



Presentation of 2007-06-13

---

## **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 IBA HAMBURG GMBH

1

---

## 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**



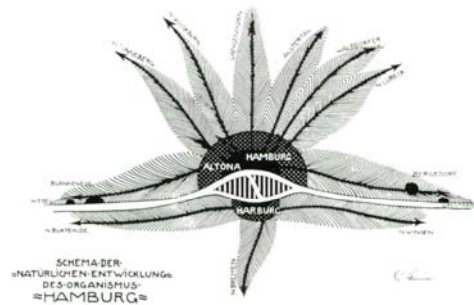
## IBA Hamburg

*Concepts for the future of the metropolis*

---



### „Fächerplan“ by Fritz Schumacher (1920)



INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

4

### The 2003 Olympic bid focussed attention on Hamburg's Elbe island



INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

5

## The area IBA Hamburg will present



INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

6

## 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 IBA HAMBURG GMBH

7

## 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:

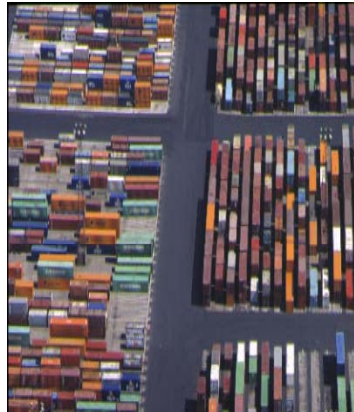
- Growing competition for "primacy" in a specific sector of the economy ("excellence cluster").
- The urban community is international but also subject to internal polarization (cultural diversity and social plurality/differences)
- Media pay great attention to urban developments of an iconic nature
- Growing importance of the cultural and economic sector in making the city attractive for talented, creative people
- Large degree of mobility and fluctuation

## Wilhelmsburg und die Veddel – the other side of the metropolis

14 Sternflut 1962



## Changing face of the Port Port and city are close neighbours



INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

10

## Socio-economic facts

	Wilhelmsburg	Veddel	Hamburg
<b>Population</b>	<b>48 322</b>	<b>4 776</b>	<b>1,7 million</b>
Percentage of population under 18	22.6	24.9	15.9
Percentage of population from foreign countries	34.2	55.7	14.9
Foreign school children in %	47.6	81.5	17.9
<b>Social structures</b>			
Unemployed	3 539	374	81 518
as percentage of 15 to 65 year-olds	10.9	10.9	6.9
Unemployed youth	438	40	6 981
as percentage of 15 to 25 year-olds	6.8	5.1	3.7

INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

11





### Snapshots from the IBA area



INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

14

### Snapshots from the IBA area



INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

15



## 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

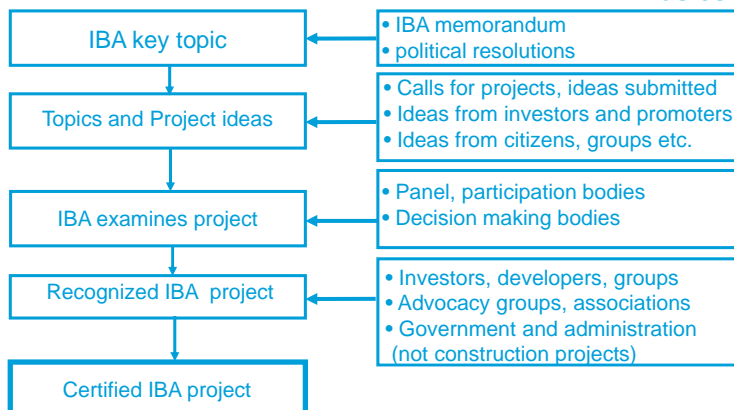
- Create quality urban neighbourhoods.
- Give shape to inner peripheries.
- Promote urban compatibility.

#### 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:



## Seven criteria to judge whether a project should be IBA approved

Qualifying criteria for topics and projects

Criterion	Kosmopolis	Metrozonen	Klimawandel
What makes it "more" than usual			
What project needs from IBA			
How multi-talented is the project			
What effects does the project have on structures			
The procedural qualities of the project			
Presentability/ clarity			
Feasibility (in financial, legal terms etc.)			

## Project ideas relating to the concept of the international urban community - COSMOPOLIS

- 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



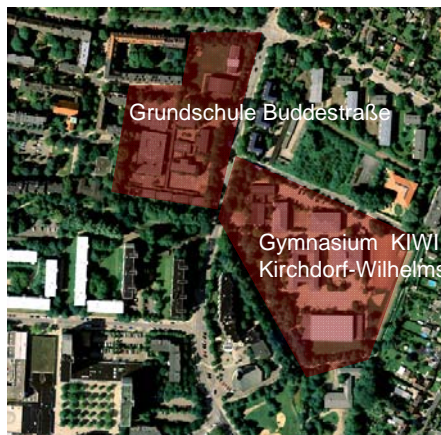
- Better opportunities for education and integration
- German and native language tuition
- School graduation rates
- Transition to working life
- Lifelong learning

INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

20

## KOSMOPOLIS

### Gateway to the world educational centre



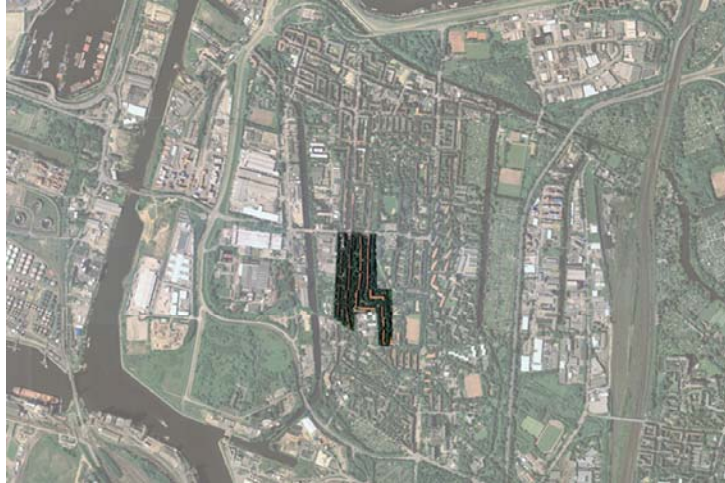
**Education – advice – guidance  
geared to the needs of the  
neighbourhood**

#### Profiles

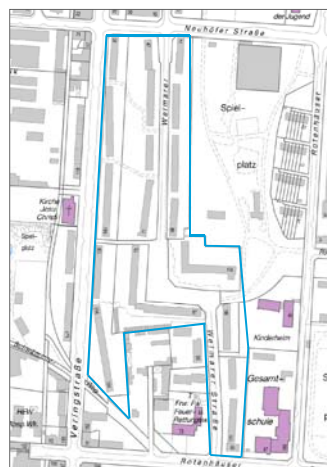
- Cultural diversity
- Sciences
- Vocational skills
- Sports and exercise

INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

21



22

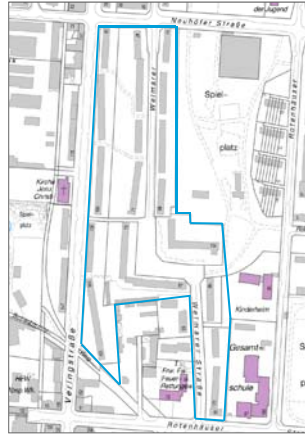


Drawing unemployment benefits	33.5 %
-------------------------------	--------

23

## 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

#### WAS IST HEIMAT FÜR SIE?

Foto-Mitmach-Aktion: Ihr Foto für ein Wandbild in Ihrer Siedlung rund um den Weimarer Platz.





KOSMOPOLIS

## Home is ...



INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

26

KOSMOPOLIS

### 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

27

KOSMOPOLIS  
**Banner**



INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

28

**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

INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

29

## 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

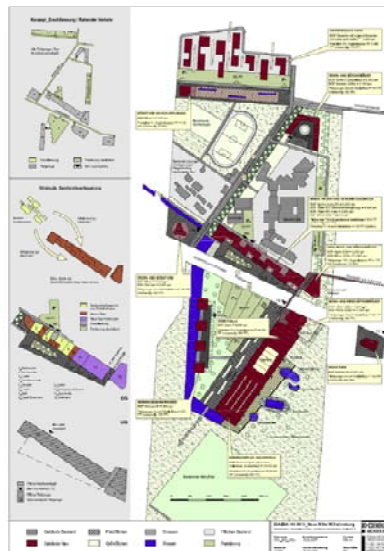


INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

30

## METROZONEN Renewing Central 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)



INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

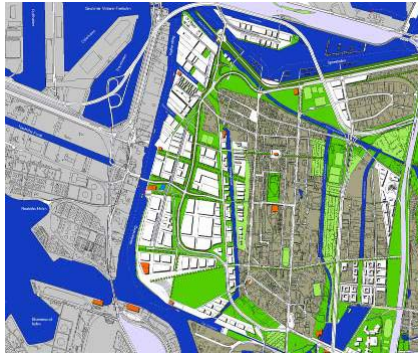
31

## 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



## 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



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



Presentation of 2007-06-13

### KOSMOPOLIS The floating youth hostel



INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

38

Presentation of 2007-06-13

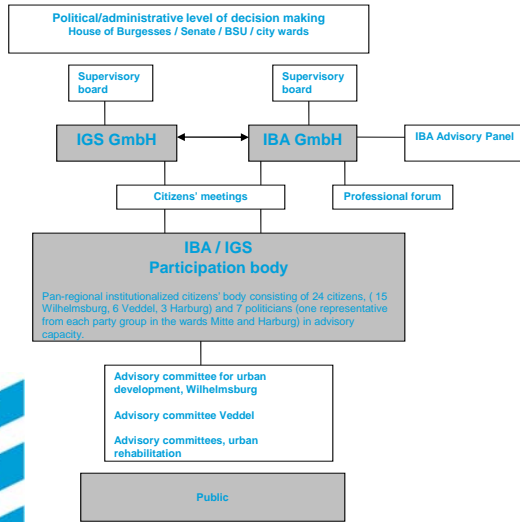
### Planning as a participatory process



INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

39

## IBA / IGS participation body

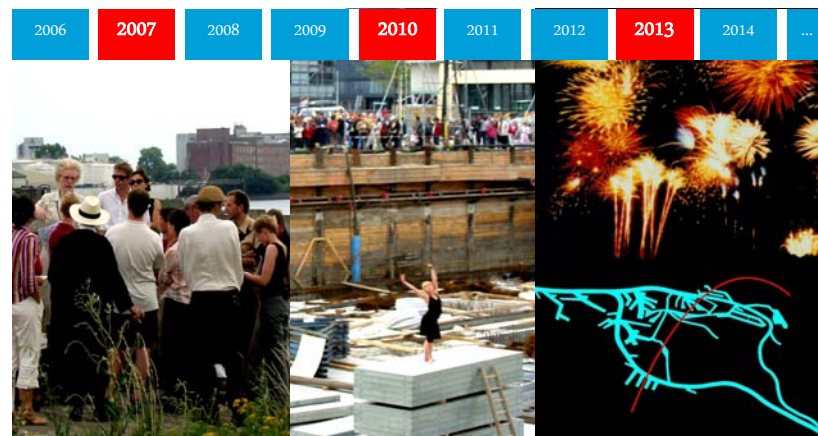


INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

40

## Timeframe and milestones

### Timeline



INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

41

---

## 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



---

## IBA opening presentation 2007

### 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

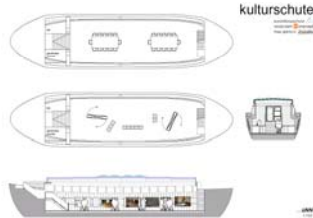
### Framework projects



**INSELRAUSCHEN 10 AUG - 2 SEPT 2007**

Entdeckungstour entlang inselartiger Inseln im Hafengebiet, Wilhelmshafen  
Nähe: Hafensafari 10.10.2007 (10.10.2007) - 10.10.2007 (10.10.2007)  
Aktuelle Informationen zu Route, Spielplan, Leistungen und mehr ab Juli unter [www.hafensafari.de](http://www.hafensafari.de)  
Die Veranstaltung ist kostenlos und ist Teil der Internationalen Bauausstellung Hamburg.

SAGA "DING" IBA HAMBURG

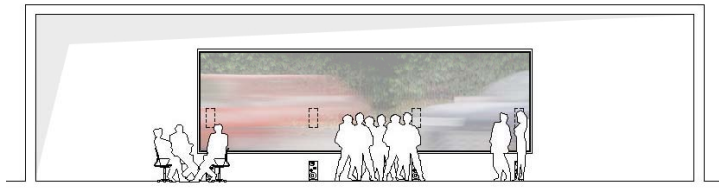


INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

44

## Art and Culture

### Projects celebrating cultural diversity



INTERNATIONALE BAUAUSSTELLUNG IBA HAMBURG GMBH

45



**Thank you very much for  
your kind attention**

---