



TALLER 301 and the Country Brand “Colombia” sign an alliance to promote Colombian architecture around the world.

May /2015 – Taller 301, the architecture office based in Bogotá – Colombia, announces its alliance with the international promotion bureau -Country Brand Colombia-. The aim of this partnership is to promote the country as a relevant thinker and developer of architecture, urban planning and construction issues. This is the first alliance with an architecture design office and a milestone for many creative industries to come.

This alliance will allow the Colombian office expand its scope and spread out the message that our country is able to export high quality services and undertake large-scale international projects.

Taller 301 joins the initiative "The answer is Colombia" because it believes the country not only has an unlimited source of experiences, stories, colors, resources, routes, landscapes and territories; but also of great talent. Through this partnership, the office aspires to help promote Colombia as a country with relevant ideas, innovation and a profound entrepreneurial spirit. In the end, the office wishes to help strengthen the country's image abroad and show it can become the answer for global concerns.

For Taller 301 being part of the answer on an international level is not recent news. Established six years ago, the office has made Colombian architecture sound abroad with its projects and awards in major international competitions. Never forgetting their roots they keep repeating themselves "good design creates maximum effect with minimum means" a clear example of the resiliency skills imbued in the Colombian spirit.

CREATING COUNTRY

International and national awards have helped Taller 301 share their work and experiences as guest speakers at major international conferences and Universities. Worthy of mentioning are lectures at the architecture center of Amsterdam "ARCAM", at the seminar PADIS 2015 in Lima, at the Festival of New Generations in Florence, and at the Harvard GSD in Cambridge among others.

As part of this agreement, Taller 301 will continue to work hard, both locally and globally, so Colombia's name is associated with high quality design in architecture; always looking for ways to improve the living conditions of the people around the world.

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Taller 301 is an architecture studio, based in Bogotá, Colombia. Founded by architects Julian Restrepo Molina and Pablo Forero Quintero and composed by a multidisciplinary team of 20 professionals, the practice has a highly academic approach to architectural design where investigation is a crucial component in the process that leads to integral solutions for their clients.

Despite being a young office, Taller 301 has a vast experience in projects and architectural competitions both in Colombia and abroad. Currently, they are designing the Master Plan and the First Building for Universidad Central (in partnership with TAB), and the Engineering Laboratory Building for the Pontificia Universidad Javeriana (in partnership with Juan Pablo Ortiz Arquitectos). They won first prize in the government project for the Ministries HQ (in partnership with Juan Pablo Ortiz Arquitectos), what could become the most significant contemporary development in the historical center of Bogotá, Colombia. They also achieved third prize in the international competition for the development of Sokolniki Park in Moscow (in partnership with LOLA Landscape Architects (NL), L+CC (NL) and a-Zone (RU)) received first place in the International Competition for Urban Landscaping in Kiev, Ukraine for EURO-2012 and took second place at the International Competition for the concept Preservation and Development of Kyiv Islands, known as the "Pearl of the Dnieper."

Their international experience also includes the first place in the International competition for the Bering Strait Project Ideas (2009); second place in the competition for Adaptable Gallery on the Thames in London (2008) and special mentions for proposals of social housing in Luanda, Angola; and an Educational and Disaster Prevention Center in Istanbul, Turkey. In Colombia, they have been finalists in competitions for the new City Hall Building and Mixed Use building both in Usme (in partnership with Juan Pablo Ortiz Arquitectos); housing for the Colombian National Soccer Team in Bogotá and Park Doce de Octubre in Medellín (in partnership with TAB). Taller 301 seeks new challenges, no matter how big or small, local or remote.

For more information please visit www.taller301.com

Country Brand Colombia - an International promotion strategy launched by the Government in 2012 - it gathers in one communication effort all the individual initiatives held by institutions, entities, persons, enterprises, offices and government agencies in order to show all the good things and relevant achievements in Colombia so the world can associate easily with a coherent graphics and communication identity.

For more information please visit www.colombia.co