

For everyone.
For tomorrow.

International
ideas contest

R O S E N
N

Online-Symposium

S
T E I N

STUTTGART



R O S E
S For everyone. N
T E I N
For tomorrow.

Welcome

Thorsten Donn

Head of the Office for Urban Planning and Housing

moderation team: zebraalog

Zebraalog



Dr. Malte Steinbach
moderator



Marie-Christin Schulze
co-moderator



Merlin Hebecker
co-moderator &
technical support



Agenda

- 1 Opening
- 2 Introduction to the international ideas contest
- 3 Keynote speech Prof. Susanne Dürr
- 4 Open Q & A Session

Goals of the event

- Create **awareness** for the competition.
- **Encourage participation** by providing background information.
- Provide **inspiration** for brainstorming and presentation of ideas.
- Give the opportunity to **ask questions**.

Thorsten Donn

Head of the Office for urban Planning and Housing

Fabian Jensen

Head of Communication Stuttgart Rosenstein

R O S E

S Für alle.
Für morgen. **N**

T E I N





Central Station

Stuttgart

Rosenstein



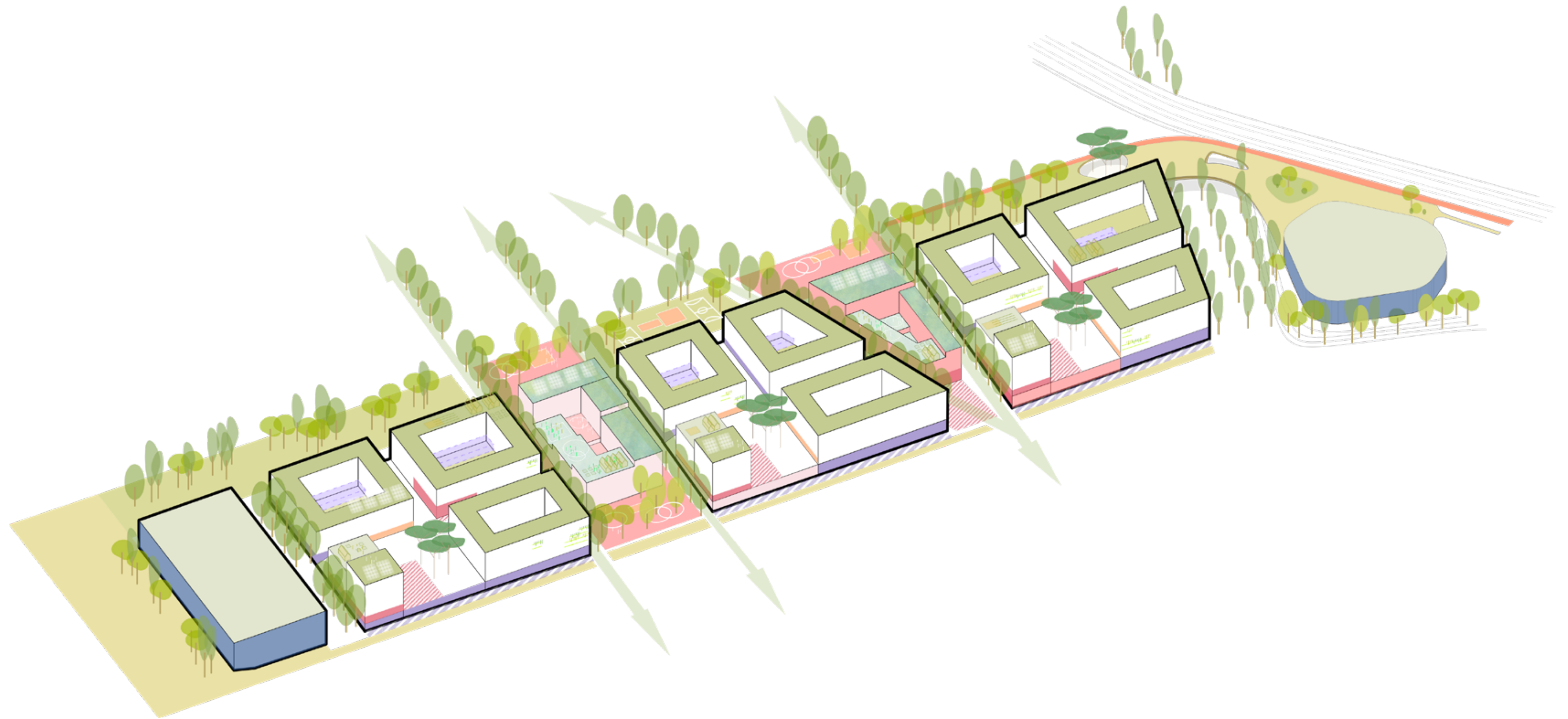
Stuttgart

Rosenstein

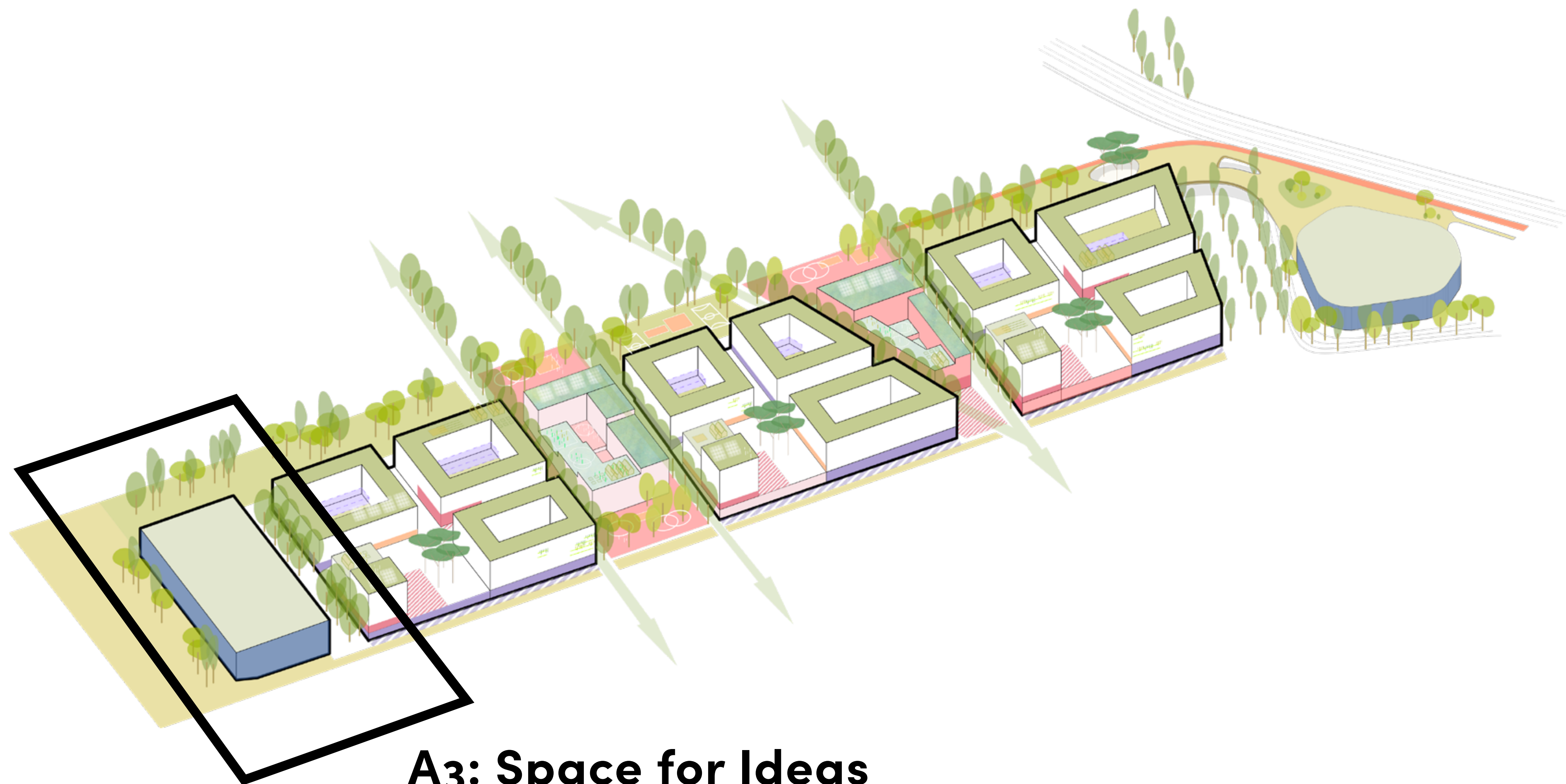


LEGENDE	
[Green]	Grünflächen
[Light Green]	Grünflächen (Park)
[Dark Green]	Grünflächen (Sportplatz)
[Light Blue]	Wasserflächen
[Blue]	Wasserflächen (Sportplatz)
[Yellow]	Wasserflächen (Sportplatz)
[Orange]	Wasserflächen (Sportplatz)
[Red]	Wasserflächen (Sportplatz)
[Grey]	Wasserflächen (Sportplatz)
[White]	Wasserflächen (Sportplatz)
[Black]	Wasserflächen (Sportplatz)
[Brown]	Wasserflächen (Sportplatz)
[Dark Blue]	Wasserflächen (Sportplatz)
[Light Green]	Wasserflächen (Sportplatz)
[Dark Green]	Wasserflächen (Sportplatz)
[Light Blue]	Wasserflächen (Sportplatz)
[Blue]	Wasserflächen (Sportplatz)
[Yellow]	Wasserflächen (Sportplatz)
[Orange]	Wasserflächen (Sportplatz)
[Red]	Wasserflächen (Sportplatz)
[Grey]	Wasserflächen (Sportplatz)
[White]	Wasserflächen (Sportplatz)
[Black]	Wasserflächen (Sportplatz)
[Brown]	Wasserflächen (Sportplatz)
[Dark Blue]	Wasserflächen (Sportplatz)

Stuttgart Rosenstein – planned sub-area Europaquartier



Stuttgart Rosenstein – planned sub-area Europaquartier



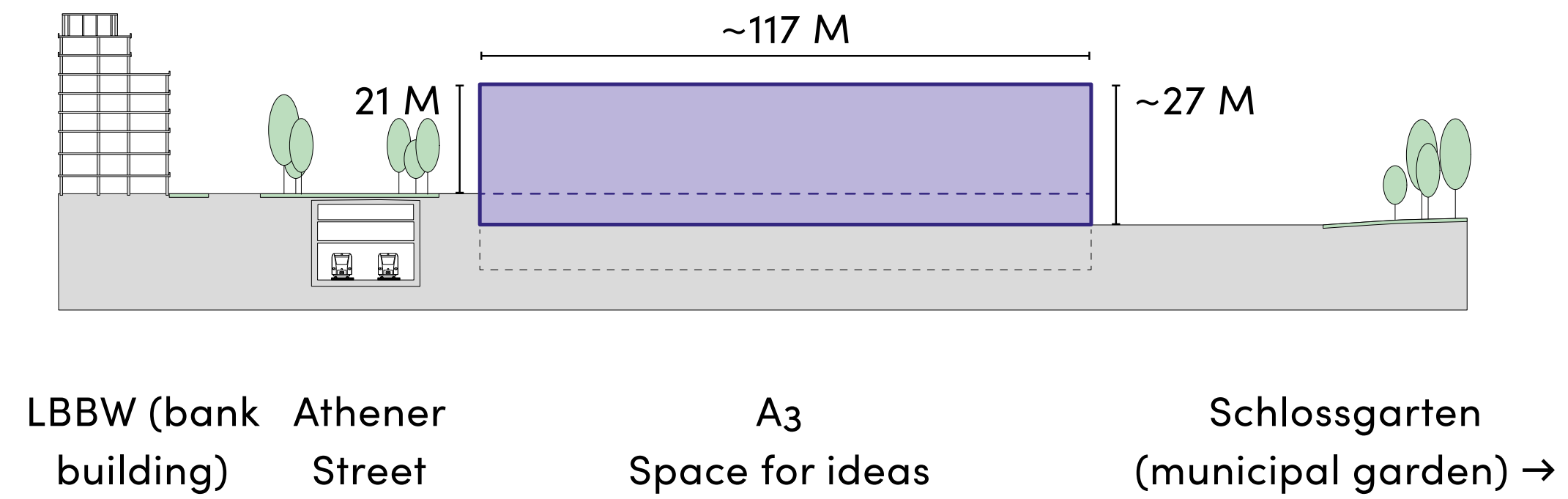
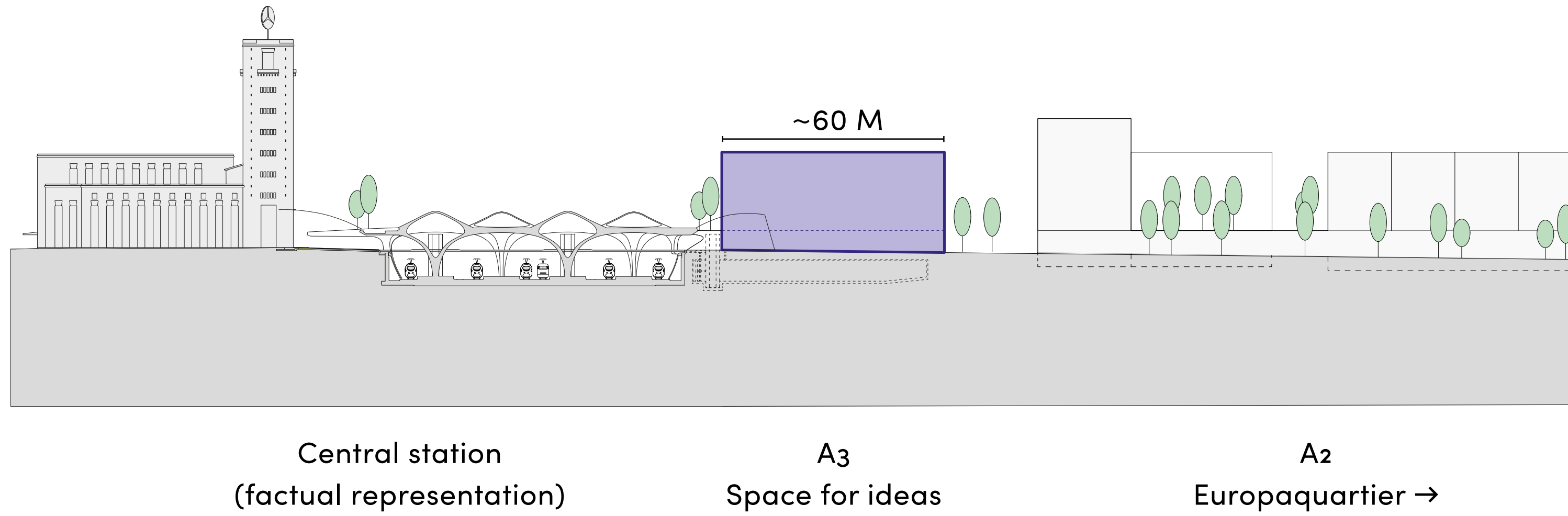
A3: Space for Ideas

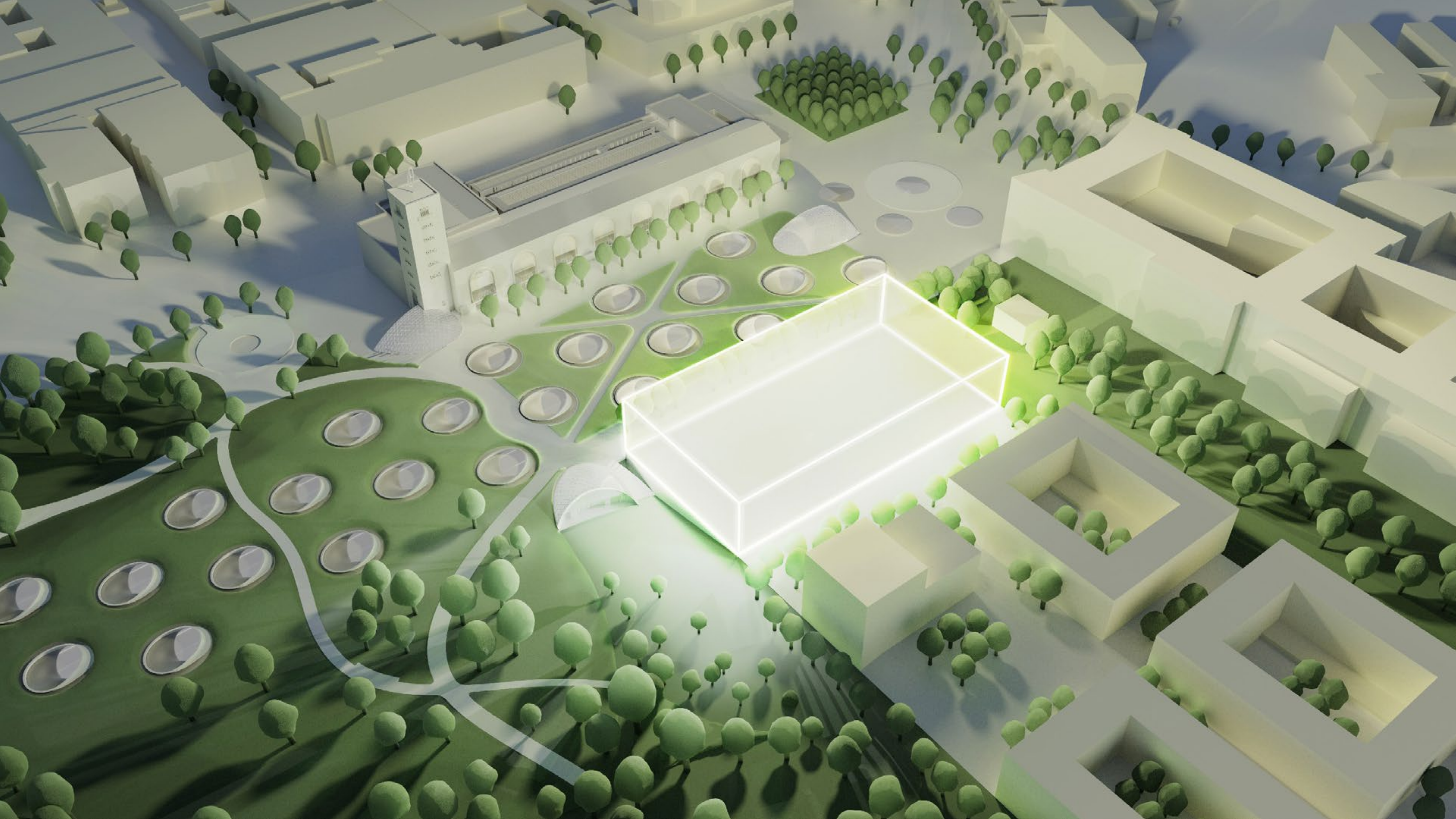


A3: Space for ideas



A3: Space for ideas





The task

- An international ideas contest: open to everyone.
- What does Stuttgart need at this central location?
How does the city want to present itself to the world?
- No rigid guidelines, no bans on thinking.
- A jury will select the best ideas. Following the decision by the city council, the ideas are brought together in a utilisation concept.

The objective

The objective is a utilisation concept that ...

... was developed together with the citizens.

... combines local knowledge with international expertise.

... reflects the (future) identity of Stuttgart.

... is supported by the citizens.

... appeals to all Stuttgart residents.

Public participation 2023: Needs, wishes, concerns



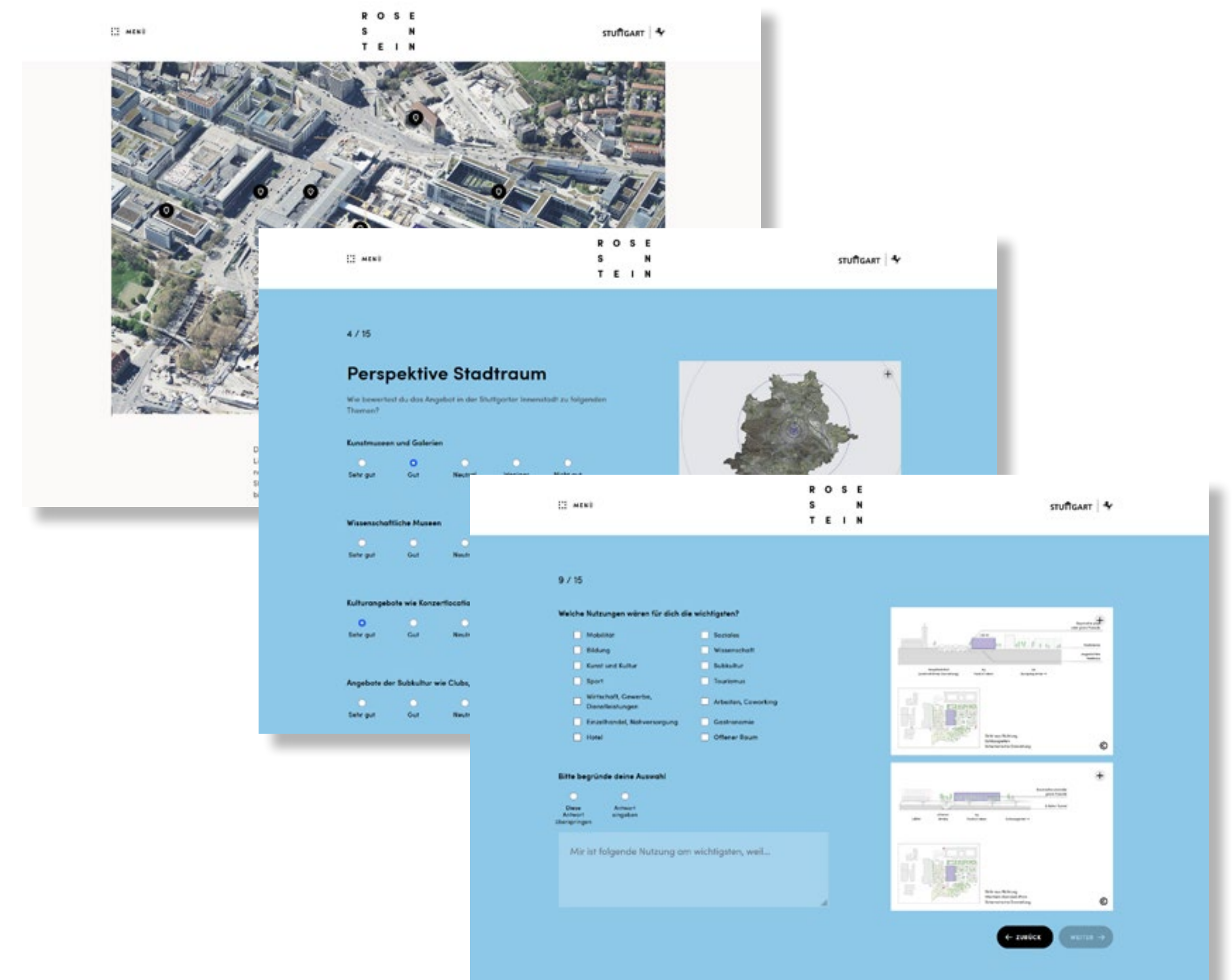
Photo: Dominique Brewing

Public participation 2023: Needs, wishes, concerns



Photo: Dominique Brewing

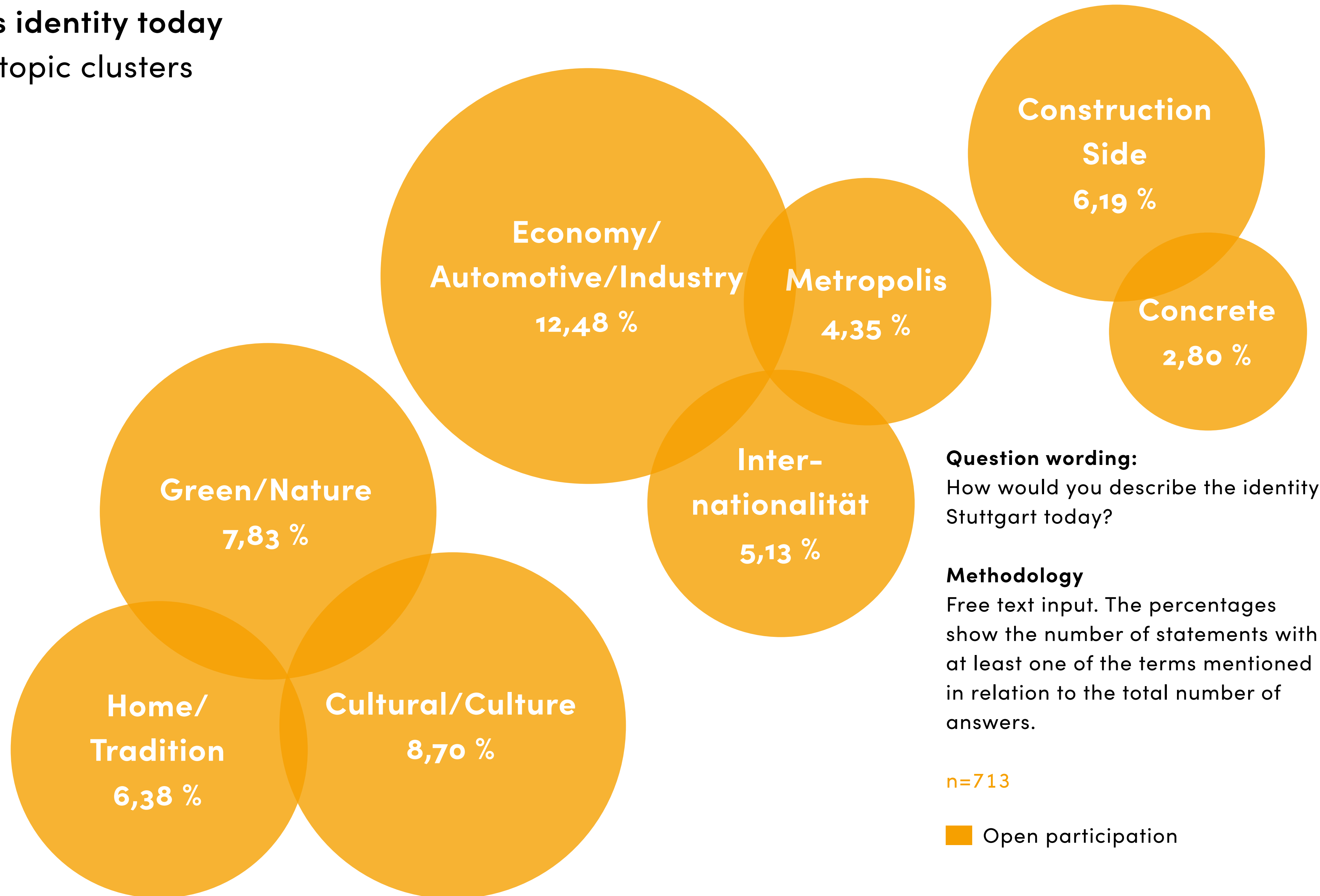
Public participation 2023: Needs, wishes, concerns



Stuttgart's identity today

Stuttgart's identity today

Identified topic clusters



How do residents describe Stuttgart's identity today?

The results briefly summarised. Stuttgart is ...

Automotive city

Stuttgart is globally recognised and significant for its automotive industry.

Hidden champion

Stuttgart has many other strengths, e.g. as a local cultural centre.

"Large construction site"

Stuttgart is associated locally and nationally with building sites and lots of concrete.

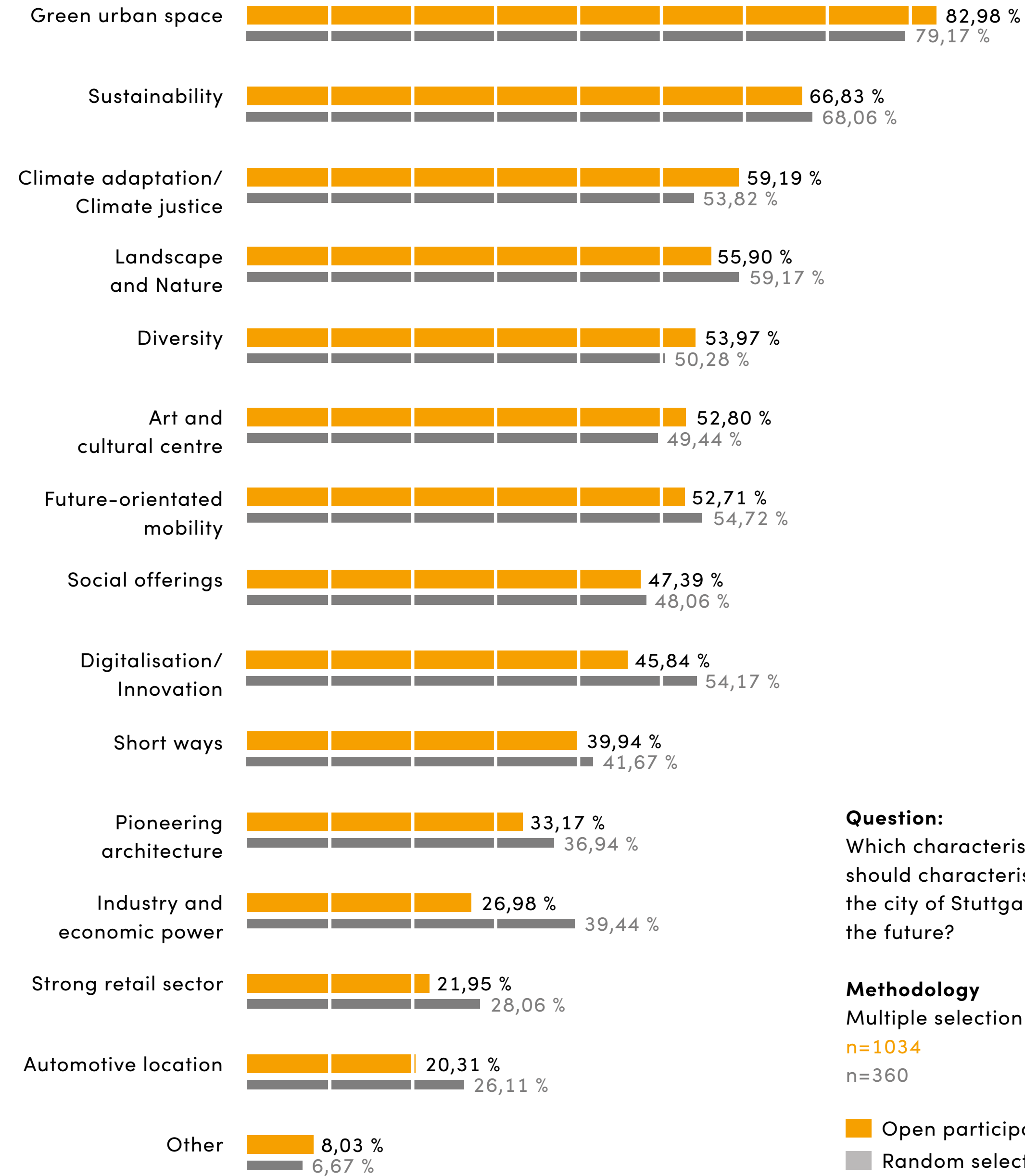
Green state capital

The large forest and other green spaces are perceived as a source of identity.

Stuttgart's identity in the future

Characteristics and values for the future

Results in relation to the comparison group



Question:

Which characteristics and values should characterise the identity of the city of Stuttgart more strongly in the future?

Methodology

Multiple selection

n=1034

n=360

■ Open participation

■ Random selection

Which characteristics and values should characterise the city more strongly in the future? It is important to the participants:

A city of diversity

Stuttgart's identity should be more multi-dimensional in the future.

People-centred city

An open, social urban society should be at the centre of urban development.

Green and climate-friendly city

Climate protection and climate adaptation measures should characterise the city in the future.

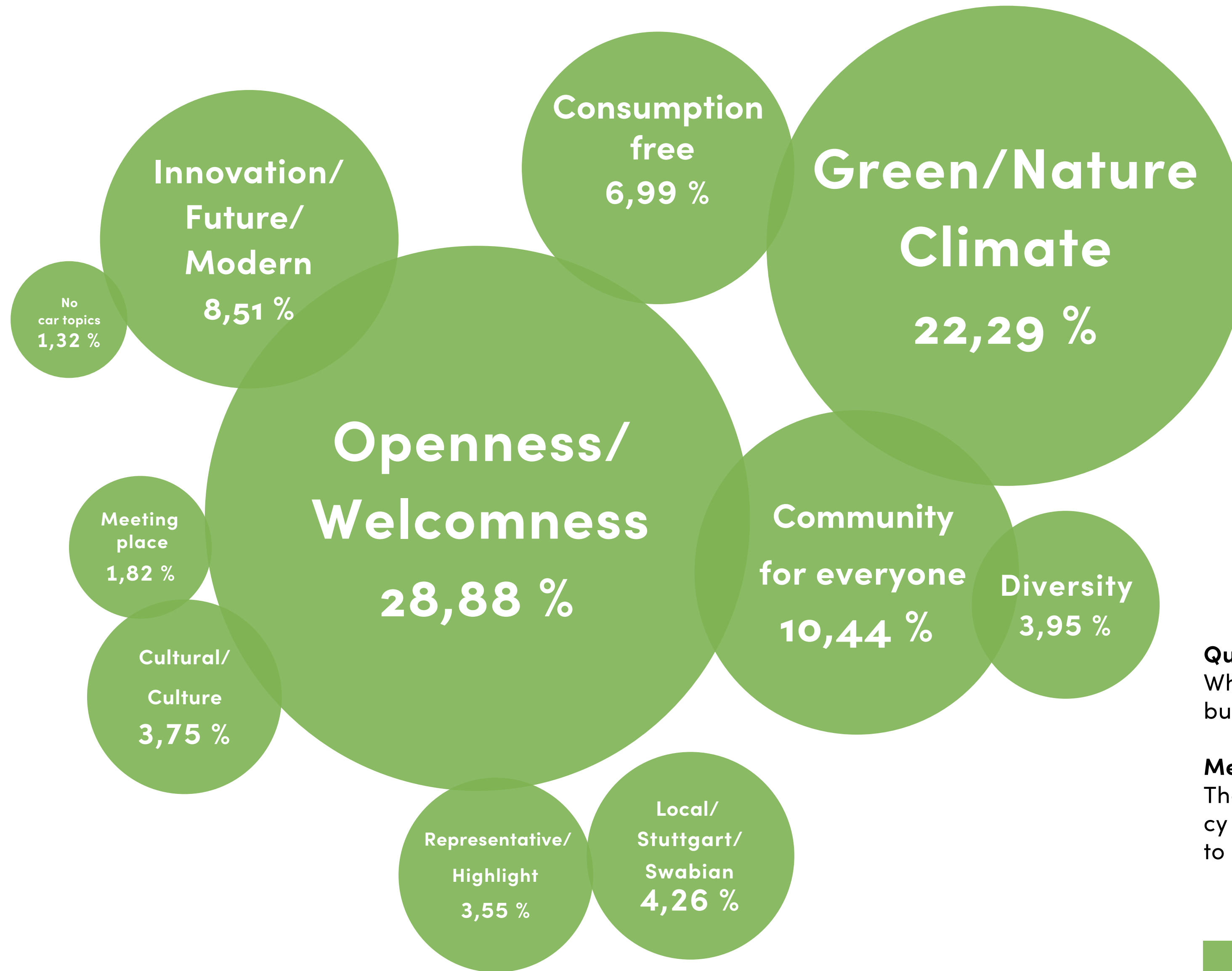
City with a spirit of innovation

The power of innovation should be used to create an identity for the future.

What message should be conveyed?

What message do you want the building to convey?

Identified theme clusters



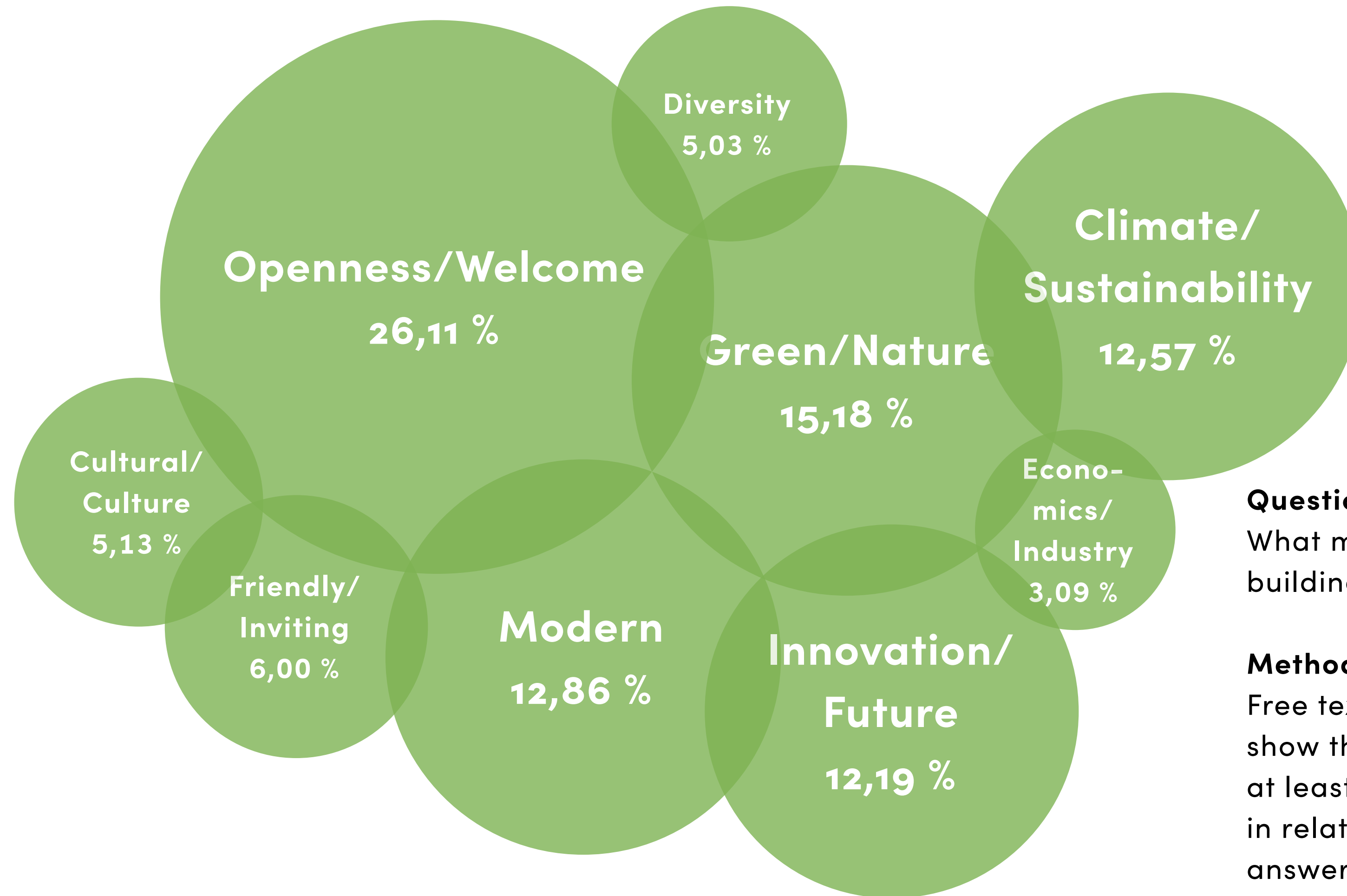
Question:
What message do you want the building to convey?

Methodology
The percentages show the frequency of the respective terms in relation to the total number of responses.

Open participation
n= 987

What message do you want the building to convey?

Identified theme clusters



Question:

What message do you want the building building convey to you?

Methodology

Free text input. The percentages show the number of statements with at least one of the terms mentioned in relation to the total number of answers.

■ Open Participation

The following was important to the participants in the consultation:

- We are making our message internationally understandable.
- We welcome everyone with our cosmopolitanism.
- We are a green and climate-friendly city.
- We are a city for everyone and ensure social cohesion.
- We are a modern city that achieves justice for the future through innovation.
- We value our local and regional qualities and emphasise them internationally.

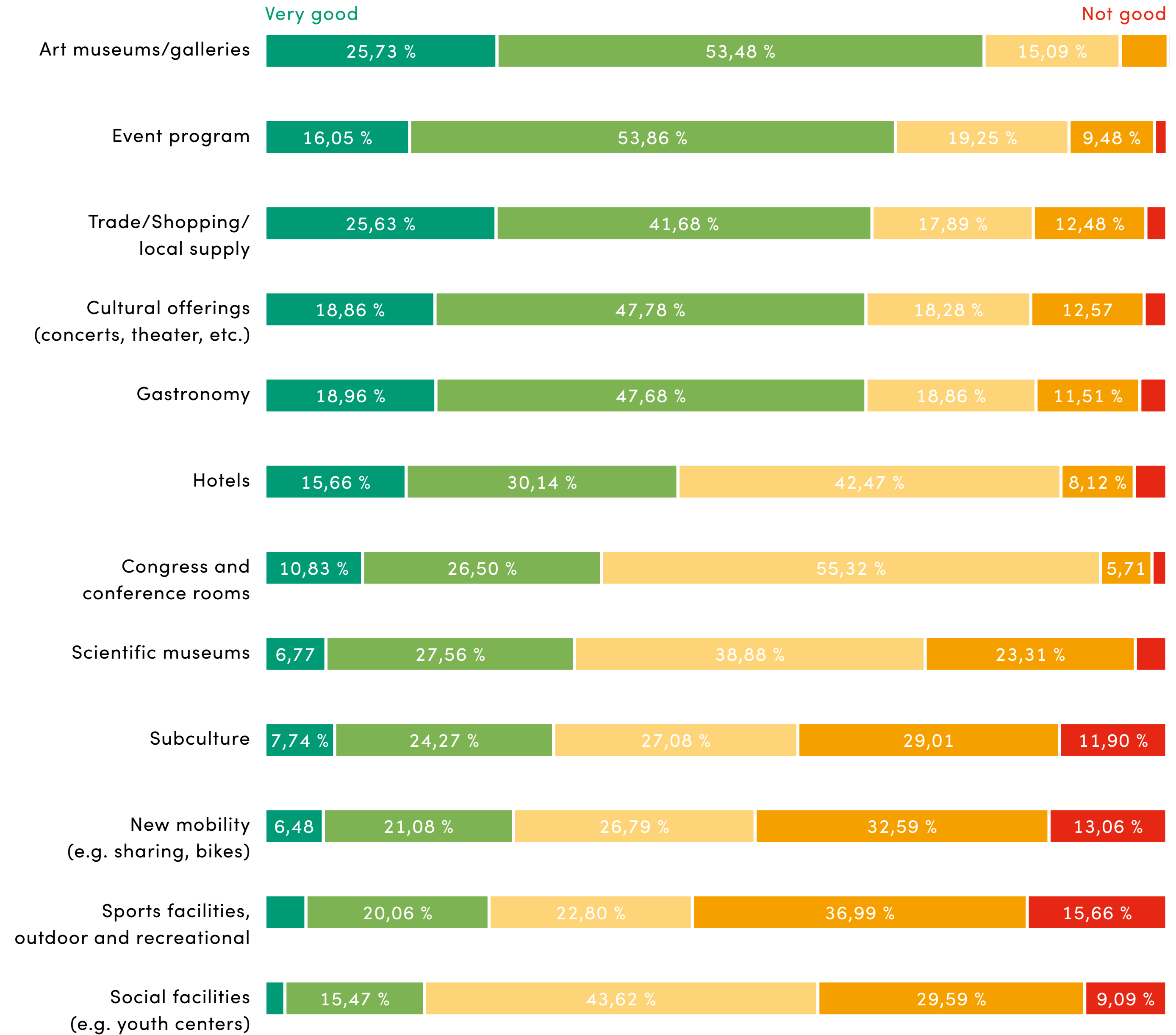
**Surroundings:
Offers in the city centre**



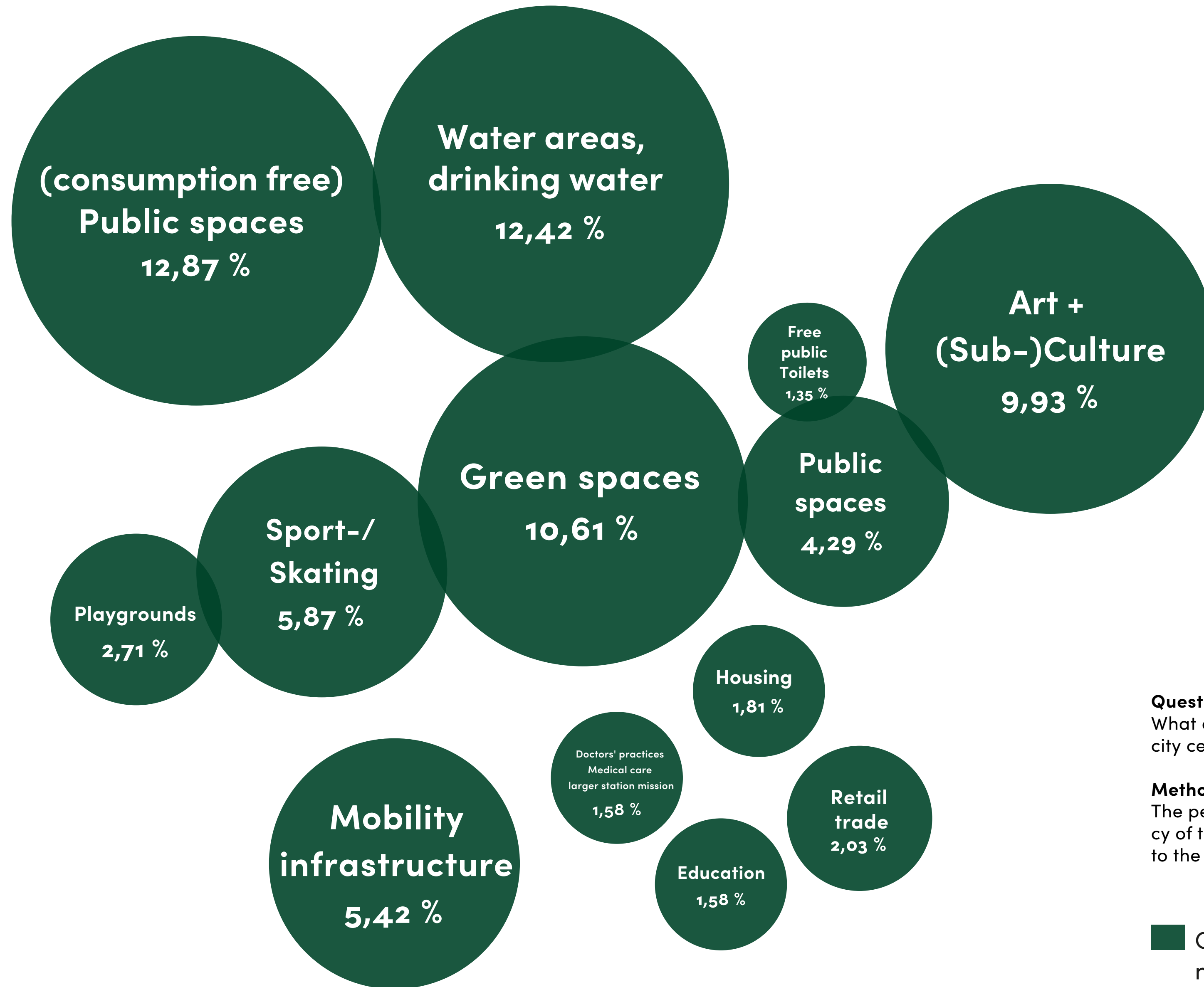
- 1 Staatsgalerie**
Foto: Karl Semle
- 2 Staatsoper**
Foto: Dominik Thewes
- 3 StadtPalais - Museum für Stuttgart**
Foto: Thomas Wagner
- 4 Altes Schloss**
Foto: Max Kovalenko
- 5 Kunstmuseum**
Foto: Leif Piechowski
- 6 Kultur- und Kongresszentrum Liederhalle**
Foto: Florian Selig
- 7 Lindenmuseum**
Foto: Thomas Niedermüller
- 8 Stadtbibliothek**
Foto: Max Kovalenko
- 9 Wagenhallen**
Foto: Thomas Wagner
- 10 Naturkundemuseum**
Foto: Thomas Wagner

Existing offers in the city center

Evaluation along a Likert scale



What do you miss in Stuttgart city centre?
Identified topic clusters



Question:
What do you miss in Stuttgart city centre?

Methodology
The percentages show the frequency of the respective terms in relation to the total number of responses.

■ Open participation
n= 443

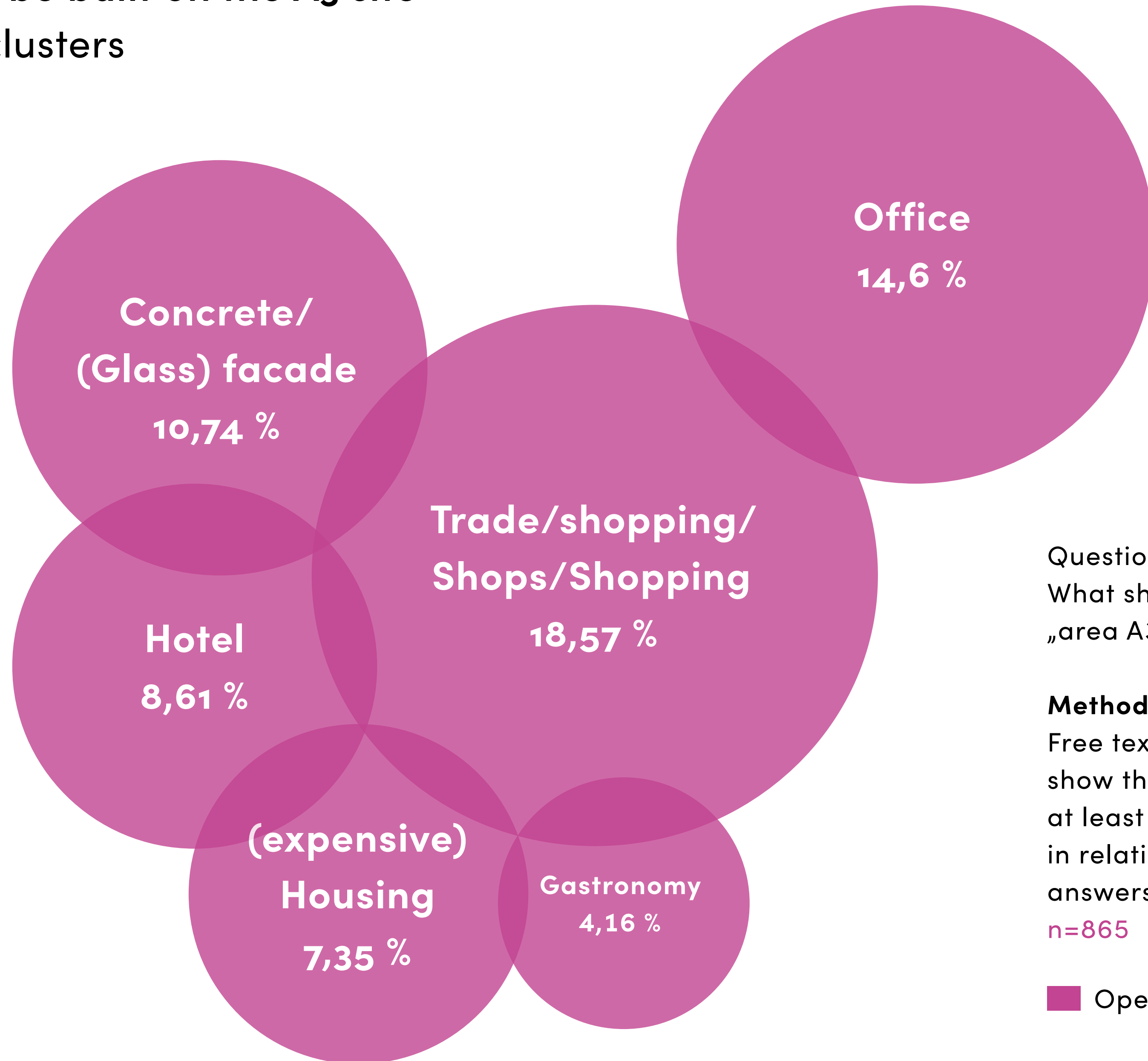
These are the most important findings from the survey. In Stuttgart there is ...

- a very good offer in the areas of art, (high) culture and events.
- a very good offer in the areas of retail and high-quality catering.
- a lack of (green) spaces for recreation, play and sport as well as non-consumption areas.
- a lack of offerings in the areas of subculture and nightlife.
- A lack of spaces and areas for children and young people and for the community.
- a lack of infrastructure for future mobility, e.g. bicycle boxes, charging stations, etc.

Concerns and worries

What should not be built on the A3 site

Identified topic clusters



Question:

What should not be built on the „area A3“? What are your concerns?

Methodology

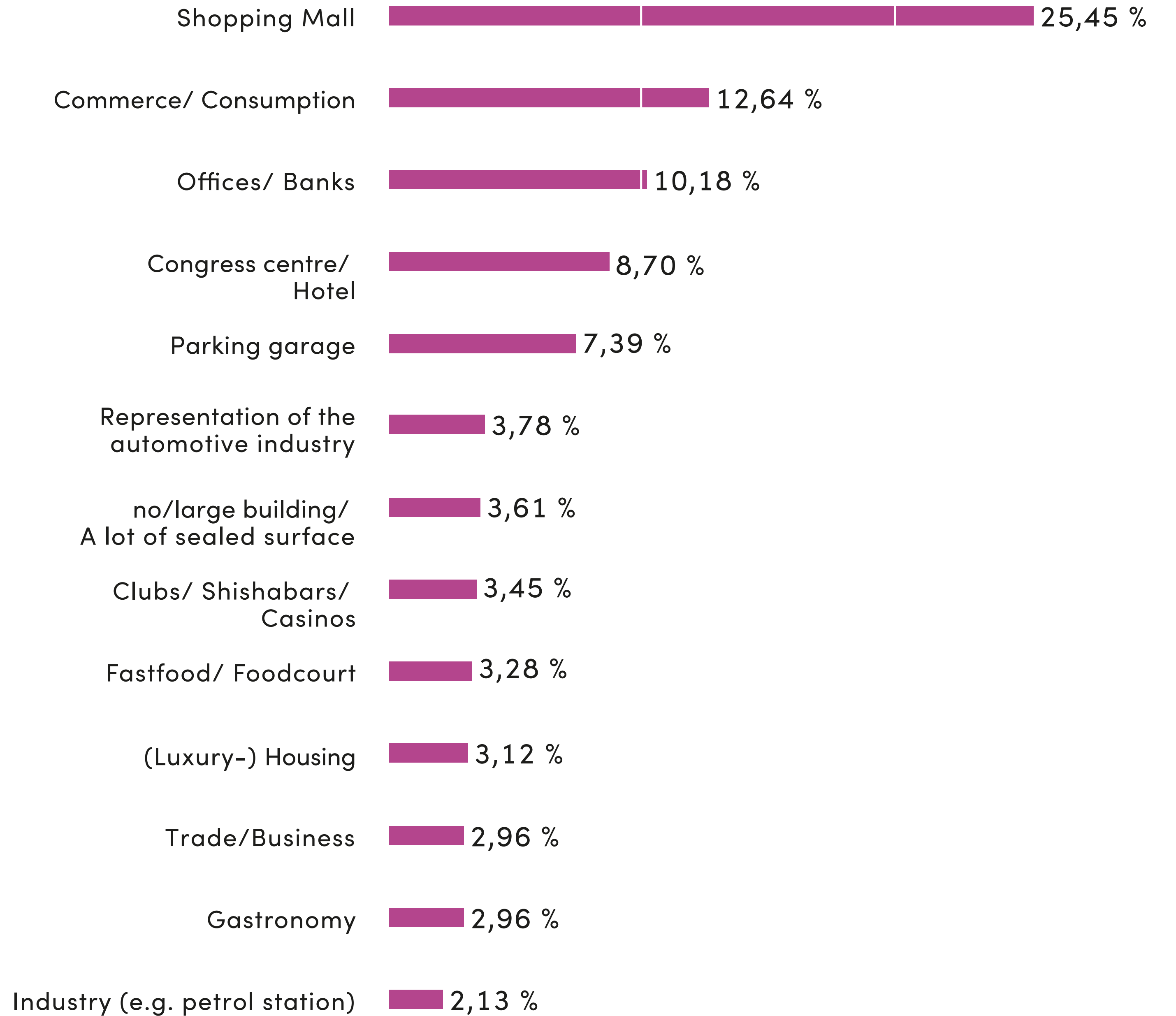
Free text input. The percentages show the number of statements with at least one of the terms mentioned in relation to the total number of answers.

n=865

■ Open Participation

What should not be built on the A3 site

Identified topic clusters



Concerns and worries

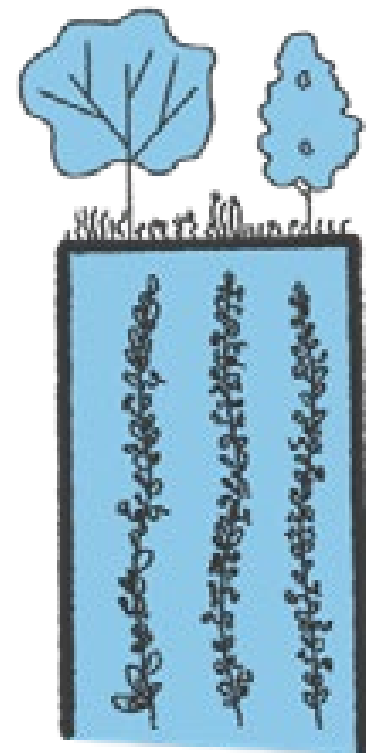
- Concerns about too many shopping centres with an international presence.
- Concerns about a less busy office and banking complex or hotel and conference centre.
- Concerns about gastronomy in terms of high-priced arbitrariness and interchangeability.
- Concerns about a lack of social diversity and inclusion, for example through flats in the “luxury” segment.
- Concerns about sterile “inhuman” architecture with lots of glass and concrete as well as large car parks.
- Concern that the results of the participation will not be taken into account and that there will be a lack of dialogue with citizens in the further process.

Look and feel

“Should match the Bonatz building,
could also be unusual.”

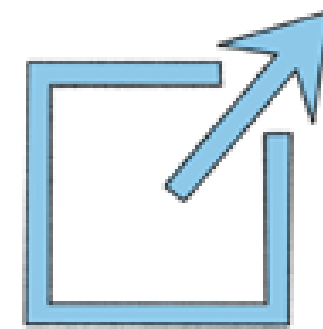
“No sterile
standard façade.”

“Open architecture,
no clear façade.”

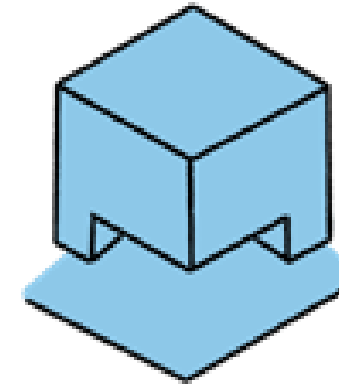


“Green façade.”

“Special building,
green tropical garden.”



“Open ground floor.”



“City shelf with containers, with
flexible, adaptable structures
(no investor construction).”

“Mixture of park and city.”

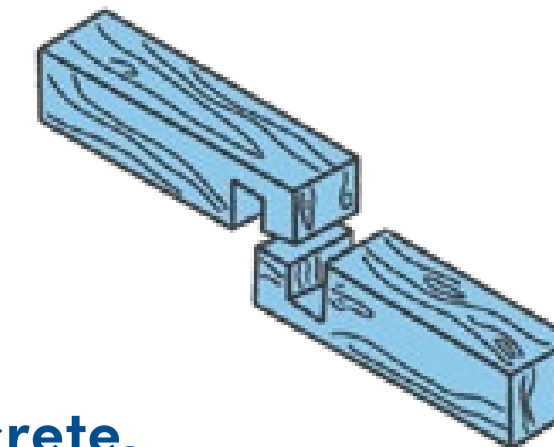
“Bright, not oppressive, open, no concrete.”

“Open design,
transparent,
large city shelf.”

“Connecting with the ribbon
for movement on Athener
Strasse.”

“Large volume
(like Centre Pompidou),
large entrance hall.”

“Green, bright,
a place for
summer.”

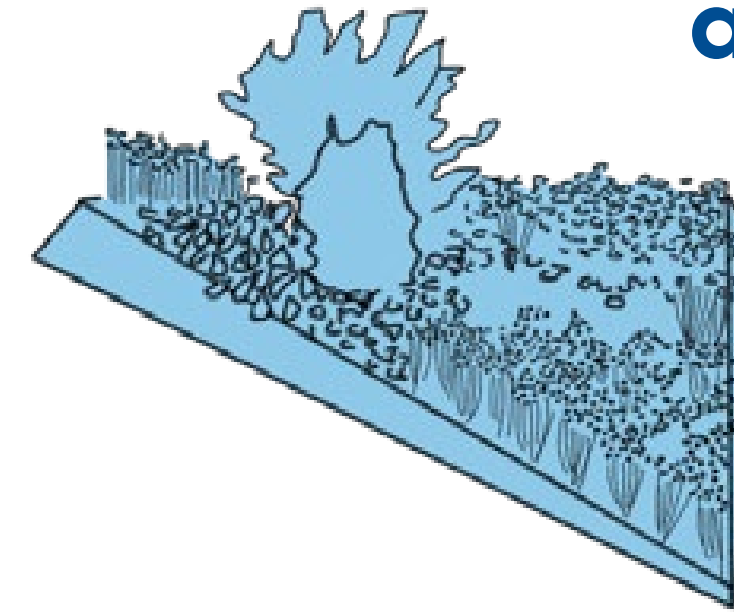


“No concrete,
not smooth.
Clay, straw,
glass façade,
recycling.”

“Modern, but as close to people as possible.”

“Greening, shading, resilience, flexibility.”

“Lots of green and water.”



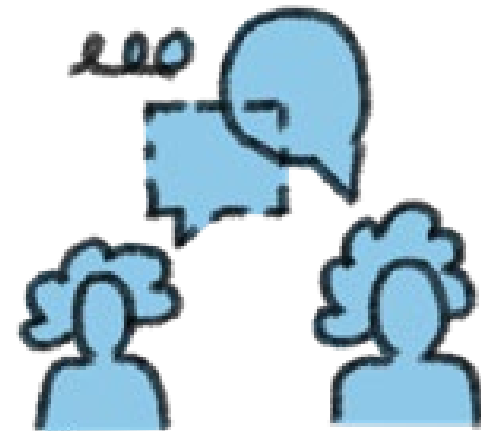
“Inviting. It’s a pleasure to walk by.”

“Wide, bright, good odour, green, glass, environmentally friendly.”

“A place of welcome and well-being.”

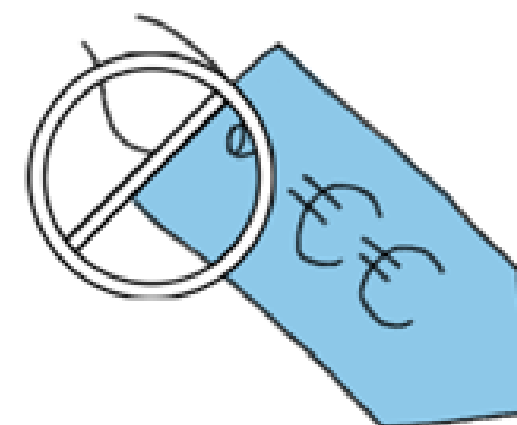
“Open spaces, well-being, green oasis, mosaic area, squares, diverse design, multiculturalism.”

“Lively, open, green, consumption-free, meeting place.”



“Authentic, low-threshold, accessible, scenic.”

“Not too elitist, not off-putting. Accessible.”



“Child-friendly.”

What is important to the people of Stuttgart?

- Identity-creating and identity-giving design, where quality (of life) takes precedence over prestige.
- Green design with tangible water elements.
- Inviting, open and bright design with translucent materials and open façades.
- Outstanding architecture thanks to forward-looking design and the use of sustainable materials.

Public participation 2023: Needs, wishes, concerns



Photo: Dominique Brevin

Public participation 2023 Needs, wishes, concerns



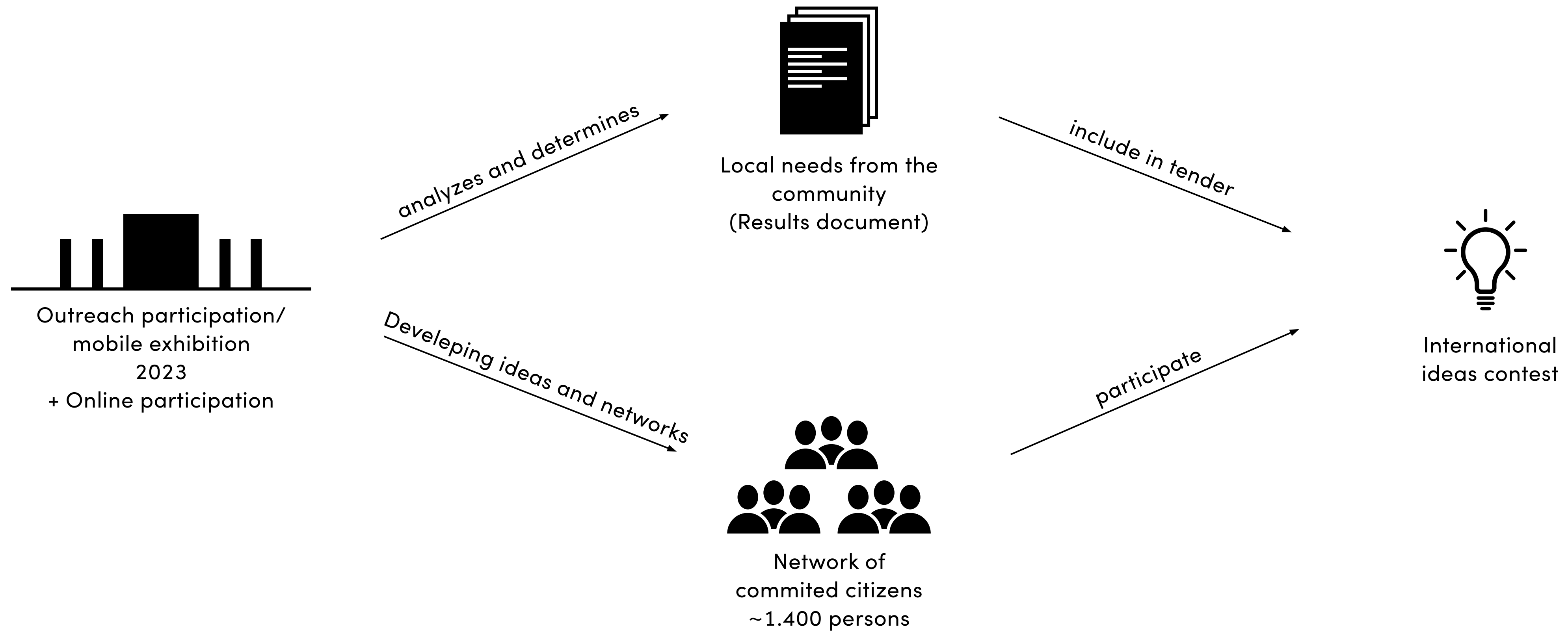
Photo: Dominique Brewin

Public participation 2023: Needs, wishes, concerns



Photo: Dominique Brewing

Public participation 2023: Needs, wishes, concerns



Culture



And.Ypsilon

(member of the band „Die Fantastischen Vier“),
musician and producer



Gitte Zschoch

Secretary General of the Institute
for Foreign Relations (ifa)

Science



Anja Bierwirth

Head of Urban Change Research
Unit at Wuppertal Insitute



Dr. Steffen Braun

Deputy Director at Fraunhofer
Insitute for Industrial Engineering
IAO

Economics



Frank Augustin

Founder of philosopical economics
magazine „agora42“



Prof. Dr. Patrick Planing

Professor of Business Psychology
and Business Transformation at HfT
Stuttgart

Tourism



Bettina Gräfin Bernadotte

Managing Director of
Mainau GmbH



Armin Dellnitz

Managing Director of Stuttgart-
Marketing GmbH and Regio Stuttgart
Marketing- und Tourismus GmbH

(Urban) Sociology



Dr. Anke Schröder

Architectural sociologist who heads
criminological research at German
Prevention Congress



Prof. Dr. Wolfgang Sonne

Professor of History and Theory of
Architecture at Technical University
of Dortmund

Architecture/Urban Planning



Cem Arat

Managing Partner
of asp Architekten GmbH



Prof. Susanne Dürr

Professor of Urban Design and
Building Theory at Karlsruhe
University of Applied Science

(Building) Ecology



Prof. Dr. Leonie Fischer

Professor of Landscape Planning
and Ecology at Stuttgart University



Dieter Grau

Landscape architect and Partner
of the international design studio
Henning Larsen

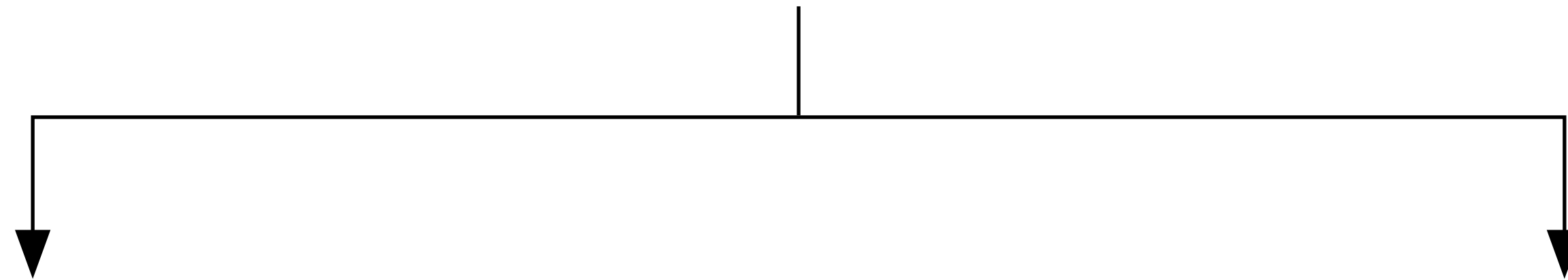
The jury

<p>Experts from the cultural sector, tourism sector, from the field of science, of economics, of (urban) sociology, of architecture and planning as well as of (building) ecology</p>	<p>Four citizens (Open application for residents of Stuttgart with random selection)</p>	<p>Representatives of the political groups of the municipal council (according to jury proportion)</p>
	<p>Two representatives from the Youth Council</p>	<p>Dr. Fabian Mayer First Mayor, Department of General Administration, Culture and Law</p> <p>Peter Pätzold Mayor of Urban Planning and Housing</p>

Prize money

30,000 €

total prize money*



24,000 €

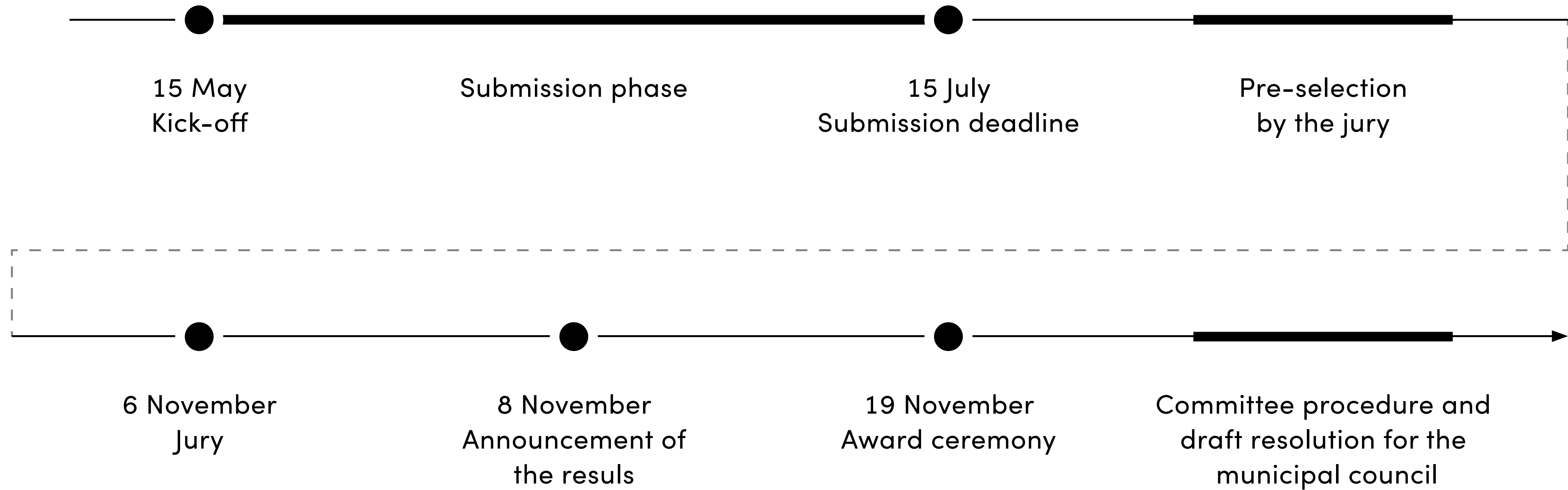
for up to eight prizes

6,000 €

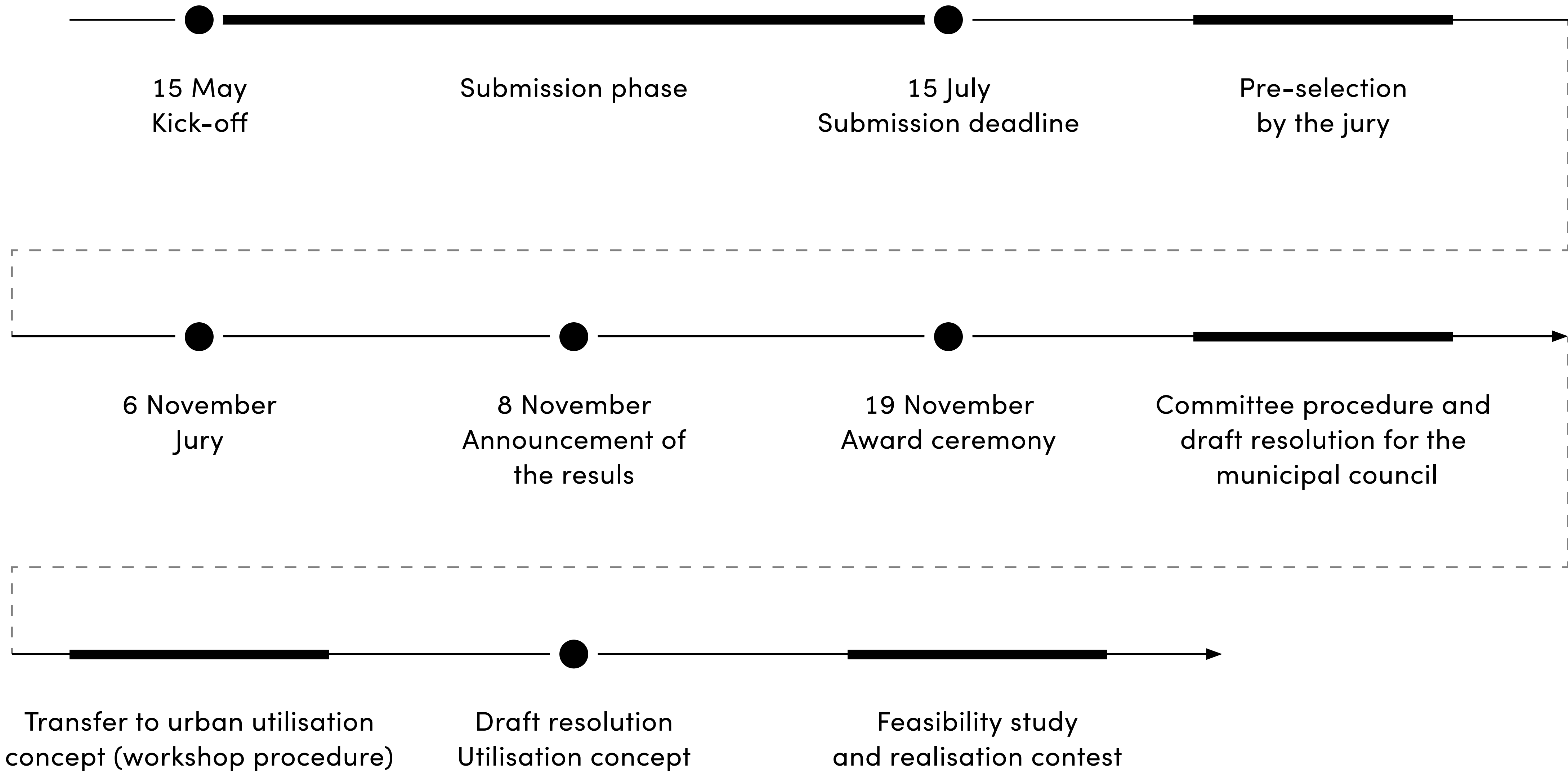
for further
recognitions

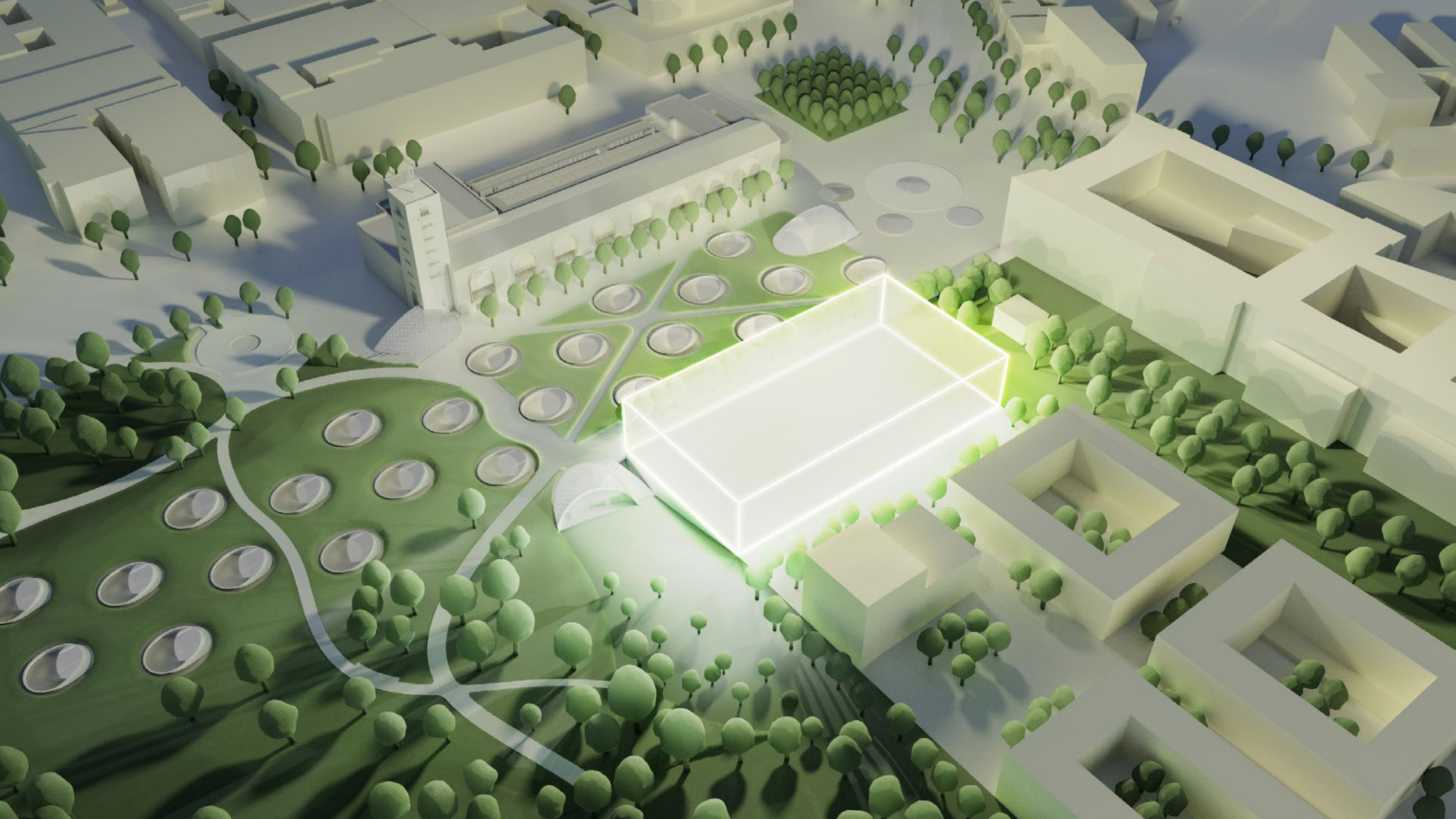
*All prize money figures in gross.

Schedule



Schedule





Dr. Malte Steinbach
Moderator of Zebralog

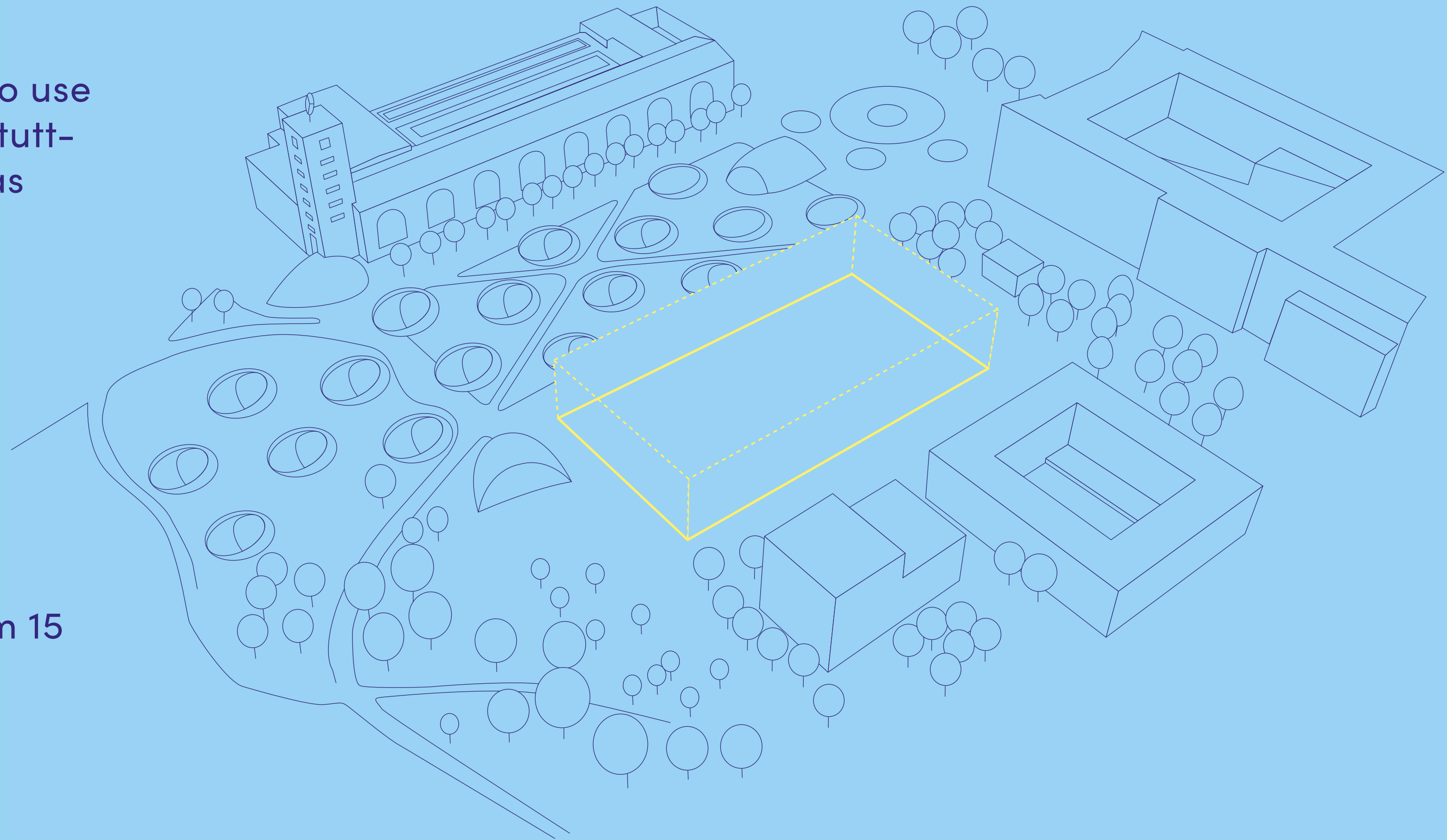
Introduction to the contest

→ What?

We're looking for specific ideas for ways to use the Space for Ideas directly adjacent to Stuttgart's future central station. The best ideas are honoured with prize money.

→ When?

Ideas can be submitted from 15 May to the 15 July 2024.



Introduction to the contest

→ Who?

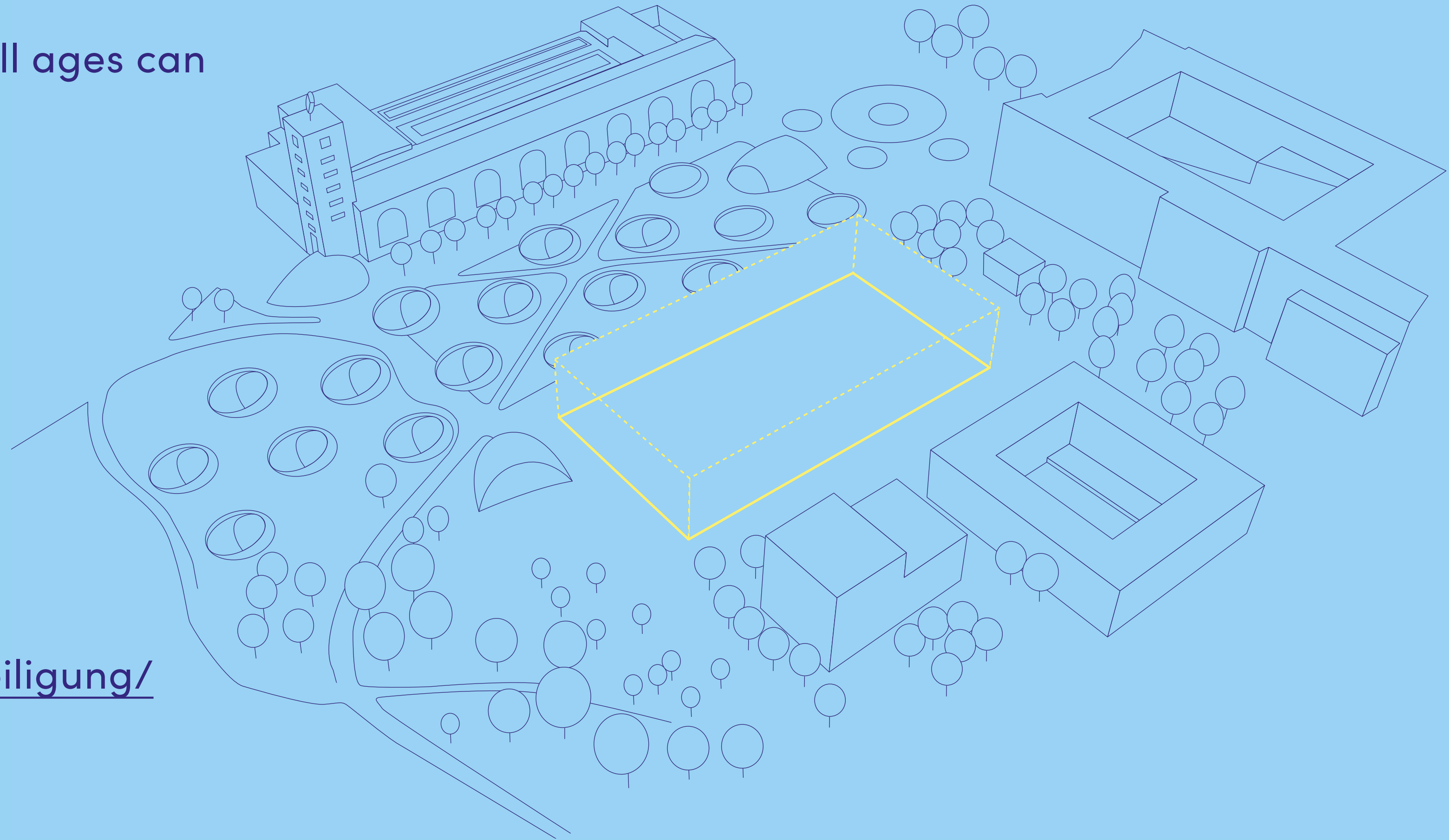
Individuals and groups of all ages can submit ideas.

→ How?

All ideas must be submitted on our online platform.

Further Information:

<https://rosenstein-stuttgart.de/en/beteiligung/ideas-contest>

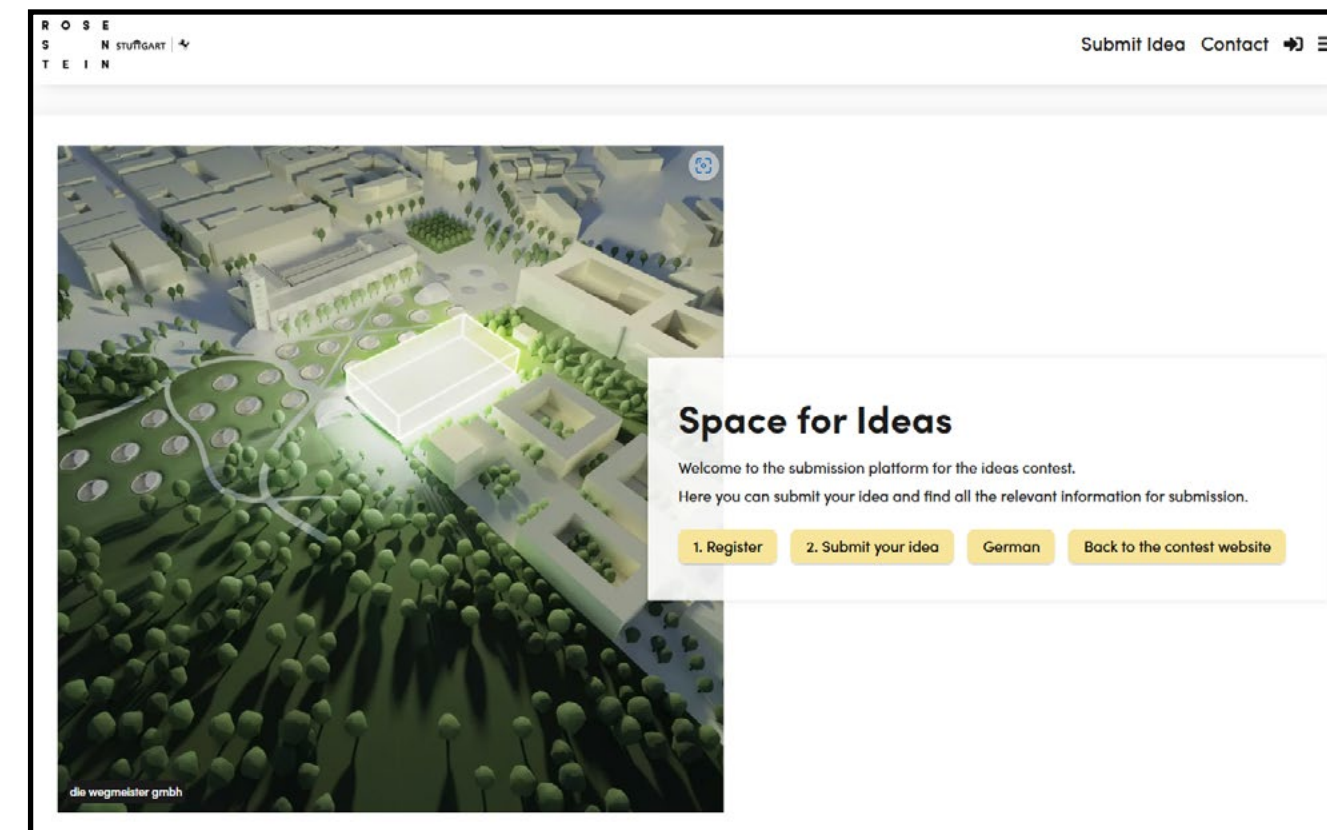


Different ways of participation

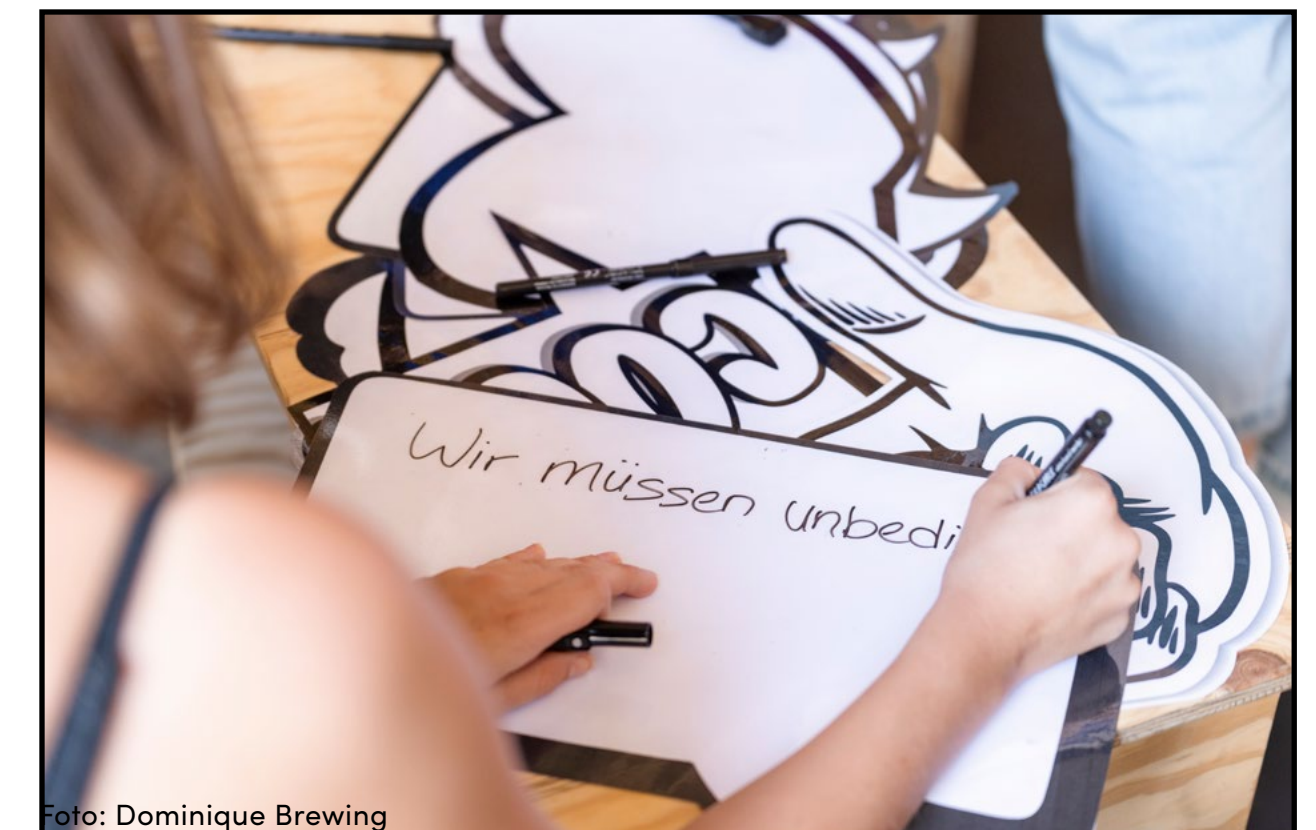
The game of ideas



Website



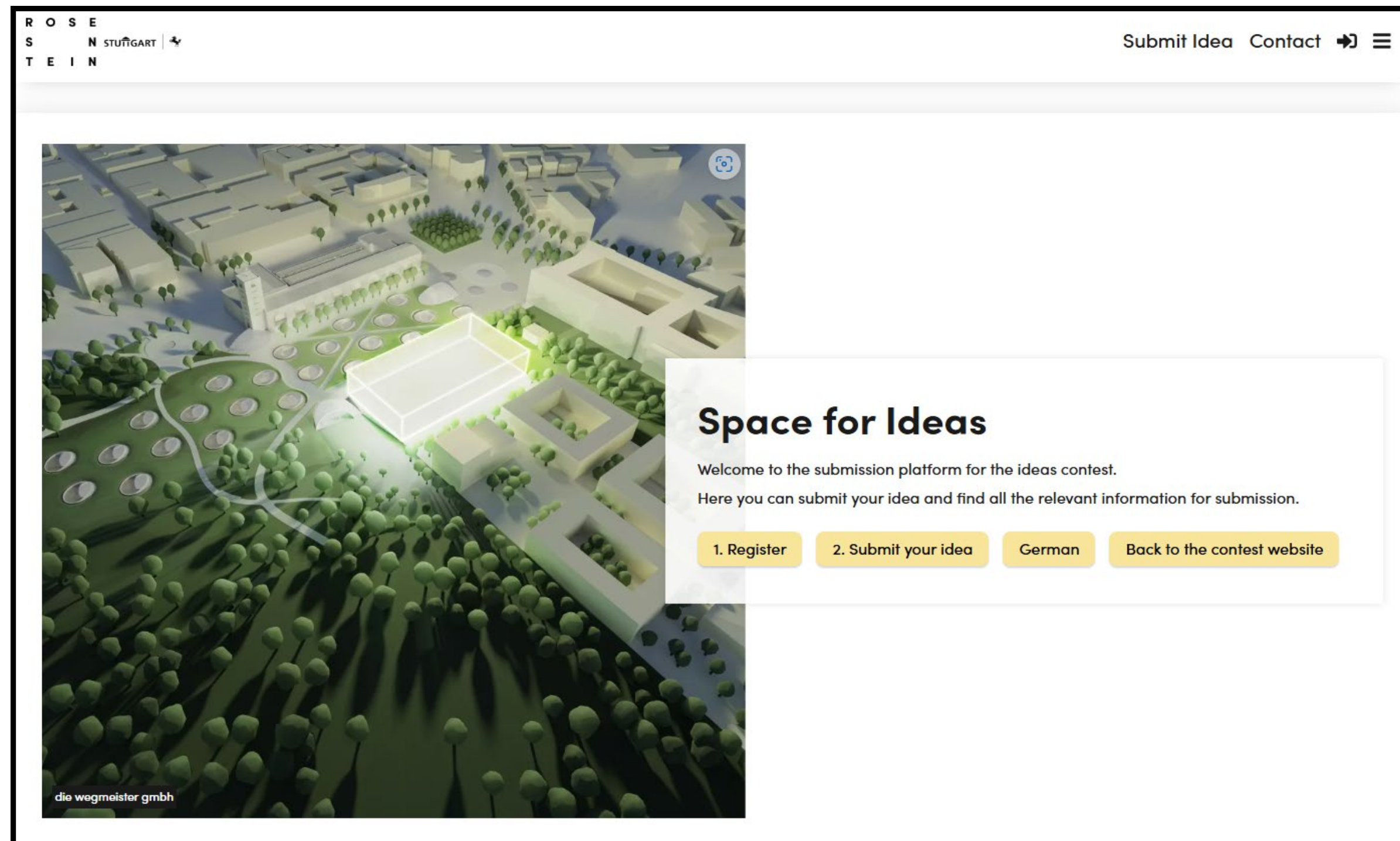
Ideas workshops



The task: rosenstein-stuttgart.de/en/beteiligung/ideas-contest-participation

Submission platform: ideen-rosenstein.de/en/

Different ways of participation >> Website/ Submission platform



Submission platform:

<https://ideen-rosenstein.de/en/>

Terms and conditions of participation:

<https://ideen-rosenstein.de/en/Bedingungen>

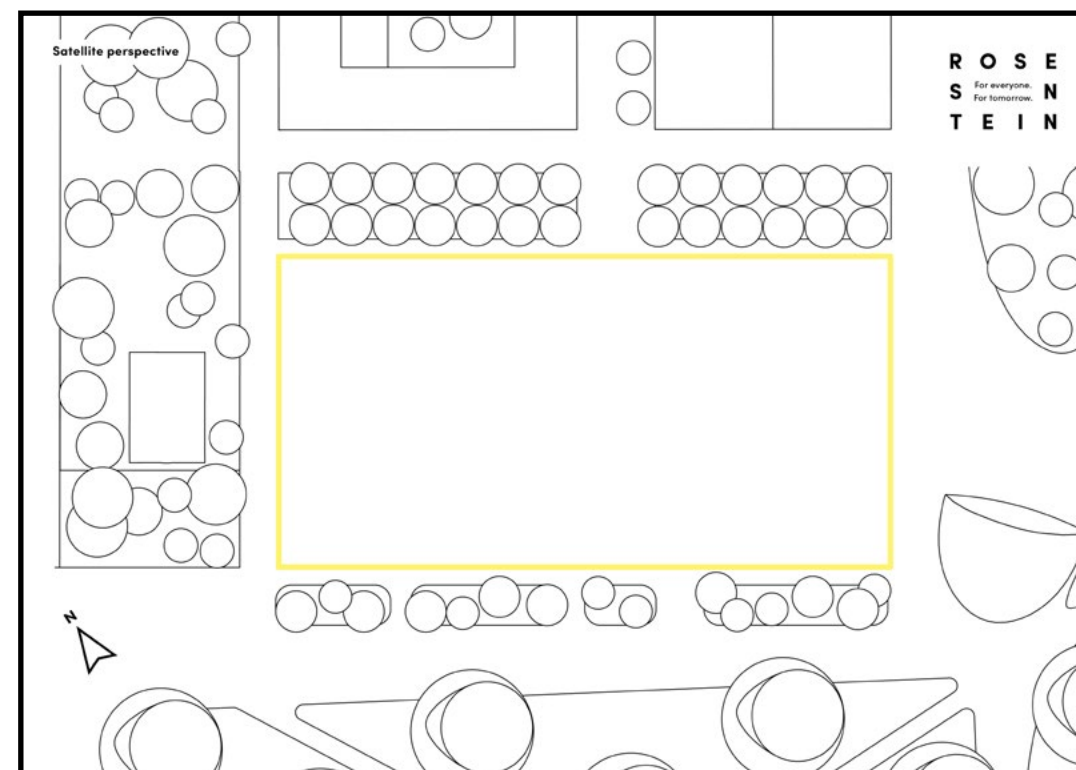
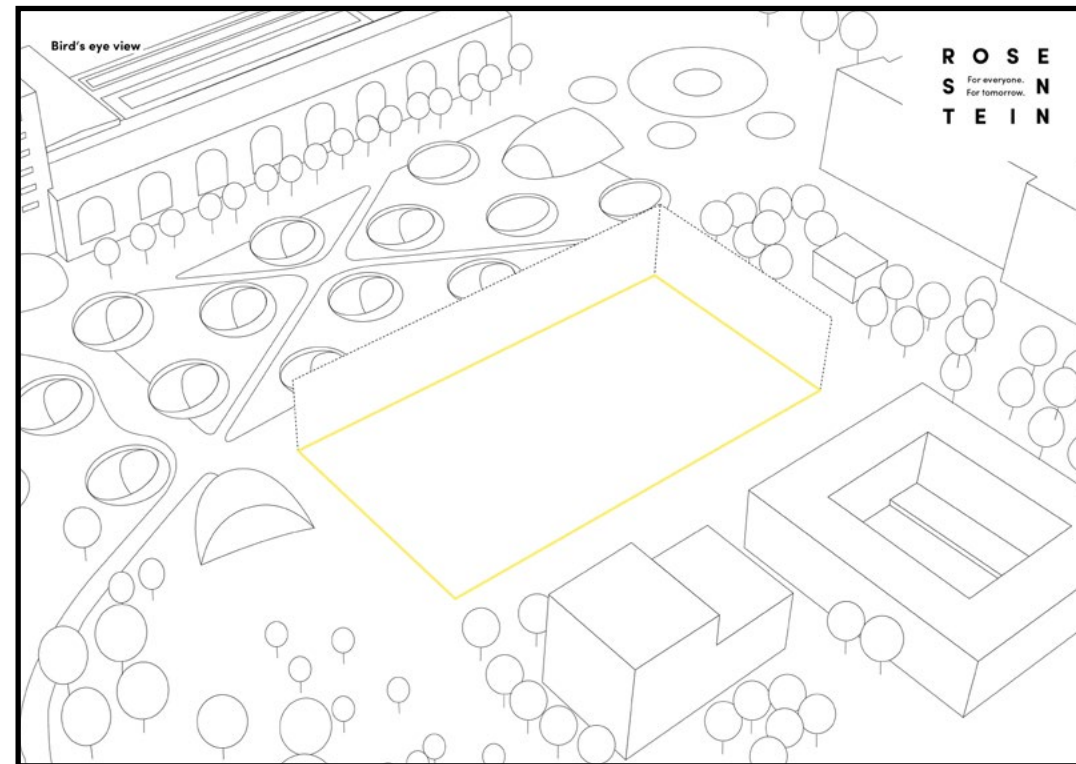
The game of ideas

- It can help you when **brainstorming and submitting your idea.**
- It offers **materials and equipment** you can use to illustrate your ideas.
- You can **download or order the game and materials**

Download now: <https://rosenstein-stuttgart.de/media/downloads/GameOfIdeas.zip>

Order now: <https://rosenstein-stuttgart.de/en/beteiligung/order-game-of-ideas>

Different ways of participation >> The game of ideas >> materials and equipment



Drawing-Templates

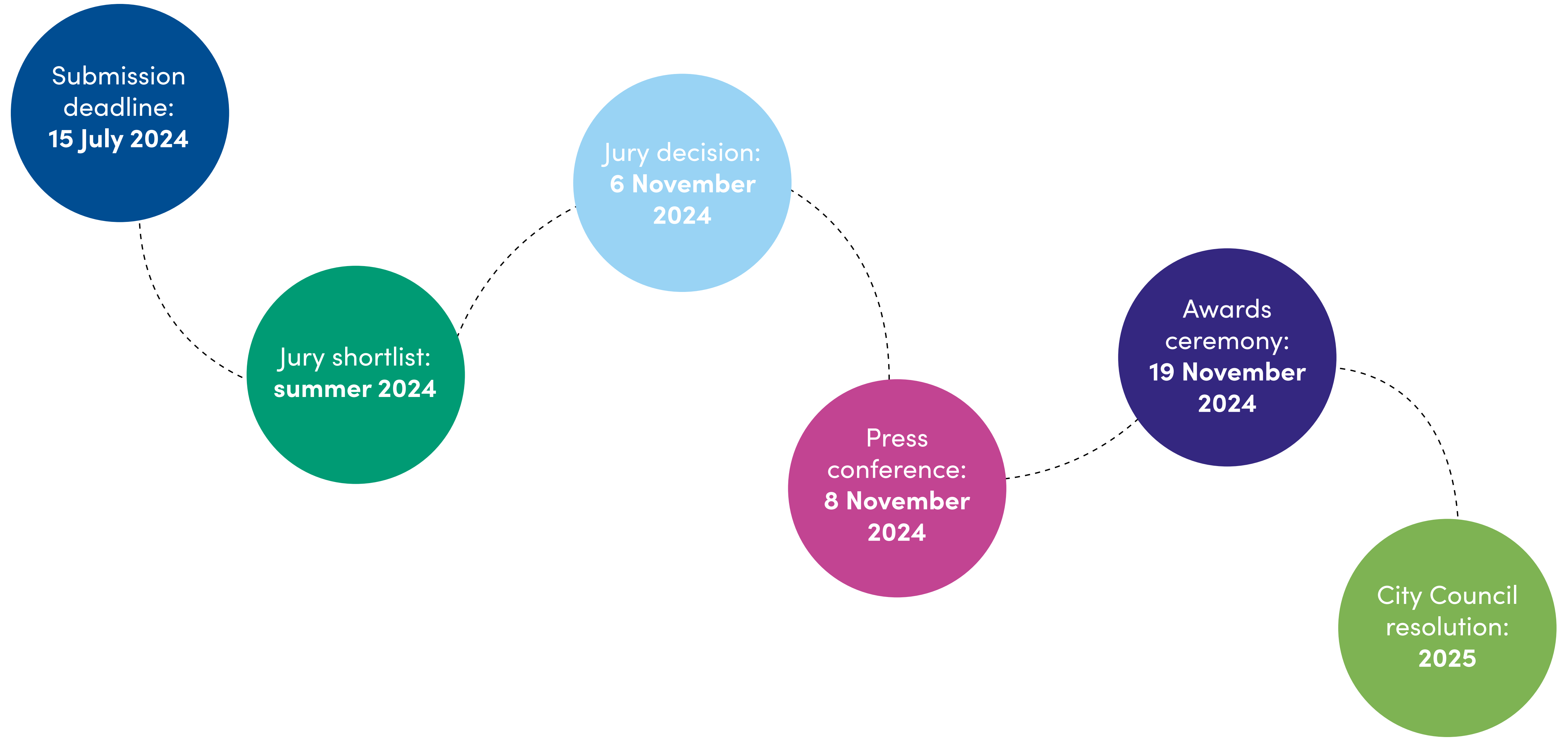
A writing sheet template with a light blue background. At the top right, it says 'ROSE For everyone. For tomorrow. STEIN'. Below this, there is a section titled 'My idea' with a blue header. Underneath is a line for 'Title of the idea'. The main body of the sheet is divided into two sections: 'The idea in a few sentences:' followed by several horizontal lines for writing, and 'The idea summarized in a single sentence:' followed by a few more horizontal lines for writing.

Writing Sheet

A game card template with a light green background. At the top left, there is a blue box with the word 'Hello' in white. To its right, a dashed line with an arrow points to the text 'Here we go!'. Below this, there are three sections, each with an icon in a circle and a paragraph of text. The first icon is a question mark, the second is a deck of cards, and the third is a hand pointing. At the bottom right, there is a small black number '1'.

Game Cards

What will happen to the submitted ideas?



STUTTGART



R O S E
S For everyone. N
T E I N
For tomorrow.

Keynote

Prof. Susanne Dürr

Professor of Urban Design and Building Theory

Faculty of Architecture and Civil Engineering, Hochschule

Karlsruhe - University of Applied Sciences (HKA)

Keynote Prof. Susanne Dürr

- You can **download the keynote slides here:**

Download now: https://rosenstein-stuttgart.de/media/downloads/240521_Keynote_Raum-fuer-Ideen_SDuerr_Onlineversion_web.pdf

STUTTGART



R O S E
S For everyone. N
T E I N
For tomorrow.

Q & A
Ask us anything

Q & A: Ask us anything about the contest

~ 60 minutes

- 1 Questions in the chat
- 2 Co-moderators will collect and cluster the questions
- 3 Panel will answer 1-3 connected question(s),
then the next 1-3 question(s)

For everyone.
For tomorrow.

R O S E
N

Thank you.

S
T E I N