

## Secretary General's report

UIA mid 2017 – mid 2021

It was certainly a unique term for UIA. We faced challenges, new endeavours and crisis. The most important thing is now to have a clear view on the achievements, phenomenons, oportunities and lessons learned. Everything was possible because of contributions and everything happend because of people intentions, convergent or divergent.

This term provided beside business as usual many premieres:

- One Extraordinary General Assembly at midterm, with reports and decisions for UIA Statutes and Bylaws – Baku, 2019.
- One and first thematic Forum on Mass Tourism in Historical Cities, a hot subject seen from the perspective of imperative need for a sustainable future, Baku, 2019.
- The first Honorary President of UIA, in the person of Vassilis Sgoutas, proposed and elected in Baku GA, 2019.
- One and first World Capital of Architecture UIA – UNESCO, a fantastic initiative of UIA, promoting architecture in the world like never, Rio de Janeiro, Brasil, 2020/2021.
- A new UIA Commission for Sustainable Development Goals, growing in actions and relevance from the very beginning of its creation.
- A collaboration with the Architects Council of Europe for a conference on Architectural Design Competitions.
- The first on-line World Congress covering several months of activities and reaching unprecedented visibility in the world.
- The first on-line General Assembly with elections of great interest, bringing together many candidates.

The UIA Secretariat, an international team based in Paris, increased by two new talented and proactive members. The work they carried, due to the above-mentioned new challenges beside the current ones was remarkable, even if we would always ask for more from any Secretariat.

We prepared and conducted together 1 Extraordinary GA, and 1 on-line GA with digital elections.

We prepared and conducted 12 Council meetings, of which 4 were on-line and 8 Bureau meetings.

We faced an internal crisis leading to the resignation of the UIA Treasurer in 2019. I provide gratitude to Pierre Sauveur for accepting to take the mission of Treasurer and keeping UIA finances in very good health for the rest of the term. I also thank the instituted Finance Committee members for their wisdom in managing the financial consequences for UIA of the world crisis generated by the pandemic of Covid-19.

I need to stay one more line on the event of the resignation of Treasurer, to express my regret for experiencing a situation, not necessary created by bad intentions, but finalised with the most

reasonable solution. I also regret the fact that even all persons involved in discussing and analysing the situation, have decided to keep confidentiality on details, some turned later towards an opposite attitude, affecting the course of collaboration within UIA. As Secretary General I tried to keep a balance and asked for reconciliation, apparently with moderate success. My decision was to support the difficult preparations of an unprecedented General Assembly in very new and difficult conditions, we all now.

The Work Programmes are restructured according to the Protocol adopted at the GA in Seoul, 2017. Their productivity is different, some having exceptional results and some being in a consolidation and growing phase. A detailed report is provided on this topic.

The UIA Communications are intensified and diversified like never, with a new website, newsletters, and social media as new means for UIA. A report on this topic is also provided.

Future aims: I look forward to capitalising all these important experiences for continuing the evolution of UIA, on its very good tracks. The need for a new structure, related to appropriate governance is obvious. European architects are not in different so-called regions. The participation to UIA activities should be focused on bilateral relations between Member Sections and UIA itself and our relevance should be firstly measured through this relation. Even if fidelity is a quality, architects who served as officers should concentrate on their mandate and step back always making space for new contributors, enlarging the pool of contributors. Populist discourse should disappear as well as personal interest for self-representation. Courage and dynamism should be backed by intense work. I am confident the new 2 years term will bring the necessary portance.

I thank you all, representatives of architects in UIA Member Sections, all elected colleagues and contributors having worked under the lead of UIA President, and to the amazing team from 47<sup>th</sup> floor of Tour Montparnasse.

With gratitude,

Șerban Țigănaș

Secretary General

## **Communications report**

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The words characterizing the communications in UIA developed in the last term are: evolution, diversification, amplification, professionalization and cooperation. This period literally forced UIA to step consistently into the digital age, where it will stay. The means we used to enhance communications regarding new staff and qualifications, new means of communications used, fresh style, copywriting and editing, collaborations with content producers, graphic designers selected through competitions and partnerships. Communications of an organization are not visible by themselves, but their consequences are propelling the entire body of work and policies towards the interested recipients.

In this term UIA kept the existing visual identity, changes two terms ago and developed several means of communications, as follows:

- A complete new UIA website, digitally upgraded and visually new replaced the previous
- A series of newsletters kept the beat of UIA activity accessible and visible
- Interviews with remarkable architects and key contributors were prepared for promotion
- Podcasts and videos as new powerful tools are reaching more public
- Posters for special events are enhancing the visual component of the profession
- Social media for promotion engine were adopted

The most intense effort related to UIA Communications is related to the promotion of the UIA Congress of Rio de Janeiro. The cooperation with the Institute of Architects of Brasil and all service providers working for organizing it in a completely new way. Our small team from Paris merged with the professionals from Brasil for an intense flux of information and content related to this event.

As wishes for the future I look towards UIA as a Communications Hub, attracting, selecting, and broadcasting relevant content from three main sources: from UIA Member Sections, from UIA working bodies and from different partners and entities of common interest for architecture. We have a wonderful book in orange cover, by Vassilis Sgoutas, the Honorary President of UIA, collecting memories with architects involved in UIA for several decades. It may be continued with a complete UIA Communications Diary, relevant for the pulse of our world organization.

It is my turn to thank the wonderful team of UIA who carried the daily work for the World to know about architecture that matters.

Șerban Țigănaș,  
Secretary General