The spaces of urban production: Hafencity-Hamburg. Lessons in an era of change

2019 INTERNATIONAL TRAINING PROGRAMME

“4 DAYS ELSEWHERE”

Un-Training created by INTA for public and private decision-makers in the urban and real estate industries

The Educational objectives

With more than 40 years of professional exchanges, INTA, with this training cycle, offers a space for dialogue between cultures, allowing participants to better understand transformations and changes in their professional environment, and to access more efficient and collaborative tools. At the end of this general, transversal and modular training, participants would have:

• work collaboratively on common understanding of emerging trends and disruptions in their professional field
• identify mechanisms to align public and private strategies with sustainable development principles
• master the analysis, planning and monitoring phases of large scale urban projects
• explore the systematic approach required by the complexity of the urban issues
• expand their capacity of analysis to regain control of a vision of the city of tomorrow
• become more efficient and effective in their trades.

This is the ambition of these «Four days elsewhere»: two days in Hamburg-Hafencity, preceded by a day to appraise and upgrade existing knowledge and skills and adapt to new approaches and followed by a day to assess the worth of the training, both in Paris.

Schedule and Pedagogical content

The 2019 cycle «The spaces of urban production» is organized around 3 sessions spread over 4-5 weeks between October and December 2019.

Session 1 (Paris) - 15 October
Key words: urban trends and ruptures and their impacts, rethinking urban action under the pressure of the changes of our time. Presentation of the training program, presentation of the participants, presentation of the study trip to Germany (session 2)

Session 2 (Hamburg) – 14 & 15 November
Key words: analysis of innovative projects, the necessary dialogue between the contracting authority, the architect and the investors, adaptation of the economic models to the creation of material and intangible value

Session 3 (Paris) – 10 December
Key words: matching projects and visits to the personal experience of the auditors, lessons learn in the management of complexity, reporting and assessment - which representation meaning and relevance to the daily professional life.
Great Urban Transformations: Challenges and Opportunities
With more than 50% of the world’s population being urbanised, urban transformation is very high on the policy agenda of public and private city actors: improving / transforming / changing the space where people live and deploy their activities have become more vital than ever. The upheavals linked to responsible development have crossed the objectives of economic growth and the reduction of spatial and social inequalities. The expansion of the urban way of life, the surge of new technologies and their impacts question everyone: where and how to recreate a zone of confidence, how to learn to learn, how to look differently at uncertainty and the unknown?

Hamburg
The former Hanseatic port with a proud history, and City-State since 1871, Hamburg is built on the Elbe 110kms from the river mouth is the biggest port and the second largest city in Germany. It is the 2nd largest European port after Rotterdam, and the 9th largest in the world. Partially destroyed in July 1943 (45,000 civilians killed by Allied bombing), raised from its ashes in the 1960s, Hamburg is now testing 5G to improve the operation and impact of its Smart Harbour logistics in 8,000 ha of its port area. At the end of the 20th century the city initiated a very ambitious programme of urban development. Now it is an excellent example of a world-city and of the international attractiveness necessary for, as Pierre Veltz described, this “archipelago of metropolises”.

HafenCity
Objective: to increase the built-up area of the city by 40% by adding 40,000 jobs and 12,000 new inhabitants on recycled former industrial brownfield and port warehouse land, behind the equivalent of 70 kms of façades and 10 kms of pathways on the waterfront. Today after initial corrections, the project is halfway through its realization. INTA-(De)Training proposes to assess its progress, to measure its successes and to question its governance by asking what would be conceived differently if everything starts again? (eg circular economy, climate resilience, strategic or integrated planning, knowledge economy, smart technologies, social innovation).

By their modernity and their resilience, Hamburg districts constitute a significant example of urban and architectural quality. Quality that bridges both World Wars, the most serious contemporary global economic crisis, the reunification of Germany and today addressing the shock of the future by positioning themselves as creative places, a repository of great cultural heritage and of economic value. These districts announce the next generation of responsible urban development.

High-level professional involvement
This cycle, piloted by the pedagogical director, is supported by the INTA's Scientific Council and involves some fifteen recognized French and German professionals and researchers - City of Hamburg; Hafencity Development Corporation; IBA Development Corporation; House of Architecture of Ile de France; Palladio Institute; IEIF, Connective Cities of Germany...

Who should attend?
Each company, each public or private organization, each community is a special case, hence the very practical character of the cycle conceived as a technical complement and an enrichment of skills through three pedagogical sequences spread over four full days of a quarter. As an international organization INTA favours a comparative approach at European and international levels. This program is intended for those who «make the city», elected officials and technicians of local authorities, private developers and investors, construction companies, urban service providers, civil society stakeholders, professional chambers, consulting firms, urban planners, architects, economists...
KNOWLEDGE SHARING:
MAJOR URBAN DISRUPTIONS AND THEIR CONSEQUENCES
• Session 1 - October 15 - Paris

Knowledge: main demographic, geographic, technological, economic, societal, environmental, heritage and urban quality trends. Presentation of the study trip.

LEARNING FROM EXAMPLE:
FIELD ASSESSMENT
• Session 2 - November 14-15
Study trip to Hamburg - The city and the port tomorrow

Arrival in Hambourg the night before.
• Meeting with Hamburg city services: city strategy, vision and projects.
• Presentation of the Hafencity project by the Hafencity GmbH team: numerical and technical presentations then visit of the district and Elbphilharmonie (Herzog and de Meuron).
• Presentation of the Wilhelmsburg project, and the city’s expansion strategy; «More city in new spaces», carried by IBA Hamburg GmbH.
• Understanding the urban transformation: assessment and discussion with leaders of the City-State and Hafencity.

Return to home country.

ENRICHING PERSONAL EXPERIENCES
• Session 3 - December 10 - Paris

Rethinking professional experiences and points of view at the light of the output from Hamburg field sessions; to take into account the human beliefs, durability, economic and financial factors that cannot be ignored when dealing with urban issues. The critical point is to work on representations of this complex relation «Man-Territory-Mutations», and the adaptation of the economic models to the creation of material and immaterial values.
For more than 40 years, through its vocation of sharing and valuing international experiences in urban development, INTA has been responding to the needs of local stakeholders: city leaders, practitioners researchers, real estate and social actors. In light of the rapid changes underway, better analytical tools and decision-making processes are needed to identify priority disruptions impacting urban development in France, Europe and internationally.

INTA, with its partners, presents a programme created at the request of institutional, economic and social actors to meet their demand of specific expertise. On a part-time basis, this programme offers transversal and modular general training in the form of a technical supplement or an improvement of development capacities; it covers the different aspects of knowledge, policies and tools specific to the ‘production’ of the city, the financing of local development and management of urban assets.

This program is financeable on corporate and community training credits. INTA is registered as a training / continuous education provider by the Prefecture of the Île-de-France Region under number 11755730875.

APPLICATION TO THE TRAINING SESSION FALL 2019
(CV and motivation letter to send to INTA Secretariat by mail: intainfo@inta-net.org)

DURATION OF THE TRAINING SESSIONS:
4 DAYS IN 3 SEQUENCES OVER 3 MONTHS
NUMBER OF PARTICIPANTS: 12 MIN - 20 MAX
FEES PER TRAINEE: 2 800€ (700€ / day)

Registration includes the educational costs, lunches and coffee breaks as well as 2 hotel nights in Hamburg. Are not included the evening meals, the tickets to travel to the places of training (Paris and Hamburg). Interpretation from German is provided during the study trip to Hamburg.

PEDAGOGICAL TEAM
GILBERT EMONT, Director of Institut Palladio, Senior Advisor IEIF
BERNARD ROTH, Pericles Developpement, INTA administrator, CAMO founder
MICHEL SUDARSKIS, Secretary General INTA

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Non assujettie à la TVA, en tant que prestataire de formation enregistré sous le n° 11755730875