

A white line-art topographic map on a black background, showing various contour lines and shapes that suggest a landscape or urban form. The lines are of varying thickness and density, creating a sense of depth and movement.

DREES &
SOMMER

RE-BUILDING
EUROPE TOWARDS A FUTURE
SHAPING ECOSYSTEM

**TOWARDS THE FUTURE OF
URBAN DISTRICT DEVELOPMENTS**

***„Let us replace fears
about the future with
foresight and planning.”***

Winston Spencer Churchill

THE DNA OF EUROPEAN DISTRICTS IS BASED ON INCLUSIVITY, SUSTAINA- BILITY AND MIXED-USE.



The exclusive Re-Building Europe ecosystem supports the European vision on future living: the right mix of people and technology, fostering a paradigm shift in urban development with sustainable and digital solutions.

The Re-Building Europe initiative 2022 travelled through Europe, stopping at the most transformative districts on the continent. After kicking off in Paris and debating about the future, we ran focused workshops in Barcelona, Milan, Berlin, Basel, and Oslo. All findings are being presented at the final forum in London. We are now one step closer to an overall understanding of urban district development and cannot wait to share the learnings with you.

Check out the following pages and learn about our workshop findings and our vision of the future.

Götz Schönfeld

goetz.schoenfeld@dreso.com

Ramona Schmid

ramona.schmid@dreso.com

BARCELONA

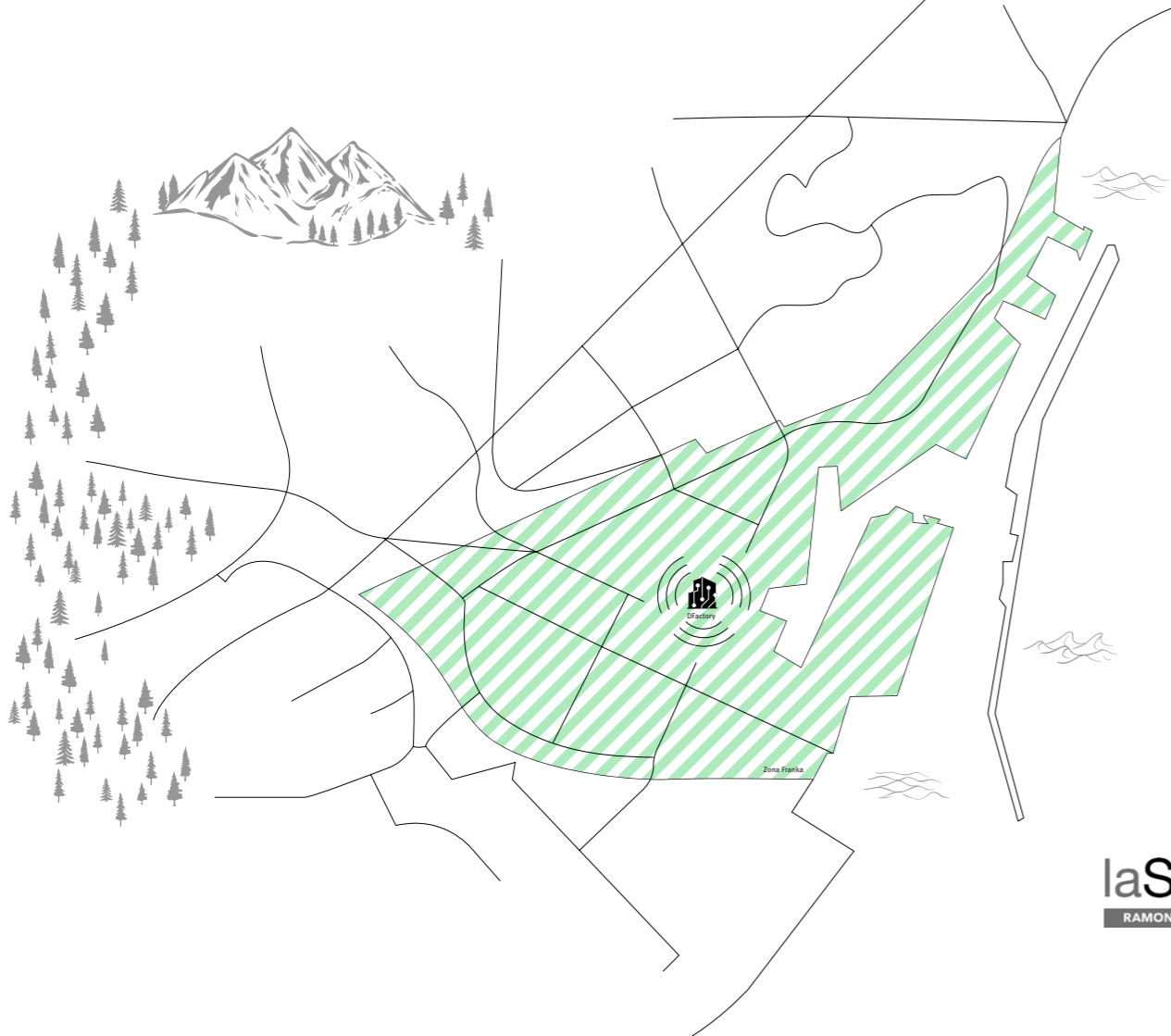
Barcelona, with its unique location, has developed outstanding districts that illustrate how mature and abandoned industrial parts of the inner city can be successfully transformed into vibrant, green and livable innovation districts. With limited space available, the only way forward was to transform these areas into a knowledge hub. In that way, Barcelona has reinvented and repositioned itself. Today, Barcelona Metropolis is a highly dynamic, prosperous and livable city. Best practices of urban development were invented here and implemented with the participative and integrated governance approach of the Triple Helix Model which underlines the importance of meaningful interaction between university, industry, and government.

The 22@Barcelona initiative transformed 200 ha of mature industry sites in the center of Barcelona into an innovative and productive district. The design answered the need to repurpose the obsolete industrial fabric of the Poblenou Quarter, creating a diverse and balanced environment with the famous superblocks, co-creation and technology centers, public transportation, social housing, and green public spaces with the aim of improving quality of life and providing workspace. The superblock urban model has become famous all over the world.

Now, a new development is planned for Zona Franca in Sants-Montjuïc, a 600 ha production and harbor logistics site that connects Barcelona to the rest of the world. It is strategically located next to the airport and the railway freight station. The district contributes to the economic growth of Barcelona's metropolitan area, generating added value and employment thanks to more than 300 companies located in that area. It also offers the opportunity for a new urban innovation movement initiated by 4.0 DFACTORY and a green revival of the area that addresses the city's climate emergency.

SUMMARY

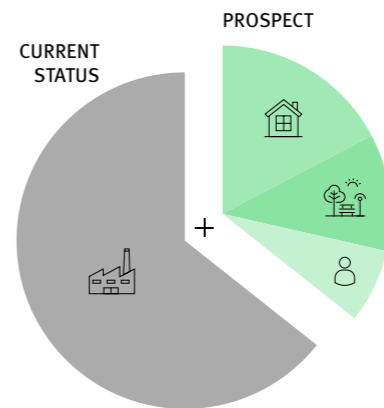
Districts like 22@Barcelona and Zona Franca contain multiple historical, social and environmental identities worth understanding. Barcelona will build up a new convening identity anchored on site, embedded in the regional masterplan and based on the values of the New European Bauhaus. Thus, smart, sustainable and human design principles will drive the development of Zona Franca in which multiple stakeholders will brand a district that offers attractive and inspiring opportunities for innovation, locals and international talent.



laSalle
RAMON LLULL UNIVERSITY

LIMITATION AS A GIFT

Mountains and the Mediterranean place natural limits on Barcelona's growth. The Zona Franca, just south of the city, is a port and industrial area that is being redeveloped to provide housing, educational, social and public facilities, and is also destined to become a hub for Industry 4.0 and innovation.



Scan the QR-Code to check out DFactory



BARCELONA



MOVING FORWARD TOGETHER

Dr. Orna Rosenfeld B.Arch. (Hons) M.A. PhD specializes in housing and inclusive urban development. The award-winning urban strategist, author and global advisor on housing, brings together the knowledge from architectural engineering, political and social science, and urban and city planning. Dr. Rosenfeld public sector experience is extensive, she advises governments, selected cities and leaders of international organizations such as the European Commission, the European Investment Bank and the Council of Europe Development Bank, the World Bank and the United Nations to advance housing and urban knowledge, policy and investment in pursuit of inclusive urban futures.



Extracts from the interview.
For the full interview scan the QR-Code.

D&S: The European Union in general is all about bringing people together, it was originally created because we share the same values and want to advance together. Do you think this has been a benefit or a burden during the Covid-19-pandemic?

DR. ORNA ROSENFELD: [...] For starters, we have all been through lockdowns, our borders were closed, and we could not visit our friends or go to work, school or university. We have been separated, at the EU, national, local and neighbourhood levels to survive the pandemic. I believe that this sudden distancing and separation at multiple levels made us re-evaluate and re-appreciate the values of our Union and more aware of the advantages we enjoy being together as Europeans. [...] Most importantly, I believe that that has happened on both personal and political levels.

D&S: Do you think this would have happened without the pandemic as well? During the pandemic, various measures were put into place across the EU member states. Do you feel like there are some countries that managed to get through this crisis better than others?

[...] The European Union is united in diversity, which implies unity without uniformity and diversity without fragmentation. We Europeans do not strive to be the same, and that is our value and our uniqueness. At this point, we must acknowledge European leadership during the pandemic, as well. The European institutions have done a phenomenal job and set a clear course during COVID-19. Without it, Europe would not have been able to achieve this much during the pandemic and immediately after it. However, the overall enabling environment, which includes EU funds for recovery for all the member states (their regions and cities), is just the beginning. The recovery happens on the ground, locally, in cities, rural and urban areas. This is where the regeneration, or 're-building' as your initiative calls it, happens and where the professionals across disciplines must unite to provide solutions that are fit for urban futures people aspire to following a crisis like this. This is why a network like Re-Building Europe is a great benefit.

“The European Union is united in diversity.”

D&S: You have researched the impact of the pandemic on the housing market. We also know that there will most likely be another crisis at some point, and we should be able to learn from our experience. How can we organize the market to enhance its resilience to another crisis?

DR. ORNA ROSENFELD: From a scientific and policy point of view we need to invest in building the evidence base to inform the present and future urban policy-making, which also includes the housing market among other urban issues that are evolving at the moment. Crisis changes the status quo, they challenge existing policy frameworks and render parts of them obsolete.


D&S: You are known as the social and affordable housing expert internationally. [...] In an ideal world how would you solve the problem of social housing?

DR. ORNA ROSENFELD: It depends on what scale we are talking about: The housing market is not homogenous. [...] The national housing markets are

characterised by high- and low-housing demand areas and prices in the private market differ accordingly. Therefore, the social and affordable solutions need to be adjusted to the reality of the local housing markets and the population in housing need in those very markets. This requires a comprehensive approach on every scale. [...]

D&S: Since there are different situations in every country and sub-markets within each country, should affordable housing be discussed at the EU level or should this be an individual discussion in each country?

DR. ORNA ROSENFELD: Both are important. According to the treaty of the European Union, the EU does not have a mandate on housing, housing is the responsibility of EU member states. However, following the detrimental effects of the Global Financial Crisis, the European Union took more interest in housing and issued numerous policy, regulation and funding initiatives directly or indirectly affecting the housing sector. [...]



“Crisis changes the status quo.”

D&S: Since we are talking about policy, the EU Taxonomy will also include a social part in the future. Is this an opportunity for social housing?

DR. ORNA ROSENFELD: [...] It is certainly a great opportunity for investment in housing. But social part of EU taxonomy is not only about social housing; it is (and should be) much wider and it is a part of the EU Taxonomy has to keep evolving. [...] The social element of taxonomy is more challenging to define (agree on) and measure than an environmental one and I believe that this work will be evolving for some time to identify the relevant and common issues as well as the way these are measured. As in any policy area, this will require adjustment over time.

D&S: So there is a huge demand for ESG experts?

DR. ORNA ROSENFELD: Yes. There is great pressure and a lot of job openings for those positions. But as I mentioned previously, there are no set standards on what it means to be an ESG expert yet. What I see at the moment is a critical lack of training and true in-depth expertise that guaran-

tees results – in this case – a positive impact of investment on a society. The mere lack of standards for what “S” in ESGs stands for calls for what we in social science refer to as exploratory or primary research. [...]

D&S: To conclude this interview, if you had a wish that Drees & Sommer could fulfil, what would that wish be?

DR. ORNA ROSENFELD: From my perspective, as a scientist specialising in urban matters as well as a long-term policy advisor for international organisations it is very positive to see that a private sector organization such as yourself is opening up space and venturing into multi-disciplinary exchange, networking and community building across disciplines and geographies. [...]

MILAN

Milan has recently been developing towards a sustainable city with measures including social housing, green infrastructure and post-industrial transformation. 2015 was a milestone in the recent urban history of Milan – the EXPO was a unique opportunity for urban renewal throughout the metropolitan area and to foster a debate on new land-use development models. The EXPO was indeed a paradigm shift for Milan – creating a strong center outside the established city fabric.

As the flagship post-EXPO project, the site is being redeveloped by Arexpo and Lendlease. Called MIND, the project is currently being realized and is already being celebrated as an urban development success.

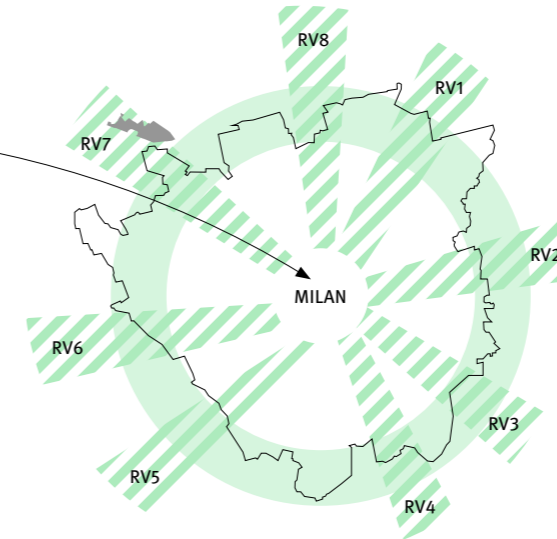
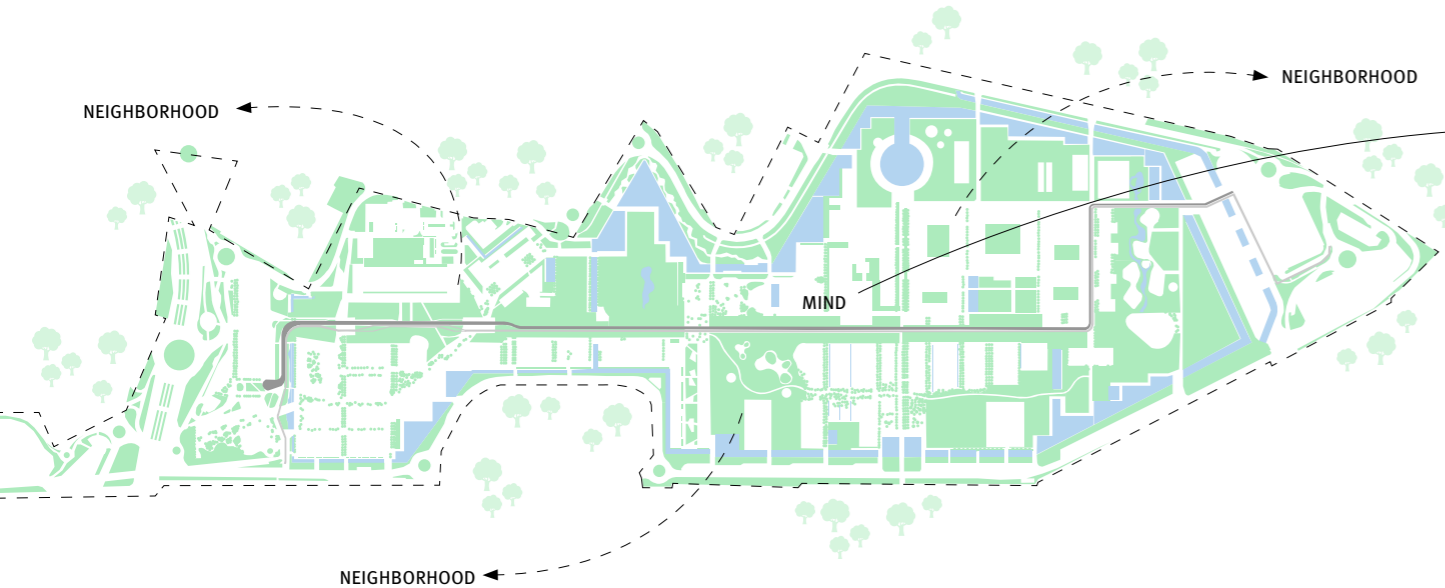
The project goals will be achieved through urban regeneration with decarbonization, nextgen medicine for holistic wellness and innovation driven by social impact to establish a creative community. Work encompasses the development of a low-traffic district, walkability, innovative mobility, the inclusion of 340,000 m² of green and blue areas, a mix of functions, as well as a shared space that is visible from private and public areas. The focus is on quality of life and the health and wellness of people and the planet as a legacy of the EXPO theme. The project is also based on a Quadruple Helix Model of Innovation with university, industry, government and public.

SUMMARY

Arexpo, Lendlease together with LAND and the Drees & Sommer Integrated Urban Solutions Team, invited the Re-Building Europe community to discover the MIND's innovative development strategy and imagine the future of the district in spatial symbiosis with the existing environment. The ecosystem explored the social and ecological challenges and solutions from the perspective of the metropolitan, district and MIND scale. Taking into consideration the outcomes of the workshops,

challenges remain in the next MIND planning phases. Addressing them with proper solutions will increase the social, economic and environmental value of the district. Using tactical urbanism to understand the strengths of the site, the EXPO legacy as design inspiration and nature-based design principals – while also focusing on including social partners in processes – is resulting in a district that fits the needs of different types of users.

FROM A TEMPORARY PAST TO A PERMANENT FUTURE



PLEASE MIND THE GAP ...

- between the new generations who will live and work in this innovative urban campus and the more average rural neighborhood
- between the city center and the Innovation District – both of which are competing for capital and human resources
- between the academic future and the industrial past

GREEN CORRIDOR

MIND is an implemented part of one of the eight green corridors of Milan and supports the vision of a sustainable urban development.

BERLIN

The European Energy Forum (EUREF) pursues the idea of a model district for the climate-neutral, resource-saving and intelligent city of tomorrow. Since acquiring the site in 2008, EUREF AG has been developing the city district around the gasometer into a real-life laboratory for the energy transition. The site combines modern architecture with heritage-listed clinker and brick buildings of the former Schöneberg gasworks, thus shaping the special character of the city district.

Numerous prestigious companies and research institutions in the fields of energy, sustainability and mobility – as well as small and medium-sized enterprises and startups – have settled on the EUREF campus in recent years. The potential for cooperation is enormous. Thanks to the thematic focus, short distances, restaurants and joint events, all tenants benefit from synergy effects. Topics such as the energy city, the ZeeMobase (where zero emissions energy and a mobility base converge), heritage protection and sustainability – as well as a smart traffic concept – are covered. The diversity of the different actors operating on the EUREF campus became particularly clear. Furthermore, the energy supply on the EUREF campus is carbon-neutral. And by the way: The EUREF campus has been meeting the German government's net zero target for the year 2045 since 2014.

A second EUREF campus is currently being built in Dusseldorf, and EUREF AG has plans to scale up the successful concept through Germany and beyond.

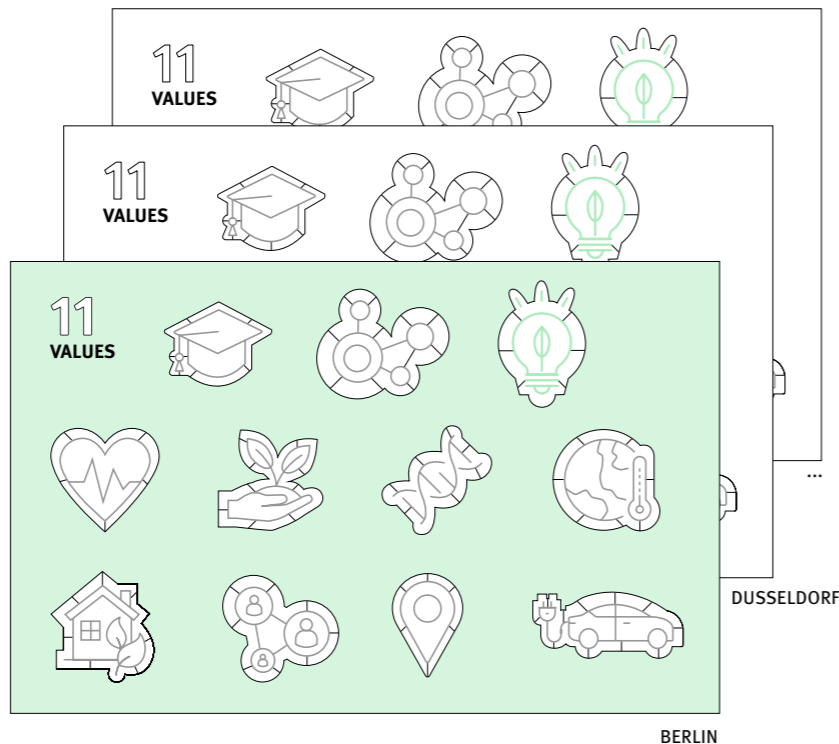
SUMMARY

A common requirement in the area of energy security was the transition to decentralized systems that provide self-sufficiency in defined areas. This will open up new business models and promote innovative approaches to reduce technology costs and provide scaling. We further agreed that long-term investment is the only way for real estate, as transition costs for asset managers will rise due to the current energy crises. District identity was also discussed, and it was established that

identity does not just happen: It needs constant proactive support. It was also made clear that positive identity means different things to different people and that user wishes will vary as a result. However, reliable and sustainable energy provision for the district is seen as a basic requirement. Common values in a district can simplify many things, and operators on the user side need supporters who are willing to take action.

TEMPLATE TO THE FUTURE

Children love to draw pictures with templates. Now we have one for grownups. The template of the EUREF campus with its 11 values gives the perfect example for setting the groundwork for the future. Because true success results when values are embraced by all users of a neighborhood. These values are independent and scalable, and form the basis for the success of future developments.



In Berlin, the biomethane combined heat and power plant covers 100% of on-campus heat demand and generates 2,000 megawatt hours of electricity per year.





SHAPING EUROPE TOGETHER

Xavier Troussard is the Head of the New European Bauhaus Unit at the Joint Research Centre (JRC) of the European Commission since December 2020. He joined the Joint Research Centre in 2014 to create and lead the development of the EU Policy Lab, a space designed to foster creativity and engagement, and to develop interactions, processes and tools able to bring innovation into European policy-making. The interview was conducted in the beginning of July, only a few weeks after the inaugural New European Bauhaus Festival that saw around 200.000 people participating in events, workshops and cultural activities in Brussels and across Europe.



Extracts from the interview.
For the full interview scan the QR-Code.

D&S: We are living in difficult times. Europe is really facing, I think, its biggest challenge in decades since the Second World War. [...] What is the deal and what are the goals you want to reach with the New European Bauhaus in this matter, in these circumstances of change?

XAVIER TROUSSARD: The project is a way to bring Europeans together to shape their future. The Green Deal provides a target and the framework in terms of regulations. It provides the incentives in terms of support and capacity building to achieve the goal of climate neutrality, shift focus, and push forward the ambition for 2030. The challenge is to bring citizens into the picture. [...] To achieve that, we should get out of the traditional silos of society and work together towards a better, common future. [...]

“The challenge is to bring citizens into the picture.”

D&S: [...] How do you motivate people to change?

XAVIER TROUSSARD: You can, on one side, have clear rules. For example, new rules for buildings regarding energy efficiency or smart readiness. You have a way of influencing the basic conditions of the operation of certain activities. Then you have smart regulatory approaches where you mix incentives. You create a kind of give and take between the legitimate interests of businesses to ensure they have an investment that was paid back with the public interest. You can promote new models of ownership when you have cooperative and private ownership coming together. You can have different types of incentives. [...]

D&S: This is maybe what our modest contribution to Re-Building Europe is heading toward. How can we enhance the role of citizens in order to help them co-create their own urban or rural or suburban environments?

XAVIER TROUSSARD: [...] We usually tend to have a design process that starts from the top or those

in a position of power. I believe you can have community-based innovation and not just community resistance to the project. [...] One of the big challenges is that we need to explore and test the method of engaging citizens at different levels in shaping their future environment. You have examples of European cities that have transformed how they engage with their citizens in managing the city as a whole. We have to learn from their experience. [...]


D&S: Nevertheless, there is a lot of competition between the cities and between districts. In terms of this competition, they try to attract talent, companies, and investors. How can cities enhance their prosperity and knowledge-based developments in sharing their knowledge with one another?

XAVIER TROUSSARD: I think it's a question of mindset. We have a trajectory where, a decade ago, certain regions were competing in precisely the same kind of framework. They were using all

the same buzzwords in their strategy to attract the same type of entity, businesses, and talent. Now we move to a so-called smart specialization strategy, where you first look at your assets. Therefore, you're selectively looking at attracting what can help your particular assets to shine. I think this is an essential element: to concentrate more on developing the talent already there and cultivating them so they can grow.

D&S: We have the knowledge, we even have the funding. The Green New Deal is unlocking immense funding opportunities. We have an exchange. What is this secret ingredient we're missing in order to create the Europe that we want?

XAVIER TROUSSARD: I think what we need is a 'willing' context. It can be rural or urban, a different scale, an entire city or even a whole region, or the scale of a neighborhood. But there should be a



*“I think it’s
a question of
mindset.”*

shared will between those who lead the development of the decision needed at the political level and support from the community. [...]

D&S: Is the UK somehow also involved here in this part of the European Bauhaus? Or is it the political border that you draw around?

XAVIER TROUSSARD: [...] If we look at the New European Bauhaus Lab and the Community, the Community is open to third-country partners interested in working with European partners. We already have partners from the UK and other countries in our Community. Similarly, we also have Friends who are based in other places joining the initiative. [...]

D&S: Because we have so many other districts. We started in Paris, we will end in London. In between we visited wonderful Barcelona also. You supported this idea, and it's a wonderful change which is happening there. Can other European committees learn from this kind of Barcelona district development?

XAVIER TROUSSARD: Yes, first, in Spain, the New European Bauhaus has been very impactful since the beginning. When we started the co-design phase, there was an ongoing conversation in Spain about the new overall national legislation for architecture and buildings. The New European Bauhaus was involved there. I think that in Barcelona they've taken a brilliant approach to the development of the superblock concept. They put effort into finding a win-win result for the private interests of the investors and their wish to give back to the citizens and improve the quality of life in terms of more green space and public space. That's certainly a model that could be exported or debated further in Europe. [...]

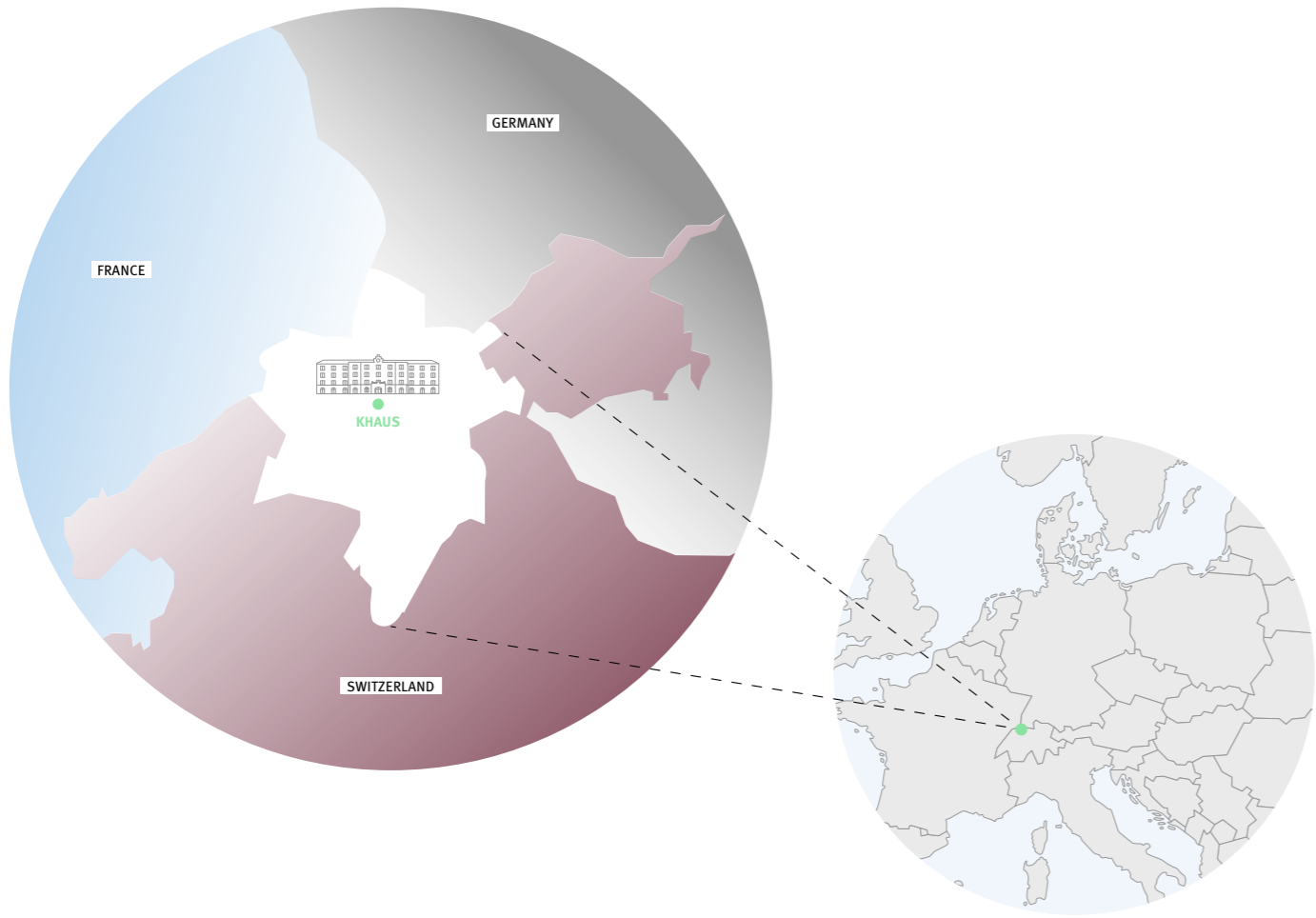
BASEL

The 2021 – 2025 Canton of Basel City’s legislative agenda defines its priorities: pandemic management, digitization and climate protection. The agenda states that the city of Basel will seek to enshrine climate protection and sustainability. Through appropriate measures, Basel will enhance quality of life and position itself internationally as a role model in the area of environment and climate.

The kHaus promotes exchange, synergies, interaction and encounter both within the building with our users, organizers and visitors, but also on the premises, in the vibrant neighborhood, and with neighbors and interested parties in the city and beyond. The area has become a well-known cultural hub in Basel. The redevelopment will see the creation of a contemporary, open and vibrant cultural and neighborhood hub that will have a long-term positive impact on the barracks area, the surrounding districts and the city through the projects realized in it. The former barracks complex is the epicenter of peace, including swisspeace as the main tenant. It was made public-friendly by enlarging its ground-floor windows into doors, inviting open access while preserving the historical character of the reddish-brown exterior.

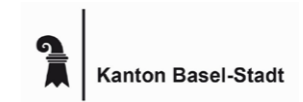
SUMMARY

Finding proper solutions to the still pending challenges in the next planning phases of the barracks/Klybeck/port area will increase the social, economic and environmental value of the district. For example, by developing a united mobility network for the whole metropolitan area and implementing nature-based, self-sustaining solutions in urban centers focused on management of deteriorating living conditions (such as heat waves). Other examples include using flexible, future-proofed planning – including urban gardening and food production; smaller apartments as a tool to decrease demand and consumption volumes; establishing a trinational political framework and a common set of rules to simplify cross-border cooperation; and shaping flexible districts that are not over-designed and fit the needs of different types of users.



FROM OBEDIENCE TO PEACE & SECURITY

- Built 150 years ago, the building formed a sequestered area, hidden away from public access. The place had stood abandoned since 1966.
- The transformation of heritage building into a new cultural center has become a model for circular architecture and reuse.
- Within eight years, the area has developed to the epicenter of peace and inclusivity in Basel.



OSLO

Imagine if mankind could start from scratch. And imagine if a young astrophysicist found a planet similar to our Earth and that it was possible to travel there. It would take us 20 years to get there, but if we should fail on earth, it would be an option to establish a whole new society under the same ecological circumstances.

But there would be differences: Our new planet has less land available. 95 % of it is covered with a giant ocean, so fresh water is very rare. In addition, the temperature is ranges between 25 and 45 degrees Celsius.

So what ideas come to mind? In our game, different teams from all over Europe started the journey and had the chance to create their own world. Debating about the right solutions for green, smart and social urban development and the way we should eat, move, work and live in the future, they started off by sharing utopian ideas, common values and solving the challenges of this new planet. A new world – with old rules? No! In order to establish the most sustainable, social and digital society, the teams set new rules to govern this new world.

Starting from a shared vision and establishing rules to be implemented as standard on the new planet, the debate made it obvious that we need to change the way we think, act, design and build. This results in the need for a multiscalable, polyfunctional and interdisciplinary approach to designing and planning future land use.

SUMMARY

Imagine a webbed city with a variety of options to live, work and exist in peaceful harmony. Imagine a group of interconnected islands, forming a sustainable city, that minimizes the use of land, that can grow without destruction, and that adapts to the individual needs and lifecycles of its inhabitants. Don't think in terms of a utopia or a dystopia, but rather of a possible new world based on a symbiosis of humankind and nature, on a purpose-driven bioeconomy and on multifunctional design and construction principles.

IMAGINE THE FUTURE

Is it possible to modify humanity's destructive footprint in a way that ensures a healthy and peaceful future?



FUTURE DISTRICT CODES



Reduce the impact on land use



Improve the value of space – make less more attractive



Bring and enable purpose for people living in districts



Achieve a balance between separation and connectivity



Maximize well-being and health for all residents



Enable access and active mobility on the basis of the 15-minute city



Define goal-driven community rules



CHANGE AND GAME- CHANGERS

Estelle Monod is Senior Vice President, Building Segments and Digital Energy Strategy, with a passion for driving customer engagement, advancing the sustainability agenda in our day-to-day lives – particularly in the buildings we live in. She began her career as an investment banker with Goldman Sachs in Paris and London, followed by a career in private equity in the consumer/retail space, working closely with management teams on transformation plans. She joined Schneider Electric in 2016, initially as part of the M&A team in London. While there, she spearheaded Corporate Strategy for the Group and Energy Management Strategy out of Hong Kong.



Extracts from the
interview.
For the full interview
scan the QR-Code.

D&S: We come from a slowly changing environment, so spearheading innovation is a crucial aspect. How do you do it, and what is your vision for change in the real estate industry?

ESTELLE MONOD: I agree with you that the industry is not moving fast enough. For me, that is the biggest challenge and obstacle we're facing in this industry. It's also still extremely fragmented in the way it thinks about the assets that are delivered through that industry. What I would like to see is that the people who are commissioning buildings and who will occupy them take control of what they want and of what gets built or renovated for them. [...]

D&S: And you're still in the investor's dilemma.

ESTELLE MONOD: Yes and no. I don't see a discrepancy between doing the right thing and having a return on your investment. I think you see it less and less. This is also helped by the fact that particularly in the U.S., in New York, in the major cities, they have started to put penalties in place. In my view, doing the right thing already made sense just by the virtue of the ROI you get on the technologies that need to be implemented. [...]

*"I see Europe
as a leader of
change."*

D&S: Is that the business case for green? That the regulations now intervene, so good things will happen. Or is the business case positive anyway?

ESTELLE MONOD: For me, the business case was always positive, but we were timid in presenting it that way. We've never really presented a detailed study on ROI that says if you put a building management system in place, this is what it's going to do to your energy bill and therefore you get your money back in less than four years. By any investment standard, getting your money back in less than three or four years is very good in the real estate industry. [...]

D&S: You have a global view of the market. You see the change worldwide. How do you see the situation in Europe? Who's leading the change?

ESTELLE MONOD:


In the building industry, I see Europe as a leader of change. Much more Western Europe. If I look at the decarbonization journey and where that has been most prominent, we've seen that a lot in the Nordic countries and Belgium. We've also seen that a lot in key cities like London and Paris, and to a large extent in Frankfurt. I would say it's more about 'top cities' than top countries. We set up the 'Top City Program' because the change is coming from the top cities in Europe. New York and some major cities have embraced a pretty strong sustainability agenda, together with regulation and penalties. But I have found that Europe overall has been

spearheading that effort much more for a number of reasons. One is that European

cities don't have the space to build. They can only renovate. [...] London is probably a bit of an exception because it's very good at reinventing whole parts of the city on a regular basis. Victoria Station and St. Pancras and the whole area around it, for example. Paris, Frankfurt, Milan, and even some of the Nordic cities can't do that. You can't afford to build something completely new 50 or 100 miles out and expect that to be good enough – it's not. [...]

D&S: In Europe, there has been a lot of discussion about the lack of space. We have found different solutions regarding how to develop new districts. What is your view on high rises? What are the biggest obstacles?

ESTELLE MONOD: I don't have a crystal ball, but I'm looking at statistics of population growth and where that population will live. It's pretty obvious that the vast majority of the population will live in urban areas. In Europe, some cities have been protecting the skyline as much as they can. London is a very clear example of that. [...]



“London is probably a bit of an exception...”

But even in London you have more towers being built. The city has already expanded a lot, commuters already spend hours on public transport, you almost have no other choice than to densify certain areas, and densification means taller buildings. [...]

D&S: Sometimes, we get the feeling, especially with iconic buildings in Germany, that we are creating a super German building with super technology and super everything. But the average person isn't capable of using it because it's too complex. We always ask the question, “Are we overengineering our buildings?” And what is the right tech in the future?

ESTELLE MONOD: I also have that feeling sometimes that we're trying to overengineer things, and coming from a technology company, we do have a tendency to overengineer things because we love technology. I go back to this question: “Are we clear on what we're trying to achieve inside our buildings?” The oversophistication generally occurs in situations where the person or the entity that

will be using the building isn't clear on what they want. In cases where you have an end user who is very clear on what they want their building to do, you usually avoid the overcomplexity and you know what you need to deliver on requirements. [...]

D&S: We have an energy problem right now across Europe, especially in Germany, due to the current political situation. How do you think we will succeed in the energy transition? Do you have a practical example for that?

ESTELLE MONOD: I think the energy supply issues are going to turbocharge the renewable energy agenda in the building space. [...] Increasingly, we are seeing an acceleration in renewable energy generated onsite, particularly with regard to microgrids. You can combine solar, wind, and geothermal on a microgrid, so a microgrid isn't limited to one source of energy. An increasing number of building owners and tenants are turning to this because it's the only way they can have a reliable and resilient source of supply. [...]

LONDON

With a good reason London is the final highlight of the Re-Building Europe journey, after the exclusive kick-off in Paris and deep insights in five outstanding European urban district developments during the year.

In addition to vibrant and forward-looking city development, the UK's capital is famous for its urban villages, whose quality is an important factor in livability and that attract inhabitants and visitors from all over the world. This land-use pattern also drives economic renewal and growth and is a good example for future district developments.

So the final forum at the Imperial College in London will give us the opportunity to learn, to debate and to look beyond. Aspects like the accessibility of inclusive districts, reconnecting people with nature, talent attraction and district developments driven by corporate data are laying the groundwork for new Re-Building Europe strategies.



ELEPHANT PARK

is a new mixed-use development by Lendlease in the heart of London, a transformation project offering a unique opportunity to be part of a new green vision for city living.



GRAINHOUSE

is a heritage-led refurbishment and extension by Hines to combine four buildings on a city block site in London's Covent Garden and offering a mix of flexible retail, restaurant and gym use next to stylish workspaces.



"The European Union is united in diversity, which implies unity without uniformity and diversity without fragmentation. We Europeans do not strive to be the same, and that is our value and our uniqueness."

Dr. Orna Rosenfeld, Global Advisor on Housing and Urban Affairs



"We have the support of European citizens to make the Green Deal a transformation that improves our lives by creating better spaces and ways of living. To achieve this, we should overcome the traditional social silos and work together towards a better, shared future."

Xavier Troussard, Head of the New European Bauhaus Unit at the Joint



"We are almost at a tipping point in the industry where – because of all the electrical, all the digital, because of the marrying of all the different systems into delivering a holistic view of buildings as assets – end users, design firms, and technology providers are being forced to adjust and work hand in hand."

Estelle Monod, Building Segments President and Senior VP Digital Energy Strategy

URBAN DENSITY AND THE VERTICAL CITY RE-BUILDING EUROPE 2023



THE FUTURE BELONGS TO CLIMATE POSITIVE, VERSATILE, VERTICAL CITIES!

Progressive urbanization and the associated densification are forcing cities to grow upwards, not outwards. But the modernistic cities of the 20th century have also shown that the decentralization of functions results in a car-friendly, functionally disjointed and highly anonymized urban fabric. So vertical city concepts are needed that embody multifunctionality and flexibility. Developments that would conventionally be arranged horizontally must now be stacked vertically.

But what should the requirements for the vertical city look like and how can we meet them in these current turbulent times?



“The agenda of intensification of communication within and between densely spaced high-rise structures through the combined strategies of clustering, bridges and atriums will articulate a new paradigm for the design of high-rise urban development.”

Patrik Schuhmacher,
Zaha Hadid Architects



**THE SKY IS
THE LIMIT**

Scan the QR-Code
to download the
high-rises dossier.

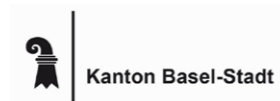


**RE-BUILDING EUROPE –
TOWARDS A FUTURE
SHAPING ECOSYSTEM**

Scan the QR-Code and
be a part of it!

SEE YOU IN 2023!

OUR PARTNERS



Schweizerische Friedensstiftung
Fondation suisse pour la paix
Fondazione svizzera per la pace
Swiss Peace Foundation

DREES & SOMMER

PUBLISHER

Drees & Sommer
Obere Waldplätze 12
70569 Stuttgart

rebuilding.europe@dreso.com
www.dreso.com/re-building-europe

CONTENT

Götz Schönfeld
Ramona Schmid

DESIGN AND LAYOUT

Desirée Pursley

© Drees & Sommer SE

**DREES &
SOMMER**



Highest eco-effectiveness
Cradle to Cradle Certified®
print products by Lokay