

# Mad'In Europe Opens to Heritage Architects

**Since November 2023, architects working in heritage preservation, and organisations teaching heritage professions, complement Mad'In Europe's selection of heritage professionals.**

Mad'In Europe's commitment to heritage is constantly evolving alongside the sector's whole ecosystem. For this reason, the 10th anniversary of the platform results in a new strategy welcoming into its database architects and European architecture schools working within the heritage realm. The new "architects" directory was launched in November 2023 and saw the participation of its first ambassador-professionals who embody the qualities and diversity Mad'in Europe seeks to support and expand in the future.

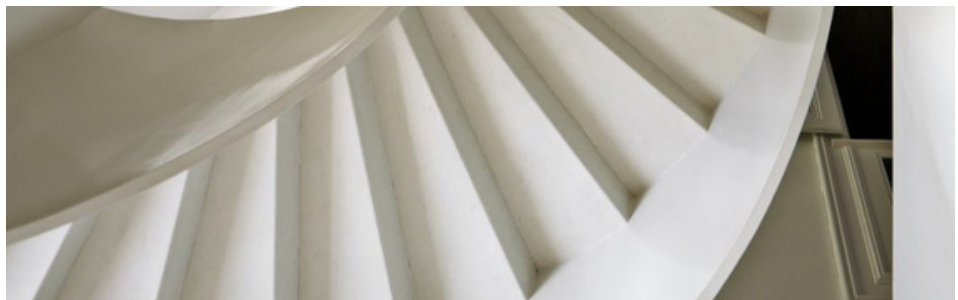
In other words, the strategy aims at assembling a body of professionals that not only represent a wide array of nationalities, but also a diversity in professional perspectives regarding heritage practice. Among the first professionals are [Gábor János Palotás](#) of the association ÉK Egyesület, [Nuno Valentim](#) and [Carlos Quevedo Rojas /Carlos Peinado Madueño](#), who have worked on large-scale projects where careful restoration and rehabilitation techniques come together with complementary, decisively modern, gestures. Their work creates harmonious ensembles that highlight the value of architectural heritage in the European region. On a smaller – but by no means less relevant – scale, the work of [Dirk Mortier](#) and [Dragana Kojičić](#) communicates a passion for material,

## **Photo credits**

*Nuno Valentim*

Carlos Quevedo Rojas &  
Carlos Peinado Madueño

*Elena Vasic Petrovic*





leading to deep investigation processes in wood- and earth- architecture respectively. Moreover, [Elena Vasić Petrović](#) and [Judicaël](#) de la Soudière Niault expose a highly rigorous approach in the restoration discipline, leading significant projects that strengthen the cultural landscape of their own countries. Other professionals, such as [Colum Mulhern](#), offer an interesting positionality by intertwining the practice of restoration with the design of new architecture in traditional languages. Lastly, a special mention goes to [Ermentini Architetti](#), an Italian architects' studio that is currently in charge of restoring the counterfaçade of the Florence cathedral. Ermentini is also the founder of the movement "restauro timido" (timid restoration) inspired by material knowledge of buildings and common sense : knowing how to intervene with little (e.g., by rediscovering the ancient practice of roofing), resorting to intervention only when strictly necessary, avoiding the spectacular and adopting prudence as a course of action.

**Mad'in Europe is a Brussels based company, committed to increase the value of professions that contribute to the safeguard of tangible and intangible heritage.** These include professionals in fine crafts, traditional crafts and conservators-restorers. The company's main goals are to raise awareness about the importance of these professions, to support the know-how transmission to new generations, and to encourage heritage-related professions as possible career paths. Among other activities, Mad'in Europe participates in three projects funded by the European Commission :





— **CYFE** (Erasmus+)

to raise young people's awareness of crafts trades with pedagogical tools such as VR visits within craft workshops.

— **Craft 50** (Erasmus +)

to accompany artisans over 50 in the digital transition, marketing and communication.

— **CRAEFT** (Horizon RIA)

to develop new transmission and mapping methodologies through a protocol that merges anthropology with computer science.

The portal **Madineurope** is Mad'in Europe's main tool. With more than 1500 members, it gives the public the opportunity to find and discover professionals and professions from all over Europe. Architects joining this community will empower the European heritage environment and the knowledge of the European audience, that includes heritage safekeepers, practitioners, caretakers

and other stakeholders. The portal covers a wide-range of subjects including best practices, materials, sustainability, ethics and territorial specificities. Above all, the platform offers the chance to enhance the richness and diversity of practices related to built heritage and to add value to professionals' own work, reaching possible new clients.

Architects are welcome to join the portal **here**. For any further information please contact :

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