Internationale Bauausstellung Hamburg and the Leap across the Elbe – Sprung über die Elbe

Introduction:

Strategic Vision of the Hamburg Senate:

Metropolis Hamburg – Expanding City

Within this Vision, four key projects:

1. Hamburg – City of Knowledge
2. Welcome to Hamburg
3. Sports City Hamburg
4. Leap across the Elbe

Key projects help to make the overall concept visible and tangible.
Internationale Bauausstellung Hamburg and the Leap across the Elbe – Sprung über die Elbe

• The Leap across the Elbe is of particular significance for the development of the southern city districts
• Preparation for IBA started 2003 with an International Design Workshop
• Ideas were summarised in a conceptual framework
  – Starting point for the work of the IBA Hamburg

IBA Hamburg
Concepts for the future of the metropolis
Presentation of 2007-06-13

„Fächerplan“ by Fritz Schumacher (1920)

The 2003 Olympic bid focussed attention on Hamburg’s Elbe island
Internationale Bauausstellung Hamburg

Concepts for the future of the metropolis

Thoughts on the situation at the outset:

1. The metropolis is not a new development in the history of cities, but the form is becoming increasingly important with the growth of globalization.

2. A metropolis stands at the intersection of global movements of people, goods and information. All big cities compete with each other all the time.

3. Rivalry between cities leads to the formation of excellence clusters. In Hamburg these are in the fields of
   - Port and logistics
   - Aviation
   - Media and IT
   - Life sciences and health care industry
   - Nanotechnology
   - Trade with Asia, especially China
Internationale Bauausstellung Hamburg
Concepts for the future of the metropolis

Thoughts on the situation at the outset:

4. The most prominent features of metropolitan development today are:
   - Growing competition for “primacy” in a specific sector of the economy (“excellence cluster”).
   - The urban community is international but also subject to internal polarization (cultural diversity and social plurality/differences)
   - Media pay great attention to urban developments of an iconic nature
   - Growing importance of the cultural and economic sector in making the city attractive for talented, creative people
   - Large degree of mobility and fluctuation
Changing face of the Port
Port and city are close neighbours

<table>
<thead>
<tr>
<th>Socio-economic facts</th>
<th>Wilhelmsburg</th>
<th>Veddel</th>
<th>Hamburg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>48,322</td>
<td>4,776</td>
<td>1.7 million</td>
</tr>
<tr>
<td>Percentage of population under 18</td>
<td>22.6%</td>
<td>24.9%</td>
<td>15.9%</td>
</tr>
<tr>
<td>Percentage of population from foreign countries</td>
<td>34.2%</td>
<td>55.7%</td>
<td>14.9%</td>
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<tr>
<td>Foreign school children in %</td>
<td>47.6%</td>
<td>81.5%</td>
<td>17.9%</td>
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<tr>
<td>Social structures</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Unemployed</td>
<td>3,539</td>
<td>374</td>
<td>81,518</td>
</tr>
<tr>
<td>as percentage of 15 to 65 year-olds</td>
<td>10.9%</td>
<td>10.9%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Unemployed youth</td>
<td>438</td>
<td>40</td>
<td>6,981</td>
</tr>
<tr>
<td>as percentage of 15 to 25 year-olds</td>
<td>6.8%</td>
<td>5.1%</td>
<td>3.7%</td>
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</tbody>
</table>
Concepts for the future of the metropolis

Three key topics:

1. Cosmopolis
   • Making globalization a productive process
   • Creating the international urban community.
   • Greater power to education, knowledge and culture!

2. Metro-zones
   • Create quality urban neighbourhoods.
   • Give shape to inner peripheries.
   • Promote urban compatibility.

3. Ecotopia - Cities and climate change
   • Use local sources of energy.
   • Build in climate neutral manner.
   • Rethink urban development by and with the water.

Steps towards an IBA project

Basics:

- IBA key topic
- Topics and Project ideas
- IBA examines project
- Recognized IBA project
- Certified IBA project

- IBA memorandum
- Political resolutions
- Calls for projects, ideas submitted
- Ideas from investors and promoters
- Ideas from citizens, groups etc.
- Panel, participation bodies
- Decision making bodies
- Investors, developers, groups
- Advocacy groups, associations
- Government and administration (not construction projects)
Seven criteria to judge whether a project should be IBA approved

Qualifying criteria for topics and projects

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Kosmopolis</th>
<th>Metrozonen</th>
<th>Klimawandel</th>
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</thead>
<tbody>
<tr>
<td>What makes it “more” than usual</td>
<td></td>
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<tr>
<td>What project needs from IBA</td>
<td></td>
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<tr>
<td>How multi-talented is the project</td>
<td></td>
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<tr>
<td>What effects does the project have on structures</td>
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<tr>
<td>The procedural qualities of the project</td>
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<tr>
<td>Presentability/ clarity</td>
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<tr>
<td>Feasibility (in financial, legal terms etc.)</td>
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• Education drive for the Elbe islands
• District school project “Gateway to the World”
• “Global neighbourhood” Reiherstieg
• Residential project for senior citizens with an immigrant background
• International health centre
• Locating research and teaching facilities with international outreach in the district
• International youth hostel
KOSMOPOLIS
Education drive for the Elbe islands

• Better opportunities for education and integration
• German and native language tuition
• School graduation rates
• Transition to working life
• Lifelong learning

KOSMOPOLIS
Gateway to the world educational centre

Education – advice – guidance geared to the needs of the neighbourhood

Profiles
• Cultural diversity
• Sciences
• Vocational skills
• Sports and exercise
KOSMOPOLIS
Livable “Global Neighbourhood” in Reiherstieg sector

Facts & Figures

- Inhabitants: 1,500
- Nationalities: 31
- Immigrants: 54.7%
- Germans: 45.3%
- Turks: 46.6%
- Black Africans: 14.1%
- East Europeans: 9.4%
- Drawing unemployment benefits: 33.5%
KOSMOPOLIS
Livable “Global Neighbourhood” in Reiherstieg sector

Procedure:
1. Experimental participation procedures
   “Local historians ask questions”
2. Experimental concept workshops
   translate ideas into images
3. Models of redevelopment in specific sectors

KOSMOPOLIS
Intercultural planning workshop

What does ‘home’ mean to you?

Open photo action: your photo for a mural in your housing estate on and around Weimar Platz
KOSMOPOLIS

Home is ...

INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

What “local history researchers” discovered in their survey
- 200 personal visits, 100 entries for the open event, 70 photos
- Open event “What does ‘home’ mean to you?”: overall response positive
- Multilingual skills: often easier to communicate with and to gain the confidence of residents by speaking their native language
- Personal visits to talk face to face signalize respect
- Talking about the subject of ‘home’ and the photos arouses interest and opens doors
- Results displayed in public: people identify more with the area
- Greatest potential: Turkish families and Germans who have lived for many years in the area, a lot of children
- Long residence in the city district creates a sense of belonging and makes people more willing to co-exist with people from other cultures

INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH
Project ideas relating to the concept of designs for the inner peripheries – METROZONEN

• Recreating Wilhelmsburg Centre in the context of the International Garden Exhibition (IGS) and IBA
• Establishing research and scientific facilities in the area that also make an impact on places further away
• Commercial and residential mix in Reiherstieg
• Redevelopment of the Georgswerder landfill
• Living with the landscape in the Kirchdorfer Wiesen
• Opening up Spreehafen docks
METROZONEN
Renewing Central Wilhelmsburg

• To be given a new image as the address for youth, leisure, water

• Uses: community park, sports facilities, dwellings, government offices (urban development)

• Breaking down barriers

• Integrating Wilhelmsburg Centre into Wilhelmsburg

Community park for the 21st century
Sports facilities
Link with the canal network
Dwellings with a water theme
Attractive site for government departments
Energy saving pilot projects (swimming baths, gov. offices, dwellings)
METROZONEN
Reiherstieg und Vering canal

Project ideas (at 11/06):

- Superior logistics
- Dwellings, workplaces
- Models of socially inclusive housing
- Connecting open and green spaces
- Accessible, landscaped waterfront

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METROZONEN
Harburg upriver port and Schloss island

Project ideas:

- Relocating central scientific facilities
- Mutually compatible mix of waterfront dwellings and commercial operations related to the water
- Floating houses
- Experimental architecture

INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH
ÖKOTOPIA
Cities and climate change

Topics:

Structural and planning measures to minimize CO₂ in built-up areas

Use of endogenous and renewable energy resources (geothermal, solar, wind, biogas, waste heat)

Designing flood protection structures so that they can form part of a good quality landscape and open space planning

Building in areas susceptible to flooding, building with and on the water

ÖKOTOPIA
Energy bunker – Europe’s biggest solar thermal plant

Wilhelmsburg solar estate
The idea:
• Bunker at the centre of the housing estate (collectors and heat reservoir)
• Heating supplied to nearby SAGA housing estate
• Realisierung eines innovativen technischen Konzepts
• Combination of preserving an historic landmark and converting a war ruin to environmental use
KOSMOPOLIS
IBA Dock and floating youth hostel

Project idea:

• Sustainable construction with and on the water
• Internationality of Veddel and Ballinstadt
KOSMOPOLIS
The floating youth hostel

Planning as a participatory process
**IBA / IGS participation body**

**Political/administrative level of decision making**
- House of Burgesses / Senate / BSU / city wards

**Supervisory board**
- IGS GmbH
- IBA GmbH
- IBA Advisory Panel

**Citizen's meetings**
- Professional forum

**IBA / IGS Participation body**
- Pan-regional institutionalized citizens' body consisting of 24 citizens (15 Wilhelmsburg, 6 Veddel, 3 Harburg) and 7 politicians (one representative from each party group in the wards Mitte and Harburg) in advisory capacity.

**Advisory committee for urban development, Wilhelmsburg**
- Advisory committee Veddel
- Advisory committees, urban rehabilitation

**PUBLIC**

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**Timeframe and milestones**

**Timeline**

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>…</th>
</tr>
</thead>
</table>

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IBA opening presentation 2007

1. Professional programme:

• Central workshop exhibition »Projects and ideas«

• »IBA meets IBA« – International building exhibitions provide a stage for the urban community, exhibition and congress

• IBA laboratories, e.g. on issues of urban compatibility, art and culture, noise, living in the city, …

• Publication of volume 1 of the IBA Hamburg Bibliothek

2. IBA Summer of Arts and Culture

• Media-Events (»Flusslichter«, Inline-Marathon, Inszenierungen »Points of Entrance«)

• Projects celebrating cultural diversity (Project call 31.01.2007)
Art and Culture

Framework projects

Projects celebrating cultural diversity
Thank you very much for your kind attention