

EUROPAN 14 PRODUCTIVE CITIES

RESULTS OF E14 AUSTRIA

44 SITES IN EUROPE
3 SITES IN AUSTRIA

LINZ
GRAZ
VIENNA



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EDITORIAL

BY BERND VLAY

After almost 30 years of operation EUROPAN has been following obsessively its mission: to provide ambitious young architects a unique international “starting-platform”, allowing them to “articulate” their attitudes on urban and architectural practice.

A constantly increasing regime of prequalification and criteria-evaluation, which has been isolating more and more young offices from the professional market, the concept of European has become a constantly increasing provocation: How can anyone dare to marry the “promise” of an open ideas competition with the “hardcore-realism” of an implementation process? European does! For European knows that the transformation and bandwidth of contemporary living conditions needs innovative urban and architectural design, based on concepts that are able to reflect these conditions properly and carefully in order to provide new spaces of opportunity, balancing different needs and desires.

Seen in this light the term “articulation” might be the most appropriate one when it comes to describe the Hot Things that concern European mostly.

On the one hand there is the Hot Thing of the European 14 topic – “Productive Cities”. If we read Dieter Läßles “On the Future of Productive Cities” we immediately understand the immense impact of this topic on architectural and urban practice. After decades of banishment from the stage-set of “good urban development” the reappearance of production represents a brighter understanding about the relation between formerly separated worlds, which were the outcome of a blatant black&white-concept: mechanical-work versus brainwork, workers versus academics, dirty industry versus clean services, etc. In this light Productive Cities means to re-vision the potential of the architectural profession in order to give the people in our cities and territories the chances that they deserve.

On the other hand, there is the Hot Thing of the young teams – their projects, concepts, and attitudes. If we look at the selected projects

of the three Austrian sites – Graz, Linz, Vienna – we can observe an impressive specificity, which obviously resulted from the highly different challenges of each single brief. In spite of this obvious difference between the briefs all three cities shared one concern as for their expectations: they asked European to deliver a strategic framework for a comprehensive process of implementation, be it on the extralarge scale of a fundamental reorganization of the spaces along Kärntnerstraße in Graz, be it on the medium scale of transforming a concrete industrial site in order to initiate a considerable change of the larger urban situation (Linz and Vienna).

Rather than looking at ideas for Graz, Linz and Vienna, the European projects represent a sort of discovery of a promising path to be followed into the future. We might talk about a design concept that repairs the future by excavating – almost archeologically – the qualities of the sites which were neglected in the past. In this sense the European projects do not offer a design-solution that can be directly implemented. Rather they offer a plan that enables the local actors to address the site's potential durably. The European-plan, therefore, can be seen as an articulation of a hidden future, finally excavated by the winning teams.

In order to be able to continue with our mission we need strong actors. We would like to thank all participants, partners, jury members, and supporters for believing in the relevance of our mission: THANK YOU!



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**ON THE FUTURE
OF PRODUCTIVE CITIES**
by Dieter Läßle

ON THE FUTURE OF PRODUCTIVE CITIES

BY DIETER LÄPPLE

**“Production should be encouraged in the city,
be part of the fabric, be allowed to be seen,
connected to share daily life, nurtured and celebrated.”**

EUROPAN 14, 2017

1. The current “housing crisis” and the exclusion of the productive economy

Stories of decay, which for a long time dominated discourses about the city in Europe, have for quite some time been replaced by a new desire for the urban. People are being drawn into the cities, first and foremost into the metropolises. In times of insecure labor markets and de-standardized lifestyles, cities provide not only a broad supply of employment opportunities, but also diverse local services and social infrastructures. In addition, a strong influx of immigrants from other European countries is arriving as a consequence of the financial and economic crisis in the European Union, as well as an immense flow of people who are seeking protection and asylum when faced with war, civil war, environmental catastrophes and political persecution. All these people want to come to the cities in the hope of a new, a better life.

As a consequence we are faced with a new wave of urban regeneration. However, this development is associated with considerable growing pains and new fragmentations of society. This is reflected most evidently in the housing market, where an overflowing demand-pressure is putting up against a completely insufficient supply. Over years cities have severely neglected the construction of housing, especially that of social housing. The stock of social housing shrank drastically and is shrinking still further. Many cities are faced with extreme rising rents and processes of displacement. Above all in the inner city districts a “battle over space” is being dealt with. The losers are principally low-income households as well as persons with a migration background. But

more and more middle-income classes are affected by these gentrification processes too. Meanwhile, the talk is of a “new housing crisis” that is aggravating the social polarization of the urban community. In short: the housing issue has turned into not only a social, but also a political problem. It is back on the political agenda. It is becoming ever clearer: the construction of housing may not be left to the market alone.

Due to this social and political pressure housing is the main program in the urban renewal taking place in European cities. Despite verbal commitments for a functional mixed-use development, in most cities the current problem-constellation leads to a one-sided orientation towards a quantitatively-targeted housing policy. Contrary to all professional understandings that new urban structures can no longer be defined by functional segregation, specialization and uniformity, but rather that diversity and a reintegration of urban functions are required, mono-functional residential areas threaten to arise instead of mixed urban neighborhoods.

After the historical mistake of gravely neglecting residential construction over a long period, a second, perhaps even more serious mistake is now threatening as a result of short-winded attempts at a solution. Due to the long life spans of buildings and urban infrastructures we are confronted with path dependencies that are difficult to alter in the long run. This is all the more serious with regard to the requirements of the new urban working worlds in which the traditional functional, spatial and temporal separations between the spheres of work, habitation and leisure are blurring. Today urban structures are demanded that correspond to these new interlinked living and work arrangements and that – in light of the strong increase in female employment – facilitate a reconciliation of job and family.

As pressing as the housing issue may be, all attempts at a solution have to face the challenge of sustainability: starting with mixing living and working again. In other words, the necessity of embedding housing into multifunctional urban contexts – contrary to the principle of separation between living and working still in force in legal frameworks; and opposing to the economic interests of the construction industry, who likes to build what they have always built.

And last but not least, we should not forget that material production, even in its industrial form, remains a necessary basis of the city, also as an essential prerequisite for the pressing task of the future: the development of a post-fossil economy.



Fig.1: The legacy of modernism in urban planning - The separation of functions

"EUROPAN 14" takes the confrontation of the commonly shared idea of the mixed-city with the reality of urban renewal in many European cities as a point of departure of their international design competition: "Looking back at how we organized this wave of urban regeneration, we can see how we have systematically excluded one program: the productive economy. Every warehouse has become loft apartments, every industrial shed an arts or leisure centre, every brownfield a fresh residential neighborhood. The productive economy has left the city to the periphery, whether it is on the outskirts of the same city or to another end of the world." (Europan 14 2017) It is the great merit of EUROPAN 14, putting explicitly the productive economy and thus the productive city on the agenda.

2. The Mythos of a Post-industrial Development Perspective

Accelerated by the megatrends of globalization and digitalization, the economic bases of cities have undergone a profound transformation. Subsequent to this economic structural change, the cities have by and large lost their role as centers of industrial production. In many cities, a pronounced de-industrialization process has been put into effect, which is an essential cause for the extent and form of the unemployment concentrated in cities. With the transformation of traditional industrial systems, based on the mass-production advantages of large factories and open-plan offices, new forms of a knowledge- and culture-based economy have evolved that have contributed essentially to the comeback of cities (cf. Läßle 2005).

The development of the economy of cities – so it appears at first sight – is shaped by a general process of tertiarization, described in the tradition of Daniel Bell (1973) as a process of the emergence of a service-oriented society and characterized by many authors as an irreversible secular trend. In this sense the Harvard economist Burda, who teaches in Berlin, calls for a farewell to the idea “that the economic survival of a country presupposes a manufacturing industry” (1997: 820).

Also in the urbanist debates, theories with a quite distinct post-industrial bias have dominated in recent decades. This is the case, by way of example, for the Global City Hypothesis, which assumes a spatial decoupling of industry and services and sees the concentration of strategic services in Global Cities in a complementary interrelation with an outsourced and transnational organized industrial production. In Richard Florida’s concept of the Creative City, industry and material production no longer have any significance for the creative city. In today’s urban debate, the widespread hypothesis of a post-industrial city contains the implicit conclusion that industrial production and craftwork will disappear out of cities as a result of the globalisation, digitisation and culturalisation of the economy.

Does this mean that industry, urban production, and craftwork no longer have any future in our cities, that the future of our urban working worlds are only to be sought in services, especially those of the knowledge economy and the cultural economy on the one hand

and those of the low-paid and usually precarious jobs in areas such as restaurants, retail, cleaning or security on the other?

It is correct that in the highly developed countries, such as Germany or the United States, a transformation of the industrial society to a service-oriented one has been realized in the sense that the employment in the industrial sector, has sharply declined. However, the thesis seems untenable to me that industry has economically lost its meaning. In countries like Germany the transformation of the industrial society into a service-oriented society has occurred not through a replacement or substitution of manufacturing by services, but rather as the outcome of a transformation, resulting in new linkages and interdependencies between manufacturing and services. Many authors see an efficient industrial basis as a prerequisite for the strong growth of enterprise-oriented services. The relationship of industry and service is thus in large parts characterised more by complementarity than by substitution. In short: a competitive service economy is based on an industrial breeding ground.

In a comparative study on the urban employment dynamics in German urban regions, the two labor market researchers Dathe and Schmid find pronounced interdependencies between high-value services and industry (so called "service-manufacturing linkages") and come to the conclusion that the intensity between knowledge-intensive industrial and service branches has an outstanding importance for the economic or innovative strength of a location (see 2001, 60; cf. also in this regard Läßle 2007).

This reciprocal relationship of manufacturing and services has consequences for not only the economic and innovative dynamics of urban regions, but also their social development in the meaning of social inclusiveness. The German urban sociologist Hartmut Häußermann has pointed out that cities whose economic basic is mainly characterized by the service sector exhibit a stronger polarization of incomes and a stronger polarization of the socio-spatial structure than cities which still have a solid industrial foundation (Häußermann 2011: 82).

Still to keep in mind: in Germany and quite some other European countries like Austria etc, industry – fortunately – has not disappeared from the cities. Mainly in the strongly export-oriented

and knowledge-based industry, there was an awareness to preserve a critical industrial basis in the cities in order to remain capable of innovation and retain competence in production. A research team that examined the role of industry in the new urban economy formulates this relation as follows: "The argument is that manufacturing cannot and should not be de-linked from typically urban 'knowledge-based' activities such as design and R&D. Or to put it more strongly, a manufacturing base is a necessary condition to develop and expand R&D and other high-level services" (Van Winden et al. 2011: 2). With the transformation of the economic basis of the cities, innovation ecologies are taking shape – at least in the successful cities – in which a central importance is accorded to material production.

The development has appeared quite different, for example, in the United States and in US cities. Despite warnings against the mythos and the dangers of a post-industrial economy, a structural transformation has been realized in the USA that was in fact oriented quite strongly towards a substitution of industry by services. In view of the increasing low-cost competition by emerging economies, hope was placed in a "blueprints economy." Competitive position was supposed to be strengthened by trying to climb upwards on the technology ladder and to monopolize production knowledge for a globalized economy to some extent through a concentration on research and development. In contrast, simple mass production was supposed to be left to the low-wage countries.

In retrospect from today's vantage point, the American political scientist Francis Fukuyama characterizes the problems of this post-industrial development strategy as follows: "We thought that we could only become the master of globalization by not producing anything any more and instead offering services" (Fukuyama 2012: 86). As a consequence of this development, the income gap in the US is yawning greater than ever before, and the middle class has become subject to erosion. The branches of the manufacturing industry, through which a sufficient amount of people previously managed entry into the middle class, are – according to Fukuyama – long since in Asian hands. Nobel Prize winner Paul Krugman made the destructive social impacts of the American development model a

subject of discussion. In a contribution to the New York Times, he speaks of the “social collapse” of the white working class as a consequence of insufficient economic perspectives (Krugman 2016). And many political commentators stressed that the precarious white working class is the voter potential for Donald Trump, who is promising to bring back again the old industries to the United States through a new protectionism and thereby risking a trade war.

Harvard professors Pisano und Shih refer to what is, arguably, the most serious problem of such a post-industrial development: the increasing erosion of the innovative capacity of the economy. (Pisano/Shih 2009) The strategy of relocating more and more manufacturing capacities to Asian countries, while trying to retain the important research, development, and design competencies in the USA, did not work in the end. Over the course of time, Asian “contract manufacturers” have succeeded in taking control of increasing large parts of the value added chain by building up their own research and development capabilities, not least thanks to massive state subsidies. Today, the USA has not only lost the ability to manufacture high-tech products, it is also increasingly losing its competence and competitiveness in the development and design of complex industrial products and services.

It seems like an irony of history: After Germany for a long time was criticized as latecomer in the structural change of their economy compared with the advanced tertiary sector of the USA, today we see in the USA a wide-ranging debate on the possibilities of a re-industrialization in which Germany implicitly is regarded as a role model, since its industry has hitherto enjoyed relative international success.

3. Possible Paths out of the Post-industrial Dead Lock

(1) “Service-Manufacturing Links”, “Smart Factories” and 3D Printers

In spite of de-industrialization processes, most cities have retained a critical industrial base which, at least in successful cities, is integrated in so-called “service-manufacturing linkages”: in other words, in an interdependent, interactive system of knowledge-intensive industrial and service functions. The transformation of the traditional industry, based on mass production, into a new, urban-compatible network

economy is certainly far from complete. Here, interesting design options for the strengthening of production sites in cities present themselves through the advancement of production technology and especially of new information and communication technologies. Crucial in doing so are, not least, the thorough reduction of emission burdens and the integration into urban-compatible logistics systems. Yet as well, a more efficient use of commercial and industrial spaces through new architectonic concepts that facilitate the stacking of functions, are an important prerequisite for the preservation of industry in the urban space. A new urban industrial architecture is demanded, which not only enables an integration of production and services in a space-saving manner, but also integrates these new industrial facilities intelligently into the urban fabric and makes production visible within the city.

Yet it is not only a matter of the transformation and preservation of existing industrial production. Today, thanks to new technology, new factories can also resettle in the midst of the city. Exemplary for this is the newly built production plant of the medium-size firm Wittenstein in Fellbach, directly next to a passive-house residential area and near a S-Bahn train station. According to Wittenstein's own description, this "showcase project" for "Industry 4.0" (a form of implementation of the "Internet of things") is supposed to show "how a co-thinking, networked production of the future will look like and especially how things will function" (<http://www.wittenstein.de/en-en/company/press/press-release/schaufenster-industrie-40-forschung-trifft-praxis/>). This new factory is, nonetheless, at the same time a model project for a new form of urban production which makes clear that urban locations also offer competitive advantages for industry: access to a pool of highly qualified skilled workers; spatial proximity to R&D facilities and cooperation partners; and the availability of developed logistical systems. This model project shows that the return of production into the city is a realistic option; however, it also underlines that industrial production needs to be reinvented. In a new study on "smart manufacturing", Van Agtmael and Bakker formulate it this way: "Manufacturing will not so much 'return,' then, as be reinvented" (2016).



Fig.2: The urban production of the future - The firm Wittenstein

The return of production into the city is potentially also becoming easier due to changes in the global economy and a changing consumer behavior. If globalization was for a long time said to be a fundamental driving force of structural transformation linked with a relocation of industrial jobs abroad, today a new “window of opportunity” appears to be opening for alternative models of action. The competitive advantage of low-wage countries is becoming more and more fragile, and the low-cost producers are orienting their economies more and more towards their own domestic markets. The globalization of the economy is losing its dynamism. Meanwhile, there is talk of “peak trade”; that is, the thesis that world trade has surpassed its historical apex. The Hamburg economist Straubhaar speaks in this context of a “turn of an era” (“Zeitenwende”).

Simultaneously, in face of the scandalous working conditions and environmentally damaging production methods of global low-cost production, an increasing demand is developing for products produced in a fair and environmentally responsible manner. More and more people want regional products. They want to know who is producing their products, how, and with what materials. They are in search of quality and individual, distinctive aesthetics. This is leading to new niche markets, for example with textiles, shoes or foodstuffs.

These developments are to be assessed; however it is clear that through the interplay of these various impacting forces, new options for cities will arise. One of the most spectacular possibilities obviously being opened is that of 3D printers, i.e., the new “additive fabrication methods” on a digital basis. The applications appear

almost unlimited: tailor-made hearing aids; dental crowns; prostheses; machine parts; automobile replacement parts from plastic, aluminum, steel, titanium, glass or ceramic. Even the “printing” of houses is being tested in the meantime. The expectations and speculations are huge. Thus, there are predictions especially of the “in-sourcing” of globalized production to the sites of consumption.

The multinational company Adidas, which for years has “out-sourced” its sport shoes to Asia, now intends to relocate (“in-source”) parts of its production back to Germany and other developed countries by building a new “Speed Factory”, a combination of “industry 4.0” and 3D printer technology. Strictly speaking, this is not a relocation of existing mass production, but the reinvention of a production system that can produce small quantities on demand on a just-in-time basis at lower costs and higher quality. In the future, this customized production will go to wherever the consumer and his individual needs are located. The vision of Adidas is: “A global network of digitalized production in Cities around the Globe”.

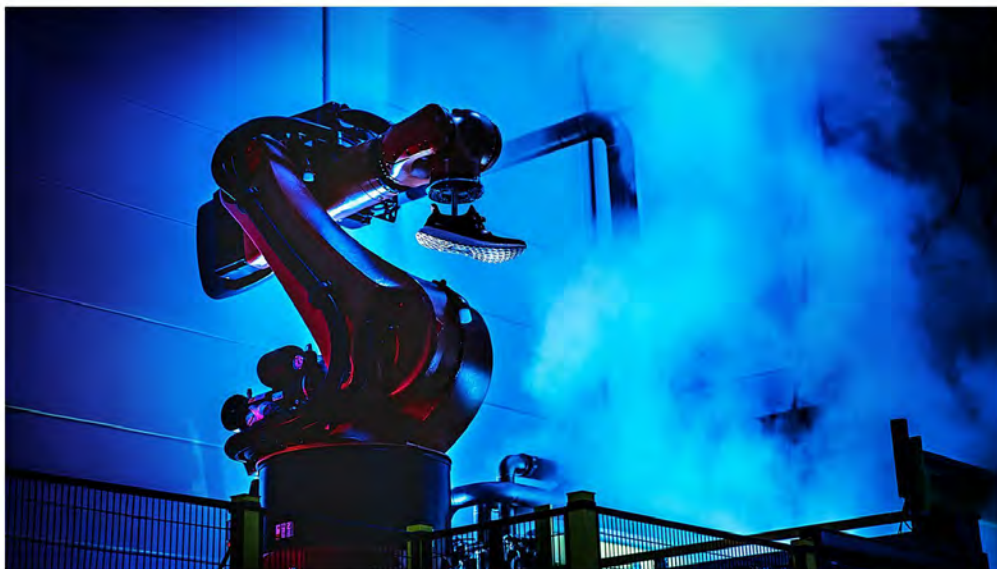


Fig.3: Adidas' Speedfactory

No matter, how fascinating the potentials of these “new technologies” are, it appears to me not sensible to let one to be captivated by these new technology-based economies.

Apart from how realistic these trends and projects on a midterm perspective may be, key questions of urban and economic renewal concern urban mixity, employment issues and the contribution of these projects to an ecological restructuring of the city and a decarbonisation of the urban economy.

Parallel to the high-tech strategies, where “engineering skills replace craftsmanship”, we are faced with a “renaissance in craftsmanship” among urban manufacturers, who tailor their products (textiles, shoes or foodstuffs) towards a clientele keen to buy sustainably produced and durable products. Our urban work environments comprise not only knowledge and culture-based areas, but also a wide variety of “old industries” and traditional types of work and production, some of which are persistent, some are gradually eroding, and others are in a process of regeneration in hybrid form, ready to play a central role in the creation and stabilisation of low-threshold employment opportunities and sustainable production concepts.

The following statements are focused on two strands of discourse that overlay each other in terms of content: the European discourse on “local economies” and the American discourse on “urban manufacturing.” In both discourses it is a matter of strengthening locally embedded economies and of increasing the diversity of the urban economic fabric through a reintegration of production functions. The common goal is to stabilize the social structure of the cities and, through a strengthening of local circular flows, to make urban economies more resilient to the turbulences of the global market and financial system.

(2) Locally Embedded Economies – Sources of Hope for Neighborhoods?

The persistent unemployment and its concentration in disadvantaged neighborhoods have led to renewed reflections on “local economies.” Against the background of an persistent unemployment and poverty in certain urban areas it appears to make sense – even under conditions of globalization – to ask whether and how the employment perspectives of people in such neighborhoods can be improved via the promotion of “local economies”. The firms of the “local economy” offer jobs, education and qualification opportunities for the neighborhood and hence

deliver an important contribution to social integration and socialization on the ground. With their production-, service- and welfare-offerings oriented predominantly towards everyday life, they shape the quality of the supply and urban culture of neighborhoods.

“Local economies” comprise a broad spectrum of “close-to-home” small and micro enterprises ranging from artisanal manufacturing and repair workshops, retail outlets, healthcare, gastronomy, and other sectors of social, domestic, and business-based services. The range of these enterprises also includes traditional craft and migrant businesses as well as alternative firms and solo entrepreneurs of the “new economy”. With the concept of the “local economy,” quite different socioeconomic phenomena are hence being identified, whose delimitation from “non-local” domains of the urban economy is scarcely possible. Indeed, it would be less misleading to speak of a locally anchored or locally embedded economy rather than of a – how ever defined – “local economy” (Läpple 2013).

There is no single coherent vision directing us the right way for strengthening locally embedded economies. What is essential is openness to all possibilities of local development strategies; the ability to detect and evaluate local potentials and an intelligent networking, underpinned by the development of projects which encourage innovation, stimulate learning processes, increase local socio-economic variety and open up options for action.

However, the decisive factor is a clear political commitment of the city to provide the necessary resources for these future investments. Locally embedded economies should not be left to market forces alone, or to traditional business development strategies. Successful support must focus on, and engage with, the social and cultural specificities of the various work environments embedded in the local economy. Simultaneously so-called crossover strategies will be of vital importance, i.e. interlocking divers policy fields by linking urban development, labour-market and economic strategies. For the stabilization of support, governance structures are necessary in the city district with committed “caretakers” who offer as far as possible outreach-based counseling and guidance “from one hand.”

A key issue is and remains the supply of affordable commercial spaces in the neighborhood. This can happen in ground floor areas in

the form of shop premises, in commercial courtyards or traditional workshops. Such locations with reasonable rents can offer start-ups and existing small and micro-enterprises the opportunity to build up new life perspective in their local surroundings. These demanding tasks of a support of locally embedded economies in disadvantaged neighborhoods require not only a political commitment but also the provision of resources. This can be viewed as investments in the future that yield a "city-dividend" over the medium term in terms of a strengthening of the social context and an economic revitalization.

(3) "Urban manufacturing" and the "Maker Movement" – Contributions to the City's "Next Economy"

American cities, which have been exponentially affected by the problems of a post-industrial economy, have also rediscovered the economic and social significance of manufacturing and material production. For several years there has been a wide-ranging discussion about the possibilities and prospects of "urban production" or "urban manufacturing". This new policy field is embedded in discussions about the development of the "next urban economy", which should no longer be driven by consumerism and debt, but by production and innovation. Examples of successful "urban production" include urban fashion and clothing networks in New York, the biotech businesses in Boston, and the food production in Los Angeles. They comprise a mix of small and medium-sized businesses which often rely on skilled craftsmen and are based on specific customer requirements and local demand.

Ron Shiffman with his research group (Shiffman et al. 2001) and Saskia Sassen (2006) have pointed out an important field of development in urban production: the role of urban manufacturers as "silent partners" in the creative industry. Here, the traditional relationship between material production and services is reversed: historically, production-based services developed according to the requirements of the manufacturing or processing industry; today, creative services are often the driving force. The cultural industry of the theatre or music theatre, for example, needs scenery and costumes. Television studios employ huge craft workshops, making high-precision equipment for HD television production. The product designers need qualified craftsmen to produce prototypes from

which to realise their designs.

The ecological turn and attempts to construct a post-fossil society also provide important stimuli and potential for the advance of urban manufacturing. In the USA, the "Urban Manufacturing Alliance" (cf. <http://urbanmfg.org/>) is a national initiative that uses best practice models to make acquired know-how more accessible within an increasingly wide circle of cities and neighbourhood groups. "Manufacturing may never occupy the dominant position it once had in our economy, but a healthy manufacturing sector will provide high-quality employment opportunities in the 21st century." (Byron/Mistry 2011) The future will look more to urban manufacture and less towards traditional large-scale industry: "... innovation and growth are more likely to come from small, urban manufacturing networks, whose locations and density enable them to respond rapidly to the changing needs of markets, whether local, regional, or global." (idem.)

Extremely interesting is the FabLab movement, a non-profit oriented makerhood movement which uses 3D printer technology and ensures their knowhow is freely available through open source initiatives on the net. At a time when everything seems to be dissolved in a virtual reality due to the triumph of digitalisation, the digital technology of the 3D printer (or "rapid prototyping") facilitates the return of material production to daily life. Fabrication Laboratories are networked mini fabrication facilities offering computer-controlled modelling and production tools essentially consisting of as laser cutters, milling machines, 3D printers etc. This mix of computer and mini factory turns out complete products to individual designs and, in future, should enable a decentralization of production to consumer locations. The motto of this open source and makerhood movement is: "the neighbourhood is our factory".

Although it is difficult to assess to what extend such euphoric visions are realistic, they nevertheless show a new sensibility combined with an interest in material production and a passion for materiality and making, not only among intellectuals and an internet avant-garde but also among neighbourhood groups and young people. This, combined with other changes, could well result in a movement that will bring production back to the city.

4. Perspectives of the productive city

I am convinced that there are good reasons to become seriously involved with new forms of material production in our cities. Modern industry and urban manufacturers offer a broad spectrum of skills and are not only city-compatible but also city-affine. It is worth thinking about new links and collaborations between services, industry, the creative economy, urban manufacturing, FabLabs, as well as local and immigrant economies.

Our “online society” still seems to devalue, or rather to disregard, the importance of the materiality of things. This myth must be vehemently opposed. As already pointed out, material production, also in industrial forms, remains an essential foundation for the city and for the diverse metabolic processes with nature. It is therefore essential to our future: developing a post-fossil economy in which urban production, urban farming and even cultivated building materials (cf. Hebel/Heisel 2017) could form a vital part of urban economy and our urban fabric.

In our cities, we are still confronted with the problematic tendency of a functional thinning out of urban spaces. Not least as a consequence of an urban renewal policy oriented primarily towards undisturbed housing and fluid traffic, more and more small and medium-sized firms in handcraft, urban manufacturing, traditional trade or migrant economy are pushed out of the urban fabric. Due to this development, many urban spaces have been reduced to mono-functional housing, consumption and entertainment. What is required is a resolute farewell to this “either-or” - world of post-war modernity. We have to engage ourselves with the difficult challenges of the complex “as well as”-reality of our cities and to strengthen them in their multiplicity and diversity and to accept their contradictory nature.

Only a multifaceted city is a good city. It is a complex mosaic of different working worlds, housing and family forms, lifestyles and incomes, and it must be open for the deployment of the most varied talents and gifts. In this perspective, we must further develop our urban working worlds so that they offer perspectives for integration to a heterogeneous urban society.

In search of the mixed city which integrates productive activities and generates new kinds of proximity by connecting the living and the producing EUROPA 14 has delivered remarkable concepts on all levels: on the level of the multifunctional building, the productive street, the productive neighborhood, the productive district as well as new forms of urban agriculture. The proposals of EUROPAN 14 also include interesting design tools and concepts empowering citizens to take grassroots participatory acts in the re-development of their neighborhoods and giving the citizens a voice in the search of the productive city.

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List of Figures:

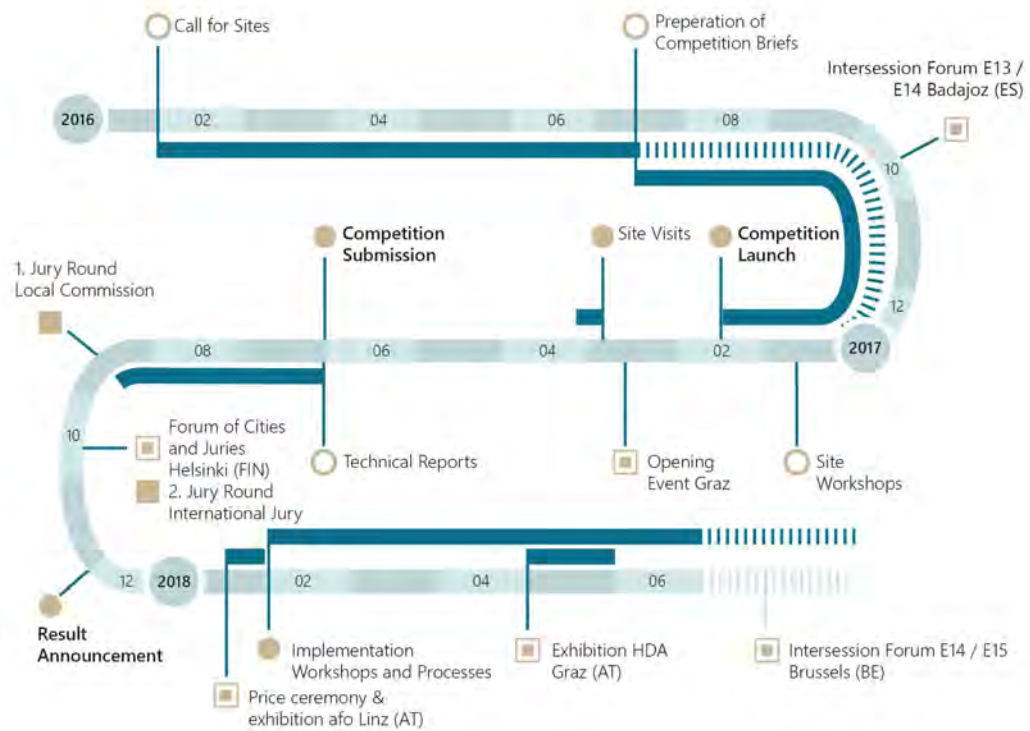
Fig.1: Adolf Bayer, 1948

Fig.2: Unkown, Source: <https://www.wittenstein.de/de-de/unternehmen/produktion-der-zukunft/urbane-produktion/>, Accessed: 07.08.2018

Fig.3: Unkown, Source: <https://news.adidas.com/US/Latest-News/-From-Robots-To-Your-Home--adidas--First-Speedfactory-Lands-In-Germany/s/f4d890b6-e38d-4a32-b20d-ebc9683972ec>, Accessed: 07.08.2018



TIMETABLE



TOPIC

During the last decades a lot of urban renewal has been taking place in Europe. Organizations like European have been promoting the idea of the mixed-city, and we could now say that the ideology of the mixed-city is generally shared.

But how mixed is this mixed-city actually? In many urban development projects of the post-industrial era, housing is the main program. We wisely add some office places and public amenities, but remain especially keen on stimulating bars, shops and restaurants because we want every new district to be a "genuine vibrant urban neighbourhood". Looking back at how we organized this wave of urban regeneration, we can see how we have systematically excluded one program: the productive economy. Every warehouse has become loft apartments, every industrial shed an arts or leisure centre, every brownfield a fresh residential neighbourhood. The productive economy has left the city to the periphery, whether it has settled in the outskirts of the same city or has moved to the other end of the world.

There is now in many European cities a spatial and social mismatch between living and working conditions. The city provides high-skilled professionals with many working possibilities while a large part of low-skilled workers live in the city with no work opportunity. This mismatch generates many problems with regard to economy, mobility and society. The urban renewal we have been developing under the auspices of the ideology of the mixed city is less mixed than what we pretend. Productive economy, manufacturing, maintenance and repair jobs... make part of city life as well. Our contemporary city is not a complete city.

Of course, we should not bring back steel factories to the city centre. But we are already welcoming all kinds of small-scale urban manufacturing. We are accommodating more and more of the new recycling industry within the city itself. We could systematically save some space in our programs for redevelopment areas for small and medium enterprises. We should avoid that the plumber who lives and repairs our houses in the city has to drive to the outskirts of the city

to find available storage space. Production should be encouraged in the city, be part of the fabric, be allowed to be seen, be connected to shared daily life, nurtured and celebrated.

What alternative methods and ideas can be envisaged to bring production to this new city concept? The challenge is to reinvent proactive proximities, close circular economies, new alternatives of co-production and eco-sharing.

Mixing living and working again could be a way to improve the process of hybridization between local and global economies, macro and micro strategies. By introducing the production within the city, we create new opportunities for recycling, social interactions and urbanity. The goal is a more sustainable city.

1- How to integrate some of the productive activities in the city –such as the production of food and energy, low skilled services, new industrial products – to enhance new relations between citizens? These activities could assist integration, confront gentrification, create new modes of learning and working How to take social embedment into account? How to involve the actors?

2- How to live in productive fields and how to produce in living environments?

How to manage the tensions emerging from the new relations between producing and living, such as the contamination affecting life quality?

3- How to integrate all the production cycles considering distribution, waste and consumption?

How to encourage a diversity of (shorter?) cycles, anchor them in local contexts (the last mile) and articulate them to a larger eco-scale?

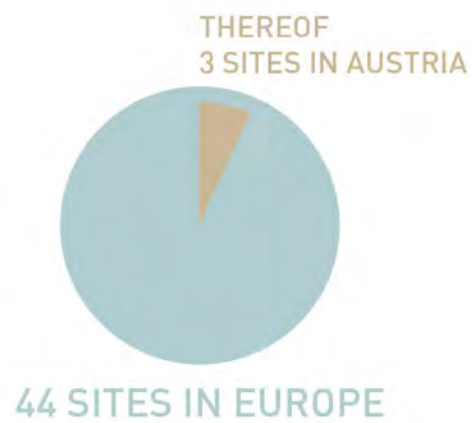
European 14 challenges the notion of separated entities and asks for new kinds of proximities living and producing.

EUROPAN 14 IN NUMBERS



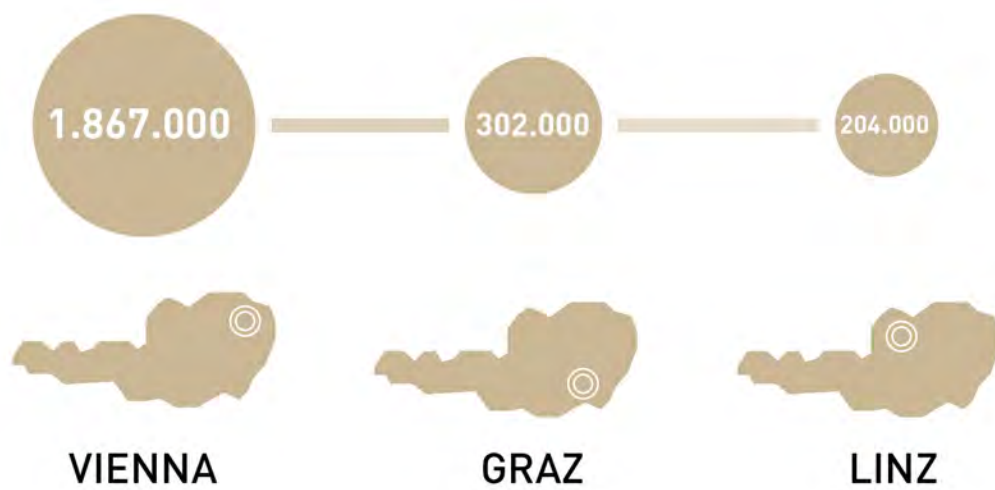
Number of Sites:

Among the European sites



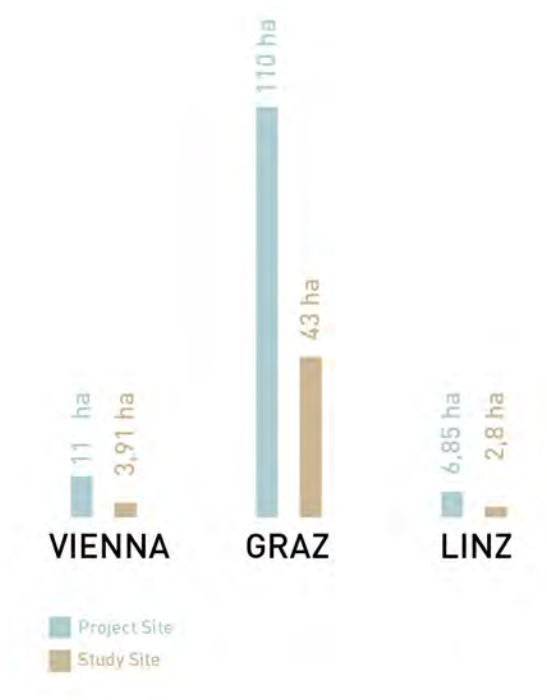
Population:

Among the Austrian sites



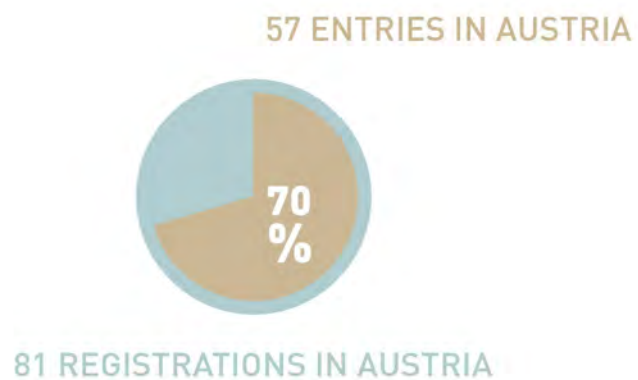
Project and Study Site Areas:

Among the Austrian sites.



Number of Participants:

Among the European and Austrian sites



Number of Participants:

Among the Austrian sites in detail

VIENNA

Registrations

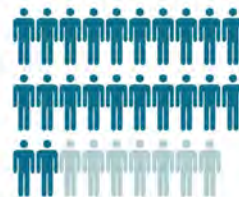
29

Entries

22

Rate (in %)

76



GRAZ

Registrations

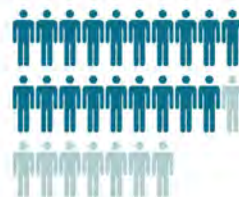
27

Entries

19

Rate (in %)

70



LINZ

Registrations

25

Entries

16

Rate (in %)

64



Number of Awards:

Among the European and Austrian sites



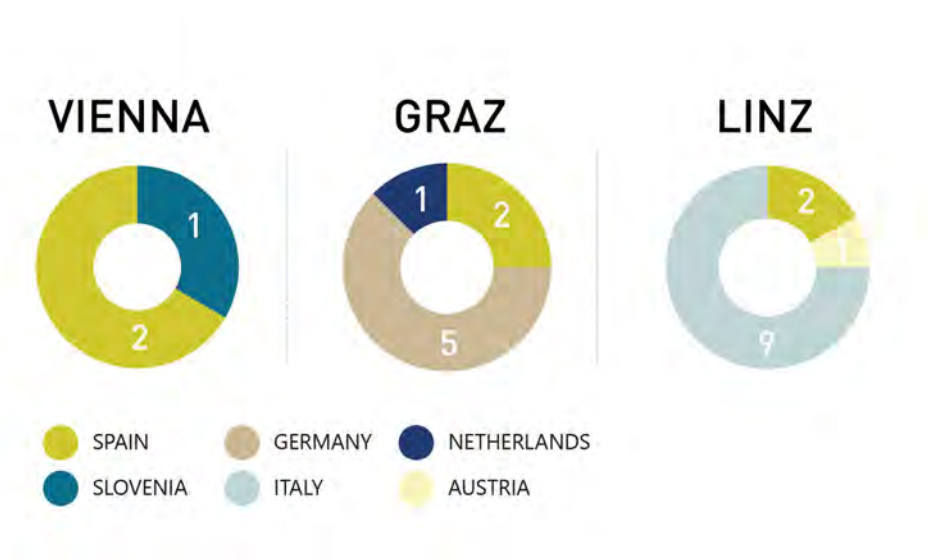
Nationalities:

Among the whole teams (representatives, associates and collaborators) on Austrian sites



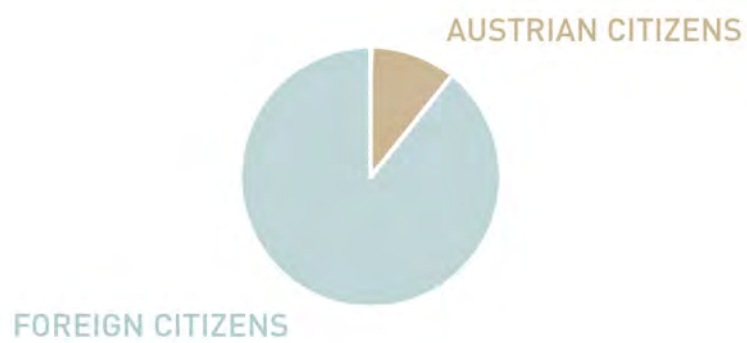
Awarded Teams:

Among the awarded teams (representatives and associates) on Austrian sites



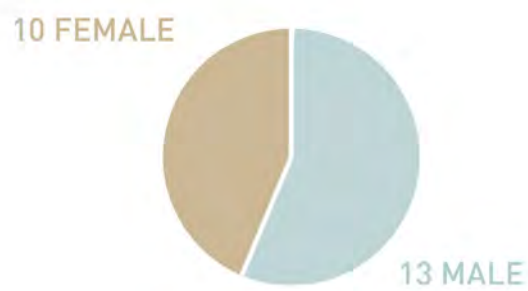
Foreign / Austrian citizens:

Among the team representatives and associates that have been awarded winner, runner-up, or special mention on Austrian sites



Gender:

Among the team representatives and associates that have been awarded winner, runner-up, or special mention on Austrian sites



SUB-TOPICS

FROM PRODUCTIVE AREA TO PRODUCTIVE CITY

What kind of Urbanity for the Logistics & Industrial Areas?

The contemporary city is divided between very active big box urbanism linked to all metropolitan networks and light industrial sites adjacent to city centres. They operate in isolation to their adjacent areas with mono-rhythmic uses.

The challenge is to inject new economies that would generate synergies between uses, but also porosities resulting into poly-rhythmic urban milieu. How to develop common shared spaces between users of diverse activities as well as with the inhabitants of the surrounding areas?

The main challenge is to create an “incentive environment”: the performance and character of the spatial setting shall support the city’s and developer’s promotion-strategy, attracting new businesses by new options for various kind of synergies. The links between different scales of production, technology and knowledge has been strongly developing. The site’s conditions are perfect for welcoming a synergetic cluster of different types of working-models, which promote interaction and sharing. The model of a business-park could be intensified in form of a micro-business-cluster, in which urban framework, typological intelligence, supportive monitoring and exceptional promotion can finally come together.

Sites related to this sub-topic:

Alta (NO); Amiens (FR); Amsterdam Papaverdriehoek (NL); Angers (FR); Bègles (FR); Grigny/Ris-Orangis (FR); Sud (FR); Hamburg (DE); Huy (BE); Kriens (CH); Lille (FR); Lillestrøm (NO); Toulouse (FR); **Vienna (AT)**

FROM CITY TO PRODUCTIVE CITY

How to Create Vibrant Productive Districts with Craftmen, Makers & Local Production?

Every city would like to be diversified. Yet standard approaches to create “vibrant communities” summon an imagery of housing, offices, cafés and restaurants. But, is that enough? Shouldn’t we also instil liveliness in an existing neighbourhood by fostering productive activities? Could this option also be viable in the case of bedroom communities? What does production mean for creative- and knowledge-based industries? What economic balance is necessary to retain productive activities as the area improves and prices rise?

Sites related to this sub-topic:

Alcoy (ES); Amsterdam H-Buurt (NL); Amsterdam Sluisbuurt (NL); Barcelona Canyelles (ES); Besançon (FR); Cuneo (IT); La Bazana (ES); Narvik (NO); Neu-Ulm (DE); Oulu (FI); Platja de Palma (ES); Zwickau (DE)

FROM FUNCTIONALIST INFRASTRUCTURE TO PRODUCTIVE CITY

How Can New Mobility Encourage Hybridization Between City & Production?

Infrastructures are crucial actors to introduce a dynamic economy in the city. All too often motorways, parking lots, intermodal areas act as gaps and reinforce urban fragmentation.

New city visions on a soft mobility model offer new opportunities to reconsider those infrastructures for adaptation. How can we make sure this leads to a more sustainable urban life and the hybridisation of programs including productive activities? How to reinforce infrastructures as a fertile ground for a productive city? Could downgraded roads become productive streets? Could obsolete parking areas turn into productive places? Could updated intermodal nodes generate productive hubs?

Which spatial strategies could arise from these scenarios?

Sites related to this sub-topic:

Amsterdam Piarccoplein (NL); Aurillac (FR); Évreux (FR); **Graz (AT)**; Helsinki (FI); Madrid - Plazas (ES); München Taufkirchen (DE); Tornio-Haparanda (FI/SE); Torrelavega (ES)

AND PRODUCTIVE AGAIN!

How to reintroduce the productive economy into new urban districts?

Many former industrial places in and around cities are now out of use. Buildings were left in a derelict state, activities have been moved or stopped, sites became brownfields. Obsolescence is the common feature of these sites and the future is uncertain. Mostly we dream of turning them into new vibrant urban quarters.

To avoid total gentrification as it has happened with many urban renewal projects in the past, we should try to put some productive activity in these sites again. These sites were once industrial and linked to the city. We believe there is a will for a truly mixed city, and a truly mixed city includes the productive economy.

Sites related to this sub-topic:

Amsterdam (NL); Guebwiller (FR); Karlskrona (SE); **Linz (AT)**; Pantin (FR); Šibenik (HR); Trelleborg (SE); Tubize (BE); Warszawa (PL)

INTRODUCING THE JURY

1. Jury Round: Local Commission

WIEN

Volkmar Pamer, MD21, Department of Urban District Planning and Land Use, City of Vienna

Johannes Ott, Investmentproducts Fundraising, Erste Group
Immorent AG, Vienna

Andrés Peña, Head of Quarter management Standpunkt Liesing,
Vienna

Georg Soyka, Architect, Partner at Soyka Silber Soyka Architekten,
Vienna

Martin Eisenschien, Architect, Head of MES Real Estate Services
GmbH, Vienna

E14 Jury Member

E14 Jury Member

GRAZ

Bernhard Inninger, Director of Urban Planning, City of Graz

Eva Maria Benedikt, Department of Urban Planning, City of Graz

Martin Zettel, Department of Urban Planning, City of Graz

Martin Zechner, Architect, Partner at Zechner & Zechner ZT GmbH,
Graz

Wolfgang Köck, Architect, Partner at Pentaplan, Graz

E14 Jury Member

E14 Jury Member

LINZ

Gunther Kolouch, Department of Urban Planning, City of Linz

Johannes Karner, Director of ÖBB-Real Estate Management GmbH

Claudia Nutz, Head of Department of Real Estate Development, ÖBB-
Real Estate Management GmbH

Max Nirnberger, Architect, Partner at X ARCHITEKTEN, Linz

Peter Sapp, Architect, Partner at Querkraft, Vienna

E14 Jury Member

E14 Jury Member

2. Jury Round: International Jury commission in Helsinki

Katrin Jaggi (CH)

Architect, independent expert in urban development, architecture and monument preservation, former chief architect of the City of Zurich, former member of the parliament of the Canton of Zurich, Zurich

Robert Hahn (AT)

Architect, developer, founder of Caelum Development, head of project development Bauträger Austria Immobilien, Vienna

Jens Metz (DE)

Architect, urbanist, director at Plattform Berlin, member of the technical committee of European, Berlin

Stéphanie Bru (FR)

Architect, partner at BRUTHER, Paris

Verena Mörkl (AT)

Architect and urban planner, partner at SUPERBLOCK, member of the architectural advisory board for subsidized housing of the Municipality, Vienna

Ute Schneider (DE)

Architect, urban planner, partner at KCAP Zurich, teaching at the University of Liechtenstein, member of the advisory board of Campus Mainz, Zurich

Dieter Läßle (DE)

Professor emeritus of international urban studies at the HafenCity University Hamburg, advisor and contributor of the "Urban Age Programme" of the London school of economics, member and co-chair of the scientific advisory board of the "Future Cities Laboratory" of the "Singapore-ETH Centre for Global Sustainability", co-initiator and executive member of „NesTown – New Ethiopian

Sustainable Town“ Ethiopia, award for urban culture of the architectural association (2007), Hamburg

Substitutes

Miriam Lišková (SK)

Architect, Winner E12 Wien Siemensäcker, Partner at SLLA Architects, Bratislava

Michal Sulo (SK)

Architect, Winner E12 Wien Siemensäcker, Partner at SLLA Architects, Bratislava



Katrin JAGGI [CH] - Robert HAHN [AT] - Jens METZ [DE]



Stéphanie BRU [FR] - Miriam LISKOVÁ [SK] - Ute SCHNEIDER [DE]



Dieter LÄPPLE [DE] - Verena MÖRKL [AT] - Michal SULO [SK]



European 14 Site
VIENNA

SITE DECLARATION AND TASK



© City of Vienna / E14 Vienna / Aerial View 01

VIENNA: EXPERIMENT AS METHOD - THE BIRTH OF INDUSTRIAL CITY LIESING!

QUICK FACTS:

Project Scales: Urban and architectural

Location: City of Wien, Liesing, Perfektastrasse

Population: 1,840,000 inhab.

Project Area: Strategic site 6.85 ha – Project site 2.8 ha

Architectural proposal and competition brief:

Site proposed by City of Wien and Site Developer

Actors involved City of Wien and Site Developer

Owners of the site: Erste Group Immorent

Post-competition phase: Follow-up-step towards archiectecural implementation

Team representatives: Architect, urban planner

DETAILED INFORMATION:

How can the site contribute to the productive city?

Liesing is unique: not only as a district with 3 European implementations (E7, E8 and E10), but also because of its durable and successful efforts: Liesing systematically promotes a new industrial-city, introducing landscape, public space and innovative synergy of uses in midst Vienna's largest industrial district. The project site itself is exceptional: just a 3-minute-walk from the subway stop.

Exceptional is also the ambition: The city and the site developer want to initiate together a pilot project of mixed businesses, which shall exploit potential synergies in a new setting of inventive typologies. Exceptional is finally the background of innovation: a programmatic masterplan and an experimental case-study have prepared a perfect ground for European, taking the next step towards architectural implementation.

City Strategy

Facing its high growth of inhabitants Wien has been developing an ambitious plan to preserve, support and promote productive working places in the city. The Industrial Area Liesing is the city's largest productive area with more than 7,000 working places. Since 2011 a neighbourhood management scheme has been supporting the area's development, aiming at unique options for synergies between businesses, supportive infrastructure, ambitious newcomers, and, above all, the development of an „industrial city“: the integration of sustainable mobility, public spaces and new types of buildings shall create new synergies between low-rise production and stacked forms of productive businesses with a higher density of workplaces. European shall be the pilot for this ambition.

Site Definition

Being located directly at Perfektastraße, just 3 minutes from the subway stop, the site profits from a triple advantage: first, excellent accessibility, as well for heavy traffic (trucks) as for soft mobility (pedestrians, bikes, subway stop); second, extraordinary ambition, as

well from part of the city as from the site-developer, making the site a pilot to promote the idea of the industrial city; third, a unique history, integrating the site in the largest industrial area, hosting a large amount of innovative companies. Existing buildings and uses on site partly could be integrated in the new development, transforming the low-rise setting of shed-buildings into a new configuration of types, stacking and clustering uses. The unattractive use of outdoor space as pure storage and manipulation-area shall be reconsidered.



© City of Vienna / E14 Vienna / Aerial View 02

How is Production Considered in the Urban Diversity Program?

Instead of mixing industry with housing, it is about a „magical mix“ of businesses: to mix different forms of production, education and services that could especially profit from exchanging knowledge, synergy of skills and facilities for work and recreation. A step-by-step strategy shall consider how to replace, or partly integrate the existing buildings.

The main challenge is to create an „incentive environment“: the performance and character of the spatial setting shall support the city's and developer's promotion-strategy, attracting new businesses by new options for various kind of synergies. The links between different scales of production, technology and knowledge has been

strongly developing. The site's conditions are perfect for welcoming a synergetic cluster of different types of working-models, which promote interaction and sharing. The model of a business-park could be intensified in form of a micro-business-cluster, in which urban framework, typological intelligence, supportive monitoring and exceptional promotion can finally come together. Following the strategic-master-concept Standpunkt Liesing and the case-study Lab-Liesing, European is the third cornerstone of a gradually concretizing implementation plan. As such, European shall deliver an urban-architectural strategy, which creates a spatial framework -a receptive figure- for Wien's extraordinary ambitions, giving birth to Productive City Liesing.



E14 Vienna / Site 01



E14 Vienna / Site 02



E14 Vienna / Site 03



E14 Vienna / Site 04

3 L'S FOR LIESING | WINNER

TEAM

Representativ

Vincent Iborra Pallarés (ES) - architect

Associates:

Iván Capdevila Castellanos (ES) - architect

Contributors

Jorge Luís Socorro Batista (ES) - architect

Marina Bonet Bueno (ES) - student in architecture

Alberto Carbonell Crespí (ES) - student in architecture

Riccardo Galandrini (IT) - civil engineers-architect

Agustín Morazzoni (AR) - student in architecture

Based In

Alicante - SPAIN

Contact

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to@playstudio.es



Team Portrait © playstudio

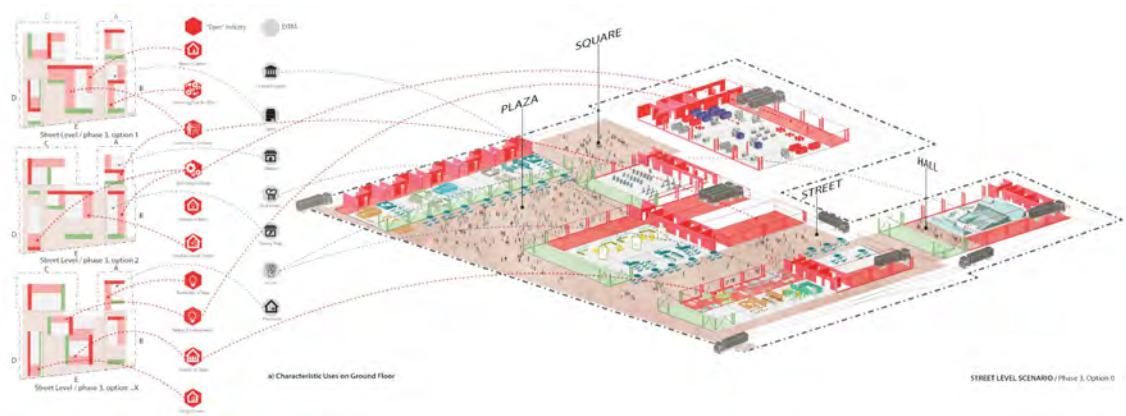
WHAT DOES YOUR PROJECT CHALLENGE?

The project's main challenge is to conceive Liesing as the LAB to test a new identity capable of catalyzing a process of urban renewal that realizes the new paradigms of industry 4.0 in which ideation, design, production and leisure occur in the same urban space.

And this identity should not only symbolize but also build new values associated with a cleaner, more efficient and intelligent industry and with a more educated and aware society. Just as Nina Rappaport wonders whether vertical factories can again represent sustainable solutions for future self-sufficient cities, we share the idea that „reinventing the factory has the potential to engage the public in the cycles of making, consuming, and recycling needed to create a self-sufficient city.“

„Instead of proposing a finished design, the project is conceived as a flexible system. It's conceptual code provides a high potential for the industrial zone of Liesing. The project is considered to be the new branding for the industry zone and therefore acts as a Flagship project for the whole area, meeting the desires of the developer and the city.“

(jury's comment)



EUROPAN 14 Austria | Vienna
| 3L's for Liesing - Winner | Floorplan |



EUROPAN 14 Austria | Vienna
| 3L's for Liesing - Winner | Masterplan |



EUROPAN 14 Austria | Vienna
| 3L's for Liesing - Winner | Impression |

POTENT-IAL | RUNNER-UP

TEAM

Representativ:

Blaž Babnik Romaniuk (SLO) - architect

Contributors

Rok Staudacher (SLO) - student in architecture

Mojca MLINAR (SLO) - student in architecture

Dominik Košak (SLO) - student in architecture

Katja Saje (SLO) -architect

Based In

Ljubljana - SLOVENIA

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www.obratdoo.si



Team Portrait © Obrat d.o.o.

WHAT DOES YOUR PROJECT CHALLENGE?

The low financial value of land for production uses (in comparison e.g. to housing) is preventing Industrial Area Liesing to develop fully. The main goal of the proposal is to determine, how the financial and

functional appeal of IAL could be increased for all companies. The changes in IAL should follow these urban/architectural measures to start off the development: improvement of efficiency through shared use of resources at an urban level; strengthening integration of all stakeholders, facilities and capacities to promote synergy; increasing density and diversity of uses through new building typology to improve sharing potential. The proposal seeks to challenge the notions that productive areas cannot be dense, attractive and facilitating diverse and also contrary range of activities.

„The project tries to create common synergies between the different programmatic elements, not only on the site, but within the entire industry zone of Liesing. This strategic linkage of scales is highly appreciated and is considered to have the capacity to change the quality of the whole area in the long term.“

(jury's comment)

EUROPAN 14 Austria | Vienna
| potent-IAL - Runner-up | Impression |

AGORA XXIII | SHORTLISTED

TEAM

Representativ

Wolfgang Gruber (AUT) - architect

Associates

Denise Ehrhardt (AUT) - architect urbanist

Based In

Bad Dürnberg - AUSTRIA

Contact

wolfgang-gruber@hotmail.com

den.ehrhardt@gmail.com



Team Portrait © Wolfgang Gruber, Denise Erhardt

WHAT DOES YOUR PROJECT CHALLENGE?

The main challenge of *Industrial City Liesing* is to establish a cluster of businesses that is building a new industrial network complex with the aim to benefit from shared infrastructure and informal exchange of knowledge. To achieve this strategic goal, the proposed design offers a clearly defined urban hub with a high density of people and

uses as well as attractive open spaces where social, commercial and knowledge exchange can take place. The Agora concentrates social infrastructure and services for employees and business-partners of the entire commercial area and is framed by high density buildings offering a rich spectrum of flexible work-scapes. To enable social interaction from day one, special emphasis is placed on the development in different phases incorporating the existing structure.

„In creating an agora - alluding to the ancient Greek marketplace - the project intends to create a new, industrialized, urban center for Liesing. This would clearly interrupt the encrusted pattern of the Perfekta Boulevard. [...] The jury appreciates the basic stance of a central plaza with surrounding buildings, which is considered as a translation of the productive courtyard, aiming for high flexibility and easy movement and, additionally, acts as a representative space.“

(jury's comment)



EUROPAN 14 Austria | Vienna
| agora XXIII - Shortlisted | Masterplan |



EUROPAN 14 Austria | Vienna
| agora XXIII - Shortlisted | Floorplan |



EUROPAN 14 Austria | Vienna
| agora XXIII - Shortlisted | Impression |

JUST GAUSS | SHORTLISTED

TEAM

Representativ

Katerina Psegiannaki (GR) - architect

Associates

Jose Manuel Lopez Ujaque (ES) - architect

Francisco Antonio Garcia Triviño (ES) - architect

Contributors

Sofia Clemente López (ES) - student in architecture

Francesca Ragusa (IT) - student in architecture

Tamara López Blanco (ES) - student in architecture

Margarita Donaire Galiano (ES) - student in architecture

Based In

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Team Portrait © KUNE office

WHAT DOES YOUR PROJECT CHALLENGE?

The proposal responds to important changes suffered by industrial

typologies, consequence of the size diversity that ,4.0 Industry' demands. In this new kind of industry, data are the most intangible aspects and play an important role. One way to visualize and measure the growing heterogeneity of data is the ,Gauss bell', a curve that leads us towards a gentle coexistence between small and large scale, individual and collective solutions, vertical and horizontal shapes. Therefore, the proposed typology decides to acquire this formal condition. Not as a final and immutable design, but as a generative one capable of reacting to certain context. This shape finds no problem in stacking up different spaces and, as consequence of a silhouette that gets narrower, allows light entrance between buildings and public spaces.

„The project envisions the Gauss curve as a gentle, protective co-existence between big and small standards, individual and collective solutions, vertical and horizontal forms. [...] The jury considers the exploration of the “productive city” theme, as well as the ability to create identity, as valuable contributions. The scheme for the Gauss-style silhouette creates a recognizable image and is appreciated as a unique selling point for the site.”

(jury's comment)



EUROPAN 14 Austria | Vienna
| JUST GAUSS - Shortlisted | Impression |

PRODUCTIVE VILLAS | SHORTLISTED

TEAM

Representativ

Tomas Tokarcik (SK) - architect

Associates

Martin Jancok (SK) - architect

Michal Kontsek (SK) - architect

Michal Janak (SK) - architect

Based In

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Team Portrait © totalstudio

WHAT DOES YOUR PROJECT CHALLENGE?

Our project is driven by a strong belief in the city as a collective and shared domain.

At the same time the aim is not to overwrite the current condition of the area with a new one, rather adopt it and evolve while gaining new qualities. It is a strategy, an attitude towards the future of the post-industrial landscape, proposing a set of direct spatial principles. A set of five new buildings offers a wide range of work-spaces of various

size, depth and proportions (from micro–units to large scale halls). Together the villas also offer a variety of collective and shared spaces (parterre, balconies, loggias, corridors, patios, and roof gardens). Each of the new buildings is based on a plinth. The typical loading platform thus becomes a podium that serves as a public interface.

„The project proposes a setting containing five structures - productive villas that together form a mechanical and social condenser. [...] Both the conceptual approach toward monumentalizing the structures (five temples floating on top of an asphalt base), as well as the critical approach toward the theme of public space in an industrial zone are perceived as intriguing and estimable.“

(jury's comment)

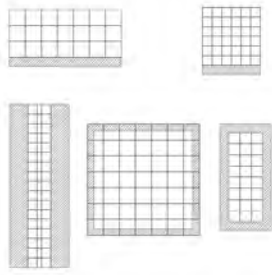


fig. 1



fig. 2

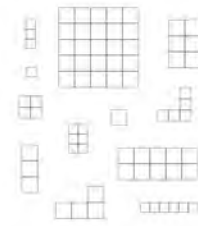


fig. 3

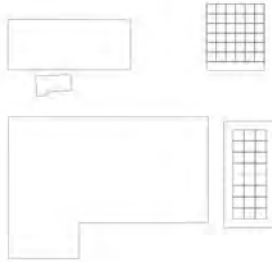


fig. 4

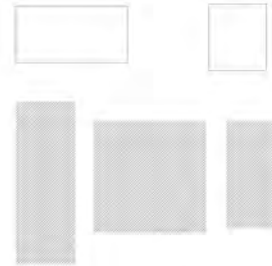


fig. 5

Productive Villa - Machine (fig. 3)

A set of five new buildings is deployed to offer a wide range of work spaces of various size, depth and proportions (from micro-units to large scale halls). Additional floors can be added in parts with appropriate length of the ceiling. Flexibility and adaptability is constant of utmost importance.

Productive Villa - Social Condenser (fig. 2)

Together the villas offer a variety of collective and shared spaces (patios, balconies, logias, corridors, patios, and roof gardens).

Strategy of a Plinth (fig. 1)

The central idea of the spatial organization is to provide each of the new buildings with a plinth. A typical loading platform thus becomes a podium that serves as a public interface. Pedestrians are elevated from the busy traffic of the ground level where a constant mix of simultaneous and unorganized flows is enacted.

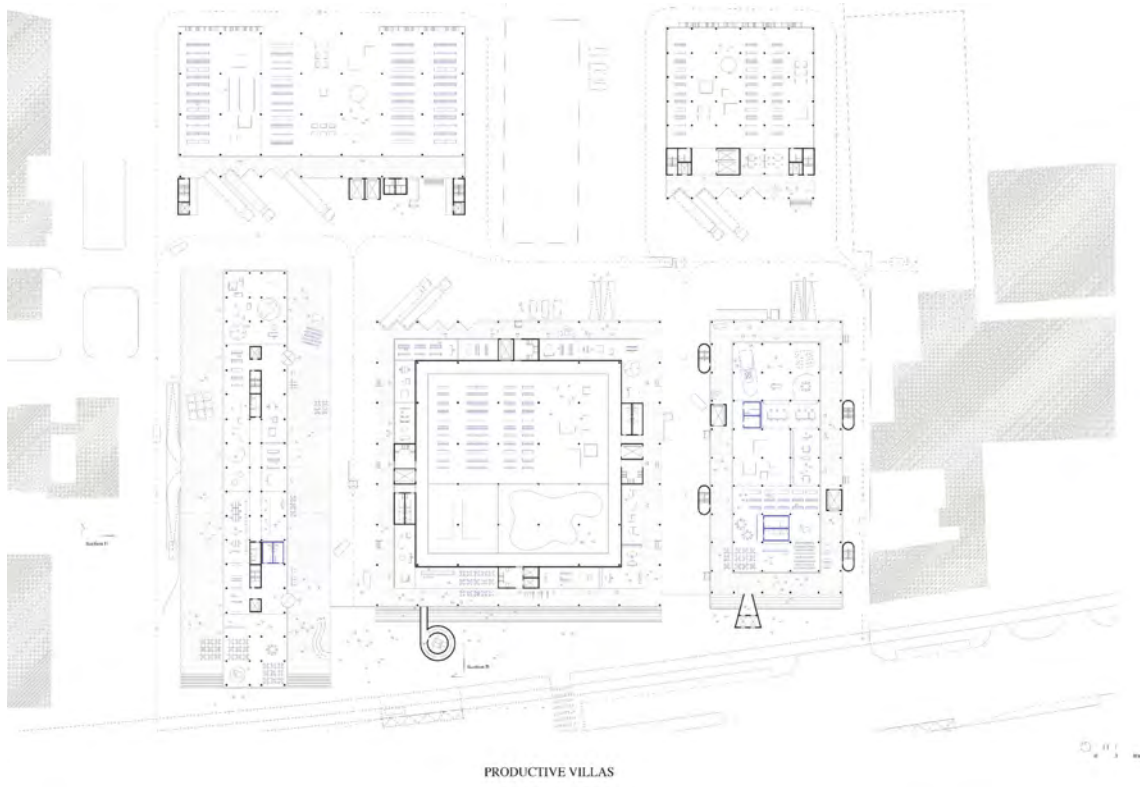
Placing (fig. 4)

Each building requires a specific spatial potential and performs as an autonomous entity - they work independently while the project becomes stronger and more diverse with every new building.

Parking (fig. 5)

Three of the buildings (B, D, E) maintain parking capacities for the whole area in form of a garage floor partly sunk below the ground. Not all of the spaces have to be necessarily used as a garage. Part of it could be used as a storage space.

EUROPAN 14 Austria | Vienna | Productive Villas - Shortlisted Project | Concept |



EUROPAN 14 Austria | Wien
 | Productive Villas - Shortlisted Project | Floorplan |



EUROPAN 14 Austria | Wien
 | Productive Villas - Shortlisted Project | Impression |



European 14 Site **GRAZ**

SITE DECLARATION AND TASK



© City of Graz / E14 Graz / Aerial View 01

GRAZ: A CASE STUDY FOR AN EXTRAORDINARY STRIP!

QUICK FACTS:

Project Scales: Urban and architectural

Location: Kärntner Straße, Graz

Population: 320,000 inhab.

Project Area: Strategic site 110 ha – Project site 43 ha

Architectural proposal and competition brief:

Site proposed by: City of Graz

Actors involved: City of Graz

Owners of the site: City of Graz / Department of Urban Development

Post-competition phase: Urban masterplan and design guide for public space / pilot scheme for other access roads

Team representatives: Architect, landscape architect, urban planner

DETAILED INFORMATION:

How can the site contribute to the productive city?

Kärntner Straße might be the most extreme and at the same time most typical example for suburban access roads all over Europe: its street front is a fascinating amalgam of radically converted single-family houses turned into car sellers or brothels, and suburban boxes featuring home-depot-markets, coffee shops, restaurants and playrooms - all dedicated to a productive strip with an array of lights and signs. Yet, the productive crust, which forms the street front layer, hides a huge housing carpet in the back. Characteristically, between these two developments there is an absolute lack of relationship. Establishing new transversal connections would link the territorial economy of the street to a local level, creating new potentials of productive programs at the crossing point of a supra-regional and a local urbanity.

City Strategy

Kärntner Straße is one of the most frequented, most visible, yet most neglected urban spaces in the city of Graz, strongly defining the first impression and therefore the identity of the city. By specific modes of densification, programming and landscaping, the city of Graz, partner of European 14, aims at upgrading Kärntner Straße into an urban boulevard in order to provide a better living environment for visitors, locals and workers alike. Instead of a project with fixed and rigid outlines, the City of Graz calls for a vision for Kärntner Straße based on a strategic masterplan that may be applied flexibly. The winning proposal shall broadly be published, promoting Kärntner Straße as a new role model for access roads in order to trigger future activities and investments. Moreover, the winning team will be commissioned with an urban masterplan and design guide for public space for Kärntner Straße, serving as a pilot scheme for other access roads.

Site Definition

Kärntner Straße is regarded to be the access road with the biggest dynamic and highest potential for transformation in Graz, as its explicit suburban character doesn't meet at all with the requirements of an urban, inner city street that Kärntner Straße has become in the past 50 years. Connecting the city centre with regional as well as supra-regional destinations like Carinthia (Kärnten), the street has successively been incorporated in the municipal area with today over 5 kilometres running inner-city, mostly leading through small scale housing developments that along Kärntner Straße have radically transformed into hybrid structures due to the strong influence of heavy traffic. Because of the disproportional strong population growth of Graz in the past 10 years, the incentives of the European project could trigger an investment boom that could be initiated along Kärntner Straße which will push major transformations within the next years.



© City of Graz / E14 Graz / Aerial view 02

How is Production Considered in the Urban Diversity Program?

The transformation of Kärntner Straße has been causing strong contrasts between the hybrid street front - featuring a bizarre universe of extensive programs like car dealers, medical trade, night clubs, tattoo studios etc. - and the remaining small scale housing developments in the back. The non-communication between these two areas is characteristic. Beyond, the burden of heavy traffic has led

to devastated public spaces and abandoned buildings. Yet, the hybrid building structure of Kärntner can hardly meet new challenges, neither regarding the provision of appropriate qualities for its own development, nor to solve the situation of non-communication with adjacent residential areas.

Hence, the challenge is to enrich the structure of existing economies by involving the cut-off residential areas into the programs along the strip. By introducing a transversal link between the productive strip and the housing developments in the back, new forms of mobility, additional forms of production and new demands on the quality of buildings and public space shall be provoked. The unique link between excellent car-access and a sustainable soft mobility network in the residential area could trigger a broader bandwidth of production including various services, local supply, manufacturing and leisure facilities.



E14 Graz / Site View 01



E14 Graz / Site View 02



E14 Graz / Site View 03



E14 Graz / Site View 04

UNFOLDING THE FAN | WINNER

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Team Portrait © studiod3r

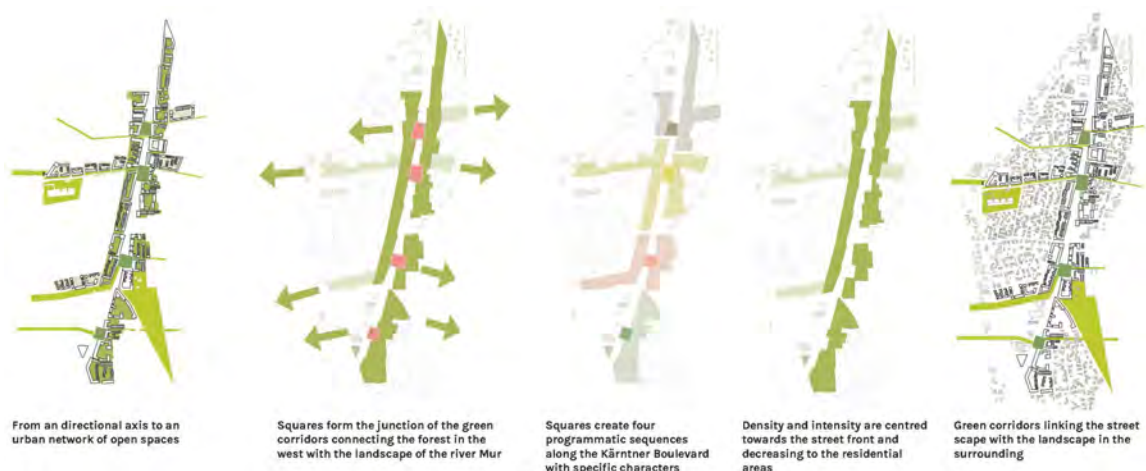
WHAT DOES YOUR PROJECT CHALLENGE?

Unfolding the Fan proposes developing the linear street into an open space network linking the element of the street in the depth with the surrounding landscape, from the hills to the river landscape. The linearity of the streetscape is subdivided through green corridors permeating the Kärntnerstreet, creating four different sequences with specific characters. Dense closed building typologies frame the streetscape. The fanlike arrangement creates a rhythm of the street and breaks it down to human scale. Urban housing typologies are mediating between the backbone of the street and the residential area behind. It proposes a set of possible urban typologies to

relocate the existing programmatic structure along the street in order to preserve the actual urban mix of small-scale economies.

„The project addresses three main issues: lateral connections, the identification of different sequences and the pooling of plots. The proposal is highly acknowledged for looking at a broader scale and connecting the Kärntner Straße with transversal links to the broader periphery. Thereby, the proposal aims to create new centralities both on the main street and in the intersecting streets.“

(jury's comment)



EUROPAN 14 Austria | Graz
| Unfolding the Fan - Kärntner Boulevard - Winning Project | Concept |



EUROPAN 14 Austria | Graz
 | Unfolding the Fan - Kärntner Boulevard - Winning Project | Masterplan |



EUROPAN 14 Austria | Graz
 | unfolding the Fan - Kärntner Boulevard - Winning Project | Impression|

BACKYARD FORWARD! | SPECIAL MENTION

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WHAT DOES YOUR PROJECT CHALLENGE?

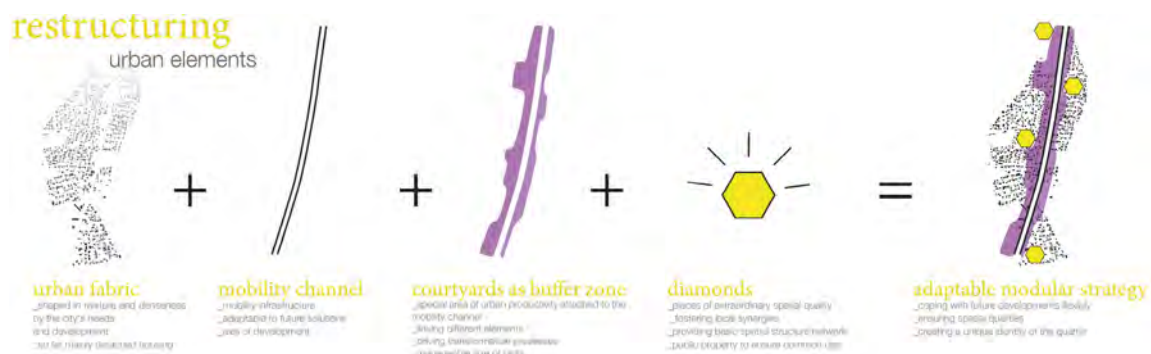
"Backyard forward" is based on a broad conception of urban productivity. This comprises more than light and heavy industry and material output. It defines itself as the product of a city's emergent processes – the surplus a city delivers beyond pure self-sufficiency. The traditional typology of the backyard is interpreted in a new way and mediates between different morphologies – detached

housing in the second row and Kärntner Strasse. It also accommodates different typologies which again attract a wide range of uses. The common yard area promotes exchange, communication and creates its own identity.

The stable framework is completed by public facilities and places which accompany the new multi-modal mobility channel of Kärntner Strasse and serve as backbone for a longterm transformation process.

„The jury acknowledges the approach of turning a courtyard typology into an innovative common ground with a tight network of heterogeneous programs, resulting in a resilient and flexible concept. The project manages to integrate vivid socially active and productive units at a reasonable scale inside the urban fabric of the Kärntner Straße.“

(jury's comment)



EUROPAN 14 Austria | Graz
| Backyard Forward - Special Mention | Concept |



EUROPAN 14 Austria | Graz
| Backyard Forward - Special Mention | Masterplan |



EUROPAN 14 Austria | Graz
| Backyard Forward - Special Mention | Impression |

THE COLLABORATIVE MILE | SHORTLISTED

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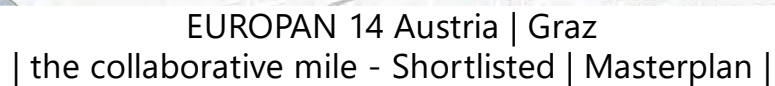
WHAT DOES YOUR PROJECT CHALLENGE?

Our challenge consists in turning Kärntner Straße, an ordinary access road to the city, into The Collaborative Mile, a well-defined district with specific features (physical, relational and intangible) based on the principles of sharing:

- > resource sharing (taking advantage from opportunities and resources of the different actors that operate on the territory)
- > knowledge sharing (creating incubators to facilitate short circuiting between ideas and different skills)
- > economy sharing (resulting from new productive models - grouping production, services, research and training-, and generated by the new demand posed by new inhabitants)
- > transformative capacity sharing (only collaborating and combining resources and goals a transformation that responds to an overall image will be possible).

„The project envisions a culture of sharing on social, cultural and economic realms. It acknowledges the role of the individual and fosters collaboration by a set of strategic guidelines and typologies whose implementation is curated by an agency accompanying the transformation of Kärntner Straße. [...] The jury acknowledges the high quality of both the procedural and topological approach that

(jury's comment)





EUROPAN 14 Austria | Graz
| the collaborative mile - Shortlisted | Impression |

GOOD MORNING CITY! | SPECIAL MENTION

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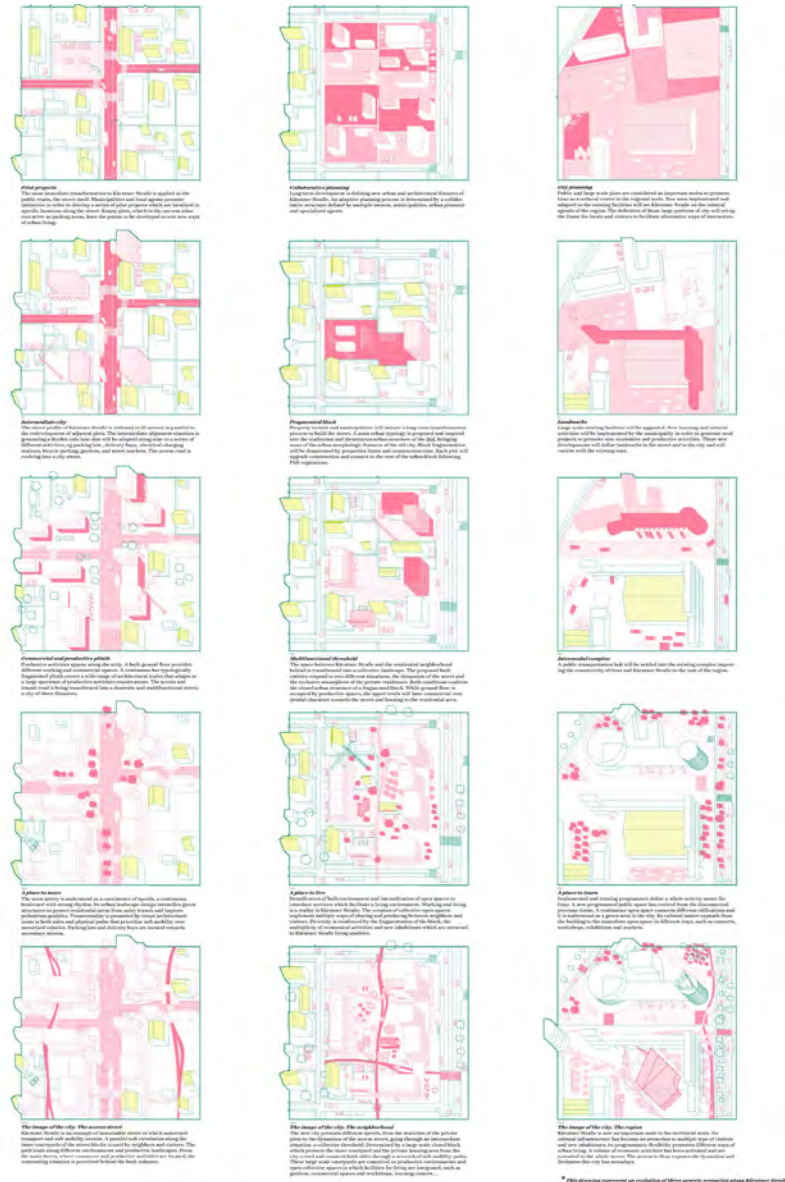
WHAT DOES YOUR PROJECT CHALLENGE?

Good Morning City! is based on transitions in space, motion and time. The project incorporates incremental, spatial limits and thresholds from street to room. Experience is generated through distinct degrees of speed, destinations and subjective interests. Good Morning City! is not based on a final image; the qualities of the neighbourhood are embedded along intermediate stages of change and development. We intend to unify working and living conditions by means of progressive development in which intensification of build environment is key to generate an alternative entry to Graz. The

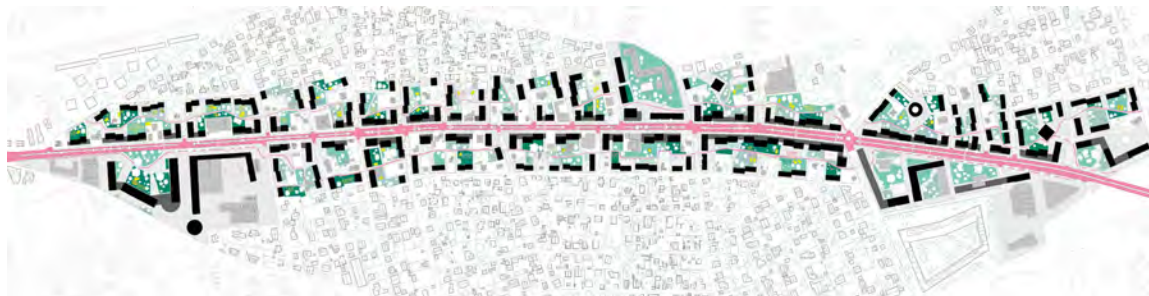
productive city is not understood as a programmatic attempt but rooted within the process of urbanization itself.

„The clear phasing and the detailed time-related development of exemplary situations (street profile, courtyard typology, landmarks) of this project is viewed highly positive by the jury. The elaborated scenarios confirm a realistic step-by-step implementation of the proposal and proof the resilient quality of the concept.“

(jury's comment)



EUROPAN 14 Austria | Graz | Good morning City! - Special Mention | Implementation Phases |



EUROPAN 14 Austria | Graz | Good morning City! - Special Mention | Masterplan |



EUROPAN 14 Austria | Graz
| Good morning City! - Special Mention | Impression |

BETWEEN THE LINES | SHORTLISTED

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Team Portrait © hicetnunc

WHAT DOES YOUR PROJECT CHALLENGE?

The project challenges the dichotomy between productive spaces and the cities. Through a flexible strategy, able to adapt to the different scenarios of an unpredictable future, is possible to create a sustainable, dense, various and productive boulevard, with a strong identity. A new concept of city, where the productive spaces are parts of the city itself. Forming a dynamic and capillary system with a high social impact, mixing leisure, residential, commercial and productive spaces.

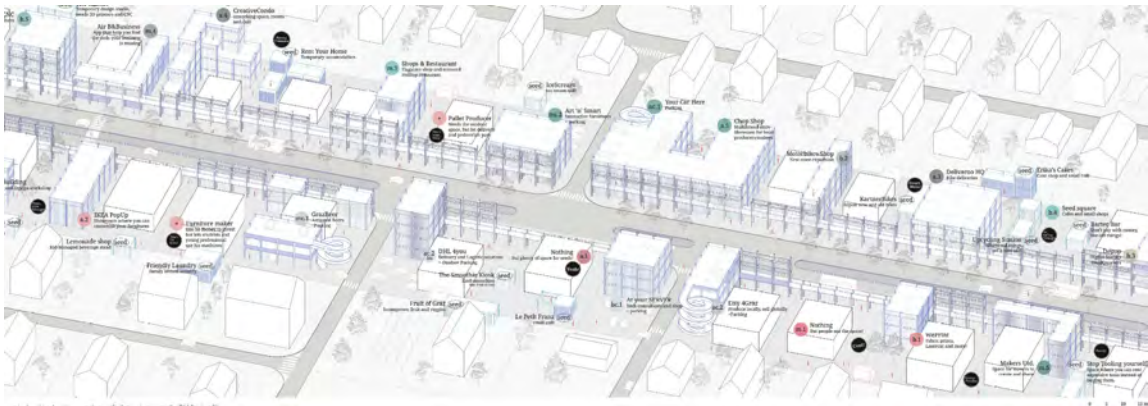
A project that is not a finished product, but a strong vision. Made of few modular elements capable to adapt to the changing needs of the city and its inhabitants. A project that will grow with the contribution of the whole community, driven by the citizen's ideas, supported by public and private investments.

„The project envisions an inhabitable spatial grid structure placed onto a continuous public ground, developing from the street front of Kärntner Straße and proliferating into residential areas. Thus, an aesthetically clearly defined, but permeable street front is created that evolves into more informal inhabitable structures in second row.“

(jury's comment)



EUROPAN 14 Austria | Graz
| between the lines - Shortlisted | Masterplan |



EUROPAN 14 Austria | Graz
| between the lines - Shortlisted | Axonometry |



EUROPAN 14 Austria | Graz
| between the lines - Shortlisted | Impression |



European 14 Site
LINZ

SITE DECLARATION AND TASK



© City of Linz / E14 Linz / Aerial view 01

LINZ: MAIN STATION - PRODUCTIVE HUB!

QUICK FACTS:

Project Scales - Urban and architectural

Location: Wiener Straße, Linz

Population: 204,000 inhab.

Project Area: Strategic site 110 ha – Project site 3.91 ha

Architectural proposal and competition brief:

Site proposed by ÖBB (Austrian Railways) and the City of Linz

Actors involved: ÖBB (Austrian Railways) and the City of Linz

Owners of the site: ÖBB (Austrian Railways)

Post-competition phase: Strategic urban concept as a base for further development steps

Team representatives: Architect, urban planner

DETAILED INFORMATION:

How can the site contribute to the productive city?

Exploiting the site's potential as a future link between the historical core and Linz-South will considerably change the identity and performance of the whole main-station area. Combining high accessibility with a productive mix of uses in dialogue with the station's potential will multiply the site's role as a future North-South-connector.

The site is already productive –with workshops to maintain and update railway carriages. But it operates as a monofunctional enclave, reinforcing the station's barrier-effect. The owner, the ÖBB (Austrian Federal Railways), intends to move the existing production outside the city in order to develop an urban neighbourhood with mixed uses. A key challenge is to integrate new forms of productive economies, preserving the site as a place for work and production to keep productive jobs within the city.

City strategy

The transformation and integration of industrial enclaves into the urban fabric is a main strategy for inner-city growth. To reach a higher level of permeability along infrastructural barriers contributes to the reduction of isolated and disadvantaged areas, enabling exchange between adjacent neighbourhoods. A special goal is to decrease the barrier effect of the main station, providing better North-South connections for pedestrians in order to interrelate the administrative and cultural districts nearby and to establish an attractive route towards the centre. To the South as well as to the East the site will have to start a communication with the existing mixed used perimeter block neighbourhoods.

Site definition

With a size of 38,000 sqm, at the edge between the inner city and the district of Bulgariplatz, the site has the enormous capacity to re-orientate the main station, making it a "bridge" between North and South. Being limited by the railway lines (North-West) and the

production zone of the ÖBB-Technical Service (South-West), the main access is situated along Wienerstrasse (North-East), providing a tramline that runs underground in this area ("mini-subway"). The tramway stop on the site's South-West-corner has the highest frequency of public transport passengers in Linz! An internal road (access from Wiener Straße) divides the site into a Northern and Southern zone. Workshops and warehouses, holding different technical functions (relocation intended), and a rundown living tower occupy the North, whereas the Southern zone is mainly vacant (first phase of implementation).



© City of Linz / E14 Linz / Aerial view 02

How is Production Considered in the Urban Diversity Program?

The project has to create an attractive high-density development with a high degree of mix, facing the challenge of considerable noise and strong barriers. Therefore, the way of distributing programs in dialogue with a special configuration of intelligent typologies is key for a successful new neighbourhood.

Due to the environmental attributes the Northern part of the site shall be dedicated to productive economies where all variations of urban forms of craft could be implemented in coexistence with a regional headquarter of the ÖBB. First step will be to frame innovative concepts and to evoke programmatic synergies with the

neighbouring functions, especially with the railway/station-infrastructures and the existing production units. New spatial typologies and strategies for integration of inventive urban formats of production should be sketched. Highly adaptable structures should inspire for various combinations and dimensions of manufacturing workspaces, allowing to transform over time, as well as to open towards the outside, especially in the area of the ground floor where the programs should be directly linked to public space. In the Southern area, different forms of commercial programs and new facilities for shopping along the Wiener Straße shall be developed. Housing shall be integrated only to a certain extent, considering the special location (programme, contamination).



E14 Linz / Site view 01



E14 Linz / Site view 02



E14 Linz / Site view 03



E14 Linz / Site view 04

FABLINZ | RUNNER-UP

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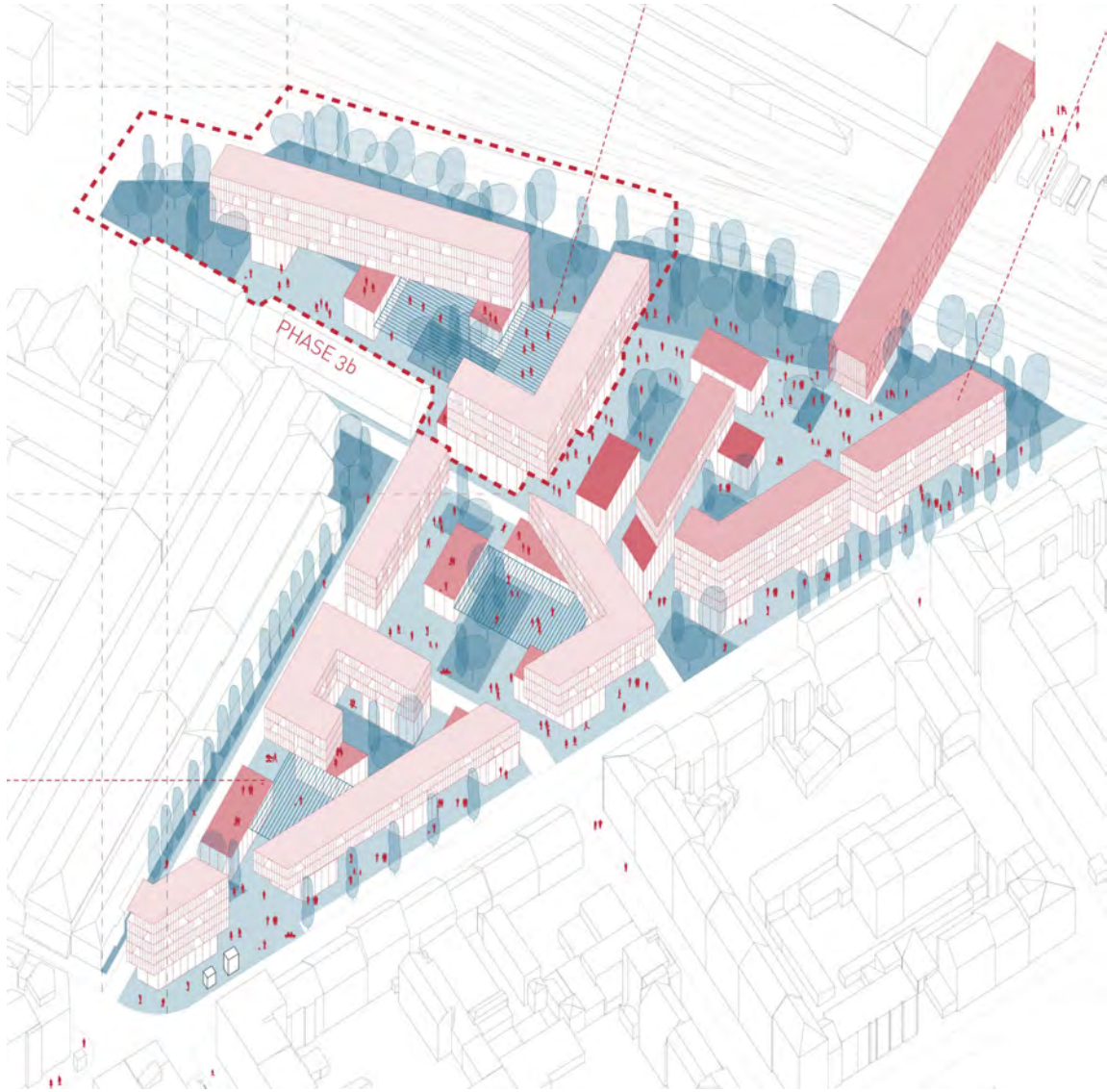
WHAT DOES YOUR PROJECT CHALLENGE?

FABLINZ is an innovation ecosystem. The new quarter will establish relationships between stakeholders at different scales and spanning across sectors. It is meant to be governed by a not-for-profit body which will implement the “Commons of Production”, a vision of shared knowledge and know-how, where the major players in the

local and regional manufacturing and research panorama can meet grass-root enterprises, SMEs and local skills. The urban morphology of the project reflects this vision. Taking inspiration from the surrounding fabric, FABLINZ offers a re-engineered version of the productive block, with a richer variety of spaces and opportunities for interaction. Housing, offices and retail seamlessly integrate productive activities and complete the on-site mix of uses.

„This project has a strong, but also very challenging strategic concept of the co-existence of various regional and local actors. The approach to urban development is based on perimeter block development; a mixture of work/workshop and housing is derived from it and reinterpreted. Being divided into individual sections, the block structure begins to open up and dissolve into individual building parts. This creates an open urban field with intriguing consequences for the space.“

(jury's comment)



EUROPAN 14 Austria | Linz
| FABLINZ - Runner-Up | Impression |

ROCK THE BLOCK | RUNNER-UP

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Team Portrait © Spaziozero Atelier

WHAT DOES YOUR PROJECT CHALLENGE?

The proposal aims to connect the inner city of Linz with the southern districts through a new vibrant neighborhood which will introduce productive, commercial, residential activities as well as cultural and social services in three transformation stages.

The idea of productive city has been intended as a way to explore

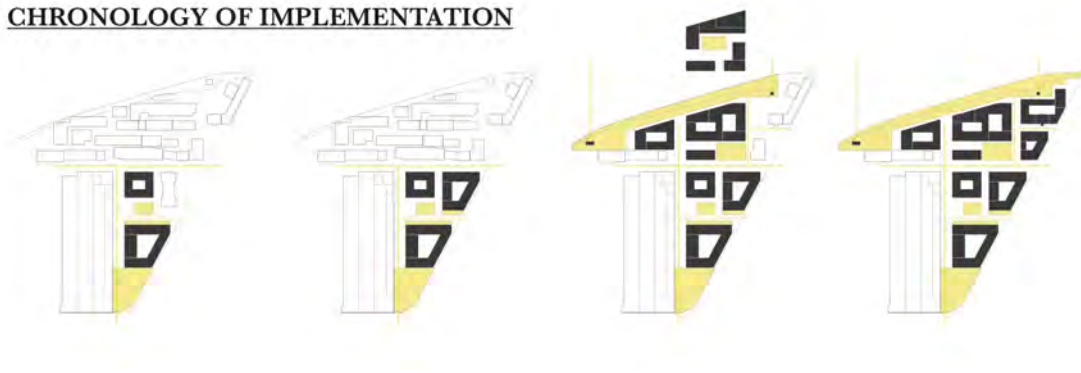
different typological combination and spatial configuration rather than to foresee a specific and fix programmatic definition.

Is it possible, therefore, to define a spatial configuration able to deal with complex and unpredictable programs? Can production, residential and commercial spaces coexist in one single building? Which type of public spaces a productive city needs? The project strives to give an answer to these questions through a framework plan that will act as the base for the future urban transformations.

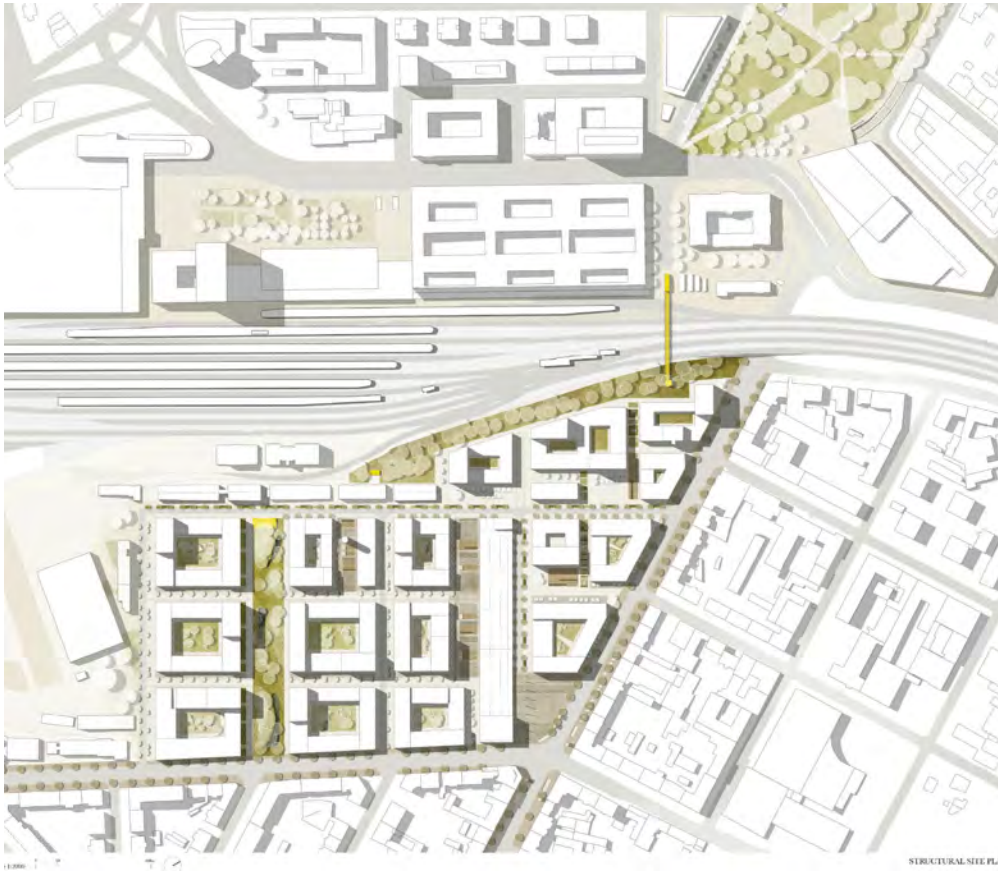
„The proposal blends into the existing context and is clearly readable. The fact of integrating remnants from the former industrial site into the new urban plan is considered as positive. The various public spaces are well proportioned and aerate the orthogonal grid. The jury appreciates the proposed block structures as a flexible urban system that works well with different uses.“

(jury's comment)

CHRONOLOGY OF IMPLEMENTATION



EUROPAN 14 Austria | Linz
| Rock the Block - Runner-Up | Implementation Phases |



EUROPAN 14 Austria | Linz
| Rock the Block - Runner-Up | Masterplan |



EUROPAN 14 Austria | Linz
| Rock the Block - Runner-Up | Impression |

PROLINZ PRODUCTIONS UNLIMITED | RUNNER-UP

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WHAT DOES YOUR PROJECT CHALLENGE?

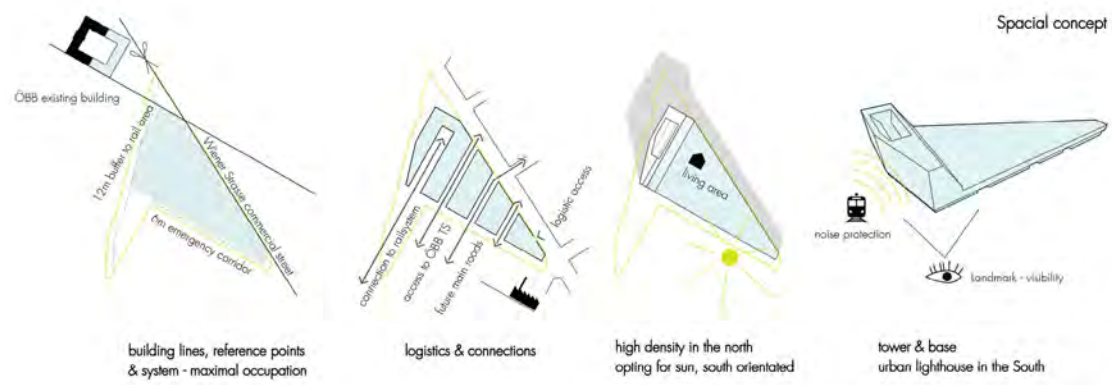
Our solution is based on building up a very robust and flexible active ground floor to enable various work and production scenarios like urban factories, labs, logistic spaces and showrooms. In addition to that, we are creating very diverse residential typologies to invite people of different backgrounds and with different needs to live in

the same neighborhood. All combined in a dense and singular structure. Our main goal is to create interlinkage between previously separated functions, neighborhoods and therefore people. Creating interlinkage means for us to create spaces which allow for overlapping, connection, exchange and diversity and thereby triggering productivity within the city.

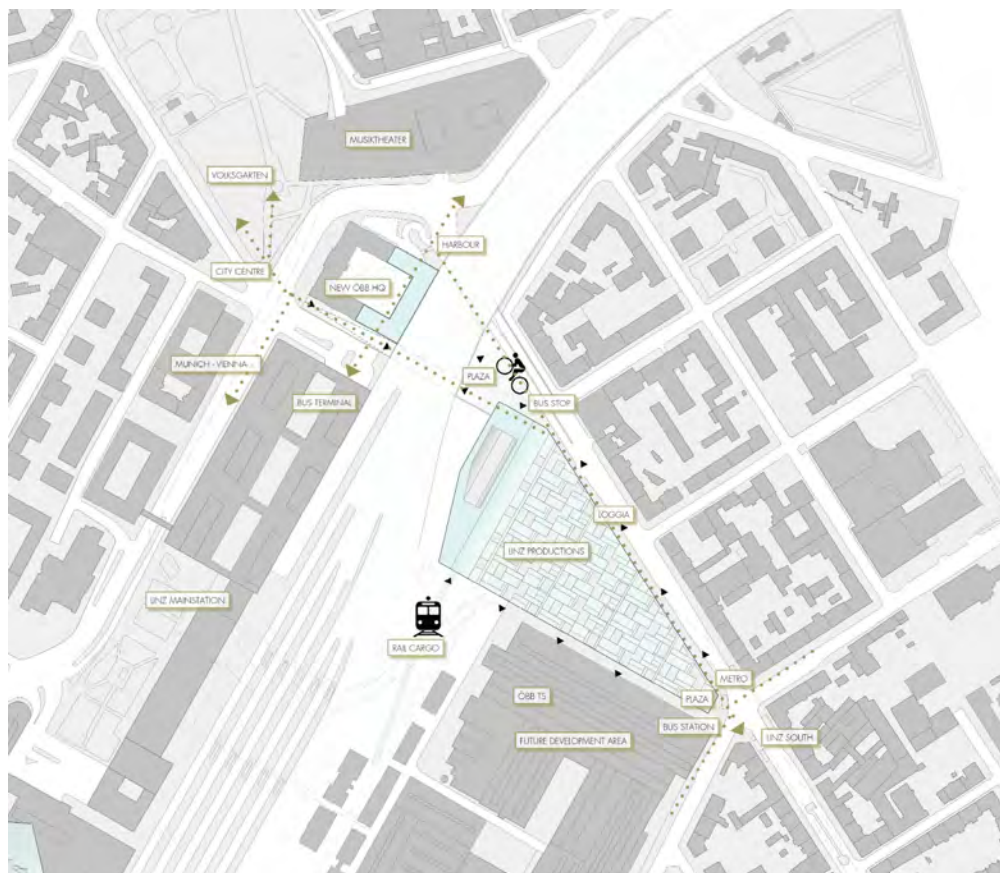
PROlinz is an adaptable and raw building structure which provides a framework for future development and changes.

„PROLinz is a single large building, consisting of a tower and a base that seem to incorporate all layers of a productive city into a single structure. The carpet-like megastructure covers the whole site following a clear division of vertical zoning (active, productive ground floor and small residential patio-structures above). This idea of directly overlapping of production and living is regarded as highly interesting by the jury.“

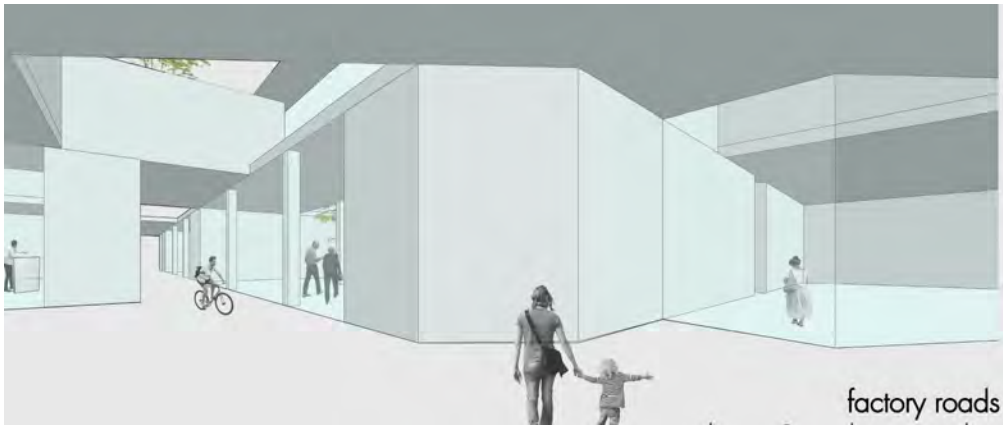
(jury's comment)



EUROPAN 14 Austria | Linz
| PROlinz Productions Unlimited - Runner-Up | Concept |



EUROPAN 14 Austria | Linz
| PROlinz Productions Unlimited - Runner-Up | Masterplan |



EUROPAN 14 Austria | Linz
| PROLinz Productions Unlimited - Runner-Up | Impression |

MATFACTORY 4.0 | SHORTLISTED

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Team Portrait © mydearquitectos

WHAT DOES YOUR PROJECT CHALLENGE?

The proposal envisages a multifunctional hub that rescues the memory of Linz's industrial heritage through a high-density low-rise solution. The new 'mat-building' integrates different programs with complex spatial and visual relationships, questioning the traditional concept of urban zoning. The system's growing rules allow gradual

densification according to financial availability. Conceived as a polyvalent support, it combines disparate productive realities without losing its legibility in time. Introducing the 'green' at different scales increases the environmental quality of the ensemble and the user's consciousness on sustainability; at the same time, it creates a network of focal points for (in)formal encounters that aims at interweaving leisure and work in a fluid spatial reality.

„On the one hand, the project stands for the further development of the industrial character of the site by reinterpreting the hall and using it on a smaller scale as a separate type, independent of its function. On the other hand, it makes use of the concept of mat-buildings, marked by architectural history, to define buildings that are based on a certain pattern or framework, within which dynamic processes and structural changes can take place.“

(jury's comment)



EUROPAN 14 Austria | Linz
| MATFACTORY 4.0 - Shortlisted | Masterplan |



EUROPAN 14 Austria | Linz
| MATFACTORY 4.0 - Shortlisted | Masterplan |



EUROPAN 14 Austria | Linz
| MATFACTORY 4.0 - Shortlisted | Impression |

PASSING THROUGH | SHORTLISTED

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WHAT DOES YOUR PROJECT CHALLENGE?

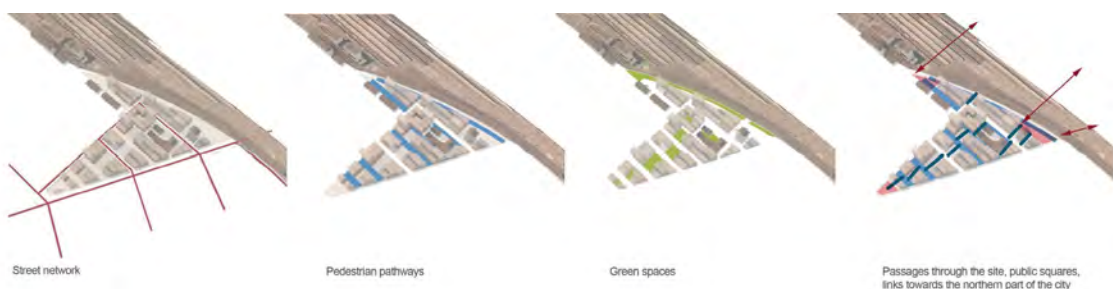
The project aims to open the site and link it to the different areas around, by means of an urban structure alternating pedestrian circulation spaces and built structures, with flexible plots, mixed uses, various open spaces and strong urban identity.

Mixity and flexibility are key figures of the productive city, therefore the project proposes an attractive and active city environment with a mix of different functions such as retail, services, housing, offices, productions spaces and leisure spaces, with flexible urban grid and

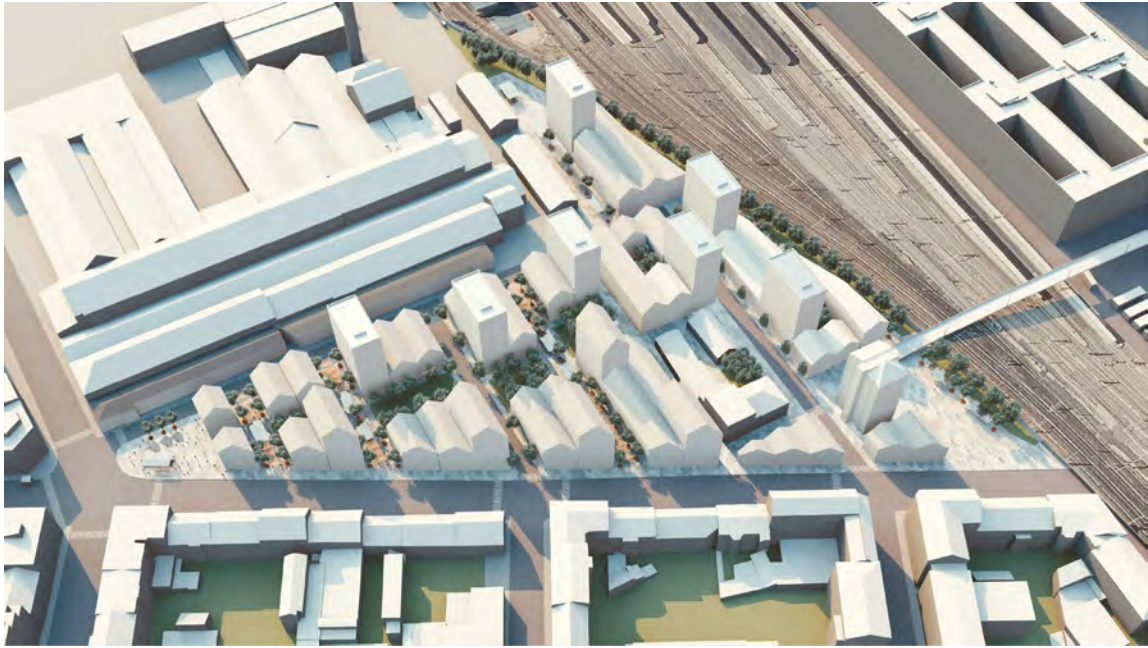
building structures, adaptable to different functions and uses over time. The iconic image with a strong visual identity addresses the history of this site, using its memory in a meaningful way, and transforming the site into a living and productive neighbourhood.

„At the forefront of this project is the attempt to open up the area. The good east-west and north-south connections, as well as the development of the public spaces in the south toward the Unionkreuzung and the north toward the railroad, along with the offset green spaces running south to north, are judged to be successful.“

(jury's comment)



EUROPAN 14 Austria | Linz
| PASSING THROUGH - Shortlisted | Concept |



EUROPAN 14 Austria | Linz
 | PASSING THROUGH - Shortlisted | Masterplan |



VIEW FROM WIENER STRAßE

EUROPAN 14 Austria | Linz
 | PASSING THROUGH - Shortlisted | Impression |



TIMETABLE

EUROPAN 15 CALENDER

2018	Apr - Jul	Call for Sites
	Jul - Dec	Preparation of Competition Briefs
	Nov	Intersessions-Forum E14/ E15 in Brussels
2019	Jan	Site Workshops
	Jan	Finalising the Competition Briefs
	Jan/Feb	Competition Launch
	Mar/Apr	Site Visits + Opening Event
	End of Jun	Competition Submission
	Jul/Aug	Technical Reports
	Sep	1. Jury Round – Local Comission - Preselection
	Nov	Forum of Cities and Juries
	Nov	2. Jury Round - International Jury - Final Selection
	Dec	Result Announcement
2020	Jan/Mar	Price Ceremony & Exhibition of the Results
	Jan - Jun	Initiation of Implementation Processes with Impulse Workshops
	Sep/Oct	Intersessions-Forum E15/ E16

TOPIC

“PRODUCTIVES CITIES 2: Resources – Mobilities – Social Equity”

The European 15 topic extends the one for European 14 –“Productive Cities”, which is a complex and crucial one in the contemporary mutation of European cities.

This session, European would like to particularly focus on the issue of the ecological transition related to a vision of the productive city for the future. The ecological productive transition needs to consider synergies –rather than a dualist idea– between ecosystems, between biotopes and artefacts, between functions and uses, between citizens... Create synergies between these elements is another way to think and make the city in order to anticipate and to make the urban authorities more aware of their responsibilities towards the environment and life.

European 15 therefore proposes to point out 3 issues for this challenge on new productive conditions of transformation: Resources, Mobility and Spatial Equity.

- 1.Resources – How to minimize consumption and resource contamination (water, air, soil, energy...)? How to share resources? How to imagine social and technical innovations on this subject?**
- 2.Mobility – How to integrate mobility and accessibility into the productive territories?**
- 3.Equity – How can spatial equity contribute to social equity? How to connect the social and the spatial? How to create a productive balance between territories, between urban & rural, between the rich and the poor?**

These 3 categories –Resources, Mobility and Spatial Equity– can be declined on 3 scales: territorial, middle and micro.

- 1.The territorial scale –XL– corresponds to the larger scale, even beyond the city in certain cases (inter-cities or rural) from the mutation of uses and practices. For European, this means developing, after the competition, strategic studies on larger scales that allow the city to have a guide for urban development.**
- 2.The middle scale –L– is the one of the district or a strategic urban fragment. This type of sites leads to the development of the rewarded ideas into urban projects in which the teams can also develop a smaller part.**
- 3.The micro-scale –S– is the small scale, on which projects as urban architecture can develop and resonate on a larger scale. It is also the scale of fast production, smaller interventions, sometimes even temporary.**

The challenge is therefore to look for a diversity of sites proposing to reconsider the connection – based on synergies– between city and productive spaces, within these 3 issues and on these 3 scales.

ÖBB & EUROSPAN
AN IDEAL PARTNERSHIP

FOREWORD

BY JOHANNES KARNER

ÖBB has a large stock of properties that can be used for new purposes due to the reduction of railway space. These are primarily former freight stations or areas around existing stations. Together with the municipalities concerned, we are carrying out the rezoning with a view to ensuring that these areas are used for high-quality purposes. Our advantages are location, mostly in the centre of cities, and accessibility. Railway stations have developed into local transport hubs, i.e. interfaces between the railways and local and regional traffic. These locations are therefore ideal for large office buildings, hotels, residential buildings and small businesses.

The urban development models are developed in architectural competitions. We have been working with EUROPAN for years on project developments in the federal provinces. It is to be welcomed that young planners from all over Europe who draw their experience from an international network are participating in the international architecture competitions. They introduce innovative new approaches that contribute to revitalising and upgrading our sites.



© ÖBB-Immobilienmanagement GmbH / Johannes Karner

Johannes Karner

Managing Director of ÖBB-Immobilienmanagement GmbH

THE ÖBB - A PRODUCTIVE PARTNER FOR EUROPAN

BY BERND VLAY

I would like to begin with the construction of an interesting parallel derived from my personal experience as EUROPAN general secretary. In 2001, I spoke with the ÖBB about participating in the competition EUROPAN7. At that time, it involved the area of the Nordwestbahnhof in Vienna – the ÖBB were interested, but the partnership did not materialize. EUROPAN was not well-established as an urban planning platform at that time, its reputation as an innovation-oriented process geared towards the up-and-coming young generation of architects was still primarily associated with the development of living concepts. However, just then, EUROPAN was in the process of reorientation, which aimed to establish the urban scale or the urban development issue as an integral part of the competition. Thus, the housing question was embedded in a wider context. In the noughties (2000-2009) EUROPAN expanded its competence as an open development platform for urban projects. At the same time, ÖBB-Real Estate entered the spotlight with spectacular conversion projects, such as the Main Railway Station in Vienna. These projects continued in the 10s and are still ongoing. Due to their non-subdivided size - the entire area in the hands of one developer - and their central location, they are certainly the strongest engines of urban renewal: the development areas of the Nordbahnhof and the Nordwestbahnhof Station in Vienna, exceed the total development area of Seestadt Aspern!

However, it took more than 10 years until I was able to win the ÖBB over for our first partnership as part of EUROPAN12 in 2013. Significantly, it was not the ÖBB but the city of Amstetten that reached out to EUROPAN. Amstetten sees in the development of the area around their main station a unique opportunity for a profound structural urban renewal. Since the municipality had already initiated a successful urban development within the framework of EUROPAN8, Amstetten's building director Manfred Heigl was convinced that the innovative and open format of EUROPAN was the most promising for the area around the main station as well. This time we were able to

get the ÖBB on board - not least because EUROPAN was now well-established in urban planning and had the necessary know-how.

EUROPAN12 in Amstetten has initiated a partnership that is exceptionally productive and constantly exciting. This partnership could also be described as the era of three main station projects: EUROPAN12 in Amstetten followed by EUROPAN13 with the area west of the main station of Graz and lastly EUROPAN14 with the area south of the main station in Linz. Graz and Linz are characterized by a quasi mirrored task - the bridge from the inner to the 'outer' station side. Amstetten is also a project of bridge-building between inner and outer city however in contrast to Graz and Linz the area of this bridge is as large as the entire historic city centre, which impressively demonstrates the potential of renewal.

The partnership between EUROPAN and the ÖBB is always exciting, as could already have been read, because the tasks address fundamental questions of future urban development. All three projects form the basis for future zoning and development plans. They therefore set the course for future architectural projects, which are followed by a multi-stage implementation process, in the early phases of which spatial planning and urban planning issues dominate. This requires not only strategic understanding of urban development and utilization processes, but above all solidarity, loyalty and enduring commitment on the part of all stakeholders involved. EUROPAN12 in Amstetten has already undergone a perennial implementation process in close dialogue between the award-winning team, the city and the ÖBB. Even today it is not possible to determine precisely when the concrete architectural planning can begin. Graz and Linz are also currently working on the implementation of the zoning and development planning. In particular EUROPAN is curious to see how the extraordinary commitment of the involved players will evolve with the future developers (who are not yet determined) when they replace the ÖBB as building developers. In any case, after this transfer, EUROPAN will continue to support the implementation process with all means at our disposal so that the urban heritage of our ambitious partnership can be incorporated into the concrete spaces of architecture.



Bernd Vlay

former General Secretary / acting President of EUROPAN Austria / member of the Scientific Committee of EUROPAN Europe

INTERVIEW

CLAUDIA NUTZ

EUROPAN's potential from the point of view of ÖBB

As the examples in the brochure show, the properties are outstanding both in their urban development dimension and in their often inner-city location, and require more holistic, comprehensive and far-sighted view consideration.

The nature of EUROPAN therefore fits this question very well: The goal is not the quick solution, but the deep solution. EUROPAN calls on people to think openly and innovatively about issues. The main topics (Amstetten and Graz as adaptable cities, Linz as a productive city) provide the framework, but do not constrict it. For the ÖBB as a property owner, it was always possible to ask specific and concrete questions about the respective locations.

Although the format is used internationally, the trick is to generate tailor-made solutions for the participants. The risk of looking after inexperienced participants with such large tasks is minimised with established experts who oversee the entire process and thus also the actual projects. This expertise is also clearly an added value of EUROPAN. The active involvement in EUROPAN and its forums was therefore also actively used as a training programme for employees.

Ultimately, however, it is about the feasibility of the projects. Putting the prizewinners in touch with local offices has proved to be particularly successful. By making a sensitive selection, this result is a win-win situation for everyone involved.



Claudia Nutz

former Head of Building and Property Management

AMSTETTEN EUROPAN12



© B-L-A-U / From left to right: Ramón Bernabé, Tomáš Labanc

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B-L-A-U is an international design and research office focusing on architecture and urbanism. The studio, founded in 2012 in Shanghai and currently based in Barcelona, is led by two partners – Ramón Bernabé and Tomáš Labanc. B-L-A-U consists of a multidisciplinary team of creative professionals from different backgrounds and nationalities to adapt to the ever-globalising world. Based on extraordinary design, B-L-A-U projects have received numerous awards in international competitions and have been widely published and exhibited.

What impact has European12 had on your everyday life?

EUROPAN12 Amstetten was one of the first competitions we participated in. Winning the competition gave us the motivation and the resources to start our independent career. We have already been involved in the masterplan design development together with the ÖBB and the City of Amstetten for 4 years.

EUROPAN Amstetten has had a very positive impact on our everyday life by allowing us to be part of an exciting process and a productive professional experience.

THREE QUESTIONS TO THE TEAMS

1. To what extent has the topic of the railway area influenced your decision to choose the location?

The strong relationship between architecture and infrastructure that is suggested by the site in Amstetten is of great interest to us. Our cities are expanding and renewing their urban structure and territorial connections. We live in a more connected world and the proximity to the railway system is not seen as a weakness any longer but as an opportunity.

Amstetten's geographical position and strong connectivity by railway with the surrounding cities of Vienna, St.Pölten and Linz made us think about the potential of Amstetten in a wider context of interconnected cities, where territorial boundaries between cities are blurred leading to a more collaborative use of space and dynamic flow of people between them.



© City of Amstetten / E12 Amstetten / Areal view

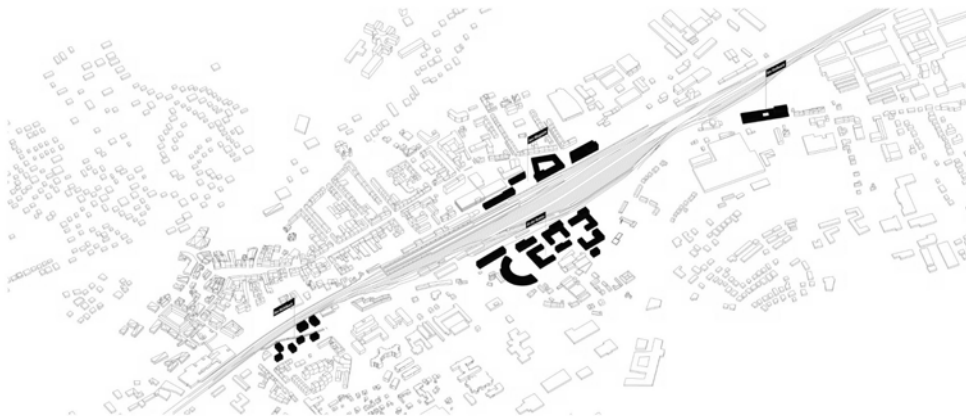


© City of Amstetten / E12 Amstetten / figure ground plan

2. How did you respond to the challenge of the site?

Our urban planning proposal consists of 4 new development areas along the rail tracks of Amstetten and aims to go further by becoming an opportunity to rethink the city structure and its regional role in the future.

We proposed different urban configurations for each site that respond to specific conditions of its typological and programmatic arrangement, finding the connection to the rail tracks and creating mixed-use urban areas surrounded by active public space.



© B-L-A-U, Unveil Creative



© B-L-A-U, Unveil Creative

3. What were your expectations of the competition and the implementation process?

Before participating, we already knew of EUROPAN's reputation promoting young architects and great urban planning projects across Europe through architectural competitions. We found the competition information very well-organised and the jury selection attractive.

EUROPAN's representatives have also helped us during the implementation process, both in relation to the client and the city and with significant contributions due to their urban planning expertise.

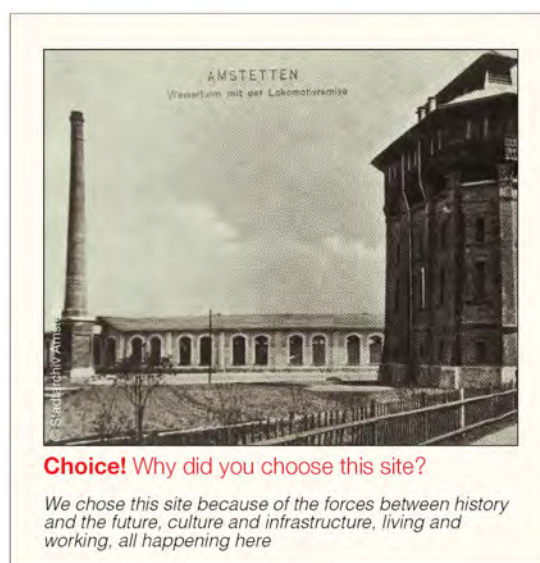


© Herman Knapp



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EYE-CATCHER





Idea! Which idea was the appropriate response for this site?

The idea is to propose an open, undefined project with clear constraints, for an unrestricted future.



Feedback! What is the feedback so far in the implementation process of your idea?

The project involves several events to reactivate the space, gain interest and receive feedback



Future! Where do you see the core potential of your idea in the future

The core lies in an open generic architecture that frames the future potential

PROJECT DIARY

April 2013	Decision to participate in the E12 Amstetten competition
June 2013	Submission of the competition entry ‚OPEN‘
December 2013	Telephone call from EUROPAN: "You are the winners!"
February 2014	Prize ceremony and exhibition opening in Amstetten – lots of joy!
April 2014	Commissioning and start of the ‚OPEN‘ Masterplan for Amstetten
December 2014	Submission of the masterplan
March 2016	Meeting with the ÖBB about current state of the project
October 2016	Public event in Amstetten
December 2017	Commissioning and start of the update of the masterplan following new parameters
June 2018	Submission of the updated masterplan
June 2018	Public event in Amstetten and presentation of the project

INTERVIEW ÖBB PROJECT MANAGER EUROPAN12 AMSTETTEN

What potential do you see in the partnership with EUROPAN for your site?

EUROPAN provided us and our project in Amstetten with a completely new approach to cooperating with the local community. The process behind this procedure allowed us to jointly define the strategic direction for the neighbourhood's development. We benefited not only from the truly innovative winning project but also from the many different pan-European project submissions and their conceptual approaches. EUROPAN will in any case be contacted again for future projects in the field of urban development!



Günther Sterlike, ÖBB project manager in Amstetten

INTERVIEW LOCAL PARTNER

EUROPAN12 AMSTETTEN

What potential do you see in the special development partnership with the ÖBB?

In developing new districts property owners have a special significance. The advantage of the ÖBB is that they, as the biggest (public) transport company in Austria, give the site outstanding convenience for traffic connections and at the same time, the ÖBB themselves benefit from the revaluation of the area surrounding the station. Furthermore, the city has just one partner, who has supported the project development so far in a particularly reliable and competent manner. Through this win-win situation a highly positive and sustainable urban development in the inner-city location can be expected.



Manfred Heigl, Director of Town Planning of Amstetten

GRAZ EUROPAN13



Team Portrait © A-PLATZ Architecture / From left to right: Mihai Buse, Márton Tövissi

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A-PLATZ architecture is a collaborative practice of individuals with shared values and interests.

We engage to offer insights into how to conceive a living frame that is dignified and humane in scale, rooted in place and with a confident presence, that replies to today's social and cultural conditions.

Our project locations are spread out geographically, and they mostly represent typical European urban situations.

What impact has EUROPLAN13 had on your everyday life?

EUROPAN Graz had an important impact on us, in the sense that it was one of our first projects together and luckily a very early success, which opened up some new perspectives for us: it was an opportunity to form our collaborative and to make new contacts which enabled us to work together in bigger teams on different projects.

In addition, it is a good reference which we consider an important part of our work and our professional evolutionary process.

THREE QUESTIONS TO THE TEAM

1. To what extent has the topic of the railway area influenced your decision to choose the location?

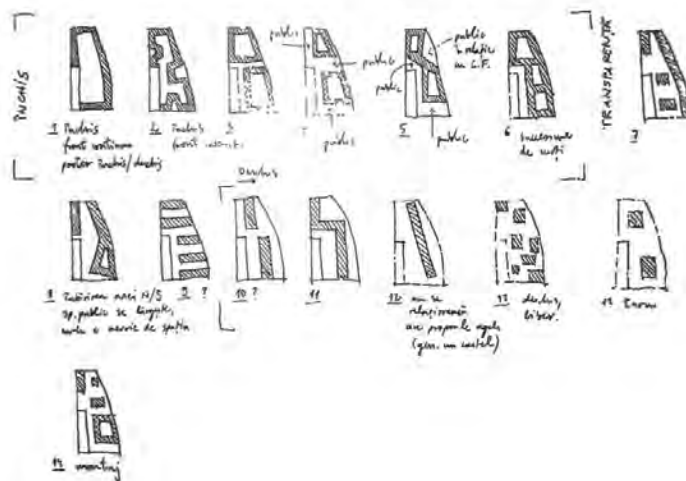
The railway is, of course, the key element of the site in Graz. It is a barrier on the city scale and a connection on the regional scale. The task of connecting the two sides and creating a 'B' side of the Railway Station and Europaplatz was of course very attractive, because it allowed us to not only think in terms of buildings but rather in terms of open urban space and connections which are defined by buildings. The other important aspect for us, besides the railway and the interesting urban situation was that we saw it as a well-defined area with good development potential, which has clear delimitations, thus it was relatively easy to comprehend, so we felt that we could propose something coherent there even working from a distance.



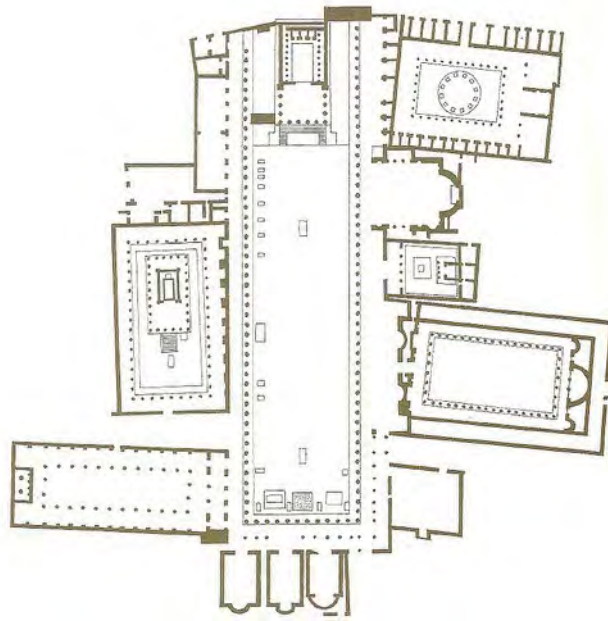
© EUROPAN Austria / E13 Graz / Site picture

2. How did you respond to the challenge of the site?

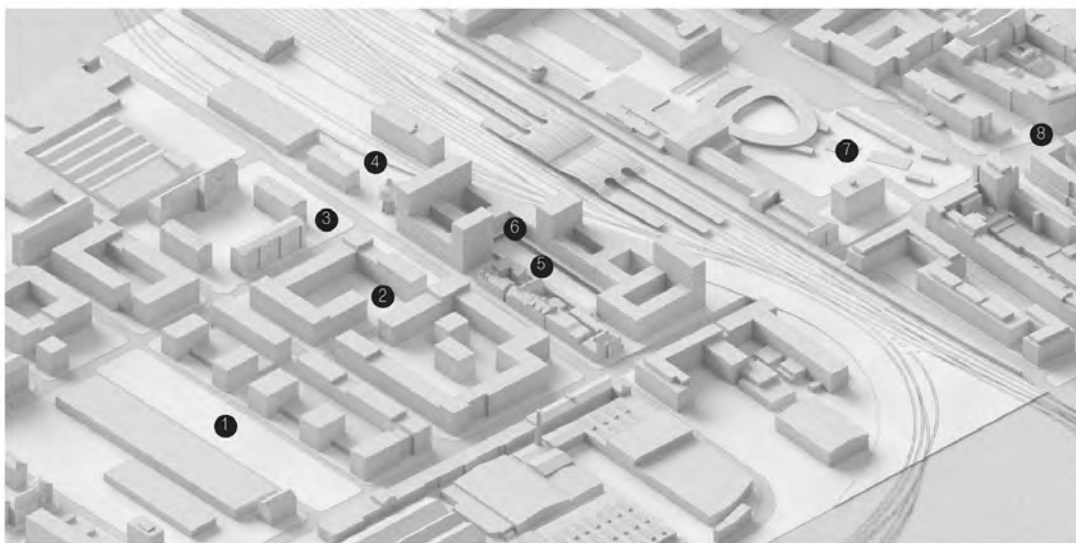
Our approach was to establish the urban spaces and the connections first, and then use the building mass to define this space. The centre of the project is a public courtyard with direct access to the surrounding streets, the railway station and smaller semi-public courtyards which are cut into the building mass. Adaptability in the development process and in the future of the project was an important theme, which led to a configuration where the neighbouring sites (not currently taking part in the development) could later join the ensemble. The proposed buildings form an urban plinth with an open ground floor and upper floors in which four towers are integrated in order to define visual connections, urban axes and to create reference points in the city silhouette.



© A-PLATZ Architecture



© A-PLATZ Architecture



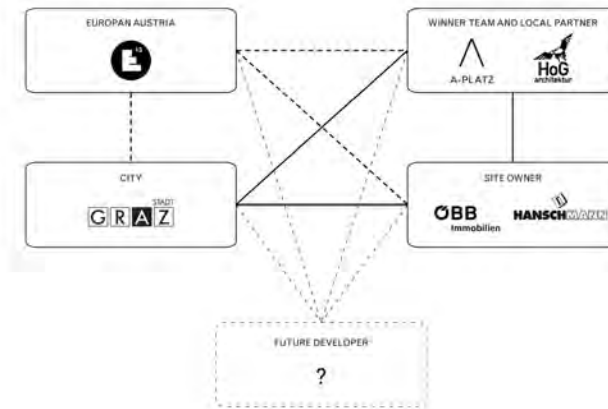
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| 1. New Park | 5. Colonnade Square |
| 2. Green Axis, | 6. Neighborhood's Gate |
| 3. Linear Forest | 7. Europaplatz |
| 4. Tower Square | 8. Historic Town Center |

© A-PLATZ Architecture

3. What were your expectations of the competition and the implementation process?

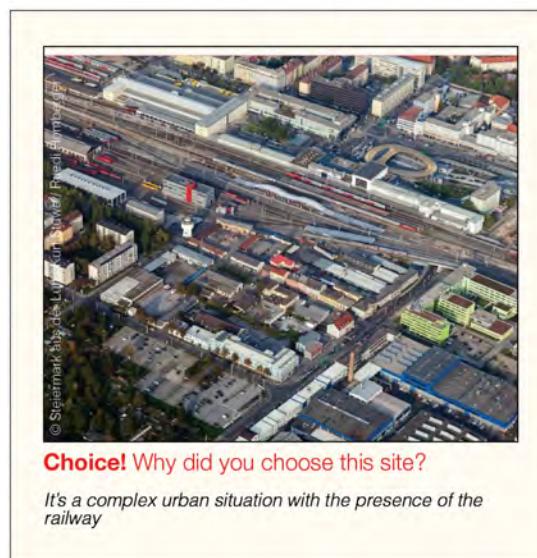
We were very happy to win the competition and to be able to participate in the development. The process was quite long, but after the first meetings and establishing a work group with a local partner – HoG Architektur from Graz, we received a commission for a masterplan from the ÖBB as a first step of the development, which we

then delivered. This phase was maybe longer than we expected, but it went well and the collaboration was good. At the moment we are looking forward to the next steps in the development process.



© A-PLATZ Architecture

EYE-CATCHER





Idea! Which idea was the appropriate response for this site?

A central courtyard addressing the neighbours and the gate situation



Feedback! What is the feedback so far in the implementation process of your idea?

The public courtyard as a key element of the discussion



Future! Where do you see the core potential of your idea in the future?

The completed ensemble as a future development possibility

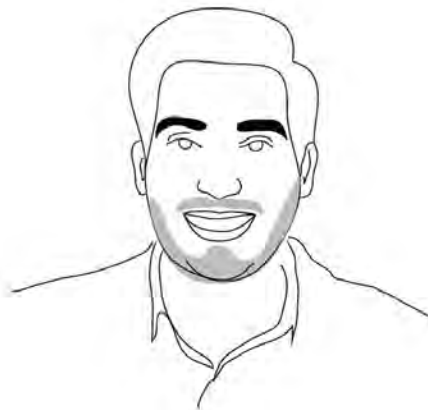
PROJECT-DIARY

March – June 2015	Competition project development
1 July 2015	Competition Deadline
December 2015	Winner announcement
February 2016	Prize ceremony, meeting with the clients, city representatives, the local partner and EUROPAN
May 2016	Public presentation and exhibition in Graz, organized by EUROPAN
September 2016	Commission for the masterplan, 1st workshop, Graz
October 2016	Project presentation on the EUROPAN Intersession Forum in Badajoz, Spain
February 2017	2nd workshop, Graz
July 2017	3rd and final workshop, Vienna
July 2017	Delivery of the masterplan

INTERVIEW ÖBB PROJECT MANAGER EUROPAN13 GRAZ

What potential do you see in the partnership with EUROPAN for your site?

The cooperation with EUROPAN will give property owners as well as towns and municipalities Europe-wide access to innovative ideas in the field of city planning and urban life. The cooperation also brings together the different development interests of owners and cities in a first phase. In addition, the added value for the site partners lies in working on various topics that highlight the problems and risks as well as the opportunities and challenges faced by European cities of the future.



Christopher Kreiner, ÖBB project manager in Graz

INTERVIEW LOCAL PARTNER

EUROPAN13 GRAZ

What potential do you see in the special development partnership with the ÖBB?

What used to be built outside the city – the shunting/switching rail tracks and stations - has over time become a central city location. Land that is no longer needed for the railway service is considered as having valuable potential for urbanisation. Even more so in a city that considers public transport the core of any urban development. This is why the ÖBB could, in addition to their longstanding competence in transport, become a strong partner for several Austrian cities in the field of urban planning and development. We are very happy that the ÖBB engages in EUROPAN to explore the potential of their sites.



Bernhard Inninger, Director of Urban Planning, City of Graz

INTERVIEW LOCAL PARTNER OFFICE EUROPAN13 GRAZ



Team Portrait © HoG / From left to right: Clemens Luser, Hansjörg Luser, Martin Emmerer

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Hope of Glory - the name is arbitrary but also inspiring - was founded in 2006 by the three friends Clemens Luser, Martin Emmerer and Hansjörg Luser. A triumvirate with differentiated skills, very different experiences and a common concern to create good architecture.

What advantages do you see in international cooperation and a mix of cultures for a developer like the ÖBB through projects such as EUROPAN?

Major corporations, such as the ÖBB, are usually characterized by a corporate philosophy that has been developed over many years, multilevel hierarchies and established working methods and thought processes! Special projects in the unique constellation of EUROPAN bring a breath of fresh air. The possibility of a different view of things and situations that one believes to know, the unprecedented approach of young architects, the special flair of a consideration from an international, European perspective breaks up structures and releases inner potential. The ÖBB was ready to use this energy.

What did you, as a local partner, take with you from the previous implementation process of the E13 project in Graz with the ÖBB and the international team ,A-PLATZ Architecture'?

The role as a local partner gave us the opportunity to help turn the group dynamics into a vibrant, tripartite relationship together with the local landowner and the external competition winners – an absolute position of trust. We would like to continue working with the French / Romanian partners as a result of the good work and professionalism we experienced together. In addition, we were able to present ourselves to the representative of the ÖBB as a competent partner, with whom it is helpful to work with and hopefully also enjoyable.

LINZ EUROPAN14



Team Portrait © Spaziozero Atelier / From left to right: Simone Langiu, Elisabetta Sanna, Lorenzo Ciccu, Roberta Serra, Carlo Pisano

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Spaziozero Atelier is currently based in Cagliari, Italy. Lorenzo Ciccu and Simone Langiu started the business in 2017, while Carlo Pisano joined the group one year later.

We are mostly focused on architectural and urban competitions, in public and private fields. Over the last two years Spaziozero has obtained positive results in several international competitions.

Together with the collective RE:Landscape (Elisabetta Sanna and Roberta Serra) we won the competition European 14 in Linz (AT) and

the first prize for the redevelopment of the waterfront in the city of Stintino in Sardinia. Spaziozero together with the studio OlivieriOffice, also recently won the first prize in a competition to design a residential building in Bolzano (IT). In 2017 Spaziozero was awarded with the second prize for a school competition in Savogna D' Isonzo (IT) and a youth centre in Bisceglie (IT).

What impact has European14 had in your everyday life?

The EUROPAN competition in Linz was one of the first ones that we carried out all together as Spaziozero Atelier. The victory in this competition had a great impact on our wish to continue working on large urban development projects and especially to keep on entering competitions to have the opportunity to work on these types of commissions. The most effective consequence of the competition was that the whole team came back to Italy. We were all living abroad before that, most of the team members were in Berlin, but the award really gave us the motivation to set up our office in Cagliari.

THREE QUESTIONS TO THE TEAM

1. To what extent has the topic of the railway area influenced your decision to choose the location?

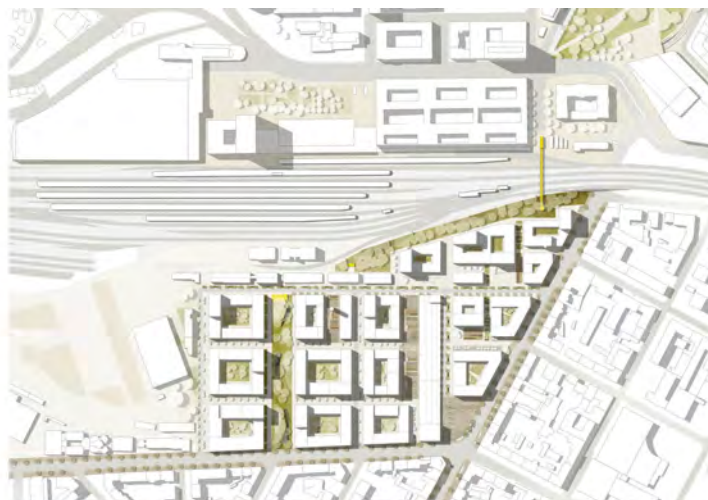
A lot, indeed over the last few years we have been developing a personal design approach mainly based on the relationship between architecture and public space, and on the different ways in which they inform each other. This concept especially affects large scale urban transformations and it is particularly relevant for re-inventing former industrial sites. This is not just an Austrian theme, it has a strong relevance in the European context. The conversion around former industrial sites along European railways could be an answer to the need for space in European cities and a weapon against soil consumption. In the case of Linz the project located right in front of the central station will help to generate positive effects also on a social level and will give back an important piece of the city to its citizens. Its urban meaning and the possibility of addressing different types of accessibility for different types of users was crucial when choosing the site.



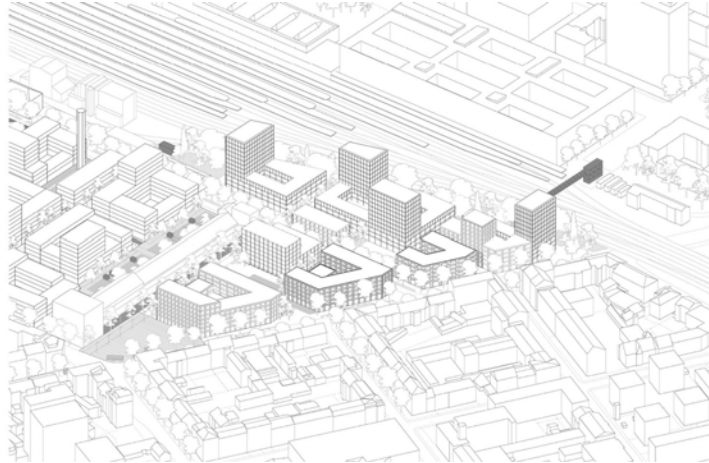
© Spaziozero Atelier / E14 Linz / Site picture



© Spaziozero Atelier



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© Spaziozero Atelier

2. How did you respond to the challenge of the site?

The project aims to foster the process of transformation that has seen the industrial city of Linz transformed into an innovative town in the productive and cultural sectors in recent decades. The general urban layout is mediated by the organizational principle of a tartan: a pattern consisting of criss-crossing horizontal and vertical bands in multiple colours, each one representing a different mode of transportation and a space. The tartan defines plots along with a web for transportation, aiming to create a straightforward process for their development. The definition of a clearly legible structure, that blends gently into the contexts, is the key to the project. On an architectural level the spaces, depending upon the placement of the buildings, indicate protrusions or recesses within the strict orthogonal grid. Around these spaces the project proposes to develop a high-density urban environment using a block typology which is flexible in terms of space and program.



© Spaziozero Atelier

What were your expectations of the competition and the implementation process?

We worked on the competition for two intense months before submitting our proposal in June. In November, when we received the call from the EUROPAN organization congratulating us, it was a

feeling of immense satisfaction. Three teams were selected as runners-up and we were among them. After a series of very intense and interesting workshops together with the ÖBB, the City of Linz, and EUROPAN, the finalists submitted and presented a revised masterplan in Linz for the first and second phase of the transformation. The goal was to prove the feasibility and flexibility of the proposals. At the end of April 2018 we knew that our proposal had been chosen to be implemented.

We are now expecting a second phase development in which, together with a local agency, we will elaborate the legally binding land-use plan for the new Wiener Straße Quartier. The entire process is supposed to take around one year.



© Spaziozero Atelier

EYE-CATCHER



Choice! Why did you choose this site?

The conversion of the site is a great opportunity to give back a fundamental portion of the city to the community, using the public space as the connector



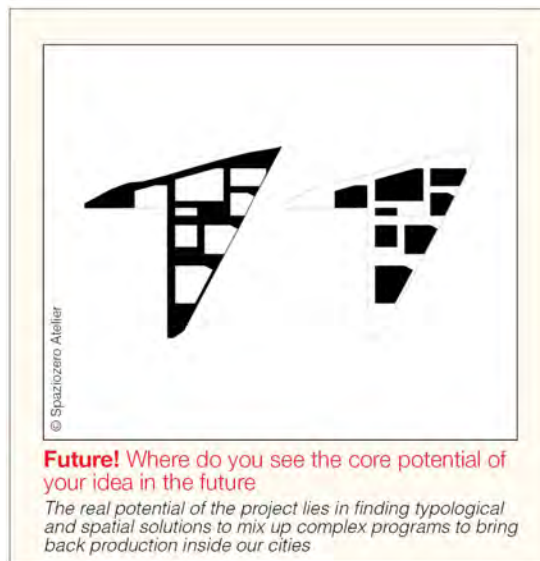
Idea! Which idea was the appropriate response for this site?

The idea to formulate a sequence/structure of open spaces where living, working and producing are complementary elements



Feedback! What is the feedback so far in the implementation process of your idea?

The clarity of the plan structure resulted in positive feedback from both the city of Linz and the ÖBB



PROJECT-DIARY

March 2017	EUROPAN14 Linz- sign up
July 2017	„Rock the Block“ project submission
November 2017	Telephone call from EUROPAN “You’re runner up ex-aequo”
1. December 2017	Official ranking
16. January 2018	E14 prize ceremony in Linz
17. January 2018	E14 implementation workshop phase 1
2. April 2018	E14 implementation workshop phase 2, online submission
9. April 2018	E14 implementation workshop phase 2, meeting and presentation
27. April 2018	E14 Linz decision, the ÖBB has chosen, “Rock the Block” as the winning project
30. April 2018	ÖBB communicates the upcoming implementation process in 2019

INTERVIEW ÖBB PROJECT MANAGER EUROPAN14 LINZ

WHAT POTENTIAL DO YOU SEE IN THE PARTNERSHIP WITH EUROPAN FOR YOUR SITE?

As a workshop area, the Wienerstrasse location in Linz benefits above all from the EUROPAN14 theme “productive city”. In the competition, concepts were developed that show how productive and reproductive uses can be combined on the site in the future. The area’s past as a place of production is not forgotten but is understood as being an opportunity for the future. I am convinced that the strong focus on the future and the broad international discourse of EUROPAN create excellent conditions for a successful development of the location.



Manuel Gattermayr, ÖBB- project manager in Linz

INTERVIEW LOCAL PARTNER

EUROPAN14 LINZ

What potential do you see in the special development partnership with the ÖBB?

The ÖBB as one of the main inner-city landowners, but also infrastructure operator, has a special significance for urban development. The willingness to explore new and innovative ways is gratifying, as demonstrated by our participation in the EUROPAN Ideas Competition for Innovative Urbanism and Architecture, which is open to young international architects under the age of 40. With the cooperation between the ÖBB, EUROPAN Austria and the urban planning department of Linz we have taken into account key aspects and urban development interests that benefit both the project and the urban development.



Gunter Kolouch, Head of Department of Urban Planning, City of Linz

INTERVIEW

SIEGFRIED BURGER-SCHATTAUER

What vision(s) do you associate with the EUROPAN-ÖBB cooperation?

I associate the EUROPAN-ÖBB cooperation with a long-term vision of modern city districts that are being built on our former railway areas! When we look back in 20 years' time and see that we have succeeded, we will be able to say that we set successful urban developments on track - and that EUROPAN helped to set course in the right direction. The previous projects in Amstetten, Graz and Linz have benefited enormously from the EUROPAN competitions - these were, so to speak, their igniters. Particularly in the initial phase, this accelerated the common objectives with the municipalities and enabled a valuable exchange at international level. We were therefore able to create very good starting positions for our projects and so far they have been extremely positive. I would therefore like to see renewed collaboration on further projects and am confident that the EUROPAN-ÖBB cooperation will continue.



Siegfried Burger-Schattauer
Head of Building and Property Management

CREDITS

European

Since 1989 European has acted as an international platform in Europe and one of the world's largest competitions, including follow-up implementation, which brings together European cities and young international professionals under the age of 40 in architectural, urban, and landscape design. European is a European federation of national structures that, every two years, simultaneously organizes the competition, which is accompanied by international forums, exhibitions, and events. Around 50 European cities and over 2000 international teams participate in each session.

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