

CRISTIANO CECCATO

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INTRODUCTION

Cristiano is an Associate at Zaha Hadid Architects. His work entails a broad range of management, design and technology leadership responsibilities, leading large-scale public and private projects world wide. Professional focus includes business development and client management; design and development of building infrastructure, including geometric rationalization & constructability resolution of structural & envelope systems; project governance and cost control through the introduction of Building Information Modelling (BIM) systems and associated practice methodologies across the firm.

PROFESSIONAL PRACTICE

Cristiano worked for seven years in the offices of Frank O. Gehry in Los Angeles. At Gehry Partners he was responsible for the development and application of parametric design tools and integrated modelling principles, and associated digital construction methods, on a wide range of design projects at all stages of development. He was also a co-founder and Director of Research & Consulting of Gehry Technologies, where he was responsible for professional consulting services and technology transfer. In addition to Gehry projects, Cristiano worked on a wide range of external projects through Gehry Technologies, most recently the Swire One Island East Tower in Hong Kong and the 2008 Olympic Stadium in Beijing with Herzog & de Meuron and ARUP, as well as cross-disciplinary research with Boeing. Cristiano previously worked for Arata Isozaki in Berlin.

EDUCATION AND TEACHING

Cristiano trained as an architect and computer scientist, and specializes in the development of design solutions for complex forms using parametric technologies and computer programming, supporting computational design tools and associated fabrication methods. Cristiano has practiced architecture in Europe, Asia and the US. He has lectured widely on the subject of computational rule-based design systems and parametric form finding in digital building processes. He has held academic faculty positions in London, Milan, Hong Kong, Los Angeles and Australia, where he was a Visiting Professor of Architecture at QUT. He received his professional Diploma in Architecture degree from the Architectural Association (1996) and an MS in Computer Science from the Imperial College of Science and Technology in London (1997). He was elected a Fellow of the Royal Society of Arts (UK) in 2004.

AAG 2014 - Keynote Lecture

Speaker: Cristiano Ceccato, Zaha Hadid Architects

Title: **Systemic Thinking and Digital Practice**

Synopsis:

Much of contemporary design is expressed through geometrically ambitious architecture. The reconciliation of complexity and functionality with efficiencies in production and cost are key issues in today's globalised practice. This is driven by unprecedented increases in design speed, project scope and size. Clients demand faster project turnaround of challenging designs with stringent delivery parameters, each set within a project's specific socio-economic and technological framework. This talk will highlight how practice-wide systemic thinking, technology transfer and applied digital research can govern projects dynamically, proactively yielding solutions of adaptive practice which integrate design exploration, project management, contractual frameworks and construction workflow to successfully tackle a variety of projects.