

# New European Bauhaus

beautiful | sustainable | together





beautiful | sustainable | together

NEW EUROPEAN  
BAMBALI

PRIZE  
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BAMBALI



- 10 Categories
- 2 strands:
  - New European Bauhaus Awards
  - New European Bauhaus Rising Stars



## Prefabricated unstabilised rammed earth elements for a greener and circular building industry



## Neighbourhood lights for urban re-naturalization



## Contemporary art as a tool to stimulate urban and social regeneration



## Re-imagining our cities as an extension of nature



## A circular supply chain for furniture





Techniques, materials and processes for construction and design

Winner 1<sup>st</sup> category

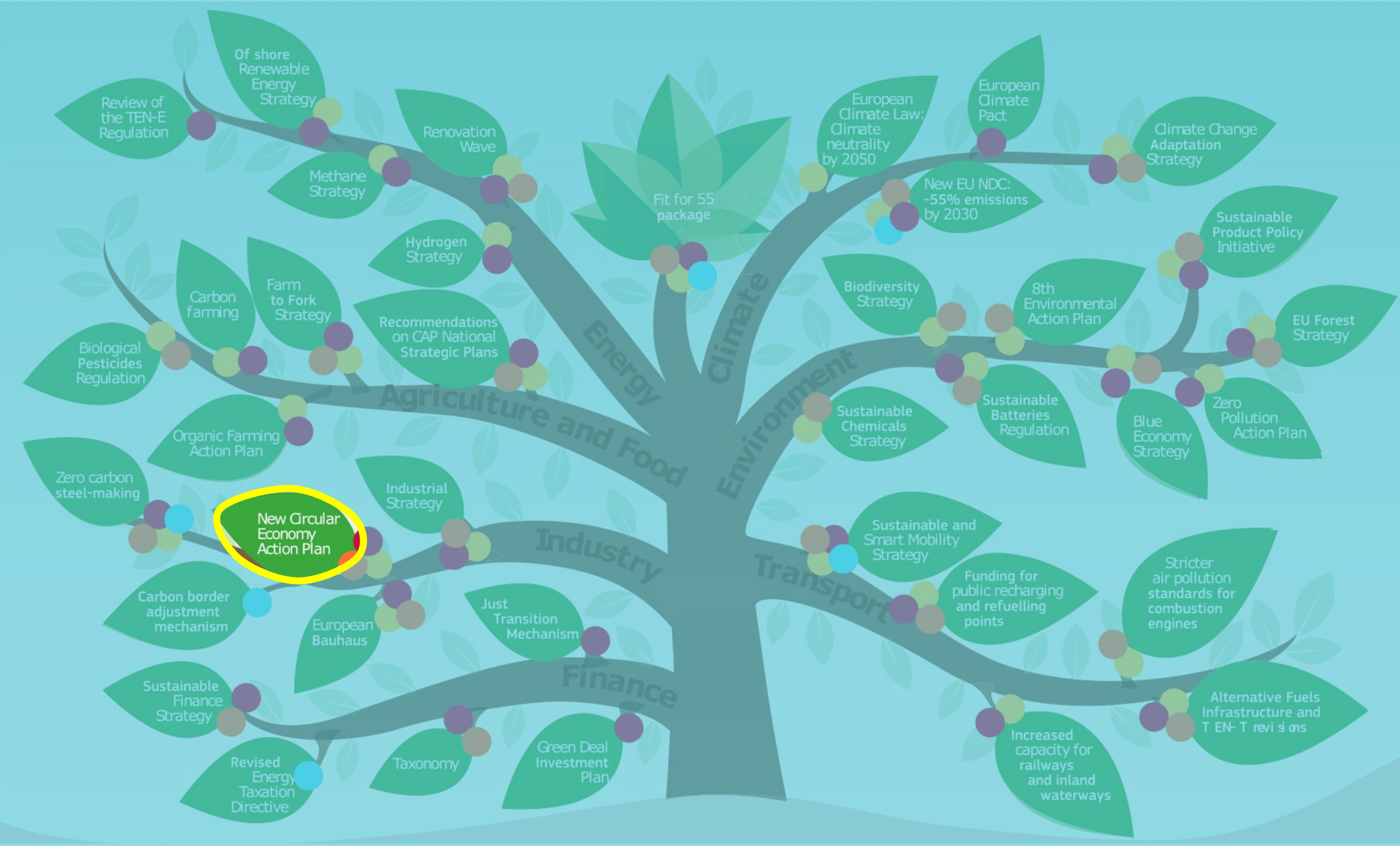
## ERDEN PURE Walls

Prefabricated Unstabilised Rammed Earth Elements for a Sustainable and Circular Building Industry

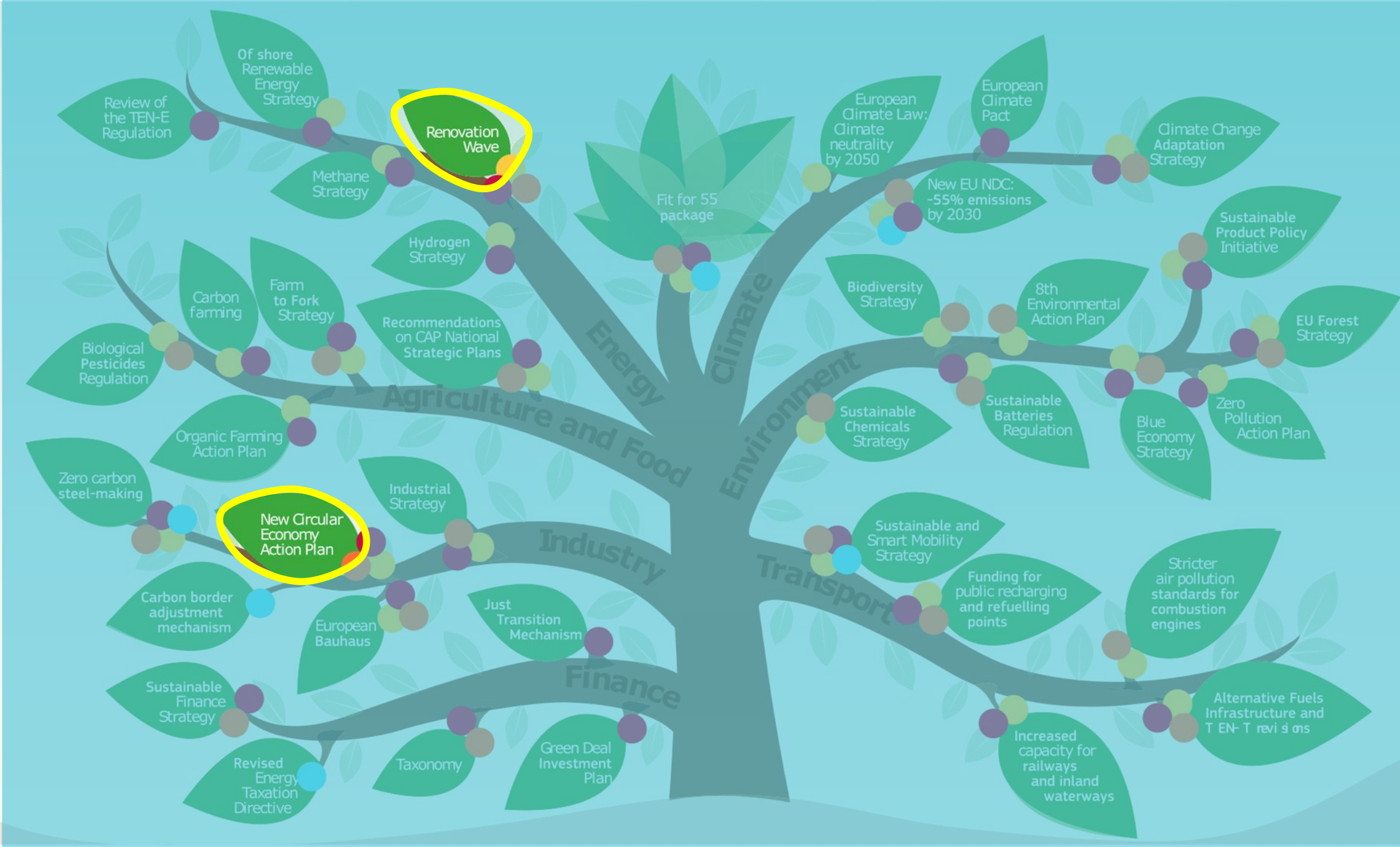
Schlins, Austria



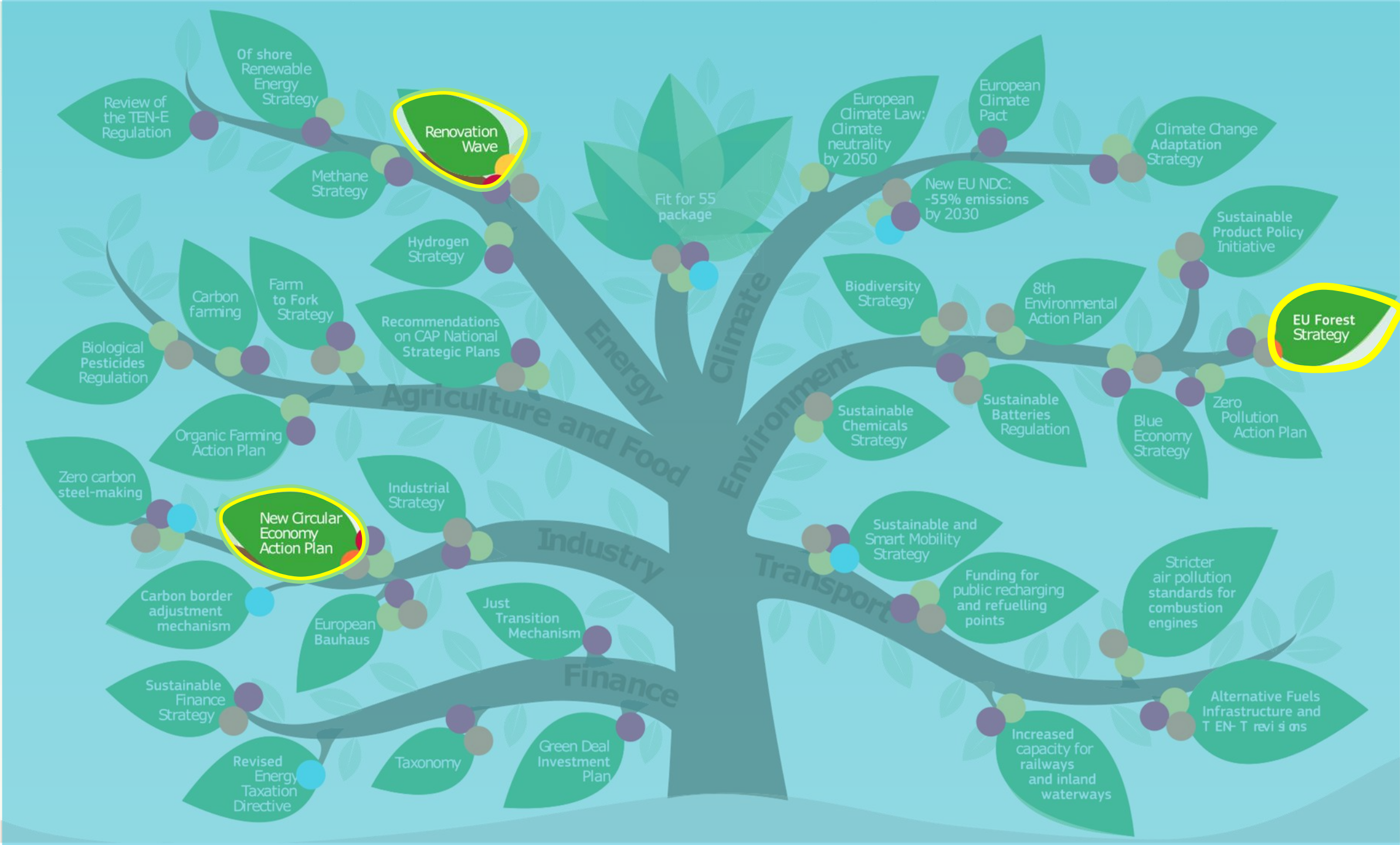
- pricing
- standards
- targets
- incentives



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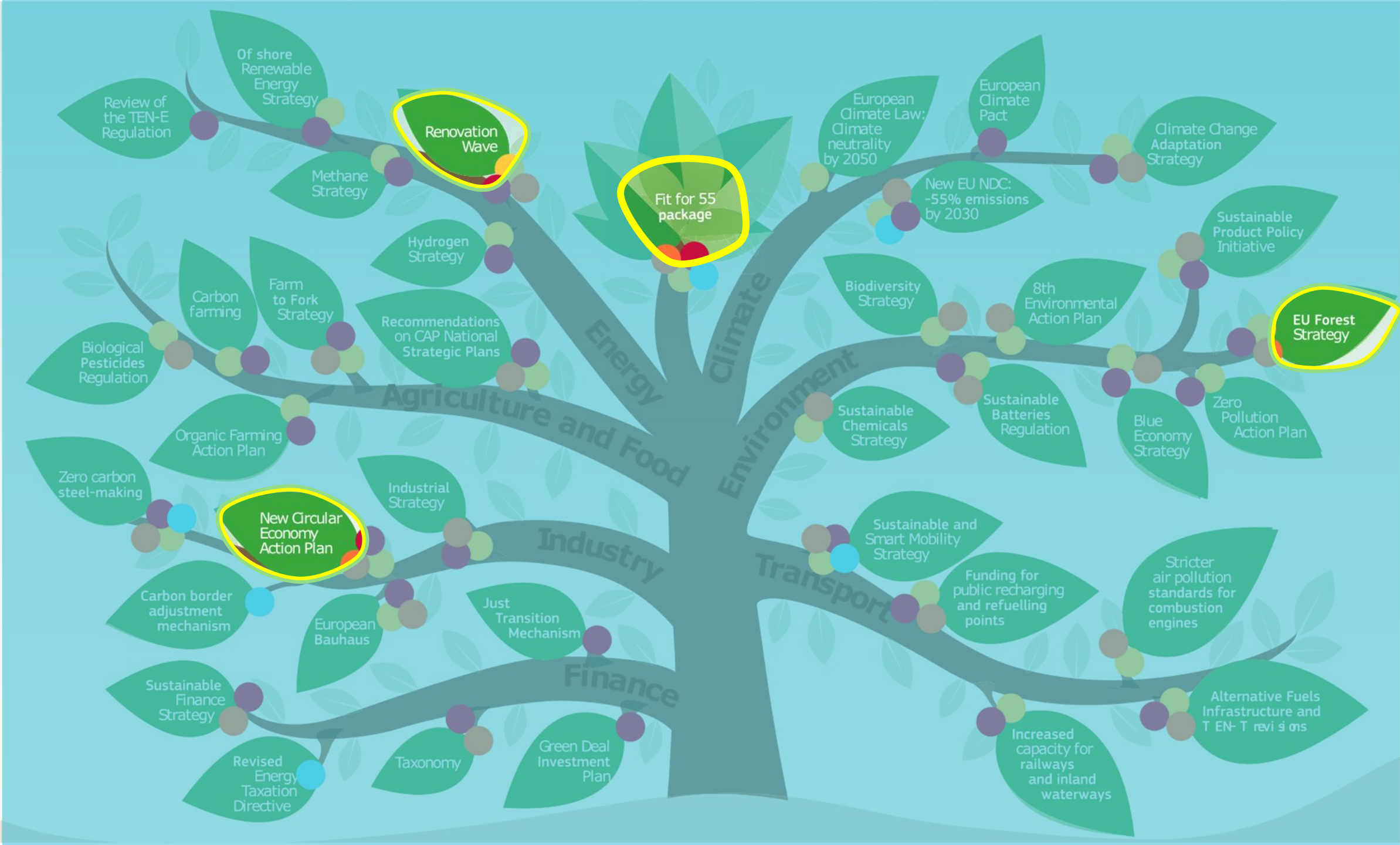


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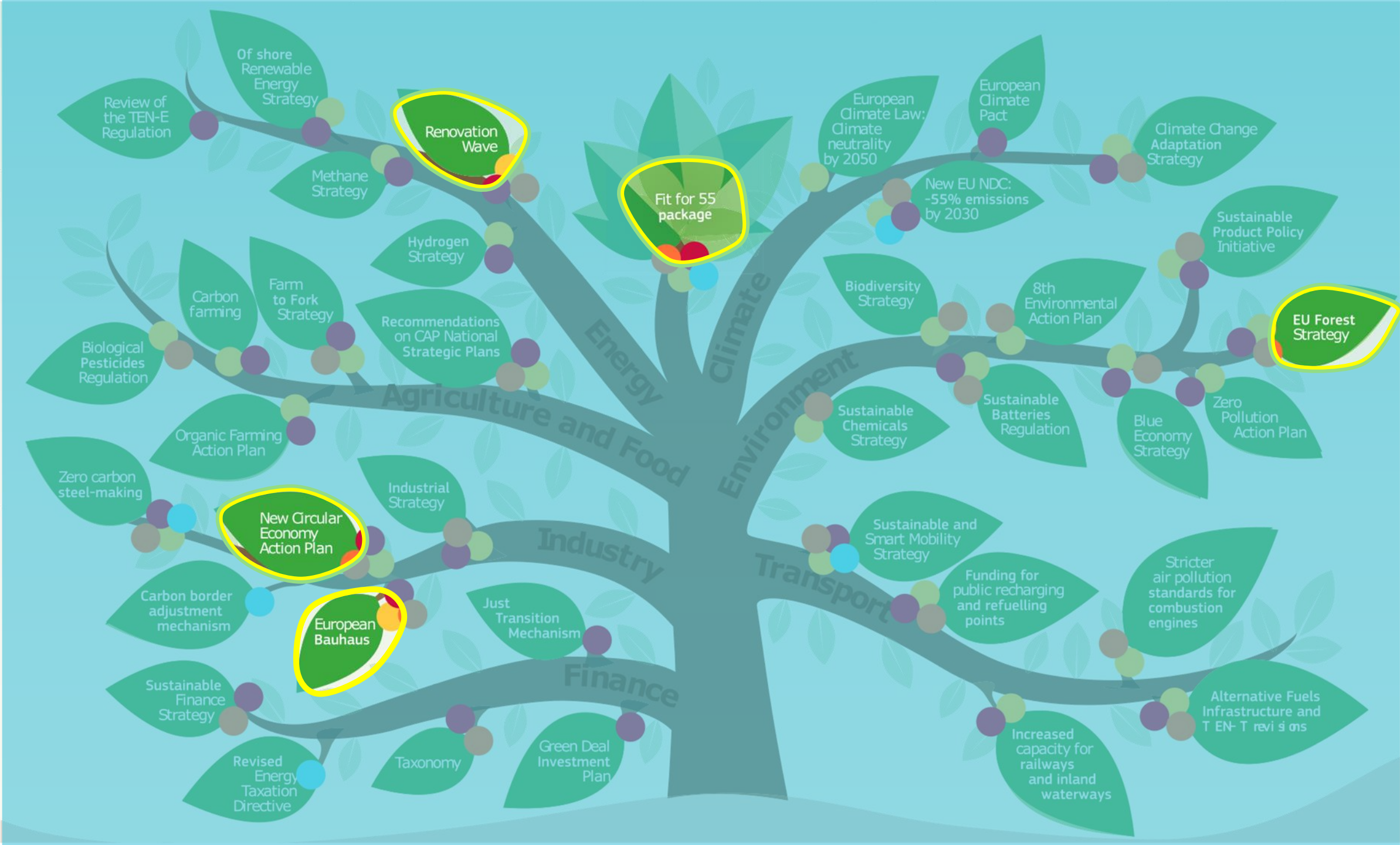




- pricing
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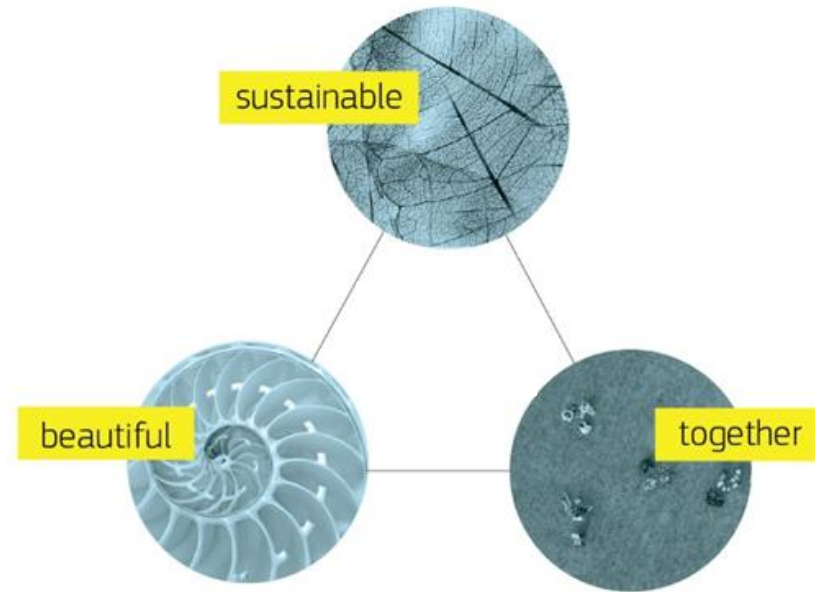
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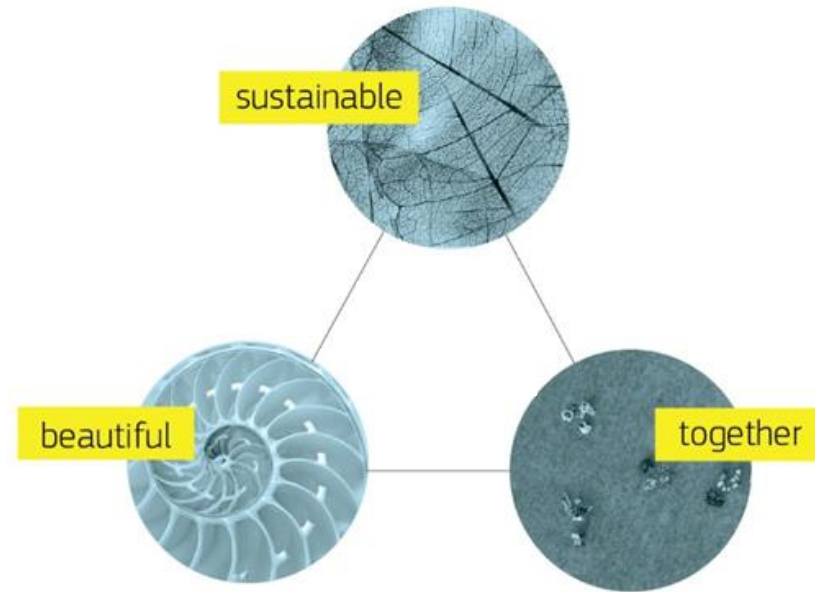
# New European Bauhaus



**Principles:**



# New European Bauhaus

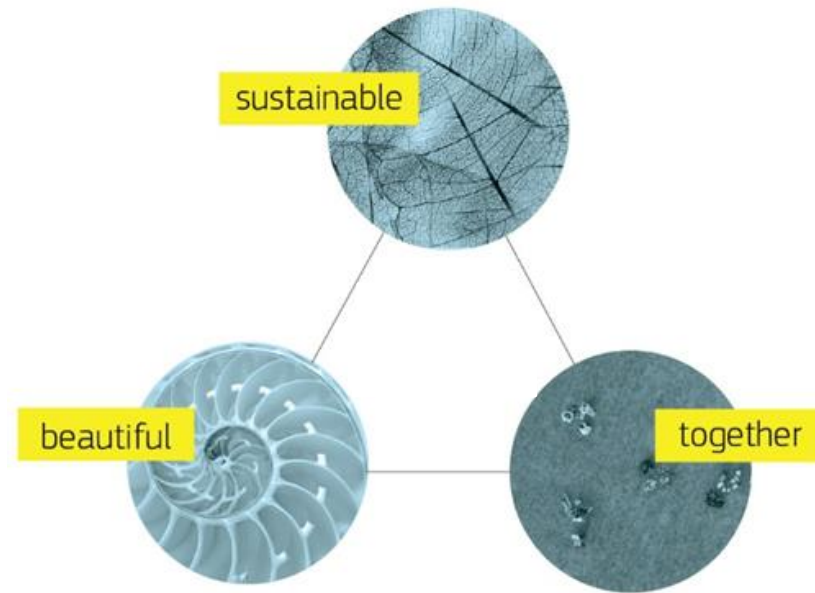


## Principles:

- global/local



# New European Bauhaus

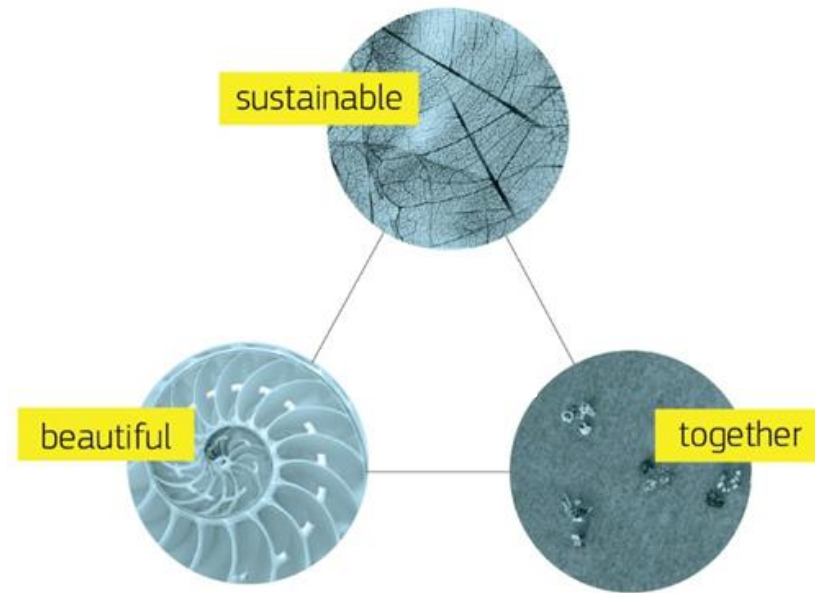


## Principles:

- global/local
- participatory



# New European Bauhaus



## Principles:

- global/local
- participatory
- transdisciplinary





# New European Bauhaus timeline

The number of contributions are significantly growing

Partners have organised events in May and June

Topical meetings to identify concrete challenges to be addressed

## 2022:

- NEB Lab
- NEB Festival – spring 2022
- EU debate further across Europe and **beyond**
- NEB **contact points** in MS
- **Report** on progress

## End Co-Design

Gathering information from several sources

Sense Making process: analysing and refining the findings following and interactive methodology

## Calls for proposals

- Report on the design phase
- EC Communication

2021 Prizes

2021 SOTEU

Workshop Experts

MAY

JUNE

JULY

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

# New European Bauhaus: 6 months of co-design

How do we want to **live together** after the pandemic?



**18 JANUARY**

launch of co-design phase

**30 JUNE**

end of co-design phase

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350 000

Website visits

20 000

Newsletter subscribers

12 000

Instagram followers

2 000

Your contributions

200

Official partners

200+

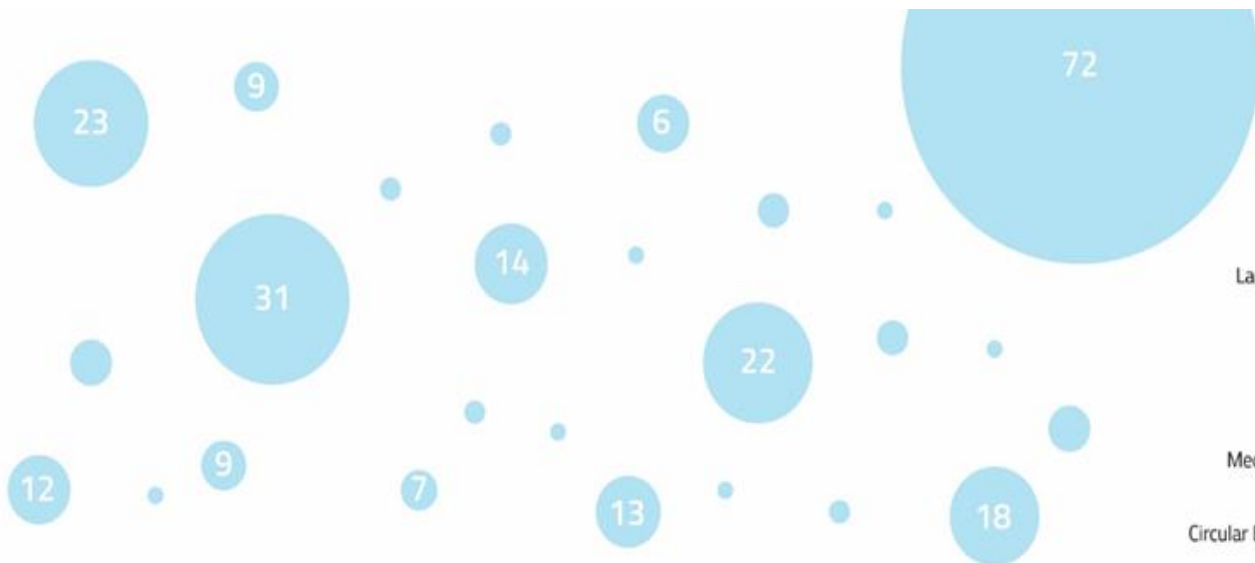
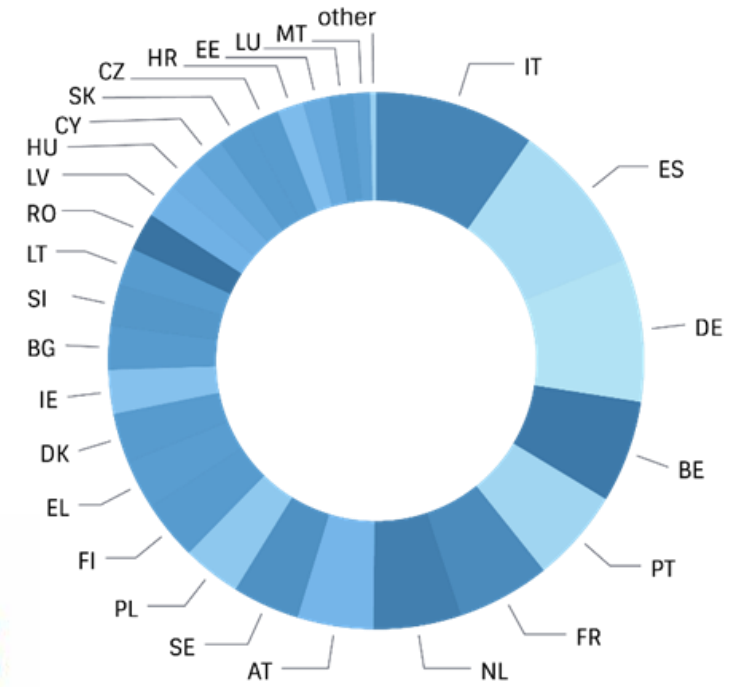
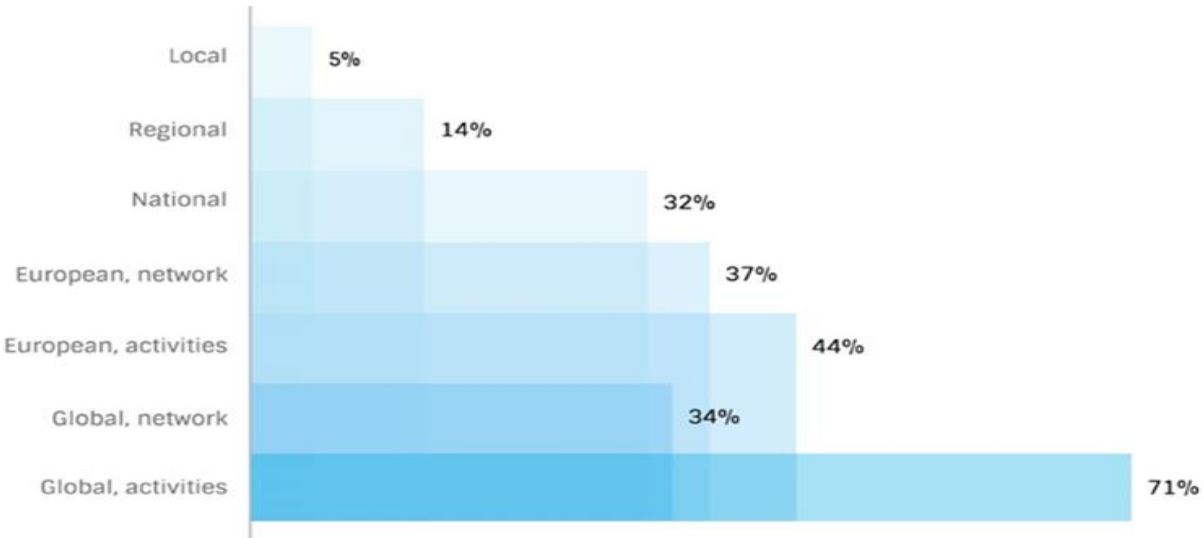
Partners activities



# A diverse and vibrant community of Partners

# 313

## Partners



- Fashion 1
- Health 1
- Youth 1
- Art & Technology 2
- Landscape Architecture 3
- Social economy 3
- Digitalisation 4
- Energy 4
- Environment 4
- Media & Communication 4
- Other 5
- Circular Economy & Materials 6
- Inclusion 7
- Co-creation 9
- Innovation 9
- Engineering & Construction 12
- Cultural heritage and Crafts 13
- Housing & Built environment 14
- Urban & Rural Development 18
- Multi 22
- Art & Culture 23
- Architecture & design 31
- Research & Education 72

New European Bauhaus



# High-level roundtable

Advanced thinkers and practitioners in their field bringing inspiration and acting as community ambassadors for the New European Bauhaus.

## Shigeru Ban (bio)

Architect, Professor at Keio University



## Francesca Bria (bio)

President, chairwoman of the Italian National Innovation Fund - CDP Venture Capital SGR



## Eszter Dávida (bio)

Urbanist, board member of KÉK (Hungarian Contemporary Architecture Centre)



## Olafur Eliasson (bio)

Artist



## Gina Gylver (bio)

Activist and Board Member of Young Friends of the Earth Norway



## Thiëmo Heilbron (bio)

Biologist, ecologist, founding director of social enterprise Fawaka Ondernemersschool (Fawaka School of Entrepreneurship)



## Bjarke Ingels (bio)

Architect and founder of design consultancy Bjarke Ingels Group (BIG)



## Michela Magas (bio)

Innovation advisor to the European Commission and the G7 leaders, Industry Commons concept creator



## Pia Maier Schriever (bio)\*

Architect and Set Designer  
\*Nominated by the European Parliament Committee on Culture and Education



## Orla Murphy (bio)

Assistant Professor in UCD School of Architecture Planning & Environmental Policy, Co-Director of UCD Centre for Irish Towns (CiT), Custom Architecture owner



## Luther Quenum (bio)

Products and services designer / Public policies design lab manager at Metropole Européenne de Lille



## Hans-Joachim Schellnhuber (bio)

Systems Physicist and Climate Scientist, Founding Director and Director Emeritus of the Potsdam Institute for Climate Impact Research (PIK)



## José Pedro Sousa (bio)

Architect, Professor FAUP, University of Porto, Portugal



## Alexandra Mitsotaki (bio)

Co-founder and President of the World Human Forum



## Sheela Patel (bio)

Grassroot activist and co-founder of SDI shack dwellers international



## Mária Beňačková Rišková (bio)

Curator, editor, independent expert in design, multimedia, and cultural heritage, Head of the Slovak Design Center in Bratislava 2016-2020



## Petr Skvaril (bio)

Global Partnerships & Programs Director at Impact Hub



## Hubert Trammer (bio)\*

Architect, National Institute of Architecture and Urban Planning, Poland  
\*Nominated by the European Parliament Committee on Industry, Research and Energy





Brussels, 15.9.2021  
COM(2021) 573 final

**COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN  
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL  
COMMITTEE AND THE COMMITTEE OF THE REGIONS**

**New European Bauhaus**

**Beautiful, Sustainable, Together**

New European Bauhaus



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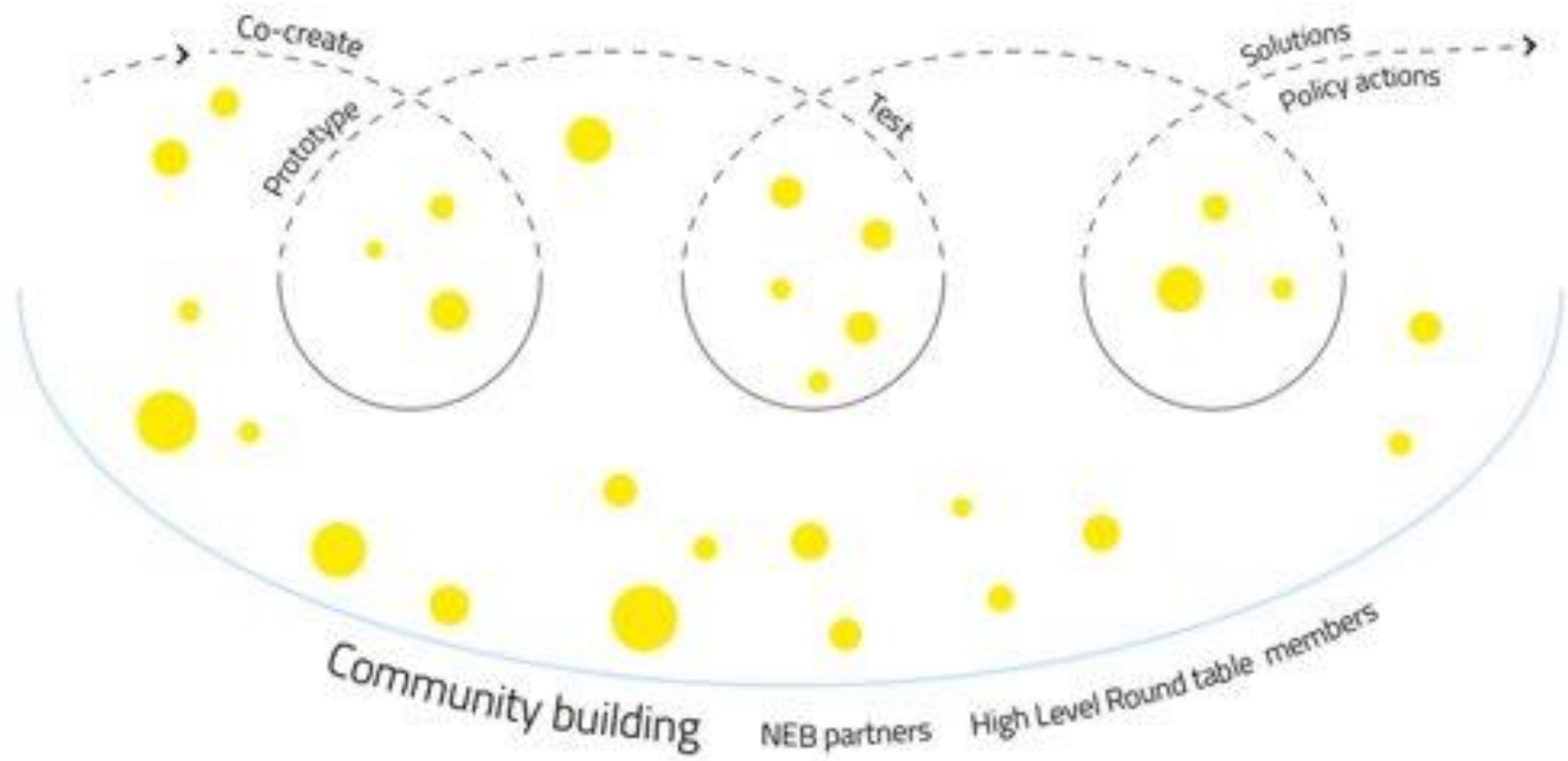
## Thematic axes of the transformation path:

- Reconnecting to nature
- Regaining a sense of belonging
- Prioritising the places and people that need it the most
- The need for long term, life cycle thinking in the industrial ecosystem





**NEB Lab**





## First projects

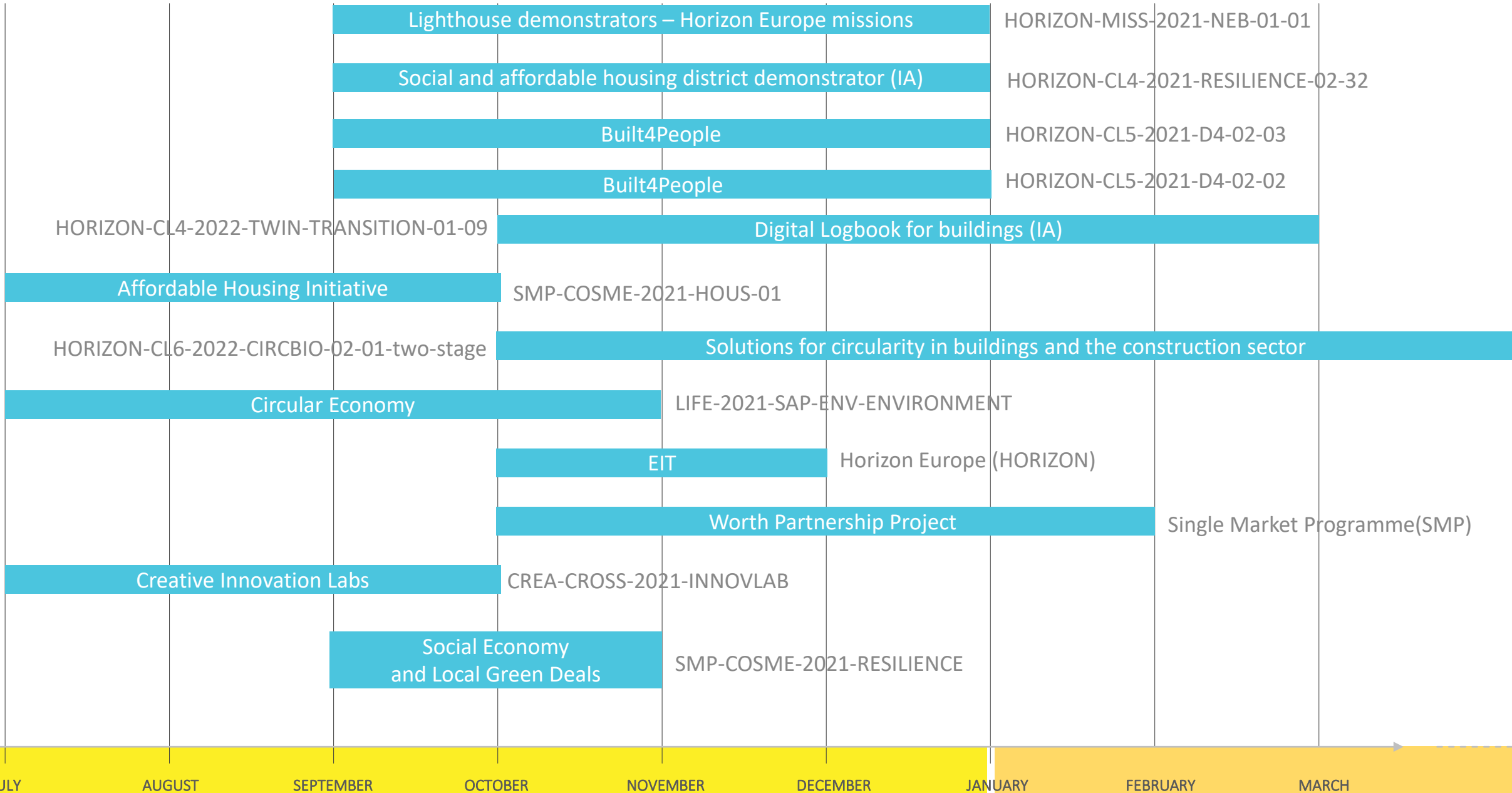
- NEB-Label
- Innovative funding
- Reglementary obstacles for the transition
- Success and performance indicators
- Special focus on education

June 2022: NEB Festival



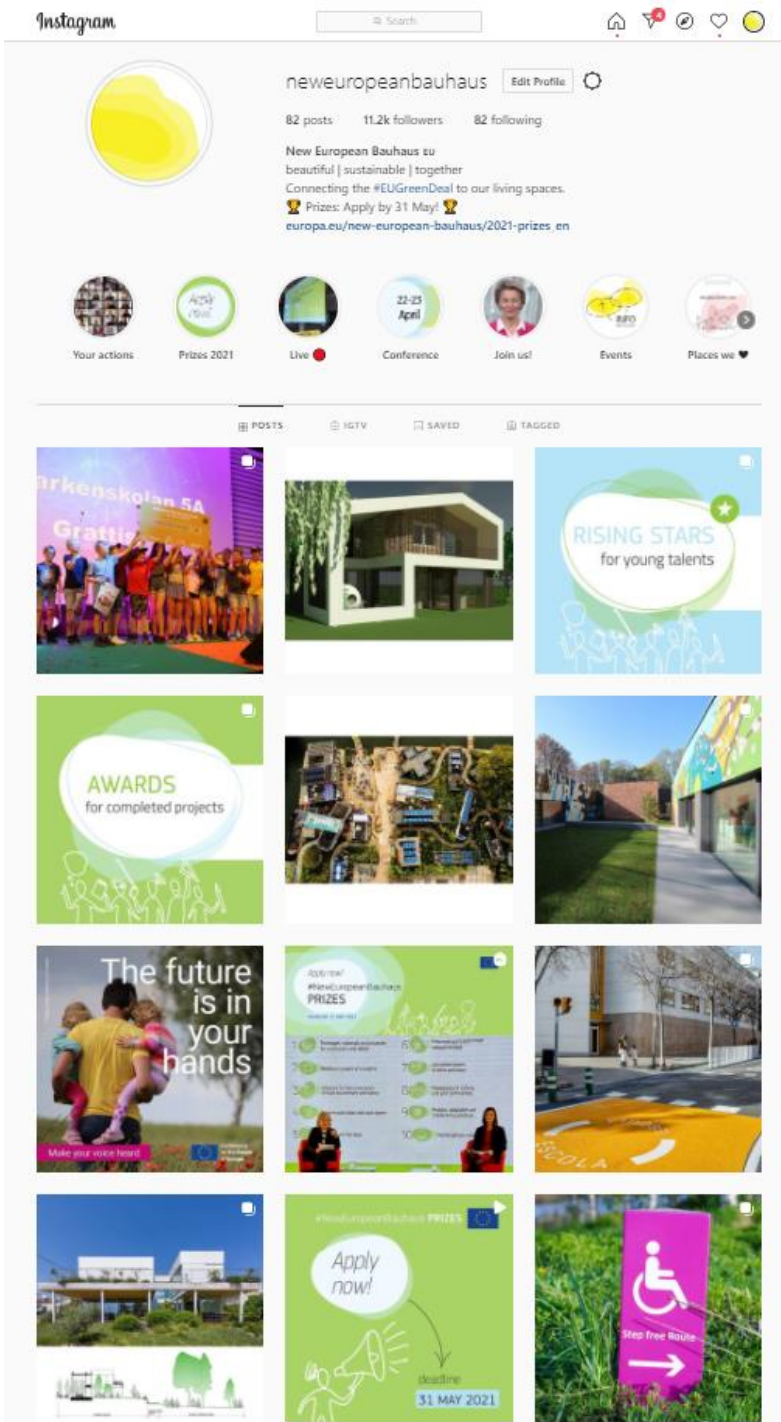


calls timeline



2021

2022



### Instagram

15k followers  
31k interactions  
25k video views



### Twitter

12k mentions  
25k engagements



### Website

400kvisits  
900k page views



### Newsletter

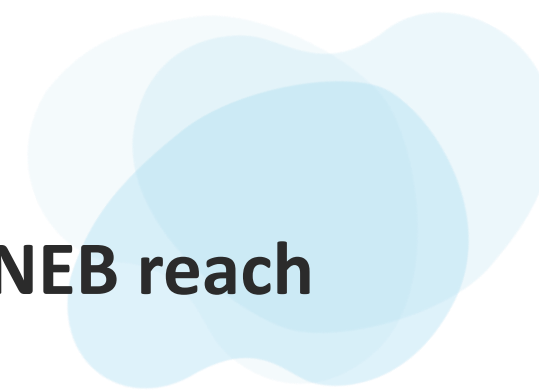
24k subscribers



### Pinterest

99 pins

**NEB reach**



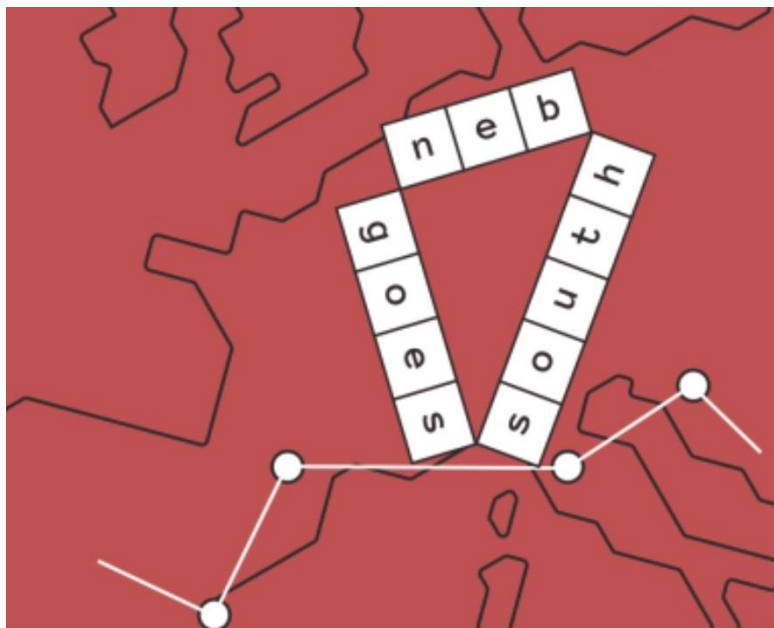
## Wood4Bauhaus



# NEBC

## New European Bauhaus Collective

## NEB goes South



## Bauhaus of the Seas





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- #NewEuropeanBauhaus
- **Webseite:** <https://europa.eu/new-european-bauhaus>
- **Instagram:** @neweuropeanbauhaus
- **Pinterest:**  
<https://www.pinterest.com/eucommission/new-european-bauhaus/>
- **Newsletter:**  
[https://europa.eu/new-european-bauhaus/stay-touch/e-zine\\_en](https://europa.eu/new-european-bauhaus/stay-touch/e-zine_en)





Thank you!

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Twitter: @RuthReichstein

