

Future Architecture Platform
Matchmaking & PR Conference,
18 – 20 February 2016



ORIS HOUSE OF ARCHITECTURE



ORIS MAGAZINE

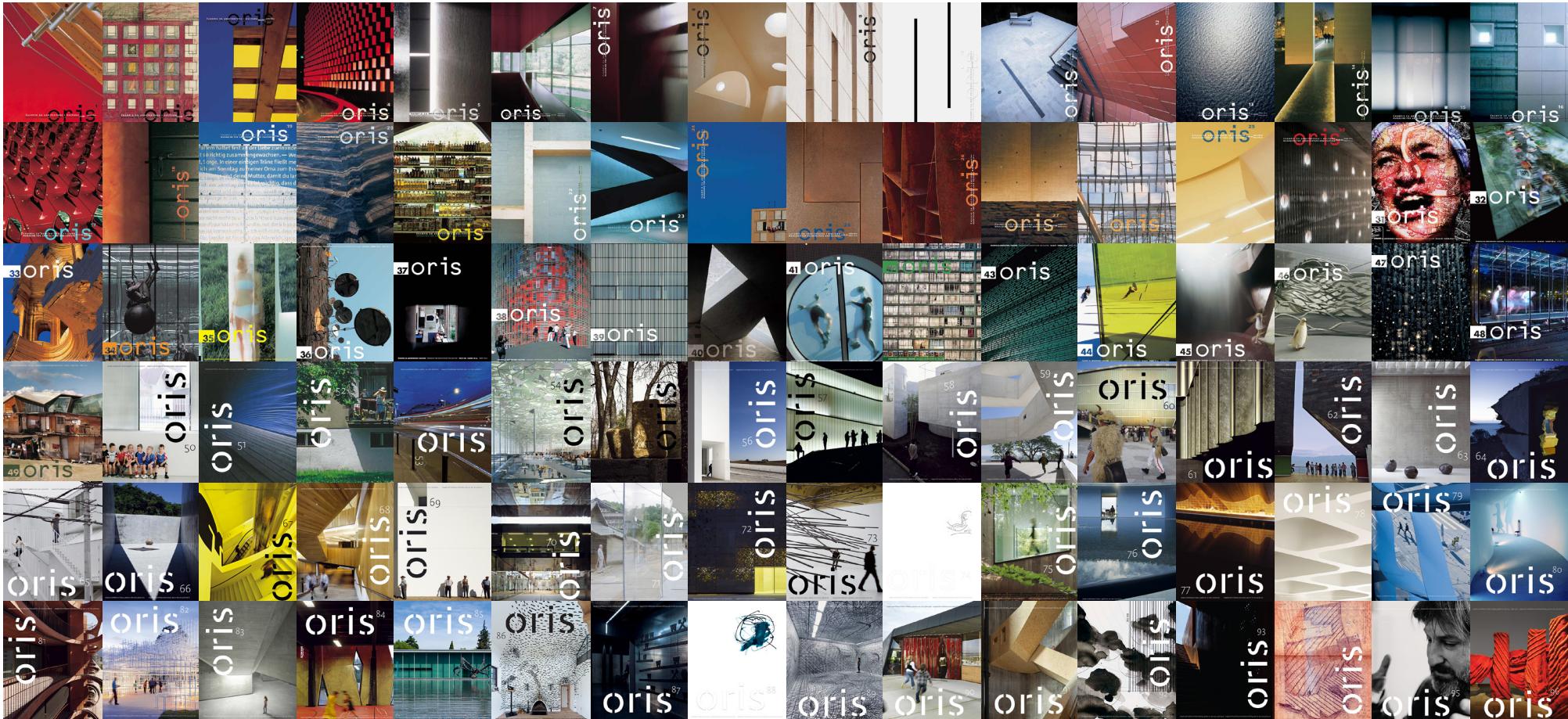
ORIS HOUSE OF ARCHITECTURE



► Opened January 2015



- ▶ Promotion of architecture, urban planning, design, art and culture

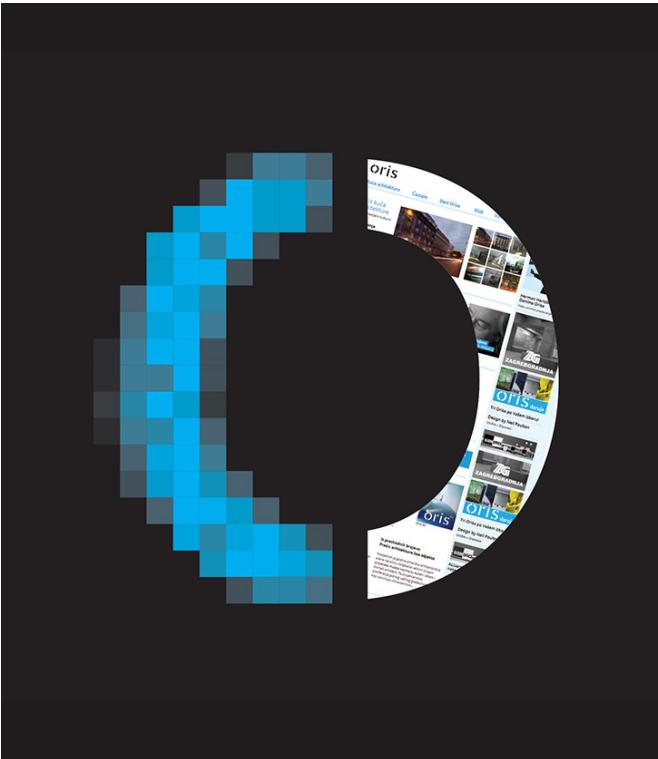


- Magazine for architecture and culture of living
- Active since 1998



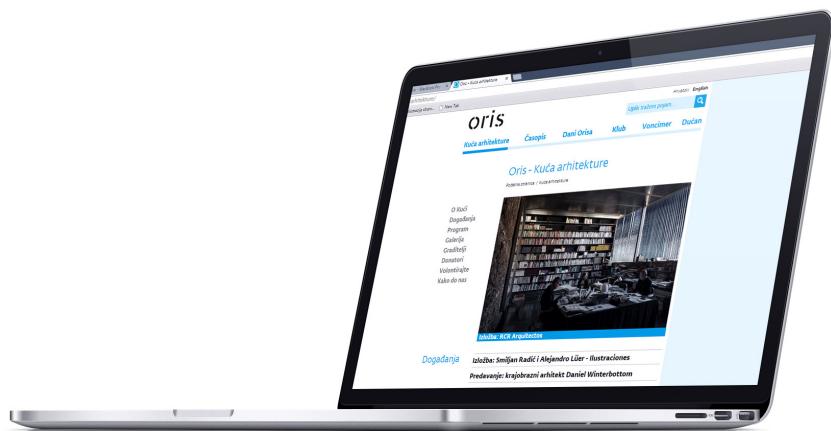
- Architectural convention which takes place every year since 2000

COMMUNICATION CHANNELS



COMMUNICATION CHANNELS

- ▶ web portal, direct mail, social media



ORIS WEB PORTAL

SOCIAL

MONTHLY SESSIONS

10.500

MONTHLY PAGE VIEWS

32.800

E MAIL NEWSLETTER SUBSCRIBERS

20.000

ORIS FACEBOOK

8.000 +

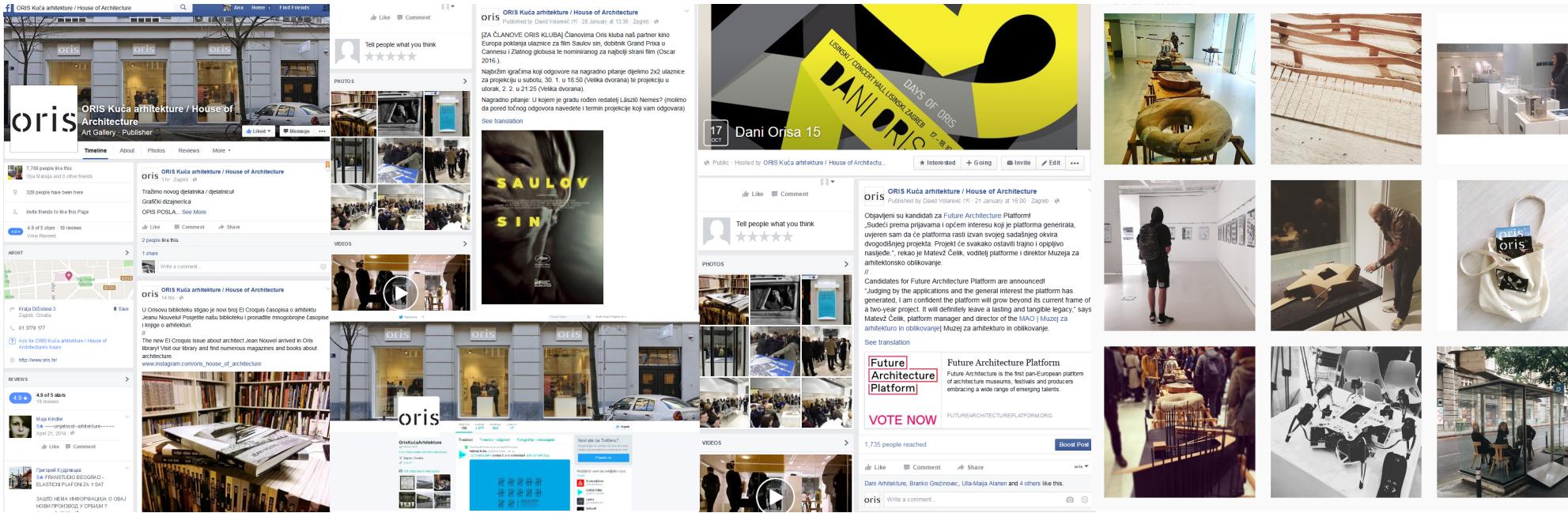
ORIS INSTAGRAM

2.500 +

ORIS TWITTER

500 +

SOCIAL MEDIA



- ▶ Facebook, Instagram, Twiter
- ▶ generating interest
- ▶ fostering the community
- ▶ connecting with visitors
- ▶ advertising exhibitions and events
- ▶ following FB pages of other cultural institutions
- ▶ increasing engagement – FB events, giveaways

PRESS & MEDIA RELATIONS

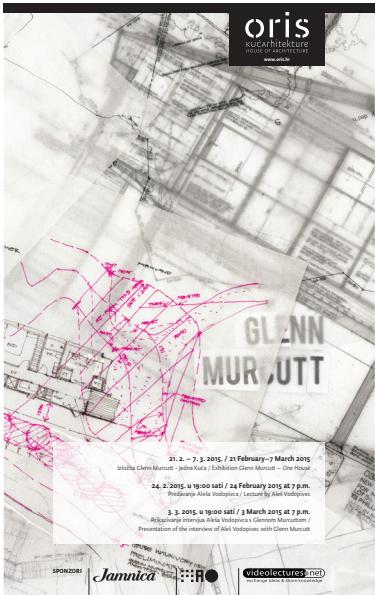
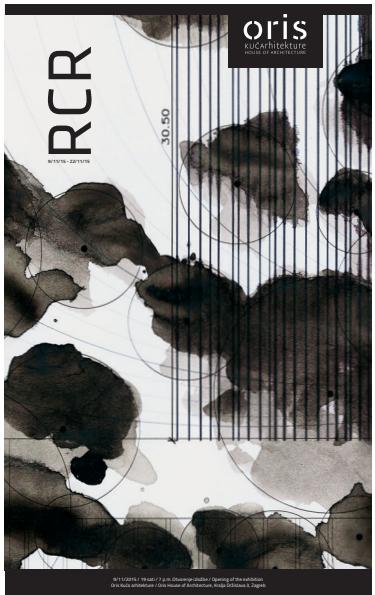
The screenshot shows the homepage of the Noc Muzeja '16 website. At the top, there's a logo of an owl and the text "NOC MUZEJA '16". Below it, a banner for "Oris Kuća arhitekture" features a yellow-tinted photograph of a modern interior space. To the right of the banner is a sidebar with contact information: "KONTAKT", "PODUS MUZEJA", "O NAMA", "GALERIJA", "PRESS", and "KONTAKT". A small "English" link is at the top right. The main content area has a heading "SAZETAK PROGRAMA U NOĆ MUZEJA" and a detailed description of the program, mentioning Mate Maras and the British Council. Below this is a "PROGRAM" section with a map and a "Skriveni program" button. At the bottom, there's a "Facebook" like button and a "Podijeli" button.

This screenshot shows a news article from VIZ KULTURA.HR. The header includes "VIZ KULTURA" and "ART DIZAJN FOTOGRAFIJA PROSTOR FILM HYPE RAZJONODA". The article is titled "Oris Kuća arhitekture" and discusses the architecture firm's participation in the event. It includes a large aerial photograph of a modern building complex and several smaller images of interior spaces. The article is dated "19.03.2016." and ends with a "Facebook" like button.

The screenshot shows an article from the Elle.hr website. The header includes "ELLE" and "MODA | STIL | LIJEPOTA | LIFESTYLE | CELEBRITY | HOROSKOP | ELLE DECORATION | ELLE EVENTI". The article is titled "Oris Kuća arhitekture slavi 1. rođendan" and features a large blue graphic with vertical lines. The text discusses the firm's anniversary and its work. On the right side of the page, there are columns for "Men's Health ELITE", "Polema - Ljetnica", "Vidješ na webu", "Horoskop", "Magazin", and "Shopping".

- ▶ press release / pitch based on the audience of the media
- ▶ exhibition and product publicity

VISIBILITY



- ▶ Add partnership (el Croquis)
- ▶ Posters (faculties, libraries, other cultural institutions, student centers)
- ▶ Flyers
- ▶ Days of Oris promotional film



Gallery building as a communication value:

- ▶ Multimedia hall
- ▶ Library
- ▶ Readers' corner Forcimer
- ▶ Club restaurant Vongimer as a commercial service



Visitor centered:

- Regulars
- Volunteers



- ▶ Public tours



- Student exhibitions

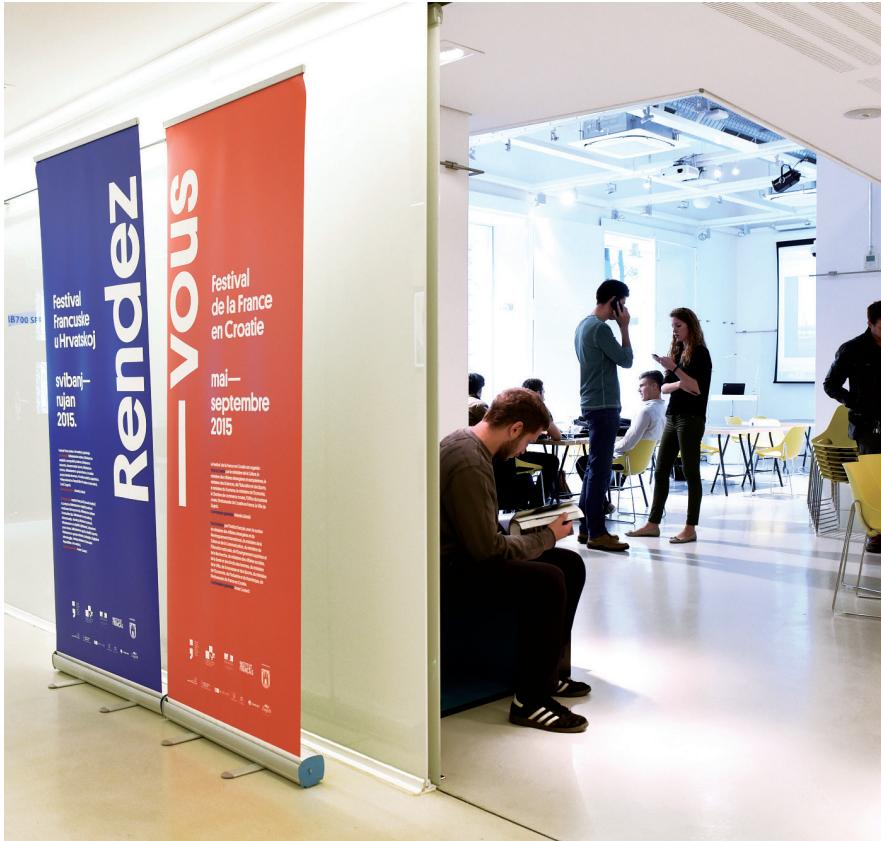


- Brand identity (magazine, symposium and House of Architecture)
- Communicating “the story”: Opening exhibition and First Birthday exhibition



► Other cultural events

COMMUNITY CENTERED



- ▶ creating a new content around planned event
- ▶ pr and marketing at lower cost
- ▶ brand awareness
- ▶ attracting diverse audience

ORIS

Enter a search term... 

[House of Architecture](#) [Oris magazine](#) [Days of Oris](#) **Oris club** [Voncimer](#) [Shop](#)

Oris club

[Home page](#) / [Oris club](#)

About the club
Become a club member
Benefits
Partners
Friends

Join



Oris KLUB

[Become a club member](#) [Become a Partner](#) [Become a friend](#)

- widening visibility
- offering benefits to our members
- Oris club as a communication tool



- ▶ Segmentation marketing – targets: investors, manufacturers, construction companies, suppliers and designers, business people, financial institutions
- ▶ Building opportunities – developing profit-making products allowing Oris business partners to promote their services and products through immediate contacts and events involving architects



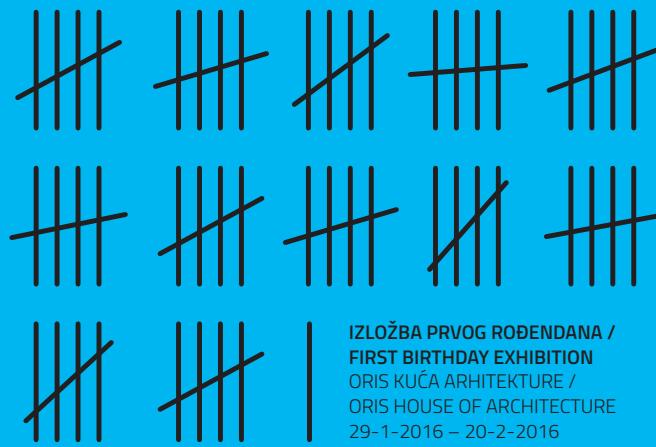
- ▶ Attracting resources: donor support, government and local grants, foundations, corporate support, members



Commercial activities:

- ▶ promotion in Oris magazine, Oris web and Days of Oris symposium
- ▶ rental of facilities – private and corporate events (bringing in first-time visitors)
- ▶ museum restaurant

FIRST BIRTHDAY EXHIBITION



IZLOŽBA PRVOG ROĐENDANA /
FIRST BIRTHDAY EXHIBITION
ORIS KUĆA ARHITEKTURE /
ORIS HOUSE OF ARCHITECTURE
29-1-2016 – 20-2-2016

- Using our communication channels

FIRST BIRTHDAY EXHIBITION



TITANIEKRETNINE
Stambeno-poslovna zgrada – Zagrebačka

PRONAĐITE SEDE NEKRETNINU NA LOKACIJU UDALJENU SAMO 5 MINUTA OD ZAGREBAČKE AVENIJE TE 10 MINUTA OD CENTRA ZAGREBA.

Stambeno-poslovna zgrada - Zagrebačka
na 6 katova ima ukupno 111 izdvojnih stanova veličine od 30 do 105 m² s pristupačim spremljenim.

Doprinosi uređenju jedinica prelagođeno je osobama s posebnim potrebama!

• Svi izložni stanovi mogu dobiti garagno-parkirno mjesto na jednoj od 3 podzemne etaže.

Naslovna > Nekretninarnice > Zagrebačka Kuća arhitekture stavki

Oris Kuća arhitekture slavi 1. rođendan
Oris Kuća arhitekture Stav 1. rođendan

Objavljeno: 26. 1. 2016. u 07:08 u kategoriji NEKATEGORIZIRANO

ZAGREBAČKA KUĆA ARHITEKTURE SLAVI

Izložba prvog rodendana

Zagrebačka Oris Kuća arhitekture slavi godinu dana rada te će tim povodom u sklopu manifestacije Noć muzeja 29. siječnja u 16 sati biti otvorena "Izložba prvog rodendana". Javnosti će svoje recentne radove putem videa, fotografije, makete, skice itd. predstaviti velik broj priznatih arhitekata koji su suradivali s [Kućom arhitekture](#). Na više od 600 [kvadrata](#) atraktivnog prostora smještena je multimedijalna dvorana, kutak za čitatelje Forcimer, uredski prostor redakcije časopisa i portala Oris te klub restoran Vincimer. Uzlaž je slobodan za sve posjetitelje, a izložba će se moći razgledati do 13. veljače.

DAZ

Projekti | Traži

Naslovna Iznajme

Aktuelna tema Osrti Projekti NoveZaj Reabilitacija Kalendar Projekti Arhitekti Tvorca Postani član

DAZ info Organizacija Sekcije Delatnosti Povjestr Sponzori Izlaganje Zeleni

Facebook Twitter LinkedIn YouTube

DAZ info | Organizacija | Sekcije | Delatnosti | Povjestr | Sponzori | Izlaganje | Zeleni

Projekti | Traži

Tema

5. otvorenje prvenstveno DAZ-a u Zagrebu

01/01/2016 Društvo arhitekata Zagreba po 5. put organizira otvorenje prvenstveno DAZ-a u Zagrebu, u sklopu manifestacije 'Arhitekti i arhitektura' koje će se održati od 29. - 31. siječnja 2016.

Advent u Zagrebu

Anteza povodom Adventa u Zagrebu

29/12/2015 Željelička 2015. godine počinje s propadanjem legendarnog Adventskraveta i destruktivnim destruksivnim događajima. Osim toga, u sklopu manifestacije 'Destinations DAZ', DAZ je organizirao i prvi adventski poklon za sve posjetitelje u sklopu izložbe 'Destinations DAZ' u zagrebačkoj gradu Zagrebu (TZGZ).

Skrivena dvorana

Zatvaranje izložbe kalendar

15/12/2015 15. i 20. prosinca pozivamo vam da učestvujete u zatvaranju izložbe na 4. u razu Adventskraveta u Zagrebu u biliću Škola dizajna Mihaljevićeva 262, a programu koji nas obrije u posljednjih servisnih dnevaca izložbe.

Anteza je sredstvo nekontroliranog raspodjele u mediju istaknute ostvarene u izložbi. Fotografije, mafete, skice itd. te članci na temu zapoznaju publiku posjetitelje sa bilo kakšnjim projektima, davanat mješavini, u periodu u kojem su u Oris Kuću arhitekture organizirane prve izložbe, predavanja, seminari i radionice.

Uz je sredstvo za sve posjetitelje, a izložba će se načini razgledati do 13. 2. 2016. godine.

RADNO VRIJEME ORIS KUĆE ARHITEKTURE za vrijeme manifestacije Noć muzeja: 16:00 – 01:00

Izvor i više: [Oris Kuća Arhitekture](#)

Komentari



vijesti program praksa dučan info

Otvorenie ORIS Kuće arhitekture

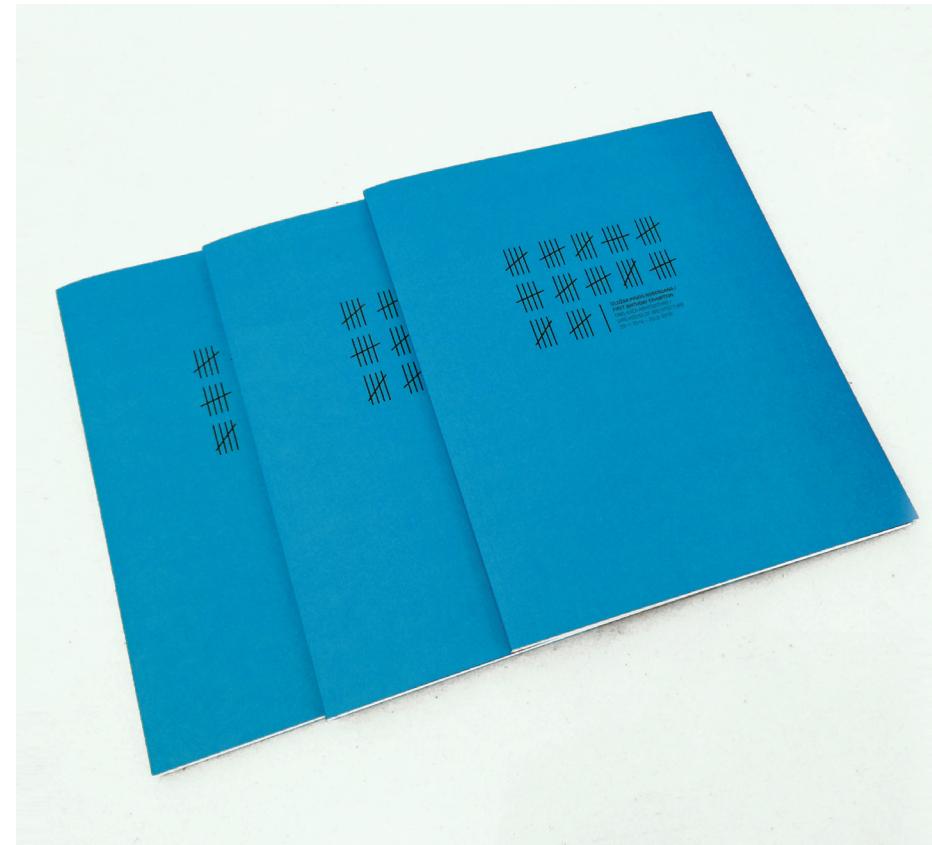
S veseljem vas pozivamo da posjetite Oris Kuću arhitekture prigodom otvaranja njensih vrata 31. siječnja ove godine na adresi Kralja Držislava 3, Zagreb. Vrata se otvaraju u 13 sati i ovaj prvi dan otvorenja do 21 sat. Početak druženja u ovoj kući arhitekture i kulture i umjetnosti i komunikacije i svega što će Vas zanimati, neće se obilježiti formalnim govorima, protokolima... Hvatalma i samohvalama – dočekat ćemo vas raširenih ruku, zahvaliti na vašoj dosadašnjoj podršci, zaželeti zajedničku i suradničku budućnost, stisnuti vam ruku, zagrliti vas...

Naravljito u bilo koje vrijeme, počastit ćemo vas čašom pića, kojim zalagajmo, glazbom, izložbom...

Podujelite s nama posebnost ovog trenutka!



FIRST BIRTHDAY EXHIBITION



- Making a story (architects and visual identity)

FIRST BIRTHDAY EXHIBITION

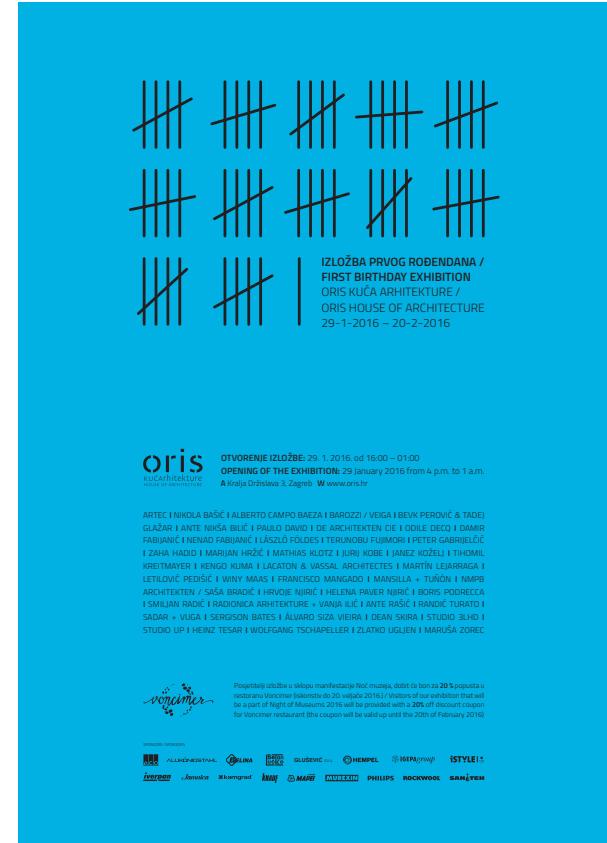


- Community centered – Museum night

FIRST BIRTHDAY EXHIBITION



- Offering visibility to sponsors



CALENDAR OF EVENTS

1st birthday Oris House of architecture	-----
publishing Oris issue 97	-----
Weekend with Oris; 8.4. – 10.4.2016 hotel Kompas, Dubrovnik	-----
publishing Oris issue 96	-----
Weekend with Oris; 20.5. – 22.5.2016. hotel Valamar Isabella Resort, Poreč	-----
publishing Oris issue 98	-----
publishing Oris issue 99	-----
publishing Oris issue 100	-----
Days of Oris 16, Zagreb	-----
publishing Oris issue 101	-----
publishing Oris issue 102	-----



Thank you!

Ana Gajski

Public relations

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