

PLÁN PRO BRNO

The first year of an international conference **Plan for Brno** with the subtitle **Compact City** will take place on **26–27 September 2017 in the Scala cinema** (Moravské square 127/3, 602 00 Brno). In four panels, almost twenty experts from seven countries will present their experience in urban planning, urban design and transport engineering. In the following moderated discussions they will meet with city representatives and public sector representatives and together try to come up with possible scenarios for the future development of Brno.

The event is **open without any entry fee**, in order to attract not just professionals, politicians, and developers, but first of all broad public. Presentations and following discussions will be held in Czech and English language with simultaneous translation.

All speakers, Brno politician representatives and conference partners are invited to an afterparty **Plan for Evening** which will take place on **Tuesday 26 September 2017 in NEST interior** (Panenská 1, 602 00 Brno).

Fundamental recommendations for the city based on the conclusions of the conference will be summarized in printed publication offered to the city administration and provided online for free download. As well as the complete videorecording of the conference.

The conference is organised by the Brno Gallery of Architecture together with a team of volunteers and in cooperation with the Brno City Architect Office and the Statutory City of Brno. We are proud to announce that the event is under the auspices of the Governor of the South Moravian Region Bohumil Šimek, the Mayor of Brno Petr Vokřál and Deputy Mayors of Brno Matěj Hollan (for transport, culture and social and health care) and Martin Ander (for city planning and development).

Topic

Brno deals long-term with a problem of inner transport and development of peripheral city districts (e. g. the quality of public space, civic amenities). Both keep from faster economic development and better quality of life of Brno citizens. The first year of the conference Plan for Brno will, therefore, focus on finding possible solutions for the mobility strategy and the development of local centers in city districts outside of the historic city core.

Aim

We believe that higher public awareness of urban development opportunities and enlightened approach of politicians and city administrative can contribute to Brno becoming a real compact city – a city in which people can easily and quickly travel and where job positions, services and social facilities are provided in the area of residence. Therefore our objective is to involve the public more into the planning process and at the same time raise awareness of political representatives, authorities and developers, who all together have the biggest impact on urban development.

Program

First day
26. 9. 2017
15:30
Scala

Mobility Strategy

The topic of transport literally moves with Brno. Local drivers, cyclists as well as pedestrians more and more complain about the quality of public infrastructure. Moreover, the city administration is processing a strategic document Sustainable Urban Mobility Plan for Brno. Mobility strategy is also very important for the definition of new development principles, which is being prepared by the Brno City Architect Office. We believe that the key for the future urban development of any city is its transport infrastructure. The quality of life, urban design, economic growth and environment are conditioned by easy transport. Therefore, we want to boost discussion about the city mobility.

15:30	conference opening
16:00—16:30	key note: David Sim architect and urbanist, creative director and partner of Gehl Architects, Copenhagen, Denmark
16:30—16:50	strategy: Juan Pablo Celis Pfeifer transportation engineer, cycling consultant, Celis Consult, Aarhus, Denmark
16:50—17:10	strategy: Torben Heinemann architect and transportation engineer, Municipal Department of General Planning, Leipzig, Germany
17:10—18:00	discussion: David Sim, Pablo Celis, Torben Heinemann, Matěj Hollan, moderated by Janica Šipulová
18:00—18:30	break
18:30—18:45	approach: Jaroslav Martínek transportation engineer, National Cycling Mobility Development Coordinator, Olomouc
18:45—19:00	approach: [tbc]
19:00—19:15	case study: Jacek Grunt-Mejer transportation psychologist, expert and promoter of urban cycling, Warsaw, Poland
19:15—19:30	case study: Manuel Pröll urbanist, Municipal Department – Urban Development and Planning, Vienna, Austria
19:30—20:15	discussion: Jaroslav Martínek, Jacek Grunt-Mejer, Manuel Pröll, Martin Všetěčka, moderated by Janica Šipulová
20:30	closing of the first day of the conference

Plan for Evening

After the Tuesday conference program, an afterparty Plan for Evening will follow. All speakers, Brno political representatives, media, partners and other stakeholders are warmly invited. This event will take place in the NEST interior on the roof of a multi-storey car-park (Panenská 1) with a terrace with the most beautiful view of the city center.

Second day

27. 9. 2017

15:30

Scala

Centers outside of the City Center

Brno has a great city center. Range of services, pulsing gastronomic and cultural scene, as well as good quality public spaces, attract more and more people into the historical city core. In the other city districts, it is not that case. They often lack nice public spaces, cultural institutions or facilities for social activities. Peripheral parts are simply not "lively". The second day of the conference Plan for Brno, we will try to find a way how to create new local centers, which would foster economic, cultural and social development of city districts outside of the city center.

15:30	opening of the second day of the conference
16:00—16:30	key note: Carolina Guido, Yuval Fogelson urbanists, Urb-i, São Paulo, Brazil
16:30—16:50	strategy: Jiří Klokočka architect and urbanist, Delmulle2Klokocka, Gent, Belgium
16:50—17:10	strategy: Herwig Spiegl architect, AllesWirdGut, Vienna, Austria
17:10—18:00	discussion: Carolina Guido, Yuval Fogelson, Jiří Klokočka, Herwig Spiegel, Martin Ander, moderated by Janica Šipulová
18:00—18:30	break
18:30—18:45	approach: Petr Kratochvíl architecture historian and theorist, Institute of Art History at The Czech Academy of Sciences, Prague, FUA TUL, Liberec
18:45—19:00	approach: Michal Sedláček architect, director of the Brno City Architect Office, Brno
19:00—19:15	case study: Jakub Szczęsny architect and artist, Centrala, Warsaw, Poland
19:15—19:30	case study: Igor Marko architect and urbanist, Marko&Placemakers, London, Great Britain
19:30—20:15	discussion: Petr Kratochvíl, Michal Sedláček, Jakub Szczęsny, Igor Marko, David Mikulášek, moderated by Janica Šipulová
20:30	conference closing

Speakers



Juan Pablo Celis Pfeifer
transportation engineer,
cycling consultant, Celis
Consult, Aarhus, Denmark

One of the fathers of cycling boom in Denmark. He studied transport engineering and urban planning, worked as a consultant for cycling transport in Danish cities. He published Danish Cyclopedia on how to make cycling infrastructure in Denmark based on more than a 100 years' of practical experience. In Aarhus, his work at the City Road Division resulted in a 19 percent increase in the cycling use in last 4 years.



Yuval Fogelson
urbanist, Urb-i, São Paulo,
Brazil

Co-author of an online collection Before-After – renewals of public space from all over the world. He studied cartography in Tel Aviv, architecture in Delft and urban design in Sydney. From 2011 he lives in São Paulo, where he co-founded a start-up Urb-i, in which they strive to promote inspiring case studies of good quality urban design with public involvement.



Jacek Grunt-Mejer
transportation psychologist,
expert and promoter of urban
cycling, Warsaw, Poland

Transportation psychologist, activist and blogger of Pedestrian Zone, he engages with the quality of public space and pedestrian and cyclist safety in urban traffic. He works as a consultant for Polish Members of Parliament and the Ministry of Infrastructure and Regional Development. He also coordinates Integrated Revitalisation Program in Warsaw.



Carolina Guido
architect and urbanist, Urb-i,
São Paulo, Brazil

Architect and urbanist using the methods of tactical urbanism and placemaking. She worked for landscape architecture offices in São Paulo in Brazil. In 2011, she co-founded an architecture start-up Urb-i, in which they strive to promote inspiring case studies of good quality urban design with public involvement.



Torben Heinemann
architect, transportation engineer,
Municipal Department of General
Planning, Leipzig, Germany

Architect and transportation engineer, he worked as a researcher in the field of sustainable mobility strategies. From 2004 he has worked at the municipal government, earlier as the head of the Department of Public Transport and Road Planning, nowadays as the head of the Department of General Planning. He also teaches traffic and logistics at German Research and Technology Institute in Singapore.



Matěj Hollan
Deputy Mayor, representative in
the district Brno-center, Brno

The Deputy Mayor for transport, culture and social and health care and representative in the district Brno-center. Long-term he interests in the urban development of Brno (earlier as an activist), first of all, the Rail Junction Brno Renovation, parking in the city center and citizen participation in urban planning. Among others, he managed to push a regulation of gaming machines in Brno.

**Jiří Klokočka**

architect and urbanist,
Delmulle2Klokočka, Gent,
Belgium

Architect based in Belgium, where he worked also as a chief architect and urbanist at the development company Intercommunale Leiedal. He graduated from Faculty of Civil Engineering at the CTU in Prague and from architecture at the Academy of Fine Arts in Prague. He is the head of Delmulle2Klokočka office, teaches architecture at universities in Gent, Liberec and Prague, and externally collaborates with the City Architect Office in Brno.

**Petr Kratochvíl**

architecture historian and theorist,
The Czech Academy of Sciences,
Prague, FUA TUL, Liberec

Architecture historian and theorist working at the Institute of Art History at The Czech Academy of Sciences. He teaches at the Faculty of Arts and Architecture at TU in Liberec. He studied psychology and philosophy. His research interest is primarily public space, e. g. in a multidisciplinary research project Public Private.

**Igor Marko**

architect and urbanist,
Marko&Placemakers,
London, Great Britain

Architect and urbanist, from 2013 works as a consultant for city representatives and developers within his consult and research office Marko&Placemakers. He studied architecture at the Academy of Fine Arts in Bratislava, later he co-founded an interdisciplinary studio FoRM Associates in London, which run transformative projects in Europe and North America.

**Jaroslav Martínek**

transportation engineer, National
Cycling Mobility Development
Coordinator, Olomouc

National Cycling Mobility Development Coordinator in the Czech Republic. He promotes cycling through publications, professional websites, conferences and exhibitions. He worked at the city municipality in Olomouc, where he was engaged mainly with the development of cycling transportation. He was involved in projects for the Ministry of Transport.

**David Mikulášek**

architect, head of Public
Space Department, Brno City
Architect Office, Brno

Architect, the head of the Public Space Department at the City Architect Office. For many years, he collaborated with distinguished architecture offices in Brno and in Ostrava, he taught at the Faculty of Architecture at the TU in Brno. He has experience with organization and being a member of a jury of architecture and urban design competitions.

**Manuel Pröll**

urbanist, Municipal Department
– Urban Development and
Planning, Vienna, Austria

Urbanist, since 2014 he has worked as a technical officer and project manager at the Municipal Department – Urban Development and Planning, where he is engaged primarily with mobility strategies, public transport and cycling policy. He studied Urban Planning at the TU in Vienna and worked as a freelancer for the Austrian Road Safety Board.

**Michal Sedláček**

architect, director of the Brno
City Architect Office, Brno

The director of newly established City Architect Office in Brno. He studied architecture at the TU in Brno and School of Architecture at the Academy of Fine Arts in Prague. After studies, he moved abroad and worked in New York, Moscow and Los Angeles. In 2007 he founded a subsidiary of an architecture firm Aedas in Los Angeles, which he led until spring 2016 when he won selection procedure for the director position in Brno.

**David Sim**

architect and urbanist, creative
director and partner of Gehl
Architects, Copenhagen, Denmark

Architect, Creative Director and partner in one of the globally renowned urban design office of today – Gehl Architects in Copenhagen. He has been focusing mainly on master planning frameworks and urban design, applying Jan Gehl's theories to large-scale projects. He also teaches and lectures at universities all over the world.

**Herwig Spiegl**

architect, AllesWirdGut,
Vienna, Austria

One of the four co-founders of the architecture office AllesWirdGut based in Vienna. He works on projects of different scales and typology. In his portfolio, besides residential and office houses are also landscape and social projects. With his colleagues from the office, he follows the principles of sustainable design.

**Jakub Szczęsny**

architect and artist, Centrala,
Warsaw, Poland

Polish architect, artist and co-founder of critical platform Centrala. Besides the "usual" architecture practice, he is engaged with architecture critique, object design or he creates artistic interventions in public space. His work is always grounded in a conglomerate of scientific and artistic preparation, his projects refer to economical conflicts, revitalization or ecology.

**Janica Šipulová**

architect and urbanist,
consequence forma, Brno

The city of Brno, its history and development is in her interest almost her whole career. She graduated from architecture in Brno and in Vienna. Her thesis about the development of post-industrial part of Brno was exhibited in Moravian Gallery. After studies and practice at a Viennese architecture office BKK-3, she co-founded consequence forma office in Brno. Lately, they succeeded in architecture competitions for different public spaces in Brno.

**Martin Všeťka**

transportation engineer, Faculty
of Civil Engineering BUT, City
Architect Office, Brno

Transportation engineer, works at the Faculty of Civil Engineering at the TU and at the Urban Planning Department of the City Architect Office in Brno. He is the co-author of a study for an organization of traffic in front of the main train station, in the Veverí and Kounicová streets and of an urbanistic study of the Brno city center with the architecture team Koleček-Jura.

Accompanying Program

For September 2017 the Brno Gallery of Architecture organizes couple of accompanying events on the topic of urban development and quality of public space, which will take place in an exhibition space, but also in public space.

Good Cities || September 2017, Scala cinema and Moravské square

The travelling exhibition Good Cities, managed by the platform Good Cities (www.en.dobramesta.cz) in the cooperation with the Embassy of Denmark in the Czech Republic. The exhibition consists of two parts: exterior Copenhagen Solutions, curated by the City of Copenhagen, and interior Good Cities, curated by the platform Bicycle Innovation Lab. The exhibitions should boost public discussion about the quality of life in Czech cities, especially concerning the mobility.

Public space intervention || September 2017, Moravské square

During September the public space in front of the Scala cinema will be transformed into a “living room”, for a non-commercial enjoyment. We will furnish it with unusual urban furniture. At the same time, a conference blurb will be presented in the container module.

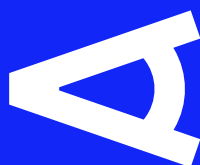
Urban Landscape 1990–2017 || 19. 9.–5. 11. 2017, Brno Gallery of Architecture

The topic of urban public space, its danger and possible renewal are nowadays part of urbanistic discussions and city policies in many countries. Also in the Czech Republic exist many interesting projects placing public space back among key issues of urban planning. They can serve as examples of how to find appropriate form and use, how to strengthen the social role and aesthetic quality with architectural principles. The exhibition will introduce the best realizations of public spaces in the Czech Republic from the last 25 years. At the same time, it aims to discuss fundamental problems, which public space nowadays face, e. g. privatisation, commercialization, neglected areas, persisting preference for the needs of an individual automobile.

Team for Plan

Vojtěch Kubát || director
Gabriel Kurtis || program director
Tomáš Pavlica || production manager
Michaela Nováková || production
Karolína Plášková || production
Miroslav Vlček || production
Helena Truchlá || fundraising
Veronika Šiková || fundraising
Aparat. || graphics

Gallery of Architecture Brno is a natural meeting place for architects, architecture lovers and artists since 1990s. The founder of the gallery is the Czech Architecture Foundation. Gallery of Architecture is dedicated to the presentation of contemporary Czech and world architecture and the history of architecture. Through exhibitions, lectures, publications and media activity it strives to arouse public interest in architecture as an integral part of the public space.



Kancelář
architekta
města Brna



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