

PRODU
CTIVE
CITIES

ANALYSIS
OF A
SESSION

EUROPEAN 14
RESULTS

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European 14 Results

Points of view

This document is available for free download on www.euopan-europe.eu. It gathers two types of points of view on the European 14 session results on the topic Productive Cities.

On the European scale, experts from the Scientific Council and the Technical Committee and international expert analyse a selection of rewarded projects with regards to the thematic families of sites:

- 1 — From Productive Area to Productive City
- 2 — From City to Productive City
- 3 — From Functionalist Infrastructures to Productive City
- 4 — And Productive Again!

On the scale of the European national structures, members of the juries in Germany + Switzerland, Austria, Belgium, Spain, France and Norway give their points of view on the session results in their respective countries.

This collection of about ten articles offers a reflexive approach on the session.

A catalogue with the articles on the European scale, an analysis on judgment processes, the rewarded projects (winners, runners-up and special mentions) and an article on "After the competition" with examples of implementation processes at different scales of sites, is available for free consultation on the European website www.euopan-europe.eu – section E14 Results Catalogue

A printed version of the catalogue is for sale at €37 in the European website www.euopan-europe.eu – section Publications

Three Approaches to an Inclusive City for Makers

European Deutschland - Schweiz / Suisse / Svizzera / Svizra Results

Point of View of a Jury Member: Socrates Stratis (CY), Ph.D. Architect, Urbanist, Associate Professor, Chair of the Department of Architecture, University of Cyprus

BECOMING ENGAGED IN THE CONCEPT OF PRODUCTIVE CITIES

During the last couple of years, the European 14 competition, *Stadt Bauwelt* No. 35 and the Atelier Rotterdam, in cooperation with IABR 2016, have all engaged in various ways with the concept of productive cities. For these actors, as well as for many others, the concept of productive cities is a mobilizing force bringing an economy with a local added value, both circular and socially inclusive, back to the city.¹ According to IABR Atelier Rotterdam, manufacturing is being rediscovered. It is increasingly becoming a way to promote social empowerment and employment. Technological innovation is democratizing production capital, since entrepreneurs only need to make limited investments in order to become producers.

According to European 14's theme of productive cities, we should be aware that the concept of mixed city has so far excluded the productive economy. To facilitate a productive economy, we need new relationships

between micro- and macro-urban scales, new programmatic frameworks, synergies of urban actors that do not usually collaborate with each other in their everyday practice, and, finally, implementation processes.² In his introduction for *Stadt Bauwelt* No. 35, Kaye Geipel addresses additional points regarding urban changes for a productive city. He suggests first and foremost supporting the maker movement in cities, based on bottom-up processes, as an alternative to the problematic concept of the technology-oriented smart city. We should also tackle the modernist urban zoning that segregates uses and is deeply anchored in the building regulations of European countries. Finally, we must broaden the view of architects, who frequently perceive hybrid building types as one solution for achieving such a productive city.³

In fact, my involvement in formulating the theme of the European 14 competition, as member of the European Europe Scientific Council, and in evaluating the European 14 German competition, as a member of the jury, has helped me add some thoughts for re-theorizing the urban design practice of the competition. Starting from the network character of European, which consists of all sorts of urban actors, we can consider it as a potential platform for processes of transforming the city to be more inclusive for makers. Such a platform facilitates an exchange of knowledge and know-how among urban actors with diverse practices and cultures as regards living and producing. Furthermore, usual European's practice of formulating themes, such as that of productive cities, becomes a driving force for establishing common concerns for urban actors in a fractured Europe with an urban environment that is becoming increasingly privatized. The theme of productive cities provides new horizons

for practitioners of the urban—architects, urban designers, landscape architects, urban planners—to contribute to such transformation. At the same time, professional practices are still quite often embedded in specific and isolated scales, thus making such a task rather difficult.

Thus, three approaches can be identified as European contributing to an inclusive city for makers. These approaches described in this article, are exemplified by means of references to some of the prize-winning projects in the European 14 German competition.

READJUSTING CURRENT MODES OF URBANIZATION

The first approach concerns readjusting current modes of urbanization such as that of master planning in Germany. The winning project in Hamburg, *In Between the Lines*, is evocative in this sense (fig.1). The master plan envisions housing taking over a former industrial area, with the remaining operational industrial activities located on the opposite side of the existing canal. The project deals with new adjacencies of programmes with an intention to inject affordability into the process of urbanization in Hamburg. The winning team proposes a linear array of storage-like sheds along a new alley parallel to the canal, and therefore opens up public spaces at specific locations along the alley, where diverse uses can intersect. Further, in a second array of linear buildings, the ground floors host creative and commercial uses, with housing on the upper storeys. The proposed adjacencies can give rise to all sorts of gradual overlapping between housing and production as a result of the narrow public alleys and spaces between the two arrays of buildings. *In Between the Lines*, indeed, expands how architects seek solutions beyond building typologies for the productive city. In addition, it also makes a contribution to the debate in Germany about affordable work and production spaces.

REFORMULATING BUILDING SITES AS PROJECT SITES

The second approach concerns the formulation of project sites, which tends to go beyond what we usually refer to as building sites. A project site involves the logic of strategic intervention, which takes multiple contexts such as those of networks, programmes, and urban actors into account. The multi-context profile of a project site is capable of addressing the complex processes of a productive economy, which relate to intersections between all sorts of urban networks on micro- and macro-scales. Thanks to the structure of European, reframing building sites as project sites has been very helpful for quite a number of cities during the past competition sessions as a result of the open-ended competition briefs and thanks as well to the multifaceted approaches of the teams participating in the competition, which make the networks, programmes, and urban actors involved apparent. The European 14 German sites, such as those in Munich and Aschaffenburg (fig.2) for example, are suspected of not reframing building sites as project sites. The fact that the too accurately specified building sites referred to particular buildings may be one of the reasons why some opportunities were missed in the competition. Most of the proposals failed to go beyond building configuration, thus ignoring the potentials of the competition. Moreover, the programme suggested for the ground floors in the competition brief seems to be related more to the kind of mixed city that precisely excludes a productive economy. The other German sites such as Zwickau (fig.3), Neu-Ulm (fig.4), and Hamburg, had truly successful formulations of the project sites and were developed further through the highly innovative ideas of the prize-winning projects. "...in our e-mobility start-up in cooperation with the university, we design and produce prototypes for VW directly, right next to the place we live in the centre of Zwickau..."⁴



1 — HAMBURG (DE), WINNER — IN BETWEEN THE LINES > SEE CATALOGUE P63



2 — ASCHAFFENBURG SITE (DE) > SEE CATALOGUE P160



3 — ZWICKAU SITE (DE) > SEE CATALOGUE P144



4 — NEU-ULM SITE (DE) > SEE CATALOGUE P132



5 — ZWICKAU (DE), WINNER — PRODUCTIVE UPDATE > SEE CATALOGUE P145



7 — NEU-ULM (DE), WINNER — THE PRODUCTIVE HEART OF NEU-ULM > SEE CATALOGUE P133

New proximities between living and producing are the driving force of the urban imaginary developed by the winning project, *Productive Update*, in Zwickau. Both the winning (fig.5) and runner-up (fig.6) projects further developed new project sites by engaging with modes of mobility, housing, and production. The winning project constructs a new vision for the mono-functional housing blocks that dominate the city centre along the river. Experimenting with mobility and transforming the bar-like residential buildings into mixed urban blocks gives the city the opportunity to restructure their current urban-planning approach as a long-term vision, with defined steps for implementation.

DESIGNING PROCESSES OF CHANGE

The third approach deals with designing processes of change to an inclusive city for makers. Urban design projects become a tool for fostering such gradual change. The long and deeply imbedded tradition of separating housing and production in cities in Western Europe has given rise to an institutional inertia that is difficult to overcome. In addition, it has created specific ways of living — almost dormitory-like — in neighbourhoods, with inhabitants unwilling to accept the risks involved in such a transformation. Furthermore, we can observe that many urban design projects lead to a decrease in affordable working space in the city and quite often consolidate gentrification process, against which inhabitants try to resist.

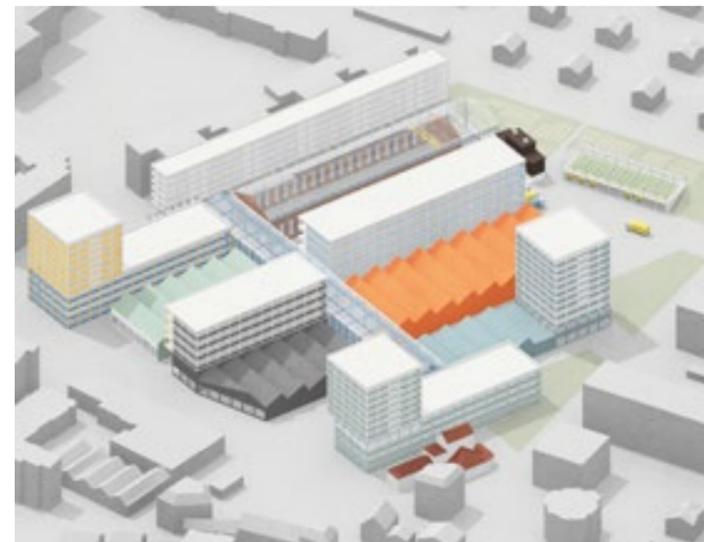
The winning project in Neu-Ulm, *The Productive Heart of Neu-Ulm* (fig.7), becomes a tool for gradual change. The project site is a former US military base with linear, low-rise buildings that are currently inhabited by



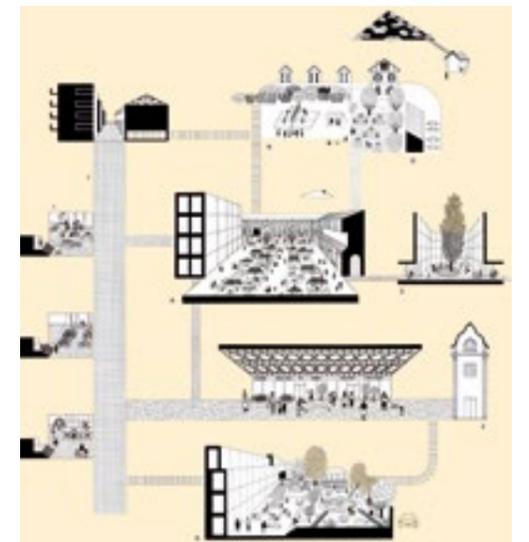
6 — ZWICKAU (DE), RUNNER-UP — CONNECT FOUR > SEE CATALOGUE P146

working-class people. A former primary school and a polytechnic are located in the centre of the site. The winning project uses the metaphor of a heart transplant to highlight its surgical approach. The team proposes to retrofit the existing housing for the current tenants and to introduce a node of collective activities with new housing in place of the former primary school and polytechnic. The interior of the block is gradually opened up to the rest of the city, offering all the necessary amenities for the surrounding neighbourhood at the same time. The landscape character of the intervention gives primary importance to public spaces.

Tools for fostering gradual change can also be related to urban imaginaries and inventories for negotiation. In the first case, the project offers a possible image of proximities between housing and production, inviting the city to decipher it by means of new regulations and contracts with investors and developers. The second case, the project departs from designing the process for changing what exists. We can find these two approaches in the site of Kriens (CH), Switzerland being included in the German competition. The site is a former factory in the centre of the community. The future of the site goes hand-in-hand with the future of the city centre. During the competition period, the factory owner changed, making the implementation of the prize-winning projects more complex. The winning project, *Die Fabrik* (fig.8), offers a comprehensive image with respect to spatial proximity patterns of housing and production. The team makes a very clear statement about production spaces with respect not only to spatial arrangements, but also to the accessibility of services, a major component for any production activity. The



8 — KRIENS (CH), WINNER — DIE FABRIK > SEE CATALOGUE P71



9 — KIENS (CH), SPECIAL MENTION — DER WEISSPLAN > SEE CATALOGUE P73

power to push in the direction envisioned by the winning project lies in the hands of the new site owners and depends on the city's ability to discourage gentrification agendas. The second case, the special mention project, *Der Weissplan* (fig.9), proposes to design an inventory of spaces and building volumes shared by makers and residents. A process of change is an inherent part of the project's architecture, thus assuring the sustainable presence of such shared spaces during the implementation process.

SUPPORTING THE URBAN COMMONS THROUGH THE MAKER MOVEMENT SO AS TO RESIST GENTRIFICATION

Readjusting current modes of urbanization, reformulating building sites as project sites, and, finally, designing processes of change are European 14's German contribution to support the urban commons by means of the maker movement. That said, we nonetheless need to continue asking ourselves how such a contribution might cope with gentrification processes based, first, on increasing property values and, second, on inequalities between those who benefit from urban development and those who are excluded. Production activities are quite often based on low property and rental prices, thus profiting from marginal areas and areas leftover by other developments. This is the practice in Southern Europe but also, quite often in the rest of Europe as well. The implementation of any urban project, including those that emerge from European competitions, quite often increase the property value of both the site of the intervention and those adjacent to it. Consequently, by simply launching an urban project, we may start a process of displacing existing production activities and populations, consequently fostering gentrification development or starting a process in which specific economic agents' profit, rather than the inhabitants themselves. By addressing the role of urban design for a productive city, we should make apparent those urban actors who

benefit from the urban transformations, including those resulting from the European 14 competition. When we look at the German sites, we see mostly public housing societies and city cooperatives that are attempting to cope with the increasing demand for social housing. Subsidies from the state are, however, quite often restricted to affordable housing, and therefore exclude affordable production spaces. Such urban actors are therefore discouraged from investing in anything but housing so as to ensure their financial profitability. The European network needs to support such urban actors by encouraging them to use the prize-winning projects as platforms for re-adjusting their investment policies, so that they can then claim a new urban role. The prize-winning projects could, in fact, become tools for encouraging urban commons in the increasingly privatized contemporary city. The three approaches in European's contribution could structure cities' support for the maker movement. They also could provide inspiration for how to insert affordable working and production spaces deep in cities' social agendas for supporting the creation of inclusive urban environments.

¹ G. Brugmans, J. van Dinteren, and M. Hajer, eds, *The Next Economy- IABR 2016 Catalogue* (Rotterdam, 2016), p. 156–63.

² European, *Productive Cities — European 14 Theme* (Paris, 2016)

³ K. Geipel, 'Stadt = Wohnen und Gewerbe. Stimmt die Formel?' in *Stadt Bauwelt*, no. 35 (2016), p. 16–21

⁴ Excerpt from the winning project, *Productive Update*, Zwickau (DE), European 14