

## KEY NOTE VON MARTHA THORNE

### Titel

Place-making for tourism - beyond the buildings

### Foto

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### Personal announcement

Distinguished Professor- IE School of Architecture and Design, Senior Advisor to the Henrik F. Obel Foundation, and former Executive Director The Pritzker Architecture Prize

### CV

Martha Thorne is Distinguished Professor at IE School of Architecture & Design after having served as Dean for seven years. The School is one of five that comprise the innovative and international IE University in Madrid/Segovia, Spain. Martha Thorne was recently appointed Senior Advisor to the foundation that grants the Obel Award, an international prize for outstanding and impactful architectural contributions for human development and the common good. Her main interests center on the contemporary city and how the architecture, design, and urbanism can make the highest quality environments and contribute to sustainability and resilience, and how education can evolve in both content and pedagogy to be more relevant for today's challenges. Ms. Thorne received a Master of City Planning degree from the University of Pennsylvania and a Bachelor of Arts degree in Urban Affairs from the State University of New York at Buffalo. She undertook additional studies at the London School of Economics.

### Abstract

The tourism industry suffered greatly during the global pandemic. Luckily it is returning with robustness. The current situation also grants an opportunity to think beyond the old models of attracting and responding to tourists and therefore to go beyond "consuming" a place and leaving. What are some of the possibilities that we can imagine in the future? What is the connection between the physical, natural, and digital environments of cities? And how can this holistic view contribute to sustainable, rewarding experiences for tourists, residents and the host city?

