



# URBAN CHANGE

CULTURAL PLAYERS AND PLACEMAKING IN THE RUHR REGION



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Is that a city?





Dear Readers,

The cultural and creative industries are one of the motors driving urban, cultural and economic change – both in the Ruhr region and in Europe as a whole. This is shown not least by expenditures worth six billion euros that the European Regional Development Fund invested in cultural projects between 2007 and 2013. The structural change brought about by culture and creativity can be seen and experienced in the Ruhr area.

For the first time, this brochure presents an overview of the Creative Quarters Ruhr and their role in cultural and economic change. The Creative Quarters Ruhr have their roots in the European Capital of Culture RUHR.2010. Coinciding with this year makers – artists and other creative people – and enablers – administrators, business developers and urban planners – met in round tables on the initiative of ecce and began evolving a concept for a new form of artistic and cultural promotion. The aim: to boost urban, social and, last but not least, economic development in the Ruhr region. More than 25 projects to this end have been launched at the interface between culture, economy and urban development since 2012. This brochure describes 10 quarters of change that were part of the Creative Quarter Ruhr programme and co-funded by the State of North Rhine-Westphalia in 2013. It also presents seven independent initiators who played an active role in this change, with their stories, projects and intellectual approaches.

Much has happened since the project started in 2012: On the one hand, the Creative Quarters Ruhr are well on their way to become a regional brand for culture, urban life and economy. On the other, the programme is attracting

increasing attention in Europe from foreign politicians and researchers. The Creative Quarters Ruhr have since become a model for a new form of culture-driven, integrative urban development in Europe. The year 2014 marks the starting point of two developments in this regard: firstly the election of a new EU Commission and secondly the agenda Europe 2020, in which cities, their development and their possibilities play a central role in strengthening innovation and growth. With it the European Union has now explicitly incorporated not only technological innovations, but also cultural innovations in its agenda. This understanding of innovation has also found its way into the innovation strategy of the State of North Rhine-Westphalia.

The brochure "Urban Change – Cultural Players and Placemaking in the Ruhr Region" is therefore simultaneously a documentation and a regional – in Europe unique – handbook of best practices and policies that tells stories of success in the midst of challenges currently being faced in Europe in cultural, economic and innovation policy.

I wish you an enjoyable read.

Professor Dieter Gorny  
Managing Director, european centre for creative economy (ecce)







# INTRODUCTION

## CREATIVE QUARTERS RUHR

### A MODEL FOR EUROPE

Culture, creativity and the new economy need freedom to develop – in people's minds and in an urban context. It is therefore essential in many respects to locate and locally interlink culture and creative industries in the Ruhr region as well: as an offer to creatives and others involved in culture to stay in the region and to evolve creatively and economically and as a possibility to learn. For culture, urbanity and economy can only develop into a powerhouse in an environment of mutual learning and in an integrative process. To promote this is the objective of the programme Creative.Quarters Ruhr.

#### The programme and its history

The roots of the Creative.Quarters lie in the European Capital of Culture RUHR.2010, which was the first European capital of culture to see the cultural and creative industries as an important pillar of its programme and to integrate it as an open concept of culture. On the initiative of RUHR.2010 and ecce, artists and creative professionals, heads of cultural affairs and business developers from the region have met at round tables since 2009 to develop a concept for the promotion of arts and culture, which, anticipating cultural, economic and urban change, drive the industrial and social transformation in the Ruhr region. This approach was incorporated in a sustainability agreement of the State of North Rhine-Westphalia and the Ruhr Regional Association in 2011 to promote the Ruhr region as cultural metropolis. In 2012 a programme was developed to this end in coordination with the towns and cities in the Ruhr region: it therefore does not only perpetuate the slogan of the European Capital of Culture RUHR.2010 "Change Through Culture – Culture Through Change", but also implements the main focus of the European capital of culture year in concrete terms. This aims to contribute to a sustainable and structural change of the Ruhr region by investing in cultural impulses and projects. The programme Creative.Quarters Ruhr has slowly but surely become a model for the sustainability of European capitals of culture and has already won recognition for that in Europe.





### Culture meets urbanity – origin and future

Bringing art and everyday life together draws on a tradition in the Ruhr region going back to one of Germany's most important patrons of the arts, Karl Ernst Osthaus (1874 – 1921). He established, among other institutions, the Folkwang Art School (1901) and the Folkwang Museum (1902), then in Hagen and today at home in Essen; the slogan of RUHR.2010 "Change Through Culture – Culture Through Change" goes back to Osthaus and had already inspired the IBA International Building Exhibition Emscherpark (1989 – 1999), which promoted structural change in the Ruhr region through, among other things, investments in industrial culture. The IBA itself already combined town planning, social, cultural and ecological strategies and invested around 2.5 billion euros in 120 projects in the Ruhr region. At the start of the 21st century the underlying conditions for structural change and urban development have changed – the public sector in Europe has virtually no financial scope for large infrastructural investments anymore. This is particularly so in those European cities that battle with high social costs as a result of structural change. The structural change in the Ruhr region is, therefore, no exception in an European context. Creative.Quarters Ruhr wants, therefore, to be a model in Europe for a cultural-economic form of urban development. Due to technological change, cities today face new expectations from their citizens and radically changed fundamentals in their economies: more participation, more transparency and more mobility. A hitherto unknown momentum from rapid technological and digital developments affects not only products and production, but increasingly social and urban structures also. Broadband coverage and access to wireless LAN are no longer just a question of business location, but also affect urban quality of life – this is the driving force behind the appeal of a city. Urban culture is therefore changing and – thanks to the digital world and social media – finding its own channels of communication outside established media structures in print, radio and TV. The question is: what will make up a cultural city in the future? Investments in established institutions or financing new forms of cultural and artistic involvement?

### Urban development is a learning environment for the future

ecce is convinced that cultural, economic and urban development must result in a common vision and activities derived from it and provide a framework for dialogue in which interests are negotiated. Public investments should only take place if an integrative strategy has been created in dialogue with all stakeholders in a quarter – as impulses and impetuses for a locally borne conviction of how people wish to enhance "their quarter". The programme Creative.Quarters Ruhr sees a "quarter" first and foremost as a cultural and social environment for dialogue and learning, and only then as an economic space. But which forces work in Creative.Quarters Ruhr and which interests should be integrated to arrive at a common vision?

Since local government is ultimately responsible for long-term urban development, it should spearhead work in the quarters. Town planners should ideally cooperate with their colleagues in business development and cultural affairs in a strategic collaboration with property owners, professionals in the cultural and creative industries as well as individual artists. In round table meetings and other forms of dialogue cities can then be shaped by bottom-up and top-down strategies, driven by cultural stimuli. This is the idea lying at the heart of the programme Creative.Quarters Ruhr.



### Culture creates potentials for the city and economy

Cultural impulses are of course not the only driving forces for cities in the digital age. Therefore it is important to avoid exaggerated expectations and demands: cultural impulses are not the cure-all for bad developments – obviously not every neglected neighbourhood can be revitalised through art. Still, although aberrations of this kind should be avoided, care should also be taken not to underestimate the power art and culture can have in developing positive effects for cities and business (so called spillover effects). These impacts are also documented by the handbook on the cultural and creative industries published by the EU Commission in 2013 and apply particularly to temporary projects, which are more or less not foreseen in classical urban planning. And yet “pop-up” and “temporary” have long been buzz words for a global trend driven by artists-activists such as the internationally renowned photographer JR and digital pioneers like Chris Anderson (The Maker Generation). The Ruhr region is also home to such a new generation of makers, who work and come together in the Creative.Quarters Ruhr. We introduce a few in our fanfolds on the quarters.

But how do cultural impulses unfold in an urban area? What effects do they have? And when? The internationally acknowledged development approach of an incremental theory of cultural impacts on urban development is being implemented in the Ruhr region. This model, which Charles Landry has outlined in his book “The Creative City: A Toolkit for Urban Innovators” (1995), as well as Richard Florida’s research “The Creative Class” (2000) and the report of the European Union on cultural investments from the EU Regional Fund suggest a procedure that can be observed in cities such as Rotterdam, Liverpool, Manchester, Tallinn, Berlin, Leipzig, Mannheim and also in the Ruhr region: the promotion of a cultural milieu (and this does not mean primarily just financial subsidies) gives rise to possibilities for economic activities as well. The participation of the business development association Wirtschaftsförderung metropol Ruhr in the Creative.Quarters Ruhr programme therefore follows the idea that urban development is an integrative process.

### A regional model of international interest

Urbanisation is the central trend of globalisation at the beginning of the 21st century and main topic on the international agenda, e.g. the Bill Clinton Initiative C40, the World Cities Culture Forum, the World Bank and also the European Union. With its initiatives Smart Cities and Innovation Union, the EU has defined the focus of its policy to 2020. In this context the programme Creative.Quarters Ruhr, launched in 2012, is today attracting growing international attention: namely as a model for urban development that shapes dynamism, variety and apparent contradictions in a quarter. Between short-term, bottom-up developments and rigid, long-term top-down strategies the programme creates the freedom and subsequently the free space in which culture and business can flourish. In 2013 ecce and partners from Bilbao, Essen and Paris collaborated – as part of the EU-sponsored project CATALYSE – in working out a model for participative urbanity driven through cultural impulses. In the meantime delegations from regions and cities in Canada, Finland, China and the USA have shown interest in the programme, thereby underlining that the Creative.Quarters Ruhr have introduced an important model in the international debate on the future of the city and its diversity of cultural expressions.







## URBAN CHANGE **CULTURAL PLAYERS IN THE RUHR REGION**

- ◆ **URB CLOTHING**
- ◆ **BORSIG11**
- ◆ **n.a.t.u.r.**
- ◆ **POTTPORUS**
- ◆ **kitev**
- ◆ **STELLWERK**
- ◆ **JAN SCHOCH**

# URB CLOTHING GELSENKIRCHEN



Bochumer Straße No. 74 in Gelsenkirchen-Ückendorf was formerly a pharmacy. This can still be recognized from the lettering on the facade and the neon signs. The business next door is still a sex shop – the contrasts present in the quarter are obvious. In May 2014 the sisters Sara (25) und Joe (21) Urbais from Gelsenkirchen moved into No. 74 with their fashion label URB Clothing and shaped the vacant property into their studio and showrooms. Although an old apothecary's cabinet in one of the rooms at the rear bears evidence to the previous tenants, Sara, Joe and their manager Daniel Sopke have turned the former retail store into a cool and laid-back showroom with rough-plastered, dark-painted walls, a leather couch and clothes rails with items from the current collection. Here the URB designers receive customers and clients and members of the media from all over the world.

## From Gelsenkirchen into the wide, wide world

With their fashion trend "Melting tights" the two sisters have created furore on the international fashion market. Above all in North America and Asia their tights with latex, which give the impression that paint is running down the wearer's legs, are a long-term runner. For these the two young entrepreneurs have applied for a patent. Not only influential fashion bloggers but also large fashion magazines such as Vogue have spread news of the small, trendy Gelsenkirchen label and their melting tights. In addition the duo from Ückendorf have also found the

attention of Germany's "Die Welt" and "Der Spiegel" – not surprising when one considers that Gelsenkirchen and fashion trends represent a contrast tailor-made for the media, also in terms of PR.

The idea of leaving their home-town of Gelsenkirchen and continuing their success in a fashion metropolis such as London, Düsseldorf or Berlin does not come into question for Sara, Joe und Daniel. "We sell primarily via our online shop and above all abroad so that our actual location is not relevant," states Sara. Their customers are not interested in whether the goods are supplied from Gelsenkirchen, Berlin or wherever. "If we were to move to a city such as Berlin, then getting a foothold on the market would be decidedly difficult due to higher rents and the lack of a network," mentions Daniel. In Gelsenkirchen, on the other hand, it is not only the conditions that are ideal and the rents favourable. "Here one is known and knows one's way around," states the born-and-bred Gelsenkirchener. "We know the Ruhr region, we feel at home here. Why should we move somewhere else?"

## Provincial but advantageous

The fact that Gelsenkirchen – let alone Gelsenkirchen-Ückendorf – is anything but a fashion city is not a problem for the young fashion label team. On the contrary: "For us it is good that here one is not immediately pigeon-holed as one





URB Clothing is an internationally successful Gelsenkirchen-based fashion label founded in 2012 by the two sisters Sara and Johanna (Joe) Urbais. It is a member of the local creative network Insane Urban Cowboys (IUC) and participates actively in fashion and art events aimed at breathing life into the abandoned properties in the Ückendorf creative quarter.

is, for example, in Düsseldorf," says Joe. "Here in Ückendorf things are still open and flexible so one is free to get on with the work." The two designers can enjoy this creative freedom not only within the generously sized four walls of their studio but also and above all outside on the streets and in the courtyards and premises of the immediate neighbourhood. Although the area is rated a socially troubled one that is characterized above all by its abandoned properties, this gives the sisters the kick to put on shows and events in the unusual locations. "What is cool about Ückendorf is that, although the facades are shabby, if one looks behind them and into the courtyards one finds interesting things. And the people that one meets here are warm-hearted and extrovert," is Joe's view. This openness and friendliness of other businesses and residents in the neighbourhood was something that Sara, Joe und Daniel experienced as early as during their work of renovating the former pharmacy. "People simply called in to say hello and even brought us meals," relates Daniel. "In this way we got to know our neighbours and they us."

#### Insane Urban Cowboys – the network for the district

The local residents, a mixture from more than a dozen different cultures, have apparently got over their initial wariness vis à vis the unusual events which URB Clothing puts on in the Creative Quarter and now even participate actively in them. Events such as the ".gif" that was put on in September, 2014 attract not

only the local residents but also and above all those interested in fashion and art from other parts of Gelsenkirchen, the Ruhr region and all over Germany.

Not only the Gelsenkirchen fashion label is contributing to breathing new life into the district: Other creative persons and entrepreneurs around the Bochumer Straße have banded together in the "Insane Urban Cowboys" (IUC). "Here one can pool one's interests," says Daniel, who like Sara and Joe is also a member of the network. "Everyone can play a part and everyone wants to promote the locality. In this we are all of one mind," states the fashion label manager. "We all help each other. And everyone benefits therefrom."

Once a month the IUC members meet in the former carriage workshop on the Bochumer Straße to talk about new projects and past ones and to work on the orientation of the district. "One of the nice things about the network is that it is a mixture of young and older persons," says Joe. In the meantime a hard core of activists has formed who are pushing ahead with the development of the Ückendorf district. "The district has potential," says Joe. "Above all for creative folks," adds her sister. For the future the two hope that the network will continue to grow and that more actively creative persons will move into the district. They know design students who are already thinking about what they should do after their studies. "Something must come up," thinks Sara. "If the basics like cost-favourable rents were available here it would be optimum." In addition bars, pubs, meeting points for the creative community. "And also places where one can get something healthy to eat," says Daniel. "These are the things we need for a hotspot to develop."

#### Gelsenkirchen state of mind

URB's vision is to turn the mood and atmosphere that are evident at the different events, into a long-term state of mind in the quarter. "But that will not start to function properly until more people move here," is Daniel's opinion. To turn this vision into reality Sara is backing the network and those for whom the development of the district is important. "I know there are people here who one can pass the idea on to," says the 25 year-old. "They will then bake the right cake that everyone can enjoy."

With their international renown in the fashion world, their independence and their entrepreneurial success the two URB sisters Sara und Joe Urbais are both the embodiment and the main attraction of the Ückendorf creative district. They represent a new generation of designers and creative folks who operate their businesses exclusively through the internet and for whom their physical location is largely irrelevant. On the contrary they see their location – far away from the established fashion metropolises – gives them the opportunity to create space for themselves and for their work and to play a part in building up a hotspot with a community of artists and creative free-lancers. (C.R.)

# BORSIG11 DORTMUND

Founded in 2011 by 11 members, "Machbarschaft Borsig11" is based not at number 11 but at number 9 Borsig Square. The organisation was born of the RUHR.2010 art project "2-3 Straßen". For example they are trying out new economic forms of living together, such as the introduction of their own local currency. Besides multiple cultural approaches, such as the project "Public Residence - The Chance", the organisation focuses on working with children and youngsters: The "Youngsters Academy" teaches journalism by letting them report playfully on different topics.





The caretaker is already waiting next to the entrance of the empty shop. Since a supermarket moved out of here some years ago, there is none at Dortmund's Borsig Square. Volker Pohlücke, director and together with Guido Meincke founder of Machbarschaft Borsig11 e.V., follows the caretaker through back doors, through the courtyard and a staircase in bare concrete up to the second floor. He wants to inspect the personnel rooms of the former supermarket. They will perhaps provide suitable winter quarters for a number of theatrical promotions of the Public Residence - The Chance. The organisation won a national competition and has been staging the art project since May 2014 for a whole year.

### A currency of its own to restructure the quarter

But performing in an empty building, of which there are still a few around the Borsig Square, is not the actual intent and purpose of Public Residence. Four artists are living for a year at the Borsig Square to realise participatory art projects with the local residents, which above all thematise life in the community. Borsig11 was able to convince the Montag Foundation of the idea and concept, which is generously supporting the project financially. €100,000 of the support is going straight into the quarter. Not in Euros, but in the currency specially developed for the quarter, the "Chances". Each resident of the Borsig Square can collect up to 100 Chances from the organisation and invest them in projects and promotions of the four residence artists. "Residents can collect their Chances like a sort of welcoming gift, spend them but also earn more Chances if they help out in the projects," explains Volker Pohlücke. "That gives them the possibility to drive the project forward, which they really like. They can join in both actively and with their hands, as well as through their own private sponsoring. Of course that creates a feeling of belonging."

Some projects had already been realised with the investment of Chances. For example, the mobile Givebox, with which neighbours can swap items that the one no longer need, but the other can perhaps put to a good use. Or the Geschmacksarchiv (Taste Archive), which provides for a flavour of the very diverse eating habits, recipes and spices of the multicultural neighbourhood. "Then we celebrated the Mauerfest (Wall Festival), in which we wrapped a wall in paper, on which local residents could paint their design ideas for their Borsig quarter." During such projects, Volker Pohlücke sometimes hears the critical question as to whether that is actually still art and not in fact social work. But he does not find this doubt negative: "With the help of art, you can set new and unconventional things in motion and realise them in a playful way, for which, if you were to do it officially, you would never get permission." Volker Pohlücke and the team of Borsig11 still have some work to do to convince the populace around the Borsig Square of the idea of using their own currency to restructure their quarter. A direct and personal approach often helps best. "Like insurance salesmen, we knock on every door," says Pohlücke with a wry grin. That may not always be easy, but it works. "We are seldom shown the door." And those who have already joined in a project, as a rule, join in on new projects too.

### Dortmunder by choice with a soft spot for the Northern District

As tough as it is, Pohlücke sees a lot of potential around the Borsig Square. "Fantastic part of the city," he says. "In New York they'd call it – totally hip – a Melting Pot. Here they say: ugh, the Northern District." Clearing up such prejudices and leveraging the unexploited talents of the residents as resources for the benefit of the community is one of the organisation's main aims. Pohlücke, who by origin is not a Dortmunder in the first place, discovered that these talents exist when he moved from staid Gütersloh to the turbulent Borsig Square to join in the RUHR.2010 art project 2-3 Straßen of the performing artist Jochen Gerz. Like with Public Residence, he and other members lived in the quarter for a year with the objective of structuring and changing the quarter with their own projects. "I realised in mid-2010 that I wanted to keep going in one form or another, because one can achieve and move a lot here, and has to as well," says Pohlücke given the empty buildings and sometimes pretty obvious poverty.

### He came and saw and stayed to change it for the better

Together with ten other members, some of whom took part themselves in 2-3 Straßen, he founded the organisation in mid-2011 in order to develop the Borsig Square creatively. "The drive was and is to try out new possibilities of living together in a quarter, and how one can live and develop a new economy." In their work, the members rely mainly on projects that had already proven their worth during the Capital of Culture and develop new ideas like the "Creative Address Book", which presents people and companies who commit to the quarter.

If you wander around the Borsig Square today, there are already some signs of change to be discovered – be it the alternative street names, thought up by local residents, or places like the creative department store "ConcordiArt", in which Borsig11 will soon be involved with a café. "You have to recognise and appreciate these small steps," says Pohlücke. But he knows that the further development still calls for some patience and idealism.

### Desire for more freedom and better networking

His vision for the quarter is to persuade more people and residents to join in and help restructure it. He also wants better networking of the creative urban developers in the Ruhr region in order to exchange ideas and try them out at various places. "But even more important would be for public authorities – whereby they are very well-disposed to us – to give us more freedom to simply realise things in such a deprived quarter," says Pohlücke. Relying less on conventional means, which these days often have no effect, and more on courage for creative methods of developing the quarter – that is what Pohlücke wants for the future. "The state tends to pull back, maybe even wants to pull back." At that point, civic initiatives and organisations have to jump in and fill the breach. "But then you have to empower them as well," demands Pohlücke. "You can't say: That's not allowed, but: Do it!"

Above all with creative methods and participatory art projects, the Machbarschaft Borsig11 persuades the residents of the Borsig Square in a playful way to actively change their quarter and living space. The organisation wants to make talents visible, especially among the young people of the area, and stimulate the residents to exploit them for the community and support each other. With unconventional means such as the quarter's own currency and swap exchanges for goods and services, the organisation is exploring possibilities of living together economically and also applying them at other places in the future. (C.R.)





# n.a.t.u.r. BOCHUM

“Natural aesthetics meet urban space” – n.a.t.u.r. sees itself as a platform for activists, initiatives, stakeholders, artists and visionaries as well as anyone else who wants to play an active role in shaping their own urban environment. Originally initiated as a local event in the heart of Bochum, it has since grown into a format that attracts wide attention from far beyond and presents art and culture on the subjects of sustainability and participation in urban space several times a year.



When you enter the Rotunde – situated directly next to the legendary Bochum bar district Bermudadreieck – you can experience the transformation of the region in the smallest of spaces. The interior of the former Catholic Day Train Station exudes the charm of a vacant lot – crumbling plaster, peeling paint and small details remind the visitor of the building's former use. The beer garden is fenced in by hoarding and pioneer plants reach for the sun from the gaps in the façade. Guests see piles of rubble on an enormous construction site. A Ruhr Area paradigm: the disused functional buildings of a bygone industrial age are now being revitalised by art and culture – with exhibitions, concerts and parties as a very special kind of upcycling.

The old train station, which was left disused for many years, has hosted numerous events since 2010. In 2011 Janwillem Huda and Kevin Kuhn founded the Festival n.a.t.u.r., an interdisciplinary and participative cultural festival, in the Rotunde with the aim of changing first Bochum, then the Ruhr metropolis and finally society as

a whole with the idea of a sustainable ecological and conscious urban lifestyle. The underlying idea: to use easily accessible events, fun and participation to raise awareness of difficult issues such as waste avoidance, climate change and consumerism. We met Janwillem Huda in the beer garden of the Rotunde in autumn 2014 shortly after the fourth staging of the festival. He told us why it is so important to take part in shaping our environment. And why a festival alone is not able to achieve what is necessary: “I met Kevin here in front of the Rotunde in 2010 during the t.a.i.b. project. We also met people from Ruhrstadt Gartenmiliz, and together we started developing an idea for a guerrilla gardening event. It was all a little bit too much for us, so we asked for help from other people, and slowly this idea of a platform emerged.”



### Natural growth

The festival, which began in 2011 with 40 participants and about 2,500 visitors, has since grown into an event involving more than 150 participants and around 10,000 visitors. At an organisational level the platform was lucky enough to find a non-profit project sponsor in the form of Oskar e.V. 2012, whose executive board member Stefan Richter also took over the role of general manager for the n.a.t.u.r. festival. Kevin Kuhn resigned and was replaced by other people, e.g. Oliver Daniel Sopalla, MD of the communication agency Go Between. Nadine Deventer, project manager at jazzwerkuhr, has also been a co-organiser since 2013, likewise Michael Steinert, who is responsible for the visual face of the festival. Janwillem Huda and Stefan Richter have since taken the next logical step forwards and launched Zukunftsprojekt n.a.t.u.r., as a continuous festival. "At some stage there were so many points on our programme that we and our visitors could not handle them all. We therefore split the festival into four modules, all of which run independently of each other. As a result, it is easier to find the funds to sponsor the events. If we do not receive funds – for example because of a spending freeze – we can simply drop a module without jeopardising Zukunftsprojekt n.a.t.u.r. as a whole." Huda also sees other advantages in this step: "We therefore don't only come by in the week of the festival, but throughout the year and therefore accompany and support our processes continuously."

### The seed is bearing fruit

The modules of Zukunftsprojekt focus on different aspects. The Festival n.a.t.u.r. and Guerrilla Days both concentrate on direct actions on the ground. Beete für Bochum, for example, is a project by Guerilla Days. In cooperation with the guerrilla gardeners from Ruhrstadt-Gartenmiliz, it planted trees in the hip district of Ehrenfeld not only to beautify the area, but also as a symbol of responsibility. "The people in the area maintain the flower beds and collect the rubbish from them. They no longer just walk by, but look after their beds. This shows that we have raised their awareness of their immediate environment generally," says Janwillem Huda. The festival and the Guerilla Days also have a common theme throughout the year, he says: "The Guerilla Days took place in spring. We then scheduled the Festival n.a.t.u.r. at around the time of our harvest festival to close the circle from sowing to harvesting." At harvest time the project presents events such as the popular Schnippeldisko around the Schauspielhaus theater. Together with Slow Food Deutschland, the project bought unsellable vegetables from local farmers and collected similar products from supermarkets. The food was then upcycled into a meal. Apart from highlighting the problem of food waste, the project focussed on the aspects of fun and community. A DJ played music and the cooking was turned into an event.



### In step with the times with debates, upcycling and urban gardening

The module Future now is somewhat more abstract and scientific. "It clearly focuses on content. It presents and discusses ideas, concepts and other subjects of relevance to the future from the fields of ecology and sustainability. In addition to various speakers from the worlds of science, business and politics, we plan podium discussions with citizens, initiatives and representatives from various stakeholders."

The fourth pillar of the Zukunftsprojekt, entitled Upcycling Bochum, is somewhat more practical again. "As the title says, we focus on subjects such as upcycling, redesign and waste avoidance. The event will take place for the first time at the end of 2014 and offer, among other features, a workshop for children on the subject of origami. The idea behind this: to give children an opportunity to make something useful out of used Christmas wrapping paper."

### Bridges to Europe

Although the Zukunftsprojekt n.a.t.u.r. is a local initiative in Bochum, Huda often looks beyond the Ruhr region. After all, the project hopes – as a provider of ideas, example and model – to have an impact beyond its confines. "There are many international activists out there who we would like to invite. For example: there are very exciting urban farming ideas being developed in Asia at the moment - a real inspiration for us in Bochum. For many people in Asia it is a reality that vegetable farms are being built on the roof-tops of high-rise buildings and that they are not just a quirky idea as here in Germany." On the artistic side, however, the project has been very international: French DJs, South African gospel choirs, bands from Austria and England and visual artists from the Netherlands have all performed on the stages of n.a.t.u.r. and have proved that the ideas from Bochum have also travelled well to other countries.

The scene works by the slogan of "act local, think global". Although a local player, the Zukunftsprojekt n.a.t.u.r. has bridged many gaps to influence areas beyond the limits of Bochum over the long term. It not only incorporates local artists and creators of culture, but also looks for initiatives and activists on a local, national and international level. Examples of best-practice are highlighted and adapted to local realities. Ultimately it aims to live and propagate participation by offering everyone a low-threshold entry. (M.K.)





# POTTPORUS HERNE

Founded in 2007, the registered charity Pottporus e.V. in Herne unites the dance productions of Renegade, Junges Pottporus and the Dance School under one roof. With a focus on contemporary urban arts it aims to offer young people, above all, the opportunity to develop artistically and supports them sustainably. Its dance productions and projects have even been acclaimed internationally and regularly co-operates with international choreographers, artists and established art institutions like the theatre in Bochum. The Pottporus Festival is being staged for the tenth time in 2014 and presents not only its own projects of the current year, but also gives an insight into current trends in contemporary urban art.

**pottporus** WTBK  
**wort.tanz.**  
**bild.klang.**

Sustainability is a word that Zekai Fenerci uses a lot when he talks about what happens under the umbrella of Pottporus e.V., whereby the term is anything but a mere catchword for the organisation's founder and director. Sustainability is "lived" in his Dance School and was the drive and principle from the outset for every project started – be it the dance project Renegade, which Zekai Fenerci launched in 2003 together with Markus Michalowski and Lorca Renoux, the organisation itself, which has existed since 2007, or the Pottporus Festival, which celebrated its 10th anniversary in 2014 and brings national and international street artists, dancers and choreographers to Herne, Wanne-Eickel and Bochum every year. The latest project, which aims at developing an empty Karstadt department store building in central Herne to become the creative quarter "KHaus", was born of Fenerci's vision of the town's sustainability and fitness for the future.

## Helping to structure the town's future

Actively helping to structure the future of his own environment and the town he lives in was the main drive for Zekai Fenerci when he began to realise street art projects for youngsters in his home town of Wanne-Eickel more than ten years ago. "My greatest spur was the questions of where and how I wanted to live and what direction the town is developing in," says the 42-year-old. Born in Turkey, Fenerci has lived in Wanne-Eickel since his childhood. "If I want to feel at home in my town, then I need to make some kind of contribution," is his maxim. Waiting for politicians to launch specific projects takes too long for him. "So our job has to be to build up so much pressure that the politicians have no other option but to realise or support projects aimed at developing the town."

Urbanity is the second core term symbolising all projects – it is all about understandings one's own environment, the town, the people and their culture and energy as a pool of ideas. "When we founded Pottporus, our plan was to break open preconceived structures and cultural pigeon-holes," says Zekai Fenerci. The differences in native cultures or social dichotomies play no role in the organisation's artistic work. "With Pottporus we want to be seen neither in the context of migration, nor as a social project," insists Fenerci. "We are an urban, contemporary art form."

## Urbanity as overcoming cultural pigeon-holes

Whilst Fenerci was born in Turkey and stems from the Turkish culture, he grew up in Germany and was shaped here. "I'm somehow in the middle, I have something of both," he says. "I'm developing my own cultural thinking and that thinking is reflected in what I do." For today's generation of youngsters born in Germany, though, the conditions are quite different. "They no longer have that conflict in the first place. They are interested in totally different things," explains Fenerci. So there is no established manifesto for Pottporus either. "We are in permanent flux and question ourselves and our work constantly."

Giving youngsters the opportunity to express in art what is important to them and makes out their life is one of the core tasks for Pottporus. People often say youngsters are not interested in art and culture. This proposition Zekai Fenerci will not accept. "The question though is what the young need and what structures we have in place to meet those needs." What is important is not to keep telling young people how they should address their problems and challenges. "I have to make it easy for them to resolve the problem they see themselves, even if I perhaps don't understand them." This is demonstrated by the dance production "Momentum" by Junges Pottporus in cooperation with the theatre in Bochum. It is all about confronting this fleeting moment when one can either make a decision or be at its mercy. It's about what happens in such moments and when one has to act decisively.





### Clubhouse as an anchor in the town

Many of the young dancers who take part in the productions of Junges Pottporus or Renegade began as kids following a course in Hip Hop or Breakdance at the Dance School. Before Pottporus was founded as an organisation in 2007, those courses took place at different places, in youth centres or schools – until with the founding of the organisation all projects, which like Renegade had proven their worth for several years, came together under one roof. Literally: With the clubhouse on the Dorstener Straße in Wanne-Eickel, all projects were anchored at a fixed site. “Pottporus was intended to show all involved: You have a home, you have a place where you can always meet. That gives one a quite different bond and connection with the people, with the town, with the artists,” says Fenerci.

But above all, the charity was also founded with the intention to create space that the steadily growing network of young dancers can use for their own ideas, productions and projects – and to keep developing even after the courses and workshops. In fact, Zekai Fenerci has no time for temporary projects, which on completion simply leave youngsters on their own. “The fire that we started in the youngsters with our projects simply keeps burning. That is our strength and that makes our work a sustainable success too.”

So creating room and extending the network was always a key aspect for the organisation and resulted not least in cooperation with the theatre in Bochum. Current developments are apparent in the use of the former coalmine, “Zeche 1”, on the Prinz-Regent-Straße in Bochum, which has also become a permanent domicile for Renegade.

### KHaus: Plenty of options for creative people at the heart of the Ruhr

Fenerci wants to create space not only for his own organisation, but also for other creative people. “Everyone keeps talking about the creative economy and that creative people should settle here in the Ruhr,” says Fenerci. But when it’s a question of where that steadily growing number of creative people should work, there’s often a lack of ideas. “But there’s a big, empty building right in

the middle of town. An incredible amount of space,” says Fenerci describing the former Karstadt department store in Wanne. From December 2013, the once vacant building is planned to be developed under the name of “KHaus” to become the creative quarter in the middle of Herne. With its location at the heart of the Ruhr, the KHaus has the potential to become a central magnet for students and graduates of the surrounding university cities – they can work there, try things out and experiment. “If the town realises what possibilities it has with the KHaus to develop a site where creative folks can base themselves, it will put life into the place.” Apart from that, it produces a mechanism which allows creative and innovative companies to develop and create jobs in the town.

With Pottporus, a network has established itself in Herne that offers young people in the immediate area the space and possibility to express themselves in contemporary forms of urban art. With its focus clearly on sustainable support Pottporus has over the course of time developed a reputation that extends far beyond the boundaries of the Ruhr region. Besides the focus on urban arts, the organisation will create room for other arms of the creative economy with the revitalisation of vacant buildings in the Wanne area of Herne, in order to draw creative people into the town. (C.R.)



# kitev OBERHAUSEN

Based in the old water tower at the central train station in Oberhausen, kitev (Kunst im Turm e.V. / Art in the Tower) is collaborating with other artists from the city and elsewhere in Europe to transform the area into a vibrant quarter – using art and culture. Following renovation, largely stemmed by the association itself, the tower hosts events and workshops by creative people from all over Europe. It is also a temporary workplace for artists and projects and, with its repaired clock at the top of the tower, it became a visible landmark for Oberhausen's rebirth into a new age.



On the fifth floor of the solid red brick tower, kitev has lined up 15 or so air mattresses in a row next to an open tent. They sit and wait in front of a large window looking over the station area and the rest of Oberhausen. These air mattresses and tents are a perfect symbol for the activities of the artists working with kitev's initiators Agnieszka Wnuczak and Christoph Stark: a sign of mobility and renewal – not from a traffic point of view, but of change through art and creativity. "The tower is a symbol and a positive example for the whole region. We are often asked how we achieved this: financially, organisationally and in cooperation with the city," says Christoph Stark. There is hardly anything as immobile as a tower, one might first think, but stagnant kitev is definitely not. Its ideas are aimed at mobility and change, and the lively network the two initiators have created has links throughout Europe. There can be no better symbol for their activity than the repair of the old tower clocks that had stood still for 15 years. This kitev did to sound the start of a new era for Oberhausen.





### Philistine worlds

The two initiators were no strangers to the Ruhr region when they moved from Berlin to Oberhausen in 2006 to rebuild and revive the tower. Before then the German Railways had in a surprisingly generous gesture agreed to “lease” the water tower to them free of charge to the year 2040. In their earlier visits to the Ruhr region they were fascinated by the apparent seclusion of the working class world at ThyssenKrupp in Duisburg. They therefore knew of the worlds without art when they moved to Oberhausen. “Oberhausen is a city of negative extremes,” remarks Agnieszka Wnuczak. “I know of hardly any other place that polarises people as much as the CentrO shopping centre does”. They look concerned as they list the negative extremes of the city: largest shopping centre, city with the highest debt, largest city without a university in Germany. “But Oberhausen is also good in allowing things to happen sometimes,” explains Agnieszka Wnuczak. “In 2010 the city treasurer said he would rather invest funds from the European Capital of Culture in something long term – namely the conversion of the tower – than spend the money on balloons and release them into the sky one evening.” Christoph Stark says many towns and cities could learn from the way Oberhausen’s city administration supports ideas. In spite of the superlatives, kitev has undertaken to communicate a positive story and to instil a sense of self-confidence in the city.

Asked how an art project can succeed in a cash-strapped city that is not exactly teeming with artists, the two reply unanimously: “It’s difficult. But also very rewarding – and closer to reality. There is also less money available now for culture in countries like France, Italy and Greece. It is important, however, that we do something nevertheless, even if policymakers see increasingly less room to manoeuvre.”

### Network nodal point

Kitev’s success can be seen everywhere: for our talk we sit in one of the three renovated tower lofts that serve as kitev’s base. In one corner there is a tent, which the two Berliners use as a bedroom when they are working in the region. The tower exudes transience and permanence on all floors. We drink espresso in the open kitchen with walls covered in information material on various art projects and events in the Ruhr region. The other floors have been renovated similarly, with an open kitchen and two bathrooms. They serve as a source of inspiration and workplace for artists and other creative people and their project-related work in the region, as venue for events and workshops. At times dozens of guests from the Ukraine or Syria spend the night there before heading off in all directions to explore the region. Or they use it as a think tank in the real meaning of the word. “We were certain that if we managed to transform the tower into a base for culture, here directly at the railway station and that if we managed to open it up to other people that this would have a wide influence – with symbolic power. After all, you can reach the city of Essen or the Netherlands much more quickly from here than if you live somewhere on the outskirts. The tower has become a nodal point in our network,” says Christoph Stark.

### Stories of success

The tower, its revival and hopefully bright future are also a beautiful metaphor for the whole region. It is gradually changing the story of the Ruhr region for outsiders and locals alike. Like a mosaic, the claim of the European Capital of Culture 2010 of “change through culture” is slowly coming true piece by piece in Oberhausen and elsewhere in the Ruhr region, resulting in lively places of culture that also include the surrounding city. Christoph Stark explains the underlying concept as follows: “We want to strengthen local structures and use civic commitment and available resources instead of waiting for the Big Bang and the Bilbao effect.” He therefore cannot fathom why huge amounts of money are pumped into big events and festivals, which, in his opinion, have no influence on the city or its citizens. Asked if a thriving art scene can change a city over the long term, both answer with a clear yes. According to them, art and creativity offer the people of Oberhausen an opportunity to see and experience their city in a different way. They emphasise that it is more important to become active both artistically and organisationally than simply to proclaim the popular urban development models of, for example, the US economist Richard Florida. In other words, they want action instead of just PR, and want to strengthen structures on the ground – instead of just hiring big names from outside.

kitev therefore does not see the tower as just an isolated bastion of art, but as a part of the station and city as a whole. “We are involved in many projects which we believe represent a positive and constructive signal for the city and region,”



says Christoph Stark. Agnieszka Wnuczak adds: “Our projects take place at the interface between architecture and art – from installations and sculptures to urban interventions and theatre performances in the city.” And yet the two also see the tower as a stronghold of resistance: “When you are at a train station today, you don’t know where you are or where you are arriving. They all look the same, like shopping malls. We believe we have the opportunity here to steer this situation into another direction using art and culture. After all, a station is a neutral place that everyone understands, and which is also a place for everyone. And to revive such a place with culture and art is a moment against the trend towards conformity.”

### The clock ticks on

If they had their way, the two would concentrate all creative people in the city and their neighbours in post\_eins in and around the tower and transform the area into a type of cultural station. “We would transform the whole thing into something surreal,” Christoph Stark laughs. There is in any event no sign of satiety or complacency in the two project initiators. They next plan to convert the sixth floor with its two enormous concrete water tanks, while Agnieszka Wnuczak dreams of a roof-top terrace with café. And both also want to find some use for the large room on the ground floor that connects to the station and its forecourt on many sides. The tower now stands on its own two feet both financially and as an idea itself. The initiators hope they will soon be able to pay employees to carry the ideas and projects out into the city – because, like change in the city, the clock in the tower ticks on. (C.C.)

# STELLWERK WITTEN

A man with a beard, wearing a grey hoodie and jeans, stands on a street pointing his right index finger towards a wooden signpost. The signpost has two arrows: a yellow one pointing right with the word 'Stellwerk' and a dark grey one pointing right with the words 'Studio Bühne'. In the background, there's a red awning and a street scene with buildings and a car.

In 2009, a group of freelancers from the creative industries teamed up to found the Kulturverein Stellwerk e.V. (Culture Association Railway Control Centre) with the aim of serving culture to the public. After starting out with short-term initiatives, the association soon expanded its activities to include strategic district development aimed at highlighting long-term projects and companies that help to instil a local identity. Other activities included the introduction of two regular get-togethers in the quarter and the opening of a culture bar called Knuts, all of which are designed to create a buzz and to lead the quarter's long-term revival.

If you head away from the centre of Witten towards the area around Wiesenstraße, you're bound to notice all the small but appealing shops, pubs, bars and handicraft businesses, some of which have been there for many years. Bucking the trend seen in many other towns and cities, such businesses are thriving here and growing in number all the time. Philip Asshauer, Managing Director of Witten's Kulturverein Stellwerk e.V., calls it a "self-fulfilling prophecy" as new shops and residents are being drawn to the area after the association started building up a lively and creative quarter in 2010 and even gave the site its own brand name, the Wiesenviertel (Wiesen Quarter).

Philip Asshauer and his team actually had other ideas in mind when founding their cultural association: "Back then we simply weren't aware of the potential tucked away in this quarter." The Stellwerk founders originally focussed on the number of vacant premises and how they could use individual art events to breathe new life into the area. "We wanted to try out lots of new things in various places without worrying about whether or not it was going to work. That was what we originally had in mind."

The Stellwerk founders wanted to do something that appealed to their 20-35 year-old target group, so they came up with Nachtsyl (night shelter), an event where independent and fringe theatre groups performed all night long in front of the empty shops in and around Wiesenstraße. "We investigated questions like 'Shall I carry on living here?' or 'Do I identify with the city I live in?'"

## From short-term to long-term activities

After starting out with short-term initiatives, the association moved on to introduce long-term activities. Thanks to funding from the Jugend belebt Leerstand (reviving vacant areas and premises with young people) scheme, the Stellwerk team started looking where they could introduce cultural activities to help shape the local area. "We noticed that we just happened to be in this quarter." The area around Wiesenstraße was ideally suited to the Stellwerk team's plans thanks to its proximity to the railway station and the two main shopping streets thus also offering students a choice of flats in older buildings.

By opening culture bar Knuts in a former empty shop on Wiesenstraße, the Stellwerk team provided the quarter with a place where locals could go to meet one another, which in turn allowed them to grow the network they'd built up during previous activities. Anyone and everyone could drop in and get involved, all they needed to bring along was enthusiasm. The jobs at hand, such as stripping wallpaper and assembling furniture, were posted on Facebook or Knut's notice board. "A lot of people discovered their pioneering spirit after hearing that some people had opened up their own café," Asshauer explained. Young people, students and trainees were particularly keen to get involved and helped renovate Knuts within just three months. When the bar opened its doors at the end of March 2012, it wasn't just a place for get-togethers in the quarter, it also served as a venue for cabarets, music events, readings and other events. The café started turning a profit after just six months and provided Stellwerk with a regular income while also creating jobs. Knuts also became THE place to go with



project ideas. The rear building was initially fitted out as a creative workshop, but later turned into a small theatre. "Anyone with an idea could drop by and discuss it with us to see how we could make it happen," Asshauer said.

### Culture pub Knuts serves as community project

Knuts was initially the hub of all the activity in and around Wiesenstraße. Over time though, some of the groups and projects began to branch out with a knitting group consisting of young mothers knitting various items used to decorate trees while a student project called BlumenPOTT (plant pot) created a mobile urban garden and "a few people started putting scarves and hats on bollards that are unique to this quarter," Asshauer explained, and added that "This really showed what makes this quarter unique."

Shop owners also showed a growing interest in what was happening in and around Knuts. The Stellwerk team saw this as an opportunity to get shop owners involved in their next project: coming up with a name for the district and organising a festival. This is how the Wiesenviertelstammtisch (round-table meeting for people from the Wiesen Quarter) came into being. "The shop owners were open to new ideas and really enjoyed the energy being put into the project and the way it was carried out," Asshauer pointed out. The local press also started using the term Wiesenviertel (Wiesen Quarter) and the get-together still remains a hub for everything that goes on in the local area. The Wiesenviertel festival, which was first held in June 2012 and saw some 3,000 visitors flock to the area, has already become a local institution along with the Nachtsyl theatre project and the advent calendar activities marking each day of advent.

### A name for the quarter

Not only was the Stellwerk studio a central point of contact for project ideas and affairs related to the quarter, it also became the place to go to when looking for a flat to rent, especially for students, trainees and young families. "We then had the idea of creating a brand name for the area, the Wiesenviertel," Asshauer said. In order to establish and foster awareness of the Wiesenviertel brand, a website



was introduced ([wiesenviertel.de](http://wiesenviertel.de)) and another regular get-together was launched to involve representatives from the local authorities, cultural and educational institutions in the district's planning processes, to enable synergy effects and to ensure that processes required as little red tape as possible.

Initially the Stellwerk members were largely responsible for initiating new projects and activities, but now Asshauer and his team are starting to hand over responsibility to the local residents. "We want to take more of a back seat from now on," he said. And this is how the idea for the "black market" project came about. Subsidies totalling 120,000 euros from the German government are to be spent on projects and business ideas aimed at improving communal life in the Wiesenviertel in the long term. "The aim is to get business ideas up and running that will flourish in the long term." One such project is the co-working space that opened its doors primarily to students and freelancers from the creative industries in October 2014. Philip Asshauer wants to involve local residents in the future even more when deciding which local projects and companies should receive public funding from federal or state government: "Our aim is to achieve a critical mass in terms of project participants and ensure that processes here in the quarter become independent."

The people at Stellwerk certainly aren't lacking ideas for the local area and are currently working on a neighbourhood square in the Wiesenviertel. "It's just an abstract term at the moment," Philip Asshauer said. "That's why we're starting out again with short-term activities related to cooking, gardening and crafts to give people an idea of what a neighbourhood square could be like," he added.

The founders of the Stellwerk cultural association have made it their task to encourage Wiesenviertel residents to actively shape their surroundings and launch their own projects and business ideas aimed at improving both social cohesion and the local economy in the long term. Wiesenviertel is both a brand and a network that Stellwerk has created with the aim of developing a vibrant and creative quarter that's here to stay. (C.R.)





# JAN SCHOCH

## ESSEN



Jan Eike Schoch is a free-lance artist with roots in the graffiti movement. Today he realizes his work not only in public spaces but also in his studio. He was one of the first artists to move into Schützenbahn 19/21, a building set up as an artist studio building at the end of 2011. Its establishment marked the start of the development of a creative quarter in Essen's north downtown. Above all with his long-term project "Art meets Art" Schoch is helping to build a bridge between academy-taught painting and contemporary, urban art forms. With the creative execution of the 80 metre long wall of a former tunnel on Gladbecker Straße Schoch together with other artists has created a flagship of the creative quarter and at the same time brought together academy-oriented art forms and street art.



Jan Eike Schoch was one of the first to move in as at the end of 2011 the city of Essen rented floors of the empty building at Schützenbahn 19/21, a former TV station, and established there the first artist studio centre in the north of Essen. The artists' group Freiraum2010 – among them Jan Eike Schoch – had occupied the empty German Trade Union Congress building nearby for a number of days during the cultural capital year. It was meant as a protest to draw attention to the fact that free-lance artists urgently needed studio space for their work. "We got a lot of press coverage and the political establishment saw that they had to deliver."

### Alternative artists' quarter in the North City

After a while the number of applicants for a place in the first studio building was so large that further studios were rented in Viehofer Street. In the meantime some 170 artists have moved into the quarter with their studios, around 40 of them in the two municipal studio buildings. "With the idea of establishing more alternative art and culture in the quarter and of bringing together there as many artists as possible I took a leaf from the book of the development of alternative scene quarters that one sees in metropolises such as Berlin and Hamburg," says Jan Eike Schoch. "And this also motivated me to go outside and to carry my ideas into the public area."

Thus the first large-scale project of the Essen artist for the creative quarter was also one making use of public space. Under the banner theme of "City-Man-Space" Schoch together with other artists from Düsseldorf, Hamburg und Copenhagen wanted to artistically shape the 80 metre long wall of the former tunnel on Gladbecker Straße. "The idea arose from my own artistic career," says Schoch. "I come from graffiti but occupy myself also with the fine arts and attempt to break down the barriers between the two. I attempt to do this by working not only in oil but also with spray cans and also in terms of the motifs I select." For the large project he brought together artists with purely academy-based training and ones with a street art and graffiti background. The project links together two different art milieus, whereby the fact that Essen University is at one end and the creative quarter at the other end came about "purely by chance", according to Schoch. "As a "painter of walls" one always has one's eye open for suitable surfaces. When I saw this wall, my heart gave a jump for joy."

### Graffiti wall: first a matter of dispute, then a flagship for the city

16 months of preparations, the collecting of donations and discussions with the "Art in Public Spaces" jury on the necessary approval passed before the project could actually be realized in May, 2013. An important bone of contention was the fact that the artists deliberately would not submit a concrete draft. "The image should emerge in the process of its completion," says Jan Eike Schoch. "It was a matter above all of the interaction on site." The arguments on the matter ended up in a public podium discussion with representatives of the jury, ecce, Essen artists as well as the active participation of the city's art-interested public. "It also became clear in the discussions that it would be absurd for the city not to approve the project considering that the painting of the wall is actually a present for the municipality – a huge present," relates Schoch looking back. Today the wall is seen as a flagship for the quarter.

Despite all the time-consuming and difficult negotiating on conditions, Schoch's artistic concept was accepted. "An amazing amount of exchanges took place between the different groups of artists whereby each participant showed himself open for the mode of thinking and working of the others," says Schoch. The necessity to work in a public space showed the studio-based artists in particular how transparent one is as an artist on the street. "We were addressed by passers-by every hour." Although the feedback was largely positive the further the work progressed, there were especially at the beginning a number of encounters of a special kind. As, for example, when the Düsseldorf artist Jonathan Auth and the street artist "Sender" started to paint their vision for the future of the city on the wall: "The two of them mixed five dark, yucky grey, green and brown tones in large buckets, took long-handled rollers, dipped them in the paint and then in the wildest manner simply painted just dirty vertical stripes on the wall," relates Schoch. "15 minutes passed and then the police arrived." A situation Schoch knew well from his own graffiti work in public spaces!

### Artistic licence for the co-creating of the quarter

Even though a large part of his work is carried out in the studio today, Jan Eike Schoch regularly takes on projects in public spaces in the quarter. "The quarter has great potential and one encounters a lot of freedom as an artist. In addition



there is the opportunity to play around and have a say in things," says Schoch. Playing around includes sounding out or testing how an artist working on the street is perceived by people passing by – i.e. as something absolutely normal or more as something illegal. "It is in fact not defined what one can do here," says Schoch. This is determined not only by the infrastructure as existing but also by the frankness of the people in the area and the motivation of the artists. "Ideas are welcomed here," is Schoch's experience. This view is now being shared to an increasing extent by the businesses and property owners in the district.

Thus, for one of his two exhibitions as curator, Schoch was able to persuade the owner of an empty building to permit this to be used for the exhibition. "I painted the walls completely white and installed lighting," says Schoch. Thereby he created a place at which since then exhibitions have taken place time and time again. In the meantime the landlord is letting one floor of his property as a studio. Schoch sees this development as proof for the positive effect that the moving of artists into the quarter can have.

### Art meets art studios – group studios for mutual inspiration

Schoch is currently planning his move from the studio building to a commercial also within the district. Here with an artist community he wishes to establish a fixed location for his project "Art meets art studios". Selected artists from the fields of painting, sculpting, music and performance will work and participate here. "It is a matter of achieving reciprocal inspiration," says Schoch. "When I can get input from another person for my work and this other person must permit me to observe him in his work – this is marvellously exciting and wonderful."

Although Jan Eike Schoch believes that there is a lot of creative potential anchored in the quarter, he is worried about a possible effect of its future development: "It is clear that – in motivating artists to move here – the city is hoping for the probable development of infrastructures in the form of galleries and cafés and for the related increase in the value of the area. And here I am worried that with the up-marketing of the district rents will be driven up." Schoch agrees that this is still a long way off. Nevertheless it is a matter close to his heart to prevent this. "If a lot of students were interested in moving here so that thereby the area would come to life, it would be a great pity if they then found that they could not afford the rents."

In addition to his work as an artist both in his studio and in public spaces, Jan Eike Schoch sees himself as a shaker and mover for the quarter. Helping to realize ideas, winning and developing abandoned buildings for new studios and exhibitions – in this field he sees his task as networker and go-between. And now – as one of the first generation of tenants of the studio building at Schützenbahn 19/21 – he is taking the step of realizing his artistic projects in his own location in the quarter. (C.R.)



## URBAN CHANGE **CULTURAL PLACEMAKING IN THE RUHR REGION**

- ◆ BOCHUM
- ◆ DINSLAKEN
- ◆ DORTMUND
- ◆ DUISBURG
- ◆ ESSEN
- ◆ GELSENKIRCHEN
- ◆ HERNE
- ◆ OBERHAUSEN
- ◆ UNNA
- ◆ WITTEN





# CREATIVE.QUARTERS RUHR

## THE PROGRAMME

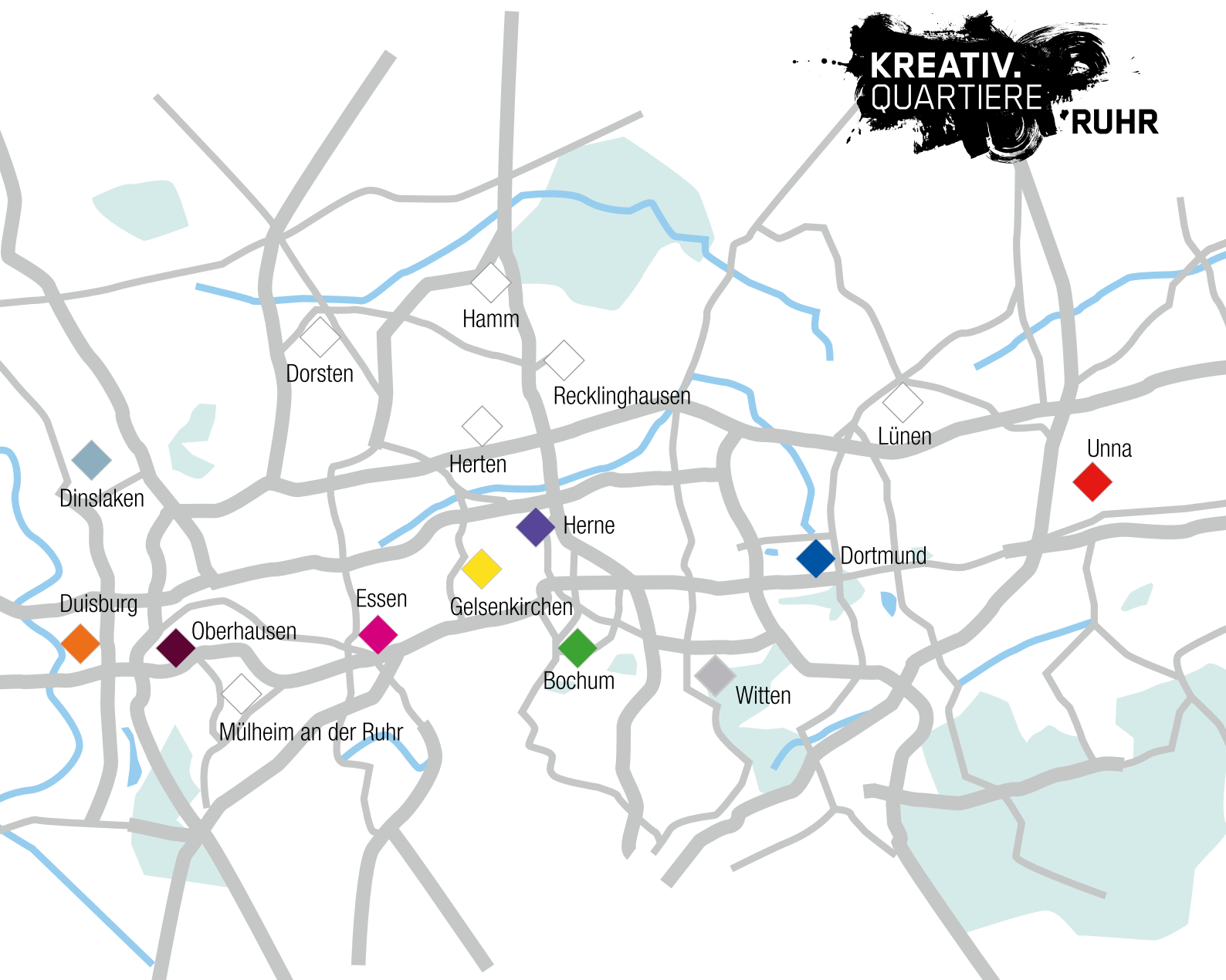
Creative.Quarters Ruhr is a programme of the State of North Rhine-Westphalia in cooperation with ecce (european centre for creative economy) and wmr (Wirtschaftsförderung metropol Ruhr). The aim of the programme is to support and accelerate the emergence of artistic, cultural and creative milieus. This starting point for support was chosen deliberately because of the influences of creative milieus on urban development processes which, in a next step, can also trigger economic effects. Ultimately, they can lead to an upgrading of urban areas and increased settlement of cultural and creative entrepreneurs.

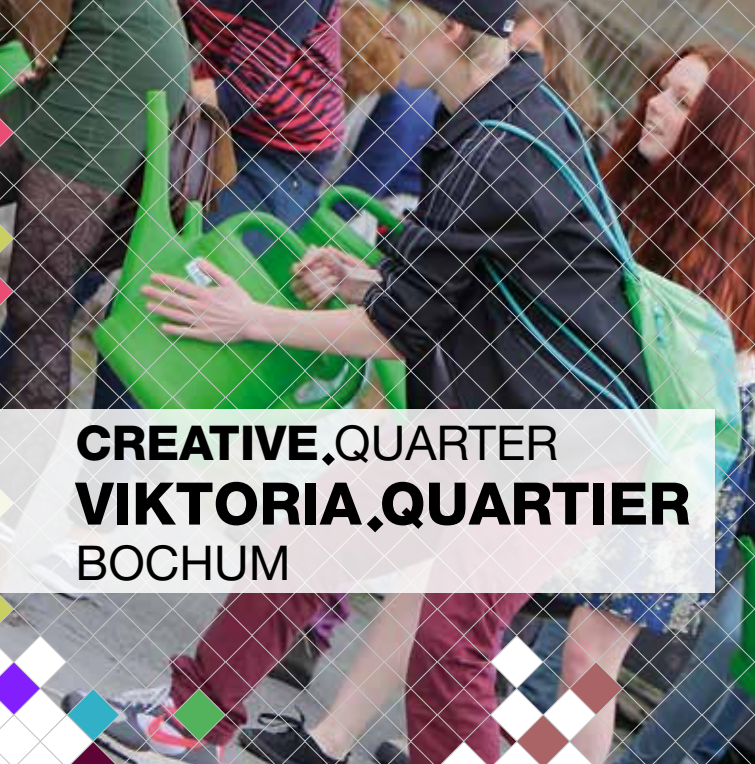
Features of the programme are for example:

- ◆ an approach that is appropriate for the target group and helps in forging the identities of quarters;
- ◆ integrative project funding in culture and the creative industries;
- ◆ organisation of round tables for dialogue at eye level between local governments, professionals involved in cultural affairs, artists and other creatives as well as property owners;
- ◆ advising of potential applicants, moderation and coordination of round tables and development of strategies in the quarters.

ecce also furnishes supporting instruments ([www.kreativ-quartiere.de](http://www.kreativ-quartiere.de)) and embeds local activities in a regional and European context. All cultural and creative projects that irradiate ongoing impulses for the development of their quarter are eligible to apply for project promotion – within the framework of an integrative strategy for the quarter developed jointly with the partners. This process aims to establish a basis for the continuation of the projects once public funding has come to an end. The principle of “Process – Dialogue – Promotion” creates a cultural social learning environment that can be the basis for sustainability borne by the players and rooted in the district. All towns and cities as well as artists and other creatives/initiatives from the Ruhr region are eligible to apply for support in cooperation with the municipalities.

We invite you to take part, in strategic collaboration with ecce and wmr, in these learning and development processes in the Ruhr region to build a model for the future of cultural urban development. This will create added value beyond the Ruhr region for many other European cities as well. We encourage you to seek direct contact with the players in the Creative.Quarters Ruhr and in this way follow your own creative, very personal path of exploration of urban change.





## CREATIVE QUARTER VIKTORIA QUARTIER BOCHUM

Somewhere along the quarter between the Schauspielhaus theatre and the former industry complex Jahrhunderthalle simply had its nickname: "Creative Banana". It is a quarter in which all come together – established cultural institutions, dedicated creative enterprises, artists of the free scene, subculture and university departments. The eponymous fruit ensures the visitors and residents of the quarter cultural nourishment – supplemented by the music centre currently being built and Bochum's established entertainment district next door.

### Zukunftsakademie NRW

**Humboldtstraße 40, 44787 Bochum** The Zukunftsakademie NRW (ZAK NRW), meaning Future Academy North Rhine-Westphalia, explores questions on the urban society of tomorrow. Migration, individualisation, globalisation and increasing urbanisation are the realities. What do art and culture mean for innovative and sustainable urban development? The academy is an institution established by the government of the State of North Rhine-Westphalia, the City of Bochum, the Bochum Schauspielhaus and the Mercator Foundation in which museums, public cultural administrations, politicians, town planners and artists discuss and think about issues from their different perspectives. ZAK NRW sees itself as a platform and environment for experimentation to consider the fields of intercultural, cultural education and urban society from various angles – in particular also the artistic angle – and to develop them further in a holistic approach.

[www.zaknrw.de](http://www.zaknrw.de)

### Bermuda3Eck

Bochum's entertainment quarter with its many pubs, cafés, restaurants, discotheques and cinemas is popular far beyond the city's limits and is a fashionable meeting place in the Ruhr region. The Bermuda3Eck mixes different types of people and temperaments. The roots of the quarter go back to the 1960s when its founding father and today impresario Leo (Leonardo) Bauer and 40 kindred spirits established the self-run cultural centre Club Liberitas. At present Leo Bauer is developing a cultural and restaurant centre on parts of the former Bochum central station. Being close to Bochum's Schauspielhaus theatre and focusing young lifestyle, the Bermuda3Eck is an important locale and player in Bochum's cultural scene.

[www.bermuda3eck.de](http://www.bermuda3eck.de)

### Bochum Music Centre

**Viktoriastraße 75, 44787 Bochum** The Bochum Music Centre is being established at a central point in the quarter. The consolidation of a new concert rehearsal and performance hall, multifunctional hall and the existing St. Mary's Church into one large artistic unit will open up the chance to use musical production as a motor for cultural education, economic activity and urban development. It is an open place that invites all citizens of Bochum to partake in cultural education. The Music Centre is set to become the permanent home of the renowned Bochum Symphony Orchestra.

[www.musikzentrum.bochum.de](http://www.musikzentrum.bochum.de)

### URBANATIX

**Henry-Bessemer-Park, 44787 Bochum** They now fill the "Jahrhunderthalle" – a giant industrial hall of a former steel plant – every year with their shows, they tour throughout Europe and earn standing ovations wherever they perform. URBANATIX merges upcoming street style talents with world-famous acrobats, resulting in breath-taking performances that thrill young and old alike. The success of URBANATIX lies in its mixture: BMX riders, parkour artists, skaters and breakdancers meet exceptional acrobats. The "URBANATIX Open Space" opened as all-year training grounds in 2014. In the long term director and initiator Christian Eggert plans to establish a school for acrobatic arts in the Ruhr region.

[www.urbanatix.de](http://www.urbanatix.de)



### n.a.t.u.r.

n.a.t.u.r. sees itself as a platform for makers, initiatives, players, artists, visionaries and everyone who wants to actively shape one's urban habitat. Originally initiated as a local event in the heart of Bochum, n.a.t.u.r. (German acronym for "Natural Aesthetics Meets Urban Space") has grown through a larger festival format with national appeal into a think tank that has developed major events on sustainability, participation and promotion of the free arts several times a year. The project focuses on regional artists and artistic groups and offers them an opportunity to present themselves to a broad public. The activities presented during the festivals "Future Project n.a.t.u.r." and "Guerrilla Days" highlight the immense creative potential of the Ruhr region – all also with a focus on participative urbanism. Extensive portrait on page 14/15.

[www.festival-natur.de](http://www.festival-natur.de)

### C60/Collaboratorium für kulturelle Praxis

**Rotunde, Konrad-Adenauer-Platz 3, 44787 Bochum** C60 aims to create an innovation platform for contemporary art, science, urban development and the creative economy. The interdisciplinary initiative grew out of a project of the Ruhr University Bochum and works mainly at the interface between colleges and universities, local government and cultural and creative organisations. Located right in the middle of Victoria Quarter in Bochum, C60 presents current artistic and scientific positions to an interested public. It focuses activities that involve experiments, curiosity and a spirit of adventure at the boundaries of and between disciplines. C60's scenario for the future is an inner-city campus that is not only a cultural-scientific institution, but also contributes to creating a sense of identity – a dynamic place for education, research, creativity and innovation.

[www.c60collaboratorium.de](http://www.c60collaboratorium.de)

### ROTTSTR 5 Theatre

**Rottstraße 5, 44793 Bochum** World-class theatre on a small stage: the ensemble around Hans Dreher and Oliver P. Thomas has repeatedly caused a furor with its exhilarating performances, at the same time winning a reputation as one of the most creative and ambitious off-theatres in the Ruhr region. Just as unusual as the programme is the venue itself: located in a backyard, not far from the red-light district, in the catacombs under a railway bridge. With seating for just on 50, the old cinema seats and sofas generate an underground atmosphere with first-class performances. When trains run overhead, the happenings on the stage blend into a literally vibrating urban space. Raw and unplugged, the ROTTSTR 5 stages own and external productions, concerts and lectures.

[www.rottstr5-theater.de](http://www.rottstr5-theater.de)

### ROTUNDA / Former Catholic Day Train Station

**Konrad-Adenauer-Platz 3, 44787 Bochum** Once Bochum's central station, now a venue for concerts, exhibitions, parties, lectures, theatrical productions and performances in an inimitable ambience. The Rotunda is also home to the project n.a.t.u.r.. On the wastelands around the building not far from the lively pub district "Bermudadreieck" and the evolving Music Centre, the new C60 campus is to grow by the motto of "out of the lecture hall and into the city!". The different population groups and players meet in the Rotunda to discuss, design and negotiate the further development of the quarter.

[www.rotunde-bochum.de](http://www.rotunde-bochum.de)

## VIKTORIA QUARTIER



## BOOM!

**Kortumstraße 2, 44787 Bochum** The Boom! store rotunda has characterised the face of the Konrad-Adenauer-Square, the southern gateway to the Bermuda3Eck, since 2008. Boom! is a trendy retailer for streetwear and skateboarding. The spectacular skate park on its roof offers a training area 400 square metres in size for both experts and beginners.

[www.boom-bochum.com](http://www.boom-bochum.com)

## butterbrotbar

**Hans-Ehrenberg-Platz 1, 44793 Bochum** Home-baked bread from leaven and down-to-earth sandwiches are the trademark of this sandwich bar. Maren Meyer zu Westerhausen runs this small shop not far from the Bochum Schauspielhaus. She offers a savoury assortment including a very popular lunch, also available up to your own front door by bicycle delivery service.

[www.butterbrotbar.de](http://www.butterbrotbar.de)



## ROTTSTR 5 Art Halls

**Rottstraße 5, 44793 Bochum** Art under the bridge: there have been galleries in the vaults under the railway bridge in Rottstraße since 2004. Exhibitions, readings, film screenings and forums link art with an urban discourse and are gradually attracting more artists to settle in the area.

[www.rottstr5.de](http://www.rottstr5.de)

## Projektraum adhoc

**Schmidtstraße 35, 44793 Bochum** Projektraum adhoc, meaning project space ad hoc, has presented monthly exhibitions of artists from the region and beyond since May 2013. The special challenge: the exhibitors must take up with the unusual location, a former garage, which offers nothing of the conventional idea of a neutral exhibition site. Art without White Cube and curators, but with lots of freedom and charm.

[www.adhocraum.com](http://www.adhocraum.com)

## SAE Institute Bochum

**Metzstraße 23, 44793 Bochum** The SAE Institute is the leading private organisation in the field of audio-visual media education with more than 50 branches worldwide. The campus in Bochum is one of eight in Germany. Thus an important player and promoter in the media industry has settled in the region in a renovated bunker – the “Zentralmassiv” – with two-metre thick walls from more than 70 years ago, but boasting technical equipment of the latest standard. The Springerplatz square in front of the bunker has also been renovated and, together with the Zentralmassiv, irradiates vitality into the Griesenbruch district. Working in collaboration with the Folkwang University of the Arts (Essen), SAE has developed the course “Master of Arts Professional Media Creation”, which supports the professional and marketing skills of bachelor degree graduates with an artistic line up since 2013.

[www.bochum.sae.edu](http://www.bochum.sae.edu)

## Bermudahaus

**Kerkwege 3, 44787 Bochum** It has been located in the middle of the Bermuda3Eck in Bochum since 2012 and caters for everyone looking for a flexible workplace: freelancers, creative folks, start-ups and travelling sales people. Be they individuals or groups looking for a conference room for presentations and meetings or just an office desk. The advantages over a normal office: variable rates (per day, week, month), an informal work atmosphere in the middle of the city and sharing of ideas with like-minded people.

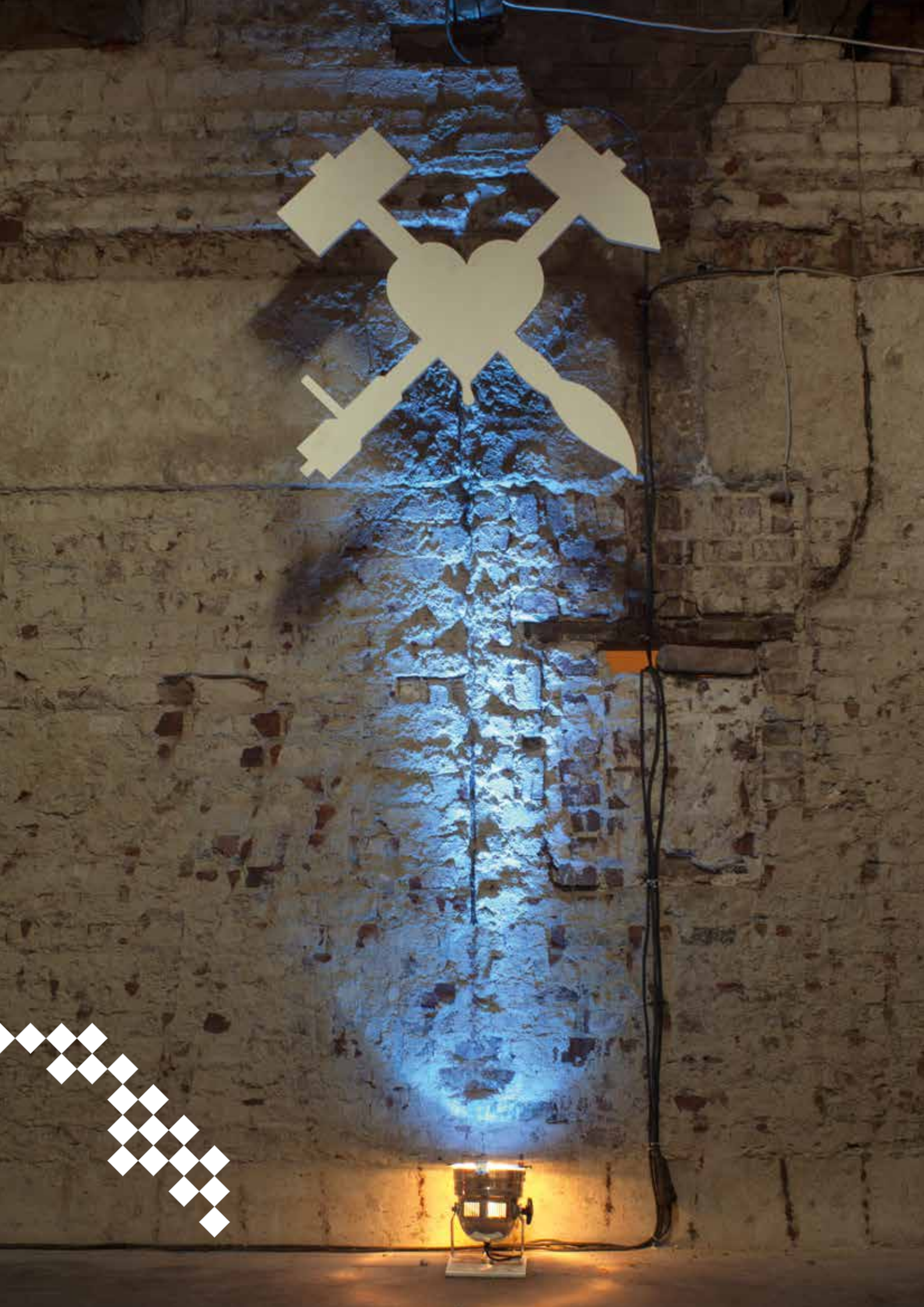
[www.bermudahaus.de](http://www.bermudahaus.de)

## GOLDKANTE

**Alte Hattinger Straße 22, 44789 Bochum** Goldkante in Bochum describes itself as the “bar that belongs to its guests”. It is, namely, not owned by a classical proprietor, but by an association and is open to anyone who wishes to play an active role in fashioning the locale. This DIY character is also reflected by the furnishings around a comfortable bar and interesting decorations. The furniture has to make way several times a week for DJ sets and concerts in various genres. The show “4 Hours/4 DJs” offers visitors the possibility to test their own DJ talent every Wednesday.

[www.goldkante.org](http://www.goldkante.org)









## CREATIVE QUARTER LOHBERG DINSLAKEN

The pay office of the former coal mine was the birthplace of the idea to support Creative Quarters in the Ruhr. Creatives got the possibility to use the old buildings temporarily or even converting them for their needs. Numerous artists and creative industry people settled there, thereby transforming the Lohberg colliery into a worthwhile place to work, live and relax in. The quarter is giving the town fresh momentum and became much more than just a "former pit", namely a centre for creativity with a promising outlook.

### Kunst im Bergpark

"Powerhouse", "Hare" and "Groundwork" are just some of the names of works of art being created by six artists in the planned park at the Creative Quarter Lohberg to 2015. The aim is to turn vast parts of the former mine area into a park as the scenic centre point of the whole quarter: two former mine dumps as landmarks and viewpoints, meadows and playgrounds as well as open spaces and promenades around the recently built artificial lake form the newly called mine park. The experienced curator Markus Ambach (B1/A40) has developed an art intervention in the mine park. The idea is not to fill an already finished park with works of art, but to leave the new beginning enough space – including social space – to develop in a workshop process.

<http://www.kql.de/de/erholen/einfuehrung.php>

### Dancing On Ruins

"Dancing on Ruins" turns old into new and something creative of higher quality – by upcycling. For example, the pages of old books fold into the slogan of a work of art or a used bicycle tyre is transformed into a fashion accessory as belt. This production spares resources and is socially fair as it stands for "vegan, fair and ecological". Since Dancing on the Ruins also works as label and mail order enterprise for records, there is much to browse through on its website.

[www.tanzaufuinen.de](http://www.tanzaufuinen.de)

### OpenHouse

Artists in the Creative Quarter Lohberg host an open day four times a year to offer visitors a look into their studios, seminar and exhibition rooms. Fundraising events, concerts, exhibitions and workshops offer art-loving guests a varied programme.

[www.kreativquartier-lohberg.de](http://www.kreativquartier-lohberg.de)

### Debattenort

The Creative Quarter Lohberg has acted as Debattenort, that is a venue for debate since 2011. The series of discussions are directed both at professionals and interested citizens. Up to four times a year invited experts and the audience share their opinions on subjects such as landscape, architecture, art, energy and design. The purpose of the debates is not only to stimulate development of Lohberg locally, but also to encourage interaction with urban, architectural, social and creative processes of change beyond the quarter itself.

### Zeche Lohberg

**Hünxer Straße 374-380, 46537 Dinslaken** The heart of the Creative Quarter Lohberg is the former Lohberg colliery. Protected as a historical monument, 20 enterprises and artists have already moved into the gatekeepers' lodge and some administrative buildings as tenants. It is intended to use urban development funding and as much private investment as possible to transform further buildings and a hall into an attractive location for enterprises from the creative industries.

[www.kreativquartier-lohberg.de](http://www.kreativquartier-lohberg.de)



## CURE

The Creative Quarter Lohberg is part of the project CURE (Creative Urban Renewal in Europe). Apart from projects in Colchester (England), Edinburgh (Scotland), Lille (France) and Bruges (Belgium), three case examples from the Ruhr are also involved in this EU programme to investigate creative urban renewal: the Creative Quarter Lohberg in Dinslaken, the Elbershallen in Hagen and the Scheidt'schen Hallen in Essen-Kettwig. Voyages of discovery and conferences bring these international quarters together. The project was launched with EU funds, but has been independent of such help since 2013 thanks to the involvement of citizens and donations.

[www.cure-web.eu](http://www.cure-web.eu)

## Idea Meets Market

How can creative enterprises establish themselves on the market and survive? This question lies at the heart of a series of events, called Idea Meets Market (Idee trifft Markt) and initiated by the Town of Dinslaken, the real-estate company RAG Montan Immobilien GmbH and the business development agency of the District of Wesel in 2012. Positioned locally, but with a trans-regional reference and international cast. One aim is to qualify creative folks, and another to facilitate dialogues between artists and future entrepreneurs to develop joint projects.

[www.kql.de/de/bausteine/ideetrittmkt2013.php](http://www.kql.de/de/bausteine/ideetrittmkt2013.php)

## Ein Teppich für Lohberg

This is how you build networks: Turkish and German students jointly designed objects, installations and an exhibition in the "Garden City" in 2013. The art project "Ein Teppich für Lohberg" (A Carpet for Lohberg) created an object consisting of colourful nylon strings, coloured stamps and roof battens beautified with paint brushes and crayons that reached from the Garden City to the pit gate. The whole of Lohberg was up and about to accompany the creation, to pose as models and to take part themselves. The project is exemplary for its circumspect, participative development of the quarter that also involves the residents.

[www.kql.de/de/bausteine/teppichfuerlohberg.php](http://www.kql.de/de/bausteine/teppichfuerlohberg.php)

## Ledigenheim

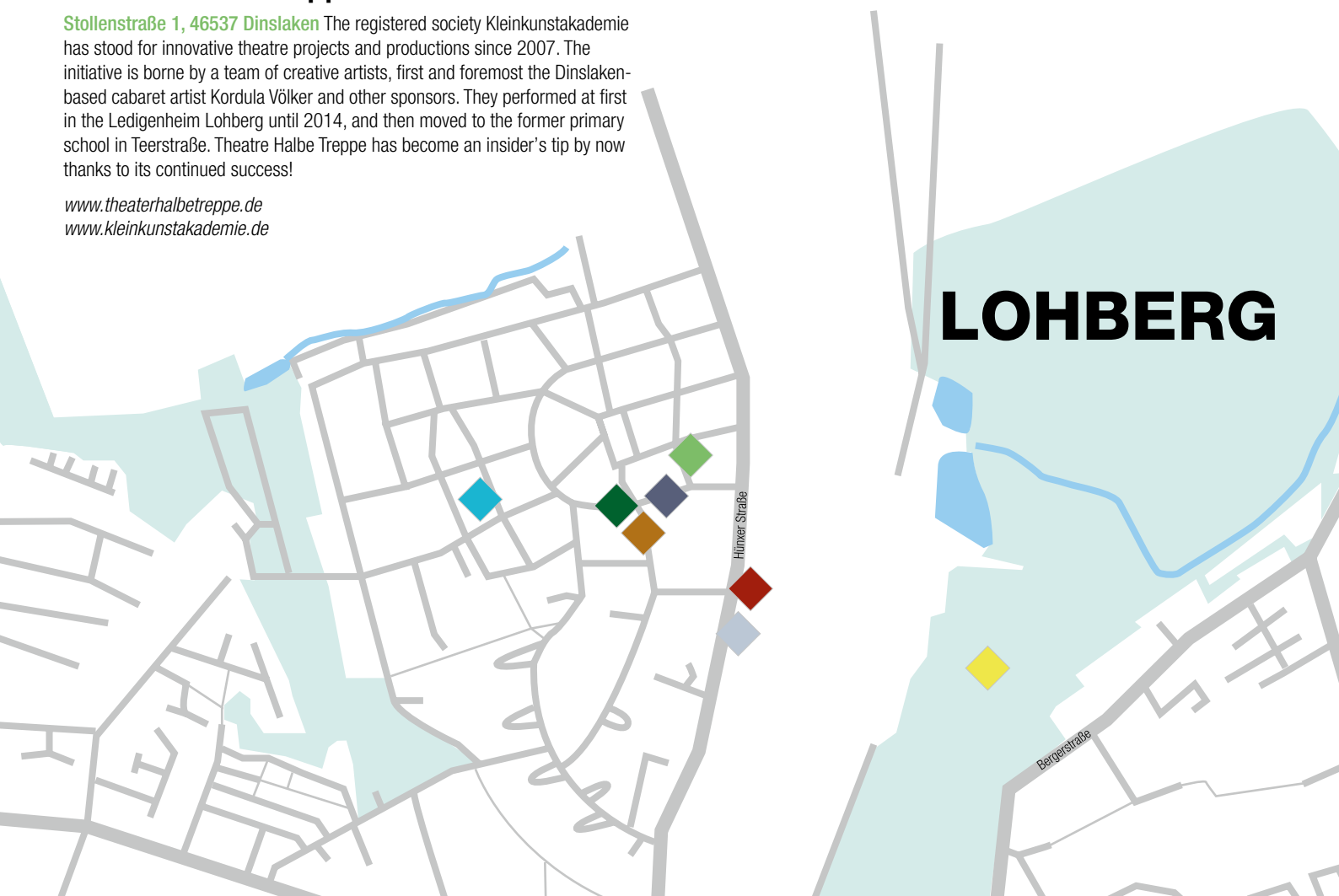
**Lohbergstraße 20b, 46537 Dinslaken** The former miners' home Lohberg, the Ledigenheim, was built in the immediate proximity of the Lohberg colliery in 1914 and housed up to 542 pitmen on a living space of 6,400 square metres. Apart from cabaret and theatre performances, the rooms can today also be hired for private events. Lohberg Ledigenheim is also home to a mosque, an oriental restaurant and a Turkish supermarket as well as the Lohberg entrepreneurial centre (LUZI), various clubs, tradesmen and service providers. The historical building was renovated on the initiative of the association Forum Lohberg and blends in perfectly with the style of the former miners' colony – a modern office complex that has kept its original character.

[www.ledigenheim-lohberg.de](http://www.ledigenheim-lohberg.de)

## Theater Halbe Treppe

**Stollenstraße 1, 46537 Dinslaken** The registered society Kleinkunstakademie has stood for innovative theatre projects and productions since 2007. The initiative is borne by a team of creative artists, first and foremost the Dinslaken-based cabaret artist Kordula Völker and other sponsors. They performed at first in the Ledigenheim Lohberg until 2014, and then moved to the former primary school in Teerstraße. Theatre Halbe Treppe has become an insider's tip by now thanks to its continued success!

[www.theaterhalbetreppe.de](http://www.theaterhalbetreppe.de)  
[www.kleinkunstakademie.de](http://www.kleinkunstakademie.de)





## CREATIVE QUARTER UNIONVIERTEL DORTMUND

More and more artists and creative initiatives, galleries and members of the creative industries are working in the quarter around the former brewery tower Dortmunder U today. Many years ago the neighbouring Union Gewerbehof was set up in the area and became home to numerous creative tenants. For a long time it alone brought together the individual players who initiated change in the quarter. Then, attracted by the new cultural institutions set up in the U from 2010 on, small but active initiatives within sight of the huge brewery tower, galleries, publishing houses and all kinds of creatives began to settle in the area. From 2015 on the City of Dortmund plans a campaign for the quarter to create even more space for experimentation.

### 44309 street/art gallery

**Rheinische Str. 16, 44137 Dortmund** The 44309 street/art gallery offers local and international artists a space for graffiti-inspired art in new, spacious premises opposite the Dortmunder U – be it street art, stencils, graphics, illustrations, objects or photography. The aim of the gallery is to awaken the interest of the general public in street art as a modern form of contemporary art. Renowned artists from the scene are not only offered exhibition space, but also demonstrate their abilities at the point of origin – on the street. In 2013 the gallery organised four large murals in the Unionquarter, with more to follow. The quarter could ultimately metamorphose into an urban walk-through art gallery in the middle of the city.

[www.44309streetartgallery.net](http://www.44309streetartgallery.net)

### Neue Kolonie West

**Rheinische Straße 143, 44147 Dortmund** Strength in numbers – the registered association Neue Kolonie West e.V. (New Colony West) has worked in the Unionquarter since 2010. It is a gathering of artists and creative folks located in the quarter and wants, as network, to influence, promote and support the shaping of the quarter. Once every three months members of the Neue Kolonie West invite visitors to view their studios and exhibitions and organise readings and concerts. Creative folks from outside are given the opportunity to present their projects in temporary exhibitions. These events are popular among visitors and residents alike – because they offer ever new insights into the Unionquarter and the creative people working there.

[www.neuekoloniewest.de](http://www.neuekoloniewest.de)

### Dortmunder U

**Leonie-Reyggers-Terrasse, 44137 Dortmund** The tower of the former Union brewery was opened as modern centre for art and creativity in 2010. On seven floors the Dortmunder U now houses the Museum Ostwall, the Hartware MedienKunstVerein, university institutes, exhibitions rooms of the TU Dortmund University and Dortmund University of Applied Sciences and Arts, a cinema, a media library, a club, a café and a first-class restaurant in the basement. The film installation “Flying Pictures” by filmmaker Adolf Winkelmann on the roof top under the illuminated U has long since become a landmark of the city – and a widely visible expression of Dortmund’s competence in the field of media art.

[www.dortmunder-u.de](http://www.dortmunder-u.de)

### Hartware MedienKunstVerein (HMKV)

**Leonie-Reyggers-Terrasse, 44137 Dortmund** The Hartware media arts association HMKV moved into the Dortmunder U in 2010 after already having awakened the ruins of the former Union brewery to creative life with its exhibition “Reservations of Desire”. The key interest of HMKV lies in an artistic exploration of political affairs and social phenomena. Media art is therefore a general term for a very broad spectrum of artistic forms such as film, audio drama, photography, software art, installation as well as performance and purely text-based forms of expression. The association, which was founded in 1996, can look back on more than 70 exhibitions, video, music and performance projects, workshops, lectures, conventions and conferences, many of which have won international acclaim. For example, the exhibition “Sounds Like Silence” won the “Special Exhibition 2012” award from the AICA, the international association of art critics (German section).

[www.hmkv.de](http://www.hmkv.de)



## FZW

**Ritterstraße 20, 44137 Dortmund** The recreational centre "Freizeitzentrum West" (FZW) was opened by the City of Dortmund in 1968 in the western part of the city. Since then the FZW has developed more and more into an culture event centre with regional impact. Today the FZW is an institution for first-class concerts and events. Now located near the Dortmunder U in rooms equipped with the latest high-end technology, the FZW has transformed to the venue in Dortmund for youth and pop-culture that attracts top acts from around the world to the Ruhr region.

[www.fzw.de](http://www.fzw.de)

## SchönSpur Studio

**Adlerstraße 63, 44137 Dortmund** Three art and theatre educationalists with one common aim: art and creativity in urban space. Silke Bachner, Sabine Gorski and Birgit Schwennecker have rented premises in the Unionquarter and address mainly children and teenagers. The objective of all workshops, art breakfasts, art markets, the open studio as well as art projects in the quarter is discovering one's own creativity. The proprietors also rent the gallery premises out to others working in the art world, e.g. for readings or alternative cultural events.

[www.schoenspur.de](http://www.schoenspur.de)

## Bureau hintenlinks

**Richardstraße 18, 44137 Dortmund** Life and work – old building and creatively used courtyard: in Bureau hintenlinks 10 freelance designers and engineers develop ideas and concepts for the future in the fields of communication and media, scenography, object design and technology.

[www.bureauhintenlinks.de](http://www.bureauhintenlinks.de)

## Heimatdesign/Ständige Vertretung

**Hoher Wall 15, 44137 Dortmund** Its name alone already indicates its regional roots: "Heimatdesign", or in English "Habitat Design", is a hub, platform and dialogue partner for young creative folks from the Ruhr from the fields of design, fashion, photography, graphic arts, object art and architecture. With exhibitions, events, a biannual magazine, shop and the co-working space "Ständige Vertretung" ("Permanent Agency"), Heimatdesign is an important nodal point in the network in the quarter. It also offers young talents and professionals from the region a showcase for their ideas. Under the management of Reinhild Kuhn and Marc Röbbecke, the agency works together with numerous business development organisations in the Ruhr region on events for the creative economy: The event Creative Stage uncovers the creative capital of the region, the fair "Sommer am U" ("Summer at the U") enlivens the forecourt of the nearby Dortmunder U with lectures and concerts and the Innovative Citizen Festival, held 2014 for the first time, is a maker and DIY event for "new urban skills".

[www.heimatdesign.de](http://www.heimatdesign.de)

[www.heimatdesignshop.de](http://www.heimatdesignshop.de)

[www.staendigevertretungdortmund.de](http://www.staendigevertretungdortmund.de)



# UNIONVIERTEL



## Black Plastic

**Rheinische Straße 31, 44137 Dortmund** Black Plastic set up shop halfway between the Dortmunder U and Westpark in June 2013 and offers music lovers from Dortmund and beyond rarities and favourites on vinyl. The range offered by Lukas Hergarten and Valentin Gube defies the mainstream: they only offer records – a good complement to the music trade in the western part of Dortmund city, which also includes the stores Idiots Records (also Rheinische Straße) and the Amsterdam Record Shop. Apart from buying and selling analogue music, Black Plastic also provides accessories for turntables as well as a “laundry service”. Gigs on the premises, for example during the Unionquarter tours of the Neue Kolonie West, are additional highlights.

[www.blackplastic.de](http://www.blackplastic.de)

## Hofcafé

**Huckarder Straße 12, 44147 Dortmund** The Hofcafé is an unconventional gastronomical oasis in the Union Gewerbehof business park: home-made dishes and cakes in an informal atmosphere. The lovingly designed refuge run by proprietor Claudia Lüdtké now also occasionally organises small cultural events and is currently almost the only gastronomical meeting point in the quarter, which is why many Unionquarter tours of the Neue Kolonie West also end there.

[www.hofcafe-unionviertel.de](http://www.hofcafe-unionviertel.de)

## Dortmunder Kunstverein

**Park der Partnerstädte 2, 44137 Dortmund** After 30 years, three moves and now at home in the Unionquarter, the registered art society „Dortmunder Kunstverein“ has always offered room for experimentation and hosted artists from outside town. Over the years the society has exhibited both established artists and unknown talents, some of which have since made a name for themselves. Every year it presents four to six exhibitions from the fields of painting, drawing, sculpture, installation and new media on a particular theme for the year. A comprehensive educational programme with lectures, discussions and talks with artists has made the society one of the most vibrant art venues in the city and an important networking platform for the different cultural institutions in the quarter and in the Ruhr region.

[www.dortmunder-kunstverein.de](http://www.dortmunder-kunstverein.de)

## Salon Atelier

**Alderstraße 66, 44137 Dortmund** From hairstyles to fine art – a group of young artists took over the premises of the former hairdressing salon in 2009. Although, or maybe, because the members of Salon Atelier have very different biographical backgrounds, they find it important to embed the salon in the region and to network. Completely in keeping with the salon character, the programme grants not only insights into the artistic-creative processes, but also reflections on art. The members of the salon also venture beyond their four walls with the exhibition format “Salon en tour”. Whether large, small or crooked: the unknown environments they enter turn into fertile soil for artistic work.

[www.salon-atelier.de](http://www.salon-atelier.de)

## Die Urbanisten

**Rheinische Straße 137, 44147 Dortmund** Local, creative, vibrant! The members of the urbanism association “Die Urbanisten” have designed local concepts since 2010 taking ecology, economy, urban planning and socio-cultural conditions into consideration. Their actions and networking activities aim at promoting and improving civic involvement, social participation and cultural educational work – to create an inspiring, future-orientated and sustainable environment in which to live. The heart of the project is the Culture Laboratory, where ongoing projects are coordinated and new project ideas developed with the professional advice and support of an interdisciplinary group of town planners, educationalists, artists, landscape developers, gardeners, sociologists, designers, photographers, journalists and computer scientists.

[www.dieurbanisten.de](http://www.dieurbanisten.de)

## Projektraum Fotografie

**Huckarder Straße 8-12, 44147 Dortmund** The Projektraum (“Project Room”) is an amalgamation of photographers who run a joint office on the premises of the Union Gewerbehof: it is both workplace and gallery for photographic art, group exhibitions, workshops and individual artistic counselling. The Projektraum describes itself as an art laboratory in which both enthusiastic hobby photographers as well as professionals are granted access to technical equipment and advice.

[www.projektraum-fotografie.de](http://www.projektraum-fotografie.de)

## Evil Flames Fire Company

**Hahnenmühlenweg 61, 44147 Dortmund** What began as a fiery passion has since grown into a creative major force. A variety of artists and other creative folks now work with the six-head ensemble. Established in the year 2000, Evil Flames is today a supplier of (large-scale) productions at remarkable venues as well as fire spectacles on exceptional stages. Fiery walk acts and stilt theatre have long been part of the comprehensive show offered by the ensemble, which now performs Germany-wide.

[www.evil-flames.org](http://www.evil-flames.org)

## Union Gewerbehof

**Huckarder Straße 10-12, 44147 Dortmund** From tradesmen’s colony to creative quarter: when 13 unemployed people occupied the former laboratory building of Hoesch Stahl AG a quarter of a century ago and were then given a contract of tenancy, no one could imagine they would later develop one of the most important creative locales in Dortmund. Today the ensemble of buildings houses 75 small and medium-sized enterprises, from call centre to town planning office and from publishing house to photographers and art studios. About half of the tenants come from the creative industry and have turned the Union Gewerbehof with its approximately 5,000 square metres of rental space to a creative conurbation. Apart from its industrial charm with attractive inner courtyards, its appeal lies in the strong sense of community, creating synergies in an ever-growing network.

[www.union-gewerbehof.de](http://www.union-gewerbehof.de)







## CREATIVE QUARTER RUHRORT DUISBURG

Craftwork and demanding art projects, exhibitions and contemporary music between riverside taverns, harbour esplanade and old town architecture. The once busy harbour quarter at the confluence of the Rhine and Ruhr rivers has reawakened after years of involuntary sleep. Cultural projects already located there and newcomers are revitalising the area – returning cultural life to a Ruhrort steeped in history.

### Kulturwerft Ruhrort

**Fabrikstraße 19, 47119 Duisburg** In 2009 citizens of Duisburg with an interest in culture and history (among them, lawyers, academics and university professors) founded the “Kulturwerft” (Culture Dockyard). Since then the association has worked on the creative development and cultural use of its quarter Ruhrort – originally with the aim of rescuing the old forge at the historic Ruhrort shipyard from decay and using it for cultural purposes. Following a fire and demolition of the building, the association now concentrates on developing event formats for various locations in Ruhrort.

[www.kulturwerft-ruhrort.de](http://www.kulturwerft-ruhrort.de)

### Atelier Iris Weisssschuh

**Weinhagenstraße 23, 47119 Duisburg** The Atelier Iris Weisssschuh is more than “just” a studio. Apart from the expressive abstract works and sculptures that Iris Weisssschuh, native of Stuttgart, presents nationally and internationally, she is also interested in participative art projects and works with young people. She wishes to encourage creative independence and an ability to work freely in them – by the motto “Art must be free and must come from within”.

[www.iris-weisssschuh.de](http://www.iris-weisssschuh.de)

### Lokal Harmonie

**Harmoniestraße 41, 47119 Duisburg** The rooms of the former ironmongery today serve as venue and production place for ambitious art projects with the focus on performance actions, exhibitions and contemporary music. After a period of latency, the institution “Lokal Harmonie” (Local Harmony), founded in 2008, has been reactivated and now grown into a cultural powerhouse – with the support f.e. of the Creative Quarters Ruhr. As a network node and source of inspiration, it is also home to a variety of initiatives such as Kulturwerft Ruhrort, art and consulting, TAD (Theater Arbeit Duisburg e. V.), TuP (Theorie und Praxis e. V.), Mustermann Produktion and Harmonie Media. The common aim of all concerned: to uncover and develop cultural excellence in Duisburgs creative quarter Ruhrort – as nucleus for further urban development.

[www.lokal-harmonie.de](http://www.lokal-harmonie.de)

### HOFkultur

This annual series of events presents performances at unusual venues in Ruhrort. Courtyards, backyards and even ramshackle garages or a hidden cortile are used for theatre productions, readings and music formats.

### Kreativkreis Ruhrort

**Dr.-Hammacher-Straße 6, 47119 Duisburg** It all started off with the European Capital of Culture RUHR.2010 – but the people in the quarter Ruhrort did not only want to speak about sustainability, but also to make it real. A community of artists, professionals from the creative industries, intellectuals and other creative folks in Ruhrort as well as associations and companies therefore formed the “Kreativkreis Ruhrort” (Creative Council Ruhrort). They wish to fuel a lovable and liveable Ruhrort. With events such as HOFkultur and MAXI-Musik, an art and party zone at the Ruhrort harbour festival and a lively Advent calendar, art and culture now live in Ruhrort all year round.

[www.kreativquartier.ruhrort.de](http://www.kreativquartier.ruhrort.de)





### ruhrKUNSTort

**Fabrikstraße 23, 47119 Duisburg** Studio, gallery and general store – diverse, handmade and authentic. The three artists Arno Bortz, Ralf Lüttmann and Britta Odenthal have run a repairshop and exhibition room in a former retail store in Ruhrort since 2012. Deliberately unconventional and at grassroots level: art to show, see and touch. Under the label of “ruhrKUNSTort” (ruhrARTspace), they present not only their own work, but also offer external artists space to exhibit.

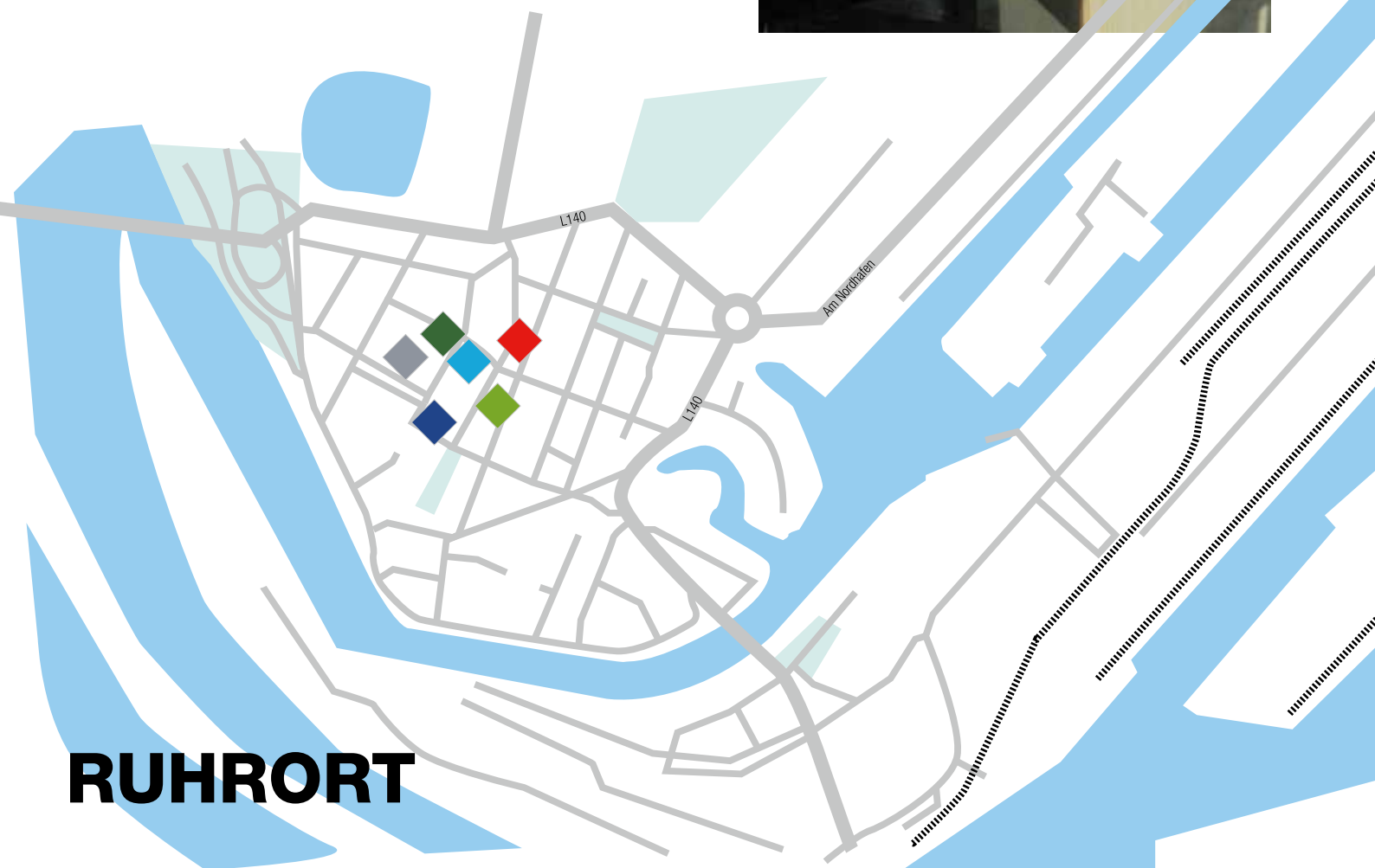
[www.facebook.com/ruhrkunstort](http://www.facebook.com/ruhrkunstort)



### hafenkult

**Am Parallelhafen 12, 47059 Duisburg** Not quite inside, but still nearby: the studio and exhibition house “hafenkult” (harbor culture) lies south of the quarter Ruhrort near the Rhine in between cranes and containers in the commercial district of the harbour “Parallelhafen”. It houses a total of 14 artists from all fields such as painting, sculpture, object art, photography, graphic art, illustration, textile design, jewellery, fashion and stage design on around 500 square metres. The studios and artists exhibit their works to the public in regular exhibitions, events and tours and can be bought at the hafenkult kunst & kaufraum shop or online.

[www.hafenkult.de](http://www.hafenkult.de)





## CREATIVE QUARTER CITY NORTH, ESSEN ESSEN

City North.Essen is a melting pot in the Ruhr metropolis: the quarter is home to unconventional shops, small producer-run galleries, two artist studio centres as well as the co-working and artist studio centre Unperfekthaus and GOP cabaret theatre. The fragmentation in the middle of untidy post-war architecture has its own very special charm and presents an ideal breeding ground for ideas. Here, the free art scene, students of the Folkwang University of the Arts, business people and the creative industries meet and team up with residents and real estate owners. Their common objective: to create a lively urban space in a diverse and contradictory quarter.

### Schützenbahn Studio House

**Schützenbahn 19/21 und 18, 45127 Essen** When the building in Essen that once housed the studios of the RTL television station opened its doors, the demand for space was simply immense: 80 applicants for 12 available studios. The decision of the city to rent rooms in the declining City North.Essen district for cultural creative professionals was the spark that ignited the development of a whole Creative.Quarter, which, through art and culture, has since developed a “we” feeling. Artists and residents today work jointly to improve the quarter. The studio house has thus not only become a place for artists to work, but a steering and meeting point for all activists in the quarter.

[www.kq-essen.de](http://www.kq-essen.de)

### Kulturfenster

**Viehofer Straße 31, 45127 Essen** Showcase for the arts: the large windows at Café Konsumreform in the GeKu House offer artists space to show their work. Called “Kulturfenster” (Cultural Windows) by the City of Essen, the project gives an artist an opportunity to present himself/herself and his/her work every week – from Wednesday to Saturday. All artists and cultural institutions from Essen and its environs may apply as exhibitors. Kulturfenster is overseen by the Cultural Agency of the City of Essen in cooperation with Lokalfieber City North. Essen.

[www.kulturfenster.essen.de](http://www.kulturfenster.essen.de)

### KARO – Kunst in der Kasteienstraße

**Kasteienstraße 2, 45127 Essen** The four artists Ulrike Huckel, Dominik Jais, Anabel Jujol and Annette Schnitzler from Essen have set up a studio with exhibition rooms in former shop premises. Their work ranges from painting and photography to video and performances. They describe KARO as a “self-organised, open space for culture and politics, without commercial or institutional constraints”.

[www.facebook.com/AtelierProduzentengalerieKARO](http://www.facebook.com/AtelierProduzentengalerieKARO)

### Das Kleine Theater

**Gänsemarkt 42, 45127 Essen** Founded in 1965, it is one of the oldest private theatres in North Rhine-Westphalia. Visitors love the informal, almost living-room atmosphere. With only 41 seats, it imparts a feeling of closeness to what is happening on the stage – whether it be a mystery, comedy, children’s theatre or a classical piece.

[www.kleines-theater-essen.de](http://www.kleines-theater-essen.de)

### City-Messehalle

**Rottstraße 26, 45127 Essen** The “City-Messehalle” (City-Fairhall) complements the conventional fair site in Essen: smaller, personal events – with ties to local culture. The exhibition space of 500 square metres in the middle of City North. Essen is ideal for such events. Good equipment, a catering area and free WLAN make the exposition hall an attractive venue for all types of events and activities.

[www.citymessehalle.de](http://www.citymessehalle.de)





### Atelierhaus Viehofer Straße

**Viehofer Straße 38–52, 45127 Essen** The first studio building run by Kunsthaus Essen e.V. at Schützenbahn 19/21 was fully let out after a short time. In October 2013 it opened its second in Viehofer Straße with 20 additional studios on three floors for young artists from all disciplines. Sharing a roof with “Atelier & Galerie 52” of the Folkwang University of the Arts, it is a stepping stone to consolidate the creative potential of the quarter, to expand the network in Essen’s City-North quarter and to irradiate important inspiration for its development.

[www.kq-essen.de](http://www.kq-essen.de)



### Unperfekthaus (UPH)

**Friedrich-Ebert-Straße 18, 45127 Essen** Different and straightforward – the Unperfekthaus is like a vibrant and modern artists’ village. Distributed over seven floors, the building offers offices, studios, conference and meeting rooms, a large roof-top terrace as well as stages and technical infrastructure for artists, creative folks and business people. Co-working is the name of the game and open workspaces are part of the infrastructure; a hotel, student residences and catering establishments are add-ons to the now tried-and-tested concept. Unperfekthaus has long since developed with its founder into a centre alive with ideas for the creative industries in Essen.

[www.unperfekthaus.de](http://www.unperfekthaus.de)



### GOP Variété-Theater

**Rottstraße 30, 45127 Essen** The GOP takes on the art of entertaining people. A branch of the GOP Entertainment Group has been located in the former UFA cinema “Grand Filmpalast” since 1996 and enriches life in the Ruhr region with exceptional culinary delicacies, concept shows that change on a bi-monthly basis, world-famous artists and special events in an imposing hall. The GOP Essen is one of the hot spots in the variety scene in the region.

[www.variete.de/de/spielorte/essen/essen.html](http://www.variete.de/de/spielorte/essen/essen.html)



### Kreativ-Netzwerk

**Kopstadtplatz 8, 45127 Essen** The “Kreativ-Netzwerk – Office for New Media” is a community of professionals from the fields of design/illustration, new media, music and theatre located at Kopstadtplatz square. Inspired by the developments in City North.Essen, Ka Wai Ho, Patrick Kaut and Markus Stollenwerk moved into their premises at Kopstadtplatz as creative full-service providers in early 2013.

[www.kreativ-netzwerk.com](http://www.kreativ-netzwerk.com)

# CITY NORTH.ESSEN



### K29 – Ricarda Fox

**Kreuzeskirchstraße 29, 45127 Essen** The modern art showcase K29 has been located at Weberplatz square in Essen since 2009: off-space for young and experimental art in the northern part of the city. In collaboration with the Folkwang University of the Arts, the Burg Giebichenstein University of Art and Design in Halle and young curators and artists from Switzerland, K29 initiates exhibitions with and by young artists. The location lives from its performances, club sessions, art discussions and artistic events, which mainly attract a young public. Ricarda Fox sees herself as a host with the conviction: art is not a commodity, but a means of life.

[www.k29-essen.de](http://www.k29-essen.de)

### Atelier & Galerie 52

**Viehofer Straße 52, 45127 Essen** There have been studio and exhibition rooms for photography students of the Folkwang University of the Arts in the former premises of the municipal parks department since 2011. The work areas supplement the university's workshops and studios. These rooms located in Viehofer Straße build a bridge between the new home of the Folkwang designers at Zollverein and inner-city life. Such spaces give students the possibility to retreat and use the rooms – without opening hours and timetables – for reflection and debate or to present their work to an interested public on the three floors of the studio house run by the City of Essen since 2013.

<http://galerie52.folkwang-uni.de>

### GenerationenKult(GeKu)-House

**Viehofer Straße 31, 45127 Essen** Young and old, life and work – Unperfekthaus initiator and visionary Reinhard Wiesemann opened the GeKu-House in 2012 as a mixture of shop community and art and flea market, of co-working and cross-generational residential units. At the same time he introduced the discourse on alternative styles of urban life to the inner city of Essen: community and encounter, living with each other and learning from each other – social intercourse is the heartbeat of the GeKu-House.

[www.generationenkult.de](http://www.generationenkult.de)

### Forum Kunst & Architektur/ Kunstverein Ruhr

**Kopstadtplatz 12, 45127 Essen** When the “Forum Kunst & Architektur” (Forum for Art & Architecture) opened in a shopping arcade at Kopstadtplatz square in 2002, there were some doubts about the location. In hindsight it is now possible, however, to speak of a pioneering achievement – or at least that is the conclusion of Peter Brdenk from the Association of German Architects, which runs the forum together with the Ruhrländische Künstlerbund (RKB) art society and the Werkkreis Bildender Künstler (WBK) group of fine artists. In 2003 the art society Kunstverein Ruhr moved in next door. It looks back on a history of 60 years. Both associations offer events and exhibitions and promote dialogues between artists, architects and citizens. Apart from cooperations with institutions such as the Kunsthaus Essen and Grillo Theatre, new, relatively unknown art is mainly granted access to a wider public.

[www.forumkunstarchitektur.de](http://www.forumkunstarchitektur.de)









## CREATIVE QUARTER ÜCKENDORF GELSENKIRCHEN

The transformation of the art colony Halfmannshof and the urban atmosphere along the long-neglected Bochumer Straße are attracting creative folks and bringing light into the grey. The city plans to convert the quarter to a "creative gateway" for people to live and work in. Where the photographers of the project bild.sprachen have long worked, small projects also find space and ideas now. New creative networks like Insane Urban Cowboys are also stemming from the contradictions and the potentials of the area.

### **bild.sprachen**

**Bergmannstraße 37, 45886 Gelsenkirchen** The photography project "bild.sprachen" (picture.languages) was launched in 2008 under the lead of Peter Liedtke and Melanie Kemmer as to match artists and service providers in the field of photography. One part of its programme is an annual photography exhibition at the interface between industrial photography (design) and arts. With exhibitions, information events, workshops and discussions, it offers the Ruhr photography scene a meeting point and possibility to reach out to new contacts and markets. Apart from its exhibition, bild.sprachen is embedded in the Ückendorf quarter of Gelsenkirchen. The project is part of the local creative industries council and, together with the office for local business development, one of the points of contact for settlement of creative folks in the Gelsenkirchen.

[www.bildsprachen.de](http://www.bildsprachen.de)

### **Café Willkür**

**Bergmannstraße 35, 45886 Gelsenkirchen** "Café Willkür" (Cafe Arbitrariness) has been located in a yellow ochre annex right next door to the project office of bild.sprachen since July 2013. Inspired by a neighbourhood steeped in art, Mitra Jennissen decided to open a cultural café where coffee, espresso, cakes and a small lunch menu come across art and cultural events. A superb mixture.

[www.facebook.com/pages/Cafe-Willkür](https://www.facebook.com/pages/Cafe-Willkür)

### **Gelsenkirchen Science Park**

**Munscheidstraße 14, 45886 Gelsenkirchen** Under the slogan of "Working in the Park", the Gelsenkirchen Science Park is a congress and technology centre in Ückendorf. Where steel was once cast, a 300-metre long glass arcade with adjoining office units (German Architecture Award 1995 and other prizes) now dominates the landscape. When night falls, a light installation by the US artist Dan Flavin irradiates outwards. Design companies and graphic design agencies have their home here. The glass arcade itself is host to small trade fairs, receptions and exhibitions, for example the new photos of Pixelprojekt-Ruhrgebiet, a regional photographic collection, are presented here every year.

[www.wipage.de](http://www.wipage.de)



### URB Clothing

**Bochumer Straße 74, 45886 Gelsenkirchen** With their latex “melting tights”, two young fashion designers have made a name for themselves on the international fashion scene. Although the young label „URB Clothing“ mainly sells its work on the Asian markets, it continues to design and work in Ückendorf in Gelsenkirchen. The quality of the quarter and the charm of an old pharmacy as production site were reason enough to open a showroom at Bochumer Straße 74. The two sisters Johanna (Joe) and Sara Urbais, the creative heads behind URB Clothing, make use of both the network in the quarter and the region as well as the city itself. No wonder then that they present their fashion shows in empty flats and stores. Extensive portrait of URB on page 10/11.

[www.urb-clothing.com](http://www.urb-clothing.com)

### Insane Urban Cowboys (IUC)

**Bergmannstraße 73, 45886 Gelsenkirchen** Following the spirit of discovery: the Insane Urban Cowboys (and naturally also Cowgirls) see themselves as a development network of unused creative potentials in Gelsenkirchen, Herten, Bochum and Essen. Their belief in the potentials of the region and their interest in urban sub-cultures and underground art have brought an agglomeration of artists and craftspeople together in the network. IUC is looking for new ways off the mainstream and contributing to upgrading the quarter. In spite of all problems, the conditions for young artists and creative folks looking for a home to work from or who wish to contribute to the network with projects are ideal thanks to the central location in Ückendorf, good infrastructure, low rents and numerous vacant properties.

[www.iuc-ge.de](http://www.iuc-ge.de)

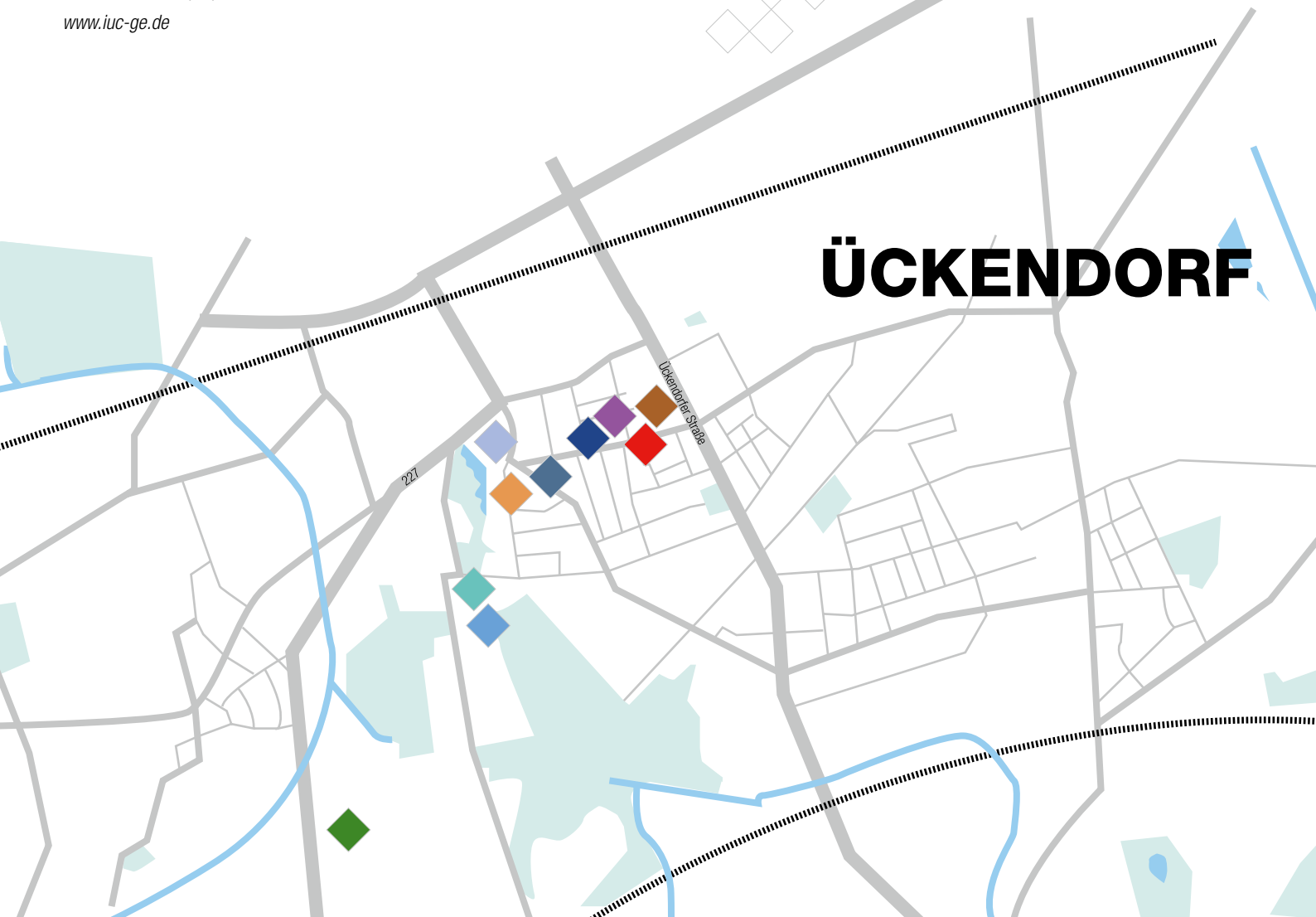
### Halfmannshof Art Colony

**Halfmannsweg 48–54, 45886 Gelsenkirchen** The Halfmannshof art colony enjoyed its heyday in the 1960s with the today celebrated art movement ZERO. Located between the cities of Bochum, Gelsenkirchen and Essen since 1931, city administrators decided to change the colony's concept in 2011: the number of residences and studios was increased from nine to 25; the colony will in future consider all art disciplines; instead of just artist families, the aim is to attract mainly single artists in future. The first artists and musicians have already moved in and a co-working space offers room for creative folks. The Halfmannshof revival has in any event triggered a lively debate in the city on art and culture.

[www.halfmannshof-gelsenkirchen.de](http://www.halfmannshof-gelsenkirchen.de)



# ÜCKENDORF



## Church of the Holy Cross

**Bochumer Straße 113, 45886 Gelsenkirchen** Something new is growing in the middle of the Creative.Quarter: the former Catholic Parish Church of the Holy Cross goes as one of the most important examples of brick expressionism. Its use as sacred building ended in summer 2007. A place where once more than 1,000 believers prayed, work is underway to build a venue for events with more than just regional appeal.



## M:AI Museum for Architecture and Art of Engineering NRW e.V.

**Leithestraße 33, 45886 Gelsenkirchen** A museum about buildings without being a building itself: the M:AI is no museum in the classical sense as it does not have its own exhibition space. Instead the association uses buildings and open spaces for its exhibitions. In its excursions, lectures and artistic activities, the M:AI is very mobile, working in changing buildings or just there where architectural topics and opinions inspire discussion.

[www.mai-nrw.de](http://www.mai-nrw.de)

## Gelsenkirchen Galeriemeile

The "Galeriemeile" (gallery precinct) in Gelsenkirchen shows a portfolio of workshops and studios – mainly along Bergmannstraße but also elsewhere in Ückendorf. The consolidation of local creative folks presents them under a common label and enables events with a cross-regional appeal. "Lights on" at the first weekend of Advent and "Open door" at the first weekend in May are only two of many opportunities to experience the dynamics of the local art scene.

[www.galeriemeile-gelsenkirchen.de](http://www.galeriemeile-gelsenkirchen.de)

## EURASIA Kulturverein

**Schillstraße 23, 45886 Gelsenkirchen** An intercultural dialogue: the Kulturverein EURASIA e.V. (culture society EURASIA e.V.) brings artists from East Asia (mainly Korea) into contact with art and culture in the multicultural quarter Ückendorf. The focus of its events lies on classical music and the fine art of highly professional Asian artists.

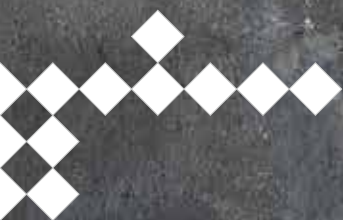
[www.bildsprachen.de/gelsenkirchen/galeriemeile/eurasia-kulturverein](http://www.bildsprachen.de/gelsenkirchen/galeriemeile/eurasia-kulturverein)

## Kultur Ruhr

**Leithestraße 35, 45886 Gelsenkirchen** The Ruhrtriennale, ChorWerk Ruhr, Tanzlandschaft Ruhr and Urbane Künste Ruhr are the four independent pillars of the programme offered by "Kultur Ruhr" (Culture Ruhr region) GmbH. It was established in 2001 inspired by the International Building Exhibition Emscher Park (1989-1999), and produces and presents contemporary, interdisciplinary and international famous art primarily at the former industrial locations of the culture metropolis Ruhr.

[www.kulturruhr.de](http://www.kulturruhr.de)







## CREATIVE QUARTER WANNE HERNE

Vacant stores are really a sign of unwelcome change. But empty space can be transformed into a space of learning – sometimes. An empty department store in the pedestrian shopping area of Wanne is being converted into the KHaus to serve artists and the creative industries as studio, exhibition and workshop venue and place for experimentation. Ideas should be carried out into the city as shopping bags once were.

### pottporus

**Dorstener Straße 262, 44625 Herne** pottporus promotes young creative folks in the fields of word, dance, images and sound. The association tries to redefine artistic forms of expression through street art, words, dance, images and sound. It is an umbrella association for the award-winning dance companies Renegade, Junge pottporus and Danceschool. The pottporus-Festival has been a fixture in the cultural scene of the Ruhr region since 2005: every autumn international artists perform at the Urban Street Art Festival in Herne. Pottporus' goal: to establish art at unusual places. Extensive portrait of pottporus on page 16/17.

[www.pottporus.de](http://www.pottporus.de)

### Kulturkanal

Herne was already initiator and project sponsor when within the framework of the RUHR.2010 European Capital of Culture 10 towns and cities lying along the Rhine-Herne Shipping Canal pooled forces: The "Kulturkanal" (Culture Canal) was born. Their joint aim: to establish a long-term network of art and culture. With more than 90 events and the artistic flagship project "Pictures along the Canal", the so-called Culture Canal 2010 was established between Duisburg and Datteln. The projects resulted in a site that is still used again and again for large events.

[www.kulturkanal.net](http://www.kulturkanal.net)

### DIE AULA – Theatre for urban youth culture

**Städt. Realschule, Semlerstraße 4, 44649 Herne** A school hall is turned into a platform for youth culture. Following renovation work, the school hall of the Grange secondary school was transformed into the official youth culture stage of the quarter in December 2013 as a location for young urban art. Embedded in the secondary school, DIE AULA is still used for school presentations, but also offers creative folks space for performances, concerts and project presentations. It is planned to install a regular programme dedicated to all forms of youth culture.

### Art Pit "Unser Fritz"

**Zur Künstlerzeche 10/Grimberger Feld, 44653 Herne** It was once a mine and became a place for culture, art, exhibitions and other events. A part of the ensemble of buildings of the former mine "Unser Fritz" are now artists spaces in a lively and historical atmosphere. A total of 11 studios is available. Artists show their work in the "white coop", while events and festivals are held in the gallery of the "black coop". A new jetty has been built next door on the Rhine-Herne Canal. It is integrated in the cultural park "Unser Fritz 2/3", which, apart from playgrounds and sports grounds, also offers a beer garden with beach on the canal.

[www.kuenstlerzeche.de](http://www.kuenstlerzeche.de)





## KHaus

**Hauptstraße 272/274, 44625 Herne** Empty department stores are usually not a good sign for inner cities. The KHaus was once home to the Kaufhof department store and is today a breeding ground of ideas on around 2,000 square metres of floor space. During the opening in December 2013, young creative folks from various fields demonstrated the possibilities of KHaus. Free space, innovative ideas and a forward-looking idea of cooperation are planned to be carried from here into the city – just as once shopping bags were.

[www.khaus.eu](http://www.khaus.eu)



## Mondpalast

**Wilhelmstraße 26, 44649 Herne** It shows plays and cabaret with regional roots – under the renowned "Moon of Wanne-Eickel". Apart from entertaining performances the venue also offers local specialities in its tavern Mondschenke.

[www.mondpalast.com](http://www.mondpalast.com)



## Stratmann Performing Arts Academy

**Wilhelmstraße 33, 44649 Herne** The performing arts academy was founded by Mondpalast director Christian Stratmann. It offers courses on, among others, improvisation, free performance, breathing and relaxation techniques and speaking. They are aimed at professionals as well as hobby actors and actresses.

[www.christian-stratmann-akademie.de](http://www.christian-stratmann-akademie.de)



## Jugendkunstschule


**Dorstener Straße 476, 44653 Herne** This art school for young people is like a patron of extramural youth education. It offers courses and projects in the field of cultural education for children, youths and young adults in the fields of music, dance, theatre, graphic design and technical media. Most of the courses are offered in Kunsthaus Crange, which boasts dance and theatre studios, painting and sculpture workshops, goldsmith workshops and rehearsal rooms.

[www.jks-wanne-eickel.de](http://www.jks-wanne-eickel.de)



# WANNE





## CREATIVE QUARTER OBERHAUSEN, MITTE OBERHAUSEN

A new era begins – quite literally: for the clock in the water tower at the main railway station is running again after years of dormancy. Both, a real and symbolic beginning. The group kitev (Kultur im Turm e.V.) wishes to reset the clocks for the city of Oberhausen also: with incredible commitment and creative drive, the association has singlehandedly created an urban art laboratory in and around the tower.

### FROK.

**Poststraße 1, 46045 Oberhausen** The registered association Freie Oberhausener Kreativwirtschaft e. V. (Free Oberhausener Creative Industries), abbreviated: FROK., brings more than 30 freelancers and creative enterprises together under one umbrella. The members of the network benefit from mutual technical synergies, share information and give advice to each other. A good part of the creative industries in Oberhausen presents itself under this common label. Monthly meetings and joint exhibitions are just some of the activities of the interdisciplinary association comprising almost all creative disciplines: graphic artists, film-makers, photographers, wordsmiths, journalists, advertisers, musicians, sound designers, writers, publishers, artists, media educationalists and theatre professionals.

[www.frok.org](http://www.frok.org)

### post\_eins

**Poststraße 1, 46045 Oberhausen** “post\_eins” is the home of the initiative FROK e. V.. The building of the old main post office in Oberhausen has offered creative folks workshops, offices and studios on 1,000 square metres of space at affordable prices since 2010. Designers, film-makers, sculptors, event managers and other creative folks meet there and together develop joint projects and build networks.

[www.post-eins.de](http://www.post-eins.de)

### Bert-Brecht-Haus

**Langemarkstraße 19-21, 46042 Oberhausen** The “Bert-Brecht-Haus” (BBH) as centre for culture and education houses the city library, an adult education centre, a cultural café and the city’s cultural office. It lies on the refurbished square Saporishja-Platz and has developed into a popular venue for culture enthusiasts. The building itself is a prominent exponent of brick expressionism in Oberhausen and the Ruhr region and was formerly used as department store and office of the local newspaper Ruhrwacht.

[www.bert-brecht-quartier.de/dein-quartier/bert-brecht-haus](http://www.bert-brecht-quartier.de/dein-quartier/bert-brecht-haus)

### Druckluft youth and culture centre

**Am Förderturm 27, 46049 Oberhausen** The self-run youth and culture centre offers group rooms, workshops, rehearsal rooms and a vegan café. Here socio-cultural projects and alternative events are welcomed and supported. Apart from flea markets and festivals, young people organise presentations and exhibitions. The concept of “Druckluft” with its “open door” policy has found approval, which is why it is also financed with funds from the State of North Rhine-Westphalia and the City of Oberhausen. Druckluft is a registered association and, among other memberships, a member of the Paritätische Wohlfahrtsverband welfare association and of the Working Group of Socio-Cultural Centres.

[www.drucklufthaus.de](http://www.drucklufthaus.de)

### Quartier-Kreativ-Rat

**Langemarkstraße 19-21, 46045 Oberhausen** The “Quartier-Kreativ-Rat” (Quarter Creativity Council) is a participative institution founded in 2012 in which municipal and church representatives as well as artistic and creative-economy groups from the quarter (e.g. kitev and FROK) take part. Apart from public or commercial organisations, the council is also open to residents: grassroots cultural work for the Creative Quarter.





### Skribble Gebibble

**Postanschrift: Friedrich-Ebert-Straße 48, 45468 Mülheim a. d. Ruhr** The name "Skribble Gebibble" stands for an art and culture group that combines live music, parties and art, resulting in a sound between ambient and IDM (Intelligent Dance Music) reflected both in its international bookings as well in sets by the Skribble DJ team itself. Extravagant stage and room designs turn Skribble events into something unique. In the past few years Skribble Gebibble was a cooperation partner of the International Short Film Festival Oberhausen and performed at the Traumzeit Festival, Fusion Festival and at the opening ceremony of RUHR.2010. The members are a firm fixture of the regular miniature festival Beatplantation and other regional events.

[www.skribblegebibble.de](http://www.skribblegebibble.de)



### kitev (Kultur im Turm e. V.)

**Willy-Brandt-Platz 1, 46045 Oberhausen** The registered association "Kultur im Turm" (Culture in the Tower) was founded in 2006 to implement the project "Museumsbahnsteig" at the central station in Oberhausen. The multidisciplinary use of an empty shop in the station brought up the subject of the station's water tower, which thereafter served again and again as a temporary venue for performances and won worldwide acclaim with the sound installation TANK-FX. The repair of the tower clocks – carried out by the association – and a video installation in the tower reawakened the identification of the citizens of Oberhausen with their station – from the perspective as cultural site. kitev then supervised the conversion of the water tower into a cultural laboratory, venue for events and artist residence. Extensive portrait of kitev on page 18/19.

[www.kitev.de](http://www.kitev.de)



### Gdanska

**Altmarkt 3, 46045 Oberhausen** It offers Jazz, food, pub, café and a beer garden – both Polish and German. The Polish culture restaurant "Gdanska", situated directly at the Old Market, has developed into a genuine hangout for the scene since it was opened in the year 2000. Today it even boasts a small stage. The menu and the cultural programme (music, readings, exhibitions and more) are popular and its New Year's Eve parties are legendary among insiders.

[www.gdanska.de](http://www.gdanska.de)

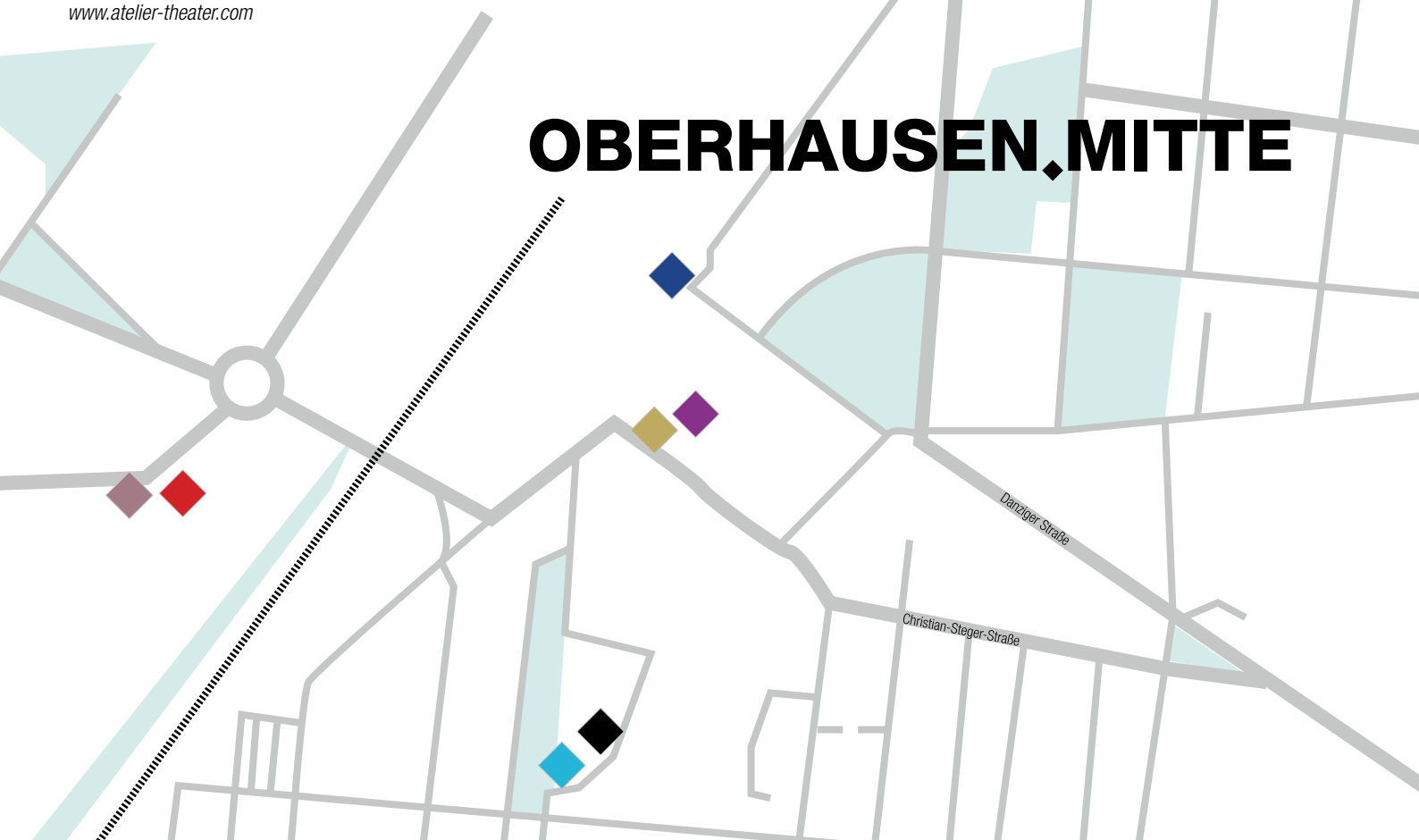


### Atelier Theatre

**Gutenbergstraße 8, 46045 Oberhausen** Oberhausen's smallest theatre celebrated its opening in 2010 in a room not much bigger than a living room with 45 seats. Since then the ensemble, which has grown to 20 in the meantime, performs Ruhr comedies and thrillers, socially critical dramas, fairy tales and productions for children and also works in the field of theatre education.

[www.atelier-theater.com](http://www.atelier-theater.com)

# OBERHAUSEN.MITTE





## CREATIVE QUARTER LINDENVIERTEL UNNA

Lots of light and almost no shadows: the internationally celebrated Centre for International Light Art in the belly of the former Linden Brewery shines out into the world. In this way the world class of the museum also sheds light on projects happening around the socio-cultural centre in the middle of the city. It does not only attract more and more visitors every year, but also artists and other creatives, who are increasingly settling in the quarter.

### Kultur- und Kommunikationszentrum Lindenbrauerei e.V.

**Rio-Reiser-Weg 1, 59423 Unna** This cultural and communication centre Lindenbrewery sees itself as a socio-cultural venue for events and site for experimentation. Clubs, associations, initiatives and individual artists meet here regularly to share ideas, to plan and to work. Cabaret, theatre, exhibitions, readings, concerts from pop to classical, discos and parties take place. Two brew masters who used to work for the Lindenbrewery run a small house brewery. "Schalander", the centre's pub, serves the traditional Linden beer.

[www.lindenbrauerei.de](http://www.lindenbrauerei.de)

### MedienKunstRaumUnna (MKRU)

**Lindenplatz 1, 59423 Unna** The "MedienKunstRaumUnna" (Media Art Room Unna) works mainly on projects with young people and draws from various artistic disciplines. It offers education, special technology-related courses and the possibility for people to produce their own works. The MKRU also supports groups organised in "Kulturrucksack" ("Radio kurux" and workshops for audio drama writers and audio drama production) as well as the youth film festival FatPIGtures.

[www.mkru.eu](http://www.mkru.eu)

### arthaus:nowodworski

**Massener Straße 24, 59423 Unna** Moving art and interactive objects in the second-oldest half-timbered house in Unna: in "arthaus:nowodworski" (art house) the owners and artists Frauke and Dietmar Nowodworski create a liaison between various materials and movement, which they call "practical art". The Nowodworskis open the doors to their studio on the first Sunday of every month between 3.00 p.m. and 7.00 p.m..

[www.nowodworski.de](http://www.nowodworski.de)

### Werkstatt im Kreis Unna

**Nordring 43, 59423 Unna** This initiative "Werkstatt" (workshop) has worked as a motor of labour market policy for 30 years: with offices throughout the district of Unna, it mobilises around 14 million euros of subsidies for counselling, education and qualification in the region every year with its staff of about 350. Around 3,300 people benefit from its work every year. It provides initial and advanced training in around 20 occupations and collaborates with 1,000 enterprises in the region. Its latest offspring is the "Werkstatt-Berufskolleg" in the Linden quarter.

[www.werkstatt-unna.de](http://www.werkstatt-unna.de)

### theater narrenschiff

**Rio-Reiser-Weg 1, 59423 Unna** "theater narrenschiff" (theatre boat of fools) is a free theatre. Apart from numerous own productions in the fields of drama, dance and music, it offers young talent a platform in its youth club "bloßgestellt" (unmasked). Its series "Manta & Degen" regularly presents improvised theatre performances.

[www.theaternarrenschiff.de](http://www.theaternarrenschiff.de)



### Centre for Information and Education (zib)

**Lindenplatz 1, 59423 Unna** The Centre for Information and Education of the Cultural Office of the City of Unna groups all cultural and educational services of the city under one umbrella: the city archive, library and adult education centre, the cultural realm and i-Punkt, the zib Gallery as well as the educational meeting point Lerntreff and media art centre MedienKunstRaumUnna. In this way zib creates added value and facilitates a broad access to cultural education. The zib Gallery is an exhibition site for works of young and established artists from Unna and also offers participants of photography and design courses at the adult education centre an opportunity to present their work.

[www.zib.unna.de](http://www.zib.unna.de)

### Centre for International Light Art

**Lindenplatz 1, 59423 Unna** The Centre for International Light Art is unique in the world. No other museum is dedicated exclusively to Light Art – and that of a world-class standard. The works shine and pulsate in the underground vaults of the former Linden Brewery on a total exhibition space of 2,400 square metres. The permanent exhibition comprises works by internationally renowned artists created exclusively for the high passageways, former cold rooms and fermentation basins. The Centre curates special exhibitions accompanied by numerous educational offers such as symposia, conventions and workshops on the subject of Light Art. The Centre for International Light Art was the nucleus of the ever-expanding art project “Hellweg – ein Lichtweg”, which currently comprises 40 Light Art objects by contemporary artists in public space.

[www.lichtkunst-unna.de](http://www.lichtkunst-unna.de)



## LINDENVIERTTEL

Rembrandtstraße

Massener Straße

Nordring



## CREATIVE QUARTER WIESENVIERTEL WITTEN

Listening to music together, drinking together or joint gardening can strengthen the identity of a quarter: in the Creative Quarter Wiesenviertel of Witten this is achieved through regular pub evenings for local residents, urban gardening actions and cabaret, for which not only the art café Knut's is known. The students of the University of Witten/Herdecke find space in the quarter for their ideas and extramural events – initiated and coordinated by, among others, the association Stellwerk.

### The School

**Bahnhofstraße 13, 58452 Witten** This school for art, communication and economic development draws on the long experience of the "Projektfabrik" (Project Factory). It is an agency and centre that encourages innovative thoughts, design and experiments on the basis of artistic work. Housed in the premises of the former Café Leye, the institution is an educational and advanced training centre for theatre educationalists, for staff from external companies and for the Projektfabrik itself. The aim of the café, which shows monthly changing installations in its windows, is to encourage encounter.

[www.projektfabrik.org](http://www.projektfabrik.org)

### Knut's

**Wiesenstraße 25, 58452 Witten** Knut's combines food and drink with art and culture. Apart from home cooking, it regularly stages cultural events ranging from a KleinKnut's Evening and regular meeting for speakers of French to a knitting club and gallery in which local and young artists can exhibit their works. Knut's Studio Stage lies in the cultural café's courtyard and can be used by young theatre makers, free actors and actresses and ensembles as space for exchange, experimentation, rehearsal and as showroom.

[www.knuts-witten.de](http://www.knuts-witten.de)

### The Hat Salon

**Hammer Straße 5, 58452 Witten** This hat salon in Witten has the right headgear for even out-of-the-ordinary occasions. In one of the last remaining hat shops in the Ruhr, the master milliner Bärbel Wolfes-Maduka makes all hats by hand in her own workshop. From everyday caps to extravagant hats and from festive "Fascinator" to leather cabriolet cap: the team makes customer wishes come true – also in assignments for the large opera and theatre houses in North Rhine-Westphalia.

[www.der-hutsalon.de](http://www.der-hutsalon.de)

### BlumenPOTT

Harvesting vegetables in the middle of Witten! Students of the University of Witten/Herdecke decorate the Creative Quarter Wiesenviertel and the adjacent area according to their own ideas and encourage the residents to take part themselves. That is the simple idea of "blumenPOTT" (flowerPot). Residents and the initiators have already jointly built plant boxes and seats from recycled materials and cultivated vegetables.

[www.facebook.com/blumenPOTT](http://www.facebook.com/blumenPOTT)

### [....] Space

**Wiesenstraße 25, 58452 Witten** It is a space for what? A space for ... everything. The "[....] Space" sees itself as a link: between citizens, creative folks, start-ups and people who want to make a difference in the world. Its goal is to create an atmosphere that picks up creative and entrepreneurial potential and then stimulates own initiative also outside the premises. In 2015 it plans to revamp the large garden together with Knut's – to make more space for everyone.

[www.arbeitundcafe.de](http://www.arbeitundcafe.de)



## für Elise

**Steinstraße 9, 58452 Witten** "für Elise" (for Elise) is not just a second-hand shop for fashion, shoes and bags: everyone can rent shelf-space here and offer home-made things for sale. No matter what: everything and nothing fits together. With a love for detail all furnishings were put together from many different findings and awakens memories of long-lost childhood. A special eye catcher is the spacious fitting room. It provides enough space for a round of cards, but can also be divided into two smaller booths. This concept proves its worth regularly on cabaret evenings, when the fitting room is transformed into a stage.

[www.fuerelise.com](http://www.fuerelise.com)



## Stellwerk e.V. - Studio für Kultur & Gestaltung

**Ruhrstraße 39, 58452 Witten** The registered cultural association "Stellwerk" (railway control centre) is a collection of photographers, graphic designers, artists and culture managers aiming to create space at the interface between culture, business and urban development. The Stellwerk is a coordination office, point of contact and agency and has close contact with regional cultural and educational institutions, with the local administration and with the free creative scene. It stages events in public places, initiates and coordinates happenings in the Creative Quarter Wiesenviertel, runs a pub with adjoining studio stage, offers co-working space, various catering modules and a photographic studio. Extensive portrait on page 20/21.

[www.studiostellwerk.de](http://www.studiostellwerk.de)



# WIESENVIERTEL



One of the aims of the State of North Rhine-Westphalia is to promote culture and the creative industries. This aim has been implemented since 2012 with the programme "Creative.Quarters Ruhr" in cooperation with the european centre for creative economy (ecce) and Wirtschaftsförderung metropol Ruhr (wmr). Date 11/2014. You can find further information and updates at [www.e-c-c-e.com](http://www.e-c-c-e.com) and [www.kreativ-quartiere.de](http://www.kreativ-quartiere.de).



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