

# New European Bauhaus

beautiful | sustainable | together





# Key features

## Shape a movement

- to explore how to live better together
- to make the Green Deal a positive, tangible experience, for people
- to bring about the green transformation in the built environment
- to connect people from different professions and backgrounds and weave different the perspectives and cultures
- to move beyond “forms follows function”, factoring in the planet and social purposes
- To stimulate new markets for sustainability





# About

## **a) Initial scope:**

- Beyond buildings: urban/rural spaces where we live and the way we experience them
- Bring a cultural dimension to the green deal

## **b) Interdisciplinary**

## **c) An integration challenge:**

- Sustainability, including circularity
- Inclusion, including accessibility and affordability
- Aesthetics, beyond functionality





# Timeline

January – June 2021

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**DESIGN**

Early 2021 – 2024

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**DELIVER**

2022 – open end

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**DISSEMINATE**





# High-Level Roundtable

#NewEuropeanBauhaus



- 18 members in nine areas of expertise (architecture, design, digital, art & culture, urban planning & local authorities, sustainable entrepreneurship, climate expertise/science, social fairness & inclusion, nextGeneration)

See them all [here](#):



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# Building on the power of conversations

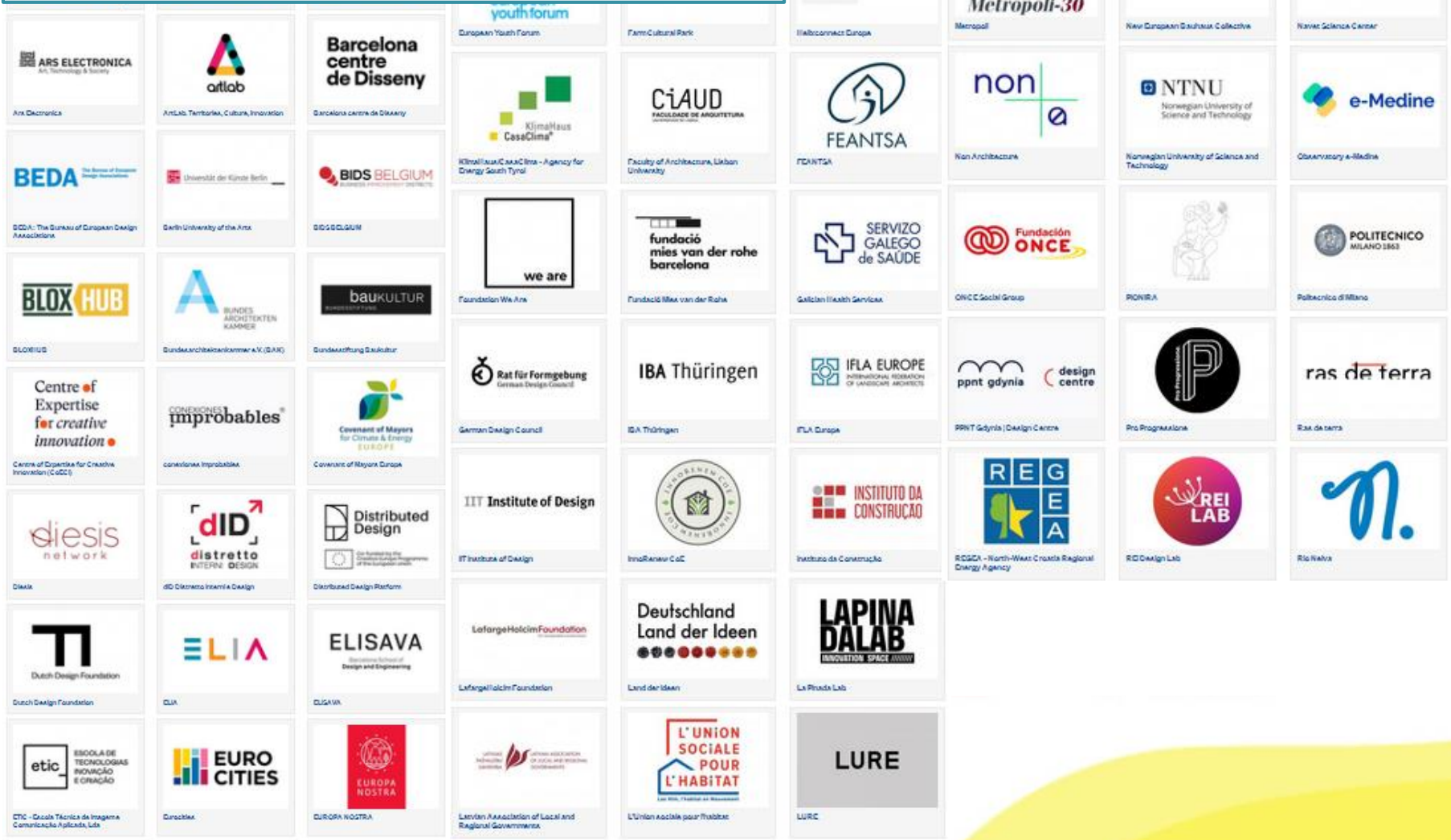
## Host a conversation

If you are part of a network, an organisation, an institution, a movement, you can organise a local event and host a conversation.

- **Crossing perspectives**
- **Conversation tool kit**
- **Harvesting template**



# Building up a community



> 180  
Partners

See them all [here](#):



Partners

#NewEuropeanBauhaus



# Calling for experiences and visions rather than opinions

> 1500 inputs

## Examples

Open design school Matera, gathering multidisciplinary expertise from all Europe, learning by doing.



## Ideas & visions

Take account of the needs of ageing people in designing buildings.



## Challenges & needs

What to do with ugly Plattenbau buildings?







## A physical space at the service of the local community & economy

1

*We are interested in how our physical spaces can become enablers for community building.*

Alternative, green working & meeting spaces at the service of **local communities?**

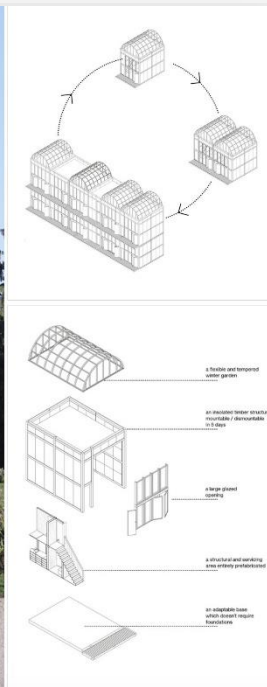
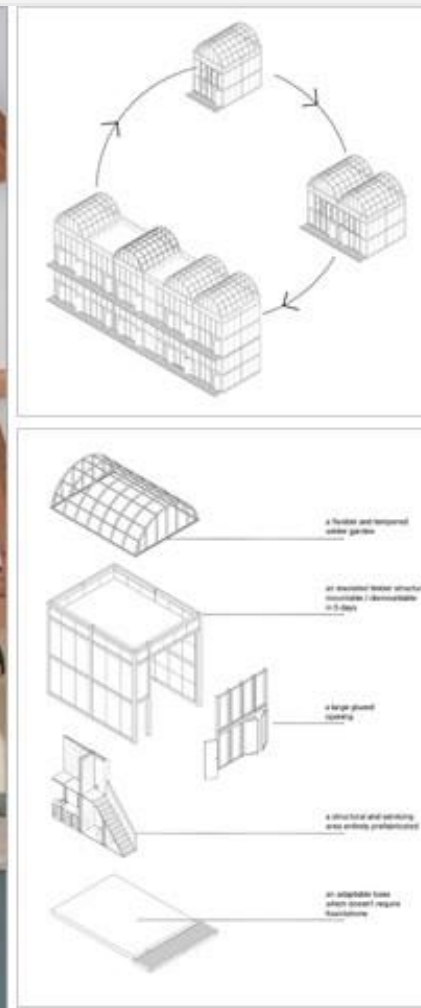


## A school building teaching kids to love nature

2

*We are interested in buildings that become experiences and provide value beyond their housing function.*

Beautiful & sustainable school buildings teaching kids to appreciate nature?



## A 1.1 prototype of new and sustainable forms of housing

3

*We see examples of alternative building methods that respect the environment.*


Minimal, green, and flexible constructions for modern urban or rural environments?



## 10 categories

1. Techniques, materials and processes for **construction and design**
2. Buildings renovated in a spirit of **circularity**
3. Solutions for the co-evolution of built environment and **nature**
4. Regenerated **urban and rural** spaces
5. **Products** and lifestyle
6. Preserved and transformed **cultural heritage**
7. Reinvented places to **meet and share**
8. Mobilisation of **culture, arts** and **communities**
9. Modular, adaptable and mobile **living solutions**
10. Interdisciplinary **education** models





What's  
next?

### Autumn 2021:

- Commission Communication
- New European Bauhaus prizes ceremony
- Launch of the first package of calls for proposals



# Thank you !



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- #NewEuropeanBauhaus
- **Web:** <https://europa.eu/new-european-bauhaus>
- **Instagram:** @neweuropeanbauhaus
- **Pinterest:** <https://www.pinterest.com/eucommission/new-european-bauhaus/>



simeona.manova@ec.europa.eu

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