THE REDIS-QUARTER

A balanced Implementation Lab

Halle upon Saale

31. May – 2. June 2010

OBSERVATIONS on Halle

- Halle is <u>not</u> only the City of G.F. Händel

- Halle is green, compact, and family friendly

- Halle is a city to fall in love with

- The city has a lot of potential: Heritage, space, strong knowledge base, good connections

OBSERVATIONS on „The REDIS area"

- Halle is the first city to name a quarter after a European project

- There is no clear leadership concerning the area

- The public spaces don't work, no street life

- Inhabitants don't know what the area is or has to offer

- Even the overall connections are good, in detail they lack in some places

# OBSERVATIONS on the creative industries

- Industry is growing from bottom-up, no big players of headquarters

- Potential comes from young new firms

- Halle (yet) lacks an image and real business-oriented critical mass in these industries

- Creative industries work in projects, and have a different ‚rhythm' than other firms

- 3D is emerging as a key strength, boosted by one (hopefully) succesful project

Recommentations on creating new activity

- Play on the emerging ‚project economy' in the cultural (and other!) industries

Germany/Europe/World

Halle

REDIS-area
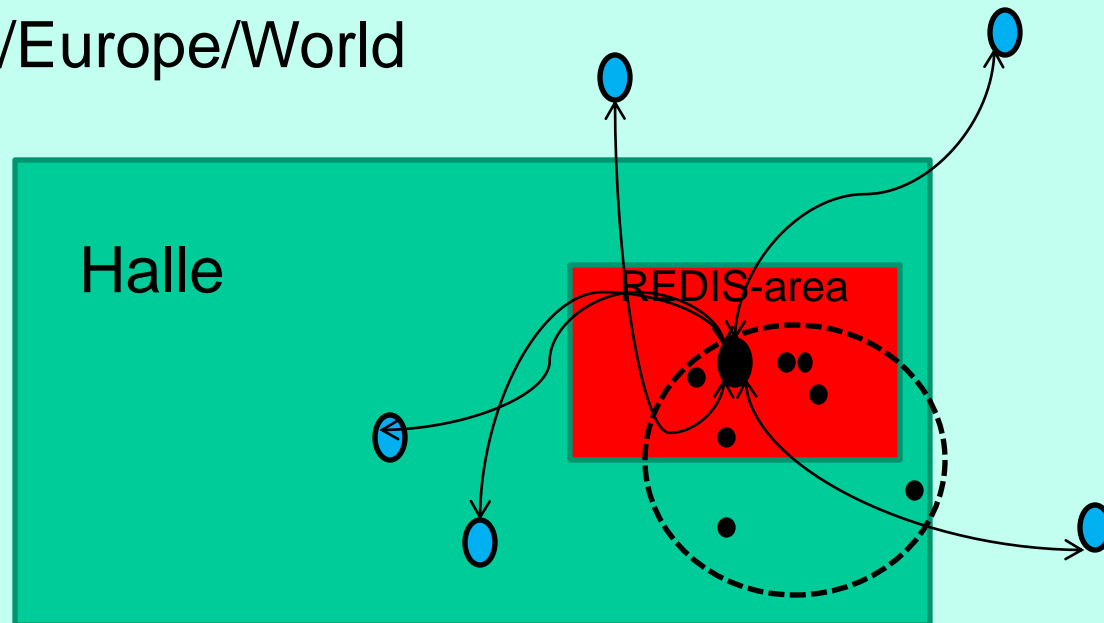
Expenditures	Knowlegde	Networks	Liveliness

Ambassadors/future investors

Project Hotel

- Facility for temporary project workers

- Give them a ‚home feeling' for a couple of months

- Provide good infrastructures

- ..identify the size of this market by asking project leaders in Halle how many projects they have and what they would need

- Provide cheap loan to cover the risk

- Link graduates to project hotel

- Provide housing for temporary university staff

- Area could become ‚international hub' of Halle

Related issues

- Provide facilities for creative firms, like prototype manufacturing (first find out what they need)

- Offer flexible offices and attractive meeting places

- Create centre for startups from university/SMEs and link it to professional expertise

- But never for free, firms need to prove their potential and pay for services; no subsidty-driven approaches

Related issues

- Provide specific infrastructures around which promising projects can grow

- Create new projects applying 3D in other fields in which Halle excells (medical applications…)

- Organise flexible kindergardens, international school

- Create central point for multinationals looking for specific expertise or partners in a particular area

Governance issues

For the area*:*

- Who takes care of integrated development of the area? Create a joint steering group with well defined mandate

- Involve firms deeply in policy making

- Create mixed 'task forces' to elaborate concrete ideas for the area

For the creative industry in Halle*:*

Think of creating a professional intermediary organisation between the 'business world' and small firms

Marketing/branding

- Organise events in the area to make it lively and known

- Halle is a hidden treasure: show it to incoming temporary people, who are the best ambassadors

- Make good projects and talk about it

- Let the good birds fly out, but offer them a breeding nest when they are ready for it.

- Make sure Halle (and the REDIS-area) excells in a specific niche: could be 3D and its various applications
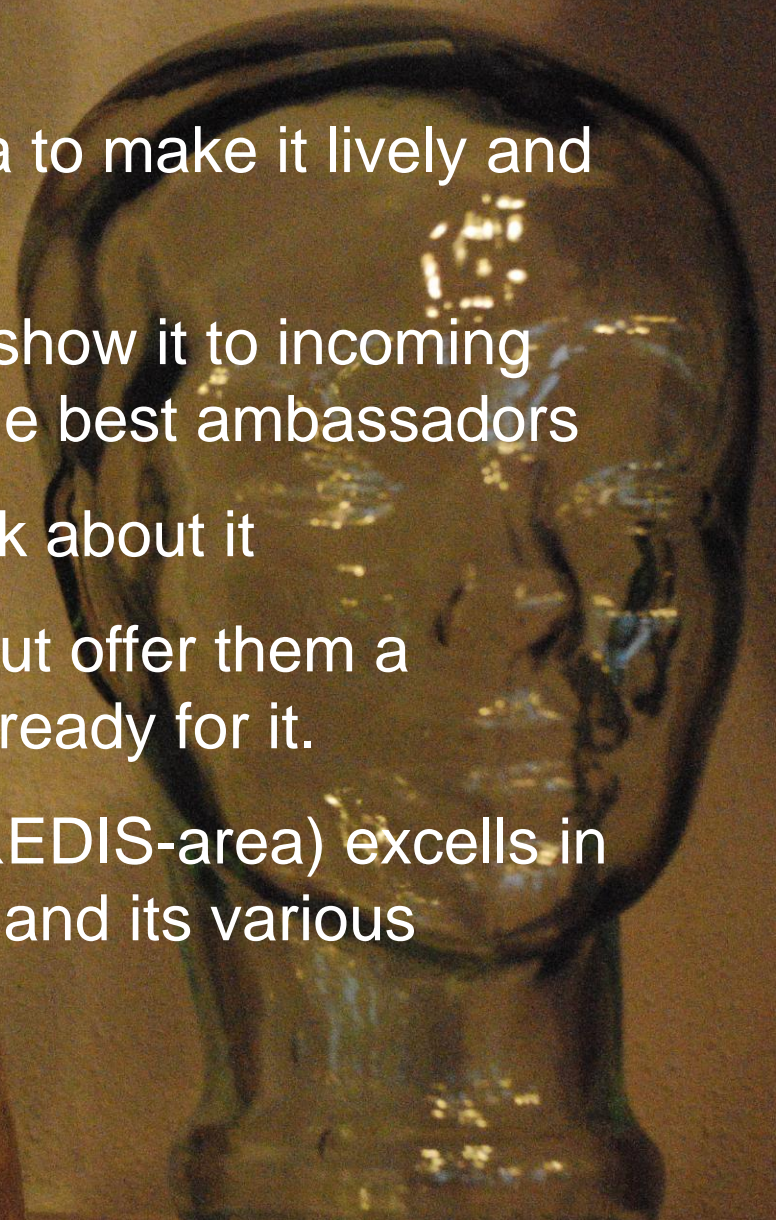
SUGGESTIONS

- Area
- Spitze
- Hallorenring
- Salzgrafenplatz
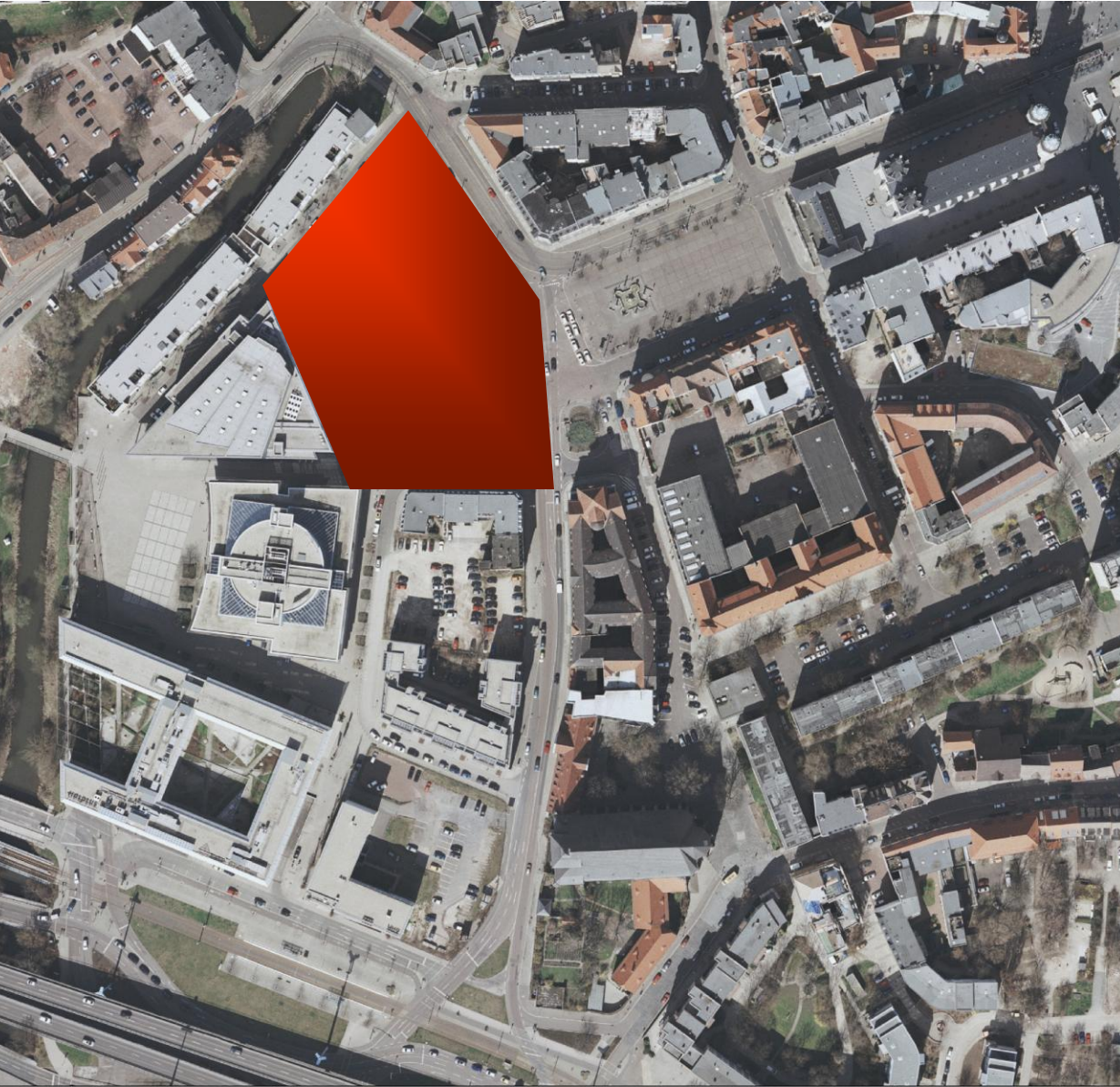- NEB
- Places of Quality
- The Soap
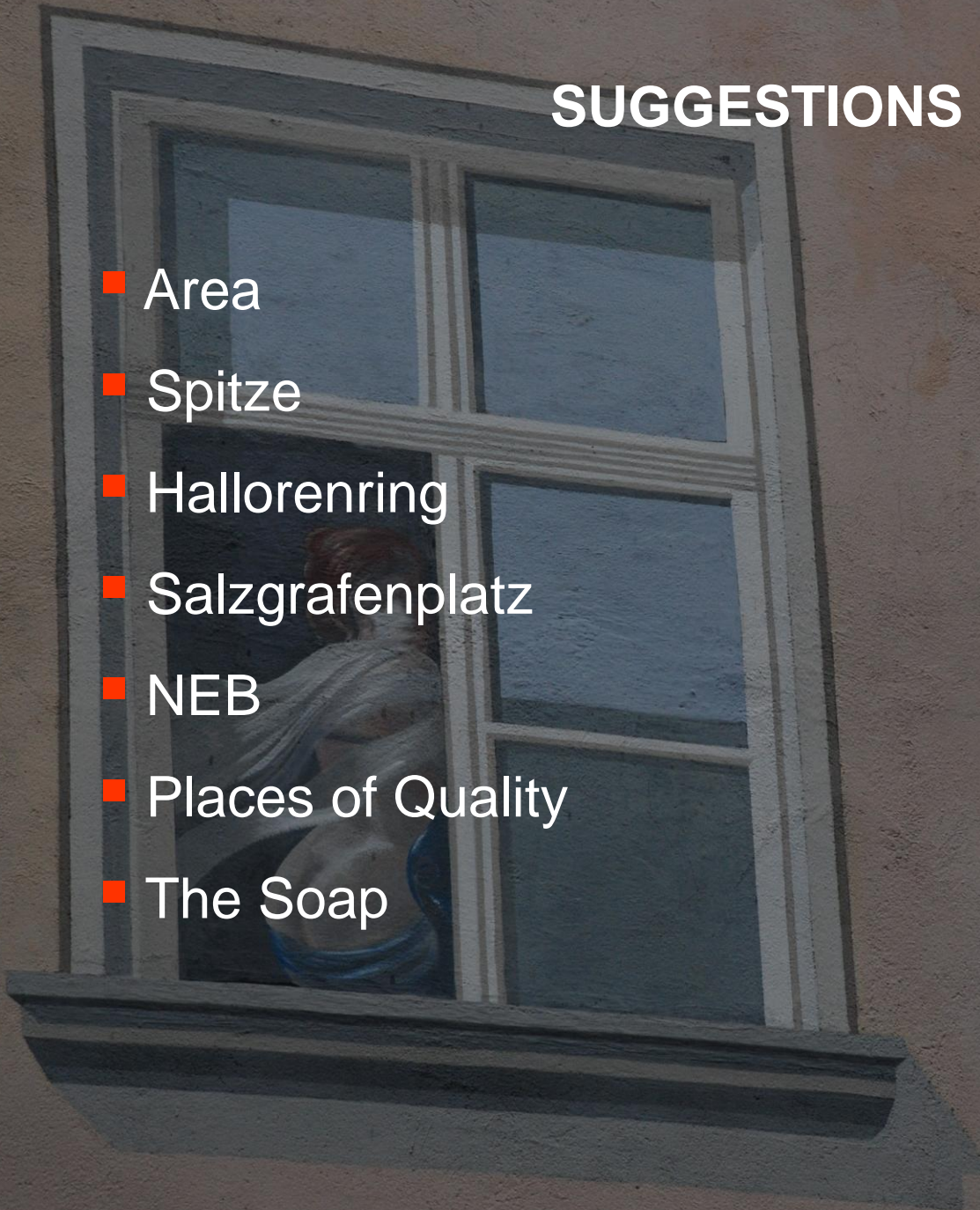
THE AREA

- Co-ordinator, from the city or assigned by the city

- Is the main addressee

- Organizes, co-ordinates, mediates etc.

- Must be smart, pig headed and frustration resistent

THE SPITZE

- NO BIG SCALE ARCHITECTURE!

- NO RETAIL AREAS!

- Mixed use with focus on residential functions; additonal: galeries, start ups (basic)

- Similar structures as the adjacent areas – same fabric

- 2 - 3 sectors (maybe 1 bigger)

- Internal square(s)

- Interim use (e.g. cinema on firewall)

THE HALLORENRING

- Disscussion about the necessity

- Reducing the barrier function

- Better public space design, making a boulevard out of it

- Improve the possibilities for crossing

- Reduce the speed (30 km/h maximum)

- Create buffer zones to the ‚Spitze'

- Make the ‚Gerbersaale' visible

THE SALZGRAFENPLATZ
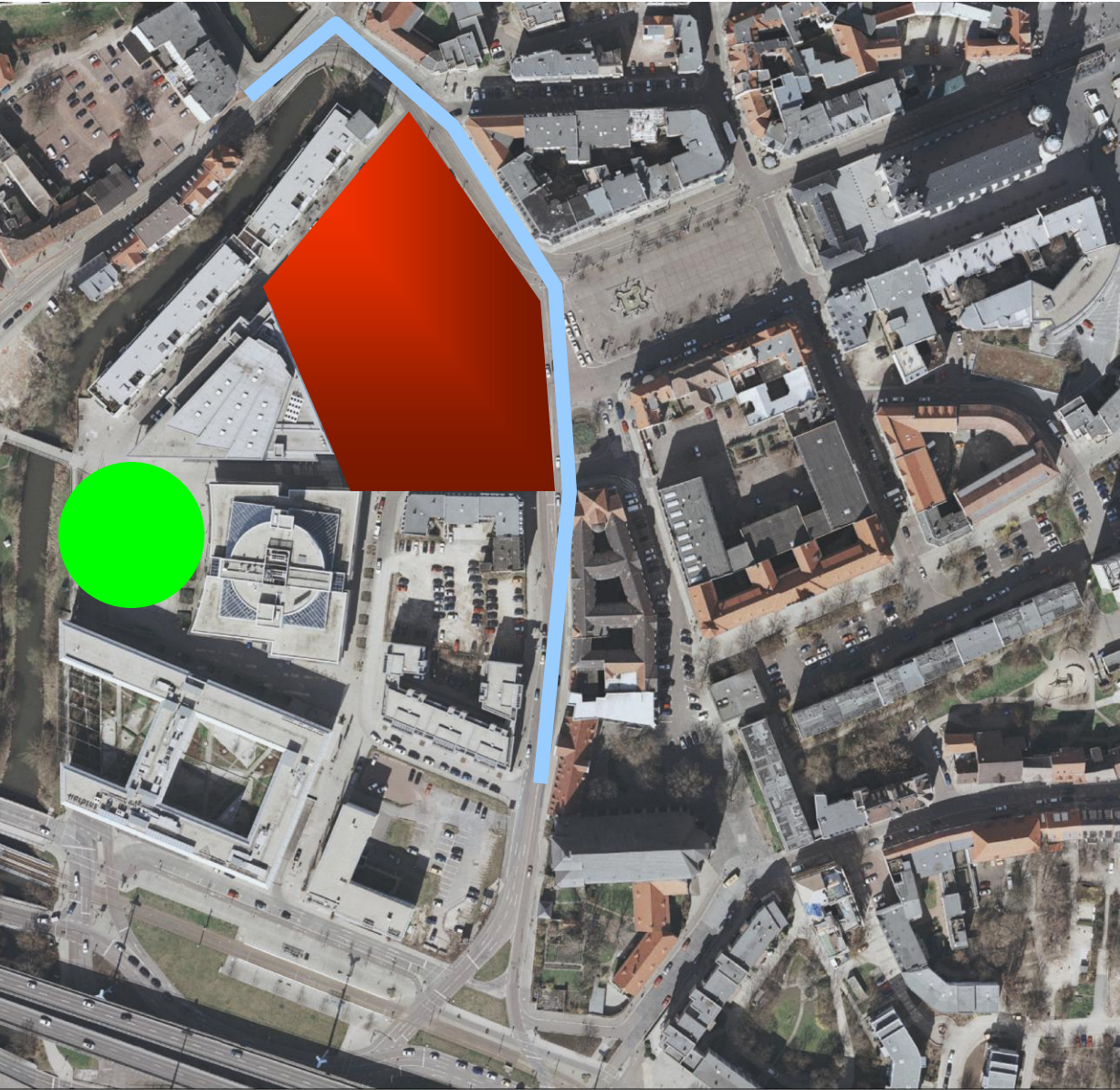
- Make it an event place

- Bring water to the square

- SAALE VERTICAL!

NEB – THE NETWORK OF EMPTY HOUSES

- Use abandoned or partly abandoned houses for starting MMZ 2

- Manager is the area co-ordinator

- Begin at Mansfelder Straße/ Tuchrahmen

PLACES OF QUALITY

- Which uses for which places?

- Where is a quality for staying, resting, acting etc.

- Citizen's competition for small scale interventions

THE SOAP

- Create a (docu) soap

- Making urban development visible which has all the ingedients of such a soap

- A wide field for vantity, jealousy and stupidity

DANKE! THANK YOU!