



Change this image and make a difference!

workshop details:
25th - 27th of September 2011
opening *wonderland Project Space*
kick-off lectures with experts
intense workshop *Project Space*
(public) final presentation

PROJECT SPACE - THE OTHER CITY - KAISERSLAUTERN
call papers

T A S K

PROJECT SPACE - THE OTHER CITY - KAISERSLAUTERN

Post Shopping Shops – develop innovative solutions for the deserted city centre of Kaiserslautern.

Kaiserslautern / DE | 25th - 27th of September, 2011

Develop a new vision for empty shops based on the needs and demands of the 21st century and make an impact on urban society!

Even though shopping landscape changes frequently, it is the showcases of our cities, an eye catcher and the single shops are milestones. Functioning as the 'face' of the city, not only do shops attract visitors, but they also serve as a visual distraction for pedestrians. Nowadays however, many peripheral parts of our modern cities seem to be diseased by vacant shops, as a result of trading-down and shutting down the retails. As shop owners hope for new high paying tenants, shopping malls pop up around or even in city centres. That development threatens the ground floors of whole districts or even towns. As a result of high mobilisation of the population migrating out of the cities to live in the green surrounding, a sense of hollow emptiness has crept into town centres.

CALL FOR IDEAS

Wonderland invites teams from around the world to submit new ideas and concepts to use empty shops at the inner city of Kaiserslautern, in Germany. Your vision should detect the potential of these spaces for the city and develop exemplary alternative use concepts for vacant shops, enriching their original purpose. Your approach should generate an improvement for urban society and space. Your ideas should give an impulse to the local situation and help ignite a debate while generating transferable concepts.

Crucial questions that might help inspire you in finding a new and unique vision are as follows:

- Which possible uses do these spaces have within the urban context?
- How can their potential be realized?
- What kind of concept could be developed for temporary and permanent occupation?
- What kind of (positive) effect would the usage of these spaces have on its inhabitants, urban space and the society in general?
- What could be the added value?

In 2011, *Project Spaces* will continue to follow the goal of finding sustainable and social development strategies through on-site workshops, lectures and open public discussions, leading to practices in new and effective cross-border co-operation throughout Europe. Participants will have the chance of presenting their visions to an interested audience consisting of citizens, real estate representatives, landlords, potential users, and representatives of municipalities, architects, and representatives of education as well as of research centres.

Send us your idea referring to this topic in form of one significant image and a written description (max. 2.000 characters) per e-mail to our compition@wonderland.cx e-mail account. A jury formed by *wonderland* board members and co-operation partners will select the 3 most interesting ideas for this *Project Space*.

The winners will be supported with adequate **travel compensation**. The kick-off lecture and the final presentation are **public events**, to which representatives of local and international media will be invited. Workshop results will be **published** on the web and on *wonderland's* publications, such as the annual report. Participants will also receive the unique opportunity of becoming a *wonderland* **member** for the next two years **for free** and benefit from our services.

Interested? Please register on www.wonderland.cx and submit your entry by e-mail as soon as possible. The deadline date for submissions is the **26th of June 2011**.

One of the vacant spaces in the city is now used as *Architekturgalerie Kaiserslautern* and will host the workshop. As a result of the *Project Space Kaiserslautern*, an exhibition or even a temporary realisation of affordable idea(s) can follow. The final decision will be made collectively on site, based on the outcome of the workshop. As a low-budget event, the *Project Spaces* biggest strength is the high creativity and motivation of the participating teams.

*Do you wonder how practicable your thoughts and approaches are or how many people you can inspire? - **Apply now to find out!***

T I M E T A B L E

PROJECT SPACE - THE OTHER CITY – KAISERSLAUTERN

Saturday 24th of September 2011: **arrivals**

19:30 **welcome** event

Sunday 25th of September 2011

10:00 - 13:00 city and site **tour**

14:00 - 18:00 **workshop** at the *Architekturgalerie*

19:30 - 21:00 **kick-off lectures** (public)

local experience

international experts

roundtable discussion

Monday 26th of September 2011

10:00 - 18:00 **workshop** at the *Architekturgalerie*

19:30 socialising dinner

Tuesday 27th of September 2011

10:00 - 18:00 **workshop** at the *Architekturgalerie*

19:30 – 21:00 **public presentation** with local protagonists

21:00 **farewell** event

Wednesday 28th of September 2011: **departures**

DESCRIPTION OF THE AREA

POST SHOPPING SHOPS – NEW IDEAS FOR VACANT SHOPS

Context

Shops host different uses and have a key role in urban life, acting as an intersection point for the meeting of public and private spheres. For some, it's a showroom, for others it's a workplace, a place to communicate, a place to be, a place to shop or simply something to look at. Whatever their utilization purpose is, they help make the cityscape distinguishable. Some shops randomly come to be hip while others die away. In their presence, new concepts are tested; some are accepted while others are rejected. This ongoing process makes shops the most vital and interesting areas of a city. Acting as a catalyst, the permanent change of society and the expectations of its citizens lead to an endless transformation process. Somehow they represent the reflection of actual trends in our lives. Like experiments in laboratories, the success or breakdown of business ideas are on public display. And this battle is a major component of a lively city.

After all, the visual look of shopping streets has been going through significant changes in recent times. City centres are forced to compete with shopping malls and Internet shopping. The situation has become quite delicate in most peripheral areas. As the concept of shopping transformed into a lifestyle, mobile citizens turned to other shopping possibilities, ignoring opportunities next door, leaving ground floors of whole residential areas vacant. As a result of this shift, shops were forced into trading down or even shutting down. The case is new tenants and users can't be found, and these spaces run into the danger of decaying over time. Even though per person sale square footage is increasing statistically, and Germany remains to be one of Europe's most vibrant selling economies, the amount and number of retailers continue to shrink on a consistent basis. This causes an enormous change in the structure of the urban society and will affect the future of the society. Regardless of that fact, landlords continue to demand high rents like they did in the past, and no one seems to realize that these areas can't be operated with the development of common concepts.

With the disappearance of shops, the vitality and variety of European streets is lost as well. Desolateness replaces the exchange between public and private spheres, and big spaces occupying neighbourhood centres along with their potential, remains unused.



Kaiserslautern city center

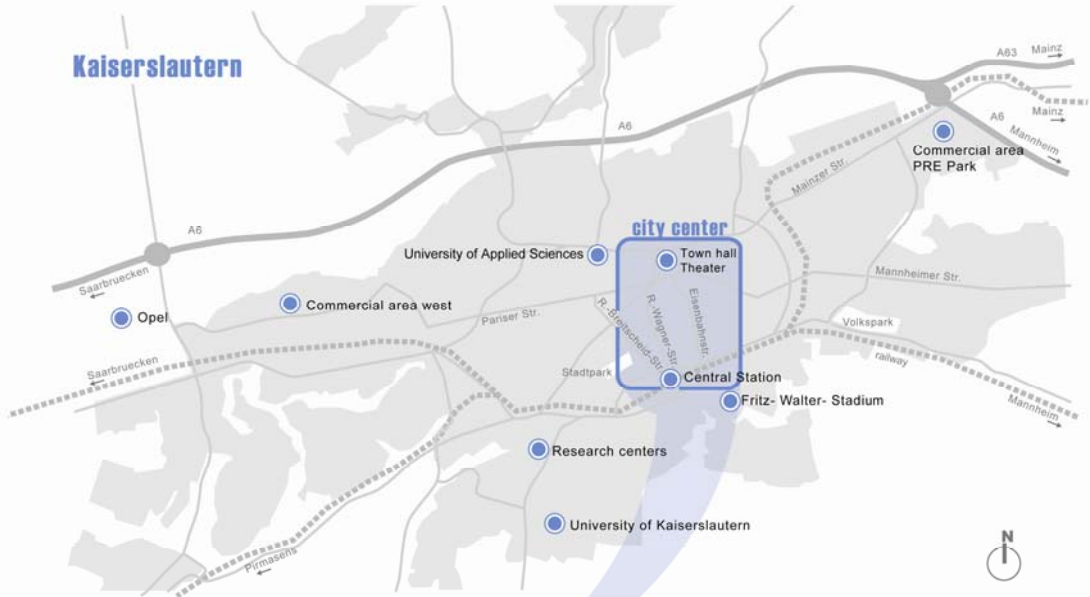
starting position Kaiserslautern

Kaiserslautern, a city in structural change and with 95.000 citizens, is a typical example for this tendency. Despite being the centre for the region, it has not been able to find the dynamic to help reoccupy unused stores. Lots of shops of the peripheral areas of pedestrian zones have been empty for months or, in some cases, for years and are not even utilized as bargain shops any more. As a consequence the inner city loses its appeal.

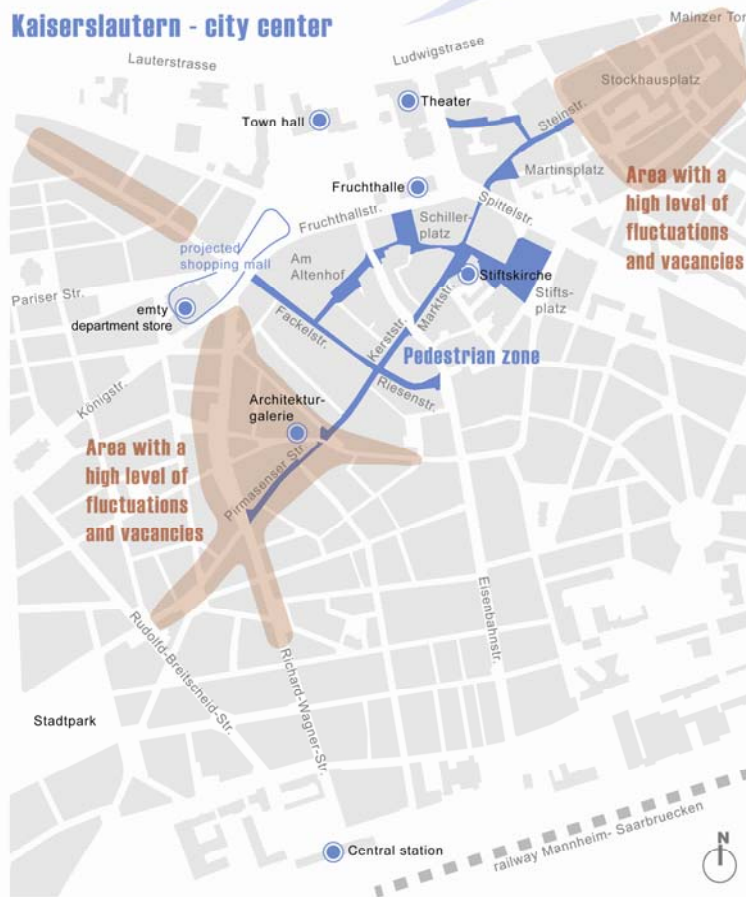
Currently, the municipality is searching for a development concept and maintain the functioning city centre. A huge shopping mall is projected at the inner city to improve the situation. But it's uncertain if this attempt will be enough to fill empty store buildings. Public debate around this topic has yielded very few, if any results. The city seems to be losing ground against the neighbouring bigger cities of the region. Even though the provincial character is loved by its citizens, neighbouring cities have become the choice for work and shopping. This has led to a lack of innovation, creativity and cultural variety within the city borders.

On the other hand the city plays host to an almost „invisible“ big University, a university of applied science, various master classes and many noted research institutions, which complain about not having enough space for creative concepts. A merge with this creative potential might result in a new usage concept for vacant spaces. Besides, vacant spaces can help make development possible. Since urban open spaces have eliminated old concepts, which don't work. Those concepts are forced to undergo an innovative and creative change and the areas can be filled with new ideas and concepts.

Kaiserslautern



Kaiserslautern - city center



map of city centre Kaiserslautern

IMAGES



pedestrian zone „Pirmasenser Strasse“



„Richard-Wagner-Strasse“



Architekturgalerie



Architekturgalerie

NETWORK

about wonderland

how to become a part of the network

wonderland - platform for european architecture is a Vienna / AT based network for exchanging experiences, information and knowledge for young Europe-oriented architecture practices.

Wonderland continuously initiates collaboration projects for international teams to foster inter-European exchange, organises *Project Spaces*, *Blind Dates* and symposia, conducts research on current challenges and approaches in the field of architecture as well as urban planning, shares results with members and the public by means of exhibitions and publications.

Our network currently consists of Austrian, Croatian, Czech, Danish, Dutch, French, German, Greek, Hungarian, Italian, Slovakian, Slovenian and Spanish architecture teams. In 2011 we plan on expanding our network and strengthening our presence in Europe.

Become a member and connect with architects worldwide!

Contact other *wonderland* members easily, initiate projects, present your own work in countries around Europe and benefit from wonderland discounts. As an active member you will benefit from free access to all wonderland research data, be regularly informed about upcoming events and have your practice presented on our website. You can obtain all the benefits above and more, simply by becoming a member. A two year membership costs only 49,-- Euros.

A P E N D I X - C O N T A C T

Organisation

WONDERLAND - *platform for European architecture*

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further information

- *Kaiserslautern's official WEBPAGE*
www.kaiserslautern.de
- *German description of the city development concept and the projected shopping mall*
www.kaiserslautern.de/leben_in_kl/neue_stadtmitte/index.html?lang=de
- *Informations about the investor of the projected shopping mall*
www.ece.de
- *citizens initiative against the projected shopping mall in German*
www.bi-nm-kl.de