

LINA, YEAR ONE

(1 June 2022 – 31 May 2023)

Report

Prepared by: Mateja Kurir, Nuša Zupanc, Hana Cirman, Maja Bevc, Matevž Čelik

in Ljubljana, 14th July 2023

Version 1.0



Summary

In its first year, the European Architecture Platform LINA achieved the following results:

- The first LINA Open Call was published and promoted during July–September 2022 with a total of 204 entries and a selection of 25 featured LINA fellows
- 88 collaborations between LINA members and LINA fellows (some participated more than once) were implemented within the 2022–23 LINA Architecture Programme
- 31 activities were organised within the 2022–23 LINA Architecture Programme by 28 members of the platform in 22 countries
- An audience of more than 16,000 participants took part in the 2022–23 LINA Architecture Programme
- As a result of the first LINA Call for Members, to which 38 organisations from 20 countries applied, the platform grew by one new member and four associate members
- The communication infrastructure of the LINA platform was set with a [webpage](#) and social media channels with a reach of more than 250,000 people

Index

1. Reaching the mission of LINA in the first year	5
2. The results of the LINA platform: breakdown of activities	7
2.1. Project management and coordination (Work package 1)	7
2.2. Promoting and supporting emerging talent (Work package 2)	12
2.3. Developing, nurturing and training emerging talent (Work package 3)	19
2.4. Communication and dissemination (Work package 4)	21
2.5. Branding and quality label strategy (Work package 5)	24
2.6. Networking and sharing of good practices (Work package 6)	27
2.7. LINA Member Activities (Work packages 7-31)	27
2.8. Additional activities:	30
3. LINA Platform Indicators	31
3.1. Emerging creatives support and circulation	31
3.2. Member performance	33
3.3. Audience response and feedback	35
4. Financial Report	37

1. Reaching the mission of LINA in the first year

LINA, the European Architecture Platform, started working on its intensive first year with 28 member organisations on 1 June 2022 to reach its vision and mission. The coordinator of the platform, the Faculty of Architecture of the University of Ljubljana, has been steering the platform in close collaboration with the member entities, which have implemented the LINA Architecture Programme in 22 European and Mediterranean countries with emerging talents, called LINA fellows.

LINA Vision:

LINA activates spatial experimentation through collaboration with trailblazing thinkers and practitioners building future pathways towards a good environment for all.

LINA Mission:

The European platform LINA is a network connecting relevant institutions with emerging practitioners and thinkers who work at the intersection of architecture and other fields related to spatial culture: It aims to promote up-and-coming talent. LINA's goal is to steer design and building processes towards regenerative practices and principles of de-growth in line with the values of the European Green Deal.

A growing alliance of museums, universities, research networks, foundations, triennials, biennials, and other European and Mediterranean organisations—LINA members—carries out a series of events all over Europe. The LINA Architecture Programme is supported by the European Union within the eligible countries of the Creative Europe Programme.

The main achievements of the first year of the LINA platform are:

- 88 collaborations between LINA members and LINA fellows were implemented within the LINA 2022-23 Architecture Programme, where some LINA fellows collaborated more than once within the programme
- Implementing the first LINA Open Call during July-September 2022 with 204 projects received
- Organising 31 activities within the LINA Architecture Programme with 28 members of the platform and reaching directly an audience of 16,000 participants
- Implementing the first LINA Call for members, receiving 38 entries from 20 countries and enlarging the platform by one new member and four associate members
- Setting up the infrastructure to connect the LINA Community: a [webpage](#), social media channels with a reach of more than 250,000

2. The results of the LINA platform: breakdown of activities

2.1. Project management and coordination (Work package 1)

Management

The coordinator of the platform, the Faculty of Architecture of the University of Ljubljana, appointed the head of the platform, Matevž Čelik, and the manager of the platform, Dr. Mateja Kurir, together with the coordinator of the platform, Nuša Zupanc, public relations officer Hana Cirman and finance officer Maja Bevc, to manage the platform starting in June 2022 to ensure that the objectives of the platform are met.

The coordinator has ensured that the 28 members of the platform have submitted their interim reports for the first LINA year. The coordinator has prepared an online system for content and for financial reporting for members with structured questionnaires to fill in all data required on the basis of the indicators of the project. The coordinator has organised a series of online workshops for the members on how to fill in the content and financial reporting questionnaires correctly.

A total of 28 interim reports for 31 deliverables were submitted as planned by 31 May 2023. One member only executed one of the three planned deliverables in the first LINA year, as the two others were moved to the second LINA year, with the deadline for reporting being adjusted in advance accordingly. One member had technical issues delivering the report, hence this report was submitted with a two-week delay





Photo 1: General Assembly in Ljubljana in June 2022, group photo of LINA members

Governance

All bodies of the governance of the platform, the General Assembly, the Governing Board, the Dissemination Committee and the Steering Committee, were appointed and were functioning during the first LINA year.

Table 1: Governance of the LINA platform – meetings of the bodies of the platform

	Quantity	Dates	Location	No. of representatives per meeting
LINA General Assembly	2	10.6.2022 22.10.2022	Ljubljana Ljubljana	30 37
LINA Governing Board	3	16.9.2022 30.9.2022 25.5.2023	Zoom	5 5 4
LINA Dissemination Committee	1	26.5.2023	Correspondence Meeting	5



LINA Steering Committee	5	2.12.2022 20.1.2023 24.2.2023 31.3.2023 12.5.2023	Ljubljana	3
-------------------------	---	---	-----------	---

Monitoring and evaluation

As a very important aspect of management activities, evaluation has been integrated into the regular work of the coordinator and member organisations. Evaluation and monitoring of the project per indicators is presented in chapter three of this document. The monitoring and evaluation process was carried out also on site, which was done on two levels:

1. monitoring visits by the LINA team to LINA members' events
2. Members Check activities, which are field visits by members to other members

Monitoring visits

The coordinator oversaw the implementation of the LINA Architecture Programme 2022-23 with seven monitoring visits to LINA members within the first year of the project. The coordinator entity monitored the implementation of the activities, the presence of the LINA brand at the site, the number of participants, and the collaboration of LINA members with LINA fellows.

Table 2: On-site monitoring of the LINA Architecture Programme 2022-23 implemented by the coordinator:

	Month of monitoring	LINA Member	Country	Duration of monitoring
1	October 2022	Tbilisi Architecture Biennial	Georgia	2 days
2	November 2022	Forecast	Germany	5 days
3	January 2023	CAF/Barletti	Albania	3 days
4	February 2023	BETA	Romania	2 days
5	February 2023	HDA	Austria	1 day
6	April 2023	DAI SAI	Croatia	3 days
7	April 2023	Theatrum Mundi	France	3 days



Photo 2: Matevž Čelik, head of the platform, on a monitoring visit in Tbilisi in October 2022.

Members Check

LINA members also implemented on-site visits of the LINA Architecture Program 2022-23 to other member organisations, with a total of 10 Members Checks in the first year of the project, which is consistent with the plan.

Table 3: Members Check (MC) done by LINA members in the first year of LINA:

	LINA Member Organization on MC	Location of MC	Start date of MC	Conclusion date of MC	Duration of MC
1	LIFT/ Days of Architecture	Tbilisi Architecture Biennial	8. 10. 2022	11. 10. 2022	3 days
2	Copenhagen Architecture Festival	Tbilisi Architecture Biennale	22. 10. 2022	25. 10. 2022	3 days
3	VI PER Gallery	S AM	17. 11. 2022	20. 11. 2022	3 days
4	Copenhagen Architecture Festival	Barleti Universiteti	22. 1. 2023	25. 1. 2023	3 days



5	Trienal de Arquitectura de Lisboa	Forecast, Skills E.V.	17. 3. 2023	19. 3. 2023	2 days
6	Tbilisi Architecture Biennale	Forecast, Skills E.V.	17. 3. 2023	18. 3. 2023	2 days
7	TU Wien	LUMA Arles	29. 3. 2023	30. 3. 2023	2 days
8	Forecast, Skills E.V.	Trienal de Arquitectura de Lisboa	23. 4. 2023	30. 4. 2023	7 days
9	Design Academy Eindhoven	dpr-barcelona	22. 4. 2023	23. 4. 2023	2 days
10	LIFT/ Days of Architecture	Fondazione MAXXI	20. 5. 2023	20. 5. 2023	1 day

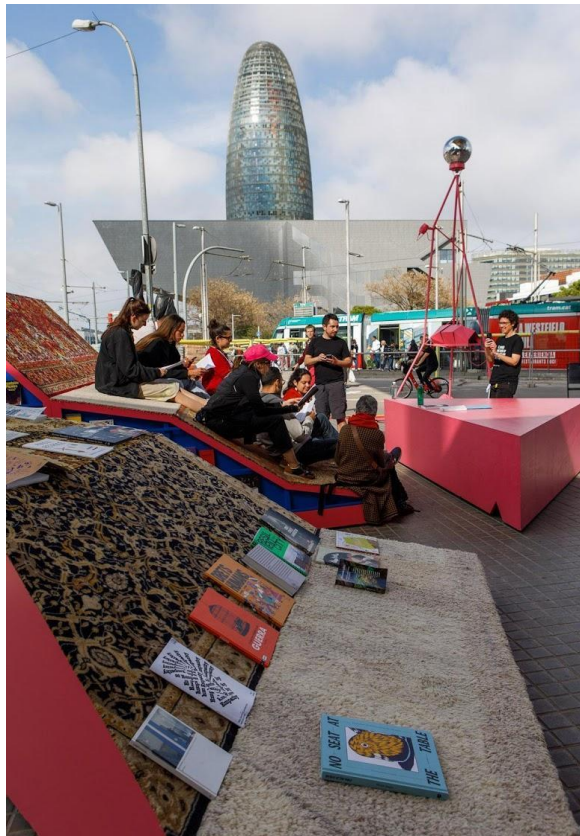


Photo 3: Design Academy Eindhoven on a Members Check visiting dpr-barcelona.

2.2. Promoting and supporting emerging talent (Work package 2)

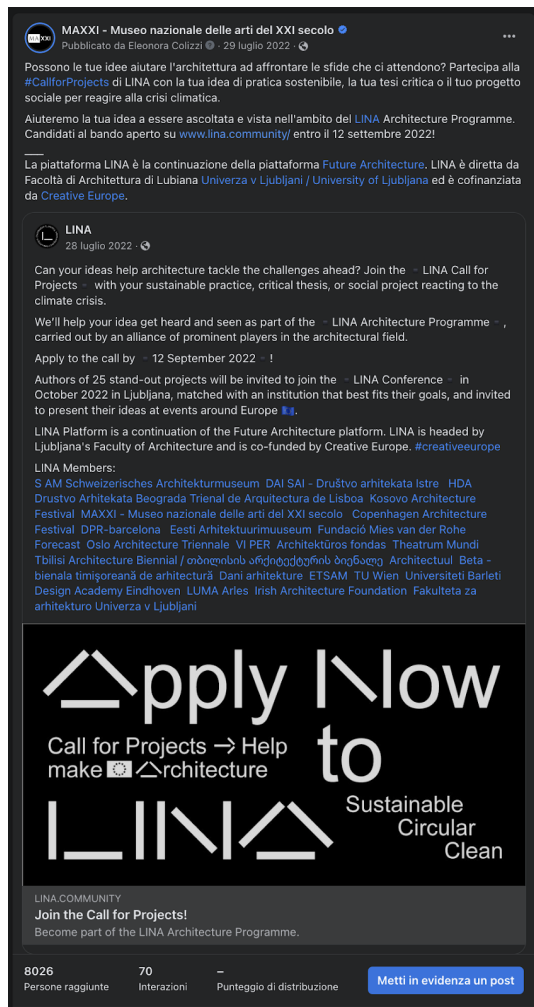


Photo 4: All LINA members promoted the LINA Open Call via their communication channels. In the picture, the Facebook post by LINA member MAXXI from Italy.

2022 LINA Open Call

The first LINA Open Call 2022 for emerging creatives – LINA fellows – was posted on the LINA website on 27 July 2022 and will be open until 15 September 2023.



Summary of the 2022 LINA Open Call:

- A total of 204 entries arrived for the LINA Open Call for Projects
- A total of 191 entries were accepted as eligible
- 25 projects were selected to be presented at the 2022 LINA Conference in Ljubljana

LINA has been actively promoting the Open Call together with LINA members throughout Europe and the Mediterranean region. The Open Call was particularly looking for individuals and collectives who were interested in steering architecture towards a more sustainable, circular and clean future.

Categories

Projects were classified among eight categories within the Open Call. By far the most represented was the category Raising Awareness, which included the widest span of projects. The category Renovation Wave had the highest proportion of entered projects to selected projects: five out of 27 made the cut.

Entered projects by category:

- Raising Awareness: 77
- Ecosystems: 33
- Circular Economy: 29
- Renovation waveWave: 27
- Mobility: 13
- Zero Pollution: 9
- Clean Energy: 8
- Food System: 7

Professionals

More than 210 individuals participated in the LINA Open Call.

Participants could list the authors' fields of work – more than one specialisation per member of the team – from 14 different categories. Most of the projects listed architects among their team. Urban planning and design are a close second with 56 and 53 entries each. Researchers (46) were a well-represented profession. There were only seven engineers: an expected outcome with the research and speculative nature of the call for projects. Among the applicants, visual artists (27), curators (14), multimedia artists (7), film specialists (9) and photography specialists (4) also featured prominently (a total of 61).

Countries

Participants applied from 34 different countries out of 40 countries eligible to participate.



We received the highest number of applications from participants coming from Germany (27), followed by Italy (20) and Spain (18), while there were 15 entries coming from Ireland and France. One application each came from Albania, Bulgaria, Croatia, Iceland, Latvia, Montenegro, Norway, Cyprus, Slovakia and Ukraine. There were no applications from Tunisia, Moldova, Estonia or Luxembourg.

Promotion of projects received

All projects which have been received within the Open Call from eligible countries have been published on the LINA website [Projects • LINA](#). The projects have also been promoted via LINA communication channels.

Selection

All LINA members took part in the voting process for the selection of the 25 featured LINA fellows. At the General Assembly in June 2022 in Ljubljana, the members of the platform also decided the public voting for one of those 25 projects was not going to be implemented. The selection is presented in detail in chapter 2.3. All applicants were notified of the selection.

2022 LINA Call for Members

The 2022 Call for Members was published on the [LINA website](#) from 15 August 2022 to 15 September 2022. A total of 38 organisations applied from 20 different countries.

LINA has received applications from the following countries:

- | | | |
|------------------------------|------------------|--------------------------|
| • Germany (7) | • Albania (2) | • Republic of Serbia (1) |
| • Italy (4) | • Spain (1) | • Montenegro (1) |
| • Bosnia and Herzegovina (4) | • Romania (1) | • Belgium (1) |
| • France (3) | • Ireland (1) | • Croatia (1) |
| • Netherlands (3) | • Austria (1) | • Hungary (1) |
| • Slovenia (2) | • Luxembourg (1) | • North Macedonia (1) |
| | • Georgia (1) | • Kosovo (1) |

The governing body of LINA decided that one new member would be invited to join LINA with funding support: Bolwerk from Belgium was chosen. The contract with Bolwerk was signed in May 2023, and they started with their activity Living Summer School within LINA on 1 June 2023. The Governing Board also decided to invite four organisations to become associate members, three of which signed an agreement with LINA (Sandberg, KEK, Architecture at the Edge).

LINA Architecture Programme 2022-2023

Summary of the first LINA Architecture Programme:

- **31 activities** within the LINA Architecture Programme were implemented in **22 different countries**
- **88 collaborations of LINA fellows** (some more than once) within the programme were implemented by 28 members of the platform
- On average, LINA members collaborated with three LINA fellows
- A total of **16,684 participants** took part in the events of the LINA Architecture Programme 2022-23
- **80 media partnerships** supported the LINA Architecture Programme 2022-23

Format of activities

A total of 31 activities were realised during the 2022–23 LINA Architecture Programme by 28 member organisations.

The 2022–23 LINA Architecture Programme included the following format of activities:

- | | | |
|--------------------------|----------------------|------------------------|
| • workshops | • residencies | • writers' awards |
| • lectures and talks | • film programmes | • mentoring |
| • research | • book/publication | • summer schools |
| • engagements | • preparation and | • festival productions |
| • exhibitions | • promotion | • other activities |
| • installations | • essays and podcast | |
| • interventions in space | • preparation | |

The LINA Architecture Programme was presented on the website of the platform [here](#).

Countries

LINA Architecture Programme 2022-23 was a European and Mediterranean activity which has taken place in 22 different countries.

The activities were implemented in the following countries:

- | | | |
|---------------|----------------|-----------------|
| • Spain (4) | • Portugal (2) | • Croatia (1) |
| • Germany (2) | • Romania (1) | • Norway (1) |
| • France (2) | • Denmark (1) | • Georgia (1) |
| • Austria (2) | • Estonia (2) | • Lithuania (1) |
| • Ireland (2) | • Italy (1) | • Serbia (1) |

- Bosnia and Herzegovina (1)
- Kosovo (1)
- Czechia (1)
- Netherlands (1)
- Albania (1)
- Switzerland (1)
- Slovenia (1)

During the implementation of the LINA Programme 2022-23, a total of five collaborations between LINA members were achieved, namely:

- Copenhagen Architecture Festival and Barletti University collaborated for the implementation of the activities of CAF in January 2023 in Tirana
- Atelier LUMA and Lisbon Architecture Triennale collaborated for the implementation of the programme of Atelier LUMA in France
- Irish Architecture Foundation and dpr. barcelona collaborated for the LINA Writing Award
- Days of Architecture Sarajevo with MAXXI and TU Wien collaborated for the programme of the DAS in 2023-24



Photo 5: Roundtable with LINA fellows Annekatrien Verdictt, Bernadette Krejs, and Meriem Chabani at the Oslo Architecture Festival, Norway.



Photo 6: Research lab results at HDA Graz by LINA fellows Kateřina Krupičková, Martin Zwahlen, Laura Solsona, Eduard Fernandez, Roisin Cahill and Ralph Nasrallah, Austria.



Photo 7: Workshop by Eileen Stornebrink for Theatrum Mundi residency, France.



Photo 8: Lecture for Estonian architecture students by LINA fellows Damiano Cerrone, Dali Dardzhaniya and Jonathan Steiger, Estonia.

Survey among LINA applicants and fellows

All individuals and collectives who applied to the LINA Open Call 2022 were invited to submit their feedback about the Open Call and their involvement in the LINA Architecture Programme (if there was any) in May 2023.

The survey was conducted in the form of two separate online questionnaires, one for all applicants and one for selected LINA fellows. Both questionnaires were active from 25 May 2023, until 23 June 2023. A short summary of the analysis of the survey is included below.

Feedback from LINA applicants:

- 37 respondents from the applicants answered the questionnaire (15 individuals, 22 groups);
- Most were residents of Spain (6), Germany, Ireland, and Serbia (each 3);
- Most had an MA, followed by a BA and a PhD;
- Most of the applicants work in the field of architecture;
- Most were informed about LINA through social media, followed by friends and the media;
- Most were very satisfied and satisfied with the feedback from the LINA platform;
- 50 % of applicants cooperated with LINA member organisations and a majority cooperated with one LINA member;
- The majority were very satisfied with the cooperation with the LINA member(s);
- A great majority described a positive experience with the words: “great”, “rewarding”, “enriching”, “amazing” and “incredible”, and recognised the positive influence of the LINA platform on their work.

Feedback from LINA fellows:

- 16 fellows answered the questionnaire (5 individuals, 11 groups);
- Groups mainly comprised two members;
- Average satisfaction with LINA's application process, information about the selection of fellows, project announcements on the LINA website, promotion of selected fellows on the LINA platform, and feedback from the LINA platform was high (reaching from 4.64 to 3.85 on a scale of 1 to 5);
- Some respondents pointed out the positive influence of collaboration on their connections and partnerships;
- All fellows cooperated with more than one LINA member (a majority with three);
- In general, fellows experienced a positive attitude from the LINA members and none of the fellows felt themselves to be unequal in their collaboration with the members;
- All of the fellows believe that cooperation with the LINA platform had a positive impact on their careers.

2.3. Developing, nurturing and training emerging talent (Work package 3)

Selection of 25 Featured LINA Fellows and Onboarding Session

Among the 194 eligible entries to the LINA Open Call, the LINA members voted for the most convincing projects after the closure of the call with a voting process, which was available online and had clearly set criteria. The LINA Governing Board reviewed the votes and application at a meeting on 16 September 2023 and confirmed the 25 selected featured LINA fellows. Those 25 fellows were invited to take part in the matchmaking 2022 LINA conference at the Faculty of Architecture of the University of Ljubljana on 21 and 22 October 2022 to present their projects to the LINA members. No public votes for the projects were implemented in accordance with the decision on this topic of the first LINA General Assembly in Ljubljana.

All 25 featured LINA fellows were invited to take part in a two-hour onboarding session on Zoom on 14 October 2022. Fellows received detailed instructions of the content of the LINA Fellowship and the importance of the connection with LINA members at the matchmaking conference, together with a more in-depth presentation of the platform and its objectives. The importance of signing an agreement prior to any engagement within the platform was presented to the LINA fellows. The coordinating entity also prepared a draft of the contract with the LINA fellows to be used by the members. The conference in Ljubljana and the presentation of the fellows' projects were presented in detail at the onboarding session.

Travel and accommodation expenses were covered for the 25 featured LINA fellows for their participation in the 2022 LINA Conference. If a collective was selected, the costs were covered for one representative.

All other individuals and collectives who applied at the LINA Open Call and were eligible (their residence was within the 40 countries covered by the Creative Europe Programme) also had the opportunity to collaborate with the LINA members. Many of them were part of the LINA Architecture Project, although they were not part of the 25 featured LINA fellows. The projects of all individuals and collectives who applied at the Open Call remain on the LINA website.

2022 LINA Conference: Focus Talks, State of Architecture, Matchmaking

The 2022 LINA Conference [Architecture and the Future of the Planet](#) took place on 21 and 22 October 2022 at the Faculty of Architecture of the University of Ljubljana with three Focus Talks by renowned speakers (Janez Potočnik, Sarah Ichioka, the Great Repair Project), a presentation



of the State of Architecture (Milica Topalović) and a discussion in which Lučka Kajfež Bogataj participated. Panel presentations of the 25 featured LINA fellows were the main content of the second day of the conference.

A total of 210 participants took part in the conference, which was also streamed online. There have been more than 1,500 views of the recording of the two-day conference on [YouTube](#).



Photo 9,10: 2022 LINA Conference at the Faculty of Architecture, University of Ljubljana, Slovenia.



Experimental and social learning

LINA members prepared a local training package for the emerging creatives, the LINA fellows, to gain new knowledge, especially cooperation and collaborative skills. The programme of this experimental and social learning was prepared in autumn 2022 and was submitted as a special deliverable to the EU reporting system.

2.4. Communication and dissemination (Work package 4)

Visual identity

In May 2022, the visual identity for the LINA platform was selected, with the Czech studio publikum.design having convinced the jury and won first prize in the competition. Second place was awarded to Jelena Lugonja (USA), and third place to Studio Potok (Slovenia).

Sixteen proposals in total were entered in the competition. Jury members Mina Arko (president), Matevž Čelik, Anne-Sophie de Vargas, Jian Li and Aljaž Vindiš unanimously selected three of them for further interviews and awarded the three prizes mentioned above. The results were posted in Slovenian [here](#); the content of the visual identity competition materials is posted [here](#).

Website and newsletter

The website of the [LINA](#) platform was launched in the second month of the project and has been upgraded since then regularly with new content and promotion highlights, among which are:

- LINA Fellows: [Fellows • LINA](#)
- LINA Architecture Programme: [Events • LINA](#)
- LINA Members: [LINA Members • LINA](#)
- LINA Open Calls: [Apply • LINA](#)
- Call for Members: [Call for LINA Members 2022 • LINA](#)
- Projects, submitted at the LINA Open Call: [Projects • LINA](#)
- Newsletter (since October 2022): 10 newsletters ([Example](#))

Social media

LINA has been active on social media since the start of the project in order to build a community and promote its goals and messages to the public with profiles on:

- [Instagram](#)
- [LinkedIn](#)
- [YouTube](#)
- [Facebook](#)
- [Twitter](#)

A total of 250.000 followers has been reached in one year.

Promotional materials and items

In keeping with the environmentally conscious messaging of the platform, we have been very mindful of the number of promotional materials and items produced. Those we do choose to produce are selected for maximum impact.

- **Tote bag:** a sturdy, shopping-friendly tote with extra-long handles and subtle branding. Given only to LINA fellows and member representatives.
- **Reusable double-sided stand:** we selected a sturdy thin aluminium frame with reusable tarp sides. We use it as a large photowall that can serve as a backdrop or general branding.



Photo 11: LINA tote, one year later.



Columns

LINA conference 2022. Architecture and the Future of the Planet

KoozArch was invited to participate to the launch of the LINA platform with the LINA Conference, which was held in Ljubljana on October 21-22.



Photo 12: Photowall, as seen on a media clipping.

Dissemination

The basis for LINA's communication strategy is its established network of audiences that have been built over decades by LINA members. Through coordinated action and amplification of key messaging, most of the growth of our audiences is achieved organically.

Upon the establishment of the platform and prior to important events, members were with text drafts, logo packages and visual materials for specific use through a variety of channels. In turn, LINA communicates their events and news through its proprietary channels, building itself up into a communication hub and source of information about the goings-on of the Architecture Programme. Our goal is to ensure a balanced overview of all events of the platform, and to represent all 32 members proportionally.

Most importantly, LINA is focused on promoting the 25 featured fellows, as well as any other fellows that are directly invited to contribute to the Architecture Programme. Our main communication channel, our website, has a profile created for each individual or team that has ever collaborated in an event. Featured fellows also receive professional photographs, an individual video presentation (they are posted on our [YouTube channel](#), along with video from the conference) and additional support: through posts on socials and PR messaging.



Publications and online LINA library

The LINA Architecture Book Fair, where a selection of recent publications within the field of architecture, architecture history and architecture theory is promoted, was launched by dpr-barcelona within the 2022–23 LINA Architecture Programme and is available here: [2023 The Curator's Selection | Architecture Book Fair](#)

Media Relations

Several media platforms were approached to form a long-standing media partnership that would fit the specific needs and audience of the platform. Dezeen was chosen as a partner to promote the 2022 LINA Conference, which wanted to reach the widest audience. KoozArch, with its focus on the un-built, was selected as a medium that is very relevant to our core target group (25–35-year-old environmentally-conscious spatial practitioners). They approached us through the 2022 Call for Members, and we have devised a strategy that communicates LINA activities with a focus on LINA fellows.

A total of 11 press releases were sent to over 700 journalists and editors across Europe in English, and another seven were sent to approximately 50 Slovenian addresses. Key information and a backlog of press releases are always available at <https://lina.community/press/>.

2.5. Branding and quality label strategy (Work package 5)

Visual identity design competition

Establishing a strong and distinctive visual identity was one of the first objectives to ensure that the results of the LINA platform were achieved. The Faculty of Architecture was tasked with establishing the online and offline branding and communication infrastructure (official platform website, social media channels, newsletter account, flyers, posters, document templates, etc.). In collaboration with the member organisations, the Faculty of Architecture was intensely working on the communication strategy and has coordinated the platform's joint communication activities to achieve common outcomes.

The LINA team has, in partnership with the Faculty of Architecture, University of Ljubljana, and the Brumen Foundation, launched an international call for proposals for a sustainable and low impact visual identity for the LINA architectural platform. We invited graphic designers and design studios to propose solutions for the overall visual identity of the new European architectural platform LINA. We were particularly keen to receive proposals from designers with experience in working with architecture practices, and environmental, urban development and spatial design projects. One of the main objectives of the newAn international visual identity competition was launched in early spring 2022 with the main objective that the visual identity needed to reflect the professional alliance, determined to challenge the way architecture is practised today and how we build our living environment. graphic design and website was to reduce the impact on the environment.

Out of all the entered proposals, the proposal by Czech graphic design collective publicum.design, stood out most and felt right for the project. It had enough character, yet wasn't too loud, and was refined in its restraint. The proposal presented a unique system that can be expanded: it works as a frame that lets featured content shine, but is strong enough to stand on its own. The project presents a good choice of type, as well as a custom typography that fits well with the brief and the LINA platform concept: it refers to construction, architecture, tectonics, and Bauhaus. The sustainability aspect was more developed than what was presented in other design proposals, though it is to be further explored and expanded in the development phase. Further typographical refinement of the logotype and its applications, such as the social media avatar, was also suggested. As the team has ample experience with similar cultural projects and presents a very strong portfolio, the jury was confident in their ability to handle the project's scale and technical requirements.

Further documents on the LINA visual identity:

[LINA 1ST WEBSITE PHASE - CLICK](#)

[LINA VISUAL IDENTITY COMPENDIUM - CLICK](#)

[LINA VISUAL IDENTITY - JURY STATEMENT - CLICK](#)

Brand management

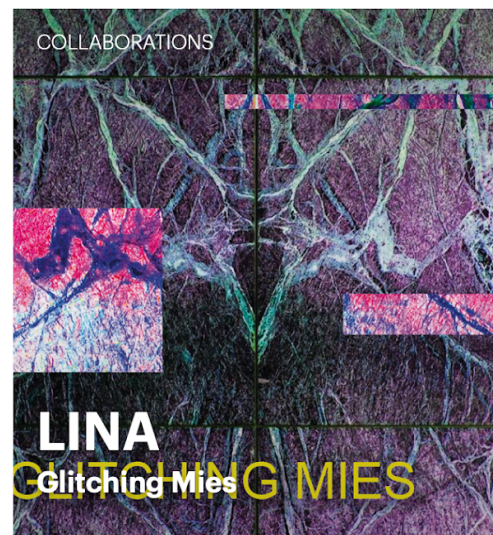
Throughout the year, LINA member PR representatives were given sets of instructions on how to communicate the core common messaging of the LINA platform.

Example: [communication compendium](#) and [info pack](#) for the 2022 LINA Call for Projects.

Throughout the year, five meetings were held for PR representatives discussing strategy and content distribution, where ongoing strategy was addressed prior to major platform events (such

as the conference, the beginning of activities with fellows, etc.). Common wording was discussed and emphasis was placed on branding.

While clear and frequent communication is easier for some members, LINA branding prominence is sometimes more challenging to ensure for others, such as large organisations leading multiple projects at once with a variety of financing. With all members, we've worked out ways in which EU co-funding can be prominently displayed without compromising other existing hierarchies.



Example of ensuring prominent logo placement: Fundacio Mies van der Rohe / EUmies Awards.

2.6. Networking and sharing of good practices (Work package 6)

Matchmaking

The 2022 LINA Conference was the first meeting of the LINA members with the 25 featured LINA fellows. Different professionals from the spatial and architectural field also took part in the conference, live or via streaming. The first selection of the fellows was done at the conference, which lasted for two days in the welcoming environment of the Faculty of Architecture of the University of Ljubljana.

New collaborations and new projects between LINA members were also born at the matchmaking conference in Ljubljana. Out of the 31 activities which were carried out within the LINA Architecture Programme 2022-23, three were produced through collaboration among LINA members. New collaborations will certainly be implemented in the future among the LINA Community.

The 2023 LINA Conference will take place in Copenhagen, at the Royal Danish Academy, on 9 and 10 October 2023. Activities to organise the two-day conference began in December 2022 and have been carried out throughout this year, with an excellent collaboration between the coordinator of the platform and the local partner, the LINA member Copenhagen Film Festival.

2.7. LINA Member Activities (Work packages 7-31)

LINA Members have implemented their activities, planned within the Workpackages of the projects numbered 7 to 31, and executed within the 2022–23 LINA Architecture Programme, as described in detail on the LINA website: [Events - LINA](#)

LINA Member	2022-23 LINA Architecture Program Activity
Architectuur	Build Different Digital Research Fellowship
Architektūros fondas	Exhibition of the Experiment's platform
Atelier LUMA	Research Residency

[Barleti University](#)

[Leave No One Behind](#)
[Tirana Architecture Triennale](#)

[Beta - Romanian Order of Architects](#)

[Timișoara Architecture Biennial](#)
[Look at the City](#)

[BINA Association of Belgrade Architects](#)

[Understanding City Growth](#)

[Copenhagen Architecture Festival](#)

[Leave No One Behind](#)

[DAI-SAI](#)

[From Care to Cure and Back](#)

[Design Academy Eindhoven](#)

[Social Design](#)

[dpr-barcelona](#)

[LINA Writing Award](#)
[LINA Book Fair](#)

[Estonian Museum of Architecture](#)

[What if?](#)

[ETSAM UPM Madrid](#)

[Trans](#)

[Faculty of Architecture, University of Ljubljana](#)

[Are we winning?](#)

[Forecast](#)

[Driving the Human](#)
[Forecast Festival](#)
[Takeover Fest](#)

[Fundacio Mies van der Rohe](#)

[Model. Barcelona Architectures Festival](#)



[HDA – House of Architecture](#)

[Research Laboratory](#)

[Irish Architecture Foundation](#)

[LINA Writing Award](#)
[IAF Summer School](#)

[Kosovo Architecture Foundation](#)

[Kosovo Architecture Festival](#)

[LIFT / Days of Architecture](#)

[Sarajevo Residency \(un\)context](#)

[Lisbon Architecture Triennale](#)

[Takeover Fest](#)

[MAXXI National museum of 21st century arts](#)

[MAXXI Architecture Film Lab](#)

[Oslo Architecture Triennale](#)

[Connecting with International Neighborhood](#)
[Street project](#)

[S AM Swiss Architecture Museum](#)

[Salon Talks](#)

[Tbilisi Architecture Biennale](#)

[What's Next?](#)
[Current. Currencies](#)

[TU Wien. Institute of Architectural Design](#)

[Culture in Residency](#)

[Theatrum Mundi](#)

[Staging Ground](#)

[VI PER Gallery](#)

[Architecture as a tool for education](#)



All activities of LINA Members were implemented within their respective timeframes as planned and reported with detailed reports, except for two deliverables, which were postponed to the LINA Architecture Programme 2023–24.

2.8. Additional activities: LINA Strategic Framework, EU funding opportunities, Venice Biennale event

LINA Strategic Framework

In order to set basic ethical and environmental standards, the coordinator proposed to the members to prepare a new outline with the vision, mission and objectives of the platform in autumn 2022. The process of preparing those standards was presented to the members in an online meeting in December 2022, where five members' representatives were nominated to take part in the process. Until March 2023, a comprehensive document, called LINA Strategic Framework, was prepared within a participative process and presented to the LINA members in an online meeting. The content of this important document is presented here [Who we are • LINA](#).

EU funding opportunities

The coordinator organised together with the EU Creative Europe team a special session on additional funding opportunities for architects on 31 March 2023. At the two-hour online session titled "Opportunities for Architects / presentation to LINA members" the EU representatives presented the new programme Culture Moves Europe with funding possibilities for travel and residencies within the 40 eligible countries of Creative Europe. A total of 47 persons attended the session, among which were more than 40 LINA members and LINA fellows. The new funding opportunities were also promoted via LINA communication channels: <https://lina.community/pages/notes/looking-to-travel-eu-is-granting-funds-to-architects/>

LINA Open Call launch: the Venice Biennale event

The second LINA Open Call was launched during the Vernissage at the Venice Architecture Biennale on Saturday, 20 May 2023, within a collaborative event of LINA and MAXXI, which took place on the Isola della Certosa. Six LINA fellows and a variety of LINA members actively participated in the event titled “Biogrounds”, which fostered the promotion of the Open Call to the public, present at the Venice Architecture Biennale, the most important architectural exhibition in the world.

3. LINA Platform Indicators

3.1. Emerging creatives support and circulation

Qualitative indicators

Geographical coverage of applications:

- Applications to the first LINA Open Call came from 34 out of 40 eligible countries: 85% geographical coverage was achieved.

Change in trends and attitudes of the ideas / projects

- As the first Open Call was launched in 2022, we cannot yet evaluate the change in trends.

Emerging creatives feedback

- The results of the survey among LINA fellows and applicants to the Open Call included the responses of 37 individuals; the survey was sent to 197 people. Most were very satisfied and satisfied with the feedback from the LINA platform; 50% of applicants cooperated with LINA member organizations and the majority cooperated with one LINA member; the majority were very satisfied with the cooperation with the LINA member(s);

a great majority described a positive experience with the words: “great”, “rewarding”, “enriching”, “amazing” and “incredible”, and recognized the positive influence of the LINA platform on their work.

Diversification of opportunities for emerging creatives available in the member’s programme

- LINA fellows had the opportunity to take part in 15 different formats of activities during the LINA Architecture Programme 2022-23, namely:
 - workshops
 - lectures and talks
 - research engagements
 - exhibitions
 - installations
 - interventions in space
 - residencies
 - film programmes
 - book/publications preparations and promotions
 - essays and podcast preparations
 - writers’ awards
 - mentoring
 - summer schools
 - festival productions
 - other activities

Quantitative indicators

Number of ideas presented at the Open Call:

- 204

Number of LINA fellows circulating in the LINA Architecture Programme:

- A total of 88 collaborations were active during the first year, some fellows collaborated with LINA members more than once

Number of media reports about the platform on the LINA fellows

- LINA members reported a total of 241 media reports about their activities within the LINA Architecture Programme, a majority of which were focused on the presentation of the LINA fellows in media announcements, articles or interviews.

Number of new projects emerged on the basis of the platform engagement:

- Five new collaborations will be implemented among LINA members within the 2022-23 LINA Architecture Programme
- An estimated ten new collaborations among LINA members and LINA fellows outside of the platform are planned, but at the time of the preparation of this report it is still too early to define the final number.

3.2. Member performance

Quantitative indicators

Number of activities implemented by the members of the platform:

- 31

Proportion of members' representatives present at coordination meetings:

- 85 %

Number of media partnership:

- 82: 80 by LINA members and two by the coordinator

Number of media reports about the platform:

- 45 (LINA) + 241 (members)

3.3. Audience response and feedback

Qualitative indicators

Visitors of the annual conference feedback

- There were 110 participants at the conference per day, altogether 220 participants. There were approximately 300 people following the conference through online streaming. Only nine participants filled out the survey and shared their feedback, which was on average highly positive.

Visitors of the LINA Architecture Programme feedback

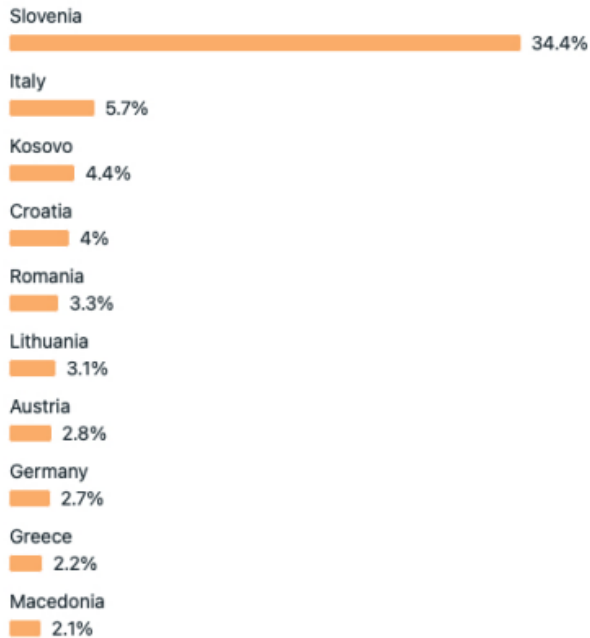
- Seven LINA members out of 28 have conducted online or other kinds of surveys during their LINA Architecture Programme activities.

Change in website and social media feedback

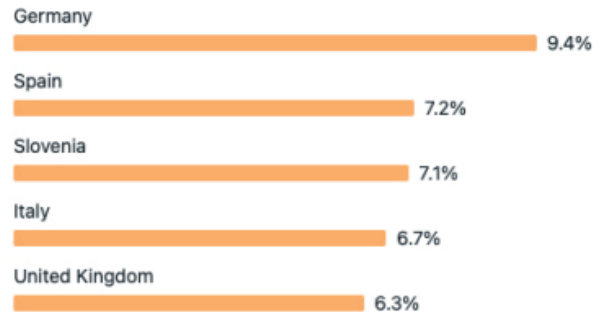
- The geographical distribution of social media fans and followers is approximate, not all of our channels enable tracking. Meta provides somewhat relevant information: Slovenia is, as expected, among our most visible audiences (on Facebook and Instagram combined), followed by Germany, Italy, Spain, the UK, Kosovo, and Croatia. LinkedIn statistics are seemingly unreliable, with over 50% of our audience not being tracked geographically.

Website:

Top countries



Top countries



Change in feedback from experts and professionals who work in the fields of architecture and city development:

- As this report is intended for the first year of the implementation of the platform, changes in feedback from experts and professionals who work in the field of architecture and city development have not yet been recorded in comparison with the previous years. The LINA platform has been engaged in reaching out to professional associations and individuals in the fields of architecture and city development, especially on European level, such as EAAE, the Architects' Council of Europe, IFLA Europe and the New European Bauhaus. A clear statement of the necessity to shift the architectural sector towards more regenerative practices has been included in all of LINA's communication and networking activities.



Quantitative indicators

Number of online public votes during selection process at the Open Call:

- 0: the General Assembly of LINA reached a decision at its first meeting in June 2022 that the platform would not proceed with public voting. Despite resulting in larger audience reach, it did not produce high quality programmes or collaborations in the previous version of the programme.

Number of visitors to the annual conference:

- 210 on site and 300 online.

Number of visitors to the LINA Architecture Programme events:

- 16,684

Number of visits and average time spent on the LINA website:

- Due to a setting error, visits to the LINA website were not properly measured and available numbers are unreliable. Separate analytics have been tracked since 20 May 2023, to ensure a coherent picture of audiences of the second LINA Open Call.

Number of followers across channels as recorded on 31 May 2023:

- LinkedIn: 600
- Instagram: 3600
- Facebook: 1200
- Twitter: 380
- Youtube: 60

Follower highlights

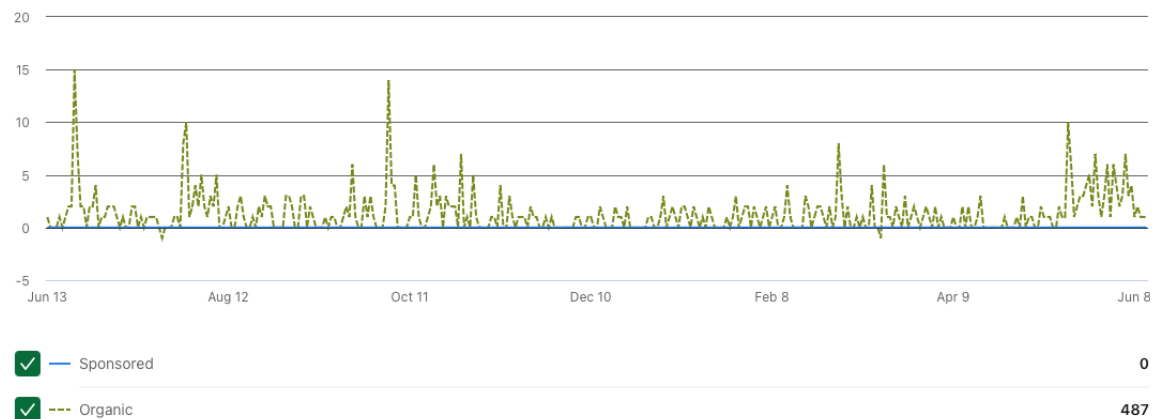
640

Total followers

487

New followers in the last 365 days

Follower metrics



LinkedIn account is consistent in follower acquisition.



4. Financial Report

LINA Platform is co-financed by the European Union through the Creative Europe programme from 2022 to 2025.

In the first reporting period, the coordinator received funding as a prepayment for activities carried out in the first year of the platform's operation. The majority, i.e., 62 % of these funds, were allocated to LINA members for the implementation of the 2022–2023 LINA Architecture Programme together with LINA fellows (Work packages 7–31). The remaining funds were allocated to the coordinator for the task of managing and coordinating the platform, communicating and disseminating activities of the platform, including the implementation of the LINA communication infrastructure, matchmaking, and networking activities, as well as carrying out its own program with LINA fellows (see for details: Work packages 1–6).