

OPEN FACTORY

THE EIERMANNBAU REIMAGINED



ENTRANCE

WELCOME DESK

community

kitchen

FESTIVAL

METAL & WOOD WORKSHOP



The “Eiermann” arouses interest and stimulates curiosity. For two sunny weeks in June 2016, 26 young people from Germany and abroad have made it their home. Over the last 14 days, this outstanding legacy of modern 20th century industrial architecture in Apolda has been transformed into a camp site, table-tennis arena and communal kitchen, but also a design studio, office and creative workshop. And that was exactly what the IBA and the Wüstenrot Stiftung had in mind when they decided to combine their two design studio formats – the IBA Campus and the Futures Workshop – and jointly invite young people to come to Apolda.

On behalf of the IBA Thüringen and the Stiftung Wüstenrot, we would like to thank all who have taken part for showing such interest and curiosity in Thuringia, in Apolda and in this particular place. The combination of open-minded people working together in an exceptional location can bring about a special creative atmosphere – and this is perhaps one of the most important experiences we can pass on for the future use of the Eiermannbau. This Campus marks the beginning of a promising process that has much potential for the future. And this is why we are also equally interested and curious to see what can come of the ideas as part of the IBA Thüringen.

Marta Doehler-Behzadi
Stefan Krämer



IBA Thüringen



A CRUISE THROUGH STADTLAND

In many ways the last two weeks spent in the Eiermann building in Apolda felt like a cruise. A cruise through STADTLAND. As we set sail, our mission was clear, however navigating without a compass resulted in an open process of seeking direction. Much like a crew on a ship, we have been working and living together, alongside the local urbanity in a friendly dialogue with the history and a desire to reactivate the space. This experience was not only inspirational in its embodiment, but also a catalyst in shaping the framework of our conceptual thinking. Our approach was defined by everyday practice, then projected onto the situation through a conceptual translation in order to encourage a paradigmatic outcome.

01

OPEN
FACTORY



IT USED TO BE A LOUD FACTORY.
TIME PASSED. THE SPACIOUS
HISTORICAL ARCHITECTURE
BECAME A SILENT REMNANT
OF ITS INDUSTRIAL PAST.
NOW, BEHIND THE LARGE GLASS
WINDOWS, A NEW KIND OF
FACTORY IS MADE AVAILABLE TO
THE COMMUNITY. HERE, LOCALS,
APPRENTICES, STUDENTS AND
COLLABORATORS WORK, STUDY
AND TRANSFORM THE SPACE.
IT LIVES ON AS AN OPEN FACTORY.



The open factory is a factory for all.

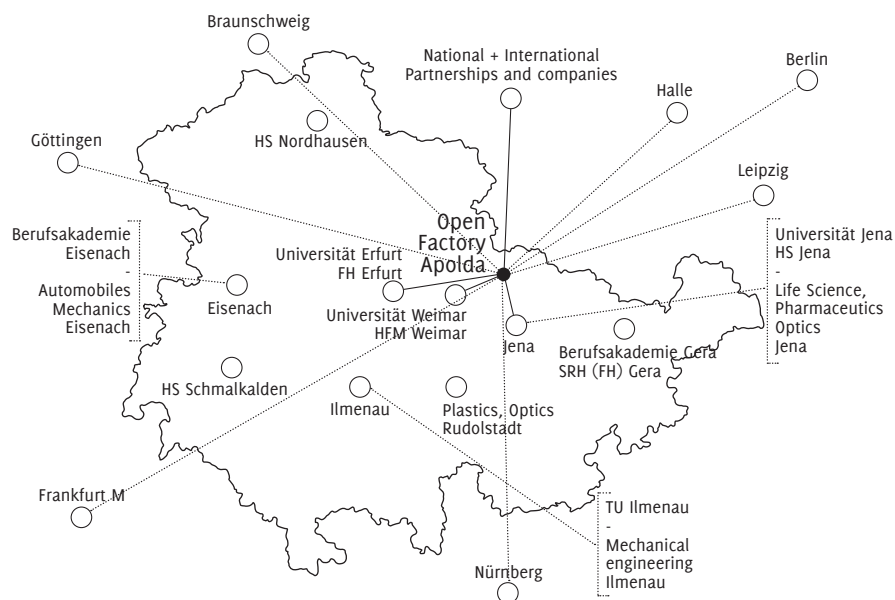
The Eiermannbau, designed by local architect Hermann Schneider and expanded by Egon Eiermann, offers a unique opportunity for activation, tailored for a flexible and diverse use. Generous ceiling height with abundant natural light, and an open floor plan with spacious outdoor areas make this a unique opportunity for a wide range of activities, close to the city centre of Apolda.

Which other space offers the opportunity to inhabit a historic building designed by a world-famous architect?

What opens the factory is not just the re-use of the massive space, but also the many fields coming together: education, production, cultural and social.

Both the inside and outside of the open factory operate as an off campus workspace for the educational institutions in the Thuringia region and across the world. It is a shared factory for the producers and manufacturers from Apolda and its surroundings. Above all, it is a common ground for residents and local businesses who adopt the space for pop-up cinemas, specialised and temporary local production, wood workshops, exhibitions, conferences and shared meetings.

What was previously an assembly line is now a collaborative, self-sustaining economy providing possibilities for Thuringia both locally and beyond.



587,000

Individuals working in science and technology

3 Innovation centers
7 Technology centers
6 Incubators
5 Application centers

11

FIELDS WITH ABOVE-AVERAGE POTENTIAL FOR VALUE ADDED AND EMPLOYMENT

Automotive	Process measuring control technologies
Life science	Plastics and ceramics
Environmentally friendly energies	Green tech
Mechanical engineering	Service-robotics
Optics	Creative industries
Micro and nano technologies	

EXTENSIVE COMPLEXITY

As a result of its historical “microstate” structure, the dense grid of small villages, towns and cities is very characteristic of the expansive landscapes of Thuringia. However, there are many cultural, historical and touristic sites to explore throughout this federal state. Thuringia’s few major settlements are bound to the main east-west transport axis.

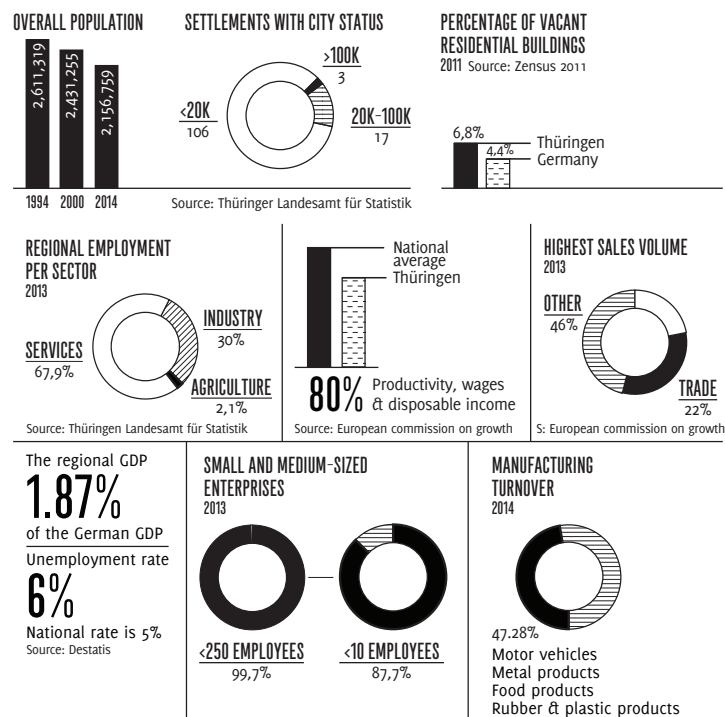
DECREASING POPULATION

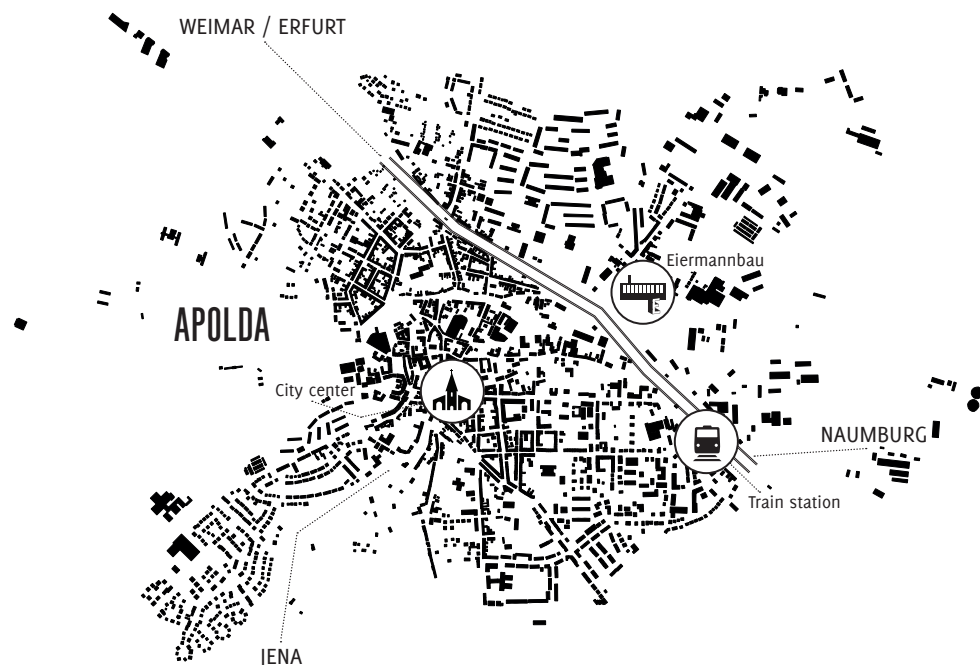
In addition to the overall decrease of the birthrate in Germany, Thuringia has struggled with a general loss of population, especially after the fall of the Wall. Thuringia’s numerous smaller settlements face the most difficult tasks. An aging society and the emigration of younger generations to bigger agglomerations sets up the questions of rethinking the way of dealing with shrinkage, vacant spaces and social structures.

MULTIPLE OPPORTUNITIES

Despite these social and structural challenges, Thuringia offers a wide range of potentials. Low unemployment rates and a strong industrial sector reveal its existing technical and innovative know-how. Within the variety of widely recognised scientific and educational institutions like the Fraunhofer Institute or Bauhaus-University, and the huge amount of vacant property, lies an opportunity for creating a positive intersection of these factors.

THURINGIA





PRODUCTIVE HISTORY

Apolda's identity and historical development is deeply connected with its major industrial production. The Bell foundry, Apollo cars and the important influence of the textile industry provided wealth and prosperity. As these sectors have out-lived the political, economic and social progression throughout the last century in small scales, it is still possible to find technical expertise with a link to Apolda's roots. Preserving these values is one of the challenges for future concepts.

TOUGH PRESENT

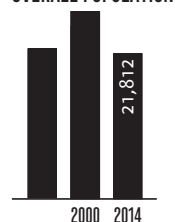
The political evolution of Germany and vanishing industries lead to times of unemployment and a massive decrease of population since World War II. Especially in the industrial sectors, countless vacant properties are revealing structural challenges and opportunities. The city could manage, maintain and improve the social infrastructures and gain economic investments outside the city centre. However, with many recent new buildings and constructions, there still is far too much vacant space to be filled by only local demands.

ENCOURAGING FUTURE

Apolda's location within the triangle of Weimar, Jena & transregional connections, fundamental cultural and educational infrastructure, and anticipation of upcoming events like the Landesgartenschau in 2017, 900 years of Apolda in 2019, and the activities of IBA Thüringen, are promising opportunities. Considering these needs and the advantages of its site, it offers a great chance to address transregional demands to influence and include the city in a refreshing way.

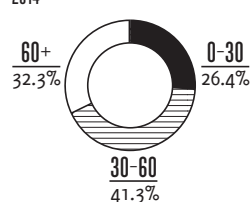
APOLDA

OVERALL POPULATION

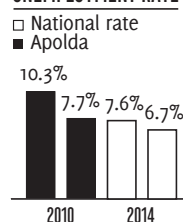


Source: Stadtverwaltung Apolda

AGE PATTERN 2014



UNEMPLOYMENT RATE



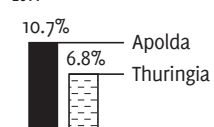
Source: Stadtverwaltung Apolda/ Statista GmbH Naumburg

EDUCATIONAL INSTITUTIONS

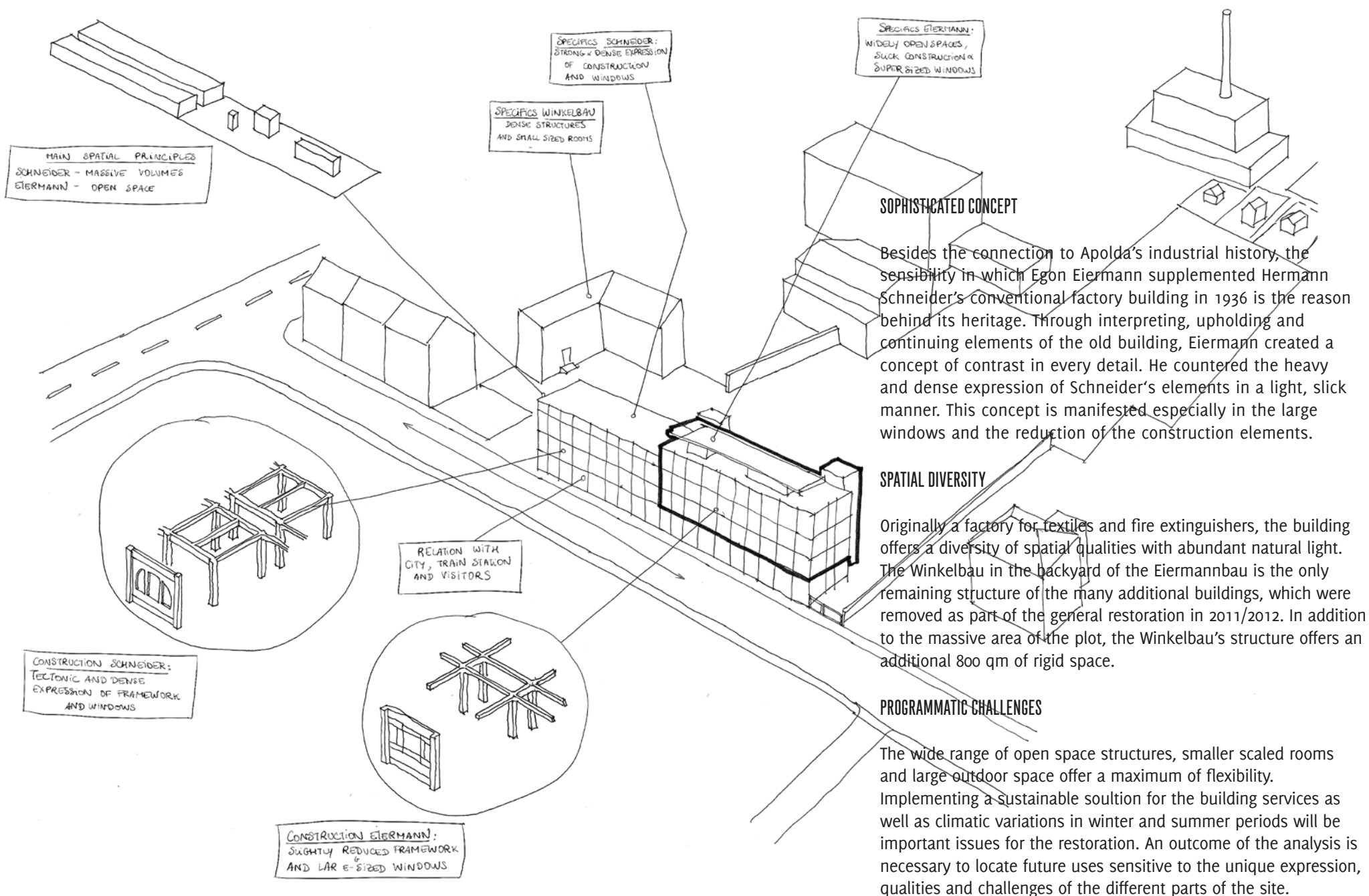
Kindergärten
Grundschulen
Regelschulen
Gymnasium
Sonderschule
Berufsschule
Museen

Source: Stadtverwaltung Apolda

PERCENTAGE OF VACANT RESIDENTIAL BUILDINGS 2014



Source: Zensus 2011



EDUCATION IN THE OPEN FACTORY STANDS FOR:

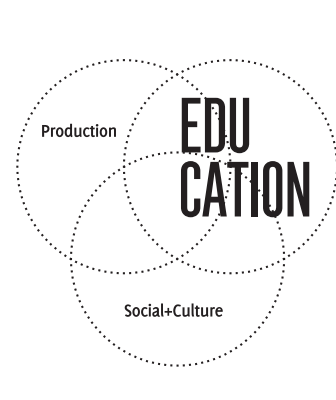
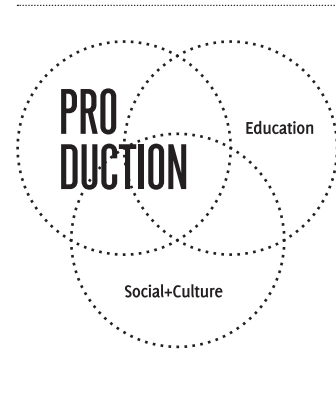

A contemporary place of encounter and exchange for local schools and universities connecting various disciplines in one place for short and long term programs. Innovation through education in terms of open source knowledge, sustainability, circular and waste-free economy. Realising infrastructure as a part of curriculum and workshops. Using study models and installations in 1:1 scale. Providing a space where production, education and innovation meet.

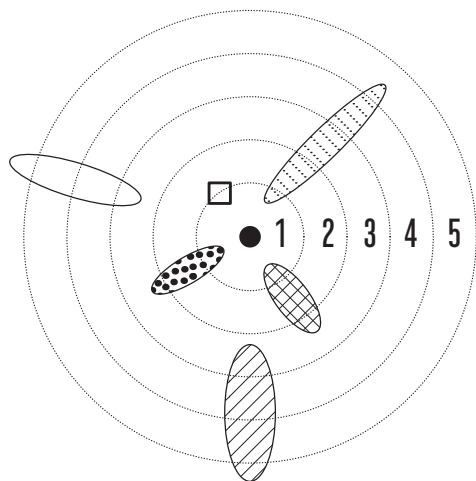
PRODUCTION IN THE OPEN FACTORY STANDS FOR:

Restoring the building to its original purpose, based on values of the collaborative economy. Bringing back purpose to the production line and striving for a humanistic and ecological approach to the classic factory concept. Offering additional space and combining existing infrastructure for related start ups and businesses. Sharing research and knowledge on future ecological solutions and technologies. Providing production and recycling lines for different companies and initiatives.

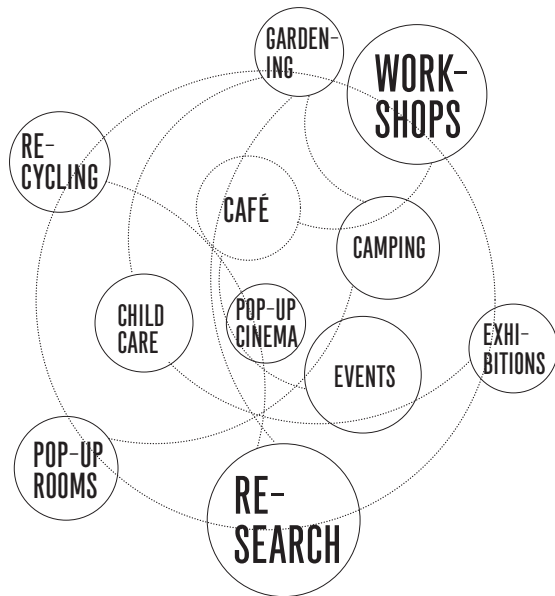
SOCIAL & CULTURE IN THE OPEN FACTORY STANDS FOR:

Exchanging programs on national and international scales. Offering possibilities for visitors to use studios, residencies, workshops and exhibition spaces. Offering possibilities for existing institutions to use and hire the space. The potential for public input and contributions through single workshops, lectures, seminars and meetings to create immediate networks between different strata of society. The potential for input from actors of varying influence. Social, economical and structural analysis of rural areas with the potential for international exposure through humanitarian and social organisations. Integrating residencies, communal and integration spaces for visitors, students, refugees and professionals. Providing single use options for local and external individuals and groups.

	<p>+</p> <ul style="list-style-type: none"> ► Offers hands-on alternatives to traditional education methods ► Progressive exposure to regional and national universities ► Potential to spore new business opportunities directly from the building <p>—</p> <ul style="list-style-type: none"> ► High implementation costs of amenities, living and working spaces ► Relies on the demand of teachers and administration
	<ul style="list-style-type: none"> ► Potential of exposure to regional/national organisations ► Potential for funding ► Potential future exposure for Apolda, encouraging other companies to settle ► New career opportunities for locals <p>—</p> <ul style="list-style-type: none"> ► Precise spatial and logistical requirements needed to implement machinery ► High noise levels from the machinery ► Little integration of the public to the building and its outside area ► Relies on the demand of production content
	<ul style="list-style-type: none"> ► Public exposure for regional and international artists in all mediums ► Potential for public input and existing institutions to use the space ► Configurable spaces possible through modular organisation ► Potential to create immediate networks and implement in local community <p>—</p> <ul style="list-style-type: none"> ► High financial costs of implementing amenities, living and working spaces ► Difficulty in engaging with a sustainable rental system



- Popup rooms
- ▨ Workshops
- ▩ Café
- ▤ Gardening
- ▥ Exhibition
- Pingpong bar
- Pop-up cinema
- 1 Neighbourhood
- 2 City
- 3 Region
- 4 Country
- 5 World



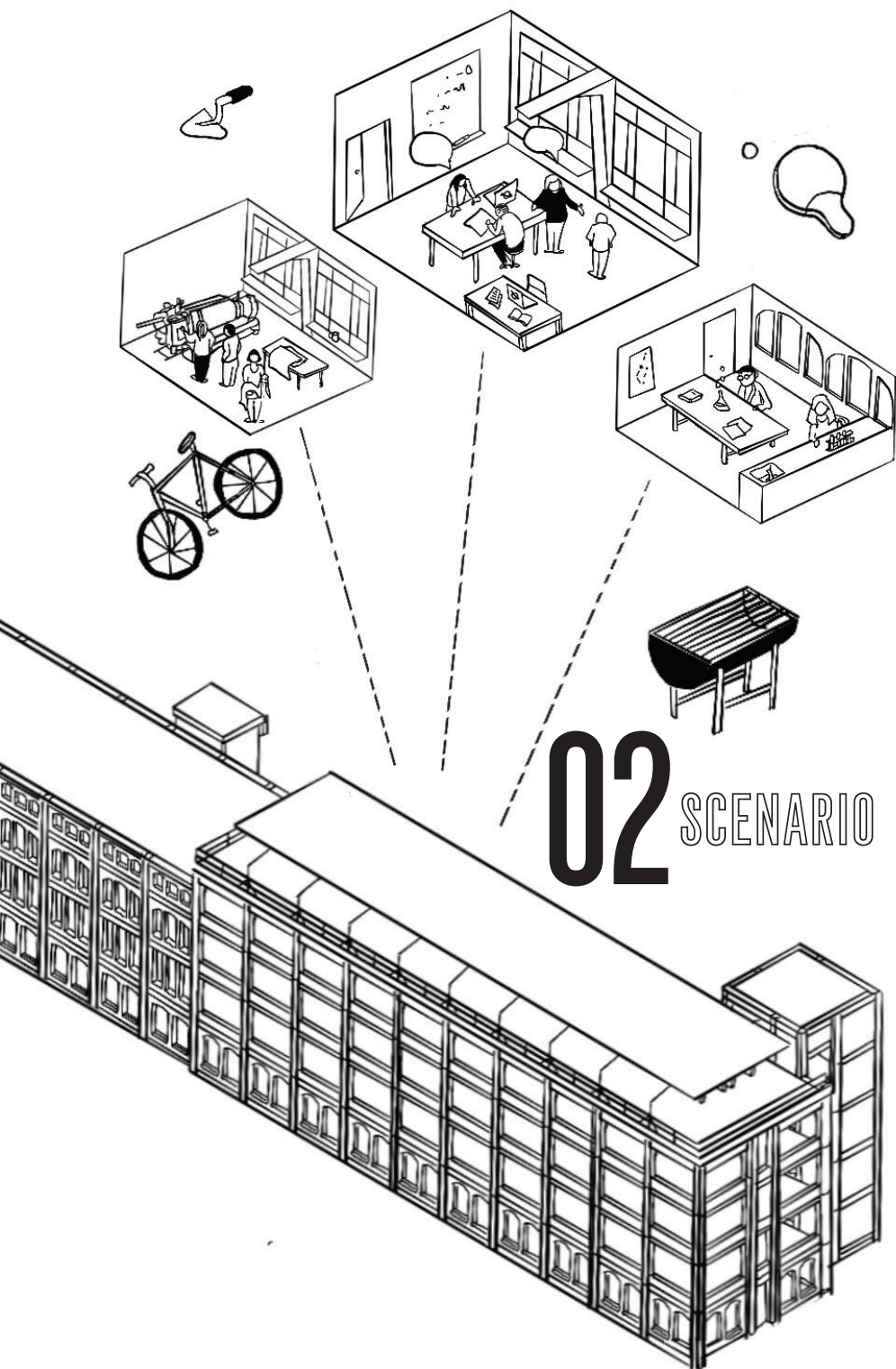
OUTREACH & NETWORKS

The Open Factory is locally, regionally, nation-wide and internationally connected. The cooperations grow over time.

SYNERGY

Hybrid usage is a key element of the Open Factory. Different users profit from each other by sharing infrastructure and know-how.





THE FIRST SEVEN YEARS OF THE EIERMANNBau'S NEW OPERATIONS SEE IMPLEMENTATION AND DEVELOPMENT OF ADMINISTRATION, INFRASTRUCTURE, WORKSHOPS AND PRODUCTION PROCESSES. ACTIVATION STRATEGIES ARE INTRODUCED AND TESTED ON SMALL AND LARGE SCALES, CONTRIBUTING TO THE BUILDING'S EXPOSURE AND LONG-TERM SUSTAINABILITY.



Content is based on qualitative projections and research made by the IBA Campus 2016 participants.

FREQUENCY AND TYPE OF USAGE / TIME

2017



MILESTONES

GENERAL / INTERNAL

FRONTYARD
GARDEN
FINISHED

KITCHEN
AND SANITARY

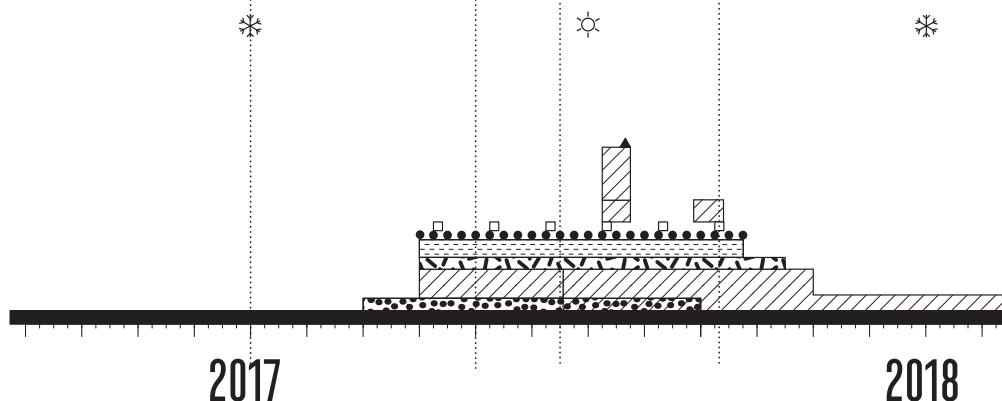
IMPLEMENT WOOD
WORKSHOP

29.04.2017
OPENING
LANDESGARTENSCHAU

LUTHER
2017

PUBLIC INVOLVEMENT

PROGRAMS



The first couple of years is the testing ground for different ideas, temporarily administered by the IBA in collaboration with the Leergut Collective. The main activities and milestones are:

DEVELOPING THE INFRASTRUCTURE

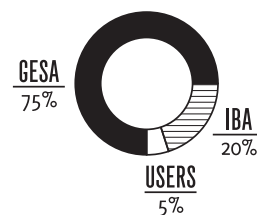
Regional and international schools are invited to take part in the construction of the building through design-build courses. The students live in tents within the building. The wood workshop, kitchen and tempered parts of the IBA administration are designed and built during this stage.

INTRODUCING THE EIERMANNBAU TO THE WORLD

New road signs are built to promote the presence and identity of the building. Apolda locals are invited to the pingpong bar, movie nights and get-togethers with their neighbors to make local foods in the factory kitchen.

EVENT: THE GARDEN EXHIBITION

The outdoor areas of the Eiermannbau host the small-scale agriculture section of the garden exhibition, the Landesgartenschau. Students from the Landscape Architecture Department at Bauhaus-University-Weimar participate in workshops to plan and prepare the area. The exhibition program consists of lectures and workshops where visitors can participate in and cultivate this area. In Autumn, the workshops are used to process the local produce.



Fixed and Rental Costs: these costs should remain with GESA to allow the development process to take place and attract users to the building. Potentially the IBA office will commence rent contributions.

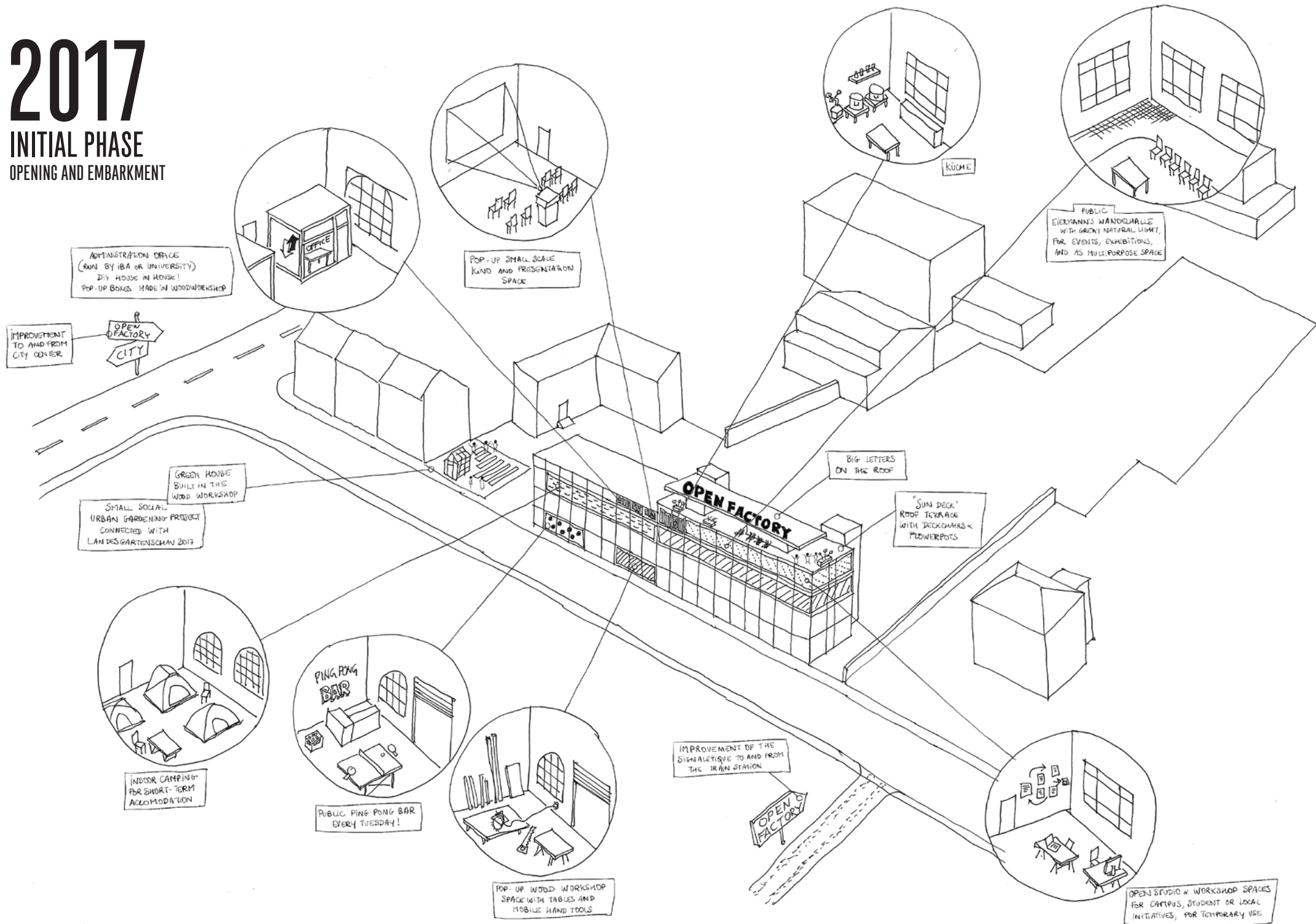
Development Costs: These costs should initially be taken by the IBA as part of their longer term research plans and be dedicated to finding the right stakeholders to influence the project's next phases.

Space use: between 25% and 50%

2017

INITIAL PHASE

OPENING AND EMBARKMENT

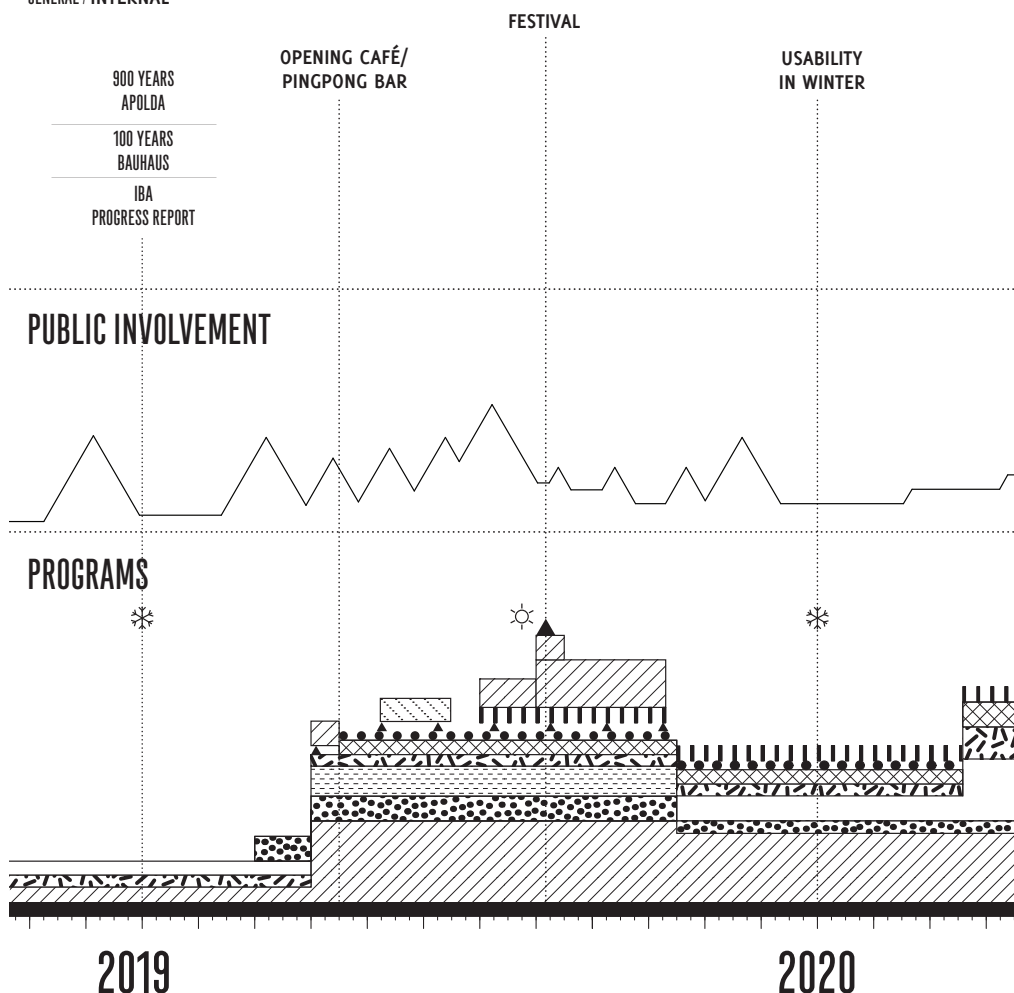


FREQUENCY AND TYPE OF USAGE / TIME

2019

MILESTONES

GENERAL / INTERNAL



The administration and coordination of the building is now handled by the Leergut Collective. The process begins to find corporate partners and form an internal management organisation.

THE OPEN FACTORY

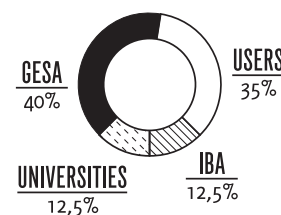
Most of the workshops have been built by visiting students and the Eiermannbau is a well known Open Factory for universities worldwide. The visiting universities have exposed the building to other institutions, increasing its off-campus activity and attractiveness for local producers and manufacturers on a seasonal or longer basis. Regional manufacturers use the Open Factory on a temporary basis during peak season and events like the Apolda European Fashion Awards are held in the factory halls.

PRODUCTIVE LANDSCAPE

The urban agriculture workshops have transformed the outdoor areas into a landmark for locals and tourists to visit within the region.

EVENT: BAUHAUS WEIMAR 100 YEARS

The 1st of April Bauhaus Weimar 100 year celebration invites tourists of Weimar to visit this building by Egon Eiermann. Events are held during the celebration and the Open Factory is appreciated internationally.



Fixed and Rental Costs: as only half of the space is used, GESA still carries a considerable amount of the fixed costs and rent they would not receive for the remaining space. The used parts of the space should now be contributed with rent.

Development Costs: still held mostly by IBA, this part of the research is to develop connections with commercial users, corporate partners and actors.

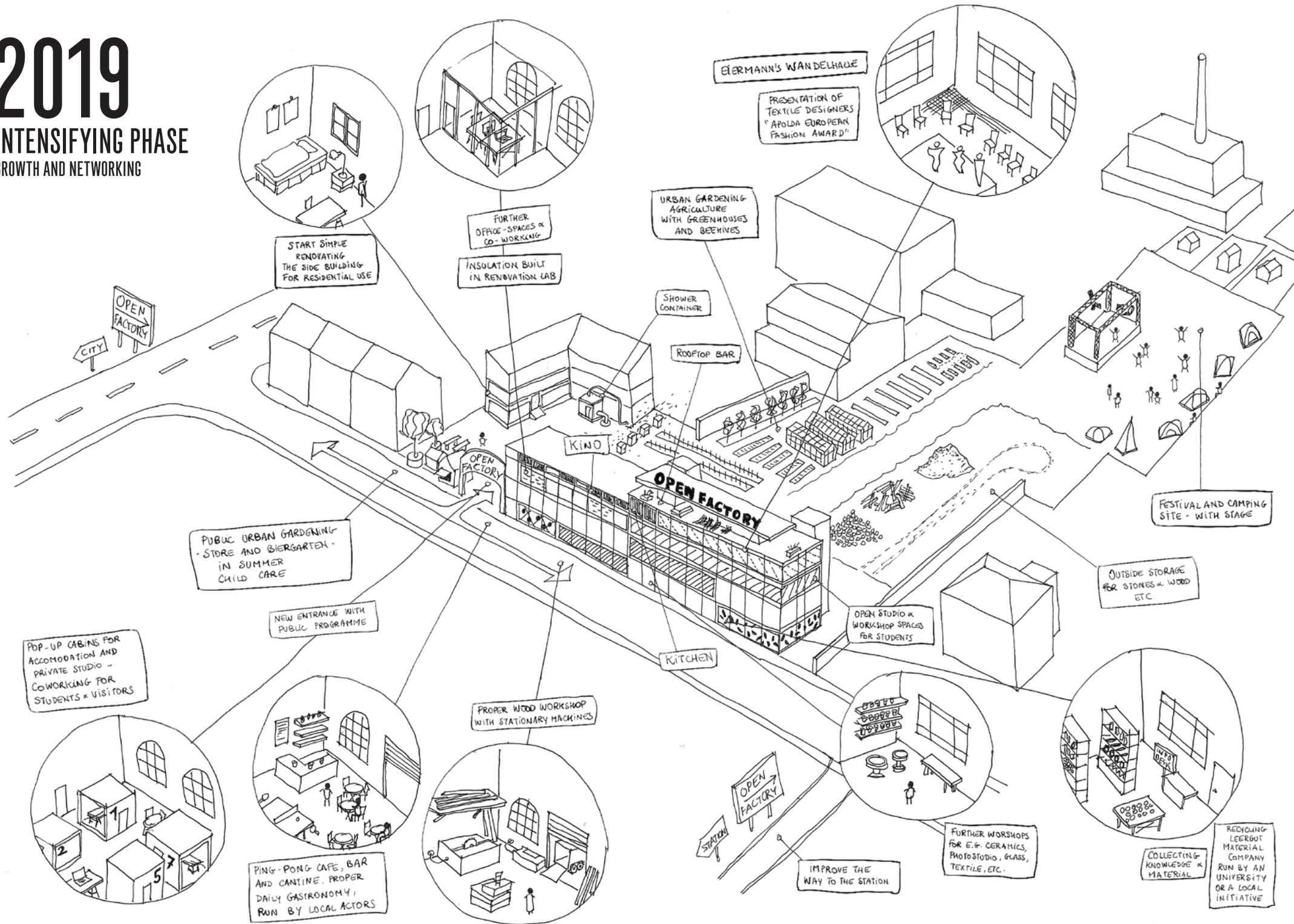
Space use: between 50% and 70%



2019

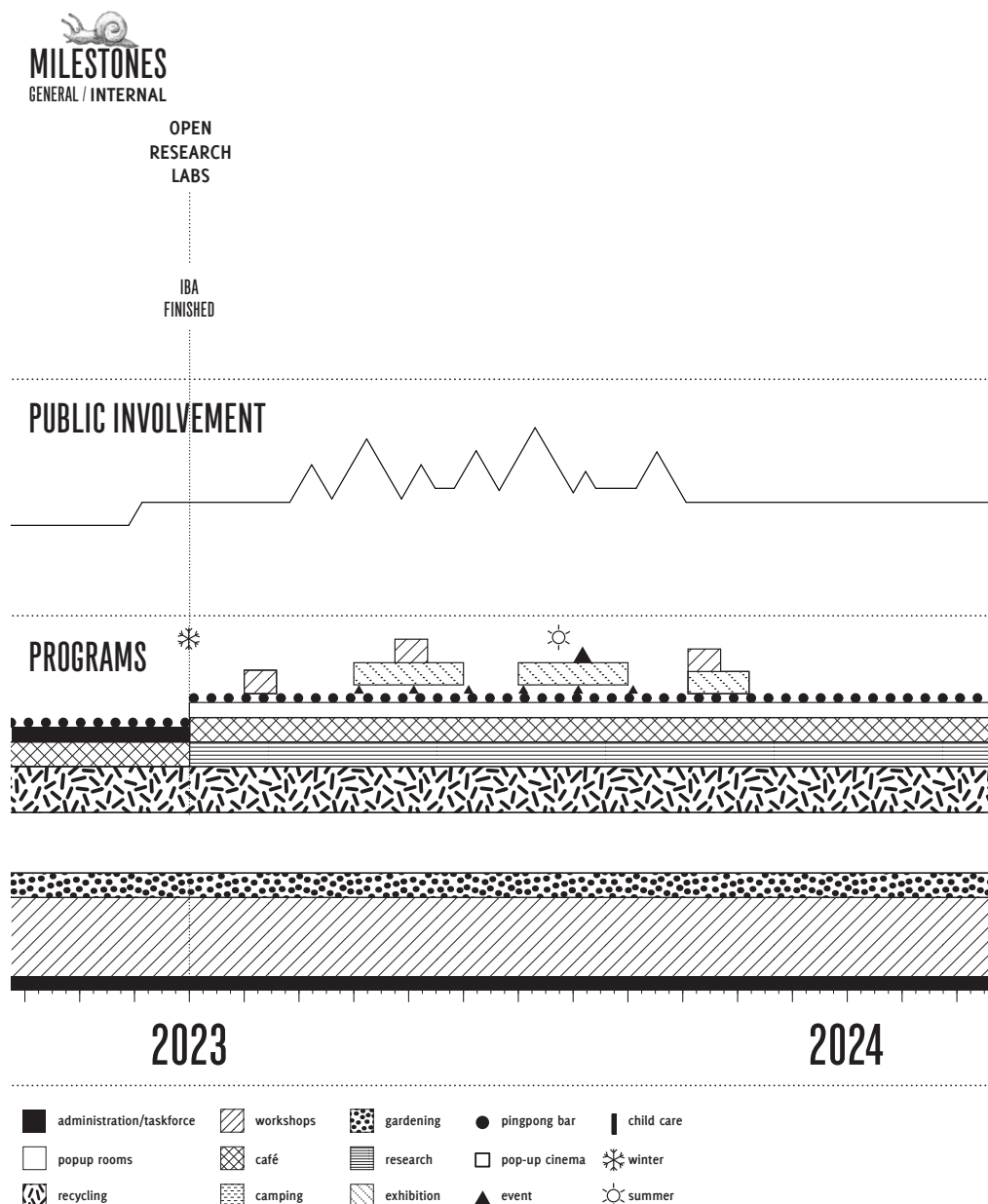
INTENSIFYING PHASE

GROWTH AND NETWORKING



FREQUENCY AND TYPE OF USAGE / TIME

2023



The Leergut Collective ends its operations in the Open Factory, now managed by an organisation founded for this specific administrative purpose. The entirety of the building is now in use.

WORKSHOPS AND RESIDENTIAL SPACES

The side building is now renovated and contains both permanent and temporary accommodation and workshop spaces for visiting students and apprentices. The workshops have now been tested, improved and optimised for regular users of the Open Factory, giving open spaces for temporary usage. Studio spaces and in-factory accommodation are occupied by off-campus workshops from visiting universities.

LEERGUT RECYCLING COMPANY

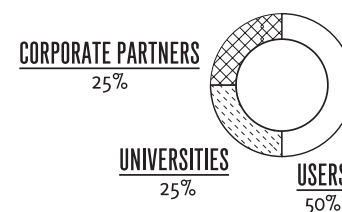
The Open Factory is a now centre for the re-use of materials. It is also a source of salvaged materials from dismantled buildings in Apolda and Thuringia.

ARTIST VILLAGE

The potential of the outdoor area is maximised by visiting students, and an artist village formed by previous workshops forms on the green hill below the allotment gardens.

EVENT: IBA THURINGIA CLOSING PARTY

The IBA Thuringia closing party fills the Open Factory with architects and planners of the region and beyond. Off-campus student works from the 7 first years of the Open Factory are exhibited.



Fixed, Rental and Operational Costs are now fully paid for by the users.

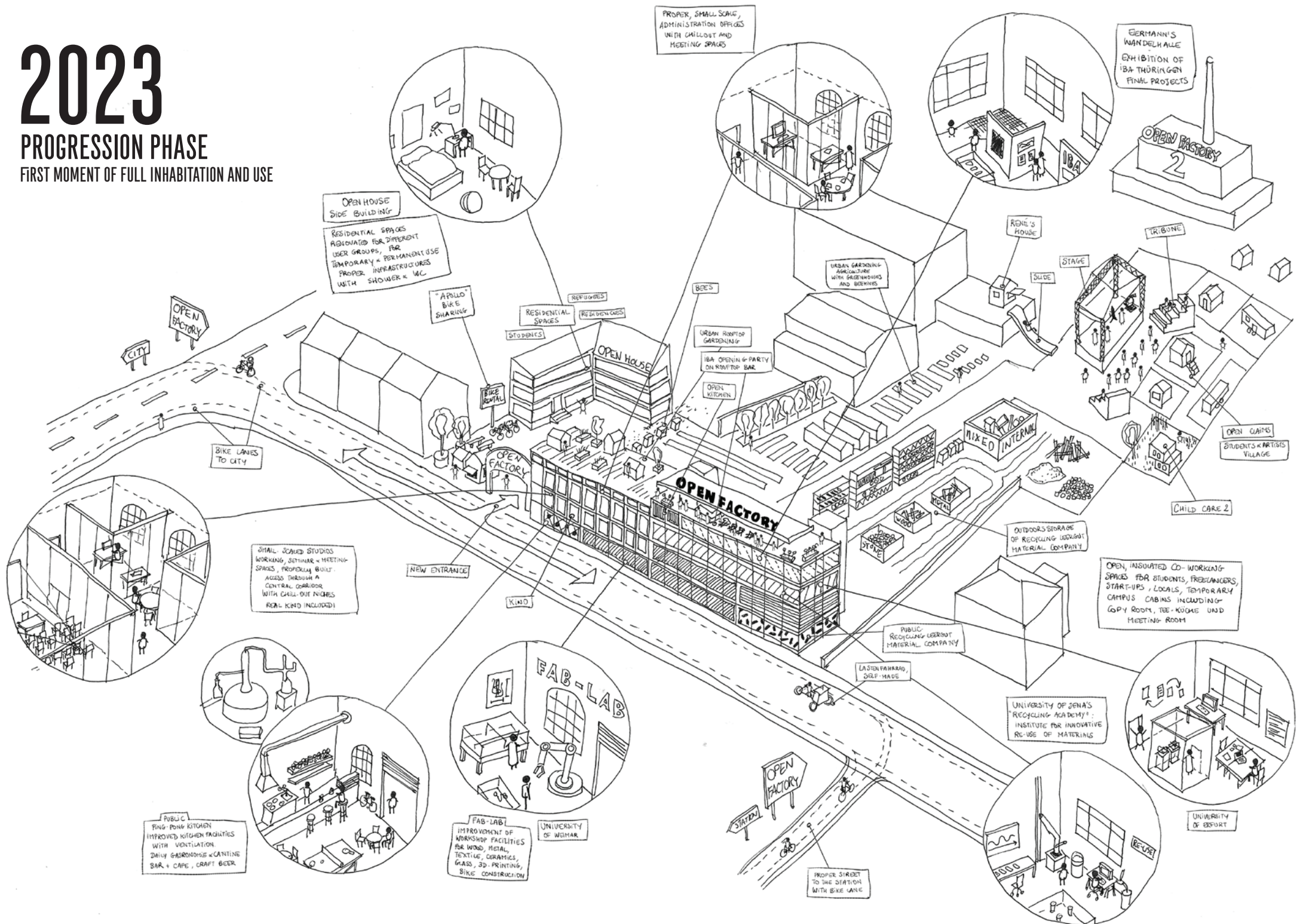
Observation: It is important to find strong corporate partners for involvement in specific fields of the Open Factory to lower the overall costs and make it possible for the social elements of the concept to take place. Their return would be access to the knowledge and innovation being produced within, and positive exposure and visibility for their company.

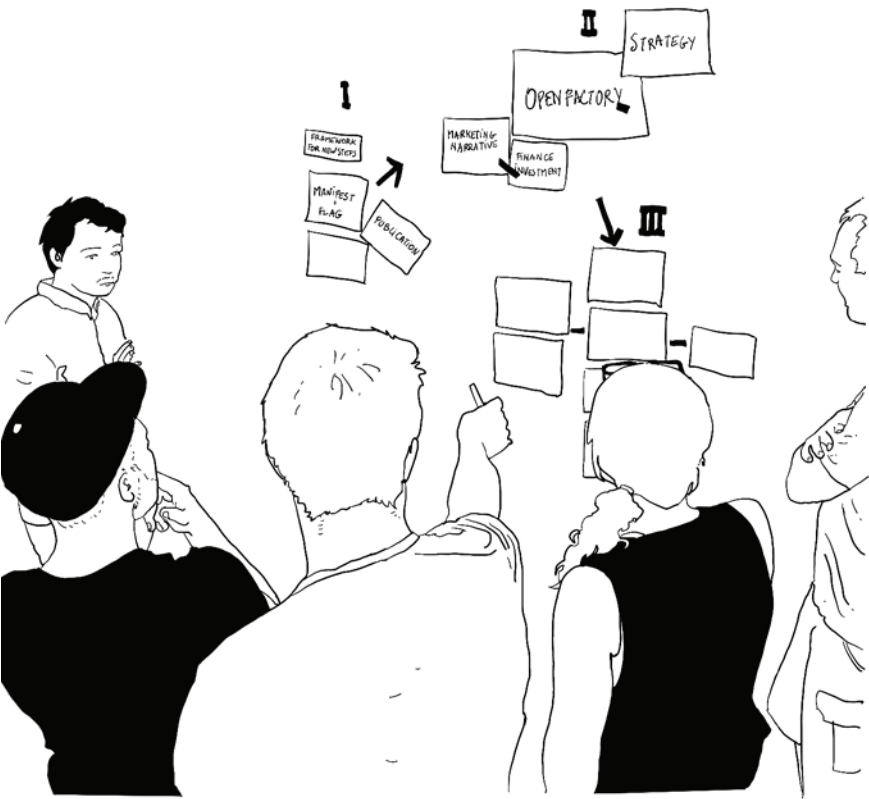
Space use: 100%

2023

PROGRESSION PHASE

FIRST MOMENT OF FULL INHABITATION AND USE

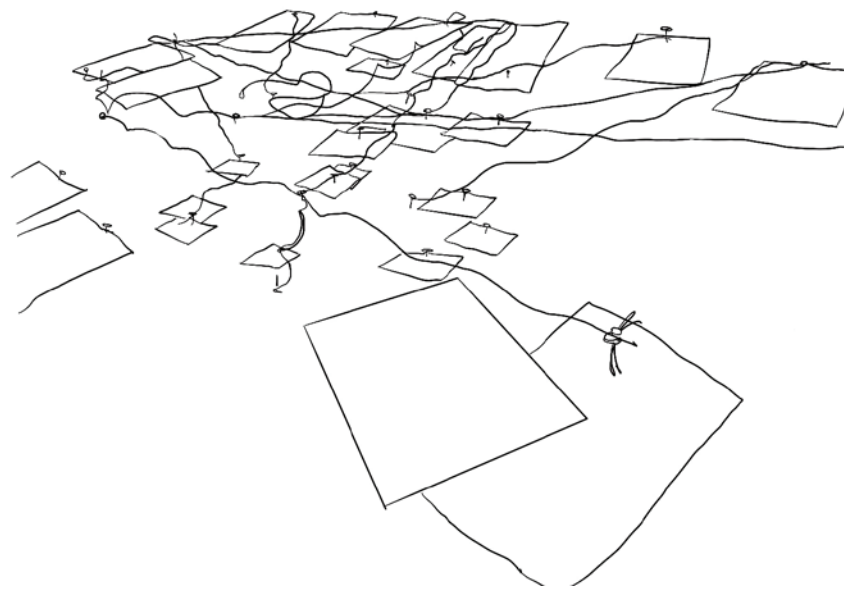
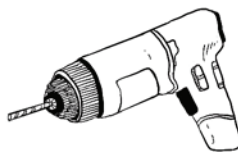


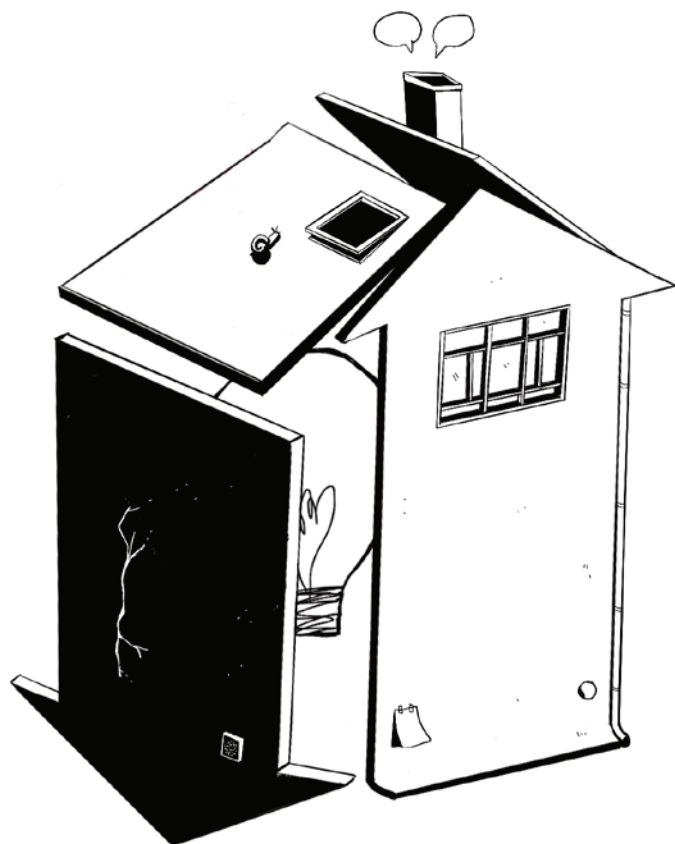


THE LEERGUT COLLECTIVE WAS ASSEMBLED TO RAISE AWARENESS OF THE POTENTIAL OF VACANT PROPERTIES AND ADDRESS RELEVANT STAKEHOLDERS SUCH AS POLICYMAKERS, OWNERS, MUNICIPALITIES, INVESTORS, USERS AND LOCAL COMMUNITIES.



03 LEERGUT COLLECTIVE

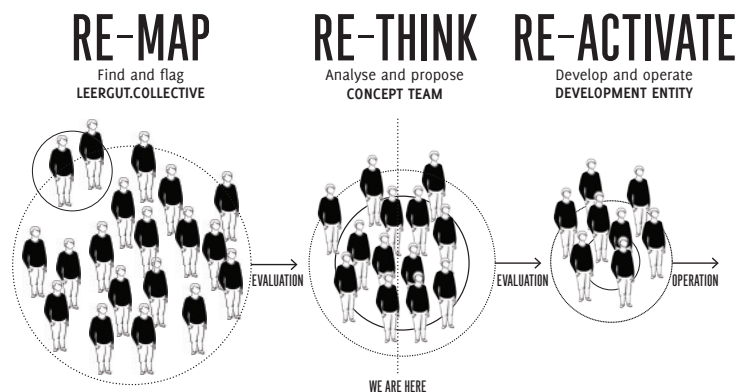




MANIFESTO

- 1 We believe in the critical management of our limited resources and in the end of speculative vacancies.
- 2 We believe re-use and repair are vital in achieving a sustainable society, and share a collective responsibility for the re-use of existing buildings.
- 3 To see empty buildings as a shared resource, and together re-imagine their future for the benefit of the community.
- 4 We demand that ownership of all empty buildings be made accessible to the public.
- 5 Financial institutions will not support new construction projects until the opportunities for re-use have been considered.
- 6 Laws must be changed to accommodate for and ensure future re-use and experimentation.
- 7 New methods are considered in conjunction with the local community's common needs and will always be the result of participatory processes.





BACKGROUND

Thuringia is known as the “green heart of Germany”, and has an area of only 16.000 square meters with only 2.45 million inhabitants, making it the fifth smallest state in Germany by population. Thuringia has a staggering 60.000 empty properties, from houses to churches and factories. Nevertheless, new buildings are still being erected.

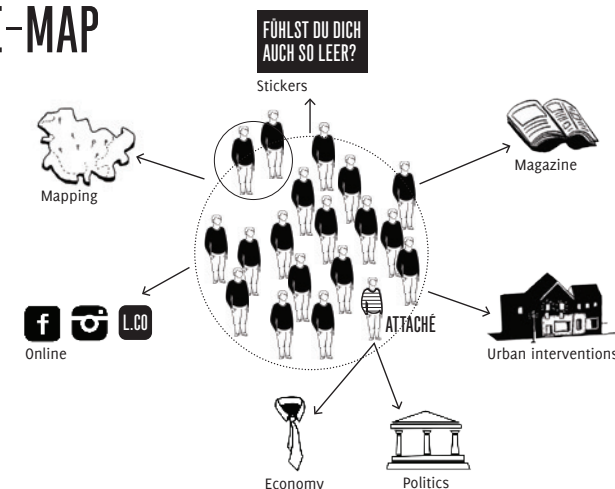
STRATEGY

The Leergut Collective is a participatory organisation which raises awareness about the multiplicity of empty properties in Thuringia. Through crowd-sourced and interactive mapping of empty buildings, we offer to actively help to re-think and re-activate. The process involves a multidisciplinary group of professionals and local actors developing proposals rooted in the specific resources of the neighbourhood, town and region.

FUTURE

A goal of the Leergut Collective is to shift the perception of Thuringia and the rest of Germany’s inhabitants, and to see the empty buildings as a community asset and resource to actively participate in and promote sustainable growth in the region. In a joint effort to encourage re-use, this ultimately turns decay into optimism.

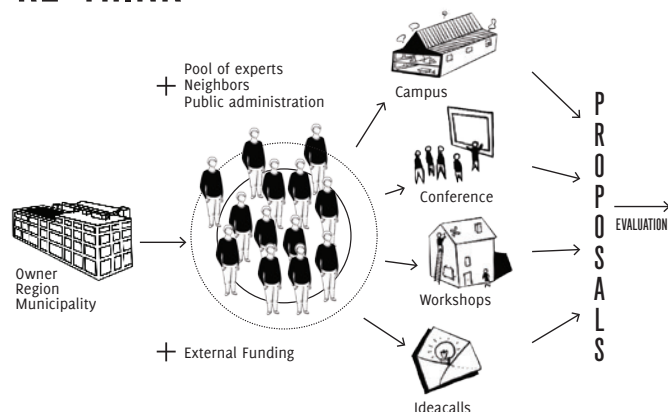
RE-MAP



The potential of the vast amount of empty buildings in Thuringia has not yet been discovered. Our aim is to raise awareness of the many forgotten spaces to spark the interest of owners, investors and municipalities. To achieve this we propose the following initial steps:

- ▶ The process of crowd sourced mapping of empty buildings. Submit, position and describe your empty space on our website: www.leergut.co.
- ▶ Encourage local communities to physically mark and register empty buildings.
- ▶ Actively contact local authorities and politicians to share knowledge of empty public buildings.
- ▶ Encourage and support urban interventions to highlight the qualities of forgotten buildings. This can be via art in empty buildings, projections, or initiation of urban interventions.
- ▶ Collaborate with local conservation authorities to map empty heritage buildings.
- ▶ The Leergut Collective will actively share the collected data by advertising the potential and qualities of the empty buildings.
- ▶ The Leergut Collective will appoint an ambassador for empty buildings who will represent the interests of the society in terms of resource management and sustainability in meeting with politics and economics.
- ▶ The process of re-mapping also needs to contain initial evaluation of the qualities and challenges of relevant buildings, as well as early consultancy for both owners and possible users.

RE-THINK



Central to the method of the on-site re-imagination of empty buildings is the composition of an interdisciplinary concept team of professionals and locals assembled by the Leergut Collective, tailored to the challenges of each empty building and its specific context.

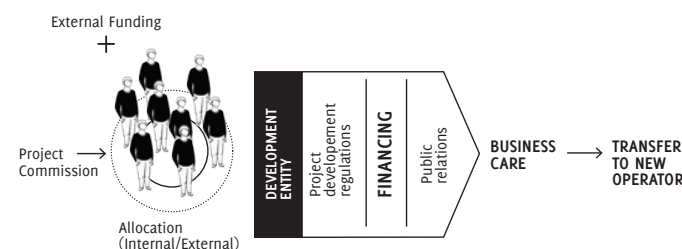
Active presence in the local community is key to successful research in local and regional resources and needs. It is also a way to allow unexpected actors to discover the potential of the empty building.

The Leergut Collective strives for close collaboration with trade unions, conservation authorities and public administration.

The on-site workshops, interventions and conferences is about exchanging and testing the ideas of the concept team, as well as inviting relevant external professionals and local actors to give lectures, workshops, and public events for the local community.

The concept team will develop proposals and strategic plans for reactivating the building. The evaluation of best practices relevant to the concept are developed for the building. The final evaluation of the proposals are collaborated with the initiator of the process.

RE-ACTIVATE



As the preceding groundwork has shown the potential of the vacant property from various angles, this final phase will offer a framework for a practical implementation of the desired concept.

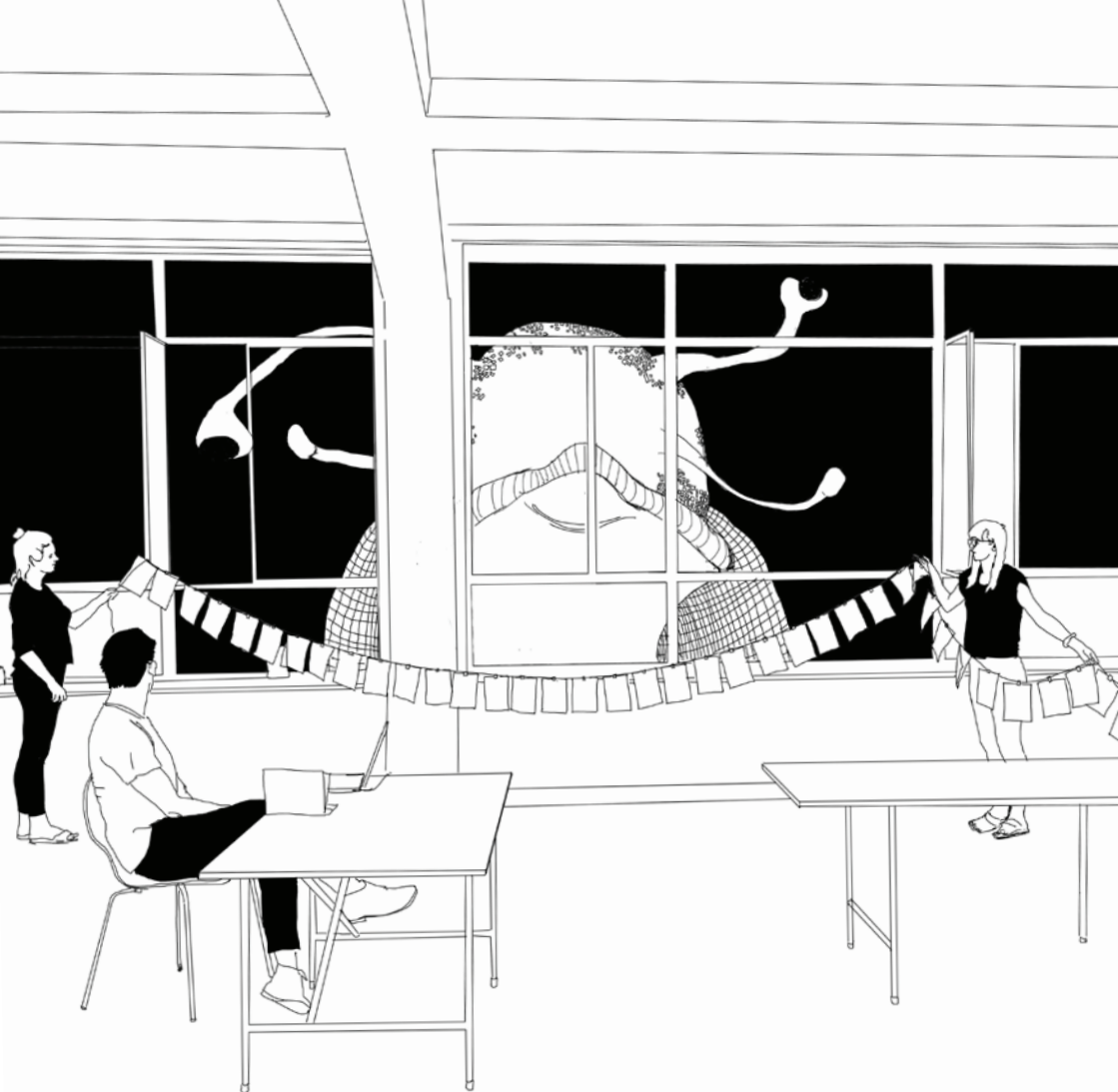
The initial step is an official commissioning for the further project development based on the results of the last evaluation. To achieve this process, it requires both a funding party who backs the project financially and an option-to-buy agreement with the landlord during the development phase.

Once this basis is provided, the funding party accompanied by the concept team will commission an implementation team to develop the concept in detail.

Based on a limited service contract, the commissioned team will consist of the following departments: Project Development, Financing, Community Management, and Public Relations.

The ultimate goal is to achieve a final business case including a robust plan that proves the team is capable of a substantial implementation in content and finances of the initial concept. Subsequently, they have the chance to pitch the idea to the funding party and/or landlord. Finally, if the result is accepted, the path for an active operational implementation is paved, and the cycle is completed:

RE-MAP | RE-THINK | RE-ACTIVATE



Marius Busch
Sofia Dona
Arild Eriksen
Jurek Fahrenholt
Martin Fink
Andreas Foidl
Katja Fischer
Frederik Fuchs
Imad Gebrayel
Christiane Haas
René Hartmann

Assaf Kopper
Andreas Krauth
Andreas Krüger
Suzanne Labourie
Andreas Lenz
Christof Mayer
Martje Mehlert
Tainá Moreno
Nina Peters
Helena Louisa Pooch
Natalia Irina Roman

Sina Schindler
Juliane Schupp
Lennart Siebert
Matthias Weis
Matthew Xue



CAUTION!

*Hazardous content if applied
without the collaboration of the
IBA Campus 2016 participants*



