

# E15 JURY STATEMENT

## WINNER

47NORD15OST

FJ340

**Local commission:** The project works hard to implement positive urban developments while also avoiding final decisions. The theory is that any future development relies on differentiating between hard and set rules and soft development strategies. If this happens all parties should benefit. The idea of the circular economy has been dealt with by systematic thinking and consistent development. The mobility concept supports the activation of the public space. The stated aim is to maximise density while reducing the requirement for space. In order to make the new space attractive and available to the public, it is suggested that stakeholders are offered the chance of their properties being developed. This strategy has been credibly worked into the project. The vertical factory should be developed in stages and the outcome is negotiable. The long-term strategy is to reduce the amount of used ground by fully exploiting the density. The open-plan solutions are viewed as flexible. Outer access and a large atrium are proposed in order to facilitate the development in stages and ensure various uses. The use of space is convincingly implemented. Due to the open plan on the ground floor a pleasant high-quality living space is produced. There is a distinctive entranceway and luxurious reception area. The existing “Schaumbad”- company finds itself therefore in a prominent position.

**International jury:** The jury unanimously values the ideological statement of the project and its consequent elaboration. Densifying is a sustainable option, because it allows land to be kept free. A clear stance is expressed by 47Nord15Ost resulting in building higher to keep land unbuilt. Its intrinsic approach to “raw earth” is rated highly, because it is simply something more than a roof garden on top of a shed.

Besides that, the flexibility of the proposal and the productivity in the third dimension are deemed as the main assets of this project. It offers possibilities for diverse productive forms with a real mix of functions and various modes of production throughout the building. A generic spatial ring-volume is kept free of any logistic cores (they are located on the perimeter), thereby ensuring flexible horizontal and vertical uses.

Also, the strategy of phasing seems plausible, with the construction of the new vertical factory being entirely independent of the existing structure and therefore allowing an autonomous reduction of the hall which suits the tenants’ needs. Some jury members question though, if the existing structure won’t simply become a shell, waiting to collapse.

On a strategic level the project highlights the need for negotiation processes between the city, the enterprises and the companies. In order to resolve any issues, where a lack of quality from enterprises is counterbalanced by increasing regulations from the city, negotiations on a strategic level are needed for production to be kept inside the city. With its hard and soft components this project proposes guidelines for future developments on a strategic level.

The generosity of the project is highly valued by the jury; however, it recognises new topics of logistic performance and usage that will arise with the opening of the ground floor. The jury therefore strongly recommends further development of this area in the sense of quality space for the users and the public. The inner courtyard shown in the runner-up project should be examined in order to ensure a high level of spatial quality. The jury agrees collectively that the land on the left upper quarter must be kept completely free; only then can the generosity of the space be upheld. In general, the project is considered an important and innovative contribution to the global discourse on the productive city and is therefore unanimously voted as the winning entry.