



BUILDING. LIVING. SUSTAINING.
BEHAVIOURAL ARCHITECTURE EXCHANGE
COPENHAGEN MARCH 1ST – MARCH 2ND 2018

Architecture from a behavioural perspective

In 2017, Grohe AG, the world's leading manufacturer of fixtures, created a two-day event with the aim of bringing behavioural science into architecture. Behavioural Architecture Exchange 2017 (BAX17) was such a success that BAX18 will be even larger in scope.

BAX18 offers a place where architects, scientists, developers, visionary thinkers, and creators can share their vision for an awesome and sustainable future.

Expert speakers from different countries share their work and thoughts, and we have 100 leading architects, thinkers, designers, and scientists from all the Nordic countries and the Baltic area to join BAX18 in Copenhagen to share visions for great, green, and sustainable solutions for living and working.

TOPIC BAX18: BUILDING. LIVING. SUSTAINING.

Bringing human behaviour into architecture. In their search for better results, leading architects are beginning to apply behavioural science and new data-based methods in their design processes. BAX is cutting edge for theorists and practitioners to share ideas on how look at architecture from the perspective of human behaviour.

Our future depends on our creativity and ability to create products, buildings, and cities that support great lives with sustainable solutions. Luckily, we keep getting new tools, insights, and products that can make the vision of a sustainable future come closer to reality.





Speakers at BAX18

Daniel Hayden, Partner, Architect MAA, Dissing+Weitling

Anthony Davies, Director 3ADAPT

Sinus Lynge, Partner, MAA M. Arch., EFFEKT

Monica Parker, Founder HATCH Analytics

Thomas Z. Ramsøy, Founder, PhD, CEO, Founder Neuronsinc

Daniel Davis, Lead researcher, data scientist WeWork

Sarah Williams Goldhagen, Author and architecture critic

Michael Seum, VP of design Grohe AG

The BAX18 Award

BAX is all about the future and therefore of course also about the next generation of architects, visionary creators and thinkers. During the two-day exchange, eight architecture students from the Nordic countries and Baltic area will compete in a challenge on this year's topic. They will have 24 hours to think and create and present their work for the guest at the exchange whom will vote to find a winner of the BAX18 award.

See full program at www.BAX18.com

If you have questions or want to hear more about BAX18, the speakers or want to participate please write us at press@bax18.com

