

RETURN OF AN URBAN SPACE DESIGNED BY THE INHABITANTS NOT SIMPLY AS A FRAME FOR PRE-CODIFIED PRACTICES,  
BUT ALSO AS AN OPPORTUNITY TO INVENT OTHER PRACTICES AND NEW WAYS OF EXERCISING THEM.

## CROWDSOURCING URBANISM

IN OPPOSITION TO THE MODERN CITY WHO FORMS ITSELF BY TRYING TO GIVE A COLLECTIVE INTERPRETATION OF  
INDIVIDUAL REQUIREMENTS, THIS PROJECT ATTEMPTS TO DEVELOP AN URBAN PROTOCOL ON THE BASIS OF CONTINUOUS  
INDIVIDUAL INTERPRETATION OF ONE SAME COLLECTIVE STRUCTURE.



example of a digital interface with urban users

The old economic paradigm inherited from the car industry model is based on the mass production of standardized products that are brought to the consumer markets where households, backed up by a banking system and an effective social protection, massively buy products which are the same for everyone.

This model deeply influenced the whole of Western society, including the layout of urban spaces, which until now were left up to technicians and specialists who optimized production efficiency, standardized their actions on space, and highlighted similarities and homogeneity in a utilitarian planning vision. The gradual liberalization of the previously protected markets by states has allowed the development of a «world city». The global economy and particularly the world of high finance has identified and initiated the localization and the networking of urban centers around the world. The development of telecommunications has accelerated the phenomenon of diffusion and extension of the metropolitan networks, promoting the production of a worldwide geography, created by certain points of intensity that act as transmitters or attractors. Bridges, transportation and communication connections between cities have allowed us to invalidate the idea that the city is a limited entity.

The city concentrates value, it captures value from the outside, bringing it into one place. This results in the shortage of resources in their territory of origin, promoting geography at a global and local



old photo taken from the Heinrichstrasse.

scale by archipelago polarization. Under the old industrial paradigm, the optimization of land use established transportation and energy infrastructures that were based on a logic of irrigation of territory. Urban spaces have become a social reality without externality and a worldwide geography polarizes metropolitan territories. As a result of this, irrigation lines have become important vectors of the «metropolarization» effect, a term that attempts to illustrate the phenomenon of diffusion and concentration caused by these infrastructures.

The common space of the 3rd city of Thuringia has been strongly influenced by the major stages of European history of the twentieth century. The limited resources of the municipality and the potential offered by the traces left by the destruction of the urban spaces built in the 60's and 70's, re-

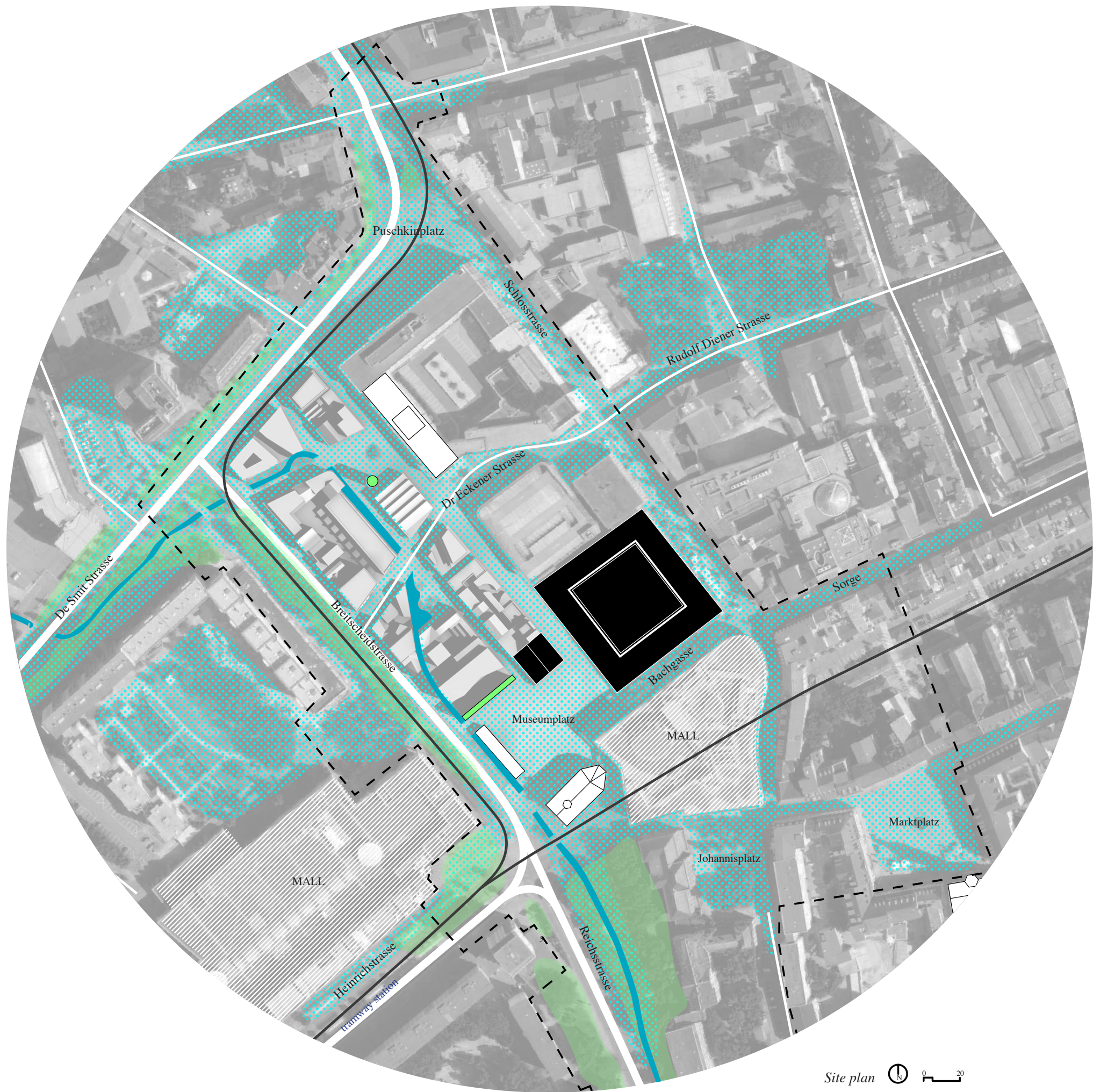
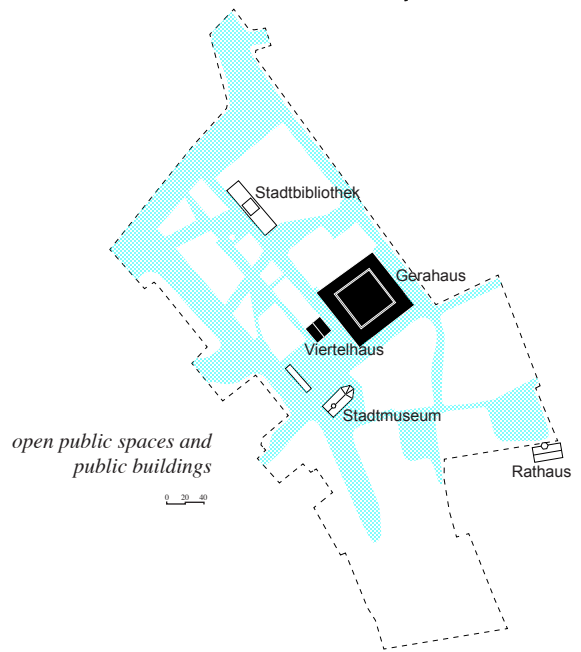
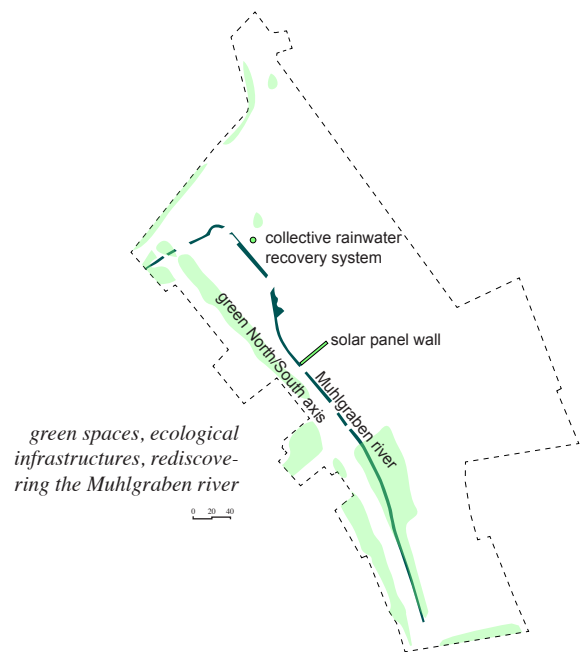
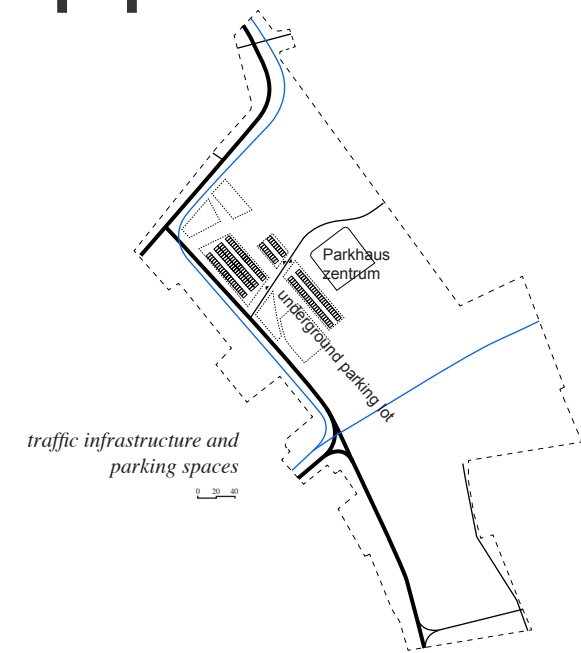


old photo from the Mulgraben 1910

present an opportunity to experiment with a new urban protocol that will engage a transition from a mass economy to a new paradigm, an economy of individuals.

Preference should be given to the situation of the users, rather than most semiotic systems already formed. The individual is not an exchangeable entity, as for a society of mass production. On the contrary, each member is irreplaceable.







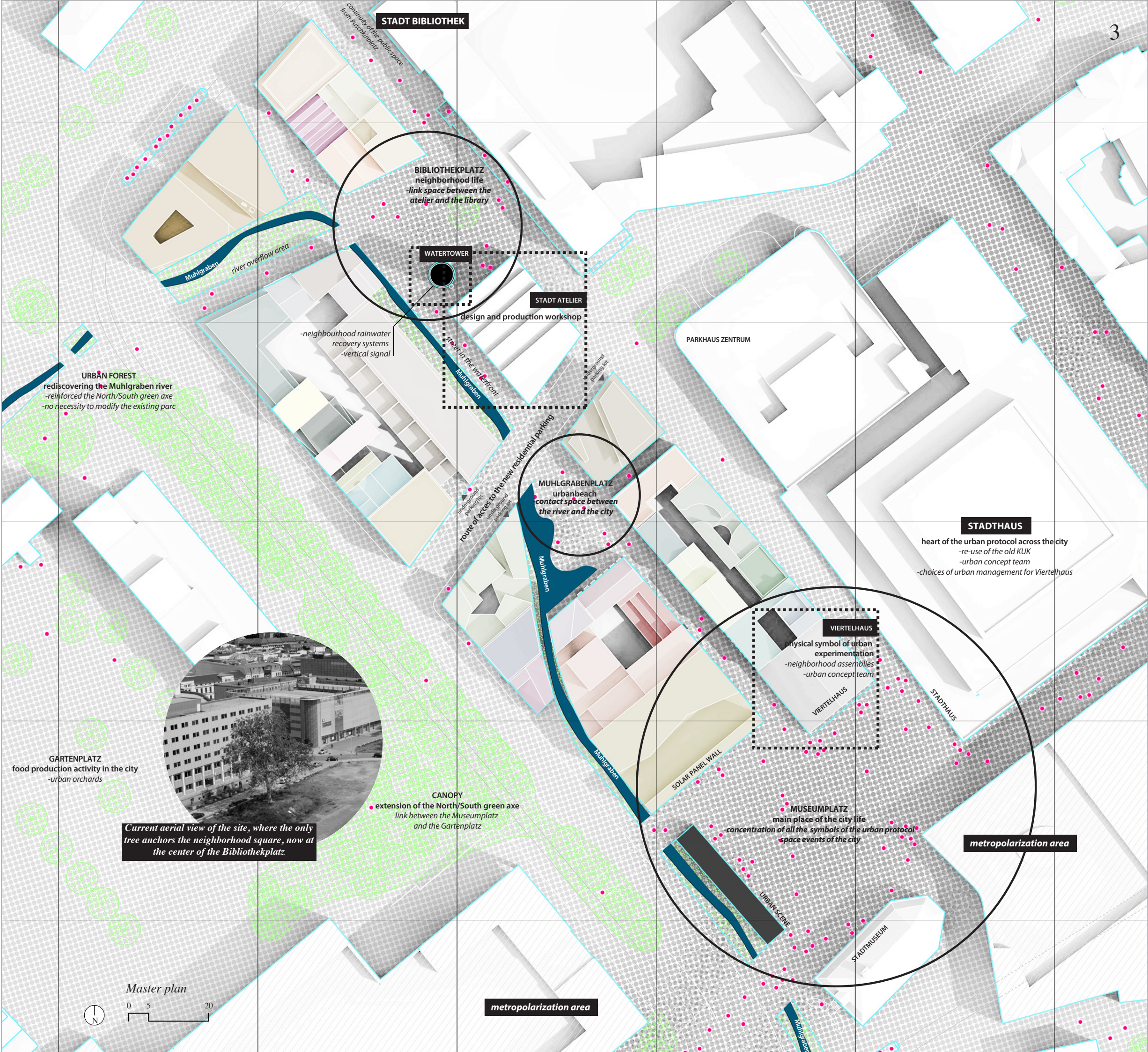
# SC714

How could we create a space for coexistence of individuals in “metropolarized” territories, spaces that would not only organize matter but spaces of thought and language, for better territorial distribution of value? How could we develop moments for convergence in order to create polarities that could counter excessive metropolarization?

The fundamental notion of urbanism and of architecture as a technology of limits of common space instead of private space, could help create an environment where individuals and spatialized social relations become the engine of innovation and growth. The preeminence of material needs would give way to spiritual needs, which leads to a less rigorously determined spatial planning approach. Spatial development must be built on compromise, as a representation of the delicate balance between economic, social and environmental requirements. The spaces that are designed are not specialized, they suggest rather than impose uses, spaces that allows everyone to act or speak. In opposition to the principle of the polarizing archipelago, it is possible to apply a principle of balance and of isotropic distribution such as in ancient cities, not by imitating its shapes, but by rethinking proximity and what is the «right distance». There is no relationship between individuals without space.

Going beyond mere economic development, a coherent set of recognizable symbols would allow the inhabitants to develop a mental image, for better orientation. This image is important to the inhabitants for both practical and emotional reasons. One can even consider that it contributes to the development of the individual, as manner of organizing new knowledge that serves as an open framework.

Any territory has the ability to develop this mental image that one forges of a space providing a frame for accumulating knowledge. The image is defined by the fact that it represents only what it invents because it



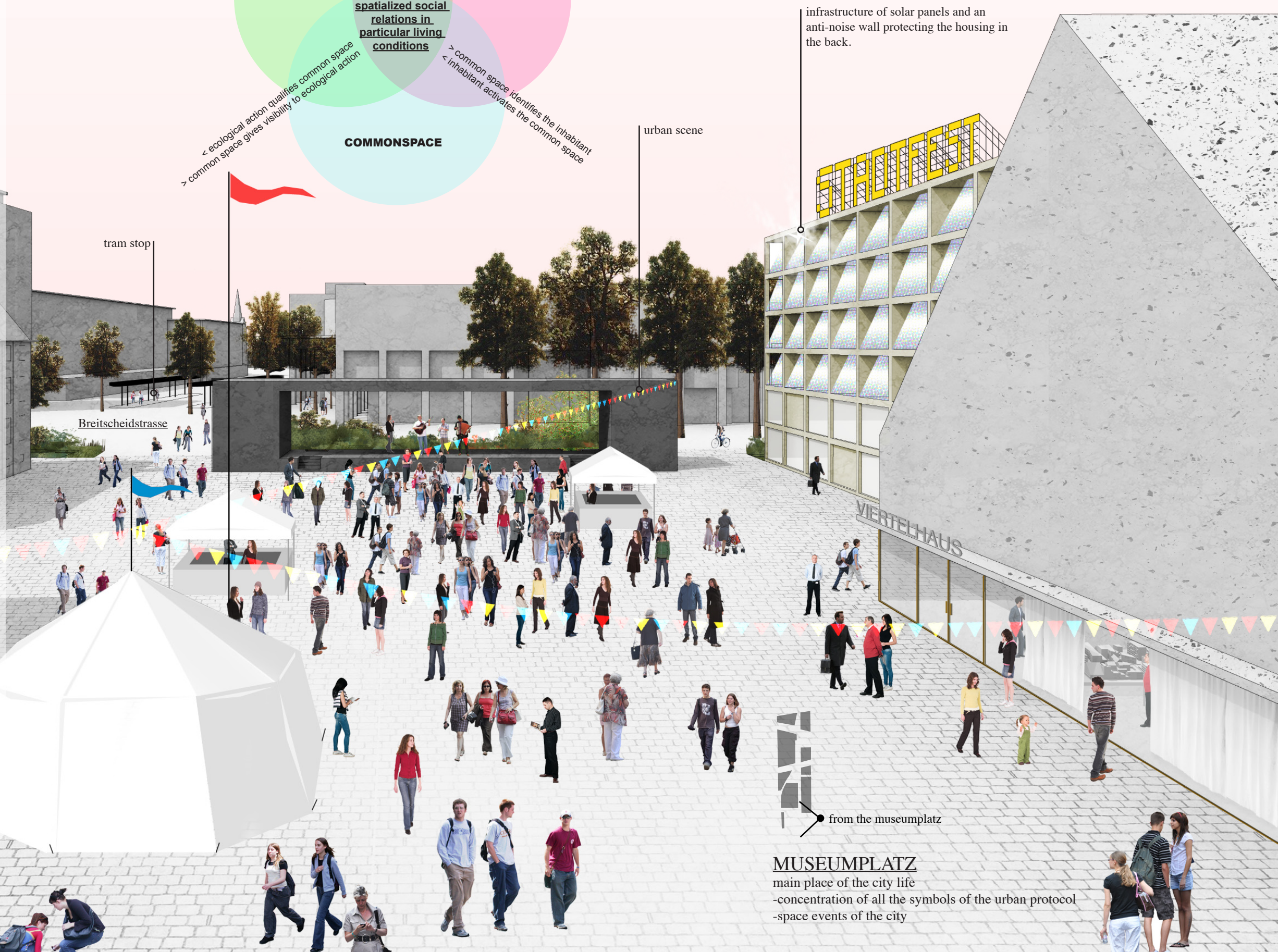
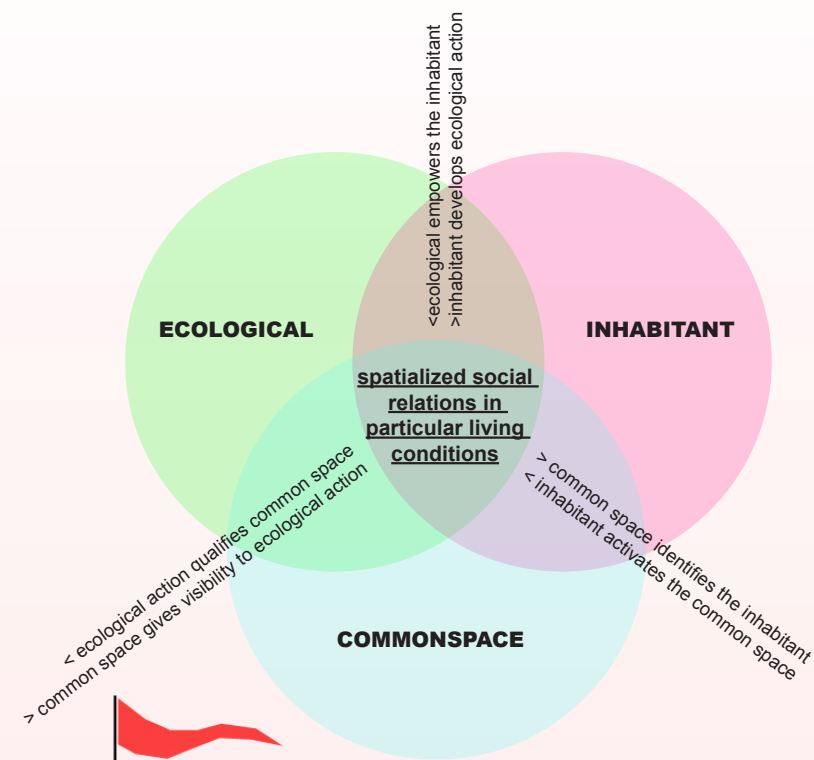


# SC714

allows the existence of a spatial world that has its own particular conditions and order. A condition that provides raw material symbols and collective memories, thus enabling communication within a group, between groups and the development of situation, such as moments of convergence of different actors. It is a condition of possibility.

The instrumentalisation, the utilitarianism, and the technologization of space increases the risk of not finding places for coexistence and it seems as if nothing can stop this phenomenon. The digital world should not be seen as a revolution but rather as a transformation of the understanding of collective phenomena by increasing the visibility and the aggregation of singular collective events. This blurring of the distinctions between individual and collective phenomenon is a result of the increase of the speed of access to its visibility. It is possible to develop uses of the digital network that make the potential of territories visible by redistribution of connection possibilities among actors within the networks of the old paradigm. The infinite reorganization of items that compose the possible urban scenarios becomes an opportunity to promote participation of urban users in order to reintegrate them actively in the decision-making on territorial development.

Digital tools must be seen as machines to connect, and anyone with a computer or smart phone is now connected with just about everyone. These tools forge links between individuals, inviting them to participate in a strategy of co-creation of value for their business. On the concept of crowdsourcing model such as Wikipedia, the urban institutions could develop this alliance with individuals in the co-production of the urban environment based on participation and continuous experimentation at different scales.



## MUSEUMPLATZ

main place of the city life  
-concentration of all the symbols of the urban protocol  
-space events of the city



# SC714



## GERAHAUS

The re-use of the old KUK is at the heart of the urban protocol across the city. It is where the choices of urban management for experimental neighborhoods are deliberated. The reports of these teams, once in place, are presented annually, allowing teams to judge the continuation or the end of management.

The building keeps some of its appearance as a convention center during events beyond the walls of presentation of the results of the urban protocol, generating attraction for investors and new residents.

## VIERTELHAUS

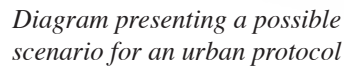
Infrastructure at the neighborhood scale is the physical symbol of urban experimentation. The urban team, elected at the Gerahaus with their project proposal, lives, manages and advises there. The building must be able to accommodate neighborhood assemblies during which new projects and progress reports are presented and during which the architectural jury is voted.

## ONLINE

A digital interface is used in the participatory engagement of urban users. This is the link between institution and individuals and what lies between them as citizens of the same city. A digital platform that informs, locates, and allows the proposal of ideas in their first stage and allows individuals to show support for these ideas. However, this tool is not the deliberation and project monitoring tool because these actions cannot be digitalised without significantly reducing meaning and effectiveness.











neighbourhood rainwater reco-  
very system



from the biblbiotekplatz

**BIBLIOTHEKPLATZ**

neighborhood life

-link space between the atelier and the library

river overflow area

design and production  
workshop

Gera Stadt atelier

Breitscheidenstrasse

existing tree

Restaurant