



ACF^x minds of
tomorrow

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Astrid Piber

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Astrid Piber is a Partner of UNStudio with more than ten years experience as a design architect on urban projects and international competitions, including the project for Ponte Parodi, Genoa, and the Port master plan in Las Palmas, Gran Canaria. The realized projects Galleria Luxury Hall West (Seoul, 2003-2004) and Star Place Luxury Shopping Plaza, Kaohsiung (2006-2008) initiated her interest and further involvement with mixed use and retail projects currently under design, such as the Galleria Cheonan (2008-2010) and Raffles City Hangzhou (2008-2012). She became a member of UNStudio's Management Team in 2006 and a Partner of UNStudio in 2008.

UNStudio's Design Model going East: from the Netherlands to the Alps and Asia

Within the practice of UNStudio the evolution of ideas through diagramming techniques and a combination of analytic ideas with an intuitive approach has led to a series of projects realized during the last two decades. Several of these projects - located both in the Netherlands and internationally - have become recognized due to their strong architectural and brand identity.

The "Design Model" is a guiding device used during the design process, which incorporates the constraints of location, budget, technology and available expertise. At a time when practicing globally has become the status quo, such design thinking facilitates going beyond preconceived ideas of formal references and style. A selection of projects - from the Netherlands to China - will illustrate how UNStudio's Design Model continues to evolve beyond geographical constraints.