Academic Park
The Chinese University of Hong Kong

SPONSOR

Generously supported by Mr. James H. Kinoshita

TITLE

What's Next?

In this lecture, Winy Maas discusses the recent works of his architectural firm, MVRDV, and the research project "(W)ego" at The Why Factory, a think tank he founded in collaboration with Delft University of Technology, which explores possibilities for city development by visualising scenarios and producing models of the future city. Among other themes, Maas examines the value of the iconic and the copy-paste generation, as well as urban planning methods and software that enable our cities to stride towards a better future.

Winy Maas Prof. Ir. Ing. FRIBA HAIA is a founding director of Rotterdam-based MVRDV, a global architecture and urban planning firm established in 1993 along with Jacob van Rijs and Nathalie de Vries. He is also Director of The Why Factory, a research institute for the future city which he founded in 2008 at TU Delft, where he serves as Professor. Maas has been awarded the Order of the Netherlands Lion and Chevalier de la Légion d'Honneur, as recognition for his contributions to architecture.

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