

# IABR–2016– THE NEXT ECONOMY–

Press release, 25 January 2016

## **IABR–2016–THE NEXT ECONOMY** **Urban design and tomorrow's economy**

During the weekend of 23 and 24 April 2016, the IABR will kick off its seventh edition: **IABR–2016–THE NEXT ECONOMY**. The opening weekend marks the beginning of an exhibition and a continuous program of activities in and around former warehouse Fenixloods II in the Rotterdam district of Katendrecht. Chief curator Maarten Hajer and an international Curator Team will once again focus on the future of the city, investigating the relationship between design and tomorrow's economy.

Until 10 July 2016, IABR–2016 is a platform for creative coalitions of designers, administrators, businesses, citizens, and other *agents of change* with fresh ideas and imaginations of the twenty-first century city. The IABR will share the most important conclusions of eleven weeks of debate with the audience in a closing debate on Sunday 3 July.

### **What's Next?**

No one can predict what the future will bring, but one thing is certain: more of the same is no longer a sensible option. Developments such as climate change, global urbanization, emerging new technologies, growing migration, and increasing inequality cry out for solutions.

The Curator Team of IABR–2016–THE NEXT ECONOMY claims that good urban design can actually contribute to a better future. Besides Chief Curator Maarten Hajer (Professor of Urban Futures at the University of Utrecht) and IABR director George Brugmans, the Curator Team consists of Jandirk Hoekstra (H+N+S Landscape Architects), Daan Zandbelt (De Zwarte Hond), Joachim Declerck (Architecture Workroom Brussels), Michiel van Iersel (Non-fiction / Failed Architecture) and Freek Persyn (51N4E). The Curator Team states that what we want does make a difference and what we do actively contributes to the making of The Next Economy, that is: if we ask ourselves the right questions. How can we coordinate society and individual, production and consumption, resources and raw materials, use of space and territory, in better and smarter ways? And how can spatial design anticipate transitions that will change the world radically and incessantly?

### **Exhibition**

The beating heart of IABR–2016 is an exhibition at Fenixloods II in the Rotterdam district of Katendrecht. There, 2,600 m<sup>2</sup> of floor space is dedicated to the exploration of the relationship between spatial design and the future development of the economy. IABR–2016 presents more than sixty projects, partly developed in its own IABR Ateliers, partly gathered together from all over the globe. Together, these show a range of possible futures: new living and working locations; new, clean energy systems; new models for regional development, new forms of collaboration, health care, and solidarity. The power of imagination is essential to shape the future. IABR–2016 therefore shows that it takes much more creativity and the strength of research through design to investigate and test how new technologies can be used in the city of tomorrow.

### **IABR–Ateliers**

In the Ateliers, the IABR collaborates with governments to continuously deploy research through design to work on strategic visions, plans, projects, and innovative development models that tangibly contribute to the city of tomorrow. The results of this research through design are included in the exhibition and program of IABR–2016, and will be implemented locally afterwards.

The three Dutch Ateliers that have been active since late 2014 are dedicated to the theme The Next Economy. They focus on three important issues relating to the spatial anticipation of the urban economy of the future in the Netherlands. The Atelier in Groningen looks at the opportunities energy transition produces; the one in Utrecht at the relationship between health and urban development, and the one in Rotterdam at which factors will continue to make the city productive in the future. The latter is done in Brussels as well whereas in Albania, ideas and proposals for a brand-new approach to national planning in which sustainable development is key are being generated on behalf of the new government since 2014.

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## Workspace

In addition to an exhibition, IABR–2016–THE NEXT ECONOMY is also a workspace: it examines the changing role of design and provides space for reflection, debate, and exchange; for conferences, lectures, and workshops. All visitors are invited to become participants, for on the subject of the city, everyone is a professional and competent. Everyone is therefore encouraged to think along or contribute by participating in the debate in the exhibition space or on social media.

## Program

Even more than in previous editions, the seventh International Architecture Biennale Rotterdam will integrate both exhibition and program. With WHAT'S NEXT, a varied program comprising lectures, conferences, and debates kicking off in the opening weekend, IABR facilitates the active participation of visitors in the discussion about the future of the city.

Every Thursday night, chief curator Maarten Hajer will invite thinkers for a *Next Talk*, an evening of discussing or exploring a theme or question from the exhibition. Guests include renowned thinkers such as Mariana Mazzucato (professor Economics of Innovation at the University of Sussex) and Keller Easterling (architect and Yale University). In conjunction with Ruimtevolk, meetings will take place that address topics the IABR wants to put on the map permanently, like the role of design, new funding models, and good governance with regard to the making of the city of the future. In a series of *Next Salons* on Sunday afternoons, a variety of invited guests will exchange views on the discussion put on the agenda and advocated by the IABR.

IABR–2016 is a continuous exchange of ideas that will conclude with a closing debate on Sunday 3 July, taking place all around the exhibition space.

## Next op Zuid

In a special program in collaboration with local partners (including Afrikaanderwijk Coöperatie, Verhalenhuis, Heijmans, Woonstad Rotterdam, AIR and the City of Rotterdam) the IABR places the development of the Katendrecht, Afrikaanderwijk and Charlois area in an international context. The IABR will use as many local products and services as possible, such as caterers and cleaners, and organises tours in the Katendrecht district in collaboration with local businesses.

## Platform for discussion

IABR–2016 provides a view of the city that we want: a city that runs on clean energy, a solidary and socially inclusive city, a productive city – a city that centers on the public domain. At the same time, it offers a platform for the discussion of tactical and strategic interventions, convinced that only collaboration in and between cities can realize the potential of the age of the city. Thus, IABR–2016 forms an invitation to all to participate, to appoint new values together, and to make those values resilient.

## Practical information

Date: 23 April – 10 July 2016

Location: Fenixloods II, Paul Nijghkade 19, 1<sup>e</sup> etage, Rotterdam

Opening Hours: Mon – Fri 13:00 – 20:00 hrs, Sat - Sun 12:00 – 18:00 hrs

Admission: regular € 12,50 | IABR Next Community Card (unlimited access) € 35 | students € 10

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## NOTE TO THE EDITOR

For more information about projects, the program, requests for images and interviews and to register for the press opening and preview on 22 April, please contact press officer Nancy van Oorschot via [nancy@iabr.nl](mailto:nancy@iabr.nl) or +31-10-2060033 / +31-6-41684324. Downloads on the [press pages](#) of the website.