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Deadline: 16th March 2012

MASTERCLASS

Fukuoka is re-positioning itself for the global economy of the 21st century. And Fukuoka needs input from designers.



Master Class Program Fukuoka 2011-2013

Stadslab European Urban Design Laboratory and Fukuoka Directive Council (Fukuoka D.C.) are pleased to announce two Master Classes to be held in April 2012 in Fukuoka, Japan. The Master Classes are open to all design professionals—architects, planners, urban designers, landscape architects—at all levels of experience.

- A Master Class is an exciting 10-day long charrette. You'll come to Fukuoka, meet local designers and stakeholders, interact on a daily basis with other designer participants, and be taught by Stadslab's designers.
- It's not just a theoretical exercise. The results of the Master Classes will be used by Fukuoka D.C. as they work with the city and local companies to revitalize the city.



Fukuoka - The Asian Capital of Architecture

Fukuoka is Japan's westernmost big city—closer to Shanghai and the Asian mainland than to Tokyo. The city is a major seaport and home to Japan's fourth busiest airport, only minutes from downtown. Like London and Los Angeles, Fukuoka is multipolar.

- Hakata is the transport hub. You can catch bullet trains from here to the rest of Japan every 10 minutes.
- Canal City is Japan's most adventurous retail complex.
- Tenjin is the retail and office hub, awash in top fashion flagships and hip small boutiques.
- From the port, there are direct ferry connections to Korea.
- Local festivals, a reputation for superb Japanese rice wine, and fresh seafood round out the city's appeal.

You can feel the Asian influence at night, when food stalls crowd the sidewalks. Fukuoka is, in short, the most Asian city in Japan. Fukuoka is also home to great cutting-edge architecture. Take in buildings by Rem Koolhaas, Michael Graves, Jon Jerde, Cesar Pelli, Kisho Kurokawa, Emilio Ambasz, Arata Isozaki, Mark Mack, Christian de Portzamparc, Peter Eisenman, and Aldo Rossi, to name a few.

Strengthening Fukuoka?

Building on this heritage, Fukuoka now wants to strengthen some of its greatest assets. The waterfront faces Hakata Bay and has great potential, but it's underutilized right now. Sound familiar? Fukuoka stakeholders have visited cities like Vancouver, Singapore, Hamburg and Amsterdam and know what a great asset a revitalized waterfront can be. The downtown, too, has great potential. It's compact and walkable. Now Fukuoka wants to take the next step and make it exciting, vibrant, and a showcase for sustainable urban design.



Theme - Placemaking for the 21st Century

Urban design focuses on placemaking. What are the arguments in support of public or private investment when public finances are strained and the real estate market is down?

- What does it take to give a city the allure it needs to attract successful companies, tourists and residents?
- What urban strategies are best suited to nurture creative, business and scientific talent, and sustain economic growth?
- Does it have to be a blockbuster project like Bilbao's Guggenheim or Sendai's Mediatheque, or can it be something else?

Two Topics to Choose From

Two Master Classes are being offered at the same time, running parallel to each other.

Waterfront

(Andrew David Fassam, Director of Urban Planning and Design for Singapore's Urban Redevelopment Authority)

- Right now it's underutilized, hard to get to, and dominated by outmoded port facilities, but the views and proximity to downtown are fantastic. Is there more potential here than meets the eye?
- The convention center and a small retail center are already on the waterfront, but they're not realizing their full potential.
- There's been a lot of talk of strengthening the meeting and convention business. Is that the right strategy? If so, how can that be tied back to the port function and connected to the downtown?



City Center

(Saline Verhoeven, landscape architect and partner at B+B Landschapsarchitectuur, Amsterdam)

- Right now it's split into two competing city centers. Tenjin's a big commercial district, at some distance from the bullet train station that is the focus of the Hakata part of the city center. How can the advantages of both be reformed into a single more competitive urban center?
- Both are a hodgepodge of mediocre buildings, congested alleys, and confusing connections, mixed in with some wonderful tree-lined streets, an undervalued riverfront, and some undiscovered architectural gems. How can this be reshaped into a world-class urban public space?



You'll have the chance to network with other designers and you may be able to apply for learning credits in your own country. It'll look great in your portfolio, too!!

- Dates: 12 April-20 April 2012
- Accommodations: Rooms in local economy hotels will be provided and are included in the cost (double-occupancy). If you're from the area or have friends, you can stay at home or with friends and pay a discounted rate.
- Cost: With accommodation. EUR 1,245 or JPY 130,000. Without accommodation. EUR 1,000 or JPY 100,000. You can pay in either euros or Japanese yen.
- Teaching Language: English.
- Further inquiries: Email to info@fukuoka-dc.jpn.com (Japanese or English) or info@stadslab.eu (English).

How to Apply

Go online and fill in the forms at www.stadslab.eu. The deadline is 16 March. After we've received your application, we'll review it and get back to you by email. If accepted, we'll tell you how to pay and send you the welcome packet after processing payment.

The 10-day long charrette is bound to be a great experience



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