



AGAINST  
ALL  
ODDS  
PROJECT

ETHICS / AESTHETICS

# Ecosmosis

1. <http://aaoproject.org>

**Architecture, Art and Design employ pioneering means to help promote  
a social and environmental awareness**

*"We can't solve problems by using the same kind of thinking we used  
when we created them."*

(A. Einstein)

## Exhibition

**Hellenic Cosmos Cultural Center – Foundation of the Hellenic World  
Pireos Street 254, Tavros  
May 30 – June 30, 2012**

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**Ecosmosis  
Exhibition  
30/5 - 30/6/2012**

**Hellenic Cosmos  
Cultural Centre,  
Foundation for the  
Hellenic World  
254, Pireos str.  
Tavros**

**Concept:  
Lina Stergiou,  
Architect**

**Creation:  
Maurice Benayoun  
Lina Stergiou**

The Exhibition **ECOSMOSIS** that will take place at the **Hellenic Cosmos Cultural Centre** from the **30<sup>th</sup> of May to the 30<sup>th</sup> of June**, brings to a close the **Against All Odds** series of actions and events under the title **Ethics / Aesthetics**. All AAO activities, including the present exhibition, are organized by the Non-profit Organization **4 life Strategies**. The concept of the exhibition is by the architect **Lina Stergiou** and its creation in collaboration with the digital artist **Maurice Benayoun**.

The Ecosmosis exhibition is three-dimensional interactive art environment that aims at informing and **sensitizing the public about the necessity of ecological design in both building and landscape architecture** by taking into account the climatic and cultural particularities in Greece.



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This interactive environment is created by one of the most prominent digital artists today, **Maurice Benayoun**, in cooperation with the inventive interactive arts group **THIS.PLAY** ([www.this-play.com](http://www.this-play.com)) a.k.a. **Antoni Rayzhekoff & Emanuel Anel**, whereas the content of the exhibition project is provided by renowned Greek architectural firms, with noteworthy projects in ecological design:

**dARCHstudio Elina Drossou, Doxiadis+, C.R.E.S. – Center for Renewable Energy Sources and Saving, Alexandros Bofilias, Solon Xenopoulos & Eleni Hadjinicolaou Architects, elandscape - E. Pangalou & Associates, Kokkinou + Kourkoulas Architects & Associates, LS/Architecture & Strategies Lina Stergiou.**

**Against All Odds Against All Odds is a mechanism that produces thoughts, ideas and actions**, abbreviated to **AAO**. All activities running under AAO are primarily aiming at **exploring solutions in contemporary ecological and social problems** through an interdisciplinary approach of the fields of **Architecture, Art and Design**.

AAO's first series of actions and events implemented under the title **Ethics / Aesthetics**, comprised of three **exhibitions**, two international **conferences**, five **academic workshops** as well as several **events** that were presented at the **Benaki Museum Athens**, the **Athens School of Fine Arts** and in public spaces in the city of Athens. The academic workshops were organized in cooperation with Greek and international Universities, and specifically with **Parsons The New School For Design** of New York, **Université de Paris 8**, **National Technical University of Athens/School of Architecture**, **University of Thessaly/Department of Architecture** and the **Athens School of Fine Arts/Postgraduate Program on Digital Art Media**.

The opening of the Ecosmosis exhibition that will take place on **Tuesday May, 29<sup>th</sup>** and will also include **Absolut Athens Think-Tank Awards**, an honoring event organized under the auspices of **Athens Development and Destination Management Agency of the Municipality of Athens** and **Absolut Vodka**, for the Greek and international students that participated in the AAO's academic workshops.

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**Notes to editors:**

AAO's series of actions and events are organized by the Non-profit Organization **4 Life Strategies**, founded 2011 by the architect **Lina Stergiou** and the digital artist, **Maurice Benayoun**.

All AAO activities under the title Ethics/Aesthetics are organized in cooperation with the **Foundation of the Hellenic World**, the **Benaki Museum**, the **Athens School of Fine Arts**, the **National Technical University of Athens**, the **Parsons The New School For Design** of New York, **Université de Paris 8/ CITU Research Center of Paragraph Laboratory**, the **Centre for the Promotion of Arcadian World Legacy** and the **International Volunteer Society**.

AAO: Ethics / Aesthetics is organized under the auspices of **the Hellenic Ministry for the Environment, Energy & Climate Change**, **the Hellenic Ministry for Culture & Tourism**, the **United Nations' Development Program (UNDP)**, the **US Embassy in Athens**, the **City of Athens Tourism and Economic Development Company (ATEDCo)**, the **Technical Chamber of Greece**, the **Society of Graduate Architects-Panhellenic Architects' Association (SADAS-PEA)**, the **Hellenic Institute of Architecture (EIA)** and the **Institute Francais Grèce**.

AAO's activities are hosted in the official web page <http://aaoproject.org>.

The catalogue of all AAO activities under the theme Ethics/ Esthetics is available in Papasotiriou bookstores throughout Greece, in Benaki Museum bookstore but also on line at

<http://www.papasotiriou.gr/product.gbook.asp?pfid=2004302&prid=1258531&deid=10402>

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