The Freiburg Charter New Impulses for Sustainability

The Dome of the Charter

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An entry in a world exhibition that

leaves an impression behind first

needs to provide a concept with a

global charisma and second needs

to create the utmost effective room

A Freiburg Charter will be com-

posed. This will sketch the pro-

spect, open new debates about the

sustainable city, here locally and

worldwide: a first-rate marketing

The exhibition stand is therefore

reserved alone for the distribution

of the charter. It will be a char-

ged atmosphere: the Dome of the

The Freiburg exposition itself will

be presented separately as a stri-

king building, which represents

the world's highest sustainability

standard: a "Green City Tower".

The "Dome" and "Tower" guaran-

tee images, for which Freiburg's

EXPO-presence will receive global

The financing is guaranteed and

will be presented in the handout.

space.

instrument.

Charter.

press.

The glass banners with the Charter of Freiburg on them

The exhibition booth will be converted into a symbolic room, which will cast a spell over all the visitors to the hall: 8 meter white fiber glass scrolls hang above a golden floor – in the style of Chinese calligraphy. The cupola is effectively illuminated with red and blue LED-lights.

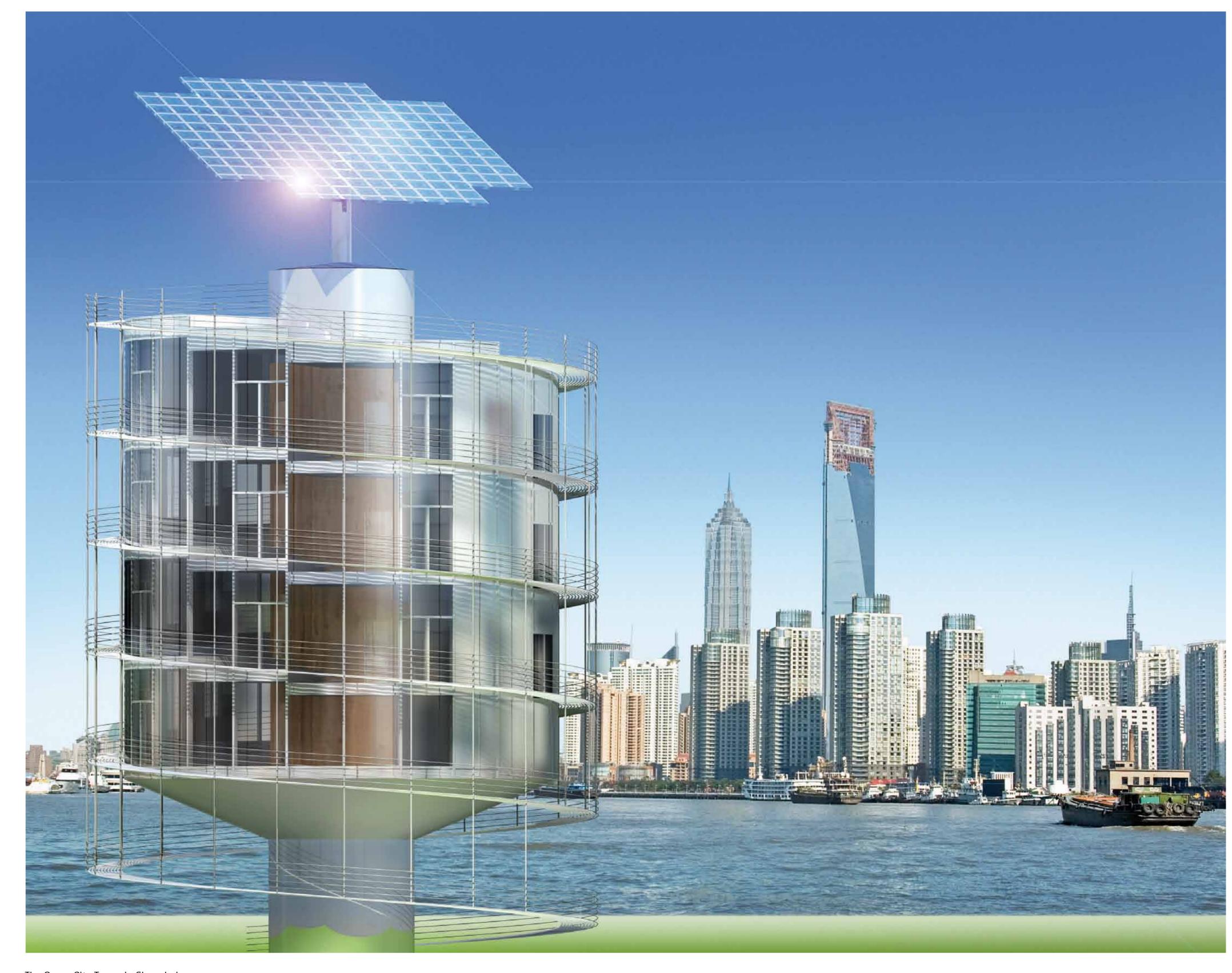
The entrance is marked by two wider red scrolls. The theme of the 'Freiburg Charter' appears once again on the back red wall, above the red table in neon writing. At eye-level the charter's text can be read on the white scrolls in languages from around the world.

The Freiburg Charter

The Freiburg charter should show the local and global means to a sustainable city and 100% regenerative energy supply. Visionaries and pragmatics hold the balance, similar to the Athens Charter (1933, 2003) and the Solar Charter (1996).

Beyond architecture and urban planning, Freiburg constitutes politics and civic participation, a sense for culture, nature and environment - a synthesis for sustainability. Only through cooperation from all the actors can our message for Shanghai and the global climate change problem be addressed.

The Green City Tower of Freiburg



The Green City Tower in Shanghai

The Green City Freiburg Tower for the Shanghai EXPO 2010 sets itself as a symbol, which will leave an impression on its visitors; a traversable sculpture. It gives off a distinct image - for the EXPO and for marketing. The inner rooms are ideally laid out as exhibition space with an open floor plan.

With an area of 440 m2, a total visitor count of 1.5 million people can be achieved. The use of the space around the tower can have at least another 1.5 million. With its iconic character, the Green City Tower reaches out as the ambassador of Freiburg and could attract every visitor to the EXPO.

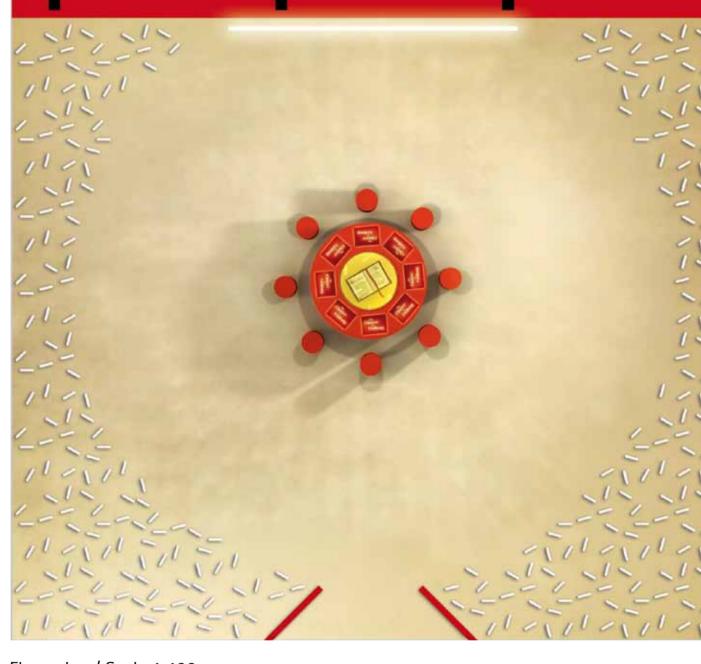
The Exhibition Pavilion as a Power Plant

The Green City Tower demonstrates today's attainable energy efficiency optimum. It rotates so that during the day it positions itself according to the suns rays. For the exhibition operation, the velocity at which it rotates will be increased so that it provides a constantly changing panorama. On the roof one will find a gigantic sun sail, which reflects the newest capabilities: the Green City Tower produces much more energy than it consumes.

All the building pieces would be prebuilt in Germany. The construction will take 20 days. Barrier-free access is available through the winding ramps.

In the center of the Dome you will find a round table, in the middle of which the Freiburg Charter will be symbolized as a golden book. There are interactive terminals embedded into the table. This is where visitors can become charter participants: they can virtually 'subscribe,' which will give the system their name and E-mail address.

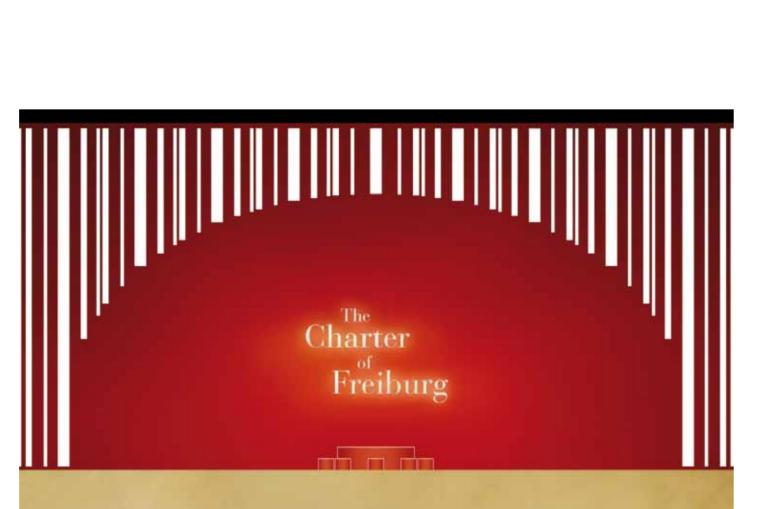
cooperation. The visitor has the option to personally become a 'part of the solution' in a 'network against



Floor plan / Scale 1:100

The Round Table – Together against climate change

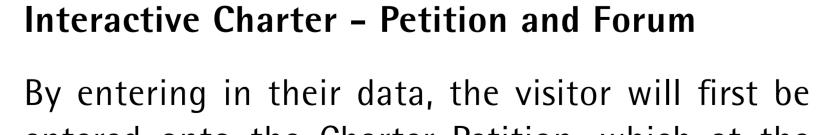
The round table represents the idea of community and climate change' and for the sustainable city.



Cross-section / Scale 1:100

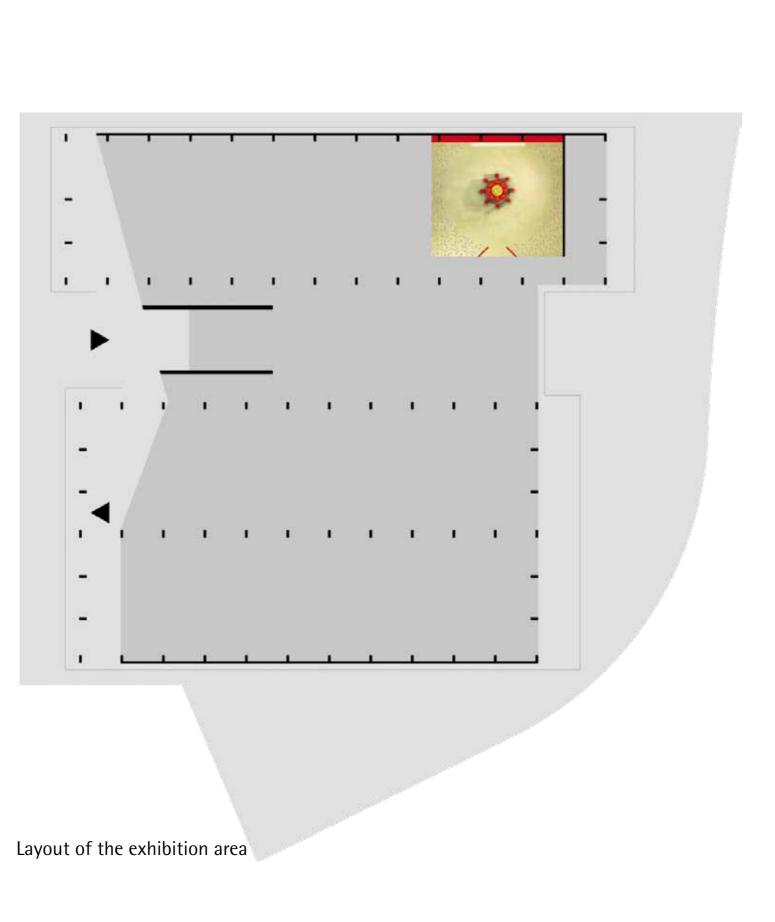
The Competent Freiburg Network

The charter will be comprised from different already existing competent networks: the Öko-Institute, Frauenhofer Institute ISE, Energy- and Solar Agency for the Freiburg Region, ZEE and ICLEI. More participants are welcome. This sort of open networking will be continued at the EXPO. Additionally, an international advisor with great people skills can be chosen.

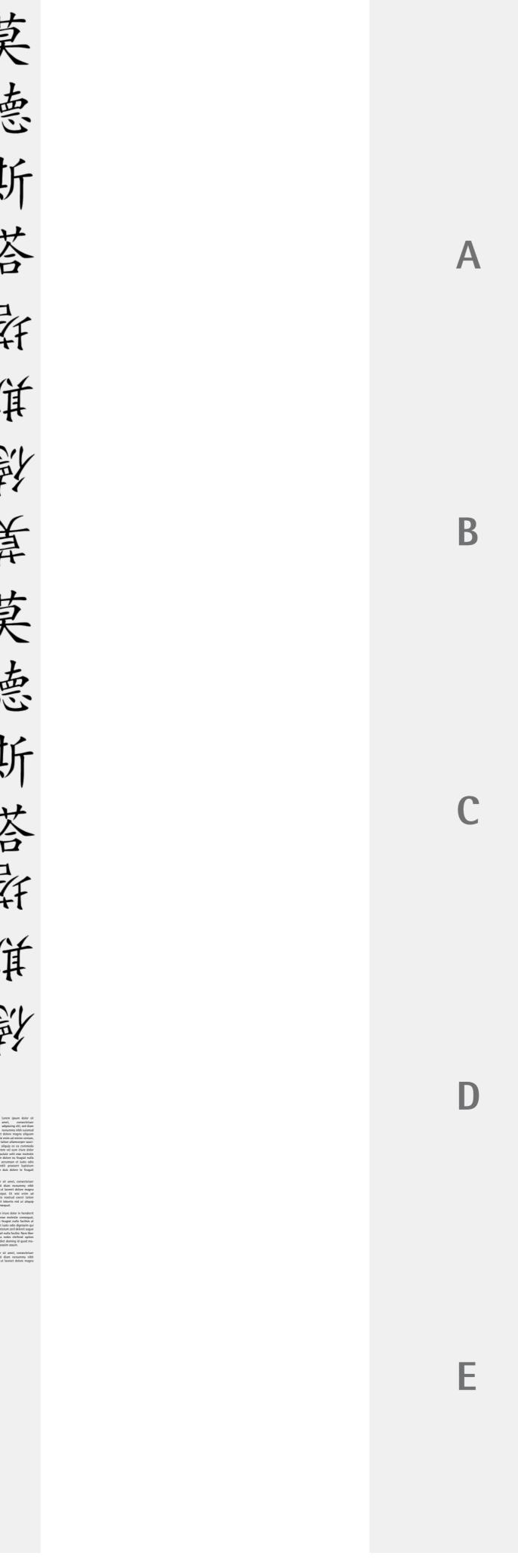


entered onto the Charter-Petition, which at the end of the EXPO will be sent to international decision-makers with the support of all charter visitors. Second, the visitor will become a member of the Charter-community-forum with a personal profile, which later can be accessed by PC at home.

The basic idea of this internet station is to be interactive with dynamic User-generated content so without large editorial input. This virtual room opens possibilities for marketing and links to local institutions and firms. The concept can be developed beyond just the EXPO.







Glass banner with the Charter

Roof Garden a. Charter of Freiburg b. Welcome Sign **Eleven Theme Rooms** 1. Freiburg's Introduction 2. Architecture and Urban Planning 3. Energy and Resources 4. Nature 5. Education and Culture 6. Time as a Luxury (= Rest Room) 7. Science and Research 8. Transportation 9. Citizen Participation and Politics 10. Flagship Projects in Freiburg 11. Art of Life City Marketing 1 (inner room) c. Goodbye Sign d. Exit e. Assembly Room f. City Marketing Counter g. Discussion Point for Acquisitions h. Kitchenette i. Storage Room City Marketing 2 (outer room) k. City Marketing Counter (acquisitions, contacts, networking and communication of the charter)

Floor plans / Scale 1:200

Freiburg's Global Themes To reach the top exhibition floor, one enters the

Film Media

central column and proceeds up the winding staircase. Up here, the Charter of Freiburg will be presented in Chinese and English - an ambitious greeting to the exhibition. Visitors proceed through the exhibition walking down the spiral; the entire tower has an open floor plan concept, as an integrated free space.

11 themed rooms, each a quarter circle of the structure, will display Freiburg's essential output accompanied with visions for global application. The concept is open for all contributions from the participants from the Green City. Freiburg presents itself with an image-carrying ensemble and with the Vauban Quarter.

In order to stay competitive with the plethora of me-

dia at the EXPO, as well to offer a universal, fasci-

nating film-aesthetic quality and to exactly regulate

the passing through of visitors, the main idea and

concepts will be delivered exclusively through short

films. Similar to the internet platform, the films can

be re-used - and the modern media is as well the

most ecological, as no mass-materials will be wasted.

Along with the Film Academy of Baden-Württem-

berg in Ludwigsburg, Germany as a partner, the ten

main themes can be realized in ten modern, witty

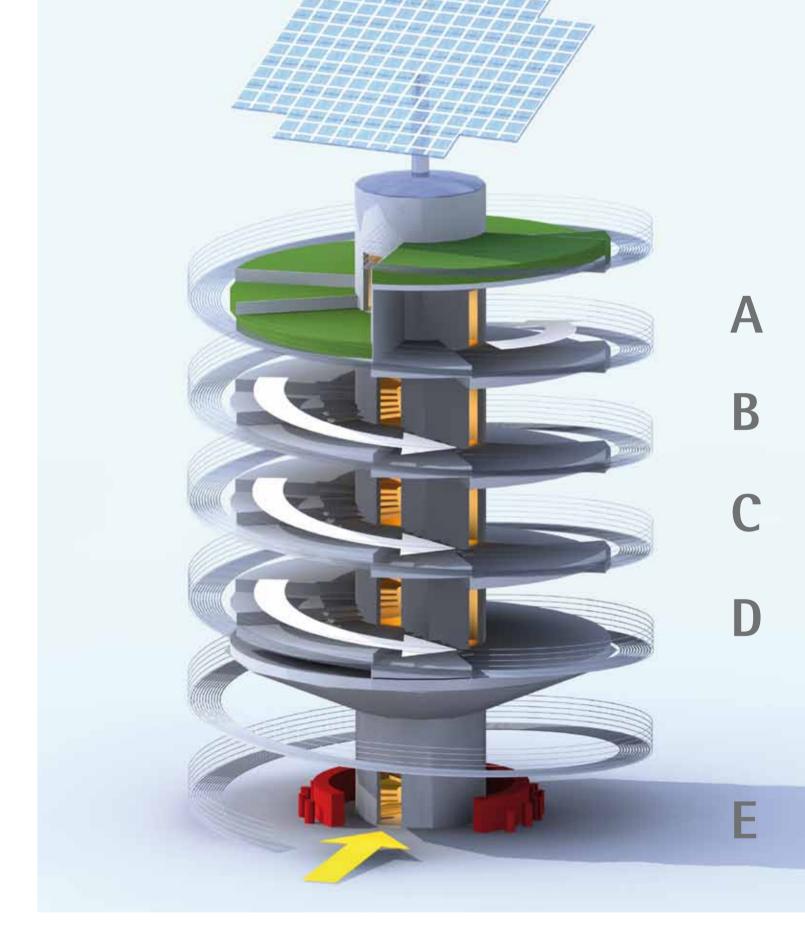
90-second clips, which are seen and can be remem-

bered. In place of conventional flat-screens, we will

use a new-age, semitransparent and especially ef-

World-class Film Aesthetics

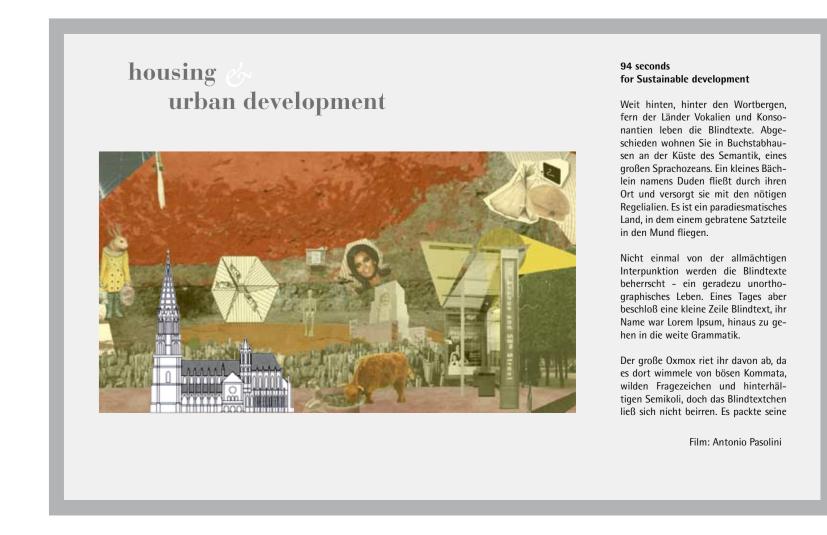
fective canvas for the projection.



The visitors walk through the exhibit in the Green City Tower in a descending spiral



Perspective of an inner-room (with the transparent projection frame)



Frame with the projection webbing inside (partially print, partially film projection)