

# **Innovative Policies for Cities' Regeneration: Competition and Sustainability**

**Wilhelmsburg – Beyond the IBA Hamburg  
HafenCity University Hamburg | 9th to 22nd of July 2014**

**Concept and Organization**

Constanze Engelbrecht | HCU Hamburg  
Maja Momic | HCU Hamburg

**Project Coordinator**

Francesco Musco | IUAV Venezia

**Local Unit Coordinators**

Constanze Engelbrecht | HCU Hamburg  
Giangi Franz | Unife Ferrara  
Francesc Muñoz | UAB Barcelona  
Pedro Rodrigues | ULisboa

**Teaching staff**

Sebastian Bührig | HCU Hamburg  
Isabella Longo | UAB Barcelona  
Guilia Lucertini | Filippo Magni | Carla Tedesco | IUAV Venezia  
João Rafael Santos | ULisboa

**Supported by**

Education and Culture  
Lifelong learning Programme  
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## WILHELMSBURG - BEYOND THE IBA HAMBURG 2013

Constanze Engelbrecht & Maja Momic | HCU Hamburg

The workshop „Innovative Policies for Cities’ Regeneration: Competition and Sustainability“ is part of a three-year EU-project (Erasmus Intensive Program, IP) in cooperation with the Università IUAV di Venezia, Universitat Autònoma Barcelona, Università degli Studi di Ferrara and the University Técnica de Lisboa. The project covers different study fields and expertises with particular attention to urban planning, architecture, economics and social sciences, which allows a reflective and critical discussion on European policies on urban regeneration. In the previous two intensive workshops (approx. 12-14 days) students worked in multinational and interdisciplinary teams in order to develop a common idea of a more flexible collaborative structure within urban regeneration policies and practices in different study areas (e.g. Forte Marghera in Venice, 2012; San Adrià de Besòs in Barcelona, 2013).

This involves: (1) learning to deal with the existing European framework of best and bad practice references in relation to specific local conditions within a selected study area; (2) considering the potential of diverse local stakeholders (e.g. public institutions, private and non-profit actors as well as citizens or inhabitants) and diverse approaches to participation and cooperation (starting from an involvement in activities through a greater level of influence over the decision-making process to the control of the whole project); (3) developing own ideas for research and design projects in order to contribute to the discourse on innovative approaches to urban regeneration in Europe.

The third and last year of the IP program is organized in Hamburg. It focuses on the study area of Hamburg-Wilhelmsburg in order to evaluate the impacts of the recently ended International Building Exhibition Hamburg (IBA Hamburg). The format “International Building Exhibition” exists more than hundred years in Germany. The first generation of International Building Exhibitions (1901 to 1957) were mainly showcases of modern urban architecture (Darmstadt 1901: a colony of modern artists; Stuttgart 1925: new housing realism; West-Berlin 1957: an explicit counter model to the Stalinist transformation of the eastern part).

Nowadays the title can be misleading, as the second generation of IBAs (from 1984 until today) is not only an exhibition of innovative buildings, but also a laboratory of coping with urban and regional transformation (Berlin 1980s: Recovery of historical inner cities;

Ruhr 1990s: tools for the regeneration of old industrial regions; Lausitz and Saxony-Anhalt 2000s: Managing post-socialist transformation, Hamburg 2007-2013: Strategies for a deprived urban area). Locally or regionally initiated, the IBAs represent an open format with purposeful creations of exceptional circumstances (e.g. the IBA Hamburg GmbH is a 100% subsidiary of the City of Hamburg with a 100 million euros special investment fund; for further information see <http://www.iba-hamburg.de>).

In 2007 the Municipality of Hamburg established the IBA Hamburg in order to regenerate the area of Wilhelmsburg, promote it as a natural “stepping stone” between the North and the South of Hamburg and accommodate its urban growth. The main objective was to open a stigmatized, but potentially attractive area for the middle class and create a regeneration path for the local community. Therefore, the IBA tried to turn Wilhelmsburg’s problems into assets and uncover its potentials, which lie in (1) suburban qualities in the heart of the city (e.g. a low population density with 50.000 people on 35 square kilometres and natural resources, such as green areas, numerous canals and oxbow lakes), (2) an internationalized urban society (with over one hundred nationalities) and (3) the role as a historical victim of climate change (a flood-prone location). By using three different thematic fields (“Metrozones”, “Cosmopolis” and “Cities and Climate Change”) the IBA created over seventy events (e.g. the International Garden Exhibition, cultural festivals or small neighbourhood events) and concrete construction projects (e.g. the relocation of public administration, a school centre or energy efficient reconstruction of housing areas) in order to address Wilhelmsburg’s potentials and to create an urban laboratory for the 21st century (for further information see Hellweg et. al. 2013).

Officially, the IBA Hamburg has ended in 2013, but the initiated process of urban development is still going on. Some of the projects have not been realized yet or will be completed in the future. In addition, the IBA Hamburg continues to work as a new urban project developer who will initially take care of new residential areas. This means Wilhelmsburg is still undergoing a dramatic urban change, which sets a starting point for our workshop: discussing impacts of mega events and projects on urban development, as well as reflecting on contemporary practices of urban regeneration in general.

The significance of mega events nowadays is not only in the event itself but much more in thoughtful planning and organisation of the event, anticipating its legacy and the remaining use of its structures. Awareness of mega events' temporary character means understanding their role as urban catalysts and transmitters of socioeconomic impulses in deprived areas (for more information see Brian Chalkley 1999, Hiller 2000, Andranovich et al. 2001). Unlike other mega events, such as Olympic Games which focus on sports and only use the event as a motor for urban development, the main focus of the IBA-Event lies on innovative solutions to contemporary architecture and planning challenges. Therefore, the question of the event's legacy is even more significant: What is the impact of seven year long work and whereto does the IBA take Wilhelmsburg in the future? Do the new projects and implemented planning processes really contribute to a sustainable urban and regional development?

Legacy of an event is a rather complex concept and it is therefore important to consider its different layers:

(1) The first layer addresses the architectural/physical dimension of specific IBA projects. The task is to evaluate how the IBA was dealing with the temporal duality of the event structures: the temporary exhibition site vs. the follow-up use (e.g. the site of the International Garden Exhibition 2013). The second requirement is to identify innovative architectonic solutions (e.g. energy-producing façade, smart materials, flexible floor plans or hybrid solutions) and evaluate them on local and global scale.

(2) The second layer refers to the urban dimension and the aspects of land-use. The IBA has to address Wilhelmsburg's particular circumstances, such as the conflict between residential areas and contiguous industrial and port areas. Moreover, it is important to understand why specific areas in Wilhelmsburg were chosen to be (re)developed (e.g. New Center of Wilhelmsburg) and why others were left out (e.g. Kirchdorf Süd), as well as why certain uses were privileged on specific areas.

(3) The third level focuses on the socioeconomic dimension, that is to say, for whom was the project developed. IBA's double objective (attracting the middle class vs. regeneration for local communities) is not without contradiction: it leads to potential conflicts between the two objectives and the risk of gentrification through successful middle class attraction.

Further spill-over effects can be revealed in the fields of touristic and economic development (e.g. relocation of the State Ministry for Urban Development and the Environment to the new centre of Wilhelmsburg, or the establishment of the education campaign "Education Drive").

(4) The fourth level addresses the organizational dimension of the IBA, with particular attention to the transition of organizational structures and planning practice from the exceptional circumstances of the event (e.g. financial funding, human resources or media and policymakers attention) back to daily practice of the districts government. How functional, economically efficient and sustainable are the new developed qualities in Wilhelmsburg? Can the built-up participatory and network structures be self-sustained on the long run? Or should the special organizational structures continue to be active?

The main objective of the Workshop will be an evaluation of the impacts of the International Building Exhibition in order to develop own research and design projects, as well as outline positive possibilities for the future development of Wilhelmsburg.

The students are free to select (1) a theme or topic of their interest to engage in during the workshop period (which can be general such as housing, working, infrastructure, or more specific such as climate change or creative economy); (2) develop either a social/urban planning/design project or an urban intervention; (3) the project can be a follow-up of an existing IBA initiative or it can address an issue which was not on IBA's agenda.

## REFERENCES

Andranovich, G., Burbank, M.J. and Heying, C.H. 2001: Olympic Cities: Lessons learned from Mega-Events Politics. *Journal of Urban Affairs* 23(2): 113-131.

Chalkley, B. and Essex, S. 1999: Urban Development through hosting International Events: a History of the Olympic Games. *Planning Perspectives* 14: 369-394.

Hellweg, U. (IBA Hamburg ed.) 2013: *Metropolis: Building the City Anew*. Jovis, Berlin.

Hiller, H. 2004: Mega-Events, Urban Boosterism and Growth Strategies: An Analysis of the Objectives and Legitimations of the Cape Town 2004 Olympic Bid. *International Journal of Urban and Regional Research* 24(2): 439-458.



15.00h	HCU   Room 1103a   Aula	Jan Gerbitz (IBA Hamburg) "Renewable Wilhelmsburg" – a climate protection concept for a sustainable, balanced urban development
16.00h	HCU   Room 1103a   Aula	Mathias Lintl (Inselvision, Soul Kitchen) Creative und cultural movements in Wilhelmsburg
16.45h		Coffee break
17.45h	HCU   Room 1103a   Aula	Claudia Roszak (Zukunft Elbinsel) Urban development in Wilhelmsburg - internal affairs
18.30h	HCU   Room 1103a   Aula	Francesco Musco   Carla Tedesco (IUAV Venezia) Constanze Engelbrecht (HCU Hamburg) Francesc Muñoz (UAB Barcelona) Pedro Rodrigues (ULisboa) Open Discussion

next task | reflect on possible topics of interest based on the previous inputs (field-trip and lectures)

#### DAY 4 | Saturday | 12th of July | Group formation & Field-trip

09.30h	HCU   Room 1103a   Aula	Identification & clustering of topics
11.30h	HCU   Room 1103a   Aula	Forming working groups based on similar interests
12.00h	HCU   Mensa	Lunch break
13.30h	IBA Dock	Kai Dietrich (IBA Hamburg)   Claire Duvernet (HCU Hamburg) Field-trip   Guided IBA tours

#### DAY 5 | Sunday | 13th of July | Sightseeing Hamburg & self organized day

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#### DAY 6 | Monday | 14th of July | Project methodology, research approach & objectives definition

09.00h	HCU   Room 2.101&2.102	Group meeting   discussing possible research themes and methods
10.30h	HCU   Room 2.101&2.102	Ingrid Breckner (Urban and Regional Sociology, HCU Hamburg) Introduction to research methodology in social science
11.30h	HCU   Room 2.101&2.102	Renée Tribble (Urban Design & Community Planning, HCU Hamburg) Methodology in architecture and urban design
12.30h	HCU   Mensa	Lunch break
13.30h	HCU   Room 2.101&2.102	group work   discussing project methodology, research approach & expected outcomes

next task | contact & interview appointments with local experts (n.B. it is possible to interview them from 15.-18.07.)

## DAY 7 | Tuesday | 15th of July | Workday 1 | Field Work & Analysis

09.00h HCU | Room 2.101&2.102 Group work session

## DAY 8 | Wednesday | 16th of July | Workday 2 | Field Work & Analysis

09.00h HCU | Room 2.101&2.102 Group work session

17.00h (tbc) HCU | Room 2.101&2.102 Brief interim presentation (max. 10 min.)  
- introduction (choice of topic and motivation, localisation of the research area)  
- research approach (research question, methodology, conceptual ideas)

## DAY 9 | Thursday | 17th of July | Workday 3 | Elaboration of Concepts

09.00h HCU | Room 2.101&2.102 Group work session

## DAY 10 | Friday | 18th of July | Workday 4 | Elaboration of Concepts

09.00h HCU | Room 2.101&2.102 Group work session

## DAY 11 | Saturday | 19th of July | Workday 5 | Preliminary Presentation

09.00h HCU | Room 2.101&2.102 Group work session

17.00h (tbc) HCU | Room 2.101&2.102 Preliminary presentation (max. 10 min.)  
- introduction, research approach  
- interpretation of the analysis & conceptual ideas  
- first ideas of project proposals, guidelines, recommendations, actions

## DAY 12 | Sunday | 20th of July | Workday 6 | Finalization of Project Proposals

09.00h Hostel "Instant Sleep" Group work session

## DAY 13 | Monday | 21st of July | Final Presentation

09.00h HCU | Room 2.101&2.102 Final preparations for the presentation

16.00h HCU | Room 1103a | Aula Final Presentation (max. 20 min.)  
Group work presentations according to thematic perspectives

19.00h HCU | Room 1103a | Aula Open discussion  
(teachers, students, local experts and authorities)

20.00h HCU | Room 1103a | Aula Dinner&Party

## DAY 14 | Tuesday | July 22nd 2014 | Review: Learning effects and results

09.00h HCU | Room 2.101&2.102 Final evaluation seminar  
- involving teaching staff and students (from Hamburg, Barcelona, Venice and Lisbon)  
- Added value of the IP in terms of exchange between different practices, disciplinary backgrounds and national contexts  
- Wrap up | next steps

Open End Farewell and departures

### Workshop Locations:

HafenCity University Hamburg |  
Überseeallee 16 | 20457 Hamburg

Students accommodation |  
Instant Sleep Backpackerhostel | Guesthouse N8 Quartier  
Max-Brauer-Allee 277 | 22769 Hamburg | Fon. +49 40 43182310

Teachers accommodation |  
Hotel Hamburg-Altona | Hahnenkamp 8 | 22765 Hamburg | Fon. +49 40 39908954  
Hotel Wedina | Gurlittstrasse 23 | D-20099 Hamburg | Fon. +49 40 2808900