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A Good City Has Industry





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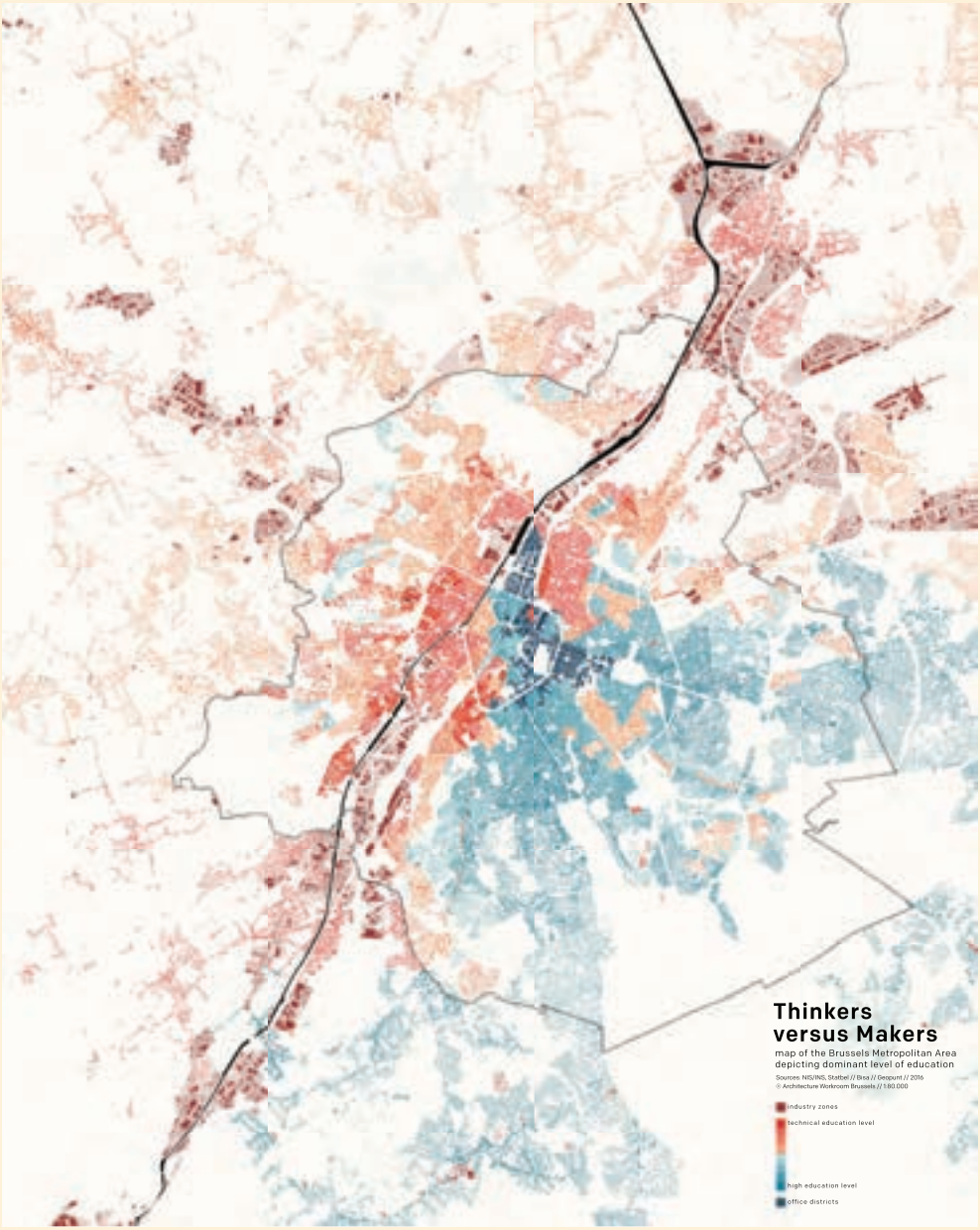
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A Good City Has Industry

Cities are the incubators and the engines of the economy. We can see the different economic eras in their architecture and structure. Over the past decades, the renewal of the European city was accompanied by the rapid growth of services and knowledge economy. But in our effort to turn the city into an attractive living and working environment, we have also driven the industry out of the city. Productive areas disappear into the outskirts of the city or to low-wage countries. The city is turning into a place of consumption, without production. That is problematic.

A different city is being built now, in and around Brussels. The industrial activities and infrastructure that are still prominent, are a unique asset for the future. The city and its outskirts are being revived by making room for innovative manufacturing activities, low-skilled jobs and a circular economy. Building new homes for a growing population is linked to the preservation and enhancement of the urban economy and industry. Brussels and Flanders are pioneers of a turnaround in the European urban development and planning: from the post-industrial city to the productive city.

A Good City Has Industry brings together existing urban strategies and current projects, but also steps up a gear. Over the last few months, architects, policy makers, experts, developers and entrepreneurs have been working together on concrete projects and places. Using these concrete proposals and strategies, the exhibition presents 10 keys to build the productive city of the future. To work!


Thinkers
versus Makers
map of the Brussels Metropolitan Area
depicting dominant level of education
Sources: NIS/INS, Statbel // Bisa // Geopunt // 2016
© Architecture Workroom Brussels // 1:50.000
industry zones
technical education level
high education level
office districts

Why do we need industry in the city?

- **We are investing in an outdated economic model**

To keep our current economy running, we are investing billions in highways and industrial parks far away from the city. We are swallowing up our limited space, spending more time in traffic, devouring energy and polluting the environment. The social costs have become unsustainable.

- **We are making ourselves dependent on low-wage countries**

We have pushed production to low-wage countries. These countries then dump consumer goods on our market, at rock bottom prices. As a result, our local production is priced out of the market, and we depend significantly on global economic developments that are out of our control.

- **We are investing in a monoculture of employment**

Not everyone can work in the knowledge economy, or in the creative or tertiary sector. The employment of low-skilled workers in catering, security, retail and cleaning firms has an upper limit. Yet it is precisely these jobs that are likely to be the first to disappear due to automation. A robust urban economy requires that the city offers space and support to a diversity of economic activities and jobs.

- **We need to close the gap between thinkers and creators**

The gap between the knowledge and manufacturing economy is also reflected in the space. In and around Brussels, the highly educated live in the South-east, while the workers live in the North-west. As one of the richest regions of Europe, Brussels still has one of the lowest average incomes. Investing on an urban industry combines both brains and hands, and helps to bridge the gap.

- **Local quality and craft are once again in demand**

More and more people recognize the value and quality of locally produced crafts and food. As a counterpart to the automation of labour, we see a revaluation of handicrafts, métier and trade. From re-use to recycle.

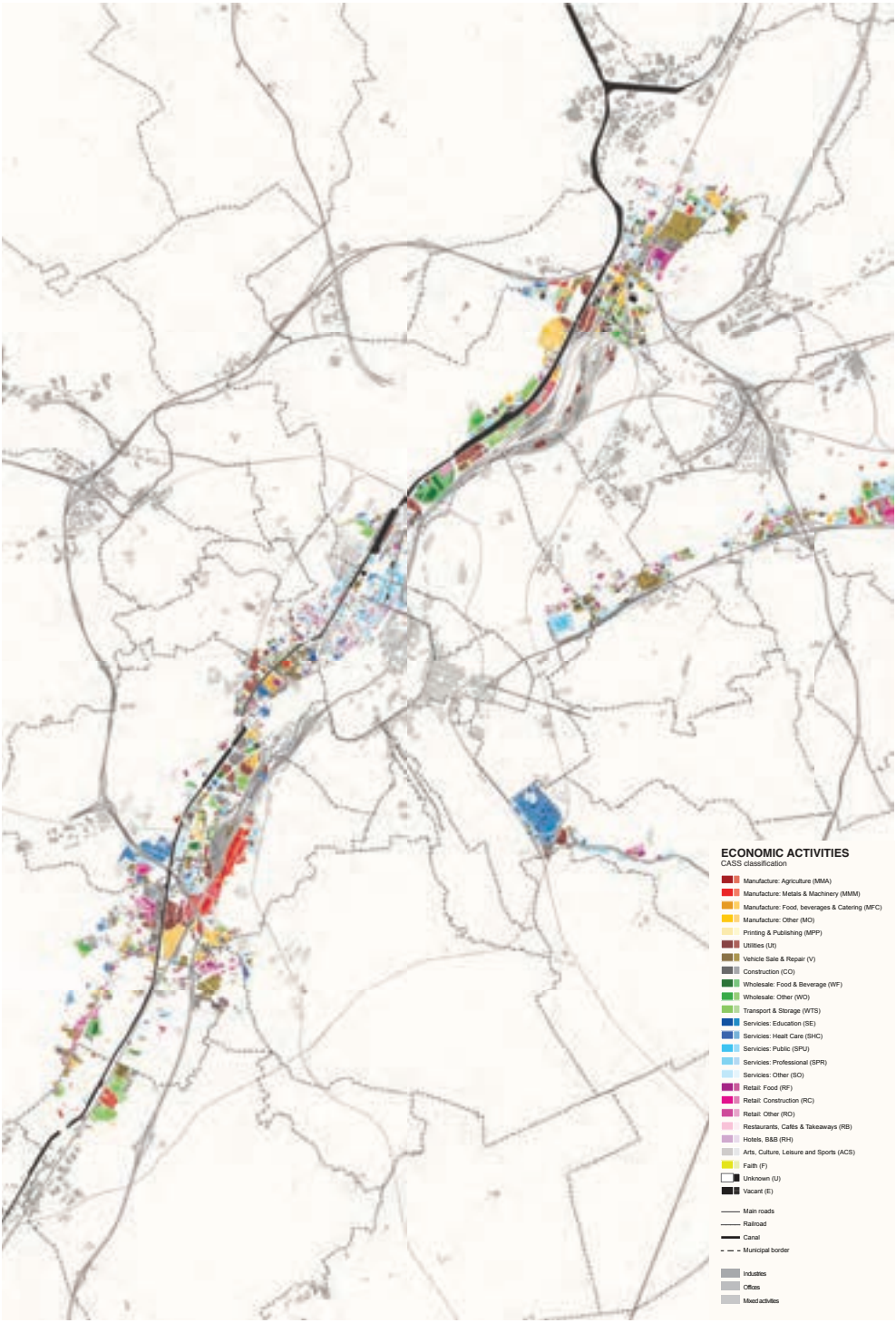
- **Circular economy is necessary and promising**

Due to the energy, materials and climate transition, our environmental laws will soon become stricter. Long transport chains will push up the price of products. Residuals and waste will need to become the resources for tomorrow's economy. This offers opportunities for shorter and closed production chains. These circular chains are most promising in places where many people live: in and around the city.



©Maxime Delvaux

10 clues for building the productive city


ECONOMIC ACTIVITIES
CASS classification
Manufacture: Agriculture (MMA)
Manufacture: Metals & Machinery (MMM)
Manufacture: Food, beverages & Catering (MFC)
Manufacture: Other (MO)
Printing & Publishing (MPP)
Utilities (UI)
Vehicle Sale & Repair (V)
Construction (CO)
Wholesale: Food & Beverage (WF)
Wholesale: Other (WO)
Transport & Storage (WTS)
Services: Education (SE)
Services: Healt Care (SHC)
Services: Public (SPU)
Services: Professional (SPR)
Services: Other (SO)
Retail: Food (RF)
Retail: Construction (RC)
Retail: Other (RO)
Restaurants, Cafés & Takeaways (RB)
Hotels, B&B (RH)
Arts, Culture, Leisure and Sports (ACS)
Faith (F)
Unknown (U)
Vacant (E)
Main roads
Railroad
Canal
Municipal border
Industries
Offices
Mixed activities

1. Building a productive city requires a more fine-grained pattern of the urban economy.

A significant part of the economy is not found in industrial areas, but across the districts of the city. The visualization of the diversity of types and scales of economic activities, and understanding trends and dynamics, are a prerequisite for urban development and economic policy.

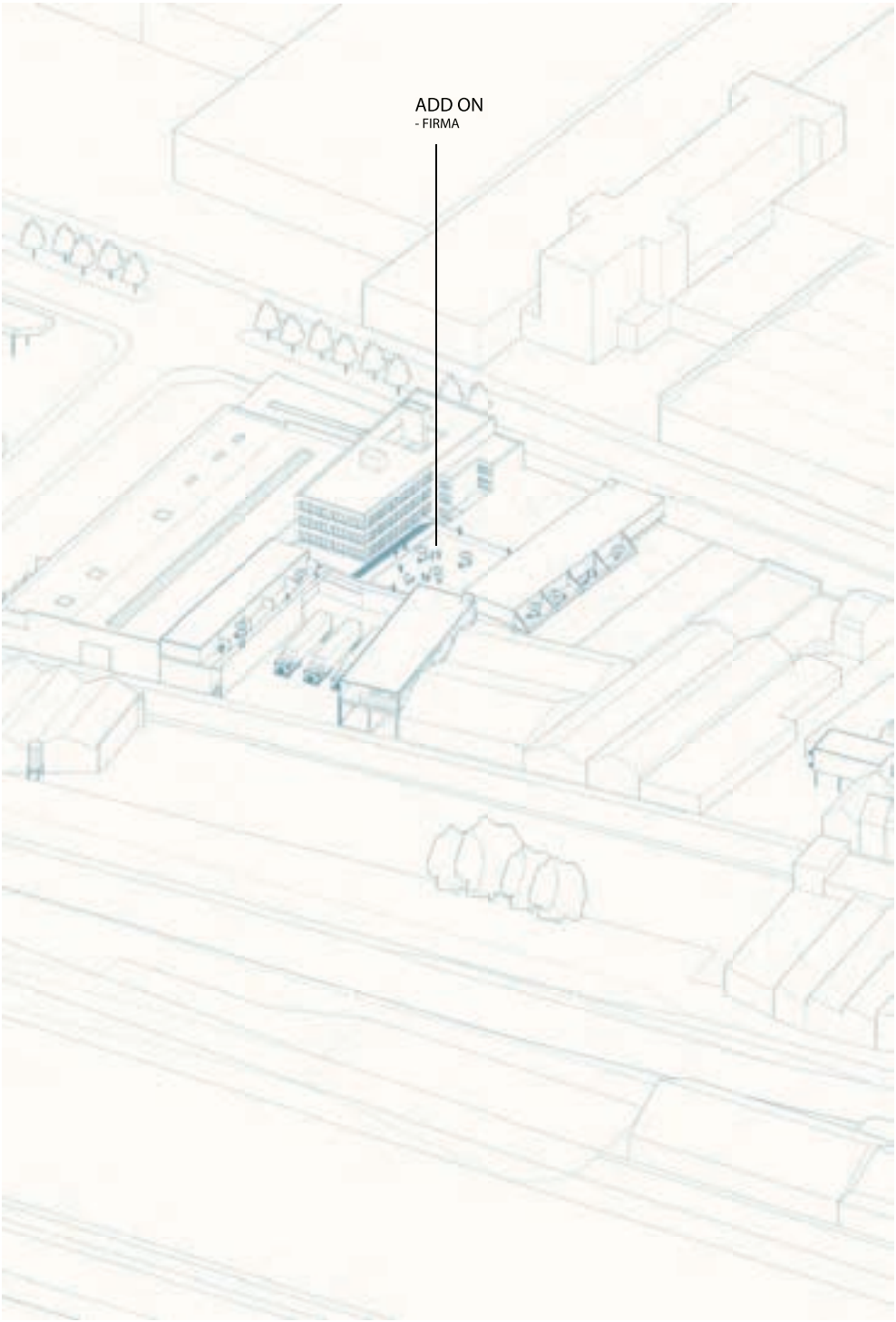
A thorough knowledge of the terrain is a crucial first step in the transformation into the productive city. The map provides a detailed inventory of economic activity in Brussels, much more sophisticated than the rough categorization of traditional zoning. The map shows that there is still a lot of industry present in Brussels, especially in the Canal Zone. The diversity of activities, sectors and scales are striking. Brussels therefore has a significant advantage compared to other European cities, where industry and greater economic activities are banished to the edge.

Thanks to the detailed inventory map, the potential of the urban fabric appears: when concentrations of certain sectors or scales occur, the possibility of cooperation, sharing space, shortening chains or closing flows, is created.

Research and cartography
Ruimte Vlaanderen
Architecture Workroom Brussels

Sources
Brussels Planning Bureau (BBP), Plan Régional d'Affectation du sol, UrbIS 2, 2015.; Brugis. brussels; NGI/IGN, Belgium latest — landuse — roads — railways, 2015.; GDI-Vlaanderen, bedrijven terreinen, 2014.

Version
October 2016


ADD ON
- FIRMA

2. Cherish the generosity of existing volumes and structures.

Even though they are sometimes useless as a building, the remaining work spaces and structures in the city nevertheless form a stimulating and affordable context for new initiatives and start-ups. By strategically choosing for conservation and re-use, we can strengthen the urban and economic dynamics.

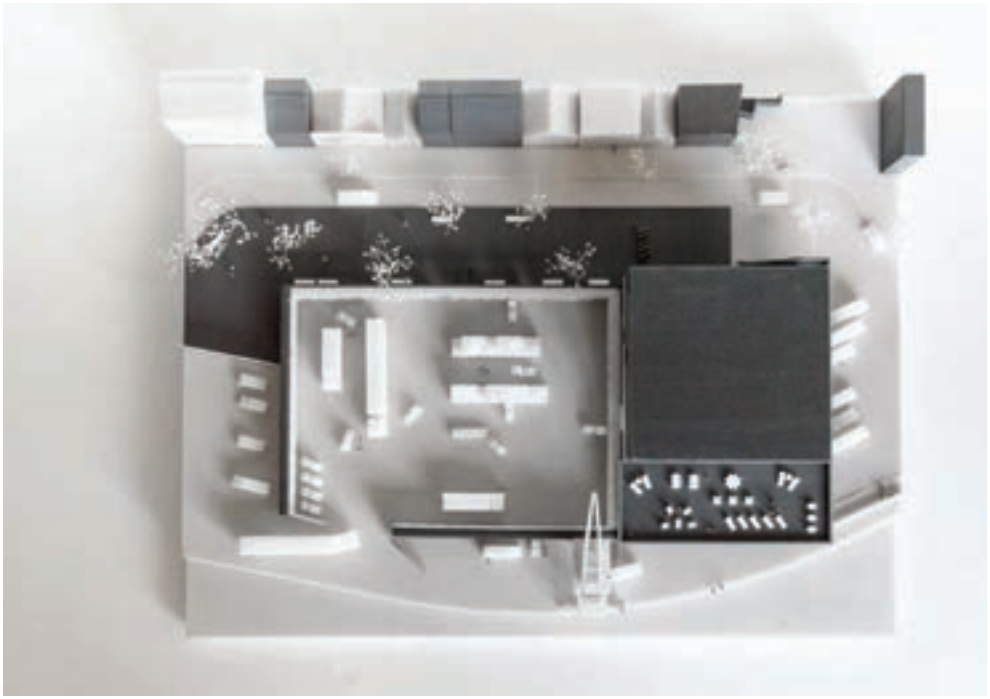
CUT. ADD ON. REPLACE. CONNECT.
Buda, Vilvoorde

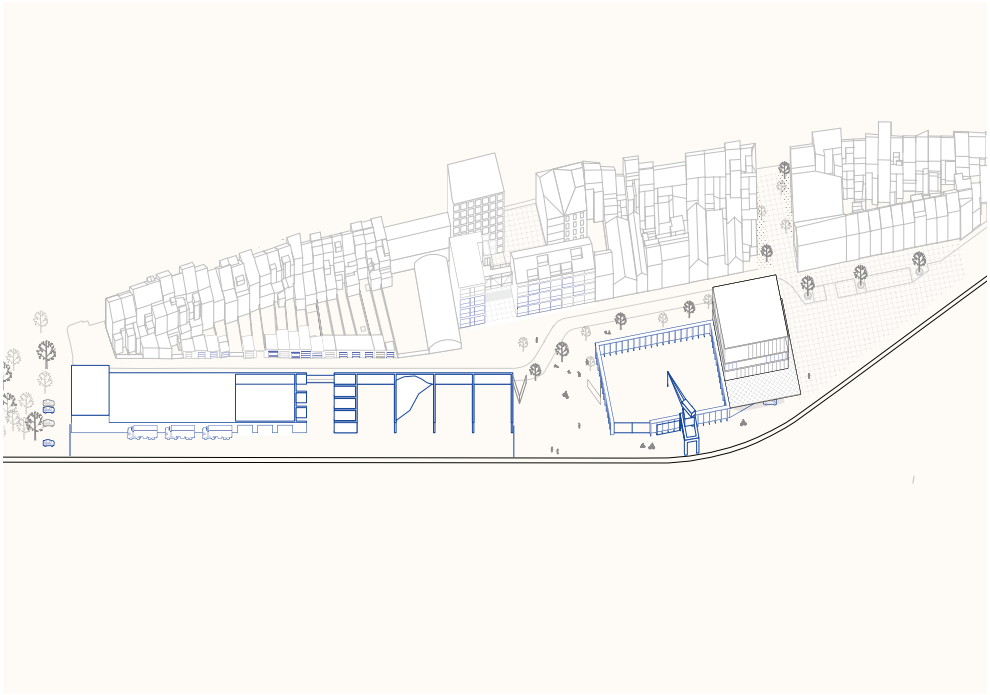
Buda is an outdated district at the foot of the Vilvoorde viaduct. Yet it has a great deal of potential. There is a good mix of living and working space and it is still home to a lot of industrial activity. The warehouses and workplaces are mainly used for storage, car repairs and so-called 'grey' economies. The designers are focusing their activities on several strategic locations. The Firma co-working site already provides the district with a new dynamic. The designers are enhancing this dynamic by adding housing and public space. The most crucial intervention is the transformation of the former ironworks. It will be converted into a *Fab Lab* and a training centre for new technologies. The manufacturing economy of the future, based on high-tech applications such as 3D printing, 3D cutting or milling, has links with the grey economy in Buda. For example, car tuning businesses always produce their own parts. Both economies come into contact and are mutually reinforcing.

Design research team
SPACE-LAB.BE

Commissioned by
POM Vlaams-Brabant, Province of Vlaams-Brabant

In collaboration with
OVAM, Ruimte Vlaanderen, VLAIO, Municipality of Vilvoorde, FIRMA, Gharp





3. A lot of small initiatives will make the next urban economy.

Many innovative companies have emerged in a back room or garage. Such small premises are fundamental if the city is to be productive and inclusive. As a hybrid between incubator and community centre, they provide space and support for new forms of entrepreneurship.

MAISON DE QUARTIER PRODUCTIF
Biestebroek, Anderlecht

The quay along the canal in Biestebroek is currently being used by a wholesaler that deals in construction materials. He harbours the ambition to expand his business and is prepared to give land back to the city in return. The designers propose that the freed up space be used to construct a park with a community centre. Not just a community centre, but a *Maison de Quartier Productif*: an incubator for start-ups in the manufacturing industry. Just like a traditional community centre the building will have a social restaurant where low-skilled people can be trained, co-working places, a public roof terrace and a multi-functional room. However, the *start-up garages* on the ground floor represent the most visually-decisive element. The designers want to use this gesture to give a new lease of life to the archetype of the garage box — often associated with urban eyesores.

Design research team
plusoffice architects
WRKSHP collectif

Commisioned by
Brussels-Capital Region
Architecture Workroom Brussels

In collaboration with
Canal team of the Brussels-Capital Regio



4. Let the scale of workspaces define housing development, and not vice versa.

An urban economy is impossible without spaces that are bigger, taller and wider. Because urban projects are usually custom designed homes, they seldom have room for real production activities. Which is why we must apply reversed logic: by designing urban redevelopment tailored to workspaces, the city makes room for living and employment.

THE WORK PALACE
Biestebroek, Anderlecht

Biestebroek in Anderlecht is a so-called ZEMU project *Zone d'entreprises en milieu urbain (Industrial Zone in an Urban Environment)*. Developers may build houses there on condition that the ground floor houses predominantly productive activities. The Brussels Region wants to fulfil that ambition and wants to prevent ZEMU projects from slipping into weak attempts to mixed living-working projects, in which economy is narrowed down to minimally objectionable *intellectual production* in offices. The designers formulate scenarios that create opportunities for large-scale production and manufacturing economy, around which homes are arranged and connected. They do not provide the specific interpretation of the industrial activities but offer spaces in all shapes and sizes: from large, tall logistic halls to medium-sized workshops and small *start-up garages*. A transparent hall that overlooks the park occupies a central position on the site. *The Work Palace* provides communal space for residents, makers and entrepreneurs. It affords the manufacturing industry a prominent position in the daily life of the new part of the city.

Design research team
plusoffice architects
WRKSHP collectif

Commissioned by
Brussels-Capital Region
Architecture Workroom Brussels

In collaboration with
Canal team of Brussels-Capital Region, Citydev, Atenor

5. Combining housing with industry asks for new architectural compositions.

A productive city is a liveable city. Innovative architecture and smart combinations of living and working, limit the inconvenience of logistics and manufacturing economy, in the city.

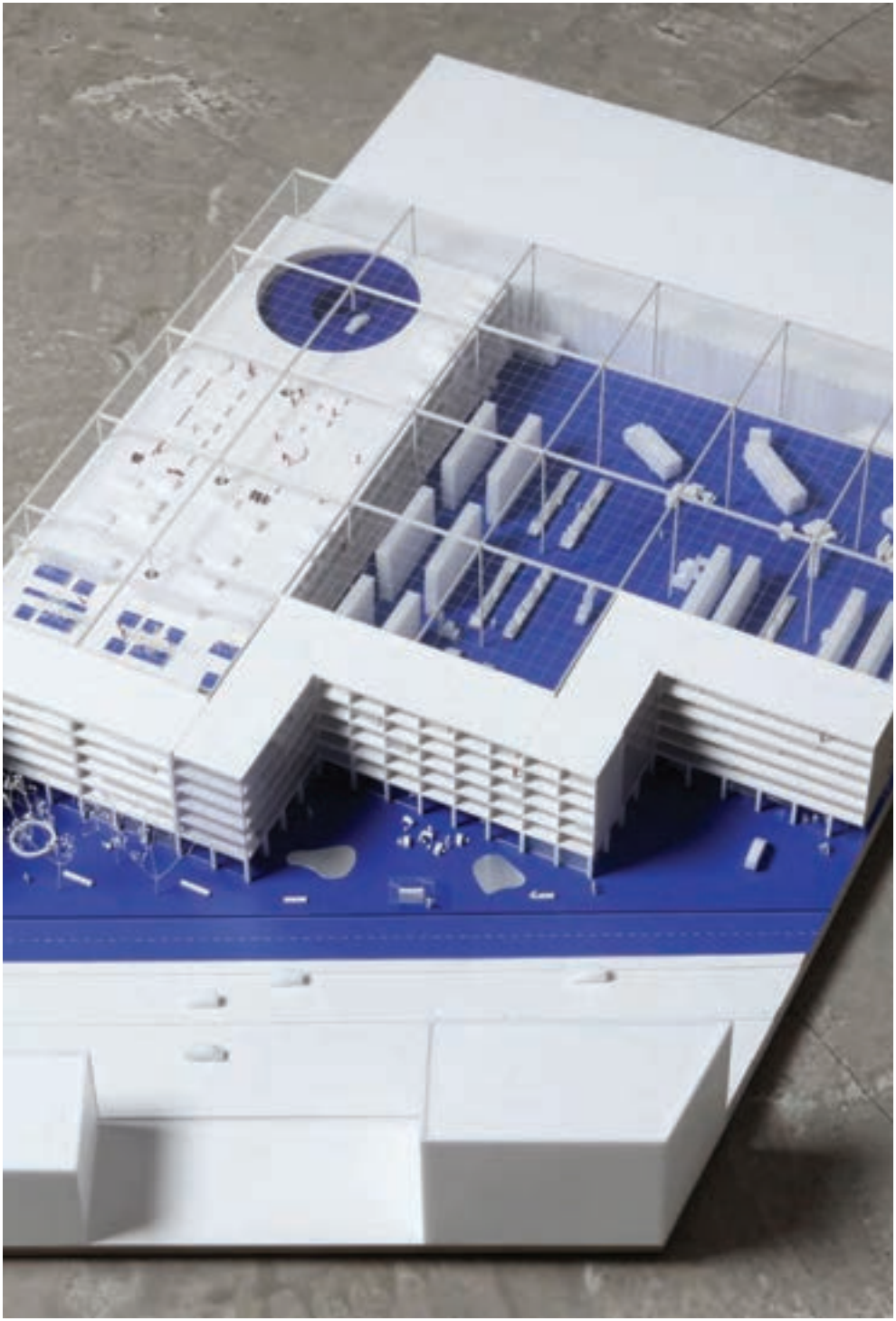
METAHUB
Delta, Oudergem

The southeast of Brussels is where the E411 motorway plunges into the city. The approach road and presence of the Delta metro station make the location an ideal transfer point for commuters and visitors to Brussels. It is also a strategic logistical site for supplies to the city. The designers propose the construction of a giant building on a large triangular space, with an urban distribution centre and a *park-and-ride car park*. The design is innovative with regard to its quest to combine living and working. With a wink at Brussels' *façadism*, the designers position a second building on the street side as a wide, dislodged frontal wall in front of the giant hall. It gives the blind box a face and provides room for diverse types of housing. On the street side the zigzag shape of the façade creates a variety of public spaces on a human scale. On the ground floor we find services and ateliers that offer space for the underlying activities in the street scene.

Design research team
CENTRAL
Maxime Delvaux
Eva Le Roi

Commissioned by
Brussels-Capital Region
Architecture Workroom Brussels

In collaboration with
perspective.brussels, bMa, GOB















© Maxime Delvaux



6. Urban industry needs its public visibility and buildings.

By giving prominence to industrial activities, and reintroducing them in the street and the city, the industry may once again have a place in our daily lives. Our industry and manufacturers will then experience a sense of pride.

THE TINKER TOWER
Vergotedok, Brussels

The Vergotedok between Laken and Schaarbeek symbolises the clash between *thinkers* and *makers*. We find ourselves on the ever distant boundary between the residential city and the industrial city. Heavy industry still flourishes un the port, including a cement factory and a metal processor. However, a short time ago a UP site was also created where the *country's tallest residential tower* block, and the glass office blocks of the Noordwijk, dominate the skyline. The site is symbolic — the intervention also. Right on the border between residential area and industrial area, the designers place a *productive tower*, a vertical factory where diverse production firms can connect to the canal and industrial districts. *The Tinker Tower* is a beacon for industry in the city and a counterbalance to the residential tower. It makes production visible in the public space and points to the need for a healthy, urban metabolism. The productive tower celebrates industry and restores pride to manufacturing.

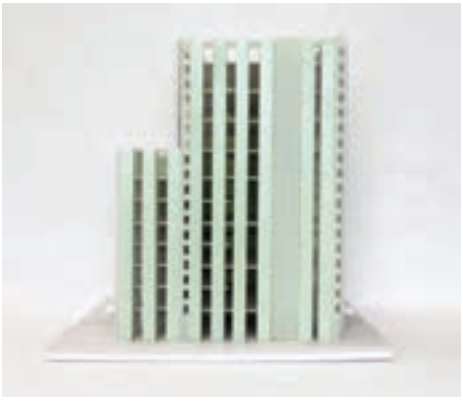
Design research team
plusoffice architects
WRKSHP collectif

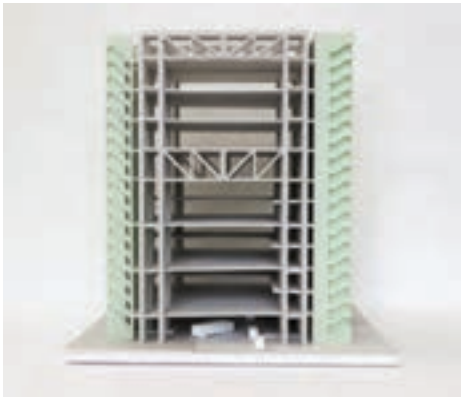
Commissioned by
Brussels-Capital Region
Architecture Workroom Brussels

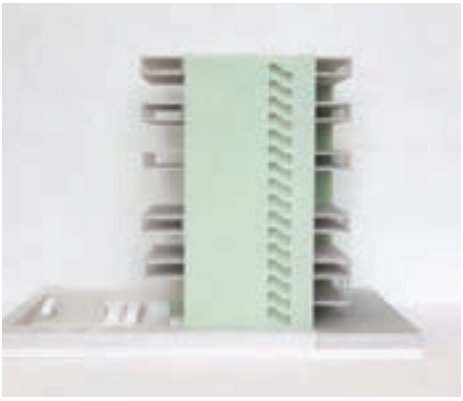
In collaboration with
Canal team of the Brussels-Capital Region, Port of Brussels, Lommat, Gravobel





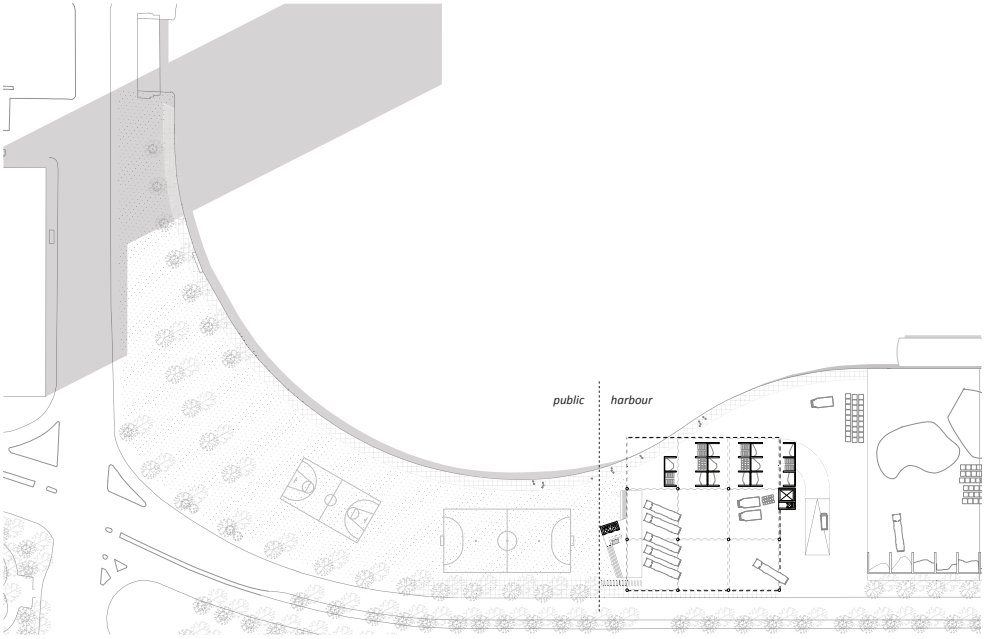




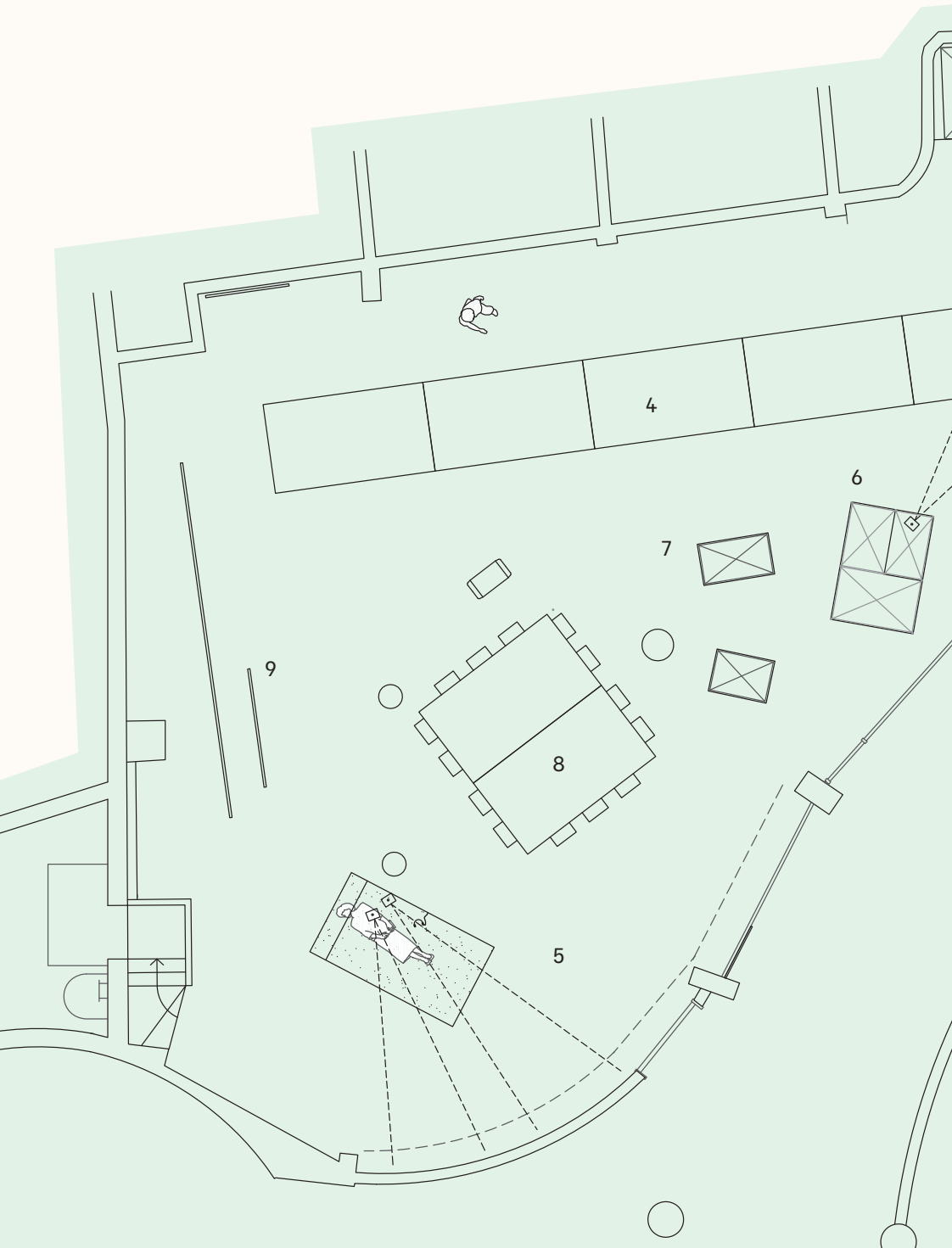


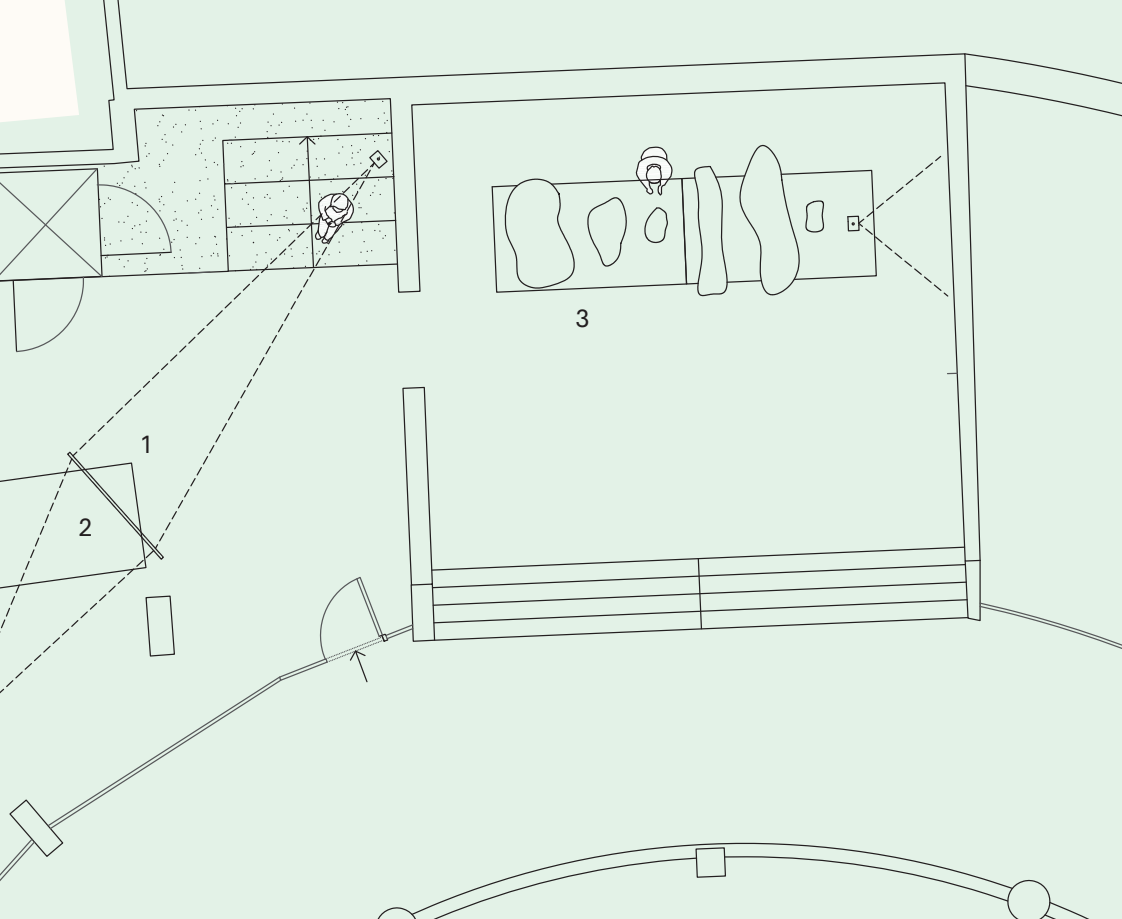





public
harbour

EXHIBITION PLAN





1. Introduction Film
2. Photography Bas Bogaerts
3. Inventory Room
4. Design Research
5. Designing With Flows
6. Work In Progress
7. Good Practices
8. Work Table
9. Cartography





7. Urban public space connects thinkers and makers in a solidary city.

The city is a place where different people live, stay, meet and interact. If, aside from offices, universities and schools, we can anchor the industry more firmly on urban public spaces, we can build an enterprising and solidary city where thinkers and manufacturers work together and support each other.

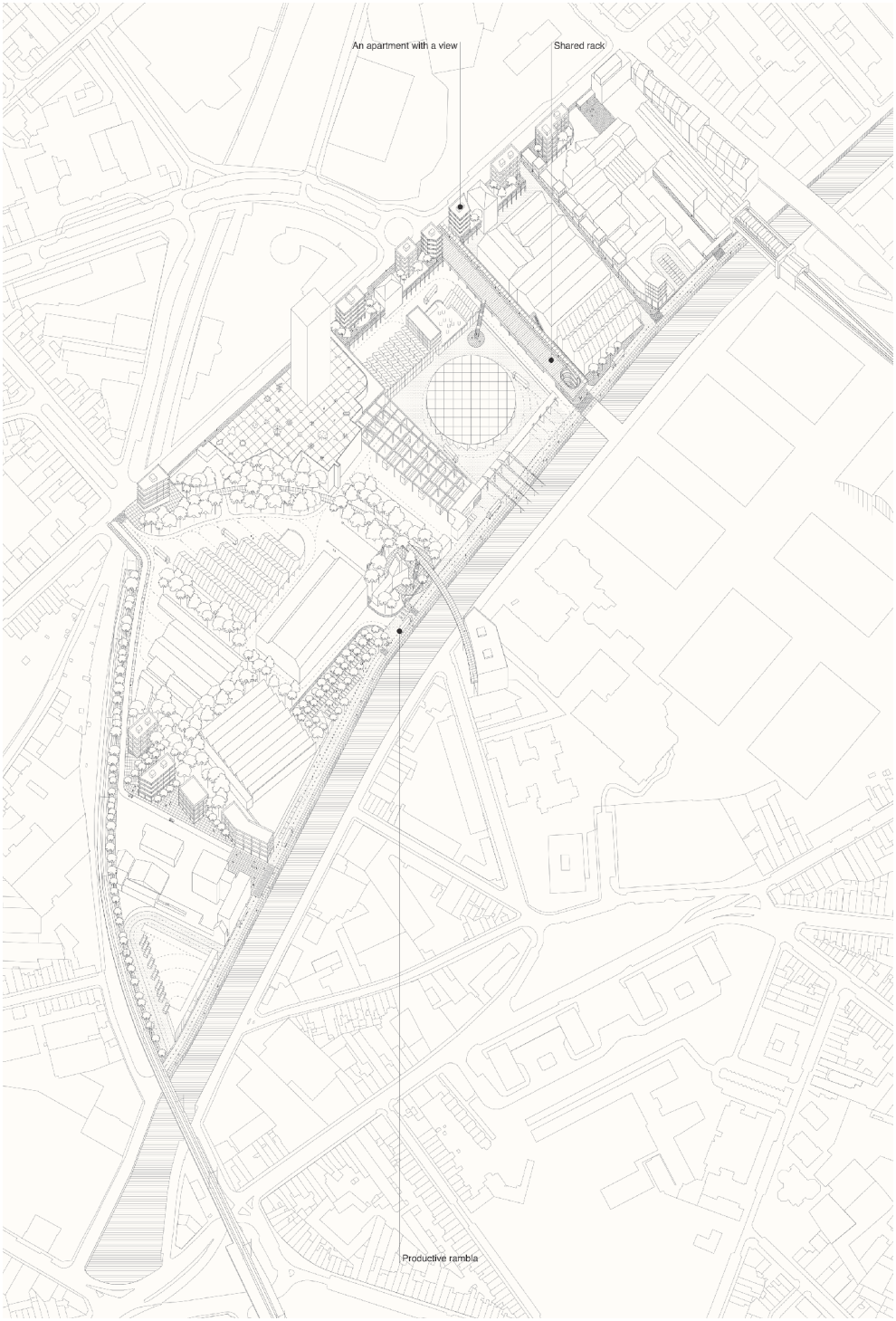
HINTERHOF
Masui, Schaarbeek

Masui, the 19th century industrial district along the Vergotedok, is confronted with serious socio-economic problems. Lots of newcomers live here, it suffers from high unemployment and there is a lack of suitable training courses. Existing city plans to develop a park in the former watercourse of the Zenne — a derelict strip that winds like a snake along the rear of the industrial infrastructure — offer opportunities to anchor the manufacturing economy in the district's daily life. The productive activities acquire a new façade and access to the park side. The 'productive school' interacts extensively with the district. The school offers courses in the manufacturing or food industry and thus acts as a showroom for surrounding businesses. The school and businesses share space, infrastructure, machines and knowledge. The ateliers and the high-end machinery are available to businesses in the neighbourhood, while the school is able to use waste materials from the surrounding businesses with which the students can practice.

Design research team
plusoffice architects
WRKSHP collectif

Commissioned by
Brussels-Capital Region
Architecture Workroom Brussels

In collaboration with
Canal team of the Brussels-Capital Region, Citydev, Brussels Leefmilieu, Municipamity of Schaarbeek


An apartment with a view
Shared rack
Productive rambla

8. Sharing facilities liberates extra space for the urban economy.

Space is a scarce commodity in the city. If companies use facilities and infrastructure together, rather than each in their own property, we will gain space for the urban economy. Shared spaces also add public places and passages to the urban industrial area.

RAMBLA PRODUCTIVE
Birmingham, Anderlecht

OAt the Birmingham site — south of the city, industry is under pressure due to the huge demand for new homes. The designers formulate a number of strategies that act as an intermediary between the productive and residential city, between the public and private domain and between the large and small scale. The homes are concentrated on the embankment on the street side. Due to the difference in height, the properties enjoy a fine view of the activities unfolding on the canal. Across from the site lies a monumental construction that connects the city with the canal. The *shared rack* partly consists of warehousing and parking space below a public street. The infrastructural intervention literally forms a bridge between the different productive programmes and creates opportunities for businesses to share space and work together. The quays alongside the canal have been transformed into a *productive rambla*. This is a shared space, occupied by trucks and logistics, as well as cyclists and pedestrians. Strolling along a recycling centre, logistics hall and a car park requires a completely new visual language and even a new understanding of what public space could mean.

Design research team
CENTRAL
Maxime Delvaux
Eva Le Roi

Commissioned by
Brussels-Capital Region
Architecture Workroom Brussels

In collaboration with
Canal team of the Brussels-Capital Region, Citydev, Vivaqua



9. Fostering coalitions between companies allows for maximum use of limited space.

Consultation between industrialists, entrepreneurs, developers, governments and residents, will lead to new insights. Collaborations arise, spaces are shared and industries are more efficiently coordinated.

points where businesses converge create new possibilities for cooperation and growth.

ZAVENTEM-SOUTH
Nossegem, Zaventem

Zaventem South, near the airport, is a traditional industrial zone where small and a few major players — such as Ikea, aircraft constructor Asco and car manufacturer Toyota — carry out their activities in a 'blind box' on individual plots surrounded by green space. Asco and Ikea are keen to expand. However, at the moment this is only possible if it results in more efficient use of the land and with a change to the strict urban planning regulations. The designers negotiated with the companies and the authorities to arrive at a solution. By viewing the land as an overarching, industrial structure the space-consuming 'plot logic' can be abandoned. This means that not every business still occupies its own plot, but that space, infrastructure and services, are shared. The designers propose building small-scale work units against the blind walls of the companies' premises. This means the underutilised space can be filled without interfering with the companies' operations. The remaining intermediate space and excess road infrastructure can thus be transformed into shared space. The

Design research team
URA Yves Malysse Kiki Verbeeck

Commissioned by
Ruimte Vlaanderen

In collaboration with
Province of Vlaams-Brabant, OVAM, VLAIO, Gharp, ASCO


2.4M
110k
130k
25k
465k
552.5k
130k
97.5k
478k
650k
C&D materials
wood recycling
combustion training
concrete plants
newhousing
newoffices
VTC
regional containerpark
C&D treatment facilities
inert treatment facilities
metal recycling

10. A circular urban economy keeps more added value in and for the city.

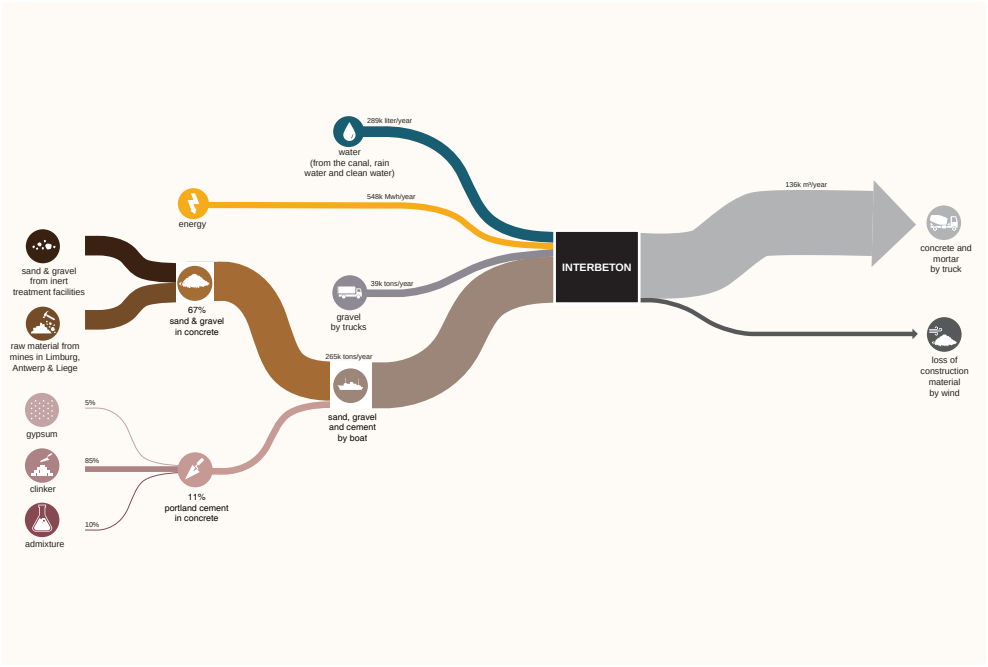
Today, a lot of money is earned *through* the city, but not always *by* and *for* the city. If we can organize manufacturing and logistics into shorter chains and closed cycles, the city will be more sustainable and a larger part of the value will remain in the city. We therefore need to develop knowledge about the flows in and out of the city.

DESIGNING WITH FLOWS
Brussels Metropolitan Region

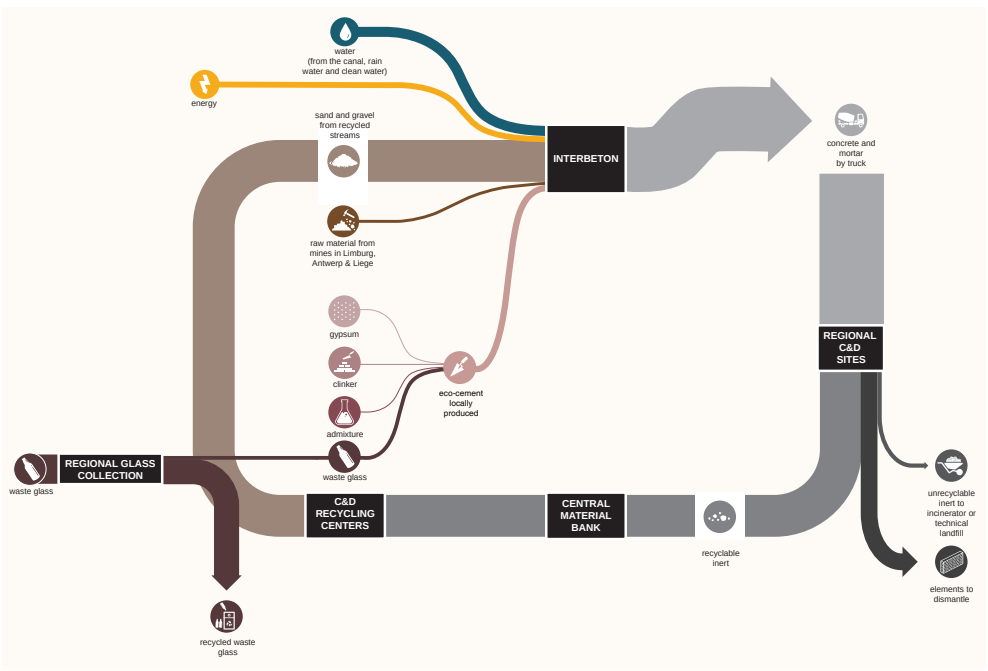
Research reveals that the flows of water, energy, food, organic waste, construction materials and construction waste in the Brussels metropolitan area. The result is shocking. Brussels appears to handle its *resources* in a highly linear fashion. A great deal enters Brussels (usually by truck) and what enters also leaves Brussels, albeit in the form of waste (and once more by truck). This is not a sustainable model. There is an incredible amount of waste of materials, raw materials and energy. New industry, embedded at strategic locations, which process or reuse this waste, excesses and other materials, could improve Brussels' metabolism. The canal plays a crucial role in this respect. It offers the possibility of a more sustainable mode of transport across the water and could evolve to form the backbone of the Brussels metropolis transition to a circular region.

Design research team
Fabric, ULB (LoUIsE en BATir), Circle Economy

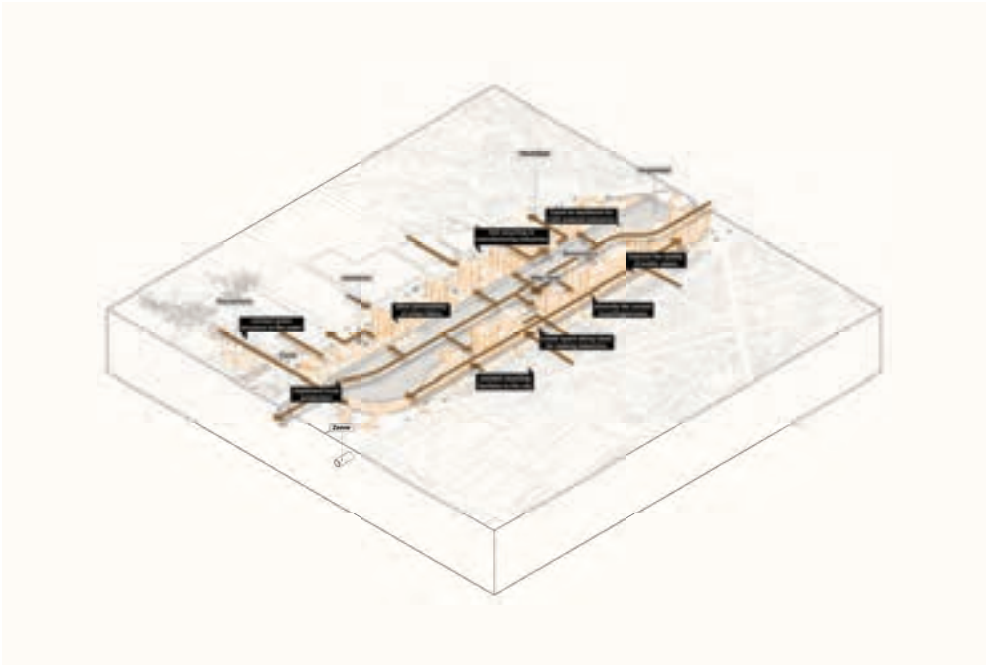
Commissioned by
OVAM



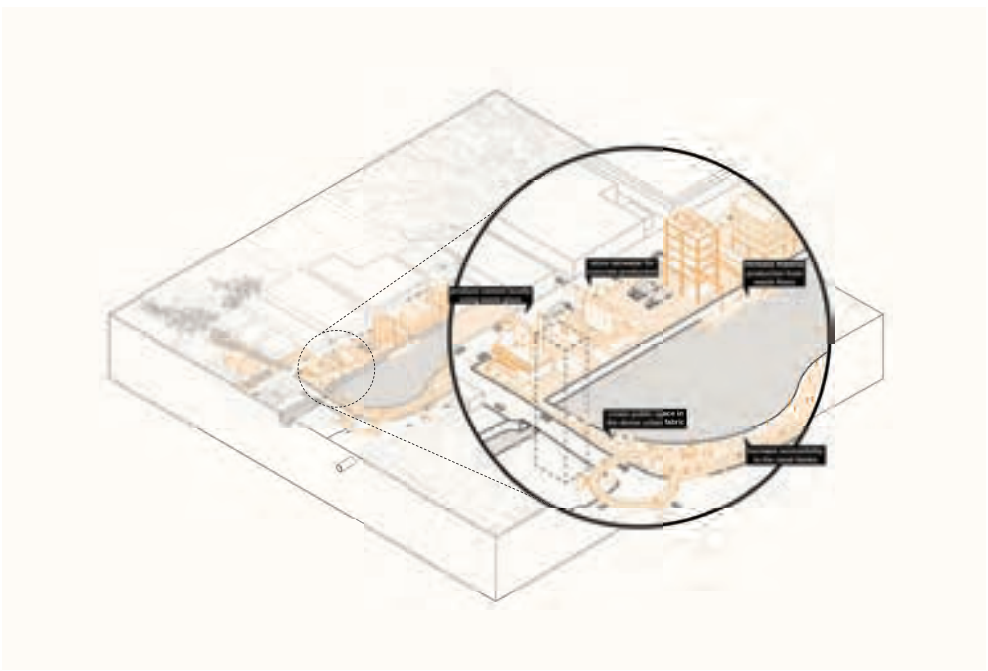
Flowscheme of building materials, existing situation



Flowscheme of building materials, new situation



Spatial consequences for Vergotedok

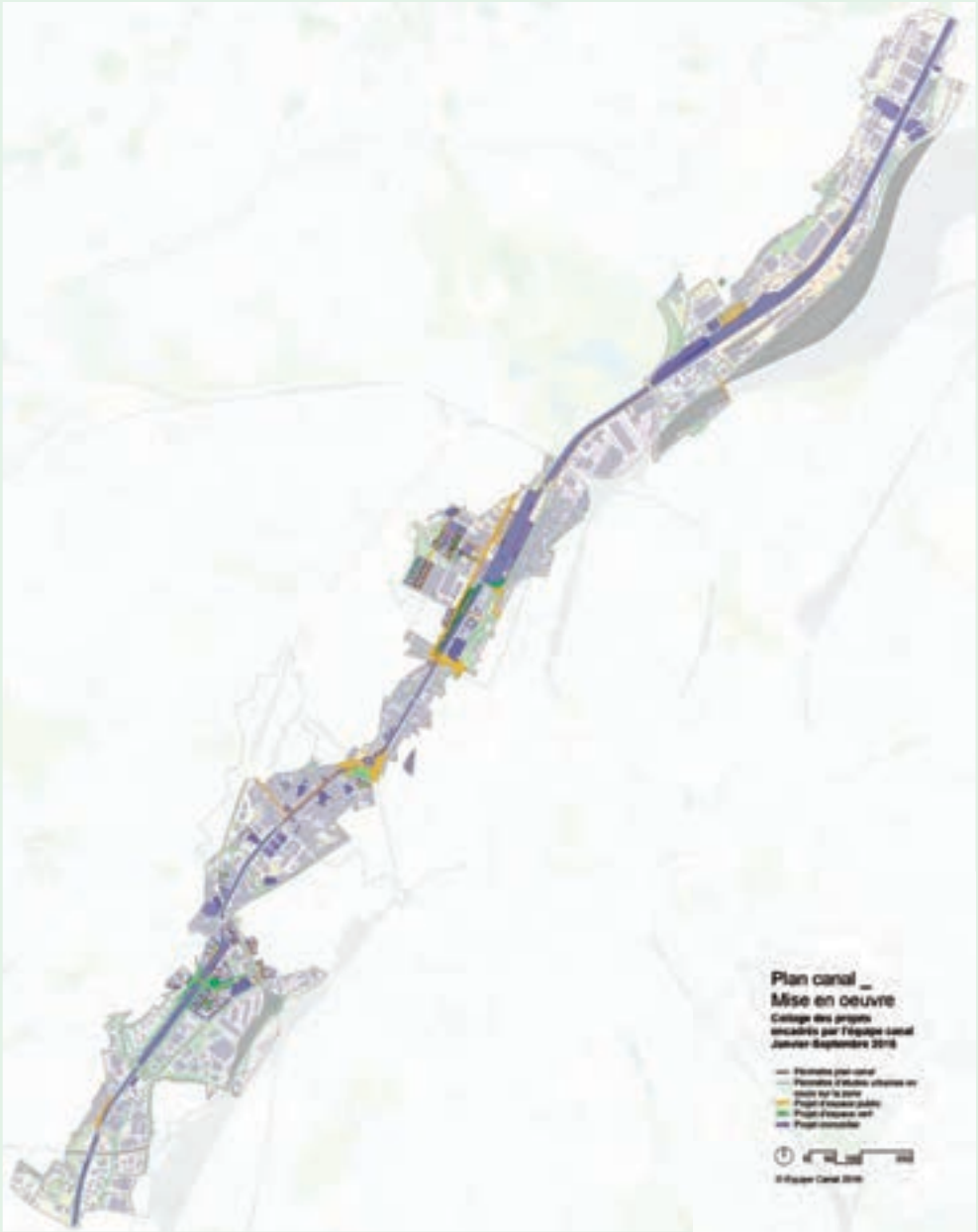


Spatial consequences for Vergotedok



© Jonathan Ortegat

At work
To a visionary transformation program for the productive city


Plan canal _
Mise en oeuvre
Catalogue des projets
encadrés par l'équipe canal
Janvier-Septembre 2016

Work in Progress

The transformation to the productive city is already underway. Lots of projects have already been launched in Brussels and the Vlaamse Rand, that anchor production in the urban fabric. Some were started at the initiative of the various authorities, others grow from the bottom up, from organisations, private actors or citizens' initiative.

The Canal Plan, for instance, is a tool for affording the former industrial district around the canal a new lease of life. It supports existing economic and industrial activities, improves the public space, creates new housing and stimulates the mix of roles and population groups.

The Territorial Development Programme (T.O.P.) strives widely for cross-border cooperation for the Noordrand of Brussels. It unites different actors around the table to develop a common spatial vision, based on consultation and design research, for the area bordering two Regions.

PENDING PROJECTS

- **Kanaalplan**
  Brussels Hoofdstedelijk Gewest
- **T.OP Noordrand**
  Ruimte Vlaanderen, Brussel Stedelijke Ontwikkeling, Provincie Vlaams-Brabant, OVAM
- **Marco Polo**
  Initiative: Citydev. Brussels
  Design: BUUR
- **Brasserie de la Senne**
  Design: L'Escaut
- **Materialendorp**
  Initiative: Port.Brussels
  Design: Tetra architecten
- **Ontwerpwedstrijd Inter-Beton**
  Initiative: Inter-Beton SA
- **Parckfarm**
  Initiative: Brussel Leefmilieu
  Curator: Taktyk & Alivearchitecture
  Design: 1010au
- **De Kruitfabriek**
  Initiative: Matexi / PSR Brownfield Developers
  Design: 51N4E
- **Firma**
  Line, Tim en Anne Van Assche
- **Hal Focquet**
  Initiative: OVAM, Team Vlaams Bouwmeester
- **Brightpark Machelen**
  Initiative: Re-Vive
- **Greenbizz**
  Initiative: Citydev. Brussels, Brussel Leefmilieu, Impulse. Brussels, WTCB
  Design: Architectes Associés
- **Abattoir**
  Initiative: Abattoir NV
  Design: ORG
- **COOP**
  Initiative: Sc Anderlecht Moulart
  Design: Bogdan & Van Broeck
- **TEMPORARY BRIDGE**
  Initiative: AWB, Festival Kanal, Kaaitheater
  Design: Gijs Van Vaerenbergh
- **Circular Buda**
  Initiative: OVAM
  Research: ULB-BATir



Parckfarm, Taktyk & AliveArchitecture, 1010au



Abattoir 2020, ORG



Materialendorp Vergotedok, Tetra architecten



© Renaud Callebaut

Greenbizz, Architectesassoc.



Canal Plan 2016, Equipe Canal Brussel Capital Region



© Artur Eranosian

COOP, Bogdan & Van Broeck



Urban Metabolism Rotterdam, IABR-2014
Atelier Rotterdam



CASS School of Architecture, Declan Corbett,
Factory House interior model



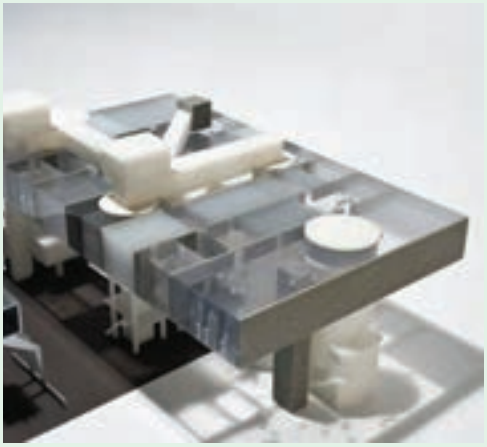
LaboXX Lage Weg, 51N4E



Incubator Waregem, OFFICE



Architecture Without Content, Mendrisio School



Betoncentrale Gent Oude Dokken, URA

A construction site with many fronts

The productive city is in development, and not only in Brussels and its outskirts. Other cities in Belgium and Europe are also exploring how they can provide direction and incentive for the urban economy. These experiments work independently on several fronts: innovative regulations, strategic planning and urban land development, architecture research into new commuter combinations, building coalitions between companies, governments and local residents, or realizing incubators.

We now need to combine these various techniques. They all need an ambitious and visionary transformation program for the productive city. The paradigm shift in the European urban development, from the post-industrial city into the productive city is more than the sum of the number of projects and initiatives. Only if these innovations perfectly pick up on each other in policy, design, entrepreneurship, coalition building and urban development, can the cover actually materialize. That is the construction site for the coming decades.

STRATEGIC SPATIAL POLICY
- Canal Plan, Brussels-Capital Region
- T.O.P Noordrand, Ruimte Vlaanderen, Perspective.Brussels, Province of Vlaams-Brabant, OVAM

REGULATIONS & PLANNING
- OGSO (Ondernemingsgebied in Stedelijke Omgeving), Brussels-Capital Region
- Research on segmentation of work sites in Flanders, Royal Haskoning commissioned by Ruimte Vlaanderen

NEW DEVELOPMENT PRINCIPLES
- Kameleon – Ondernemen in de kern, LEIEDAL

ARCHITECTURAL AND URBAN TYPOLOGY
- CASS Studio Peter St John, The Cass/London Metropolitan University
- Architecture Without Content, Kersten Geers, Jelena Pancevac, Giovanni Piovene, Dries Rodet, Andrea Zanderigo

SOCIO-ECONOMIC INCUBATOR
- Incubator Waregem, OFFICE Kersten Geers David Van Severen
- Cité des Métiers, Charleroi Creative District
- Entre-deux ponts, 51N4E
- Betoncentrale Oude Dokken Gent, URA

CELEBRATION OF PRODUCTION
- Crystal Palace, IABR-2016-Atelier Rotterdam: De Productieve Stad, by l'AUC

NEW COALITIONS
- Lageweg Hoboken – Urban developmentvia co-creatie, 51N4E-Connect&Transform-Witteveen&Bos-Rebelgroup

METABOLISM
- Urban Metabolism Rotterdam, IABR-2014-Atelier Rotterdam: Het Stedelijk Metabolisme, by James Corner Field Operations & .FABRICations
- The Metabolism of Albania, Atelier Albania
- Atelier Track Design, Ruimte Vlaanderen and OVAM

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Colophon

A Good City Has Industry

BOZAR – Centre for Fine Arts, Brussels

26.09.2016-15.01.2017

These visitors guide was published following the exhibition 'A Good City Has Industry'. The exhibition presents the architectural proposals and urban strategies developed in IABR-Atelier Brussels: The Productive Metropolis-the participation of Brussels and Flanders in the seventh edition of the International Architecture Biennale in Rotterdam IABR-2016-THE NEXT ECONOMY.

ATELIER BRUSSELS

Steering group: perspective.brussels, bMa, OVAM, Ruimte Vlaanderen, Province of Vlaams-Brabant, POM Vlaams-Brabant, IABR, Architecture Workroom Brussels
Atelier Master: Mark Brearley, CASS Cities, London
Design Research: plusoffice architects/ WRKSHP collectif, CENTRAL/Eva Le Roi/Maxime Delvaux, URA Yves Malysse Kiki Verbeeck, Space-lab.be, Fabric/ULB (LoUIsE and BATir)/ Circle Economy
Publication: A+ Architecture in Belgium

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Atelier Brussels

Productive Metropolis