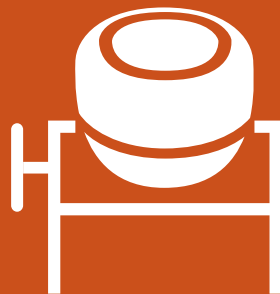


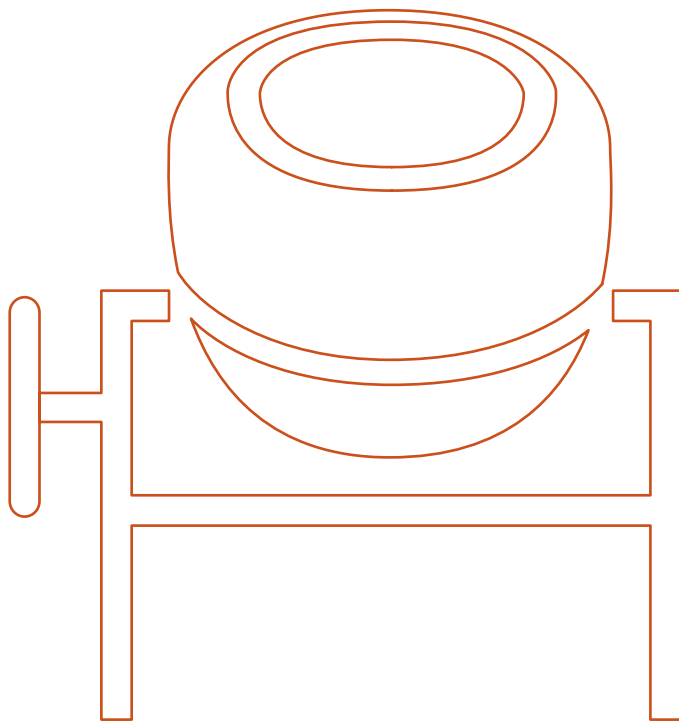
33
BAUKULTUR
Recipes



33
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ABOUT THIS BOOK

This book was created as part of the “Baukultur konkret” research project within the Experimental Housing and Urban Development (ExWoSt) programme of the Federal Institute for Research on Building, Urban Affairs and Spatial Development (BBSR) on behalf of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMUB).

Between 2014 and 2017 we - the working group Arbeitsgemeinschaft Baukultur konkret - worked on this project in an interdisciplinary and international research team. We are three equal partner institutes: the Büro für urbane Projekte (Leipzig), the architecture faculty of the Alanus University of Arts and Social Sciences (Alfter) and LandLuft, an association for the promotion of Baukultur in rural areas (Moosburg, Austria).

The research assignment

Today, many Baukultur activities are no longer initiated by public institutions but are instead launched and conducted by civic initiatives. The “Baukultur konkret” research project followed this approach. After many years of investigating and supporting municipalities’ commitment to Baukultur, this project was focused specifically on voluntary activity. Our task was to learn more about Baukultur initiatives in rural areas as well as small and medium-sized towns and to note the obstacles and limits they face. Three public workshops in Baiersbronn, Alfter and Leipzig offered the initiatives the opportunity to share ideas and experience. In June 2016 a major concluding workshop symposium was held, in which the findings of the research project were discussed, before the final report of the project was presented at the end of 2016.

However, the research project concentrated on selecting 12 initiatives and helping them to carry out local Baukultur activities. The goal of the research team was to provide short, intensive input to achieve specific results and develop the initiatives strategically. The forms of cooperation (input, dialogue, activities, workshops, consulting, etc.) were developed during the project. These highly disparate formats for cooperation between the research team and those active in the field of Baukultur from all over Germany make up the content of this book. The diverse methods and wealth of outcomes from the joint creative work are illustrated here - in the form of recipes for Baukultur. We want to show how a combination of cooks, a range of ingredients, community involvement and collective enthusiasm can bring forth Baukultur.

This is intended as an enjoyable read that whets the appetite for more: the texts are written very much tongue-in-cheek. Readers interested in the academic/scientific research findings will find a summary of the research report at the end of the book, and the complete report can be found on the BBSR website.

The recipes

Recipes for Baukultur - is there such a thing?

Actually, before and during the research project we were often asked which "recipe", which procedure or method was the right one for creating Baukultur in collaboration with civic initiatives.

Any search for a simple formula, a simple recipe for creating Baukultur, is destined to remain fruitless. There is none. Quite the opposite: Baukultur always arises from things that are new, individual, specific and local. Dependent, naturally, on location, material, budget, necessities, framework conditions and zeitgeist. An even greater influence than these factors is exerted by the people developing, forming and creating their structures and spaces, incorporating their emotions, desires and visions.

The answer given by this book is therefore: no, there is no one specific recipe for Baukultur; there is an endless number of them. During the research project we applied 33 different cooperation formats - and it could easily have been 28, 51 or 70.

Nevertheless, we addressed the frequently recurring question of recipes, including during the course of the research project itself. In our public Baukultur workshops we converted a selection of cooperative formats into recipe form and presented them as part of a multi-course Baukultur dinner.

This book now presents all 33 formats in the form of recipes. All of the recipes include details of kitchen staff (participants, actors...), ingredients (materials, rooms, tools...), preparation (lead time, time planning...) and the creation of the dish itself (approach, procedures...). A general assessment describes which occasions the recipe is suitable for and what goals can be achieved with it. The division into starters, main courses and desserts makes it easier to combine various Baukultur activities in a menu and arrange them in a series of steps. The three-stage evaluation in the categories "input", "cost" and "actors" helps to estimate how much staff, funding and time will be needed.

Is it possible to simply follow the recipes and come up with the same results?

No, it is not. Just as in cooking, some ingredients are missing, the cooks alter the recipe, tastes vary and ultimately everything looks different to the picture in the cookery book. And this is a good thing. In this respect, the book is not intended as cooking instructions, but as inspiration for new ideas and further projects.

Acknowledgement

This book is intended as a source of ideas, but also as homage and thanks to the many people who became and remain involved in Baukultur with (and of course without) us.

Specifically, we would like to thank the 12 initiatives we were able to work with during this research project:

Baukulturinitiative Baiersbronn,
BÜRGER.MACHT.IDEEN Bischofswerda,
Dorfentwicklung Dingden e.V.,
Wochenend-Wächterhöfe Dübener Heide,
Ilzer Land e.V.,
Künstlerstadt Kalbe e.V.,
DORFschaft* in Nordkirchen,
Dorfwerkstatt Pleß,
Interessengemeinschaft Schmidtheim e.V., Zukunftswerkstatt Schwarzatal,
Baustelle Sonthofen,
Entwicklungsagentur Unkel - Kulturstadt am Rhein e.V.

Without them our research would not have been possible and this book would not have come about.

Special thanks also go to Anca Cârsteian and Lars-Christian Uhlig of the BBSR, Division I 7 Baukultur und Städtebaulicher Denkmalschutz, who provided key support for the research project in its initial phase.

It only remains to wish you an entertaining read and every enjoyment when cooking and creating new recipes.

The "Baukultur konkret" research team



Temporary intervention - Dingden style



Stroll - Schmidtheim style



Project tour - Ilzer Land style



Excursion + - Baiersbronn style



Lecture - Sonthofen style



Snack - Baiersbronn style



On the bench - Ilzer Land style



Two shelf metres of Baukultur - Ilzer Land style



Pub night - Unkel style



Student projects - Plesse style

STARTERS



Dingden style



Kitchen staff

- 1 Baukultur initiative
- 1 owner
- 1 artistic director
- 8 members of the construction team
- * public & news media



Ingredients

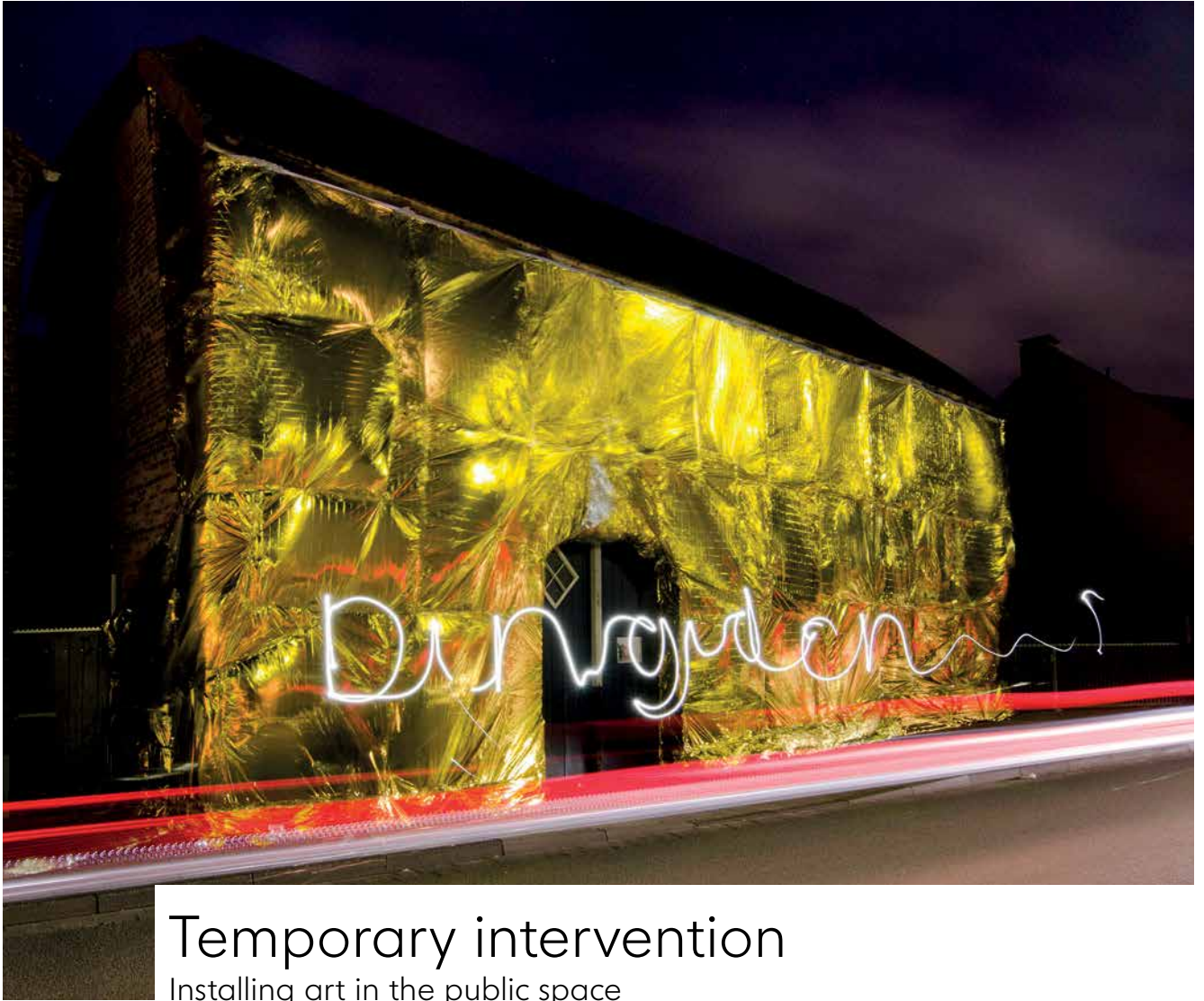
- 1 vacant building in a central location
- 1 consent of the owner
- 200 gold emergency blankets
- 20 rolls of transparent adhesive tape & applicator
- 5 rolls of duct tape
- 100 drawing pins
- 1 mobile scaffolding
- 2 ladders



Preparation time

- 12 weeks preparation
- ½ day assembly
- 2 days exhibition
- ½ day dismantling

1. The choice of venue is decisive for the success of the “Dingden gold house”. Take one vacant building in a central location, with hidden potential.
2. Careful preparation is needed: sauté owner gently and combine with Baukultur initiative to form a smooth mixture. Carefully stir in motivation, information and enthusiasm before whipping to a foam.
3. Bring on approval and time planning whilst stirring vigorously, then leave to cool slightly.
4. The ingredients for the glaze can be found at the local DIY centre: Gold foil, adhesive tape, drawing pins. Attention should be paid to good value for money in the choice of ingredients. The kitchen equipment such as mobile scaffolding and ladders should be stable and robust.
5. On the day of preparation, warm the team gently and spread evenly across the layers of mobile scaffolding.
6. Coat façade with gold foil, overlapping generously and fixing carefully.
7. Whip news media and public until foamy and fold in to Baukultur mixture.
8. Finally, decorate gold house and serve on a silver tray.
9. Document gold house thoroughly in photos and film and leave to stand for two days.



Temporary intervention

Installing art in the public space

The temporary-intervention format attracts a great deal of public attention due to its unusual or unexpected use of space. Art is used to transform the space, stage an object or alter the usual view of familiar surroundings. This creates interest and opens up dialogue - initially about the installation, and then about the desired topic: Baukultur. This format illustrates how elements of the built environment can be used in a playful and enjoyable manner. However, it can only serve as the starting point for a more in-depth debate and must be incorporated into a larger programme (with workshops or other formats).

A core team with artistic and planning expertise is needed, along with creative ideas and, in some cases, comprehensive planning and approval processes. An intervention may prove to be material- and cost-intensive.

Temporary interventions typically deliver powerful, memorable images that lend themselves to documentation and media use for years, and their visual impact ensures a bold launch for a programme.

Schmidtheim style



Kitchen staff

- 1 Baukultur initiative
- * multiple external interested parties



Ingredients

- 2-4 picture frames
- 2-3 digital cameras
- 3 notebooks
- * a pinch of creativity
- * a number of questions for seasoning



Preparation time

- 4 weeks preparation
- 2-3 hour stroll
- 1 week evaluation period

1. As base for the Schmidtheim picture frame stroll, warm a number of individuals familiar with the area to the idea of a joint exploration, stirring carefully.

2. Check temperature and turn up at agreed appointment. Avoid a water bath where possible.

3. To simplify preparation, divide the group into small portions and drizzle with information on the procedure of the stroll menu.

4. Take apart and clean picture frames as needed before adding to the group.

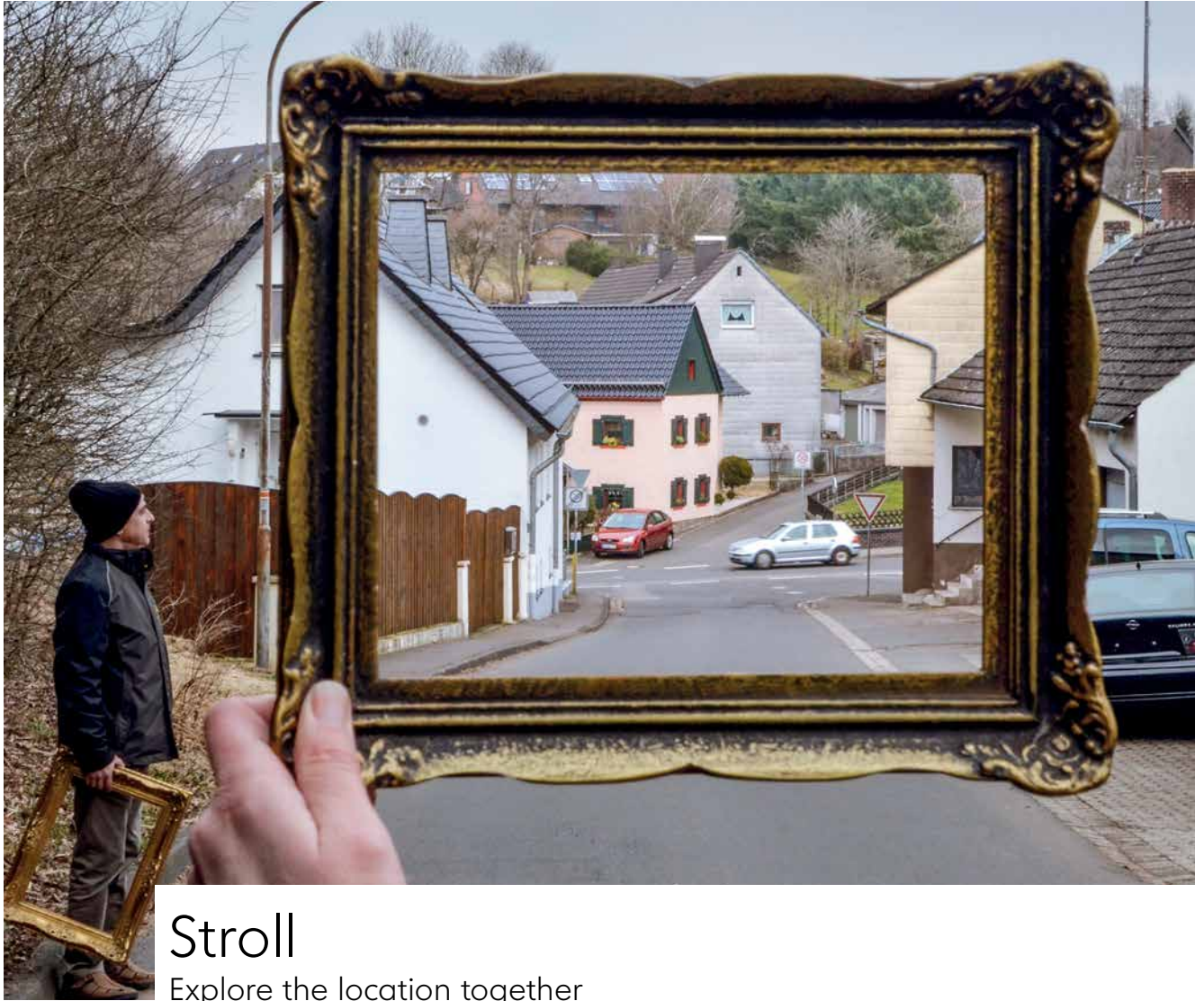
5. Begin briskly and bring questions to the boil briefly. Leave group to rise. Season forthcoming information and narrations with great interest and pour into notebook.

6. Work specific places and situations into a suitable filling for the picture frames and preserve carefully with digital cameras.

7. Leave the walkers to rest for a number of days. During this time, remove all pictures and notes from their packaging, cut to shape and sieve carefully to remove key themes and areas of action regarding the location.

8. Boil up selected pictures of the location, season with exotic spices to taste and add a new flavour to familiar fare.

9. During the Baukultur event, serve pictures in a manner attractive to the public and garnish with conversations with interested citizens.



Stroll

Explore the location together

The stroll is a suitable format for taking a closer look at a place or local issue together in a group.

The format is easy to prepare. Local implementation helps in identifying strengths and weaknesses, potential and sticking points on the basis of shared experience and findings. Different methods help to view the familiar in a different light or render the undiscovered visible. A golden picture frame helps to highlight and focus on specific local situations. In the search for interesting motifs, a questionnaire asking about favourite places, exemplary buildings, features typical of the location, etc. has proved useful. The focus set by the framed picture remains subjective to a certain degree. The framed view may in turn be photographed and subsequently altered, drawn over, sorted into thematic series and finally displayed again locally in the form of an exhibition. The constellation of local actors familiar with the location and external, unbiased experts makes the format a very useful starting point for the further focus on local Baukultur.

Ilzer Land style



Kitchen staff

- 5-10 policy-makers
- 5 individuals involved with the initiative
- 1 local expert
- 1 tour director



Ingredients

- 1 coach
- 1 model structure
- * time and space to discuss what has been seen
- 1 regional buffet



Preparation time

- 4 weeks preparation
- 2-4 hours project tour
- 1 day evaluation

1. Thoroughly sample tour destination and sprinkle protagonists with friendly questions.

2. Gradually simmer interlocutors until tender and serve desire to tour project in a clear broth.

3. Season tour programme well, leave to steep and then serve in a suitable timetable.

4. Work the policy-makers and the initiative participants into a mixture, add to the coach and move to tour destination.

5. In the meantime, season a number of Baukultur morsels well and serve as appetisers.

6. Scoop out answers from local protagonists. Dissolve the information over low heat.

7. Add regional buffet treats, projects in the community, and stir well.

8. Souse the return journey in a self-distilled spirit.

9. Reheat all experiences again at home and share liberally across the community.



Project tour

Visiting and understanding model projects

The project tour format is suitable for learning about planned, ongoing or completed innovative projects and unusual approaches in one's own or other locations. Particularly fruitful are specific, current construction tasks that are the subject of debate, such as housing projects, the temporary use of vacant buildings, repurposing, redesign of town or village centres or land policy. Project tours specifically address local needs and offer the chance to meet with the initiators of innovative projects and unusual approaches. The term "project" here refers not only to the specific construction project, but also to the parallel communication of strategies and models. A project tour is easier to organise than a multi-day excursion and is particularly useful when specific decisions have already been taken to carry out construction measures or strategies in a specific area. The visit should be planned so that it is possible to travel to and from the project in one day.

Baiersbronn style



Kitchen staff

- 1 Baukultur initiative
- 1 local protagonist
- 3-4 moderators



Ingredients

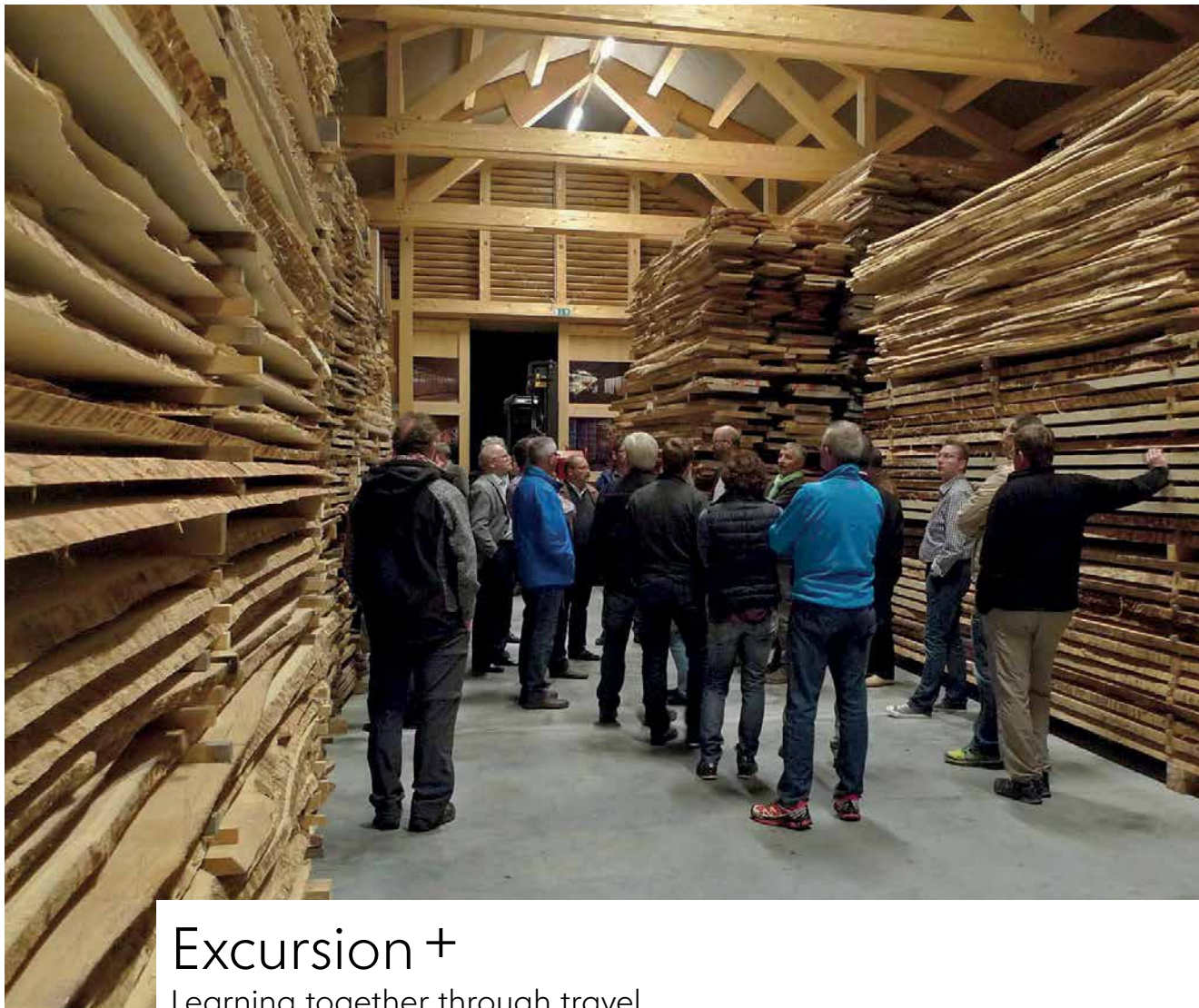
- 1 coach
- 1 excursion programme
- 1 overnight stay
- * sufficient time for conversation and social interaction



Preparation time

- 12 weeks preparation
- * arrival
- 2-3 day programme
- * departure
- ½ day evaluation

1. Together with expert advisers, create a refined travel and workshop programme.
2. Add one portion each of learning-from-others, moderated discussions and social interaction and leave to marinate in a strong relish. Add workshops with upcoming projects from your own municipality. Season everything to the requirements of your own municipality.
3. Place all interested parties on a platter and begin consumption without delay.
4. Sprinkle Baukultur discussions generously across the conversations and garnish the day with a number of workshops. Finally, spice with diverging views of Baukultur.
5. Immerse interested parties in the selected projects, paying attention to structural quality and the creative process.
6. Later, add spirits to the participants, allow ideas - including absurd and utopian ones - to rise and add a nightcap after midnight.
7. Finally, put on a joint discussion about flavour and preparation of good Baukultur, filter out aspects that can be added to your own community and preserve.
8. Leave travellers to slowly seep into the return journey home and extract a condensed essence of the Baukultur excursion.



Excursion +

Learning together through travel

An “excursion +” is more than a simple tour. It involves meeting with actors involved in carrying out successful construction projects and development processes at the various locations. Between these meetings and visits, moderated workshops and discussions on current issues in the visitors’ own municipality are held. For example, the role or potential of an advisory committee in one’s own municipality can be discussed with actors from a visited municipality who have decades of experience with creative committees. Like planning the travel route, selecting local protagonists also calls for a level of know-how that should not be underestimated. The format requires that the actors take the time to explain the developmental processes (starting situation, obstacles, difficulties, controversies) behind the project; this should receive sufficient recognition. The background narratives are no longer visible in the completed structure and can only be elicited in the form of conversations. As a result, sufficient time should be allowed for each stop. It is advisable to visit no more than one town or village per day.

Sonthofen style



Kitchen staff

- 1-3 speakers
 - 1 Baukultur initiative
 - * public
 - * news media



Ingredients

- 1 lecture subject
- 1 suitable lecture hall
- 1 screen, projector
- 1 microphone
- * catering



Preparation time

- 12 weeks preparation
- 2 hours set-up time
- 1-2 hour lecture
- ½ hour for questions and discussion
- 2 hours evaluation

1. Select local people with a knowledge of the place, expertise and interest in history. Check carefully for good lecture quality and carefully uncover concealed layers of the town in the course of a first tour or lecture evening.

2. At the same time, thaw out well-aged eyewitnesses and prepare for a programme that may last several days.

3. Stir together historical issues that are delicate, unknown or difficult to digest in a large bowl and spread across a programme.

4. Add a large quantity of flyers and posters to the town and leave to steep for a few days. In addition, drizzle the local news media with information about the programme.

5. Open the lecture hall with key and bring to a pleasant temperature. (Depending on season, either heat well or cool in good time).

6. Marinate lecture evening well with microphone and screen and add to the visitors. Carefully adjust arising ideas, proposals, worries, fears and hardships. Next, round off excessively peppered or spiced contributions from the audience with a lavish buffet.

7. Blend a number of conversations at the buffet and garnish with further attention to the themes addressed.



Lecture

Understanding the history of a place

Lectures by outside speakers were regular elements of work within the project. Invitations were extended to speakers who either addressed local topics or reported on experience within their municipalities and Baukultur projects. It became apparent that a lecture on the history of one's own town or village (focusing on a specific ensemble, site or historically interesting location) can provide an interesting introduction to current Baukultur developments. Learning more about one's own heritage can sometimes awaken interest in one's own community more effectively than an unprompted invitation to participate in future development processes. The common knowledge base that arises may strengthen ties to the town or village and increase confidence, thus benefiting further discussions, because knowledge of the origins of a place alters the perspective and broadens the horizon when considering how that place will be treated in the future. During the project, the "lecture evening" format was never used in isolation, but typically in association with an all-day or multi-day programme in which the site presented in the lecture could also be toured, for example.

Baiersbronn style



Kitchen staff

- 1 Baukultur initiative
- 20-30 guests from the fields of politics, administration, planning and civil society
- 1 moderator
- 1 chef



Ingredients

- 1 atmospheric ambience
- 1-5 simple dishes
 - * clever order of presentation
 - * reference to origin of food and drinks
 - * sufficient time for conversation and social interaction



Preparation time

- 4 weeks preparation
- 2 hours set-up time
- 2-4 hours implementation
- 1 hour clearing away

1. Select the products and dishes carefully and create an exciting sequence of courses, depending on complexity.

2. Stir the ambience with great care. Depending on taste, this may take the form of an appetising Jause table, varied buffet or attractively presented meal.

3. Fold in a large portion of sensory aesthetics. Preparation requires an element of enthusiasm and creative skill.

4. Use regional dining culture as a key component. Blend in a number of exotic ingredients, accentuating where necessary.

5. Serve dishes and drinks in the order from appetising to digestive and distribute amongst the guests.

6. Work in a number of casual conversations about the town, its history and projects.

7. Lavish generous praise and recognition on the chef responsible for preparing the Jause.

Note: The Jause is suitable both as a snack and to round off proceedings, ensuring that the Baukultur menu remains vibrant, enjoyable and varied.



Snack

Taking time and sharing ideas

Dining culture is essential to make involvement with Baukultur easily digestible. Depending on the occasion (workshop, discussion, excursion, etc.), a snack, a buffet or even a multi-course meal can be an excellent addition to the programme. A Jause - what the natives of Austria, Bavaria and South Tyrol call a cold snack of bread, cheese and sausage - is the simplest way to combine Baukultur and dining culture.

Special regional and seasonal dishes are not only pleasing to the palate, they also heighten awareness of other things. Just as good taste is no coincidence when it comes to building, the selection and preparation of ingredients is no random occurrence when it comes to sophisticated cuisine. Decisive for the overall impression is an atmosphere that encourages interaction amongst the guests and encourages them to look beyond their familiar horizons. Offering good food and drink not only stimulates the imagination and generates trust in one's own gut feeling, it is also an extremely effective recipe for conveying Baukultur.

Ilzer Land style



Kitchen staff

- 1 Baukultur initiative
- 5-10 homeowners with a bench in front of their house
- 30 interested guests
- 1 moderator
- 1-5 musicians, poets or actors



Ingredients

- 5-10 benches outside the front of the house
- 1 map with participating house benches marked
- * signage system and information
- * ability to sit for extended periods
- * food and drink (optional)
- * guest book (optional)



Preparation time

- 4 weeks preparation
- 1 hour set-up time
- 1-3 hours implementation
- 1 hour clearing away

1. Collect several local homeowners, make a careful selection, clean and tidy them, check for conversational ability and the willingness to make their house available, warm up. If benches are scarce, these may be replaced by simple chairs.

2. Stir homeowners gently to encourage them to search out forgotten stories or photos of the site. Add a village chronicle where required.

3. Set a date and keep well separate from competing events; keep an eye on the weather forecast.

4. Wash benches well and use to garnish houses, then swiftly insert signposts and arrows to the location.

5. Add interested visitors, supply a number of local maps, then spread across the benches provided and blend in bench owners.

6. Depending on region and mood, add small snacks. Leave preparation of dishes to visitors where applicable. A little background music makes the mixture especially smooth.

7. Provide guest book where required and fill with warm words of gratitude or other spontaneous comments.

8. Heat up the recipe at regular intervals to intensify the flavour. To do so, leave the benches in position.



On the bench

Learning the history of buildings

“On the bench” is a small project that takes place simultaneously at multiple locations in the municipality, conveying the subject of Baukultur in a simple form. The original idea came from Herbert Fink, who proposed it as an open source project for the “Days of Utopia” symposium held every two years in the Austrian state of Vorarlberg. The concept is a simple one: a day is organised which is focused solely on sitting on the benches in front of houses. Host households are contacted in advance, and those that choose to do so can also put out a bench, offer simple refreshments to those who come by, or provide musical entertainment or readings. Curious residents and visitors go from bench to bench throughout the village. As an aid to orientation, a map shows the approximate location of the benches, and signs indicate which benches are part of the tour. The tour can also be planned as a regular event focused on a specific theme; architects or other participants can provide expert assistance in explaining local history and experiencing the immediate surroundings.

Ilzer Land style



Kitchen staff

- 1 Baukultur initiative
- 1 librarian
- * book experts
- * book sponsors
- * numerous readers



Ingredients

- 1 library
- 1 bookshelf for Baukultur literature
- * numerous Baukultur books and journals
- * ideas for the support programme



Preparation time

- 4 weeks planning
- 4 weeks preparation
- * ongoing additions and maintenance

1. Infuse dedicated people on site with the shelf idea and leave to soak for some time.
2. Add a number of clever experts in good Baukultur literature, season with a librarian where required and prepare a fine list of Baukultur literature.
3. Carefully squeeze the clever book experts to extract knowledge, skimming off any Baukultur literature they may no longer require.
4. Select a number of book sponsors and extract a book donation, stirring continuously.
5. Filter out ideas from the support programme for lectures, film showings or accompanying exhibitions as particular treats.
6. Locate a suitable receptacle in the library or another public building and fill carefully with two shelf metres of Baukultur. Ensure sufficient public accessibility and good visibility.



Two shelf metres of Baukultur

Reading Baukultur

“Two shelf metres of Baukultur” – naturally, it could also be more or, perhaps for the first event, a little less – is a simple format that can also be initiated with a very small budget to start. The goal is to make publications about Baukultur publicly accessible. Researching the literature and making a suitable selection could also be enlightening for the group of dedicated individuals, as well as promoting interaction with Baukultur. Suitable items include architecture books on successful buildings in the local region, current Baukultur reports, quality guides to building and renovation for building owners and subscriptions to trade journals. The quality of the project largely depends on the choice of literature. To enable interested persons to take part, it should be presented to the public. A suitable format could be a lecture on the subject, followed by drawing attention to further related literature. The range of literature should be expanded continuously. It is particularly interesting if accompanying book presentations, lectures and discussions are also offered.

Unkel style



Kitchen staff

- 1 local Baukultur initiative as host
- * external moderators
- 1 external input provider
- 1 pub owner



Ingredients

- 1 bar/pub
- * drinks and snacks
- * where applicable, pictures to stimulate discussion



Preparation time

- 4 weeks preparation
- 1 hour set-up time
- 2-4 hour duration
- 1 hour clearing away and evaluation

1. During preparation, select suitable moderators from the initiative or external source. Coat with a number of guiding tasks.
2. Extract discussion topic and leave to stand.
3. Select established venue (bar, pub).
4. Depending on dish and occasion, season the meal with a special guest or expert from outside the group.
5. Stimulate guests' appetite with hors d'oeuvres before meeting to prepare for the current topics.
6. Following the arrival of the participants, greet humorously and add a round of introductions, blending into a colourful mixture.
7. Garnish with input from a guest/expert.
8. Discuss themes in the large group, carefully reducing heat of hot topics with moderator.
9. Carefully address spicy issues in small groups (unmoderated).
10. Return issues from small groups to the large pot and mix briefly.
11. Finally, remove all topics from the stove and adjust seasoning to taste.
12. Serve the menu at regular intervals, with alternating leadership and focus.



Pub night

Discussing Baukultur at a social gathering

Regularly recurring pub nights are a proven social format that can also be used for Baukultur purposes, enabling discussion and continuity. An evening together at a pub is a relaxed forum for discussing and sharing ideas as well as for the ongoing appraisal of own work.

Rotating the tasks of moderation and preparation can help distribute responsibility and the workload within the initiative. Focusing on different themes enables ongoing evaluation and further development of the work of the initiative. Inviting experts to speak on current issues can be a simple way to convey and discuss content. In the large group, a moderator is essential to keep the discussion on topic; in smaller groups, conversation can be kept informal. Each small group can then report to the rest of the group on the issues they discussed, bringing all participants up to speed.

Plesse style



Kitchen staff

- 1 Baukultur initiative
- 3-10 students
- 1-2 university lecturers
- 2 house or site owners
- 2 representatives of the municipality



Ingredients

- 1 project brief
- * creativity and expertise of the students



Preparation time

- 6 months preparation
- 1 semester processing
- 1 day presentation of findings

1. Carefully soften up a university or other higher education institution with professors and staff in a project request. If the ingredients fail to rise, warm them up over a low flame with a generous portion of persuasiveness, stirring constantly. Increase temperature as required.

2. Hand-pick fresh bachelor or master students directly from the academic field and mix in with employees and the project idea.

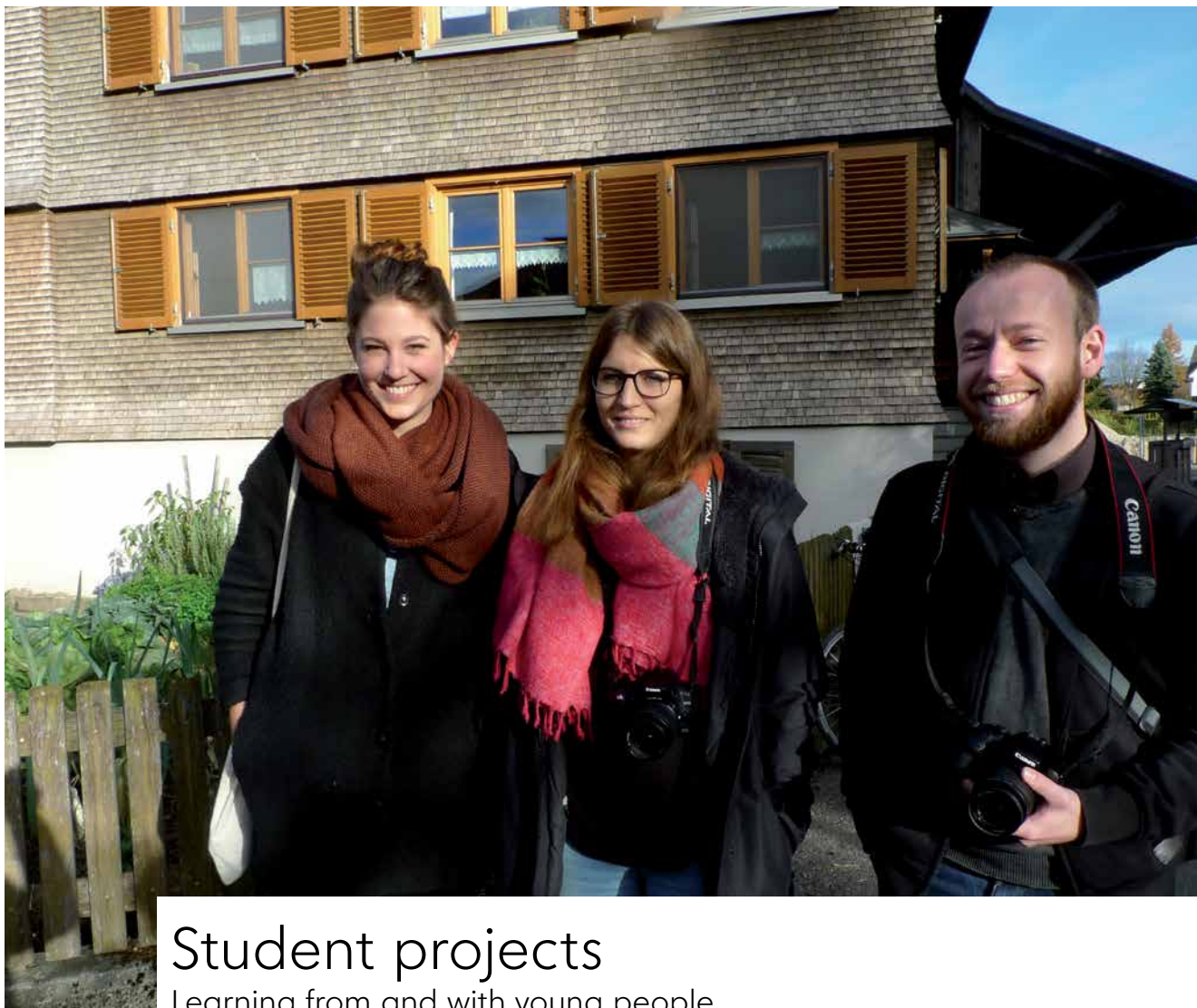
3. Pour cost plan generously over the representatives of the municipality, taking care to ensure that they are not overwhelmed. Important: student projects are not a cheap replacement for professional architectural cuisine.

4. Prepare a number of site inspections, add students and marinate lavishly in information about the location and numerous discussions with inhabitants.

5. Leave to roast for some time.

6. With the aid of an interim presentation, test to see if well done; where necessary sprinkle on a number of key items of information before returning to oven.

7. In conclusion, serve the oven-fresh project drafts and taste. Note: items that may appear unusual or exotic can also enrich local Baukultur.



Student projects

Learning from and with young people

Students have a fundamental interest in a better future. And they have time to investigate, try things out and experiment. Students may also have the advantage of having no family where they are studying, if it is somewhere other than where they grew up, so they need not worry as much about personal sensitivities.

They can cast a fresh, sometimes even cheeky look at the community from the outside. Ideally, they can dedicate themselves to the real challenges, such as dealing with history and preparing analyses (often swept under the carpet or unable to be carried out for lack of funds). They are able to address issues that others are advised to leave well alone, as they could lose contracts or have problems as a consequence. If the other side, i.e. the municipal officials, the Baukultur initiative or owners are open to student projects and know how to utilise this potential to improve Baukultur, student projects and their freedom from preconceived ideas can prove to be a real engine of innovation.



Strategy workshop - Bischofswerda style



Planning workshop - Kalbe style



Communication workshop - Dingden style



Retreat - Baiersbronn style



Student workshop - Dingden style



Pupil workshop - Nordkirchen style



Image production - Dingden style



A village goes to uni - Plesse style



External input - Kalbe style



Coaching - Kalbe style



Consulting - Dübener Heide style



Public action - Schwarzatal style



Public workshop - Leipzig style

MAIN COURSES



Bischofswerda style



Kitchen staff

- 1 Baukultur initiative
- * local policy-makers and local government representatives
- * interested residents
- 2 moderators



Ingredients

- * sufficient knowledge of those participating in the workshop
- * common goals
- 1 large room
- * wrapping paper
- * pens, drawing pins
- 6-8 town maps
- * good underlying mood and openness



Preparation time

- 8 weeks preparation
- 2 hours set-up time
- 8 hours workshop work
- 1 week follow-up

1. Carefully lay out the ingredients for the individual work stages. For safety reasons, notify the kitchen staff of the strict time management, from preparation to serving of the dish.

2. Now welcome the guests and prepare for the main course with tasty morsels in the form of light presentations regarding goals, tasks and content.

3. Group the participants around several worktables and form into a homogeneous, elastic dough. Be sure to add suitable moderation techniques.

4. Now spread the individual ingredients briskly around the room. Stir continuously to avoid lumps forming. Abrupt changes of direction are to be avoided. The worktables should now be coated with a firm base for further cooperation.

5. Next, bring together the findings and warm up briefly. Skim off the resultant organisational structures, divisions of labour and objectives and leave to steep in readiness for the next round.

6. In the meantime, repeat steps 4 and 5 with further ingredients such as communication methods, time schedules or funding models.

7. Next, mix the findings into the dough. To enable this to rise, the actors from the Baukultur initiative should be mixed well with the other participants.

8. Finally, begin the cooking process. Be careful not to bring the strategy workshop back to the boil. Overheating is to be avoided at all costs.

9. The dish is now ready to be enjoyed. Those who wish to do so can present their dish publicly in a panel discussion. Participants may also add further spices as desired.



Strategy workshop

Working in a structured and targeted manner

The strategic workshop is the main format for conceptual and organisational structuring as well as immersion in the work of the initiative.

The workshop focuses on what has been accomplished thus far and the organisational structures as well as strategies for the next steps. Specific themes are “Goals, Tasks and Content”, “Structural Organisation and Networks”, “Approach and Funding” and “Consolidation of Next Steps”. For the workshop to be successful, it should be led by an outside moderator, and all members of the initiative should attend, if possible. In addition to structuring the work of the initiative, strategic workshops also offer an opportunity to inform municipal policy-makers, representatives of local government and multipliers about the work and gain their support for cooperation.

Strategic workshops enable initiatives to hone their own ideas, goals and working methods and to act more independently and effectively. Involving key actors from the community promotes future communication.

Kalbe style



Kitchen staff

- 1 Baukultur initiative
- * multiple representatives of local government and administration
- * interested local citizens
- 1 external moderator
- * news media



Ingredients

- 1 suitable room
- * floor plans
- * drafts
- 2 rolls of sketching paper
- 1 set of moderation equipment
- 1 pinch of imagination



Preparation time

- 1 week planning
- 8 weeks preparation
- 1 hour set-up time
- 4 hours workshop work
- 1 day evaluation

1. Roll out local ingredients such as floor plans, plans and drafts of various flavours on the worktop and assemble the kitchen staff to jointly examine these for flavour, shelf life, combination options and cost.
2. Standard kitchen utensils such as Post-its, moderation cards and sketching paper can make it much easier to prepare the ingredients.
3. During the preparation stage mould the prepared ingredients into new, creative forms using ample amounts of sketching paper, omitting stuffy old tastes.
4. Contemplating the exemplary creations of acclaimed top chefs can prove an inspirational aid here.
5. When seasoning the dish, spice liberally and adjust ingredients where required.
6. Document the preparation stage precisely to ensure that the desired taste can also be achieved without the assistance of the top chef when repeating the dish.
7. When repeating the dish, professional chefs may also be invited, where these are specialists for specific ingredients such as heating systems, fire protection certificates or cost calculation.
8. Involving the local news media ensures that the new creation is widely distributed.



Planning workshop

Design your own community

The planning workshop deals with the development of specific spatial situations and may be implemented as an independent format. It may be accompanied by additional formats such as artistic interventions, external (expert) input or site visits.

To implement the format, existing planning documents such as floor plans or drafts are needed. The workshop should be moderated by an outside expert with background knowledge and attended by stakeholders, where possible. These may be building owners, residents of the neighbourhood, building authorities, heritage conservation authorities, etc. In addition to working on plans and floor plans, the planning workshop may also include discussions of usage profiles, supporting structures, creative aspects, renovation measures, financing options or options for interim use. Examples of successful Baukultur projects and processes may also demonstrate possible alternatives for development. The planning workshop supplies the initiatives and participants with specific solutions and helps set priorities for necessary action.

Dingden style



Kitchen staff

- 1 Baukultur initiative
- 1-3 external experts



Ingredients

- * suitable room
- * flipchart sheets
- * pens
- * moderation cards



Preparation time

- 2 weeks preparation
- 2 hours workshop
- 1 day evaluation and analysis

1. To prepare the PR workshop, add local Baukultur initiatives with all ingredients to a large room, braise lightly with external experts and sprinkle with finely chopped moderation cards.

2. Over a low heat, slowly stew important information about existing communication channels and their range. Distribute the broth evenly over the flipchart sheets provided.

3. Use external experts to present unfamiliar or rarely used communication additives and sprinkle around the room. Be sure to boil up the individual mixtures thoroughly and leave to cool in small portions for further processing.

4. Test a number of mixtures for taste, select the most appetising and add carefully to the PR soup.

5. Divide soup into multiple portions, freezing some of them. Individual portions can be thawed out and reheated as required, to be served piping hot.

6. Regularly reheat prepared communication formats and season with the latest news and activities from the Baukultur initiatives.



Communication workshop

Learning to convey Baukultur effectively to a broad audience

The broad range of communication channels available today presents initiatives with significant challenges. The availability of digital media (websites, Twitter, Facebook, etc.), interactive formats (workshops, discussion rounds, etc.), information events (exhibitions, lectures, etc.) and print products (flyers, posters, etc.) means that initiatives must develop their own communications strategy in a targeted way.

The communication workshop serves to professionalise the outward communication of Baukultur initiatives. The public relations workshop begins by analysing the current situation in order to deliver highly specific information and assistance for a Baukultur initiative, enabling it to make its outward communication better, more effective and more efficient. This relatively compact format enables a number of key adjustments to organise the communication channels already in place more systematically and to optimise and expand them.

Baiersbronn style



Kitchen staff

- 1 Baukultur initiative
- 1 complete town council
- 1-2 Baukultur experts
- 3-5 participants from the places visited
- 1-2 speakers



Ingredients

- 1 coach
- * event location with model Baukultur projects
- * input regarding the places visited
- * suitable working room



Preparation time

- 12 weeks preparation
 - * arrival
- 2 days retreat
 - * departure
- 1 day evaluation

1. Plan the tour with expert accompanying personnel and sprinkle with an ample portion of travel bug.

2. Place a portion, preferably large, of the town council in the coach and carefully separate from accustomed surroundings for two to three days. Following this, slide into a Baukultur-creative region and swiftly add the first appetisers.

3. Carefully stew discussion themes from own community in a large pot. Boldly add a number of objections and entrenched opinions and carefully boil until soft. Finally, sieve to remove party-political blockages and filter out good ideas.

4. Prepare a midnight gathering and add a generous portion of spirits. After this, quench with a short night-time stroll and leave to rest overnight.

5. The next morning add a number of select Baukultur ingredients from the place visited to a workshop and braise lightly. Then carefully add a portion of the themes from the home community, stirring carefully, and simmer for a while.

6. Finally, take a number of well-prepared and select Baukultur pieces from the place visited, add a tablespoon of imagination and form ideas for your own community.



Retreat

Learning from others

It is often helpful to retire to an unfamiliar location to think about your own community. A two-day retreat in a Baukultur municipality or region offers the opportunity to become immersed in the subject intensively whilst also considering the issues of your own community. The advantage compared to a one-day or even multi-day workshop in your own community is that no one pops back home to carry out their normal daily tasks on the side. There is a certain risk in the fact that all participants really need to take time out for the retreat. Tours and interaction with stakeholders in the municipality visited give participants a look behind the scenes of Baukultur work. Appetisers offered by the visit coupled with shared contemplation during a retreat also make it easier to get at issues that are more difficult to digest, as well as half-baked issues on the table at home. For Baiersbronn, the town council's retreat with a focus on Baukultur in the Bregenz Forest was a good way to start long-term work on the subject of Baukultur in the community.

Dingden style



Kitchen staff

- 1 Baukultur municipality
- 5-10 architecture students
- 1-3 lecturers
- 1 moderator



Ingredients

- 1 suitable room
- * paper
- * pens
- * laptop, printer
- * refreshments



Preparation time

- 3 months preparation
- 2 hours tour of the site
- 8 hours workshop work
- 1 hour presentation
- 1 day evaluation

1. To ensure the success of the student workshop, prepare local Baukultur initiatives in advance for academic specialities.

2. Compile a suitable Baukultur menu and finely adjust student input.

3. Knead students and local initiatives into a group and warm up for a seasonally appropriate tour of the location.

4. Familiarise students with local Baukultur dishes, plan for detailed discussions with local gourmets of history, flavour, delicacies and already spoiled aspects of the local Baukultur cuisine.

5. Make sufficient working space available, envelop students in lavish culinary delicacies, garnish with a generous portion of supplies and leave to simmer out of the public eye.

6. Stir occasionally and add further information as required. Test for doneness by cautiously asking about the work results.

7. Prepare a venue with an exciting Baukultur background and invite an ample audience.

8. Serve the academic treats warm and invite tasting under the supervision of the kitchen staff.



Student workshop

Working with students on Baukultur issues

The student workshop is a suitable format for enriching the Baukultur discourse with varied, creative and possibly unusual ideas and communicating it effectively.

A university, lecturers and students for the workshop must be recruited ahead of time, whilst suitable rooms and work materials must also be made available. A qualified local contact for lecturers and students is helpful.

Holding the workshop on site helps advance the Baukultur significantly, with the academic input reinforcing the image of a professional process. The student workshop considerably adds to the wealth of ideas, creativity and diversity in Baukultur issues. It results in products that have already achieved a degree of professionalism. The (financial) input is moderate compared to the value added.

Nordkirchen style



Kitchen staff

- 1 Baukultur initiative
- 10-15 local school pupils
 - 1 local head teacher
- 10-15 architecture students
 - 1-4 teachers/lecturers
 - 1 moderator



Ingredients

- 1 suitable room
- * cameras
- * notebooks
- * paper
- * pens
- * model-building material
- * laptop
- * printer
- * creative expertise
- * refreshments



Preparation time

- 4 weeks preparation
- 1 hour set-up time
- 1-2 hours tour of the site
- 2-3 hours workshop
- 1 week evaluation

1. Stirring carefully, acquire local actors as supporters and communicators for the idea of a pupil workshop

2. Add a local school to the large Baukultur pot with the aid of a local Baukultur initiative. For an even better result, personal contact with pupils can also be incorporated.

3. To ensure nothing boils over, carefully prepare and check the procedure of the workshop with all those involved.

4. On site, knead the mixture of expertise vigorously and add some enthusiasm for the subject of Baukultur.

5. Divide students, pupils and experts into small portions and stroll together through the town. Obtain pupil views regarding the town, season with interested questions and take a number of photos using a suitable camera.

6. Next, inspect the assembled delicacies with the entire kitchen staff.

7. Divide the pupil themes into small portions again, blend in further ingredients such as pens, paper, photos, card, glue and other items and bake into attractive plans, collages, graphics or models.

A dash of humour makes the mixture lighter and allows the work output to rise especially well.

8. Lastly, add a particularly attractive garnish to the resulting delicacy and exhibit on site, inform the press and proudly present to relatives and the public.

Note: issues that are already stale or mouldy are as unsuited to a pupil workshop as items that are too fresh and too exotic.



Pupil workshop

Discussing, researching and brainstorming Baukultur themes with school pupils

The pupil workshop encourages young people to investigate their town and its Baukultur. Topics that have already been discussed can be enriched and supplemented with new (youthful) viewpoints. School pupils are good multipliers for Baukultur, raising awareness of the subject among the younger generation as well as their own family. An exhibition in the town of the results of the workshop serves to support this effect. The workshop must be carefully prepared to ensure that the pupils have fun participating in it. Supplementing the research team with students helps to create a bridge between young people and adults.

The pupil workshop is a suitable format for introducing the younger generation to the subject of Baukultur. An extracurricular learning activity is particularly effective at reaching pupils. At the same time, school pupils' unprejudiced views on possibly sensitive issues can help in developing new ideas for the town and coming up with alternative approaches to problematic themes.

Dingden style



Kitchen staff

- 1 Baukultur initiative
- 2-4 external Baukultur experts
- 5-8 draughtspeople



Ingredients

- * drawing utensils
- * various types and formats of paper
- * laptop, printer
- * a pinch of creativity



Preparation time

- 12 weeks preparation
- 2 hours set-up time
- 1 day image production
- 1 hour presentation

1. Ahead of the activity, warm up accomplished draughtspeople, e.g. students of art, architecture or graphic design, to the idea of participating.
2. Carefully select the necessary ingredients for image production, in coordination with the draughtspeople.
3. Procure necessary kitchen equipment such as printers, pens and paper.
4. Prepare suitable rooms with large tables and spread generously with catering for the period when the draughtspeople are working.
5. Leave the creative mixture to rise in small groups during a tour of the town.
6. Following this, gather common local and seasonal topics, objects or areas of action and place in a large mould. Blend in required changes, ideas and wishes and render them down into a concentrated broth.
7. Immerse draughtspeople in this broth and add laptops, paper and printers before baking in the oven at a high temperature. After a while, reduce the temperature slightly and carefully gain an impression of the pictures.
8. Present the finished images with fanfare and enjoy together.
9. Lastly, document the images carefully and preserve them. This ensures that they are safely conserved for future exhibitions and can be reheated afresh as required.

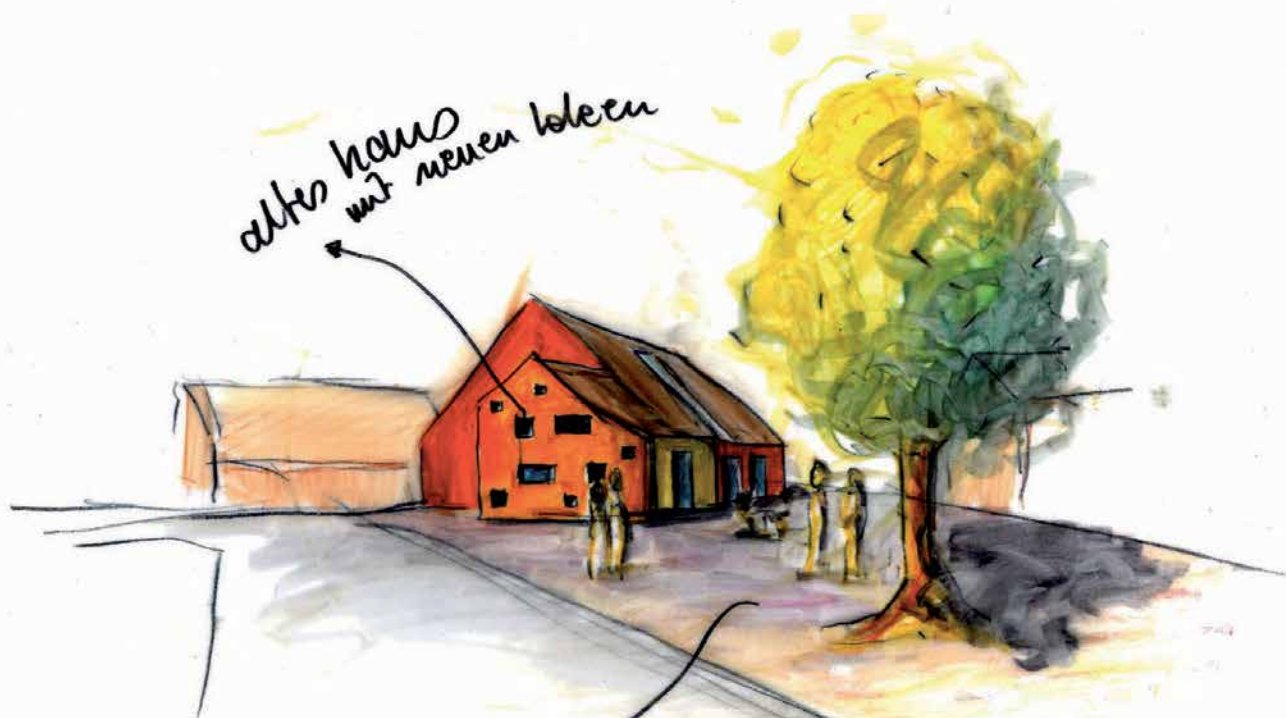


Image production

Producing visions of Baukultur themes

Image production is a format that offers a visually strong basis for the presentation of issues and ideas and the initiation of discussion about Baukultur subjects and ideas. A prerequisite for this is the involvement of good draughtspeople, in cooperation with experts and local stakeholders.

In advance of this, it is necessary to establish a common basis of knowledge regarding the location and local topics. This may take the form of a tour, a communal stroll, an independent exploration of the site or a thematic discussion. The production of the pictures may then take a range of forms: 1. The draughtspeople realise their own ideas graphically, 2. The draughtspeople apply the ideas of local stakeholders to paper (helping to create images from ideas in the process), 3. The draughtspeople create images of the mutual discussion. The completed images serve to create a basis for further discussion and the formulation of ideas, visions and preferences. A number of hours are required for the image production. The image production format is especially suitable where the intention is to specify and visualise abstract themes and ideas or unclear desires and notions.

Plesse style



Kitchen staff

- 1 Baukultur initiative
- 1 hospitable university department
- 5 students
- 1-4 presenting individuals
- 1-2 moderators



Ingredients

- 1 coach
- 1 university department
- 3-6 student projects
 - * buffet comprising regional specialities



Preparation time

- 4 weeks preparation
 - * arrival
- 4 hour visit to the university department
 - * departure

1. As preparation, gently warm up an interested university department and at least three well-matured students with projects from the municipality, stirring carefully. Simmer and distribute across several on-site visits, sprinkle liberally with enthusiasm, then leave to cool for a while.

2. Blend the interested villagers and the Baukultur initiative with anticipation, pour into the coach and slide into the university.

3. Remove the filling from the coach and coat with a colourful mix of theme-related speeches. Following this, leave to cool briefly in a coffee break.

4. Now spread the fresh mixture briskly across the work rooms and allow to soak in a generous portion of impressions from the university's architecture courses. Reports from current students provide a particularly fresh flavour here.

5. Next, remove the freshly baked designs of the students from the oven and coat with opinions, questions and criticisms from the visitors. Particular care in moderation and communication coupled with a pinch of dialect ensure a pleasing outcome.

6. Take the professors and students and add lavish specialities from the home region as well as refreshing beverages up to a maximum alcohol content of 6%.

7. Finally, fill the rooms of the department with food, drink, conversation, students, interested inhabitants and the initiatives, blend gently and garnish with a pleasant atmosphere.



A village goes to uni

Experimentation and study

The ideal conditions for this dish exist where a village has never previously been to university and the university has never previously been visited by a village. Ideally, this takes the form of a complementary activity in the course of an ongoing collaboration with a university. For example, 30 interested individuals from a municipality boarded a coach to spend a day at the Technical University of Munich. After a number of speeches and a tour of the Chair of Architectural Design and Construction, the participants heard the interim presentation of three master theses dealing with new uses for vacant farmhouses in the village.

The format could also have been used as a seminar paper or draft exercise involving the input of a larger group of students. A key to success is the creation of an atmosphere that promotes discussion on equal terms between students, lecturers and participants from the municipality. One central element lies in the municipality bringing along a buffet meal as a gift, with this set up directly in the rooms of the department, forming a social setting for informal interaction.

Kalbe style



Kitchen staff

- 1 Baukultur initiative
- 1 external expert
- 1 external moderator
- * additional guests



Ingredients

- 1 suitable room
- * screen, projector
- * good atmosphere and numerous questions
- * seasonal beverages
- * on-site tour



Preparation time

- 6-8 weeks preparation
- 1 hour set-up time
- 1 hour report/presentation
- 1 hour questions and discussion
- * time for individual conversations afterwards

1. The preparation of complex and exotic dishes – such as the reopening of a large theatre – presents a major challenge, even to experienced chefs and kitchen staff. To overcome this, gently warm the initial situation, expectations and fears in a pan.

2. Now gradually apply more heat, stirring constantly. Wait for the crystallisation point and scoop thematic focal points from the cooling essence. Carefully remove existing sticking points and set aside as questions.

3. Tenderising gently, invite an external chef into the kitchen. Garnish with compensation of expenses where required. No matter how exotic a dish may seem, an intensive search will usually find a chef who has already prepared it, or a similar dish, elsewhere.

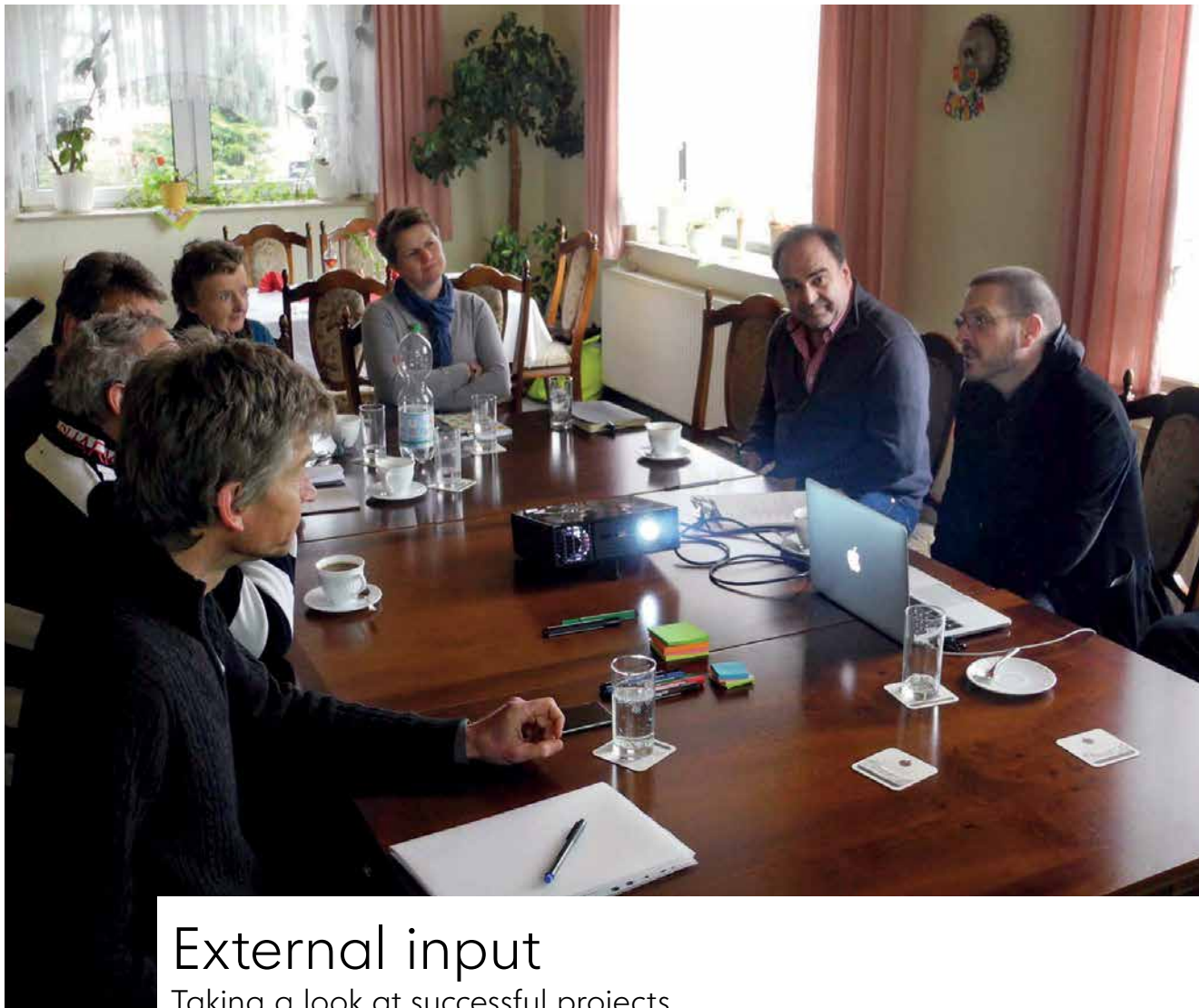
4. Examine the focal points, turning constantly. Obtain the advice of the external chef for this.

5. Bring the essence back to the boil to awaken interest in the dish in your own kitchen. Where necessary, open the kitchen to additional guests and food critics.

6. Have the external chef demonstrate the preparation of his or her own dish. Pay attention to preparation techniques, such as dealing with unforeseen circumstances, and the combination of spices, such as the management concept or communications strategy.

7. Following the demonstration, enrich own essence with the newly acquired approaches and test together. Sprinkle with the set-aside questions as required.

8. When tasting the dish, hand the spoon to the food critics in particular, to alleviate any fears of complex and exotic cuisine.



External input

Taking a look at successful projects

For specific topics, reports from external experts can help to answer questions regarding the realisation of Baukultur projects and indicate new directions in which to take these projects.

This requires knowledge of successful examples as well as the willingness of the invited experts to share their experiences. An inspiring and thematically appropriate lecture or presentation can deliver a major gain in experience for Baukultur initiatives. The extent to which the approaches can be applied to specific projects must be examined in detail in a subsequent discussion. For smaller groups in particular, interaction with external experts is very helpful for expanding the body of experience.

External input may be used to supplement a larger format or may be integrated into a series of events - including one with various formats.

Kalbe style



Kitchen staff

- 1 Baukultur initiative
- 1-2 external specialists



Ingredients

- 1 specific task
- * specific framework conditions
- 1 flipchart
- 1 set of moderation equipment



Preparation time

- 4 weeks preparation
- 1 hour tour of location
- 5 hours input, mediation and discussion
- 1 day evaluation

1. Together with local kitchen staff, prepare a well-kneaded dough from specific questions.
2. The dough forms the basis for cooperation with the coach, who should be selected for his or her particular expertise in the preparation of this specific style of pastry.
3. Roll out the dough and apply information and framework conditions in layers. Check these carefully for maturity and distinctive flavour.
4. Place the prepared dough in a suitable tin and put in the oven. In addition to the ingredients, the baking time is key here. The coach's experience in preparing exquisite pastries at other locations will strengthen the kitchen staff's confidence in their own actions.
5. To avoid subsequent bubbling, observe the pastry as it rises and reduce heat where necessary. The coach can also be ready to help here with advice and assistance.
6. For the icing, boil down final specific questions as well as the prioritisation of necessary work stages.
7. Use this to coat the already pre-baked plan of action and return to the oven.
8. Be sure to bake at an appropriate temperature to ensure that the pastry is neither burnt nor undercooked.



Coaching

Developing skills

Coaches can be helpful when the work of a Baukultur initiative involves issues that require in-depth expertise to be resolved. They have the knowledge and experience of decisions or framework conditions regarding construction, economic or legal matters.

Coaching aims to examine highly specific themes in depth, such as the drafting of renovation and financing concepts or the founding of a cooperative. Coaching such as this may take place during a workshop, or as a specially organised event. It is important that the questions for the coach are defined precisely in advance.

After considering the initial situation, the coach demonstrates and explains possible options for action. Applying experiences from successful reference projects is particularly helpful. Lastly, suitable measures and steps for the specific task of the Baukultur initiative can be agreed on together with the coach.

The Baukultur initiative is then in a position to act and make decisions, including in difficult processes that require particular expertise.

Dübener Heide style



Kitchen staff

- 1 Baukultur initiative
- 1-2 external consultants



Ingredients

- * enjoyment of transferring knowledge
- * long-standing experience of the external consultants
- * open communication for all those involved
- * budget



Preparation time

- 1 day preparation
- 1-2 hours consulting discussion (regularly)
- 1 hour evaluation

1. Select one or more expert consultants from the Baukultur speciality market. When choosing, pay attention to communicative ability and the question of cost.

2. Now gently braise the prepared basic ingredients in mutual discourse with the consultant.

3. To enhance the flavour, add adequate additional expertise. This lends the resulting dish the necessary spice.

4. Regular tasting should be undertaken both with the chef on site and with the entire kitchen staff.

5. When tasting, record the results and leave the dish to simmer further.

6. Repeat stages 3 to 5 at regular intervals over an extended period of time. The extended cooking time gives the dish an intense aroma and makes it deliciously spicy.

7. Leave the dishes to stew over a low flame, observing constantly, until they have cooked through completely and can be served.



Consulting

Obtaining expertise

During their work, initiatives frequently encounter questions about the strategic, content-based or organisational aspects of their actions, or their handling of specific projects. Obtaining additional expertise from outside is of great importance when it comes to answering these questions.

Expert consulting and advice can aid Baukultur initiatives in reflecting the work and dynamic of the group over a longer period, expressing recommendations for action from an outside perspective. The range of consulting can extend from expert and strategic support of the initiative to personal and interpersonal areas, where the dynamic of constellations within the initiative and towards outsiders often plays an important role. It is the continuity that makes this professional consulting especially valuable for the initiatives.

Schwarzatal style



Kitchen staff

- 1 Baukultur initiative
- 3-5 local associations
- 5 building owners
- 1 local chronicler
- * ample publicity
- * press



Ingredients

- 1 action slogan
- 1 brass band
- 6 actors
- 5 historical vehicles
- * active associations
- * locally produced food and beverages



Preparation time

- 12 weeks coordination and preparation
- ½ day assembly
- 1 day public action
- ½ day dismantling
- 3 days evaluation

1. For this popular dish, gather together suitable regional ingredients in the form of local associations and musical and cultural groupings, and harmonise. Diversity is welcome, to satisfy different tastes.

2. Next, precook the ingredients to ensure they can be served al dente. Side dishes that are too hard or too soft can significantly impair enjoyment.

3. Pour the event into a suitable mould and publicise this on postcards and in press articles in the town and region, referring to the motto of the action day - historical summer holiday tourism, in this case.

4. On the action day, gather the ingredients on the central square using the historical vehicles and stir into an aromatic mash. Allow the sound of the brass band to permeate into the furthest areas. The aroma and the music will inevitably attract a great deal of interested attention. Do not forget food and drink!

5. In the concluding tour of the town, following in historical footsteps, present the chronicler and well-seasoned actors to the public and coat liberally with a wide range of tastes.

6. Expertly drizzle on interesting information regarding selected buildings by their owners to generate focused areas of flavour.

7. Keep the information evening at the end of the day crisp and by no means overdo it, especially where appetites are waning.

8. The next day, when the cooking experience has been digested, press coverage will ensure a pleasant lingering aftertaste.



Public action

Attracting attention

Public actions represent a low-threshold communication format for generating a broad public response and attention for a subject. The “day of action” format is particularly suitable for the presentation of project findings following workshop events. Alternatively, an entire week of action is also ideal for the comprehensive and fundamental discussion of a Baukultur subject. The preparation and coordination of programme content with a range of actor groups requires a high degree of logistical input. The participation of numerous actors as early as the organisation stage also generates a feeling of togetherness and identification with the subject. The programme comprises easily accessible cultural activities or events, supplemented by theme-based elements such as guided tours or information sessions. In addition to generating public attention, particular focus is placed on addressing possible individuals for future project partnerships, as well as strengthening and expanding the local network. Including multiple participants, repeating the event annually and publishing photos in the press promote ongoing awareness and consolidation of a Baukultur subject.

Leipzig style



Kitchen staff

- 12 Baukultur initiatives
- 60 individuals with an interest in Baukultur
- 2 exciting input providers
- 1-2 main moderators
- 3-5 table moderators
 - 1 organiser
 - * many helping hands



Ingredients

- 1 suitable kitchen
- * good kitchen equipment
- * generous amounts of openness and willingness to discuss
- * good food and drink
- 1 artistic contribution



Preparation time

- 3 months preparation
- 1-2 day(s) workshop
- 1 week evaluation

1. The first challenge lies in the choice of a tasteful kitchen area. Begin the search in good time and allow regional and local peculiarities to influence the selection.

2. The dish requires a long preparation period and should therefore be started in good time. In addition to preparing the ingredients, selecting and inviting the kitchen staff is also a considerable task.

3. On the day of preparation, first put all workshop participants into a large pot and mix together well - excessive clustering of ingredients is to be avoided.

4. Now distribute the entire contents of the pot evenly across the seating provided and coat with the prepared workshop programme.

5. Loosen the mixture from time to time with lively moderation to prevent it from becoming tough and sluggish.

6. Towards evening, enrich the dish with the ingredients "food and drink" as well as "artistic contribution" and bring to a culinary climax. Add alcohol only in moderation, to avoid spoiling the taste.

7. Leave to cool overnight, stirring again cautiously the following day. Add hot coffee until the working temperature is regained. Now pour on part two of the workshop programme.

8. Remove the mixture from the stove at around midday and spread in all directions while still warm.

9. For an intensive aftertaste, document the flavour experience and nurture the contacts made with the kitchen staff.



Public workshop

Sharing experience and forming networks

The public workshop format is used as an opportunity to share experience among Baukultur initiatives and individuals from civil society, the professions, the political sphere and the public administration with an interest in Baukultur. The choice of event venue plays a key role when staging a two-day workshop. Both the town and the venue should feature references to Baukultur themes that are reflected in the workshop programme. The two-day duration promotes particularly lively debate. The informal interaction over the evening or the artistic support programme play a key role in the familiarisation process, also aiding the formation of networks that remain in place beyond the duration of the workshop. The programme is focused on Baukultur issues and typically comprises thematic introductions, specialist input in the form of reports of practical implementation, best practice projects and a world café or round tables for goal and outcome-oriented work on the current Baukultur discourse. The public workshop provides both the transfer of knowledge and networking. The intensive mutual experience over the two days also has a decisive effect on the inspiration and motivation of the participants for work in their own towns and villages.



Exhibition - Unkel style



Shop window gallery - Nordkirchen style



Opening - Unkel style



Film evening - Unkel style



Postcards - Nordkirchen style



Film - Schmidheim style



Brochure - Baiersbronn style



Using unusual places - Schwarzatal style

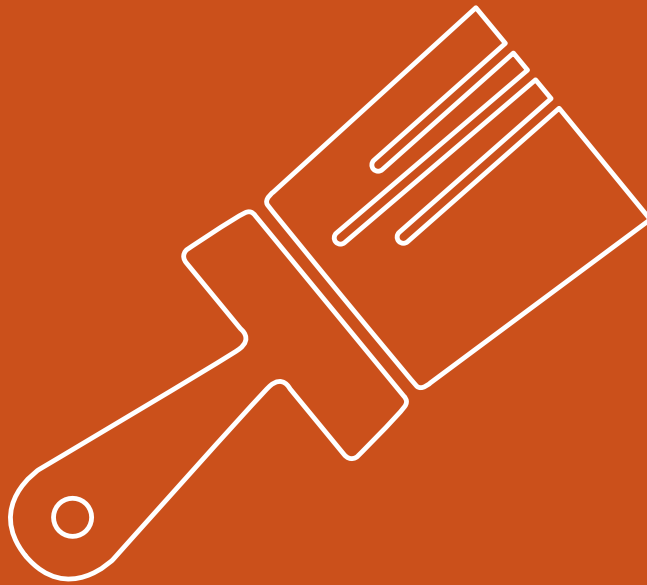


Temporary reuse of vacant sites - Schmidheim style



Evaluation workshop - Bischofswerda style

DESSERTS



Unkel style



Kitchen staff

- 1 Baukultur initiative
- 2-5 exhibition organisers
- 1 curator
- 1-3 owners of an exhibition venue
- 1 delivery company for transport



Ingredients

- * exhibits
- 1 exhibition concept
- 1 light truck for delivery



Preparation time

- 12 weeks preparation
- 1 day assembly
- 2-4 weeks duration of exhibition
- 1 week dismantling

1. Add a fresh selection of interesting Baukultur themes to a pot and boil to an intensely flavoured mixture over a high heat. Put to one side.

2. Cover exhibitors, canvases, movable walls, plans or posters generously with this mixture and season with graphic design. If preparing the exhibition yourself proves to be too daunting, simply resort to high-quality ready-made products from the Baukultur delicatessen.

3. Involve local participants in the idea of an exhibition and pre-heat at a low temperature, until agreement and support are visible.

4. Prepare a suitable exhibition venue and tailor the menu precisely to this.

5. Select locally relevant themes, form into corresponding exhibits and prepare as appetisers.

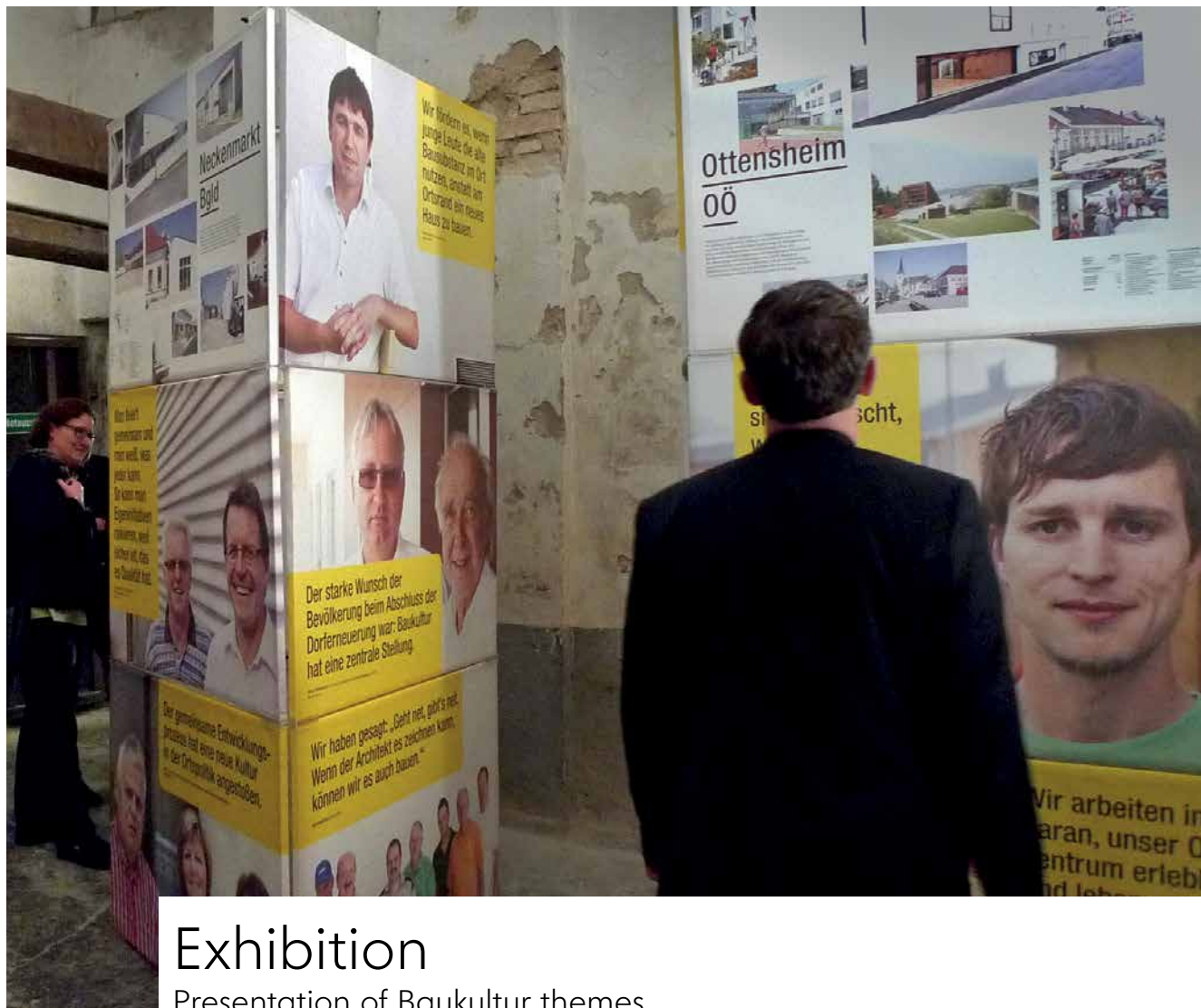
6. Pack a light truck with exhibits and deliver.

7. Add exhibits to the exhibition space and dust liberally with exhibition design.

8. Finely season opening speeches and form into a balanced menu with selected contributions.

9. On opening evening, allow discussion with the audience to marinate adequately.

Tip: This Baukultur stock is a good basis for Baukultur events of all kinds.



Exhibition

Presentation of Baukultur themes

Exhibitions dedicated to municipalities with exemplary Baukultur work, student projects or local and regional initiatives highlight positive contributions and play a strong role in communication, especially with non-specialist audiences. Particularly important here is the ceremonial opening (including culinary offerings), with Baukultur stakeholders detailing the creative process using model projects and explaining their own personal relationship with Baukultur. The intention here is to encourage imitation, with the goal of not merely accepting change in comparable situations, but working hand in hand with it. Greater attention is ensured if the exhibition is not presented solely in an event venue, but also displayed in external locations, such as business premises. This extends the impact to segments of the public that would otherwise not be reached. Further measures such as large-format banners can raise awareness in the public space.

Nordkirchen style



Kitchen staff

- 1 Baukultur initiative
- 2-4 external exhibition organisers
- 10-20 local traders
 - * public



Ingredients

- 20-40 Baukultur exhibits
- 10-20 shop windows in a central location
 - * agreement of traders for their use
 - * support of the municipality
 - * variable construction system for displaying



Preparation time

- 12 weeks preparation
- ½ day approaching traders
- 1 day assembly
- 1-3 weeks duration of exhibition
- ½ day dismantling

1. Prepare the Baukultur exhibition. Carefully select exhibits in advance. Seasonal, fresh ingredients from local Baukultur producers, school pupils and students are especially tasty. International, externally produced Baukultur exhibits may also be considered.

2. Identify approx. 10-20 centrally located shop windows of local traders and recruit the traders for involvement in the menu using a variety of methods. This may involve steaming, gently simmering, baking or grilling the traders (note: cooking times vary!) and persuading them to make their shop windows available.

3. On the day of preparation, divide Baukultur specialities amongst the shop windows to warm local gourmets to the subject of Baukultur. To achieve this, evenly spread exhibits across shop windows in the town, add carefully to the shop window mixture and decorate appetisingly.

4. Select the method of securing the exhibits on an individual basis. Ingredients such as drawing pins, nylon cord and adhesive tape are available from regular outlets.

5. Officially open the Baukultur shop window menu. Offer speeches and tours that explain the specialities.

6. Warm interested passers-by and the press gently and fold into conversations.

7. Leave the Baukultur exhibition in place for one week to stew, reheating in the media from time to time.

8. After a week of simmering, serve the exhibition in the course of a brief publicity campaign.



Shop window gallery

Presenting a Baukultur exhibition in shop windows

The shop window gallery uses the shop windows of as many local shops as possible to present Baukultur exhibits, joint products or workshop results. It enables numerous local traders to become involved, whilst generating a high degree of public attention for the subject of Baukultur. Before the action, there should be numerous discussions with the traders establishing trust, providing information about content, explaining the context of the event and detailing practical aspects. The research team and local contact people can persuade traders to participate, supported by the municipality. An official programme with welcome address, introduction to content and a tour is recommended for the exhibition opening. The exhibition is present in the urban space and accessible 24 hours a day. The shop windows in the town centre become exhibition sites, the public space the "gallery".

The shop window exhibition in the town centre is an effective public format that appeals to a broad audience, reaching the whole community and enabling networking.

Unkel style



Kitchen staff

- 1 Baukultur initiative
- * external exhibition organisers
- 1 property owner
- 1 mayor for the welcome address
- 1 expert for introduction to the content
- * numerous guests
- * public
- * press



Ingredients

- * exhibits
- 1 suitable exhibition room
- 20 posters
- 500 flyers
- 2 press releases
- * depending on the season, refreshing or warming drinks



Preparation time

- 12 weeks preparation
- 1 day assembly
- 3 hours of opening
- 1-2 weeks duration of exhibition
- ½ day dismantling

1. Select Baukultur treats with reference to the local Baukultur for the exhibition and check seasonal availability, organising delivery where required.

2. Spread out a large quantity of tasty exhibition venues, selecting exotic spaces such as construction sites, vacant lots or shop windows. Make contact with the owner and gently warm them to the idea of making the spaces available.

3. Carefully select a suitable speaker for a welcome address and an expert introduction, either from the local area or a Baukultur specialist, and prepare them for the event.

4. Develop the preparation, design principle and menu layout of the exhibits, adjusting seasoning to suit the location.

5. Check selected exhibits on arrival for quality, prepare, add evenly to the exhibition areas and garnish for presentation.

6. After the exhibition visitors arrive, coat them promptly with friendly greetings and knead with an introduction to the content. Establish a connection to regional Baukultur cuisine.

7. Blend experts and exhibition organisers with exhibition visitors, add a number of conversations. Refreshing beverages will help the ingredients mix to form a light dough. Allow this to rise.

8. Leave the exhibition to steep in the town for 1-2 weeks, stirring constantly to incorporate a broad audience. Guided tours make the exhibition more digestible.



Opening

Grand opening of the Baukultur exhibition

The exhibition opening offers a relaxed atmosphere for interacting with the content whilst highlighting and fostering appreciation of the subject of Baukultur.

The choice of exhibition content and venue are key to preparation. The use of unusual locations can disrupt familiar viewpoints and make the potential of the town visible. At the opening, a welcome greeting, introduction to the exhibition and a speech from an expert make the exhibition content more accessible and help integrate local issues and topics. Ending the event informally over drinks creates a space for relaxed discussion in stimulating surroundings. The opening is also a suitable format to invite journalists to. This means that the impact of the event can be enhanced and a broader audience reached. Although the exhibition-opening format is associated with a degree of organisation in advance, it nonetheless enables an easy-access approach to the subject of Baukultur in a pleasant setting that appeals to a targeted audience.

Unkel style



Kitchen staff

- 1 Baukultur initiative
- 1 moderator
- 1 input provider, expert



Ingredients

- 1 Baukultur film
- 20 appetising posters
- 500 tasty flyers
- 2 light and airy press releases
- 1 suitable room for film screening and discussion
- 1 projector
- 1 screen
- 2 loudspeakers
- 8 wooden skewers with key themes



Preparation time

- 8 weeks preparation
- 1 hour set-up time
- 2 hours film screening and discussion
- ½ hour dismantling

1. A decisive criterion for the success of the film evening is choosing a palatable Baukultur film that suits local issues and requirements. Kitchen/Baukultur experts may assist in the selection process.

2. Ample advertising well in advance is decisive for preparation. Aids such as appetising posters, tasty flyers and light and airy press releases should be employed.

3. Select a room suitable for screening the film and subsequent discussion. Good ventilation, moderate temperature and dry storage are decisive.

4. Ensure availability of modern kitchen equipment such as projector, screen and loudspeakers.

5. Light wines and non-alcoholic beverages may be served at the film evening, with these carefully selected in advance.

6. The joint discussion is decisive for an enduring aftertaste. To achieve this, cut key themes of the film into palatable portions, add to cards and serve on wooden skewers.

7. On the film evening, greet the mixture warmly and melt slightly. An additional expert introduction to the film will loosen the mixture and make the menu light and easily digestible. For optimum enjoyment, lean back and allow the film to take effect.

8. In the subsequent discussion, work controversial viewpoints thoroughly, pepper contentious issues well, whip up inspiration and spread encouragement on thickly.

9. Take ideas from the film that may be transferred to the location and warm them, stirring constantly, until the mixture is smooth. Then pour into a programme and leave to cool slowly.

10. The menu may be continued with seasonal ingredients, varying the themes.



Film evening

Discussing Baukultur films

The film evening is a light, simple format that communicates expertise easily and can raise awareness of the subject of Baukultur. The choice of film means the format may be employed as an entry point or as a more in-depth treatment of specialist topics. A moderated discussion following the film is key to reflecting on the content and gaining findings relevant to the town. Moderation may be supported by input from an expert in the form of an introduction or summary. Further measures may also promote discussion, such as signs listing the key issues from the film, giving the themes addressed a physical presence which facilitates useful discussion of the issues raised.

The film evening format makes the subject accessible and the relatively low level of input required makes it suitable for regular independent repeats by a Baukultur initiative. Selection is facilitated by establishing a database of suitable Baukultur films, which can also be made available to other initiatives.

Nordkirchen style



Kitchen staff

- 1 local Baukultur initiative
- 1 graphic artist
- 1 printing company
- * addressees for the postcards



Ingredients

- * numerous images of local Baukultur work
- 1 computer with relevant graphics program



Preparation time

- 1 day selecting image motifs
- 1 day editing pictures into printable image files
- 1 week delivery period for the freshly printed postcards
- * ongoing distribution / sending of the postcards

1. When holding a Baukultur event or working in a Baukultur initiative, use digital cameras to capture a number of selected motifs of the town and its people.
2. Pour all motifs into a large hard-drive pan and stir gently. Lay out suitable thematic containers and arrange the postcard motifs by theme.
3. Briefly heat a number of ideas for picture series and focus themes before carefully sieving the postcard motifs.
4. Add clarified image rights. Be careful to keep a close eye on this process.
5. Add postcard motifs to a graphics program and adjust colour, contrast, brightness and tonal value to taste. Next, cut into format-sized portions.
6. Order postcards from printing company and wait for delivery.
7. Swiftly distribute or send freshly printed postcards via a variety of channels. In addition, displaying or selling the cards at public locations is also recommended.
8. Gradually adapt the recipe and add further motifs.
9. Reprint postcards as required.



Postcards

Sending Baukultur messages around the world

Homemade postcards are an easy, charming format that can advertise the Baukultur work of an initiative and lead to networking. Depending on the choice of motif, many participants will identify with them. The postcards are therefore not only intended to be sent, but can also be collected, given as a gift or used as a “calling card” for the initiative. The choice of motif can effectively and visually communicate local Baukultur projects and appeal to others who might be interested. Creating the postcards requires careful selection. It is important to observe all image rights for the use of image material. Where required, the postcard series can easily be reordered and supplemented with up-to-date motifs. The range of online printing services now available means that this format is very affordable.

Schmidtheim style



Kitchen staff

- 1-2 individuals with a knack for film and technology
- * contact on site



Ingredients

- 1-3 action camcorders
- 1 video camera
- 1 full-frame DSLR camera
- 1 video editing programme
- 1 pinch of aesthetic understanding



Preparation time

- 1 week preparation
- 1-4 days implementation
- 2-4 weeks evaluation

1. Together with the kitchen staff, agree on the situations that are to be filmed. In addition, steep the people to be filmed in adequate information about the Baukultur menu.

2. Warm people lightly before filming with a tour of the site, dip them in further menu information and leave to rest briefly.

3. Depending on dish, select ingredients and kitchen equipment beforehand and keep cool. If some of the equipment required for preparation is not available in your household, this may be borrowed. However, please note: even the best food processor is only as good as the chef using it.

4. Inform any people who are to be filmed and refresh as required.

5. Carefully film the chosen situations, taking care to ensure that the filming does not overly intrude into the menu itself.

6. Add unprocessed film to the video programme at a ratio of 16:9. Cover with a number of filters and carefully cut to form the choicest morsels. Finally, add a soundtrack and bake into various video formats.



Film

Documenting Baukultur activities on film

Film can be used as a complementary way of documenting a Baukultur event. Time-lapse films are particularly well suited where physically impressive images are generated, for example during an artistic intervention or choreographed tour. Preparation requires a degree of effort, on the one hand to become sufficiently familiar with the spatial situation and on the other, to set up the technical equipment as the situation requires. Compared to films with multiple perspectives and sound, time-lapse films require little effort for filming and editing. The same applies to personnel and technical requirements. Film is an especially suitable format for capturing workshop/conference situations in a visually powerful way, with a high recall value. However, creating such a format requires a degree of technical know-how and therefore a greater time commitment.

Baiersbronn style



Kitchen staff

- 1 editorial team
- 1-2 accomplished text writers
- 1 graphic artist
- 1 photographer
- * multiple interested interview partners
- * numerous readers



Ingredients

- * themes for presentation
- * readable texts
- * attractive image material
- * layout



Preparation time

- 8 weeks preparation
- 4 weeks implementation
- 2 weeks production
- * ongoing distribution

1. Gather together kitchen staff and jointly draft a realistic budget, add a small buffer and finally sprinkle with value-added tax.
2. Collect suitable information and sieve well. Be careful to only use mature projects, paring these down where necessary to access the especially tasty morsels. Caution: items that are not yet ripe or that have become stale may spoil the subsequent reading enjoyment.
3. Issue kitchen personnel with clear areas of responsibility.
4. Slowly warm up interview partners and extract the most exciting information over a low heat, pouring into a notebook.
5. Coat the juiciest morsels from the notebook with a thick glaze of writing ability and leave to cool for a while.
6. Cut out the Baukultur objects with the aid of a photographer and a full-frame camera. Add to an image-editing program.
7. Pour images and text into a solid layout tin, do not decorate.
8. Finely season the mixture. Remove errors from text, free images of coarse pixels and finally send for printing.
9. Organise a large festival or symposium and serve the brochure hot off the printing press.



Brochure

Presenting good projects

A brochure detailing successful local projects is a relatively time-consuming and, depending on the desired quality, expensive format. However, the result is a product that can convey the entire Baukultur process and be used over a period of years. The reader learns a lot of facts that are not visible from the structure or ensemble itself. These include the identity of the initiators, the efforts behind successful projects and the history of a building, site or location. The greatest challenge lies in finding a good balance between low-threshold information and more specialist content.

Ideally, incorporating numerous actors in the research work and inviting all participants to the presentation will help establish a long-term network and better understanding amongst them. A Baukultur brochure may act as a practical guide for those interested in Baukultur. Brochures may be used as a communication instrument by architects. For locals and visitors, they represent a basis on which to explore a town or village more closely. Finally, in some circumstances they may prove a useful document when applying for funding, due to the compact and comprehensible presentation of information.

Schwarzatal style



Kitchen staff

- 1 Baukultur initiative
- 1 building owner
- * numerous interested members of the public
- * press



Ingredients

- 1 special location
- 1 temporary usage approval
- * dustpan, brush, toolbox
- * various furnishings and fixtures (used)



Preparation time

- 8 weeks preparation
- ½ day assembly
- 1 day event
- 2 days evaluation

1. Identify an unusual place with Baukultur significance in the local Baukultur exhibition and select for preparation.

2. Swiftly obtain the permission of the owners, to prevent the side-effect of subsequent stomach ache.

3. Next, develop a distinctive, creative and taste bud-stimulating composition for the place. Preparation firstly comprises the thorough gutting and cleaning of the unusual place.

4. This is followed by the tasteful arrangement of the delicacy. The focus here should be more on the outer impression than the inner values. However, the structure should be sufficiently good to prevent the dough from crumbling as it rises.

5. Once everything is arranged, the Schwarzatal delicacy can be enjoyed with great fanfare and attention. Flavour nuances and distinctive aromas due to the regional origin, as well as a dusty coating and bitter notes, can deliver a characteristic and unique taste experience.

6. Prior to consumption, the treat should be documented in photographs and publicised in local and national cooking literature.



Using unusual places

Experiencing Baukultur

Examples of successful Baukultur projects and problematic circumstances may be communicated and illustrated directly via the temporary use of unusual places of Baukultur significance. These may be used briefly for staging workshops, lectures, exhibitions, artistic interventions or other activities.

Key prerequisites for using this format include adequate knowledge of these unusual locations and buildings, often in combination with personal research, and their availability in the form of authorisation for their use. The impact of such a location may be utilised - for example in the scope of a closing presentation - to generate a distinctive atmosphere for the event and highlight the value of the building structure. Locations that urgently require attention due to structural damage or standing derelict may be selected to focus public attention and stimulate public discussion of the specific situation. In both cases, the focus lies on promoting understanding of Baukultur qualities.

Schmidtheim style



Kitchen staff

- 1 Baukultur initiative
- * actors from municipal politics and the town council
- * building owner
- * interested public
- * press



Ingredients

- 5-8 vacant store properties
- 1 agreement from the building owner for use of the site
- 1 varied programme



Preparation time

- 12 weeks preparation
- 1 day preparation of rooms
- 2 days of open rooms featuring activities
- ½ day dismantling
- 1 day evaluation

1. The use of store sites initially calls for agreements with owners for temporary occupancy of the rooms.

2. Next, it is necessary to determine a baking time, a filling and a programme. The latter should comprise various flavour nuances as well as culture, a discussion of urban development and civic engagement.

3. To enable the dough to rise fully and attract more public attention, individual sponsor funding should also be added to the mixture.

4. Laypersons, amateur cooks and catering experts, pastry chefs and food critics should be invited to taste and actively refine the recipe.

5. After the stores have been coated with a base of seating or exhibitions, they are ready to be filled with discussions, Baukultur dialogue or film evenings.

6. During the process of filling a store, there can be joint consideration of further combinations of ingredients or a permanent menu of dishes extending beyond the subject of Baukultur.

7. After a week, the ingredients should have settled well. The communal baking process, with its outcome and the analysis by the food critic, should be illustrated for publication and later repetition.



Temporary reuse of vacant sites

Using vacant buildings as discussion venues

The temporary (re)use of vacant buildings generates a high degree of public attention due to the limited opening and the new form of use for the space. The format may be part of another public event or be used independently over several days. One or more vacant properties, preferably adjacent to one another, usage agreements with the owners, as well as interesting programmes for their use, are the key prerequisites for successful realisation.

The format is primarily aimed at the public. The reactivation of a site that is otherwise barely noticed or negatively viewed serves to draw attention to the problem of vacancy. At the same time, the premises may also contribute to the active revitalisation of the site as a venue for exhibitions and events or as a public meeting point.

Bischofswerda style



Kitchen staff

- 1 Baukultur initiative
- * further project participants and/or supporters
- 1 moderator



Ingredients

- * home-made experiences
- 1 room suitable for discussion and work
- 1 set of moderation equipment
- * critical ability and constructiveness



Preparation time

- 4 weeks preparation
- 1 hour set-up time
- 3 hours workshop
- 1 day evaluation

1. In preparation for the communal cooking experience, approach individual actors and obtain opinions about taste in advance of the actual cooking.

2. Stir the participants lightly, interesting them in an evaluation workshop.

3. All participants should bring along home-made experiences for the forthcoming activity.

4. These are firstly rinsed off, cleaned and sorted. If the cooking team is well-practised and mutual trust exists, this process will be a smooth and swift one.

5. After all experiences have been put on the table, these are tasted together. Ensure that ample reflection is available.

6. If it is possible to identify precisely where spice was lacking or necessary ingredients were not present in the activity, the preparation of mutual comprehension of the problem has already been achieved. An external chef should assist here.

7. Document well and gather together proposed solutions for an enhanced flavour experience with the next activity.

8. The careful filtering out of final obstacles means that successful activities can be expected of the kitchen team in the future.



Evaluation workshop

Reflecting on and optimising the work process

The evaluation workshop enables the initiative to reflect on its own work. The focus here is on specific activities of the initiative, which are evaluated retrospectively in a moderated session. The goal is to identify both successful components and those requiring further improvement. Alongside the Baukultur initiative itself, the individuals who were directly involved in the activity or project, or who supported it, should also participate. The content of the workshop may comprise, for example, assessing the initial situation, identifying obstacles and difficulties and gathering findings for later activities of the initiative.

Specifically, each individual should first provide their personal assessment of their own approach and division of tasks, as well as their future objectives. The mutual retrospective and discussion of optimisation potential enables the initiative to be more structured, effective and targeted in the future.

* * *

RESEARCH CONTEXT: “BAUKULTUR KONKRET” RESEARCH PROJECT

Objective

The subject of Baukultur has moved increasingly into the public eye in Germany since the turn of the millennium. As the subject of social discourse, it has been addressed, discussed and researched in a broad spectrum of ways. Throughout the country, a wide range of initiatives to promote Baukultur have been launched by diverse groups of actors.

In recent years, research projects of the Federal Government such as “Baukultur in Practice” and “Municipal Baukultur Competence” have focused primarily on reinforcing Baukultur at municipal level. As a result, it could be said that there are “Baukultur municipalities”, supported by local actors, in which the term Baukultur is firmly anchored. In other communities, on the other hand, there are plenty of good approaches, ideas and projects from individual initiatives, but the necessary perception, acceptance and approval required to develop the projects at municipal level, which would contribute to an overall comprehension of Baukultur, are lacking.

This is where “Baukultur konkret” comes in. The research project investigated which Baukultur initiatives exist at national level where this development threshold has yet to be crossed. As support for Baukultur is already comprehensively established in many cities, the focus of the research project was on small and medium-sized towns, as well as rural villages and communities.

The objective was to expand awareness of Baukultur initiatives in Germany, with identifying and analysing obstacles and restrictions to their local realisation as the first step. In a second step, assistance in carrying out Baukultur initiatives and projects was to be provided as specific interaction in the form of professional support. In this practical work on site, a range of working and communication formats were tested and evaluated with regard to their suitability and effect.

Ultimately, local and national events were intended to lay a foundation for the reinforcement and networking of Baukultur initiatives.

The research assignment

“Baukultur konkret” began in January 2014 with the commissioning of the Arbeitsgemeinschaft (ARGE) Baukultur konkret working group. As an Experimental Housing and Urban Development (ExWoSt) programme of the Federal Institute for Research on Building, Urban Affairs and Spatial Development (BBSR), it was supervised by the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMUB), on behalf of the

Federal Office for Building and Regional Planning (BBR). In addition, external support and assistance for the research project were provided by the Baukultur Foundation. However, the key participants in the project were the actors of the Baukultur initiatives involved with "Baukultur konkret".

Baukultur initiatives

Contact was made with a total of 40 Baukultur initiatives through network research and a national call for projects. Of these, 12 initiatives were actively included in the research project as pilot and model projects. Together with the actors from the 28 further initiatives, which varied greatly in both content and organisational approaches, discussions were conducted in the course of site visits to determine the respective focal points for action as well as detailed objectives. Specific limitations and problems were also identified.

This enabled knowledge to be acquired that can be transferred across the entire range of actors. There is no such thing as "typical actors" here. However, they can be loosely categorised into professionals in the field of construction and planning or organisation and processes; local enthusiasts; and cultural activists. They tend to view their tasks in the fields of "more attractive buildings", conservation (both structural and functional) and the design of a functioning social and cultural life. However, often the desire for involvement and co-determination provides important motivation for becoming personally involved.

One thing common to many initiatives is that they are often led by key individuals and - at least to begin with - focused on specific structures or sites. Typical problems generally concern personnel, financial and time resources, the necessary expertise, the necessary degree of organisation, the definition of own roles, and deficits regarding networking and communication. In addition, there is often a lack of long-term strategy. Furthermore, a phenomenon can often be observed where initiatives themselves tend not to use the term Baukultur or perceive it in its entirety.

Support formats

The three pilot projects yielded intensive experience. The Baukultur initiatives from Baiersbronn (Baden-Württemberg), Bischofswerda (Saxony) and Dingden (North Rhine-Westphalia) were chosen for this. All three focused on the community as a whole and took very different approaches with regard to limitations as well as themes, membership structure and establishment in the public eye. This meant that wide-ranging experience could be acquired, upon which the work of nine further model projects could subsequently be based.

As a rule, the work of all Baukultur initiatives comprised the stages of getting to know one another, becoming familiar with content and process concepts, staging events, and evaluating findings and outcomes. The core of the work on site mostly consisted of a central activity/event focusing on strategic content.

In the scope of "Baukultur konkret" a "format kit" was developed, comprising the 33 instruments and methods suitable for facilitating Baukultur initiatives. Divided into the

five theme blocks “Imparting expertise”, “Working together”, “Generating publicity”, “Learning through travel” and “Producing things”, it provides a needs-based, expandable range of tools that are not intended to be applied one-to-one, but amended and supplemented according to the addressees, locality or media used. In addition, it is the interaction of various formats in a suitable “choreography” that results in a successful process. The majority of the formats are structured in a way that enables them to be organised and realised by Baukultur initiatives on their own. Nevertheless, personnel and financial requirements should not be underestimated.

Findings

“Baukultur konkret” focused initially on civil society initiatives, with the aim of aiding them in overcoming hurdles and limitations and establishing them in their respective communities. In addition, it was also intended to promote development into “Baukultur municipalities” – i.e. to communities in which Baukultur is viewed holistically (not just related to specific sites or buildings), in which municipal and private actors carry out high-quality projects that pursue sustainable spatial strategies and are willing to create and guide the processes required for these.

Looking back over the course and outcomes of “Baukultur konkret”, it is apparent that the BMUB and BBSR chose the right approach with this research project: it showed that for some time now, it has no longer exclusively been the municipalities, administrative bodies and officials promoting Baukultur in rural areas as well as small and medium-sized towns. Civil society initiatives make a key contribution to developing concepts and ideas, and above all to carrying out Baukultur projects. The key factors in this are frequently not funding or expertise, but rather voluntary participation, a high degree of local identification and a dense personal network.

The project showed that the initiatives differ widely – and therefore need to be regarded on a highly individual and specific level. On the other hand, there were recurring issues, problems, and actions, as well as strengths and weaknesses, that could be attributed to a majority of the initiatives. “Baukultur konkret” contributed to identifying key actors in local Baukultur, understanding them better and developing levers and formats with which they can be supported in their work. “Baukultur konkret” gave an impression of how Baukultur initiatives function, who the driving forces are, where these gain their motivation and what the relevant practical difficulties and obstacles are. The use of local support formats helped overcome numerous obstacles and establish new guidelines for success. During the 12 focus projects chosen by the research team in the pilot and model initiatives, the range of tried-and-tested formats provided tailored ideas, suggestions, insights and support. Moreover, the project not only allowed specific support to flourish for the initiatives. Federal Government attention led to a discussion of the processes at national level, emphasising the exemplary and significant nature of the initiatives’ individual local work. This focus not only led to greater regional interest and discussion, it also supported and legitimised local involvement. In addition, the initiatives also became aware of how valuable their work is.

However, the initiatives are not always aiming for a transition from a Baukultur initiative to a Baukultur municipality, or this transition is too great to be undertaken together with "Baukultur konkret". Above all, this requires the ongoing support of local political and administrative bodies. If Baukultur is to be regarded as a subject of communal development, local government financing and staffing resources are essential.

The research project showed that there are few places where this process is complete. In the evaluation of the projects, in assessment discussions with the initiatives and in the public workshops it was particularly evident that more research and support is needed. Further support is also desired and even requested by the initiatives themselves. There is particular focus here on:

- specific support for Baukultur projects on site, including long-term support,
- establishment of workshops for input, interaction and networking specifically for initiatives with subjects, formats and guests of interest to them,
- support and coaching regarding local Baukultur processes and procedures,
- financial support for voluntary work.

From the viewpoint of the research team, continuing and expanding the research and support work of the Federal Government appears helpful, in particular with regard to

- extending the range of actors involved,
- increasing national networking,
- putting in place multipliers who can act locally and regionally according to the snowball principle,
- enabling, training and professionalising local actors to strengthen independent, sustainable and successful activity.

"Baukultur konkret" showed that the work of committed, enthusiastic and successful local actors is a good basis for an even greater, more widespread impact using targeted additional support measures.

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**Federal Institute for
Research on Building,
Urban Affairs and
Spatial Development**

within the Federal Office for
Building and Regional Planning

Project management

Federal Institute for Research on Building, Urban Affairs and Spatial Development (BBSR),
Division I 7 Baukultur and Urban Architectural Conservation,
Karin Hartmann, karin.hartmann@bbr.bund.de
Martina Kocks, Anca-Maria Cârstea



Management in the Federal Ministry

Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
Division SW I 6 Baukultur, Protection of the Urban Architectural Heritage
Gabriele Kautz, Anne Keßler, anne.kessler@bmub.bund.de



**Federal Ministry for the
Environment, Nature Conservation,
Building and Nuclear Safety**

Research contractors and authors

Arbeitsgemeinschaft Baukultur konkret:

Büro für urbane Projekte
Gottschedstraße 12, 04109 Leipzig
Björn Teichmann (lead), teichmann@urbanprojekte.de
Wolfram Georg, Andreas Paul and Anna Eckenweber

Alanus Hochschule für Kunst und Gesellschaft,
Fachbereich Architektur, Institut für Prozessarchitektur
Villestraße 3, 53347 Alfter
Prof. Dr. Florian Kluge (lead), florian.kluge@alanus.edu
Prof. Swen Geiss, Miriam Hamel, Claudius Bäuml, Avila Dietrich and Simon Koolmann

Landluft - Verein zur Förderung von Baukultur in ländlichen Räumen
Brandnerweg 6, A-9062 Moosburg/Wörthersee
Roland Gruber (lead), gruber@landluft.at
Judith Leitner, Josef Mathis, Thomas Moser and Tobias Hanig

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Bundesstiftung Baukultur
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