



IBA Parkstad

16.05.2019

Mathea Severeijns
Managing director

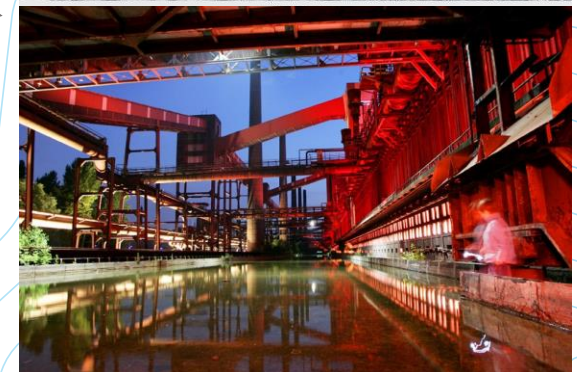
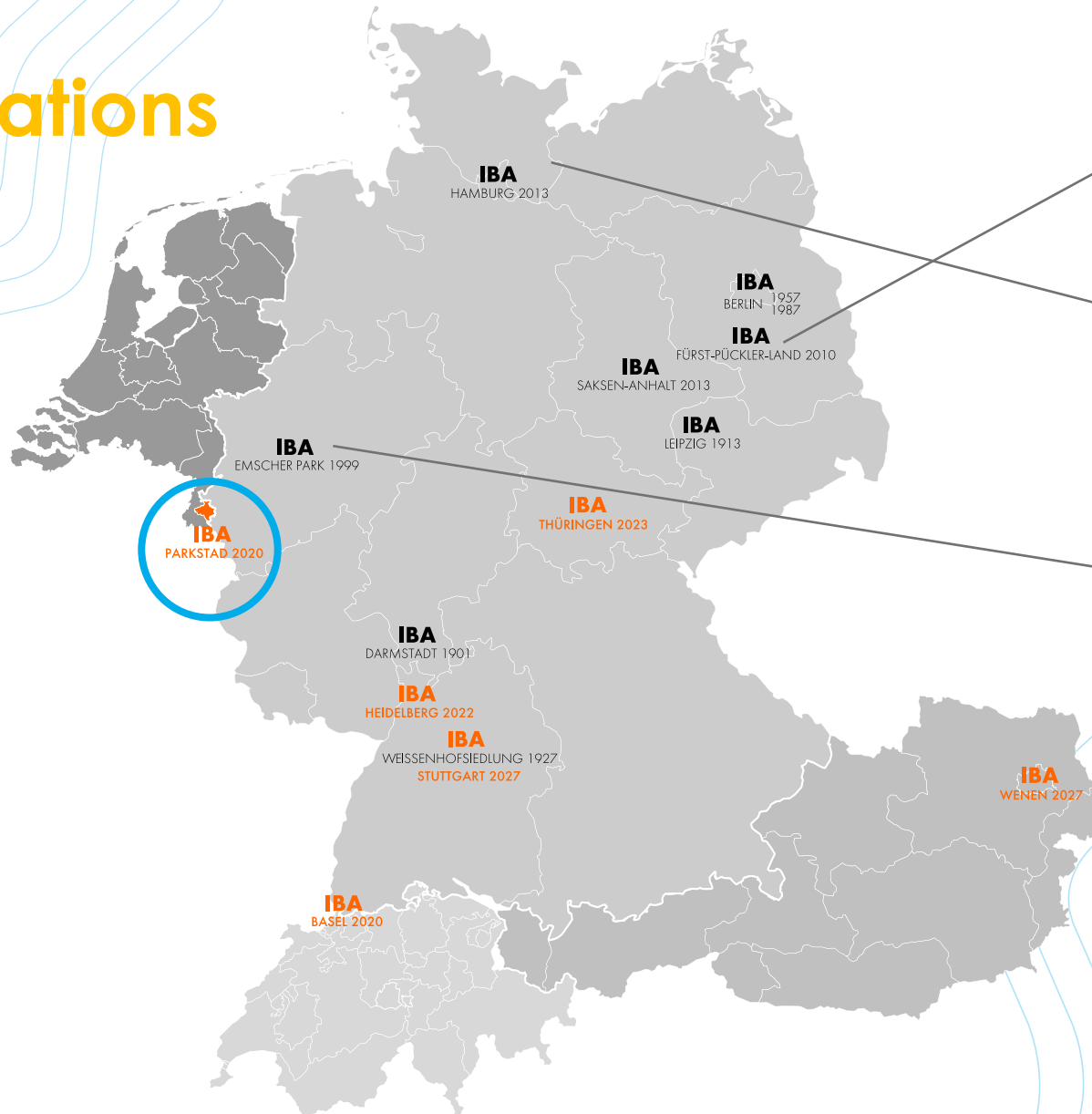


IBA: Internationale BauAusstellung

- A German architectural and urban development concept
 - Developed as an experimental tool for innovation in the building industry*
 - Now also used as a tool for structural regional strengthening*
- Proven method (since 1901)
- 2010/2011: Lobby for IBA Parkstad
- 2013: Agreement; 7 municipalities & Province of Limburg
- 2014: IBA Parkstad B.V.; €45 million; “Open Call”
- 2020-2021: Expo Year & Finish



IBA locations

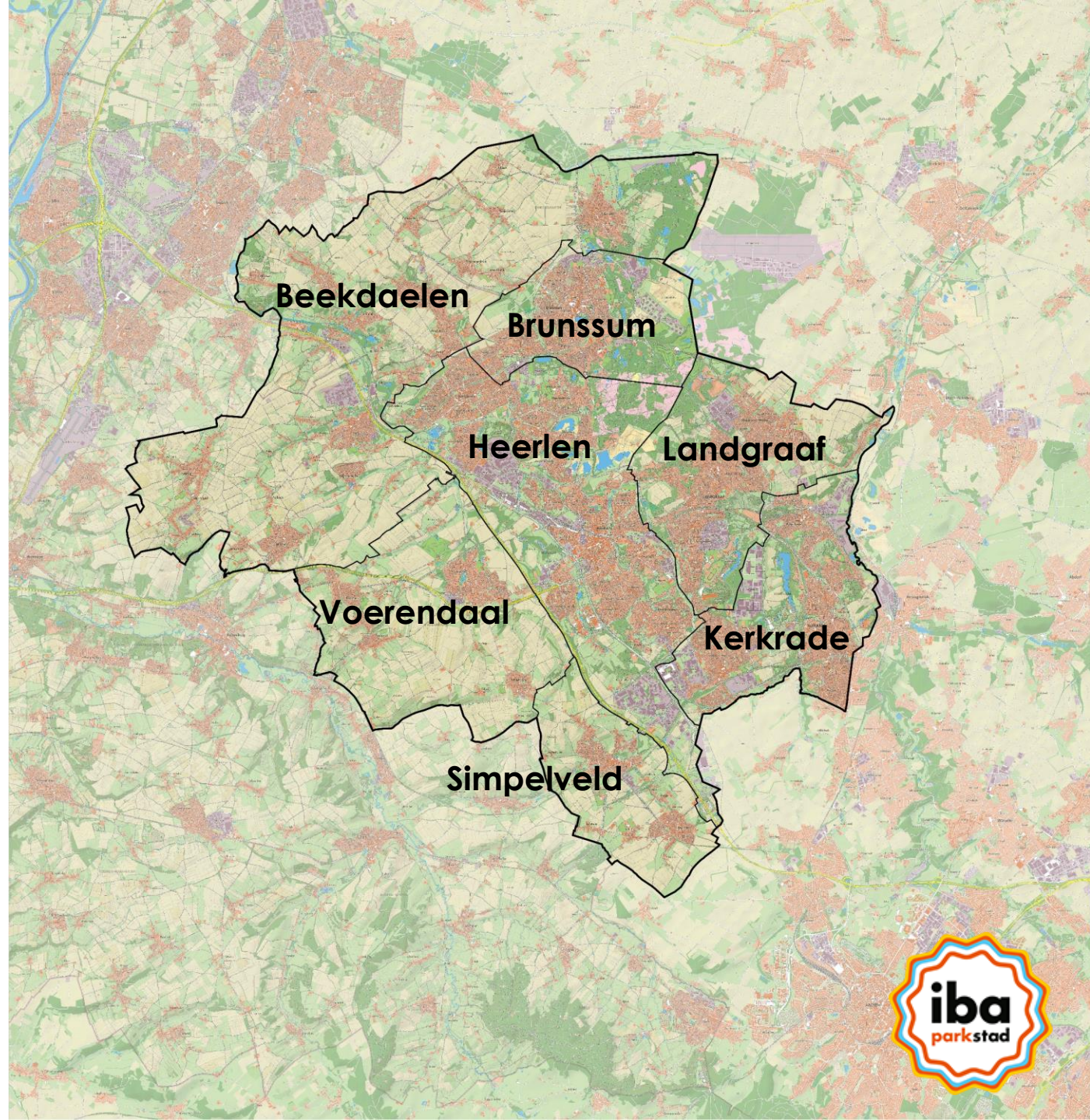


Stadsregio Parkstad Limburg

±260.000 Inhabitants
in 7 municipalities:



Surface	235.1 km ²
Average income	€ 27 000
Natural population growth	-1097
Migration surplus	458
Average household size	2.05



IBA Parkstad Objectives

According to main goals in regional program:

- Restructuring
- Economic reinforcement

Assumptions:

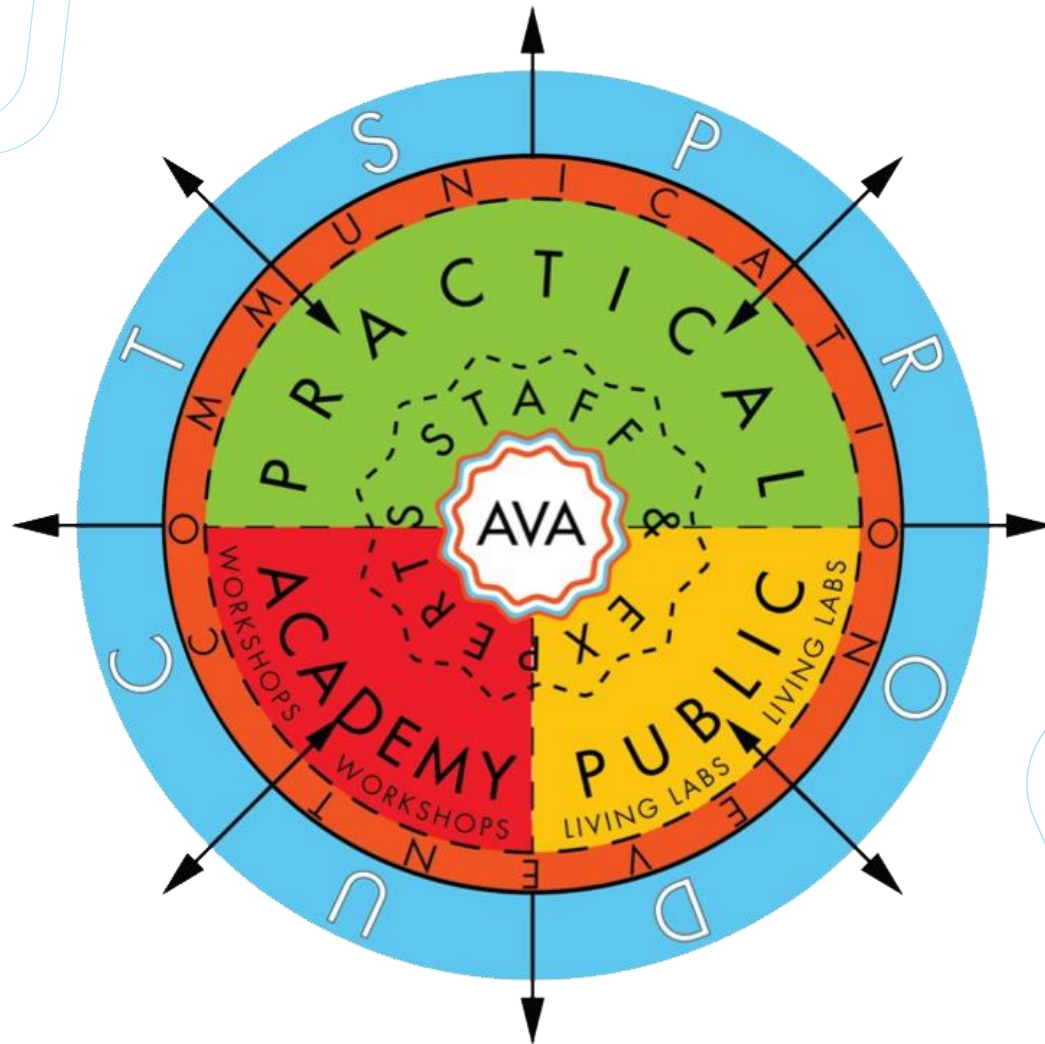
- Developing IBA Plus themes: Flexible, Energy & Recycle City
- Strengthening existing projects
- Stimulating new projects

Achieving a positive mentality change:

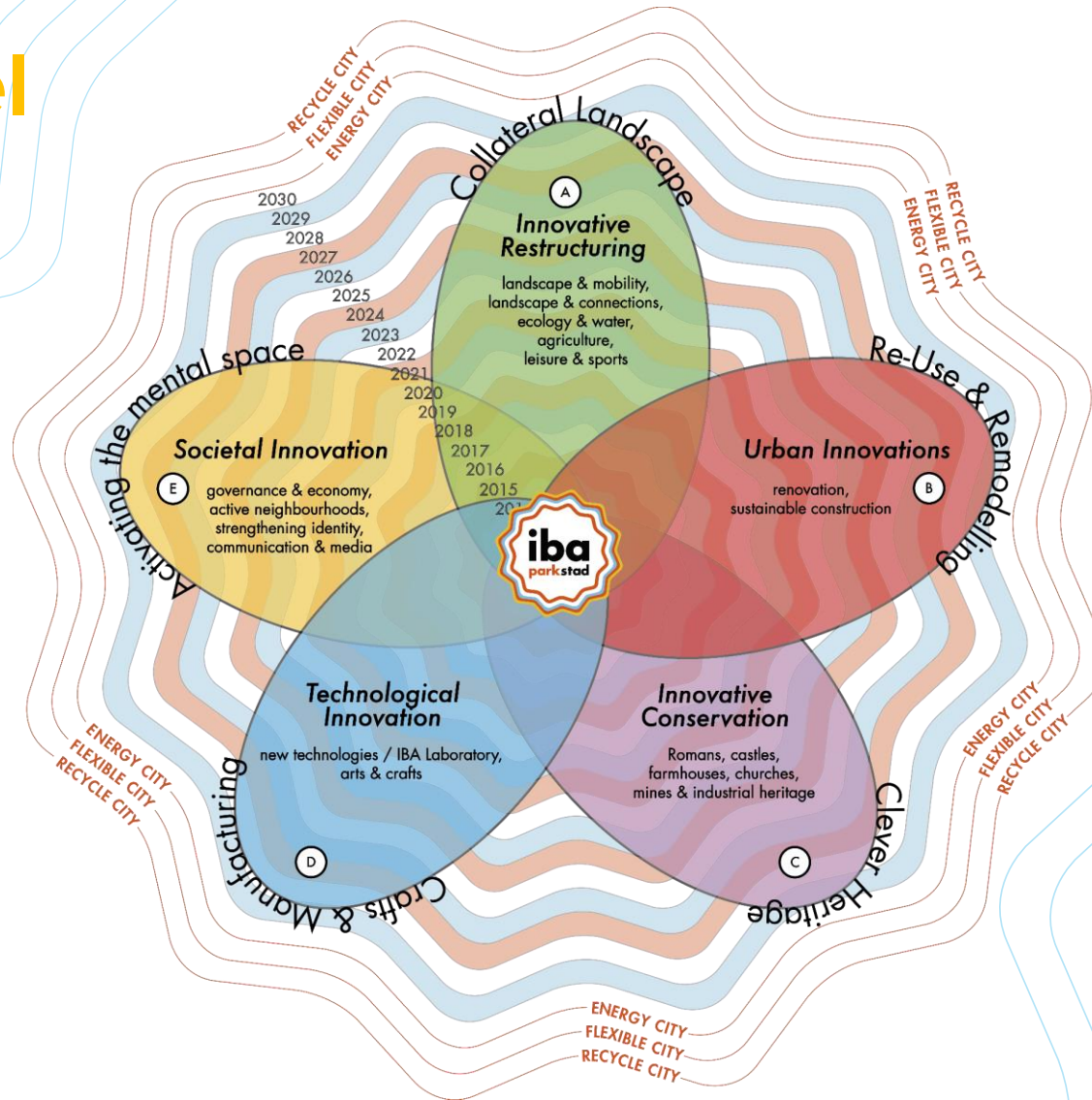
- Activating the mental space among entrepreneurs, social institutions and citizens



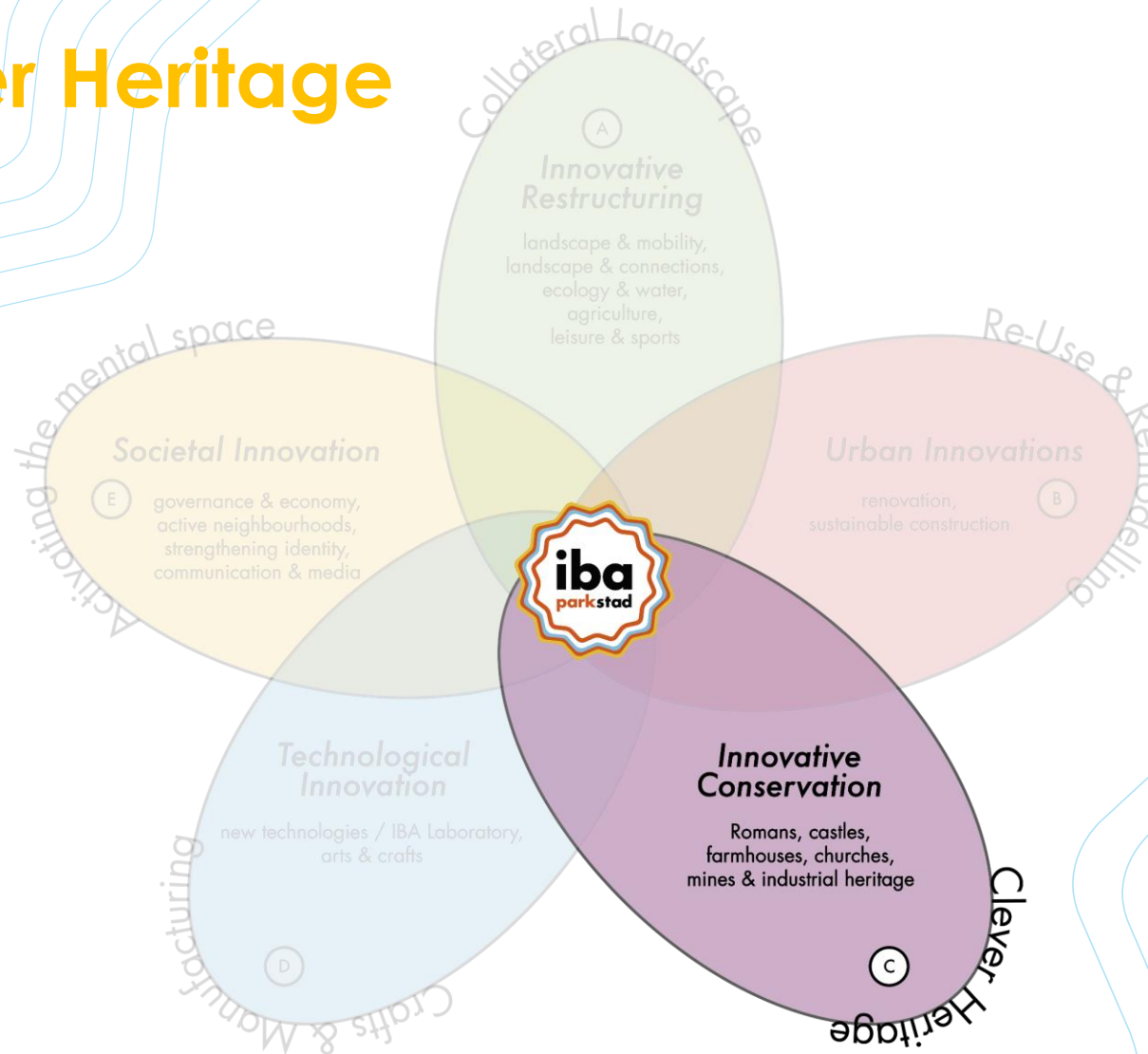
Organisation & method



Flywheel



Clever Heritage



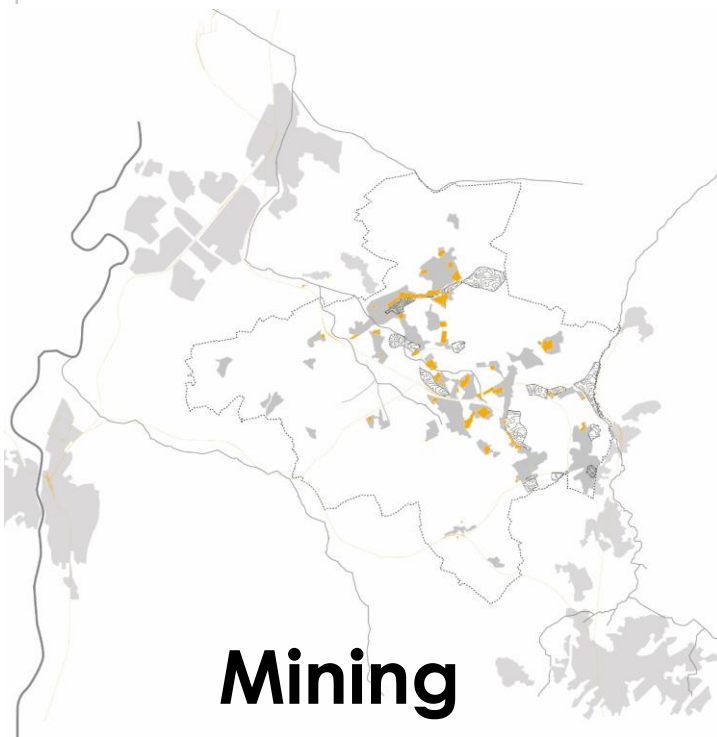
Clever Heritage



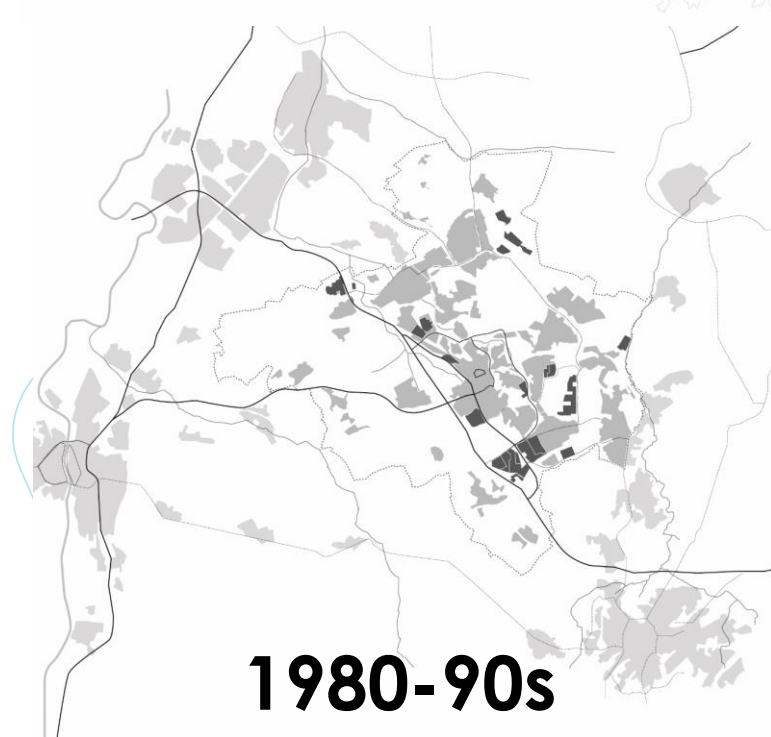
Roman



Medieval



Mining



1980-90s





St Servatiuskerk



Roman Quarter



Elisabeth Stift



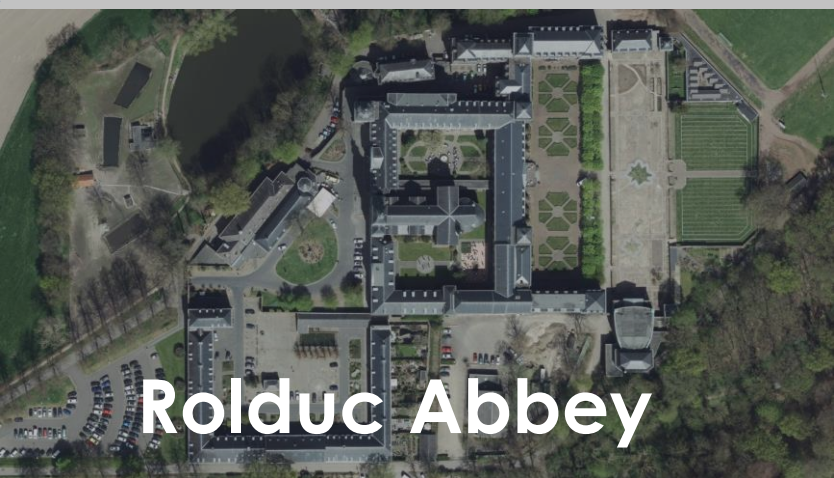
Slot Schaesberg



Reus van Schimmert



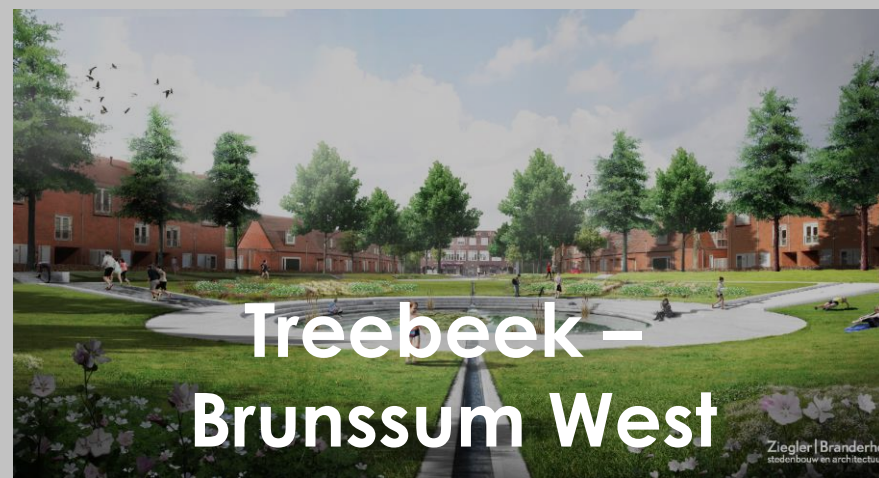
Lauradorp



Rolduc Abbey



**Church Project
Kunrade**



**Treebeek –
Brunssum West**

CHURCH OF
OUR LADY OF PERP
HELP,
KUNRADE



Church of Our Lady of Perpetual Help

Preliminary phase

- Citizen initiative, for a to be abandoned church
- Salvation from demolition

Planning stage

- Transformation into a Care Home by a private partner
- Consent of change of function by Church Diocese
- Forming of a project team with partners
- Addition of community functions in the design (*chapel & neighbourhood living room*)

During implementation

- Discovery of asbestos
- Extra funds needed from partners to cover setbacks
- Construction start in January 2019



ROMAN QUARTER, HEERLEN



ROMAN QUARTER, HEERLEN



Roman Quarter

Preliminary phase

- Focus on heritage, by Roman Quarter/Urban Heritage
- Envisioning; Bid Book Urban Heerlen

Accomplished steps

- Realisation of Provincial Archeological Depot
- Redevelopment and renovation of the City Hall
- Concept formation as a framework

Objectives

- Citizen & business participation
- Raising awareness of the historic and cultural heritage
- Upgrading of the public space
- Redevelopment of the Thermenmuseum



FARO

Multiple strategies for activating heritage

- IBA Parkstad is experimenting and likes to share its knowledge
- IBA Parkstad tries to improve its strategies by learning from its peers
- FARO is an ideal platform to do so

As IBA, along with our partners, we are convinced that by cooperating on our cultural heritage with our inhabitants and numerous institutions, we can also address social challenges. For us it is very important to keep our heritage alive, not just physically, but as means for our inhabitants to feel proud and at home in the whole region.

We are very keen on your experiences and would like to share our insights in a FARO setting!



Thank you for
your attention!

