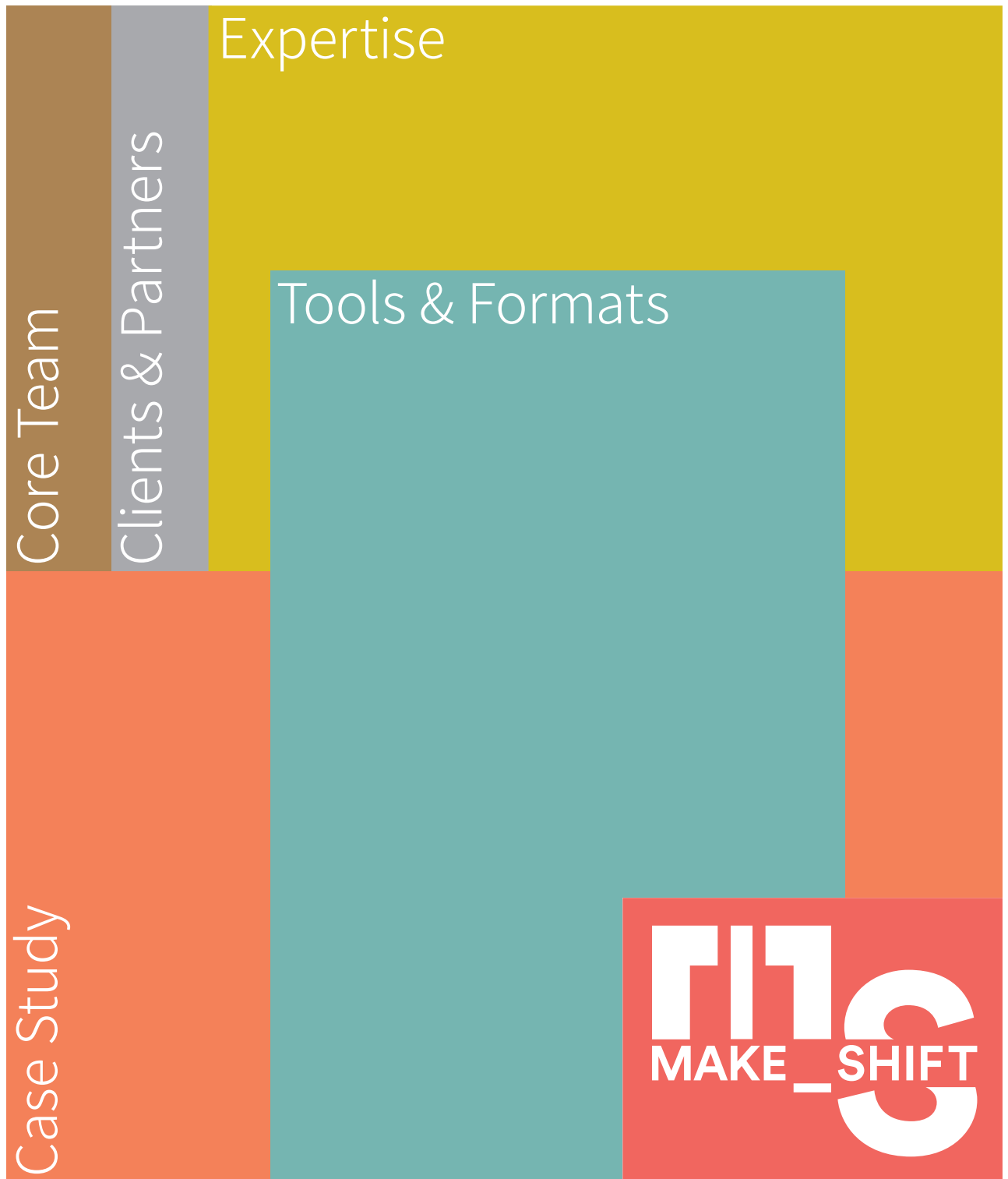


Make_Shift gGmbH



Make_Shift gGmbH



An international network of expertise – Make_Shift Think Tanks, consulting and process management.



CURATOR, PROCESS
MANAGER AND
MODERATOR,
FRANCESCA FERGUSON
supports enterprises
and neighbourhoods by
building partnerships,
assessing needs and
communicating new
methods, all the while
in the interests of
community.

Make_Shift is a non profit agency and a consulting network for architecture and urban futures.

Make_Shift's Network is the profound asset to tap into for any development task. Locally and internationally. We stand for urban innovation on every level. Our network and expertise encompasses the cultural and creative industries scene in Berlin and the international Baukultur – building culture – scene. We are part of EU Networks for cooperative cities, leading international think tanks, foundations for excellence in the built environment. Our network is trans-sectoral, multi-disciplinary – and tailored to every task.

We connect the decision makers with the pioneers in the business of urban development.

We curate, facilitate and consult with a key network of experts in the fields of sustainable urbanism.

For circular city programs and holistic, sustainable development, we bring the necessary expertise to your table.

Make_Shift
gGmbH

Expertise P.4

Case Studies P.8

Tools & Formats P.17

Core Team P.37

Clients & Partners
P.42



Expertise

Overview 1–5

Our broad spectrum of expertise encompasses cultural site development and strategic communication on architecture and urban design, as well as for sites undergoing redevelopment or transformation.

- 1 Cultural Placemaking
- 2 Urban areas and existing sites: revitalisation and transformation
- 3 New spatial identities and strategic communication
- 4 Consulting and feasibility analysis for municipalities and developers
- 5 Communicating urban futures: new formats and brands

Expertise

1–5

↔ P.9:

Case Study 1

From Theater

Karlshorst to KAHO

1 Cultural Placemaking

Buildings, sites, urban quarters need an identity; a tangible story. Cultural histories and associations create added value to a site.

We develop those identities and key concepts that consolidate a sense of community and open up new development horizons. We'll bring a contemporary mix of stakeholders to the table and draw out the key ingredients: for a new sense of place; for new partnerships. To revitalise a site and lay the ground-work for renewal.

↔ P.11:

Case Study 2

KAHO – Space for Culture

↔ P.15:

Case Study 4

Zeche Zollverein

– Talking Cities @

Entry

2 Urban Spaces: Revitalisation and Transformation

Urban futures will increasingly depend on intelligent re-use strategies. We will develop interim use programs with multiple stakeholders. Adapt obsolete monuments for new mixed-use programs – cultural and commercial. Revitalise sites with state of the art activations and interventions.

This is urban curating combined with process management – we facilitate networks across the disciplines of culture, retail and small-scale production. We build bridges between public authorities and policy makers, local stakeholders in culture and business. Designing such new alliances activates ground floor spaces and redefines heritage sites.

⇌ P. 9:
Case Study 1
From Theater
Karlsborst to KAHO

⇌ P. 13:
Case Study 3
THE NEW
S_AM

⇌ P. 20: Tool 2
Studio Talks

⇌ P. 22: Tool 3
MakeCity Open

⇌ P. 26: Tool 5
RE_MakeCity

⇌ P. 29: Tool 6
Urban process
management

3 New spatial identities and strategic communication

We will forge new identities for established institutions and foundations. We combine award-winning spatial design with brand strategies that fit for the long term. Our spatial re-branding transforms institutions and establishes new directions.

4 Urban consulting & case study analysis for municipalities and developers

We implement multi-disciplinary analysis of sites and urban spaces. We develop tailor made tours and round tables on new urban prototypes. Our international network of architects, engineers and planners enrich the discourse on urban futures, case by case. Our curated tours give clients direct contact with pioneering urban designers, architects-as-developers and state of the art mixed-use design concepts that work.

We bring good practice to the decision makers.

5 New Formats and Brands for communicating urban futures

We devise and apply new formats that revitalize the discourse on cities and their futures:

► Face to Face

A format that brought architects together with composers, philosophers, sociologists – for the BDA (Association of German Architects).

► MakeCity

became an internationally recognized brand (making city differently) and the biggest trans-sectoral festival for urban alternatives in Germany.

► Studio Talks

bring an audience directly in touch with the architect and client and their work.

► MakeCity Open

sheds new light on how the most innovative architecture evolves – enabling direct contact with client and architect, and with new urban prototypes.



Case Studies

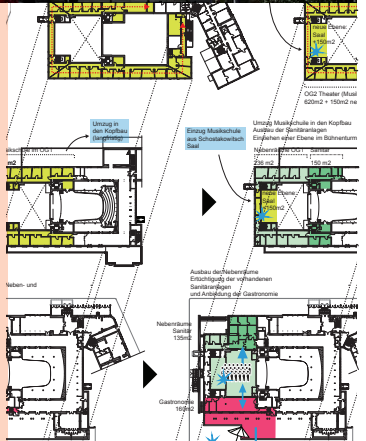
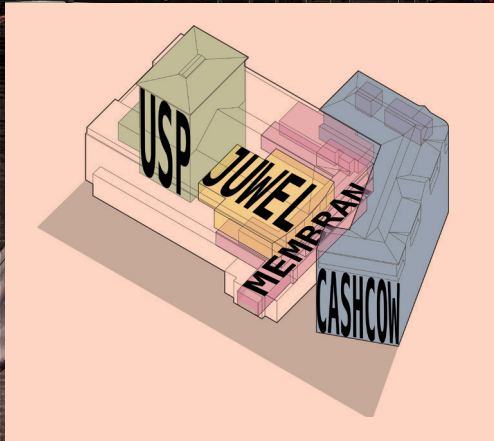
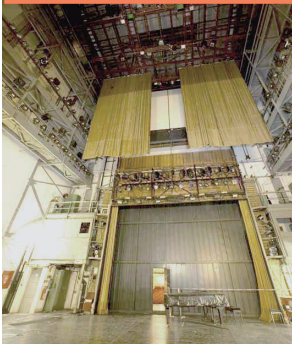
Overview 1 – 4

The following case studies are selected examples of our achievements – Make_Shift's proof of concept and our expertise.

- 1 From Theater Karlshorst to KAHÖ
- 2 KAHÖ – Space for Culture
- 3 THE NEW
S_AM
- 4 Zeche Zollverein –
Talking Cities@Entry

Case Study

1 From Theater Karlshorst to KAHO



⇌ **P. 5: Expertise 1**
Cultural Placemaking

⇌ **P. 5: Expertise 2**
Urban Spaces:
Revitalisation and
Transformation

Case Study 1

From Theater Karlshorst to KAHO

↔ P.5: Expertise 1
Cultural Placemaking

↔ P.5: Expertise 2
Urban Spaces:
Revitalisation and
Transformation

Cultural mission development and a contemporary spatial redesign for the heritage site, Theater Karlshorst in Berlin

As advisor and artistic director to the foundation Stadtkultur, Francesca Ferguson, Make_Shift's founding director led the process management for the reactivation of Berlin's largely obsolete post-war theatre and former Soviet officer's club – Theater Karlshorst. This central site, was redefined for the social housing corporation HOWOGE.

Multiple stakeholders – from Berlin's music, cultural politics and performance scene, municipal authorities, heritage planning departments, designers, construction engineers and award-winning architects – were actively involved in the process-based spatial and cultural reworking of this unique site over a 2 year period.

The multi-tiered site analysis, feasibility studies and a trans-sectoral workshop process resulted in speedy planning permission for the heritage site – and a new spatial program: The KAHO is now a modular, multifunctional center for an entirely new mix of culture, events and education programs.

“The submission of one planning application instead of 2 for both the interim use period and the long-term renovation saved several months of planning time and 6-figure costs.”

Stiftung Stadtkultur advisory board, and Peter Kercher, CEO, Silver Construction Engineering.

Case Study

2 KAHO – Space for Culture



↔ P. 6: Expertise 3
New spatial identities
and strategic
communication

↔ P. 6: Expertise 4
Urban consulting &
case study analysis for
municipalities and
developers

↔ P. 13: Case Study 3
THE NEW S_AM

↔ P.5: Expertise 1
Cultural Placemaking

↔ P.6: Expertise 3
New spatial identities
and strategic
communication

↔ P.9: Case Study 1
From Theater
Karlshorst to KAHÖ

Strategic brand communication with
mission and vision design:
A cultural space for the Berlin mix,
uniting social and cultural sectors

From Theater Karlshorst to KAHÖ – an entirely new identity and accompanying strategic communication developed together with interim use during the renovation and rebuild into a new cultural center. A unique combination of stakeholders and cultural ambassadors participated in the liberation of this iconic site from its post war history. Today the site is KAHÖ – a space for culture.

Together with Spring Brand Ideas, the Leitidee: key mission and claim developed from this process generated the logo and identity that will steer the interim program launch in 2021. This will generate the impetus for a major cultural and socio-political center in Lichtenberg.

KA-HÖ will offer a distinct cultural use that unites diversity & the international with the local and cuts across social boundaries. Such is the claim and the new brand.

The workshop process by the Foundation Stadtkultur steered by Francesca Ferguson and her team actively brought a broad creative scene together and created the best possible basis for the future resilience of the new brand: a reawakening of this Berlin site.”

Marion Heine, CEO and founder, Spring Brand Ideas

Case Study

3 THE NEW S_AM

01.06. – 21.09. 2008
ORNAMENT NEU
AUFGELEGT/
RE-SAMPLING
ORNAMENT
S_AM

30.09. MODERNIST
20.01. – 07/06
PANTHO
GUEDES
S_AM

02.02. – 11.05.06
DIE VERHANDLUNG
VON ARCHITEKTUR
& LANDSCAPE
IN DER SCHWEIZ
/ NEGOTIATING
SWISS
ARCHITECTURE
& LANDSCAPE
S_AM

10.06. – 16.09. 2007
INSTANT
URBANISM
S_AM

17.03. – 27.05.2007
URBANE REANIMATIONS
UND DIE ARCHITEKTUR DES
MINIMALEINGRIFFS
URBAN
REANIMATIONS AND THE
MINIMAL INTERVENTION
UN
AUFGERÄUMT
AS
FOUND
S_AM

16.01. – 22.03.2009
GEMÄLDE, POSTKARTEN,
OBJEKTSPIELE / PAINTINGS, POSTCARDS,
OBJECTS, GAMES
DIE WELT DER
THE WORLD OF
MADÉLON
VRIESENDORP
1967 – HEUTE /
TODAY
S_AM

28.06. – 13.09. 2009
ARCHITEKTUR AUS
RHÔNE-ALPES UND
ARCHITECTURE
ET
DER REGION
DER ROMANDIE /
EN RHÔNE-ALPES
ROMANDIE
ICI ET LE MONDE
HIER UND DIE
WELT
S_AM

04.10.2008 – 28.12.2008
NEUE ARCHITEKTUR UND
URBANE PHÄNOMENE
IN SÜDOSTEUROPA
BALKAN-
OLOGY
S_AM

STEINENBERG 7
POSTFACH 911
CH 4001 BASEL
SCHWEIZERISCHES
MUSEUM / SWISS
ARCHITEKTUR-
ARCHITECTURE
M
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S_AM

⇨ P. 6: Expertise 3
New spatial identities
and strategic
communication

⇨ P. 35: Tool 8
Freezone – a tool
for designing institu-
tional change

↔ **P.6: Expertise 3**
New spatial identities
and strategic
communication

↔ **P.35: Tool 8**
Freezone – a tool for
designing institutional
change

S_AM – The Swiss Architecture Museum:
a crucial rebranding of the Architecture
Museum Basel with a magazine series and
international exhibition program to match

Francesca Ferguson's directorship heralded the consummate re-branding of the institution, with the acquisition of new partnerships.

Together with award-winning graphic designers – Claudia Basel – S_AM became the Logo and identity for the Swiss Architecture Museum that has lasted for over 10 years. This set the museum on a course for international recognition.

S_AM's program of critical and unconventional travelling exhibitions – from 'New Ornament' to Arch/Scapes for the Biennale Sao Paolo – transmitted fresh perspectives of the Swiss and international architecture scene.

The contemporary redesign, with the accompanying program enabled the unique and exclusive sponsorship of the Museum by Zumtobel with LED Lighting, Ricola and the Swiss government. A new medium: the Bi-lingual S_AM magazine accompanied each exhibition.

“The renewal applied to numerous aspects of the museum's activities – the new publication series, the numerous new event formats, but also the style and message of the exhibitions themselves signaled an openness and a contemporary relevance that caused a welcome international furore.”

Martin Heller, S_AM Board & Heller Enterprises, Zürich

Case Study

4 Zeche Zollverein – Talking Cities @ Entry



↳ **P. 5: Expertise 1**
Cultural Placemaking

↳ **P. 5: Expertise 2**
Urban consulting &
case study analysis for
municipalities and
developers

Case Study 4

Zeche Zollverein – Talking Cities @ Entry

↔ P.5: Expertise 1
Cultural Placemaking

↔ P.5: Expertise 2
Urban consulting &
case study analysis for
municipalities and
developers

Entry@Zeche Zollverein – cultural site development and the reactivation of industrial heritage

Once Europe's largest coal mine, Zeche Zollverein was transformed over 25 years into an architectural paradise. Contributions by Rem Koolhaase, Norman Foster and SANAA are included in the 100-hectare park and UNESCO world heritage site. In the former powerhouse (the Kohlenwäscherei) adapted by OMA, the design festival ENTRY sought a cultural re-identification.

Talking Cities was a major part of the conceptual re-activation of the site. Entry also featured Vitra Design Museum, MOMA and Cooper Hewitt. By bringing international design, architecture and interventions together in an exhibition and conference platform, the space and its post-industrial landscape were afforded a consummate re-identification for a broad audience.

“With Talking Cities, Francesca Ferguson brought an excellent international network and playful, experimental and trans-disciplinary projects to the entire constellation of ENTRY.”

Roland Weiss, CEO, Development Association, Zollverein

“When the exhibition ends after 100days, the transformation will continue from the gates of the world cultural heritage site. Talking cities is just the beginning: an insight into a world of change.”

Form Magazin

Tools & Formats

Overview 1 – 8

We employ different tools and formats in order to develop innovative solutions for architecture and city-making at different scales, and to communicate to our partners and clients the new directions in architecture and urban design. These conceptual and strategic tools can be applied to different urban sites and tailored to specific spatial contexts and development processes.

- 1 The urban festival, MakeCity
The communication formats:
- 2 Studio Talks
- 3 MakeCity Open
- 4 Urban Hubs
- 5 RE_MakeCity
a development task force for cities and municipalities
- 6 Urban process management
- 7 Publications and
media communication
- 8 Freezone – a tool for designing
institutional change

Tool

1 The urban festival – MakeCity



⇨ **P. 5: Expertise 1**
Cultural Placemaking

⇨ **P. 7: Expertise 5**
New Formats and
Brands for
communicating
urban futures

MakeCity festival for architecture and urban alternatives – 2015 and 2018.

Make_Shift gGmbH produced the biggest international festival for architecture and urban alternatives in Germany: 18 days of city-wide events, with over 100 founding partners – leaders in Architecture, urban planning, landscape design, political and cultural representatives of urban innovation, EUNIC cultural centres.

By bringing a wide range of citymakers and stakeholders together, the festival draws attention to new urban prototypes and best practice models throughout Berlin and internationally. **With a 6 day conference at its core, the MakeCity formats – Studio Talks, MakeCity Open, and Urban Hubs – are flexible and adaptable; scalable – and transportable to other cities and urban contexts.**

With its strong and diverse international partners, MakeCity Festival has become an international platform for innovation in the urban context. See Website: www.makecity.berlin

“When engaged makers in the fields of architecture, design and the cultural sector develop impulses for the political, economic and civic scenes, MakeCity has the potential to take decisive steps towards user-generated urban development.”

Jörg Stollmann, Professor für Städtebau, TU Berlin
in Süddeutsche Zeitung

“MakeCity is a platform on which we can discuss current issues with experts. We need this in order to implement new ideas.”

Daniela Billig, head of the urban development faction, B90, the Green Party

Format

2 Studio

Talks



From top left, clockwise
 Infrastructure & Landscape
 Eckwerk – urban wood build
 Modular wood build: Metropolitan School
 Rethinking existing structures
 Residential build & density

⇨ P. 6: Expertise 4
 Urban consulting &
 case study analysis
 for municipalities
 and developers

⇨ P. 7: Expertise 5
 New Formats
 and Brands for
 communicating
 urban futures

↔ P. 6: Expertise 4

Urban consulting & case study analysis for municipalities and developers

↔ P. 7: Expertise 5

New Formats and Brands for communicating urban futures

A format that enables exclusive access to architects and urban design innovators.

Studio Talks are designed to take our partners directly to the offices and workspaces of leaders in the field of architecture, landscape design, engineering and urban planning. Studio Talks have ranged from panel discussions and book launches to open workshops, rooftop screenings and insights into material research labs. Studio Talks have featured current debates on urban co-creation and participatory urban planning; urban wood-built architecture and hybrid constructions – and ground breaking modular construction techniques.

We have brought municipal decision makers to exchange with leading lights in the redesign of contemporary schools, and residential buildings, as well as leaders in the development of the ground floor, and mixed-use developments. The format devises international exchanges on good practice. Studio Talks are focused on bringing developers, clients and decision makers in touch with the most innovative urban design practice.

Our partners have included David Chipperfield and Partners, Sauerbruch Hutton, Deadline Architects, Heide & von Beckerath and Arup engineers. Studio Talks can be developed for any municipal context, at different scales. We reveal the potentials of a site and activate the discourse.

“Make City Open shows models for co-creation and on this we can build the alliances of the future.”

Manfred Kühne, Senat for urban Development, Berlin

Format

3 MakeCity

Open



OPEN
MakeCity



↳ **P. 6: Expertise 4**
Urban consulting &
case study analysis
for municipalities
and developers

↳ **P. 7: Expertise 5**
New Formats
and Brands for
communicating
urban futures

From top left, clockwise
Bikini Berlin – Adapting architecture
Frizz23 – Commercial co-ownership
Axel Springer – OMA – construction site

Customised tours of urban prototypes, new models for living and working, & co-ownership

Make City Open: specially designed tours of new development areas in cities, award-winning architecture and sites, and cooperative developments. With partners including Niche and B-Tours, Make_Shift gGmbH has activated its network and provided public audiences, private developers and decision makers with exclusive access to those responsible for leading architectural developments.

↔ P. 6: Expertise 4

Urban consulting & case study analysis for municipalities and developers

↔ P. 7: Expertise 5

New Formats and Brands for communicating urban futures

Make City Open is a key to making alternative solutions – successful built models – accessible as a basis for future city making.

The extensive network of expertise – our founding partners for MakeCity – is a precious resource for those wanting to discover more about resourceful and technically innovative architecture. We have enabled access to roof water farms, award-winning mixed-use and commercially co-owned sites, urban production sites in the middle of the city, converted heritage sites, pioneering construction and much more. MakeCity Open is transportable and applicable to any urban context – and can reveal the often hidden narratives on implementing urban change.

“This tour has given us deep insight into new mixed-use concepts and development models.”

David Belt, Developer, The New Lab, NY

Format

4 Urban Hubs



From top left clockwise
 AIT – Affordable Living
 MakeCity Centre: Systemic Change
 Swiss Embassy – Architecture is Political
 Bar Babette: architecture of care
 DAZ – the future of housing

⇨ P. 6: Expertise 4
 Urban consulting &
 case study analysis
 for municipalities
 and developers

⇨ P. 7: Expertise 5
 New Formats
 and Brands for
 communicating
 urban futures

⇒ P.6: Expertise 4

Urban consulting & case study analysis for municipalities and developers

⇒ P.7: Expertise 5

New Formats and Brands for communicating urban futures

In any given urban context, it is the trans-sectoral alliances and cultural communicators that can strengthen the discourse on urban change and make it more tangible to the public. We design, and link – according to current themes and issues - cultural centres, galleries, the representatives of European and international culture in a city-wide exchange of ideas.

Exhibitions, workshops, fab labs, discussion forums – citywide – are the urban hubs in which a broad audience can experience the latest positions on urban change and transformation.

Our partners have included the Nordic, Swiss, Dutch embassies, social housing corporations, museums and galleries, the federal chamber of architects.

We unlock the potential for broad-based alliances on urban change. Urban Hubs are large-scale and – when designed as a conceptual network – can activate wide-ranging involvement of the public in urban rethinks and new directions in city making.

The traditional boundaries of architecture must increasingly be rethought and must include trans-disciplinary methods and strategies, in order to deepen and enrich the search for significance and innovation.
Wolfram Putz – founding partner, GRAFT Architects

“It is the architects as developers that are the craftspeople for innovative builds and processes.”
Roger Zogolowitch RIBA, Developer, London

Tool

5 RE_Make

City:

The Big Rethink & Resilience



↔ **P. 6: Expertise 3**
New spatial identities
and strategic
communication

↔ **P. 6: Expertise 4**
Urban consulting &
case study analysis
for municipalities
and developers

↔ **P. 7: Expertise 5**
New Formats
and Brands for
communicating
urban futures

An advisory and development task force for cities and municipalities

In the face of the urgent need to develop innovative mixed use programs for ground floor and business spaces, RE_MakeCity offers agency with a core team of experts covering retail, temporary use, sustainable space design and more. Towns and municipalities are increasingly faced with the reality of large-scale empty real estate. There is a growing crisis of town centres, where retail concepts are failing.

RE_Make City designs and manages the change processes, and implements the crucial knowledge transfer and exchange between multiple stakeholders.

RE_MakeCity is the facilitator that enables and negotiates new incentives for such urban contexts. We play a vital role in supporting businesses, identifying necessary community infrastructure needs, and literally designing new spatial programs with local manufacture, cultural use and retail stakeholders.

RE_MakeCity will also moderate and steer participatory redesign processes for specific sites and urban zones. We offer process management using think tanks and process-based feasibility tools that link businesses and concerned stakeholders according to the needs of the project or site.

We offer consultation to municipal decision makers. In doing this we include our key network of experts: developers and designers of interim use, architects, managers and engineers that redesign and repurpose empty real estate for new mixed use programs.

↔ **P. 6: Expertise 3**
New spatial identities and strategic communication

↔ **P. 6: Expertise 4**
Urban consulting & case study analysis for municipalities and developers

↔ **P. 7: Expertise 5**
New Formats and Brands for communicating urban futures

↔ P.37 – 38:
Core Team
executive team in the
REMakeCity
Partnership

The core executive team
in the REMakeCity Partnership:



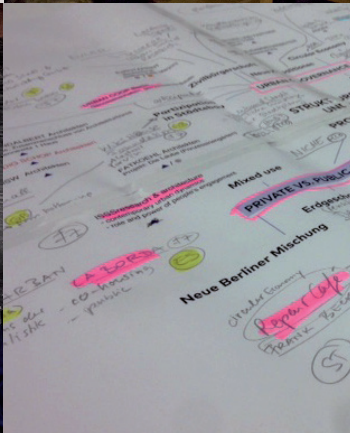
Stephanie Bernouilly
Process-moderator and
communications strategist



Stephanie Bernouilly
Die Spreewerkstätten
Interim use experts and
managers of the Alte Münze
Berlin

Tool

6 Urban Process Management



↔ **P.5: Expertise 1**
Cultural Placemaking

↔ **P.5: Expertise 2**
Urban Spaces:
Revitalisation and
Transformation

↔ **P.6: Expertise 4**
Urban consulting &
case study analysis for
municipalities and
developers

Process management tools for the reactivation of architectural sites and urban areas.

Spaces and identities – both architectural and on the urban scale – require design tools and agency that bring the wide range of interests together for a redesign and rethinking.

Make_Shift is a facilitator and development agency. We design and implement the process management tools for such scenarios by way of workshops and think tanks that unite stakeholders across the spectrum. With cultural, business and municipal leaders we unleash previously untapped site potential and redesign.

Workshop processes and site analysis will unlock the knowledge and partnerships for sites and their reactivation – both temporary and long-term.

Process management is urban curating, and creates the necessary agency that bridges public authorities and policy makers, local stakeholders and other businesses.

↔ **P.5: Expertise 1**
Cultural Placemaking

↔ **P.5: Expertise 2**
Urban Spaces:
Revitalisation and
Transformation

↔ **P.6: Expertise 4**
Urban consulting &
case study analysis for
municipalities and
developers

Format

7 Publishing and Media Tools



SAM

Make City

Stadt anders
machen

A Compendium
of Urban
Alternatives

jovis

⇒ **P. 6: Expertise 3**
New spatial identities
and strategic
communication

⇒ **P. 7: Expertise 5**
New Formats and
Brands for
communicating
urban futures

↔ P. 6: Expertise 3

New spatial identities
and strategic
communication

↔ P. 7: Expertise 5

New Formats and
Brands for
communicating
urban futures

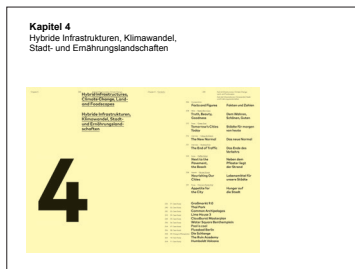
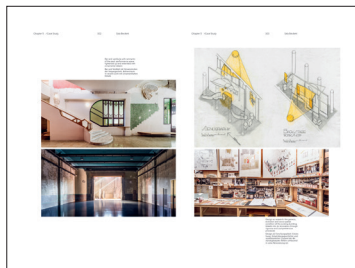
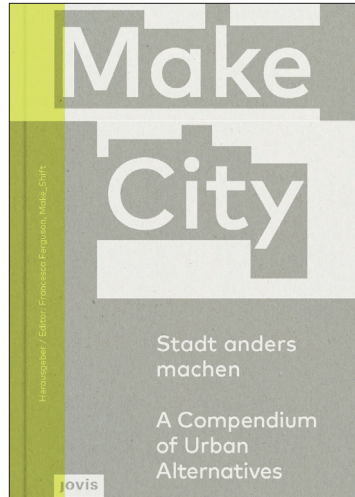
Make_Shift gGmbH devises publishing formats, from Magazines to radio shows and interview formats to generate publicity and widen the discourse on cities and their design futures.

We tailor the format to the context and generate the media partnerships that carry further the broader audiences. Partners include Architecture Interior Design (AIT), Birkhäuser Publishers (De Gruyter), Christoph Merian Foundation, international architecture biennials, architecture and design institutions.

The latest Publication – MakeCity, a Compendium of urban alternatives has been declared “a vital tool for mayors and urban designers”, by Barbara Berninger, European regional Secretary for the world’s largest city network, Metropolis, and head of international relations for the mayor of Berlin.

MakeCity – A Compendium of Urban Alternatives

The compendium presents key concepts and solutions for circular cities, new materials, green energy sources, urban cultures for resilience and innovative urban prototypes.



“MakeCity collects diverse perspectives on urban transformation. The positions make clear, which strategies and alliances are needed in order to forge social contracts on all levels.”

Deutsches Architektenblatt (DAB)

Format
7

Publishing
and Media
Tools

S_AM Magazine: the new bi-lingual publication series for the Swiss Architecture Museum in partnership with the Christoph Merian Foundation.



Tool

8 Freezone – a change management tool for rethinking institutions and sites

EINTRITT / TICKETS: CHF 6.- / CHF 4.- []
PLATZANZAHL, BESCHRÄNKT / []
LIMITED SEATING []

ÖFFNUNGSZEITEN / HOURS (MUSEUM) []
DI-MI-FR / TUE-WED-FRI: 11-19 H []
DO / THU: 11-20:30 H []
SA-SO / SAT-SUN: 11-17 H []

sedus
MOROSO
wininter

ABENDS VON 18-21 H / EVENINGS FROM 18-21 H []
DETAILPROGRAMM / FULL PROGRAM: WWW.SAM-BASEL.ORG []

PRÄSENTATIONEN, DEBATTEN UND DIALOGE ÜBER ZEITGENÖSSISCHE
STADTLANDSCHAFTEN UND DIE SCHWEIZER ARCHITEKTURSZENE []
[] A PROGRAM OF DEBATES, PRESENTATIONS, WORKSHOPS
[] ON CONTEMPORARY ARCHITECTURE & URBANISM AND
[] THE SWISS ARCHITECTURAL LANDSCAPE []

**SCHWEIZERISCHES ARCHITEKTUR-
MUSEUM / SWISS ARCHITECTURE
MUSEUM** []
STEINENBERG 7 []
CH-4001 BASEL []

**19. JAN [] —
24. FEB [] 2007**
[] FREIZONE
FREEZONE®
S [] AM

⇨ P.5: Expertise 1
Cultural Placemaking

⇨ P.6: Expertise 3
New spatial identities
and strategic
communication

The Freezone is an open workshop, talks and event model – a change management tool with multiple stakeholders to rethink an institution or an urban area:
A free trading zone for new concepts

Freezone lifts established regulations and frameworks. It fosters new thinking and dialogues by opening up a context to partnerships beyond the institution.

Over 6 weeks, the Freezone at the Swiss Architecture Museum generated new media partnerships (Hochparterre and Christoph Merian Stiftung), trans-disciplinary programs (involving the architecture scene, the cultural scene, universities, museums, and the design profession) and new learning models and labs (Herzog & DeMeuron's ETH Studio Basel, Architekturforum Zurich).

It led to a new identity and program, and equipped the institution with new commercial partners – u.a. Swissbau, Zumtobel, Ricola and Ricola.

This “Freezone” established a kind of Open House for the S_AM for one month: with discussion forums, critical sessions, and performances. Architects, journalists, exhibition designers and teachers of architecture from Switzerland, Germany, Italy, the Netherlands, Denmark and Portugal discuss (..) a wide spectrum of themes.
,Swiss made‘, Neue Zürcher Zeitung 06.02.2007

“An architecture-February such as Basel has never seen before.”

Basler Zeitung

Core Team

RE_MakeCity

The core operational partners:

Our directive to advise on RE_Making City in the era of the pandemic, of climate change and economic urgency



Stephanie Bernouilly

For over 20 years a consultant on strategic communications with countless references for the creation of mission statements and related claims,

Stephanie Bernouilly developed the strategy for the MakeCity Festival in 2015 and 2018, and the WIA – “Women in Architecture” festival, with the claim ‘equality under construction’. She has advised numerous cities and municipalities: Binz, on Rügen, Dessau, or Baden Baden – on concepts for tourism; Frankfurt am Main, Mannheim or Eschborn, on the improvement of political and administrative communications.

Core Team



Christian Otto

CEO, Spreewerkstätten GmbH

Founder and manager of the Spreewerkstätten – the managers of the Alten Münze in Berlin. Christian is an expert on site development and the interim use of empty commercial real estate, together with NGOs and creative industries partnerships. He has also been involved in the redesign and re-use of historic urban spaces. The Spreewerkstätten were involved in concept developments for the former airport and airfield Tempelhof, the RAW Site, and the Theater Karlshorst, and the disused Vattenfall sites in Berlin.

Our urban advisory: Key Network Partnerships:

We have a core network of expertise for advising on adapting cities for the future.

Prof. Eike Roswag Klinge

of Technical University Berlin is the founder of the Natural Building Lab and the shareholder of ZRS Architekten Ingenieure. He works with his firm on natural buildings, mainly made of earth, bamboo and timber, reflecting the possibility of using local and renewable materials both at home and abroad. He stands for an international network of expertise in resourceful and sustainable building methods.

Arup Ingenieure

With Jan Wurm in the Re-MakeCity curatorial board we have one of the leading experts on engineering and urban design innovation. Arup is a world class firm of designers, planner, engineers, architects, consultants and technical specialists, working across every aspect of the built environment.

Topotek Architekten, Martin Rein Cano

Martin Rein Cano and partners are leading lights in redesigning urban landscapes, working with existing infrastructure, and developing an entirely new design language for our contemporary cityscapes. Topotek are masterplanners for the redesigning of former Airfields – notably Tegel Projekt GmbH, and renowned for creating urban landscapes for cultural diversity.

Nicole Srock Stanley

As CEO of the Agency Dan Pearlman, Nicole is our leading expert on new retail concepts, and for the reactivation of the high street – and the transformation of former shopping malls. Dan Pearlman has internationally recognized expertise in placemaking and retail design.

Core Team

Ortner & Ortner Baukunst,

Manfred Ortner, and Markus Penell, managing partner

An award winning practice specialized in adaptive architecture for heritage sites, and adaptive re-use, and recently winners of the masterplan for Siemensstadt 2.0 in Berlin.

Make_Shift gGmbH Advisory Board:

Kristin Feireiss

Architecture Forum Aedes

Kristin Feireiss is the founder of the private gallery Aedes in Berlin that is renowned for becoming one of the most successful institutions for the communication of architecture and urban design, exhibiting the great names of the architectural avant-garde.

Gabriele Horn

Director, Berlin Biennale for Contemporary Art

From 2004 to 2016, Gabriele Horn headed KW Institute for Contemporary Art, one of the primary institutions for contemporary art in Berlin, and the Berlin Biennale for Contemporary Art. Since 2016, she is the director of the Berlin Biennale for Contemporary Art, and stands for a cross-disciplinary positioning of art and for working with the city's urban spaces.

Christine Edmaier

President, Architektenkammer Berlin

Christine Edmaier is a practicing architect, and president of the Berlin Architektenkammer since 2013. She is engaged in broadening the interests of architects and planners for the improvement of the built environment in Berlin.

Core Team

Dr. Florian Rösch

Greenberg Traurig Germany, LLP Dr.

Dr. Florian Rösch is Partner in the Real Estate Industry Group at Greenberg Traurig Germany, LLP. He advises domestic and foreign investors, portfolio holders, asset managers, banks and the public sector and has particular expertise in office and retail properties, hotel and care properties as well as residential real estate.

Thomas Herr

CEO, EVANA AG

Thomas Herr is an architect and entrepreneur. He was founder of VALTEQ, a technical consultancy acquired by CBRE, the world's largest commercial real estate service provider. For CBRE he was then appointed Head of Digital Innovation in the EMEA region (Europe, Middle East and Africa) . He is now CEO of Evana AG – a leading PropTech company at the forefront of KI supported data management for the property development sector.

Clients & Partners

Strategic Project Partners and Clients / Network

MakeCity Festival – with over 100 founding partners and leaders in the field of city planning – and Make_Shift gGmbH mediate in the context of urban-political and socio-cultural challenges for cities. Rethinking urban resources and shaping better cities is only possible with the support of our network: Such collaboration between doers, professional visionaries and influential strategists, but also representatives of urban politics and urban society, international investors and scientists, is unique and creates extraordinary synergies.

Kommunale Verwaltungen & Politische Institutionen

Advisory mandates, content and programming commissions

- ▶ Senate Department for Urban Development and Housing, Berlin
- ▶ Swiss Federal Department for Culture
- ▶ Green Party, Fraktion Bündnis 90, Berlin
- ▶ Dept. of culture, District of Lichtenberg
- ▶ District Authority, Mitte
- ▶ Federal Center for Political Education
- ▶ Development Association Zollverein mbH, Essen
- ▶ Federal Ministry of the Interior, Building and Community
- ▶ Heinrich Böll Foundation

Social Housing Associations

Innovation workshops, cultural brand

- ▶ Gewobag AG
- ▶ HOWOGE AG – Foundation Stadtkultur

Developers & Placemakers

Advisory & consulting on best practice & urban prototypes

- ▶ The New Lab – David Belt, New York
- ▶ Roger Zogolovitch, London

Chambers of Architecture and Associations

Content programming, Advisory Event partnerships

- ▶ Chamber of Architects, Berlin
- ▶ Association of German Architects, BDA
- ▶ Colloquium IBA Berlin/Brandenburg
- ▶ NAX – German Architecture Export
- ▶ DAZ – German Architecture Centre
- ▶ DAC – Danish Architecture Centre
- ▶ The V&A, London
- ▶ Architecture Foundation, London
- ▶ Members of ICAM and MUSCON – international Architecture & Design institutions
- ▶ AIT Architektursalon
- ▶ Competitionline

European Cultural Networks and Representations

- ▶ EUNIC – European Union National Institutes of Culture (numerous cultural representations of EUNIC, embassies and cultural centres, were conceptual partners for MakeCity – Festival)

Clients & Partners

- ▶ British Council Europe
- ▶ Goethe Institute, London & Hong Kong
- ▶ Kunstwerke Berlin Contemporary
- ▶ Berlinische Galerie

Creative Industries

- ▶ FAB LAB Barcelona & Berlin
- ▶ Stimulierungsfonds Creative Industries, Netherlands
- ▶ Dan Pearlman, Berlin
- ▶ Spring Brand Ideas
- ▶ RE:Publica

Contact

MAKE_SHIFT gGmbH
Oderberger Str. 9
10435 Berlin
office@make-shift.info

Director:
Francesca Ferguson

Commercial register:
Berlin Charlottenburg
HRB 155330 B