

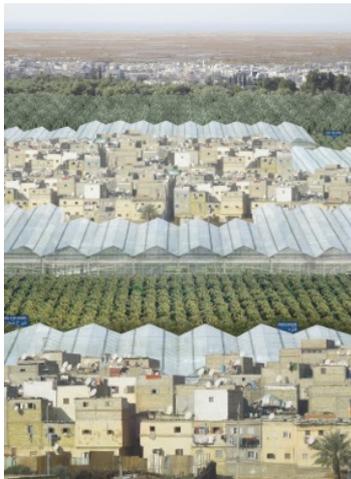
IABR-2014-

Press release, February 2014

Making City Together

The IABR is Entering into Multiple Collaborations to Address Social Issues Relating to URBAN BY NATURE.

Over 40 companies, civil organizations, authorities, research facilities, and cultural institutions are intrinsically contributing to IABR-2014-URBAN BY NATURE-. The IABR (International Architecture Biennale Rotterdam) is using research by design to tackle the task of creating a healthy balance between humanity, the environment, and prosperity. Our world is urbanizing fast, and the dividing line between city and nature is fading just as rapidly. During the IABR-2014-, the IABR and its partners are investigating the changing relationship between city and nature. They believe that the environmental problems of the world can be solved only if the problems of the city are solved first. As of 29 May 2014, the results of this joint investigation will be on show in a major exhibition held in the Kunsthall Rotterdam – which will be dedicated to a single theme for the first time in its existence.



Making City Together

For the IABR-2014- cultural, social, trade and industry, and research institutions as well as Dutch and local authorities are joining forces and combining their data and knowledge to address a very complex social challenge. The knowledge, engagement, and contributions of partners not only enable the IABR to develop its research agenda, but also to bring the research results to the attention of a wide audience. IABR director George Brugmans: 'By the strength of design, we can draft and draw the cities of the future. But with all stakeholders involved from day one, we have much greater public support.'

Partners Pitches at the IABR

The World Wildlife Fund is one of the IABR-2014's main partners. The organization is using the IABR-2014- as an opportunity to reflect on ways to deal with nature in a rapidly urbanizing world. Director Johan van der Gronden: 'In the future, we will increasingly need to think about conservation from an urban point of view.' Joining the IABR from trade and industry are, among others, the Port of Rotterdam, Shell International, and the Dutch Energy Management Authority (EBN). The Netherlands Environmental Assessment Agency (PBL) in turn is providing a major research effort. The national government is represented by the Ministry of Infrastructure and the Environment, but provinces and municipalities are actively involved as well: together with the municipality of Texel, the City of Rotterdam and the Province of Noord-Brabant, the IABR has established research and development programs, the results of which will be presented at the biennale. Partners will also seize the opportunity the IABR-2014- offers to pitch their own story to a large audience in a different way than they usually do.

About IABR–2014–URBAN BY NATURE–

Today, there are more trees in parks and on farms than in forests. Now that over 50 per cent of humanity is living in cities, there is good reason to call the city our natural habitat. This insight leads to a different perspective on the relationship between the city and the countryside – and to the conclusion that if we want to solve the environmental problems of the world, we will have to solve the problems of the city first.

Partners IABR–2014–

Ministry of Infrastructure and the Environment, City of Rotterdam, Creative Industries Fund, Municipality of Texel, TNO, Port of Rotterdam, Netherlands Environmental Assessment Agency (PBL), Rotterdam Climate Initiative, Province of Noord-Brabant, City of Eindhoven, City of Breda, City of 's-Hertogenbosch, Municipality of Helmond, City of Tilburg, Water Board Noord-Brabant, Riva Tourism Development and Investor's Association, Municipality of Beykoz, World Wildlife Fund, Shell International, Van Gansewinkel, Nedvang, Delft University of Technology, Deltares, Dutch Energy Management Authority (EBN), Metropolitan Agriculture Foundation, Ecoshape, ZLTO/PURE Hubs, Rotterdam Partners, ETH Zürich, Eindhoven University of Technology, Cornell University, MIT, Natural History Museum Rotterdam, Het Nieuwe Instituut, AIR, ZigZagCity, Rotterdam Festivals, Kunsthall Rotterdam, Ruimtevolk, Architectenweb, De Blauwe Kamer, Goodbye Horses.

Note to the editors:

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