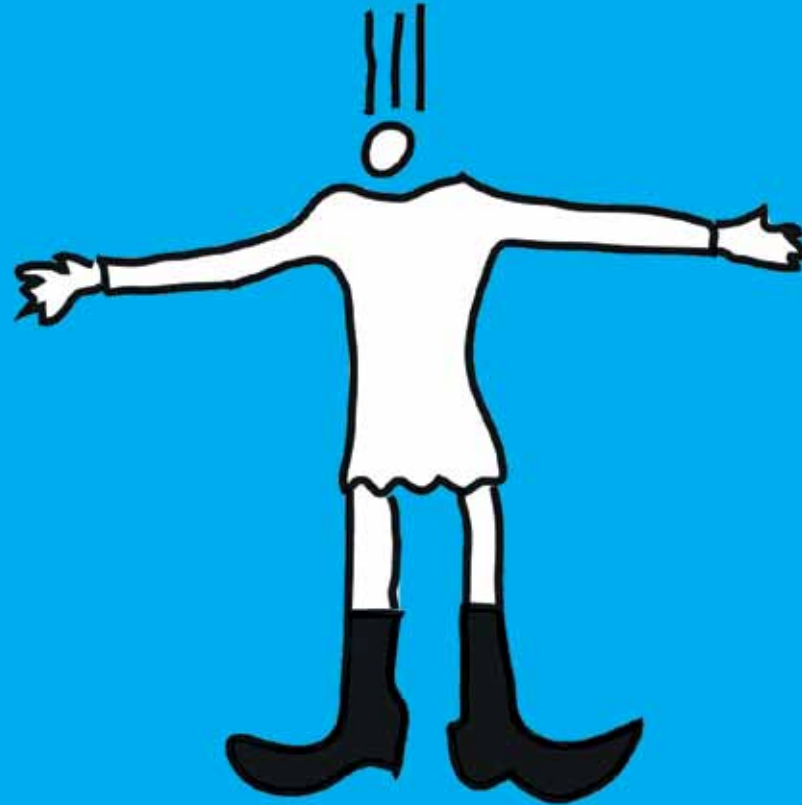


CATALYSING URBAN TRANSFORMATION



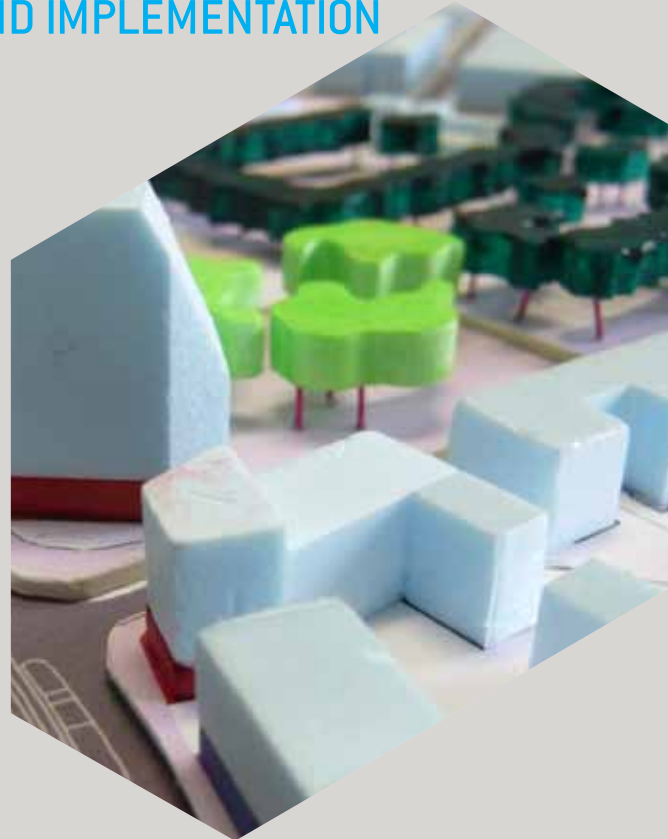
— URBAN CATALYST —

EXPERTS FOR SPACES IN TRANSFORMATION

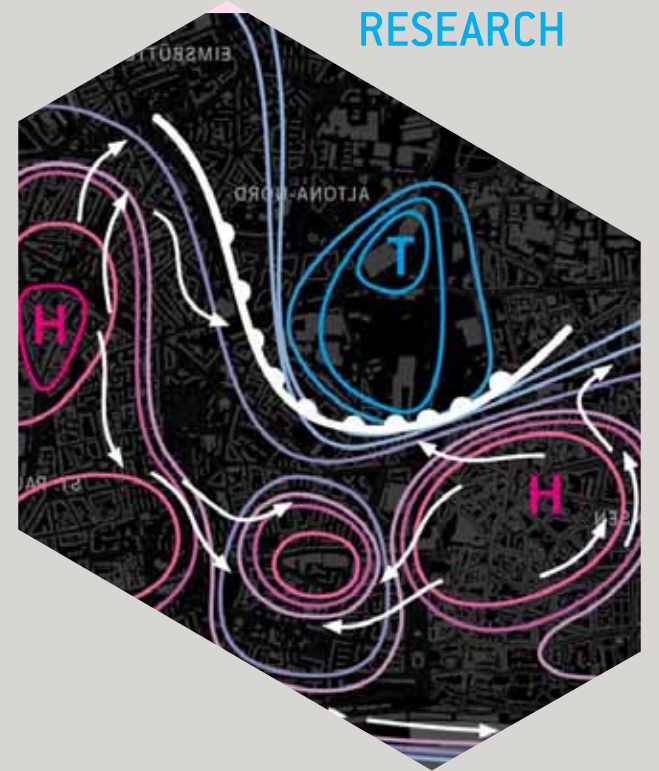
COMMUNICATION
AND CROSS-LINKING



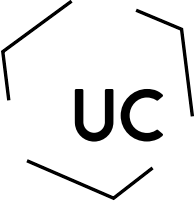
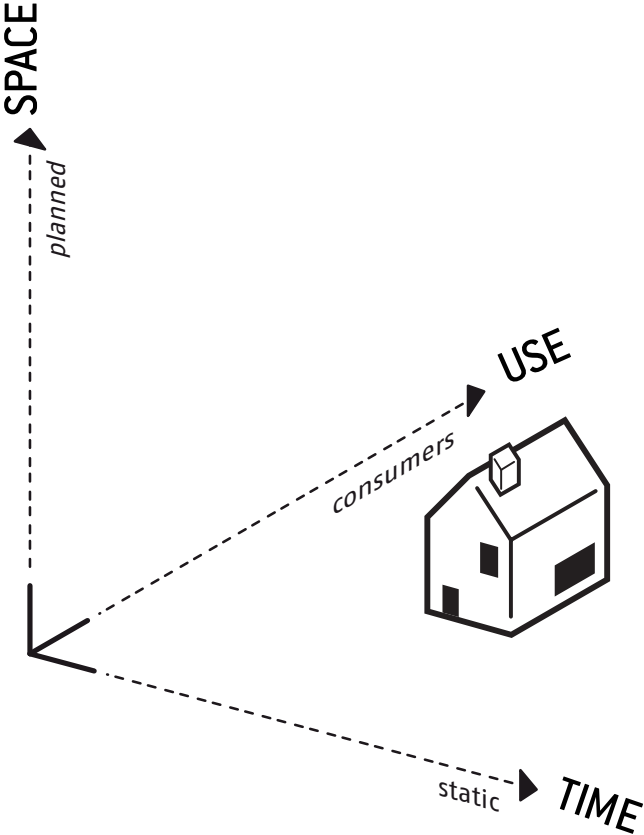
PLANNING, PROCESS
AND IMPLEMENTATION



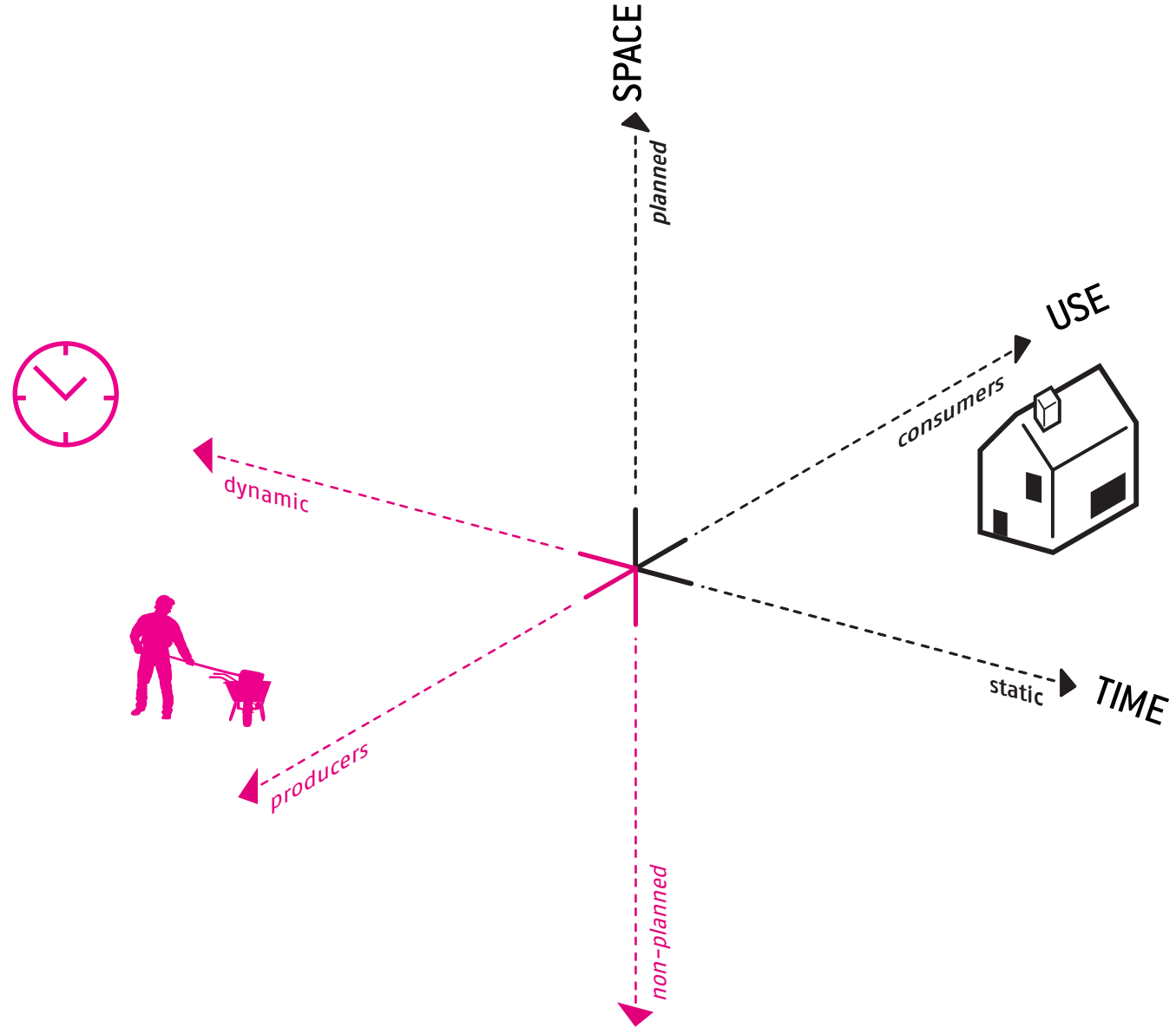
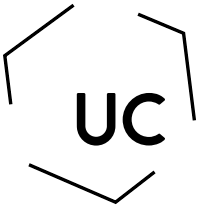
URBAN
RESEARCH



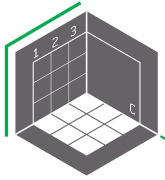
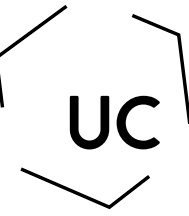
TRADITIONAL PLANNING APPROACH



URBAN CATALYST FIELDS OF ACTION

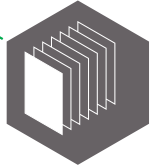


UC – INSTRUMENTS



MATRIX

› macht die Komplexität von Entwicklungsräumen lesbar und nutzbar



STECKBRIEF

› zeigt die Potentiale von Teilräumen auf einen Blick.

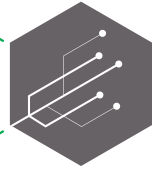


TRANSFORMATIONSBAROMETER

› zeigt das Veränderungspotenzial von Räumen als Röntgenbild

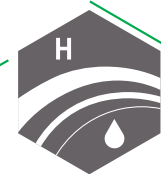
DYNAMISCHER MASTERPLAN

› ist ein prozessorientiertes Steuerungsinstrument für Räume in Transformation



WETTERKARTE

› zeigt die planerische Großwetterlage von Städten und Regionen



ATLAS

› schafft Einblicke in die Perspektive von raumprägenden Akteuren

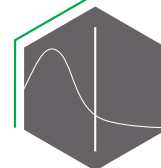
SAFARI

› spürt querfeldein lokale Eigenarten auf



BAUPUNKT

› setzt Zeichen und öffnet Perspektiven

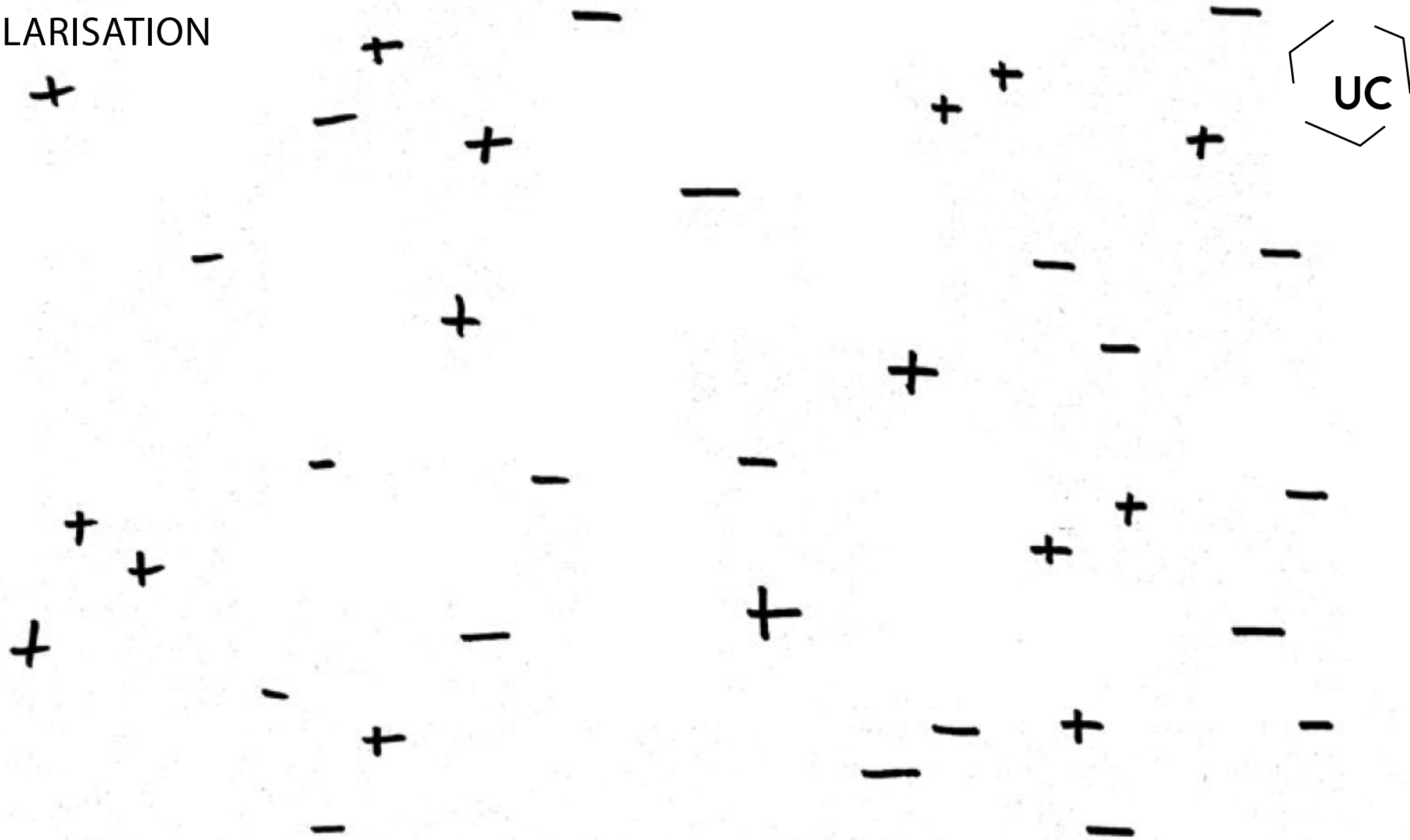


DINNERGESPRÄCH

› gewinnt neue Partner Standortentwicklungen

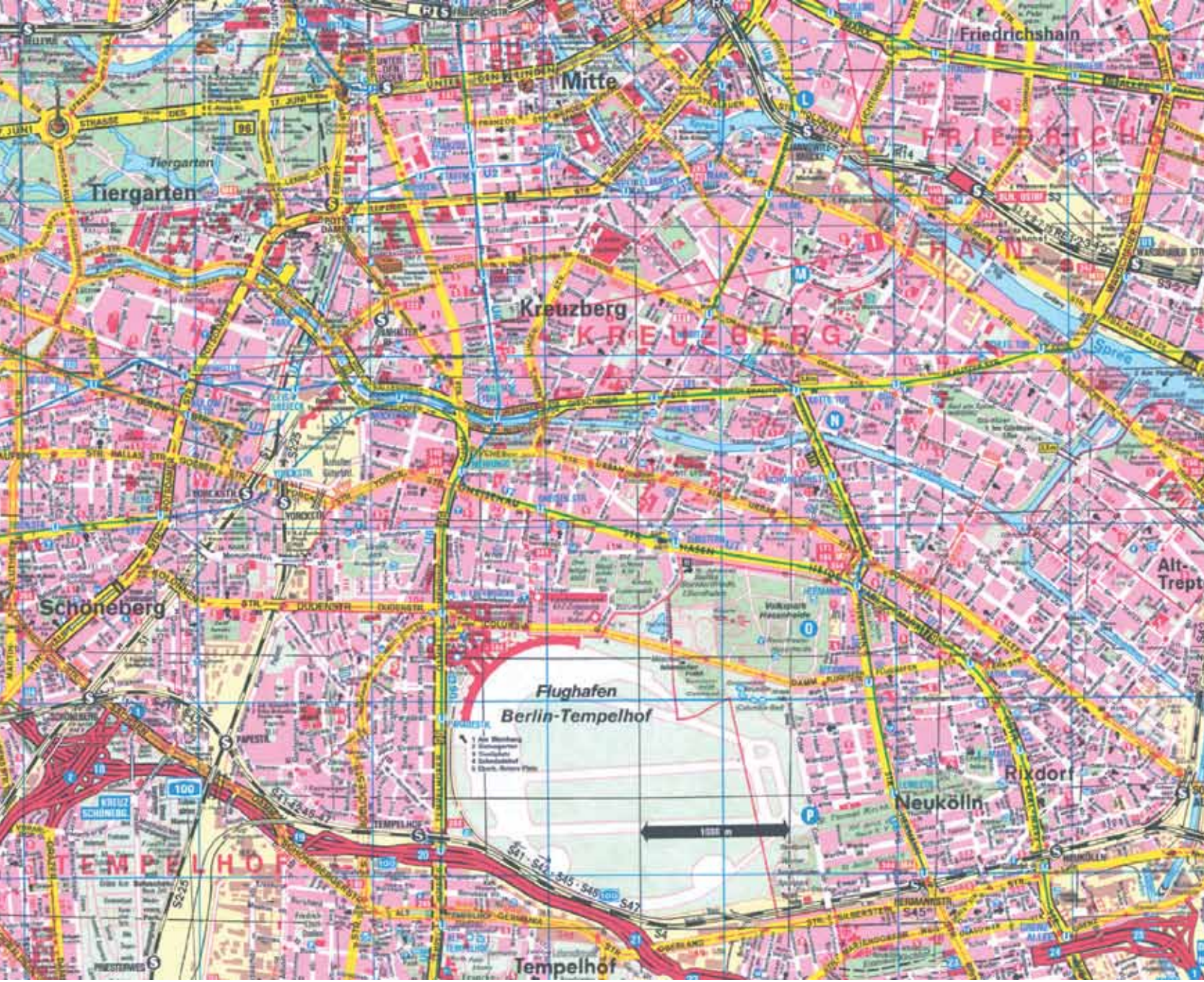


POLARISATION



REACTIVATING BERLIN-TEMPELHOF





1.



Pentagon, Washington
660.000 m² BGF

2.



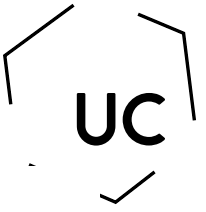
Parlamentsgebäude, Bukarest
364.000 m² BGF

3.

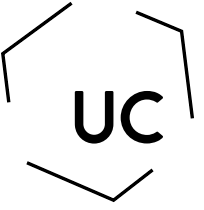


Flughafengebäude Tempelhof, Berlin
284.000 m² BGF

FROM AIRPORT TO URBAN QUARTER



Dilemma



**Fehlende Mittel
und Programme,
um die Leere zu
füllen**

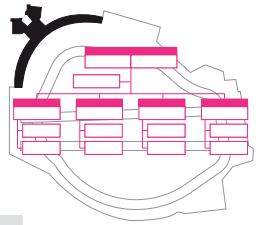
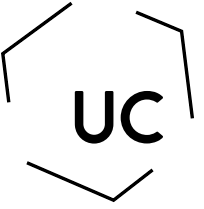
**Hohes Bedürfnis
nach starker Idee**



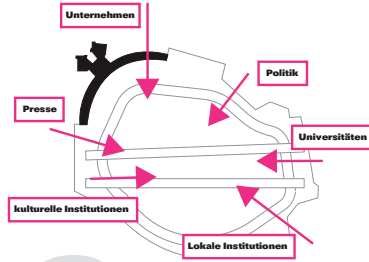
USE & DESIGN



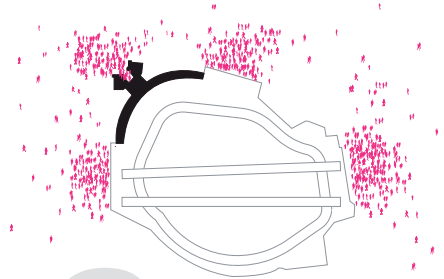
ACTIVATION CONCEPT 2009 - 2013



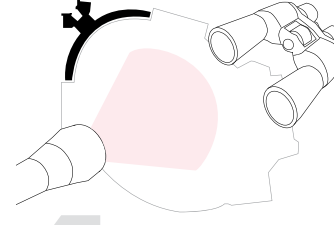
1.
**Organisations-
strukturen aufbauen**



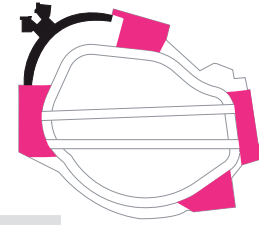
2.
**Partner
gewinnen**



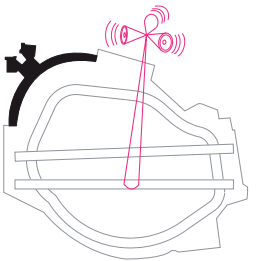
3.
**Zugänge
schaffen**



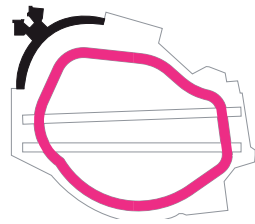
4.
**Erkundungs-
programm starten**



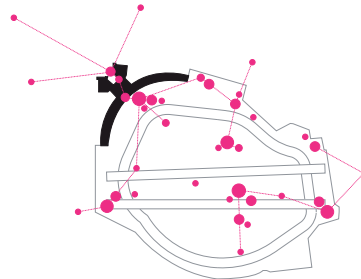
5.
**Pionierfelder
ausweisen**



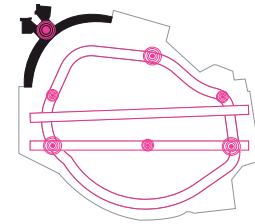
6.
**Projektaufrufe
starten**



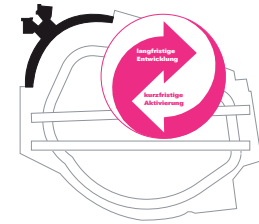
7.
**Aktivierungsring
bauen**



8.
**Besondere Orte
schaffen**

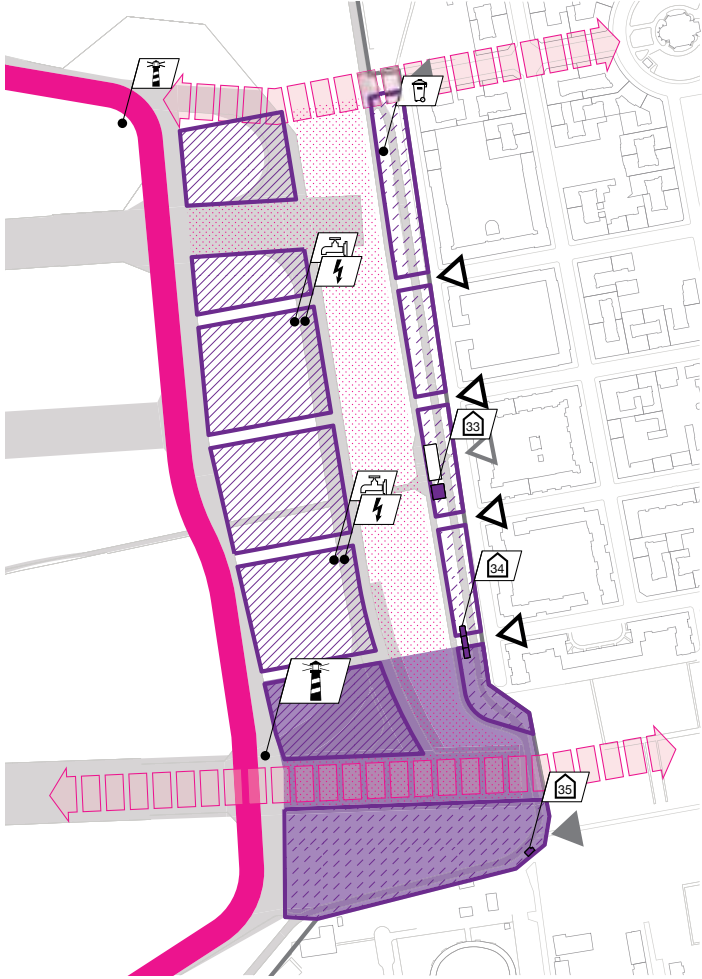
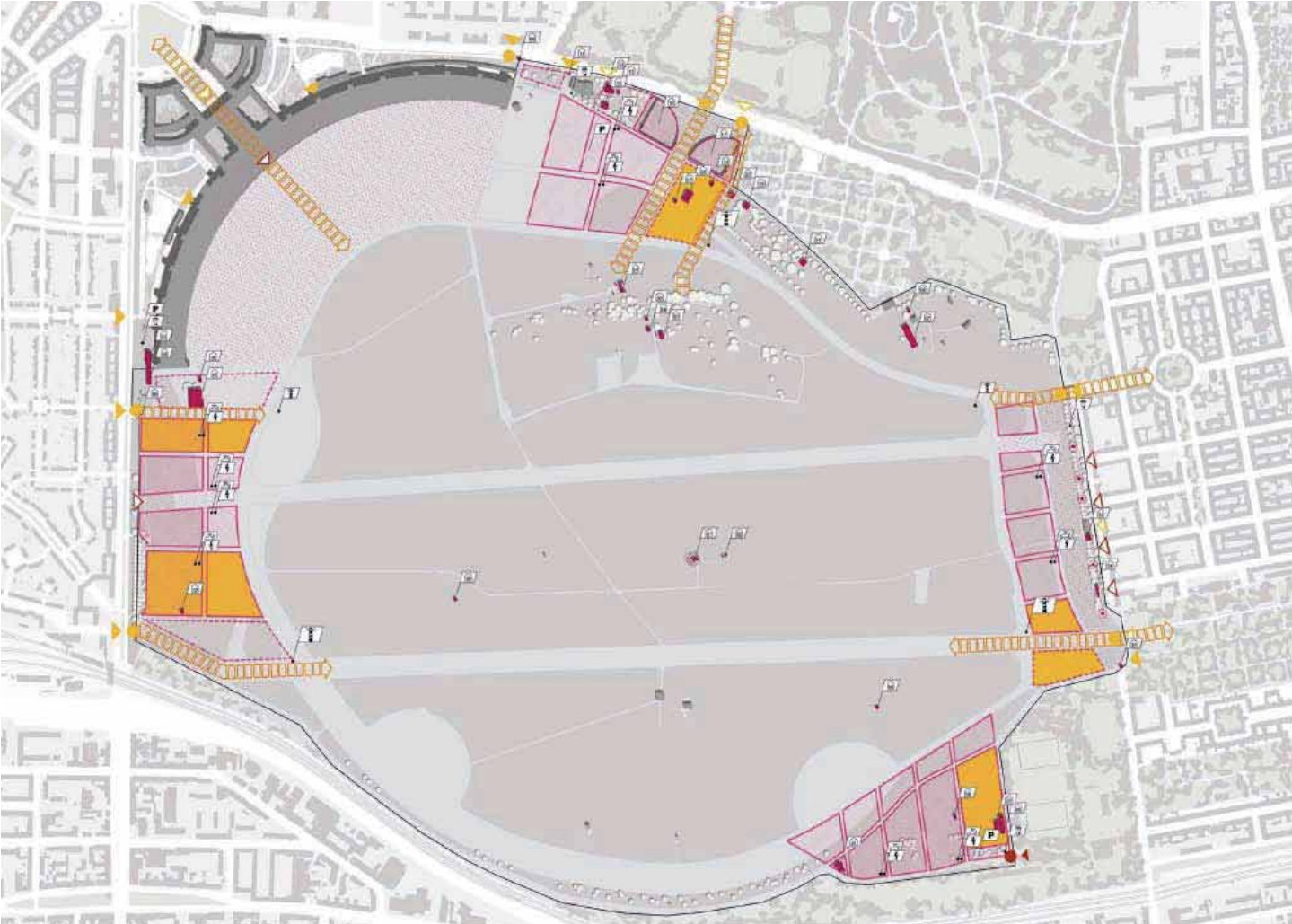


9.
**Ereignisse
bündeln**



10.
**Aktivierung mit Ent-
wicklung verzahnen**

ACTIVATION CONCEPT - PIONEER FIELDS



TEMPELHOFFER PARK

be 



DER TEMPELHOFFER
PARK

WICHTIGES
PUNKT

1. ...
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. ...
9. ...
10. ...



DEBATING ABOUT URBAN DEVELOPMENT



BAUHAUS RE-USE PAVILLON



ALLMENDE KONTOR



SKATING „VOGELFREIHEIT“



IBA BERLIN 2020

UC

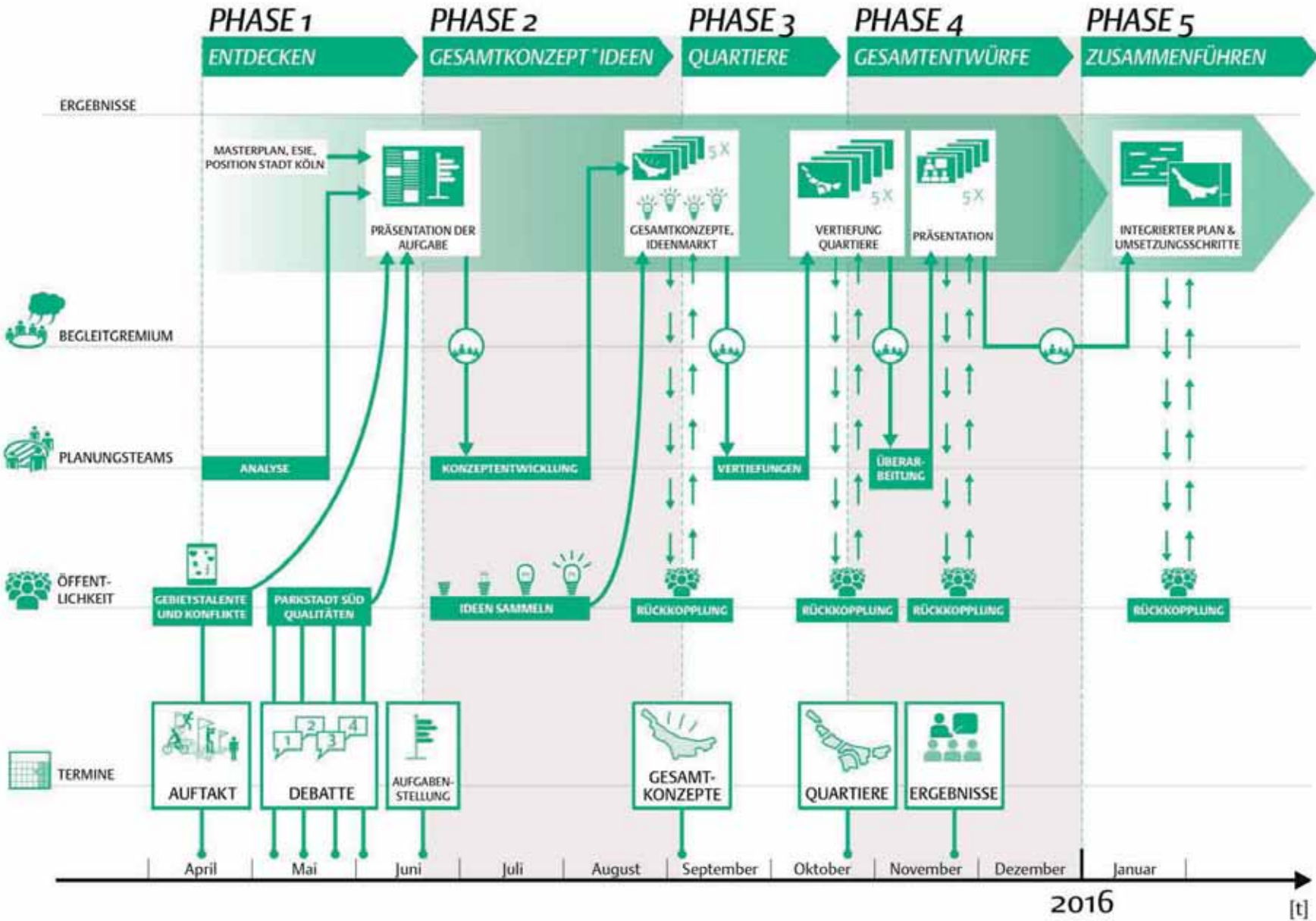
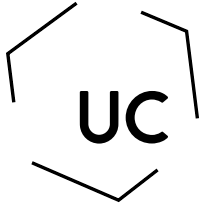
„DRAUSSENSTADT WIRD DRINNENSTADT“



PARKSTADT SÜD IN KÖLN



2. PROZESSGESTALTUNG



COOPERATIV PLANING

PROCESS OF PARTICIPATION

OPENING



Worüber wollen Sie sprechen?

Wie kann dafür gesorgt werden, dass Baukosten zu
Preisen für gemeinschaftliches Bauen + Wohnen zur Verfügung
werden?

Baugesellschaften GAG, u.a. zu Projekten gemeinschaftlichen W
auffordern

SAFARIES TROUGH THE AREA



COLLECTIVE MAP



FIRST PRESENTATION



MARKET FOR IDEAS



FINAL PRESENTATION

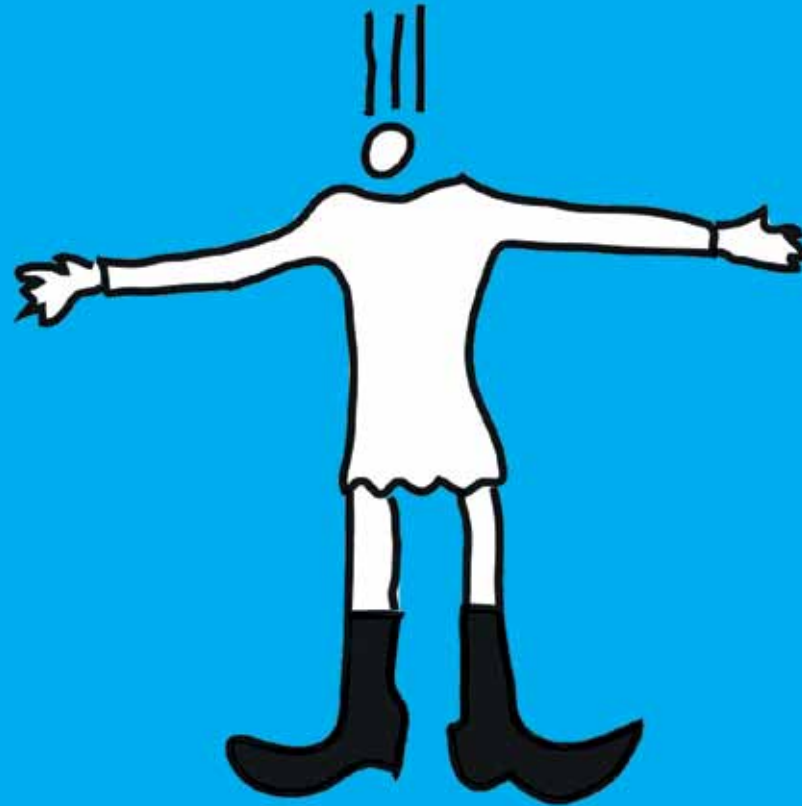




GUIDING TEAM OF EXPERTS



THANK YOU!



Siri Frech // Urban Catalyst^{studio} /