

# New Models of City Life

Creating value through culture of making.



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CULTURE

KNOWLEDGE

MAKING

How is the value of the city framed?

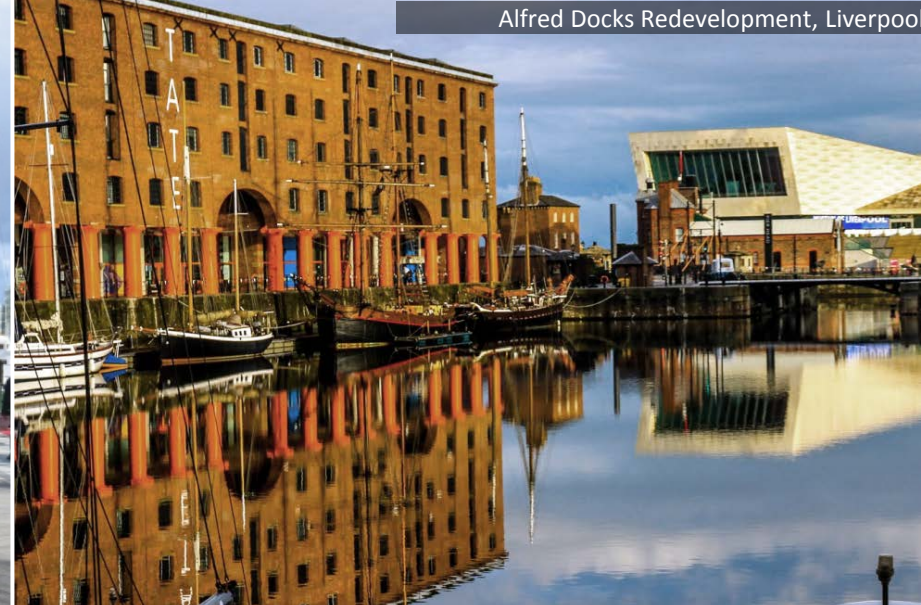


Cities are the mirror of our aspirations.



**CULTURE**

# CULTURE



Industrial Landscape Park, Duisburg Nord © Udo Becker



80s and 90s: redevelopments fuelled by introduction of culture & tourism

Bilbao Waterfront, architizer.com © Hao-Hsin Ling



What Kind of Culture?  
Constructed Culture  
Ljubljana's annual Medieval Day

# CULTURE



The predominant type of life (meaning) is generated by free time activities like shopping, drinking coffee, looking at tourist attractions.

Is this the only "Culture" that city centres should support?

A large, bronze sculpture of a spider, known as 'The Spider' by Fritz Koenig, stands prominently in the foreground. The sculpture is made of thick, twisted metal rods that form the spider's legs and body. It is positioned on a paved plaza in front of the Seattle Symphony Center, which has a distinctive, curved, metallic facade. The sky is clear and blue. In the background, other buildings and a cityscape are visible. Several people are walking around the plaza, some looking at the sculpture. The overall scene is bright and sunny.

**“CONSTRUCTED  
CULTURE”  
CREATES A FLAT CITY**

**KNOWLEDGE**



# KNOWLEDGE



2000s: Old Street – the silicon roundabout is the centre of IT knowledge economy in UK that creates a different type of culture.

Startupbootcamp Smart x +

startUpbootcamp.org/accelerator/berlin.html

KNOWLEDGE

ALUMNI GROWTH JOBS MENTORS SPONSORS DEALS ALUMNI

Generators How it works Events Blog Stats

## Startupbootcamp Smart Transportation & Energy

### About the Accelerator

Startupbootcamp Berlin is the leading global startup accelerator with a focus on **Smart Transportation & Energy - The Connected and Efficient Mobility of People and Goods.**

Applications to join the accelerator in 2016 will open at the beginning of next year. Stay tuned!

On August 10th, the ten teams chosen to enter the program moved into Berlin's Rainmaking Loft, a 1,000sqm startup hub in the heart of the European startup metropolises.

In addition to six months of free office space, the startups each receive €15,000 seed funding and extensive mentorship from 150+ entrepreneurs, investors, and corporate partners. In total, the perks and special offers are worth over €400K. At the end of the three-month program, startups pitch at Demo Day to more than 150 investors.

ACCELERATION BEGINS IN **195 DAYS**

**Upcoming Events**  
15 March 2016

Acceleration Business C x +

abc-accelerator.com

info@abc-accelerator.com FAQ Jobs Blog Events Media Partners and supporters

ACCELERATION BUSINESS CITY

HOME HOW IT WORKS MENTORS STARTUPS ALUMNI ABOUT MEDIA CONTACT

**28 DAYS LEFT TO APPLY FOR THE THIRD PROGRAM**

**JOIN OUR 3RD PROGRAM COMMERCIAL TECH**

**INNOVATIVE FORMS OF ECOMMERCE AND TECH FOR USE IN TRADITIONAL COMMERCE.**

We are helping to obtain all resources our startups need for accelerated business growth.

ABC is the acceleration engine that **pushes new businesses and startups to greater heights**, by providing services such as mentorship, management training, an initial investment and office space. Mentors are the core of the acceleration process and we work to get the best ones in the business.

**Our vision is to establish South-Eastern Europe as a region of innovation.**

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berlinstartupacademy.com

Turn an idea into a fundable company, Berlin-style.

## BERLIN STARTUP ACADEMY

HOME PROGRAM MENTORS STARTUPS VC ECOSYSTEM DEAL VIDEOS BLOG SIGN UP ABOUT

**Startup and Big Business: Build a network that goes beyond the usual.**

“ Berlin Startup Academy (BSA) is Berlin's boutique, independent Startup and Investor. In a 3-month, 2 day/week program involving 60+ of Berlin's most experienced CEOs and investors, BSA helps to turn an idea into a startup or to bring entrepreneurial drive to your enterprise. As part of German Technology Entrepreneurship Center (GTCEC), we make the resources of Germany's industry and Mittelstand, wealth, science, and academics available to founders from around the world.

Unlike other accelerators, BSA accepts founders who may or may not have a complete team or prototype yet, helping you with team completion, idea evaluation, and access to the Berlin ecosystem.

Our independence from corporate funds means that we can accept ideas from across the board, including hardware or unusual ones like starting your own investor.

Being part-time, we don't require you to drop everything you're doing and completely submit to a new schedule. Freelancing on the side is cool with us -- up to a point, though.

However, we are very critical regarding the feasibility of your startup idea, because we believe that no mentor or investor can salvage an idea without pain point or target group.

Axel Springer Plug and Play x +

axel.springerplugandplay.com

Schedule FAQ Jobs Press

AXEL SPRINGER PLUG AND PLAY ACCELERATOR

ABOUT PROGRAM STARTUPS NETWORK TEAM BLOG MENTORS APPLY VIDEO

**APPLY NOW FOR PROGRAM 9**  
Application Phase Still Open

**APPLY NOW for Program 9**  
until February 14th

**On what scale can this type of city be propagated?**  
**Is it just another branch of economy?**

BERLIN SKIDOO VALLEY

# Chance of Success on Large Projects

Holding everything else constant:

KNOWLEDGE



## Do Creators Deliver On Their Promise?



Only **25%**

of the projects<sup>4</sup> are delivered on time.



After 8 months of delay, 75% of finished products<sup>5</sup> will have been delivered.

Knowledge economy will never support multiple city economies. One Silicon Valley is enough.

KNOWLEDGE

# ZANO

TAKING YOUR SELFIES TO NEW HEIGHTS



**KICK  
STARTER**

Kick Starter project  
£2,335,119 pledged  
Didn't deliver due to lack of  
production knowledge

## KNOWLEDGE



The type of city that Ford created in the 30s was a genuine culture connected to making and on the scope and scale that is viable for the city.

# KNOWLEDGE



Knowledge of making moved away  
and with it its culture. Knowledge  
economy is not connected to making  
nor feasible on its own.

Detroit after abandonment

**KNOWLEDGE  
SHOULDN'T BE  
DISASSOCIATED FROM  
MAKING**

Forfeiting the knowledge imbedded  
in industry and making

**MAKING**



# MAKING



## Floor 2: Apprentice dorms

Private life, Family, custom

## Floor 1: Master's House

Private life, Family, custom

## Workshop

Knowledge, custom, making, learning teaching

Senior Apprentice  
making jewelry

Junior Apprentice  
preparing materials

## Store

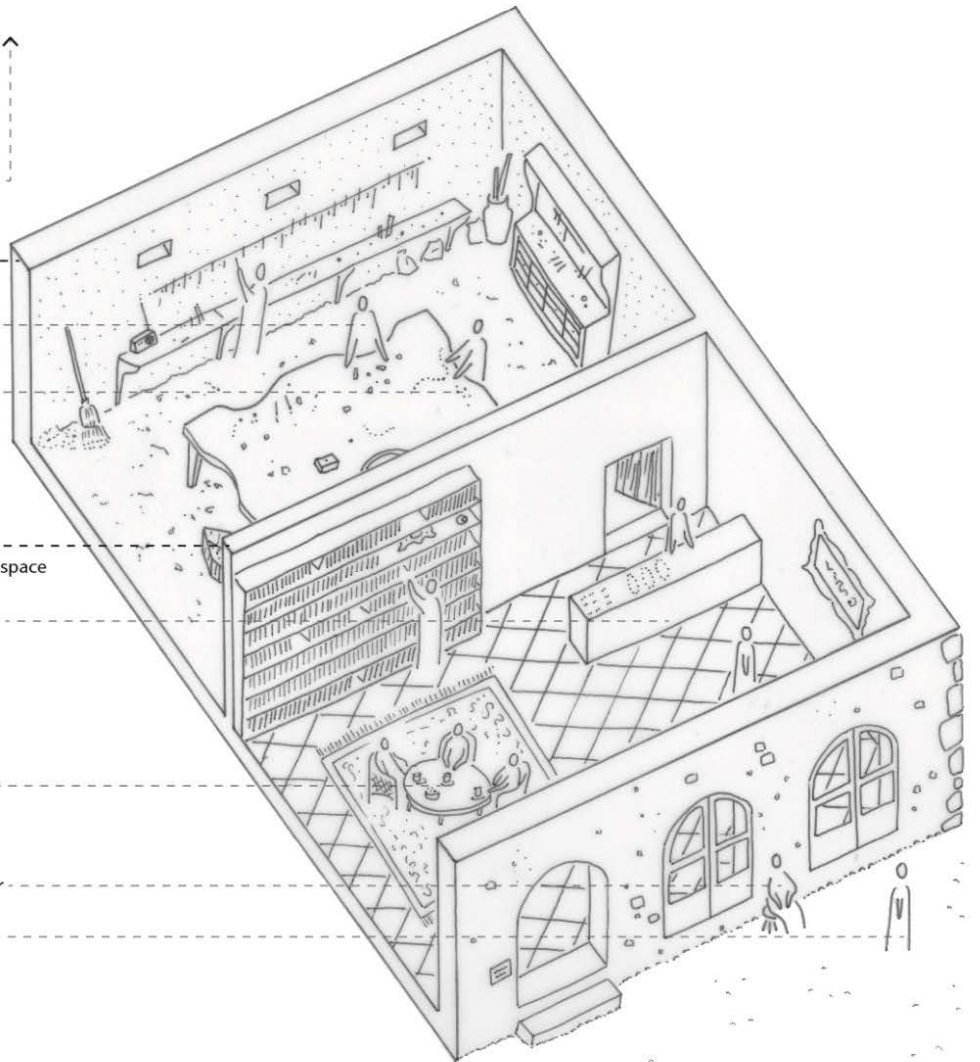
Representation, hospitality, negotiation, public space

bespoke quality jewelry exhibited

Master greeting and  
talking to the client

Gradfather of the current master

Local customer visiting



Making creates a rich and varied culture with depth.

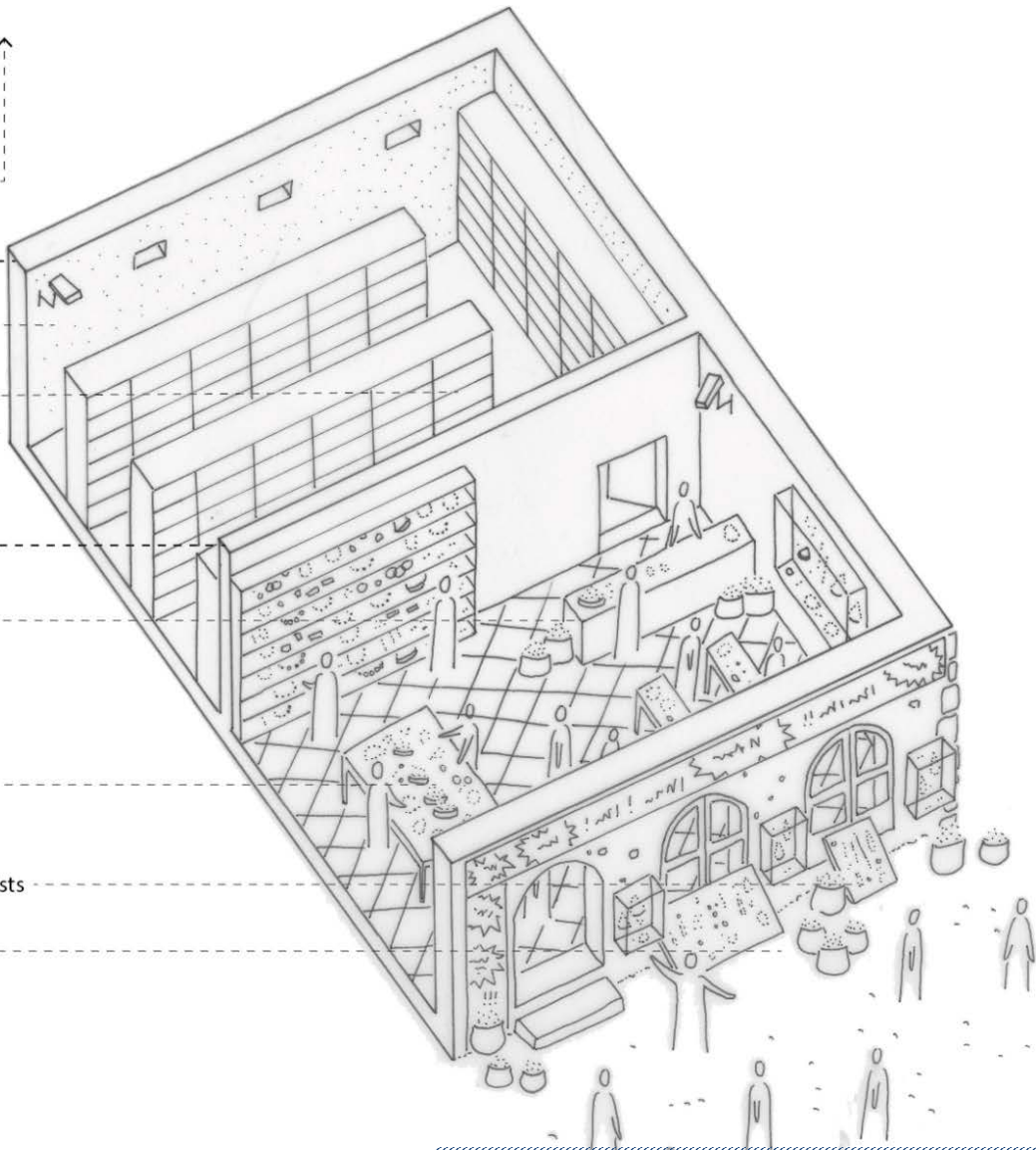
# MAKING



**Floor 2: Hostel dorms** - Sleeping  
**Floor 1: Hostel rooms** - Sleeping

**Storage** - Imported wares from India and China  
Camera  
Storage shelving

**Store** - Selling imported wares  
Imported generic jewellery  
Tourists browsing through trinkets  
Additional trinkets to attract tourists  
Tourists rushing by owner selling



Disassociated making creates a flat city



**CREATING CULTURE  
ON BASIS OF MAKING**



BICYCLE BOUTIQUE

P I C I  B I C I

SINCE 2011

HOME

LATEST

CATEGORIES

BRANDS

SALE

BLOG





# SHINOLA DETROIT



Bringing back the culture of making



**FUTURE  
ARCHITECTURAL  
PRACTICE**

## Home-work-home MS [6801]

Authors: Anna Regner, Iwetta Makarewicz, Mariana Ferreira

**Crosslinks:**  
MS [2504] PT [HoC1]



Erasure Origination Transformation Migration

**Erasure:**  
Separation between family and work.

**Origination:**  
New work places are created in their own houses and with their own family as employees.

**Transformation:**  
The rooms have to be changed to adapt to the working needs and different relationships of "boss and employee" are born in the family.

**Migration:**  
Employees also live in the house where they work, therefore the migration is in the building itself.

**Location Map**



## moneymaker MS [7706]

Authors: Julia Domanska, Stefanie Lennartz, Charlotte Reh

**Crosslinks:**  
OF [Ec16]



Erasure Origination Transformation Migration

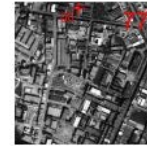
**Erasure:**  
dense society with a need for money

**Origination:**  
people working, mass production

**Transformation:**  
people earn money to survive

**Migration:**  
products being sold all over the world

**Location Map**



CHORA city and energy | Institute for Sustainable Planning and Urban Design | TU Berlin  
Strasse des 17. Juni 135, 10623 Berlin | T: +49.30.31.421.934 (sekr.) | F: +49.30.31.421.931

## my home is my castle MS [6602]

Authors: Julia Domanska, Stefanie Lennartz, Charlotte Reh

**Crosslinks:**  
OF [Cu18]



Erasure Origination Transformation Migration

**Erasure:**  
living house

**Origination:**  
split into two different levels

**Transformation:**  
levels can be used differently

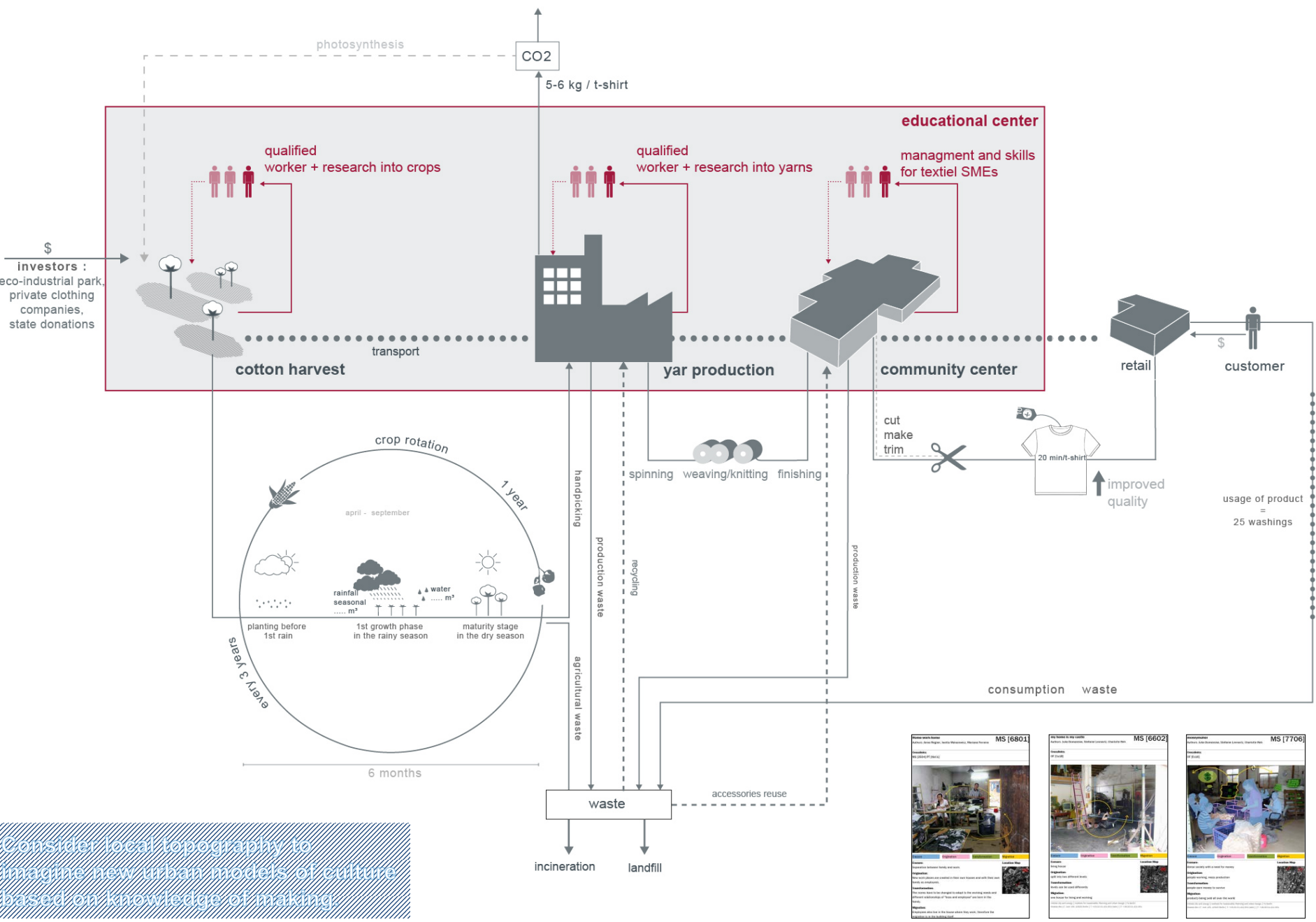
**Migration:**  
one house for living and working

**Location Map**

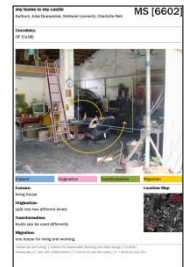
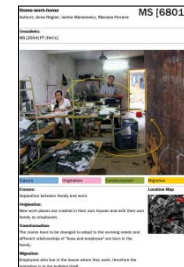


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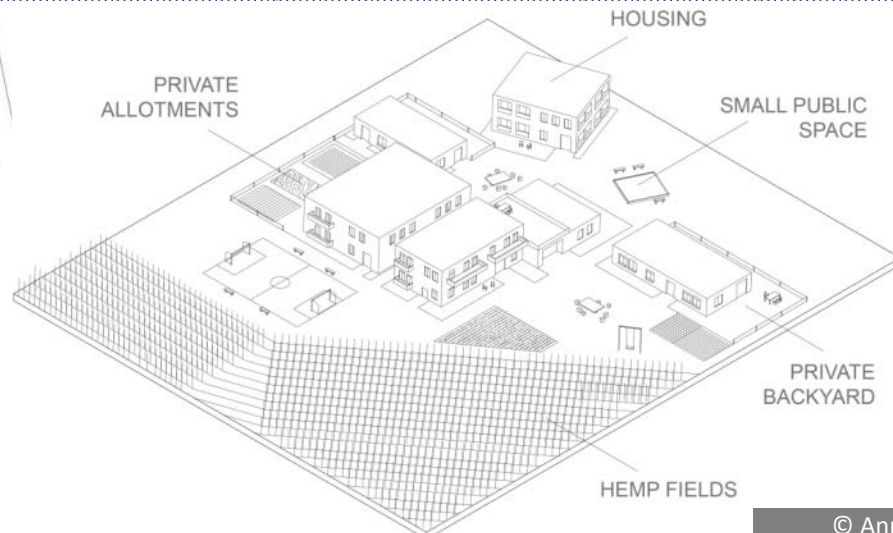
Considering the city from local conditions out, taking into consideration local knowledge.



Consider local topography to imagine new urban models of culture based on knowledge of making.







# New Models of City Life

Creating new value models through culture of making.

## SUGGESTED FORMATS



# 1. LECTURE

## Culture of Industrial Cities Rise – Abandonment – Rehabilitation





# 2. WORKSHOP

Identify a local production that disappeared, turn it into a viable part of a city culture.



### Implementierungsplan

**PROJEKTIDEE**

ARBEITSTITEL: \_\_\_\_\_

ADRESSIERTES PROBLEM: \_\_\_\_\_

BETEILIGTE UNTERNEHMEN: \_\_\_\_\_

BENÜTZTE PROTOTYPEN: \_\_\_\_\_

WATTEWALL

### Spielkarten

### Teil B

Prototypenauswahl  
30 Minuten

### Teil C

Prototypen clustern (neuen)  
20 Minuten

### Teil D

Projektidee  
30 Minuten

### Spielfeld

RAHMENBEDINGUNGEN

ANFORDERN

PROTOTYPEN

DATENBANK

© CHORA C+E, TU Berlin

**Home-work home** MS [6801]  
 Authors: Anna Regier, Iwette Makarewicz, Mariana Ferreira



**Erase:** MS (2504) PT (Ho1)


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**Location Map**



**moneymaker** MS [7706]  
 Authors: Julia Domanska, Stefanie Lennartz, Charlotte Reh



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**Location Map**



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**my home is my castle** MS [6602]  
 Authors: Julia Domanska, Stefanie Lennartz, Charlotte Reh



**Erase:** OF (Du18)

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**Origination:** split into two different levels

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**Location Map**



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**In search for job** MS [6502]  
 Authors: Rıwan Massoud, Mirka Bergk



**Erase:** Origin Transformation Migration

**Erase:** The space was a living room

**Origination:** Machines and equipments are in the house

**Transformation:** The family now is working in industry instead of agriculture

**Migration:** not local people (migrants) live in the working place as it's cheaper

**Location Map**



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**a. on-site work to define knowledge and processes.**



MS (0000)



**Evolve:** The widespread  
Adaptation of a species, often through an event.  
Evolution

**Origin:** Later stages and sometimes the emergence of a new  
species of the former of the population. An evolutionary event  
that leads to the formation of a new species or the origin of a  
new trait.

**Transformation:** A change in the structure of a species or an event  
that leads to the emergence of a new species or a new trait.  
Migration

**Migration:** Change from one habitat and population to another  
large distance.

**Erase:** the removal of things - of taking things away,  
making space.

**Origination:** change initiated at a single point,  
in time or space - a point in time where something  
new begins to happen, origination sets something  
into the realm of the other, it is the basis for  
reaction.

**Transformation:** continuous change from A to B -  
continuous change between two states of  
existence. In a process of change, a change with a beginning and  
an end.

**Migration:** things moving through - describes things  
one point to another, things that leave  
one place and go to another, of which sometimes traces remain.



31 Jan 01 16:20:20  
1100 000000

# b. Preparation of material



**Evolve:** The widespread  
Adaptation of a species, often through an event.  
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**MINI SCENARIO 1**  
**ERASURE** of *of*

**ORIGINATION** *sleep*

**TRANSFORMATION** *The place*  
*to a new*

**MIGRATION** *of buildings been*





**c. Playing a scenario game to come up with a solution**

d. Create a report / action plan  
how to implement this idea

## IMPLEMENTATION PLAN

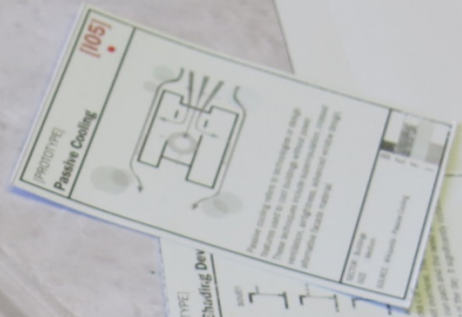
PROJECT NAME:

PROBLEM

- \* Change in construction of buildings
- \* Unemployment
- \* Waste Problem
- \* Water Problem

AGENDA

- \* Urban farming
- \* Decentralized treatment system



Passive buildings are a standard for energy efficiency. It results in ultra-low energy buildings that require little energy for space heating and cooling. Passive design is not an alternative to architecture design, but a design that is integrated with architectural design.

Source: Buildings 2020

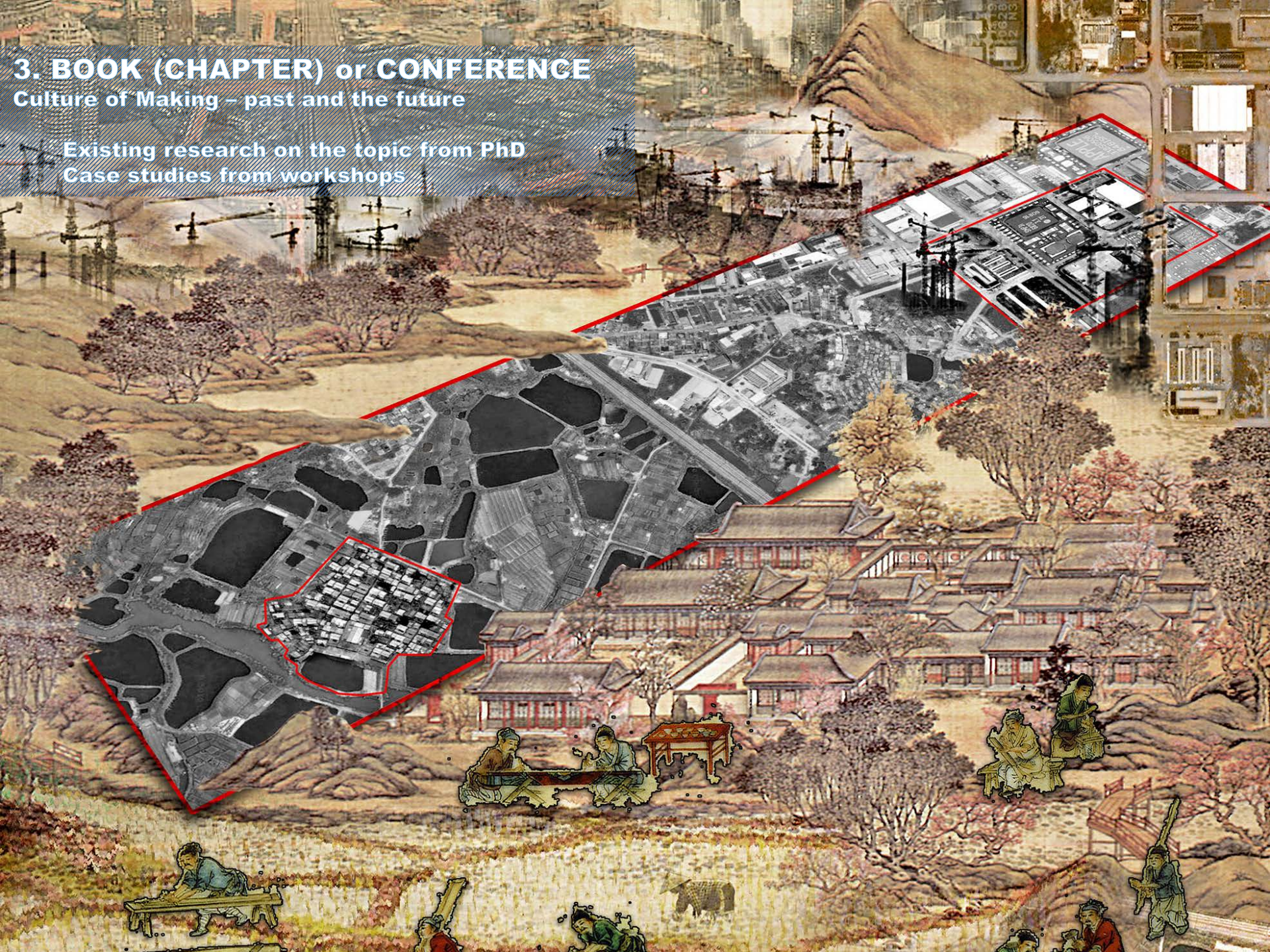


### 3. BOOK (CHAPTER) or CONFERENCE

Culture of Making – past and the future

Existing research on the topic from PhD

Case studies from workshops



# New Models of City Life

Creating value through culture of making.



LECTURE



WORKSHOP



BOOK