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# S T A D T R E G I O N

# STUTTGART

**Call for entries through idea sketches for IBA'27 project**  
**“Backnang West neighbourhood”**

## **Backnang West neighbourhood 2050 –** **“The Caring Town”**

### **Introduction**

The Backnang West neighbourhood of approximately 16.7 hectares in size has been submitted by the town of Backnang for the International Building Exhibition 2027.

The project was included in the IBA'27 Network in the summer of 2019. The plan is to put together a building exhibition from the entire collection of projects in the IBA'27 Network.

In the period from mid-September 2019 to early February 2020, public dialogue and an expert workshop were carried out as part of a 4-phase range of topics for each of the topics Special use + Use density and mix, New forms of housing + Neighbourhood models, Public space + Access to water + Mobility and Innovative building techniques + Energy + Sustainability.

The aim is to present internationally relevant examples to the visitors in 2027 that show examples of new approaches to building, housing and working that reach far beyond the presentation year and into the future. Together with the project initiators, IBA'27 thus wants to develop resilient buildings, structures, processes and formats that function in possible future worlds and in different scenarios.

### **The “Backnang West neighbourhood” area**

While the old part of Backnang has a(n architectural) history spanning more than 950 years, the area that is now the Backnang West neighbourhood and was once designated by the historical field names “Untere Au” and “Ezwiesen” remained undeveloped for a long time.

The first written reference relates to an oil and bark mill from the 17th century. The remains of this former mill are still evident in the buildings at Fabrikstraße 5 and 7 – at the heart of the historical development of what is now the Backnang West neighbourhood.

Over the course of the 19th century, a spinning mill was built that in 1864 was repurposed as a leather factory and replaced by multi-storey industrial buildings as well as a further leather factory including the factory owner’s villa further down the Murr river. Additionally, approximately 20 dwellings were built with numerous ancillary buildings, which were used as tanneries. The mill canal, initially used to drive the spinning mill, is still in existence today – albeit partially covered by development.

In the first half of the 20th century, the neighbourhood enclosed by the streets Friedrich-, Wilhelm-, Mühl- and Schöntaler Straße became the site of a huge industrial area (for vehicle and engine construction) that was almost completely developed with numerous industrial buildings during this time. A significant portion of those buildings were gradually demolished, and the land



freed up was made available as a car park for the employees of telecommunications firm Backnanger Nachrichtentechnik.

In 2013, the last leather factory closed its doors in Backnang and transferred production to Poland. After leather production ceased, the entire area was transformed into a business park. Today the park houses various small companies and service providers in what is quite a common development for the alternative use of the other buildings of the former leather industry in the Backnang West neighbourhood.

The development of the areas between the Murr river and Wilhelmstraße / Fabrikstraße / Untere Au that were formerly used for industry is a unique opportunity for Backnang's urban development into a productive town of the future. The area is 16.7 hectares in size overall and comprises the sites of several landowners with historical manufacturing buildings that are worth preserving and are to be integrated in the overall plan. The project has the potential to create a new, high-density urban neighbourhood and to connect it to the existing town centre. Modern forms of mixed use with spaces for culture, education, forms of community-based housing, retail and special open-space qualities with a connection to water should also make the existing town centre more attractive.

### **Expedition into the unknown**

It's a beautiful spring day in the year 2050: Imagine you are strolling through the Backnang West neighbourhood, a former IBA neighbourhood and project from 2027. You meet people who have lived in this neighbourhood since the IBA 2027 exhibition year...

Backnang's mobile, post-fossil fuel society has found a sense of closeness and community here – the urban development structure and architecture embody the 'village in a town' feel and are reshaping the building culture of the former industrial area into that of a productive town. With much sensitivity and robust yet flexible resilience strategies, tradition has been married successfully with ground-breaking urban development. With new technologies and processes like lightweight and timber-based construction, textile-based construction as well as a new approach to the design and production of buildings, the creative minds in the IBA 2027 era revolutionised planning and building! They were bold pioneers indeed!

Eco-friendly buildings, designed to function as their own power plants, offer flexible, space-saving forms of housing and are part of a circular system. The area is known for its high and attractive density, which is characterised by sustainable management of land, space and resources. And suddenly everything is possible: Not only do people live here, they work and create products in the neighbourhood. Numerous educational options for adults and children as well as lots of leisure and cultural activities round off the offering. The area features a pot pourri of vastly different uses all within a small space, and the transitions are seamless. And have you seen the ground floors? They are designed in such an open and inviting way that you immediately see which uses are popular here. Residents of the Weissenhof Estate would not have accepted that back in 1927!

The Murr can be experienced as a river, nature runs through the area like a ribbon of green, and public space is used in a variety of different ways. But where are all the cars? Well, nobody needs a car nowadays. Take a look around! Mobility is everywhere – but it's low-key, quiet and free of emissions! The air is wonderful and smells of herbs and flowers.

The neighbourhood is very popular with Backnang residents and is seen as a place of health and well-being. That's because the development and design of the area are geared to the needs of humans and to protecting the environment! This is definitely a place that embraces participation. We as the people who live here like to speak to each other and self-organise.



We invite you to see this description of the future as creative input and to create your own vision. What will the aesthetic, the architecture and the mobility of the city of tomorrow look like? Show us your enthusiasm for the development of the Backnang West neighbourhood! We look forward to exciting and inspired contributions, which can be in the form of sketches, drawings, stories, comics or collages, etc. Let your imagination loose!

## **Procedure**

### **Organiser**

Backnang municipal authorities, represented by Lord Mayor Dr. Frank Nopper, in cooperation with Internationale Bauausstellung 2027 StadtRegion Stuttgart GmbH, represented by its director, Mr. Andreas Hofer.

### **Competition procedure with advance preselection**

The urban planning competition will be held as a restricted procedure with advance preselection. Ideas and experience will be combined by selecting 18 participants that qualify on the basis of their ideas and 6 as set participants.

The **objective** of the competition is to develop radical ideas for a liveable and innovative urban neighbourhood in Backnang over a 30-year time period.

During advance preselection, the ideas submitted will be assessed and selected by a selection panel. The proposed solutions submitted should demonstrate motivation as well as a competent and creative approach to the task/vision and will lead to selection of the qualifying teams accordingly.

Presentation will take the form of conceptual proposals that are assessed anonymously by the selection panel.

In this way, a total of 24 teams will be selected for the urban planning competition. (18 qualifying on the basis of their ideas, 6 as set participants)

The procedure will be conducted through German. Applications to participate can be submitted in German and English.

### **Selection panel**

The ideas submitted will be compiled, assessed and selected by a selection panel comprising independent experts, representatives of the organiser and of IBA'27. The panel is composed as follows:

- Gunther Laux, architect and town planner, Munich (requested)
- Ute Meyer, architect and town planner, Biberach (requested)
- Christof Luz, landscape architect, Stuttgart (requested)
- and others.

### **Qualification of an idea**

A maximum of one plan in DIN A2 format (portrait) with clear ideas + a brief written explanation / statement OR storytelling can be submitted. Photorealistic presentations in the form of renderings are not permitted.



Suggestions for topics from the expert and participation phase (Appendix 3) that can be presented in addition to the vision for the neighbourhood as an idea:

- Overarching idea for the area
- Special use + Use density and mix
- New forms of housing + Neighbourhood models
- Public space + Access to water + Mobility
- Innovative building techniques + Energy + Sustainability

The assessment is made by a selection panel.

### **Eligibility to participate & composition of teams**

**Urban planners and architects are eligible to take part in the competition.** They are very welcome to join forces with landscape architects and mobility experts when submitting ideas for qualification. The involvement of a landscape architect is obligatory for any further work in the urban planning competition. The landscape architects will be named at the latest in the author's declaration.

In addition, advice from traffic planners is recommended. The involvement of further specialists, for example from the fields of sustainability, sociology, the creative sector, etc., is also encouraged.

Registration is not required; the timely submission of the documents is taken as confirmation of participation as well as acceptance of the rules for taking part.

### **Documents to be submitted**

Each participant can only submit one entry with the required components.

In detail, the requirements are as follows:

#### **1. A maximum of one plan in DIN A2 format (portrait)**

Idea + brief written explanation / statement OR storytelling for implementation of the vision described.

#### **2. Scaled-down plan, DIN A3 format**

**Scaled-down version** or print-out of the plan submitted on DIN A3.

#### **3. Author's declaration**

Pursuant to Appendix 03, this must be submitted in a sealed and non-transparent envelope labelled with the code, marked as "Author's declaration".

When submitting the work, participants must state their address, employees, expert advisers and specialist planners, partnerships and working groups as well as authorised representatives in the author's declaration.

Each author is responsible for checking eligibility to participate and for providing proof of eligibility by means of a copy of his/her professional qualifications.

#### **4. Anonymity and labelling of the documents submitted**

All parts of the work to be submitted must be labelled with a code in the top right-hand corner comprising six different Arabic numerals (1 cm high, 6 cm wide). With the exception of Appendix 5, Author details, the documents cannot contain any references to the project authors.

The number and format of the plan are binding. It is not permissible to submit several plans or appendices.



**The components must be submitted as follows:**

- 1 rolled-up presentation plan in DIN A2 format (portrait)
- 1 DIN A3 scaled-down version of the presentation plan
- Author's declaration with a copy of professional qualifications
- Data carrier (CD or USB stick) with all **documents in PDF and JPG format** with a resolution of 300 dpi (in relation to the original size).

**Dates & deadlines**

**Call for idea sketches**

**27 March 2020**

The call for qualifying ideas took place on 27 March 2020.

**Submission of ideas**

**4 June 2020, 4 pm**

On paper to the following address:

The authoritative date is the date of receiving the documents in the office, not the date of sending!

Postal address for plans:  
**kohler grohe** architekten  
Löffelstraße 4  
70597 Stuttgart  
Germany

To preserve anonymity, the recipient's address must be used as the sender's address.

**Selection of qualifying ideas**

**23 June 2020, 9 am**

**Notification**

**from 30 June 2020**

Participants that qualify for the competition will be notified by e-mail from 30 June 2020.

**Planned processing period for urban planning competition**

**July – October 2020  
(CW 28 – CW 43)**

**Adjudication criteria**

The selection panel will examine the ideas in consideration of the following criteria:

- Creativity and level of innovation of the idea
- Clarity and conciseness of the ideas
- Presentation of the main focal points described in the vision
- Feasibility for development and futureproof nature of the ideas

These criteria are in no particular order in terms of weighting.

The 18 participants selected to take part in the urban planning competition will each receive a payment of EUR 2,000 including statutory VAT.



## **Urban planning competition**

### **Competition components**

The following competition components are currently planned:

1. Overall concept on a scale of 1:2000
2. Site plan on a scale of 1:500
3. Sectional views on a scale of 1:500
4. Presentation of the use concepts and/or distribution of housing in the buildings
5. Presentation of the use concepts for public and private space
6. Model on a scale of 1:500, as a mass model on a specified surroundings model
7. In-depth ground floor layout on a scale of 1:200
8. Example of in-depth typology on a scale of 1:200

Three perspective views (max. size DIN A2) are desirable.

The plan format of DIN A0 (portrait) must be used. The number of plans is limited to 4.

The jury will apply the following criteria, in no particular order, when assessing and judging the competition entries:

- Quality of the urban planning and open spaces concept
- Quality of the use concept
- Fulfilment of the functional requirements
- Quality of the development concepts
- Sustainability (flexibility, economic feasibility, environmental properties, innovative building techniques, mobility)

### **Preselected participants (6)**

- Helmut Jahn, JAHN Chicago, USA (requested)
- MVRDV, Netherlands (requested)
- Herzog & De Meuron, Basel (requested)
- KCAP Architects & Planners, Rotterdam (requested)
- Cobe, Denmark (requested)
- Steidle Architekten, Munich

### **Jury, experts and preliminary assessment**

The jury was heard in the following composition and before the final writing of the competition.

### **Judges (13)**

- Markus Allmann, Munich; structural engineering (requested)
- Prof. Dr. Vanessa Miriam Carlow, COBE Berlin GmbH, Berlin; structural engineering
- Prof. Dr. Ignacio Borrego; Madrid-Berlin; structural engineering architect, CoLab/Berlin
- Maarten Gielen, designer, RotorDC, Anderlecht Belgium; sustainability (requested)
- Andreas Hofer, architect, IBA 2027 GmbH, Stuttgart
- Prof. Dr. Thomas Jocher, Munich; structural engineering



- Andreas Kipar, Milan; landscape architect (requested)
  - Philipp Krass, berchtoldkrass space&options, Karlsruhe; urban development
  - Regine Leibinger, Berlin; structural engineering
  - Prof. Sabine Müller, SMAQ Architektur und Stadt GmbH, Berlin; urban development (requested)
- and others.

#### **Competition support and preliminary assessment:**

Gerd Grohe, Freier Architekt BDA  
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Löffelstraße 4, 70597 Stuttgart, Germany  
T +49 (0)711 769639 30 F +49 (0)711 769639 31  
E wettbewerb@kohlergrohe.de

The energy and sustainability requirements will be formulated and the preliminary assessment carried out in collaboration with: **ee concept gmbh**, Darmstadt.

Matthias Fuchs, Dr.-Ing. Architekt  
ee concept GmbH  
Spreestraße 3  
64295 Darmstadt, Germany  
T: +49 (0)6151 / 6678600

Further advisers or preliminary assessors may be appointed.

#### **Awards**

The organiser will make an amount of EUR 120,000 (including VAT) available for awards and distinctions. This competition total is calculated based on the current HOAI (Fee Ordinance for Architects and Engineers).

The following prizes will be awarded:

1st prize	EUR 48,000
2nd prize	EUR 30,000
3rd prize	EUR 18,000
Distinctions	EUR 24,000

These prizes include statutory VAT.

The jury can change the distribution of the prize money and the number of prizes by unanimous resolution.

#### **Appendices to the selection procedure**

- *Appendix 01 Site plan of plan area (PDF)*
- *Appendix 02 Qualities for IBA'27 proposals and projects (PDF)*
- *Appendix 03 Results of workshops (PDF)*
- *Appendix 04 Aerial photo / photos of surroundings / historical photos (JPG)*
- *Appendix 05 Author's declaration (DOC)*
- *Appendix 06 GDPR (PDF)*

The appendices will be available for download using the following link:

[https://kohlergrohe.de/download/877/Anlagen\\_Ideenskizze.zip](https://kohlergrohe.de/download/877/Anlagen_Ideenskizze.zip)

