



Internationale Bauausstellung Hamburg Projects for the future of the metropolis

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The City of Hamburg has a vision of “foresighted growth” (Wachsen mit Weitblick) and the Internationale Bauausstellung is one instrument of targeted urban development in the 21st century. IBA Hamburg creates, develops and considers exemplary projects and programmes in the spheres of town planning and urban society, aiming to create a sustainable footing for the changes happening in the metropolises of this globalized world.

The IBA Hamburg GmbH is a company fully owned by the Free and Hanseatic City of Hamburg and the seven-year IBA process will be innovative and change-stimulating.

The architects and town planners involved are heirs to a unique tradition of international building exhibitions. Starting in the last century, the model projects developed for these exhibitions have repeatedly influenced German architecture. In Hamburg IBA has launched a process to bring innovative concepts and solutions to the issues of living and working in the metropolis of the future. And the chosen location is one that illustrates better than most the changing structures of big cities.

Hamburg’s south: a varied urban landscape full of contrasts

This ambitious project focuses on the city districts Wilhelmsburg and Veddel, i.e. the Elbe islands in the heart of Hamburg, and on Harburg upriver port. Between them they cover an area of 52 square kilometres and are home to nearly 55,000 people from 40 nations.

For years the Elbe islands in the south of Hamburg were perceived as an out of the way “backyard” on the dark side of the port city. For centuries the islands were part of the Elbe River’s flood plain. After dykes had been built, they were initially put to agricultural use. It wasn’t until the last century that the port industry discovered the Elbe islands as a site for industrial and commercial operations. Working class housing, light industry and allotments sprang up between meadows and shipyards. Nowadays satellite developments of highrise flats complete the picture. Many Hamburg residents and visitors to the city register the Elbe islands, criss-crossed with canals and traffic arteries, as no more than a peripheral part of the journey into the city centre.

On the Elbe islands we find a cityscape run wild, a place of diversity that is full of contrasts - with old port facilities, derelict industrial sites and commercial zones alongside garden town housing estates and residential areas where immigrants form a majority. This is an urban flashpoint where the fundamental social issues of coexistence in the metropolis and the treatment of our natural resources appear in concentrated form. IBA Hamburg has bundled this complex set of problems into three key themes – “Kosmopolis”, “Metrozones” and “Cities and Climate Change”. They form the common threads running through the entire process of the Internationale Bauausstellung.

1. Key theme Kosmopolis – Turning diversity into strength

The greatest forces for social innovation may be found where people share living space and encounter their fellow residents. But when differing lifestyles and cultures become direct neighbours,



the results can be mutual exclusion and conflicts. Especially in a district such as Wilhelmsburg, where people from more than 40 countries live.

IBA Hamburg regards the diversity of an international urban community as an opportunity: a chance for a candid exchange and the willingness to see other points of view without any pressure to adopt them oneself – IBA believes this can unlock great potential to create something really new. Many building projects and social or cultural schemes are designed with this in mind. For example the *Weltquartier*, a 1930s housing estate inhabited by people from over 30 different countries, is being refurbished and improved in consultation with the residents. Elsewhere too, the various needs of local neighbourhoods are taken into account for the renewal and enhancement of public spaces.

Kreatives Quartier Elbinseln (Elbe islands creative district) - new approaches to homes and workplaces

IBA is pursuing a different goal with the creation of a *Kreatives Quartier Elbinseln*. Here local residents, artists and creative people test new work/life models in the context of joint projects. For example when members of the creative economy cooperate with vocational training facilities to organize joint projects aimed at imparting new skills to jobless people.

Another example is the creation of a new neighbourhood, the *Kreatives Zentrum Veringhöfe*, which will offer homes and workplaces: this project involves converting what was once the office block of an industrial company at the northern end of Vering Canal into production and exhibition areas for artists and creative people that can be used on a permanent basis. The project is part of a comprehensive infrastructure development project to sustainably revitalize Wilhelmsburg's cultural scene. IBA is also encouraging this process with non-permanent culture projects such as the *Elbinsel Sommer*, a summer programme of art performance and citizen participation that brings colour to the district.

A similar purpose is served by new models of integrated housing, where young and old create new forms of shared homes and neighbourhood life. Young families and singles, senior citizens and students can apply to form house-building cooperatives for the *Neue Hamburger Terrassen* housing project. The basic fittings in the flexible-use town houses are financed jointly, but residents can then design the apartments to meet their own requirements.

Das Tor zur Welt (Gateway to the World) – The Elbe islands education offensive

Another Kosmopolis project is the grand Elbe islands education offensive. This explores new teaching concepts and educational spaces for intercultural learning. In the process, IBA Hamburg cooperates closely with all local education facilities and initiatives. The built expression of this project will be the new *Bildungszentrum Tor zur Welt*: it is a new kind of education centre for Wilhelmsburg, concentrating and networking schools, day nurseries, adult education and counselling facilities for the entire district. The core objectives are systematic development of language skills, raising the number of students leaving school with education certificates, better transition from the school to the work environment and a range of courses to promote life-long learning and the cultural awareness of young and old.



2. Key theme Metrozones – The interim spaces become liveable

Stacked up containers and port cranes next to residential areas and derelict industrial sites, punctuated by road and rail routes, abandoned port basins and marshland: jarring contrasts and broken spaces give the Elbe islands a fractured, yet exciting aspect. IBA calls these places, which are typical of many cities' inner peripheries, "Metrozones".

The Elbe islands are Hamburg's biggest Metrozone and IBA Hamburg demonstrates town planners' and architects' answers to the problem of creating a balance between varying interests and uses. Thus a new infrastructure arises, with business districts, open spaces and urban density. At the same time the city districts will be given access to the waterside, for example by removing the customs fence at *Spreehafen* docks, which has hitherto kept the residents out. And regenerating old port canals and creating new waterside pathways for pedestrians, cyclists and skaters will open up more new connections.

Wilhelmsburg Mitte – From inner periphery to new centre

The renewal of central Wilhelmsburg is probably the biggest of the planned urban building projects. Several times in the past an attempt has been made to create a centre for this gashed city district, for example the building of Wilhelmsburg town hall in the early 20th century or the Bürgerhaus community centre in the 1980s. IBA Hamburg picks up the task, addressing a site of some 40 hectares on which a new "City in the City" is to show what urban renewal can be like.

Instead of ignoring opposing claims for the use of the site, a deliberate process of mediation will lead to transformation and new spatial images for the Metrozone. In conjunction with the internationale gartenschau hamburg igs 2013 (international garden show) IBA will be creating a *new centre*, featuring many green spaces and a mixture of homes, workplaces, shops, government offices, services, hotel and leisure facilities.

The relocation of the *Ministry of Urban Development and the Environment* to newbuild offices on the island will provide an added boost to the redevelopment process for the centre of Wilhelmsburg.

Moreover the *Wilhelmsburger Reichsstrasse*, the four-lane highway that slices the entire district in half, is to be moved to a new route alongside the railway tracks. This will open up more space and allow the inner peripheries to be remodelled as liveable urban places.

Bausausstellung in der Bauausstellung (Building Exhibition within the Building Exhibition)

The heart of the new centre, Wilhelmsburg Mitte, will showcase the "Bausausstellung in der Bauausstellung". For the first time an IBA will be showing model houses providing homes and workplaces for the 21st century. All told, some 300,000 sq m will be set aside for model houses; these buildings, completed by 2013, will offer exemplary answers to core issues regarding the future of construction:

- *Smart Material Houses* will show how the future belongs to intelligent building services and, moreover, demonstrate concepts that can make the entire life cycle of a house carbon-neutral
- *Smart Price Houses* demonstrate possibilities for building reasonably priced and aesthetically pleasing structures by using novel types of construction modules, prefabrication methods and by identifying what building work residents can do themselves



- *Hybrid Houses* offer flexibility and a way to meet people's changing needs over time. These houses are not only homes or workplaces. They can easily be divided into units and split or joined as needed. They adjust to the people – not the other way round.
- *Water Houses* address the growing risks of flooding in cities – whether the cause be torrential rain, rising groundwater levels or storm tides. At the same time the attractive aspects of building in harmony with the water are to be demonstrated here on Europe's biggest river island.

3. Key theme Cities and Climate Change – growing in harmony with the environment

Climate change presents particular challenges to the Elbe islands. Since the Great Flood of 1962 everyone here knows how necessary it is to respect the environment when dealing with the forces of Nature. In addition, Wilhelmsburg is burdened with inherited industrial and port pollution, which includes, for example, the former landfill in Georgswerder.

IBA Hamburg's *Climate Protection Concept "Renewable Wilhelmsburg"* sets new standards for the post-fossil fuel era. The concept is based on four strategic pillars. The proportion of renewable energy used will gradually increase until it reaches 100 percent. Combined heat and power plants (CHP) and regional or local integrated energy systems improve energy efficiency. High efficiency standards for building services in new-builds and refurbishments reduce energy consumption. Public information campaigns and economic incentives encourage the local population to "join in".

New standards for the post-fossil fuel era

One successful method is the campaign started at the beginning of 2009 called "Prima Klima-Anlage" (super climate investment): every owner of a house on the Elbe islands was asked to calculate their potential energy savings and to apply for one of 20 IBA refurbishment grants. Another climate protection project is the transformation of the former landfill in Georgswerder into a *regenerative energy hill* generating electricity for more than 2,000 households. A mix of non-fossil power sources is planned - wind and solar energy, landfill gases, biomass and geothermal power. The plans for Wilhelmsburg's flak bunker, a leftover from the Second World War, are similarly ambitious. This monumental building is to be turned into Europe's biggest solar energy plant, with a heat storage tank and integrated cogeneration (CHP) plant. The *Energiebunker* will then supply some 3,000 homes in the neighbouring district with renewable power, hot water and heating. Additionally, all IBA construction projects are planned according to the latest environmental building standards and energy efficiency criteria. Some of them, like the *Klimahäuser Haulander Weg*, set their own standards for the use of renewable energy for all utility needs – from water-saving waste-water disposal methods to smart rainwater management to the use of solar thermal energy, photovoltaics, biomass and geothermal power.

IBA shows how cities can continue their dynamic development yet at the same time avoid damaging the climate.

Civic involvement and international competitions

Since its inception in 2007, IBA Hamburg has launched more than 40 projects. IBA works in cooperation with public and private partners, and great emphasis is placed on the involvement of internationally respected architects and the local residents affected by the measures. Cooperation



with investors and project partners usually takes the form of public private partnerships. As a sign of their civic engagement for the common good, all the enterprises and institutions involved have signed the IBA Convention and thus undertaken to cooperate in a spirit of mutual trust and dedication to common goals, project structures and quality standards.

International architecture competitions present and document the visions, plans and new ideas for individual projects. Architects, town planners, artists and academics make a constructive contribution to debate and discourse at specialist forums and congresses. Regular professional events, workshops, experts' discussion rounds and congresses are held: the IBA laboratories examine specific aspects and topics in greater depth, whereas the IBA forums are dedicated to the overarching aspects of urban development.

And in open dialogue events the residents are informed of the plans and given an opportunity to participate in the debate. Specific formats have developed for civic participation, for example the participation council, consisting of 24 citizens and politicians from the city district, holds regular meetings; then there are open 'meet the citizens' events and calls for projects which offer further opportunities to become involved.

And finally, all calls for projects, tender processes and investor procedures are conducted with great transparency and comprehensively documented. Moreover, the competition juries consist of people of international renown, ensuring that the whole process is of high quality.

IBA Hamburg – an open development process presents its results

All IBA project planning processes, tenders and activities are embedded in a clearly structured timetable. The first steps that followed the inaugural presentation in 2007 were the project identification processes with competitions and tenders. The year of the interim presentation is 2010, at this point building sites and first projects in the process of realization has to be shown. And the final presentation in 2013 will reveal the results of the seven-year IBA process and coincide with the opening of the internationale gartenschau hamburg igs 2013.

IBA Hamburg is creating a unique store of creative, innovative solutions and exemplary model projects which set new benchmarks. IBA Hamburg will have a sustainable impact on metropolitan development in the 21st century that lasts beyond the specific period of the process.