



Creative Milieus and Open Spaces in Hamburg

Abstract of the Expert Report

Culture and creative industries open up new development chances for cities. Creative scenes and milieus shape city spaces. Which suitable approaches exist to promote creative milieus? Where could these milieus develop in the city of Hamburg in the future? These are the key questions of the expert report "Creative Milieus and Open Spaces in Hamburg", which the State Ministry of Urban Development and Environment released in 2010.



Main Findings of the Expert Report

Creative milieus contribute importantly to a sustainable urban development of the city of Hamburg. In these milieus you can particularly see the changes of society. This is a place, where new living and work forms and ideas for new products and services can be developed on a small scale. This mix generates lively and interesting places for female and male residents, as well for visitors.

Hamburg already has various creative milieus: besides the well-known creative "cells" Schanzenviertel / St.Pauli / Ottensen, the focus lies on additional quarters, where creative industries and artistic action concentrate in a unique way and shape the urban environment. These are for example the spaces east of the city

center, which are in a state of change and where creative scenes have developed in the past years, such as the Brandshofareal near the bridges of the river Elbe, the Münzviertel south of the main train station, the area north of the Billebecken in the quarter Hamburg Hamm.

In the future there will also be chances of space for new creative milieus in Hamburg. The expert report points out parallel scenarios such as, for example:

- Ensuring low-threshold spaces in the creative cells of Hamburg,

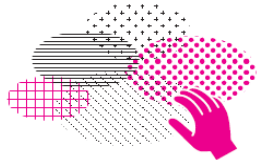
- Initiating a creative profiling of the Oberhafen-area, which extends from the Deichtorhallen across the Oberhafenquartier of the HafenCity to the Brandshofareal along the bridges of the river Elbe,
- Developing a spatial cluster with the whole range of culture and creative industries in the Speicherstadt in a prominent location between the HafenCity and the inner city,
- Opening existing properties in the railway triangle in the quarter Altona for creative economic and cultural intermediate and permanent use.

It is a key question for the complete urban spatial strategy, how these spaces can be opened for creative forces, and how these processes can be organized and financed by the different kinds of involved parties. Creative locations cannot be planned in a so to speak conventional sense; it is much more a matter of generating the framework conditions, which allow these processes.

Thereby the city is only one partner among many others. This requires a culture of openness for cultural and creative processes – especially on the part of the city, but also among all of the involved parties.

ACTION FIELDS AND INSTRUMENTS | an Overview

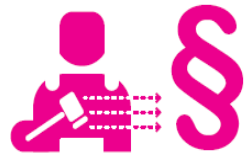
New Policy of Spaces



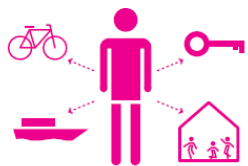
The availability of spaces is a substantial key factor for the development of creative milieus. The opening of spaces and the cooperation with the city real estate management and the private property owners within a new policy of spaces are essential measures to activate and support creative milieus in Hamburg.

The existing legal conditions predetermine a range of instruments, which are also relevant for the creative urban development. Important is the adequate application in regard to an up to date, strongly flexible planning. In this way well known instruments can be used innovatively for the implementation of more organic development approaches.

Legal Conditions



User-orientated Infrastructures



A link between necessary infrastructures and short distances exist in the dense inner city quarters. This allows a close interlocking between work, living and everyday life and plays an important role for the development of creative milieus.

Hamburg possesses a wide range of promotion opportunities in the field of creative industries, which are further enlarged by the institution of the Hamburg Kreativ Gesellschaft. The instruments of promotion are oriented in a sector-specific way and cover closely defined fields. The target of systematic promotions must be the enabling of actors, so that they get set on their own feet.

Funding and Promoting



Dynamic and Open Development Procedures



While classic planning approaches aim at precisely built final states, creative and user-orientated developments follow far more flexible concepts, which are guided by the real conditions of a location. With open and dynamic development procedures an adjustment between planning and the growing realities, availability of space and public spheres can follow coordinately.

An open planning culture is carried by three columns:

- communication
- mediation
- cooperation

The city increasingly takes the role of a coordinator and a neutral mediator, who assists the process and interlinks the actors.

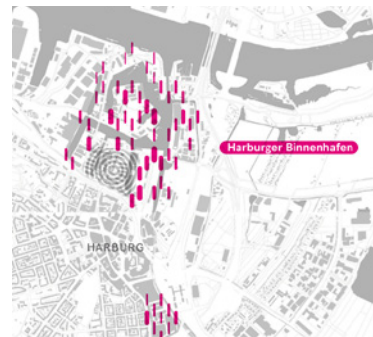
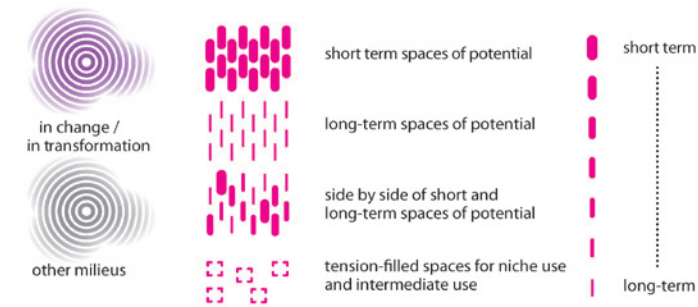
Communication, Mediation and Cooperation



POTENTIALS

From a citywide perspective there are locations recorded in the plan "urban spacial potentials", which can be particularly suitable for creative milieus due to their specific features. The marking of spaces differentiates their short or long-term activatability

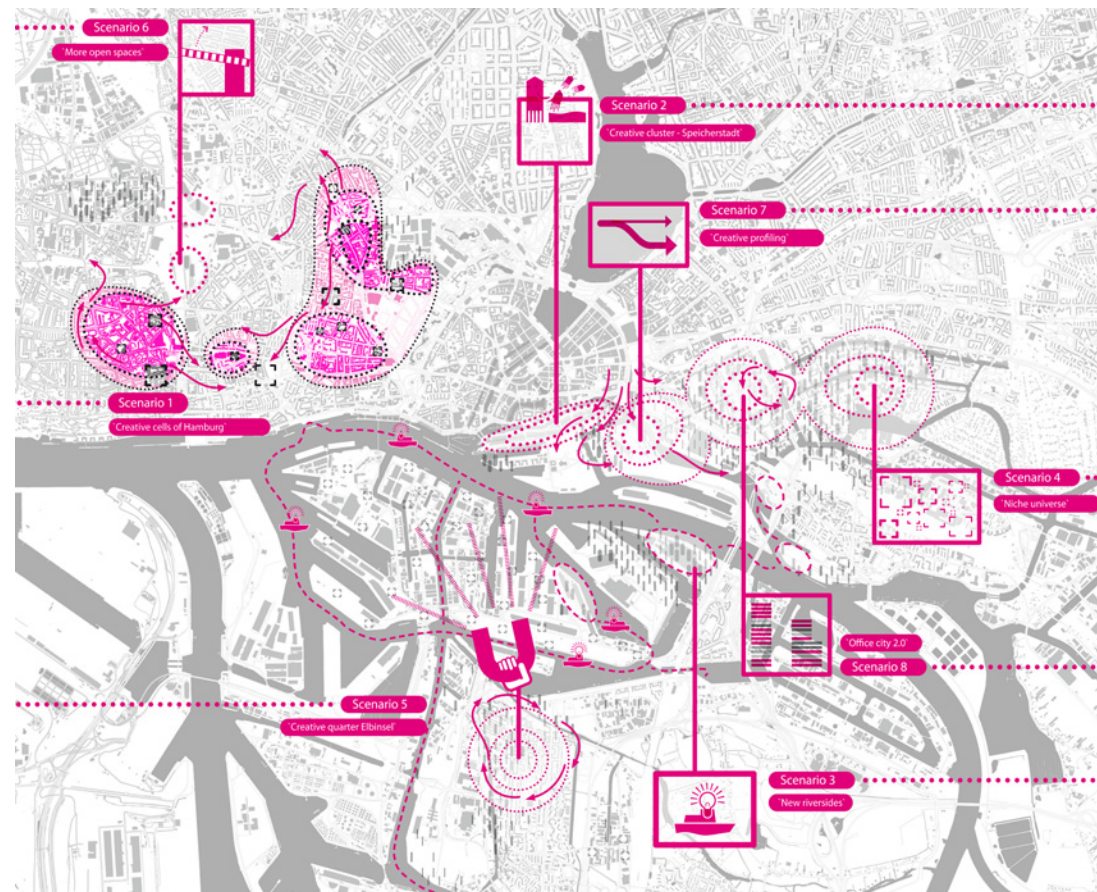
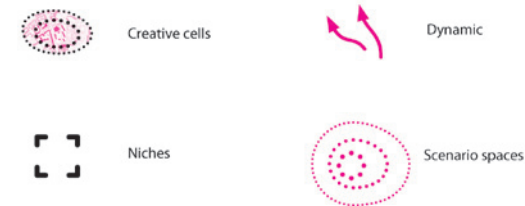
and relevance; within these spaces a side by side of short and long-term potentials are also possible. Within the framework of the existing use of the port also offers niches for temporary uses. The depicted spaces of potential represent a qualitative selection.



SCENARIOS

The scenario plan shows for significant urban spaces possible development scenarios, in which transformation processes have already started or development plans exist. Moreover the potentials of commercial locations for culture and creative industries are closely examined. Instruments for promoting, saving or activating location

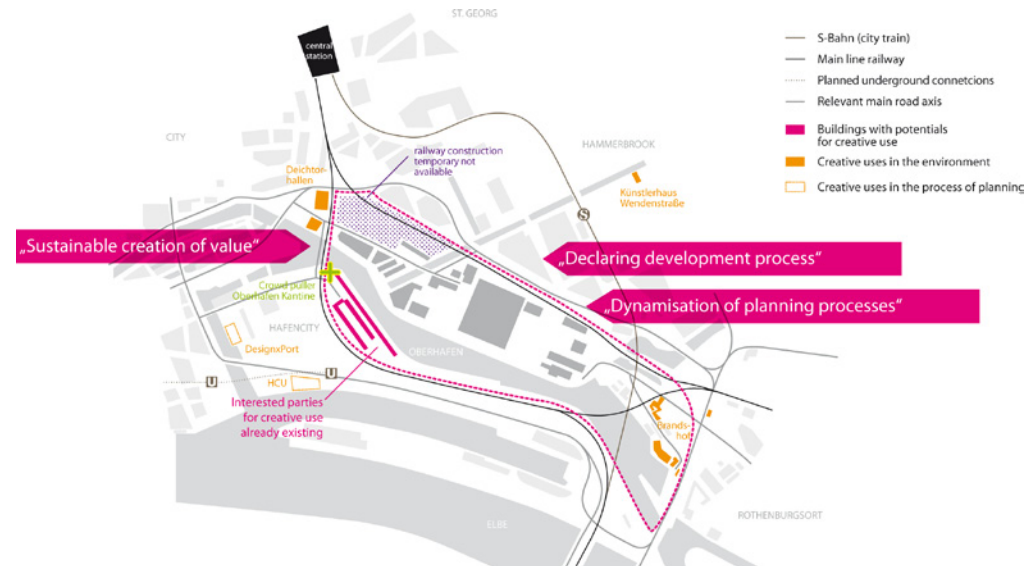
potentials are listed. The shown scenario spaces represent a qualitative choice. Since not all framework conditions could be found and examined concerning their concrete practicability in the process of the expert report, the following scenarios are to be understood as an offer and contribution to the discussion.



CREATIVE LOCATIONS | Selected Examples



AREA OBERHAFEN | Scenario "Creative Profiling"



The scenario opens a new urban area development perspective for the area Oberhafen: the cultural and subcultural continuation of the Kunstmeile to the southeast in a city area, which is shaped by creative milieus and uses. A development process of creative profiling for the quarter Oberhafen will be initiated in the course of developing the eastern part of the Hafencity. The as-built development will remain municipally owned. Initial temporary events as well as artistic and creative intermediate uses shall be enabled here.

SPEICHERSTADT | Scenario "Creative Cluster"



The prominent location of the Speicherstadt between the inner city and the Hafencity and the heritage-protected architecture with the specific qualities of the former storage buildings could offer space for the whole spectrum of established creative economic uses right up to – even temporarily – niches for artistic uses. The qualities of the location have already led to the settlement of some established companies (●) within the creative branch.

GÄNGEVIERTEL | Enabling Creative Milieus

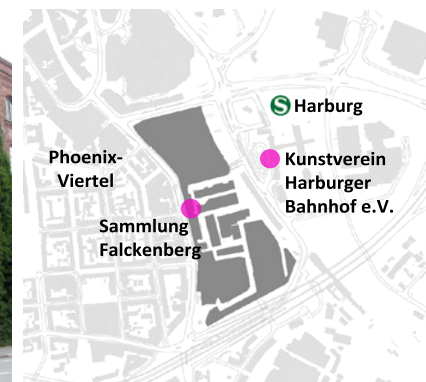
With the peaceful occupation in the year 2009 and the repurchase by the city of Hamburg, the target is formulated that the Gängeviertel should be as-built renewed. Together with the artists a long-term perspective for creative uses of the Gängeviertel and as a residential location is developed.

The State Ministry for Urban Development and Environment is currently preparing the designation as an urban renewal and redevelopment area. For that reason a development and renewal concept was developed with the borough and the artists of the Gängeviertel e.V.



PHOENIX | Potential Area

The Phoenix area already houses the prestigious art collection "Sammlung Falckenberg". The historical factory buildings offer potential for further uses with an affinity for art.





The expert report promotes a “culture of openness” in Hamburg, which gives space to the inventive and creative processes in the city. To this belongs:

- Establishing openness as an attitude
- Being open minded about new cultures, styles and ideas
- Activating open spaces
- Being open to experiments, allowing free scope

The strategy of an “open city” can only be sustainably successful, when all actors adopt it, which requires a high willingness to an open dialogue that is

oriented towards mutual understanding, future oriented solutions, flexible acting, binding agreements and the adoption of economic and social responsibility. The studies have shown that the topic “culture – creative industries – urban development” is pictured at numerous locations in the city and that it initiates different courses of action for the city in this context. The further prospects for a creative development in Hamburg have received a plausible plan symbolic with the “Weather Chart Hamburg” (see cover picture). The high pressure areas lie over the creative centers of St. Pauli, Schanze, and Ottensen in the west and over the Kunstmeile in the east of the inner city; dynamic could flow towards the adjoining low pressure areas and let new creative locations emerge.

The expert report was developed by: Studio UC | Klaus Overmeyer, Berlin

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HAMBURG KREATIV GESELLSCHAFT

The Hamburg Kreativ Gesellschaft, which was founded in March 2010, is not only the contact, advice, information and service center for all creative actors in Hamburg, but also deeply engaged with questions of real estate development for this group of people.

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Images

Plans and icons: Studio UC | Klaus Overmeyer, Berlin plan “selected examples” as well as detailed plans of Speicherstadt, Gängeviertel, Phoenix-Viertel: BSU, Amt LP Speicherstadt (above): Andreas Niemann, Speicherstadt (beneath): www.mediaserver.hamburg.de / C. Spahrbier Gängeviertel: BSU, Amt LP Oberhafen: Studio UC | Klaus Overmeyer, Berlin Phoenix-Viertel (left): Lenhony projects Phoenix-Viertel (middle): BSU, Amt LP

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