

## **Best practice 41: Urban I in Bremen, Germany**

**Scale:** District

**Stage of tourism development:** Beginning

**Main objective:** Urban development

### Categories of effects:

#### **Effects on urban governance**

- Integrated urban planning

#### **Effects on quality of life**

- Built heritage diversity
- Cultural practices and representations
- Urban economies
- Environment

The URBAN I programme in Bremen concerned the development of a deprived area in the Gröpelingen district through a linked cultural and economic strategy. The area faced high unemployment, lack of economic potential and social problems due to the decline of the port and the bankruptcy of the AG-Weser shipyard in 1983. Within the framework of URBAN I, more than 40 individual projects were implemented. Projects were based on a bi-polar development model: the northern pole being developed as an economic centre, offering space for service providers and the retail and the southern pole being turned into a cultural centre and residential area next to the Weser river, connected to each other by a redesigned green and lively traffic area. 8 million Euros funding from the European Union attracted 8.3 million in further investment, creating total resources of 16.3 million Euros. The "Lighthouse" is the flagship project of the URBAN I programme in Bremen-Gröpelingen. This former industrial building next to the port area has been converted into an important centre for the arts, culture and new media. Companies located here created more than 60 jobs and the conference spaces are used for events. The Bremen company which purchased the property, together with local actors, developed a concept allowing the house to operate as a venue for the arts, for business start-up and for events. Thanks to the equipment, infrastructure and communication facilities provided, it is now possible to link any office and conference meeting rooms, which is a specific requirement of new media companies. The profit generated is used to finance "Lighthouse. Plus neue Kunst" an artistic programme which invites four artists a year to present projects related to the cultural, urban, political and economic environment of the area. The project has been designated as a "success story" in the European Info regio database.

**Source:** EU, 2005. Info regio Success Stories Database. Profiles of projects in Europe. Accessible from: [http://europa.eu.int/comm/regional\\_policy/projects/stories/index\\_en.cfm](http://europa.eu.int/comm/regional_policy/projects/stories/index_en.cfm)

#### **Links:**

[http://europa.eu.int/comm/regional\\_policy/projects/stories/details.cfm?pay=DE&the=9&sto=637&lan=5](http://europa.eu.int/comm/regional_policy/projects/stories/details.cfm?pay=DE&the=9&sto=637&lan=5)  
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