

Executive Summary

What meant *making it 2 / sprache der strasse*?

making it 2 / sprache der strasse promoted new Urbanism and Architecture. It addressed the questions of location and locality, of culture and cultural studies, of the street and of urban research. The goal of the project was to use both the economic subvention of creative professionals as well as targeted public relations activities to reanimate the streetfronts of a rundown shopping street in Vienna's Margareten district.

The project offered eight participating constellations of multidisciplinary professionals abandoned storefronts in Margareten's Schönbrunner Strasse for the period of one year to use as office and atelier space. As service in return, the project required these participating groups to pursue urban research that addressed the theme of "the language of the street".

The results of these projects have been published in both print (*sprache der strasse*, Sonderzahl Verlag, Vienna. ISBN 3 85499 253 7, EUR 15.00) as well as digital media (www.making-it.at). Furthermore, the undertaking included a "Project Central" – a 430 m² exhibition and event space located in the heart of the project area – in which the projects of the participants and new work of local and international architects and urbanists were exhibited, as well as symposiums on urbanism, culture and design took place. In its role as a gallery and event space, the Project Central was administered by the internationally active architecture platform "framework", which was founded by Christiane Fath in Berlin.

The project took place from June 2004 to May 2005 in the Schönbrunnerstrasse between the Pilgramgasse and the Margaretenquertel. This is an area in transition, where new urban developments intersect the classical Viennese streetscape. The numerous, long-term abandoned storefronts along this stretch of street are the visible traces of the structural transformation of the retail trade and the shifts in the demographics of the district. *making it 2 / sprache der strasse* considered these urban metamorphoses as potential for new directions in the evolving life of the city, and attempted to find new, socially responsible uses and meanings for these spaces.

a project from

ArchitekturRaum 5

Mark Gilbert

office@mgilbert.at

Hans Hinterholzer

h.hinterholzer@gesiba.at

Wolfgang Niederwieser

w.niederwieser@gesiba.at

in cooperation with

Gebietsbetreuung Wieden/ Margareten gb4_5@gesiba.at

TU Wien / Institut für Architekturwissenschaft, Abt.

Architekturtheorie

Bezirksvorsteherung Margareten

Österreichische Gesellschaft für Architektur

framework – Ausstellungsraum für neue Architektur

participants

assocation

ballesterer

ilabor

in_between:architektur

rain

raumspray

sammer_streeruwitz

studio margariten

rain

raumspray

with support from

Bundeskanzleramt der Republik Österreich – Sektion Kunst

Land Wien MA 50 – Wohnbauforschung

Stadt Wien MA 25 – Stadterneuerung

Stadt Wien MA 7 – Kultur

Hochschuljubiläumsfond der Stadt Wien

Verein Stadtimpuls

Bogner Edelstahl

Maler Macke

Heraklith

nextroom – Architektur im Netz

Sto Ges.mbH