

Housing Affordability in Europe

International Building Exhibition, IBA Hamburg



What is IBA Hamburg?

The International Building Exhibition IBA Hamburg is one of the largest urban development projects in Europe, and has sought to find answers to the most pressing issues facing modern cities. It includes seventy projects in Wilhelmsburg, Europe's largest populated river island, Veddel, and "Harburg Upriver Port".

After the great storm surge of 1962 claimed the lives of hundreds of people from Wilhelmsburg, many residents left the devastated islands. In subsequent years Wilhelmsburg and Veddel became "problem areas" and a source of negative headlines. The International Building Exhibition IBA Hamburg is a critical part of efforts to regenerate these areas and boost the growth of the area.

IBA Hamburg has three themes under the slogan "The Metropolis of the Future":

- [Cities and Climate Change](#) - this was vital due to the vulnerable topography of the Elbe Islands and the fact that major cities all over the world are both the main causes of climate change and its chief potential victims.
- [Metrozones](#) – improving the potential of the choked inner city peripheries. The aim was to resolve the classic conflict between living and working areas. In Wilhelmsburg this took the form of a conflict between harbour and city development, and new methods of urban restructuring were deployed.
- [Cosmopolis](#) - harnessing diversity as a strength, with new infrastructure, urban development, and architectural solutions that counteract the formation of spatial and social ghettos. The major conceptual terms were training and employment.

Investment in IBA Hamburg

With an initial € 100 million of funds, supplemented by a further € 90 million from 2011, the IBA sought to mobilise private and other public investment.

Due to the lack of interest among investors, the IBA Hamburg then targeted private end-users, such as construction companies, resulting in the “Open House” and “New Hamburg Terraces” projects, and focused on public clients. The tone was set by infrastructure projects such as the “New Building of the State Ministry for Urban Development and Environment”, the “Gateway to the World Education Centre”, the “House of Projects”, the “Centre of Language and Exercise”, and separate construction projects such as the “IBA DOCK”, the “Energy Bunker”, and the “Pavilion in Weimarer Platz”.

The political support received by the IBA and these public investments, including the igs site within the new Island Park, finally aroused the interest of private developers.

Implementation of the Projects

When the IBA finally came to an end in 2013, there were 70 projects – 23 for Cosmopolis, 33 for Metrozones, and 14 for Cities and Climate Change.

Every IBA project had to meet the [IBA Excellence Criteria](#), which were drawn up by the IBA Board in 2007. IBA projects came about in a number of different ways: calls for ideas by the IBA, projects suggested at the 2001/2002 Future Conference, or proposals by organisations and individuals.

In 2013 some projects were still being constructed, while others, such as the “Renewable Wilhelmsburg Climate Protection Concept”, are to be carried out over the long term. In 2013 the IBA Hamburg comprised a total of 1,733 residential units, either built or being built, of which 516 were modernised apartments. In addition, it has 100,000 square metres of commercial space, eight educational establishments, two senior citizens’ homes, three day nurseries, four sports facilities, a commercial park, a centre for artists and creative workers, an extension of the Assmannkanal, and over 70 hectares of green space.

The private investment that the IBA has attracted amounts to more than € 700 million. In addition, it has received a total of € 300 million of public investment. Above and beyond its € 90 million budget, it has been granted around € 30 million of resources and programme funds from the EU, the German authorities, and the Free and Hanseatic City of Hamburg. At the start of the project no one expected just how successful the development of the Wilhelmsburg metrozone would be in unleashing the potential for urban development and, in particular, bringing about the residential construction that was so urgently required.

<http://www.iba-hamburg.de/en/>

IBA project: Smart Price Houses



Affordable, high-quality construction: under the project title of Smart Price Houses, the IBA Hamburg is showcasing inexpensive townhouses that enable people with modest means to buy or rent housing in the city.

The Smart Price Houses that are set to be built in the run-up to 2013 have harnessed experience in the fields of ready-built structures, modular construction, mass production, and prefabricated units in order to create affordable buildings. The costs of construction can be further reduced through alternative construction financing strategies or self-assembly.

The Smart Price Houses show that low-cost construction does not have to mean scrimping on aesthetically pleasing and sustainable architecture. Each building takes a different, individual approach to creating an aesthetically sophisticated, contemporary building using low-cost engineering and design. And by “contemporary” we are referring not only to their architectural appearance, but also to the way in which they respond to socially relevant issues of ecology, sustainability, and energy and resource conservation, as well as changing social patterns in community living.

Four of the six winning designs are now being implemented, following a two-tier process in which investors were required only at the second stage. These designs are concepts by Adjaye Associates, London, Fusi & Ammann Architekten, Hamburg, Kaden + Klingenberg from Berlin and BeL Sozietät für Architektur, Cologne. With their low-cost yet sustainable approach, combined with a modular design, the Smart Price Houses make a significant contribution to the IBA’s key themes of Cities and Climate Change (“New Energies for the City”) and Cosmopolis (“New Chances in the City”).

<http://www.iba-hamburg.de/en/projects/the-building-exhibition-within-the-building-exhibition/smart-price-houses/projekt/smart-price-houses.html>