



# **STAR ARCHITEKTUR**

## **UND IHRE ROLLE(N) IN DER RE-POSITIONIERUNG VON KLEIN- UND MITTELGROSSEN STÄDTEN**

**Prof. Dr. oec Alain Thierstein**

12. Februar 2018 – Vorhoezler Forum, TUM

# Zeitplan

16:00-16:15 **Star-Architektur und Wirkung| Einführung**

Alain Thierstein

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16:15-16:45 **Das Kunsthau<sup>s</sup> Graz und die Stadtentwicklung**

Helmut Strobl

16:45-17:15 **Phänomen phaeno| Der Nordkopf in Wolfsburg im Spannungsfeld von  
Börsennotierung und Stadtentwicklung**

Walter Nägeli

30 min.      *Pause*

17:45-18:15 **Stararchitektur in der direkten Demokratie| Der Fall KKL**

Thomas Held

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18:15-18:45 **Jenseits von Bilbao| Forschungsergebnisse der TUM**

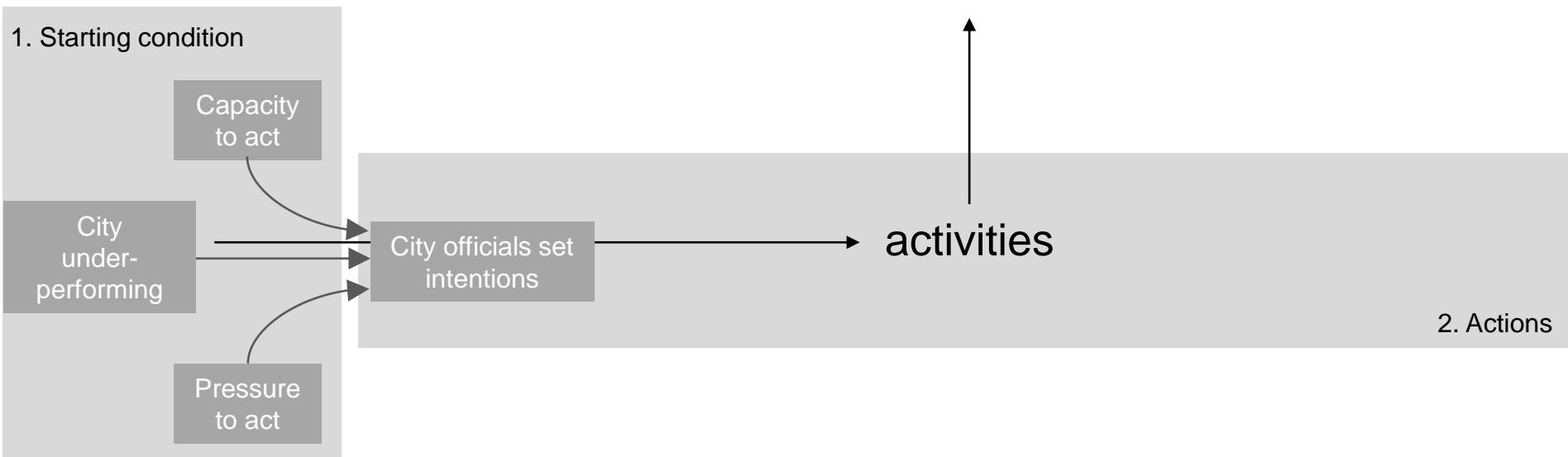
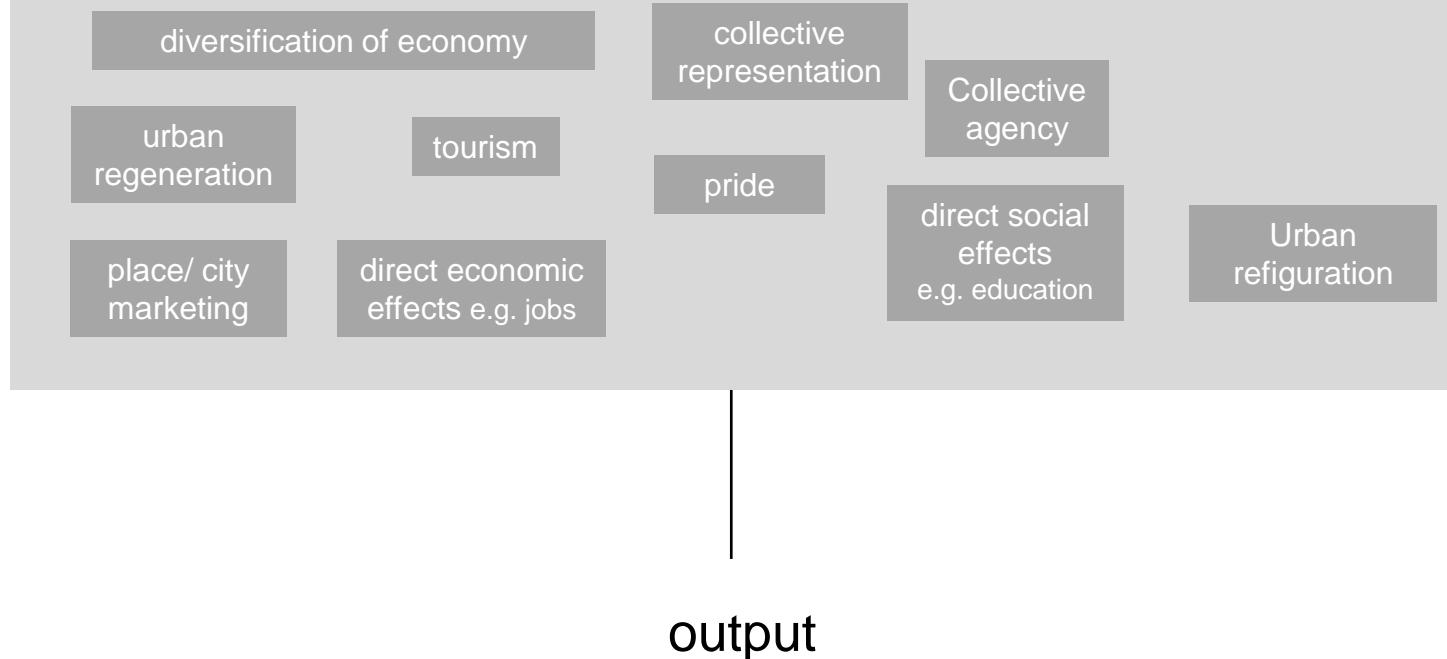
Nadia Alaily-Mattar

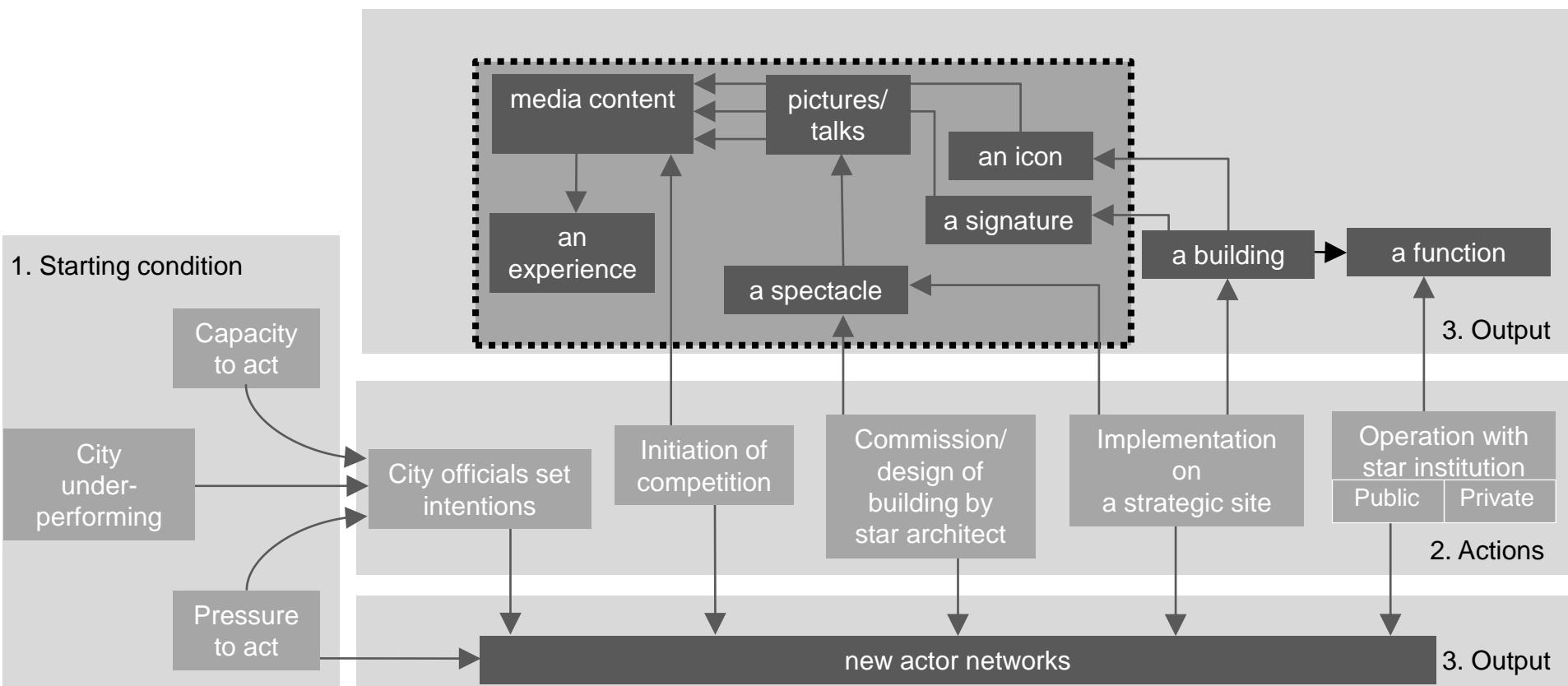
18:45-19:45 Moderierte Diskussion

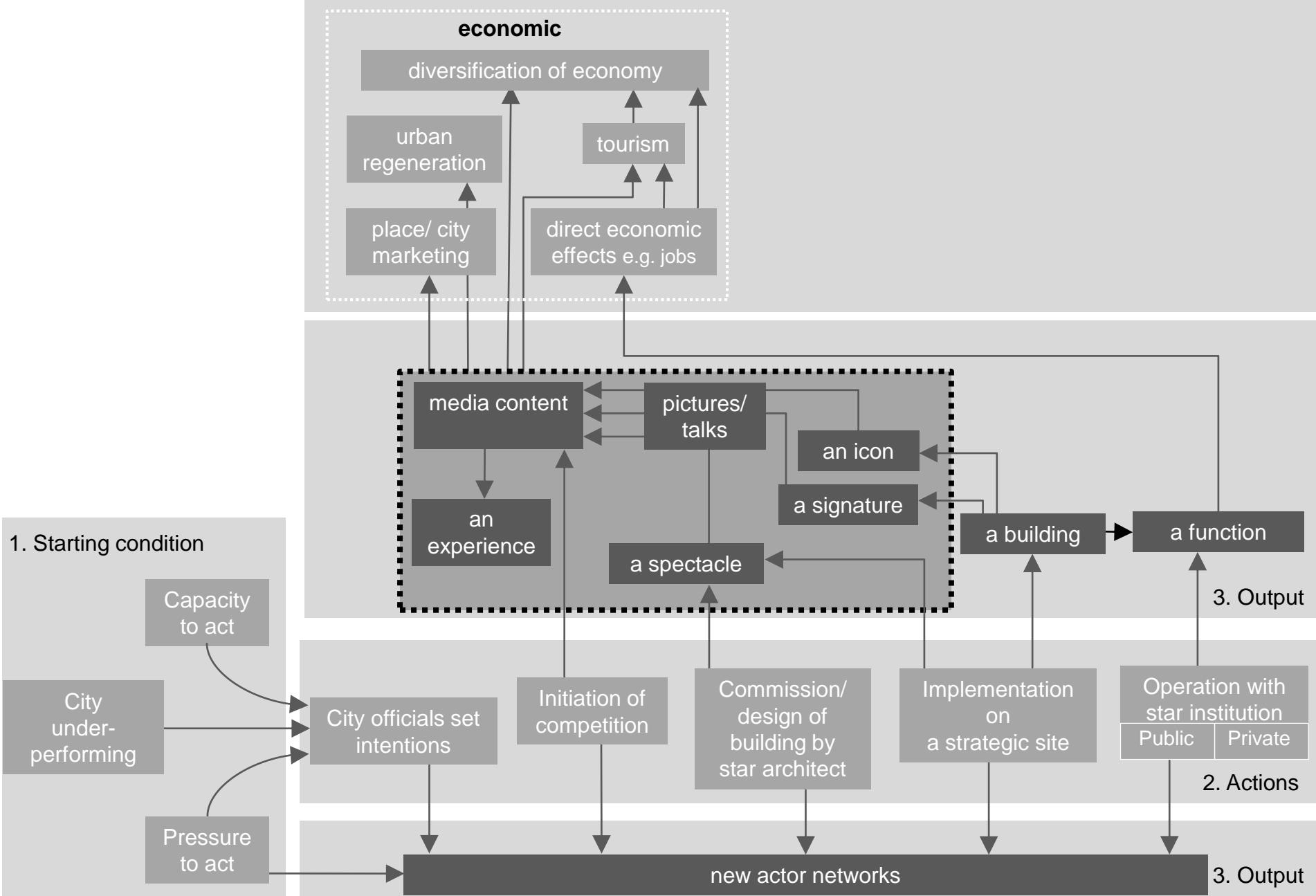
20:00      ENDE der Veranstaltung

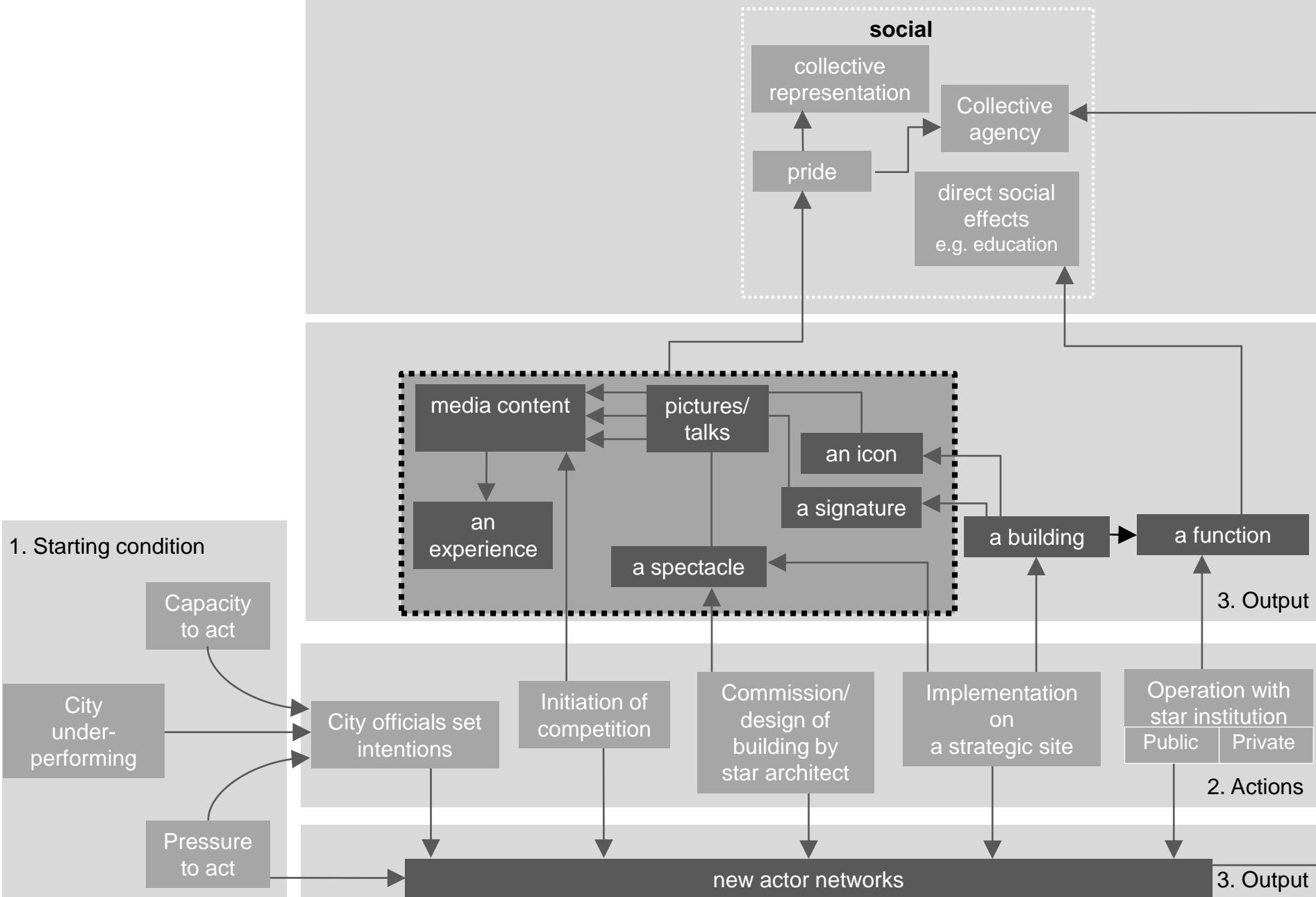
# STAR-ARCHITEKTUR UND WIRKUNG



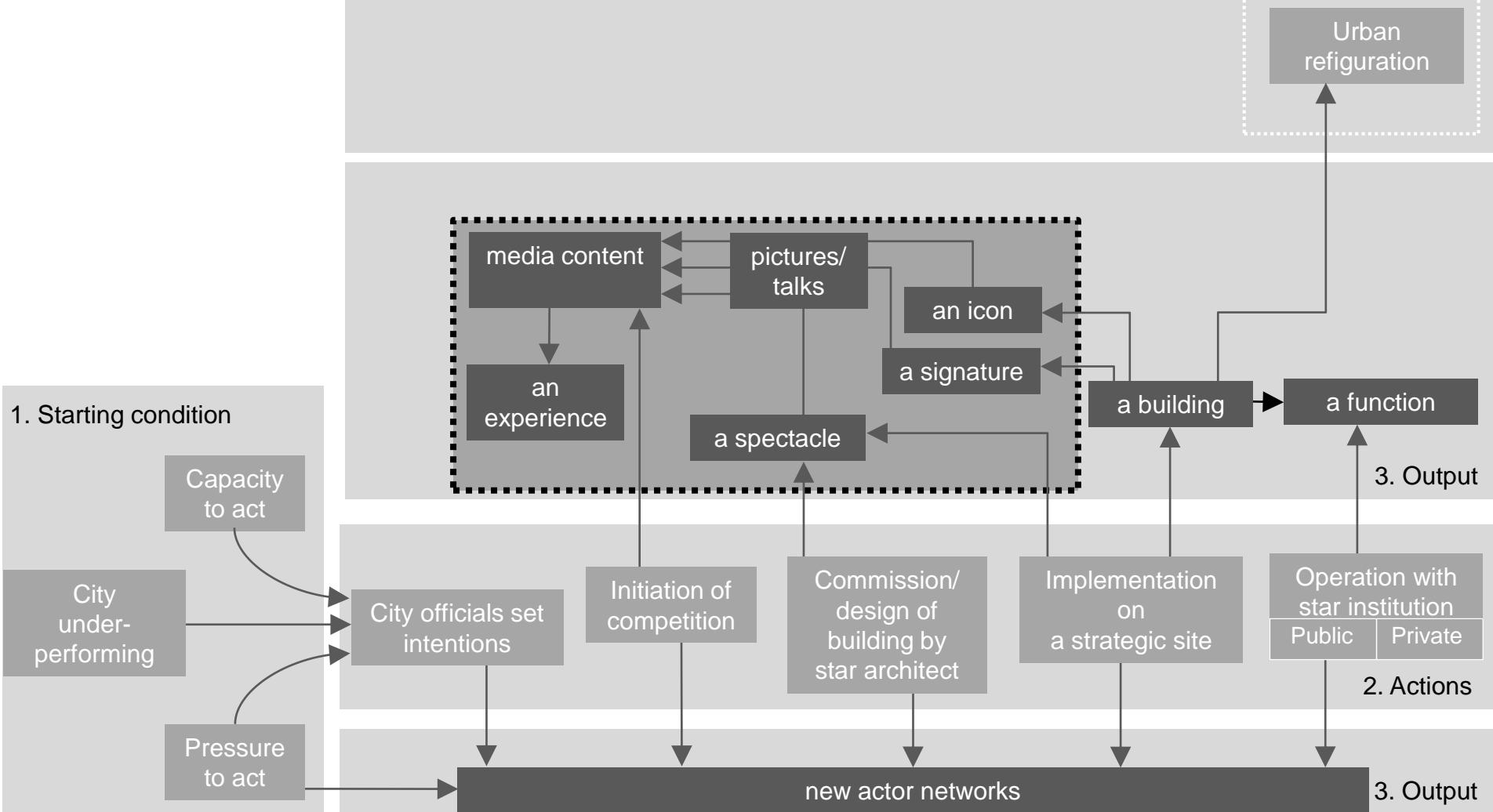








## morphological



## morphological

social

social

collective representation

Collective agency

## RE-POSITIONING

## morphological

pride

direct social effects  
e.g. education

Urban refiguration

## economic

diversification of economy

urban regeneration

place/ city marketing

## tourism

direct economic effects e.g. jobs

media content

pictures/ talks

an experience

an icon

a signature

a spectacle

a building

a function

## 1. Starting condition

Capacity to act

City under-performing

Pressure to act

City officials set intentions

Initiation of competition

Commission/ design of building by star architect

Implementation on a strategic site

Operation with star institution  
Public      Private

## 2. Actions

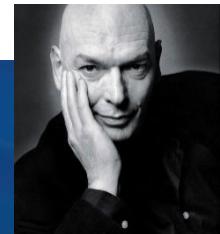
new actor networks

## 3. Output

# Criteria for selection of case studies

- ✓ public funding component
- ✓ built in medium sized cities in continental Europe between 1995-2005
- ✓ cultural/educational function
- ✓ commissioned based on architecture competition/ designed by star architect

# Three case studies



Source: [www.kkl-luzern.ch/](http://www.kkl-luzern.ch/)

**Kultur- und Kongresszentrum Luzern (KKL)**  
Jean Nouvel & Emmanuel Cattani (2000)



Source: [www.zaha-hadid.com](http://www.zaha-hadid.com)

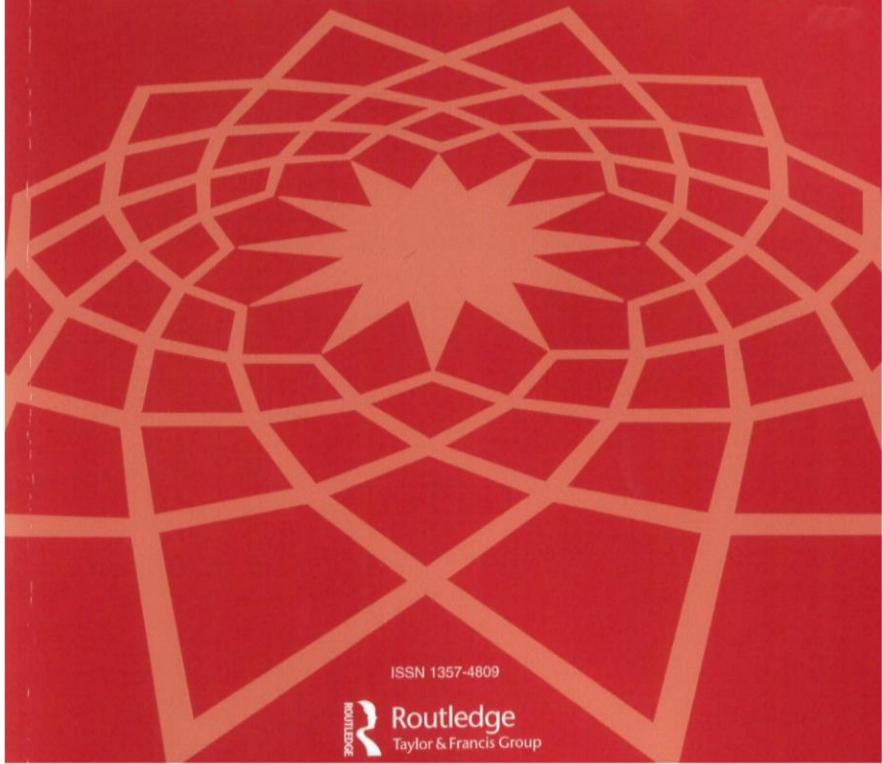
**Phaeno**  
**Zaha Hadid (2005)**



**Kunsthaus Graz**  
**Peter Cook & Colin Fournier (2003)**

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# JOURNAL OF URBAN DESIGN



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[Journal of Urban Design, Volume 23, Issue 2, April 2018](#)  
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## Urban transformations through exceptional architecture

This new issue contains the following articles:

### INTRODUCTION

[Urban transformations through exceptional architecture: introduction to the special issue](#)

Nadia Alaily-Mattar & Alain Thierstein

Pages: 165-168 | DOI: 10.1080/13574809.2018.1429903

### Articles

[Repositioning cities through star architecture: how does it work?](#)

Nadia Alaily-Mattar, Johannes Dreher & Alain Thierstein

Pages: 169-192 | DOI: 10.1080/13574809.2017.1408401

[One icon, two audiences: how the Denver Art Museum used their new building to both brand the city and bolster civic pride](#)

Georgia Lindsay

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Shawhin Roudbari

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Aleksander Bern

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[The challenge of urban design in securing post-event legacies of Olympic Parks](#)

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