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SCENARIOS

AND

PATTERNS

FOR

REGIO

BRANDING

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# Preface

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Scenario drawing and pattern analysis are seen as evolving, innovative tools for spatial characterisation and spatial visioning. The design research shown in this book contributes to these currently highlighted fields from a perspective of urbanism and architecture that aims to enhance articulation of spatial qualities at larger scales.

Targeting three areas in the Hamburg Metropolitan Region, the project seeks regional visions for new rural-urban alliances in a deeply transforming spatial context. Scenarios and patterns are displayed as accelerators in knowledge and decision processes linked to the concept of *Regiobranding*, which combines imagery, economic positioning, identification processes, and visions of future habitat. In an architectural-spatial approach, explorative scenarios and relational patterns open up design-driven knowledge production for larger spatial strategies and territorial planning.

The research presented in this book is based on and contributes to the larger and interdisciplinary research and development (R&D) project *Regiobranding*. This focus on building and settlement development in *Regiobranding* has been elaborated by the authors and the collaborators of the Chair for Regional Building and Urban Planning of Leibniz Universität Hannover. In the framework of the project, research questions and results have been evolved in dialogue and collaboration with other scientific partners, territorial bodies, local experts, and active civil society. *Regiobranding* as an R&D project is funded by the German Federal Ministry of Education and Research BMBF in 2014–19. Furthermore, the work has been extended by several university research and teaching projects at the Chair.

Following the overall structure of the *Regiobranding* project, *Scenarios and Patterns for Regio-branding* addresses three areas:

- Steinburger Elbmarschen
- Griesee Gegend–Elbe–Wendland
- Lübeck–Nordwestmecklenburg



Logo of *Regiobranding* project, Design: Lisa Leitgeb, Jörg Schröder  
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Working from the perspective of urbanism and architecture, the book employs a series of analytical and synthetic working steps in addressing building and settlement development in *Regiobranding*:

- territorial portrait drawing
- spatial pattern analysis
- spatial perception analysis
- explorative design projects
- explorative scenario-building

Using these practices in a common methodology for all target areas provides transversal readings across the metropolitan region, as well as transversal readings across different spatial scales, planning levels, and actors' constellations. Finally, the initial results of these analytical practices contribute for drawing up branding and innovation plans, and for supporting transdisciplinary research and the implementation in and beyond the project *Regiobranding*.

This book has been made possible thanks to the fruitful collaboration in the *Regiobranding* project. For this we like to thank all scientific and local partners, and especially the lead partner and project management from the Institute of Environmental Planning of Leibniz Universität Hannover. We would like to say thank you also to the many experts, institutions, and engaged citizens who helped with the project less directly by materials, discussions, information, and opinions. Nevertheless, the presented materials—especially all the mistakes—in the book are our responsibility. This book would not have been possible without the work of our collaborators at the Chair for Regional Building and Urban Planning, and without the students involved in the research and teaching activities that contributed significantly to the book. We hope that arguments, findings, and ideas presented may contribute to the results of the *Regiobranding* project in the three target areas and for further scientific and practical work on spatial characterisation and visioning.

# Urbanism and Architecture in Regiobranding

Jörg Schröder

Scenario drawing and pattern analysis are evolving and innovative tools for spatial characterisation and spatial visioning. This book—based on the collaboration in the transdisciplinary R&D project *Regiobranding* (see p. 26)—aims to contribute from a perspective of urbanism and architecture to an international debate on the improvement of strategic as well as inclusive and communicative approaches to design future living spaces. This debate has been fostered since the nineteen-nineties by the growing awareness of the need for sustainability and resilience to be principles in urban and spatial development, as well as by new challenges of globalisation and European integration. Concretely the book addresses the phenomenon of regional metropolisation and its ongoing steering and organisation, which in Germany occurs through associations, cooperation, and alliances, rather than new institutional bodies. The specific focus on subspaces of new metropolitan alliances—and specifically peripheral ones—has to be understood from this evolutive and flexible organisational backdrop. It aims at supporting regional cooperation for urban and spatial development embedded in growing demands of strengthening civil society, economic competitiveness, and of mitigation of and adaption to climate change.

## Contexts of Research

From the very beginning of a profound spatial change since the nineteen-nineties, urban planning, urban design, and architecture, as disciplines directly linked to spatial qualities, have synthesised and articulated this transformation through concepts such as *Diffuse City* (Indovina 1990), *Zwischenstadt* (Sieverts 1995), *Postmetropolis* (Soja 2000), and *Horizontal Metropolis* (Viganò, Cavalieri 2018); thereby seeding important contributions to the enhancement of the disciplines' research and practice, as well as providing a foundation for advice to the public and to policies. Therefore, this book connects to a growing scientific backdrop that seeks innovation in two specific areas: firstly, an actualised spatial portrait of peripheral areas in the new metropolitan bodies that clearly includes both the opportunities and the challenges of these new contexts; and secondly a perspective of the performativity of space that goes well beyond traditional concepts of spatial planning and spatial transformation as mere imprints of global trends. Hence, characterisation and

visioning are considered tools for evolving contexts and instruments that address adaptive and inclusive concepts of spatial transformation. Compactness and diffusion, comprehension and fragmentation, generalisation and polarisation in the organisation of space that has been increasingly hybridised and desynchronised since the nineteen-nineties clearly show deep changes in social aggregation and activities.

The perspective that new territorial phenomena and the induced transformation in multilayered territories may offer chances of sustainable new setups of living space is seen as an approach towards a multiplicity of spatial contexts beyond metropolis (Schröder, Carta, Ferretti, Lino 2017). It can also be linked to actual multiple visions and concepts of metropolis itself. For new constellations of urban-rural configurations and of governance processes, and especially for tools of integrative visioning, the R&D project RURBANCE (Alpine Space 2012–15; see Schröder 2015) constitutes a crucial foundation in an operative sense, pointing at the logic of spatial and local dynamics beyond limited views on aesthetics and protection in settlement, landscape, and infrastructure; the international platform of TERRITORIES (Schröder 2017) further explored spatial strategies in urban-rural cooperation for polycentric habitat. Furthermore, with the R&D project AlpBC (Alpine Space 2012–15) interactions between technologies, traditional knowledge, and regional competitiveness have been formulated as fields of territorial development.

This background on the research into transformation potentials and formulations of spatial visions strongly indicates the interfaces between spatial production in settlement and landscape as a field of future innovation as it refers not only to the capitalisation of renewable resources, energy, and knowledge, but also to the superimposed—and fragmented—multiple contexts of spatial transformation. One of the factors of change is seen in new regional food economies, which in the metropolitan region of Hamburg has explored in 2017 in the exhibition Food Revolution 5.0, based on a transdisciplinary design, art, architecture, and territorial development research process (Schröder, Hartmann 2017). This project also highlighted the new demands of integration between nature protection, the systematic spatial referencing of natural resources, and innovative referencing to living and economic activities, extending scales and ranges of planning models, as shown already in LOTO (MiBAC 2004). In parallel to spatial and functional aspects, the research background of semantic and imaginative approaches to spatial structures—pointing to the potential role of large territorial figures such as the Elbe river or Baltic Sea coast, as well as to new transport or energy infrastructures—extends established perspectives of urban or landscape perception, imagery, and orientation (Corner 1999, Lynch 1960), through the exploration of centralising, radiating, limiting, allineating, or extending logics of spatial configuration.

### Contexts of Space

The metropolitan region of Hamburg (see p. 28) as the stage for *Regiobranding* can be described as one of the quite most centralised metropolitan regions in Germany with regards to commuter movement and economic clustering; additionally it obviously faces major challenges of urban-rural cooperation because Hamburg is a city-state. The Focus Regions selected for *Regiobranding*