





## 4.4 Advisory Board

One special feature of ha:neo is the establishment of the advisory board and its long-term incorporation into the concept. For this, highly qualified and prominent representatives of municipal administration, science, art, quarter management and urban development are contributing. This interdisciplinary circle advises, supports and promotes ha:neo during the conceptual and realization phase as central expert institution throughout:

- feedback
- collective choice of artists and locations
- agenda setting for respective year and Wall&Space participation
- networking

Already at the end of the 1960ies, an advisory board for the artistic design of Halle-Neustadt had been brought into being. Besides experts of the city, art and architecture, there were also representatives of Neustadt 's population involved, but yet not really self-determined due to the totalitarian pervasion of the GDR 's state apparatus. The connection between ha:neo, the people of HaNeu and their own experience realm gets realized throughout advisory board cooperation and the Wall&Space participation format at last.

### 4.4.1 Functions

Following the generation of the concept, the advisory board takes up important functions during acquisition and realization and stays central expert committee for feedback and knowledge transfer. Externally, it additionally legitimates the project and spreads conceptual contents in relevant actors networks.

During implementation the advisory board meets two times per year. While the respective artists dwell in HaNeu for the artists in residence program, all involved parties gather on one central date, to discuss the focus of wall painting, spatial design and participation format. Further, a second yearly meeting of the board explicitly prepares Wall&Space program with sufficient forerun. Of course, every member is invited to all public ha:neo events, such as a wall painting 's initiation, Wall&Space sessions, press dates or others.

#### 4.4.2 Members

Dr. Steffen Fliegner  
city of Halle (Saale), department of planning & urban  
development

Dr. Steffen Fliegner is one of the city administration members  
Freiraumgalerie has been successfully working with for years.  
As manager for urban redesign at the department of plan-  
ning and urban development, he is a vital partner in terms of  
municipal administration processes.



Dr. Anja Jackes  
city of Halle (Saale), head of culture department

Being the head of Halle 's cultural administration, Dr. Anja Ja-  
ckes represents another important cooperation partner wit-  
hin the city administration. Already before the ha:neo pilot  
phase in 2016, an initial interview with the expert on Josep  
Renau and the artistic tradition of HaNeu had raised Frei-  
raumgalerie 's attention on HaNeu and the passion for public  
art.



Dipl.-Ing. Gernot Lindemann  
urban planner and quarter developer

Gernot Lindemann and Freiraumgalerie have been working together in other contexts before the engagement in Halle-Neustadt. Since then, he proofed himself to be a valuable expert in urban planning and architecture. In opposite to the other members, that are mostly active or rooted in HaNeu, Lindemann brings in a necessarily critical view from the outside onto the quarter.



Johanna Ludwig  
quarter manager Halle-Neustadt

Quarter manager Johanna Ludwig had already worked together with Freiraumgalerie and ha:neo in 2017 is the most important communicative actor, reaching out to the people and social networks of Neustadt. Intergenerational community centre Pustebblume with its events and initiatives is central reference point for many inhabitants.



Prof. Dr. Peer Pasternack  
head of institute for university research and social scientist

Raised in Halle-Neustadt, scientist and city expert Prof. Dr. Peer Pasternack is essential for a long-term and integral co-operation within the quarter. His knowledge of Neustadt 's history and society is of great value for the generation and realization of the concept at hand.



Prof. Ulrich Reimkasten  
professor for painting & textile art at BURG Giebichenstein  
arts college Halle and muralist

Prof. Ulrich Reimkasten has realized a ha:neo wall painting in 2017 and been a close artistic confidant ever since. Being a former student of Josep Renau and still active muralist, he is predestinated as expert on architectural art and the choice of artists.



Guido Schwarzendahl  
CEO of Bauverein Halle-Leuna e.G.

After more than one successful cooperation within Halle-Neustadt and other parts of Halle, housing cooperative CEO Guido Schwarzendahl numbers among the most important partners and confidants of Freiraumgalerie. He looks at HaNeu from an owner 's and tenant 's perspective and especially takes up an essential role in terms of acquisition and strategic implementation.



#### 4.4.3 Advisory Workshop

After preceding individual interviews with each member, advisory board and Freiraumgalerie initially came together during a full-day workshop on 28th November 2018 at Design-HausHalle. Besides getting to know each other collectively, mainly the hitherto ha:neo guidelines and the Wall&Space participation format were up for discussion within comprehensive group sessions. The workshop results approve the enormous value of the bundled board expertise for conceptualization and implementation of ha:neo. During vivid debates, the necessity for central guidelines got emphasized and new questions were introduced – for example concerning the complex participation arrangement and its inclusion into municipal processes or the long-term entrenchment in the city 's identity, culture and society. All participants contributed to the discussions according to their profession and look positively excited onto the continuation of the project.