Regional Architecture and Identity in the Age of Globalization

Volume I

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ii

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1. Architecture
2. Modern Architecture
3. Globalization

Table of Contents

iv

Impact of Globalization on Architecture and Urbanism in Developing Counties

Indigenous and Vernacular Architecture

Contextual Architecture

Participants

Arbeiten Morgen: a meta-bazaar for Berlin?

Bottom-up revitalisation of deindustrialised quarters:
a pilot-building for micro-companies.

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1. DEINDUSTRIALISATION AND BUILD ENVIRONMENT

1.1. INDUSTRIALISATION AND MIGRATIONS

At the beginning of the 20th century large areas have been bought on the outskirts of historic cities within both the 1st World (North America, Europe) and 2nd world (eastern Europe & CIS countries) for industrial production. Many of these arein average over 100 hectares, which corresponds to 100 soccer fields of infrastructure exclusively for the production of goods.
In their surroundings, housing and urban infrastructure was built for the workers and factory employees. This development attracted millions of people at that time and became the first industrial migration flow: people from the country moved to the cities.

In between World War I and WW II modern housing complexes were realised in order to offer families flats with individual rooms, a kitchen and a bathroom. The intimacy of the family had not to be disturbed by professional work, the housing space was reduced to its minimum and all possible infrastructure for it was excluded (cp. Häussermann Siebel , 1992 p. 79-80). A clear separation of the private and professional sphere occurred and was carried from the urban scale to the architectural, on one hand industrial zones on the other housing. Until the 1980's housing surrounded by production complexes were regarded as insalubrious and had to be demolished.

After WWII, like many industrialised countries, Federal Republic of Germany imported guest workers, which mostly came form Mediterranean countries such as Italy, Spain, Portugal and from the Middle East.
People from the Middle East represent the largest group of migrant in Germany with more than 1,7 Mio. people .

De-industrialisation with its mass-unemployment and vacant real estate hit German cities after America, the UK, Scotland and France.
Berlin's situation was special due to its partition between East and West Germany, and it was able to take advantage of subventions from the West German government since it was an enclave in the "East" and from the East German government because of its of capital city status.
The deindustrialisation hit in Berlin after the reunification, with the cancellation of these subventions in the early 1990's. Today the city has 17% unemployment (German average = 10%)

Urban decay starts with the withdrawal of investment from global companies, which encourages the vacancy of their estate. The escape of the upper- and middle class follows, which further increases housing estate vacancies.
The issue in terms of urban development for deindustrialised quarter, is not the relatively small amount of migrants within the overall population, but their concentration in specific areas such as in the original working class

neighbourhoods (Sander, 2003, p.299). In these quarters the unemployment rate rises up to 30% and the migrant residents to 40% (Sozialstrukturatlas Berlin, 2003).

But the ethnic economy is growing in importance.
For instance in Germany, companies created by people from the Middle East almost tripled within the last 20 years: 22.000 in 1985 and 64.600 in 2005. At that time their total turnover represented almost €30 billion per year. 92% of these companies are micro-companies (0-10 employees) and more than 50% have less than 3 employees.
They are mostly working in the trade and gastronomy sector with respectively ca. 35% and 25%. They are known for their ethnic fast-food (i.e. Schawarma or Döner sandwiches, salty or sweet pastries) and "Mom and Pop grocery store". (BMWI, 2007. studien/01634).
In Berlin they revitalised a street market in Neukölln now known as the Turkish market and regarded as Berlin's best market by the official tourism organization of the city.

1.2 Micro-companies as global trend and the issue of workspace

In Europe, migrants are not the only social group to be micro-entrepreneurs. Micro companies represent 91% of all companies and their number is still growing, at least in France and Germany (in Europe large companies have more than 250 employees, medium 51-250, small 11-50, micro 0-10). (European Commission, 20.03.2007)
The information-and-communication-technologies allow individuals to work from home. If this is seen as an advantage by those having a extra room at home, it can be problematic for those who do not.

As one of the first European countries to be hit by de-industrialisation and therefore by mass unemployment, in the 80's France started to look for alternative occupation forms and to start encouraging the creation of new and micro-companies. One-person-companies were defined in 1985 by the French senate under the title EURL (Entreprises unipersonelle à responsabilité limitée) and in 2003 the European union legally defined the term and size of micro-companies: headcount 1-10, turnover under 2 million €.
The creation of companies has been growing in France since10 years: from 165.000 per annum in 1997, 2006 shows a record with more than 230.000.
After 2004, 200.000 new companies are registered each year, more than 85% are one-person-companies and three years later they employ 2,8 people in average. (Fabre, 2007)
In 2002 Small companies (headcount 1-50) represented 48% of all companies and micro-companies represented 29% of them.
According to the French Ministry of small and medium enterprises (SME), most micro-companies are working in the tradesman or service (to larger companies) sector. (Ministère des PME, 200X)

Since 2002 the German government has undertaken important measures to reactivate the labour market. One of these measures is the application of the concept developed by a commission around Dr. Peter Hartz (member of the Volkswagen Board of Directors).

One of the commission's main objectives is to encourage unemployed people to start their own business as a one-man-startup, the so-called **"Ich-AG"** (in English: Me-Inc.), with a monthly subsidy from the state of € 600.- for the first year, decreasing the two following years. Ideally, by the fourth year the former unemployed person will be fully independent from state subsidies (Hartz, 2002).

These subsidies are reserved for individuals who were fully employed for at least one year before and exclude the self-employed, the multi-jobber and informal workers.

The "Ich-AG" model contributed to the strong growth of micro-company in the trades sector. In Berlin between the year 2003 and 2004 the number of new businesses was ten times higher than during the average decade.

This growth confirms partly the trend in France, in Germany statistics on the micro-companies in the service sector are not currently available. According to Häussermann and Siebel (cp. Häusermann, Siebel, 1995, p.149) difficulties to obtain representative statistics on the service sector is due to the system established by the industrial society. This is still accurate 10 years later.

A wide range of instruments are available to set up a business for micro-companies from the trades sector, for example credit to buy machines or an extensive choice of relatively economic workspaces, but micro-companies from the service sector have much less options. In Berlin finding a workspace under 20 m2 is often a problem.

In 1986 German sociologist Ulrich Beck (La société du risque, 2001. p.194) argued that deindustrialisation was the cause of the increase of informal work in our society. In 2002 the lower house of German parliament in a report on work market and globalism made the link between the activities of micro-companies and informal work. Quoting the International Labour Office in Geneva they differentiate illegal activities to precarious or non-payed legal work. This form of labour is the first step from unemployment to a micro-company, without a recognised framework it will remain classified as informal work. One framework has been defined be the Hartz commission with the Ich-AG concept, now the build environment should be adapted to this structural change.

During the era of industrialisation, cities were reorganised in order to create a clear separation between the private and professional sphere. This separation has influenced the housing typologies so that in Germany an adequate flat does not include a work-space.

The deindustrialisation as seen earlier created on the one hand informal work and on the other vacant industrial estates, which produce negative urban development

As long as Berlin's micro companies will be forced to work in their private sphere because they can not afford a professional space in a city with 4.000 ha of vacant industrial space, the aim of revitalisation will not be achieved.

1.3 Current instruments applied by German public authorities:
Socially integrative city and Stadtumbau West in Berlin.

To remedy the deindustrialisation in terms of employment, qualification and urban development, the German government initiated two programs. One called the "Socially Integrative City" (" Soziale Stadt"), the other "Stadtumbau West.

The USA had the sad privilege to be one of the first of the industrialised countries faced with the challenges brought by of the impact of deindustrialisation on the built environment. The negative influence of deindustrialisation on the neighbouring quarters is well known, even if their present inhabitants never worked in the closed factories (Sander, 2002).
Planners and authorities have learned from Detroit and the acceleration of deurbanisation with the development of large business-complexes increasing the polarisation of local society (Plunz,1995). Redevelopments such as the London docklands have also produced gated communities and accelerated gentrification (Davies, 1987).

In the history of urban planing, the 80's showed a turn in the strategies: historical cities were rediscovered as a place to live. The IBA in Berlin (See chapter 2) with its double field "critical reconstruction" and " careful urban renewal" could be considered as a milestone in terms of institutional strategies in the domain of architecture and urban design. (Zohlen, 2000. p.335). In terms of urban development, the principal instrument of the "Socially Integrative City" somehow pursues this aim.

- Socially Integrative City:
Facing structural change and negative developments in certain urban areas in the mid 1990's, the construction ministers of the 16 German states launched the nationwide "Socially Integrative City" initiative (Quartiersmanagement, 2006).
This initiative aims at grouping the administrative resources: personnel (from the different departments: social, urban…) and finance. This cooperation takes place at each administrative level from the local districts to the European Union.
The instrument created to arrest the structural change and invert the negative development of these areas is the Neighbourhood Management (Quartiersmanagements: QM), which is a local management structure connecting higher city administrative levels to the neighbourhood level. It furthermore ensures cooperation among all the other local players.
Berlin has currently 34 QMs 50% of which are located in neighbourhoods next to industrial zones (fig 1.).
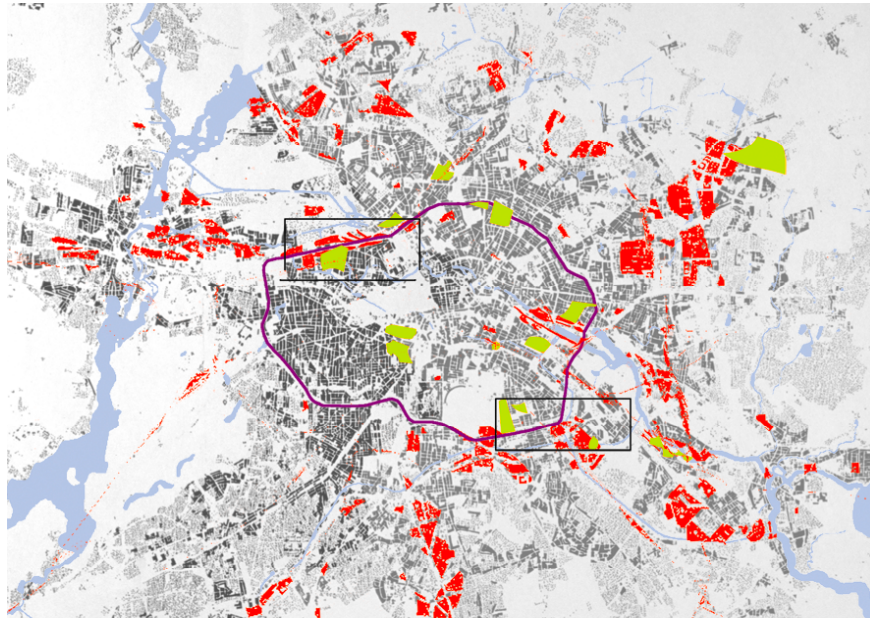
Fig. 1: Berlin built environment with the 4.000ha industrial zones (red) and disadvantaged quarters (green). Violet line: Regional train loop. Top frame: Moabit, bottom frame: Neukölln.

QMs are small offices placed in neighbourhoods with special development needs. In general these offices are placed in vacant shops on the ground floor of existing housing blocks. Three people work there, for example sociologists, town-planners, economists. These offices are partly financed with public funds but private non- -profit companies are operating them.

These companies are specialists in specific fields such as social issues or planning and are contracted according to the specific needs of the neighbourhood. For instance in a neighbourhood with a high percentage of migrants: work will be concentrated on developing a social network, access to education, work market and health care. In another neighbourhood the issue might be upgrading the built environment because it does not respond to the current local need or has fallen into decay.

Once the neighbourhoods are revitalised the QMs are dismantled.

- Stadtumbau West:

The government created the "Stadtumbau West" (which means urban reconstruction for West Germany) program to master the impact of structural change on the built environment in western Germany.

In Berlin five areas have been selected for this program, which concentrates on urban planing issues and is intended to be used in synergy with the "Socially Integrative City" program. Four of five areas include industrial zones. They have

been chosen because of their strategic location within the city and their link to the existing infrastructure, such as public transport.

The programme aims at the development of the infrastructure within industrial zones and to encourage the settlement of new companies. (Stadtenwicklung, 2007)

These two public instruments respect the boundaries of the industrial zone and the housing area. On the one hand the industrial built environment to be rehabilitated and on the other hand the social context- unemployed people living in the former worker's housing.

The issue for our Arbeiten Morgen project would be to use these two instruments: the QM from the socially integrative city to mobilise the micro-companies from the disadvantaged areas and the Stadtumbau West to make the reclamation of vacant industrial complexes possible for them.

2. Bottom-up Reindustrialisation with micro companies

2.1 Renewal for the needs of the local inhabitants (Berlin IBA-Alt)

Within the institutional framework of the Internationale Bauausstellungen (IBA International building exhibitions) Germany has been developing new projects and ideas for urban development since almost a century. About two out of ten examples are relevant for bottom-up revitalisation of deindustrialised quarters. The 1987 Berlin exhibition and the 1999 Emscher Park exhibition.

The Berlin IBA is relevant because it institutionalised minimal renovation of housing and their step-by-step development.

The Emsher IBA is relevant as it regards the revitalisation of a deindustrialised region and institutionalised minimal transformation of the work environment.

The IBA Berlin 1987 was divided in two parts IBA-Neu (new) and IBA-Alt (old).

The main part was a strip of 1,5 by 6 km running east-west from the southern Tiergarten quarter to the river Spree in the quarter of Kreuzberg.

The IBA had a budget of some DM 85 million, which was used to finance a construction volume of more than €3 billion. As an independent planing authority, the IBA was not part of the city Administration. (Zohlen, 2000. p.330)

The IBA neu concentrated on new housing by international renowned architects, which had to fit within the remaining historical Berlin urban shape.

The IBA-Alt, concentrated on the working class quarter of the district of Kreuzberg, and the renovation of the traditional housing blocks. This quarter was earmarked for demolition after the planning of large complexes in the early 1970's (some of them already realised) and the residential accommodation was rented to new tenants only with short-term agreements. The remaining population were elderly people, the new tenants with short-term contracts were

the alternative scene and the guest workers, who did not mind this form of rental agreement as they did not planned to stay. These guest workers, mostly from the Middle East, represented 50% of the inhabitants and in fact, it can be said now, have settled long-term.

In the IBA-Alt, a framework for urban renewal was developed in accordance with the local conditions of disadvantaged areas. For this the team around the architect Hardt-Waltherr Hämer defined "12 principles for urban renewal". This framework promotes the participation of the users in the planning and realisation process, a minimal renovation of the building and a step-by-step development allowing the building to be renovated in stages. (p.260)
At the end of the IBA 4.000 living units were renovated.

The success of the IBA is not only that the so-called decaying city has been saved, as planned, but that nowadays this quarter is one of the most lively multicultural parts of the city. No gentrification has occurred but a mix of people from different backgrounds and cultures live and work together (cp. Kreuzberger Chronik,2007) . The "Turkish market" in Neukölln is one example of this success.

2.2 Participation and minimal renovation

Participation and minimal renovation are key issues in the bottom-up revitalisation because they activate the local potential of disadvantaged areas.

Participation occurs at two different stages, the planning and the realisation.
Participation in the planning process insures the acceptance of the project amongst the local inhabitants and insures the design will be developed in accordance with local conditions and needs. This participation involves regular workshops, which usually occur in the neighbourhood hosted by a non- profit institution (i.e. an meeting room of an association). These workshops also allow people from the neighbourhood who have not heard about the project through institutional means to be informed by through friends and word-of mouth.
These workshops also allow people to be later involved in the realisation stage.

An experimentalal project using participation in the planning process for the realisation of community facilities and gardens in a large-scale housing estate in Leipzig is currently being developed by Berlin architect office CET-01 (BBR, 2007)

Participation in the realisation process, allows qualification of local inhabitants. Using the realisation as an opportunity for people to be involved in the construction over specific programme and possibly to reintegrate the work market. In the IBA of 1999 (quoted below,) a programme of micro- start-up businesses, within non-profit community tasks, has been set up (IBA-Emscher Park, 1999. p.216).

This participation is being supported by the European Regional Development Fund (ERDF), which co-finance local development initiatives and productive investment leading to the creation of jobs.

Minimal renovation aims to match the renovation costs to the economic situation of the users. High building costs may have an impact on the rent and lead to gentrification.

Minimal renovation requires an effort from the planners to analyse the existing building and decide about the work which is only strictly necessary For this purpose a method such as "MER", developed by the architects Merminod and Vicari (1989) for the estimation of the costs of housing based on the working class neighbourhood of the "Grottes" in Geneva should be followed.

2.3 Step by step development, Glasgow and the Ruhr (IBA, 1999)

Step by step, development institutionalised in the IBA-Alt is a key part of the bottom-up revitalisation process. The building up of local potentials avoids gentrification and makes the place attractive for investment or the settling of large companies.

The Scottish city of Glasgow, at the beginning of the 20th century, was one of the main centres for theavy industry worldwide. These large companies built ships and locomotives but in the second half of the century these production sites were relocated, starting the deindustrialisation process.

At the end of the 1980's in some quarters the unemployment quote rose up to 30%. The traditionally working-class district of Govan, which hosted the renowned Clydeside shipbuilding industry, was one of them.

In 1986 local initiatives as part of a "Comprehensive Development Areas" programme began to support the unemployed to start a company and to locate it within the neighbouring former industrial complexes. Another essential part of the program was the link to educational programmes. This revitalisation process was appointed by the OECD as model for Berlin (OECD,2003 pp.112-114).

After a short period 200 entrepreneurs were settled in the Govan vacant industrial complexes, and grew up within a decade to 800. Today the site includes a kindergarten, shops, a learning- and coaching-centre and unemployment dropped to 9%.

Besides reducing unemployment, this reindustrialisation with micro-companies gave the neighbourhood a dynamic image and attracted larger companies.

Nevertheless the OECD noted the lack of private investment for this revitalisation (p.112). But as private companies were disinvesting from such areas before redevelopment, one alternative could be to mobilise the civil society to invest in the areas such as in the IBA- Emscher park.

The IBA-Emsher park 1999, was developed over a whole region the Ruhr heavily hit by deindustrialised.

This IBA conceived as one one of the five themes, the "Urbanistic and social impulse for urban development".
Here the first step was to blend payed work and local civic commitment to bring projects to the realisation phase. Individuals were encouraged to take part in the realisation and set up their own micro company within the non- profit project.
As principal project and precedent for following projects, the transformation of a tram workshops in the working class quarter of Dortmund "Nordstadt"
demonstrates how this first step of implantation of micro-companies can be achieved within the civil community.

This former industrial complex is now being reused by a heterogeneous group of users from the service and trade sectors organised in a non-profit institution (an association).
The complex was transformed with minimal changes for its new use and as well as work spaces, offers neighbourhood facilities such as workshops, meeting-rooms and socio-cultural infrastructure (theatre and restaurant).
This kind of project has had a "lighthouse" effect on the neighbourhood and sent positive signals to large companies looking for a site to occupy. The "Depot" already offers a whole infrastructure to the potential employees: a restaurant and possibly some events (IBA, 1999. p227).

2.4 Managing the success of the first step,
the "Nordelec": micro meets global

-Once the first step of settling micro companies into a vacant industrial complex has been achieved, the following step of finding funds for its further development can be less an issue than to manage the integration of global investments into what may became a local light house. The success of the conversion of the former industrial complex "Nordelec" in Montreal (Canada) shows how delicate the second step can be.

The "Nordelec" complex was built in the 1920's by Northern Electric as a branch of the Canadian Bell telephone company and is a historical monument of industrial architecture.
It is located in the arrondissement of the "Sud-Ouest" on the southern front of the city centre near to the canal "Lachine". The canal starts from the port and served the industries settled along it. It is made of a squared socle of ca.100m / 100m with a 7 storeys triple U block on top.
In 2000 the city sold the complex to an investment company for over 11 million Canadian Dollars anticipating its complete rehabilitation. At that time the building was rented up to 80% to small companies (SIM, 2007).
The quote of occupancy by public authorities in their reports demonstrates the added value of micro-companies to the industrial complex, or in other words that a rented building has more value than an empty one.

According to the report of a public consultation in 2006, 65% of the "Nordelec" complex is rented to 238 companies and 1294 employees on a surface of 90.000 m2. With an average of 5,4 employees per company, one can argue that most of the users are micro-companies.

The companies are divided in two groups with either high or low employee density, which probably corresponds to the service-like companies and the trade-like companies as follows:

- The service-like companies cover 62% of the tenants and 85% of the employees covering on average 34 m2/person.
- The trade-like companies cover 38% of the tenants and 15% of the employees covering in average 99m2/person.

The comparison shows that micro-companies from the service sector are more than twice as many, they employ five times more people and rent almost two thirds of the occupied building.

In his project the developer planned to renovate the existing complex including a retail area on the ground floor and to extend three aisles from the triple U for residential use. Altogether 560 apartments from which almost 200 would be located in the new aisles.

The brief from the public authorities asked for 30% social housing and included an "incubator" for start-up businesses as well as community facilities (Office de consultation publique de Montréal, 2006, p.11 /PDF p.19).

At the present time the public authorities and the investor are debating on the brief to match expectations of the local inhabitants.

This project is now interesting to follow: to observe how both parties, the public authorities (with the micro companies and local inhabitants) and the investor will manage to bring this complex into a second modernity. Its success will demonstrate that a model of synergy between the activities of local micro-companies and global investor for real estate development is possible.

The research project "Arbeiten Morgen" (working tomorrow) is about the realisation of a pilot building as bottom-up revitalisation of deindustrialised areas in Berlin based on the Glasgow principle.

The scenario for the rehabilitation of an industrial complex with micro companies is based on the model from "ND" described below. Together in one complex they should get organized in, for instance, an association such as in the "Dépot" complex and develop a synergy supporting their growth.

This scenario for the rehabilitation of an industrial complex with micro companies follows the step-by-step principles of the IBA:

First the local human resources and the built resources will be activated with minimal interventions in order to attract external investment.

Then the activities of the micro-companies should lead to a development such as the Nordelec with private investments allowing a renovation according to ecological standards.

3. A meta-bazaar for Berlin? Rehabilitation of an industrial complex with micro companies

3.1 "ND: quel bazar!" or a spontaneous rehabilitation in Berlin

In Berlin micro-companies from the trades and services are spread in a whole series of buildings called Josettihöfe, Exrotaprint, Haus des Reisens, Orwohaus (music industry) and in „ND".
The example of "Neues Deutschland" ("ND") is relevant for the definition of the minimum workspace for micro-companies as well as for its extremely heterogeneous and cosmopolitan user profile, which allowed local micro-companies to benefit from a common infrastructure. "ND" is the model for the "Arbeiten Morgen" pilot building (cp. Rossier, Prechtel, 2004). This form of work and virtual business environment could be defined as a contemporary form of bazaar.

Located behind Berlin's eastern railway station, the former editorial complex of "Neues Deutschland", was, after the restructuring of the news paper at the beginning of the 90's, totally empty.
The complex is made of one eight-storey office building and two shed type buildings.
The eight-storey office building is ca. 14.000 m2 –14m wide and 120m long, with a corridor in the middle serving office-spaces on both sides-; the two shed type buildings are three storeys in height with ca. 5.000 m2 and are located on the rear of the eight storey building. The space in between the three buildings creates a small courtyard.

The owner -a small local company- started to rent the empty complex to a foundation, small companies, clubs and associations. In 2001 the complex still recorded a vacancy rate of above 50%. Facing this, the owner accepted to rent individual spaces to an informal group of 25 micro-companies who met as temporary users of another similar vacant complex called Haus des Lehrers (House of the Teachers) (Oswald, Overmeyer, 2002). They occupied half of the 2nd floor but rapidly built a community, which rented the entire floor (informally called "Zweitergang": second floor). Within a short period of time the complex was full and more than 50% of the tenants from the 420 units were micro-companies. (Fig. 2)

The success of this spontaneous reclamation is due to the location of the complex (near a public-transport hub), its typology (offering offices from 15 m2 onwards) and to the initiative of the owner to rent each office-room individually at low price (it was possible to find a work space for less than 60€ / month including heating and electricity).
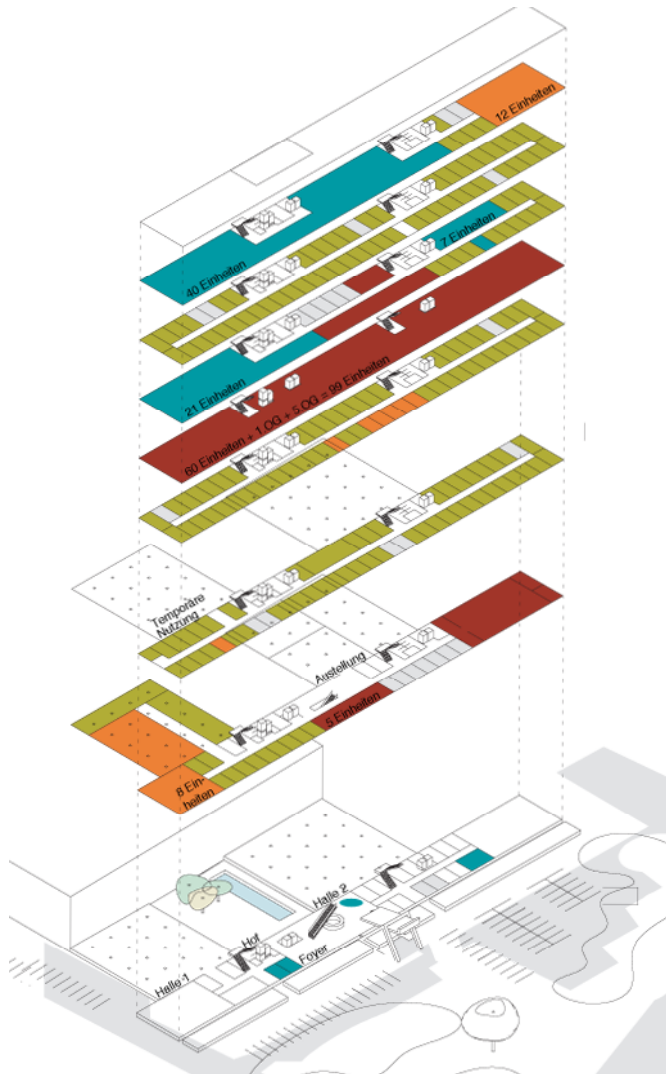
Fig. 2. "ND" Users floor by floor. Green: micro-companies; red: Institutions; blue: small companies; orange: clubs and associations.

The users covered a wide social and professional spectrum corresponding to the diversity of our cosmopolitan society. Directors of small companies and institutions rented beside people living on benefits, retired people engaged in non- profit institutions, and migrants.

Small companies and institutions require a certain standard and infrastructure such as a representative entrance and foyer with a porter (concierge)-insuring 24

hour and 7-day a week security and information-, as well as staff for the building maintenance.

Micro-companies, which often operate with minimal turn-over, could not afford such infrastructure without these bigger entities. Therefore the advantage of sharing one complex offers them this opportunity.

The informal group of 25 micro-companies, "Zweitergang" offered our institute the opportunity to document the way they operate.

For most of them the issue of having a workspace outside their flat was to avoid the seclusion of working at home or simply because they do not have a separate workspace in their flat.

- Smallest workspace.

The typology of the building gave individuals the opportunity to set-up a company or pursue their professional activities within the economic limits of the benefit (ca. 600€/ month).

This frame set up a series of parameters, allowing them to achieve their daily tasks around their micro-business: meeting people, having lunch, exchanging information or tools and coaching eachother.

The smallest work-space (8m2) or a shared work-space with two, three or more people with an average of 10m2 per person, was enough space to have a desk for their computer; this including internet access and a telephone.

This minimal workspace, allowed them to work but not receive guests. For this reason, "Zweitergang" placed second-hand chairs and tables in some of the alcoves along the 120 m long corridor, in order to have discussions with their guests without disturbing their colleagues.

Nevertheless both environments, their workspace and the corridor, do not offer a suitable environment to meet with potential clients or potential partners; they are too makeshift and could have a negative influence on their business.

Therefore, the representative environment of the foyer with the porter (concierge) offered them an excellent place for this kind of meeting.

- Communicative typology.

Relevant places in the building are the semi-private spaces contributing to informal social meetings. Micro-entrepreneurs working on their own, are sometimes in need of sharing their experience with colleagues, or simply looking for an advice, an idea. They overcome bad news or a deception easier after a few informal words with a colleague. It is especially important to keep the problem away from home, their private sphere.

The kitchenette also played a central role in the community. "ND" has one 10m2 space divided into two on each floor, the half on the corridor side is a kitchenette and the other half a free space, depending on whether the it was used as a dining room or not.

The kitchenette had one double- sink, "Zweitergang" organised a refrigerator, a

dishwasher, a hotplate and some shelves
The kitchenette was extensively used as it gave the opportunity to individuals to cut down their own costs (it is obviously more economical to cook than to go to a cantina). It also gave them the opportunity to meet with other.

In 2006 "Zweitergang" did not manage to get organised as an association and was progressively dismantled. The community was dispersed over the building during some renovation work in the complex and the rental price went up, discouraging the last ones to stay.
Nevertheless, between 2001 and 2006 "ND" could be called a social model in terms of work environments and as cosmopolitan place . The diversity of the user's activities -from high-technology services to basic trades work- as well as their profile –age, culture, ethnic group- does not allow a clear categorisation for the rehabilitation of the "ND" building.

"ND" was not only an office building, an atelier house, or a market place for the service-information-leisure society, it was all of these at once.
In terms of programme "ND" reflected the current production and trade of goods (real or virtual) of our global world: interconnected and sometimes juxtaposing the most contradictory subjects. Its organization was heterarchic and it's form as organic as the market.
In terms of architecture, the closest complex describing this kind of programme, organization and form is the bazaar or souk. Nevertheless the development of society has brought architecture beyond the traditional form of a bazaar and it has become in a way a "meta-bazaar".

This "meta-bazaar" was created by necessity, as one of man's indispensable activities is work, and also as an environment complementary to the private living area. The concept of the meta-bazaar developed as part of the "Arbeiten Morgen" pilot-building of could support the shift of industrial zones in the second modernity.

3.2 "Arbeiten Morgen": Scenario for the realisation of a meta-bazaar

The rehabilitation of a vacant industrial complex for micro-companies is planned in two phases distributed over five years: first a minimal transformation of an industrial complex for the settlement of 30 micro companies and then an ecological renovation for a long-term settlement of the users. The first stage should last one year and the second four.
The typical typology of an industrial complex contains one or several multistorey buildings and one or several sheds.

-Phase 1:
We are currently looking for a vacant industrial complex of ca. 3.000 m2 in Berlin. Simultaneously potential users from the neighbourhood will be identified and approached over unemployment agencies and QM.

Once the complex and the potential user are defined, a participative planning procedure will begin, where the specific needs of the users will be taken into account for the partition of the complex into small and individual units.

The planning for the subdivision of the complex will contain an analysis for the settlement of an institution or a major company to be targeted later.

With the planning of the subdivision of the complex, minimal alterations will be completed for the settlement of the first 30 micro companies. A non- profit organization should be the interface between the micro-companies and the owner as manager of the building. This organization should encourage the users to build an association of tenants.

The minimal transformation should give the opportunity to local unemployed to qualify professionally over a national programme. The costs for the building materials should be covered by the European Regional Development Funds (ERDF).

The cost of this first phase should be approx 100.000 €.

-Phase 2:

The non- profit organization should recruit more micro companies and market the parts of the complex selected for the settlement of an institution or a major company. The investment of this institution will partly be calculated as private co-financing for the renovation.

Simultaneously the users should be organised as a cooperative.

While the cooperative is being formed, the planning of an ecologic renovation will take place. This renovation includes a de-central water, heat, and power supply.

The de-central water supply aims to recycle rain and grey water, taking advantage of the large rooves of the industrial shed-type buildings. The water-recycling will support the greening of the space underneath these roofs to enhance the work environment for micro companies (Fig. 3). It will reduce water supply and wastewater costs.

The de-central heat-and-power supply will allow a flexible infrastructure for the growing users. With the help of a virtual power-plant multiple-energy heat production systems will be combined: cogeneration unit, solar panels and wind mills.

These different heat and power plants will be implemented step by step in correspondence to the settlement of users.

Half of the costs of the ecologic renovation will be covered by the selling of the services from the cooperation and by employment qualification programmes. The other half, from the EU funds should be used for the acquisition of the high-tech infrastructure related to water, heat and power.

At this stage the owner of the complex as three options. Either he becomes real estate manager, or he sells the complex either to the cooperative or to a third owner as real estate manager.

It should take four years from the minimal transformation until the ecological renovation of the building.

For the realisation of the pilot-building three scenarios are currently being developed: as a private initiative, as a public initiative and as an initiative from the civil society.

Fig.3. Spacial partition of industrial shed for micro-companies (Study: collage)

3.3 Status of the project as conclusion

"Arbeiten Morgen" was presented as a sketch to a series of government experts, first at federal level (in 2003) then at state level (in 2006). At the state level it was within a Stadtumbau West workshop for Berlin. Experts of two areas are interested inthe sketch to be developed for their area: Moabit West (district Mitte) and Neukölln-Südring (district Neukölln). In around these areas live many migrants (up to 40% of the population) from which a large majority originate in the Middle East:

Experts and public authorities from the respective borough after one more detailed expertise (2007) are currently debating of the attribution of a feasibility study for Arbeiten Morgen, the "meta-bazaar" will be developed as the architectural part of it.

By November 2007 (for the CSAAR conference) we might have the first architectural sketch of it.

The instruments of the government such as in Germany "Socially integrative city" and "Stadtumbau West" define the frame in which global and local activities will be done. Our urban design and architecture is the materialisation of these activities. The use of these frames should be done in order to create interdependency in order to avoid gentrification and the polarisation of the society.

Building strong communities is a main issue for sustainable urban development and therefore the civil society should be integrant part of the design process.
Participation is the method, which will ensure that the brief correspond to local conditions. To materialise a bottom-up urban development we have to listen to the people and to design for them integrating global brief to their need.
Arbeiten Morgen with the meta-bazaar are an attempt to reach this aim with a cultural blend, this blend would be materialised through the reflexive use of an industrial complex.

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