New Models of City Life
Creating value through culture of making.

Tomaz Pipan | www.urban.si | tomaz@urban.si
Cities are the mirror of our aspirations.
CULTURE
CULTURE

80s and 90s: redevelopments fuelled by introduction of culture & tourism
The predominant type of life (meaning) is generated by free time activities like shopping, drinking coffee, looking at tourist attractions.

Is this the only “Culture” that city centres should support?
“CONSTRUCTED CULTURE” CREATES A FLAT CITY
2000s: Old Street - the silicon roundabout is the centre of IT knowledge economy in UK that creates a different type of culture.
About the Accelerator

Startupbootcamp Berlin is the leading global startup accelerator with a focus on Smart Transportation & Energy. The Connected and Efficient Mobility of People and Goods.

Applications to join the accelerator in 2016 will open at the beginning of next year. Stay tuned!

On August 10th, the ten teams chosen to enter the program moved into Berlin's Re:Workings Lab, a 1,000sqm startup hub in the heart of the European startup metropolis.

In addition to six months of free office space, the startups each receive €5,000 seed funding and extensive mentoring from 150+ entrepreneurs, investors, and corporate partners. In total, the perks and special offers are worth over €400k. At the end of the three-month program, startups pitch at Demo Day to more than 150 investors.

ACCELERATION BEGINS IN 195 DAYS

Upcoming Events
15 March 2016

JOIN OUR 3RD PROGRAM COMMERCIAL TECH

INNOVATIVE FORMS OF ECOMMERCE AND TECH FOR USE IN TRADITIONAL COMMERCE.

We are helping to obtain all resources our startups need for accelerated business growth.

ABC is the acceleration engine that pushes new businesses and startups to greater heights, by providing services such as mentorship, management training, an initial investment and office space. Mentors are the core of the acceleration process and we work to get the best ones in the business.

Our vision is to establish South-Eastern Europe as a region of innovation.

On what scale can this type of city be propagated? Is it just another branch of economy?
Chance of Success on Large Projects

Holding everything else constant:

- 38% chance of success for $10K projects
- 18% chance of success for $50K projects
- 7% chance of success for $100K projects

Do Creators Deliver On Their Promise?

- Only 25% of projects are delivered on time.
- After 8 months of delay, 75% of finished products will have been delivered.
ZANO
TAKING YOUR SELFIES TO NEW HEIGHTS

Kick Starter project
£2,335,119 pledged
Didn’t deliver due to lack of production knowledge
The type of city that Ford created in the 30s was a genuine culture connected to making and on the scope and scale that is viable for the city.
Knowledge of making moved away and with it its culture. Knowledge economy is not connected to making nor feasible on its own.
KNOWLEDGE SHOULDN'T BE DISASSOCIATED FROM MAKING

Forfeiting the knowledge imbedded in industry and making
Floor 2: Apprentice dorms
Private life, Family, custom

Floor 1: Master’s House
Private life, Family, custom

Workshop
Knowledge, custom, making, learning teaching
- Senior Apprentice
  making jewelry
- Junior Apprentice
  preparing materials

Store
Representation, hospitality, negotiation, public space
- bespoke quality jewelry exhibited

Master greeting and talking to the client

Gradfather of the current master

Local customer visiting

Making creates a rich and varied culture with depth.
Floor 2: Hostel dorms
Sleeping

Floor 1: Hostel rooms
Sleeping

Storage
Imported wares from India and China
- Camera
- Storage shelving

Store
Selling imported wares
- Imported generic jewelry
- Tourists browsing through trinkets
- Additional trinkets to attract tourists
- Tourists rushing by owner selling
CREATING CULTURE ON BASIS OF MAKING
FUTURE
ARCHITECTURAL
PRACTICE
**Home-work-home**

Authors: Anna Regier, Iwetta Makarewicz, Mariana Ferreira

Corecisions:
MS [2564] FT [Hs01]

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**moneymaker**

Authors: Julie Domske, Stefanie Lemertz, Charlotte Reh

Corecisions:
OF [Ect16]

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**my home is my castle**

Authors: Julie Domske, Stefanie Lemertz, Charlotte Reh

Corecisions:
OF [Cu18]

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**Location Map**

**Erasure:**
Separation between family and work.

**Origination:**
New work places are created in their own houses and with their own family as employees.

**Transformation:**
The rooms have to be changed to adapt to the working needs and different relationships of "boss and employee" are born in the family.

**Migration:**
Employees also live in the house where they work, therefore the migration is in the building itself.

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**Location Map**

**Erasure:**
dense society with a need for money.

**Origination:**
people working, mass production

**Transformation:**
people earn money to survive

**Migration:**
products being sold all over the world

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**Location Map**

**Erasure:**
living house

**Origination:**
split into two different levels

**Transformation:**
levels can be used differently

**Migration:**
one house for living and working

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Considering the city from local conditions out, taking into consideration local interactions.
...truly innovative
...really sustainable
...and cultured
New Models of City Life
Creating new value models through culture of making.

SUGGESTED FORMATS
1. LECTURE

Culture of Industrial Cities
Rise – Abandonment – Rehabilitation
2. WORKSHOP

Identify a local production that disappeared, turn it into a viable part of a city culture.
a. on-site work to define knowledge and processes.
b. Preparation of material
c. Playing a scenario game to come up with a solution
d. Create a report / action plan how to implement this idea
3. BOOK (CHAPTER) or CONFERENCE
Culture of Making – past and the future

Existing research on the topic from PhD
Case studies from workshops
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