

euregia Forum

27.10.2010 | 13.00-15.00 o'clock | Venue: Mehrzweckfläche 3/4

New Impulses and enhanced standards in urban (district) development

In many European cities, whole districts are characterised by former industrial sites that are protected as historic monuments. The **conversion of these sites for cultural purposes** is the focus of transnational projects that aim to reevaluate the urban districts and create impulses for competition in the creative industry. Together with stakeholders from the creative industry, investors and artistic and cultural institutions the **potential of former industrial sites** is demonstrated through sound expertise and their effective transformation is discussed.

The Aufbauwerk Region Leipzig GmbH as project agency for regional and urban development would like to continue the discussion on the meaning of the urban dimension, and present positive examples of the conversion of former industrial sites for cultural purposes in the framework of the EUREGIA. Besides input from the EU project "Second Chance", approaches from Mannheim, Leipzig and Krakow will be presented and discussed as well.

Special attention is paid to the significance of cultural initiatives and the dynamics created by private actions as well as artistic and cultural activities. Themes of the creative industry and related topics (e.g. the economic relevance of the creative milieu, the subject of gentrification, or the affiliation of certain branches with the creative economy) are only treated as secondary topics.

The presentations and the discussion will rather focus on the following issues:

- What are the success factors of interlocking urban development with economic, social and cultural activities in urban districts to achieve an effective revitalisation of former industrial sites?
- Which quality criteria and structures must be present in the public sector (e.g. communal business development) to allow the conversion of former industrial sites for cultural purposes?
- How have investments into the conversion of former industrial sites been initiated and implemented?
- How can the added value of cultural activities for the revitalisation of former industrial sites be demonstrated, considering that economic success is not directly measurable?
- Besides the settling of small businesses and creative industries which is a well-established method by now, what possibilities for the revitalisation of former industrial sites exist?

Besides the individual presentations, the different approaches will be examined critically and openly compared with one another. Furthermore, the opportunities for transfer of successful strategies and instruments will be discussed.

The participants

Prof. Dr. Silke Weidner (Chair)
BTU Cottbus

As an expert in the field of urban development, she has solid expertise on different instruments of urban development, e.g. financial opportunities (urban development funds).
<http://www.tu-cottbus.de/insl/index.php?id=1685>

Marek Golonka (Speaker)

Director of the Muzeum Inżynierii Miejskiej and partner in the project Second Chance
The museum of technology was founded in 1998 and is located in the oldest tram depot in Krakow, and architectural monument of the 19th century. The conversion of this former industrial site into a cultural centre is an example of a successful attempt at bridging the gap between new utilisation and historic awareness. <http://www.mimk.com.pl/>

Jürgen Münch (Speaker)

Head of Division in the Economic Development of the City of Mannheim
<http://www.mannheim.de/stadt-gestalten/fachbereich-wirtschafts-und-strukturfoerderung>

Sebastian Stuess (Speaker)

Architect

As cofounder of urbikon.com he contributed to diverse urban development strategies. Especially alternative urban development projects are in his focus.