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THE UTOPIAN NEOLIBERAL GLOBAL MANIFESTO

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DIE ARBEIT SOLL EINE KRITIK DER LÖSUNGSORIENTIERTEN, PRODUKTIVITÄTSMAXIMIERENDEN UND GEWINNORIENTIERTEN GLOBALEN GESELLSCHAFT SEIN. DURCH DIE ANALYSE VON AKTUELLER TRENDS IN DER KOSMOPOLITISCHEN GEMEINSCHAFT, MEINER DIREKTEN UMGEBUNG UND MICH SELBST, HABE ICH EINE VISION AUF DER GRUNDLAGE DER NEUEN STADT-WELT-BÜRGER AUS WESTEUROPÄISCHER SICHT ERSTELLT. DIE VISION ZEIGT EIN UTOPISCHES DASEIN AUS DEM SICHT EINES WELTBÜRGERS DER EINEM NEOLIBERALEN MARKT, ANGETRIEBEN VON DEN INFORMATIONS- UND SOZIALMEDIENTECHNIKEN DES FRÜHEN 21. JAHRHUNDERTS BEVORZUGT. DAS ERSCHAFFENE SZENARIO GRENZT ANDEREN GRUPPEN, IDEEN UND IDEOLOGIEN MIT ABSICHT AUS, UM DIE WIRKUNG DER GESCHAFFENE VISION ZU VERSTÄRKEN.

IM UTOPISCHEN NEOLIBERALEN GLOBALEN MANIFEST BEHAUPTE ICH, DASS DAS INDIVIDUUM ZU EINER NEUEN FORM VON INDIVIDUALISMUS VERWANDELT UND DASS EINE NEUE FORM DES RAUMES (DIE AUF DER NEOLIBERALEN IDEOLOGIE BASIERT) INNERHALB DES STADTGEWEBES ENTSTEHT. DIESES PROJEKT VERSUCHT, EINE „NEOLIBERALE UTOPISCHE VISION" EINER GLOBALEN GEMEINSCHAFT ZU SCHAFFEN. DIE VISION SOLL EINE IRONISCHE DARSTELLUNG EINER WELT SEIN, DIE AUF REALEN LEBENSERFAHRUNGEN BASIERT.

Abstract

THE WORK IS INTENDED TO BE A CRITICISM OF THE SOLUTION ORIENTED, PRODUCTIVITY MAXIMISING AND PROFIT FOCUSED GLOBAL SOCIETY. BY ANALYSING CURRENT TRENDS IN THE COSMOPOLITAN COMMUNITY OF WHICH I AM PART OF AND MY DIRECT ENVIRONMENT, I HAVE CREATED A VISION BASED ON THE GLOBAL, URBAN CITIZEN FROM A WESTERN EUROPEAN POINT OF VIEW. THE VISION SHOWS A UTOPIAN OUTCOME SEEN FROM THE EYES OF THE GLOBAL CITIZEN IDEAL IN A NEOLIBERAL MARKET, POWERED BY THE INFORMATION AND SOCIAL MEDIA TECHNOLOGIES OF THE EARLY 21ST CENTURY. THE SETTING PURPOSELY MARGINALISES OTHER GROUPS AND IDEAS IN ORDER TO ENHANCE THE EFFECT OF THE CREATED VISION.

IN THE UTOPIAN NEOLIBERAL GLOBAL MANIFESTO, I ARGUE THAT THE IDENTITY OF THE INDIVIDUAL IS CHANGING INTO A MORE AGGRESSIVE FORM OF INDIVIDUALISM AND THAT A NEW FORM OF SPACE (WHICH IS BASED ON THE NEOLIBERAL IDEOLOGY) WITHIN THE CITY FABRIC IS EMERGING. THIS PROJECT TRIES TO CREATE A "NEOLIBERAL UTOPIAN VISION" OF A GLOBAL COMMUNITY. THE VISION IS MEANT TO BE IRONIC DEPICTION OF SUCH A WORLD BASED ON REAL LIFE EXPERIENCES.

Thank You!

"IMAGINE IF THE PEOPLE OF THE SOVIET UNION HAD NEVER HEARD OF COMMUNISM. THE IDEOLOGY THAT DOMINATES OUR LIVES HAS, FOR MOST OF US, NO NAME. MENTION IT IN CONVERSATION AND YOU'LL BE REWARDED WITH A SHRUG. EVEN IF YOUR LISTENERS HAVE HEARD THE TERM BEFORE, THEY WILL STRUGGLE TO DEFINE IT." 00A

George Monbiot

THE UTOPIAN NEOLIBERAL GLOBAL MANIFESTO

Contents

a. Introduction

This project tries to create a "neoliberal utopian vision" of a global community. The vision is meant to be an ironic depiction of such a world. The work is divided into four parts:

THE ANALYSIS

THE WRITTEN MANIFESTO

THE DESIGN MANIFESTO
and
THE CONCLUSION .

1. THE ANALYSIS

Before creating the utopian vision of the exclusive community, a background study is made. The analysis is divided into two parts. The first defines what the author means with "utopia" and "manifesto" and explains a bit of his personal background which was used as an inspiration and starting point for the creation of the utopia. Later on, he explains his motivations for writing such a paper and the methods used in the theoretical manifesto. The second part of the analysis concentrates on the design. Here the author explains his approach to the design, as well as his reasons for choosing the capital city of Austria, Vienna.

2. THE WRITTEN MANIFESTO

The written manifesto combines scientific evidence with emotional irrationality. The manifesto is divided into three parts. The first part starts by explaining the neoliberal ideology, the influence of technology and the changing nature of work and education. It concludes by proposing the emergence of a global city based upon previous theories of Sassia Sasken and influenced by points made in the same chapter. The second focuses on the individual and the community. It analyses and proposes that in the neoliberal community a new type of identity has emerged. The third part argues that a new space of urbanity has emerged in the globalised world. This chapter also functions as a transition from the theoretical to the design part of the manifesto.

3. THE DESIGN MANIFESTO

The design is based upon the written manifesto and borrows the physicality of the city of Vienna. This part is divided into three chapters. The first creates a dream–like atmosphere and aims to submerge the reader into the imaginary place. The second shows an overview of the entire space created in the neoliberal utopia. The third concentrates on the most significant part of the design and gives a more detailed explanation of how such a space can function.

4. THE CONCLUSION

The conclusion reflects upon the entire work from the author's point of view. Here the author once again explains his motivation, followed by a critical view of his own manifesto.

CHAPTER 1

Analysis

CHAPTER 1.1

About the Written Manifesto

1.1.1 About the Author

Growing up in a diplomatic family, he was born into the capital of a decaying Soviet Union. Soon after, he spent three years in Mexico City. Most of his childhood was spent in Post-Soviet Moscow of the 90's, travelling in the summer between the Siberian home village of his mother and one of the biggest cities in the world — Mexico City. During these years, he witnessed the violent change between the fall of communism and the birth of hyper-neoliberalism in Russia, the rise of inequality, and the culture-clash between a local past and a globalised future. At the beginning of his 11th year, the author was told that his family was leaving Moscow and heading to their new home: the United States of America.

Two months later he started school in San Francisco. Without any knowledge of the English language at the time, he found himself making friends with other teens who had illegally crossed the borders of Colombia, Nicaragua and Mexico. As he hung out with them during lunch breaks, he would listen to their stories. They often talked about the violence and poverty of their home towns, jokingly compare their travels over the border, and complain about their lack of sleep because they had to help their parents at work after school. In San Francisco, the author experienced the burst of the internet bubble and multiculturalism, but also the birth of an anti-Islamic culture, as he watched two planes crash into the Twin Towers of New York. In the summer of 2002 he left the public High School in the suburbs of San-Francisco and entered his first private school in the small capital of a rich nation — Austria.

From hanging out with teenagers who crossed the border illegally and worked on the weekends, the author jumped into a world where he celebrated his friends' birthdays in Vienna's 19th centuries bourgeoisie apartments and who would go on weekend skiing trips. One year later, he moved to a public bilingual school where he learned German. After finishing school in Vienna, his interest in architecture lead him to start studying at the Technical University of Vienna. During the studies at theTechnical University, the exchange programme of Erasmus awarded him the opportunity to study abroad.

The year lived in Barcelona was spent in the mid of the Spanish financial crisis, where the unemploy-ment rate rose to up to 25%. However, being part of the educational exchange programme allowed him to stay in a bubble without directly witnessing the recession. Friends and acquaintances during this period were either part of the same exchange program or local university students. They spent the en-tire year in a semi hypnotic state exploring their youth: partying between the narrow streets of the me-dieval city core, studying in hot and bad ventilated rooms of the university campus, and engaging in long philosophical conversations in the small and dark apartments of the crowded city. Today, all of them, including the friends who grew up in Catalunya, live abroad.

The original plan had been to move away from Vienna and finish the degree in the Catalan capital. However, after the exchange year, the author decided to return to Vienna, which seemed to be entering the second renaissance and — during the second decade of the 21st century — was now quickly becoming a central point of migration and investment within the European Union. For the past years, Vienna has con-tinuously appeared at top positions in various rankings, including several "quality of life" indices. In 2016, the Austrian capital was the fastest growing city in the German-speaking area.

1.1.2 Architectural Manifesto

In general terms, throughout the architectural profession, the manifesto has often been an important tool of communication to express personal ideas and ideologies to the public. "Manifesto" stems from the latin word Manifestum, meaning: "certain, evident". [001] In modern society the word bares the meaning of a written statement of the beliefs or aims especially of a political party. [002] It allows its authors to express themselves freely and emotionally without binding the person to the dry writing approach of a scientific paper which relies on evidence-based research, rather than intuition. Historically, the field has been strongly political. At the same time, many architects distanced themselves from the social discourse, claiming to make architecture for the sake of artistic purposes alone, ignoring the fact that such statements have frequently created more political distress than wished for. Whichever approach the architects chose, it would not be denied that architecture was never neutral.

Manifestos are statements of one's beliefs, a declaration for change, a demand for a new reality. They flourish and intensify in moments of uncertainty […], in times of change and in periods of unrest. However, to read the manifesto only as a declaration of polemical confidence and law-like certainty, would be to miss its value as a detector of uncertainty. To not see how it insistently points us to those moments of doubt and objects of concern that have provoked it. [003]

The second half of the first quarter of the 21st century is appearing to be an accelerated process depicting strong changes in the fabric of the global social society. Due to the uncertainty presented in day-to-day life, emotional rhetoric in political spheres as well as other influential institutions are gaining strong momentum. A rhetoric based solely on emotion without possessing emotional intelligence, can quickly turn into a dangerous political agenda without a deeper strategy of action, which bases its decisions on immediate action rather than meaningful tactic. The author argues that the manifesto on the other hand, is an emotional declaration of one's beliefs. It is used in a tactical manner to emotionally engage its audience telling them to take action in a time of change. A manifesto is a statement of one's beliefs which uses emotional intelligence to motivate its readers and audience to take a well-defined form of action.

Therefore, in an age of instability where rational thinking makes way to emotional intuition as an illusion of certainty, it is of great importance to reintroduce the manifesto as a guiding mechanism to the uncertainty of the current situation, as an emotionally intellectual tool which points in a certain direction, proposing a long-lasting development, even if such a scenario is unattainable. ⚠

IN AN AGE OF INSTABILITY WHERE RATIONAL THINKING MAKES WAY TO EMOTIONAL INTUITION AS AN ILLUSION OF CERTAINTY, IT IS OF GREAT IMPORTANCE TO REINTRODUCE THE MANIFESTO AS A GUIDING MECHANISM TO THE UNCERTAINTY OF THE CURRENT SITUATION, AS AN EMOTIONALLY INTELLECTUAL TOOL WHICH POINTS IN A CERTAIN DIRECTION , PROPOSING A LONG-LASTING DEVELOPMENT, EVEN IF SUCH A SCENARIO IS UNATTAINABLE.

1.1.3 Architectural Utopia

To deny the architect the possibility to create, imagine and invent, would be to deny the essence of the architect's existence. Without the ability to produce something out of thin air, the ability to criticise a current reality and thus the ability to propose a solution and create something new, the architect need not exist. Therefore, the author claims — the architect is by definition an utopist.

Throughout history, the intimate relationship between the utopian vision and the architecture of the built environment cannot be denied. The first known utopian work, written in 1516 by Thomas More, thoroughly describes the built environment within the imaginary world. Historically, writers of make-belief worlds have always been very eager to give a detailed description and/or visualisations of the architecture present within them. The Garden Cities created by Sir Ebenezer Howard in the United Kingdom towards the end of the 19th century can be defined as a utopian idea implemented into the real world.[004] His idea depended on the architecture defined within. In the modern age, there is no need to look further than Hollywood which bombards its spectators with breath-taking depictions of architectural wonders in imaginary worlds. The gaming industry likewise spends ages designing impossible structures with extreme precision to impress its consumers.[005]

"UTOPIAS CARRY US AWAY TO A WORLD OF DREAMS; AND HERE THEY AWAKEN THE SLEEPING CHILD IN US FOR WHOM NOTHING IS IMPOSSIBLE. THEY ALSO SCARE US AS WE ARE CONFRONTED WITH OUR SENSE OF THE FINITE AND THE CEASELESS PASSAGE OF TIME. SIMULTANEOUSLY THEY APPEAR TO US IN A MANNER THAT IS FAR AWAY AND THOROUGHLY UNLIKELY, ONLY TO END BY OFTEN BECOMING MORE REALISTIC AND INCREASINGLY PROBABLE AS THE YEARS GO BY. THEY ARE IN FACT THE VISIONS THAT ARE SO ESSENTIAL FOR PROJECTING THE COLLECTIVE IMAGINATION ON THE SCREEN OF TOMORROW." [00B]

The obsession with physical landscapes in utopias, be they rural or urban, can be explained through the need to make them relatable to the reader. In order to be believable, utopia needed to describe concrete features, such as buildings and streets. From its start, the utopian concept fed upon the architectural and urban production of its time, upon the projects of ideal cities of architects and engineers.[006]

Throughout history the utopian concept has changed. Thomas More's Utopia most decisive feature was probably its criticism of the social order; however, it was not synonymous with social reform. The end of the eighteenth century saw a change in the status of utopia; having by and large remained a concept lacking any clear and immediate prospect of application, it now became increasingly associated with social and political transformation. In the twentieth century, utopian concepts reached several defining stages. The most important

was the merger between utopian perspectives and mainstream political and economic agendas.[007]

The end of the twentieth century saw a decline in utopian thinking in the discipline of architecture. Utopian approaches were rarely discussed in current official programs in urban planning departments. It was argued that in contemporary societies preferred the material over the spiritual, the known over the unknown, etc..[008] Rem Koolhaas argued for an ever-intensifying urban present and Francis Fukuyama famously announced the end of history.[009] However, as Pinder (2001) argued, the death of utopia was not a new concept. It had been proclaimed several times throughout history but always seemed like a fantasy.[010]

Recently, an attempt to reintroduce utopia into the field of architecture could be observed. Antoine Picon wrote in his 2013 paper, Learning from Utopia: contemporary architecture and the quest for political and social relevance, that a new kind of utopian perspective was needed today. Nevertheless, he was careful not to propose a direction and restricted himself by asking his readers further questions about the meaning of contemporary utopia.[011] Other publications have tried to be more concrete. In his essay, Role of Utopia for Design of Future Cities: Utopia in Urban Planning Literature, Amir Ganjavie stresses the importance of utopias in modern city planning and argues for them to be used as tools for research.[012] In Vienna, Cuno Brullmann together with the department of Housing and Design at the Technical University published under the name, Re-searching Utopia in 2014, an entire collection of essays upon the topic, advocating for the relevance of utopia in today's architectural practice and its importance as a motor for social change.[013]

1.1.4 Motivation

are pro-vocative. The architectural community can therefore expect a more-sophisticated result from utopian projects in comparison with conventional models.[014]

1.1.4.2 WHY MANIFESTO?

The manifesto is a written statement of the beliefs or aims.[015] It is emotional. This type of writing allows the author to detach himself from rationality and the dry, and often boring, language of scientific research. It enables him to speak his mind and present the work to a wider audience.

1.1.4.1 WHY UTOPIA?

A utopian approach allows the author to present catastrophic scenarios for the purpose of educating citizens. Beatley advanced the idea that because of the increase of individualism, the appropriate method for raising citizens' awareness […] is a constant challenge. Citizens may ask themselves a number of questions such as "Why should we think about the future of the planet?" and "How do we turn our at-tention to the fate of future generations without knowing them?" In light of this, how can a planner raise awareness for the need for sustainable development? The analysis provided by Amir Ganjavie shows that scenarios and approaches of a dystopian nature can be applied. […] A utopian approach of-fers a significant advantage over conventional projects, namely the fact that utopian projects

WE ALL FEEL THAT TODAY MODERN CIVILISATION IS GOING THROUGH A SIGNIFICANT CHANGE. THIS CHANGE CAN BE OBSERVED UPON OUR SOCIETY, BUT MOST IMPORTANTLY EACH INDIVIDUAL CAN EXPERIENCE THESE CHANGES AFFECTING ITS OWN LIFE.

Additionally, the manifesto is a wide-spread working tool and has a long tradition within the architectural community. The author chose to follow this tradition within the field and create his own manifesto. The final university submission is a personal work which aims to reflect upon his personal development, findings, views and aims which emerged during his studies. It is a critical view of his surrounding environment, the field of architecture and himself. It mixes the professional field with the author's personal

life. The final project tries to reach a better understanding of the changing role of the architect and the urban planner in the 21st century.

1.1.4.3 PERSONAL LIFE

We all feel that today modern civilisation is going through a significant change. This change can be observed in our society, but most importantly individuals can experience these changes affecting their lives. The author decided to reflect upon his life in a time-frame of five years, between 2012 (age 25) and 2017 (age 30). He tried to analyse significant parts of his private life and what has caused these disruptions.

The starting point was his historical background and how this had affected the author's life this far (privileges and disadvantages). During the project, he reflected upon specific situations which had had a strong effect on his identity, such as: the instability of stay in the country of residence; project orientated work; the pressure of continuous education; network of belonging, including friends, family, career and love life; and addiction to the 24-hour technological availability.

Even though these personal analyses are not directly mentioned in the work, they did play a significant role in shaping the utopian manifesto. Throughout the project, the author continuously takes inspiration from his personal life and embeds these experiences into the text.

The motivation for the author to mix his personal life with the project is an attempt to try to explain and understand, at least in part, the ongoing changes happening during the beginning of the 21st century.

1.1.5 Methods

1.1.5.1 STORYLINE — UTOPIA

Utopian models are the research laboratory for thinking about the future.[016] The author chose a utopian approach because he believes that the creation of make-belief worlds inspired by current trends can deliver great results in understanding the evolution of cities. Further on, utopias make the discipline of architecture more relatable to the people outside the field by explaining the project in means of a story.

Because utopia means no place, this allows its creator to free itself from constraints imposed by the logic of the physical world. Since there are no rules to follow, new logic can be invented and possible theoretical outcomes can be discovered. The author uses this theoretical framework to explore a sce-nario based on one reality. This creates a world which is meant to be utopian to some, but dystopian to others. Additionally, the written work is not bound to a place, it describes a society. Only towards the end of the paper does the author introduces a physical space which is used as an overlap to jump from the theoretical manifesto to the physical design.

The utopian approach was chosen to provoke. It hopes to create further questions and motivate individuals to start a debate on the topic.

1.1.5.2 STORYLINE- MANIFESTO

The approach the author uses is unconventional to the typical form of the manifesto. Traditionally, manifestos criticise the system and propose a new reality. They demand change by offering a solution. Instead of proposing a diverse solution to global trends happening during the first quarter of the 21st century, the author offers a scenario where these trends are intensified and become the ultimate reality. By writing a future based on one reality, he deletes other tails and emphasises on the narrative of a single story.

The text explores the option of a theoretical outcome based on a single ideology. In his paper, the author writes a manifesto through the eyes of a western European global citizen protagonist who supports the neoliberal ideology. Although the manifesto is written as a work glorifying the neoliberal market, it is meant to be an ironic text which tries to show the absurdity of the neoliberal dogma when it exists in its purest form.

Architectural manifestos tend to rely on three types of claims: historical, norms within the field, and collective forms of identity.[017] In this paper, the author relies on all three. Historically, he bases his manifesto on an ideological development viewed from a single point of view. In norms within the field, he distances himself from the classical profession of architecture and embraces an urbanistic and sociological approach to the paper without denying his architectural history. Lastly, he proposes the emergence of a new identity based on an isolated realities of historical events. The claims in the manifesto distort the reality of the situation, isolate specific information and simplify complex circumstances with an aim to stress a specific point and to obtain an emotional reaction.

1.1.5.3 LANGUAGE

In the written manifesto, the rhetoric used throughout the texts play a vital role for the creation of the make-believe world. The language used throughout the texts purposely uses simplifications. It plays with the role

of stereotypes, shows one-sided stories and excludes unfitting narratives. The text aims to generate emotional distress rather than encourage reason. The chapters promote simple truths and are inspired by populist culture.

The author uses one of the fundamentals of populism rhetoric – the distinction between 'us' and 'them' – as a method of communication.[018] He emphasises on the human being and applies the notion of 'me' to the individual verses 'them' them mass, with the aim to create a notion that all of us together are alone and must compete against everybody.

The language in the manifesto tries to achieve this by means of another tool often used in politics – it aims to twist the evidence-based research to benefit the person's personal interests by selectively filtering unconventional information. The chapters refer to scientific writings and try to logically argue in support of the one-sided point of view. The author mixes his own opinion with scientific research in an attempt to blur the line between reason and emotion.

Furthermore, in the manifesto the author changes from writing in third to first person, and addresses the reader directly using words like 'you', 'we' and 'us'. By doing so he tries to become more relatable to the readers and encourages them to take part in the discourse. At times, the author purposely repeats himself in order to stress a chosen idea in an attempt to create a stronger lasting effect.

The aim of the language used in the manifesto is to emotionally engage the reader by creating simple truths and manipulating research to creative a relatable atmosphere. Research shows, humans often react based on emotional status rather than rational thinking. People might think that using logical in-tellectual arguments are the most efficient way to win people over; but according to psychology pro-fessor Drew Weston, this strategy might be largely ineffective. In his 2008 book The Political Brain, he argues that the reason why Al Gore and John Kerry lost against the "less intellectual" George Bush in the 2000 and 2004 US presidential elections was because Bush was much better at appealing to voters' emotions. He says voters are not cool calculators who make rational decisions based primarily on poli-cies. Rather, elections are often decided by how people feel – first, by how they feel towards the par-ties and their principles, and then by how they feel about the candidate.[019]

THE LANGUAGE USED THROUGHOUT THE TEXTS PURPOSELY USES SIMPLIFICATIONS. IT PLAYS WITH THE ROLE OF STEREOTYPES, SHOWS ONE-SIDED STORIES AND EXCLUDES UNFITTING NARRATIVES. THE TEXT AIMS TO GENERATE EMOTIONAL DISTRESS RATHER THAN ENCOURAGE REASON. THE CHAPTERS PROMOTE SIMPLE TRUTHS AND ARE INSPIRED BY POPULIST CULTURE.

CHAPTER 1.2

About the Design Manifesto

1.2.1 About the project

The project aims to describe a dream—like scenario of a metropolitan space which emerged, during the early years of the third millennia, as a new form of urbanity within the city space. These urbanities are dense spaces of information, knowledge and innovation production within the network of global flows. Global flows are the nervous system of the global economy which continuously transport an endless amount of information regarding all aspects of human society. () When such flows interact with each other they create global nodes which manifest themselves physically within global cities. Due to the intensity and amount of exchanges between global flows once they meet, these nodes become massive centres of information, knowledge and innovation creation.

Chapter 3, explores the possibility of a purposeful creation of such spaces which aims to maximise idea—creation output. The author experiments with the design of a place of which intention is to feed the machinery of the network of global flows and maximise performance of value creation through conceptual construction of economies of synergy and economies of experience. He explores possibilities to design spaces which promote knowledge and innovation production through planned arbitrary collisions of ideas. In other words, the author aims to create a global factory specialised on production of creativity.   ⚠

1.2.2 Methods

The design process is inspired by the Utopian Neoliberal Global Manifesto. It borrows the physical location within the capital city of Austria. The following pages take Vienna as a starting point analysing the conditions of the city, arguing why the area was chosen, and explaining the motives for choosing a capital city of a former empire. The author makes reference to the physicality, atmosphere and flair as a starting point. However, he chooses not to mention Vienna by name through the rest of the design process. The argument to do so, is to prove that such a space can exist on any other part of the planet.

As a second step, the method of writing in the design is reversed. Whereas the manifesto is written from an analytical point of view supported by emotional irrationality, the second half of the book reverses the process, establishing the emotional state as the preeminent inspiration for the design process supported marginally by rational thought.   ⚠

1.2.3 Motivation

The project intends to create a physical space strongly relying on one reality. This reality is based on the Utopian Neoliberal Global Manifesto and excludes other communities and truths present in the city. The exaggeration of the project is intentional; it aims to show an extreme space of fabrication of information, where the source of production is the individual. Although such spaces do not yet exist in such a pure form, the motivation of the design aims to demonstrate that comparable zones already exist within the urban fabric of the global society.⚠

CHAPTER 1.3

A Wealthy City

GDP IN PERCENT

100

65,60

World
OECD Members
Austria 0,56

POPULATION IN PERCENT

100

17,55

World
OECD Members
Austria 0,001

COUNTRIES IN PERCENT

100

17,34
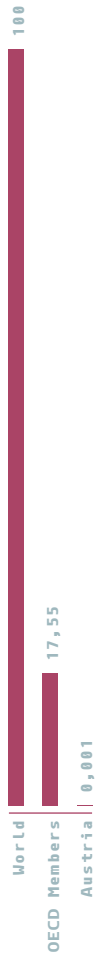
World
OECD Members
Austria 0,51

grph 01

GDP PER CAPITA (PPP)

World

15,800 US dollars

OECD Average

40,144 US dollars

Austria

48,177 US dollars

grph 02

GNI PER CAPITA

High-Income Countries

12,736 US dollars

Upper Middle Income Countries

4,125 US dollars

Lower Middle Income Countries

1,045 US dollars

Low-Income Countries

HDI

Long and healthy life
Life Expectancy Index
+
Knowledge
Education Index
+
A decent Standard of Living
GNI Index

1.3.1 Measuring Units

GDP

Gross domestic product (GDP) is the monetary value of all the finished goods and services produced within a country's borders in a specific time period.[020]

Per capita GDP is a measure of the total output of a country that takes the gross domestic product (GDP) and divides it by the number of people in the country.[021]

The gross domestic product (GDP) is one of the primary indicators used to gauge the health of a coun-try's economy.[022]

PPP

An economic theory that estimates the amount of adjustment needed on the exchange rate between countries in order for the exchange to be equivalent to each currency's purchasing power.[023]

COUNTRY CLASSIFICATION

The World Economic Situation and Prospects Organisation (WESP) of the United Nations classifies all countries of the world into one of three broad categories: developed economies, economies in transition and developing economies. The three categories are further divided into subgroups based on geographical location or on ad hoc criteria.

In parts of the analysis, a distinction is made between fuel exporters and fuel importers from among the economies in transition and the developing countries. For other parts of the analysis, countries have been classified by their level of develop-ment as measured by per capita gross national income (GNI).[024]

GNI

Gross National Income is the sum of value added by all resident producers plus any product taxes (less subsidies) not included in the valuation of output plus net receipts of primary income (compensation of employees and property income) from abroad. Data are in current U.S. dollars.[025]

GNI per capita estimates are also used as input to the World Bank's operational classification of economies that determines lending eligibility. [026]

UNO'S CLASSIFICATION BASED UPON GNI PER CAPITA

As of 1 July 2015, low-income economies are defined as those with a GNI per capita, calculated using the World Bank Atlas method, of $1,045 or less in 2014; middle-income economies are those with a GNI per capita of more than $1,045 but less than $12,736; high-income economies are those with a GNI per capita of $12,736 or more. Lower-middle-income and upper-middle-income economies are separated at a GNI per capita of $4,125.[027]

WORLD BANK ATLAS METHOD

the World Bank uses the Atlas conversion factor instead of simple exchange rates. The purpose of the Atlas conversion factor is to reduce the impact of exchange rate fluctuations in the cross-country comparison of national incomes.[028]

HDI

The Human Development Index was created to emphasize that people and their capabilities should be the ultimate criteria for assessing the development of a country, not economic growth alone. The HDI can also be used to question national policy choices, asking how two countries with the same level of GNI per capita can end up with different human development outcomes.[029] The HDI is the geometric mean of normalized indices for each of the three dimensions. The health dimension is assessed by life expectancy at birth, ➔

GDP PER CAPITA (PPP)

210 Haïti

11 Norway

27 Austria

158 India

92 Mexico
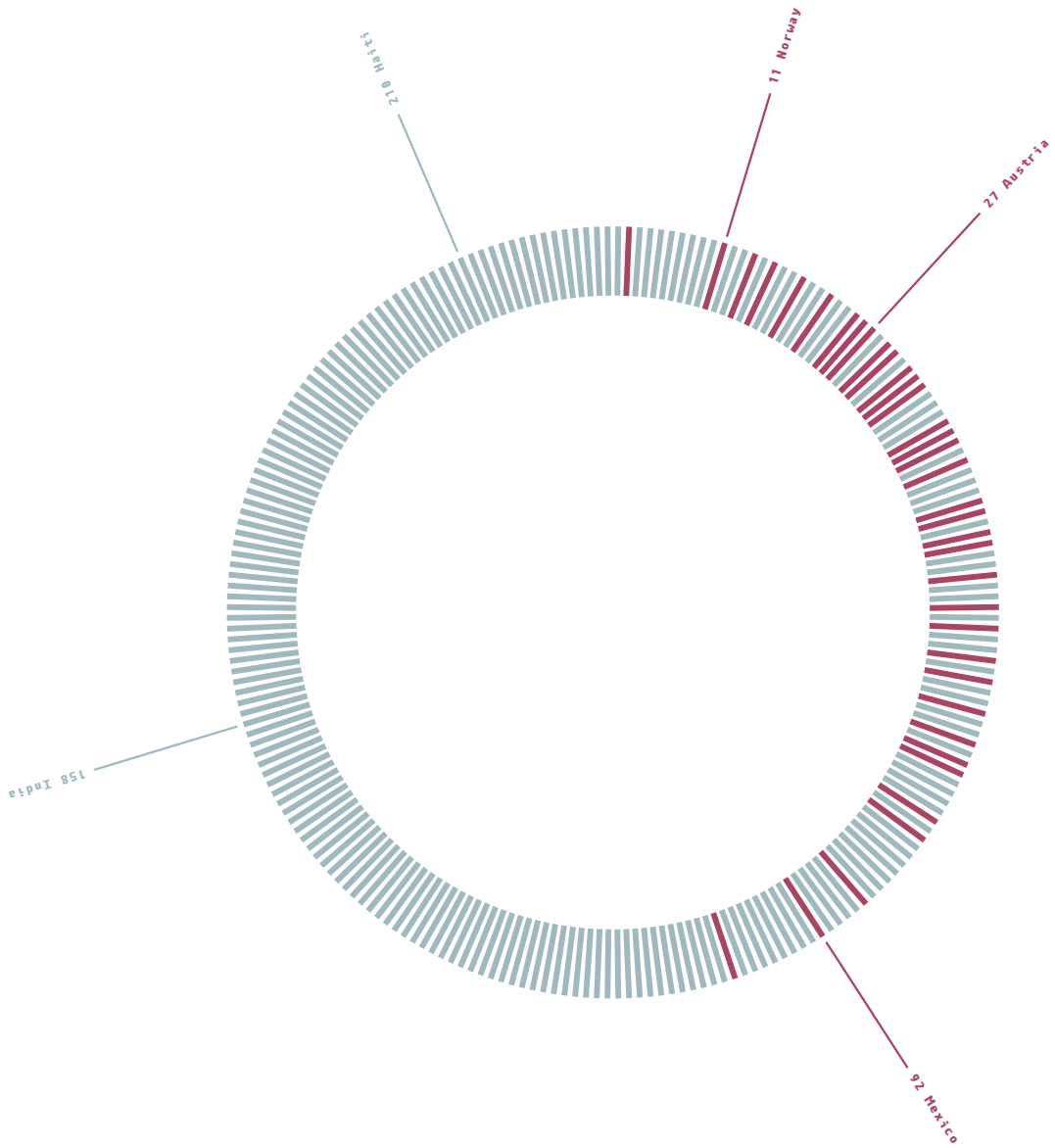
● Countries included in the OECD Better Life Index

GNI PER CAPITA (ATLAS METHOD)
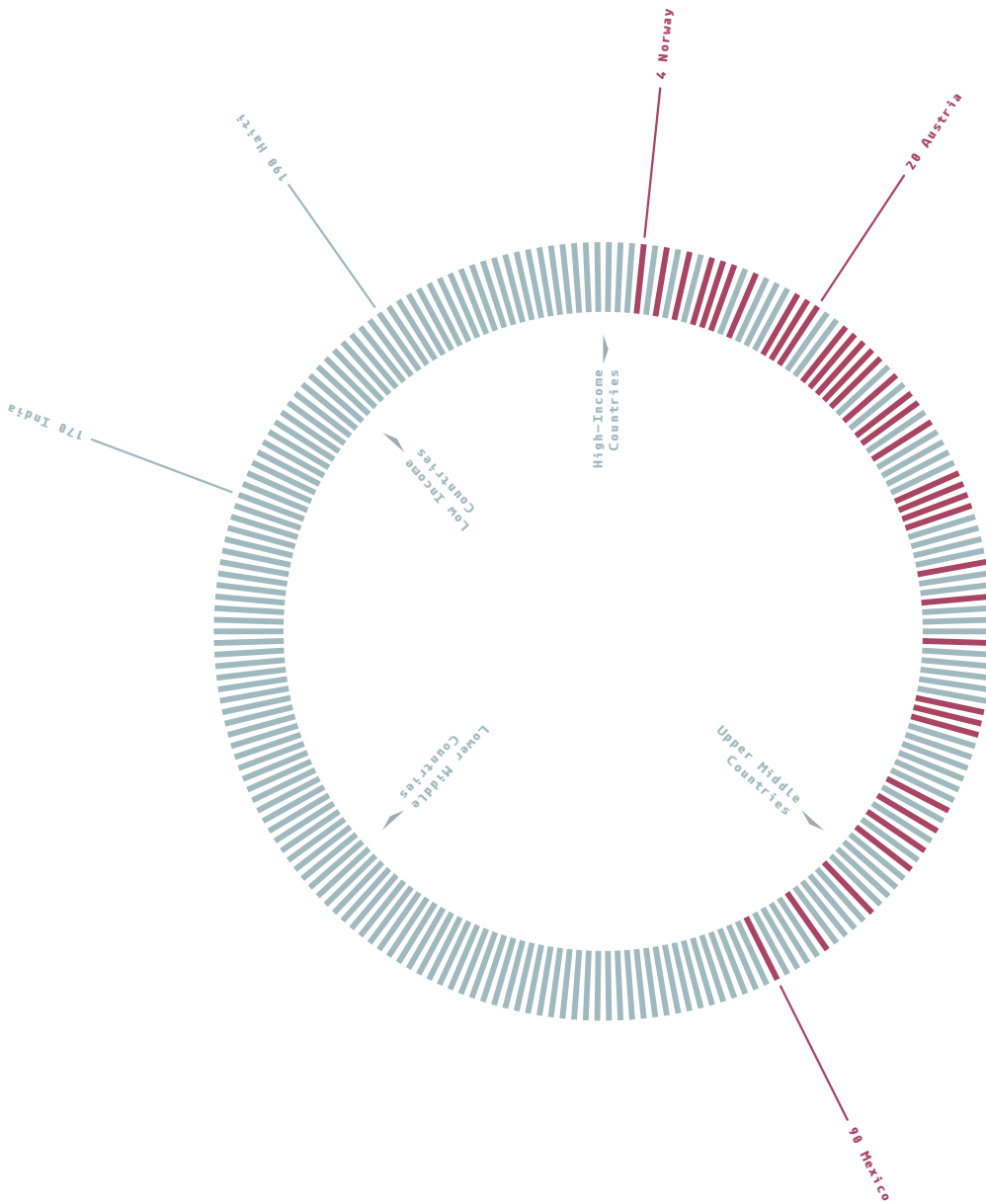
4 Norway

20 Austria

190 Haiti

170 India

High-Income
Countries

Low Income
Countries

Upper Middle
Countries

Lower Middle
Countries

90 Mexico

● Countries included in the OECD Better Life Index

HDI

1 Norway

23 Austria

163 Haiti

Very High
Development
Index

Low Development
Index

High
Development
Index

130 India

Medium
Development
Index

74 Mexico

● Countries included in the OECD Better Life Index

grph 05
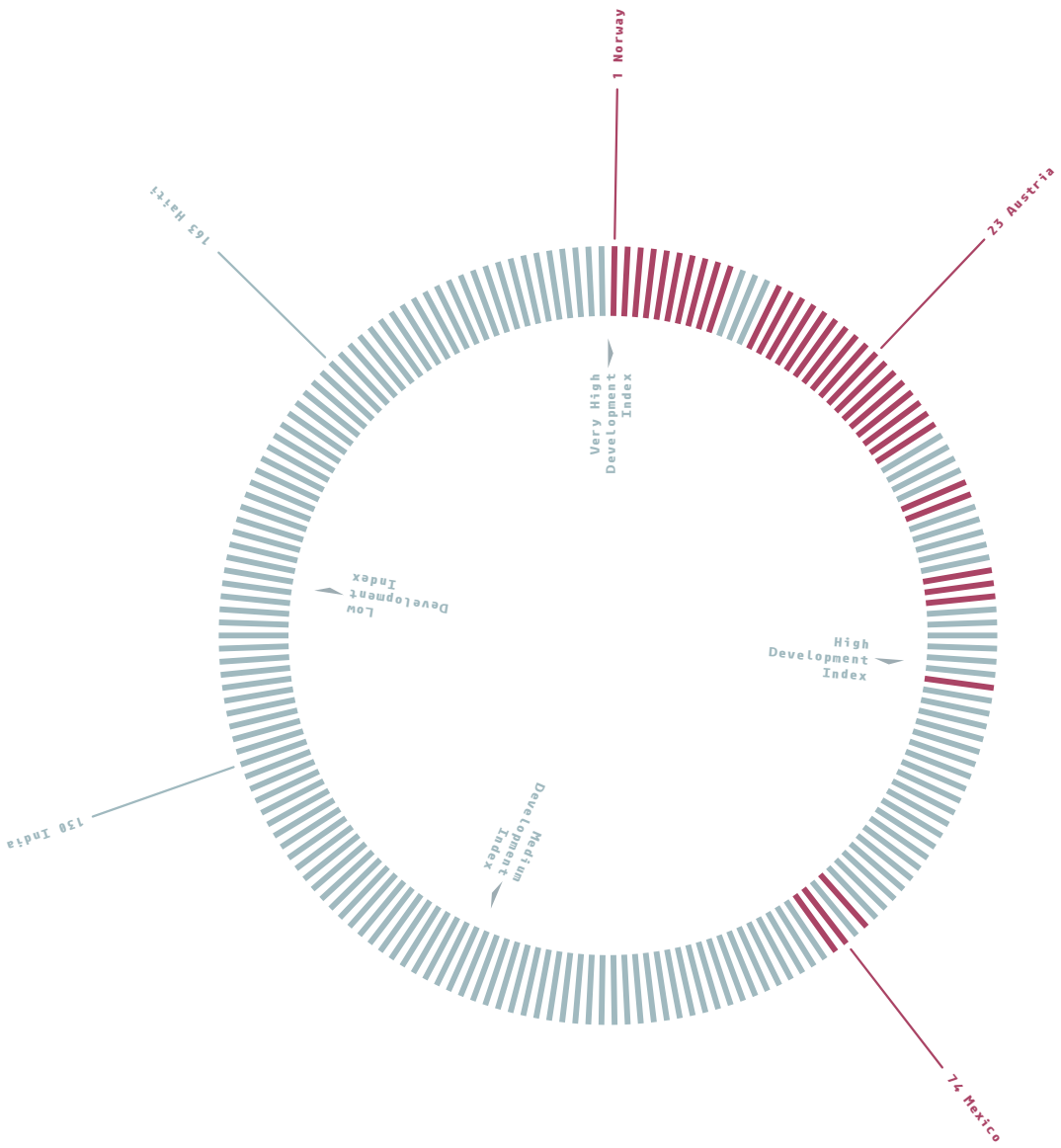
➡ the education dimension is measured by mean of years of schooling for adults aged 25 years and more and expected years of schooling for children of school entering age. The standard of living dimension is measured by gross national income per capita. The HDI simplifies and captures only part of what human development entails. It does not reflect on inequalities, poverty, human security, empowerment, etc.[030]

The HDI divides itself into the following groups: Very High Human Development, High Human Development, Medium Human Development and Low Human Development.

OECD

The Organization for Economic Cooperation and Development provides a forum in which governments work together to seek solutions to common problems, share experiences and identify best practices to promote better policies for better lives.[031]

The OECD includes 34 member countries and is in accession talks with Colombia, Costa Rica, Latvia, Lithuania and the Russian Federation. Brazil, the People's Republic of China, India, Indonesia and South Africa are OECD Key Partners. The OECD also collaborates with more than 100 other economies, many of which participate in its committees and adhere to its instruments.[032]

For more than 50 years, the OECD has been a valuable source of policy analysis and internationally comparable statistical, economic and social data.[033]

The OECD has been called a think tank, monitoring agency, rich man's club and unacademic university.[034]

OECD BETTER LIFE INDEX

The better life index is an initiative by the OECD to measure quality of life. The initiative was created in 2011 which analysis the 34 members of the OECD foundation, as well as the Russian Federation and Brazil. Unlike the GDP which takes into consideration only the financial well-being of the country, the BLI analyses 11 different aspects of society. The 11 groups are further divided into subgroups. The Index uses a rating scale from 0 to 10, 10 being the highest number a country can have.[035]

HOUSEHOLD NET-ADJUSTED DISPOSABLE INCOME

Household net-adjusted disposable income is the amount of money that a household earns, or gains, each year after taxes and transfers. It represents the money available to a household for spending on goods or services.[036] ⚠

BETTER LIFE INDEX - COUNTRIES

AUS australia	**AUT** austria	**BEL** belgium	**BRA** brazil	**CAN** canada	**CHL** chile
CZE czech republic	**DNK** denmark	**EST** estonia	**FIN** finland	**FRA** france	**DEU** germany
GRC greece	**HUN** hungary	**ISL** iceland	**IRL** ireland	**ISR** israel	**ITA** italy
JPN japan	**KOR** korea	**LUX** luxembourg	**MEX** mexico	**NLD** netherlands	**NZL** new zealand
NOR norway	**POL** poland	**PRT** portugal	**RUS** russian federation	**SVK** slovak republic	**SVN** slovenia
ESP spain	**SWE** sweden	**CHE** switzerland	**TUR** turkey	**GBR** united kingdom	**USA** united states

grph 06

BETTER LIFE INDEX - INTICATOR
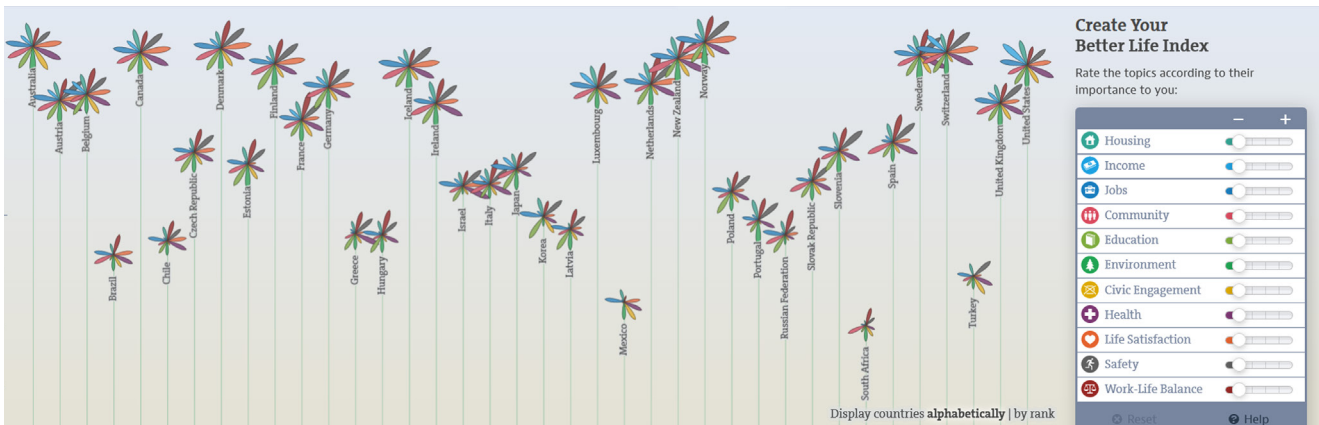
pic 01

1.3.2 Better Life Index [037]

AUSTRIA

Austria performs well in many measures of well-being relative to most other countries in the Better Life Index. Austria ranks above the average in jobs and earnings, subjective well-being, personal security, civic engagement, health status, environmental quality, educati-on and skills, but below average in work-life balance.

HOUSING 5.7

Households on average spend 21% of their gross adjusted disposable income on keeping a roof over their heads, above the OECD average of 18%.

INCOME 4.9

The average household net-adjusted disposable income per capita is USD 31 173 a year, higher than the OECD average of USD 25 908.

JOBS 8.2

About 72% of the working-age population aged 15 to 64 has a paid job. This figure is higher than the OECD employment average of 65%. Employment rates are generally higher for individuals with a higher level of education.

COMMUNITY 7.1

89% of people believe that they know someone they could rely on in a time of need, more than the OECD average of 88%. There is a 3 percentage point difference between men and women, as 88% of men believe they have this kind of social support, compared with 91% of women.

EDUCATION 6.7

Austrians can expect to go through 17.0 years of education between the ages of 5 and 39, slightly less than the OECD average of 17.7 years. 83% of adults aged 25-64 have completed upper se-condary education, higher than the OECD average of 75%. This is truer of men than women, as 88% of men have successfully completed high-school compared with 78% of women.

ENVIRONMENT 7.2

PM10 levels in urban areas are 27.4 micrograms per cubic meter, higher than the OECD average of 20.1 micrograms per cubic mete.
94% of people say they are satisfied with water quality, higher than the OECD average of 81%.

CIVIC ENGAGEMENT 5.6

Trust in government is essential for social cohesion and well-being. High voter turnout is a measure of citizens' participation in the political process. In the most recent elections for which data are available, voter turnout in Austria was 75% of those registered. This figure is higher than the OECD average of 68%.

HEALTH 7.4

Life expectancy at birth in Austria stands at 81 years, one year above the OECD average of 80 years. Life expectancy for women is 84 years, compared with 78 for men.

LIFE SATISFACTION 8.0

Happiness or subjective well-being can be mea-sured in terms of life satisfaction, the pre-sence of positive experiences and feelings, and the absence of negative experiences and fee-lings. Such measures, while subjective, are a useful complement to objective data to compare the quality of life across countries.
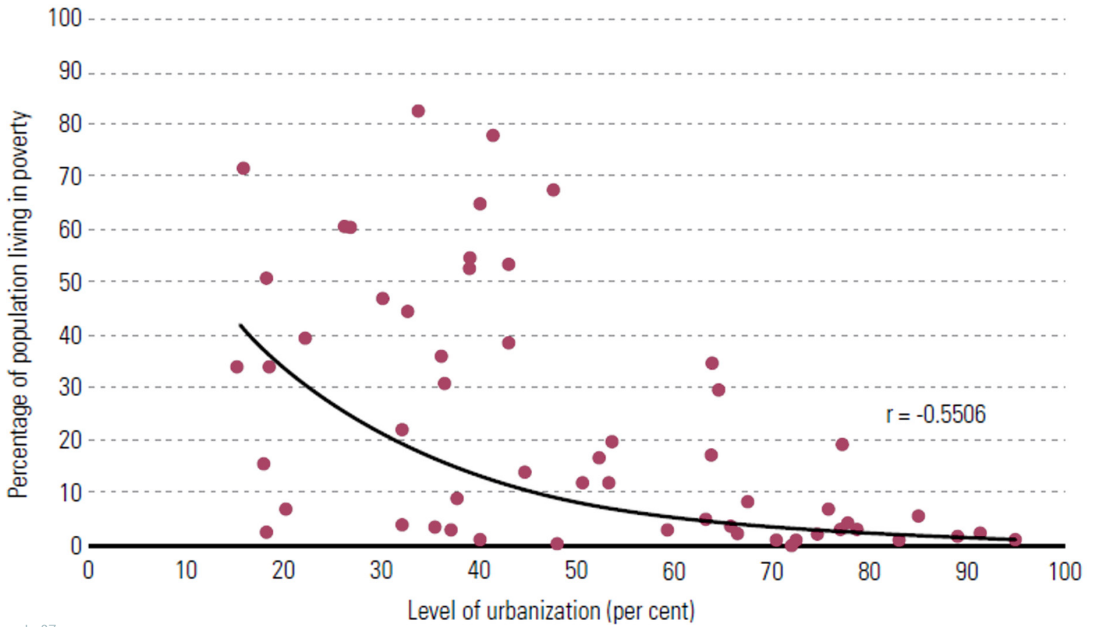
SAFETY 9.1

3.4% of people reported falling victim to as-sault over the previous 12 months, less than the OECD average of 3.9%. According to the latest OECD data, Austria's homicide rate is 0.4, much lower than the OECD average of 4.0.

WORK-LIFE BALANCE 6.0

The share of employees working 50 hours or more per week is not very large across OECD coun-tries. In Austria close to 8% of employees work very long hours, less than the OECD average of 13%.
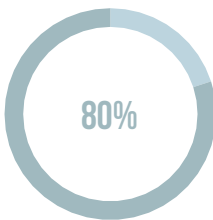
URBANIZATION AND POVERTY

Percentage of population living in poverty (y-axis)

Level of urbanization (per cent) (x-axis)

r = -0.5506

grph 07

GLOBAL PERCENT OF GDP

produced in cities

80%

Paris is 16% of the popula-
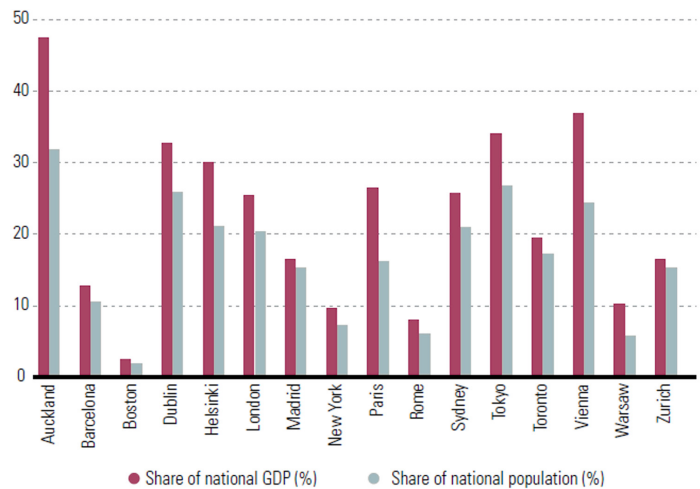tion of France, but accounts
for 27% of the GDP

Kinshasa is 13% of the popu-
lation of DRC, but accounts
for 85% of the GDP

grph 08

SHARE OF GDP AND NATIONAL POPULATION

in developed countries

- Share of national GDP (%)   - Share of national population (%)

Auckland, Barcelona, Boston, Dublin, Helsinki, London, Madrid, New York, Paris, Rome, Sydney, Tokyo, Toronto, Vienna, Warsaw, Zurich

grph 09

1.3.3 About Cities

The beginning of the 21st century was a turning point in human history. For the first time; the number of people living in cities outnumbered that of the rural population. Cities are known for being the core of progress and novelty for human societies. As more and more people move into urban areas, the role cities play for the further development of civilization will intensify.

Cities are centres of production and modernisation; today they generate 80% of the world's GDP.[038] In most countries the average GDP per capita is higher in urban areas than on the countryside. Ever since the first settlements, cities have been centres of creation of wealth, innovation and development. It is predicted that by 2050 66% of the global population will live in urban areas. Today, highly-developed countries have urban populations which exceeds the global average with an urbanization rate of up to 82%.[039]
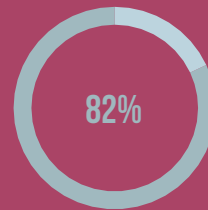
The 20th century concentrated on analysing nations rather than urban agglomerations. With cities becoming the central bone of modern civilization, global organizations are dedicating more time researching them. Today, many organizations are not only measuring countries, but also have different indexes for measuring cities. UN Habitat has launched the City Prosperity Initiative in 2012, which is based on five different dimensions.

The beginning of the 21st century is seeing a stronger awareness about the power of cities. They are the motors of today's global civilization and will define the future of the human species. If compared to rural areas, cities have always been more progressive, developed and liberal. As time goes by; new nations appear as old empires collapse, but cities remain and continue to grow.

PERCENT LIVING IN URBAN AREAS
in 2014

82%
North America
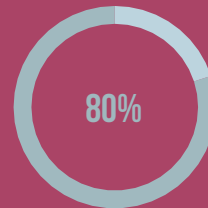
80%
Latin America and Caribbean

73%
Europe

48%
Asia
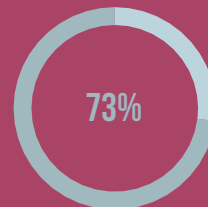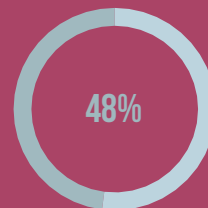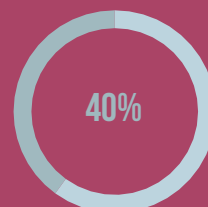
40%
Africa

grph 10

CITY PROSPERITY INDEX
2015

6 Vienna CPI - 80,53

60
cities measured
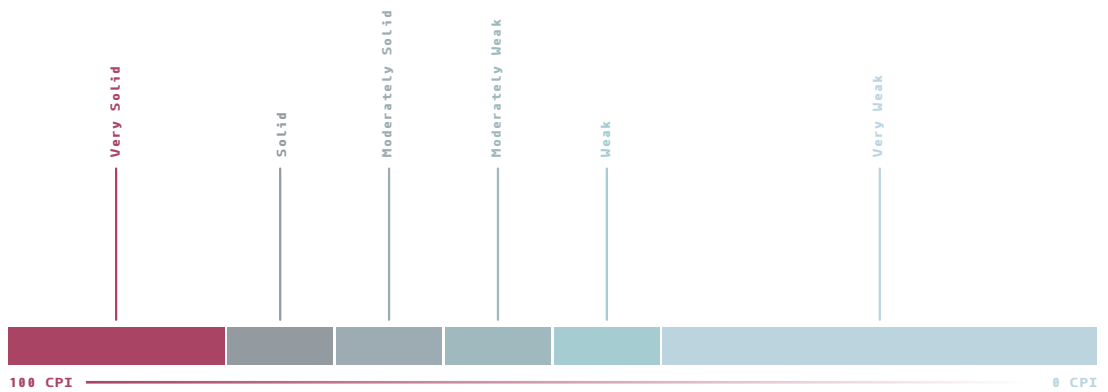
Very Solid

Solid

Moderately Solid

Moderately Weak

Weak

Very Weak

100 CPI

0 CPI

grph 11

1.3.4 City Prosperity Index

The City Prosperity Index (CPI) is, by definition, a multidimensional index. Hence, the prosperity of a city is determined based on a collection of factors or dimensions that are related to conceptualizations of a prosperous city. Each dimension is composed of sub-dimensions, which are defined from a group of var-iables (or indicators) that are measured for each city. When sub-dimensions are made-up by two or more indicators, they are aggregated into one single value. Indicators are standardized using internationally-observed benchmark.[040]

INDICATORS

PRODUCTIVITY
1. Economic Streght
– City Product per capita
2. Employment
– Unemployment Rate

GOVERNANCE AND LEGISLATION
1. Participation
– Voter Turnout
2. Institutional Capacity
– Days to Start a Business

QUALITY OF LIFE
1. Health
– Life Expectancy at birth
– Under-Five Mortality Rate
2. Education
– Literacy Rate
– Mean Years of Schooling
3. Safety and Security
– Homicide Rate

INFRASTRUCTURE
1. Housing Infrastructure
– Improved Shelter
– Access To Improved Water
2. Social Infrastructure
– Physicians Density
3. ICT
– Internet Access
4. Urban Mobility
– Traffic Fatalities

85%
OF CITIES WITH A VERY SOLID PROSPERITY INDEX BELONG TO EUROPE

In the world's cities with a very solid prosperity index the six dimensions of Urban Prosperity are well developed overall, with very little va-riations among them. It allows them to be 'hubs' of prosperity thank to the high production of good and services within a safe and secure environment.[041]

EQUITY AND SOCIAL INCLUSION
1. Economic Equity
– Gini Coefficient
– Poverty Rate
2. Social Inclusion
– Slum Households
– Youth Unemployment
3. Gender Inclusion
– Equitable Secondary School Enrolment

ENVIRONMENTAL SUSTAINABILITY
1. Air Quality
– PM2.5 Concentration
2. Waste Management
– Waste Water Treatment
3. Energy
– Share of Renewable Energy
– CO2 Emissionsw

POPULATION PYRAMID AUSTRIA

2015

Male | Female

100
90
80
70
60
50
40
30
20
10
0

75,000 persons | 50,000 | 25,000 | 25,000 | 50,000 | 75,000 persons
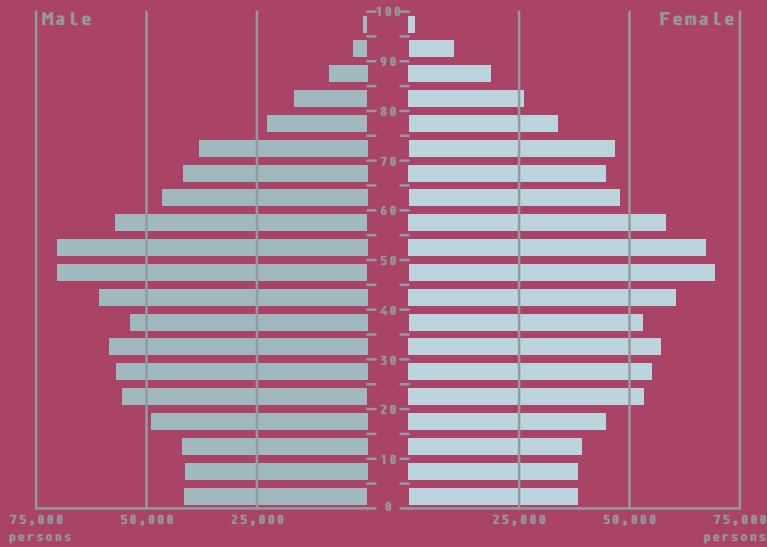
grph 12

DEVELOPMENT OF EDUCATIONAL ATTAINMENT

25 to 64 years

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

1971   1981   1991   2001   2011   2014

- Tertiary Education
- Upper Secondary, Post-secondary non Tertiary Education
- Lower Secondary Education
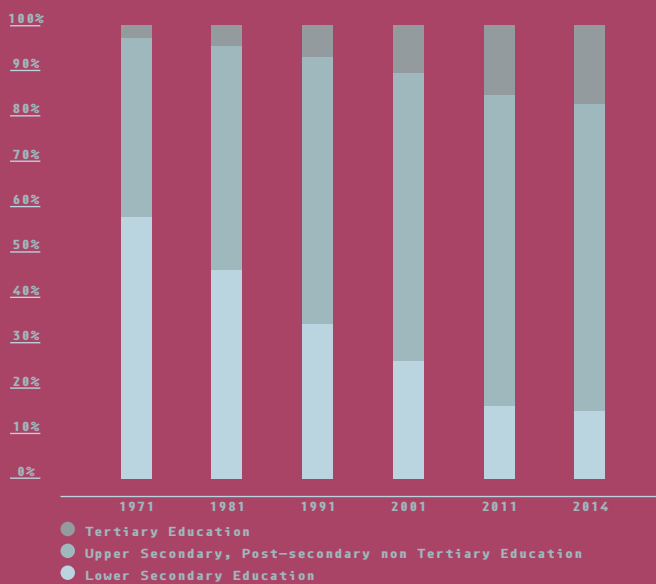
grph 13

EMPLOYMENT

by economic sector, 2014

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

2014

- Tertiary Sector
- Secondary Sector
- Primary Sector
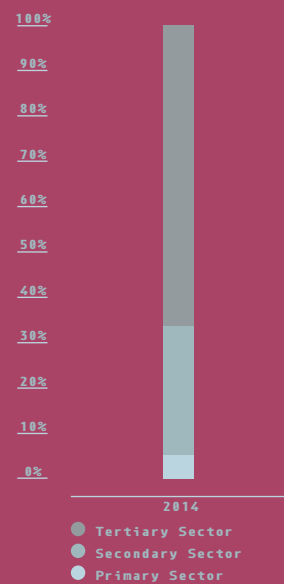
grph 14

1.3.5 Austria in numbers

GEOGRAPHY

Austria has a land area of 83 879 km². The country is land locked and shares its borders with 8 different countries. The landscape is very diverse and varies from the Alps, which cover a large part of the country, to the continental climate of the Vienna Basin and the Hungarian lowlands.[042]

POPULATION

At the beginning of 2015 Austria had a population of 8.58 million inhabitants. According to current population projections, the figure is expected to reach 9.70 million by 2060. A fifth of Austria's population lives in the Capital city of Vienna. 66 percent of Austrian's population lives in urban areas. The migrant population accounted for 13.3 percent of the entire population of the country at the beginning of 2015 [043]

POLITICS

Austria is a democratic republic [044] with a multi-party system. The country is part of the European Union and has the status of neutrality.

EDUCATION

In 2014, 17.4% of the resident population of Austria aged 25 to 64 years held a degree from tertiary education, 67.6% secondary education and 15.0% had only completed the compulsory school requirements. The trend of the past decades shows a continuous decline of the percentage of the population who only completed compulsory school as well as a rise of persons with degrees from tertiary education.[045]

HEALTH

The life expectancy of Austrian men and women has risen sharply in recent decades: at a rate of two to three years per decade. Today, the life expectancy at birth stands at 81 years and is above the OECD average. Infant mortality has declined sharply since the 1970's, from 26 to only 3 per 1000 live births.[046]

ECONOMY

Like most advanced, modern economies, the Austrian economy today is dominated by services: Around 70% of the gross value added (GVA) comes from the so-called "tertiary" sector, almost 30% comes from the "secondary" sector (production), and only about 1.5% comes from the "primary" sector.[047] GDP per inhabitant in 2014 amounted to €38 540 per year.[048]

CLIMATE

Austria has a continental climate with clearly distinctive seasons. Climate change has had effects upon the sensitive region of the Alps. With rising temperatures, it is predicted that the snowfall will decrease and the overall climate will become more mild.

LIFE SATISFACTION

Austria continuously emerges at the top in different rankings and measuring units such as the GDP or the HDI. It is member of the OECD and ranks slightly above average in the OECD Better Life Index. Since the economic crisis, the situation worsend; however the small nation still remains one of the wealthiest countries in the world.[049]

SOCIAL INEQUALITY

among households is much less pronounced in Austria than in other OECD countries
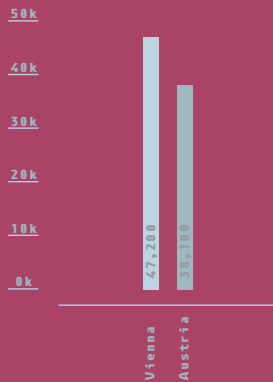
TOTAL GDP

of Austria, amounted to 329 billion euro in 2014

GDP PER CAPITA

amounted to €38 540, higher then the European comparison of €35 500

VIENNA AND AUSTRIA COMPARED

GDP per Capita, 2014
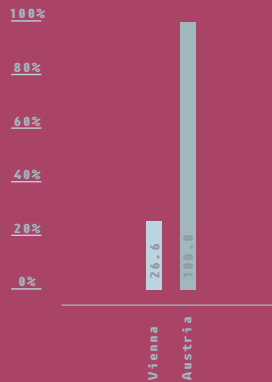
50k
40k
30k
20k
10k
0k

Vienna: 47,200
Austria: 38,100

Vienna
Austria

Total GDP, 2014

100%
80%
60%
40%
20%
0%

Vienna: 26.6
Austria: 100.0

Vienna
Austria

Total Population, 2015

100%
80%
60%
40%
20%
0%

Vienna: 20.4
Austria: 100.0

Vienna
Austria

Migrant Population, 2015

100%
80%
60%
40%
20%
0%

Vienna: 25.6
Austria: 13.3

Vienna
Austria

Tertiary Employment

100%
80%
60%
40%
20%
0%

Vienna: 85.0
Austria: 70.0

Vienna
Austria

Tertiary Education, 2014

100%
80%
60%
40%
20%
0%

Vienna: 29.4
Austria: 17.2
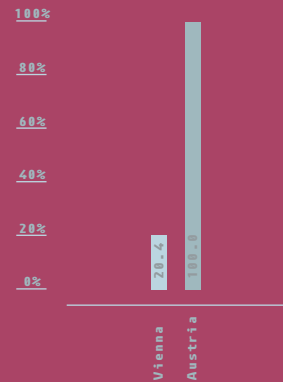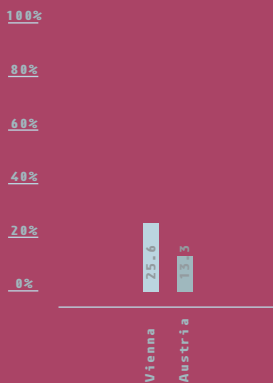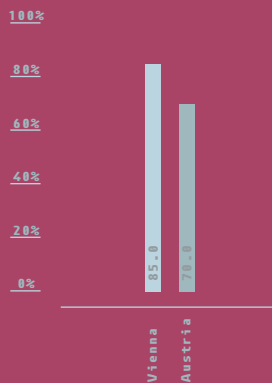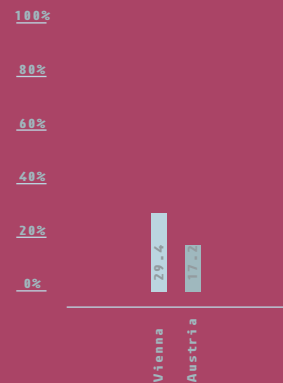
Vienna
Austria

grph 15

GLOBAL CITY RANKINGS

Global Liveability Ranking		Mercer Quality of Living		Monocle's Quality of Life	
1.	Melbourne	1.	Vienna	1.	Tokyo
2.	Vienna	2.	Zurich	2.	Vienna
3.	Vancouver	3.	Auckland	3.	Berlin
4.	Toronto	4.	Munich	4.	Melbourne
5.	Calgary	5.	Vancouver	5.	Sydney

grph 16

1.3.6 Vienna compared

CITY PROSPERITY INDEX[050]

In the UN's State of the World Cities 2012/2013 the city of Vienna was ranked number one in the City Prosperity Index. However in the 2015 report Vienna has fallen to the sixth place.

GLOBAL ECONOMIC POWER INDEX[050]

In March 2015 Vienna came in the ninth position before Sydney (14), Shanghai (18) or Moscow (24).

MOST REPUTABLE CITIES[050]

The 2015 City RepTrak survey ranked Vienna as the fourth city with the highest reputation.

INNOVATION CITIES INDEX[050]

In 2015 Vienna came third and was able to go up by 3 places from the 6th place.

GLOBAL CITIES INDEX[050]

In 2015, Vienna was ranked in the top 25 Cities worldwide.

BEST CITIES FOR YOUNG PEOPLE TO LIVE IN[050]

In August 2013 Vienna was ranken number one out of 25 cities, by an American based internet platform „list25.com"

In 2015 Vienna had a population of 1,797,337 inhabitants and a size of 41,487 ha.[051] It is the second largest German speaking city after Berlin and the biggest city of Austria. About 1 in 5 Austrians live in Vienna.

The city is currently one of the fastest growing cities in the European Union and is projected to reach a population of two million by 2029.

In the past years Vienna has dominated top places in different city rankings, such as the Mercer Quality of Living Survey, The Economist Intelligence Unit (EIU) Global Liveability Ranking or the Monocle's Quality of Life Survey.

When comparing quality of life, Vienna was the only city to appear in the top five on all the lists of the three most significant city rankings in 2015.

Today, the city of Vienna is considered by many to be an example of urban success. The municipality of Vienna says that it is the most liveable city in the world and the official homepage of the city displays several other rankings where they have gained high positions.

In comparison to the rest of the world the city of Vienna belongs to some of the richest and most developed urban agglomerations. The average GDP per capita in Vienna in 2013 was at about 47,200 Euro which in June 2016 translated to about 53,600 US Dollars. This is roughly 339 percent higher than the world's average of 15,800 US Dollar per capita in 2015.

CHAPTER 1.4

A Physical Location

AUSTRIA-HUNGARY
1910

grph 17

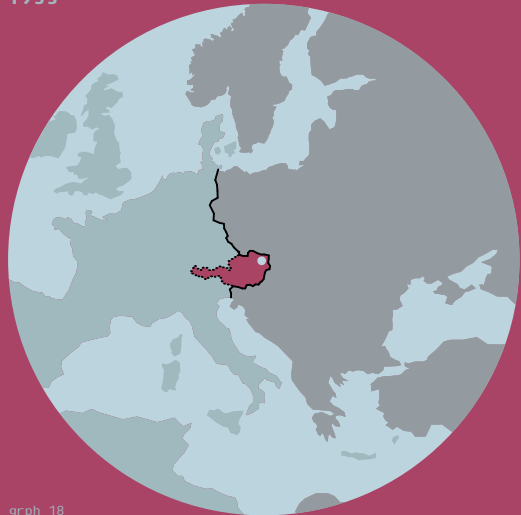Population of Vienna — 2,084,000
Empire's Population — 51,393,223

COLD WAR PERIOD
1955

grph 18

Population of Vienna — 1,596,428
Nation's Population — 6.946.885

EUROPEAN UNION
2015

grph 19

Population of Vienna — 1,814,225
Union's Population — 508,200,000

CONNECTIVITY
2014

2h10min flight

1h10min flight

grph 20

Population of Vienna — 1,781,042
Number of Passengers — 22,483,158

1.4.1 Geopolitical Vienna

AUSTRIA-HUNGARY
1910

The Austro-Hungarian Empire existed from 1867 to 1918, when in collapsed after its defeat in World War I. The empire was a multinational state and one of world's great powers at the time. Austria-Hungary was geographically the second-largest country in Europe after the Russian Empire, and the third-most populous (after Russia and the German Empire). It was estimated that in 1914 the entire population added to 52,800,000 inhabitants.[052]

Vienna was the capital of the Empire. It was one of the largest cities in the world. In 1910 the city was the fourth biggest in Europe after London (7,25 m.), Paris (2,85 m.) and Berlin (2,07 m.)[053]

COLD WAR PERIOD
1955

The Iron Curtain was the name for the boundary dividing Europe into two separate areas from the end of World War II in 1945 until the end of the Cold War in 1991.[056] After the war the population of Vienna continued to decline and reached the lowest point in 1955 with a population of about 1.6 million.[057]

Once a rival capital with London and Paris; after the collapse of the Austro-Hungarian Empire, Vienna became a capital of a small nation and quickly lost its importance. With the division of Europe into two isolated political systems, Vienna was stranded in the outer border of the "Western World".

EUROPEAN UNION
2015

The European Union (EU) is a politico-economic union of 28 member states that are located primarily in Europe. It has an area of 4,324,782 km2, and an estimated population of over 510 million. EU policies aim to ensure the free movement of people, goods, services, and capital within the internal market, enact legislation in justice and home affairs, and maintain common policies on trade, agriculture, fisheries, and regional development.[054]

In 1995 Austra, Finland and Sweden joined the European Union. With the expansion to the Eastern part of Europe in 2004, 2007 and 2013,[055] Vienna's geopolitical situation changed and the city was able to profit from it historical ties. Today, Vienna is the fastest growing city in German speaking countries and is rapidly growing in importance within the European Union.

CONNECTIVITY
2014

Vienna is located in the central part of Europe. It lies on the border between the Ex-Soviet States and Western Europe. It also lies in the mid-point between the Nordic Countries and South Europe. With the fall of the Iron Curtain and expansion of the European Union towards the East, Vienna quickly regained its strategic geopolitical position.

The Austrian capital is one of the few cities which enables individuals to reach most major European capitals with less than a 2:30 hour flight. With a maximum of 1h10min of flight the capital cities Bratislava, Prague, Budapest, Zagreb, Ljubljana and Berlin can be reached. With a maximum flight of 2h20min one arrives in Milano, Rome, Paris, Barcelona, London, Copenhagen, Stockholm, Oslo, Warsaw, Bucharest, Kiev, Athens and Istanbul. ⚠

CENTROPE

Brno

Trnava
Vienna
St. Pölten
Bratislava

Eisenstadt
Gyor
Sopron

Szombathely

grph 21

Population — 7,000,000
Area — 54,500 km²

METROPOLITAN REGION

External Zone

Vienna

Core
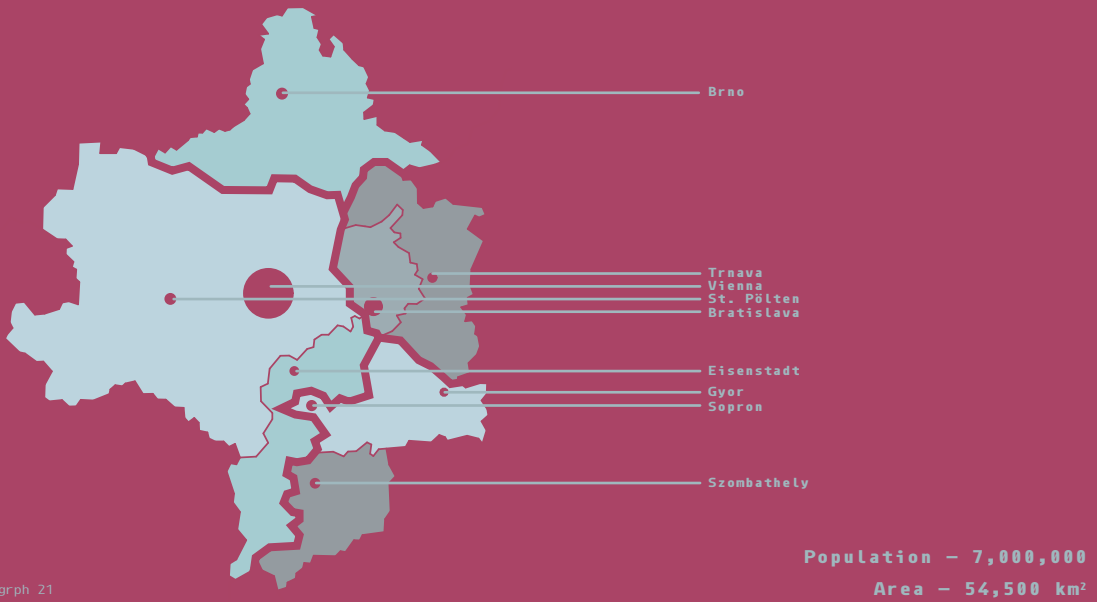
grph 22

Population — 2,457,913
Area — 4,975 km²

1.4.2 Larger Vienna

CENTROPE

Centrope (Central Europe) is an association of several transnational re-gions between Austria, Hungary, Slovakia and the Czech Republic. The Cen-trope region consists of West Hungary, the Slovak national associations of Bratislava and Trnava, South Moravia and the Austrian provin-ces of Vienna, Lower Austria and Burgenland. It was founded in 2003, covers approximately 54,500 square kilometers is home to around se-ven million inhabitants.

The project was a European Union initiative, which promotes trans-border development. From 2003 until 2012 Centrope was the lead project funded under EU programme CENTRAL EUROPE. The municipalities in this area aimed to create a strong cross-border cooperation in the economic sector, as well as infrastructure, education and culture.[058]

METROPOLITAN REGION

The Metropolitan Region of Vienna can be divi-ded into the core area and external core. The entire area of the region is 4,975 km2 and has a population of 2,457,913 million inhabitants. The core consists of a total number of 21 com-munities including Vienna and houses about 79% of the metropolitan population. The external core has 162 local authorities and makes up the largest area.[059]

The Urban Development Plan of Vienna STEP 2025, defines the metropolitan area as essential part of development and integrates the region into the strategy of the city. The municipality points out that Vienna is more strongly linked to its surrounding areas than ever before, and that administrative boundaries play an ever-di-minishing role in the everyday activities of people and companies.[060]

VIENNA'S DEVELOPMENT PLAN
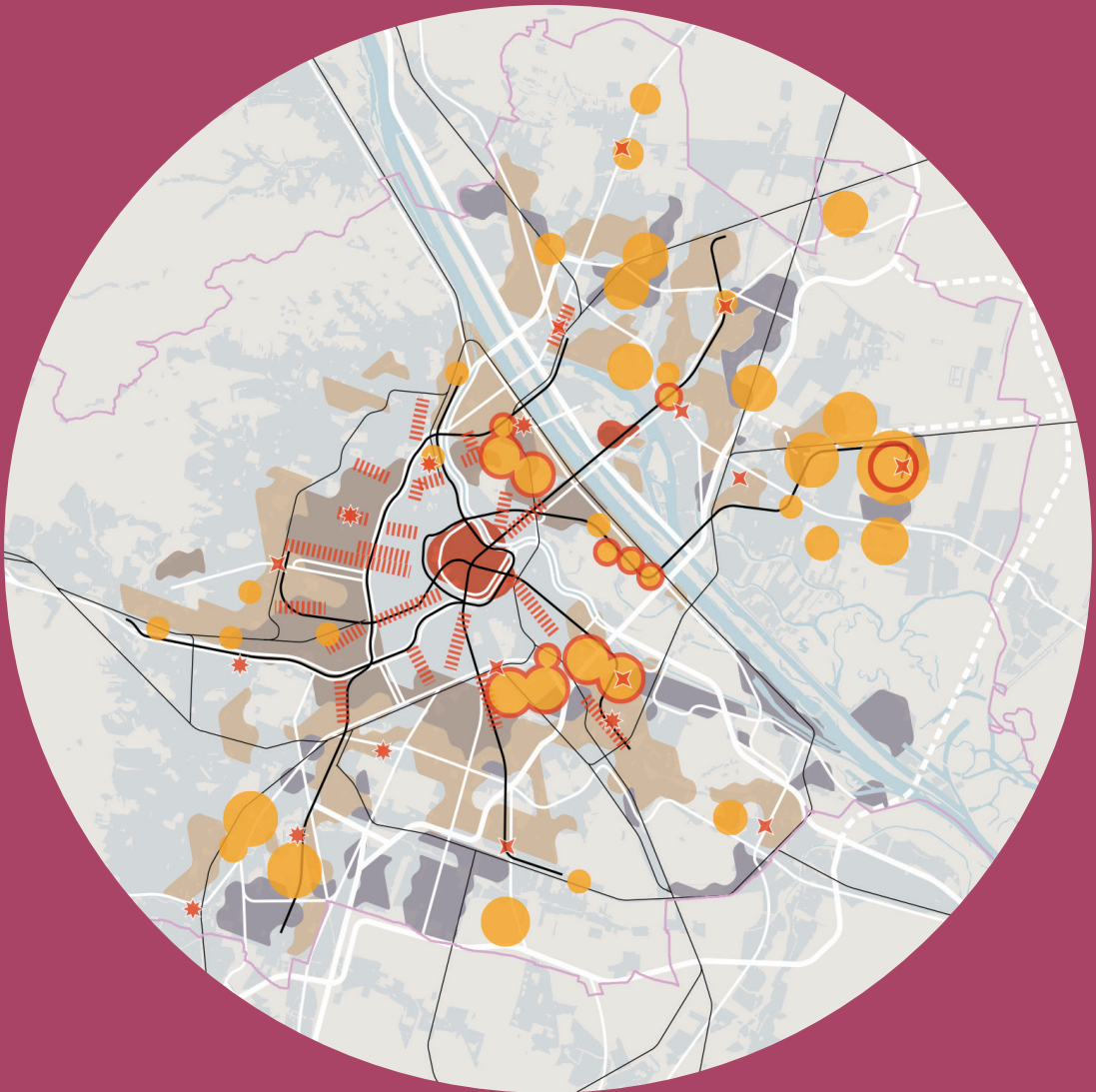
pic 02

1.4.3 STEP 2025

MISSION STATEMENT FOR URBAN DEVELOPMENT [061]

DEVELOPMENT OF SETTLEMENT STRUCTURES

Development
of areas mainly characterised
by Gründerzeit building stock

Further development
of areas mainly characterised
by 1950s to 1970s structures

Areas with development potential
for housing and workplaces

DEVELOPMENT OF BUSINESS STRUCTURES AND CENTRES

Central Business District
Zone with high-level office and adminis-
trative functions, universities, commerce,
culture, etc.

**Zone for enterprises
not suitable for mixed use**
(according to Viennese Analysis of Indus-
trial and Commercial Areas of 2008)

Central Business District expansion
Priority zone for future additions
to central functions

Established sub-centre

**Sub-centre requiring
further development**
(addition of functions, upgrading)

**Shopping street of
superordinate importance**

SITUATION

Built-up area (2013)

Danube water bodies

City limits

TRAFFIC AND TRANSPORT INFRASTRUCTURE

Underground/S-Bahn
(commuter train)
(including sections
under construction)

High-level
road network

Motorways/fast roads

Motorways/fast roads
at planning stage

pic 03

BUILT ENVIRONMENT

LANDSTRASSE

The 3rd district has a total area of 739.8 Hectars making in the 13th largest district of Vienna.

In 2015, the registered population had a total of 88,125 inhabitants, which accounted for 4.9% of the population[062]

pic 04 – 09
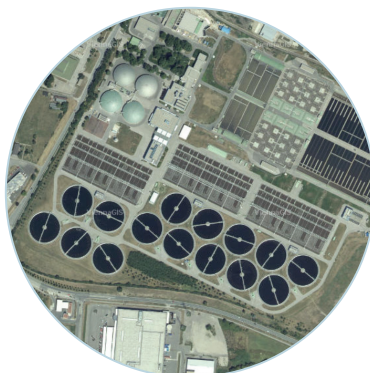
1.4.4 The Districts

BUILT ENVIRONMENT

SIMMERING

The 11th district has a total area of 2326 Hectars making in the 8th largest district of Vienna.

In 2015, the registered population had a total of 95,198 inhabitants, which accounted for 5.3% of the population[063]
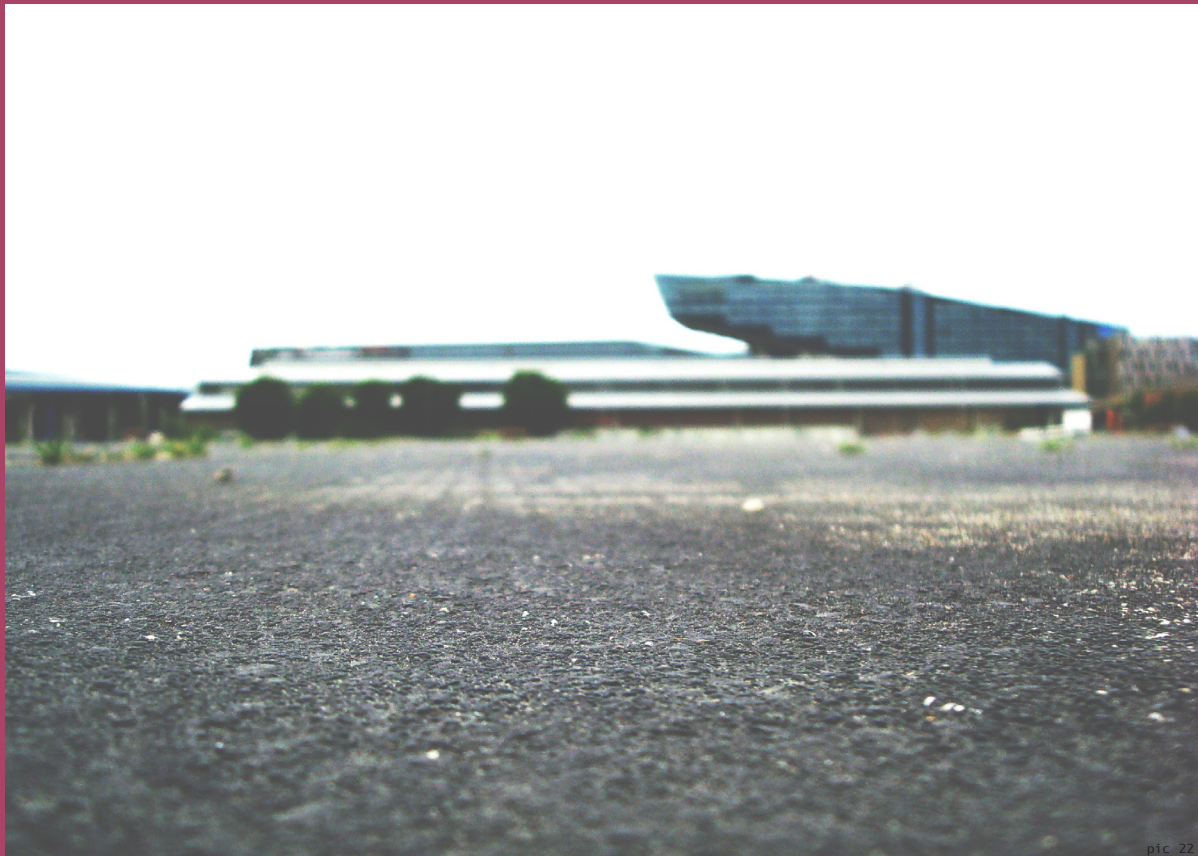
pic 10 – 15

pic 17

pic 18

pic 22

pic 23

11

AREA OF DEVELOPMENT

pic 25

1.4.5 Erdberger Mais I

The area of development is located south-east of the city. It lays between the border of two municipal districts of Vienna: Landstrasse and Simmering, as well as west of the "Terraced landscape" of Vienna. The High-Rise Buildings Concept of the city of Vienna identified six different typologies within the border of the city. Erdberger Mais lies in two of these typologies. The area located in the 3rd district is interpreted as the Consolidated City, which is defined by the city's compact body, grown over time, and the adjacent Gründerzeit expansion areas. The area in the 11th district is interpreted as the Urban Composite. The area is characterised by the juxtaposition of the very different architectural and functional units and by a fragmentation of urban space that partly results from this situation.[064]

Erdberger Mais is shaped and characterized by the past development of the industrial city. Here you can see a clear transformation of the city from an industrial to a post-industrial era. This transition becomes evident in the changing functionality, as well as in the formation of new public space in the area.

Located outside the old city and yet being mutually dependant, this part of Vienna is defined by the vivid mix of functional uses. Travelling through the area, which has long become a part of the city, one is confronted by heterogenetic landscape. A collage-like appearance of bundled functions exists next to each other. Old apartment building in vicinity to warehouses from the second half of the 20th century, cemeteries in immediate proximity to farmland, and small-garden settlements in the shadows of modern architectural monoliths co-exist in a somewhat melancholic harmony.

With the construction of the highway in 1978 and later expansion of the airport freeway, the area became connected to the fast-moving traffic. At the turn of the century, with the opening of the new metro stations on the U3 line, the area which once considered to be on the outskirts of the city, became central. At this point the transformation of the area was unstoppable. If taking the underground, one can reach the historical city centre within ten minutes. The highway has a direct exit point into the heart of the area, which allows fast traffic to quickly enter and leave the city, as well as a direct connection to the International Airport with an approximate commute time of 20 minutes.

The region is strongly isolated from the rest of the city. In the North, a row of obstacles, such as a giant recreational park, freeways, a channel and public transportation infrastructure, make it impossible to connect this area with the rest of the city. To the East, the main power supplies of the city have their seat, and further on the agricultural industry still occupies valuable land. The South used to have an industrial railroad which has become obsolete, but still divides the 11th district in two. However, in recent years the division has become less visible and more connections have been created to reconnect the district. And the West is divided by an elevated highway, which acts as a wall with only few connection points to the historical districts of the city.

With constantly growing numbers of people moving into the city, the municipality of Vienna is redeveloping the area and trying to create a new functioning neighbourhood. Over the past few years, new projects have been realised to enhance the areas attractiveness. Even though the area is very well connected to the city, the airport, and is well position on the Vienna-Bratislava aches, the area is far from reaching its maximum potential of development. ⚠

POINTS OF INTEREST

Vienna Bioceter

T-mobile Building

MARX Halle

St. Marx

South-east Highway

Town Town

New ÖAMTC Central

Arean

Metro Zippererstraße

Metro Erdberg

Metro Gasometer

Gasometer

Entertainment Center

Operating Train Station

Airport freeway

Campus Wiener Netze

Prater

Danube Channel

1.4.6 Erdberger Mais II

Vienna defines itself as a city of multiple
centres, meaning that the city has a functi-
onality mix densely spread throughout diffe-
rent districts. Rather than separating living,
working and leisure, the municipality aims for
complexity of the city's fabric. In the City
Development Plan STEP 2025, the municipality
defined the area of Erdberger Mais as a priority
zone for future additions to central functions,
and the area around Gasometer as a sub-centre
area requiring further development.[065] ⚠

DISTRICT BORDER
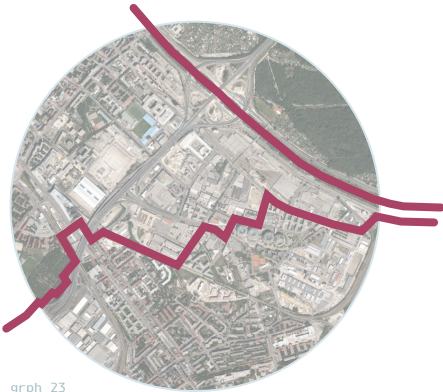
grph 23

BOUNDARIES
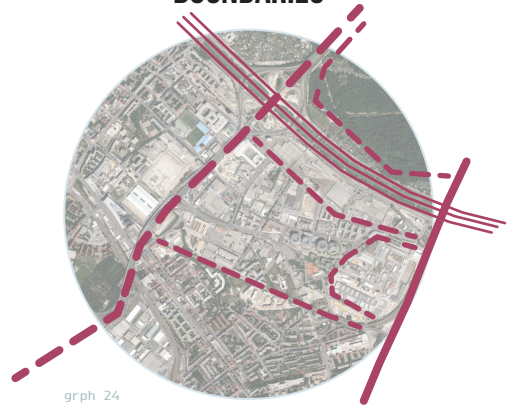
grph 24

POSSIBLE DEVELOPMENT

grph 25

CONNECTIONS
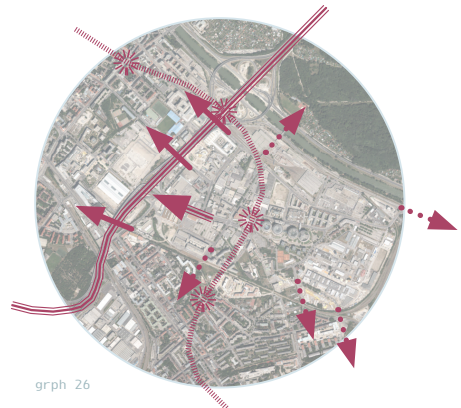
grph 26

LIMES STREET

The Romans set up a military road and border defense line.[066]

1st Century

SIMMERINGER BREWERY

At the Thurnhof in Alt-Simmering, a brewery is set up, which for a long time forms the basis of life for the village. The beer is sold mainly to Vienna.[067]

1605

VILLAGE CORRIDORS

After the plague year 1679 and the Turkish encrustation in 1683, Vienna lacks the qualified workforce for the management of the vineyards in the nearby area of Laaerberg. Instead of the vineyards, village farms for farming are built in the area of what today is Simmering.[068]

1679

pic 27 – 29

1.4.7 Historic Development

1744

MILITARY USE

The area starts to be used for military purposes.
Today some parts of the area still remain under
military rule.[069]
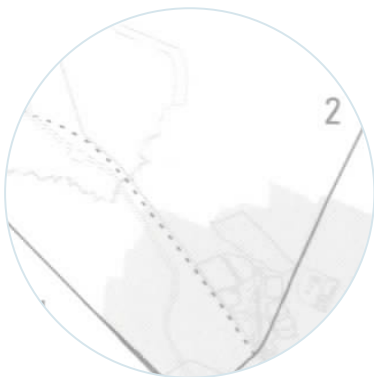
1840

THE EAST RAILWAY

Until 1846 a private Raaber rail runs to Bruck
an der Leitha, which is then extended in 1855 to
Raab (Györ) and later to Budapest.[070]

1850

FIRST CITY ENLARGEMENT

A part of the suburbs is integrated into the
city of Vienna (today ,s 2nd to 9th and parts
of the 10th, 12th, 20th and 21st district).[071]

pic 30 – 32

SLAUGHTERHOUSE ST. MARX

So far the abattoirs are located on the edge of the inner city (up to the first city expansion in 1850, the outskirts of Vienna). The new cattle service office (Rindermarkt) is located between Linienwall and utilities house, the first slaughterhouse St. Marx at the Viehmarktgasse corner Schlachthausgasse.[072]

1851

FIRST DANUBE REGULATION

So far, the Danube runs practically unregulated and flows through an approximately 5-kilometer-long area on the left bank. Due to ongoing damages caused by heavy flooding, in 1810 plans for a regulation in the form of a new riverbed already emerge.[073]

1870

SECOND CITY ENLARGEMENT

In the course of the Second Great Expansion, Simmering is integrated with Kaiserebersdorf, as well as parts of Kledering, Schwechat and Albern into the new 11th district.[074]

1892

GASWORKS SIMMERING

From 1828 onwards, some private gas works were built in Vienna. The British „Imperial Continental Gas Association" achieved a monopoly in street lighting. In order not to continue the contracts with I.V.G.A. The city of Vienna plans to erect the first municipal gasworks. Between 1869 and 1899 the Gasworks Simmering was created here in record time.[075]

1896

CONSTRUCTION OF SOCIAL HOUSING

Until 1952 the repair of bomb-damaged residential buildings can be completed. In addition, in the first ten post-war years, 1,370 new apartments are built. To date, large urban residential facilities have been erected in Simmering.[076]

1945

PASSENGER AIRPORT VIENNA SCHWECHAT

Founded in 1938 as a military airport, the Jagdfliegerschule is housed in the area until 1945. It is taken over by the Allies after the Second World War. Finally, in 1954 Schwechat is converted into a passenger airport.[077]

pic 36 — 38

1954
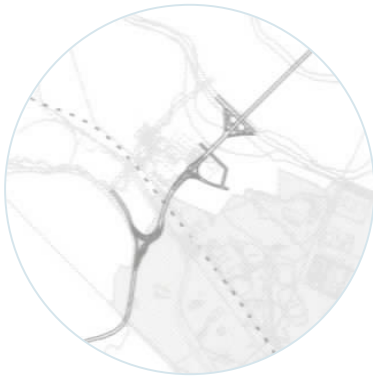
THE SOUTH-EAST HIGHWAY

Austria's most heavily frequented road connects the Southern-highway with the Danube shore-freeway, which runs north of the Danube. The first section between the Inzersdorf junction and the Vienna Favoriten junction opens in 1970. Until 1978 the further sections to the junction Kaisermühlen are completed.[078]
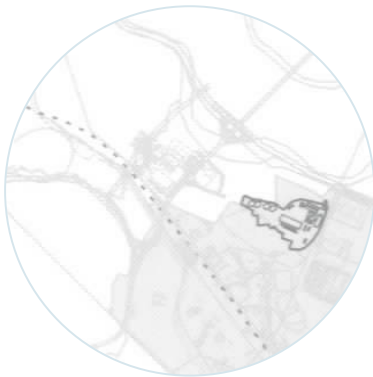
1978

CLOSURE OF GASWORKS SIMMERING

The gas works only serve as a transfer point for delivered natural gas. From 1992 to 1998 raves with thousands of visitors take place in the Gasometers.[079]

1978
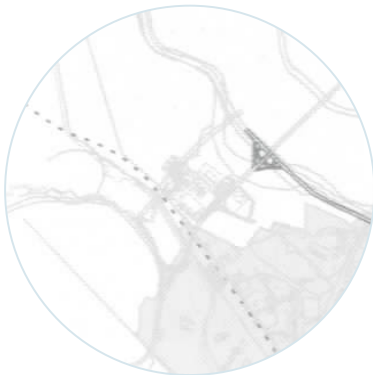
AIRPORT HIGHWAY

The first section of the A4 east motorway leading from Vienna to the Hungarian border is opened in 1982 as part of the Node Prater to Schwechat Airport. The road connects to the southeast tangent. Prior to this, the Simmeringer Hauptstraße was the fastest connection to the airport.[080]

pic 39 – 41

1982
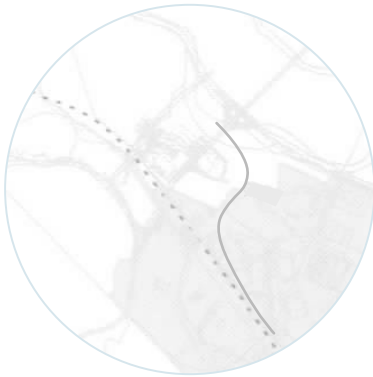
PROLONGATION OF THE METROLINE U3

The last section of the metro line U3 in the south-east of Vienna could started operation in December 2000. They include the stations Gasometer, Zippererstraße, Enkplatz and Simmering.[081]

2000
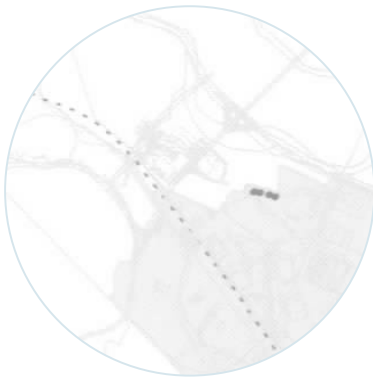
REVITALIZATION GASOMETER

The four old gasometers are revitalized by architects Jean Nouvel, Coop Himmelb(l)au, Manfred Wehdorn and Wilhelm Holzbauer. 600 apartments for about 1500 residents, a home for students, a conference hall, a shopping mall and a subsequent entertainment center are created.[082]

2001

1.4.8 Start-ups in Vienna

In 2017, the city of Vienna was ranked under the top 10 start-up cities world-wide.[083] In the last couple of years, the city has managed to create a compatible start-up ecosystem. The scene is still young and there are a lot of speculations about the success of the start-up culture in Austria, especially because the country accumulated a lot of its wealth in conservative forms of the economy.

A study showed that although there is a growing innovation scene in Vienna, the city is still far behind. A part of the problem is believed to be that although the city provides the young companies with financial help in the first phase of development; when the expansion happens to reach market potential the company no longer has help form the government. This obligates the start-up to move to a new city.[084]

Nevertheless, the politicians have realised the importance of the innovation economy in the 21st century and are now working on further developing the start-up ecosystem. In 2015, the government devoted €289 million (about US$325 million) in grants to 3,715 start-ups, a commitment that has in turn encouraged a number of potential entrepreneurs and students to start new ventures. Last year, the most recognized venture capital firm in the country, Vienna-based Speedinvest, raised €90 million (about US$101 million) for its second fund. 085 As a response to the study, 5 main aims where develop in an attempt to reach the competitive level of other European hub capitals, like Paris and London. [086]

1. MOTIVATE LARGE COMPANIES TO INVEST MORE IN START-UPS.

At the moment private individuals, companies and foundations in Austria are still sceptical to the idea of investment. The aim is to change the mind-set and promote an entrepreneurial mentality

2. CREATE A CENTRAL START-UP CAMPUS.

Especially in Vienna it is of great importance to have a central point of reference when starting a company and looking for a co-working space. There is a need for professional management and coordination if a project of such scale is to be successful

3. A NEW POLITICAL MINDSET.

City governance can have a great impact on the development of the scene. Although lots of investments have been made by the government in the area, there are still lots of demands to lower the bureaucratic challenges and expenses of starting a company.

4. MOTIVATE YOUNG SCIENTIST TO START A BUSINESS.

The idea is to already start in school in changing the mindset of the students. In Austria, inspiring students to create entrepreneurships should become an everyday part of life.

5. MOBILISE UNPRODUCTIVE CAPITAL.

The aim is to create a framework for acquiring private capital for the main phases of company expansion.

In Austria, the first two steps have been underway. Vienna soon will have the largest Start-up centre in Central Europe. As of late summer 2017, the ground floors of a central prominent high-rise, designed by Jean Nouvel will house the Austrian start-up headquarters in a space of 8000 sqaure meters. The first 3 floors will house the new companies. The fourth, is reserved Investors. Partners and Business-Angels from the industry. The centre is expected to receive as much as 10,000 applications.[087]
The geographical location of the city can give the start-up scene a major advantage, due to its proximity to all major capitals of Europe. The high-quality of life, impeccable infrastructure and low living costs can also play in favour of the city for the development of an international innovation hub scene. ⚠

pic 44

CHAPTER 2

The Written Manifesto

"IT IS HARD TO THINK OF ANOTHER UTOPIA
TO HAVE BEEN AS FULLY REALISED." 00C

Stedman Jones

CHAPTER 2.1

Setting the Stage

THROUGH DEVELOPMENT OF NEW TECHNOLOGIES, CHANGE IN CULTURAL PRIORITY, AND A SHIFT TO A GLOBAL SOCIETY, THE PERCEPTION OF ONESELF IS CHANGING. IN AN AGE OF ACCELERATION — WHERE THE DISRUPTION OF THE STATUS QUO CONTINUES, SOCIETIES GROW IN COMPLEXITY, AND EVERY FREE MINUTE OF OUR TIME IS RIGOROUSLY PLANNED — URBAN AREAS MUST OFFER NEW SOLUTIONS TO THE RAPIDLY DEVELOPING POPULATION. IN THE GLOBAL CITY OF THE 21ST CENTURY, THE INDIVIDUAL'S REPRESENTATION OF SELF IS EVOLVING INTO A BRAND IDENTITY [PAGE 101] AND WE ARE DEFINED BY THE NETWORK COMMUNITY [PAGE 105] MORE THAN EVER BEFORE.

IN SUCH A SOCIETY, THE PRESSURE FOR YOU TO BECOME THE BEST VERSION OF YOURSELF IS UBIQUITOUS. PEOPLE ARE NOW USING EVERY MINUTE OF THEIR TIME TO IMPROVE OUTPUT AND INCREASE PRODUCTIVITY. LEISURE TIME BECOMES A PLACE OF EXPERIENCE, IMPROVEMENT, LEARNING AND REFLECTION. THE CITY HAS EVOLVED INTO A PLACE OF: CONTINUOUS PRODUCTION OF INFORMATION, CONSUMPTION OF EXPERIENCE, AND STRATEGIC NETWORKING. IN LARGE AND DENSE URBAN AGGLOMERATIONS, BUT INCREASINGLY IN GLOBALLY IMPORTANT CITIES, IT CAN BE OBSERVED THAT A NEW FORM OF SOCIETY IS IN THE MAKING, AND TOGETHER WITH IT THE EMERGENCE OF NEW SPACES WITHIN THE CITY FABRIC.

CHAPTER 2.2

A Global City

2.2.1 A Move to a Single Global Ideology

The neoliberal ideology existed before the disappearance of the USSR and was already largely imposed upon vast parts of the western world.088 However, it was the dissolvement of the Soviet Union in December 26, 1991 that was the starting point for a worldwide system change, not only in political ideology, but in all spheres of day-to-day life. The two dominant systems presented globally in the 20th century were the capitalist dogma, mainly represented by the United States and Western Europe vs. the socialist ideology represented by the Soviet Union and its allied nations. The fall of the communist regime in Soviet Russia was seen as a great success for the Western World View which immediately started its expansion into the former Eastern Bloc.089

The disappearance of the USSR lead to a global systems change between two predominant ideologies opposing each other, to a single ideology system which spread globally (there are still several countries which are not incorporated into the new system and continue to oppose it, however their overall role and influence is trivial). The drastic ideological change which started in the last decade of the 20th century has disrupted the perception of identity and belonging not only in the former communist states, but throughout the world. At the beginning of the 3rd millennium, nations, cities, communities and individuals, such as you and I, are going through a ubiquitous identity change, led by the predominant ideology of its time, of which the outcome is still not quite clear.

Through the ongoing process of globalisation and rapid digital technological development, the neoliberal ideology managed to quickly expand and gain control over the global flows of capital, goods, services, technology, communication, and information bypassing the state control regulations of the nation-state. […] Thus, while global capitalism thrives, the nation-state seems to be losing its power, although, and this is essential, not its influence090. Today, neoliberalism functions as an integrated global network to which individual nations connect. It acts as the owner of the global infrastructure system of flows, allowing countries to use the infrastructure as its support system. Furthermore, successful states or regions put pressure on everyone else to follow their lead.091

In the neoliberal economy, competition – between individuals, between firms, between territorial entities (cities, regions, nations, regional groupings – is held to be a primary virtue.092 Countries now compete against each

other to make sure that influential global flows pass through their borders. Global flows are the nervous system of the global economy which continuously transport an endless amount of information regarding all aspects of human society. They are provided by the neoliberal ideology which now occupy positions of considerable influence in education, in the media, in corporate boardrooms and financial institutions, in key state institutions, and also in those international institutions such as the International Monetary Fund (IMF), the World Bank, and the World Trade Organisation (WTO) that regulate global finance and trade.[093] Global flows operate reactionary, adapting to the current of least resistance. The stationary nation-state, on the other hand, is obligated to give in and adapt to the network by trying to offer a flow of least resistance, leading to a growing competition between single countries.

To attract the global flows into the borders of the country, each nation-state begins to adapt its infrastructure and ideology to the neoliberal dogma by deregulating the economy for it to secure the flows of power. The result is a rivalry between each state, constantly adapting themselves to seize the flow from another. The process of deregulation is then trickled down to us the people, who are now faced with a collapsing welfare state and can no longer count on the safety net once provided by the government.[094]

On a global scale, neoliberalism acts as a decentralising network with no dominant establishment in power. There are centres of power concentration, such as the United States and Western Europe, however, due to the fluid nature of the neoliberal global network, the centrality can shift its gravitation point to other areas of the world. Examples of such demographic change can be observed through the emergence of new power centres in East Asia, with the rise of Seoul, Beijing, Shanghai, Hong Kong or Shenzhen.

A network which allows such a flexible dynamic on a global scale can only exist on account of highly developed and rapidly evolving Information Technologies. These technologies become essential for the free market because they have compressed the rising density of market transactions in both space and time. […] The greater the geographical range (hence the emphasis on 'globalisation') and the shorter the term of market contracts, the better.[095] Thus, one of the reasons why neoliberalism managed to gain global control at such a rapid pace is due to the fast development of wireless and digital technologies.

2.2.2 The Role of Technology

Throughout history development in technological advances have led to better connectivity between humans. The ability to stay connected allows us to exchange ideas. Communities, companies and nations which use technologies for innovation, benefit from it and often gain advantages over their rivals.[096] Rapid progress in communication and information technologies play vital roles in the process of globalisation. I believe that digital technological advances, since the exportation of the internet to the masses, have affected the technology-dependant neoliberal individual in three major ways.

First, Technology has invaded our private space, allowing us to be reached 24 hours. It has merged the different aspects of work and private life together, making it harder to differentiate between the time when we work and when we rest. Because the differentiation has become so obscure, the competition of the working world has taken realm upon our private life, vice versa what we do privately has an increasing influence upon our work.

TECHNOLOGY FUNCTIONS AS A TOOL OF ACCELERATION OF PROCESSES FOR WHOMEVER AND/OR WHATEVER USES ITS INFRASTRUCTURE.

Second, information technologies have transformed the amount of information we are being exposed to. The citizens of the 21st century connected world are, for the first time ever, in unremitting connection to the continuous flow of digital information. Thus, mentally forcing us to be in a twenty-four-hour state of information consumption.

Third, social media technologies give us the illusion of having control over our personal image, allowing us to show a fictional digital identity of ourselves to our digital peers. Ever more webpages now offer tips and services on how to portrait oneself, how to achieve a higher frequency on the page, and/or how to receive higher numbers of followers.[097]

In general, my belief is that technology functions as a tool of acceleration of processes for whoever and/or whatever uses its infrastructure. My assumption is that the ideology of neoliberalism has spread globally because it managed to gain control over essential flows of power in global trade, and has done so, at such great speed, because it managed to use the benefits of advanced information and digital technologies wisely. I hence conclude that the neoliberalisation of the market has fuelled the development of radical individualism in societies affected by globalisation; new technologies have served as an accelerator of this process. ⚠

2.2.3 Work and Education

The global community of the 21st century, which is driven by the neoliberal market, is highly dependent on the flow of data. Information is provided by the information, knowledge and innovation societies which are highly flexible, educated and adaptable. The experience and knowledge they provide is highly valuable, making the combined features of education and work an essential component of the global neoliberal community.

2.2.3.1 THE CHANGING NATURE OF WORK

We are now entering the Fourth Industrial Revolution. The First used water and steam power to mechanize production. The Second used electric power to create mass production. The Third used electronics and information technology to automate production. Now a Fourth Industrial Revolution is building on the Third, the digital revolution that has been occurring since the middle of the last century. It is characterized by a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres.[098]

One can argue in many ways about how the future of labour will disturb our society. I however, want to specialise on the individual and how does the future of work may affect us. I believe the future of labour will affect us in three main ways: Services, Personal Assets and The Mind. It is important to stress that all three aspects are closely related; and in today's modern and intertwined world it is near impossible to see each aspect of work as an isolated factor.

Services
On the lower scale of service, one can put jobs which do not require high levels of education and should not be replaced by automatization in the near future.[099] This kind of jobs should continue to exist in its classical form i.e. retail. Additionally, due to new technologies, a new market for service jobs is emerging. Through mobile apps and continuous wireless connection, people can now offer all types of one-time jobs, such as queuing for a movie ticket, renting the apartment while being away for vacation or renting out the seats in your car as you commute between different cities. Personal skills and talents can also be easily monetised for one-time jobs thanks to mobile devises. On the other end of the spectrum we have highly educated people who offer their services in design and other highly skilled jobs. Similar to the lower end jobs, this type of service-orientated jobs compete with each other based on demand and personal skills.

Personal Assets
New technologies made it much easier for us to make a profit based on personal belongings. Mobile apps and digitalisation are allowing a fast evolution in the way we may profit from our assets. The common understanding of this phenomenon is the usually technology-enabled ability for entities (individuals or organizations) to share the use of physical good/assets [...] at a level that was not nearly as efficient or perhaps even possible.[100] Popular examples of monetizing personal assets are "Uber" and "AirBnB". Your success depends on the number of assets you owns and can manage to make profit from.

The Service and Personal Assets categories are closely related to the sharing economy and are expected to reach a tipping point by 2025.[101] Tipping point relates to the moment when business leaders anticipate that these game-changing technologies would break into public domain to a significant degree.[102] ➔

➔ *The Mind*

The third aspect of work is very closely related to the individual and the individual's level of education. The changing nature of work in the global society is building up on a very highly skilled and educated work force. Every year the demand for high-end jobs rises and positions are created which did not exist before. By one popular estimate, 65% of children entering primary school today will ultimately end up working in completely new job types that don't yet exist.[103] The speed of change is so fast that in order to keep up with the changing demand at the workplace, you will be obligated to constantly reinvent and re-educate yourself in your field of work.

The continuous process of redefining one's career will obligate us to constantly change jobs. One in seven Britons is now self-employed. Forbes magazine has predicted that by 2020, 50% of people in the US will at least partly work on a freelance basis.[104] This change in employment patterns is dramatically disturbing the traditional workforce and creating a state of on-going instability for the individuals. Given the overall disruption industries are experiencing, it is not surprising that, with current trends, competition for talent in in-demand job families such as Computer and Mathematical, and Architecture and Engineering, and other strategic and specialist roles will be fierce.[105] Therefore, the highly-skilled worker is required to specialise and become its own brand.

Overall, in the new world of work, workers need to be more flexible and adaptable — and prepared to retrain, relocate and renegotiate work conditions. They also need to dedicate increasing amounts of time to searching for new opportunities. In addition to constantly thinking about their current work, they have to think about their next job.[106] If you are to be successful, in the classical way which society demands it to be, then you must be prepared to use all three aspects of work: Services, Personal Assets and the Mind. People who work [...] are no longer part of a monolithic mass: many increasingly think of themselves as lone agents, competing with others in much the same way that companies and corporations do.[107]

2.2.3.2 EDUCATION AS A TOOL OF SPECIALISATION.

Like any other aspect of our society, education is going through a fundamental change. In a new future, it is essential that today we start educating the growing generation for the jobs which not yet exist. According to Karl Urlich Mayer, we are entering an era of value creation. Education taking a central role here. This role is crucial for the individual's life, for the inclusion of the individual in an increasingly complex society, as well as individuals chances of enter and succeeding in their respective professional careers.[108]

Unlike the traditional system where pupils are taught only until a certain age and in a rigid manner, the 21st century will obligate us to engage on a journey of lifelong learning. This is due to the unknown state of development in which we must now constantly adapt to new situations. It appears that in the future, education will offer a system of individual modules which act as add-ons. Much like a smartphone with its apps, your childern will have a somewhat general education, which they will amplify with a continuous attendance of individual modules. This may lead to a specialisation of the individual to an extend where no two degrees are alike.

Furthermore, the line between corporate training and higher education is becoming increasingly blurry. According to The Economist, about half the companies surveyed last year by the Confederation of British Industry, a lobby group, said graduates are unprepared for business jobs. A report last year by the Association of American Colleges & Universities concluded that students lack applied knowledge, critical thinking and communication skills.[109] This means that education will work more as a cooperative network between the established institutions, private companies and the individual's own dreams and desires.

Not only the duration of education is changing, but the speed at which we must absorb and consume information is accelerating. Everything around us assumes an informative character and is judged by what information is conveyed. Thereby we are exposed to a permanent information schock.[110]

Competition to learn faster, become more efficient, and be the best within one's field is no longer at a local level, but is reaching a global dimension. This is causing an enormous mental pressure on us to succeed. The constant exposure to information and the inability to shut the brain from the constant flow of data is becoming a major problem for today's overexposed societies. As a result, drug consumption, such as Modafinil, which enhances consecration is on the rise,[111] as well as other mechanisms to enhance performance.

I believe the individual's success in the field of education will depend on three major factors: Network, Access to Information and Adaptability.

COMPETITION TO LEARN FASTER, BECOME MORE EFFICIENT AND BE THE BEST IN THE FIELD IS NO LONGER AT A LOCAL LEVEL, BUT IS REACHING A GLOBAL DIMENTION

Network
In the world of education, the network you surround yourself with and/or are born into may have a very strong impact on the level and quality of education you are going to receive. Maintaining a healthy network is as important as what education one receives.

Access to Information.
In order to be successful within the contemporary educational system, I've defined two types of access to important information. The first is access to the digital world and therefore the global community. The second is access to qualitative information. In an overexposed world of information, it is becoming ever more crucial to find the information we need. Previously, the challenge was finding the needle in the haystack; now, the challenge is to find the correct needle in the needlestack. The person who will succeed in this part of education will be the one who can manage to silence the constant "Information Noise".

Adaptability
With the constant shifting market, you are forced to adapt to the changing conditions at work. If you manage to apply what you have learned into the working world in an innovative manner, you will have the biggest chance to find a job of your desire. In combination with places where you work, education will act as an add-on system, where you are upgrading yourself on regular bases, constantly adapting to the ongoing changes of the working world environment.

2.2.4 Emergence of New Centralities

In the beginning of the 21st century, the rapid globalisation of our planet is leading to a restructuring of the world. Technological advances, changes in education and evolution of work act as strong factors affecting this change. What is starting to crystallise in the neoliberal global economy is the emergence of new types of centralities spread throughout the world. These centres are nodes in the global network where several international flows meet and manifest themselves in a physical matter. These physical manifestations appear in dense urban agglomerations and have been described by Sassia Sasken as Global Cities.

Global cities are a product of globalisation, which surfaced as a necessity for the organisation of growing complexities in the global economy. Unlike historically important cities which functioned as a centre of an empire or particular world cities in earlier periods, there is no such entity as a single global city.[112] Instead, they function as nodes in the global infrastructure supply system. Global Cities can be therefore argued to be physical manifestations of the global network.[113]

With an ever-growing decentralized economy, the organisation complexity of international firms is increasing. The more dispersed a firm's operations across different countries, the more complex and strategic its central functions.[114] In a globalised economy, cities become essential nodes of strategic placement of international headquarters, which act as centres of organisation and information exchange between themselves and others, creating agglomeration economies. Some earlier studies (Daniels 1975; Pred 1977; 1976) emphasize the centrality of information and knowledge in the operation of many services; specifically producer services. If information is central, 'then the location of these services can be interpreted within the context of the demand for information, the way it circulates and who exchanges'(Daniel 1975:113). Since a central attribute of information is that it is spatially based (Pred 1977), proximity emerges as a key to the activity of obtaining information; that is information will circulate through specific places and not others.[115] Therefore, the physical manifestation of agglomeration economies becomes fundamental to the immaterial informational global network.

Global cities are the core of the information society where the sources of economic productivity, cultural hegemony and political [...] power depend, fundamentally, on the capacity to retrieve, store, process and generate information and knowledge.[116] The advances in information technology, invention of the internet and the ongoing digitalisation process is intensifying the change to a decentralized global economy. Thanks to information technologies the amount of production of data has grown exponentially. This exponential growth is leading to a fundamental shift in our society. The exchange and creation of information has become essential to the global economy and therefore being connected becomes the central role of power. The nature of geopolitical competition is evolving from war over territory to war over connectivity. Competing over connectivity plays out a tug-of-war over the global supply chains, energy, markets, industrial production, and the valuable flows of finance, technology, knowledge, and talent. Tug-of-war represents the shift from a war between systems (capitalism versus communism) to a war within one collective supply-chain system.[117]

Information becomes the critical raw material of which all social processes and social organizations are made. Material production, as well as services, become subordinate to the handling of information in the system of production and in the organization of society. Empirically speaking, an ever-growing majority of employment in Western European cities relate to information processing job.[118] Due to a shift to an information-, knowledge- and innovation society, major Western cities have become nodal centres of the new global economy. Global cities are therefore Informational Cities.[119] As a result of this ongoing process, a new strategic role has emerged for major cities. Beyond their long history as centres for international trade and banking, these cities now function in four new ways: first, as highly concentrated command points in the organization of the world economy; second, as key locations for finance and for specialized services firms, which have replaced manufacturing as the leading economic sectors; third, as sites of production, including the production of innovation, in these leading industries; and fourth, as markets for the products and innovations produced.[120]

Today, I argue, cities compete for information driven by production of innovation. Agglomeration economies have become essential manifestations within global cities, because they are hubs of novelty. The proximity of different industries to each other enables rapid exchange of specialised resources — humans — among the companies without the need to invest in transportation costs. The ongoing physical interaction and digital exchange of information and human capital between different companies within close proximity fuels innovation. These processes of exchange, which manifest themselves in a physical setting and are strongly supported by information and social technologies, allow for high levels of efficiency. Agglomeration economies concentrate high numbers of specialised experts, which consequently attract further numbers of professionals. The high concentration of intellectual power and distinct specialisations, together with the process of constant exchange and interaction, leads to high innovation revenue. Because agglomeration economies are more integrated into the global market than national economies, it becomes easier for companies, organisations and institutions, located at the heart of such clusters, to exchange goods and human capital per actual demand instead of obligating to national laws; producing a constantly changing landscape.

Such landscape forces cities, companies, communities, and individuals to be in a state of ongoing competition. The continuous disruption of the status quo obligates the cosmopolitan individual to be in a permanent state of instability. Under such circumstances, the community of the global market must possess the ability to adapt, change, start anew, produce information, and reinvent itself at the push of a button. The withdrawal from the state of stability to a place of uncertain continuity is changing the way we perceive ourselves within this community. Identity becomes an amalgamation of social preferences expressed through traditional categories such as religion and ethnicity as well as newer communities built around professions, experiences, and causes.[121] Rather than a construction of personal experiences which add up over the years, identity becomes a flowing entity which, in addition to experience, strategically uses the information gained to adapt for the changing demand of the market. ⚠

CHAPTER 2.3

A Global Individual

2.3.1 Foreword

Until now, technology has primarily enabled us to do things in easier, faster and more efficient ways. It has also provided us with opportunities for personal development. But we are beginning to see that there is much more on offer and at stake.[122] In correlation with technological advances, the hyper-globalisation process at the beginning of the 21st century has lead to a systems change.[123] In today's accelerated world, the perception of our identity is changing. Due to the constant state of change and disruption, we are at the threshold of a radical systematic change that requires human beings to adapt continuously.[124]

The individuals of the 21st century are forced to constantly reinvent themselves. In difference to the past, instability is now the norm and puts us under the moral pressure to accept uncertainty as a positive value.[125] We are encouraged to regularly rearrange our social relationships and adapt our life to the constantly changing situation. In an age of an ever-increasing offer of information, consumer goods and services, we are asked to accept and integrate into our daily life the rising number of choice in an experimental way. We must actively make decisions about what we do and why we does it.[126] In the age of acceleration, the successful person is the individual who is open to change, is willing to take risks and accept entrepreneurial strategies regarding its work.[127]

As the modern western world becomes more flexible and we are largely left to our own devices to design our future, the importance of self-realisation becomes an essential asset to the global citizen. The pressure to constantly become a better person is leading to a society fixated on a neverending journey of obsessive self-improvement.

The individual is now a brand. Our identity is shaped by the disruptive change of work, continuous state of learning, instability and semi-permanent crisis.[128] In a world where divisions between different aspects of our lives are becoming obsolete, it is harder to differentiate when we work, rest or socialise. Just like a company which sells a specific product, we are finding ourselves increasingly like a product offering a service. Forbes has predicted that the number of people working in the USA on a freelancer basis will increase to roughly 50% by 2020,[129] creating an economy where individuals constantly compete for one-time job offers. I argue that this aspect of professional life has infiltrated the private sphere of our lives too. Due to the dissolvement of barriers between all different aspects of our lives, largely to the advances in modern technologies; we are now witnessing the emergence of a branding identity which reaches beyond the working field and is used as a tool for permanent marketing in public as well as in the private domain amid all human relations.

2.3.2 Brand Identity

STANDING OUT AS AN INDIVIDUAL IS IMPERATIVE, SIMULTANEOUSLY, THE APPROVAL AND PARTAKING OF A NETWORK IS PARAMOUNT. THESE INDIVIDUALS BELONG TO AN IMAGE-CONSCIOUS GENERATION(S) WANTING TO STAY IN CONTROL

Brand Identity is a conscious state of being, where the individual is in a permanent state of self-evaluation, comparison, search, improvement and adaptation. It is the fluid state between core values, Who am I?, outer influences, Do they like me? and competitiveness, Am I better? For that person, standing out as an individual is imperative; simultaneously, the approval and partaking of a network is paramount. These individuals belong to an image-conscious generation(s) wanting to stay in control.

You are now obligated to be a unique source of information production, and find ways to continuously sell yourself as an individual brand which no longer corresponds to the lone aspect of work and profession, but has taken over your entire life. You must constantly present your consumers with new information in order to be able to keep up with the competitive market. In the age of information overflow, attention has become the most valuable currency for recognition, success and power. Therefore, the hyper-connected globalised economy, and the rapid development of new digital technologies have given birth to a new way of identifying one-self — Brand Identity.

2.3.2.1 CORE VALUES (WHO AM I?)

On the micro level (Core Values), our identity is the sum of our personal experience, subjective perception and immediate network. This part out our identity is our beliefs and inner values; what we define as important and relevant to our character. Each person interprets core values differently, which evolve with time, knowledge and experience. It can be defined by a single aspect of one's life, which accompany the individual its entire life, for example gender ➔

or race; or be a complex web of different relations that change with time like loyalty to football or identifying with a brand. Here identity can be defined by what many describe as 'classical values' such as nationality, sex and/or religion, as well as by the new, ongoing changes which are redefining the idea of self, such as the technological advances made in the digital and biotechnical branches, or the growth in global connectivity and mobility of the individual.[130]

For example, you can identify yourself according to 'classical values' such as gender, sexual orientation and national origin. Simultaneously, you can also identify with 'new' forms of core identity such as project orientated, digital network or global. Because of these changes, many of you may feel like your identity has grown in complexity.

2.3.2.2 OUTER INFLUENCES (DO THEY LIKE ME?)

This aspect of our identity is highly adaptive and is defined by what the social norm of success is in the real-time discourse of mass society. These influences can be life-long norms imposed upon us, like the idea of marriage and increasing the pressure to attend higher education, or be short-lived trends like fashion or 24-hour lasting, must-see viral videos.

It is our human necessity to be part of a group and be liked by others. Outer influences can be defined by small networks, such as friends and family and/or can scale up to global proportions which influence the entire species, for example climate change. It is a form of identity which adapts to the mainstream, in order to be part of the community.

2.3.2.3 COMPETITIVENESS (AM I BETTER?)

Competitiveness can be defined as the main characteristic of Brand Identity. It is the fluid state of our identity, which tries to find a balance between being an individual and belonging to a group. The person asks the questions: Where do I belong as an individual within the group, the network, society, civilization? What are my goals and how do I reach them? What are my obstacles? Who are my competitors etc.?

This aspect is a conscious state of continual comparison between the self and others, as well as the state of individuality opposed to the state of belonging. In a competitive state of mind the person asks the question of: "How can I contribute to society by being recognised as an individual?" The competitive state of mind searches for a place of belonging within the community, where you stand out as your own persona, but are recognised by the community for doing so.

2.3.3 The Leistungsgeselschaft

In the 21st century globalised world, where the neoliberal market has the upper hand, the competition for information has never been greater. Because knowledge generation and information processing are at the root of the new productivity, the society's ability to accumulate knowledge and manipulate symbols translates into economic productivity and political military might, anchoring the sources of wealth and power in the informational capacity of each society.[131] Nations and cities compete for the best talents within the highly flexible cosmopolitan society and are willing to exchange intellectual goods — humans — like stocks on the market. The professional's specialisation becomes the key strength of the information society in the global market and is highly competed. The individual's knowledge and the person's ability to produce valuable information becomes the utmost desired asset by companies, governments, institutions and organisations, which are in constant pursuit for new talents, and are willing to make great investments in order to attract them and their network.

On the lower end of the spectrum, we are exposed to the rules of the market and can no longer count on the legal system of the finite nation. As the global market searches for irreplaceable knowledge, we must try to be found surpassing our rivals. New technologies have made it possible for us to compete on a global basis, giving us greater reach, simultaneously exposing us to much greater competition. Additionally, social media technologies have strongly blurred the distinction between private and public spheres, further merging the professional aspect of work with the our leisure time. Thus, we must learn how to do all in chorus.

Due to the availability of permanent information, we are becoming much more aware of our immediate surroundings, the influence of the intertwined digital world, and how we can influence both for the benefit of securing a competitive edge. We are now expected and expects from ourselves and others to possess all-round knowledge without differentiating between work and private life. In the 21st century's modern western society, the global citizen is expected to show contextual intelligence, emotional and social knowledge, spiritual wisdom, as well as physical and mental strength.[132] Self-awareness and wanting to stay in control play an ever-increasing role for this population group.

Because working instability is now a norm for a significant part of the population,[133] we are becoming vastly performance- and result orientated. We are highly competitive and opportunistic. Our network becomes highly flexible and is used for strategic purposes. Personal data production in everyday-life is now a competitive tool.

Experience becomes an essential part of day-to-day life because it provides a unique source of data from which we can gain valuable knowledge. Furthermore, experience becomes a branding mechanism which is used strategically to promote oneself. Social media platforms are becoming a stage where we perform a well-choreographed script of our lives. Experience becomes an indispensable tool for setting the mood. Every aspect of day-to-day life becomes a strategic move of self-improvement and performance maximising mindset, which is staged on digital platforms to sponsor oneself. The an individual of the neoliberal global community, you might continue to do the same tasks as before, however — and this ➤

is essential – your mindset has changed, for example, hiking. Whereas hiking was previously seen as an activity one did for one's pleasure (in a simplified form), today, I argue, it is interpreted as an activity to benefit one's health and free the mind in order to perform better in a stressful situation and therefore enhance productivity, because a healthy body and relaxed mind improves output and makes one more desirable. The activity remains the same, the mindset has changed. You now assign a purpose to increase productivity and enhance performance to every activity. This does not mean that you no longer enjoy hiking, you just do it with the specific purpose and expectation to increase overall performance.

In addition to the change of mindset, you must now document your progress and publish the results as evidence that you is improving yourself. The publication of one's life for the Brand Identity of the individual is now a must, because this way you constantly updates your consumers on how you have improved and changed yourself.

Information and comparison become tools for improvement, and search-mechanisms to find a niche within the community. Experience is an instrument to create uniqueness and make you standout from the rest. Due to the constant pressure to deliver results at work and sell a certain image of oneself in the private spheres of our lives, we have become part of the *Leistungsgesellschaft* (Performance Society, Achieving Society).

The *Leistungsgesellschaft* is a model representation of a society in which the distribution of desired goods, such as power, income, prestige and assets, take place according to the particular performance which is attributed to each member of the society.[134] The definition of this society borrows the German word *leistung*. It does so, because this word does not exist in the same form in the English language. The most similar translation of the word *leistung* into English in relation to the definition of the *Leistungsgesellschaft* would be the English word *performance*. However, the word also describes the action of achieving a goal through the process of actively acting upon it. It can also mean output, as well as an offered service with a specific outcome. The verb *leisten*, can also mean to afford, accomplish, perform and achieve.

Therefore, the brand identity individual is strongly related to the Leistungsgesellschafts. The person tries to sell itself all the time in the work/private spheres of life. Always being in pursuit of unique source of information and experience in order to increase personal data output.

2.3.4 A Network Community

2.3.4.1 THE EVOLUTION OF COMMUNITY

From a broad societal standpoint, one of the greatest (and most observable) effects of digitization is the emergence of the "me-centred" society — a process of individuation and emergence of new forms of belonging and community. Contrary to the past, the notion of belonging to a community today is more defined by personal projects and individual values and interests rather than by space (the local community), work and family.[135] Identity can therefore be defined by a flexible network which changes according to the demands of each individual. We are our own product, defined by our network.

One of the reasons which enabled humans to move from a location to a project- and values-based community is largely due to the individualisation of mass communication systems which allowed the creation of a system of horizontal communication networks organized around the internet and wireless communication. Moreover, while networks are an old form of organization in the human experience, digital networking technologies and characteristic of the Information Age, powered social and organizational networks in ways that allowed their endless expansion and reconfiguration, overcoming the traditional limitations of networking forms of organisation to manage complexity beyond a certain size of the network. Because networks do not stop at the border of the nation-state, the network-society has constituted itself as a global system.[136]

The change in spatial reach by the individual from its physical limitations to the immaterial grasp of global connectivity, enabled us to expand our identity horizon and choose our network depending on our real-time necessity. The relation between the individual and community has changed. Whereas we were once obligated to adapt to our surroundings, today we adapt our suroindings to our needs. In the global information-, knowledge- and innovation societies, the network and its flexibility to change and transform become the core elements of the global hyper-connected community.

2.3.4.2 THE NETWORK OF PRODUCTION

This transnational network becomes essential to the global community because in the new, informational mode of development the source of productivity lies in the technology of knowledge generation, information processing, and symbol communication. What is specific to the informational mode of development (in comparison to earlier modes of development) is the action of knowledge upon knowledge itself as the main source of productivity.[137]

Production of information and knowledge is now equivalent to the source of power and wealth. This can be explained by the predominant ideology in power of global flows. Technology enabled rapid and simple communication, permitting the growth in complexity, and global spread of networks. It is not responsible for the character, nor architecture created by the net; technology acts as a force, it does not give a direction.[138] For example, wind is a force which acts upon the planet. Humans have managed to gather the energy of the wind to create electricity. Wind itself is not responsible for generating it. Similarly, technology is a force which acts as an accelerating process for the development of society, it is not responsible for the course society takes.

The course of formation which the network ➜

undertakes depends on the predominant ideology present within the network. At the beginning of the 21st century, the predominant factor accelerating, channelling and shaping the information technology paradigm, and inducing its associated forms is the process of informational capitalism.[139] Global flows in all their complexity, enabled by rapid development of digital and wireless technologies, are now predominately in the hands of informational capitalism. Thus, in a competitive market economy, the production of information is translated to monetary power and the degree of connectivity of network(s) to higher output of innovation and greater productivity.

This type of economic model, which depends on innovation and productivity to create wealth, is changing the position of the individuals within the network. For the first time in history, the human mind is a direct productive force, not just a decisive element of the production system.[140] Knowledge, information, innovation and thus the mind, in combination with advanced technologies, have become a product which can be monetised. In consequence, increasing productivity for higher return of investment becomes the aim of the informational capitalistic market.

2.3.4.3 ECONOMIES OF SYNERGY

To increase information, knowledge, and innovation output we have seen a restructuring of the eco-nomic system, which also manifest itself in a physical state. Economies of synergy have become central parts of the global network and are the hubs of value production. The concept of Synergy means that the value and performance of two or more companies combined will be greater than the sum of the separate individual parts.[141] However, this no

longer relates to companies alone but is now a reality of individuals as well.

Because production of information is now equivalent to creation of wealth, maximising output becomes a priority. Our ability to create and innovate is, for the first time ever, a direct source of capital value formation. If two individuals exchange ideas, they can create further meaning leading to higher production of data; a synergy between two individuals is created. This means that you must look for ways of data production by actively engaging in collaborations with other sources of information. You now have three ways to do so; by creation of experience, through synergy of minds, and increasingly, by indulging in bilateral relations with technology.

In the neoliberal global community, the networks of belonging are increasingly becoming our net worth. This is due to the our need to obtain and share gathered knowledge in a strategic way to create innovation and further information. We now create synergies with other individuals, search for unique sources of experience and undergo technological alliances for stra-tegic purposes. Depending on the necessity of information, emotional state, identity situation, etc., we adapt our network for short-, mid- and long-term interaction. Our ability to navigate within the network community determines our success more than ever before.

Additionally, the network no longer corresponds to the lone aspects of different individuals connected by similar interests. It has expanded to a complex interactive web of individuals, experiences and technologies, each directly acting upon the other. This complex network is a new form of existence which has been made possible only by advances in wireless technologies and is reshaping the understanding of the community. For the first time ever, the network is no longer solely a characteristic of human interaction, but is growingly becoming intertwined with technology. It appears that a new form of hyper-network is emerging, one that embodies a symbiosis between living humans, machines and the digital nervous system of the world-wide web.

It is important to understand that in this Hyper-Network, face-to-face interaction between humans still remains — for the time being — the essential part of information exchange and innovation creation within the community. Increasingly, Economies of Synergy, Economies of Experience and Agglomeration Economies are becoming a strong physical manifestation of the global network nodes in strategic places located within global cities.

CHAPTER 2.4

A New Space

2.2.1 New Developments

Historically, the ultimate symbol of wealth, achievement and social superiority was the freedom not to work: the true badge of honour, as the 19th Century economist Thorstein Veblen put it, was leisure. Now, it's busyness that has become the indicator of high status.[142] In the modern world, we are now a unique source of innovation and our network a place of information creation. Being busy is now equivalent to production of data. As mentioned on previous pages, human creativity has, for the first time ever, become a direct source of value and wealth creation, and because time is money in an accelerating and competitive world, the pressure to produce information, knowledge and innovation has increased dramatically.

The turn of the millennia has been defined by the third and fourth industrial revolutions which are happening, more or less, at the same time and are disrupting all areas of what humans have identified as culture and civilization. [143] Additionally, the end of the 20th century has seen a systems change from a predominantly two-ideology-system structure to the global spread of a single dominant dogma.

Throughout the manifesto, I have argued that the rapid spread of globalisation was possible by the fast development in technological advances mainly in the second half of the 20th and beginning of the 21st centuries. Technology was and still is a prime force which accelerates the process. It is not responsible for the direction. The tone of the development of globalisation was set by the neoliberal ideology, which has managed, for the time being, to secure the power over information flows within the global network. Because of the scale and speed of disruption caused by new technologies as well as the global spread of neoliberalism, it was impossible to tell, less alone predict,

how the order of a new global community might look. However, thanks to numerous writings and analyses by different sociologists, economists, politicians, etc., I believe that we are slowly starting to see and identify the emergence of a new global society. For this paper, I have widely relied on the writings by Saskia Sassen, Manuel Castells, Parag Khanna, Greg Clark and Klaus Schwab, as well as essays published in the book The City Reader, Fourth Edition by Richard T. LeGates and Frederic Stout, and In welcher Gesellschaft leben wir eigentlich? (In which society do we live?) by Armin Pongs. These books give hypotheses describing a very broad aspect of the global community and the phenomena of globalisation. Within the broad topic of globalisation, this manifesto focused on the individual and its community.

Within the discourse of globalisation, I have given a hypotheses that a new type of identity, in addition to the existing ones, is emerging which is specific to the western neoliberal global society of the 21st century — Brand Identity. The second part of my hypothesis was that Brand Identity is strongly connected with a new type of community which is in the process of formation, The Network Community. Not to be confused with the term Network Society, which Manuel Castells uses to describe a society as a whole. Even though the two terms are highly connected, they relate to different scales of the global network system.

I continued with the argument that Brand Identity is a more aggressive form of individualism, which is very competitive and performance orientated, because the individual's ability to produce information has become a valuable monetizing commodity in the neoliberal global network. Further on, the community is in the process of restructuring itself to a hyper-

flexible organisation form, which Manuel Castells argued to be the Network Society. The fluidity of the network is changing the situation of the individual to a state of uncertainty characterised by constant change. This state of the unknown appears to become a new place of permeability in the Network Society, where our situation changes not only from year to year, but can alternate as often as several times a month, forcing us to accept instability as the new norm; a process which facilitates the formation of Brand Identity.

The network community is now a mechanism for the global citizen to create value and net worth. Our community is based upon its core values which creates the inner circle of the network, and the outer circle which uses the fluidity of the network to create a community representing its interests, simultaneously adapting itself to the interests of the community. It can be said that the community of the global network is a form of synergy-community which we strategically use to benefit ourselves, as well as the community. Therefore, the community of the western global citizen has become a strategic network which is used as an amplifier of the our personal interests and a place of synergy to increase production of information, knowledge and innovation.

During my research upon Brand Identity and the Network Society I came to two main conclusions. First, this type of identity and community strongly relates to the Leistungsgesellschaft (Performance Society) which appears to be organised around the global network flows, and is highly dependent on information and social media technologies. Furthermore, the Leistungsgesellschaft is closely related to the information-, knowledge- and innovation societies. However, these societies do not

necessarily depend on each other and a person can be part of one without belonging to the other. The specific characteristic about this society is that it is performance-, result- and output-orientated. It is a society in pursuit of maximising efficiency and productivity throughout every aspect of its being. Because this society is part of a constantly changing network, the individual is very competitive and opportunistic; at the same time, it is willing to undergo short, mid and long-term alliances and synergies with other individuals to create further meaning and/or increase production.

Second, the network community of the global society manifests itself physically in specific milieus throughout the world. They are nodes within the global network and appear in strategic places which are well connected to the infrastructure systems within global cities. This physical reorganisation has given rise to a new spatial form within the city which specialises on production of information, knowledge and innovation, through creation of economies of synergy, economies of experience, and economies of technology and human interaction. Whereas the latter is not as bound to location as the first two, due to the technological ability to be consumed independently to location. In the interconnected world economy, all three tend to manifest themselves in the same physical space, creating agglomerations of production sites within very dense areas.   ⚠

2.2.2 A Global Space of Production

The emergence of new spatial forms within the urban fabric have been a wide topic of discussion inside the global city discourse. Saskia Sassen identified this spatial form as agglomeration economies which is a mix of firms, talents, and expertise from a broad range of specialized fields creating a certain type of urban environment function as an information centre. Being in a city becomes synonymous with being in an extremely intense and dense information loop.[144] Manuel Castells writes, "In the knowledge economy, advanced services are the dynamo of urban growth, wealth and power. Advanced services are globally organised. So the globalisation of advanced services is at the source of concentration in some areas of the world that are the pivotal nodes of the networked management capacity in our society." He further goes and says: "These high-level service centres are located in places that are well connected in terms of transport and telecommunication and possess a strong basis in terms of knowledge generation and professional labour".[145]

Furthermore, even though technologies play a vital role in the value creation of information, face-to-face interaction between humans is still the driving mechanism for knowledge and innovation creation. The network of decision implementation is a global macro electronic network. Meanwhile, the network of decision-making and generation of initiatives, ideas and innovation is a micro network operated by face-to-face communication concentrated in certain places.[146] This is why the physical manifestation of this new spatial form has emerged.

While Saskia Sassen and Manuel Castells argue that this new spatial form is mainly due to the exchange of information between individuals to create knowledge and innovation,

I propose that the use of such spaces is also used by individuals to seek experience and entertainment. As argued before, Brand Identity individuals use experience in a strategic way to market and promote themselves as a unique source of innovation. Additionally, the community of belonging plays an important role when it comes to experience. What you do, where you do it, and with whom you do it becomes very relevant for the creation of a positive image. It is the exchange process between the personal experience of the individual and the face-to-face interaction with others that further increases productivity of information, knowledge and innovation. This is why economies of synergy and economies of experience are likely to co-exist together or find themselves in close proximity of one other.

For example, the financial district in London is a global node of finance exchange and a centre of worldwide capital flow. People working in this industry are highly specialised individuals who through face-to-face interaction come to creative ideas and innovative solutions. It can be said that the financial district is also an economy of synergy. However, being in London gives the workers within the financial district further advantages. Just by being in the city the individual can expect a wide range of experiences to enrich its character and identity. These can then be used to bring new ideas into the field of the financial system. The historical centre of London, becomes a part of the economy of experience.

Because such power nodes are located exclusively in major cities around the globe, a certain group of people migrate to these cities in hopes of creating a unique identity and finding communities of belonging. At the same time this migration process empowers global nodes to further develop and gain importance; triggering a loop, where one promotes the further expansion of the other. These spaces become catalysts for ideas, innovation, knowledge, information and experience which act as magnets to individuals who want to be at the centre of happening. The closer you are to such spaces and societies, the more likely you are to randomly run into an individual belonging to such societies, triggering a new synergy of face-to-face interaction.

In the modern world of the information age, securing global flows within borders becomes essential for cities to establish themselves as global players. Spatial economies of synergy mean that being in a place where there is potential interaction with valuable partners creates the possibility of adding value as a result of the innovation generated by this interaction.[147] Enabling the creation of physical spaces which can provide economies of synergy and economies of experience to increase productivity of information, knowledge and innovation within the urban fabric becomes an important strategy for city governments to attract further talent into the city to boost productivity and revenue. The cosmopolitan, who strongly identifies itself with the Brand Identity, is attracted to such places, because here he can maximise his results and have the best chances to find further collaborations with other individuals, expanding his network community. Furthermore, the physical proximity of such diversity of choice, experience and people, allows the global citizen to maximise output and produce exclusive information promoting his Brand Identity. Due to the growing importance of this new spatial form within global cities, which is still not fully understood, I dedicated the second part of my manifesto to the design process of such a space in an attempt to further understand how such spaces can manifest themselves in a physical form and how may they influence the city and the individual living in it.

CHAPTER 3

The Design Manifesto

CHAPTER 3.1

Setting the Stage

IN AN EVER FASTER CHANGING WORLD INFORMATION, KNOWLEDGE AND INNOVATION HAVE BECOME THE MOST VALUABLE GOODS OF MODERN SOCIETIES. BECAUSE INFORMATION CREATION IS NOW THE SOURCE OF GLOBAL PRODUCTIVITY, THE PRESSURE TO GENERATE MORE DATA INCREASES FROM DAY TO DAY. THROUGH THE DEVELOPMENT OF NEW TECHNOLOGIES EXCHANGE OF DATA HAS REACHED IMMEDIATE GLOBAL CONNECTIVITY, LEADING TO THE CREATION OF A GLOBAL FLOWS NETWORK. GLOBAL FLOWS ARE THE NERVOUS SYSTEM OF THE GLOBAL ECONOMY WHICH CONTINUOUSLY TRANSPORT AN ENDLESS AMOUNT OF INFORMATION REGARDING ALL ASPECTS OF HUMAN SOCIETY.

IN ALMOST A METAPHORICAL MANNER; WHEN GLOBAL FLOWS MEET, THEY COLLIDE WITH EACH OTHER TRIGGERING A CHAIN REACTION WHICH BLENDS DIVERSE INFORMATION TOGETHER. SUCH NODES ARE RAPIDLY BECOMING ESSENTIAL COLUMNS OF THE INFORMATION, KNOWLEDGE AND INNOVATION SOCIETIES BECAUSE THEY ARE DENSE CENTRES OF IDEA CREATION THROUGH RANDOM COLLISION BETWEEN GLOBAL DATA FLOWS. THUS, THE HIGHER THE COLLISION PERCENTAGE, THE GREATER THE PERFORMANCE AND OUTPUT OF INFORMATION, KNOWLEDGE AND INNOVATION.

IN THIS SCENARIO, A COLLISION REFERS TO A FACE-TO-FACE INTERACTION BETWEEN 2 OR MORE INDIVIDUALS, WITH A SPECIFIC AIM TO INTERCHANGE IDEAS, KNOWLEDGE AND INFORMATION — ECONOMIES OF SYNERGY. AND/ OR AN ACTION TAKEN BY AN INDIVIDUAL IN A GROUP OR BY ITSELF WHICH LEADS TO WHAT SOCIETY DESCRIBES AS THE CREATIVE PROCESS, THROUGH CREATION OF EXPERIENCE — ECONOMIES OF EXPERIENCE.

BECAUSE THE SOURCE OF KNOWLEDGE AND INNOVATION CREATION IS STILL THE HUMAN BEING, FACE-TO-FACE INTERACTION BECOMES VITAL FOR EXCHANGE OF IDEAS, AND EXPERIENCE DEVELOPS TO AN ESSENTIAL SOURCE OF INSPIRATION AND CREATIVITY. THEREFORE, THE NEED FOR SUCH SPACES TO PHYSICALLY EXIST, AT THE BEGINNING OF THE 21ST CENTURY, BECOMES PARAMOUNT.

3.1.1 A Tale of a City

The geographical location gave the city a major advantage. Historically a rich city, it had suffered through a short period of decay followed by its change to the outer border of a now obsolete two-world system. Today, in a changing world, the city has once again regained its lucrative position. Its resilience to constant change and adaptability to take chances, as well as its new geopolitical position presented the city with a major advantage. This led to great wealth.

The city has entered a new era of long period of peace, prosperity and refined sensibilities. Being part of a small country, the city exists in the safety of its Nation. Consciously trying to be forgotten, it thrives in the shadow of a world where eyes are fixed upon the violent changes of elsewhere. A city of contrast. A world-famous capital of once an empire, it manages to stay forgotten by the unwanted masses and yet have a say in the discussion of world affairs.

The triumphant story has not entirely gone unnoticed; like numerous other affluent global cities, it draws migration. The city is now much denser than it used to be. Through the development of new technologies and change in cultural priority, experience creation and face-to-face interaction have become all-pervading. The city is evolving; it's building its infrastructure to allow citizens to maximise output. Creation of experience, pleasure, leisure and lust are becoming important features of the development of the city. Spaces of entertainment, excitement and adventure, as well as places for meeting, knowledge and exchange of ideas are being fabricated to create unique experience and information in the dense city fabric.

With leisure time becoming a far-reaching part of our society, the philosophy of emotional self-awareness as a necessary pre-condition to improving society and bettering human condition is growing. On a personal level, there is emphasis on the intense emotion as an authentic source of experience. Life is an experience, and not an object for manipulation and study, and, once experienced, the individual becomes in tune with his subjective feeling or intuition.

Mainstream culture has become scientific, yet personal experience is on the merge of subjectivity. The city is now building for both. It finished planting the forest on the East side, so it can no longer grow into a concrete monster where there is no end. The only way for it to grow is within the borders. The physical living space has become smaller, but the city has a larger offer than anyone can consume. Within extreme proximity, unimaginable contrasts co-exist is harmony. The dense built city offers change and innovation. The belt of gardens, plazas recreation spaces and forests offer a place of peace and timeless permeability. Parallel, the busy streets, innovation spaces and density of population demand an ever-faster pace of transformation.

A city known by all, existing in its own reality. Linked to the timeless clock of connectivity, it fights a battle to remain a name within the changing global network. As newer places rapidly evolve to challenge the established order of the older world, the city races to assure a spot within the order of tomorrow, producing, like a factory, an ever-growing number of information, knowledge and innovation.

Mickey's Toon

RIVERS OF AMERICA

Trail closed

Frontierland

Fantasyland

New Orleans Square

DVC

DVC

DVC

EpiPen

Labels/numbers visible on map: 47, 46, 45, 44, 43, 42, 48, 41, 40, 38, 30, 31, 32, 33, 34, 35, 29, 28, 25, 26, 27, 36, 22, 23, 24, 21, 20, 19, 18, 13, 12, 10, 9, 8, 5, 4, 3, 2, 57

Letter markers: Y, W, V, U, T, S, R, Q, P, N, M, L, K, J, I, H, G, F, E, D, C, B, A

3.1.2 The Creation of a Node

„CITY AND EVENT IN THE POST-INDUSTRIAL PRESENT APPEAR TO BE VERY CLOSELY LINKED. THIS NEW INTEREST IN THE CITY FEEDS ON MODERN PEOPLE'S HUNGER FOR EXPERIENCE, DRIVEN BY AN URGE FOR PLACEMENT AND IDENTITY. WHAT HAPPENS TO THE CITY WHEN IT BECOMES AN EVENT? WHAT NEW MODES OF URBAN INTEGRATION AND DIFFERENTIATION BEGIN TO EMERGE WHEN THE CREATION OF SOCIAL SPACE IS ESSENTIALLY DETERMINED BY CONCENTRATION ON EXPERIENCE?" [00E]

To the east of the city lies an area often forgotten by its citizens. Once an industrial site, the first decade of the new century saw the place become a space of undefined and mix use. The failed experiments of previous governments can clearly be seen fragmented throughout the area. Each stands as a lonely monolith, telling us the story of a long gone architectural legacy. In their shadows lies a melancholic space of urban historic relics which stand forgotten and no longer have place in today's fast changing world.

The paradox situation of the area is faultless for the new project. Being within the city, the area is highly isolated . Here is where the new global connection is to be made. Perfectly connected to the international infrastructure, it has a lot of space to create a dense neighbourhood which speaks to the needs of the global economy.

Most of the building existing there today are cheap concrete boxes meant to fulfil the purpose of the industry. They will make way for the new industry of the 21st century — production of creativity.

The isolation of the area should be kept, allowing only few strategic entrance points. Inspired by the design of amusement parks, the area must be built in a way which is easy to enter, but hard to leave. It should be designed in almost a labyrinth-like way, allowing you to quickly get lost in the neighbourhood, whose aim is to provide you with unique experience.

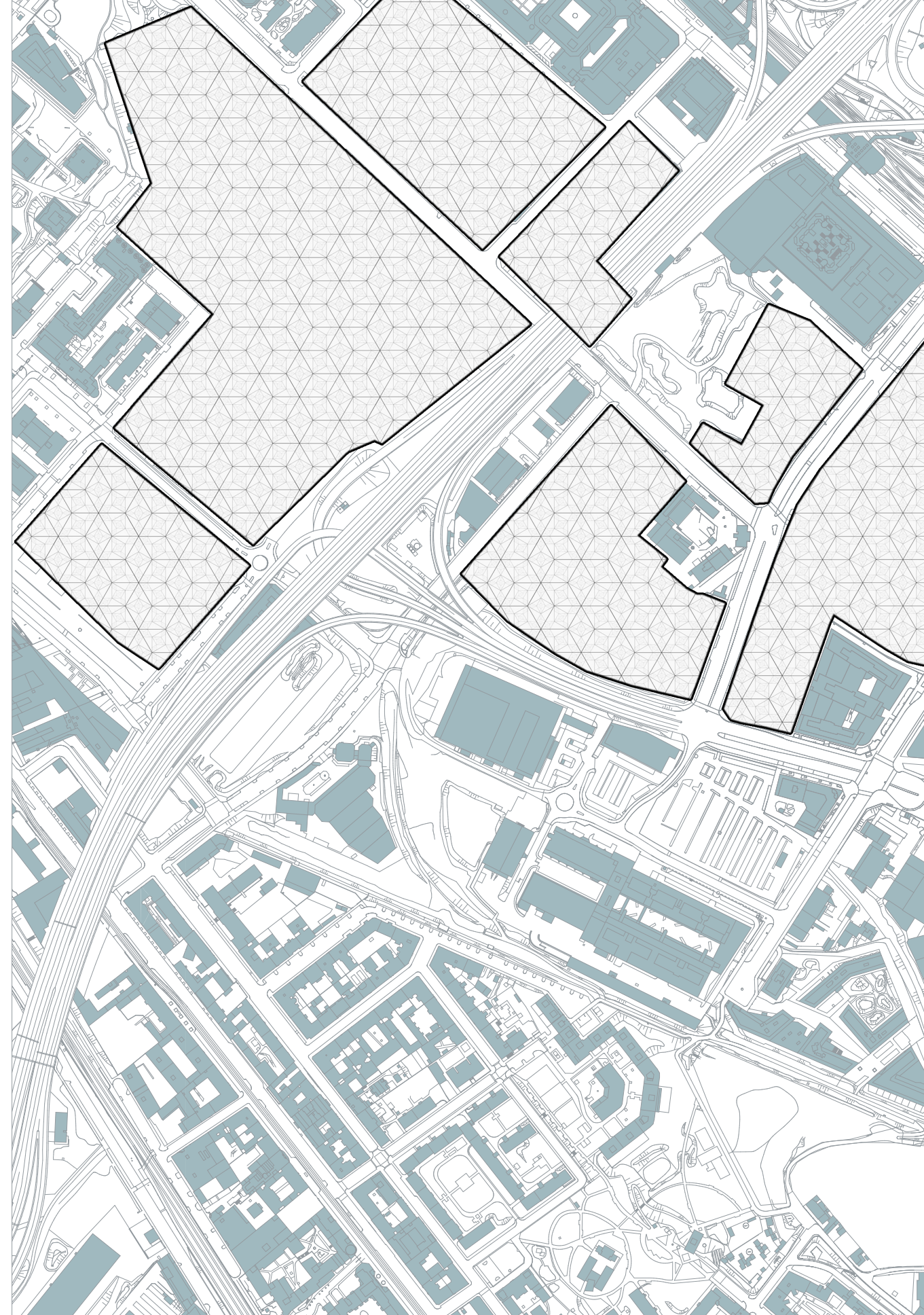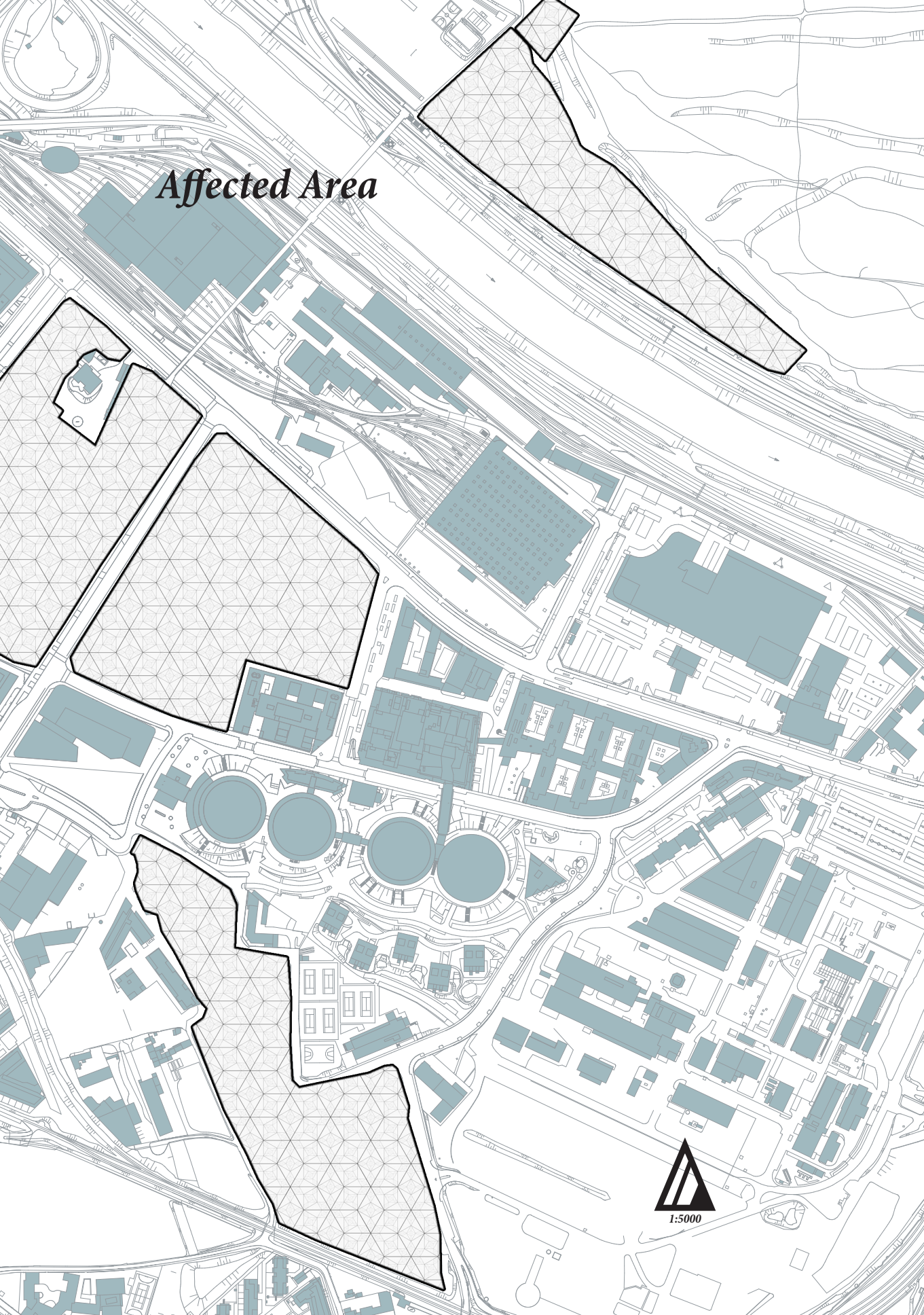Once you leave, the memory of the place will keep you wanting to come back.
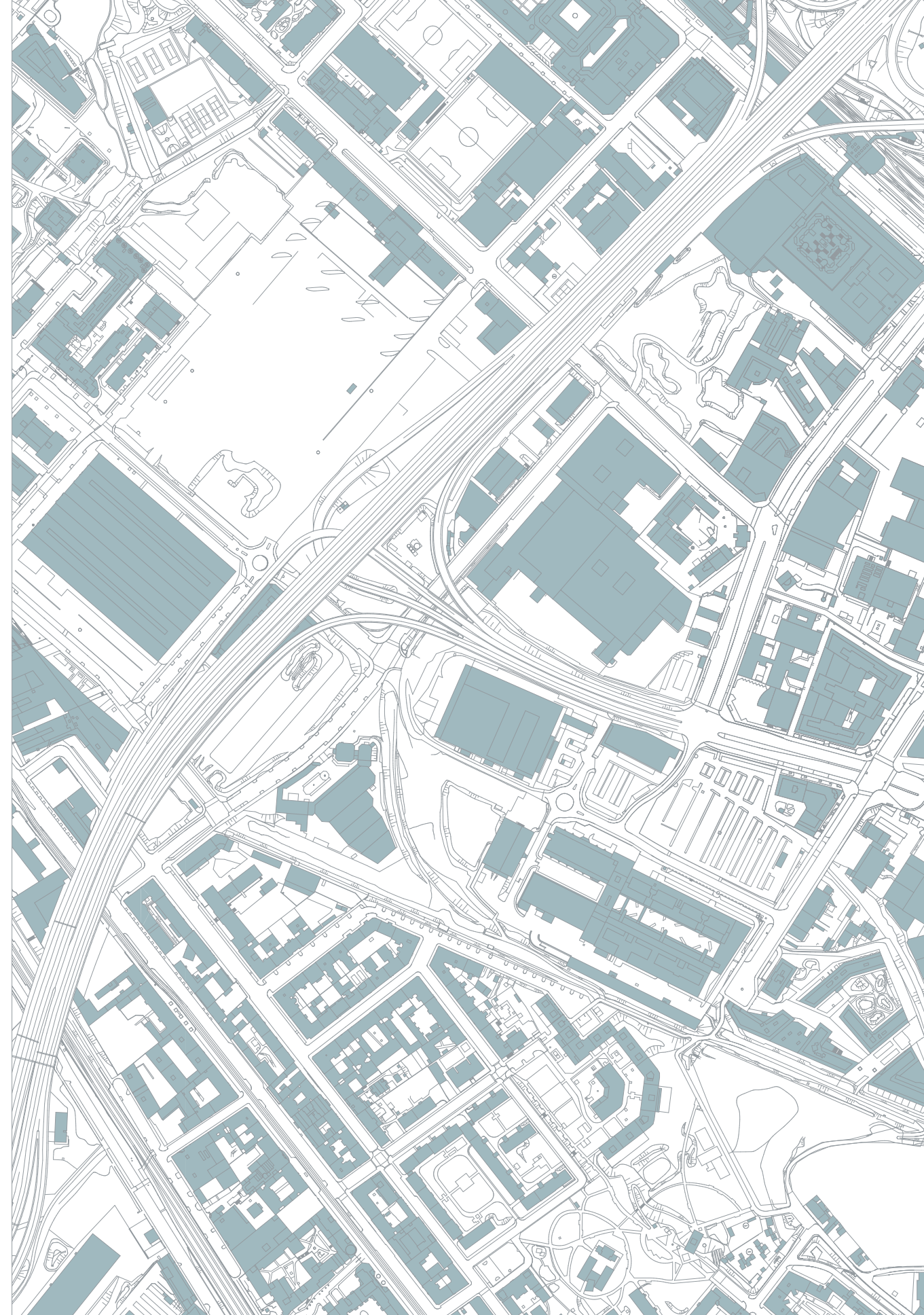
Situation Plan: Old

1:5000

Affected Area

1:5000

CHAPTER 3.2

A New District

3.2.1 A Global Node

A global node is the physical manifestation where two or more global flows — capital, labour, goods, raw materials, tourist, biotechnology, etc. — meet. It is a concentration of international information flows and a massive centre of innovation and knowledge production.

To create a global node, the city must be able to attract one or more flows into the borders of the city by creating a unique environment for innovation to flourish. In order to do so, the area must be designed in a way so economies of synergy and economies of experience can flourish. Additionally, different agglomerations must be created in order to increase production.

The area has been divided into 14 different forums, each specialising on one aspect aimed to increase creativity, experience and/or synergy between individuals. The aim is to overflow the person with information. Every single detail within the area must trigger you to produce. From the visual landscape, to the "random" encounter in the park — everything should be designed in a way to provide you with a unique source of information and motivation to create.

The public, as well as the transition areas between the public and private spheres play an essential role within the neighbourhood. The human and its ability to create is the most important product in the nod. The public areas must be designed in order to maximise the comfort of the pedestrian and enable the formation and development of the strategic networks between individuals.

pic 48

Situation Plan: New

1:5000

3.2.2 Forums

FORUM: ENTERTAINMENT

This Forum is a collection of four buildings. The main building is an existing structure and used to be a former slaughterhouse. The building already functions as an event venue and as the global neighbourhood develops, the former slaughterhouse will intensify its use. Three additional buildings have been added to complement the forum, functioning as modern day theatres, smaller venues and party locations.

FORUM: EVENT

At the westernmost point of the node the new event hall welcomes you at the entry. This forum includes the bigger and smaller halls, as well as a skyscraper. The first several floors offer you everything you need for your personal event and spaces for rent if you need them too.

FORUMS: ADVANCED TECHNOLOGY I + II

The infrastructure within these areas is designed for the highest standards in modern technology. The buildings are highly flexible and can adapt to the fast-changing nature of technological development.

FORUMS: URBAN I + II

Urban forums are low-rise high-density areas within the neighbourhood. They are designed to have a vivid mix of everything the city can offer within a small place.
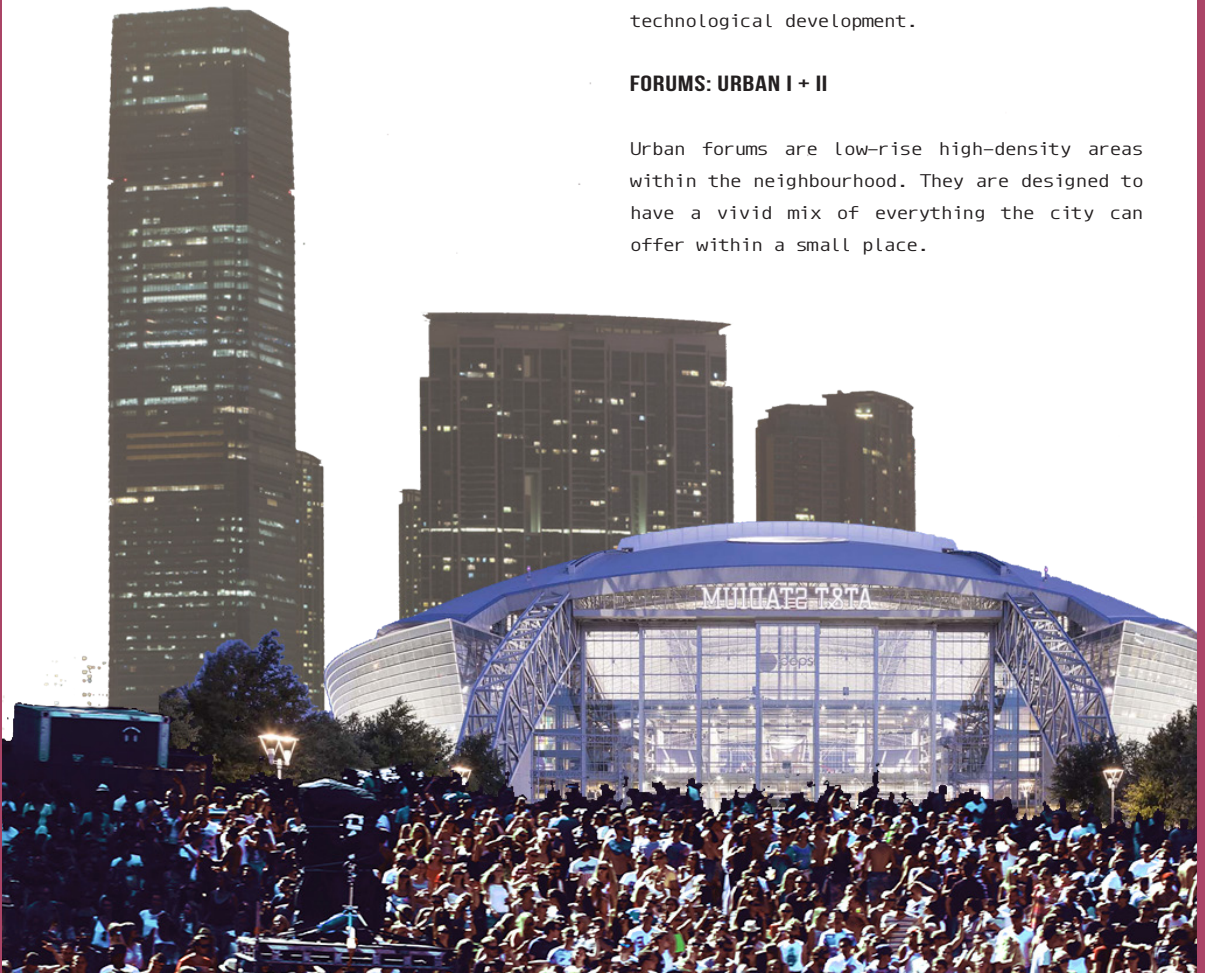
FORUM: SPORT

As physical awareness grows in the modern society, staying in shape becomes a vital part of the global individual. Demand for sporting facilities is growing rapidly. This forum builds upon the already existing sport infrastructure in the area, updating it to meet the standards of the international community. At the same time the forum offers facilities where improving sport performance is being researched.

FORUM: AGRICULTURE

Eating healthy for the brand individual is important. Knowing that the food is locally grown and has a small carbon footprint is valued by the global society. The forum does not only offer a pleasant walk through its gardens, but acts as an important research facility for development of urban farming.

FORUM: DIGITAL INFRASTRUCTURE

As the virtual world continues to merge with the real one, the amount of digital data being sent grows. The storage space for this data is extremely important, as it is always in need for new physical space. Additionally, a lot of this information is highly confidential, therefore a highly developed digital infrastructure, which can keep the information safe from strong cyber-attacks, is needed.

FORUM: VISUAL

The Brand Individual of the global economy needs to be successful in all parts of its life. As plastic surgeries become a norm, the demand for superficial improvements is on the rise. Although a small forum, it plays an important role in the individual's self-worth and chances to success. Here, everything that god didn't give you can be fixed within days.

FORUM: RESIDENTIAL I + II

Even though living quarters are spread throughout the area, there are two main forums designated for living. The forums are placed in proximity to the core of the new neighbourhood — Forum: Creativity, Education, Politics. The residential complexes offer small living units, which are designed in a way to maximise the use of space. The common areas however offer well designed and large spaces. People living in here, should use their private units as little as possible and aim to spend a lot of time in the common areas to improve the personal network.

FORUM: EDUC TION

The Forum: Education is one of the three main forums making up the core of the global node. In the information, innovation and knowledge economies education plays a vital role. In the future, we will witness how after we graduate from university, a lot of us will continue to study. Education now functions as a patch system, where we continuously learn new things in educational modules which teach us certain things. In the global economy education and work are highly co-dependant on each other. Therefore, educational facilities are bound to be in proximity to the creative industry.

FORUM: POLITICS

The Forum: Politics builds the third part of the neighbourhood's core, and is located opposite of the educational forum. It is the management system and the decision-making heart of the global node. The political forum acts ➔
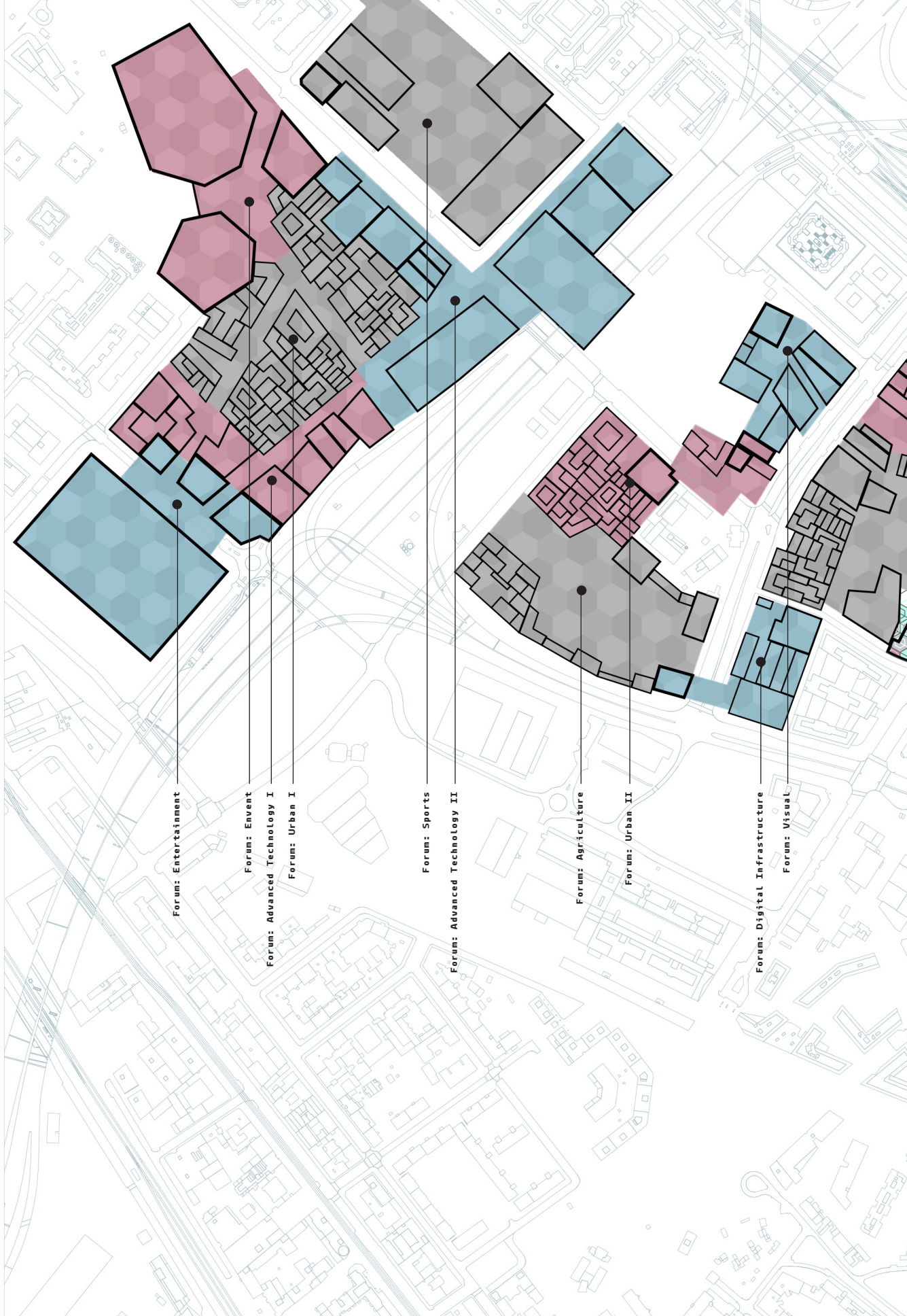
Forum: Entertainment

Forum: Envent

Forum: Advanced Technology I

Forum: Urban I

Forum: Sports

Forum: Advanced Technology II

Forum: Agriculture

Forum: Urban II

Forum: Digital Infrastructure

Forum: Visual

Forums

Forum: Rural–Urban

Forum: Residential I

Forum: Education

Forum: Politics

Forum: Residential II

Forum: Creativity

Forum: Nostalgia

1:5000

as a moderator between different interests. At the very heart two small buildings stand which is the meeting point for all interest groups, ideas and suggestions. Here is where the political system can be directly approached. The two buildings operate 24 hours and are the first place of encounter. From here onwards, if the matter is of greater importance, the conversation continues in a more private atmosphere in the main building.

FORUM: CREATIVITY

The centrepiece of the global neighbourhood. The main street is lined up with dozen creative factories. The skyscrapers house international headquarters and successful enterprises who are on the way to becoming an international brand. All benefit from each other's proximity. The big companies constantly send head-hunters into the creative factories in search of new talents. The individuals come here to be found. The public space is a true utopia of experience. Every square meter is staged either by the government or the big players who want to show us their new products. Further on, the public areas offer a great way of networking. Few places on earth offer so much talent in such a dense space. Each creative factory specialises on one topic, so it's easy to merge ideas and create interdisciplinary companies. This area does not respond to the city, but belongs to the 24-hour global economy of the world. Here you will always find something new.

FORUM: RURAL — URBAN

This is the only area which is not directly connected with the rest of the global node. It is located within a giant urban park. To reach it, you must cross a small pedestrian bridge, which takes you directly into the green lung. This forum is one of the two forums which is meant for relaxation. Whenever you get overwhelmed by the never-ending offer of information, there is nothing better than to escape the noise for a couple of hour and wonder the woods to clear your mind. The area offers spas, weekend get-away, massage studios and other facilities which will help you find inner peace. This area also has residential units for people who want to feel as if they are outside of the city, but have the possibility of getting back into the busy global life by just taking a walk. Everybody can rent a place here, if you can afford it.

FORUM: NOSTALGIA

There is nothing more inspiring then thinking about the past. The Forum: Nostalgia, is for all of us who like to fantasise about the simple past. This area imitates the local history and lets its visitors ponder between 18th century farm houses, and traditional wine gardens. Together with the Forum: Rural — Urban, the main idea of these forum is to let people relax over a glass of wine in the local gardens, while overlooking the futuristic city scape of the new world.
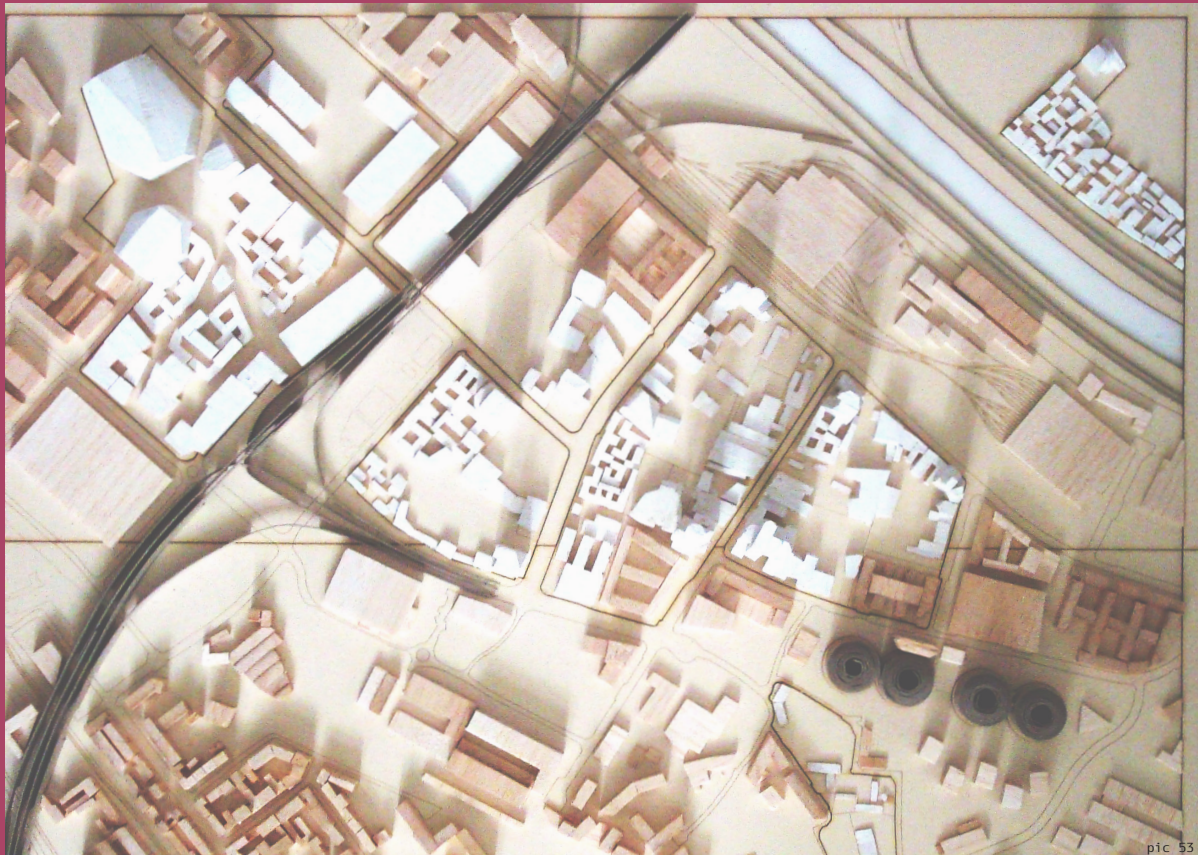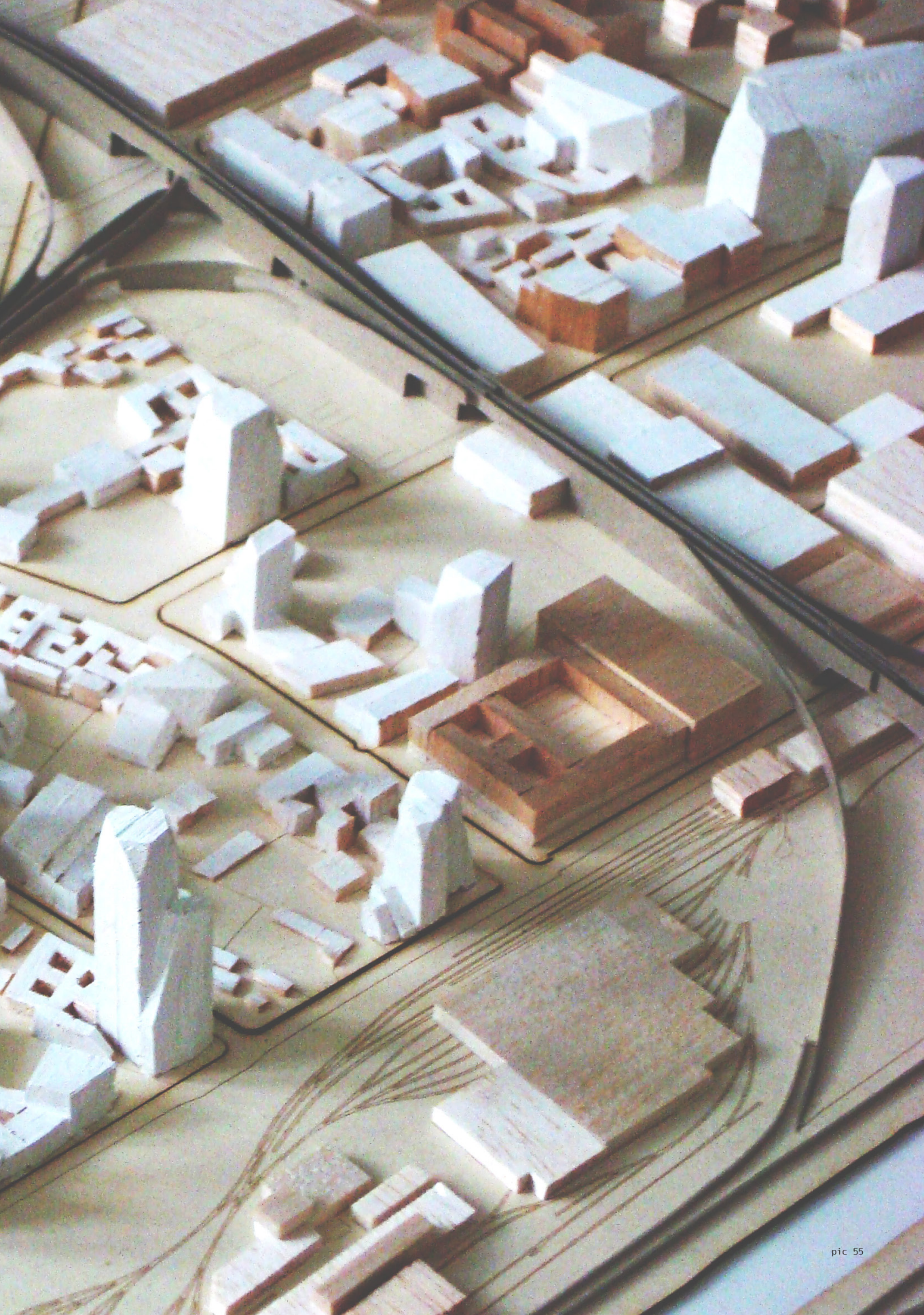
pic 50

pic 51

pic 52

pic 53

3.2.3 A Factory of Creativity

„PEOPLE WISH TO FILL THEIR LIVES WITH POSITIVE EXPERIENCES, SCULPTING THEIR EXISTENCES JUST AS THEY WOULD A PHYSICALLY FIT BODY. EVEN THE MOST BANAL ACTIVITY MUST BE PRESENTED AS ENJOYABLE" [00F]
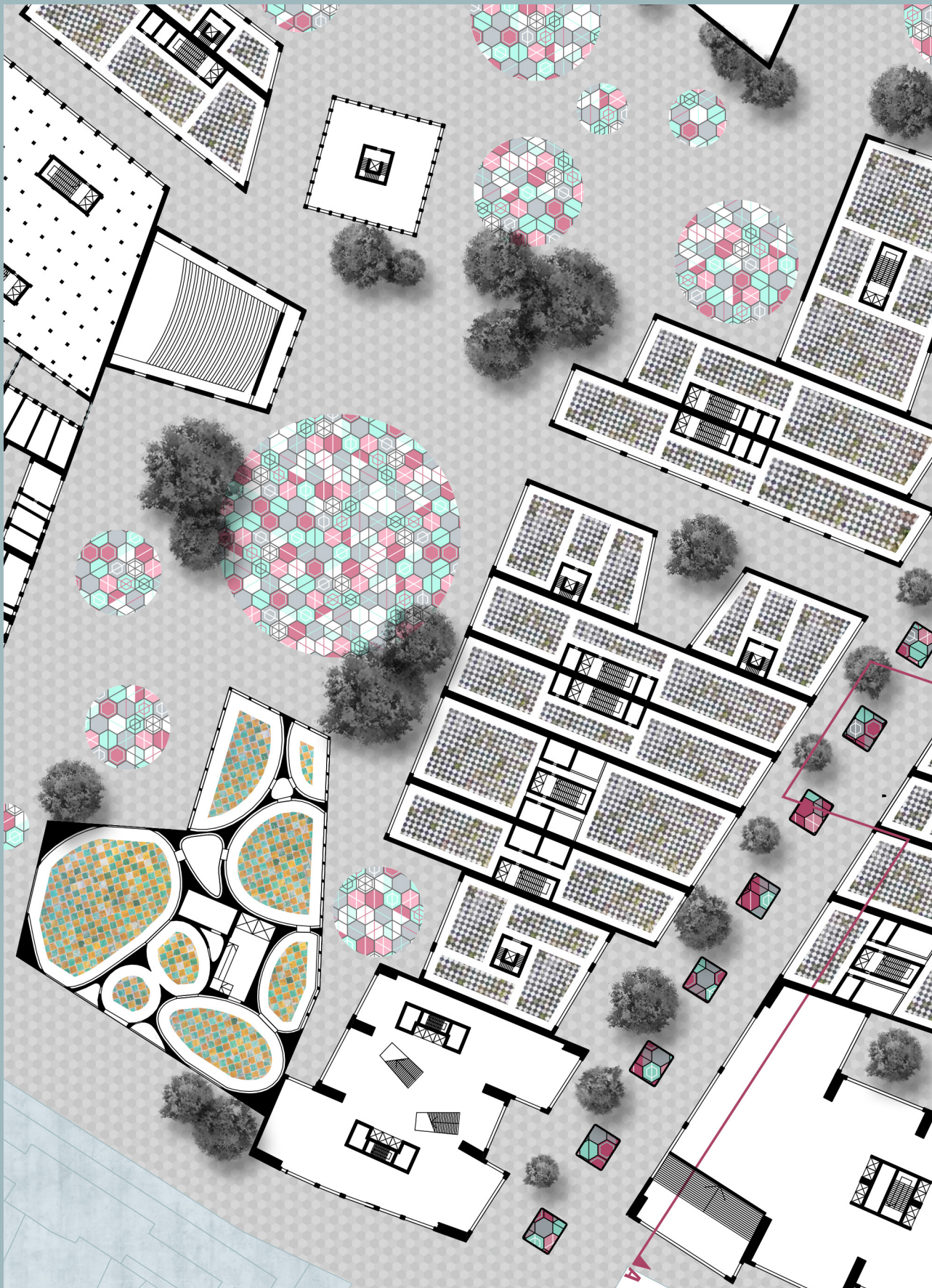
The new global district is the modern factory of the 21st century. Since the new economy is driven by production of information, creation of knowledge and continuous innovation, only cities which can keep up with the demand will manage to stay at the top of the chain. Like any other production site, the aim is to increase the number of items produced. In today's economy, the product is creativity.
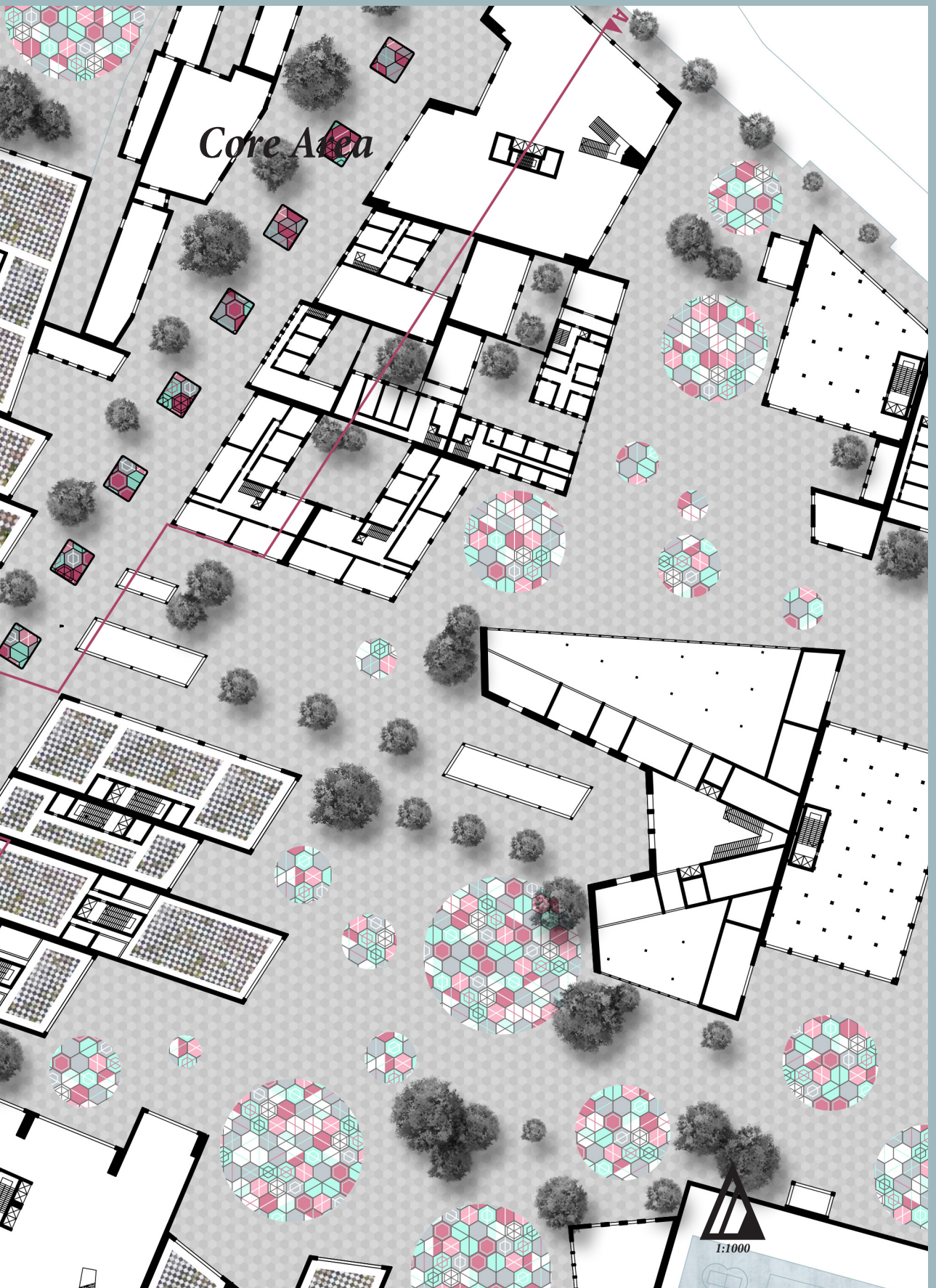
The aim of this area is to maximise the creative output. Because the main source of creativity, argued in the manifesto, is based on experience and/or interaction with other humans, the goal is to optimise both. The area is designed to allow you to interact with as many people as you wish to, as well as to inspire you through a never-ending source of experience.

The main street is lined up with dozens of creative hubs. Each specialised in a different subject. Feel free to enter and rent a place, or just get to know a person or two. The public space is designed to please the senses. Within the park, you will find islands of entertainment, which constantly change, depending on who is renting them.

The neighbourhood always changes, allowing you to discover something new on daily bases. The fluctuation of talents from all over the world is amazing. Every day you can meet new specialist who come from all over the world.
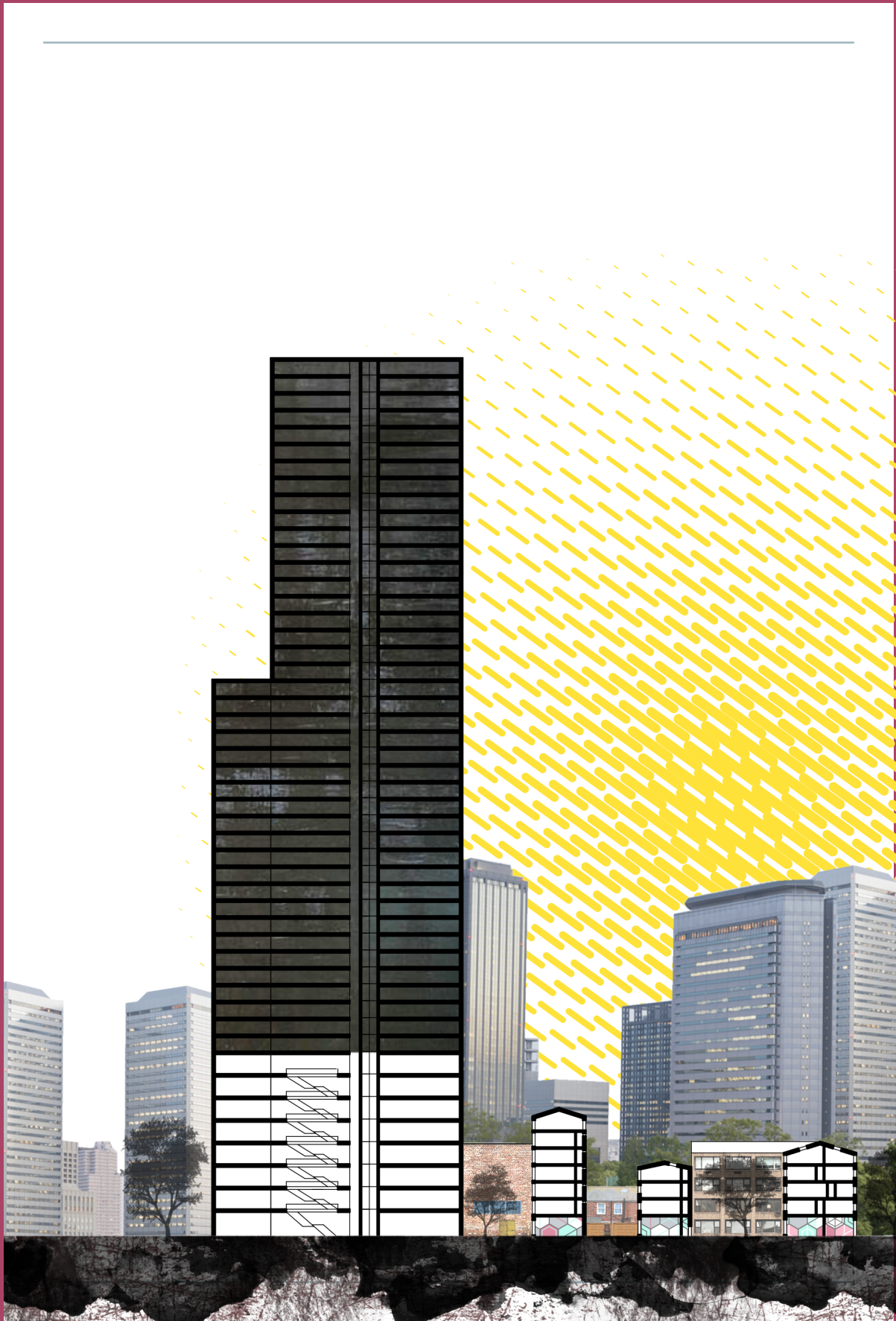
In the neoliberal economy time is money. The more the node produces, the better it is for the city. It is the number of products produced which counts.

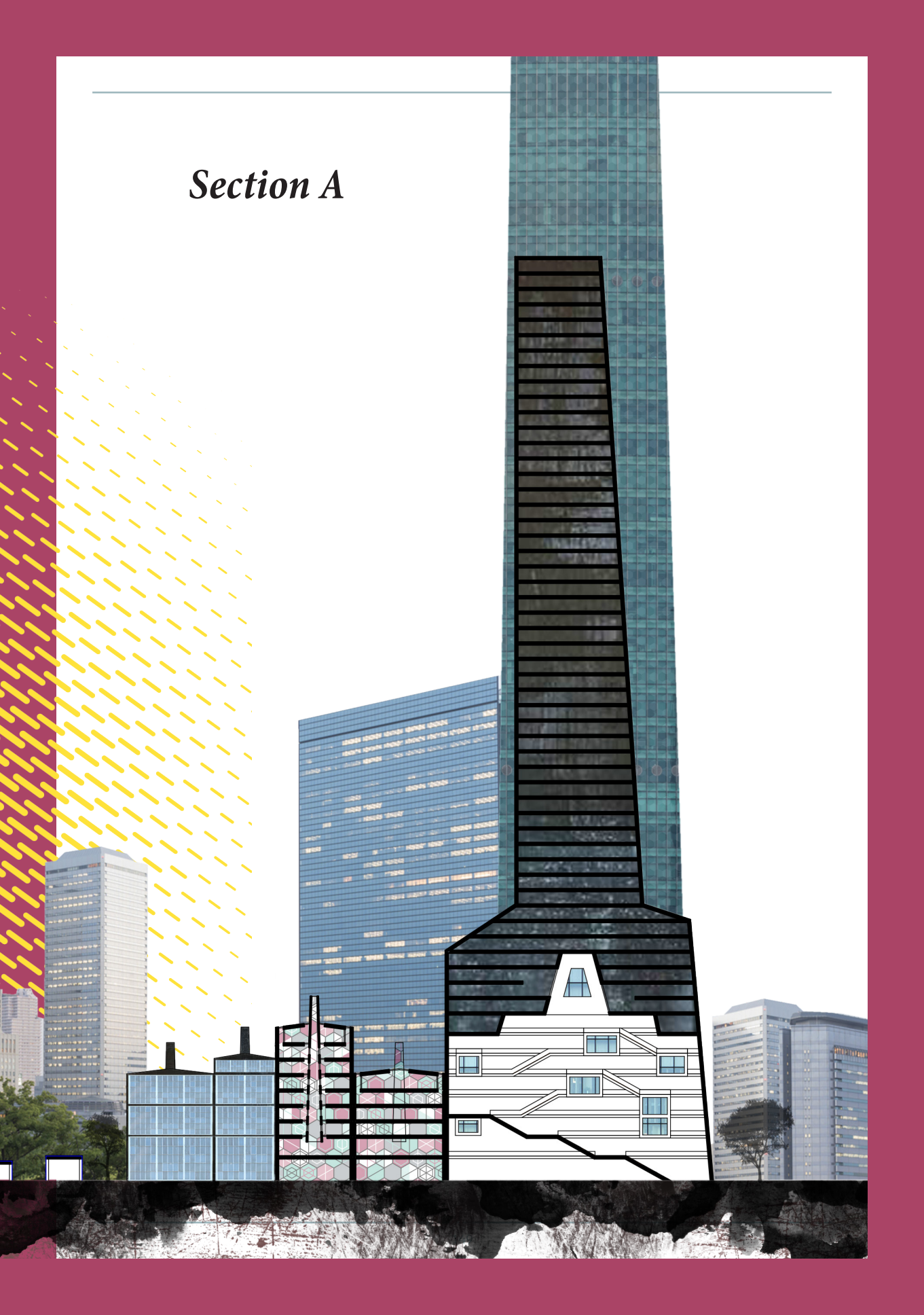Core Area

1:1000

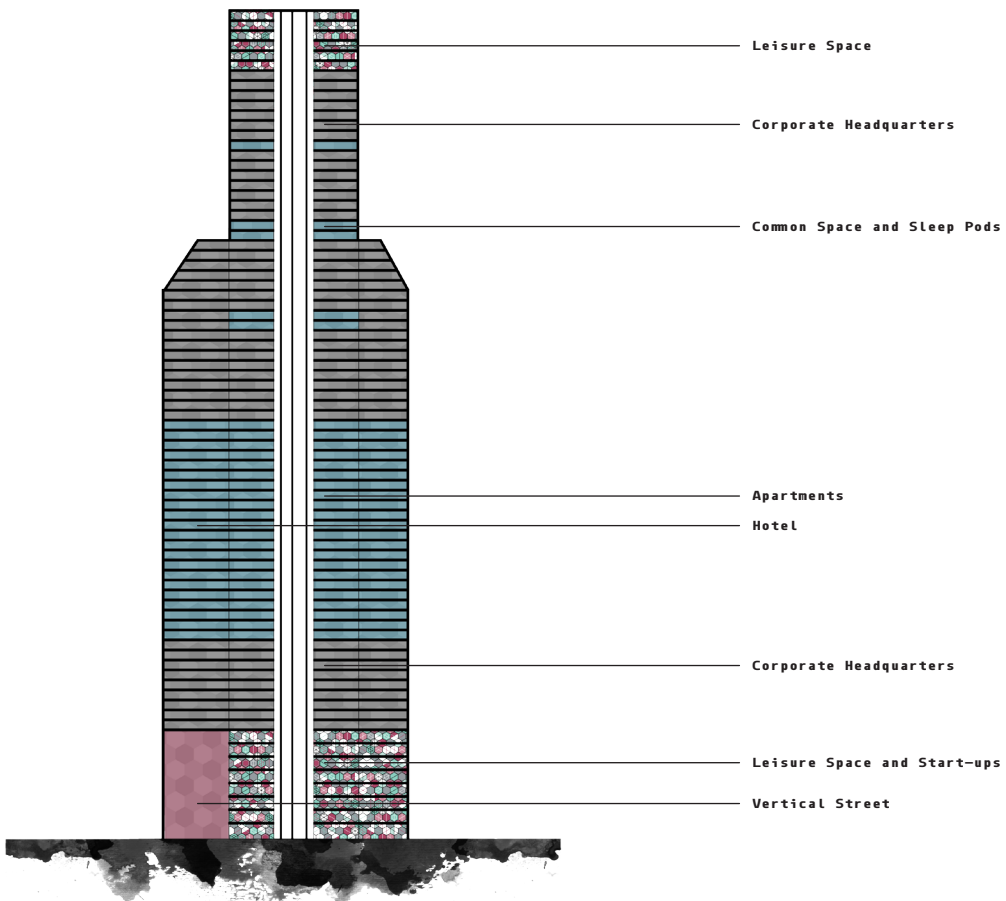## SHADOW RADIUS: HIGH-RISE

grph 27

SECTION: HIGH-RISE

Leisure Space

Corporate Headquarters

Common Space and Sleep Pods

Apartments

Hotel

Corporate Headquarters

Leisure Space and Start-ups

Vertical Street

grph 28

3.2.4 Building Typology

THE HIGH-RISE

The Skyscraper embodies the representation of power. A global node is a physical manifestation of power. Therefore, skyscrapers will define the landscape of the city. However, the high-rise should not overtake the scenery, but manifest itself as an exception within the urban landscape. By limiting the number of high-rise buildings in the area, it rises the value and admiration of being in one. The less skyscrapers there are, the higher the admiration and representation value.

In the neighbourhood, the skyscrapers represent a place of power and success. They mark the entry points to the neighbourhood and the local centre. The highest structure of the city is to be built in the core of the global district. It will act as a landmark and form of global representation.

The buildings must adapt to the local conditions which means preserving the home-grown structural atmosphere of the city area. This area is characterised by the juxtaposition of very different architectural and functional units and by fragmentation of urban space that partly results from this situation (xxx).

The space within must be multi-functional and encourage encounters and exchange between people and companies. The ground floor as well as the lowest storeys of any high-rise should be primarily understood as elements of the urban environment and are to be accordingly planned and incorporated as an integral part of public space.

Within the global node, all high-rise hybrid buildings must function as a vertical street for the first eight floor. The ground floor is to have a minimum height of five meters, the seven remaining floors a minimum height of 4 meters. All floors above are obligated to have a 3-meter height or more.

The vertical street must be connected by a clearly visible staircase and offer large public spaces. The remaining areas are meant for smaller start-ups and one-person companies which do not require specialised technology. Other facilities which have priority in the vertical street, are leisure spaces and social services which improve the standard and productivity of work. Higher up, office space is provided for the corporate institutions, communal spaces and living areas, such as sleeping pods, a hotel and apartments.

Because the global neighbourhood acts as a joint venture, which provides the globe with a specific product, all areas must work together. Public spaces play a vital role for the creation of creativity. Due to its importance, the owners of the skyscrapers are obligated to finance the construction of the public space within the radius casted by the buildings tallest point on the 20th of march. The maintenance of the public spaces is a divided between the owners and tenants of the high-rise. If the circles between buildings meet, the finance is to be divided between all the affected owners. ➤

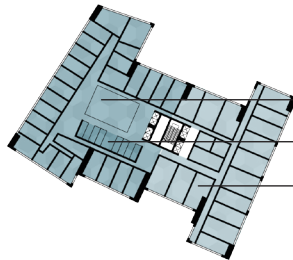**GROUND PLAN: HIGH-RISE**

level 50
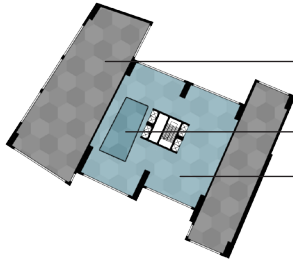
Corporate Headquarters
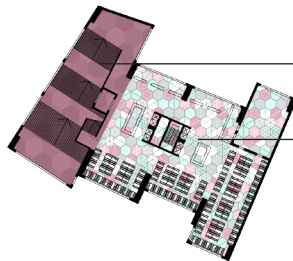
Sleep Pods

Common Space

level 20

Hotel

Residential Sleep Pods

Apartments

level 03

Vertical Street

Canteen and Independent Food Stands

grph 29

➜ THE CREATIVE HUBS

The creative hubs are buildings which provide the infrastructure to specialised start-ups. These concentrate on a specific industry of the innovation economy and provided the necessary equipment. This specific equipment is often too expensive for a new and experimental company to afford. Due to this reason, it becomes much cheaper to rent the equipment and the necessary facilities in a shared environment with other companies.
Depending on the necessity, size of the company and financial capability, you are presented with different renting possibilities. The ground floor offer open space and a minute-rent system, which allows the individual to rent a place and use the equipment by paying per minute. The upper floors provide longer rent models which varies from a day to a year-based contracts.

The ground floor has an open space and offers almost no private rooms. Depending on demand it can offer rental space for small food businesses and food trucks. The minimum height of the ground floor is 5 meters and the floor above must have 4 meters. The upper floors, in addition to more permanent places for work, provide meeting places, conference rooms and sleeping pods. The premises can be accessed 24 hours a day.

CARPET CONSTRUCTION

This typology is an accumulation of different courtyard buildings which are interconnected with each other. It is a mix-use typology and concentrates on small scale enterprises, business, venues and living spaces.

It is built in a labyrinth like matter, where you can go through all building within the cluster. Depending on the network, demand and available space, companies can easily expand or compress. The connection between buildings allow expansion to happen at a ground floor lever with high levels of adaptation.

The ground floor has a minimum height of 4 meters. All courtyards are public property, but can be used by private companies for own benefits as long as the space remains accessible to the public. The carpet construction typology enables the highest adaptability and diversity of the network.

SECTION: CREATIVE HUB

- Common Space and Sleep Pods
- Pey-Per-Month
- Specialised Equipment
- Pey-Per-Week
- Pey-Per-Day

- Common Space and Sleep Pods
- Specialised Equipment
- Pey-Per-Day
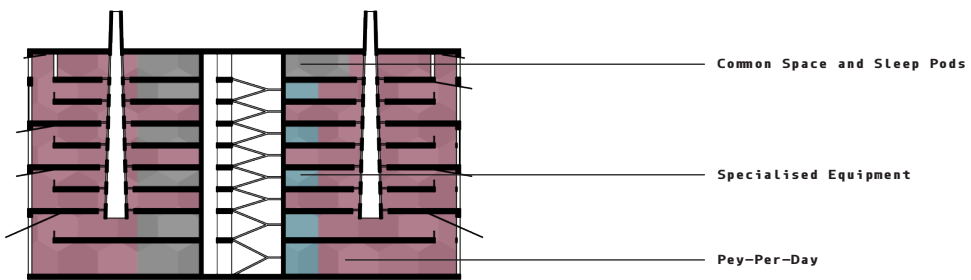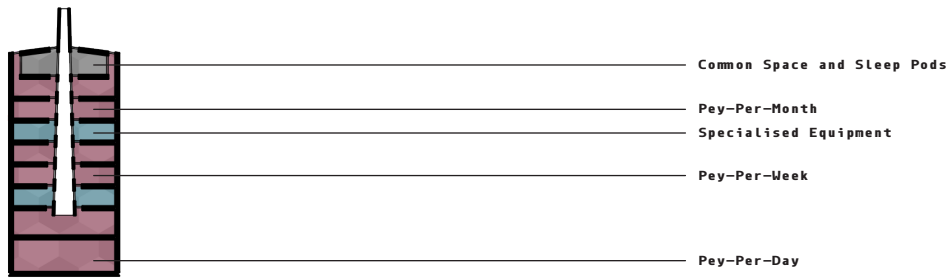
GROUND FLOOR: CREATIVE HUB

- Pey-Per-Day
- Pey-Per-Minute
- Pey-Per-Hour

grph 30
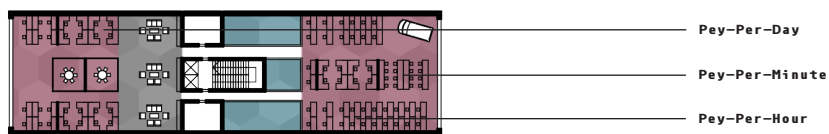
SECTION: CARPET CONSTRUCTION

Sleep Pods

Living Quarters

Business Space

GROUND FLOOR: CARPET CONSTRUCTION

Sleep Pods

Living Quarters

Business Space

grph 31
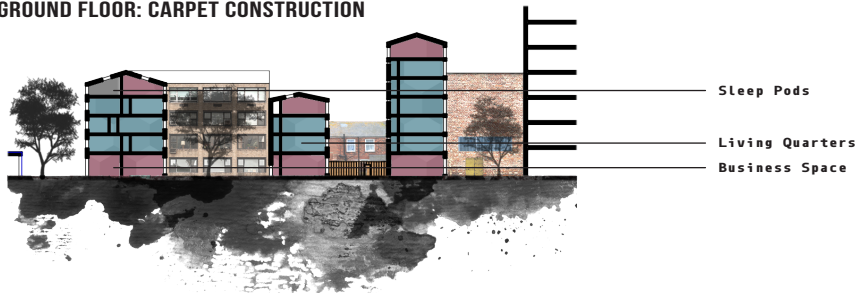
3.2.5 Life within the Node

THE INDIVIDUAL IS PLEASED TO FIND ANYTHING HE WANTS. THE MASS IS PUSHED BY THE FASTNESS OF CHANGE AND LOVES THE ILLUSION OF BEING A PART OF AN ONGOING MOVEMENT.

THE MAIN STREET

The main street offers a constantly changing façade. Like the world news, the street pleases the soul to always show something new. This is the heart of the district and the bodily appearance of the human hunger for quick success; the physical manifestation of the lustful desire to gamble upon ones' future. Every 24-hour cycle will provide the newest information and everything older than a day becomes outdated. The biggest companies are located here with direct proximity to an endless sea of start-ups trying their luck. This rat race of innovation is what made the street famous.

Newcomers flood the street, in euphoric trance; knowing they will succeed! Full of dreams, believing that one day they will share offices with the big establishments of the day. The competition is amazing; in hours' new shops, studios and offices appear while the office next door is being renovated for yet a new start-up. The tragic failure to succeed has become part of the entertainment. The losers are part of the tragic soap opera that everybody loves to watch and are soon forgotten by the newest firm to open its doors.

The street is built for the new fast world – ever changing, ever running, never sleeping. The individual is pleased to find anything he wants. The mass is pushed by the fastness of change and loves the illusion of being a part of an ongoing movement.

The street is up for rent. Anybody is free to lease a square meter to promote itself. If you're an established company and are planning to launch a new product, why not rent the entire street and throw a party? For the right amount, the government is willing to provide.

PUBLIC SPACE

The public space within the neighbourhood is meant to satisfy all your leisurely demands. The entire public area in in the hands of the government, but within them you will find pockets of diverse sizes which can be rented, known as park-within-a-park.

These areas can be rented by any organization and are meant for entertaining of the public. It can be a temporally events such as open-air cinemas, weekly book-clubs, yoga classes. Or something more permanent. Relax island, sponsored by a pharmaceutical company to promote its anxiety medication or a green park provided by the environmentally friendly political party, the park-within-the-park is there to provide.

Of course, some of these areas are consumption

free and provided by the government. Just remember if you help invest in the park, you can get a tax reduction.

LIVING

The area of the global node is limited and demand is high. The global community is very mobile and does not have the tendency to stay long in the same place. Some people stay in the node for under a day or a week, others for months and maybe a year or two. Only the fewest are permanent residents. Therefore, living space should be compact and adjustable.

Living units can be summarised into five main categories:

1. Upper living are apartments which take into consideration the size and location. These apartments are located in the high-rise buildings and in the relax forum north of the channel. The size varies between 80 and 220 square meters.

2. Business apartments have a range between 20 – 50 square meters. They have compact plans and are semi- or fully furnished due to the nature of the ground plan.

3. The hotels in the area are meant for business travellers and fulfil the classical use of the modern-day hotel.

4. Residential Sleep Pods are small units which provide the minimum needs of privacy. They have a net area of about 7 square meters and provide a bed, a closet, chair and small table. These pods can be rented by day or be used for a

longer period of stay.

5. Sleep Pods are the smallest living unit within the area and are meant for one night guests or individuals whose busy work schedule made them miss the last metro.

Both types of sleep pods are bundled next to shared sanitation facilities. They can be found in areas of the high-rise buildings, carpet housing typology, creative hubs and limited areas within the public area. Depending on demand units can be added or removed with ease, thanks to their simple design which allows them not to depend on heavy infrastructure.

WORKING

The best part about work is being your own boss. You can decide when you work, when you go home when you rest or when you go on holiday. Who doesn't want that? Because working independently give the individual the highest freedom of decision making most of the jobs in the global node are project based. This allows a healthy competition which boosts productivity and cooperation.

If you combine work with the living flexibility the neighbourhood offers, you can become extremely efficient and productive in all aspects of your life. Imagine you want to save money for a vacation, you can easily downgrade your apartment to a residential sleep pod for a couple of months.

Starting a new company can also involve a lot of work; especially in the beginning. Long working hours give you little time to commute, making the possibility to sleep 10 meters away from your work place a magical time saver. If needed, you can do it for a couple of months as well.

CHAPTER 4

Conclusion

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4.1 Foreword

This master thesis started as a simple project to design a new neighbourhood in an underdeveloped part of the city of Vienna. I started with analysing the entire city and looking at current trends of development. It was relatively fast concluded that the area of development which I found most interesting was the underdeveloped neighbourhood lying south-east of the city centre — Erdberger Mais.

The area is very closely located to the city centre and is extremely well connected to the International infrastructure of the city, as well as to the local method of transportation. Nevertheless, it is highly isolated within the city and is often forgotten by the citizens of the city. This unique space immediately got my attention. As I begun with the conceptual design, the immediate question that struck the mind was: "How does a new neighbourhood of the 21st century look like?"

What seemed to be a question that would be answered quickly and in a superficial matter, in order to serve as an inspiration platform for the design, soon evolved into a never ending sea of questions. The one which stood out the most: "In what city do I want to live myself?" From this point on the work became deeply personal.

I started to research and read about modern society. From a place where I want to live, the main question became: "In what society do we live in?" and "How will it developed if the same trends forming society today will continue?". Due to the complexity and the impossibility to answer the question, the decision was made to concentrate on a single reality, seen from a single point of view — my own.

I have started to analyse myself and my surroundings. Asking my friends, my colleagues and family about their current situation, problems, disillusions, dreams, life goals, etc. This was combined with diverse sources related to architecture, sociology, identity, current world affairs and future forecasts.

The conclusion of this deeply personal research is this work. It is important to stress that the paper is the result of the research. I did not decide to make an experiment and be part of it, but rather came to the conclusion from what I have read, seen and experienced. For example, the term Brand Identity.

I did not define the Brand Identity, and then decided to experiment, by testing the theory on my own flesh. The term was the name given to what was concluded is already partly a part of our society.

4.2 Summary

The entire paper is a fictional scenario of a single truth. It is written from a view of an extreme development based upon a single ideology. This ideology is Neoliberalism.

The work shows one possible outcome, which assumes that neoliberalism has become the predominant ideology of the future world. Writing the paper through this narrow lense, I concluded the following:

In this hyper-connected world, the individual and its capability to produce information and creativity has become a valuable monetary good of consumption.

To keep up with the demand, companies, organisations and governments are adapting their infrastructure to constantly increase production.

Leading to the creation of the modern global factory.

The factories are large agglomerations of global headquarters and innovation hubs of co-working spaces forming large neighbourhoods, which manifests themselves in major cities.

These cities become successful because they are very well connected to the global infrastructure and are rich in the raw resources — humans — which are needed for the production of information, creativity and knowledge.

On the lower end, the human has now become a product of creativity creation and is exposed to the free market of the global economy.

The individual is hired on a project and result orientated bases, leaving the person in a state of continuous instability.

Due to the unstable working conditions in the creative economy (information, innovation, knowledge, etc.), the person is in a permanent state of competition in an attempt to stand out from the rest.

The private aspects of life soon become a tool for self-promotion. Every part of one's life is now used for selling a specific idea, life-style and/or ideology.

The network also evolves to a strategic instrument to improve productivity of ideas and higher the chances of a possible job offer.

Information and social technologies play an essential role in this society. They help competitive individuals promote themselves, find a job around the world and compare themselves to the rest of the market.

This leads to a more aggressive form of individualism.

4.3 Final Word

The paper aimed for the creation of a utopian place based on one reality; it is inspired by real trends and processes taking place at the beginning of the third millennium. Even though the place described does not exist in its purest form, it shows that there is more truth to such a world than originally anticipated.

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