

Laura P. SPINADEL

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PROFILE

With an illustrious career spanning over four decades, **Laura P. Spinadel** stands as a seasoned professional adept at navigating complex multi-sector systems. Her journey is marked by diverse roles and varied responsibilities, emphasizing her extensive experience in both the **public** and **private** markets across **education, health, housing, industry, commerce, and infrastructure**.

She is distinguished for her ability to tackle major challenges in **politics, economy, and societies** with a distinctive approach. As a freelancer engaged in **capacity building** and **independent consulting**, she has carved her niche as a **VIP Consultant**, aspiring to advise **governments** and **companies** while directing **Master Plans of Strategic and Urban Development, spanning Tourism, Economic, and Social sectors**, and more.

Her expertise extends globally as a **European and Global South Specialist**, showcasing a multi-sectoral and transdisciplinary approach. Her role as the **Director** of numerous **European and international projects in Research and Development** within the **industrial sector** underscores her commitment to exporting innovations to the world.

In a landscape dominated by large consultants, Laura P. Spinadel stands out as an intelligent and dynamic force, leveraging her comprehensive and international experience. Her visionary approach and innovative ideas position her to provide **high-level consultancy services**, marking a **unique and unparalleled** contribution to the industry.

As a **senior VIP consultant** with **over 40 years of hierarchical experience**, she seeks to advise large ventures and spearhead initiatives focused on **resilience and circularity optimization**.

- **Multi-Sector Expertise:** Proven track record in navigating complex **multi-sector systems**, holding various roles and responsibilities across **education, health, housing, industry, commerce, infrastructure**, etc.
- **Public and Private Market Mastery:** Extensive experience in both **public** and **private markets**, contributing to local and regional development interventions across diverse sectors.
- **Public-Private Partnership (PPP) Expert:** Enabling successful **public-private partnerships** for **Public Administrations** and mixed holdings, setting them apart from competitors.
- **Innovative Technological Solutions:** Acknowledged for groundbreaking innovation in developing new technological tools and interaction methodologies. Achievements include fostering strategic alliances among power groups, notably impacting **Master Plans** and **Megaprojects**. Developed groundbreaking instruments for **multi-sector participation**, including the **Urban Menus Interactive Society Game** for **3D city creation**. Received grants for innovation and technology internationalization.
- **Distinctive Problem-Solving Approach:** Recognized as a profile different from the norm, specializing in solving significant challenges in **politics, economy, and societies** with a unique and effective approach.
- **Freelance Consultant:** Proven expertise as a freelancer, providing **capacity building** and **independent consulting services** and distinguishing herself by always incorporating operational solutions to the topics addressed.
- **Global Specialization:** Uniquely positioned as a **European and Global South Specialist**, demonstrating a **multi-sectoral and transdisciplinary** approach.
- **Academic Excellence:** Demonstrated experience of serving as a distinguished guest professor at esteemed institutions worldwide, with notable contributions to global architectural education and discourse, including engagements in **Colombia, Italy, Spain, India, Argentina, México, and Brazil**, where efforts were focused on enhancing architectural education and fostering meaningful international collaborations.
- **Research and Development Leadership:** Recognized as a **VIP Innovator** with a notable impact on **Research and Development** in the industry, showcasing leadership in driving innovation.
- **Multi-Sectoral Urban Planning:** Proficient in comprehensive **urban planning**, emphasizing **anthroposophical education principles**. Expertise in conceptualizing and implementing projects that prioritize **health, open and closed spaces, and bio-construction principles**.
- **Project Portfolio:** Demonstrated success in notable projects such as the **Compact City in Vienna (1995-2001)** and the **Master Plan for the Campus WU in Vienna (2007-2015)**, showcasing layered and evolutionary designs.
- **Diverse Clientele:** Proven track record working with both **state** and **large private developers**, showcasing adaptability to different client needs and expectations.
- **Strategic Vision in VUCA Environments:** Thrives in **Volatile, Uncertain, Complex, and Ambiguous** settings. Excels as an intelligent and dynamic professional, leveraging advantages during challenging times.
- **Comprehensive Expertise:** Stands out as a unique and intelligent professional, combining hands-on experience in directing large master plans and executing mega works in **urban planning and architecture**.
- **MasterMind Leadership:** Led the **New Vienna University of Economics and Business project**, overseeing nine pivotal roles, including Masterplan Director, General Manager of Engineering, Architect, Planner, Landscape Designer, Process Documentarian, Communicator, Corporate Image Developer, and Environment Designer.
- Distinguished moderator and enabler adept at forging **strategic public-private and multi-sectoral partnerships**.
- A **visionary innovator** in devising and implementing integrated **community engagement strategies**.
- Specialized in creating initiatives that enhance **community resilience** and **sustainability**, contributing to **project longevity and societal impact**.

- Accomplished **socially responsible entrepreneur** with a history of managing **mega-project budgets**.
- Skillful in ensuring **financial responsibility**, optimizing resource allocation, and achieving **successful project outcomes**.
- Proven track record of contributing to international projects spanning **affordable housing, economic development, education complexes**, and others.
- Recognized with numerous awards for innovative and impactful projects, reflecting a commitment to excellence and visionary thinking, including the **Ernst A. Plischke Award (2014)** and **Otto Wagner Urban Design Award (1998)** and received international recognition through speaking engagements at prestigious events, showcasing thought leadership in the field.
- First woman awarded the Golden Ring of Honour of Vienna University of Economics and Business (2014).
- Competent in **communicating concisely and unambiguously, tailoring messages**, and choosing communication methods depending on the audience.
- Exceptional **influencing skills, persuasive and credible**, fluent in **English, Spanish, and German**.
- Proficiency in information, communication, and technology with experience working with the following applications, platforms and software, including (Zoom, Teams, Google Meet), and Google Suite (Gmail, Drive, Calendar, Docs, Slide, Sheets, Meet, Keep), Office (Word, Excel, Access, PowerPoint, Project, and Outlook); proficient in design software, including Adobe Creative Suite; interaction in meetings Miro, and AI integration Midjourney and chat GPT.
- Countries of experience: Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Chile, China, Colombia, Cuba, Czech Republic, Germany, Guatemala, Hungary, India, Indonesia, Ireland, Israel, Italy, Malaysia, Mexico, Peru, Russia, South Korea, Spain, Thailand, Tanzania, Ukraine, Uruguay, USA.

CONSULTANCY EXPERIENCE

Oct 2024-on going - Limerick City and County Council - Consultancy Services

Town Centre First Heritage Revival Scheme (THRIVE) Newcastle West: Integrated Urban Strategy & Project Pipeline

Nov 2017-Present - Competence Center URBAN MENUS, Austria, *Social Development Consultant*

Conducting comprehensive master planning, emphasizing impact analysis and multi-sectoral evaluations, serving as a Creative Strategist for ESG, showcasing integral management skills, and engaging in practice-oriented negotiation, particularly within PPP alliances.

Sep 2010-Present - BOA Business Solutions GmbH, Austria, *Vocational Teacher in Design and Applied Arts*

Developing and executing vision and concept plans with expertise in impact analysis, parametric, and 3D implementation, implementing transdisciplinary Vocational Education and Training (VET) programs, leveraging multicultural motivational skills for team collaboration, and employing strategic thinking and acting in job duties.

May 2008-Present - Wirtschaftsuniversität Wien & Bundesimmobilien-gesellschaft BIG, Austria, *Masterplanner, Architect, Executive General Planner, Landscape Architect*

Master planning, landscape design, architectural design, executive project management, Campus Garage design, Teaching Center development, and planning for surrounding areas in Vienna II are key responsibilities for the New Campus of the Vienna University of Economics and Business Administration (WU).

Nov 1986-Present - BUSarchitektur ZT GmbH, Vienna, Austria, *Urban Architect/Founder and Managing Director*

Conduct strategic, master, and general planning along with architecture, landscape architecture, and design tasks; contribute significantly to international projects encompassing diverse sectors; actively participate in various architecture projects; specialize in impact analysis in urban planning; emphasize moderation in landscape planning.

Jan 2022-Apr 2024 - ERASMUS plus, Bulgaria, *General Project Lead and Lead of the Application and Training Part*

Led master planning for development projects, integrating ESG principles and aligning with SDGs. Implemented VET programs per new EU guidelines, focused on Green Deal-compatible cities. Conducted lectures and workshops for collaborative problem-solving.

Jan 2019-Aug 2023 - AWS (Austrian promotional Bank), India, *Masterplanner, Architect, VET Education*

Crafted resilient urban spaces through impactful joint approaches; conducted interactive feasibility studies shaping strategic plans, including case studies on campus-city interaction, multi-sectoral rural development, historical heritage preservation, residential suburbia, and city extension.

Oct 2008-Jun 2023 - BIP Immobilien Development GmbH, Austria, *Architect*

Conducted architectural and landscape design for a few investment housing projects, including thorough site documentation, art direction for aesthetic aspects, and managing turnkey delivery within specified timelines and budgetary constraints.

Mar 2022-Nov 2022 - Gebäudemanagements Schleswig-Holstein AöR (GMSH), Germany, Claussen-seggelke stadtplaner *Masterplanner, Architect, Landscape Planner, Moderation of Participation*

Oversaw the expansion of the 80-hectare Lübeck Campus, integrating housing, infrastructure, urban facilities, start-ups, institutes, and leisure areas into the design. Conducted a comprehensive feasibility study, ensuring the cohesive integration of diverse elements for a functional campus environment.

Apr 2022-Jun 2022 - BIP Immobilien Development GmbH, Austria, *Architect*

Led the Housing Tautenhayngasse project in Vienna, involving the conduct of a feasibility study to assess project viability. Incorporated urban design considerations to ensure compatibility with the surroundings, examined landscaping aspects to enhance aesthetics and functionality, and addressed architectural considerations to design structures aligned with project goals and feasibility.

Aug 2019-Aug 2021, Forschungszentrum Juelich GmbH, Germany, *Architect*

Oversaw technical support and conceptual planning for the renovation of institutes at the Research Center Jülich in Nordrhein-Westfalen.

Dec 2020-May 2021 - Advantage Austria, Ukraine, *Masterplanner, Architect, Landscape Planner*

In Koblevo, facilitated workshops with stakeholders, utilized the URBAN MENUS 3D planning tool for innovative idea generation, refined ideas for maximizing potential, created a collective vision emphasizing health and tourism for the coastal zone, and engaged in collaborative planning to enhance Koblevo's perspectives and overall development.

Mar-Nov 2020 - Haus Sankt Klemens der Caritas der Erzdiözese Wien (Caritas-Verband), Austria, *Masterplanner, Architect, Landscape Planner*

Caritas Center Neubau Haus St. Klemens in Wien 14: Developed and oversaw a comprehensive plan, integrated landscaping, and ensured seamless technical coordination for successful implementation.

Jan 2016-Jun 2020 - BIP Immobilien Development GmbH, Austria, *Architect*

Led landscape and interior design efforts for Housing Huttengasse in Vienna, collaborated with BIP Immobilien Development GmbH Austria from 2016 to 2020, oversaw architectural and landscape design, site documentation, and art direction, and ensured turnkey delivery, meeting specified timelines and budgetary constraints.

Jan-Aug 2019 - Amt der NÖ Landesregierung, Abteilung Eisenstadt und Forschung, Austria, *Architect*

Designed and planned outdoor spaces, contributed to interior design, conducted a comprehensive viability study, ensured alignment with urban design principles, provided architectural expertise, and oversaw technical aspects for the Ampliation Campus Krems Project.

Jan-Jul 2019 - Militärisches Immobilienmanagementzentrum (MIMZ) - Gebäudetechnik (BauGebTe), Austria, *Architect*

Conducted feasibility studies for urban design, landscaping, and architecture; managed creative and functional landscape and interior design projects; collaborated on the design of the Military School at the Theresianischen Militärakademie; coordinated technical aspects for seamless integration; and led design efforts for school and housing projects, ensuring safety standards.

Feb-Jun 2019 - Österreichische Post AG, Austria, *Architect*

As part of the Post City Linz Project, responsibilities included developing a comprehensive master plan, incorporating diverse functions, designing residential components, conducting a thorough feasibility study, and ensuring alignment with urban design principles for positive contributions to the surrounding area.

Mar 2018-Mar 2019 - City of Krems - Sports Department, Austria, *Architect*

Oversaw urban design and architecture for the Mile of Sports and Leisure in Krems project, driving landscape planning along the Danube Riverside. Conducted master planning and feasibility studies, integrating various elements such as urban design, landscaping, architecture, technical coordination, and community participation.

Aug 2015-Dec 2018 - BIP Immobilien Development GmbH, Austria, *Architect*

Managed landscape and interior design, overseeing architectural and landscape aspects, site documentation, art direction, and ensuring turnkey delivery on time and within budget.

Jan-Oct 2018 - ITMO University, Russia, *Architect*

Led urban design and landscape efforts for the Campus ITMO High Park project, overseeing the integration of university, start-ups, housing, culture, and sports facilities and conducting a comprehensive feasibility study covering urban design, landscaping, architecture, and technical coordination.

Apr 2017-Mar 2018 - Bundesimmobiliengesellschaft mbH, Austria, *Architect*

Led landscape design for the Medical University Campus Mariannengasse project, integrating university and health clinic facilities, and conducting a feasibility study covering urban design, landscaping, architecture, and technical coordination.

Mar-Nov 2017 - Office of the Salzburg State Government Department of State Building Construction, Austria, *Architect*

Led landscape for the new grandstand at RIF University and National Sports Center in Salzburg, with a focus on sports and leisure integration. Conducted a feasibility study covering urban design, landscaping, architecture, and technical coordination.

Jan-Oct 2017 - NÖ Landesimmobiliengesellschaft m.b.H., Austria, *Architect*

Led landscape and interior design for the University of Applied Sciences Campus Wieselburg, integrating spaces for the university and start-ups. Conducted a feasibility study covering urban design, landscaping, architecture, and technical coordination.

Jan-Jun 2017 - City Administration Senat Berlin, Germany, *Architect*

Managed landscape design for the Interdisciplinary Center for Modeling and Simulation (IMoS) Berlin, overseeing architectural and landscape design, site documentation, and art direction. Ensured turnkey delivery on time and within budget.

Nov 2014-Jun 2017 - NÖ Landesimmobiliengesellschaft m.b.H. – Austria, *Architect/Landscape Planner*
Led architectural and landscape design for the 2nd Administration Building at Campus IST Austria in Klosterneuburg.

Nov 2014-Mar 2017 - BIP Immobilien Development GmbH, Austria, *Architect, Landscape, Interior Design*
Managed architectural and landscape design for Housing Sedlitzkygasse in Vienna.

Feb 2016-Oct 2016 - JKU Linz - BIG GmbH, Austria, *Architect*
Led urban, landscape, and interior design for JKU Campus Lin

Feb-Aug 2016 - Budenheim AG, Germany, *Architect*
Led urban, landscape, and interior design for the Budenheim Headquarter

Mar 2015-Jul 2016 - Eurest GmbH, Austria, *Architect*
Led interior design for VIP areas at Allianz Stadium in Vienna

Mar 2015-Jul 2016 - Land Tirol, Germany, *Architect*
Led urban, landscape, and interior design for MCI Management Center Innsbruck;

Jan-Oct 2015 - City Council of Munich, Germany, *Architect*
Led landscape and interior design for the New Hauner - Munich Child Hospital in Munich;

Feb-Sep 2014 - State of Nordrhein-Westfalen, Germany, *Urban Design, Architect, Landscape Planner*
Led feasibility study for Garden City Campus West, focusing on social housing, urban gardening, transport, and infrastructure;

Mar 2005-Sep 2013 - Wien Holding - Star Errichtungsgesellschaft - KAV Krankenverbund, Austria, *Architect*,
Led master planning for STAR 22, encompassing housing, geriatric center, supermarket, and business center;

Feb 2006-Sep 2011 - Genossenschaft BWS GmbH, Austria, *Architect, Landscape, Interior Design*
Led architectural and landscape design for Housing Bombon in Vienna XXII, Austria;

May 2006-Oct 2009 Constancia Bank GmbH, Austria, *Architect, Landscape, Interior Design*
Led architectural and landscape design for Housing Barawitzkagasse in Vienna XIX;

Apr 2005-Oct 2009 BUWOG Bauen und Wohnen GmbH, Austria, *Architect, Landscape, Interior Design*
Led architectural and landscape design for Housing Marktgasse in Vienna IX, Austria;

Jul 2001-Nov 2005 BUWOG Bauen und Wohnen GmbH, Austria, *Architect, Landscape, Interior Design*
Led architectural and landscape design for Housing Patchwork at Hoffmannpark;

Feb 1995-Nov 2002 SEG stadterneuerungs gesellschaft GmbH, Austria, *Masterplanner, Architect*
Led workshops, collaborated with stakeholders, and contributed to the joint venture for Compact City. Conducted strategic planning master planning and made essential contributions to international projects in various sectors.

EDUCATION

Doctor Honoris Causa 2014-2015
Transacademy of the Nations - Parliament of the Humanity, Buenos Aires, Argentina

Master of Architecture 1992-1993
Ministerio de Educación y Ciencia, Madrid, Spain

Master of Architecture and Urban Design 1984-1986
Institute for Urban Design at the University of Applied Arts, Vienna, Austria

Bachelor and Master of Architecture, Landscape and Urban Planning Gold Medal 1977-1982
University of Buenos Aires, Argentina

MEMBERSHIP OF PROFESSIONAL BODIES

- Federation of the Austrian Book Trade, since 2013.
- Austrian Economic Chamber, since 2003.
- Kammer der Architekten & Ingenieurkonsulenten für Wien, Niederösterreich & Burgenland, since 2001.
- Colegio Oficial de Arquitectos de Andalucía, since 1998.
- Architektur Zentrum Wien, since 1995.
- ÖGFA Austrian Society for Architecture, since 1995.
- ULI Urban Land Institute, 2012-2023.
- Rotary Club RC Wien, 2016-2022.

HONOURS AND AWARDS

- 1st Prize Town Centre First Heritage Revival Scheme (THRIVE) Newcastle West: Integrated Urban Strategy 2024
- The Latin American Landscape Initiative (LALI) : Voices of the Landscape in Latin America: Laura P. Spinadel 2024
- Calliope Join the Dots: Selected Incredible Woman in Society and Culture - Initiative of the Austrian Ministry for European and International Affairs. Developed and implemented by the Women's Museum Hittisau, 2024
- URBACT Validated Lead Expert in Capacity Building & Digital Transformation & Integrated and participatory design of strategies, 2023.
- EUROPEAN UNION European Court of Auditors Validated as Senior Expert on Environment, Urban and Territorial Development and Digitization, 2023.
- URBAN_MENU is the best practice for accelerating change in developing resilient cities in the digital age - Federal Ministry of Housing, Urban Development and Construction of the Republic of Germany through the National Dialogue Platform Smart Cities, 2023.
- Nomination Top 3 Minerva Award female entrepreneurs on the topic Innovation, 2021.
- Award Top 3 female entrepreneurs Award 21 on the topic Innovation, 2021.
- 1st Prize Invest Housing Koloniestraße in Vienna, Austria, 2020.
- 1st Prize Remodeling Forschungszentrum Jülich in Nordrhein-Westfalen, Germany, 2019.
- 1st Prize Masterplan Sports Mile Krems at the Danube River, Austria 2018.
- 1st Prize Invest Housing Huttengasse in Vienna, Austria, 2016.
- Award International Architecture Biennial Buenos Aires BA15, 2015.
- International CICA Award Urban Planning, 2015.
- Architecture Award City of Vienna, 2015.
- Golden Ring of Honor from the Business and Economics University Vienna, 2014.
- Ernst A. Plischke Award, 2014.
- 1st Prize VIP area Allianz Stadium in Vienna with Eurest, Austria, 2014.
- 1st Prize 2nd Administration Building Campus_IST_Austria, Austria, 2014.
- 1st Prize Master Plan and General Planning Campus WU, Vienna, Austria, 2008.
- 1st Prize Program New Colonists Pichlgasse, Vienna, Austria, 2006.
- 1st Prize Housing Marktgasse, Vienna, Austria, 2005.
- 1st Prize Master Plan Riesplatz – Stiftingtalstrasse – Billrothgasse, Graz, Austria, 2005.
- The Best of Europe AIT – Office, 2004.
- 1st Prize Schönbrunner Pochés - Fiat Complex Vienna XII. Vienna, Austria, 2001.
- 1st Prize (Ex Aequo) Project Patchwork at the Hoffmann Park, Vienna, Austria, 2000-2001.
- Otto Wagner Urban Design Award, Az W / PSK, 1998.
- Outstanding Artist Award for Experimental Trends in Architecture – BMUK, 1989.

COMPLETED PROJECTS

- Remodeling Forschungszentrum Jülich in Nordrhein-Westfalen, Germany, 2019-2023.
- Housing Koloniestrasse in Vienna, BIP Immobilien Development GmbH Austria, 2019-2022.
- Housing Huttengasse in Vienna, BIP Immobilien Development GmbH Austria, 2016-2020.
- Interior Design VIP Allianz Stadium in Wien – Partner Eurest, Austria, 2015-2016.
- Housing Kaisermüllendamm in Vienna, BIP Immobilien Development GmbH Austria, 2015-2017.
- Housing Sedlitzkygasse in Wien, BIP Immobilien Development GmbH Austria, 2015-2017.
- 2nd Administration Building en el Campus_IST_Austria – Klosterneuburg, Austria, 2014-2017.
- New Campus of the Vienna University of Economics and Business Administration (WU) - Master Plan, Landscape, Garage, Teaching Center – Vienna II., Austria – Promoter: „Projektgesellschaft Wirtschaftsuniversität Wien Neu“, completed in 2015.
- Housing Bombon at the Program New Colonists of the city of Vienna-Vienna XXII., Austria, Promoter: BWS, 2006.
- Housing Barawitzkagasse – Vienna XIX., Austria – Developer: Constancia Bank, 2006.
- Housing Marktgasse – Vienna IX., Austria – Promoter: BUWOG, 2007.
- Housing Patchwork at the Hoffmannpark – Purkersdorf, Austria – Promoter: BUWOG, 2005.
- Pilot Project Homeworkers at Compact City - Donaufelder Strasse– Vienna XXI., Austria – Developer: SEG, 1995-2002.
- Kindergarten at the Erlachplatz – Vienna X., Austria – Promoter: City of Vienna, 1999.
- Housing Reimmichlgasse – Leberberg – Vienna XI., Austria – Promoter: Neues Leben, 1997.
- Photo agency Contrast – Renovation – Vienna VII., Austria – private client, 1995.
- Apartment and Atelier for an Art Collector – Renovation – Buenos Aires, Argentina – private client, 1990.
- Country house in Entre Ríos – Entre Ríos, Argentina, with Hermann Loos, 1992.
- City Villa in Punta del Este – Punta del Este, Uruguay, with Hermann Loos, 1990.
- Apartment and Video School – Renovation – Buenos Aires, Argentina, with Hermann Loos, 1990.
- Apartment and Music School – Renovation – Buenos Aires, Argentina, 1989-1990.

RESEARCH AND DEVELOPMENT

- TECXPORT Circularity Optimizer China, Bilateral Cooperation Austria - People's Republic of China / JSTD 2024-2027.
- ERASMUS partnerships URBAN MENUS Dialogue with a Resilient Future with AR & VR, 2023-2026.
- FFG Research Holistic Approach to Database and Impact Analysis for Complex Systems, 2022-24.
- Making Cities Fit for the Green Deal with URBAN MENUS ERASMUS plus, 2022-24.
- Smart Area Development Solution, India market study - aws technology internationalization, 2021-2023.
- Impact Innovation funding Austrian Research Promotion Agency FFG, 2020.
- Granting Promotion XL Innovation AWS Austrian economy services of the Creative Industries support for URBAN MENUS, 2017-2018.
- Research on the Austrian artist emigration to Argentina for a Bridged life path: Vienna - Buenos Aires – Vienna - FADU / UBA, Federal Ministry for Education, Arts and Sports of the Republic of Austria, and the Federal Ministry of Foreign Affairs of the Republic of Austria. 1988-1989.
- Cooperation project of the Faculty of Architecture, University of Buenos Aires with the Andalusian Historical Heritage Institute from the Junta de Andalucía: Alternative approaches to urban regeneration & recovering of the inheritance of a peripheral district of Buenos Aires: The Studycase from San Isidro. 1988-1991
- Metropolitan Equilibrators as Pass Makers: The Public Space in Europe - Research with Claudio J. Blazica & Mladen Jadric, 1991-1993
- Homeworkers: Housing for specific ways of living - The potential of mixing hybrid structures - research with Claudio J. Blazica and Mladen Jadric. 1993-1995. Publish in Architektur & Bauforum ,185*1996.

CERTIFICATIONS AND TRAINING

- Dialogue with a Resilient Future, Professional Training program ERASMUS plus partnerships EU, 2023-2026.
- Circularity Optimizer China, TECXPORT Bilateral Cooperation Austria - Jiangsu/People's Republic of China, 2023-2026.
- Funding Impact Analysis for complex systems, Austrian Research Promotion Agency FFG for R & D – Vienna, Austria 2022-2024
- Granting aws technology internationalisation Smart Area Development solution, AWS Austrian promotional Bank for R & D – Vienna, Austria, 2021-2023.
- Making Cities Fit for the Green Deal, Professional Training program ERASMUS plus partnerships EU, 2022-2024.
- Granting the Promotion XL Innovation, Creative Industries, AWS Austrian promotional Bank for R & D – Vienna, Austria, 2017-2019.
- Impact Innovation funding for Smart City Platform, Austrian Research Promotion Agency FFG for R & D – Vienna, Austria, 2020-2021.

PUBLICATIONS

- Spinadel L. P., Busswald P. (2022): Creating Future-Proof Spaces for Megacities by an Impact-Oriented Participative Approach – Case Study Experiences from India. Mobility, Knowledge and Innovation Hubs in Urban and Regional Development. Proceedings of REAL CORP 2022, 27th International Conference on Urban Development, Regional Planning and Information Society, pp. 197-207. ISBN: 978-3-9504945-1-8, ISSN 2521-3938 (Online), ISSN 2521-392X (Print), ISSN 2521-8050 (CD-ROM), DOI: 10.48494/REALCORP2022.8093
- Spinadel L. P. (2021): URBAN MENUS. Parametric Consensus-Based 3D Future Planning. In: Economía Creativa (16), 240–255. DOI: 10.46840/ec.2021.16.09
- Spinadel L.P. (2021): A Holistic Look at Artificial Intelligence by Laura P. Spinadel. In: Agencia, Issue 5. agencia-arq.com/contenido-content/issue-5-a-holistic-look-at-artificial-intelligence-by-laura-p-spinadel, orcid.org/0000-0001-9715-736X
- Spinadel L.P. (2020): IV Congresso Internazionale dell'Abitare Collettivo Sostenibile Alghero 2020. ISBN 978-84-09-20369-7, 83-92. eourbanlab.it/2020/09/01/iv-congresso-internazionale-dellabitare-collettivo-sostenibile-alghero-2
- Spinadel L. P. / BOA büro für offensive aleatorik (Hg.) (2013): Campus WU: A Holistic History. ISBN 978-3950366600. issuu.com/332327/docs/busiini_holiwu_1_xs

Books (Selection)

- CAMPUS WU: A Holistic History – Editor BOA büro für offensive aleatorik – 2013 ISBN 978-3950366600
- URBAN UNCONSCIOUS – BUSarchitektur & Friends– Libria Editrice – 2003 ISBN 88-87202-44-3
- PERCEPTIONS by BUSarchitektur – Projects and Buildings 1986/1999 Libria Editrice 2001 ISBN 88-87202-15-X
- Stadtquartiere: Neue Architektur für das Leben in der Stadt – Christoph Gunsser – DVA – 2002 ISBN 3-421-032866-6
- Farbe in der Architektur. Gestaltungskriterien, Beispiele für den Wohnungsbau, Armin Scharf Deutsche V.-A., 2002
- Garten der Kinder – Editor BUSarchitektur – 1999

SPEAKING ENGAGEMENT

- Keynote Speaker Innovate4Cities Conference (I4C24) – Montreal, Canada 2024
- Keynote Speaker Mikser Festival Lectures and Think Tank at University of Belgrad, Belgrad. Serbia 2024
- Keynote Speaker Society for International Development United States, 2024.
- Keynote Speaker Global South for the GIZ Innovation Day, Worldwide, 2023.
- Keynote Speaker Digital Humanism Rotary Club Europe, Berlin, 2023.
- Keynote Speaker APA World Town Planning Day – New York, USA, 2022.
- Keynote Speaker Smart Travel 21 – Lisbon, Portugal, 2021.
- Keynote Speaker ISU Happy City Workshop II – Hong Kong, China, 2021.
- Keynote Speaker Synchro Space 2020 – Kyiv, Ukraine, 2020.
- Keynote Speaker Smart City Thailand SCW 2020 – 2020.
- Keynote Speaker IMBRICS Forum – Russia, Brazil, RSA, India, China, 2020.
- Keynote Speaker Malaysia Urban Forum – Urbanice – UN Habitat – ESCAP United Nations, 2020.
- Lecture Kansas City University – USA, 2020.
- Keynote Speaker Action World Green Building Week – Guatemala, Guatemala, 2020.
- Keynote Speaker – IV Congresso Internazionale dell' Abitare Collectivo Sostenibile – Alghero, Italy, 2020.
- Keynote Speaker 9th IFoU Congress from Knowledge to Development – Buenos Aires, Argentina, 2016.
- Lecture Playing from the Inside – FADU - University of the Republic – Montevideo, Uruguay, 2016.
- Lecture Playing from the Inside – MKSSS's Dr. B. N. College of Architecture for Women – Pune, India, 2016.
- Keynote Speaker Congress City, Architecture, Sustainable Construction – La Plata, Argentina, 2016.
- Speaker at the Panel Innovation and Green Urban Planning – Brisbane, Australia, 2015.
- Keynote Speaker Spaces for Science – IBA Heidelberg, 2015.
- Keynote Speaker Cultural Center Recoleta – Buenos Aires, Argentina, 2015.
- Keynote Speaker Austrian Cultural Forum – Washington, USA, 2015.
- ORF Radio Culture House – Vienna, Austria, 2014.
- Keynote Speaker IFLA Congress – Buenos Aires, Argentina, 2014.

BLOGS AND PLATFORMS (*Selection*)

Homepages

<https://www.busarchitektur.com/>
<https://urbanmenus.com/>
<https://www.boanet.at/>

Blogs

<https://trainingresilience.eu/>
<https://greendealcheck.eu/>
<https://smartcity.earth/>

Digital Encyclopaedias

https://austria-forum.org/af/Biographien/Spinadel%2C_Laura
https://en.wikipedia.org/wiki/Laura_P._Spinadel
<https://www.calliope.at/laura-patricia-spinadel>

Social Media

<https://www.facebook.com/profile.php?id=100010258201160>
<https://www.linkedin.com/in/laura-p-spinadel-14940627/>
<https://twitter.com/BUSarchitektur>
<https://www.instagram.com/laurapspinadel/>
<https://www.youtube.com/user/OffensiveAleatorik>
https://www.xing.com/profile/LauraP_Spinadel/cv

Expert Testimonials:

COMPACT CITY 1993-2001 - Pioneer of the City of short distances

"The program is extroverted since the theme of Homeworkers at the Compact City is to radiate its enormous potential to the outside, rather than creating an isolated island separated from the city: Homeworkers is some sort of city-machine, a generator supplying the surrounding with urbanity and dynamics. This can only be planned partly but allows chaotic and random rhythms to take place, and these are crucial for the urban life."

Gabriele Kaiser - Magazine Architektur aktuell

"The criterion for the 2nd Otto Wagner Award for Urban Planning was the offensive and fundamentally new discussion an urban development: the problem of living and working and the feasibility of immaterial communication; the problem of town and the surrounding countryside with the intention of concentration and the need for space and landscape leads up to this year's winning project: "Homeworkers at the Compact City" by BUSarchitektur."

Sir Norman Foster President of the Jury- 2nd Otto Wagner Award for Urban Planning

"The Homeworkers at the Compact City project in Vienna, which is a multifunctional block with a series of hybrid perceptions, an osmotic boundary, a capillary development in the metropolitan "surrounding." It does not want to be, naturally, a perturbing agent but instead a stabilizer of the metropolitan surroundings. In short, the project is a sum of principal veins of research belonging to BUSarchitektur, representing an optimum and strong contribution to the international panorama of architecture today."

Antonino Saggio - An anti-zonning city- About BUSarchitektur- Libria Editrice

CAMPUS WU 2008-2015 - Precursory for University as a Driver of Development

"The Master Plan for the Vienna University of Economics and Business (WU) Campus by BUSarchitektur is by nature as complex as it is evolutionary. It embodies a multivalent negotiation of scales, conceptual principles, architectural territories, and operative methodologies."

Ila Berman Dean of Virginia Tech/ Mona El Khafif Urbanism Theoretician

"Laura P. Spinadel gave the City of Vienna great joy and benefit through her work. The master plan for the Campus WU is not an academic piece of paper, it is alive! It's thanks to Spinadel that not only new life has been brought to that area, but she also managed to convince the long-time residents with the open workshops she initiated. The Campus WU is a great gain for Vienna and a touristic magnet."

Brigitte Jilka, Building Director, Municipality of the City of Vienna, Austria

"The new University of Economics and Business based on Laura P. Spinadel's master plan must be seen as THE essential impulse to upgrade an urban area close to the Danube River that laid in a deep sleep until then. With the Campus WU, new architectural and urban planning scales have undoubtedly been set in Vienna but also internationally."

Thomas Madreiter, Urban Planning Director, Municipality of the City of Vienna, Austria

SPORT AND LEISURE MILE KREMS 2018-19 – Calling Process for a Citywide Vision

"Developing the Sport and Leisure Mile Krems's mission statement was complex and challenging. It required the involvement of all political groups and the consideration of ideas and wishes from all sections of the population, age groups, sports clubs, and institutions. This was achieved through a public participation process. I believe the cornerstone of this successful project and your high level of competence lies in using the interaction and participation tool "Urban Menus."

Albert Kisling, Sport and Leisure Director at the City Council of Krems, Austria