

Presenting and Representing. Women's contribution in Architecture and Design: Domus and Abitare Magazines (1969-1989)

*Original*

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# MoMoWo 3<sup>rd</sup> INTERNATIONAL CONFERENCE-WORKSHOP

Women Designers, Architects and Engineers  
between 1969 and 1989

## PROGRAMME AND ABSTRACTS

University of Oviedo, Historical Building  
// Spain

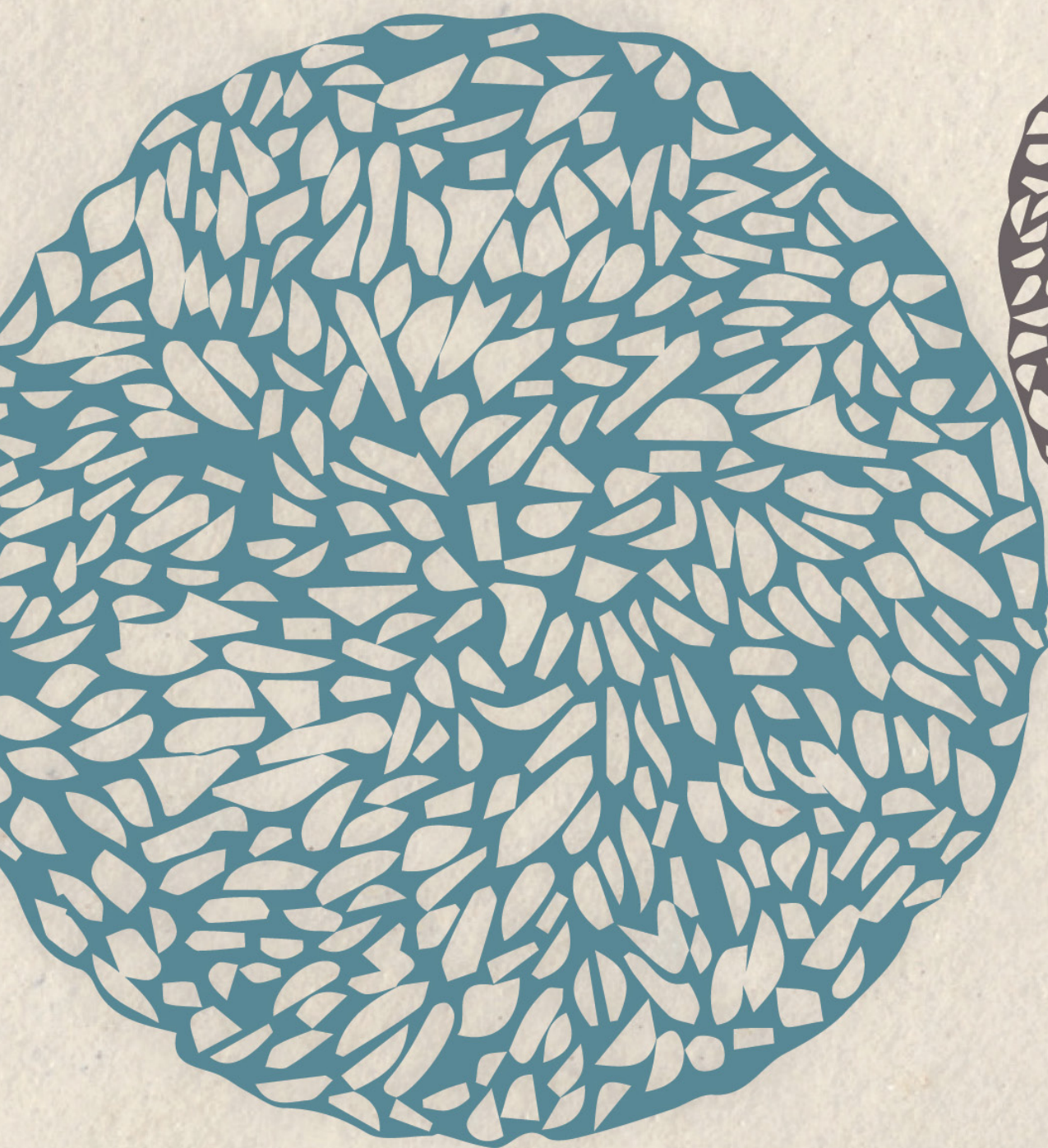
Oviedo, 2-3-4 October 2017

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WOMEN'S CREATIVITY SINCE  
THE MODERN MOVEMENT

Co-funded by the  
Creative Europe Programme  
of the European Union







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## Day 1. 2<sup>nd</sup> October 2017

Politics, Policies and Political Regimes

Registration 9.00-10.00

### Welcome to Asturias 10.00-10.30

D. Francisco José Borge López, Vice Chancellor of University Extension and International Development, University of Oviedo

Ana María Fernández García,

member of the MoMoWo Scientific Committee, University of Oviedo

Sonia Puente, Dean of the Official Association of Architects in Asturias

### MoMoWo 10.30-11.00

*MoMoWo - Women's Creativity since the Modern Movement -*

Emilia Garda and Caterina Franchini, MoMoWo International Coordinators, Politecnico di Torino

### MoMoWo 11.00-12.00

*Discussion of the interview with Denise Scott Brown, during MoMoWo Traveling Exhibition, held on June 22, 2017 at Delft Technical University, the Netherlands -*

Marjan Groot, member of the MoMoWo Scientific Committee, Vrije Universiteit Amsterdam

### Coffee 12.00-12.30

## Politics, Policies and Political Regimes

### Papers 12.30-13.30

*Beyond Architecture: Politics, Feminism and Art as a Way of Life Social and Artistic Engagement of Giovanna De Sanctis Ricciardone -*  
Anna Riciputo, Italy

*Ucelay and Careaga, Two Women during the Franco Regime -*

Íñigo Galdeano Pérez, University of the Basque Country, Bilbao, Spain

*Maria Bjørnson's Set Design: Not Only a Refuge -*

Santi Centineo, Politecnico di Bari, Italy

### Discussion 13.30-13.45

Chair | Ana María Fernández García, member of the MoMoWo Scientific Committee, University of Oviedo

### Lunch 13.45-15.00

### Papers 15.00-16.00

*The Influence of European Women Architects on Architecture in the Arab World -* Salah Has İsmail, Yildirim Beyazit University, Turkey

*An Alternative View to Periphery: The Role of Women Architects in Peripheral Built Environment of Turkey -* Esin Bölükbaş Dayı, Antalya International University, Turkey

*Modern Hospital Complexes by Architect Zoja Dumengjić in Croatia -*  
Zrinka Barišić Marenčić, University of Zagreb, Croatia

### Discussion 16.00-16.15

Chair | Helena Seražin, member of the MoMoWo Scientific Committee, Research Centre of Slovene Academy of Sciences and Arts, Ljubljana

### Coffee 16.15-16.45

### Papers 16.45-17.45

*Ines Filipović: Examining the Dialogue and Distinguishing the Authorship -*  
Ana Bedenko and Iva Maria Jurić, Zagreb, Croatia

*Female Presence in the Field of Memorial Sculpture and Architecture 1968-1989 in Socialist Croatia -* Sanja Horvatinčić, Institute of Art History, Zagreb, Croatia

*Beyond Poppies and Other Floral Patterns: The Success of Female Textile Designer Maija Isola in Finland from the mid-1960s on -*  
Valérie-Anne Houppermans, Leiden University, The Netherlands

### Discussion 17.45-18.00

Chair | Alain Bonnet, member of the MoMoWo Scientific Committee University of Burgundy, Dijon

### Papers 18.00-19.00

*Paola Salmoni (1921-2003) in Modern Italy: Politics in Action -*  
Monica Prencepe, Università Politecnica delle Marche, Ancona, Italy

*Architect Bianca Ballestrero in Tuscany and Her Partnership with Gae Aulenti -*  
Daniela Turazza and Chiara Santi, Firenze, Italy

*Maria Teresa Parpagliolo: The Kabul Experience (1970-72) -*  
Lucia Krasovec Lucas, Politecnico di Milano, Italy

### Discussion 19.00-19.15

Chair | Caterina Franchini, member of the MoMoWo Scientific Committee, Politecnico di Torino




## Day 2. 3<sup>rd</sup> October 2017

Research and Industries


-  **Papers** 9.00-10.30
- An Architectural Scanning: Women Abundance between 1969–1989* - Beste Sabir, Istanbul Technical University, Turkey
- The Worker Bees of Belgrade Architecture* - Jelica Jovanović, Belgrade, Serbia
- Contribution to Research of Modern Architecture in Croatia (1969–1989)* - Zrinka Barišić Marenić, Marina Bertina and Neda Mrinjek Kliska, Croatia

**Discussion** 10.30-10.45  
Chair | Helena Seražin, member of the MoMoWo Scientific Committee, Research Centre of Slovene Academy of Sciences and Arts, Ljubljana

 **Coffee** 10.45-11.15

-  **Papers** 11.15-12.15
- The Underrated Role of Women in the History of Polish Post-War Architecture* - Błażej Ciarkowski, University of Lodz, Poland
- Walden 7: Mathematics and Architecture in a Residential Building* - Esther Rodríguez Ortiz, University of Oviedo, Spain
- Rosalía La Franca: Thought and Practice* - Starlight Vattano, University of Palermo, Italy

**Discussion** 12.15-12.30  
Chair | Caterina Franchini, member of the MoMoWo Scientific Committee, Politecnico di Torino

-  **Papers** 12.30-13.30
- In Front of and Behind the Mirror: Women in Italian Radical Design* - Elena Dellapiana and Annalisa B. Pesando, Politecnico di Torino, Italy
- Experience of the Real: Franca Helg (1952–1989)* - Cristiana Eusepi, Università degli Studi di Udine, Italy

**Discussion** 13.30-13.45  
Chair | Ana María Fernández García, member of the MoMoWo Scientific Committee, University of Oviedo

 **Lunch** 13.45-15.00

-  **Papers** 15.00-16.00
- The Gender Bias on Craftsmanship and Industrial Production in Dutch Ceramics (1960–2015)* - Ilja S. Meijer, Vrije Universiteit Amsterdam, The Netherlands
- Eva Zeisel: Pottery between Art Craft and Industrial Design* - Annalisa Di Roma, Politecnico di Bari, Italy
- The Archives of a Professional: Maria Luisa Spineto, Civil Engineer and 'Thorough Designer'* - Roberta Spallone, Politecnico di Torino, Italy


**Discussion** 16.00-16.15  
Chair | Marjan Groot, member of the MoMoWo Scientific Committee, Vrije Universiteit Amsterdam


### Exhibitions and Competitions

-  **Papers** 16.15-16.35
- Tapestry as Architecture: Architect Eta Sadar Breznik at the International Biennial of Tapestry* - Martina Malešič, University of Ljubljana, Slovenia

-  **MoMoWo** 16.35-17.0
- Female Pioneers in Spanish Design through the Delta Awards* - Ana María Fernández García, University of Oviedo, Spain

**Discussion** 17.00-17.15  
Chair | Alain Bonnet, member of the MoMoWo Scientific Committee, University of Burgundy, Dijon

-  **Invited Speakers** 17.15-18.15
- How to Be a Young Woman Architect in Europe: Some Experiences*

-  **Invited Speaker** 18.15-19.00
- Ingenio al Femminile* - Ania López, National Council of Engineers, Rome, Italy

**Papers** 9.00-10.55

*Women in Slovenian Civil Engineering in the 1970s and 1980s: Education and Academia* – Barbara Vodopivec, Research Centre of Slovene Academy of Sciences and Arts, Slovenia

*The Choice of Design: The Production of Anna Maria Fundarò between Project and Graphic Expression* - Viviana Trapani and Vincenza Garofalo, University of Palermo, Italy

*Luciana Natoli: Theory and Project* - Francesco Maggio, University of Palermo, Italy

*Women Architects in Gipuzkoa* - Enkarni Gómez, Izaskun Aseguinolaza, Itziar Rodriguez and Koldo Telleria, Spain

**Discussion** 10.55-11.15

Chair | Roberta Spallone and Marco Vitali, members of the MoMoWo's team, Politecnico di Torino

**Coffee** 11.15-11.45

**Papers** 11.45-12.45

*Presenting and Representing Women's Contribution to Architecture and Design: Domus and Abitare Magazines (1969–1989)* - Caterina Franchini, Emilia Garda and Marco Vitali, Politecnico di Torino, Italy

*Female Architects in Spanish Architecture Magazines: An Analytic Research (1975–1990)* - Lucía C. Pérez Moreno and Penélope Santamera, University of Zaragoza, Spain

*The Influence of the Architectural Association on Zaha Hadid's Early Career* - Nuria Álvarez Lombardero, Architectural Association, United Kingdom

**Discussion** 12.45-13.00

Chair | Maria Helena Souto, member of the MoMoWo Scientific Committee, ENSILIS/ IADE Creative University, Lisbon

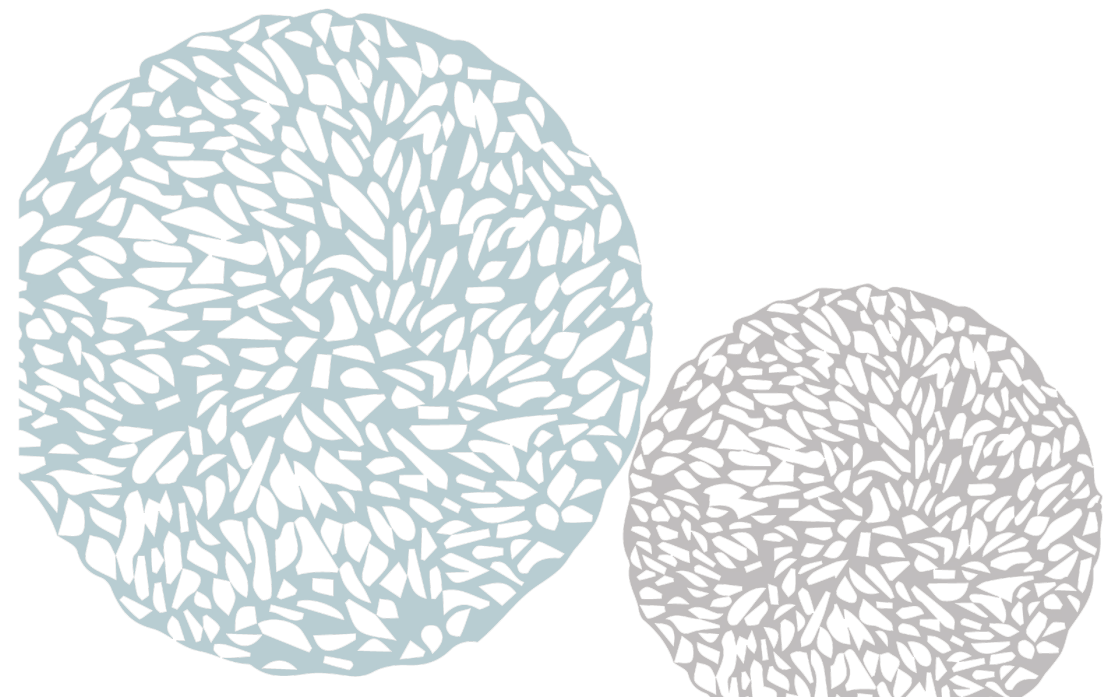
**Invited Speaker** 13.00-14.00

*Wom@rts - Women Equal Share Presence in the Arts and Creative Industries: Project Presentation* - Yvan Corbat, Grupo DEX, Spain

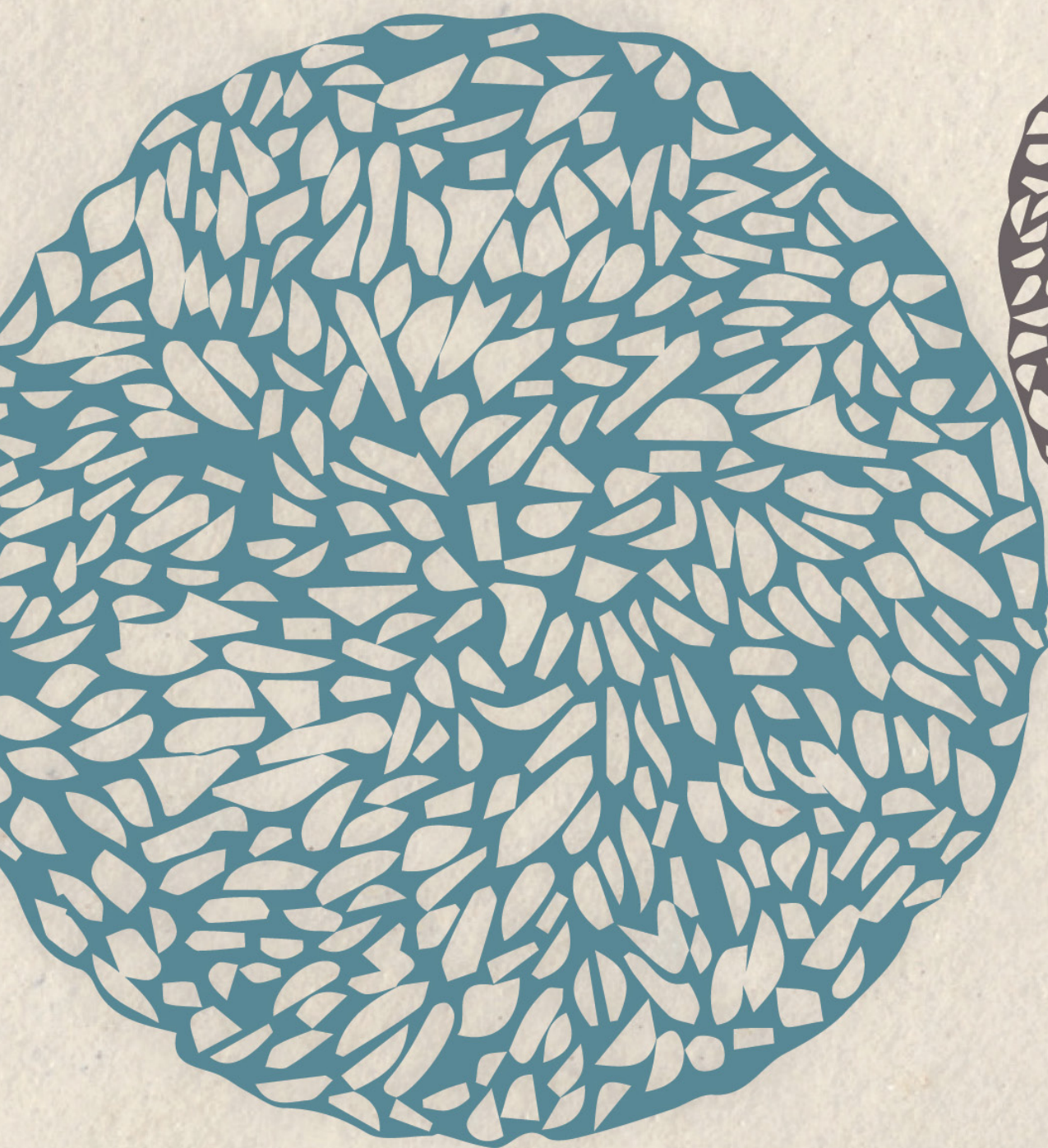
**MoMoWo Future Activities** 14.00–14.15

*Presentation of the MoMoWo International Final Symposium 2018* - Emilia Garda, Caterina Franchini and Helena Seražin

**Spanish Wine** 14.15







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ABSTRACTS

**Presenting and Representing Women's Contribution to Architecture and Design: *Domus* and *Abitare* Magazines (1969-1989)**

**Caterina Franchini, Emilia Garda and Marco Vitali**, *Politecnico di Torino, Italy*

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By means of a comparative and multidisciplinary analysis, this panel presents the role played by *Domus* and *Abitare* magazines in representing and spreading contributions of women to Architecture and Design.

Concerning *Domus*, this study carries on MoMoWo Polito team's research presented in the previous edition of the conference-workshop, from 1946 to 1968. Celebrated its 40th anniversary in 1968, the magazine continued its activity, in an increasingly international perspective, between 1969 and 1989. At the same time, the editorial scenario on Architecture and Design is enhanced with the birth of *Abitare* in 1961. The magazine is an international open showcase that promotes Italian culture through Architecture, Applied Arts, Industrial Design. Founded by Piera Peroni (1929-1974), it was headed exclusively by women for thirty years: at the beginning by the founder, and since 1974 by Franca Santi Gualteri.

The research is carried out with a comparative reading of the editorial approaches and contents of articles. It provides, with a multidisciplinary approach –historical, technical and graphic– a critical interpretation of the perception and reception of the role of female in specialised fields. The comparison between the two magazines is particularly interesting considering the different editorial conception and targets. The variety of points of view decomposes and composes the tangible and intangible legacy of the female contribution to Architecture and Design.

**Keywords:** architecture, design, design magazines

**Caterina Franchini**, Ph.D. in History and criticism of architectural and environmental assets, Master in Conservation of historic towns and buildings. She is assistant professor in History of Contemporary Architecture at the Politecnico di Torino - DIST. She has been lecturing History of Visual communication and Design at the Politecnico di Torino since 2010, History of Modern Design, and History of Interior Design at the University Studies Abroad Consortium since 2006. Her research interests include gender studies in architecture, industrial and interior design. She is Assistant Project Leader of the European project Women's creativity since the Modern Movement – MoMoWo.

**Emilia Garda**, architect; Ph.D. in Building Engineering; Specialist in Architecture, Technology and Urban Areas for developing countries (Politecnico di Torino, Italy); Master in Culture technologique des ingénieurs et des architectes du XXe siècle (Institut Français d'Architecture – IFA, Paris). She is Associate Professor in Design and Building technology in architectural design at the Politecnico di

Torino – DISEG. She has been teaching Building design since 1998. She is the author of numerous essays and books. Her research interests include twentieth-century history of building technology, conservation and restoration of Modern Movement architectural heritage and gender studies in architecture and engineering. She is the Project Leader of the European project Women's creativity since the Modern Movement – MoMoWo.

**Marco Vitali** is architect, with Ph.D. in 'Drawing and Survey for the Protection of the Housing Stock and Territorial Heritage', Assistant Professor of Drawing at the Politecnico di Torino, Department of Architecture and Design (DAD). He is currently professor of 'Drawing and Survey Laboratory' and 'Fundamentals of Descriptive Geometry'. He conducts researches in the areas of architectural survey, descriptive geometry and digital representation, fields in which he has published more than sixty works and has lectured in many International Conferences.





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