

## Proposal for

# The European Union Urban Exhibition

- Global warming rising to a top priority in politics and media
- Increased urbanisation and a fierce competition between cities and regions
- Higher demands for attractive, safe and enjoyable urban environments
- The threat of shortages of fresh water, clean air and unspoilt nature
- Rising consumption and higher prices on oil, coal, gas and electricity
- An unprecedented booming of the shopping, services and experiential sectors
- Exploding mass tourism, demanding authentic and genuine places with high value
- Together with a radical shift in lifestyles and values, demanding a higher freedom of choice

Only these few factors alone creates a totally different setting for urban development:

From the **past**, when adjustment to the local economy and a balance between housing supply and production facilities was at the focus of urban planning.

To the **present**, when highly volatile actors in real estate and business demand totally different urban maps, showing opportunities, preconditions and offers.



## The European Union Urban Exhibition:

- is a European Union project
- aimed at developing and communicating
- models, methods and urban design Exhibitions
- that combine economic growth, environmental sustainability and social cohesion
- which can function as role models and references
- for both the strengthening of the urban competitiveness of the Union as such
- and for the rest of the world.



The EU has decided on a cut of energy consumption in buildings with 20 % to 2020 and 50 % in the year 2050. How to do it?

## The EU UE invites actors in all member states – private as well as public:

- to present real urban development initiatives – in the making or in completion stages
- that go beyond present standards, concepts and development methods
- and show new ways to solve both present and future urban problems.



European cities have to combine heritage and future, attractivity and sustainability. A challenge perfectly suited for a “Tour d’ Europe”.

### The proposal in short:

#### In 2008:

Applications for participation in the EU UE are to be filed.

#### In 2009 and 2010:

Two “European Urban Road Shows” are organised. During this, a selected group of experts, community organisations, NGO:s, political representatives and advisers, will visit and evaluate each place and project – that will also be open for concerned citizens and visitors from the rest of the world.

#### In 2011:

A more formal jury is appointed – with the task to analyse, evaluate, present and draw general conclusions from the most interesting projects. This material can inspire local and national discussions on urban policy and it’s implications in other areas – such as general legislation, transportation policy, economic development, taxation etc.

#### In 2012:

The member states have the possibility to nominate two projects each, for the final evaluation. This procedure has some resemblance to the annual European Song Contest – although it is of course much harder to compare complicated urban projects with a long time span, than songs performed at one specific occasion.

A list of “**Best European Urban Projects**” is then selected – preferably in two versions:

- the expert nominations
- the public nominations

It remains to be discussed by whom and by what criteria the nominations are selected – and if it is appropriate to put forward and “**Eurovision Urban Contest**”.

**Eurovision**  
Urban Contest



**EUROVISION**  
SONG CONTEST



## Sweden, and it's capital Stockholm, may take the a lead role in developing the EUUE:

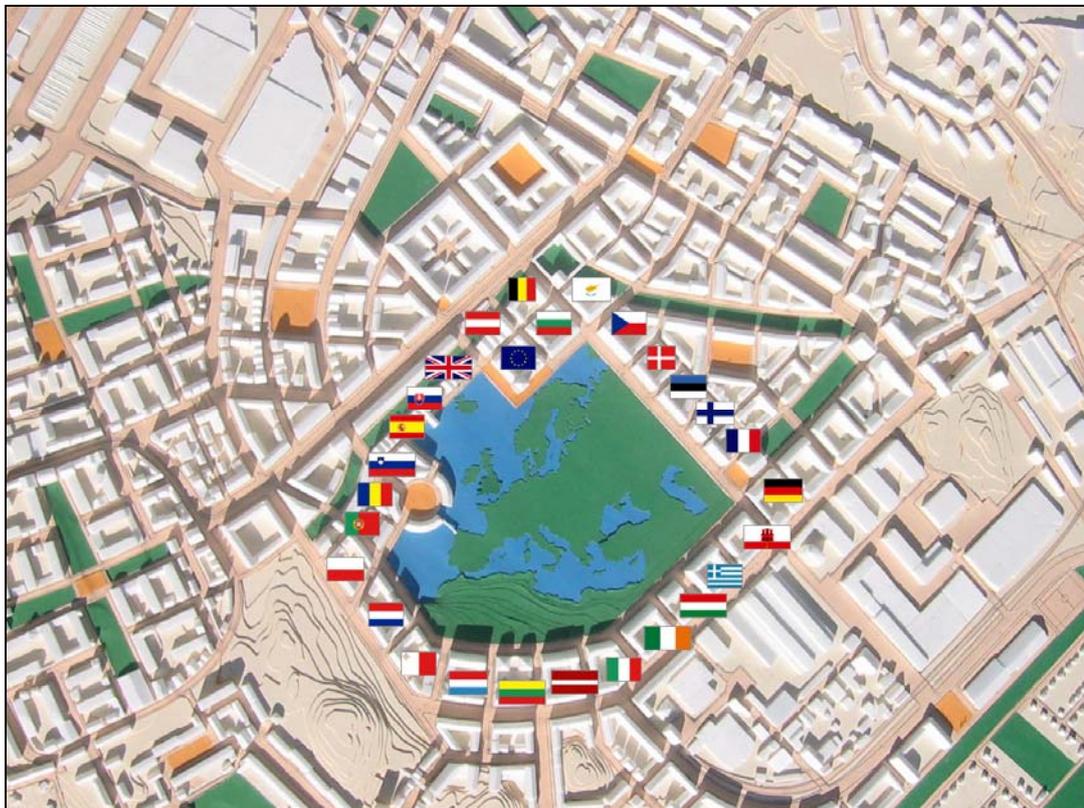
The final presentations and discussions in 2012, can take place in a not yet developed urban area, close to the Stockholm inner city, the Årsta Field. In this area, all member states are offered one or two urban blocks in which their nominated projects can be presented – and a small part of it's "philosophy" also can be built, as part of a new and dense urban district.



Location of the proposed exhibition area at the today unbuilt Årsta Field ( to the right of the EU Flag).

The proposed urban development area in Stockholm is designed around an urban park with the shape of the map of Europe. It is hoped that this area, if developed as part of the EU UE ould in itself work as a showcase for the multitude of urban and architectural development strategies within the European Union.

It is further hoped, that the building of an "European City" in Stockholm, could increase public participation and enthusiasm in the great task of building a European Union based not on central directives but on voluntary cooperation and gradual creation of a common vision.



Possible location of EU member states blocks, built around the European Urban Park.

## Building a strong and pluralistic Union

Building a house is not only a question of technique and materials.

Building a house – as planting a tree and raising a child – is a symbol of hope for the future.

A common future, based on sharing a place with other humans.

A place open also for visitors – for friends as well as for strangers.

A place to be safe in and proud of.

That is, in simple words, the idea of the European Union.



Pictures from the 50th Anniversary of the Signature of the Treaties of Rome – Berlin, 25<sup>th</sup> of March, 2007.

The EU UE is proposed in order to build a strong and pluralistic European Union:

- Good houses are often very different.
- Good streets join good houses.
- Together they form cities for people.



Photo from the report "The Europe Project 12-18". Dove of peace over a European town hall.

The EUUE is a proposal with as of today no official status.

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