

**A CONCEPT FOR
PUBLIC ART
IN HALLE-NEUSTADT**

re:neo

ha:neo

A concept for public art in Halle-Neustadt

creation promoted by

**KUNSTSTIFTUNG
SACHSEN-ANHALT**

Kloster
Bergesche
Stiftung



1. Introduction	6
2. Vision	8
3. Analysis	10
3.1 Halle-Neustadt	11
3.2 Walls	18
3.3 Spaces and Places	25
4. Concept	52
4.1 Guidelines	53
4.2 Wall&Space	65
4.3 Artists	71
4.4 Advisory board	75
5. Scenarios	80
6. Transferability	84
7. Prospects	86
Index	88
Expert Interviews	
Organigram - Guideline Wall	
Compass Method - Guideline Space	
Timeline ha:neo	
Photo Credits	
Imprint	

1. Introduction



1.1 ha:neo 2016-2018

The art and participation project ha:neo started in 2016 as Freiraumgalerie 's (= open space gallery) contribution to national Zukunftsstadt (= future city) competition. After a successful pilot phase and years of experience in other parts of Halle (Saale), the Freiraumgalerie team now could put different formats of wall paintings and participation to the test in the housing development of Halle-Neustadt (= new city), establish good connections to its inhabitants and social actors and finally achieve publicity successes for city and quarter. All of the project 's contents and results have been documented in two comprehensive reports, published in 2017 and 2018.

Already then, Freiraumgalerie collective developed fascination for HaNeu and the long-term wish of being artistically and participatively active in this unique quarter. This vision for Halle-Neustadt results in the elaboration and realization of the present concept, which continues and enhances the preceding ha:neo project. With wall paintings and spatial designs it not only sets artistic land marks and includes the people of Neustadt in its creation, it also contributes to a better living environment of 40.000 inhabitants, to an identification with Neustadt as a home and art monuments, whose meaning for the city outlives generations.

1.2 Muralism Status Quo

Freiraumgalerie considers large wall paintings and facade designs as a part of new muralism, that developed out of street art and urban art. Especially in Europe this neomuralism is a relevant phenomena of modern and public art. Nowadays, it can be realized with various different intentions and effects, reaching from curated art, commerce and international events to location-based examinations of society and individual, community art and urban development. Due to the intensive long-term involvement with Halle-Neustadt, the conceptual and complex mural art of ha:neo is one facette of a new muralism and contrasts festivalized, time-pressured results with high quality, relevant and holistic work.

2. Vision



From 2020 on ha:neo seeks to realize at least one large wall painting a year. As an instrument of creative urban development, these contemporary monuments of modern mural art contribute to a positive long-term development of Halle-Neustadt. Freiraumgalerie, the board of advisers and the mural artists deal with Halle-Neustadt, its unique tradition of public art and its population based on five basic guidelines/principles. The simultaneous participation format of wall&space orchestrates the area in front of a wall painting and the surrounding space as place for participation, social interaction and sustainable transformation.

ha:neo explicitly takes up Halle-Neustadts initial plans, that planned area-covering artistic design of the public space and realized it through exceptional numbers of wall paintings, concrete structure elements, statuary as well as ceramic and enamel works. Free from institutional control and socialist authoritarian upbringing, Freiraumgalerie and its ha:neo network follow up on this historic design approach and connect it to citizens and their living environment, sustainable space development and modern design media. Thereby, it interferes immediately and consciously with the cityscape of HaNeu and enhances the living environment of its people on a long-term basis.

Multifunctionally, the present concept serves the involved artists as basic information, as well as it conduces Freiraumgalerie for the purposeful contact with and persuasion of property and financial partners.

3. Analysis



3.1 Halle-Neustadt

Preceding the actual contents of the concept, the analysis takes a closer look on the location and reference frame of ha:neo: Halle-Neustadt, initially a separate city west of Halle, divided from the inner city by the river Saale. In the following, origin and specialties of the large housing estate are explained, just to subsequently focus on its special tradition of public art. A current depiction of population and property provides further important insights into Neustadt 's target groups and implementation strategies.



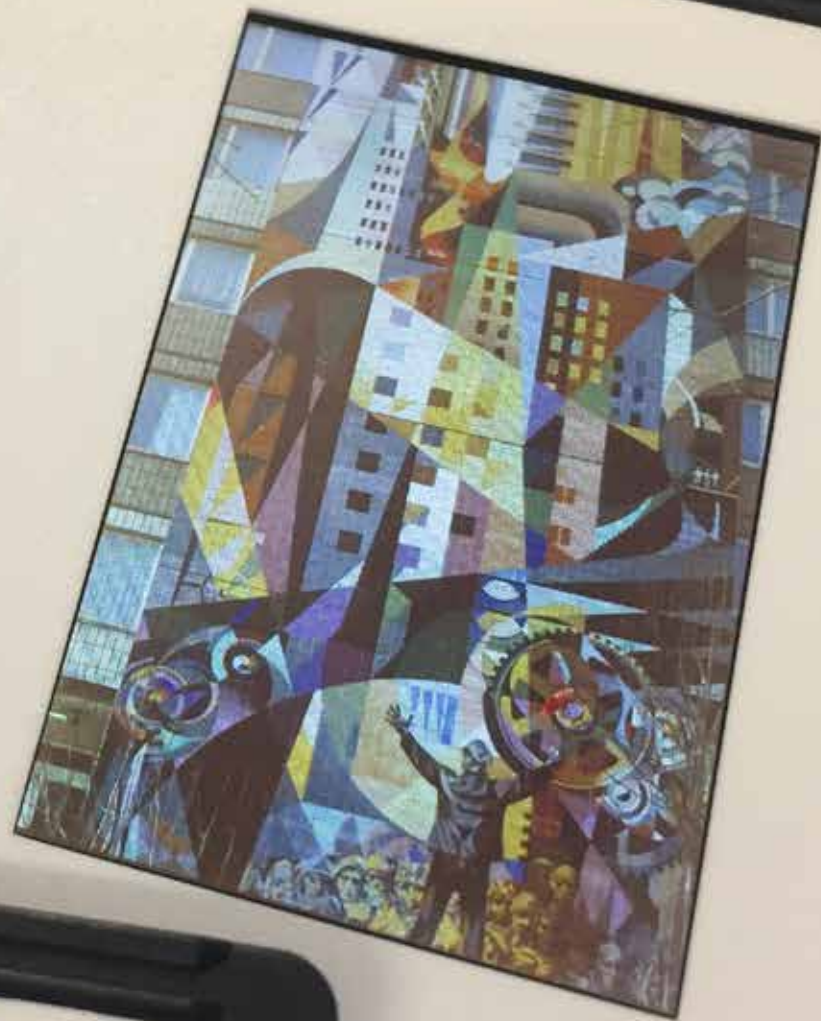
3.1.1 Planned City HaNeu

Due to its origin and design Halle-Neustadt can be regarded as socialism 's prototypic planned city and a representative East German estate of prefabricated houses, that had to suffer from departure, partial demolition and lack of prospects after the German reunification. Built from the 1960s on, HaNeu used to be a separate city in the district of Halle and in its hey-day home of over 93.000 people, most of them working in the chemical factories of Buna and Leuna. During the decades of buildup, Neustadt was the city-turned vision of an upcoming socialism and its centrally heated flats sought-after living space for the population.

Halle-Neustadt had been structured into six housing complexes, each of them still characterizing the cityscape and centrally providing the population with schools and kindergartens, medical institutions, shopping possibilities and complex centers. Like many other comparable satellite towns, HaNeu is permeated by numbers of green areas between its often five- or eleven-storied apartment blocks. North- and southeast-bound it borders on spacious nature reserves.

After the collapse of the GDR regime, Halle-Neustadt as architectural testimony of socialism had to suffer from enormous population loss, vacancy and years of stagnation. Extensive demolition destroyed the original face of the planned city and left numerous unused open spaces, that hold ideal conditions for public interactions.

00000000 26°22'27"



00000000 26°22'27"

3.1.2 Public Art

These public spaces in Halle-Neustadt are permeated by a uniquely large number of art works. The wall paintings, facade designs, sculptures, structural elements and mosaics had been involved early in the architectural and spatial planning of HaNeu and attributed to the often propagandistic main themes of the housing complexes: the setup of socialism, the fight for the preservation of peace, friendship between nations, the fight against imperialism and the importance of chemical industry for the scientific-technical progress. This political and social superstructure should be evaluated critically besides technical and aesthetic qualities, but the least of all art works depict explicit propaganda motives. Political and educational messages had been mediated rather subtle through everyday illustrations of Socialist Realism, for instance subjects like family, nature or leisure time.

The relatively high stock of public art in urban space was always renowned among the people of Neustadt and still is a part of identity, mostly among older inhabitants. Although many seemed to be bored by repetitive motives and political messages, most people valued at least the decorative or placemaking effects of public art. Various artworks have vanished or fallen victim to weathering and carelessness. Thus, ha:neo draws on artistic traditions, takes up techniques and aesthetics of existing art and transfers them into a new, integrated and participative concept, which is free from political education and institutional control.

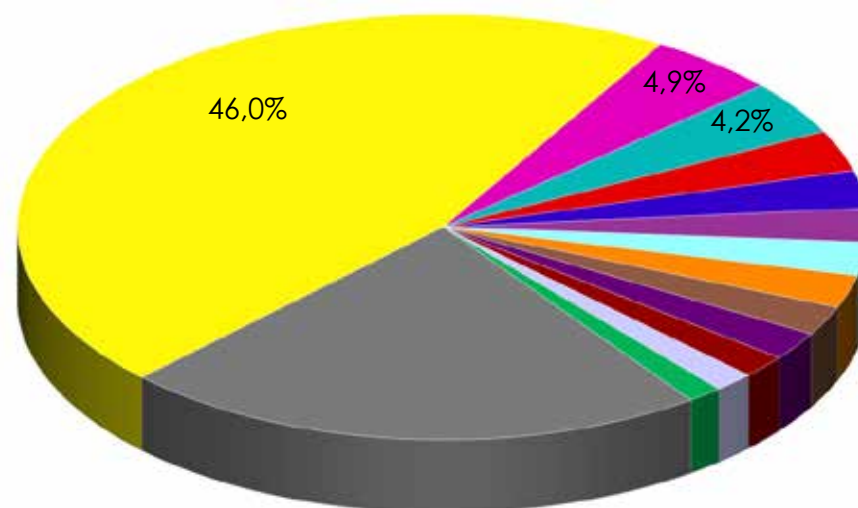
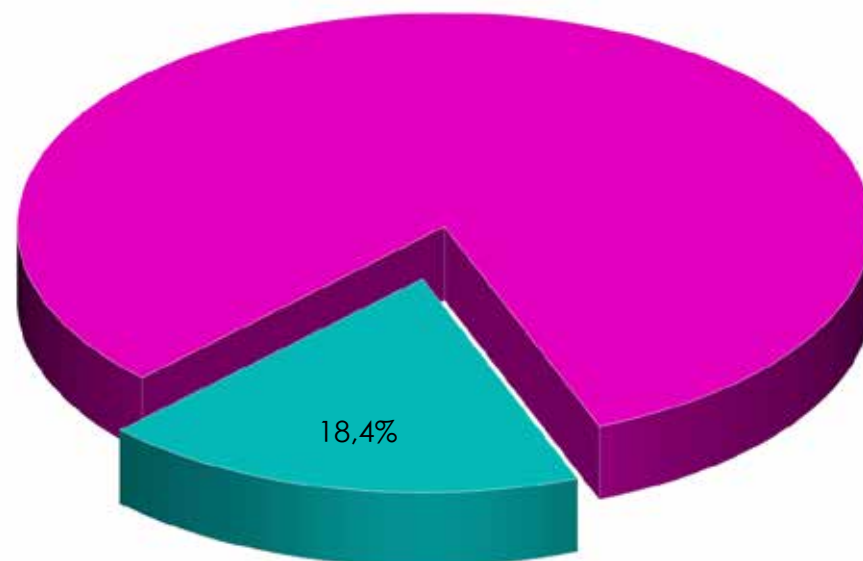
3.1.3 Population

During its early years and decades, Halle-Neustadt used to be a young city with many children. The chemical workers and employees of nationally owned enterprises could rely on an extensive public education and care system, which allowed them to combine family and employment in uprising HaNeu. These first and second generations of inhabitants have remained true to their quarter and form the majority of today 's rather old population, due to halved residential figures and departure of mainly young people.

Shrinkage and vacancy in re-unified Neustadt drastically changed the former heterogeneous population. In the 1990ies, low-income inhabitants of Halle came to HaNeu for relatively cheap rents, which initiated a cycle of social problems and coined the bad image of the forlorn and run-down housing complex. The people of Halle-Neustadt have been receiving this negative image as one main restraint to a positive development of the quarter and also unjustified due to the felt quality of living.

Nowadays, more than 46.000 people are living in Halle-Neustadt. Due to its mere size, there are significant differences between the individual Neustadt neighbourhoods regarding population structure and renovation status; detailed info can be seen under point 3.3. Besides the already mentioned older generations and still many young families, people with migration background have been shaping the urban society and the composition of its inhabitants during the last years. According to official statistics of the city of Halle from 2017, the percentage of migrants in Neustadt 's population is about 18% and relatively high in regard to the rest of the city; by far

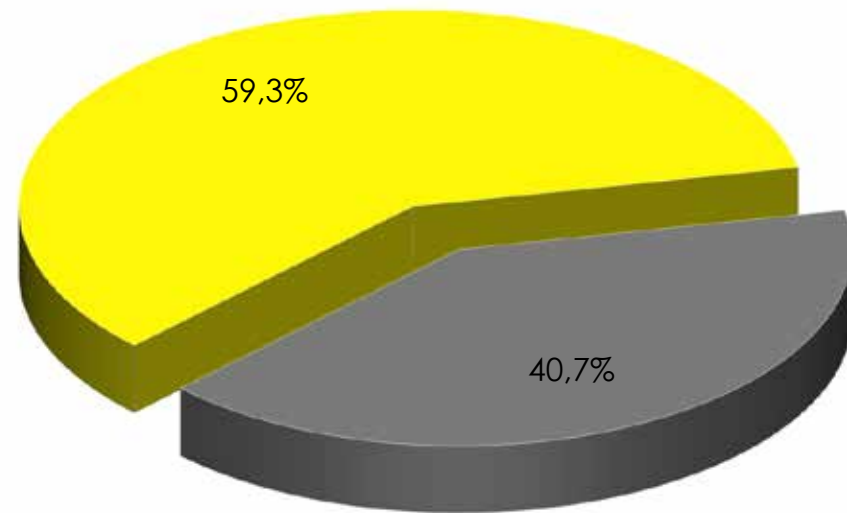
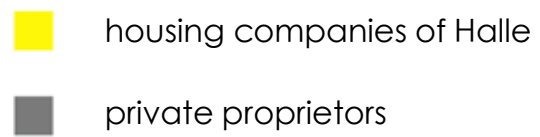
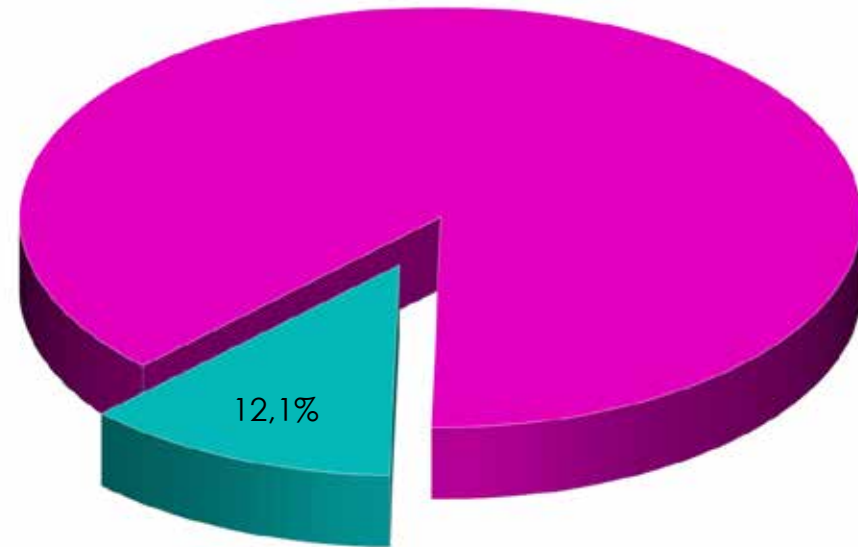
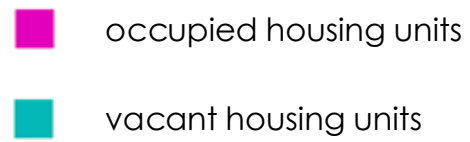
the biggest group within people with migration background are persons from the war-ravaged Syria. Triggered by prejudices and antidemocratic hate speech as well as by actual problems of intercultural community life, migrant Neustadt people are struggling with hostile attitudes and open hate. These sentiments are rooted in a current political climate in Germany, where nationalistic right-wing parties are celebrating election successes, and result from years of feeling left behind as Neustadt population. This issue has to be considered within the civic participation of ha:neo; it can not be solved only by an art project, but strongly calls for action by a holistic municipal strategy of education and development.



3.1.4 Property

An overview of Neustadt 's ownership structure helps finding right places for design and effectively addressing proprietors. In 2017, 29.516 housing units existed in HaNeu, which are still vacant and unused by 10%. The housing stock is divided into municipal housing companies or cooperatives (17.503) and private associations or other owners (12.013); although much smaller altogether, the vacancy rate among private stocks is twice as high as of communal companies.

On grounds of descriptions by the municipal planning department, property in Neustadt is heavily fragmented between many owners with occasionally large stocks. This increases the initial effort of addressing and acquisition, but also allows for continuing cooperation with many actors, once successfully worked together.



3.2 Walls

Another part of holistically examining Halle-Neustadt in regard to the preparation of possible wall and space scenarios would be the analysis of existing wall formats. Ever since, wall paintings have been the artistic tool of choice for Freiraumgalerie. Their visual power in public spaces qualifies them as ideal medium of illustration and communication. ha:neo puts the artistic focus on muralist artworks, that can become landmarks and identity within urban space – from large-scale gable walls to other formats.

3.2.1 MURO

As early as 2015, one year before ha:neo 's pilot phase, Freiraumgalerie collective had already and extensively been working on walls as medium. The so-produced facade catalogue MURO lists 1318 potentially designable walls within the city zone of Halle and is probably the world 's largest examination of this type. Therefore, every wall more than 40 square meters of every street in Halle-Neustadt and downtown Halle got mapped, classified in regards to measures and feasibility and was documented photographically. An intra-city majority of more than 200.000 square meters of wall surfaces is located in HaNeu and revealed the district 's outstanding design potential even before the beginnings of ha:neo.



Distribution of wall surfaces throughout core area of Halle-Neustadt



Feasibility of wall designs throughout core area of Halle-Neustadt
(green/feasible to red/not feasible)



3.2.2 Formats

In the following, different formats for walls and facades are defined. This helps creating various design scenarios for a flexible acquisition and address of property owners, as well as it serves the precisely fitting study of the Halle-Neustadt spaces and places mentioned under point 3.3. Additional to the central gable walls, other formats of facade designs loosen up the appearance of the public space and emphasize the variety of modern mural art.

Gable walls or fire break walls are the most current formats for facade designs and an architectural specialty of Halle-Neustadt. After being seen as constructional deficiency in the beginning, the windowless side walls of the housing blocks were soon used for large-scale cladding with geometrical concrete structure elements and wall paintings. Gable walls in its closed form are quasi unlimited canvas and most interesting for mural artists.

Also **house facades** serve large-scale wall paintings as demanding format. The sometimes huge facades open-worked by windows are way more complex than gable walls, but also provide other design possibilities and colour effects; especially the visual playing with windows, doors and passages creates interesting situations and illusions. The proximity to the neighbours and inhabitants affects not only the creative process, but also their possible inclusion into the motive.

In direct eye and interaction height of the viewer, **horizontal wall areas** can convey completely different picture contents and motives than vertical gable walls do. In the style of ancient frescos and also the existing ceramic mosaics in HaNeu, preferably stories and development processes can be depicted. These surfaces are often located on public places, markets and passages, in HaNeu sometimes also on flat-roofed buildings and rather unpleasant spaces liken back sides of supermarkets or transformer stations.



An architectural specialty of Halle-Neustadt are the many different claddings and facade designs with geometrical concrete **structure elements**. They decorate the gable walls of the housing blocks and sometimes create impressive three-dimensional patterns of edges, angles, light and shadow. The colour design of a structured wall would be extremely complex, but also very appealing. That is why it should be conceptualized carefully, so existing and modern design elements can optimally intertwine.

Courtyards – often U-shaped inner yards of neighbouring housing blocks – also give an excellent setting for large-scale wall paintings. The internal composition coming out of corners or going around them creates special spatial effects, that have to be visible from the many different perspectives of the surrounding apartment blocks. The target group of its homo- or heterogeneous neighbourhood not only affects the creational process of the design, but also the layout of the Wall&Space participation format.

Ensemble designs introduce the possibility of combining different wall formats. By that, one can be responsive to the following spaces and places of Halle-Neustadt even more precisely. Further, ensemble designs can stress the existing and consciously chosen architectural complex of the housing blocks and draw attention to them along new visual axes.

A very special format, that accentuates spaces in a different way than wall paintings, is **floor design**. The bigger its scale, the more elaborate its organisation and realization, but it can open completely new perspectives on the city. Therefore, no complex motives are needed; large-scale and simple design in purposely chosen concepts – for example of lanes, squares and crossroads – create all the more powerful visual effects.



3.3 Spaces and Places

The third and final part of the analysis identifies important spaces and places in Halle-Neustadt, that are qualified for wall paintings, participation formats and other interventions within the context of ha:neo. The entire district could not be covered, but for the very good knowledge of HaNeu this can be seen as representative selection. The criteria for special and important spaces and places are:

- topographical relevance (the space or place indicates an outstanding landmark, for example as gateway to HaNeu)
- architectural relevance (the space or place displays a special architectural complex, typical constructive forms, very large-scale walls etc.)
- social relevance (the space or place is highly frequented, of historical meaning, has various public functions, reveals social need for action etc.)
- aesthetics (the space or place is well visible and qualifies for design due to interesting visual axes, incidence of light, colour concepts etc.)

Not all criteria have to be met equally. Some spaces or places might be special and relevant, but unsuitable for wall paintings and spatial designs. For example, the so-called Punkt towers alongside Magistrale from east to west are doubtlessly the most remarkable buildings in Halle-Neustadt, but inappropriate for designing because of its height, complex arrangement of balconies and cladding with large coloured ceramic tiles.



Bildungszentrum, the educational centre of Neustadt, is located between swimming centre and stadium on the northwestern edge of HaNeu, in the direction of more rural Halle Nietleben and city forest Dölauer Heide. This multifunctional area is home to municipal institutions and numerous sports or educational facilities. Its flat-roofed buildings feature disadvantageous wall structures, which allows rather horizontal ensemble designs than large-scale gable walls.





Campus Kastanienallee with Christian-Wolff-gymnasium and integrated school is also one of HaNeu 's important educational locations and had already been in focus of ha:neo in 2017. Municipal plans for building a school and neighbourhood community centre are being substantiated by the city of Halle. The school buildings and surrounding housing blocks reveal several appealing gable walls; the area is as highly frequented as it is visible. Between Treff and Südpark the campus marks an intercultural hub in a part of HaNeu with relatively high percentages of migrants.





The so-called **block 10**, former GDR 's biggest housing block, together with the area around **Gastronom** forms the centre of past first housing complex and nucleus of Halle-Neustadt with a high stock of public art. Gastronom combines various small shopping possibilities, medical and gastronomic facilities, but a lot of the gallery shops are empty. The flat-roofed area qualifies well for horizontal wall paintings and the structured walls on northern and southern side of block 10 give interesting and large-scale settings for design and participation.



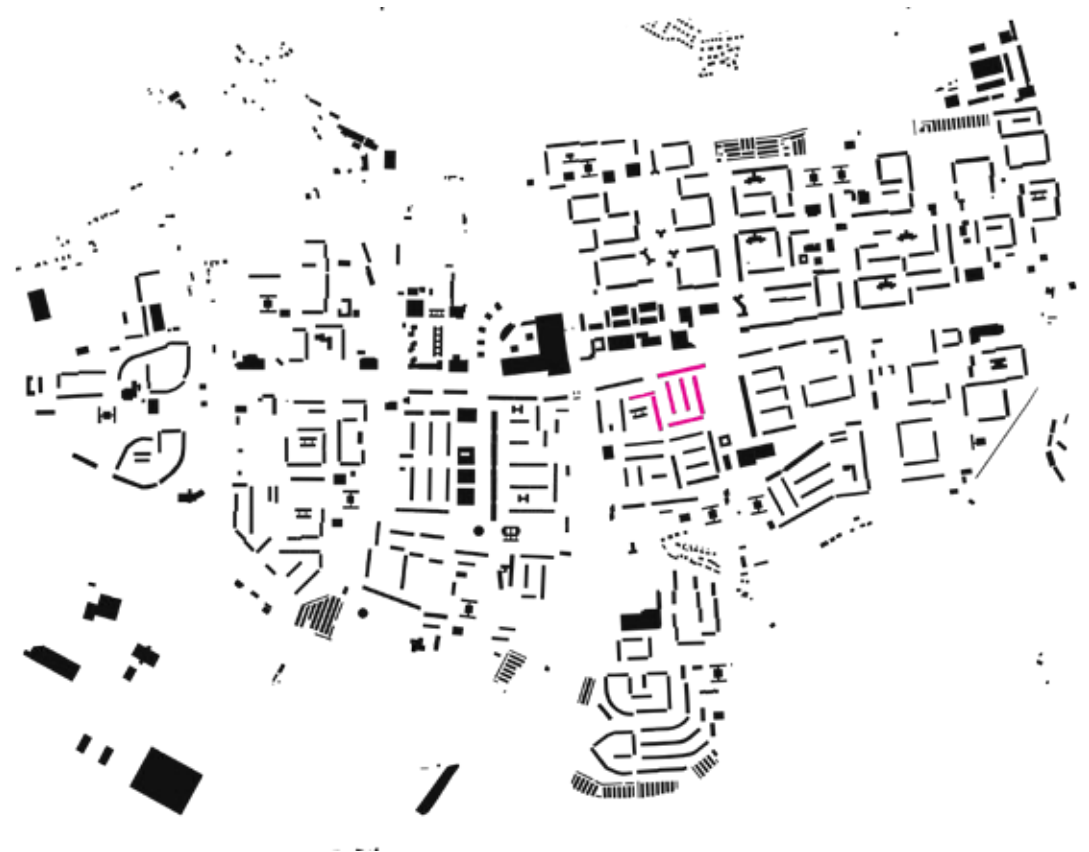


Gimritzer Damm forms the eastward bound of Halle-Neustadt in direction to Peissnitz and the river Saale. Here, interesting vistas exist along a busy main road axis and five-storied housing blocks with many potentially designable gable walls. Nearby to Weinberg Campus, East Germany 's second-largest academic location, an as a bridge to Peissnitz and the inner city of Halle, Gimritzer Damm takes on an important role concerning participation and the docking of external cooperation partners.





The GWG housing company of Halle-Neustadt plans on reinventing and staging its housing stock within smaller quarters and neighbourhood ensembles. The so-called **Künstler-Carré** or artists block refers to its street names of famous fine artists, is located below Magistrale in the centre of HaNeu and creates a comfortable park-like atmosphere with its apartment blocks, courtyards and trimmed green areas. The open spaces do not only offer good locations for wall&space participation, but – in reference to the eponymous artists – also for the installation of sculptures, statuaries and street furniture. The gable walls within artists block are also visible and potentially well designable.





Leading eastward from the inner city of Halle into Neustadt, the elevated road **Magistrale** is the district's main axis and central traffic route for cars and local public transport. The broadly laid out main road with tram lanes in the middle significantly characterizes the city of Neustadt in east-west extension. Alongside Magistrale and its up to eleven-storied housing blocks, there are outstanding visual axes that take spacious ensemble designs into consideration. The inclusion of spaces and places along Magistrale, just as Neustadt centre, swimming centre and the Punkt towers, open up additional possibilities for design.





This spacious area around **Meeresbrunnen**, a yet demolished fountain, together with the local Islamic cultural centre IKC had already been in focus of ha:neo in 2017. In the middle of the open and highly frequented terrain between Magistrale, apartment blocks and the Punkt towers stands a partly empty flat-roofed building flanking the two-storied IKC. For many years, the Islamic cultural centre has been meeting point for Muslims all over Halle and Neustadt, but based on Freiraumgalerie 's surveys and experiences also controversial object for most of Neustadt 's population. Due to the lack of sufficient spatial capacities, sometimes hundreds and thousands of believers have to switch to the outside and pray in the open air. Many neighbours feel disturbed by this mass crowd of people and avoid contact to IKC members, although the centre is open to every inhabitant and religion. Beyond ha:neo, this location reveals urgent need for action of all involved parties. Concerning design, the area combines a lot of large-scale gable and structured walls.





The arcade **Neustädter Passage** with the so-called **Scheiben** towers shape the central and most artistically demanding space in Halle-Neustadt. The former lively city centre is still home to various shopping possibilities, official institutions and a weekly market, but also often vacant and desolate. The towers characterize HaNeu's urban appearance in a major way, but have also been empty for decades, polarizing the general public of Halle between preservation and teardown. Nevertheless, there can be found various interesting perspectives and visual axes, with gable, structured and horizontal walls, floor and ensemble designs.





Northern Neustadt between centre and Gimritzer Damm represents one of the greenest and most attractive parts of HaNeu, with high rates of renovation and low vacancy rates. Northbound across Weinberg meadows, it neighbours academic Weinberg Campus, single-family home area Heide-Süd and city forest Dölauer Heide. The area of mainly five-storied housing blocks is predominantly home to young families, whose children attend one of the many schools within the quarter. Northern Neustadt is also centre of the city's attention for the trial of alternative housing and bridging the gap to university and Weinberg Campus.





A renowned hotspot within Halle-Neustadt is the area of **Südpark**. Being the last of eight original housing complexes and southwards near to the river Saale, the quarter currently functions as unofficial arrival city for people of lower income and migration background. The high vacancy rates and desolate rows of houses, together with a narrow complex and dead-end streets create a depressing mood altogether. This heated atmosphere dramatically calls for a municipal interference. Interventions in the context of ha:neo would require sensitive preparation and implementation, but would also be worth striving for, due to numerous potentially designable wall surfaces.





The area around **Treff**, former centre of the second housing complex, still is a quite lively quarter hub. Vis-à-vis to Campus Kastanienallee and neighbouring Künstler-Carré, there are medical facilities, shops and an Arabian supermarket, which is an important reference point for Neustadt people with migration background. Alongside the flat-roofed buildings and open spaces, mainly horizontal and colourful floor designs are conceivable.





Then as now, the fountain **Tulpenbrunnen** functions as housing complex centre in direction to Northern Neustadt and is highly frequented by its residents between supermarket and playground. A by now demolished and empty hair salon had been the location for one of Freiraumgalerie 's workshops in 2017, where the area around Tulpenbrunnen presented itself as a place worth for design and participation. The rather narrow development and close vegetation around the housing blocks hinders the numerous painting of gable walls, but makes facade and horizontal designs seem suitable.





Finally, the – in reference to their groundplan – so-called **Y-towers** are amongst the most attractive spots for large-scale gable wall paintings in Halle-Neustadt. North of Neustädter Passage and the Scheiben towers, these four highrises are impressive not only for their special complex and good renovation status, but also for their mere scale and visibility, which creates spectacular visual axes. Between the buildings, there are park-like green areas and a Graffiti hall of fame.



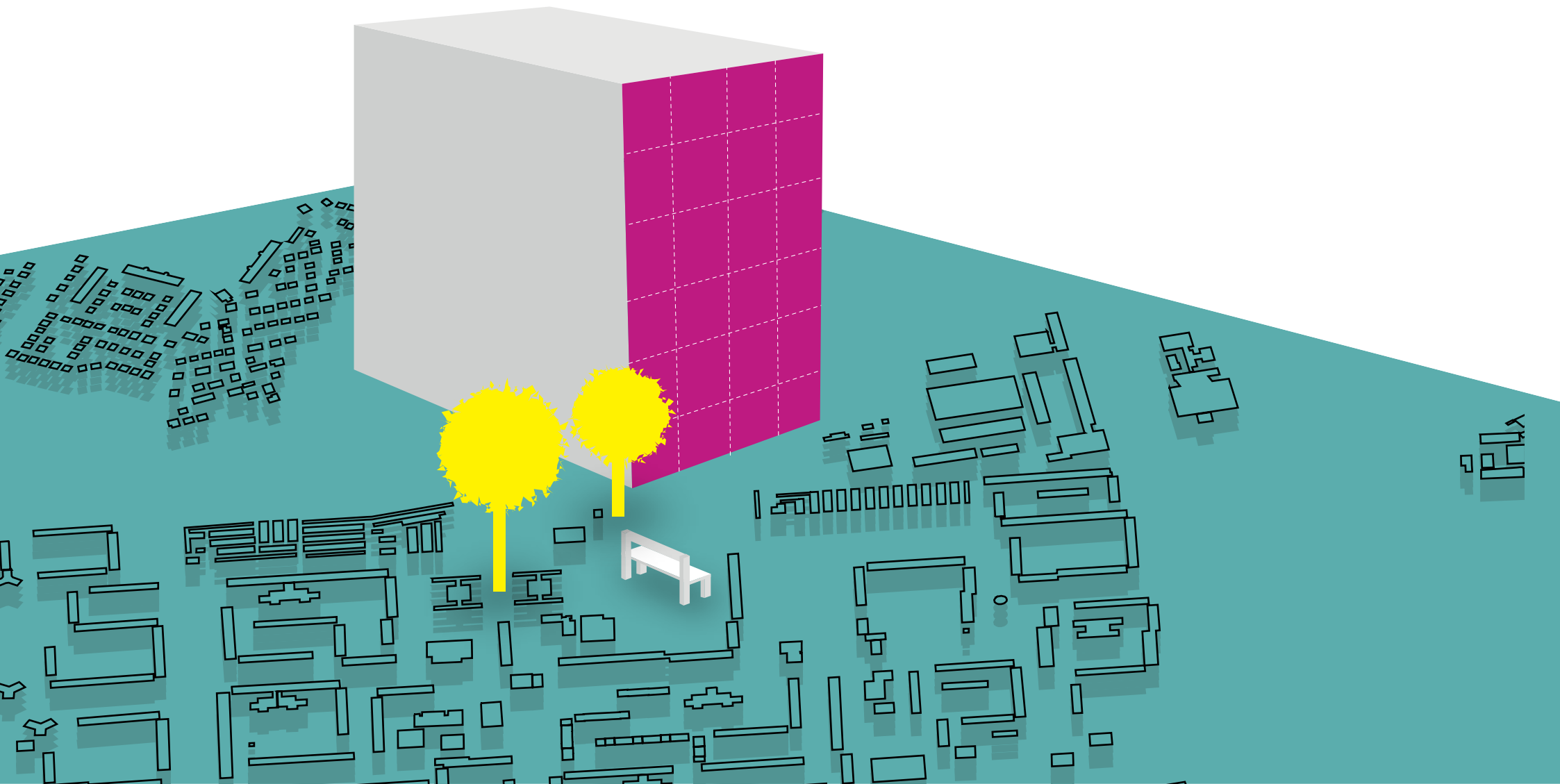
4. Concept



Following main part forms the contentual centerpiece of the concept. Besides the central guidelines, the choice of artists, the essential advisory board as well as the parallel Wall&Space participation format are being presented.

4.1 Guidelines

The following five guidelines decisively define the artwork, its motives and the location within public space. They serve Freiraumgalerie, advisory board and artists as manual for a holistic examination of Halle-Neustadt. This superstructure turns the designs of ha:neo into conceptual art in a good sense and provides another facet of modern muralism. Especially the guidelines **City**, **Space** and **Wall** are workable and transferable into concrete instructions, whereas the guidelines **Individual** and **Time** are depending from the throughout process, due to their long-term and open-ended basis.



City

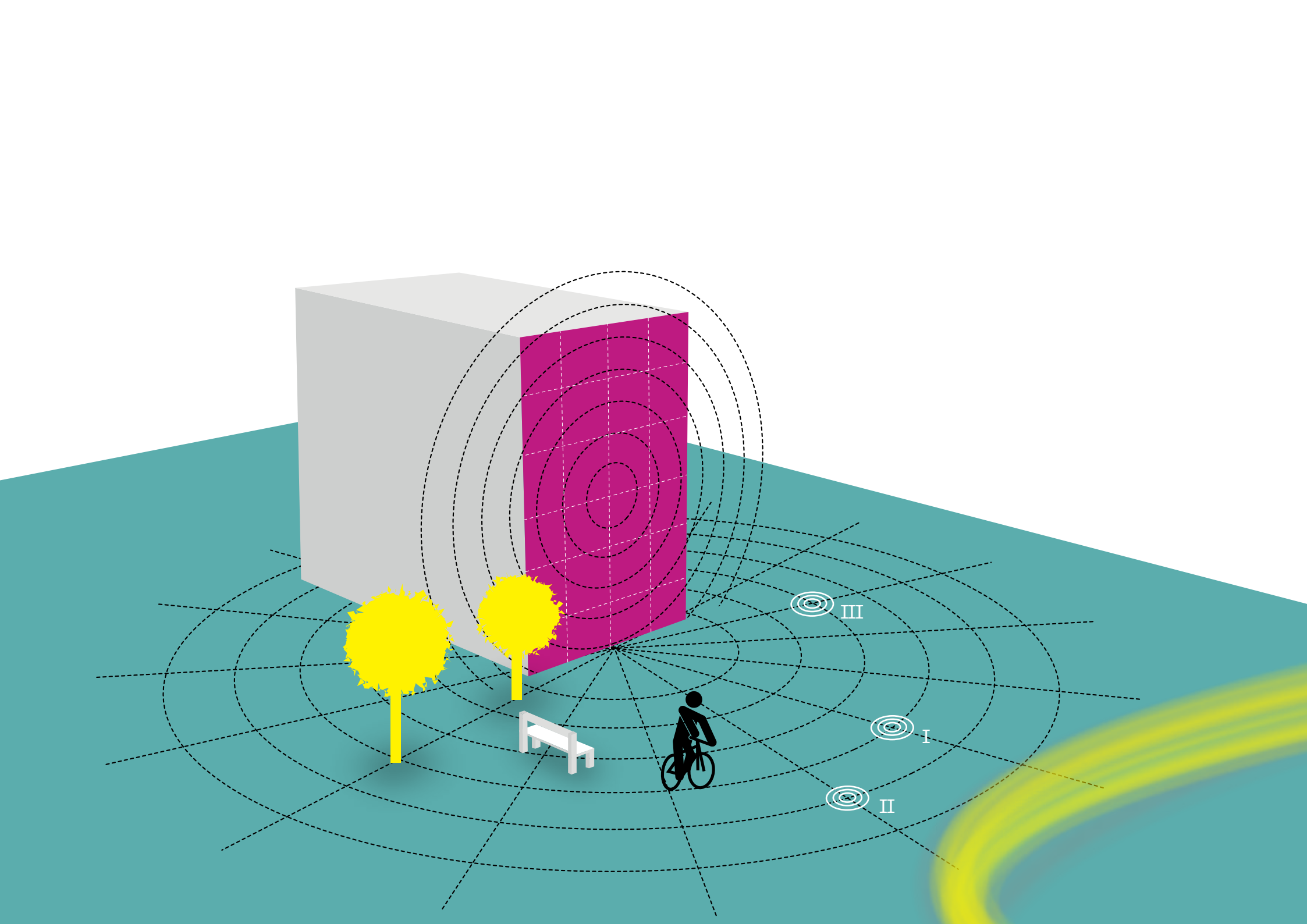
The first guideline City refers to urban outlook, complex, history and society of Halle-Neustadt as well as to the spatial relations to its neighbouring, often isolated quarters. Ever since, HaNeu found itself between autonomy as former separate city with own identity and its inclusion into the city of Halle as one of its most populous districts. ha:neo emphasizes the specialities of Halle-Neustadt, while embedding its conceptual planning and agenda setting into municipal development projects and processes.

The artists get a profound overview on their in many ways unique operating place, so they are able to integrate the artwork, its motives and creative process into city-wide context. Then as now, the former Socialist planned city reflects its urban society; the knowledge of past and present developments significantly shapes the artist 's work and attitude, producing substantial and relevant art.

The analysis part of the concept at hand serves as groundwork on Neustadt history and art traditions, but also on current statistics of population and property (see 3.1). Artists get a feeling of HaNeu and immediate impressions of the quarter on methodical wanderings along relevant spaces and places of Halle-Neustadt, also at different times of day; imaginable are – for a change of perspective under different emphasis and the participation of other Neustadt actors – for example:

- a walk alongside Magistrale
- visits of the Punkt towers
- visits of intergenerational community centre Pustebblume, Neustadt centre, swimming centre etc.
- the mere stay at outdoor or public spaces, such as Treff, Neustädter Passage, Weinberg Campus, City park Peissnitz etc.

Further media examination – for example through screenings and presentations of photos or slides – conveys additional info on the history of public art in Halle-Neustadt. A choice of subsequent English literature gives room for international artists to independently gather additional knowledge of the city.



Space

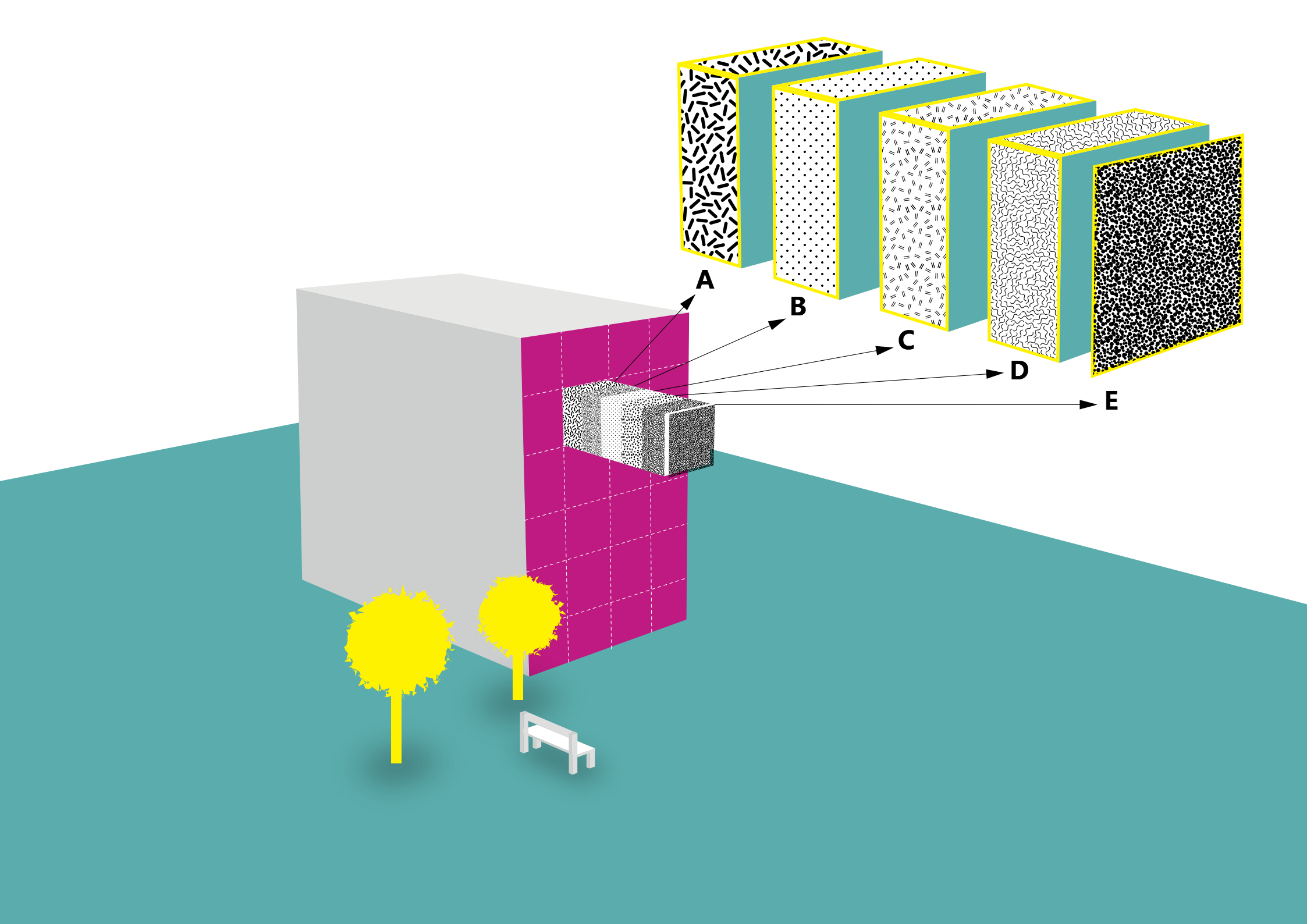
In regard to a potentially designable wall, the guideline Space refers to spatial contents and functions, visual axes, light atmosphere and ways alongside a wall painting. At different times of day or year, colours and spaces completely change and a profound production site analysis has to bear that in mind. Such an inspection is costly, but technically practicable and generates a reasonable multidimensional image of the wall and its space. Also the functions of surrounding buildings and neighbourhoods are being included into the analysis, to help create extensive spatial relations and ensemble designs.

The space has to be experienced and measured on the spot. On a first visit, individual area points, that show specific relation to the mural or create decisive visual axes, can and should be included. In cooperation with the city department of planning, streets, ways and paths along the desired wall are getting mapped and evaluated in terms of usage, frequency and velocity. The conduct of urban occupiers, local traffic situations, even background noises, vegetation or the consideration of future construction projects make a holistic spatial analysis complete.

An actual study of the visual axes is done with the aid of the compass method. Therefore, three specified radii are drawn around the midpoint of the wall, producing several junctions with the straight lines coming out of it. From horizontally different perspectives, photos and short video clips of the wall are taken, whereas additional drone shots in vertical direction complete the spatial image. Thus, relevant viewing directions

in higher altitudes get reproduced, which would not have been comprehensive from the ground. A detailed description of the compass method can be seen in the index at hand.

All data are gathered in the residential studio apartment and serve the artist as retrospectively reasonable 360 degree image of the location. Murals are hardly ever perceived by static viewers, but always in motion. These movements and visual changes are additionally understood through extra camera shots by bike, car or transportation services. The dynamic perspectives paired with individual viewing patterns call for such a visually complex and unique model.



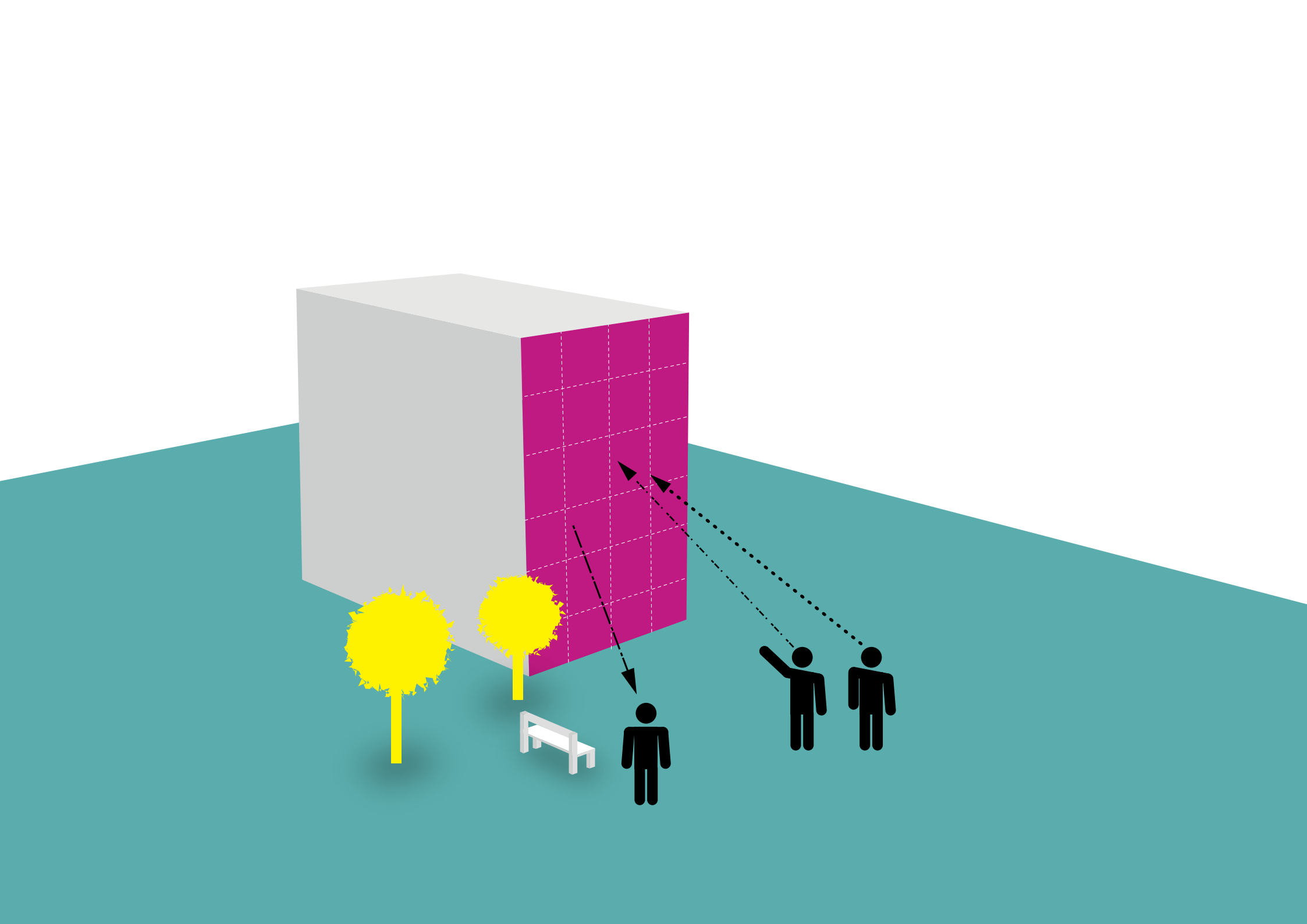
Wall

The actual guideline Wall refers to the factual surface and the architectural quality of a facade. With regard to a long-lasting wall painting for decades and the preservation of the respective building, optimal preparation and thorough analysis are indispensable. They provide the premises of the artist's material planning in close cooperation with advisory board and colour suppliers, already considering the maintenance of the mural.

Freiraumgalerie provides an extensive facade-specific organigram, that has to be consulted at every examination. An evaluation of the physically given condition and mineral composition of a wall happens during a central meeting of artists, advisory board members, homeowners and representatives of the participating colour company. There, architectural info is gathered and used as basis for a perfect material strategy. Relevant factors are:

- system of coating, plaster and insulation
- position and direction of the wall in terms of sun exposure, wind, vegetation, condensation, algae formation etc.
- drainage
- roof overhang
- concrete reinforcement
- pedestal conformation
- building regulations

The detailed organigram is to be taken from the index at hand. Especially with regard to this guideline, single advisory board members need to contribute their expertise and supervise the preparation process.

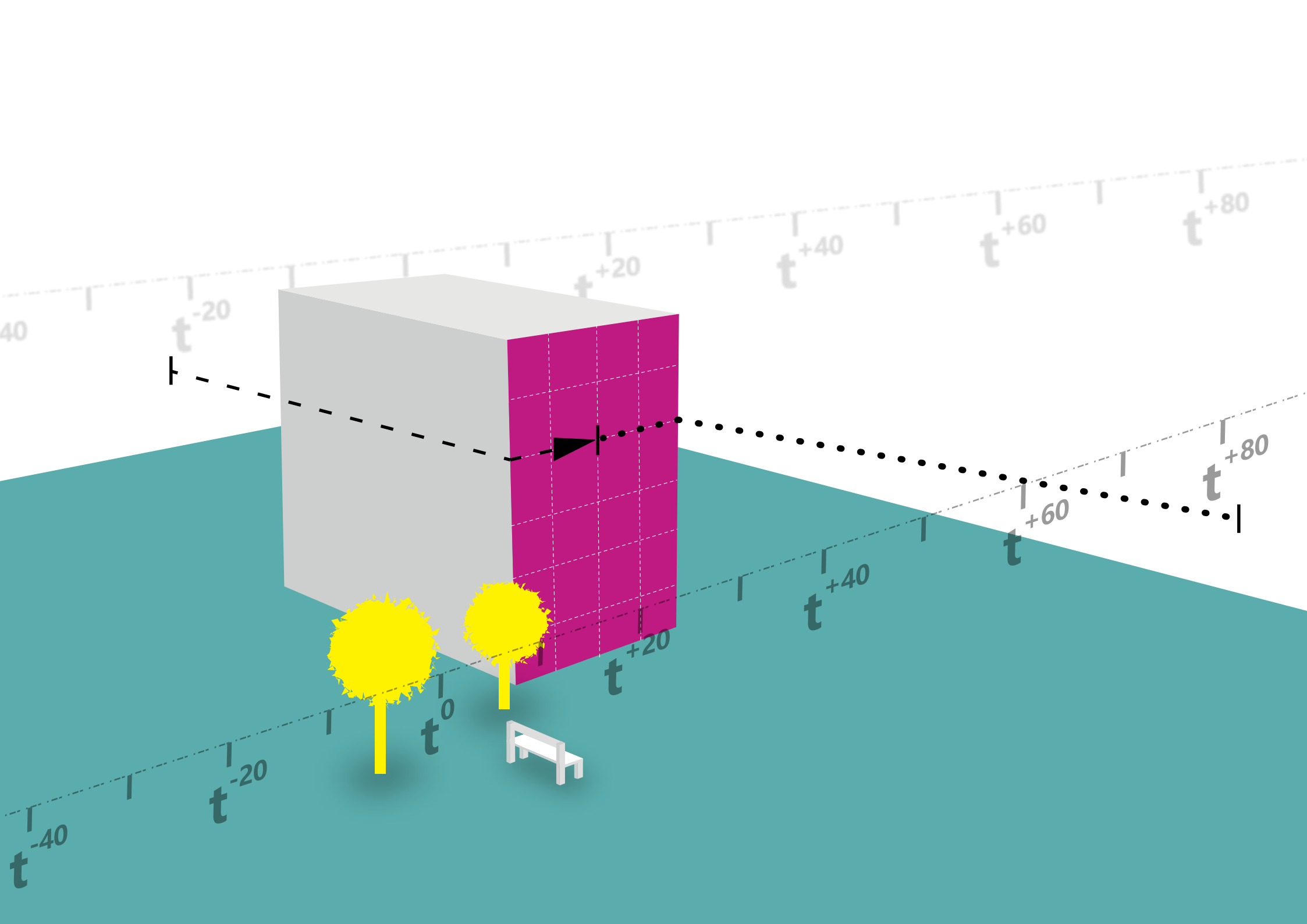


Individual

The guideline Individual devotes to the residents and their local composition on the spot as well as in entire HaNeu or Halle city. The identification with the wall painting, its motives and Halle-Neustadt in general is at focus. Besides personal and emotional reference, this identification is created mainly throughout contact to the artists, participation within the Wall&Space format and an informational transfer on Neustadt, its art and current issues.

The people of Neustadt are located within a double area of conflict – on one side between proud nativeness and uninterested resignation, between planning separation and inclusion into Halle on the other. Based on the guideline City, this one calls for consideration of Neustadt 's sovereignty, its genuine people, signs and symbols within original interpretation, parallel to addressing the quarter as part of a city-wide population.

Especially during the proposed expeditions throughout Halle-Neustadt and right in front of a wall, the artists get in contact with the people of Neustadt. All participants are given the possibility of mutual exchange – the population shares genuine Neustadt stories and links the artwork with personal reference, the artists may take this civic input into the creation of motives and their own perception of HaNeu. Based on suggestions made by the quarter management of Halle-Neustadt, these stories, biographies and needs should be gathered and considered carefully during events inside and outside of ha:neo. The participation of Neustadt 's population within the planned Wall&Space format is subsequently explained under point 4.2.



Time

The guideline Time combines the temporal layout of the whole concept, the long-term involvement of the artists, their profound urban experience as well as subsequent processes of evaluation and advancement.

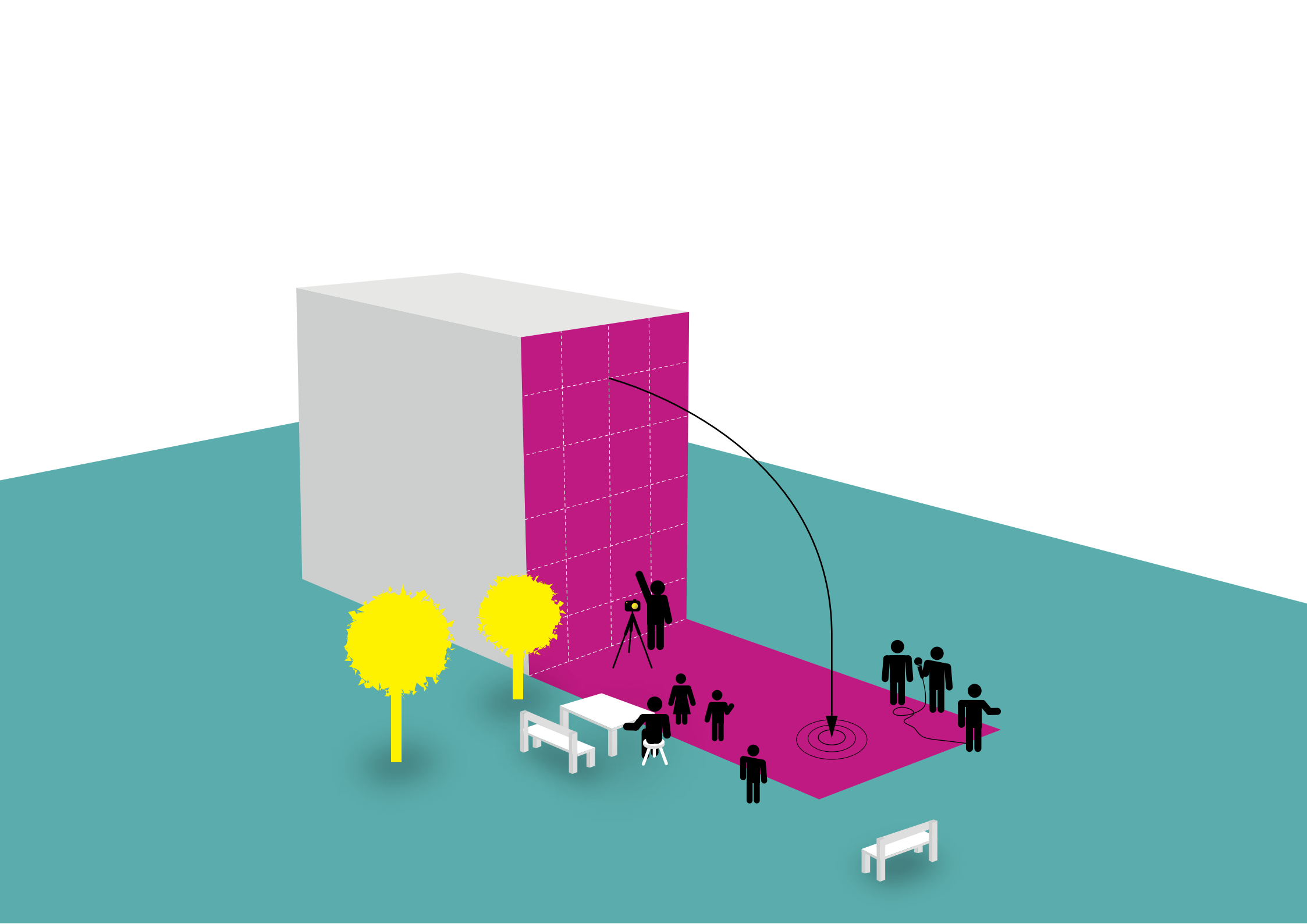
The planned artists residence emerges in detail from point 4.3.2. During weeks of residence in Halle-Neustadt they evolve an authentic impression of the quarter, especially within undertakings and meetings with other project participants and the people of HaNeu. The already mentioned long-term engagement means considerable effort, but also takes away time pressure from the artists, which is the reason for most unwanted artistic compromises during often hasty urban art festivals. Normally, artworks orientate themselves onto given time frames, whereas in the context of ha:neo the process duration is determined by the artwork itself.

Also documentation and postprocessing up to binding determinations of care and preservation of the mural within specified cycles of 15 to 20 years play an important role in terms of guideline Time. Continuous photo and film documentation of the yearly ha:neo events as well as archiving of the individual material lists guarantee traceability and sustainability.

Already during project phase, evaluating and preceding questions of sociology, urban planning or art history can dock on ha:neo for saving respective results and advancing the concept. Corresponding scientific institutions and networks need to be informed earliest possible for acquiring interested persons.

A premature preservation of public art, for example throughout the application for monument protection regarding to the wall paintings of ha:neo, is hardly realizable. The resulting artworks have to prove themselves relevant over long-term periods and within diverse social reference frameworks to justify a long-range conservation. Nevertheless, the wall paintings and spatial designs of ha:neo should be included into a city-wide discourse of culture and education as well as into respective archives and city marketing ventures. A further spread within artistic, architectural and urban development networks is also worthwhile. Therefore, suitable contact points and actions are:

- history workshop Halle-Neustadt
- city archive Halle (Saale)
- guided tours by Freiraumgalerie and/or city marketing Halle (Saale)
- inclusion into municipal and regional art lessons at schools
- practical and theoretic collaborations with students and teachers of BURG Giebichenstein arts college Halle
- art directory and archives of Halle (Saale) and Saxony-Anhalt
- art, architecture and urban planning magazines, blogs, conferences etc.
- local, regional and international press work and public relations



4.2 Wall&Space

Without an associated program bringing together the people of Neustadt with ha:neo, its interventions and participants, the planned wall design would remain anonymous invasion of the urban outlook of HaNeu. The interaction of public art and its viewers, the link between picture and meaning makes sense and evolves identification with one's own living environment, the city and themes of ha:neo.

Considering years of experience on murals and their effects in urban spaces, Freiraumgalerie accounts the Wall&Space participation as suitable format. It holds the idea of taking the wall painting as impulse and interaction scenery, staging the space in front of the wall as location of information, participation and contemplation. Furthermore, the contents and interventions are methodically accompanied, to always be able to feedback and optimize participation and civic address.



4.2.1 Information

The first step of participation is the extensive information of target groups with sufficient forerun; this mainly refers to the surrounding neighbourhood of a potential wall painting and the Wall&Space participation, but also to the rest of Neustadt and Halle city. Thus, every participant and interested inhabitant knows about all undertakings and interferences way before the realization, which does not only create positively tensed attention, but also prevents false expectations and misconceptions.

The affected residents are being informed within a determined radius and with the help of official tenant info, magazines and notices. These should be layouted and sent out in the respective design of the owner or housing company, for giving additional importance to the announcements. Local print and TV media, as well as specific promotion through the channels of Freiraumgalerie and their partners, subsequently ensures the wide-coverage spread.

4.2.2 Participation

The direct participation of target groups mainly takes place during the attendance on interventions and events of the Wall&Space format. Nonetheless, the participants are not working practically within the artisanal process of designing, due to questions of worker protection and the focus on professional and long-lasting high quality muralism. Being asked about favorite motives, many viewers lack imagination beyond conventional subjects, such as nature, home and human. According to Freiraumgalerie 's experiences, most of them prefer ideas and works of professional artists over participative community artworks.

The inhabitants ' competences lay within the sharing of individual Neustadt stories and the co-creation of the Wall&Space participation format. The space right in front of the wall serves the population as location of interaction, cooperation and re-design. This place gets temporarily staged plus sustainably revalued. Thinkable actions and installations within Wall&Space are for instance:

- colour designs and/or decorations of the space in front of a mural
- cultural events, such as concerts, stage performances, exhibitions, readings etc.
- plantings, for example raised community beds, recultivation of green areas etc.
- gastronomy, for example neighbourhood barbecues, open community kitchen, food trucks etc.
- permanent installations of street furniture, sculptures etc.

Such an interactive program enhances the mutual perception and helps create acceptance or appreciation among all participants. Furthermore, it provides possibilities for municipal, local and external actors to join the interventions. The city of Halle may use the participation format as opportunity for targeted quarter management, the evolvement of integrated development concepts and the embedding of ha:neo into city-wide plans and ventures. Cooperation with local social or cultural actors gets especially promoted throughout Wall&Space and secured for further formats, also apart from ha:neo.

For better identification, the participation format is temporally and locally limited, meaning the interactional site can be clearly identified and the program has distinct start and ending points, such as an introduction of participants or inauguration of the wall design. Stand-up displays, banners or other moveable moduls enhance the project 's recognition value. All undertakings, that help design the location and create public curiosity are welcome to a lively and successful participation format.

4.2.3 Contemplation

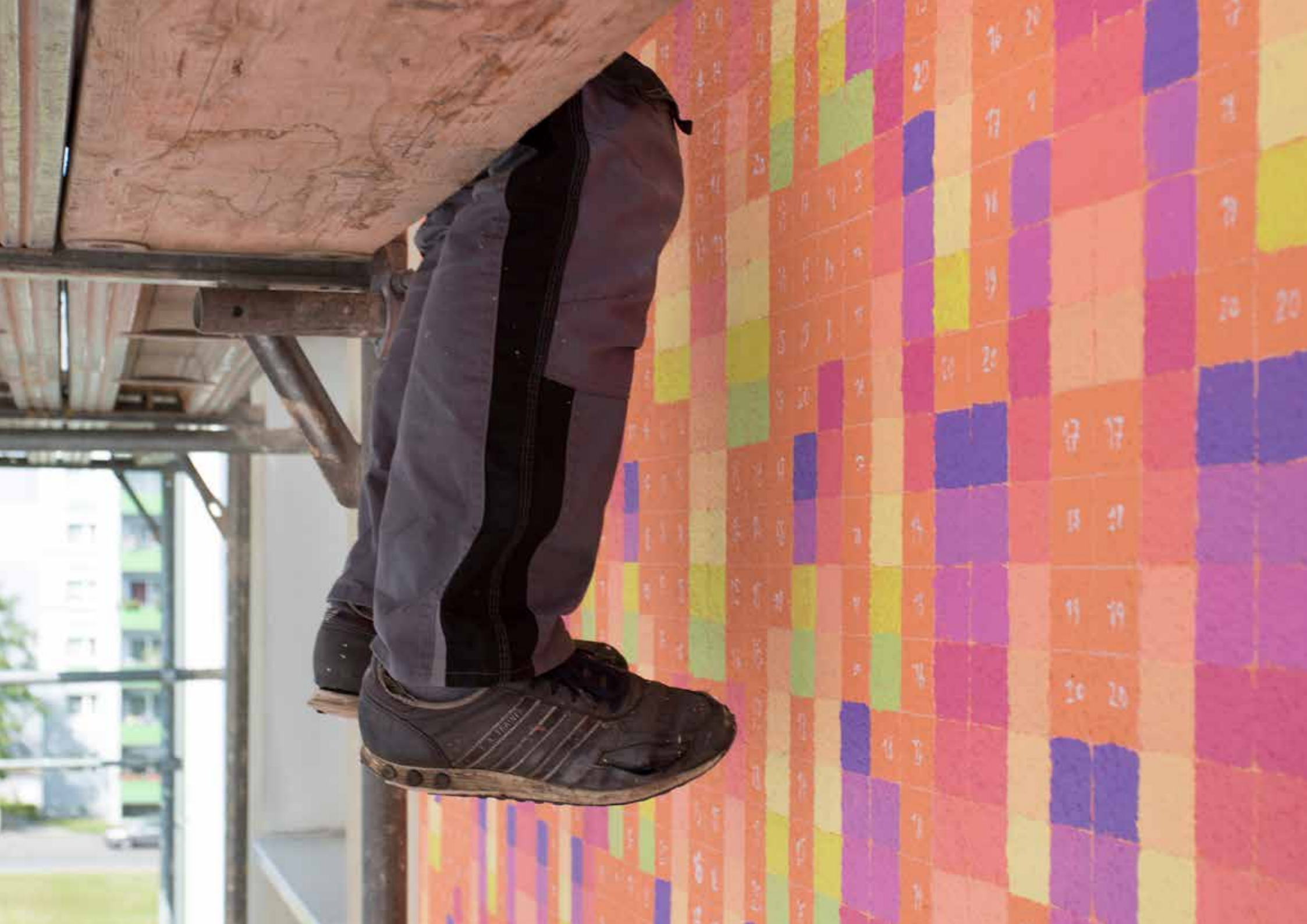
The knowledge transfer of concept, mural and space contents, a contemplation of Halle-Neustadt and the creation of an urban consciousness take place during the Wall&space process, but also far beyond the actual action phase. Within the participation program at site, for example presentations for social and educational facilities are preferable to discuss respective themes and relevant contents, using the wall painting as visual discussion starter. Artists, advisory board, Freiraumgalerie and also other partners or inhabitants can undertake this task of mediating info and fascination.

The interventions within the context of ha:neo have to be sustainably embedded in the minds of the residents, inhabitants and following generations beyond the project phase. ha:neo becomes integral and renowned part of the city 's discourse, identity and culture. Necessary and thinkable measures are:

- clear brochures with all ha:neo contents for residents and Neustadt actors, city-wide poster advertising
- information columns and badges on mural or Wall&Space location
- digital access to all ha:neo contents with photos and videos
- inclusion into art and social classes at schools and colleges (see guideline Time)

A reflection on Halle-Neustadt and its public space needs to be done critically and may not turn a blind eye to current problems. Otherwise and despite all negative reports and images, such a contemplation should always identify and promote the good and optimistic side of HaNeu. Its population needs to be encouraged that living in Neustadt was, is and remains a worthwhile decision.





4.3 Artists

To react to the circumstances of Halle-Neustadt in an appropriate and relevant way, the choice of artists represents a crucial role within the concept. Due to years of experience, Freiraumgalerie has a good overview on the international muralist scene and, together with the advisory board, makes subjective choices, that are nonetheless grounded on objective criteria. In the following, these features and requirements are presented, as well as the planned artist in residence program.

4.3.1 Choice

The choice of the artists involved should not only be made on the grounds of personal sympathy and preferences, but as part of a collective decision with the aid of objective criteria. A binding communication between all actors is necessary for the earliest possible artist contact and a preferably long-term commitment to the project. International artists receive this English concept version and later get the chance to get to know Freiraumgalerie better before the beginning of the project via videotelephony.

Following, the criteria for artistic participation within ha:neo are laid out. Therefore and with respect to the artists' individuality, not all requirements have to be met fully and equally. Nonetheless, these factors appear essential in terms of the creation of contentual and relevant art:

Quality: The artists signalize an objective, technically professional quality in their public artworks.

Experience: The artists are used to the large-scale format of a mural, its respective motives and effects

Participation: Throughout their work, the artists have shown their interest and willingness to directly or indirectly participate different target groups within a city or neighbourhood.

Environment & Architecture: Throughout their work, the artists have shown their interest and willingness to include the spatial and architectural surrounding in a mural and its conception.

Sympathy: Due to the intensive and long-term cooperation, an interpersonally good relationship between the artists and Freiraumgalerie is essential. After getting acquainted at first, there should be a friendly professional atmosphere within mutual undertakings.

ZU HAUSE IN HALLE NEUSTADT

AKTUELLE
INFORMATIONEN
ZUR STADT-
ENTWICKLUNG
IN HALLE-
NEUSTADT



Bauminister Daxhe
WIR MÜSSEN
DIESE STADT
FERTIG BAUEN

Stadtplanungsamt
IN HALLE-NEUSTADT
ENTSTEHT ZWEITES
ZENTRUM DER STADT

Dr. Holger Schmidt
EIGENTLICH SITZEN
WIR AUF
ALLEN STÜHLEN

Lobnitz a d. Linde

Worfbau

GRÖßSIG

WERDERSHAIN

4.3.2 Artists in Residence

The artists involved get to know Halle-Neustadt with sufficient forerun before the actual process of design and participation during an artist in residence program. Therefore, Freiraum-galerie and their cooperation partners provide them with a studio apartment amongst HaNeu, where they can independently work and gather knowledge about the city. This homely location features a small library of relevant Neustadt publications and a well-prepared arsenal of sketching and painting utensils. Here and before the final layout is produced at home, the artists can freely work on drafts and motives. The studio will further be place for the visual evaluation of the spatial analysis (see 4.1.2) as well as for the screening of photo and film material on past and present Halle-Neustadt.

The artist in residence program gives enough time and space for individual engagement, but still is bindingly prepared and structured throughout several meetings and undertakings. Following ventures during the program could be suitable:

- extensive spatial analysis at the spot and studio apartment (see guideline Space)
- central advisory board meeting (see 4.4.1)
- get-together at the spot (see guideline Wall)
- expeditions and meetings with quarter management and other neustadt actors (see guideline City)
- other spontaneous undertakings

The studio apartment should be rented as permanent Neustadt flat. Beyond the residence program and actual creative process, it functions as city laboratory and ha:neo headquarter for all interested inhabitants or experts. In context of such a model apartment, many different usages are thinkable - for example as seminar room for university and arts college, sleep-over for international guests and experts or space for cultural events and advisory board meetings. This reference point within the district of HaNeu not only supports identity and publicity of the overall project, but also creates a site for encounter and academic exchange.



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 administartion 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.

5. Scenarios



Based on the wall formats, spaces and places identified within the analysis, the following eight conceivable scenarios are being created for acquisition and realization. This tool-kit-like principle of flexibly combining formats and locations represents a specialty of the concept at hand and leaves open many options. All scenarios have their own conceptual or artistic appeal, can be combined with each other and continue the initial plans of a unique quarter full of public art.

Szenario 1: Overall City

Wall paintings and spatial designs cover the whole area of Halle-Neustadt. Such a comprehensive arrangement means high logistic efforts, but also introduces ha:neo into the urban consciousness of many Neustadt inhabitants. The so-created attention and publicity alleviates the acquisition of wall spaces and the inclusion of the project into a city-wide discourse. A concept, that is implemented in all parts of HaNeu, needs a strong thematic superstructure to not remain arbitrary.

Szenario 2: Housing Complexes

Wall paintings and spatial designs cover the whole area of Halle-Neustadt and concentrate at the former and current centres of the housing complexes. This scenario resembles the overall proposal and additionally draws upon the original complex of HaNeu, revitalizing the eight centres of the respective quarters. In context of such a scenario, one will encounter many Neustadt inhabitants in everyday spaces and get in easy informal contact with them. A centralized and bundled attention may not be the case here, therefore an interesting artistic connection can be made to the complexes' own public art themes (see 3.1.2)

Szenario 3: Magistrale

Wall paintings and spatial designs are located alongside the main traffic axis Magistrale, with possibly spectacular visual axes and ensemble designs. In context of such a scenario, large-scale publicity inside and outside of HaNeu would be created, emphasizing the connection and bridging the gap to downtown Halle. Horizontally synthesizing wall designs from west to east in direction to the inner city – or vice versa – are imaginable and tempting. This option should not let peripheral Neustadt fall from view and calls for complex spatial analysis along highly frequented traffic routes.

Szenario 4: Centre

Wall paintings and spatial designs concentrate at the centre of Halle-Neustadt, meaning the area around Neustädter Passage, Scheiben towers plus Neustadt Centrum with cinema, gastronomy and numerous shopping possibilities. Thus, the central urban scenery of HaNeu gets emphasized, staged and revitalized. At this main reference point for the people of Neustadt and surrounding quarters, an attention could be created, that not only helps provide publicity for the project but also create a transregionally positive image of the city. Despite the spatial concentration, there exists high organisational and logistic effort due to the location of walls and spaces at public and highly frequented places.

Szenario 5: HaNeu North-East

Wall paintings and spatial designs are concentrated in the north-eastern part of Halle-Neustadt, meaning Northern Neustadt, Meeresbrunnen and Gimritzer Damm. Entering from downtown Halle into HaNeu, the so-designed and combined locations form an open, colourful and newly accentuated entrance into the quarter. With regards to the realization of wall designs, in this area exist several attractive facades of different formats. Concerning participation, the inclusion of both strong local actors and the neighbouring nature areas play an important role.

Szenario 6: HaNeu South

Wall paintings and spatial designs are located in the southern part of Halle-Neustadt, for example in the areas around Treff, Campus Kastanienallee or Südpark. The large percentages of people with migration background call for additional conceptual and logistic preparation as well as for a close cooperation with municipal integration office and other authorities. There exist diverse potentials of exchange and working together in regard to interventions and participation in a multinational public space like this. In artistic context, one should disregard small and singular designs, especially in the area of Südpark; here, architectural deficiencies and structural social problems require a visually radical and large-scale concept to sustainably change the inner and outer perception of a whole neighbourhood.

Szenario 7: Y-Towers

Wall paintings and spatial designs concentrate at the Y-towers and in their surrounding area. These four housing blocks north of Neustadt centre build an architectural appealing scenery for large-scale gable wall designs, pointing to all cardinal directions. The diverse spaces and green area between the buildings provide suitable locations for the Wall&Space participation format. Such a scenario creates and emphasizes a unique urban landscape, but also calls for definite reason, since interventions in other parts of Neustadt are possibly left out.

Szenario 8: Campus Axis / Zukunftsstadt

Wall paintings and spatial designs are located along an axis between the educational sites of Weinberg Campus in the north and school Campus Kastanienallee in the south of Halle-Neustadt. This area had already been covered during Zukunftsstadt and represents a symbolic and effective bridging between Neustadt and the widely renowned science location as well as the rest of the city. Both campuses use synergetic effects, especially with regards to a multipurpose building planned for Campus Kastanienallee. A concept, that is implemented along such an axis, may not let the other Neustadt neighbourhoods fall from view and has to process educational or scientific contents in a way, that most Neustadt people can relate to.

6. Transferability



Even though ha:neo is significantly determined by the location of Halle-Neustadt, its history, complex and urban society, it should also be considered as best practice example, transferable to other spaces and places. Most of all in regard to its organization and structure, various possibilities of transformation come up.

Vision

The objective of placing large-scale wall paintings and art works in public space is neither new nor only realizable in Halle-Neustadt. Regarding architecture or social structure, other estates of prefabricated houses and satellite towns provide possibilities of transmission, as other East German and European cities do in respect of artificial and cultural traditions. The claim of intervening directly and on a large scale in urban spaces as well as sustainably enhancing the living environment of its users can be generalized for all cities, quarters and neighborhoods depending on reasonableness and realizability.

Analysis

An analysis, that prepares a concept 's creation and realization, can be structurally transferred to all other spaces and situations, for example through the examination of a location 's history, population and property, the performance of expert interviews or the definition of wall formats and potentially designable places.

Concept

Also the concept in itself is transferrable, due to its contentual structure and prioritization. The five central guidelines/principles are designed in a way, that they can be transferred easily to other places. The summoning of an advisory board of different experts, the intense cooperation with artists in an artist in residence program and the innovative participation format wall&space provide additional links for further and advanced concepts.

Implementation

Finally, the concept 's realization can be adopted to other locations as well. For example, both the modular concept of creating scenarios with different wall formats and places and the directed address of property owners based on a finance plan appear more than reasonable for an effective implementation.

7. Prospects



After the submission and publication of the present concept, the ha:neo work will be continued seamlessly. From spring 2019 on, the Freiraumgalerie collective will resume plans concerning the acquisition of subsidies, funds and wall areas. In the summertime another workshop with the advisory board will be prepared, where the selection of artists and agenda setting for 2020 will be in focus.

The initial conceptions of HaNeu created a utopian dream of art, that permeates everyday life, society and cityscape – ha:neo follows up on that ambition. Its contents are ambitious and require a continuous and strategic resumption as well as an extensive financing. Nevertheless, its realization is worth it and pays off for way more than a district. In the year of 2025, Halle-Neustadt can be a city, that has rediscovered and revitalized its public space – a city, that is crossed by monumental art and diversely tangible spaces – a city, that has opposed a positive perspective to vacancy and stagnation.

Index



Expert Interviews

Five interviews with people or groups, who are experts on Halle-Neustadt, its history or art, were held during conceptual process from april to november 2018. Listed below are respective partners.

Klub7 (Dani Daphne, Mike Okay & Diskorobot)
artist collective

17.04.2018

Unstrutstraße 9, residential studio Ingo Albrecht, Halle-Neustadt

The start-up of the ha:neo expert interviews was a meeting with three members of artist collective Klub7, coming from Halle-Neustadt, located in Berlin and partly having returned to Halle. The internationally renowned team consists of five artists and presents street art, design or wall painting in worldwide exhibitions and co-operations. A residential studio with outstanding view over Halle-Neustadt gave place for a talk on Klub7 's home ground and a possible collaboration within ha:neo.



Gudrun Hensling
photographer & Neustadt chronographer
14.05.2018 / Lise-Meitner-Straße 1, Halle-Neustadt

For the second expert interview photographer Gudrun Hensling opened her home in northern Halle-Neustadt. Hensling and her husband belong to the district 's first inhabitants. They revealed photographic treasures and shared personal anecdotes on past and present HaNeu. Having been the official city 's photographer and chronographer of the district, Hensling still is important Halle-Neustadt expert and contemporary witness. In 2001, she essentially worked on the publishing of a catalogue for public art in HaNeu.



Karin Jarausch
artist
21.06.2018 / Geiststraße 1, Atelier Graubunt, Halle/Saale

In 1993, famous Halle artist Karin Jarausch published a census of public artwork in Halle-Neustadt and remains active representative of the regional arts and education scene ever since. This gave reason for meeting in her studio, where she described an uprising, but also disillusioned post-Wall HaNeu and gave numerous original slides of the early 1990s to Freiraumgalerie.



Paola Uribe
art historian & expert on Renau
14.07.2018 / via Skype

Art historian and declared expert on the work of Josep Renau Paola Uribe comes from Mexico and has an inherent connection to muralism and public art. She published her dissertation on Renau 's work in Halle-Neustadt, which was topic to a city magazine in early summer of 2018 and raised Freiraumgalerie 's attention on connection and exchange. Via Skype and with the help of a Spanish translator, one got to know each other digitally during a special expert interview about HaNeu and Renau.



History workshop Halle-Neustadt (Frank Thorsten Böger & Ralf Hühne)
Neustadt museum and archive
15.11.2018 / Hemingwaystraße 19, Halle-Neustadt

Interviewing the contributors of history workshop Halle-Neustadt, the final expert talk was held at the district museum between city models, photographs and everyday object of the GDR. Both teams got to know each other and shared the passion for a special quarter and its past. Especially the photograph and picture library is valuable stock of contemporary impressions for ha:neo.



Bestandswand

gedämmt mit WDVS

Bauzeit WDVS erkunden!

Systemaufbau WDVS klären!

→ EPS-Dämmung und darauf
abgestimmtes Putz-/Farbsystem?

→ Mineralwoll-Dämmung und darauf
abgestimmtes Putz-/Farbsystem?

→ Multipor-Dämmung und darauf
abgestimmtes Putz-/Farbsystem?

→ geschlossenes System eines Herstellers?

Zustand WDVS untersuchen!

→ Lage, Größe und Ausrichtung der Wand?

→ starke Kondenswasserbildung erkennbar?

ungedämmt

Zustand der Wand untersuchen!

Einbau eines neuen WDVS-Systems klären!

Wand mit neuem WDVS-System
als geschlossenes System eines Herstellers

Wand ohne Dämmung

The following organigram for the guideline Wall has been elaborated by Freiraumgalerie and advisory board experts. Since the physical analysis of a wall's surface is performed by local expert groups or persons, this German version is sufficient and will be translated to the artist in process.

- Risse, Abplatzungen, Löcher im Putz?
- Risse, Abplatzungen, Verblassung der Anstriche?
- Algenbewuchs, Verschmutzungen?
- System brennbar/nicht brennbar?
- Vorhandensein von Brandriegeln?
- Dämmung geklebt und gedübelt?
- Anzahl und Abstand der Dübel?
- Putzsystem mineralisch/nicht-mineralisch?

→ Umfang der Farbpalette innerhalb des Systems klären!

→ neues WDVS-System planen!

- Lage, Größe und Ausrichtung der Wand?
- Materialität der Wand?
- Putzsystem/Putzstärken?
- Risse und Löcher im Putz?
- Altanstriche?
- Algenbewuchs und Verschmutzungen?

- Stärke der Putzschichten und Hersteller? oder verputzt?
- welches Farbsystem und Hersteller?
- Wandanschlüsse/Wandabschlüsse funktionstüchtig?
- Gefälle der Entwässerung von Mauerabdeckungen?
- Sockelausbildung?
- Fensteranschlüsse funktionstüchtig?
- Lüfter in der Fassade?
- Gerüstlöcher verdübelt oder verputzt?

- Wandanschlüsse/Wandabschlüsse funktionstüchtig?
- Gefälle der Entwässerung von Mauerabdeckungen?
- Sockelausbildung?
- Fensteranschlüsse funktionstüchtig?
- Lüfter in der Fassade?
- Gerüstlöcher verdübelt oder verputzt?

Untersuchungsergebnis
gedämmt mit WDVS

befriedigend

- evtl. Reinigung der Fassade
- zum vorhandenen WDVS-System
passendes Anstrichsystem wählen
(ggf. mit Grundierung oder Egalisations-
anstrich und kleinen Reparaturen)

unbefriedigend

- Sanierungskonzept entwickeln!
- evtl. Reinigung der Fassade
- evtl. neues Putzsystem inkl. Armierung,
Gewebe und Oberputz

Untersuchungsergebnis
ungedämmt

Wand mit neuem WDVS-System
als geschlossenes System eines Herstellers

Wand ohne Dämmung

befriedigend

unbefriedigend

for details: Wärmedämmung Technischer Leitfaden (Keim)



Bemalung mit zum Bestand passenden Farben

→ evt. Putzträgerplatte auf altes System (Tragfähigkeit überprüfen!)

→ evt. Aufdopplung zusätzlicher Dämmung (Tragfähigkeit überprüfen!)

→ Rückbau altes WDVS-System und Errichtung eines Neusystems als geschlossenes System eines Herstellers



Bemalung mit zum Bestand passenden Farben



Bemalung mit zum Bestand passenden Farben

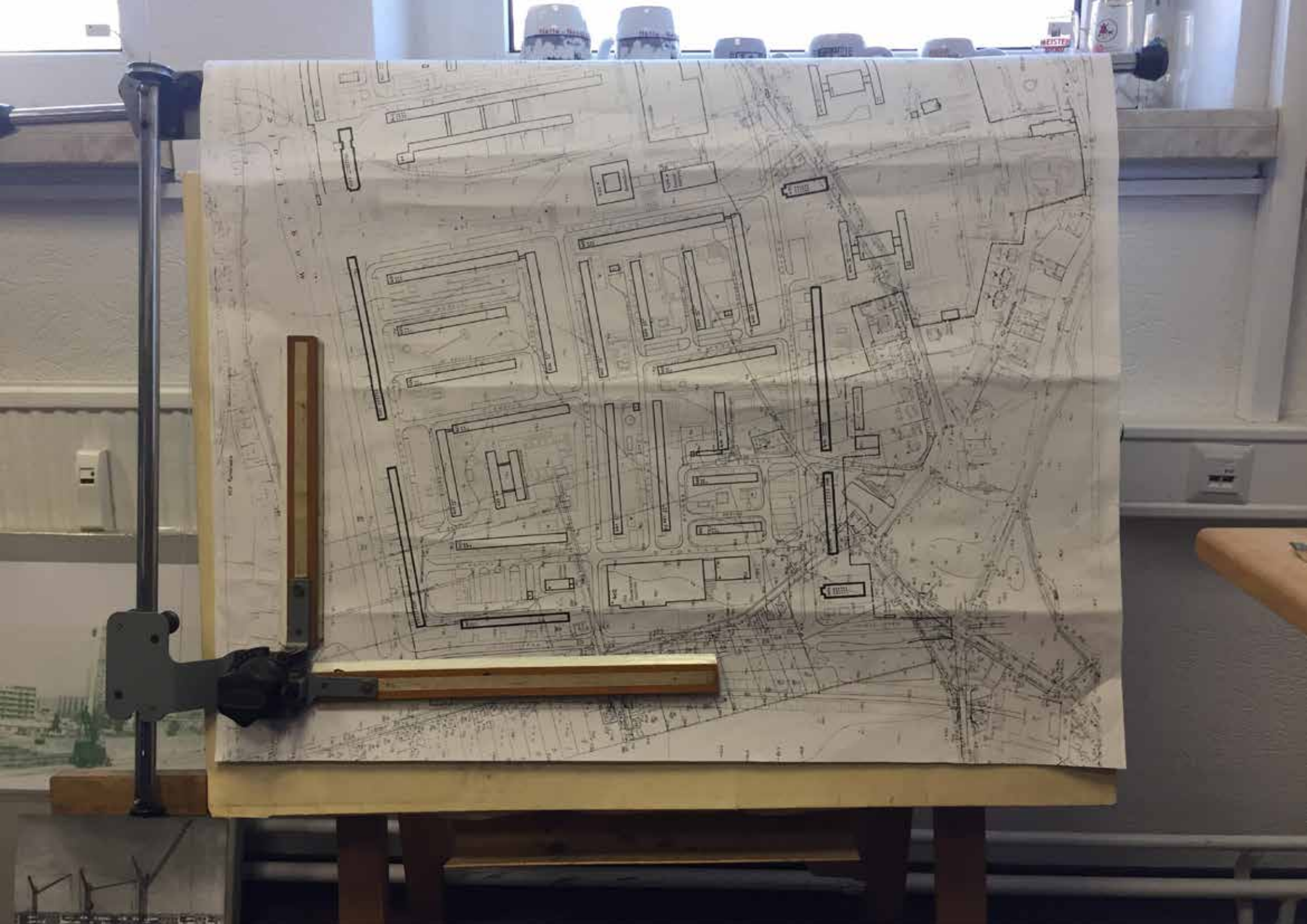


Bemalung mit zum Bestand passenden Farben

Sanierungskonzept entwickeln!



Bemalung mit zum Bestand passenden Farben

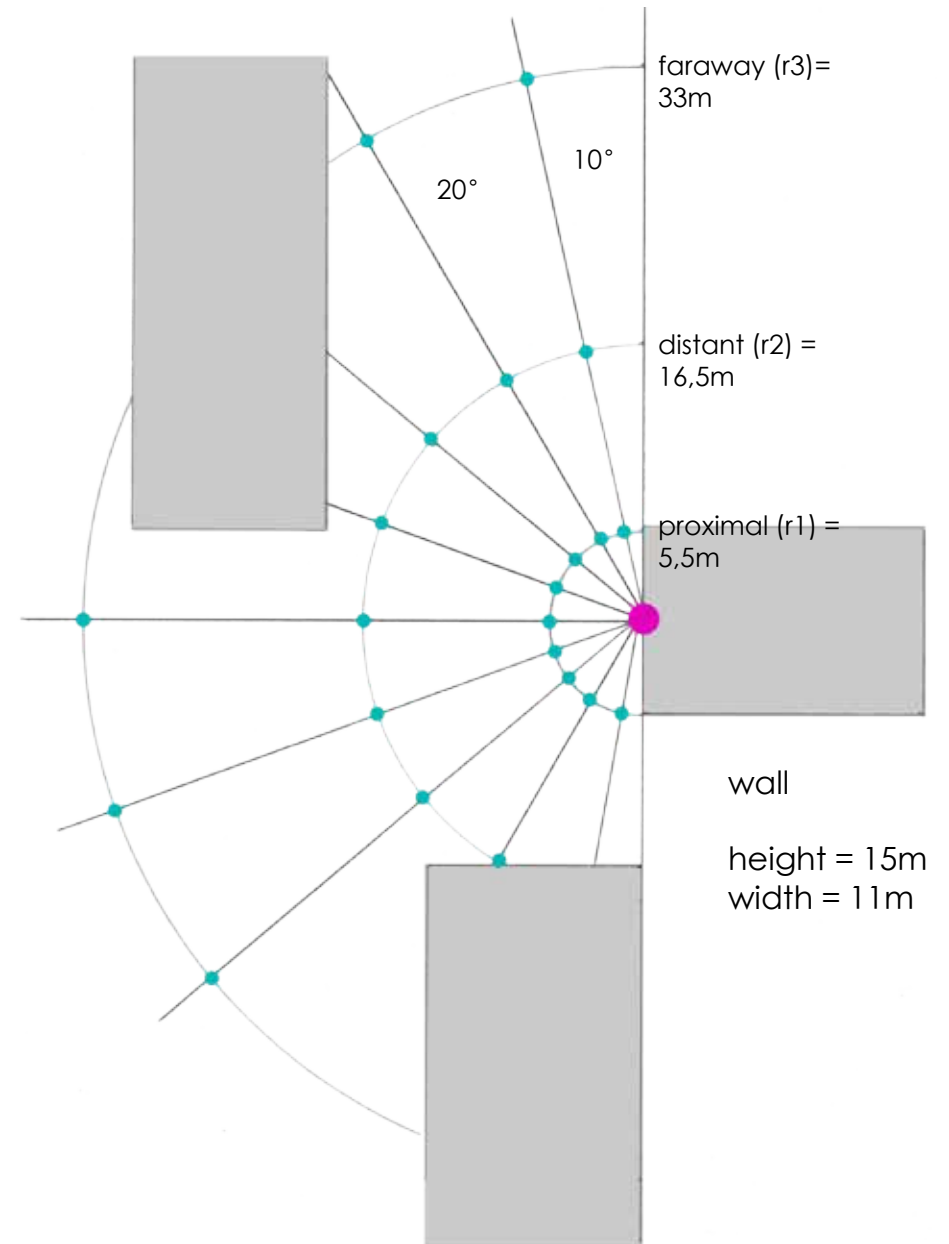


Compass Method - Guideline Space

The schematic drawing attached depicts the compass method/technique for an 11m wide and 15m tall gable wall – a usual format for side walls of five-storied housing blocks. Around the central of the wall three concentric circles are made – one of them closer, the other more distant and the third one far away. The radii used are determined by the wall 's width and calculated by means of the equations $r1=0,5w$ / $r2=1,5w$ / $r3=3w$. Taking the centre as starting point, nine straight lines, each with a 20 degree interval, cross the radii and create intersections within the area in front of the gable wall.

Putting this grid over a particular location, certain points, that are occluded by buildings, inaccessible areas and vegetation, can be eliminated. The remaining points mark the spots, where pictures and videos of the desired wall are taken. Additional images in vertical direction above these points are made, if large-scale house facades with windows and balconies are oriented towards the wall or the wall can be seen from heightened positions in the terrain. Here, drone recordings close to the building help to reconstruct residents ' or pedestrians ' views.

According to the chosen wall format, the radii and straight lines will be adjusted in number and intervals to create wall paintings, that both make sense from near and far away. For example, with extremely wide house facades or horizontal walls one has to work more detailed and larger at the same time.



Timeline ha:neo

2015

Hendryk von Busse: MURO, work scholarship by Kunststiftung Sachsen-Anhalt
mural catalogue of all walls in central Halle-Neustadt

2016

inquiry by city of Halle/Saale: cooperation with Freiraumgalerie within halle.neu.stadt.2050
urban development competition Zukunftsstadt by Bundesministeriums für Bildung und Forschung BMBF

08-09/2016

pilot project ha:neo, Hallorenstraße 17
information and participation event for residents, wall painting by Sebastian Höger and methodical support

12/2016

publication of project report ha:neo 2016



06/2017

wall painting by Viktor Sobek and first workshop, Campus Kastanienallee

two workshop weeks for pupils of all three campus schools, programming of 3D schoolyard model and publication on campus homepage

07-08/2017

wall painting by Prof. Ulrich Reimkasten, Martin Feistauer & Philipp Eichhorn, Mark-Twain-Straße 1



08/2017

wall painting BZU & Danilo Halle, Wolfgang-Borchert-Straße
19

09/2017

second workshop, Muldestraße area

workshop week with actors network of Mehrgenerationen-
haus Pustebume, Islamisches Kulturcenter and congrav e.V.

09/2017

redesign of wall painting Burghard Aust (1993)



11/2017

third workshop, Am Tulpenbrunnen
one-day-workshop with residents in former barber shop Creativo

12/2017

publication of project report ha:neo 2017



06/2018

Danilo Halle: ha:neo – A concept for public art in Halle-Neustadt
work scholarship by Kunststiftung Sachsen-Anhalt
concept for realization of wall paintings and spatial designs from 2020 on

11/2018

first advisory board workshop
Vision & Guidelines

01/2019

submission of ha:neo concept at Kunststiftung Sachsen-Anhalt

06/2019

second advisory board workshop
Wall&Space, address of proprietaries & choice of artists

2019/2020

address of proprietaries and artists, acquisition of subsidies and walls



Photo Credits

p.4	Steffen Schellhorn
p.11	Freiraumgalerie
p.12	Freiraumgalerie
p.19	Matthias Stein (GIS analysis MURO)
p.20-50	Steffen Schellhorn
p.54-64	Walter Precht (visuals Guidelines)
p.66	Freiraumgalerie
p.69	Freiraumgalerie
p.70	Michel Klehm
p.72	Freiraumgalerie
p.74	Freiraumgalerie
p.86	Freiraumgalerie
p.93	Klub7
p.94	Freiraumgalerie
p.95 above	Paola Ulribe
p.95 below	Freiraumgalerie
p.100 above	Tom Wesse
p.100 below	Freiraumgalerie
p.101	Michel Klehm
p.102-103	Freiraumgalerie
p.104	Freiraumgalerie
p.105	Steffen Schellhorn
p.106	Michel Klehm
inside cover	emblem of Halle-Neustadt
inside backcover	Steffen Schellhorn



Imprint

ha:neo - A concept for public art in Halle-Neustadt

creation promoted by

**KUNSTSTIFTUNG
SACHSEN-ANHALT**

Kloster
Bergesche
Stiftung

Realization



Freiraumgalerie -
Kollektiv für Raumentwicklung
Ernst-König-Straße 1
06108 Halle (Saale)
www.freiraumgalerie.com
info@freiraumgalerie.com

Lead partner



Wall&Space e.V.
Ernst-König-Straße 1
06108 Halle (Saale)
www.wallandspace.org
contact@wallandspace.org



