

Breaking vicious cycles



Introduction to the workshop theme:
Holger Wallbaum, ETH Zurich, Switzerland.



Participants of the Orange Workshop formed smaller groups to study specialized topics.

How can sustainable construction methods become standard practice? By including all players involved in design and construction. But incentives are also needed. The Orange Workshop studied what the appropriate standards, regulations, and strategies might look like. The participants, led by Ray Cole, Chrisna du Plessis, Arab Hoballah, and Holger Wallbaum, determined that adequate instruments for sustainable construction are at hand already today, but that change is not yet occurring at the desired scale and rate. They agreed that players beyond the group of normally identified stakeholders must now be motivated; one must ask, for instance, which “silent stakeholders” would speak for the environment or for future generations. The participants drew the following conclusions from the case studies they handled: The challenge



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 Mona Serageldin
 Institute for International Urban Development



Panel session during the Orange Workshop. From left: Chrisna du Plessis, Council for Scientific and Industrial Research (CSIR), South Africa; Mona Serageldin, Institute for International Urban Development (IIUD), USA; Ludwig Schuster, Money Network Alliance (MonNetA), Germany; and Christian Schmid, Swiss Federal Institute of Technology (ETH Zurich), Switzerland.



The findings of the study groups were discussed in plenum at the workshop.

is to break the vicious cycles, to cultivate understanding for each place, and to develop a feeling of pride and empowerment. The commitment of stakeholders depends on the values of the involved individuals. Opportunities to activate stakeholders always depend on the context; shared visions and responsibility and participation are required.



Presenting the findings of the workshop to the Forum plenum: Ray Cole, University of British Columbia, Canada.



The Orange Mobile Workshop visited the ambitious redevelopment project Ciudad Jardín Bicentenario.



The old informal settlement district “Neza” impressively shows how strong development can be achieved in poor communities.

Jose Castillo and Enrique Martín-Moreno led the participants of the Orange Mobile Workshops to Faro de Oriente in Iztapalapa, one of the poorest districts of Mexico City. Here the Department of Culture operates a large building that provides an alternative solution to conventional cultural intervention and is a combination of an art school, a cultural space, and a public plaza. The participants also visited the City of Nezahualc6yotl (“Neza”), the largest informal settlement in the outskirts of the city with some 1.5 million inhabitants, the Ciudad Jardín Bicentenario development as well as the Tlatelolco Housing Project built by renowned Mexican architect Mario Pani Darqui.



This project exemplifies the difficulty of designing dense urban residential districts. It met with disenchantment soon after it was finished, due in part to the repetitive and abstract character of the buildings and to the overpowering scale of development as a residential environment.



The Faro de Oriente is a striking and very successful social project in an impoverished district.



The Tlatelolco Housing Project was another stop on the program of the Orange Mobile Workshop.



The workshop tour also took the group into the heart of the city of Mexico.