

International Conference NEB Lands +
Genoa, 29 September 2022

Architects and the New European Bauhaus

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01

Understanding the NEB

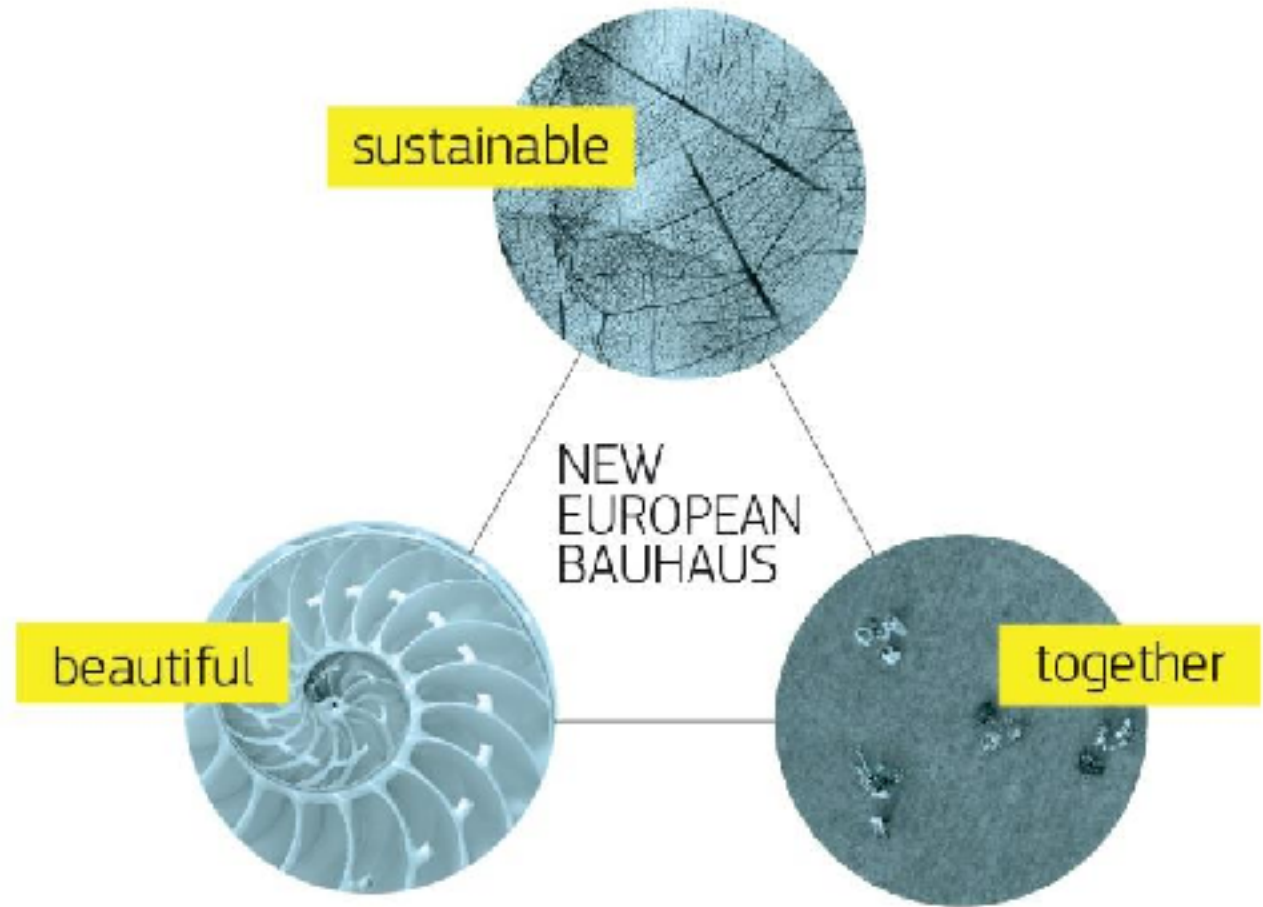
If the European Green Deal has a soul, then it is the New European Bauhaus which has led to an explosion of creativity across our Union.

Ursula Von der Leyen,

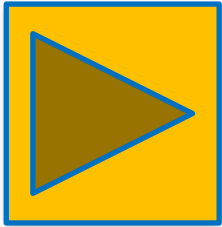
President of the European Commission

Launch of the New European Bauhaus

EU COM Ursula
Von der Leyen,
State of the
Union speech,
January 2021



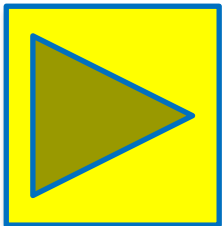
Evoking the spirit of original BAUHAUS (1919-33)



Call to connect the European Green Deal ([European Green Deal](#)) with culture and to “make the renovation wave a cultural project”; desire to create a wide buy-in and make it a bottom-up movement



Intention to break the internal “silo mentality” among the EU COM’s departments and permeate the existing funding schemes with a New European Bauhaus spirit



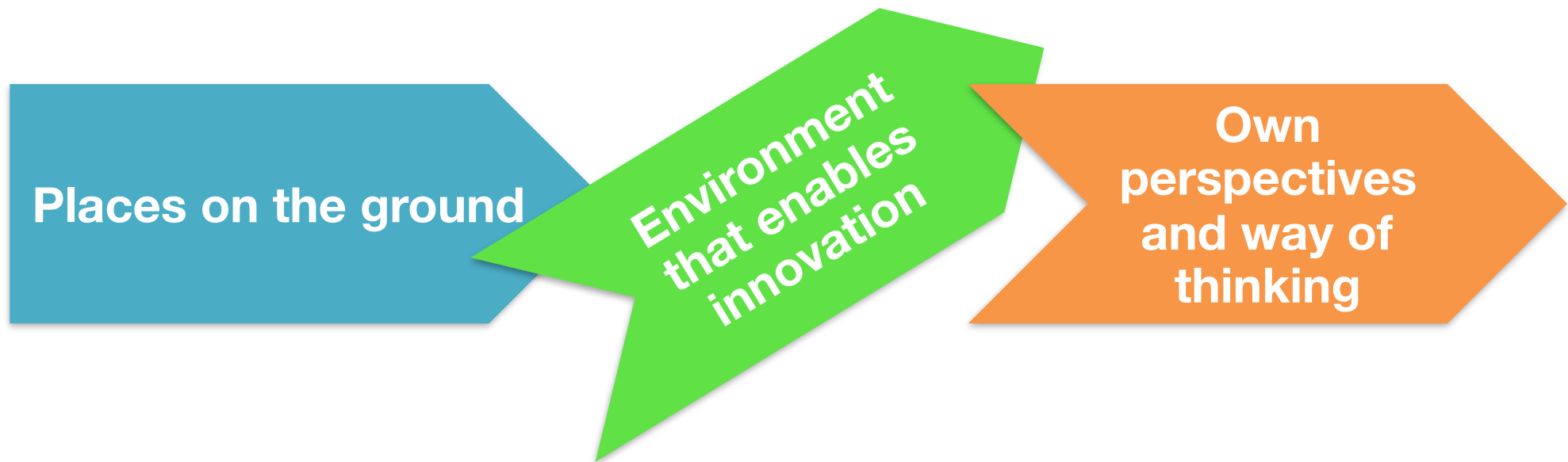
Directly addressed to professional associations, NGO’s, academia, pan-European and international groupings and civil society, inviting to a joint co-creation process and cross-disciplinary collaboration, on-going invitation to organize thematic NEB Labs, connecting multiple stakeholders



Deliberately vague proposition outlining a three-year path from co-creation to some five pilot projects on the ground; in parallel, promotion through the Awards for Best practice examples, a Festival and Forum (Brussels, June 2022) and associated local events

CO-CREATION PROCESS with focus on three interconnected transformations

- *places on the ground,*
- *environment that enables innovation, and*
- *provides own perspectives and way of thinking.*



NEB: No one should be left behind



EU - TOP DOWN

NEB COMMUNITY - BOTTOM UP



Advantages of bottom-up management



More informed decisions



Better team morale



More room for creativity

Disadvantages of bottom-up management



Low momentum



Shift in leadership dynamics



Lack of high-level insight

Cartoon Museum, Facebook, Hasan Fazlic, <https://www.facebook.com/232355260517176/photos/a.239687016450667/429069354179098/?type=3>

02

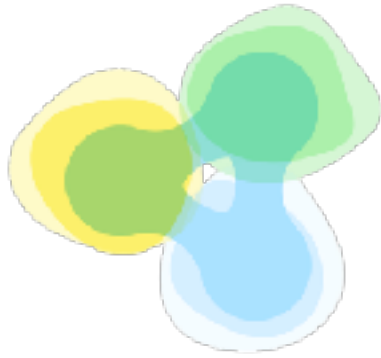
Architects, ACE and NEB

The ACE focus as NEB co-creation partner

- **ENGAGING WITH:** EU COM, JRC/NEB team (NEB Labs: Regulatory Barriers, Ukraine Response)
- **CROSS-DISCIPLINARITY AND INTERACTION** with NEB Community (NEB COLLECTIVE)
- **INPUT** in policy discussion documents, **ENGAGING** with the EU Parliamentarians
- **PROMOTION of NEB** at EU and national levels and beyond (NEB in Poland, NEB Forum BiH, NEB in Liguria)

ACE Executive Board 2021-22, www.ace-cae.eu





New European Bauhaus
beautiful | sustainable | together



2021 ACE joins the co-creation initiative as one of the first NEB community partners

- Formation of the NEB Collective
- Participation in the NEB Labs (**Regulatory Analysis and Experimentation; Ukraine Response**)
- Participation in NEB Festival in Brussels
- Partnering in the EU-funded project (NEBULA, October '22)
- Greater engagement of ACE member organisations
- Input in Policy documents (EU COM, EU Parliament); input into ITRE-CULT committees' report on NEB (policy position + draft amendments + participation of ACE President in a stakeholder meeting)

ACE facilitating the New European Bauhaus Collective (NEBC) & Statement

Making the Renovation Wave a Cultural Project

- The NEB brings an essential *cultural dimension* to the Green Deal.
- By making the Green Deal a *cultural project*, and by including **architectural quality as a key principle** to steer the Renovation Wave, the Commission has initiated a **fundamental shift** that can be a game-changer for the transition to a more beautiful, sustainable and inclusive built environment.
- The *holistic and cultural* approach that underpins the NEB should lie at the heart of all the EU policies that have an impact on the built environment.

NEBC Statement on Public Procurement

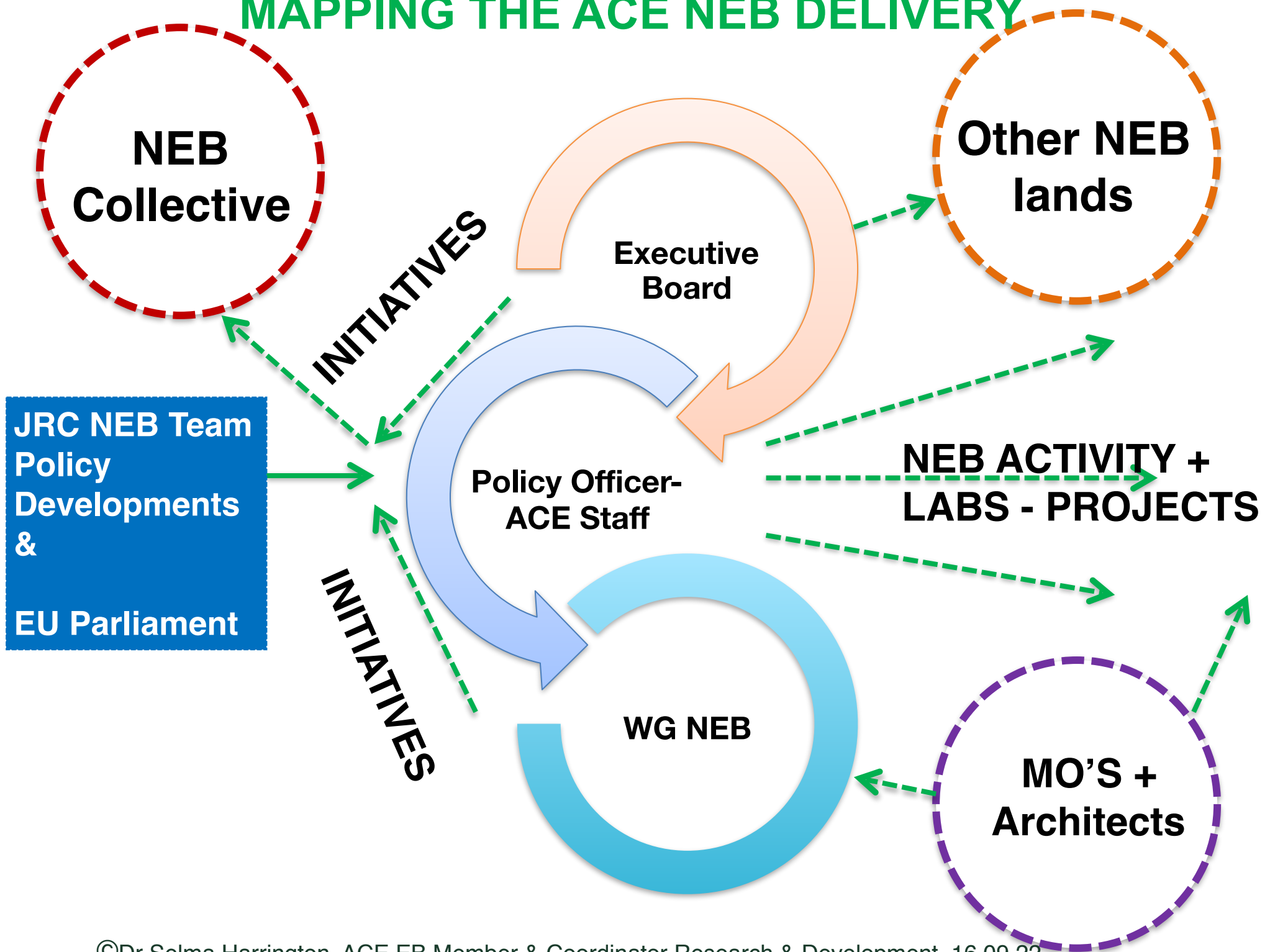
- Procuring for a cultural project cannot be the same as the purchase of bricks. A cultural project needs special treatment in the procurement process.

- **Desired changes to the Public Procurement Directive:**
 - Better recognition of the specificity of **intellectual services**,
 - Ensure **quality-orientated** procurement procedures,
 - Improve access to procurement for SME's and new entrants

DELIVERING THE NEB at macro level

- Need for a dedicated NEB funding programme
- Tailor NEB fundings to micro / small enterprises
- NEB Labs to focus on public procurement rules and sustainability issues
- Continuation of the NEB Prize and NEB Festival

MAPPING THE ACE NEB DELIVERY



03

ENGAGE

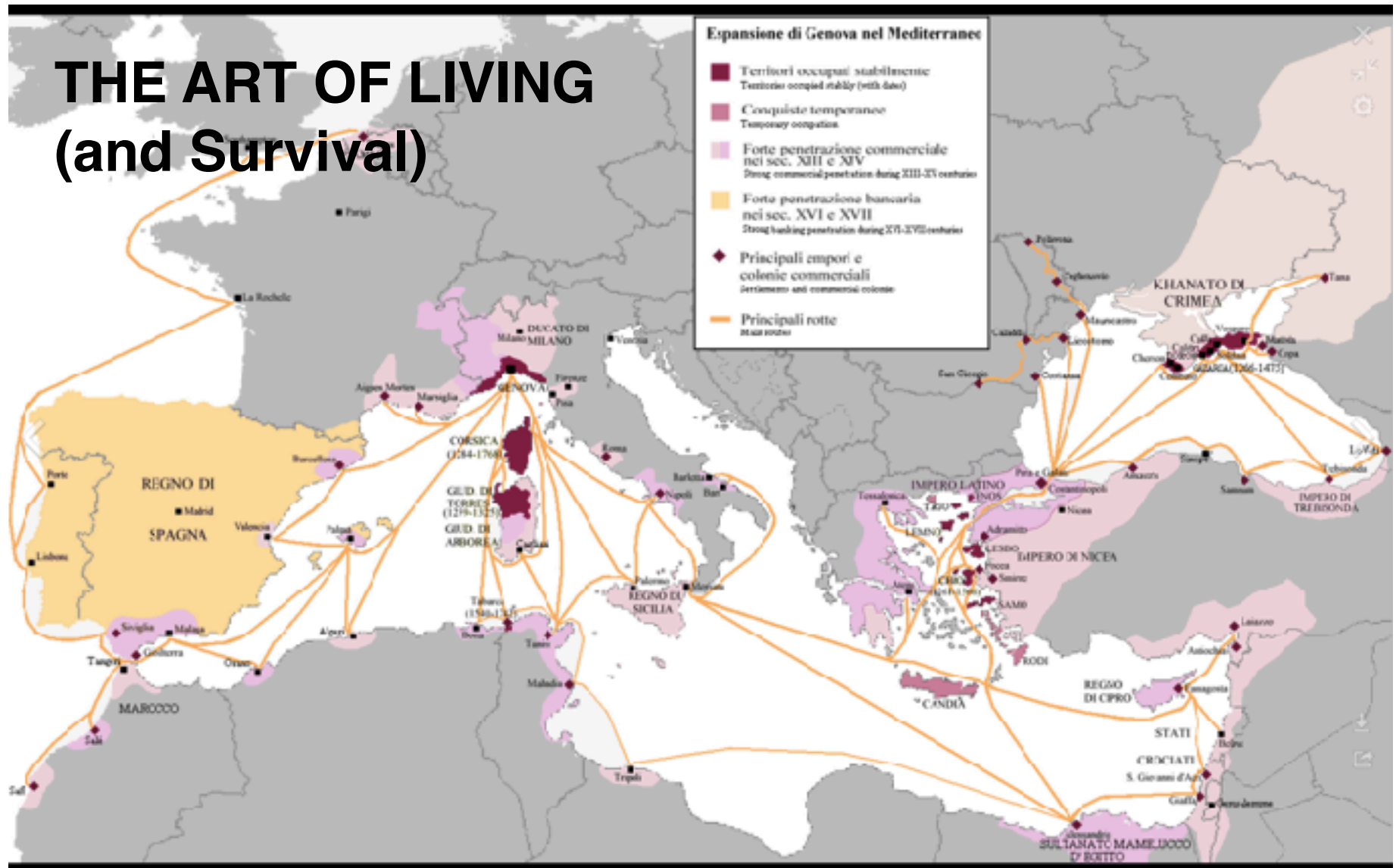
Think globally, act

locally

Walk on air against your better judgement

Seamus Heaney, Irish poet, 1995 Nobel Literature laureat

THE ART OF LIVING (and Survival)



NATURE: Sun, Sea, mountains; **FOOD:** Olives, pasta, pesto, street markets
CULTURE & HISTORY: Birth of Venus-(Simonetta Vespucci), maritime trade
and exploration, Christophoro Columbus, Giuseppe Garibaldi, partisans, Renzo
Piano; **FESTIVALS:** Music in San Remo, caricature in Bordighera; **HIGH LIFE
& HIGHLIGHTS:** Genoa, Portofino, Cinque Terre, Rapallo, Imperia, Pigna
erme...; **MOBILITY & MIGRATION...**

Architects' Council of Europe
Council des Architectes
d'Europe

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GRAZIE MILLE!

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