Innovative Policies for Cities’ Regeneration: Competition and Sustainability

Wilhelmsburg – Beyond the IBA Hamburg

HafenCity University Hamburg | 9th to 22nd of July 2014

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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 Autonoma Barcelona, Università degli Studi di Ferrara and the University Tecnica 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 fond; 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 21th 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. Kirchdorfer 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 organisational 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 panning/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


DAY 1 | Wednesday | 9th of July | Journey arrival in Hamburg

19.45h | Bus station Altona | teaching staff | organizational meeting & dinner
Pfälzer Stube “Hatari” | Eulenstraße 77 | 22765 Hamburg

DAY 2 | Thursday | 10th of July | Registration & Presentation | Field-trip

09.30h | HCU | Room 2.104 | Constanze Engelbrecht (Urban Economic Studies, HCU Hamburg)
Welcome speech & presentation of the intensive course program
“European Urban Development Strategies: experience from Hamburg”

10.15h | HCU | Room 2.104 | Self presentation of teachers and students

10.45h | HCU | Room 2.104 | Martin Kohler (Urban Design & Community Planning, HCU Hamburg)
Walking Big – new tools for urban research

11.30h | HCU | Mensa | Coffee break

11.45h | Entrance | HCU | Field-trip | Walking a transect across the Elbe island | Part I

14.15h | Station | Wilhelmsburg | Lunch break

15.15h | HCU | 1.013 Hörsaal 200 | Field-trip | Walking a transect across the Elbe island | Part II

17.45h | HCU | 1.013 Hörsaal 200 | Constanze Engelbrecht | Sebastian Bührig (HCU Hamburg)
Field-trip summary

DAY 3 | Friday | 11th of July | Lectures | Wilhelmsburg - beyond the IBA Hamburg 2013

09.15h | HCU | 1.013 Hörsaal 200 | Walter Pelka (President of the HCU Hamburg)
Gernot Grabher (Dean Msc. Urban Planning, HCU Hamburg)
Welcome speeches

09.30h | HCU | 1.013 Hörsaal 200 | Joachim Thiel (Urban Economic Studies, HCU Hamburg)
Legacies of large-scale events: international experience

10.15h | HCU | 1.013 Hörsaal 200 | Dieter Läpple (International Urban Research, HCU Hamburg)
The case of Hamburg-Wilhelmsburg:
the rise and fall of an industrial area

11.00h | Coffee break

11.15h | HCU | 1.013 Hörsaal 200 | Kai Dietrich (IBA Hamburg)
The International Building Exhibition Hamburg – an initial review

12.15h | HCU | Room 1103a | Aula | Bernd Kniess (Dean Msc. Urban Design, HCU Hamburg)
Maja Momic (Urban Design, HCU Hamburg)
Neighbourhoods’ University

13.15h | HCU | Mensa | Lunch break
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 |
Überseealle 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