

IABR–2016–THE NEXT ECONOMY–

CALL FOR PROJECTS–

INTERNATIONAL ARCHITECTURE BIENNALE ROTTERDAM

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CALL FOR PROJECTS–**

The seventh edition of the International Architecture Biennale Rotterdam, IABR–2016–THE NEXT ECONOMY–, will open in April 2016.

One year in advance, we are pleased to announce the IABR–2016–CALL FOR PROJECTS– and invite urban designers, architects, landscape architects, academics, artists, planners, cities, universities, companies and social organizations, or coalitions thereof, to submit best practices, projects and plans in response to the challenges formulated in this Call for Projects and further articulated in the Curator Statement that you can download from our website, www.iabr.nl

IABR–2016–THE NEXT ECONOMY– advocates an urban economy that is guided by a social agenda, is motored by meaningful employment, makes prudent use of natural and human capital, and generates greater social inclusion.

IABR–2016– welcomes design that opens up perspectives of a city in which such an economy can flourish. But what kind of urbanity does this involve? Are we sufficiently clear on what we're looking for? Where new opportunities will arise? Economists applaud the 'agglomerative effects' of the city. Proximity, diversity, and density are considered keys to economic success. But what we may need is a completely new take on what the city is.

IABR–2016 is a platform for fresh ideas on the possible future of the twenty-first-century city. We will promote dialogue and exhibit designs that open up perspectives of the city we want: a clean city, a communal city, a productive city – a city in which the public space once again occupies center stage.

If you want to contribute to IABR–2016, please read the Curator Statement and the Call for Projects, including the Criteria and Guidelines at the end of this document, carefully, then use the Application Form that can be downloaded from our website.

We look forward to receiving your submission.

MAARTEN HAJER
CHIEF CURATOR–IABR–2016–

GEORGE BRUGMANS
EXECUTIVE DIRECTOR–IABR–

The seventh edition of the International Architecture Biennale Rotterdam, IABR–2016–THE NEXT ECONOMY– calls for best practices from all over the world to support and substantiate the Biennale’s main exhibition’s narrative as conceived by IABR–2016’s chief curator, Maarten Hajer. Prospective participants who have designed or are designing concrete projects that deal with the relationship between the next economy and the city are invited to respond to the IABR–2016–Call for Projects– and to submit their applications by 4 June 2015, 9.00AM.

IABR–2016–THE NEXT ECONOMY– advocates an urban economy that is guided by a social agenda, is motored by meaningful employment, makes prudent use of natural and human capital, and generates greater social inclusion. **IABR–2016** welcomes design that opens up perspectives of a city in which such an economy can flourish. What kind of urbanity does this involve? Are we sufficiently clear on what we’re looking for, where new opportunities will arise? Economists applaud the ‘agglomeration effects’ of the city. Proximity, diversity, and density are considered key to economic success. But what we may need is a completely new take on what the city is.

IABR–2016 is a platform for creative coalitions of designers and other stakeholders with fresh ideas on the possible future of the twenty-first-century city. We will exhibit designs that open up perspectives of the city we want: a clean city, a communal city, a productive city – a city in which the public space once again occupies center stage. The seventh edition of the International Architecture Biennale Rotterdam opens in April 2016 in Rotterdam, the Netherlands. More on **IABR–2016** can be found on the IABR’s website: www.iabr.nl

PROCEDURE–

The Call for Projects identifies three specific challenges to which designers, architects, urban planners and other professionals, as well as municipalities, citizen initiatives, governments, private companies, universities, NGOs and coalitions of the above, are invited to respond by submitting concrete design projects preferably developed in productive collaboration with local, regional, and national stakeholders.

After a careful selection of best practices from around the world, the final result of the Call for Projects will act as the frame of reference for the main projects initiated and self-produced by **IABR–2016**, which will be at the core of the main exhibition in Rotterdam. A jury that consists of the chief curator of **IABR–2016**, Maarten Hajer, the curators Joachim Declerck, Jandirk Hoekstra and Daan Zandbelt, and the executive director of the IABR, George Brugmans, will make the selection.

All projects must be submitted by 4 June 2015. Prospective participants will be notified no later than 10 July 2015.

Before submitting your project, please read the Criteria and Guidelines at the end of this document carefully.

CALL FOR PROJECTS–

The Next Economy is an economy that works for people and in which people have meaningful employment. The Next Economy will be an urban economy and it is in the city that we will have to rediscover it, invent it, try it and design it. This will happen in cities that are open to experiments, which sport an open culture and where projects are mutually empowering; in cities that actively look for new ways to gain experience; that want to learn from best principles and best practices worldwide and are willing to share their local successes worldwide in turn. In these cities, new coalitions of representatives of governments, private companies, social organizations, science and design are given the opportunity to design the future.

The Next Economy calls for an active re-imagining of the city, a redesign of its underlying logic, its system and the way it is arranged both spatially, organizationally and financially. In this process, designers can play a key role. **IABR–2016** emphasizes that the strength of design must be applied to the entire process: from rethinking and designing new logics for urban systems and chains, to the envisioning of these innovations through spatial design. We need to rethink what it is that defines the city and its qualities. Envisioning and imagining new interpretations of the future city, designers can support the work of new coalitions of governments, companies, and citizens on the transitions that are necessary en route to the Next Economy.

The Next Economy will have to be socially inclusive; be an ‘extractive’ economy and add value locally; be circular and close cycles wherever possible; be green, adaptive, and resilient; use new smart urban technologies thoughtfully to ensure that they are deployed for the good of the social agenda (smart urbanism); be aware of the productive connections that exist between the formal and informal economies and, rather than on the individual as a consumer, focus on the individual as a participant in the public space, since that is where people learn, exchange, and operate. **IABR–2016** welcomes designs in this spirit and invites (coalitions of) designers, knowledge institutes, governments, NGOs, and citizen initiatives to submit multidisciplinary design projects with regard to innovative and realistic scenarios for the future of the city as a platform for the Next Economy.

THREE CALLS–

IABR–2016 has opted for an exploration of the Next Economy based on three key issues that, in the coming decades, will play major roles in the design and governance of the new urbanity the Next Economy will need to flourish: the communal city, the productive city and the clean city.

IABR–2016 will, on the basis of these three issues, show how design and research by design can contribute to the creation of a new logic, new systems and new spatial and economic development models that will begin to give the Next Economy, the city of the future, its identity.

The city will benefit by a strong public space that allows cultural mobility and enables encounters with the ‘other’: places that welcome all sections of the population. We need to re-think the city – not the city as a welfare system or privatized system, but as a public space that fosters social networks. This issue is all the more topical now that governments are withdrawing and urban development is increasingly passed into the hands of private stakeholders. The public domain is under great pressure. Whether due to its commercialization and privatization, the rapid ‘urbanization by default’ in the global South, or the crumbling welfare state in the West, the quality of public space is under pressure everywhere. We recognize that traditionally strong social networks in informal settlements are under pressure (mobility, education, employment, poverty, scarcity, water) whereas in the West, many challenges are relocated from the institutional domain to the private domain (for instance in care and health care), where they weigh on social networks. Urban society’s stress levels rise as the welfare state is dismantled, forcing the city to once more become sensitive to the needs of all of its citizens, rather than unilaterally move toward privatization. Can the city once more become a place where people will get together to develop social, learning networks?

We distinguish four types of Communal City:

1A: THE LEARNING CITY–

The greatest asset of the city is its human capital, ideally well-educated, well-networked individuals. To operate in the city, knowledge institutes will have to reinvent themselves and emerge as new, more direct and less physical organizations. A lot is already being done: more and more cities make use of open knowledge and collaborate with universities, NGOs, and companies, for instance to explore how the whole range of smart city technology will relate to the focus on social innovation, or acknowledge New Learning as an opportunity to create new environments in which education and production are linked. Can innovative design help cities make better use of open knowledge?

What are the new educational environments that cleverly combine knowledge and testing platforms, startups, and free zones? How can educational institutions transform into dynamic anchor points of the urban economy? Will they be able to train people for jobs that haven’t been created yet, rather than for jobs that no longer exist? Can we design a new educational infrastructure for the rapidly growing, young population in the exploding cities of the global South?

1B: THE CARING CITY–

In cities, the health sector is one of the largest employers. Yet around the world, health care in particular is under pressure. What constitutes an urban economy of care, and what is its spatial translation? What will be the spatial consequences of a rise in the number of infirm, elderly people, combined with the decentralization of health care? Can we conceive of innovative, spatial solutions that empower forms of inclusive, solidarity-based self-organization? What new sociospatial

practices can become the foundation on which we can build a new care and health care model? Which spatial strategies can help cities facilitate available and affordable care for all and what role can public space play, or new technology?

1C: THE SHARING CITY–

Informal urbanization has a dynamic of its own, and it often grows strong social networks. What can we learn from this? What are the components of a new public space that will boost the Next Economy and the socioeconomic development of all its citizens? How will we integrate sharing, crowdfunding, alternative payment systems, and collaborations in a new urban commons? How will we organize public space to meet the needs of citizens?

How will we create a workable alliance between the physical public space and the digital infrastructure of ICT technology? How will we give new meaning to ‘physical place’ in an era of ever-available imagery?

1D: THE HUMANE CITY–

The Next Economy will have to find a solution to the ‘outcast’ problem: there are millions of people that are not socioeconomically integrated in urban society. A united city calls for humane behavior towards the people that live in it, yet have no official status, sometimes not even a place to stay: the homeless, the sans papiers, the illegals. Either due to conflict or poverty, the growth of migration flows is expected to accelerate in the twenty-first century. Will design be able to help productively link these people to the city, to include them in the Next Economy?

Cities are stuck in urbanization by default: a way of operating based on the idea that what worked in the past is a recipe for future prosperity in the present. But the current urban reality, the spatial division in industrial parks, residential areas, and business centers, is not in keeping with the traits that will empower the city of the future. We will need new concepts and ideas, new zoning principles, urbanization by design. Even more than today's, the cities of the future will have to be a platform for the production of prosperity. How will new spatial design facilitate the realization of a new economic future? What will the spatial locations for production and work be for the New Economy?

We distinguish three themes:

2A: INNOVATIVE MILIEUS–

The city is clearly a popular place for innovation. It remains to be investigated, however, what the best working environments for the Next Economy would be. What are the success factors for a productive 'innovation milieu'? What form of public space will be involved? How will we use spatial design to actively fulfill the need for exchange between kindred spirits, knowing that friction leads to innovation? How do we ensure that the added value of innovation will first and foremost benefit the city in which it has been realized? How do we prevent the quality of spontaneous innovation districts from decreasing because their success drives young startups elsewhere? What should governments do, and what should they not do; what would be the best way for an entrepreneurial state to position itself?

Many urban development principles from the past have turned out to generate adverse effects as well: new urban developments are sometimes dysfunctional. Due to 'urbanization by default', coveted positive agglomerative effects often fail to materialize, for instance because places of work and places of residence are far apart and not connected by any efficient transport system. How does 'value of place' relate to 'organization of mobility'? And how does the productive city link education to the worlds of employment and income?

2B: RESHORING–

Cities have a renewed interest in the manufacturing industry. After a period of active *offshoring*, the focus is now on *reshoring*. The desire to meet consumer demand more quickly as well as rising wages 'over there' and the need for new jobs 'over here' ensure that a growing part of the production of a growing number of goods will soon be taking place closer to the consumer. New, smart technologies facilitate the process, opening up new prospects of a manufacturing industry with high added value for the city: of a local, small-scale manufacturing economy that will link knowledge, innovation, and production.

How can cities best capitalize on this reshoring trend? Are new business parks necessary or would new locations for work that are

integrated in the city be better? And how can they be integrated? How can reshoring be used to create an economy that will lead to greater social inclusiveness?

2C: NEW JOBS IN EXPLODING CITIES–

IABR–2016 will pay special attention to cities in developing countries where the creation of more employment is extremely urgent. Africa, where the vast majority of urbanites work in the informal sector, is a good example. For the most part, these are people that have to survive on less than four dollars a day, without a secure income, with poor to no terms of employment and no social safety net. Add to that the expected tripling of the African urban population in the period 2000 to 2050: from 400 million to 1.2 billion. How can all these entrants to the labor market, in Africa but also in India and elsewhere, acquire decent employment if the current economic model is not radically changed?

Can we use spatial design to offer the hundreds of millions of people who live below the poverty line the opportunity to participate in the Next Economy in a dignified manner? Can we use the resilience and agility of the informal economy for the city by design? Can we productively link the informal economy to the formal economy to give new urbanites access to the formal economy?

The circular economy is *hot*. Everyone seems to agree that the metabolism of the city (IABR–2014) needs to be rethought. But how can we translate that into economic policy? Realizing a clean economy requires the involvement of different domains, like those of energy, resources, and reuse. But in this case, that complexity is constructive. Typically, a sound business case requires collaboration: for energy, water, resources and their possible reuse, frugality, and reorganization to interlock. But the assets go to one party and the liabilities to another. Creating a more ‘circular economy’ therefore involves the emergence of new coalitions, with new agents of change, which – usually working around the government – often run up against barriers to the progress of transitions.

We distinguish two themes:

3A: CIRCULAR ECONOMY IN THE URBAN LANDSCAPE–

An urgent challenge is: How can redesign effectively support the circular economy using smart technological developments? Partly through frugality and reuse. But actually making the economy more ‘circular’ will also involve new rules, better maintenance, reuse, and upcycling. *Reduce, maintain, reuse, refurbish/remanufacture, recycle*: they presuppose other collaborations, well-adapted rules and regulations, and other forms of production. But they also require a much more active contribution by the government. How can we design new economic systems based on sustainable flows? Where can we find sound business cases? And what does that entail spatially? What activities will need to be linked? What new infrastructure will this entail? And how will the public infrastructure relate to the reality of energetic *prosumers* that want to do everything themselves?

3B: ENERGY TRANSITION: NEW NETWORK, NEW PLAYERS?–

Inevitably, the energy transition will play a major role in the decades to come. Fossil fuels will have to give way to renewables. So, are decentralized distributed systems the future? Today, local energy cooperatives often lack appropriate earning models and as a result, a real transition to a sustainable energy is long in coming. Are there opportunities for collaborations with large, existing energy companies that would actually be willing to think about other energy infrastructures? Can technological change lead to the democratization of the energy system?

What new earning models will allow the energy transition and cut across existing energy systems? What new energy systems and energy networks do we need to develop, which spatial and social forms of organization can make that happen, what is to be the role of an enterprising government? How can radical energy saving become a reality? Are there technological applications conceivable that will enable citizens to generate, manage, and distribute their own energy? Should we realize the clean economy through the industrial, large-scale approach of a new sustainable energy system? Or will we have

mixed forms of the two, in which the energy-producing individual and the large-scale energy system cleverly join forces? What could be the outlines of such a new system? Where can we usefully link bottom-up initiatives to the establishment (government and market) that manages the networks, and which business cases can develop around them? Which actors will be playing what role? And what are the spatial effects of different strategies on the countryside and on the city?

IABR–2016 cordially invites (alliances of) designers, knowledge institutes, governments, social organizations, companies, and citizen initiatives to submit projects and plans in response to the challenges formulated in these three Calls.

GENERAL SELECTION CRITERIA–**Submissions will be judged based on the following criteria:**

- Does the research or design project make a significant contribution to defining the concept of ‘the next economy’?
- Does the project creatively explore the potential of crossovers between the disciplines of architecture and urban design, and other disciplines and fields, most notably financing and investment, democratic theory, innovation strategies, energy transition, health care, urban sociology, and urban economics?
- IABR–2016 explores the future of the city, combining an open mind with a realistic attitude. Has the project been implemented, or is there a viable strategy for implementation? What is the business case?
- Will the project be an interesting and stimulating addition to the main exhibition of IABR–2016–THE NEXT ECONOMY–?

SPECIFIC SELECTION CRITERIA–

Submitted projects will be assessed according to the following criteria, **but do not have to** meet all of these criteria:

- How does the project help to nurture the new public domain?
- How would the project employ new urban technologies to achieve a more socially inclusive urbanism?
- How does the project achieve productive interaction and reciprocity between the formal and informal economies?
- How does the project help the transition to a clean, low carbon economy?
- How does the project counteract social economic inequality?
- How would the project help to keep value in the city?

CONDITIONS FOR PARTICIPATION–

- Proposals can only be submitted by *completely* filling out the IABR–2016–APPLICATION FORM–, which can be found on the website of the IABR: www.iabr.nl
- Applicants are allowed to submit various project proposals, but must completely fill out and submit the IABR–2016–APPLICATION FORM– and all attachments for each project separately.
- Participation is open to (coalitions of) design professionals, public institutions (e.g. municipalities, governments, NGOs, universities and others), private companies, and citizen initiatives.
- Public or private stakeholders (such as municipalities, governments, NGOs, private companies) should (have) play(ed) an active and/or commissioning role in the development and/or implementation of the project.
- Selected participants must submit all information, images, drawings, and other material free of any copyright or other rights held by the participant or third parties in order for the material to be

- duly included in the Biennale’s catalogue, presented on its website or generally used for communication and/or general publicity.
- Additional conditions may apply after the preselection and/or final selection of the projects for the exhibition.

Please note that the IABR will not enter into correspondence regarding the preselection and final selection of projects for the exhibition.

CONDITIONS FOR PARTICIPATION WHEN SELECTED–

- Selected participants will be fully responsible for the production, transportation, and deliverance of exhibition material in the format agreed upon by all parties.
- If scale models or other physical materials are selected for the exhibition, the participant is responsible for sending the material to the exhibition site as well as taking out appropriate transport insurance.
- If films are submitted for the exhibition, the spoken language should be English or the film(s) should have English subtitles.
- The IABR will be responsible for printing the selected image material, texts and building the exhibition framework as well as the installation of all projects in the exhibition, unless agreed upon otherwise.
- During the exhibition, all materials will be insured by the IABR against theft and damage.
- The material becomes the property of the IABR, unless other agreements are entered into before the material is shipped to the exhibition. In the latter case, the participants themselves will be responsible for collecting the material after the exhibition. Note that the material can only be stored for a very limited time after the exhibition.
- There is limited AV and computer equipment available for individual projects. The party submitting the project may be asked to compensate the exhibition organizers for the cost of obtaining the necessary equipment.
- In the case of complex presentations, for example composite scale models or large installations, teams may be asked to assist in order to ensure appropriate installation and placement. This also applies to disassembly after the exhibition.
- If the entire exhibition or part of it goes on tour after the exhibition, additional agreements will be made with the parties submitting the pertinent projects.
- The IABR always reserves the right to ultimately opt out of materials and projects previously selected for the exhibition (‘final selection at the door’).

PROCEDURE OUTLINE–**14 April – 4 June 2015, 9:00AM (GMT+1): Call for Projects**

- Project proposals may be submitted up to and including 4 June 2015, 9:00AM (GMT+1) using the application form.
- Proposals can only be submitted by completely filling out the digital application form.
- Mail the application form to *call@iabr.nl*, accompanied by a second PDF file of no more than 5 MB, containing no more than two pages in A4 format with relevant illustrations and factual information (only include images that are free of copyright).
- Should you have urgent questions related to the procedure of the Call for Projects, you can send an email to *production@iabr.nl*

June – September 2015: Preselection

- Persons or institutions submitting projects will be notified no later than 10 July 2015 as to whether their project has been preselected for participation.
- The IABR may ask preselected participants to further develop their project presentation in accordance with the guidelines that follow from the exhibition design concept, and to submit their finalized proposal and extra material no later than 8 September 2015.

September 2015 – April 2016 (until October): Final Selection & Exhibition

- Preselected participants will be notified as to whether their (amended) proposal has been approved by the IABR and selected for participation before 1 October 2015.
- Additional conditions may apply after the preselection and/or final selection of the project.
- Participation will be formally confirmed in an Exhibition Agreement and is only final when signed by both parties.
- Selected participants will be informed in due time and not later than 1 October 2015 of the deadline for sending all definitive files with images (high resolution), texts, captions and credits for the catalog and for the exhibition, as well as all (updates of) films and photos/ sketches of exhibition items (models, etc.) for final approval and use by the IABR.
- Selected participants will be provided in due time with the list of the final selection of items to be included in the main exhibition of IABR–2016–THE NEXT ECONOMY–.
- IABR–2016–THE NEXT ECONOMY– is scheduled to open on 23 April 2016 and to close in October 2016.

2014–**Curator**

Dirk Sijmons
(H+N+S Landscape
Architects)

Director

George Brugmans

URBAN BY NATURE–

1 main exhibition consisting of **6 exhibitions, 52 events** (conferences, lectures, presentations, film screenings, workshops, debates, et cetera), locations: Kunsthal, Natural History Museum in Rotterdam, **urban meetings** (Brabantstad, Texel, Rotterdam), **70 guided tours, 12 excursions, 71,000 visitors, 7 publications, 19 webfilms, 6 traveling exhibitions** in Helmond, Eindhoven, 's-Hertogenbosch, Breda, Tilburg, Zurich, and **4 ateliers** in Rotterdam, Brabantstad, Texel and Beykoz, Istanbul

2012–**International curator team**

Henk Ovink
(Netherlands Ministry of Infrastructure and the Environment), Joachim Declerck (AWB, Brussels), Elma van Boxel and Kristian Koreman (ZUS, Rotterdam), Fernando de Mello Franco (MMBB, São Paulo), Asu Aksoy (Istanbul Bilgi University), chaired by George Brugmans (IABR)

Director

George Brugmans

MAKING CITY–

8 exhibitions in **4 cities** in **3 countries, 51 events** (conferences, lectures, presentations, film screenings, et cetera), **133,500 visitors, 1 cross-media project**, The City Forever, with VPRO **over 2.8 million viewers and listeners**, locations: NAI, (in and around) Schieblock in Rotterdam, Belfort13 in Almere, NL; MCB São Paulo, Brazil; Istanbul Modern, Istanbul, Turkey, **9 publications, 1 documentary film**, (in coproduction with VPRO), and **3 Test Sites** in São Paulo, Rotterdam and Istanbul

2009/2010–**OPEN CITY: DESIGNING COEXISTENCE–****Curator**

Kees Christiaanse
(ETH Zurich/KCAP
Rotterdam)

Director

George Brugmans

4 exhibitions and **172 events** (conferences, lectures, presentations, film screenings, et cetera), **61,000 visitors**, **1 cross-media project**, Urban Century, with VPRO, **2.6 million viewers and listeners**, locations: Rotterdam: NAI, RDM Campus; Amsterdam: Tolhuistuin, Zuiderkerk, **4 publications**, **5 documentary films** (in coproduction with VPRO), Open City World Tour 2010 - 2011: **19 traveling exhibitions** in Paris (Parallel Cases), The Hague, Istanbul, São Paulo MCB, São Paulo CEU Paraisópolis, Recife, Rio de Janeiro, New York, Amman, Cairo, Jakarta, Beirut, Berlin, Paris (Refuge), Denpasar, Batam, London, Milan, Baltimore

2007–**POWER: PRODUCING THE CONTEMPORARY CITY–****Curator**

Berlage Institute

Director

George Brugmans

4 exhibitions and conferences, lectures and other events, **77,500 visitors**, locations: Kunsthal and NAI (Rotterdam), **3 publications**, **1 documentary film** (in coproduction with VPRO)

2005–**THE FLOOD–****Curator**

Adriaan Geuze
(West8)

Director

George Brugmans

5 exhibitions and conferences, lectures and other events , **57,000 visitors**, locations: Las Palmas and NAI (Rotterdam), **5 publications**, **1 documentary film** (in coproduction with NOS)

2003–**MOBILITY–****Curator and director**

Francine Houben
(Mecanoo)

5 exhibitions and conferences, lectures and other events, **85,000 visitors**, locations: Las Palmas and NAI (Rotterdam), **2 publications**, **4 TV films** (in coproduction with AVRO)

IABR-2016-THE NEXT ECONOMY-

Chief Curator

Maarten Hajer
director-general of PBL
Netherlands Environmental
Assessment Agency and
Professor of Public Policy at the
University of Amsterdam

The IABR is lead partner of the Netherlands Ministry of Infrastructure and the Environment in implementing the Action Agenda for Architecture and Spatial Design (AAARO) 2013-2016.

Curator Team

Joachim DeClerck
Architecture Workroom Brussels
Jandirk Hoekstra
H+N+S Landscape Architects
Daan Zandbelt
De Zwarte Hond
George Brugmans
IABR

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IABR

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**creative
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Contact

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Executive Board

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Text

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Translation

InOtherWords

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