

### BE Academy – a forum for continuous professional development

The BE Academy offers workshop participants a structured framework for continuous personal and professional development.

Our programme is devised to meet both the individual needs of attendees and the strategic objectives of the companies they work for.

### A varied format

The programme comprises four workshops held over the course of a year with a carefully crafted mix of theoretical content and – in the future – hands-on exercises.

As a general rule, each workshop runs over two days, allowing sufficient time for the in-depth exchange of opinions and ideas.

/ Fundamental principles – Renowned inhouse experts and guest speakers share their expertise on current topics and trends with an accent on clear, accessible and practice-relevant communication.

/ Panel discussions – Our open panels offer participants the opportunity to ask questions, compare notes and gain new outlooks.

### Tailored to your needs

Our workshops are carefully planned and organised to provide an optimum learning experience.

/ Participants – Our workshops cater both to in-house staff in all areas and at all levels of your business and to external experts.

/ Content variety – The programme covers a broad spectrum of topics ranging from external insights via specialist technical knowledge to overarching leadership and management skills.

/ All workshops take place at the BE Academy in Lustenau, Austria.

This brochure contains details of all four workshops.

### Workshop speakers



Prof. Dietmar Eberle



Justus Asselmeyer



Gottfried Bechtold



Prof. Stephan Birk



Prof. Ulrich Blum



Franck Boutté



Markus Faißt



Kurt Fischer



Marco Franzmann



Prof. Roland Gnaiger



Jörn Hebrok



Prof. Hermann Kaufmann



Martin Hilzinger



Bernd Hofer



Markus Innauer



Adrien Mervelet



Johannes Mohr



Wolfgang Müller



Prof. Claus Nesensohn



Martin Neuwirther



NONA Architektinnen



Martin Rauch



Philippe Rettenbacher



Anne Speicher



Bettina Steindl



Wolfgang Jean Stock



Prof. Matthias Sulzer



Julia Wildfeuer



Jürg Zumtobel



Ulli Grassmann

BE Academy

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www.be-academy.eu



BE Academy

2026

English

# be

Architecture  
in practice



The BE Academy creates a space for exchange and interaction where perspectives can shift – in-house and externally, nationally and internationally.

Our aim is to provide you with state-of-the-art knowledge and skills that you can put to use immediately.

Our participant-oriented courses address a range of topics including cultural relevance and social acceptance, everyday architecture, social responsibility, environmental awareness, resource efficiency and sustainability.

They are designed for all those working in architectural practice, whether as routine CPD or in preparation for taking on new roles and responsibilities.

They cover both the latest research findings and the sempiternal issues of architecture: aesthetics, location specificity, structural thinking, expression, programme and materiality.

The BE Academy is about more than professional development and training. It is here to inspire and influence, to encourage participants to look ahead and imagine the future.

To sign up for a workshop, please go to [www.be-academy.eu/en/](http://www.be-academy.eu/en/)



## Workshop

09.–10.04.2026

Lustenau (A)

Moderation and introduction:  
Ulli Grassmann

09:00 – 12:00

### Block 1

**Wolfgang Müller**, Bad Saulgau  
Managing Director Georg Reisch GmbH  
***A Change of Perspective: Architects Through the Eyes of Business***  
Expectations, Performance and Societal Contribution from a Business Perspective

**Markus Faißt**, Hittisau,  
Owner and Managing Director  
of Holzwerkstatt Markus Faißt  
***Forest and Living Room***  
Workshop Report of a Craftsman

Discussion

### Block 3

**Martin Neuwirther**, Vaduz  
Architect, BEA Vaduz  
***A Dream Machine***  
Empowering minds, hearts,  
and tools to create reality

**Johannes Mohr**, Andelsbuch  
Certified Master Saddler and Upholsterer  
***The machine should never dictate the form***  
Custom-made quality from the Bregenzerwald  
for the world

Discussion

# 1

14:00 – 17:00

### Block 2

**Bernd Hofer**, Lustenau  
Managing Director, 2226 GmbH  
***Radically simple – simply logical***  
Plan. Implement. Operate. Simple in thought.  
Logical in system. Built for generations.

**Prof Ulrich Blum**, London  
Senior Associate at Zaha Hadid Architects  
***Architecture in the Age of Artificial Intelligence***  
From global practice at Zaha Hadid Architects  
to students' exploratory work

Discussion

### Block 4

**Prof Hermann Kaufmann**, Schwarzach  
Founder, HK Architekten  
***More Than Just 'Design'***  
Profiling through skills

**Prof Dietmar Eberle**, Lustenau  
Founder, BEA  
***Why – What – How***  
On attitude, content  
and method

Discussion

## Workshop

28.–29.05.2026

Lustenau (A)

Moderation and introduction:  
Ulli Grassmann

09:00 – 12:00

### Block 1

**Kurt Fischer**, Lustenau  
Politician and Philosopher  
***Density and Proximity – Life in the Year 2226***  
On the Concrete Utopia of Humane Urbanity

**Prof Stephan Birk**, München  
Chair of Architecture and Timber  
Construction, TU Munich  
***Circular Timber Construction***  
Designing and Constructing for Reuse

Discussion

### Block 3

**Marco Franzmann**, Lustenau  
Architekt, Prokurist BEA Lustenau  
***Making Visible!***  
Making Visible – Why We Need  
to See What We Speak

**Jörn Hebrok**, Hagen am Teutoburger Wald  
Owner Ziegelei Hebrok GmbH  
***Understanding Brick***  
Origin, Manufacturing, and  
Architectural Added Value

Discussion

# 2

14:00 – 17:00

### Block 2

**Philippe Rettenbacher**, Lustenau  
Managing Director, BE Lustenau  
***From Contact to Contract***  
Highlighting opportunities from client  
acquisition to client retention

**Prof Claus Nesensohn**, Stuttgart,  
Lean Construction HFT Stuttgart  
***Lean Design: efficiency and value creation in  
the project-based production process***  
Lean principles in design

Discussion

### Block 4

**Prof Dietmar Eberle**, Lustenau  
Founder, BEA  
***Why – What – How***  
On attitude, content  
and method

**Prof Roland Gnaiger**, Bregenz  
Architect and Professor  
***Balance***  
An Architects Life

Discussion

## Workshop

24.–25.09.2026

Lustenau (A)

Moderation and introduction:  
Ulli Grassmann

09:00 – 12:00

### Block 1

**Jürg Zumtobel**, Dornbirn  
Former CEO and board member of Zumtobel AG  
***The impact of culture on business leadership***  
On the necessity of expanding one's thinking

**Gottfried Bechtold**, Bregenz  
Artist  
***My Way of Reasoning***  
The Path from a Blank Sheet of Paper  
to the Finished

Discussion

### Block 3

**Adrien Mervelet**, Paris  
Team leader, BEA Paris  
***Frames and borders***  
Know the rules - play the game

**Franck Boutté**, Paris  
Founder and CEO Franck Boutté Consultants  
***And now, what do we do?***  
Numerous upheavals are shaking our societies.  
How shall we continue to think about cities  
and territories?

Discussion

# 3

14:00 – 17:00

### Block 2

**Anne Speicher**, Paris  
CCO :BE AG/MD, BEA Marseille+Paris  
***From Quality to Freedom***  
Design freedom, independence, efficiency  
and fulfilment at work

**Martin Hilzinger**, St. Gallen, Vienna  
Head of Strategy Zukunftsinstitut  
***Unlock the Future***  
Future management – From  
insight to impact

Discussion

### Block 4

**Nora Heinzle**, Bezau  
Founder and Partner NONA Architektinnen  
***Reading the Existing – Building the Future***  
Continuing to Build Between Memory and  
Possibility

**Prof Dietmar Eberle**, Lustenau  
Founder, BEA  
***Why – What – How***  
On attitude, content  
and method

Discussion

## Workshop

12.–13.11.2026

Lustenau (A)

Moderation and introduction:  
Ulli Grassmann

09:00 – 12:00

### Block 1

**Bettina Steindl**, Dornbirn  
Managing Director and Curator CampusVäre /  
Creative Institute Vorarlberg  
***Creatives Are the Raw Material of the Future***  
A plea and practical example CampusVäre –  
Workshop for developing the future

**Wolfgang Jean Stock**, Munich  
Architectural Historian and journalist  
***Architecture out of Passion***  
My life with planning and building

Discussion

### Block 3

**Justus Asselmeyer**, Hamburg  
Architect and Managing Director BEA Hamburg  
***Identity-driven Architecture®***  
The link between brand, people, and architecture

**Martin Rauch**, Schlins  
Founder and CEO,  
LehmTonErde Baukunst GmbH  
***Scaling Up Earth***  
The potential of prefabrication in  
earthen construction

Discussion

# 4

14:00 – 17:00

### Block 2

**Julia Wildfeuer**, Vienna  
Managing Director BEA Vienna  
***Building at the Limit – Converting  
Lines into Reality***  
What it takes to bring ideas to life?

**Prof Matthias Sulzer**, Zurich  
EMPA, Swiss Federal Laboratories  
***Why Digital Tools Won't Solve Climate Change***  
Navigating the Design-Build-Operate Nexus:  
Beyond Digital Solutions for Climate Resilience

Discussion

### Block 4

**Markus Innauer**, Bezau  
Head of Innauer Matt Architekten  
***Meaning & Sensuality***  
Sustainability through identity  
and aesthetics

**Prof Dietmar Eberle**, Lustenau  
Founder, BEA  
***Why – What – How***  
On attitude, content  
and method

Discussion