Young Leaders Forum 1\textsuperscript{st} Edition
The Urban Reset: Regenerating Cities
17 Oct 2018 | 18.30 - Brussels
Welcome

Moderator: Rob Ragoen, ULI Belgium Steering Committee
Programme

Brussels North District, Next Steps?
**Sven Lenaerts**, Programme Manager, Up4North
**Roeland Dudal**, Founding partner of Architecture Workroom Brussels, Lab North

Urban innovation in Brussels with citydev.brussels
**Benjamin Cadranel**, CEO, Citydev

What plan to revive City economy? Ambitions and perspectives for post-industrial cities.
**Thomas Dermine**, Head of Delivery Unit, Charleroi CATCH

Charleroi: The place to C
**Pauline Cabrit**, Landscape Architect, CHARLEROI BOUWMEESTER
Thanks to

[IMMOBEL logo]

since 1863
Alexander Hodac
CEO
IMMOBEL Group
Sven Lenaerts
Programme Manager Up4North

Roeland Dudal
Founding partner
Architecture Workroom Brussels
Creation of an association.

The association Up4North is composed of major real estate property owners such as AG Real Estate, Befimmo, Allianz Benelux, AXA Belgium, Banimmo, Belfius Insurance, Immobel, Triuva Belgium and Engie
Manhattan plan - 1967

> an utopian modernist masterplan

> attract large multinationals to an international business district

> several multi-story office towers would come to articulate the crossroad of 2 highways
North district in 1973

> the highways never got build & the arrival of international corporations lingered on

> During the 90s, as the economy picked up again, the idea for a business district in the North District revived and office buildings were built, mostly for large administrations
North district today

> The North district today is perceived as a mono functional business district occupied by large administrations. It has a reputation of being turned on the inside rather than being a vibrant area on a human scale.
Drivers
#potential #strengths

The North district has major assets given its strategic location, the presence of a multimodal transport hub, the large boulevards, the high-rise building and the architectural look (skyline), the presence of importance occupants etc.

Big Technology Companies
The presence of innovative technology companies offers a potential to attract range of new, smaller players to the district.
Drivers
#potential #strengths

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Strategic Location
The North district is located close to the city center, next to the Canal and with a fast connection to the airport. It is structured around large boulevards (Albert II- Bolivar - Progrès)
Drivers
#potential #strengths

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Multimodal Transport Hub Gateway
Brussels North is a multimodal pole in the Brussels Region. The renewed station (and the adjacent CCN building) can become a regeneration catalyst to the surrounding area, a hotspot for new services, a landmark gateway to Brussels, a recognizable place with adapted human public spaces.
Drivers
#potential #strengths

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Architectural Look
The high-rise boom is responsible for the current skyline of Brussels North and offers beautiful views and nice perspectives.
Drivers

#quality #services #weaknesses

The district offers very few qualitative spaces for lunch, leisure or for informal meetings. The service offer both for employees, residents or tourists is too limited.
Co-creation
#coalition #open #hearing #dialogue #influence

Up4North wants to collaborate with all stakeholders in the area by working on a continuous improvement of the public and private area by imagining a shared vision while at the same time implementing and testing initiatives.

Long term
- lab north
- perspective.brussels

Short term
- café north
- platform north
- agenda north
- temporary occupation
- participatory workshops
- events, social fabric
Long term: co-creation

LabNorth is a partnership between Up4North, design agency Vraiment Vraiment, architecture agency 51N4E and Architecture Workroom Brussels. They join forces for an agile reflection on the North district and they re-imagine how the district can gain back an inclusive place in the city.

> definition of transformation principles

> coalitions in the field:
   - private partners
   - inhabitants
   - socio-cultural stakeholders
   - employees
   - ...
Short term: experiment
A dynamic of temporary occupation that has led to more urbanity and new coalitions
Short term: experiment

A dynamic of temporary occupation that has led to more urbanity and new coalitions
Around 1000 shared sqm usable by people from the outside as an entrance in the dynamic, for workshops, conferences, talks, meetings…with an average of 5 events per month.

**WHO ?**
The Flemish Community
Métropole Lille Europe
OVAM
Maître architecte
KUleuven formation post-universitaire
St-Louis
Cabinet Ministre Gatz (workshop innovative partnerships in cultural sector)
BRIK
ULB Horta
MAD
...
Around 2500 sqm for events (without the socle + 23rd floor + terrace) as a valorisation of the empty spaces and an entrance for the neighborhood via diners, parties, concerts, exhibitions...with an average of two large events per month.

WHO ?
Académie Royale des Beaux-Arts
Zinneke
Fondation du Roi Baudouin
ULB Horta
Sabam for Culture / Boterhammen in het park
MuziekPublique: morning concert
District walks: classical music on Sunday
PopPot, mobile restaurant
…
Dynamic hotspot
Testing ground: urban garden & agriculture

- Food harvest at least 5 kilos per week
- Friendly meeting point for the neighborhood
- Green spot for nice breaks in the district
- Atypical spot for events and parties
- Prototype place for urban agriculture research
- Sustainable area to preserve nature
WHAT DOES LAB NORTH STAND FOR?

**LOCALLY EMBEDDED**
Link with the neighborhood, events with local added value, network organisation

**DIVERSE WORKING**
Shared Services, Ecosystem of plants and people

**KNOWLEDGE HUB**
Thinking about the city, Academic collaboration, Urban start-ups, sharing of expertise

**DYNAMIC HOT SPOT**
Public character, informal and formal events, cross-over projects

**TESTING GROUND**
An educational neighborhood? A new live and work neighborhood

**INNOVATION NETWORK**
Businesses sharing resources Working on energy, mobility, development
WHAT DOES LAB NORTH STAND FOR?

250 people heading to Platform North daily

1000 people reached with every social media post

8000 m² used as co-working space

33 organisation from diverse sectors

10 requests for space each month

1000 m² common space for meetings and interaction

5 workshops for institutions each month

2 large events each month

2 tours in Platform North each week

16 local events organised by Platform North participants

1 partnership with Perspective and BmA
IABR–2018+2020–
THE MISSING LINK
ROTTERDAM–BRUSSELS

YOU ARE HERE 2018
WTCI, BRUSSELS

LAB NORTH
NORTH DISTRICT, BRUSSELS

Roeland Dudal
Architecture Workroom Brussels
Brussels, 17.10.2018
1. **IABR–2018+2020–THE MISSING LINK**
in Rotterdam and in Brussels

2. **You Are Here 2018**
exhibition, urban debate programme and shared workspace

3. **Lab North**
From intentions to real impact on many places at the same time
our future in the delta, the delta of the future

1 June – 8 July 2018
Haka Rotterdam
WTC Brussels
Exhibitions
Conferences
Debates
Lectures
Workshops
Meet-ups
Tours & more

International Architecture
Biennale
Rotterdam

You Are Here
UBent Hier Vous Êtes Ici
أنت هنا
Buradasınız
Current Initiatives

1969

2018

You*Are Here

*you, me, we

2050

Sustainable Development Goals

©OK-RMYou Are Here, Brussels Biennale       Schedule of Environmental Deliverables

C6 Hub Area – Graph Panel
1 unit
3340 x 2022mm

Artwork file scale: 1:4

Process: Matte Black Vinyl

Construction: Painted white board, 360 x 280cm
zes transities

NL
IABR introduceert zes thema’s waarmee de transitie duidelijk wordt. Ze komen samen in dezelfde, beperkte ruimte van de delta van de Lage Landen en vormen de basis voor het werkprogramma tot 2020. In de zoektocht naar versnelling en opschaling van de transitie, kunnen overlappingen en koppelingen nieuwe handelingsstrategieën bieden.

Ruimte voor biodiversiteit en water
Zorgzame leefomgeving
(Re)productieve stad
Gezonde landbouw
Hernieuwbaar energielandschap
Een nieuw mobiliteitssysteem

six transitions

EN
IABR introduces six themes that make the transition clear. They come together in the same, limited space of the delta of the Low Countries and form the basis for the work program until 2020. In the search for acceleration and upscaling of the transition, overlaps and links can offer new strategies for action.

Space for Biodiversity and Water
Caring Living Environments
(Re)productive City
Healthy Agriculture
Renewable Energy Landscape
A New Mobility System
1. IABR–2018+2020–THE MISSING LINK in Rotterdam and in Brussels

2. You Are Here 2018 exhibition, urban debate programme and shared workspace

3. Lab North
   From intentions to real impact on many places at the same time
You Are Here
Ici
Vous Êtes Ici
Buradasınız
You Are Here
UBent Hier
Vous Étes Ici
آتي هنا
Buradasınız