

Pre-Conferences and the XXI World Congress of Architecture



The Pre-Conferences organised by the BDA regional associations in seven German cities from 19 to 21 July 2002 form the prelude to the XXI World Congress of Architecture.

The events in Essen, Frankfurt/Main, Hamburg, Leipzig/Dessau, Munich, Rostock and Stuttgart will address specific aspects of the congress theme, Resource Architecture. They will provide a frame-

work for an international exchange of ideas with a special emphasis on contacts between representatives of the different professions present. Participants will thus have an opportunity to see not just

Berlin, but another German city and its surroundings, too, and find out how it has developed in architectural, historical and political terms.

Rhine-Main Pre-Conference



Skyline Frankfurt/Main

Resource Cityscape

Frankfurt, Darmstadt, Wiesbaden and Documenta 11

The sharpening competition between cities for investment and jobs has made politicians acutely aware of the competitive disadvantages arising from a lack of individuality. From the late eighties onwards, therefore, whole programmes have been devised to enhance the identity of cities. Initially, examples from the past served as models.

Increasing importance now attaches to market factors, the quality of life and responsibility for the environment. The new communi-

cation and information technologies have provided additional impetus.

Resource Cityscape

In this situation, politicians and businessmen expect town planners and architects to provide suggestions as to how cities can be made more attractive. In constructing technically sophisticated buildings of spectacular design, architects are responding to the needs of the media society. As a rule, however, the construction of individual buildings is not enough to exert a long-term influence on the character of a city. If its image is to be boosted in the public eye, the entire cityscape must be taken into consideration. Success in this

respect can only be achieved by means of long-term programmes with a sound economic basis, a social perspective and a clear cultural dimension.

Cityscape, City Marketing and City Tuning

What is referred to today in a free market economy as city marketing and city tuning has often been put into practice in the past, including in the Rhine-Main area around Frankfurt.

The city centre of Wiesbaden, for example, which by 1900 had been restructured and equipped with many new buildings in the space of just a few decades, is now regarded as one of the best-preserved examples of historicist architecture and urban development in Germany.

Darmstadt boasts several Art Nouveau masterpieces in the shape of Mathildenhöhe Park, the exhibition buildings, the Wedding Tower and the residential buildings designed by the artists and architects grouped around Josef Maria Olbrich and Peter Behrens.

Frankfurt am Main is closely associated with the period of Heroic Modernism thanks to the workers'

housing estates designed by Ernst May. However, it is only in recent decades that the smallest of the world's global cities developed the striking cityscape it has today. Among its outstanding features are the newly designed Römerberg, the Museumsufer and the skyline with the Commerzbank skyscraper, the Main Tower, the Trade Fair Tower and the Torhaus.

Rhine-Main Pre-Conference 2002

With this in mind, the Frankfurt Pre-Conference will address issues of urban design and architecture using the Rhine-Main region as an example. The conference will comprise presentations, excursions and an exchange of ideas and opinions between the participants. It will be rounded off by a visit to the Documenta 11 in Kassel.



Darmstadt Mathildenhöhe

Friday, 19 July 2002

18.00 to 23.00 h

Deutsches Architektur Museum
Frankfurt Evening
Ceremonial opening; Chair: Ingeborg Flaggé, Jürgen Engel

Saturday, 20 July 2002

9.00 to 13.00 h

Deutsches Architektur Museum
Resource Cityscape
Presentations and Discussions
Chair: Manuel Cuadra

14.00 to 18.00 h

Resource Cityscape

The Excursions

1. Historicist Cityscape: Imperial Wiesbaden
2. Art Nouveau Cityscape: Darmstadt and J.M. Olbrich
3. Modernist Cityscape: Frankfurt and Ernst May
4. Post-Modernist Cityscape: Museumsufer Frankfurt
5. Contemporary Cityscape: Skyline Frankfurt
6. Cityscape of the Future: The Rhine-Main Area

19.00 to 24.00 h

Städelschule Frankfurt

Hessian Evening

Professional exchange in festive surroundings; Chair: Ben van Berkel

Sunday, 21 July 2002

10.00 to 17.00 h

Architecture Today: Rhine-Main

Building and office sightseeing tours in Frankfurt, Darmstadt and Wiesbaden

10.00 to 17.00 h

Art Today: Documenta 11 Kassel

Guided tour through the world's foremost exhibition of modern art

From 18.00 h

Transfer to Berlin

Organisers Hesse Branch of the BDA

Language E

Participants 100

Information www.uiaa.bda-hessen.de

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