

# ECAP Vienna 2018

Documentation

**European Conference for  
Architectural Policies**  
“High Quality Building for Everyone.  
*Baukultur* and the Common Good  
in Europe.”

**13 to 15 September 2018**  
University of Technology Vienna  
1040 Wien, Karlsplatz 13, Kuppelsaal  
English with simultaneous translation  
into French



# **European Conference for Architectural Policies, Vienna 2018**

Documentation

Vienna, 2019

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# Introduction

As part of the Austrian Presidency of the Council of the European Union and the European Year of Cultural Heritage, the European Conference for Architectural Policies took place in Vienna from September 13<sup>th</sup> to 15<sup>th</sup>, 2018. Participants included highly esteemed speakers from Austria and abroad, and around 150 guests from 25 countries from different fields of specialization (trade associations, state architectural administrations, architecture education) under the broad umbrella of the Baukultur field of work.

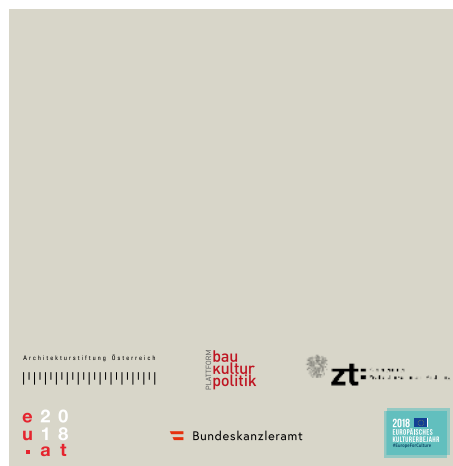
The conference was held in the impressive cupola hall of the TU Wien, the perfect space for the lectures and workshops. Thematically, the focus was on social housing and public space — topics crucial to cohesion and well-being.

Baukultur serves the European identity and cohesion as a foundation for high-quality architecture, space design, and landscaping. Thus, in the spirit of the Davos Declaration adopted by the EU Ministers of Culture in early 2018, this conference endeavored to support the promotion of building culture through exchange and closer cooperation within Europe now and in the future. The conference implemented a variety of formats to make progress towards this goal — including lectures, workshops, and field trips — which also provided plenty of space for exchange and discussion in addition to the official program.

# Program

## European Conference for Architectural Policies "High Quality Building for Everyone. Baukultur and the Common Good in Europe."

**13 to 15 September 2018**  
University of Technology Vienna  
1040 Wien, Karlsplatz 13, Kuppelsaal  
English with simultaneous translation  
into French



Austrian  
Presidency  
of the  
Council of the  
European Union

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### Thursday 13 September

12.30 pm Registration, 1.00 pm Start of the Conference

**Gernot Blümel** / Federal Minister for the EU, Arts, Culture and Media

#### Opening Address and Statement

**Christian Kühn** / Chairman of the Advisory Board for Baukultur at the Federal Chancellery

#### Baukultur in Austria – Strategies and Trends

**Xander Vermeulen Windsant** / XVW architectuur, Netherlands, the winning project of the European Prize Mies van der Rohe Award 2017

#### Kleiburg – A Model for Urban Housing in the 21<sup>st</sup> Century

**Andreas Rumpfhuber** / Architect and Researcher / Guest professor for Urban Design University of Technology Vienna

#### Almost All Right – Vienna's Housing Provision

**Bettina Götz** / ARTEC Architekten / Professor for Design and Building Construction, Berlin University of the Arts, Germany

#### Housing – A Political Commission?

**Maroje Mrduljas** / Oris Magazin, University of Zagreb, Croatia: **Social Housing in Croatia: Social systems, Contexts, Scales**

**Jean Philippe Vassal** / Lacaton & Vassal Architectes Paris **Freespace, double space, doing with**

**Verena Konrad** / Director of Vorarlberger Architektur Institut / Curator Austrian Pavilion at the Venice Architecture Biennale 2018

#### Mediating and Communicating Architecture | Expandig Fields of Education

moderated by **Renate Hammer** / Speaker of Plattform Baukulturpolitik

5.30 pm End of conference day

7.00 pm Conference dinner at REAKTOR, Gebirgsgasse 40, 1170 Wien including the presentation of the book "Best of Austria. Architektur\_ Architecture 16\_17", edited by Az W Architekturzentrum Wien, initiated and supported by the Austrian Federal Chancellery

**Theresia Niedermüller** / Deputy Head of The Arts and Culture Division of the Federal Chancellery

**Barbara Feller** / Concept and Editor "Best of Austria"

**Karin Lux** / Executive Director Az W Architekturzentrum Wien

### Friday 14 September

9.00 am Start of the second Conference day

**Michel Magnier** / Directorate-General for Education, Youth, Sports and Culture, European Commission, Directorate D: Culture and Creativity **Possible European contributions to High-Quality Baukultur**

**Georg Pendl** / President of the Architects Council of Europe (ACE)

#### Political declarations and their impact on Baukultur

**Michael Roth** / Current Chair of the Urban Development Group

#### The Urban Agenda for the EU – better city development with Baukultur?

10.00 am until 12.30 pm Dialogue Workshop

**Between Market Forces and Common Good: What can we as a community of informed practitioners do to move the practice of Baukultur forward throughout Europe while at the same time supporting grassroots movements?**  
moderated by **Ursula Hillbrand** / Salonhosting

Lunch

After lunch: Presentations in preparation for the Field Trips

**Sibylla Zech** / Professor for Spatial Planning, University of Technology Vienna **Cultural Landscape and World Heritage**

**Wolfgang Gleissner** / Director of BIG Bundesimmobiliengesellschaft

#### Presentation of BIG and Campus WU

**Robert Temel** / Speaker of Plattform Baukulturpolitik, Building Researcher **Innovative Housing in Vienna: New Typologies and Actors**

3.30 pm until 7.30 pm Field Trip

**Seestadt Aspern and Campus WU, followed by a visit of the exhibition EU Mies Award 2017 at Az W Architekturzentrum Wien**

### Saturday 15 September

9 am until 11 am Network Meeting

**Building new networking structures for architectural policies on the European level**

11 am until 5 pm Field Trip

**World Heritage Wachau**

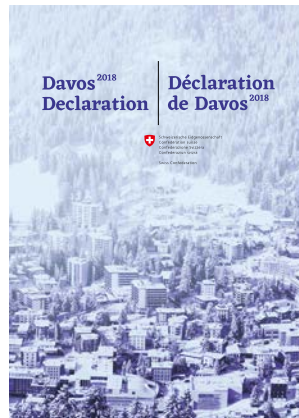


# 1<sup>st</sup> Conference Day, September 13<sup>th</sup>, 2018

The first afternoon was packed with information, with presenters from Austria and abroad focusing primarily on the topic of social housing.

The welcome address was given by **Gernot Blümel**, Federal Minister for the EU, Arts, Culture and Media. In his statement, the minister referenced current developments in the field of Baukultur, both in Austria and throughout Europe. Special mention was made of the Davos Declaration on Baukultur, adopted in January 2018, which outlines how to politically and strategically anchor a high level of building culture in Europe, something the Vienna Conference wants to contribute to, in both implementation and ongoing development. Blümel also referred to the current European Year of Cultural Heritage, the final conference of which was held at the end of the year, also in Vienna.

Mention was made of the Federal Guidelines for Building Culture adopted by the Austrian Council of Ministers in summer 2017, as well as of the recently presented Third Austrian Building Culture Report. Both documents present important strategies for all levels of administration and fields of policy that serve as the foundation of a forward-looking building culture policy in Austria.



Cover of the Davos Declaration

The first presentation was given by **Christian Kühn**, Chairman of the Advisory Board for Baukultur at the Federal Chancellery.

## **Baukultur in Austria — Strategies and Trends**

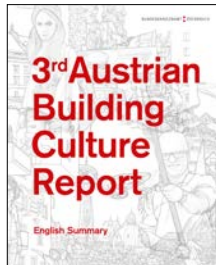
The presentation had two primary focal points: first, exploring the terms “Baukultur” and “architecture” and, second, offering a more detailed overview of the current situation in Austria.

Traditionally, a distinction is made between architecture and building, with the former regarded as an art, the latter as a practice dominated by necessity. A quote by the famous art historian Nikolaus Pevsner expresses this idea clearly: “A bicycle shed is a building. Lincoln Cathedral is architecture.”

The concept of Baukultur is an attempt to overcome the divide in attitude that this distinction creates. As art theory has progressed from regarding a work of art as an aesthetic object to regarding it as a practice of aesthetic perception, architecture can function as art even in the most basic of functional settings.

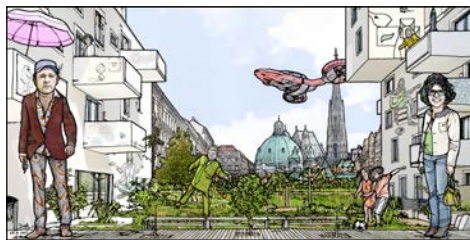
If the purpose of art itself is to foster self-understanding through an aesthetic practice, architecture clearly qualifies under this definition. The primary difference between architecture and other arts is the fact that most of them have created a framework of institutions — museums, opera houses, and concert halls — that supports them and provides a home. In contrast, architecture and town planning are inevitably associated with the public realm. Does this mean that every work of architecture is necessarily a work of art? Certainly not. But any building or even infrastructure has the potential to be art, regardless of its functional constraints. A high level of Baukultur means that this potential is widely understood in a society and pursued with ambition. The presentation expands this argument and investigates its consequences for Baukultur policy.





Cover Building Culture Report

Scenario Global



Scenario Integral

Scenario National

BUNDESKANZLERAMT ÖSTERREICH

## Austrian Federal Guidelines for Baukultur

### The 20 Guidelines

**Development of towns, cities, and the landscape**

- Guideline 1: Strengthening town and city centers
- Guideline 2: Reducing land use and developing land in high quality
- Guideline 3: Prioritizing quality technical infrastructure in building culture
- Guideline 4: Promoting high-value public spaces

**Construction, restoration, and maintenance**

- Guideline 5: Applying and advancing the principle of sustainability
- Guideline 6: Adapting, simplifying, and harmonizing building regulations to meet building culture requirements
- Guideline 7: Carefully maintaining our built heritage and developing it for the future
- Guideline 8: Incorporating principles of accessibility, diversity, and inclusion

**Processes and procedures**

- Guideline 9: Establishing a standard of comprehensive and well-documented process design
- Guideline 10: Expanding the use of architectural competitions
- Guideline 11: Implementing and strengthening planning and design advisory committees
- Guideline 12: Awarding separate design and construction contracts

**Promoting awareness and public participation**

- Guideline 13: Making building culture understandable
- Guideline 14: Expanding participatory practices

**Research and transfer of knowledge and expertise**

- Guideline 15: Establishing building culture research nationally and internationally
- Guideline 16: Creating qualifications for public officials and improving networks for sharing existing knowledge

**Guidance, coordination, and cooperation**

- Guideline 17: Developing building culture guidance tools
- Guideline 18: Tying public funding for construction and restoration to quality criteria
- Guideline 19: Incentivizing the construction of sustainable housing
- Guideline 20: Fostering building culture collaboratively

Adopted by the Austrian Council of Ministers  
on August 22<sup>nd</sup>, 2017.

Austrian Federal Guidelines for Baukultur

Christian Kühn is Dean for Academic Affairs at the Faculty of Architecture and Planning at TU Wien. His main research area is the history and theory of architecture, with a focus on educational facilities. He has been Chairman of the Austrian Architectural Foundation since 2000 and writes as a critic for newspapers and journals. In 2014, he was commissioner and, together with Harald Trapp, curator of the Austrian contribution to the Venice Biennale of Architecture. Since 2015, he has been Chairman of the Council for Baukultur in the Austrian Federal Chancellery. [www.baukultur.gv.at](http://www.baukultur.gv.at)

This was followed by presentations on exceptional initiatives and projects in the field of housing development. **Xander Vermeulen Windsant's** presentation focused on Kleiburg, a prototype project and winner of the Mies van der Rohe Award 2017 — emphasizing the transformation of an existing 1960s building on the one hand, and on the other the highly successful combination of social housing and public space.

### **Kleiburg, a Model for 21<sup>st</sup>-Century Housing**

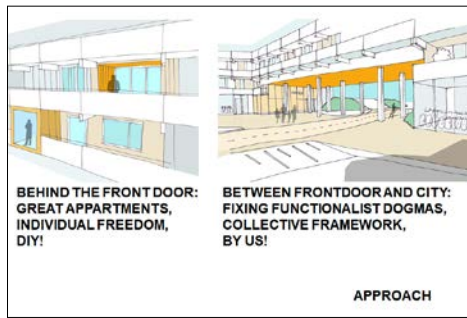
Kleiburg is the first housing and renovation project to receive the prestigious Mies van der Rohe Award. Instead of a museum or a court building, the 2017 award was bestowed upon an “everyday” building.

Kleiburg was a part of the Bijlmermeer, a post-war construction program across Europe that was designed to reconstruct, expand, and improve cities. Like many of its European contemporaries, the Bijlmermeer was the expression of a social and political ideal: the welfare state set in concrete.

Interventions to the building came about through careful analysis that recognized how, within the structure of Kleiburg, each apartment had the potential to be different. Now, all 502 apartments in Kleiburg indeed have differences, each one suiting the life of its inhabitant. The building's primary weakness was the way it related to the urban context, so our radical interventions in the lowest two floors reconnect the building to the city. Our attitude in Kleiburg's design has been to neither idealize nor condemn it.

Kleiburg responds to two issues facing the 21st-century contemporary European city. First, it acknowledges that the population is far more diverse than we architects can even imagine. Next, Kleiburg introduces a third active actor as a shaper of the city. In addition to the market and the government we now have the inhabitants, the “ordinary citizens” of Amsterdam. Consequently, Kleiburg has not been developed for them but with them.

**Xander Vermeulen Windsant** /XVW architectuur, Netherlands, graduated with honors at the Faculty of Architecture, University of Technology Delft. After working at Claus en Kaan Architecten in Amsterdam, he established XVW architectuur in 2010. Since then he has worked together with a small team on primarily housing projects. These projects range from small private commissions to medium-sized newly built apartment buildings to large-scale renovations. Close collaboration with the future inhabitants is a key component in all of these projects. One of them, Kleiburg (designed together with NL Architects), won the Mies van der Rohe Award 2017 and the Dutch Design Awards 2017. [www.xvwarchitectuur.nl](http://www.xvwarchitectuur.nl)



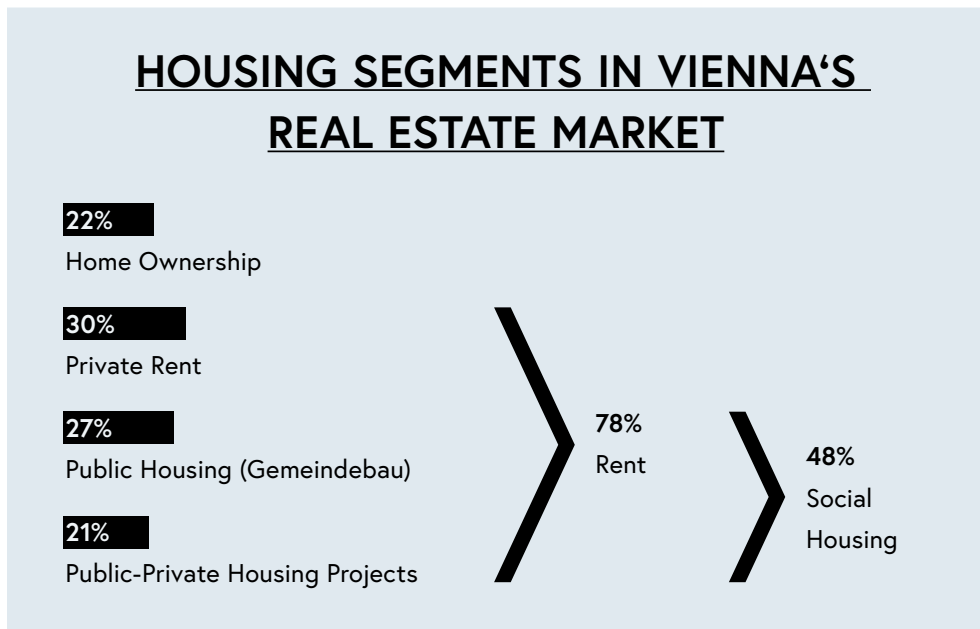
The next two presentations showed the Viennese housing situation from different perspectives. **Andreas Rumpfhuber** provided a theoretical and historical overview, and **Bettina Götz** examined current developments from the perspective of an architect with diverse national and international experience.

### Almost All Right: Vienna's Public Housing

To the outside world Vienna resembles an isolated island with a population that is fortunate enough to benefit from a functioning welfare state. Social housing is evenly distributed throughout the city's landscape, leveling out inequalities not only in a social but also in a spatial sense, resulting in very little socio-spatial segregation and only modest differences in rent between one city district and another. And, indeed, many claim that there is enough affordable accommodation to serve a large percentage of the population.

Yet, despite this comforting picture telling us that the volume of public and social housing is almost enough, the system faces profound challenges, especially as a rapidly growing city: the exclusion of various population groups; the city's centralized, highly regulated bureaucratic apparatus; and, not least, the effects of the economic crises that began in 2009 and the resulting austerity measures.

This talk provided a brief history of public housing in Vienna, outlined its changing and evolving strategy for providing public housing, introduced the system and its particular regulations, and described various new measurements and policies put in place over the last couple of years, highlighting Vienna's current challenges.



**Andreas Rumpfhuber**, Architect and Researcher / Guest Professor for Urban Design at TU Wien, is a practicing architect and theorist living in Vienna. His work focuses on new forms of labor and housing. He is the author of books including *Architektur immaterieller Arbeit* (Vienna 2013), *The Design of Scarcity* (London-Moscow 2014), *Modelling Vienna*, *Real Fictions in Social Housing* (Vienna 2015), *Wunschmaschine Wohnanlage* (Vienna 2016), and *Into the Great Wide Open* (Barcelona 2017). He is currently Guest Lecturer for Urban Design at TU Wien. [www.expandeddesign.net](http://www.expandeddesign.net)

In her presentation, **Bettina Götz** gave an overview of current developments and challenges in Viennese housing construction.

### Housing – A political commission?

Since the 1990s, commissions for housing in Vienna have been awarded by a carefully designed system of competitions for property developers. In this process, ready-to-build projects are developed in teams consisting of architects and property developers or housing associations. This is followed by evaluation by an interdisciplinary jury of experts in the fields of architecture, ecology, economy, and social sustainability. These four criteria are not weighted: a winning project must be outstanding in all categories. Because the municipality owns the lion's share of land upon which housing can be built, participating in and winning such a competition is almost a prerequisite to building subsidized housing, a fact that increases the quality of the projects.

Quality control of this nature is almost unparalleled, making Vienna a shining example in Europe and around the world. Since the 1990s — in other words, for quite a long time — this system of property-developer competitions has proven itself in practice in Vienna.



**Bettina Götz** studied architecture at the Technical University of Graz, 1980–1987  
ARTEC Architekten — architectural office with Richard Manahl since 1985  
Several advisory memberships, committee, and jury activities since 2004  
Prize of the City of Vienna for Architecture, 2005  
Professor of Design and Building Construction at the Berlin University of the Arts since 2006  
Commissioner of the Austrian Pavilion at the 11th Venice Architecture Biennale, 2008  
Member of the Development Advisory Board in Krems since 2017  
Member of the Advisory Board for Architecture in Vienna since 2017  
[www.artec-architekten.at](http://www.artec-architekten.at)

Conference breaks provided plenty of time for informal exchange and becoming acquainted with each other.





**Maroje Mrduljaš** opened the view towards southeastern Europe with his lecture, creating a historic arc from the 1970s to the present day.

### **Social Housing in Croatia: Social Systems, Contexts, Scales**

Housing fundamentally addresses human habitat, mediates between the private and public realms, and has an essential impact on the urban quality of cities. This mediatory role between conflicting demands and expectations is especially the case in social housing, where public administrators, planners, and architects are faced with limited resources and maximalist demands. Here, we analyze two case studies: the Split 3 district in the city of Split, built in the 1970s during the peak of socialism in Yugoslavia, and the State Subsidized Housing Program (POS) of the Croatian government during the early 2000s, with a focus on POS housing in Krapinske Toplice. Split 3 is an urban intervention on a metropolitan scale that combines inventive residential mega-structures with a network of Mediterranean-style pedestrian avenues. POS Karpinske toplice is a singular building at the edge of a continental provincial town which introduces a socially stimulating type of urbanity to an essentially rural context. Working within the framework of different economic and political conditions, architects have managed to implement available resources to their maximum advantage to create advanced visions of urban culture that respond to the context of the site and seamlessly integrate individual and collective life.



**Maroje Mrduljaš** is an architect, critic, and curator based in Zagreb and lecturer at the Faculty of Architecture, University of Zagreb. He has authored and edited books on architecture and design: Tadao Ando: Transcending Oppositions, Modernism-in-Between: Mediatory Architectures of Socialist Yugoslavia, Design and Independent Culture, Testing Reality — Contemporary Croatian Architecture, and others. Since 2005 he has served

as Editor, and since 2017 as Editor-in-Chief, of Oris magazine. Maroje's writings have appeared in leading international journals including A+U, Archithese, Bauwelt, db, and Domus. He curated and contributed to the exhibitions and publications Concrete Utopia (MoMA NY), SOS Brutalism (DAM Frankfurt), Lifting the Curtain — Central European Architectural Networks (Venice Architecture Biennale 2014), Unfinished Modernisations — Between Utopia and Pragmatism, Architecture as Landscape, Continuity of Modernity, Balkanology, and others. In 2009, with Vladimir Kulić he established the collaborative research platform Unfinished Modernisations, which investigates architecture and urban phenomena in former Yugoslavia. He co-authored two seasons of the documentary films Concrete Slumbers, about neglected post-WWII modernist architecture, commissioned by Croatian national television. Maroje is an independent expert on the EU Mies van der Rohe Award for Architecture and a member of the Committee of Experts of the European Prize for Urban Public Space. [www.oris.hr](http://www.oris.hr)

French architect **Jean-Philippe Vassal** made a fiery plea for affordable housing for all and showed numerous examples of ways this has already been implemented.

## **Freespace, Double Space, Make Do With**

### **Freedom of Use**

**Free Space** Architecture must create freedom without constraints. The spaces it creates must be generous, comfortable, adaptable, flexible, luxurious, and affordable, and must offer users a chance to move, make the space their own, and create situations that are open to interpretation.

**Generosity of Space** Generous spaces invite users to foster relationships, appropriate space, and invent uses. Enlarging, expanding, and creating extra room multiplies the number of potential uses of a space and creates a vital sense of escape and liberty. Extra space has no defined function; it is free to be used in many ways. Multiplying the area to invent spaces. Adding capacity for maximum freedom of use. This means designing as much free space as programmed space. Building double the amount within the same budget is an ongoing objective of our projects.

**Building Double** Building double to create other possibilities and liberties, to allow new ways of inhabiting. Building double to manage the climate and the comfort in a natural way. Building double to transform and expand what already exists, instead of demolishing. Building double to densify the city without reducing inhabitants' free space

in order to make our cities more livable. Building double to loosen up the design program and create more freedom.

**Economy** Economy is the key in reaching for the essential, setting priorities, introducing luxury to any situation, making the extraordinary affordable, always, for everyone. Economy allows positive maximization of a budget, allows more to be achieved with the same budget. Spending less to do more and better. Economy is a tool for generosity and freedom.



**Jean Philippe Vassal** was born in Casablanca, Morocco in 1954 and graduated from the school of architecture of Bordeaux in 1980. He worked as an urban planner in Niger (West Africa) from 1980 to 1985 and between 2000 and 2012 was a visiting professor in a number of universities: Düsseldorf, TU Berlin, and EPFL Lausanne. He has been a professor at the UDK in Berlin since 2012. He has an office with Lacaton & Vassal based in Paris, and has an international practice, working on various programs concerning public buildings, housing, and urban planning. Some of the primary works completed by the office include a contemporary art center; the FRAC in Dunkerque, France; the Palais de Tokyo in Paris; the site for contemporary creation; the architecture school in Nantes, France; the café of the Architektur Zentrum in Vienna; the transformation of modernist social housing estates, such as Tour Bois le Prêtre in Paris and Cité du Grand Parc, Bordeaux; and a number of housing projects in France, such as the House Latapie, Bordeaux, the House in the Trees on Arcachon Bay, the Cité Manifeste in Mulhouse, and social and student housing in Paris. All the projects are based on a principle of generosity and economy, serving life, use, and appropriation, with the aim of changing the standard. [www.lacatonvassal.com](http://www.lacatonvassal.com)

In the closing lecture, **Verena Konrad** offered an overview of the current state of architecture and Baukultur education in Austria.

### **Mediating and Communicating Architecture – Expanding Fields of Education**

Next to the work of the universities and professional associations, Austria has a short but remarkable tradition in architectural education for the public. Many initiatives and institutions have been introduced since the 1990s. Schools working with children and youths, public platforms for exchange and knowledge transfer like the Houses of Architecture in each Austrian state, and many other initiatives interact in the realm of architecture and building culture, seeking to establish new networks between planners, designers, clients and owners, developers and building contractors, politicians and various fields of cultural production and science. These initiatives and institutions examine the ways in which architecture and urban development influences daily life and therefore build a bridge between specialists and everyday experts. Workshops, lectures and symposia, guided tours, city walks, film screenings, exhibitions and hands-on formats are designed to awaken public interest in architecture and building culture and to provide opportunities for participants to learn from each other.



**Verena Konrad** ist director of the vai Vorarlberger Architektur Institut. She studied the history of the arts, history, and theology at the University of Innsbruck, worked for several art institutions, and was a lecturer at Kunstuniversität Linz, Universität Innsbruck, and Fachhochschule Vorarlberg. In 2018 she curated and commissioned Austria's participation at the International Architecture Exhibition, la Biennale di Venezia. [www.v-a-i.at](http://www.v-a-i.at)

The evening dinner was held at the REAKTOR. Formerly the Grand Etablissement Gschwandner, the 1,200-m<sup>2</sup> exhibition and event space provided the setting for a lovely and entertaining evening. It is one of the last surviving suburban entertainment venues from the 19th century. [www.reaktor.art](http://www.reaktor.art)





After a few introductory words by our host **Bernhard Kammel**, speakers included **Theresia Niedermüller** (Austrian Federal Chancellery), **Karin Lux** (Executive Director, Architekturzentrum Wien), and **Barbara Feller** (concept creator and editor of the freshly printed sixth edition of the biennial Best of Austria publication). Every two years, the book series provides an overview of projects in or from Austria that have been awarded architectural prizes.









## 2<sup>nd</sup> Conference Day, September 14<sup>th</sup>, 2018

The second day of the conference was marked by a morning of intensive workshop activities. Ursula Hillbrand and her team from Salonhosting moderated the diverse workgroups brainstorming on the topic “**Between Market Forces and Common Good: What can we as a community of informed practitioners do to move the practice of Baukultur forward throughout Europe while at the same time supporting grassroots movements?**”.

An interactive approach was chosen to demonstrate the meaningful results generated by participatory methods that implement diversity as a strength to help identify solutions to complex real-world issues.

Three lectures constituted a thematic introduction that shed light on European aspects of Baukultur from several different perspectives.



**Michel Magnier** (Directorate-General for Education, Youth, Sports and Culture, European Commission, Directorate for Culture and Creativity on Architectural Policy in Europe) got things started.

### **Possible European Contributions to High-Quality Baukultur**

Culture is gaining momentum at the European level. Architecture/Baukultur is part of this trend, as clearly showed by the Davos Declaration in January 2018. In addition, the current European Year of Cultural Heritage offers opportunities to adopt a broad approach to Baukultur, including built heritage. To complement the work being carried out by the Directors of Architecture in the Member States, the EU will use its existing instruments to offer contributions to high-quality Baukultur in five areas: transnational mobility for architects, capacity building, promotion of quality, international export, and built heritage.



**Michel Magnier** graduated from the Institut d'Etudes Politiques de Paris (1981) and the Ecole nationale d'Administration (1986). He started his professional career in the French public service, serving as a sous-préfet in the French West Indies and in Provence. He joined the European Commission in 1992, as a member of the then President Jacques Delors's private office. From 1995, he held various positions in the European Commission services, in particular in the Directorates-Generals in charge of human resources, budget, competition, and home affairs. He has been a Director since 2008, and took up his current post of Director for Culture and Creativity in January 2013.

**Michael Roth** presented an overview of the intersection of the Urban Agenda for the EU and the topic of Baukultur.

### **The Urban Agenda for the EU – Better City Development with Baukultur?**

The Urban Agenda for the EU (UAEU) is an innovative governance approach to better involve cities and urban areas in improving EU urban and urban-related policies through better funding, better legislation, and better knowledge. It is an answer to integrating the needs and solutions of cities and urban areas into EU policies through cooperation across governmental levels and with different stakeholders at the EU level.

Global and European trends and developments will manifest in specific places, many of them in cities, where they must be dealt with through local action. In the end, issues such as air quality, housing, the integration of migrants and refugees affect — or will be affected by — the quality of the built environment. The UAEU offers a chance to integrate the dimension of Baukultur into the political debate at the EU level. The UAEU is set up as a “rolling agenda” able to continuously take up and tackle new themes and developments as they occur. In 2018, two new themes will be launched: Culture and Cultural Heritage as well as Security in Public Spaces.

The UAEU is also seen as a joint European contribution to the UN Agenda 2030’s SDG 11 (inclusive, safe, resilient, and sustainable cities and human settlements) and has already served as a model for other transnational urban agendas, including the Urban Agenda for the Mediterranean.



**Michael Roth** is spatial planner and senior policy advisor for Urban and Regional Policies in the Austrian Federal Ministry of Sustainability and Tourism. As Deputy Head of the Cabinet of the State Secretary and Minister for Spatial Development from 2006–2008, he was in charge of coordinating Spatial, Urban, and Architectural Policies. Later, he set up and managed the secretariat of the Austrian Federal Council on Baukultur. Michael Roth currently chairs the EU Urban Development Group (UDG) during the Austrian Presidency of the Council of the European Union.

Input from **Georg Pendl** on the topic of political declarations and their impact on Baukultur rounded off the session.

### **Political Declarations and Their Impact on Baukultur**

In contemporary Europe, it is no longer clear which people in positions of power or responsibility are working for the common good and which are no longer interested in finding solutions to existing problems. This talk explored the possible impact that opening up the framework of the common good could have on architectural institutions and politics.

Even though the European Union was founded as a trade organization and has continued in this direction ever since, it can also be seen as a role model for resource sharing and partnerships between cities. It is important, therefore, to define a unifying cultural identity that can serve as a focus for the European Union. It should not only be based on economic power but should also reflect the unique European Baukultur, broadly developed and appreciated throughout history. The European Cultural Heritage and the European City are unique models for dense cohabitation, and they underpin the qualities that form our common cultural identity.

Over time, we have gained new planning tools and have seen increased public and democratic participation in planning processes and an increasing interconnectedness between cities and environments rather than exclusively between nations. In times when democratic involvement has decreased at the national level, the European Union still enables collaboration and exchange between local communities. The EU networks and declarations offer a tool box that could make a difference and provide strong arguments for everyone throughout society — including movements that start from the bottom up.





**Georg Pendl** was born in Innsbruck, Tirol and graduated in Architecture from University of Innsbruck. He has had his own office since 1986, and the pendlarchitects firm since 2004. His primary fields of work include social housing, private housing, renovation and reuse, industrial and commercial buildings, workshops, and the passive house standard. He has submitted several winning entries and received prizes in architectural competitions, has been published in numerous magazines, and has performed jury work in national and international competitions. He has participated in exhibitions in New York, Venice (biennale), Vienna, and Innsbruck. His volunteer activities include: Board Member of the Tyrolean Architectural Institute (AUT) since 1996; Chair of Architects in the Tyrolean Chamber 1998–2006; Chair of Architects in the Federal Chamber of Austria 2000–2006 and since 2014; President of the Federal Chamber of Architects and Engineers 2006–2014; moderator and speaker of the European Forum of Architectural Policy in Vienna in May 2006; Member of the Executive Board of ACE (Architects Council of Europe) 2004–2005, 2007–2008, 2010–2011, 2015; and President of ACE since 2018.

Mischa Altmann from the team of Salonhosting created a graphic documenting highlights from the keynotes and outcomes from the resulting conversations.



After the presentations, participants were invited to participate in a short exchange on the topic of “What did I hear that inspired me?”



**Ursula Hillbrand** introduced the guidelines and goals for the dialogue workshop, in which participants explored questions together. Between Market Forces and Common Good: What can we as a community of informed practitioners do to move the practice of Baukultur forward throughout Europe while at the same time supporting grassroots movements?



In short order, the audience had suggested 16 strategic conversation topics, which were then placed on a matrix and covered in two sessions, so participants could more easily rotate between topics and contribute to those they felt most drawn to.





The dialogue sessions were lively, with participants responding well to the open attitude and opportunity for brainstorming as well as deeper reflection.



Towards the end of each session, topic owners were asked to complete the documentation templates for presentation in plenary.



Graphic recording of the outcome of the dialogue workshops.



Dialogue leaders pitched the summary of their conversations in plenary, a process followed by participants with high interest.



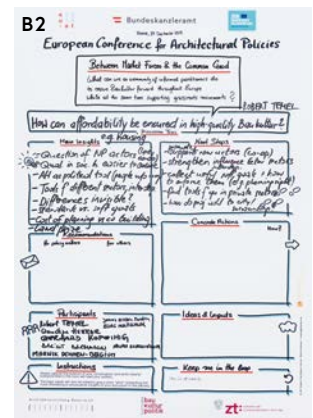


## B2: How can affordability be ensured in high-quality Baukultur?

**Main insights:** Non-profit actors are required; it is necessary to see affordable housing as a political tool for a wide range of goals, such as integration.

It is important to look not only at planning costs, but to also consider the costs of land and lifecycle.

**Next steps:** Promote and support new actors; strenghten influences between sectors; collect and promote valuable soft goals; find and employ tools for quality assurance in the private sector; consider how projects add value to their context.



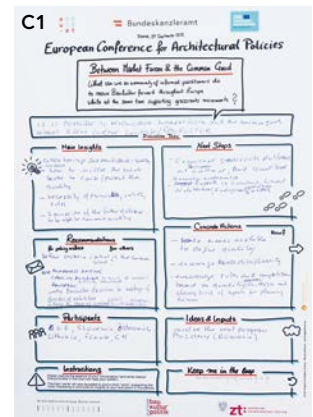
## C1: Is it possible to accommodate market forces and the common good without destroying culture, heritage, and Baukultur?

**Main insights:** Both cultural heritage and Baukultur require quality criteria and need of principles, values, and rules. How to involve the private sector in protecting and even raising quality standards? Educate future citizens, so they continue to demand quality.

**Next steps:** encourage grassroots movements on local, national and EU level involve professionals from economic, social, architectural and ecological field

**Recommendations:** Define criteria for the common good; raise awareness; increase capacity to reach a wide public; continue Baukultur discussions in meetings of architectural leaders; expand the group of involved persons to include all European countries; involve the next European presidencies; invest in education.

**Concrete actions:** Encourage cross-disciplinary interaction and collaboration; encourage competition guidelines based on quality; establish an expert panel for planning decisions.



## C2: Can the quality of public space and the landscape be reduced in order to solve issues of security?

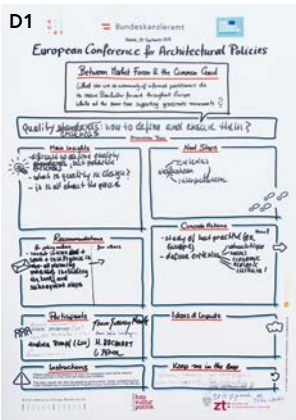
**Main insights:** Total security is impossible; security is often misused for social control; smart city lobbies — large corporations seek to make expensive sales of security technology, however, technology is not the (only) way to ensure security; cars are the most dangerous aspect of public space.

**Next steps:** Clarify the distinction between a “feeling of security” and real security.

**Recommendations:** Open space consists of numerous aspects including, for example, social issues, sustainability, and addressing climate change.

**Concrete actions:** Design aspects can creat natural security; open ground floors can increase feelings of security; the mixed use of public space should be a primary goal.





### D1: How to design and ensure quality criteria?

**Main insights:** It is difficult, but possible, to design criteria to ensure quality and it is important to look at both the results as well the processes.

**Next steps:** Putting criteria, interpretation, and evaluation in relation to each other.

**Recommendations:** Invest in time and space, and develop intelligent planning process, especially with a view towards brief and sequential steps!

**Concrete actions:** Study best practices throughout Europe; define urbanist, social, economic, ecological, and cultural criteria.



### D2: How to bring Baukultur to the different regions and how to learn from them?

**Main insights:** Regions and municipalities play a major role; Baukultur saves much more money than it costs; stories and images of Baukultur must be told — both bottom up and top down.

**Next steps:** Funding for basic Baukultur processes, empowerment, fear, happiness; implement existing support options.

**Recommendations:** Get out of your chair, check out existing initiatives and potentials, and communicate good examples.

**Concrete actions:** Set up a welcome desk for Baukultur; support grassroots initiatives; increase education; establish a PhD in Baukultur; study follow-up costs for the realization of Baukultur quality; create a Baukultur map.

**Ideas and input:** Professionalization, money, consciousness, mainstreaming Baukultur, model regions.



### E1: Is the practice of Baukultur applicable to all European countries?

**Main insights:** The right was to frame this would be: “Make the aims of Baukultur applicable to all European countries.”

We do not need to stick to the name (Baukultur) — it is a concept, not a word!

It is important to define minimum standards.

**Next steps:** How does the Davos declaration help member states elaborate their own approaches to the concept of Baukultur?

**Recommendations:** Making Baukultur applicable to all European countries means creating a demand for it. It is important to achieve quality in the built environment.

**Concrete actions:** Open up EFAP to include broader issues of the built environment.

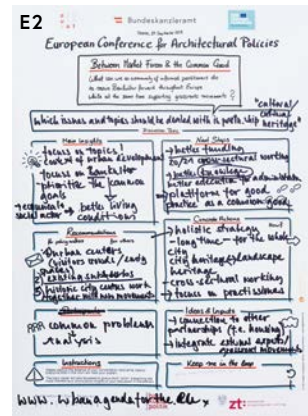
## E2: Which issues and topics should be addressed in partnership with cultural heritage?

**Main insights:** Focus on topics! Keep the context of urban development in mind; prioritize common goals; focus on Baukultur to create better living conditions.

**Next steps:** Better funding; better knowledge by member states; better education for administrative officials; platform for good practice as a common good.

**Recommendations:** Historic urban centers and existing suburbs should work together and create new movements.

**Concrete actions:** Holistic strategy; city heritage and landscape heritage should work together cross-sectionally, connecting to other partners and integrating external experts and grassroots movements.



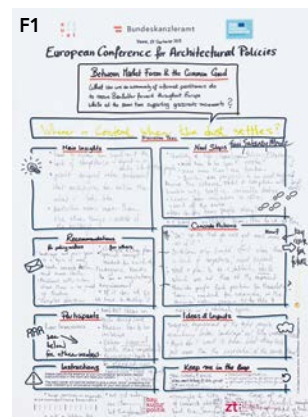
## F1: Where is the context when the dust settles?

**Main insights:** Hard to explain the significance and impact of planning and realization on people's daily life due a lack of competence.

**Next steps:** Learn from strategies and policies like those of Copenhagen and Limerick City, in which buildings and public spaces serve more than one function; focus on how the most livable cities are dealing with traffic and other topics; learn from mistakes and create change without fear.

**Recommendations:** Landscape and public space need more concrete functions and skills; climate action plan and special concepts for each region as regulatory requirement; inclusion and increasing regional levels as very important resources.

**Concrete actions:** "Don't you see you can get a lot more out of this?"; guidelines have only limited effects → more experts are needed; re-establish skills, have neutral spaces, and position everyone in the decision-making process.



## F2: How to change education in order to understand culture and building culture?

**Main insights:** Establish a shared understanding of what Baukultur is: life quality is better when children and youth gain an understanding of building culture; education through school, family, and media.

**Next steps:** Establish a clear goal! Contests should be implemented not only for concrete projects, but also for urban planning; establish the relevance of politics; "How can we fall in love with Baukultur?"

**Concrete actions:** Generational meetings; create interest in a scene; best practice projects that show the effects of Baukultur; development together with youths.

**Ideas and inputs:** Culture in general should not be consumed but actively created, digitalization, sustainability.







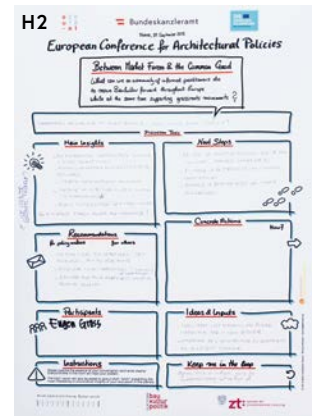
## H2: How to avoid conflict between contemporary architecture and built heritage?

**Main insights:** There is no fundamental contradiction — dialogue within the context is the key; citizen participation is important; regulations are needed; pastiche architecture is not a solution; avoid musefication of historic centers; it is all about money, power, knowledge!

**Next steps:** Reuse heritage buildings, harness market forces; communicate on best practices for citizen participation; exchange best practices on smart regulations.

**Recommendations:** Better rules instead of more rules, set principles, try to remain objective, involve local communities, educate and raise awareness of architectural quality.

**Input and ideas:** Long-term city planning is ineffective, average architecture rather than iconic architecture.



The presentations were followed by a brief summary. Several important points emerged, many of which were discussed in the working groups in similar ways:

A desire for increased exchange and communication exists between the different groups of actors (politicians, administrative officials, experts, local activists) as well as between the different countries.

A stronger promotion of architecture is needed both through the education system at different levels (from kindergarten through elementary to university and in adult education) as well as by the media. It is important for members of the public to develop a concept of Baukultur and architectural quality so that they can actively ask for their needs to be met.

A focus in several working groups was cultural heritage, making it clear that the resolution of contemporary construction and maintaining historic buildings does not lie in an either-or situation, but rather must be a give-and-take involving both.

The term Baukultur is sometimes viewed with criticism or seen as being difficult to understand; for many, this requires better explanations and a detailed definition.



The importance of NGOs is seen as quite significant, and a stronger involvement in current issues is welcomed. Quality discussion must be conducted offensively, and by no means restricted only to financially strong players!

Overall, the exchange of viewpoints and information was well received. During the lunch break some participants led a “gallery walk” among the posters, explaining the outcomes of the discussions and engaging in conversation.

In general, there was a desire to deepen and strengthen networks, with participants expressing the hope that future EU presidencies will continue holding conferences on architecture and Baukultur in order to continue healthy debate and discussion.

Following the lunch break, three short presentations provided a preview of the two subsequent excursions.

**Sybilla Zech** talked about the Wachau World Heritage Site, in particular presenting details of the newly developed management plan, which provides comprehensive guidelines for future development.

### **Cultural Landscape and World Heritage:**

An Introduction to the Wachau World Heritage Management Plan and the Wachau Region  
Since 2000, the Wachau has been a World Heritage Site in the category of cultural landscape. A cultural landscape is the combined work of nature and mankind, and UNESCO has classified the Wachau as a “continuing landscape”. This brings about the right and the duty to preserve the area through continued sustainable development. The World Heritage Site covers 213 km<sup>2</sup> in 15 municipalities and has a population of about 27,000. It is compulsory for every World Heritage property to prepare a management plan, and preliminary works were carried out following designation as a World Heritage Site. A comprehensive management plan resulted from a 2015–2016 planning process that involved those responsible in the areas of policymaking and administration, representatives of stakeholder institutions and associations in the Wachau, and members of the population. In the complex context of protecting the cultural landscape “through use” by many different individual and economic actors — besides the maintenance and revitalization

of traditional building structures — a core measure is the addition of new buildings in a high-quality contemporary architecture. Several fine examples are worth more than a single journey, showing how the World Heritage of tomorrow can be built today.

[www.weltkulturerbe-wachau.org](http://www.weltkulturerbe-wachau.org)



**Sibylla Zech** is Professor for Regional Planning and Regional Development at TU Wien and head and founder of the spatial planning consultancy stadtland (Vienna and Bregenz, Austria). Her work focuses on urban and regional planning and development. Through her studies, projects, and publications she delves into various urban and rural regions in Austria and other countries, recently and ongoing in Albania, Slovakia, Liechtenstein, and Switzerland. Important topics and recent outputs include the interrelationship of culture and regional development, particularly World Heritage Sites (management plans), modes of building culture (assessment, reports, guidelines), energy-conscious urban planning, and cooperative planning procedures.

Technische Universität Wien, Department Spatial Planning, Fachbereich Regionalplanung und Regionalentwicklung, [www.region.tuwien.ac.at](http://www.region.tuwien.ac.at)  
stadtland Dipl.-Ing. Sibylla Zech GmbH, [www.stadtland.at](http://www.stadtland.at)

In addition to a brief introduction of the BIG Bundesimmobiliengesellschaft (Austrian federal real estate company), one of the largest property owners and developers in Austria, **Wolfgang Gleissner** talked about the new Vienna University of Economics and Business campus, planned by national and international architects.

## Presentation of BIG and WU Campus

### Bundesimmobiliengesellschaft (BIG)

BIG is owned by the Republic of Austria and is one of Austria's largest real estate companies. Its portfolio includes 2,201 properties with 7.2 million square meters of rentable space and a fair value of EUR 12.0 billion. BIG's core is made up of properties that are part of the public infrastructure — that is, schools, universities, institutions such as prisons — while offices and residential properties are owned by Austrian Real Estate (ARE), its 100% subsidiary. As the owner of ARE, BIG embraces its responsibilities towards society. BIG is at its customers service throughout the entire life cycle of a property, from conception through construction and on to property and facility management.

### The WU Campus

BIG has established a new campus for teaching and research in cooperation with the Vienna University of Economics and Business on the approximately 90,000-square-meter site. After only four years of construction, beginning in October 2013 around 25,000 students began enjoying an attractive new campus close to the city center. The six building complexes were designed and planned by six different architects, with the entire campus built using the principles of green construction.



**Wolfgang Gleissner** studied structural engineering at TU Vienna from 1977–1985 and worked as an Assistant at the Institute of Traffic Planning at TU Vienna from 1984–1988. He was Referent, and later Deputy Chief, of the Department of Highway Construction

of the Austrian Ministry of Economy and Labor from 1988–1996; worked in the Federal Ministry of Economics and was responsible for high-rise construction, highway construction, and highway tolls from 1996–2000; he was Head of the Department of Universities, Schools, and Cultural Buildings of the Ministry of Economy and Labor from 2000–2001; and Director of the Building Management Staff Unit from 2001–2006. He has been Director of BIG Bundesimmobiliengesellschaft m.b.H. since 2006. [www.big.at](http://www.big.at)

**Robert Temel** brought the lecture series to an end, speaking about the latest trends and developments in the Viennese housing sector.

### **Innovative Housing in Vienna: New Typologies and Actors**

The Viennese housing system is based on several important concepts that work in tandem: municipal subsidies, limited-profit developers, tenants' rights, rent controls, and a land fund for housing. The framework is durable and well-established, with innovations taking place as needed. In recent years, important improvements included the introduction of social sustainability as a criterion for subsidy grants and a new funding scheme for “smart apartments”, or low-cost housing for low-income inhabitants, a dwelling type which now comprises a third of overall subsidized housing production. Despite the substantial volume of rent-controlled housing in Vienna, prices have gone up significantly over the course of the last decade, as the population increased, driving demand for low-cost housing up. In addition to new housing policies, several new typologies and actors have also recently appeared. These include what are called Baugemeinschaften (building cooperatives, or community housing projects), new housing cooperatives, and new construction programs that combine residential and commercial space. In subsidized housing, the Bauträgerwettbewerb (a public development competition) has existed for more than two decades and has significantly strengthened the quality of public housing. The idea of Konzeptvergabe (concept tendering) was only recently introduced for privately financed housing as well: this means that the decision about who can buy a building lot is not based on the price offered but on the concept proposed. This new approach has delivered very impressive results in terms of selected projects, project developers, and programs, as has been the case in subsidized housing for a long time. Many of these new approaches include cooperative and co-creative forms of urban development and project development. The Aspern Urban Lakeside development area is an excellent example of these innovative methods of urban planning and housing development, focusing on public spaces, innovative mobility options, mixed-uses, high standards of living and working, and cooperative housing projects.



**Robert Temel** is a researcher for architecture and urbanism in Vienna. He studied Architecture at the University of Applied Arts Vienna and Sociology at the Institute for Advanced Studies in Vienna. His research interest is the use and production of architecture and the city, with a focus on housing, urbanism, and public space. He is co-author of numerous publications, including *Temporary Urban Spaces. Concepts for the Use of City Spaces* (Birkhäuser 2006), “Observing the Doings of Built Spaces. Principles of an Ethnography of Materiality” (HSR 2014), and is author of “The Means and the End” in *The Force is in the Mind. The Making of Architecture* (Birkhäuser 2008) and “Design instead of Participation. The Vienna Sargfabrik as a Sample Project of Urban Life” in *Together! The New Architecture of the Collective* (2017). Further, he has served as speaker for the Plattform Baukulturpolitik since 2013 and is a member of the Council for Baukultur of the Austrian Federal Chancellery since 2013 and co-founder and member of the board of the Initiative für gemeinschaftliches Bauen und Wohnen since 2009. Prior to that, he was Chairman of the Austrian Architectural Association from 2003 to 2009.  
[www.temel.at](http://www.temel.at); [www.baukulturpolitik.at](http://www.baukulturpolitik.at)

After this, we hopped on the subway, taking it directly from the TU Wien to the large city expansion area of Aspern Urban Lakeside. Guided by the experts of architectural tours vienna, participants were able to experience the evolution of a city district first-hand.





A walking tour of the WU Campus (Vienna University of Economics and Business) gave participants the opportunity to experience generous open spaces and peek into a few special buildings.



The day came to a close with a visit to the current Mies van der Rohe Award exhibition at the Architekturzentrum Wien.



## 3<sup>rd</sup> Conference Day, September 15<sup>th</sup>, 2018

After an in-depth discussion on Saturday morning during a meeting on the importance of the future networking of Europe at the TU Wien, an excursion to the Wachau World Heritage Site provided a wonderful conclusion to the day in the picturesque setting of the countryside. In Krems, we had the opportunity to take a look at the newly constructed Lower Austrian Regional Museum designed by Vorarlberg architects **Marte.Marte**.





We continued to the Danube University on foot, the campus of which is a model of unifying old and new. The new transparent components were designed by Austrian architect **Dietmar Feichtinger**, whose company is headquartered in Paris. Among numerous other programs, the Danube University offers a course of study on Building and the Environment, which combines current socially impactful issues and approaches with expertise from ecology, economy, and culture in order to develop sustainable architecture and living spaces.



The finale was marked by a visit to Högl Winery, a building that has won multiple awards and wonderfully blends historic and new buildings, designed by Vorarlberg architects **Elmar Ludescher** and **Philipp Lutz**.

As participants enjoyed the tour and a glass of wine, the conference came to a relaxed conclusion.



# The Five Messages of the Conference:

## **Baukultur has the potential to become the European business card.**

According to European Commission Representative Michel Magnier, European culture is gaining momentum. Baukultur is clearly part of this important trend, as demonstrated by the conference presentations and discussions.

## **Baukultur's holistic approach creates sustainable solutions.**

Coordination, collaboration, and cooperation are essential aspects of the complex cross-sectional issues of building culture.

## **High standards of quality are an ongoing challenge.**

Quality is a strategic imperative and must be specified in each respective context. It can therefore be assumed that quality standards will remain an ongoing topic.

## **Bottom-up and top-down.**

Including high-quality architecture and built environment for everyone in the EU Work Plan for Culture 2019–2022 is a necessary way of supporting national efforts.

## **Participation is key to multi-level governance.**

Building on the results of the 2018 Davos Declaration, the September 14<sup>th</sup> Dialogue Workshop developed viable approaches and proposals that specifically follow up on this, and can be implemented by the responsible parties at various levels to create and evolve communities of practice.



# German Summary

Von 13. – 15. September 2018 fand an der Technischen Universität Wien die Europäische Konferenz für Architekturpolitik statt, zu der hochkarätige Vortragende und rund 150 Gäste aus 25 EU-Ländern nach Wien reisten. Im Zentrum der Konferenz stand die Frage, wie hochqualitative Baukultur für alle Menschen erreicht werden kann und welche Schritte auf nationalstaatlicher und EU-Ebene gesetzt werden können, um qualitätsvolles Bauen weiter zu entwickeln.

In seiner Eröffnungsrede sprach sich **Gernot Blümel**, Bundesminister für EU, Kunst, Kultur und Medien, dafür aus, das Thema Baukultur zu intensivieren und auszuweiten. Mit der Davos Declaration im Jänner 2018, dem Dritten Österreichischen Baukulturreport, der im Mai 2018 erschienen ist, und der Konferenz seien bereits wichtige Meilensteine gesetzt worden.

**Christian Kühn**, Vorsitzender des Beirats für Baukultur, gab einen Überblick über die Situation in Österreich. Es gebe einige Plattformen, die einen informellen Austausch untereinander pflegten, aber z.B. kein Museum für Architektur in Österreich. Baukultur beinhalte nicht nur kulturelle und soziale Faktoren, sondern insbesondere auch ökonomische sowie ökologische Aspekte. Wichtig sei, dass die Verbindung zwischen diesen Bereichen noch stärker hergestellt werden müsse.

Herausragende Beispiele für gelungenen Wohnbau präsentierten zwei internationale, hochkarätige Gäste der Konferenz: **Xander Vermeulen Windsandt** (NL), Gewinner des Mies van der Rohe – Awards 2017 für das Projekt Kleiburg in Amsterdam, sowie **Jean-Philippe Vassal** von Lacaton & Vassal (F). Über die Situation des Wohnbaus in Kroatien referierte der dritte internationale Redner des ersten Konferenztages, **Maroje Mrduljas** von der Universität Zagreb.

Kleiburg, eine der größten Wohnbauanlagen der Niederlande, ursprünglich erbaut im Jahr 1971, wurde durch mehrere, teils minimale architektonische Eingriffe unter Beteiligung der Bewohnerinnen und Bewohnern zu einem qualitätsvollen Wohnkomplex transformiert. **Xander Vermeulen Windsandt** plädierte dafür, Wohnraum nicht länger als reines Produkt unter vorrangig wirtschaftlichen Aspekten zu sehen, sondern die sozialen und nachhaltigen Anforderungen miteinzubeziehen.



Für **Jean-Philippe Vassal** von Lacaton & Vassal (F) zählen „more pleasure, more generosity, more freedom“ zu den Leitbegriffen des Wohnens. Luxus und Wohlbefinden solle für alle Menschen möglich sein. Durch einfache bauliche Eingriffe und Hinzufügungen transformiert das Architekturbüro wenig attraktive Wohnblöcke in lebenswerte Wohnungen. Einen Einblick in die Situation des Wohnbaus in Kroatien lieferte **Maroje Mrduljas** (HRV) von der Universität Zagreb. Aktuell zeige sich ein Kontrast zwischen städtischem Planen und dem Kontrollverlust in der Planung öffentlicher Gebäude, alte Gebäude würden zu wenig in die Errichtung neuer Gebäude integriert und der öffentliche Raum verschwinde nach und nach – eine Gefahr für den öffentlichen Raum und für das öffentliche Leben. Andreas Rumpfhuber, Architekt und Architekturforscher, beschäftigt sich insbesondere mit dem Wohnbau in Wien. Der Begriff „sozialer Wohnbau“ sei für ihn ein neoliberaler Ausdruck, der impliziere, dass Wohnbauten nur für ausgewählte Bereiche der Gesellschaft vorgesehen wären. Aktuell gäbe es eine Tendenz zur Segmentierung in Themenbereiche, wie z.B. Studierende oder Alleinerzieherinnen und -erzieher. Wohnbau sei ein Konstrukt und stelle nichts natürlich Gegebenes dar. Ein stärkeres Mitspracherecht seitens der Gesellschaft sei wünschenswert.

**Bettina Götz** von ARTEC Architekten und Professorin an der Universität der Künste Berlin, ging in ihrem Statement auf den Stellenwert von öffentlichem Raum für den Wohnbau ein. Sie sprach sich dafür aus, gewisse Flächen nicht zu bebauen, um eine freie Nutzung durch Bewohnerinnen und Bewohnern zu ermöglichen und um auf spätere Bedürfnisse und Anforderungen reagieren zu können.

Ein wesentlicher Aspekt in der Diskussion um Baukultur ist die Vermittlung und öffentliche Wahrnehmung. **Verena Konrad**, Leiterin des vai Voralberger Architektur Instituts und diesjährige Kommissarin und Kuratorin des Österreich-Beitrags zur Biennale Architettura in Venedig, verwies darauf, wie wichtig es sei, nicht nur architektonische Institute öffentlich zugänglich zu machen, sondern ebenso akademische Studien zu veröffentlichen. Die akademischen Institutionen sollten sich stärker als Mittler zwischen der Fachwelt, der Öffentlichkeit und der Politik verstehen.

Der zweite Konferenztag startete mit **Michel Magnier**, dem Direktor der Generaldirektion für Bildung, Jugend, Sport und Kultur in der Europäischen Kommission. Magnier sprach sich dafür aus, den Begriff Baukultur als eigenständigen Begriff auf europäischer Ebene beizubehalten und würdigte in diesem Zusammenhang die österreichische Situation in diesem Bereich. Die Davos Erklärung zu einer hochqualitativen Baukultur für Europa, die Anfang des Jahres 2018 von europäischen Kulturministerinnen und Kulturministern per acclamationem angenommen wurde, sei ein wesentlicher gemeinsamer Schritt gewesen.

Es sei geplant, Architektur und Baukultur in den EU-Arbeitsplan für Kultur 2019-2022 zu integrieren.

**Michael Roth** vom Bundesministerium für Nachhaltigkeit und Tourismus sowie aktueller Vorsitzender der „Urban Development Group“ gab Einblicke in die Arbeit der bestehenden zwölf Partnerschaften im Rahmen der „Urban Agenda for the EU“, die 2016 in Amsterdam beschlossen wurde. Die Partnerschaften stärken die direkte Zusammenarbeit und den Austausch zwischen den Städten. Konkret werde derzeit etwa zu den Themen leistbares Wohnen, Inklusion von Flüchtlingen und Migranten gearbeitet. Zu den Themen Kultur und Kulturerbe sowie Sicherheit im öffentlichen Raum laufen vorbereitende Gespräche.

„Common good“ ist für **Georg Pendl**, Präsident des Architects Council of Europe (ACE) eine Grundvoraussetzung für unser Zusammenleben, allerdings seien in Europa Tendenzen erkennbar, die in eine andere Richtung gingen. Die Qualität der europäischen Städte sei wesentlich auf Grundlage eines „common sense“ entstanden, den es weiter zu entwickeln gelte - mit neuen Planungsinstrumenten und unter der Beteiligung der Öffentlichkeit und künftigen Nutzerinnen und Nutzern. Die kulturelle Identität als Schlüsselbegriff könne eine neue Dynamik schaffen.

In den darauf folgenden Dialog-Workshops wurden aktuelle Problemfelder und Maßnahmen diskutiert, darunter finanzpolitische Lenkungsmaßnahmen, die bessere Verbindung von baukulturellem Erbe und zeitgenössischer Architektur, Instrumente zur Stärkung der Bauqualität im privaten Sektor, die intensivere Verknüpfung der unterschiedlichen Bereiche von Baukultur, wie z.B. Verkehr /Infrastruktur, Tourismus, Umwelt, Finanzen, Wirtschaft, Kultur. Bildung und Vermittlung werden in den Arbeitsgruppen als erfolgskritisch wahrgenommen, die Bewusstseinsbildung sowie die Verbindung zum alltäglichen Leben der Menschen müsse erreicht werden.

Die Konferenz, die von der Architekturstiftung Österreich in Kooperation mit dem Bundeskanzleramt, der Bundeskammer der ZiviltechnikerInnen sowie der Plattform Baukulturpolitik veranstaltet wurde, endete mit Exkursionen in die Seestadt Aspern, in den WU Campus sowie in die Weltkulturerberegion Wachau.

# Die fünf Botschaften der Konferenz:

## **Baukultur hat das Potenzial Visitenkarte Europas zu werden**

Laut Aussage des Vertreters der EU-Kommission, Michel Magnier, gewinnt Kultur auf europäischer Ebene an Dynamik. Dass Baukultur eindeutig Teil dieses Trends ist, zeigten die Vorträge und Diskussionen bei der Konferenz.

## **Der ganzheitliche Ansatz von Baukultur führt zu zukunftsfähigen Lösungen**

In der komplexen Querschnittsmaterie Baukultur sind Koordination und Kooperation unerlässlich.

## **Qualitätsansprüche sind eine permanente Herausforderung**

Qualität als strategischer Imperativ ist im jeweiligen Kontext zu spezifizieren. Es ist daher davon auszugehen, dass die Qualitätsfrage ein dauerhaftes Thema bleibt.

## **Bottom-up + Top-down**

Die Berücksichtigung des Themas Hochwertige Architektur und gebaute Umwelt für alle im EU-Arbeitsplan für Kultur 2019–2022 stellt daher eine notwendige Unterstützung der jeweiligen nationalen Bemühungen dar.

## **Partizipation ist Schlüssel für Multi-Level-Governance**

Aufbauend auf den Ergebnissen der Davos Declaration 2018 wurden bei den Dialog-Workshops am 14.9. handlungsfähige Ansätze und Vorschläge entwickelt, die konkret als Follow-up dienen bzw. von den zuständigen Akteuren auf diversen Ebenen im Sinne von Communities of Practice aufgegriffen werden können.

## Links:

**Davos Declaration 2018:** [www.davosdeclaration2018.ch](http://www.davosdeclaration2018.ch)

**Council conclusions on the Work Plan for Culture 2019–2022:** [www.eur-lex.europa.eu](http://www.eur-lex.europa.eu)

**European Framework for Action on Cultural Heritage:** [www.ec.europa.eu](http://www.ec.europa.eu)

**Urban Agenda for the EU, Partnership on Culture/Cultural Heritage:** [www.ec.europa.eu](http://www.ec.europa.eu)

**Beirat für Baukultur, Bundeskanzleramt Österreich:** [www.baukultur.gv.at](http://www.baukultur.gv.at)







