

Wicona Meets Dieter Brell

“ Architecture is frozen music... ” That line by German writer Johann Wolfgang von Goethe is perhaps the closest we’ll get to an enduring characterization of architecture. Throughout history, it’s been attributed the stalest of labels (“the process of constructing buildings”), or the vaguest (“social art and an artful science”) to the most philosophical: (“a dialectic between imagination and reason”).

But whether you’re a pragmatist or a *grand philosophe*, the fact that buildings around us, like music, is a testament to the spirit of the time rings as true today as it did during Goethe’s days, or even when humans first made their way out of the caves more than 10,000 years ago.

Of course, if architects provide a mirror for society, it’s equally true that they also dictate the future — and it begs the question: What will the compositions of tomorrow look like?

We launched *WICONA Meets* to provide some answers to what architecture has in store for us, but also as an effort to inspire and spark a conversation about the endless possibilities of this fast-changing field. Today, the professionals shaping our cities are more than ever required to find new, creative solutions to balance aesthetics with the demands for environmental stewardship and a rapidly growing urban population.

And with that, new questions arise: Is caring for our planet becoming the most definitive attribute of architecture? Is social responsibility an architectural limitation or possibility? And what should count as innovative design today?

In our maiden episode, our team goes to Berlin to meet one of the most leading-edge members of the design avantgarde: *Dieter Brell*. In addition to being a very cool guy, Dieter is the mind behind award-winning projects all around the world, including the Leonardo Glass Cube in Germany, the Butterfly Pavilion in Dubai, restaurant designs for Michelin-starred chef Mario Lohninger as well as the D’fly store in New York. As a founding member of the interdisciplinary design office 3deluxe, Dieter operates in a world that straddles architecture and design, art and pop culture, and the interface between the analog and digital space.