


New European Bauhaus

beautiful | sustainable | together



Audience engagement

6.2k mentions
13k engagements

2 months post-launch 

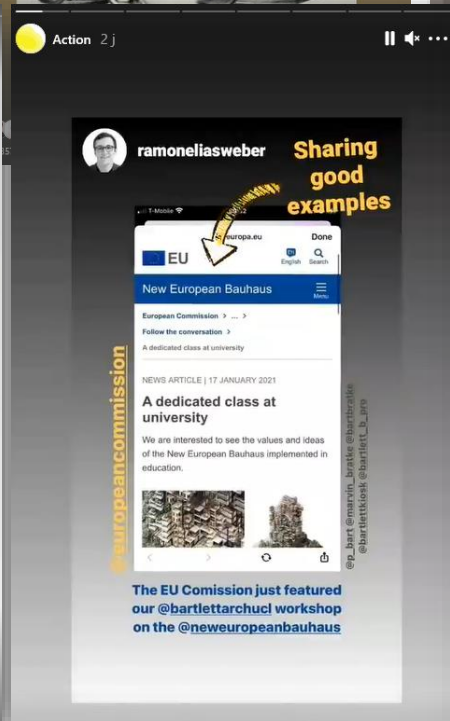
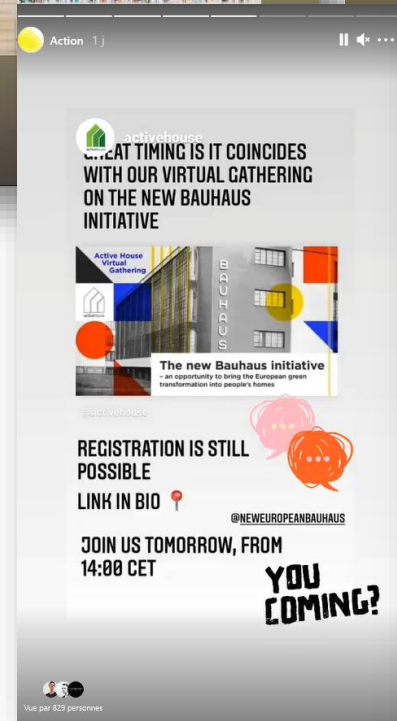
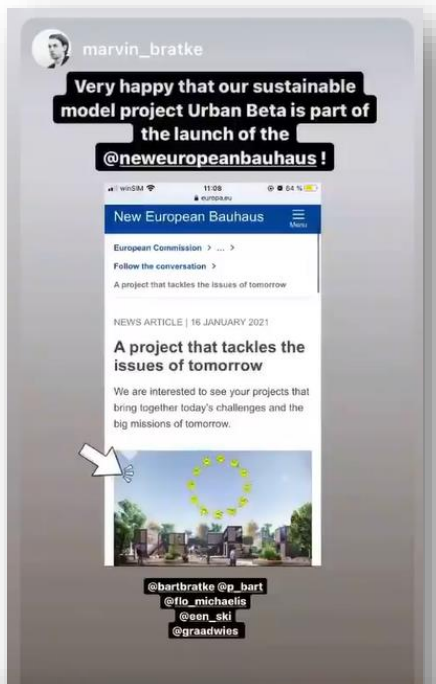
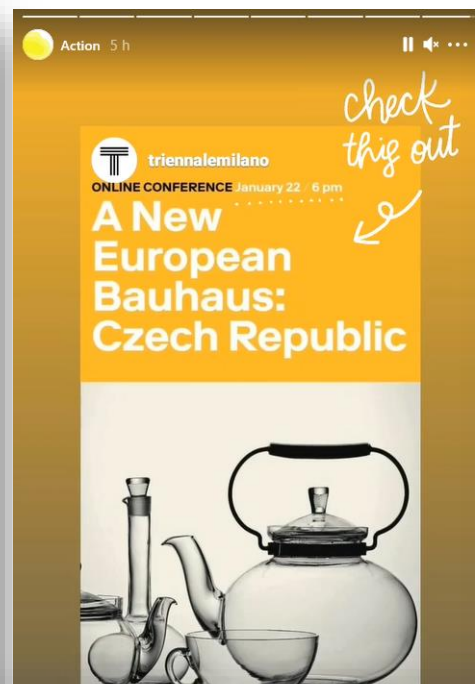
Sentiment:
43% positive
43% neutral
14% negative

6300+ 
IG followers
2 month post-launch

Twitter authors:
43% 25-34 years old
27% 35-44 years old

Main profiles reached:
educators, artists, architects,
entrepreneurs, students, designers

4800 participants
info sessions



About

Hope Recovery





Key features

Shape a movement

- to explore how to live better together
- to make the Green Deal a positive, tangible experience, for people
- to bring about the green transformation in the built environment
- to connect people from different professions and backgrounds and weave different the perspectives and cultures
- to move beyond “forms follows function”, factoring in the planet and social purposes
- to support the development of lead markets in sustainability



About

a) Initial scope:

- Beyond buildings: urban/rural spaces where we live and the way we experience them
- Bringing a cultural dimension to the European Green Deal

b) Interdisciplinary

c) An integration challenge:

- Sustainability, including circularity
- Inclusion, including accessibility and affordability
- Style



“Europe.

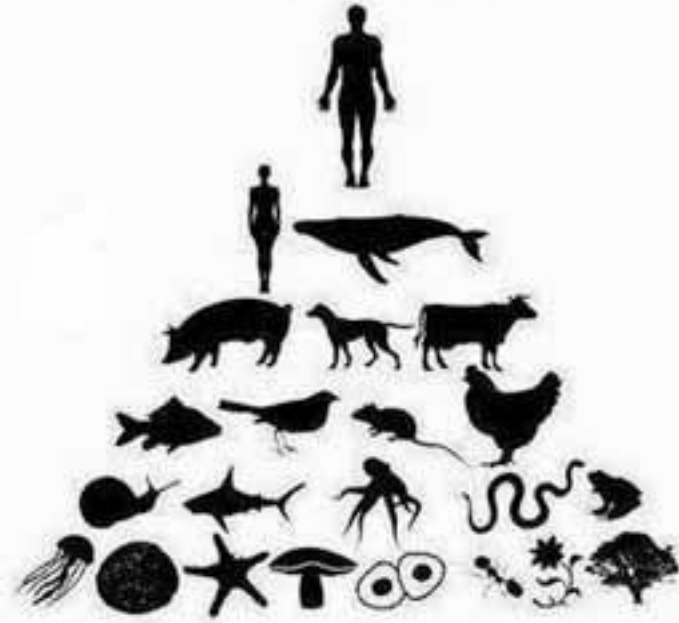
It’s essential to work on the economic recovery, to guarantee military security and to organise us politically.

But, what would all these efforts be worth, if we were not able to build, at the same time, solid and deep cultural relations between the European countries?

That’s how we form the European spirit, and all the rest will follow.”



EGO



ECO



From nature/ecosystems as a service to humans... to humans, urban & non-urban areas as part of the ecosystem, throughout Europe



Working structure

European Commission President: Ursula von der Leyen
Lead Commissioners: Mariya Gabriel and Elisa Ferreira

Core project team in JRC under the steering of President's cabinet

Core team

Bauhaus competences and resources in all core DGs

Steering network with core DGs and cabinets (EAC, RTD, REGIO, ENER, CLIMA, ENV, GROW, EMPL, CNECT, SecGen, COMM)

External High-level Round Table



Timeline

Dec 2020 – Summer 2021



DESIGN

Early 2021 – 2024



DELIVER

2022 – open end



DISSEMINATE



Design phase

Examples

Open design school Matera, gathering multidisciplinary expertise from all Europe, learning by doing.



Ideas & visions

Take account of the needs of ageing people in designing buildings.



Challenges & needs

What to do with ugly Plattenbau buildings?





Challenges mentioned most

Addressing social inequalities in regards to immigrant communities, elderly people, people with special needs and disadvantaged groups;

Disconnection from nature and lack of green spaces in urban areas;

Fostering social inclusion and interactions by creating spaces for dialogue, strengthening communities and social ties, resource-sharing, social equity, as well as community participation in decision-making.

The lack of high-quality public spaces. A number of proposals affirm the need to build or improve meeting spaces for inclusion, cultural or artistic expression and reaffirm the people's right to the city;

The unsustainable use of resources and waste, notably in regards to linear use of resources, but also to the obsolete uses for buildings, infrastructures and physical spaces.



High-Level Roundtable

#NewEuropeanBauhaus



- 18 members out of nine categories (architecture, design, digital, art & culture, urban planning & local authorities, sustainable entrepreneurship, climate expertise/science, social fairness & inclusion, nextGeneration)
- Selection based on geographical, gender and age balance
- Half open selection procedure
- First meeting in March



1. **Shigeru Ban** Architect, Professor at Keio University
2. **Francesca Bria** President, chairwoman of the Italian National Innovation Fund - CDP Venture Capital SGR
3. **Eszter Dávida** Urbanist, board member of KÉK (Hungarian Contemporary Architecture Centre)
4. **Olafur Eliasson** Artist
5. **Gina Gylver** Activist and Board Member of Young Friends of the Earth Norway
6. **Thiëmo Heilbron** Biologist, ecologist, founding director of social enterprise Fawaka Ondernemersschool (Fawaka School of Entrepreneurship)
7. **Bjarke Ingels** Architect and founder of design consultancy Bjarke Ingels Group (BIG)
8. **Michela Magas** Innovation advisor to the European Commission and the G7 leaders, Industry Commons concept creator
9. **Pia Maier Schriever** Architect and Set Designer
**Nominated by the European Parliament Committee on Culture and Education*
10. **Alexandra Mitsotaki** Co-founder and President of the World Human Forum
11. **Orla Murphy** Assistant Professor in UCD School of Architecture Planning & Environmental Policy, Co-Director of UCD Centre for Irish Towns (CfIT), Custom Architecture owner
12. **Sheela Patel** Grassroot activist and co-founder of SDI shack dwellers international
13. **Luther Quenum** Public policies lab manager / designer
14. **Mária Beňáková Rišková** Curator, editor, independent expert in design, multimedia, and cultural heritage, Head of the Slovak Design Center in Bratislava 2016-2020
15. **Hans-Joachim Schellnhuber** Systems Physicist and Climate Scientist, Founding Director and Director Emeritus of the Potsdam Institute for Climate Impact Research (PIK)
16. **Petr Skvaril** Global Partnerships & Programs Director at Impact Hub
17. **José Pedro Sousa** Architect, Professor FAUP, University of Porto, Portugal
18. **Hubert Trammer** Architect, National Institute of Architecture and Urban Planning, Poland
**Nominated by the European Parliament Committee on Industry, Research and Energy*



High-level roundtable



BEDA The Bureau of European Design Associations



ppnt gdynia design centre

A''
Aalto University



diesis network

fundació mies van der rohe barcelona

RI SE



Triennale Milano

The MAYOR .eu

non | a

SiliconVilstal

etic ESCOLA DE TECNOLOGIAS INOVAÇÃO E CRIAÇÃO



ARS ELECTRONICA Art, Technology & Society

CONEXIONES improbables®

NEBC
New European Bauhaus Collective

ELIA

CiAUD FACULDADE DE ARQUITETURA UNIVERSIDADE DE LISBOA



ras de terra

ELISAVA
Barcelona School of Design and Engineering

Rat für Formgebung German Design Council

BILBAO
Metropoli-30

MEET DIGITAL CULTURE CENTER Fondazione CARIPLO



LAPINA DALAB
INNOVATION SPACE



Partners

#NewEuropeanBauhaus





22-23 APRIL 2021

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NEW EUROPEAN BAUHAUS CONFERENCE

#NewEuropeanBauhaus

https://europa.eu/new-european-bauhaus/conference_en

New European Bauhaus



Delivery

- New European Bauhaus prize to be launched in April 2021 to reward inspirational examples
- In September, call for the first five pilot projects:
 - Places where the New European Bauhaus concept can be materialized and concretised
 - Reviewing business ecosystems and bring new ideas to the market
 - Changing mind-set, culture
- The support structure (combination of several EU instruments) will be refined during the design phase and adapted over time.





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- #NewEuropeanBauhaus
- **Web:** <https://europa.eu/new-european-bauhaus>
- **Instagram:** @neweuropeanbauhaus
- **Pinterest:** <https://www.pinterest.com/eucommission/new-european-bauhaus/>





Thank you !

Ruth.reichstein@ec.europa.eu

@ruthreichstein

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