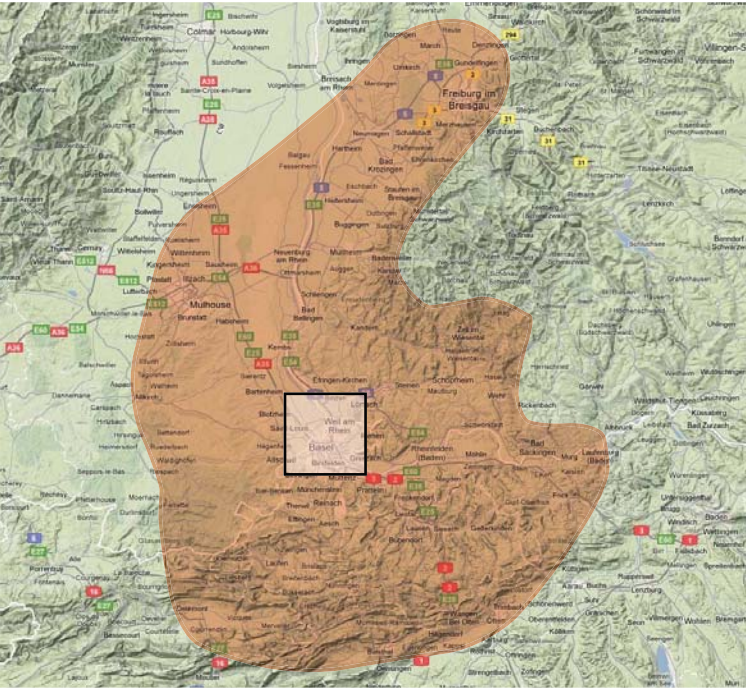


Basel, Switzerland

„Basel tickt anders“: Development in the sense of a Pharma-High-Culture-Life-Science-Conglomerat

* „Basel beats in a different way“ (Slogan by Basel Marketing) - “Basel: Culture Unlimited” (Slogan by Basel Tourism)

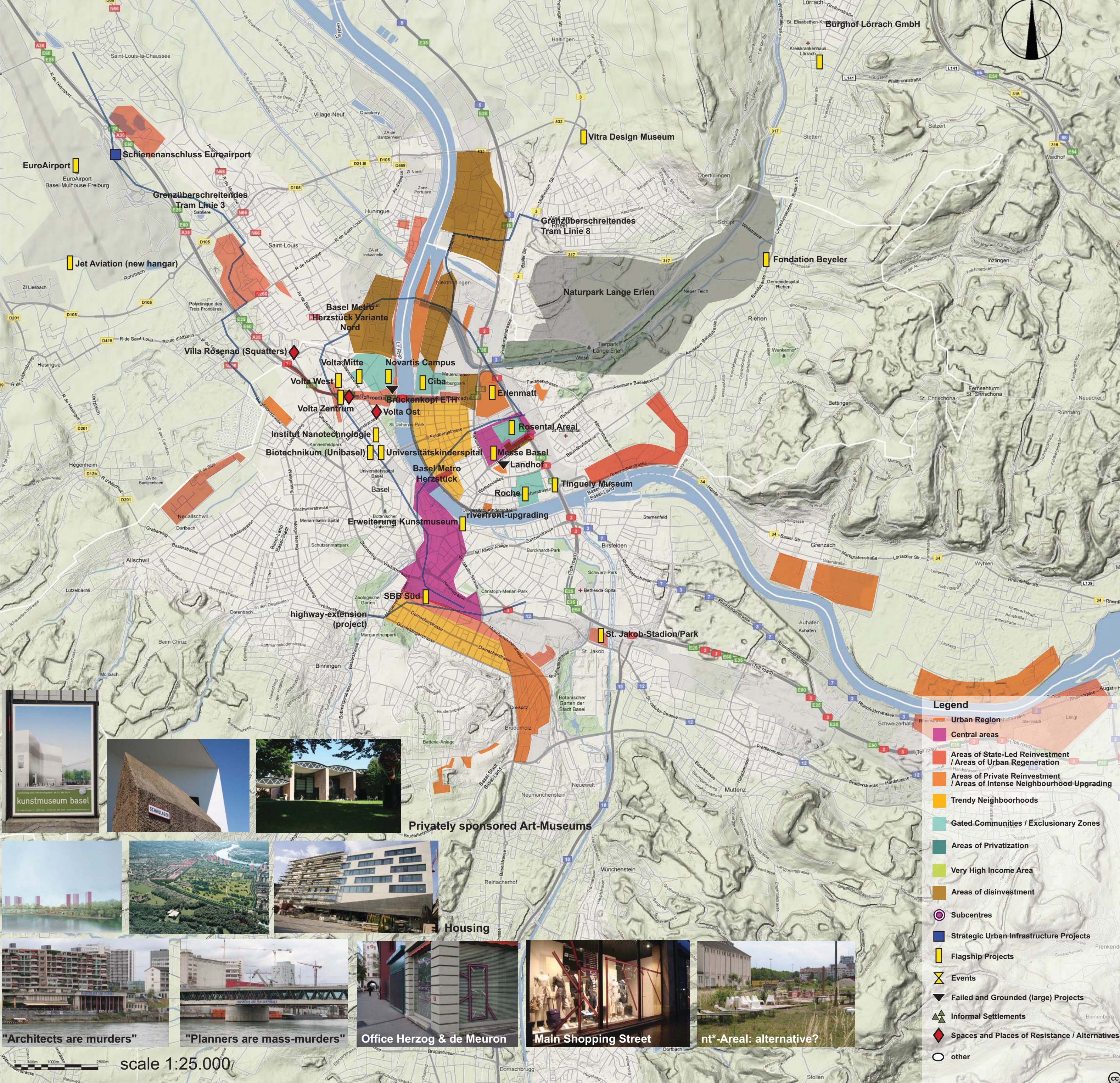


Switzerland	41'000Km2	* Inhabitants	7'500'000
Urban Region	1.989 Km2	* Inhabitants	830'000
Basel	37 Km2	* Inhabitants	190'000

Since its political separation from the current canton of Basel-Land (country state) (1833), the Canton of Basel-Stadt is a city state with only 37km2, consisting of three communities (Basel, Riehen, Bettingen) and 190,000 inhabitants. Basel is the third largest Swiss city. A third of all Swiss exports come from this second most important economic region of Switzerland. Basel is defined by its border situation: politically, it borders France, Germany and the Canton Basel-Land, geographically it is determined by the location on the Rhine between three mountain ranges. The earliest settlements go back several thousand years. Basel has been protestant since 1530. In the 17th century Basel, at that time a humanist city, gave many rich Protestants refuge, who were expelled from France. In the 19th century, this aristocracy called the “Basel Daig”, invested as a supplier for the French textile industry in the chemical factories, which today represents an essential pillar of a diversified economy. Basel's economy grew even in the recent economic crisis. With only about 4% unemployment in the last several legislatures thousand millions Euros of debt were reduced. Focus of the economy are chemicals / pharmaceuticals / life sciences, with companies such as Novartis, Roche, Syngenta, Ciba / BASF playing in the World League and not irrelevant to the wealth of the city. Basel is an important trading centre, of which testifies the

biggest branch of the Swiss State Fair (Messe Schweiz which is also financed by Zurich), with the world's largest watch and jewellery fair, and the world's largest art fair, the “ART Basel”. Not least, the ART Basel shapes the cities reputation as a cultural city. Also the approx. 45 museums contribute to a venue as well as various cultural institutions. The cultural economy itself, however, is only most recently seen as a contributing factor to the cities economy. Basel's international flair, is also strengthened by its importance as a transport hub. Over half of all Swiss imports are coming through Basel (e.g. the Rhine ports). Basel is home to the Bank for International Settlements (BIS). It is a university city since 1460, today it is participating in a college association in North-Western Switzerland (FHNW). In addition, the service industries, health / social affairs, transport are important. The boundary position is a major challenge for the further development and subject of various public and private institutions and projects. Since 1995/2007, the Trinational Euro District (TEB) coordinates to the international cooperation between politics and administration, particularly in the field of spatial planning. The recently launched “IBA Basel 2020” is the first cross-border international building exhibition. “Metro Basel” is working as self-declared “think tank” (funded by the Cantons of Basel and the economy; A “MetroBasel”-Comic (2009) around the Swiss Federal

Institute of Technology and Herzog & de Meuron is kind of expression of the think tank and the Basel NMM). Basel's agglomeration program also funds transport infrastructure in neighbouring countries. Politically, Basel is – in contrast to the conservative-bourgeois surroundings – balanced out between red and green and civic majorities, without any real fundamental opposition. This is characteristic for the Swiss direct-democratic concordance system (all groups are represented in the government). Politics is ultimately characterized by a strong sense of consensus, with a tendency towards left liberal focus (the cantonal constitution prohibits nuclear power, only 25% of Basel have a car ...) The culture is a protestant, liberal and enterprising, with heavy involvement of different, very wealthy patrons and foundations. The confidence in the correctness of administrative action is high. The potential dangers are despised collectively (building in a major earthquake danger zone or living in the immediate vicinity of the chemical production seems unproblematic). Basel is regarded in many regards as very particular and it also ties to its home, a circumstance that ultimately shapes Basle's carnival: This multi-day, and most important Protestant and folkloristic Tradition mobilizes each year about 20,000 active participants.



Failed: University campus Volta

Failed university campus Dreirosenbrücke with Novartis headquarters in the background

“In the interest of credibility as an independent research institute, the equidistant to the large industrial partners is to keep.”
Katja Prowald, Roche



Description

At the foot of the north of Basel Dreirosenbrücke the development of a university site was planned. The university campus Volta, the new Swiss Nanoscience institute: The Institute chemistry, physics, biology, mathematics and computer science, the Institute for Systems Biology, ETH Zurich (Swiss Federal Institute of Technology Zurich) and a Novartis-owned Institute shall be located at the same site. According to the plans from 2008 from 2015 should be able to host 2000-3000 students, researchers, professors and university staff members using the university.

The original site for the new university campus was the base of the Dreirosenbrücke north of Basel. The port was located there St. John has been resettled. The site is located in the heart, of the site which became possible by lowering of a highway 'priority-project Basel-Nord' and is set in a park with a promenade down to the Rhine close to France. The site is immediately adjacent to the headquarters of Novartis, which currently invests 1.5 billion euro in the Novartis Campus. Just as the privatization of a municipal road in the Novartis Campus, some buildings make up the university campus at the bridgehead of the sub-project Dreirosenbrücke the Novartis Campus-plus project.

After various appeals, including from rival Roche, the promoters have taken distance from the site Dreirosenbrücke.

Significance for New Metropolitan Mainstream

The story of the establishment of an ETH Institute for Systems Biology is suitable for a variety of ways in order to illustrate the New Metropolitan Mainstream in Basel. First, it is part of a comprehensive strategy for the university and business centre of Basel. By linking, expansion and restructuring to try the cantons in north-western Switzerland to the growing importance of research and development and the need for well-trained workforce to meet. € 1.5 billion investment, the university sites will do so specifically focused on the main economic sectors (or as future strategically interesting respected). About 50% of the tax revenues of legal persons in the Basel region are generated by life-science/pharmaceutical/chemistry activities.

Second, it illustrates the location of the skilful combination of public investment in infrastructure (lowering Nordtangente, Dreirosenbrücke), public spaces (parks, road space) and public institutions (university, education, research), which trigger in turn private investment (housing, offices, Novartis). This approach is the close spatial development conditions of the canton of Basel-City due.

Third, the project shows the close constellation of actors in Basel.

Stakeholders, Interests, Deals

The project of the Swiss Nanoscience Institute is supported by a complex actor network. Participants include Canton, patrons, universities, and the location of university campuses Volta Novartis. For Novartis would have made the site valuable; synergies can arise. The High school and the Canton were hoping for private co-financing for the project. In the longer term to strengthen the economic cluster Pharmaceutical / Life Sciences was expected. This constellation, the project has also brought down by the resistance of Roche.

Canton and University can present 2010 new sites for the Swiss Nanoscience Institute.



Flagship: Art Museum „Fondation Beyeler“

Purpose Exhibition space for the collection of the Fondation, temporary exhibitions

Dimensions 140 x 35 and 14 meters high with garden, up to 340 000 visitors / year

Project costs Euro 45 million museum

Investors Private Fondation Beyeler, operating subsidy from the canton of Basel-Stadt

Architects Renzo Piano

Date Planning - Opening: 1991-97, 2000



Description

Representing a variety of high-level Art Museums, which were built in the agglomeration centre of Basel by private patrons, on choosing the «Fondation Beyeler» various issues can be highlighted, which are typical for the patronage in art high-culture of Basel:

- the important impact of the initiative of non-governmental, wealthy private actors
- the emergence of PPPs, where states «participation» is obliged, because the patrons gift cannot be refused.
- Utilizing the private initiative for public policy goals (positioning through art and architecture; leitmotif Basel-Tourism: «Basel - Culture Unlimited»)
- the increase of the symbolic capital of the patrons (although they stay anonymous in Basel in other cases).

The Fondation Beyeler is the result of considerations some 20 years ago. There are many other local examples of such private initiatives to build major museums, such as the Museum Tinguely (sponsor: Hoffmann-La Roche AG), the «Schaulager» (by the Laurenz Foundation, which was founded by Maja Oeri, a Roche-heiress), the expansion of the Kunstmuseum (Museum of fine arts; by Maja Oeri, Laurenz Foundation; +35 Mio Euro by the state). In addition to the Fondation Beyeler, Ernst Beyeler (1921-2010) founded in 1970, the «Art Basel», today's world's largest art fair, with local 'side fairs' and a location in Miami (so called «the Olympics of the art world»).

Significance for New Metropolitan Mainstream

Museums and art serve the attractiveness of Basel (which seems to be required due to the internationality of life sciences> job market) as well as its reputation as a cultural city (about 40 museums, a dozen of theatres, opera of the year 2009, etc.). Finally, it is attempted to achieve such a reputation by the quality of the built environment (since 1912 a municipal Commission has to assess the design quality; countless pieces of «high-architecture» dominate the space, among others, by Gehry, Hadid, Herzog & de Meuron, Ando, Nouvel, Sanaa, Botta, Calatrava, Meier, Piano, Siza). Ernst Beyeler was a driving force to make Basel one of today's art capitals, at the same time he had significant influence on world art markets and art collections.

Stakeholders and their interests

The donor couple realized with the Fondation Beyeler, the premises for the presentation of their own extensive collection (with a focus on classic modernism).

Deals

Canton Basel-Stadt and the community of Riehen provide annual operating costs of 2 million Euros. Basel donated the land for free and granted further rights to use historic buildings. The gardens are maintained by the municipality of Riehen.

Impacts

There are no significant, direct, local and adverse effects. For the patron, for people interested in culture, for the population and politicians seems to be a win-win situation to act. Nevertheless, one finds focussing to the production of high culture, which aims to support in direction socially selective, bourgeois interests. In the field of art, Basel is regarded as a global player. Thereby Basel is linked to global-art's-Social-Life. The international art world operates, not least on market mechanisms of surplus value, furthermore it is based on non-universalizable and thereby social-segregating patterns of long-distance mobility of the involved actors.

logic of NMM, as long as alternative concepts do not question the logics of the NMM (like surplus-value, land value, tax base limits, traffic etc.).

Such critical counter-arguments like the occupation of the «Alte Stadtgärtnerei (an old civic Plant Nursery; an alternative cultural project, 1978-1988) are long passed in Basel. Even today the lack of space for youth- and alternative culture remains a topic. The movements and projects were ultimately successfully integrated into the NMM policies (e.g. Schlotterbeck, Wartek pp, Gundeldingerfeld). This includes the temporary use of the transformation zone «Erlenmatt» and its use as 'alternative nt'-area ('non-territorial-site').

The NMM is in a very high degree locally embedded in Basel. Hereby, the local policy is characterized by a high degree of orthodoxy: Prosperity (hardly any systemic fracture lines

Failed: „Landhof“-Housing-Development

Purpose Contribution to the governments aim of creating new urban housing.

Dimensions 3 buildings with 80 apartments, garage, and 10.000 sq.m of green space)

Project costs (-/stage of planning)

Investors Canton Basel-Stadt, cooperatives

Architects Rüdüsühli + Ibach Architects, Basel, Andreas Tremp landscape architect, Zurich

Date 2003 - 2010



Description

The «Landhof» is a large inner-city block in the immediate vicinity of Switzerland's State Fair. The block-courtyard was used as soccer stadium (national league up to 2001) and by district residents, sports and leisure facility for a children's project. The result of an urban design competition for the housing project was downsized after protests. In a vote in March 2010, the population voted with twice a majority for both: the small project as well as the full preservation of today's green spaces. These decisions drew attention to planning deficits. Through a runoff vote, the project was rejected. It demonstrates:

- How NMM policy objectives (residential / inner development) may fail due to concrete local resistance,
- That specifically issues of open space (quantity, quality) are judged differently by People and Government / Parliament
- How forms of direct- and concordance-democracy nevertheless can evolve a high potential of consensus.

The desire for green space preservation is also to be seen as a response to compaction of the neighbourhood.

Significance for New Metropolitan Mainstream

The NMM project «Urban Renaissance» is not free of conflicting goals. The project represents the cantonal program of urban-housing – a policy to create attractive urban residential housing for higher income groups. It thus stems from the city-suburban competition for taxpayers. In opposition to the project, the population of Basel showed solidarity with the quarters interests on open spaces. However, the resistance did not put up more fundamental questions of housing policy: Are there alternatives for increasing the specific need for living space? How can traditional tax base limits be questioned? Are there different ways of thinking models of spatial growth in booming regions?

Stakeholders and their interests

The Group of the opponents targets the preservation of the existing situation, which is due to the stadium also historically and emotionally charged. With new residential uses it expects a loss of open space (and open uses), and future conflicts of use. It has been argued that the district was not suitable for housing anyway. The Group which recommended the project suggested with a modified proposal the creation of living space in order to prevent losses of residents or taxes. She qualified the location for cooperative housing, in the hope to enhance the image of the district and to better meet local interests. With a neighbourhood-parking garage, parking should be reduced in the streets. Politically, the opponent-initiative was tabled by the Greens and supported by a club and committee. Meanwhile, the Cantons President is made by the Greens, who finally recommended the modified proposal. The fronts were partly across the parties. Interestingly, the voting population still showed solidarity with the interests of a single quarter.

Deals

The groups were making concessions: The project was downsized, it should have been realized by cooperatives and include common areas. The future design of the open spaces should have been done with the participation of future users. The opponents however tied up to a governmental study of a compaction in the block edge.

Impacts

The decision showed, that a project involves risks of failure, especially if no overarching concept exists. The future is currently open. It still has potential for previously not articulated use options (e.g. urban agriculture). To realise the policy goal of 5,000 new apartments within 10 years, other options got to be accessed. The vote can also be read as part of the give and take between the voting-people and the government (pending zoning revision and a Initiative to protect all allotgardens).

Agglomeration Program Basel

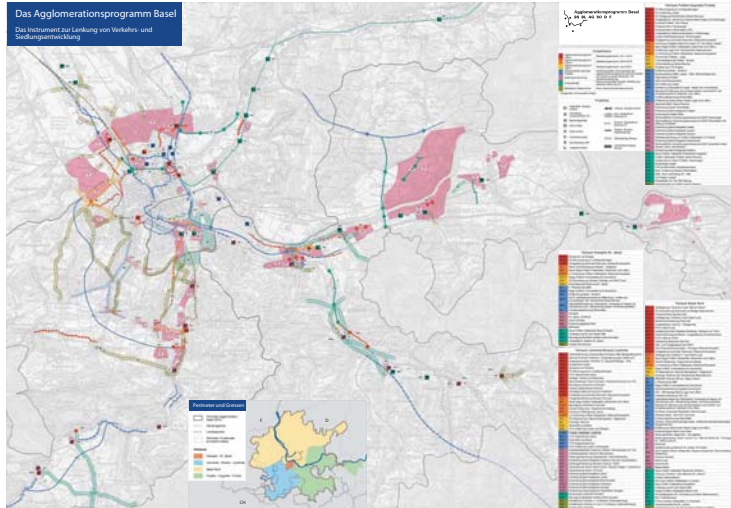
Purpose Coordination of traffic and land development through financing of transport projects

Dimensions Trinational agglomeration of Basel, 2011-2014 (A projects) -2028 (B-projects)

Project costs Ca. € 1 billion (project categories A + B)

Investors Cantons in North-West Switzerland + concerned authorities in Germany and France; Swiss Confederation

Date 2011-2014 (A projects) -2028 (B-projects)



Description

The agglomeration program is a funding program of the Swiss Confederation to support strategic transport projects (public transport, private motorized). Required is the participation of interested partners, and the existence of a concerted strategy.

For the trinational agglomeration of Basel, the Swiss Confederation demands a cross-border cooperation. It also promotes projects in France and Germany with Swiss funds.

Basel justified his application as follows: The good transport links as reason why the north-western Switzerland is one of the strongest economic CH regions, as a result of the increase in international and regional transport, the transport infrastructure should extended - in coordination with the urban development - locally and nationally.

Objectives are

strengthening the agglomeration of Basel (in the global competition), while maintaining the quality of life and strengthening the polycentric structure,

optimum tuning of traffic and urban development projects and best economic use of existing infrastructure ,

optimization of the cooperation between the cantons and the foreign part of the agglomeration

Significance for New Metropolitan Mainstream

The central city of Basel and the surrounding sub-centres will be strengthened as part of the agglomeration program as a residential and business locations, on the one hand by setting priorities in the urban area, - such as by developing around train stations - , on the other hand, by coordinated measures to improve the entire transport system (official position).

The agglomeration of Basel wants to position itself trinationally in global economic competition. Easy access and preservation of quality of life in the suburbs will be evaluated as factors in the success of the agglomeration. This interaction has to be seen in the light of the more significant growth forecasts. Where could an additional 10% living space be created, without reducing quality of the city and the landscape? The coordination of city- and transport-development (on the well-developed transport routes) is the chosen path.

Stakeholders and their interests

Project participants are

The Swiss Confederation: supporting urban areas more attractive as the main economic regions of Switzerland.

The Swiss cantons: co-finance their projects, improving availability and accessibility of the development areas (residential-work-leisure, urban-rural).

Local authorities in Germany and France: recognition as part of a booming region (national and international project finance for more), Swiss co (S-Bahn, trams cross-border...).

Deals

The Basel agglomeration program is run by Swiss control (project management, accountability, management) with coordination in the Trinational Eurodistrict of Basel. The measures are based on the development strategy and key projects of the Eurodistrict (few own resources for prospective planning no binding function). Compared to Geneva, with a more equally political coordination the funding was reduced.

Between the cantons the orientation of the program was discussed (private transport vs. public transport). The federal government will strengthen the city compared to the surrounding area, by implementing the agglomeration program.

Impacts

Influence of the federation (not being given planning authority)

Strengthening of cooperation and higher-level planning,

New spatial development priorities of the settlement are: revaluation of the better-developed sites, coordinated urban and transport planning, regional scale,

Other induced traffic and “controlled urban sprawl.”

Synthesis over all four projects and outlook

The Basel NMM policy was shown by Inner City Development (focused on residential), the promotion of the economic cluster of Pharmaceutical / Life-Science, developments in high culture and embedding in regional cooperation approaches (focused on transport).

NMM policies have deeply been internalized by Basel; Basel's surroundings are trying to participate in it and contribute with slight shifts in emphasis.

In particular, regarding the topics of density resp. of urban open spaces, the official urban policy is met with different resistances (eg failure of the “Landhof” or a concert hall by Zaha Hadid; increase of open space in the transition area “Erlenmatt”).

However, the “successful” prevention of projects is not innovative per se. Rather, acts of prevention keep as long stuck in the

along the western growth model appear locally), specific special place qualities (low car share, attractiveness in walking distance / proximity, popular open spaces), “successful” participation opportunities (direct democracy, urban participation program) contribute to orthodox patterns of action as well as their successful reproduction. In Basel virtually no attempts to overcome them are available that would also have broad social acceptance. Nevertheless, in public places in recent years, there is clearly an articulated displeasure with the NMM (e.g. destroyed shop windows, graffiti against upgrading/ gentrification; see pictures bar). The society is responding to this criticism with lack of understanding and repression.

Socially relevant questions which would help to leave orthodox thinking and action patterns are not be debated widely. The global unequal exchange remains unspoken and even the

mere, reformist attempt of achieving a “climate-neutral region of prosperity” is not thought resolutely.

The NMM is a logical result of neoliberal policies, not its starting point. Just as sustainability, NMM describes an action in the state of the Orthodoxy of Post-Politics. If policy / projects would try to overcome NMM, they would have to overcome capitalism underlying logics (exclusive-lasting property vs. the emerging discussion on commons and their tradition; reproducing (global) constraints of surplus-value vs. economy-approaches focusing on local-regional relationships etc.). NMM dissident movements are needed to achieve this, NMM-adapted reformist projects only insofar as they are places of learning, under their constant renewal and while being consciously embedded in an system-alternative.