

Audi
Urban Future
Initiative

Curated by **STYLEPARK**



An automobile company that occupies itself with cities of the future? Yes, because if you strive for progress, you should have the courage to think differently. The Audi Urban Future Initiative has been engaged for some time now with urban structures of the future – with the rapid worldwide growth of cities and the complex social change that accompanies this.

In order to take the right actions for an urban future with a good quality of life, we are conducting a dialogue without preconceived conclusions including all those who shape urban spaces for living. For this reason we are delighted to be a partner of the IDEAS CITY Festival in New York for the second time. Our cooperation with the New Museum, entitled IDEAS CITY: Istanbul, during the first Istanbul Design Biennale last year was also extremely valuable.

In the context of the Initiative, in addition to international research cooperations and workshops with experts, we called upon five renowned international architecture and urban planning offices to work out their visions for forward-looking urban mobility for the second Audi Urban Future Award in 2012. The participants are engaged with future strategies in their metropolitan regions: Boston/Washington, Istanbul, Mumbai, the Pearl River Delta and São Paulo.

A high-caliber jury chose the team of Höweler + Yoon Architecture from the United States as the winner. “The American Dream reinvents itself” was the title of the proposals, which presented ideas for the conurbation between Boston and Washington – for example, how the division between the city and the suburbs can be removed, how commuting can be made more flexible and efficient, and how traveling time can become time for enjoying experiences. This approach could not be more appropriate for the IDEAS FESTIVAL. It is therefore natural that the winner of the Audi Urban Future Award 2012, J. Meejin Yoon, who heads the architectural practice along with Eric Höweler, is taking part in the conference “Youth, Play, Waste, and Ad Hoc Strategies” in the context of the IDEAS CITY Festival.

We in the Audi Urban Future Initiative in collaboration with Columbia University have now outlined five hypotheses about cities in the year 2050. No-one can solve the challenges of the future alone – neither individual governments, nor companies, nor social networks. Together, however, in interdisciplinary cooperation, we will succeed.

Luca de Meo, Member of the Board for Sales and Marketing, AUDI AG

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AD HOC STRATEGIES PANEL AS PART OF IDEAS CITY

Thursday, 2 May, 9.15–10.45 am

The Great Hall at Cooper Union

Moderator: Joseph Grima (Domus)

Participant on the panel: Meejin Yoon (Höweler + Yoon Architecture,
winner of the Audi Urban Future Award 2012)

www.ideas-city.org

LEARN MORE ABOUT THE FIVE HYPOTHESES ON THE FUTURE OF CITIES

Columbia University *Extreme Cities Project* in cooperation with the
Audi Urban Future Initiative

www.extreme-cities-project.com

THE AUDI URBAN FUTURE INITIATIVE AND IDEAS CITY FESTIVAL

Already in 2011 the Audi Urban Future Initiative together with Storefront for Art and Architecture curated a first public workshop, at which sociologists and architects met Audi experts. A further highlight was the start of the mobile exhibition on the Audi Urban Future Award 2010 in New York, including the winning entry by J. MAYER H. Architects from Berlin. Especially for the Festival of Ideas for the New City, five up-and-coming New York architecture offices were invited in cooperation with the architects' community Architizer to transfer the visions of the Award participants as a model to Manhattan, under the title Audi Urban Future: Project Manhattan.

www.audi-urban-future-initiative.com