

ZUKUNFT STADT UND GESELLSCHAFT

Innenstadt als Spiegel der Gesellschaft -
Wie wollen wir unsere Stadträume weiterentwickeln?

DEUTSCHER STADTMARKETINGTAG

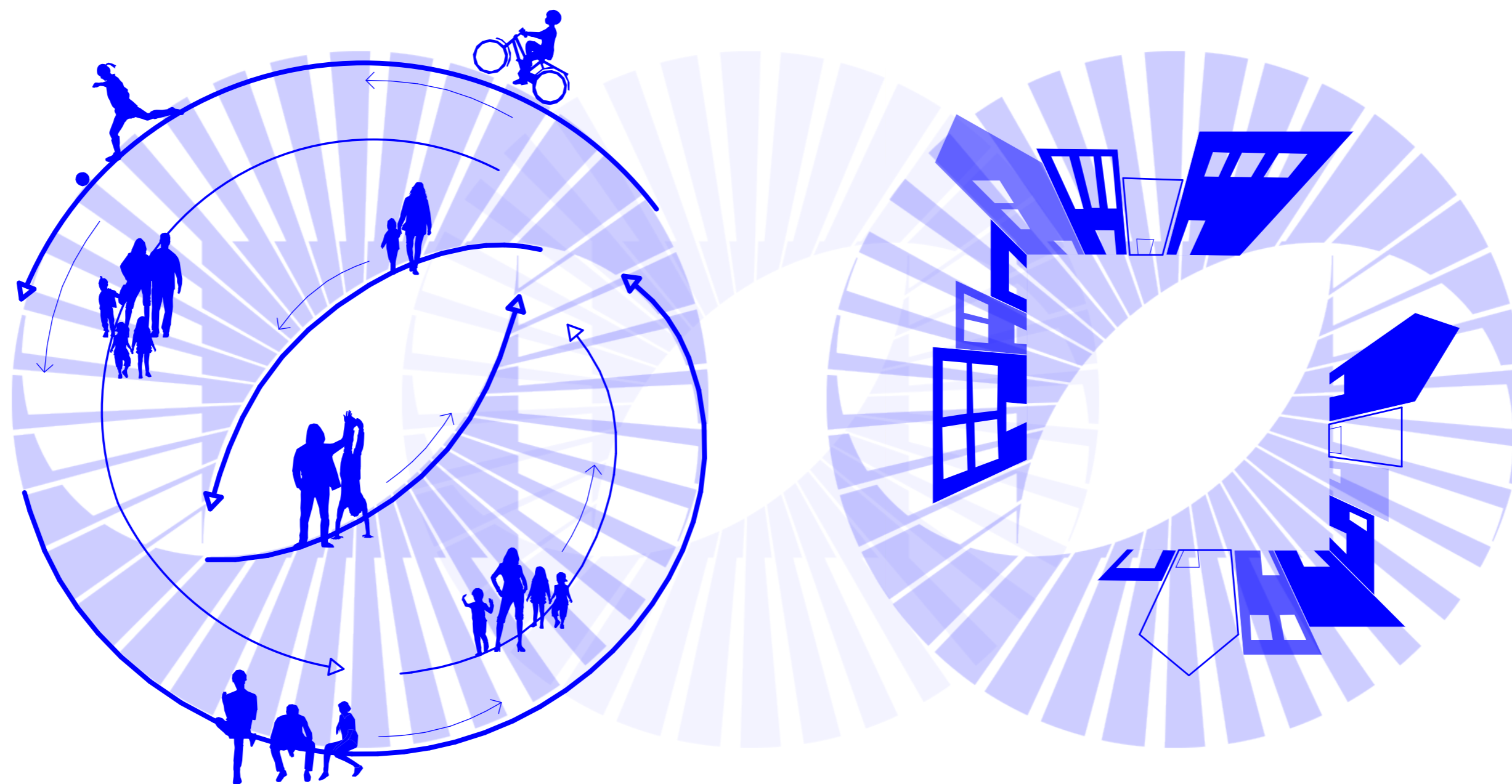
04.05.2026

JES
SOCIALTECTURE

„Lebendige Innenstädte!“

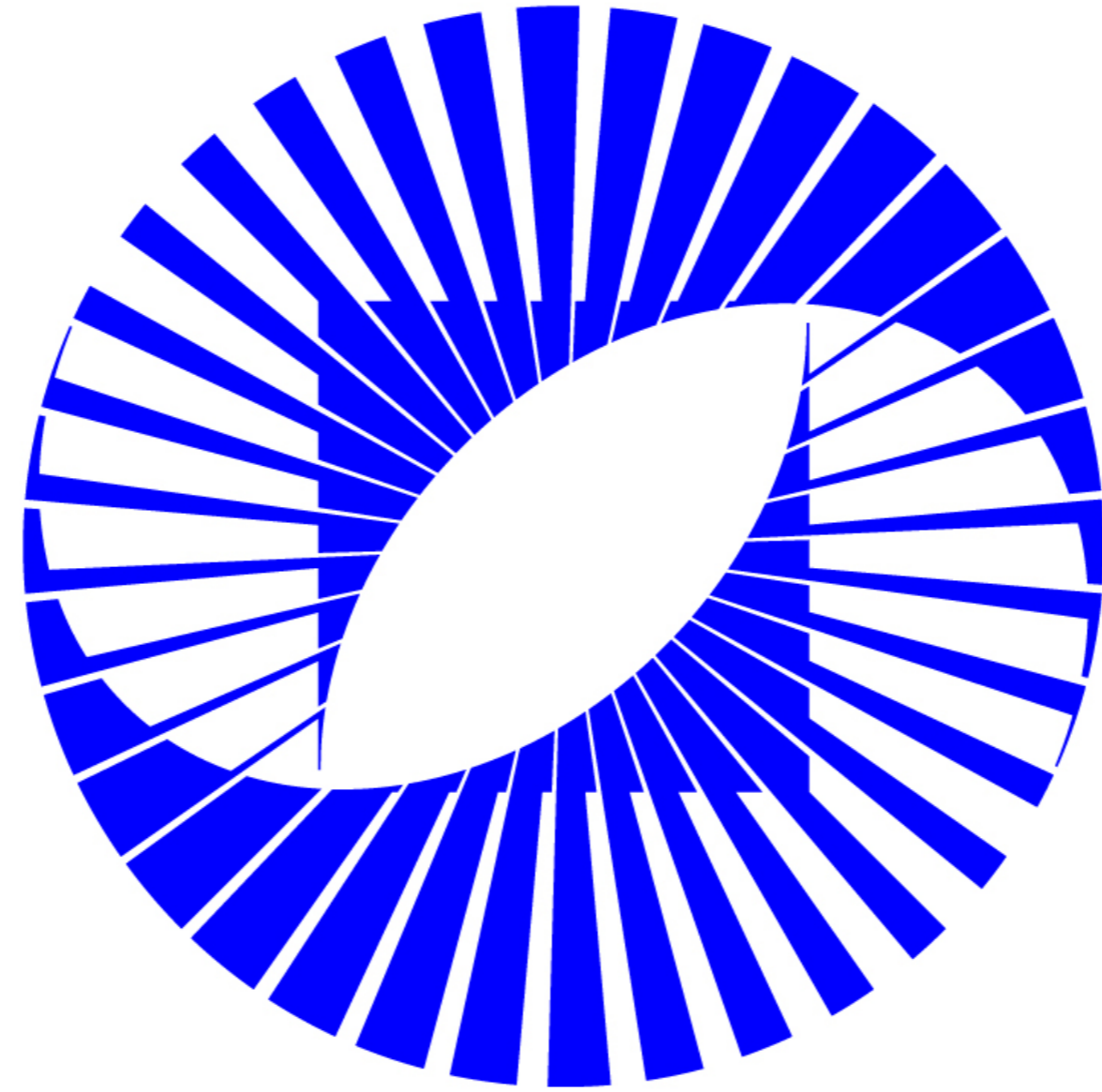
„Orte mit Lebensqualität!“

„Lebenswerte Quartiere!“



LEBENS - RÄUME

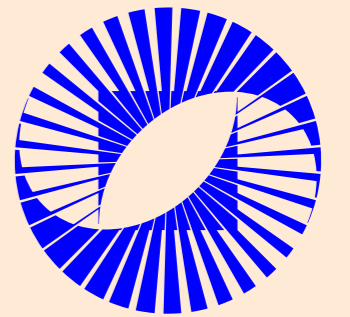
Social Life & Architecture

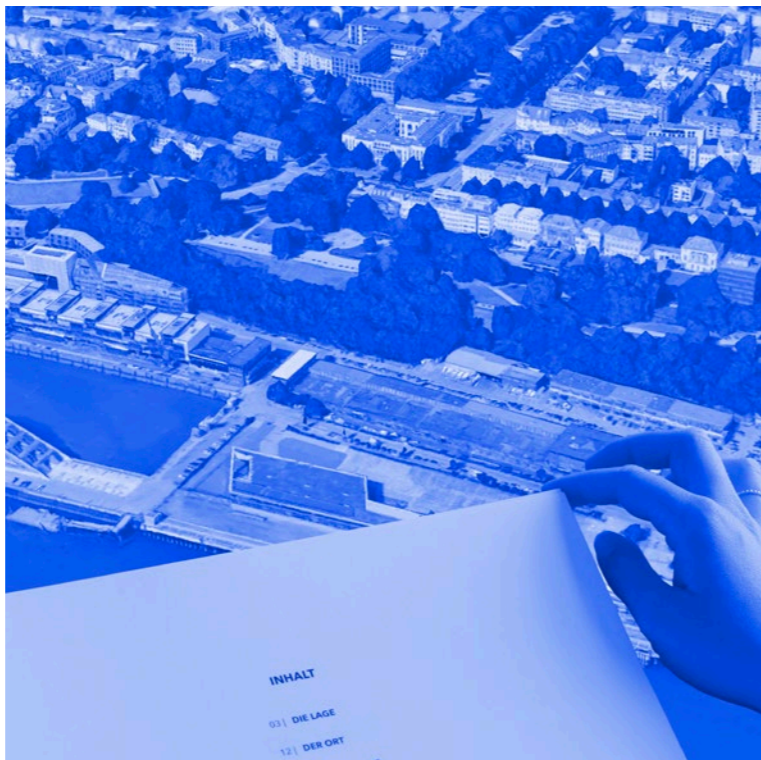


SOCIALTECKTURE

JES
SOCIALTECTURE
jes.place

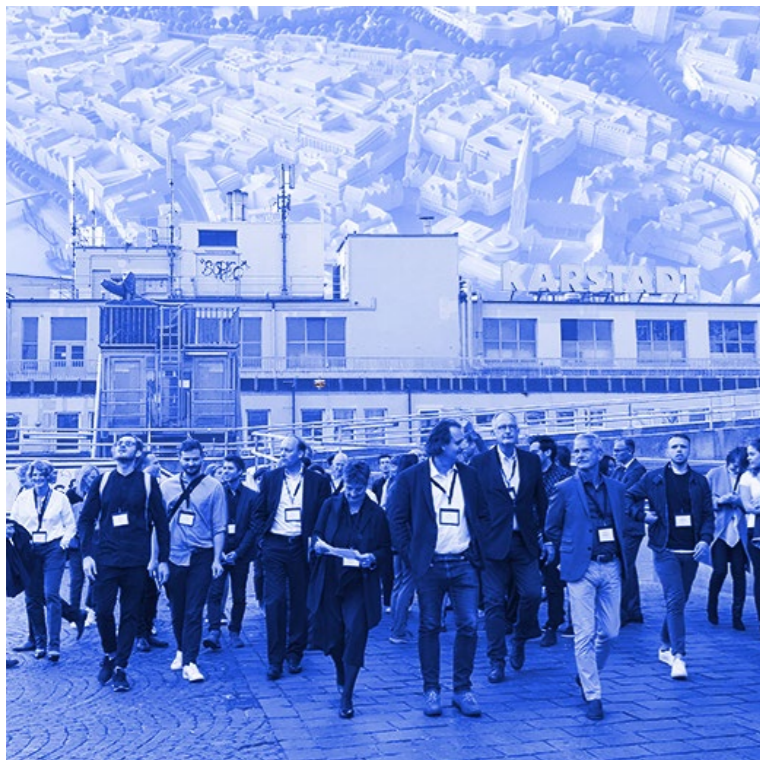
SCHOOL OF
SOCIALTECTURE
socialtecture.net





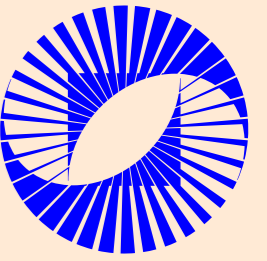
JES

SOCIALTECTURE





SCHOOL OF SOCIALTECTURE



SCHOOL OF
SOCIALTECTURE

4-hours
**Socialteature
Basic Course**
in German and English

18. März
22. April
20 May
online



SCHOOL OF
SOCIALTECTURE

3-months
**Socialteature
Project
Masterclass**
in German

Sept. - Dec. '26
Online + On Site



SCHOOL OF
SOCIALTECTURE

2-days
**Socialteature
Learning Journey**
@new european bauhaus festival

12/13 June
in Brussels



SCHOOL OF
SOCIALTECTURE

Architektenkammer NRW
**Landscape
Architecture Day
2026** *in German*


14:00 - 18:30
11. June
BONN



SCHOOL OF
SOCIALTECTURE

1-hour
**Masterclass
Info Session**
in German

17. June
24. June
8. July
ONLINE



SCHOOL OF
SOCIALTECTURE

Podiumsdiskussion
**Architektursommer:
Gemeinschaftliches
Wohnen**
in German

panel discussion
Hamburg
02. June





ZUKUNFT STADT UND GESELLSCHAFT





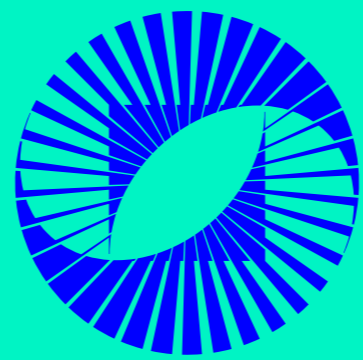
INNENSTADT als Spiegel der GESELLSCHAFT



WIE wollen wir unsere Stadträume weiterentwickeln?



WHAT
WOULD
LIFE
DO?



LEBENSBEREICHE

LEBEWESEN

LEBENSMODELLE

LEBENSWEISEN

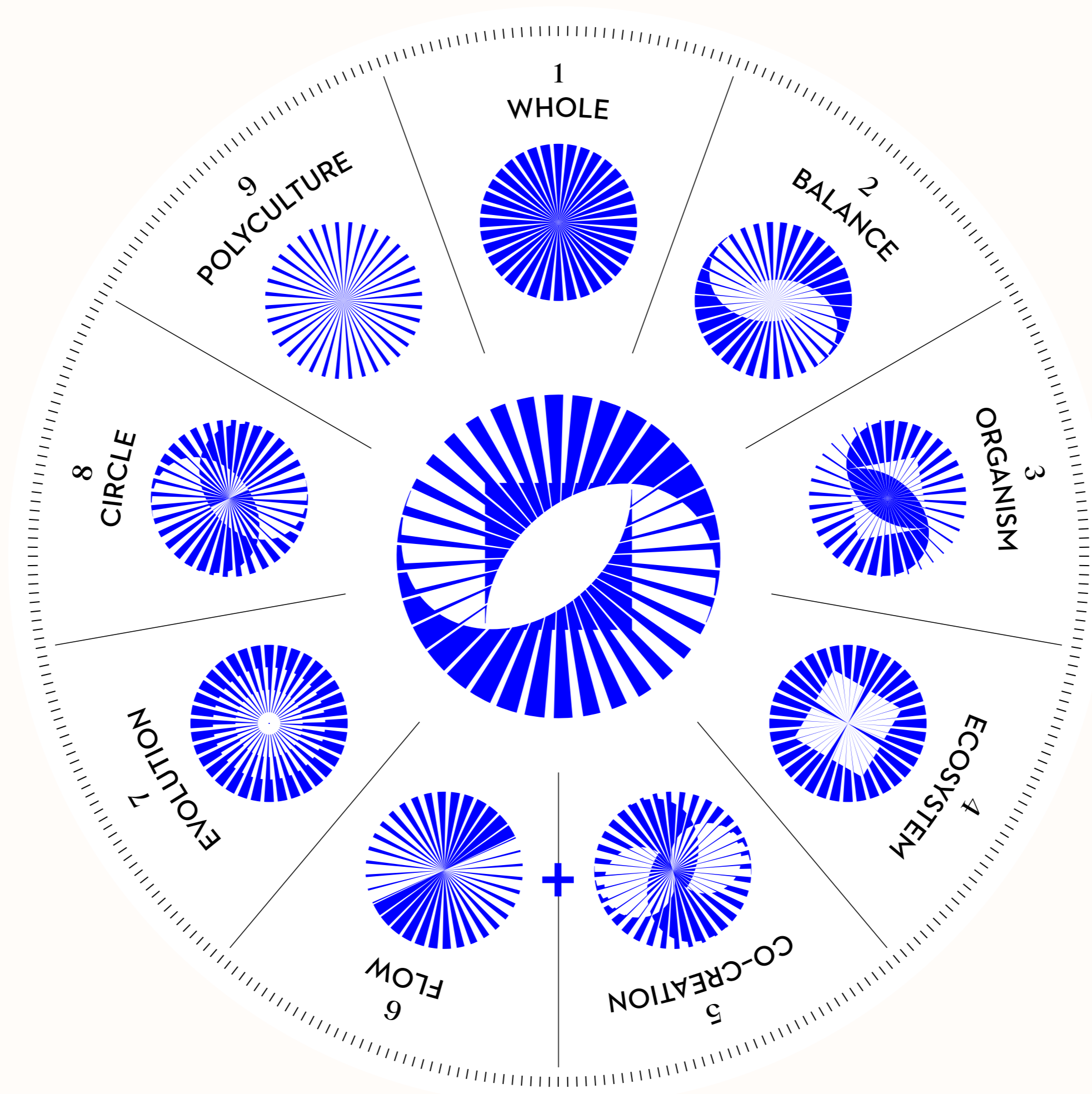
LIFE

LEBENSZEIT

LEBENSABSCHNITTE

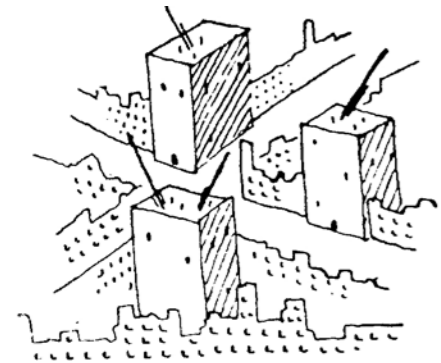
LEBENSGRUNDLAGEN

LEBENSZYKLUS



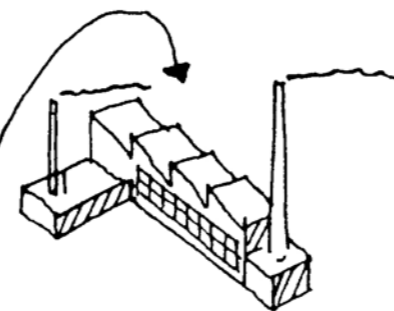
THE 9 SOCIALTECTURE PRINCIPLES OF LIFE

Funktionsgetrennte Stadt

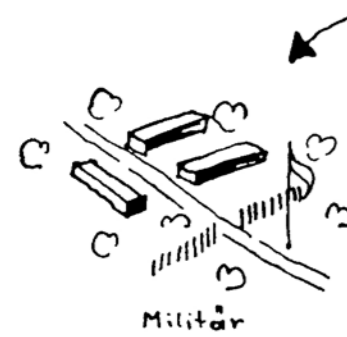


Der böse und

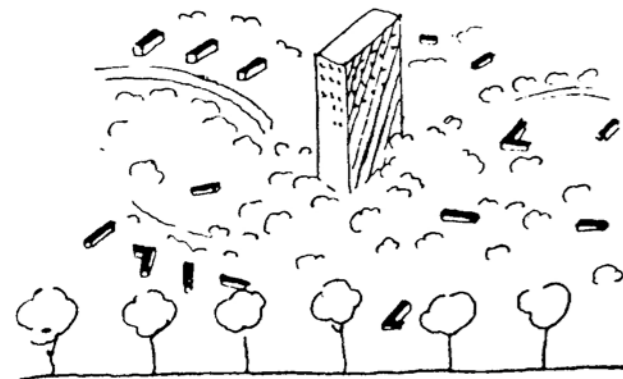
Was versäumt wurde
Umgestaltung der Städte,
Verlagerung und klare
Trennung alles dessen,
was die Stadt gefährdet
oder in ihr gefährdet ist



Fabrik



Militär



der gute Luftschutz



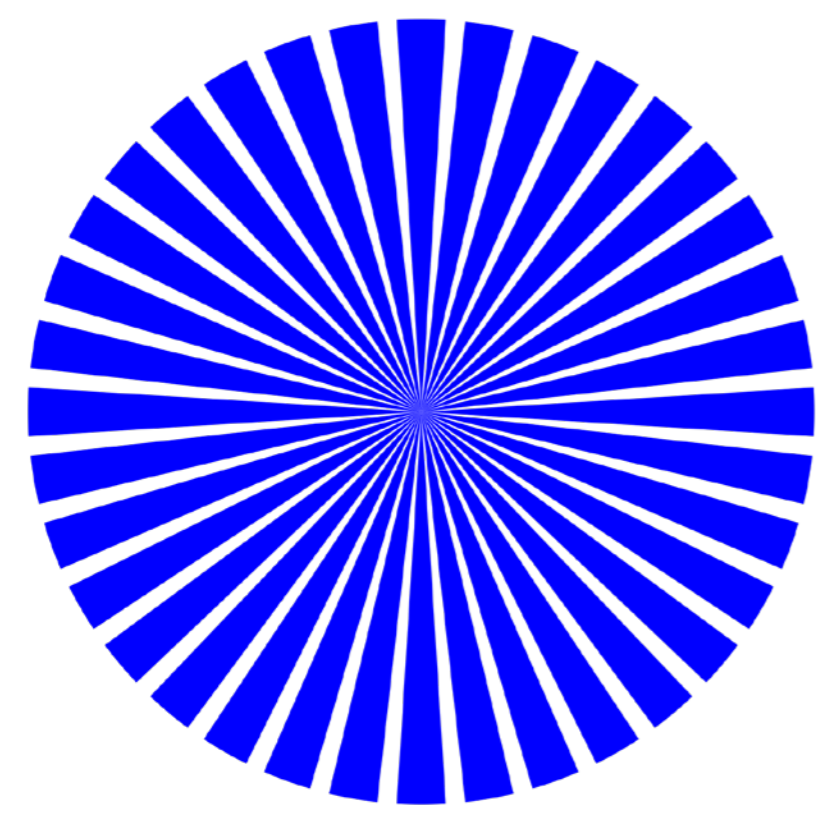
Frauen u. Kinder

aus: Bauwelt: 1950



Ordnung!

SOCIALTECTURE PRINCIPLES OF LIFE



1

WHOLE

*Life does not separate
Life connects everything.*



Verbindung !

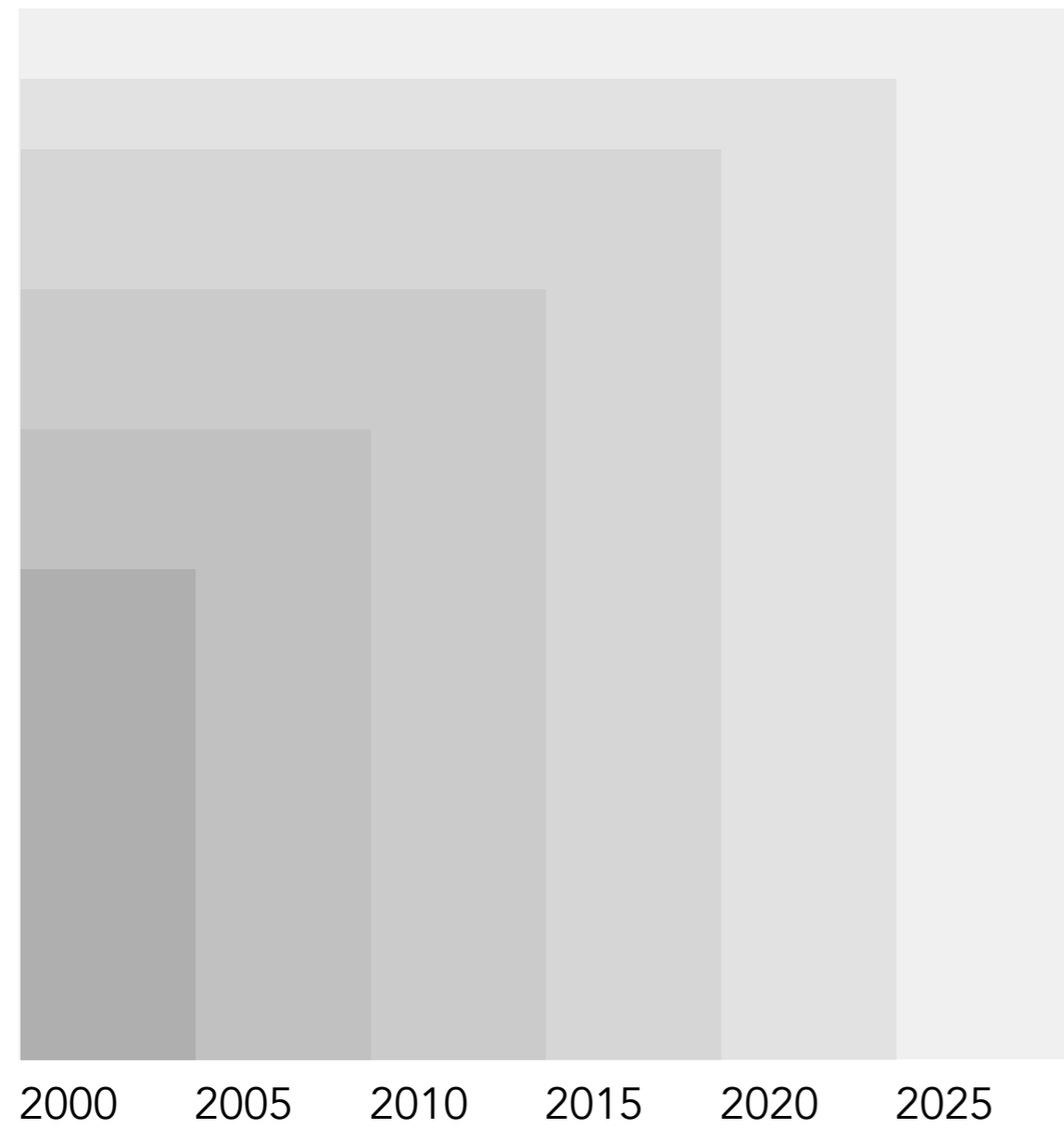
PILOTPROJEKTE

22
 Projekte für die
 Innenstadt

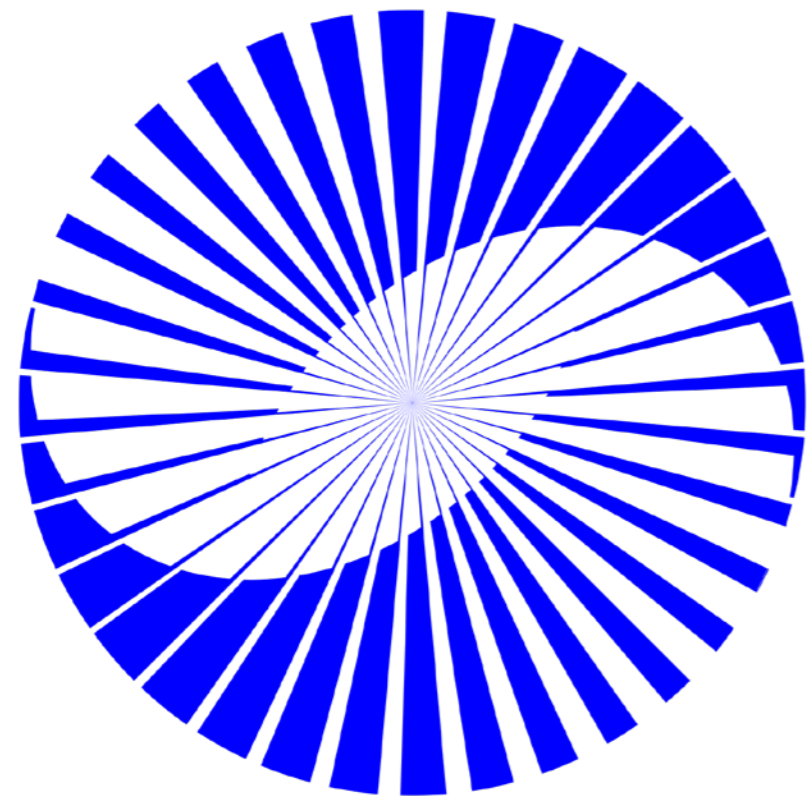


Verborgene Potentiale, Hamburg

Autogerechte Stadt



SOCIALTECTURE PRINCIPLES OF LIFE



2

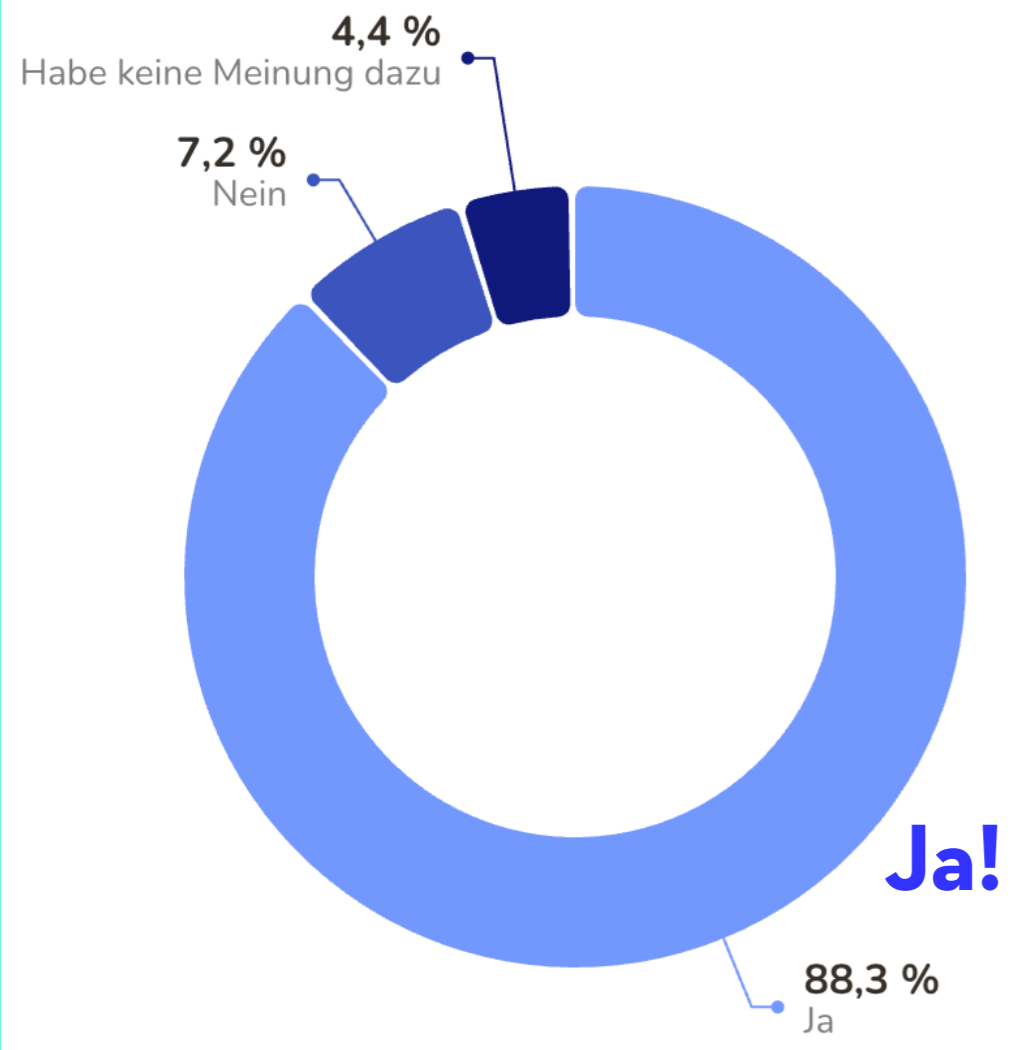
BALANCE

*Life does not seek dominance.
Life strives for balance.*



Menschen & Natur !

Autofrei?



Mehr Schatten!



Essbare Stadt!



Mehr Grün!

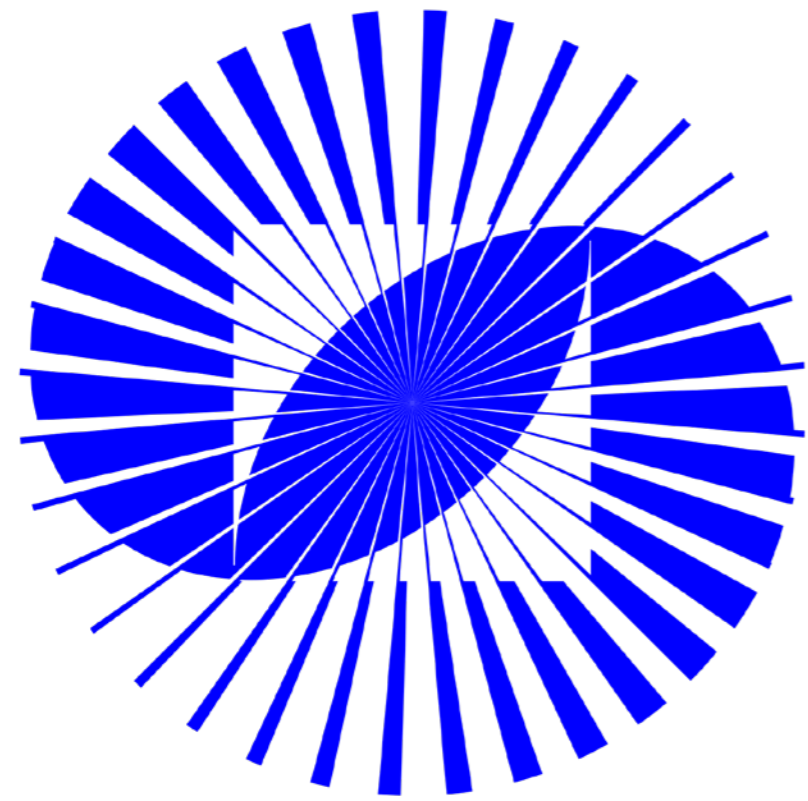
Hauptkanal, Papenburg

Globalisierte Stadt

Objekt !



SOCIALTECTURE PRINCIPLES OF LIFE

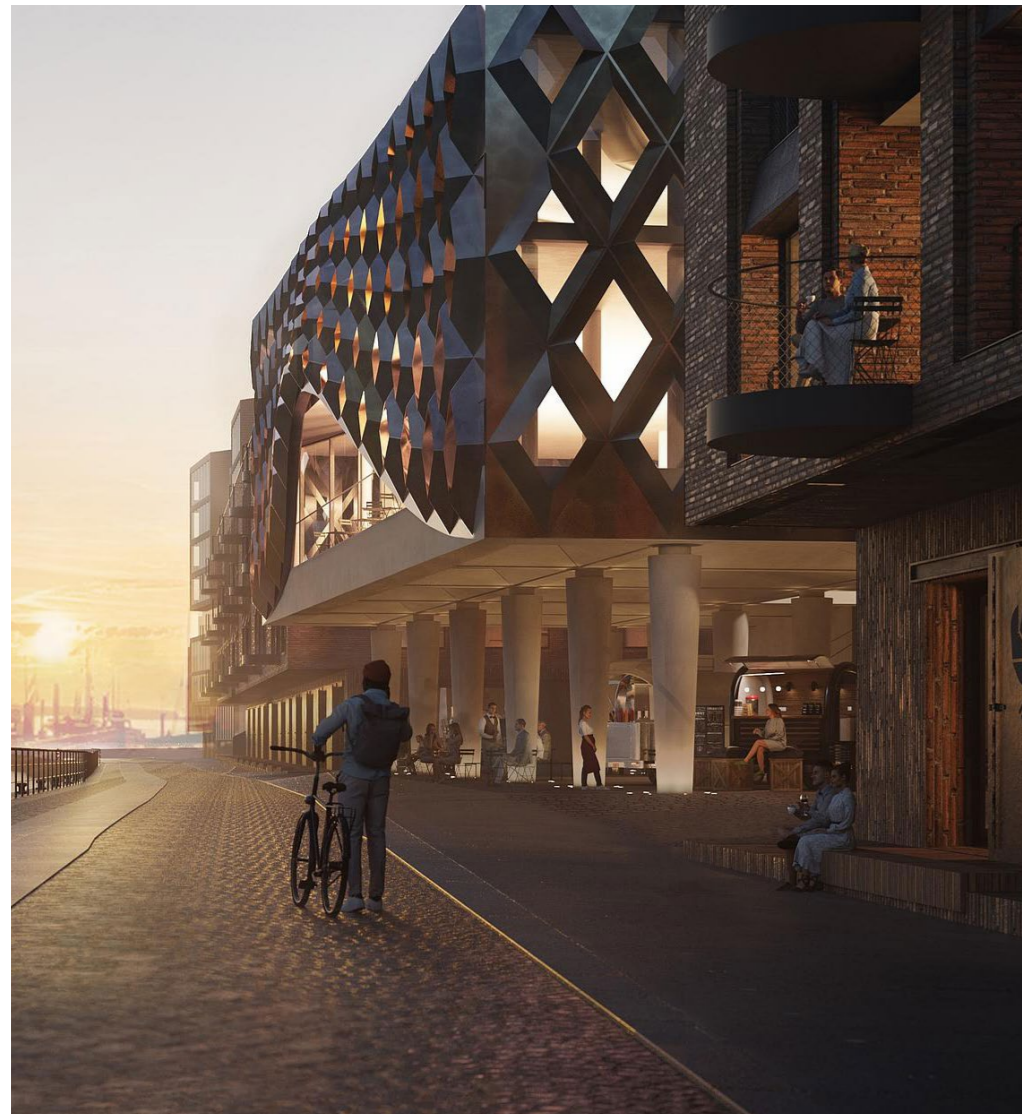
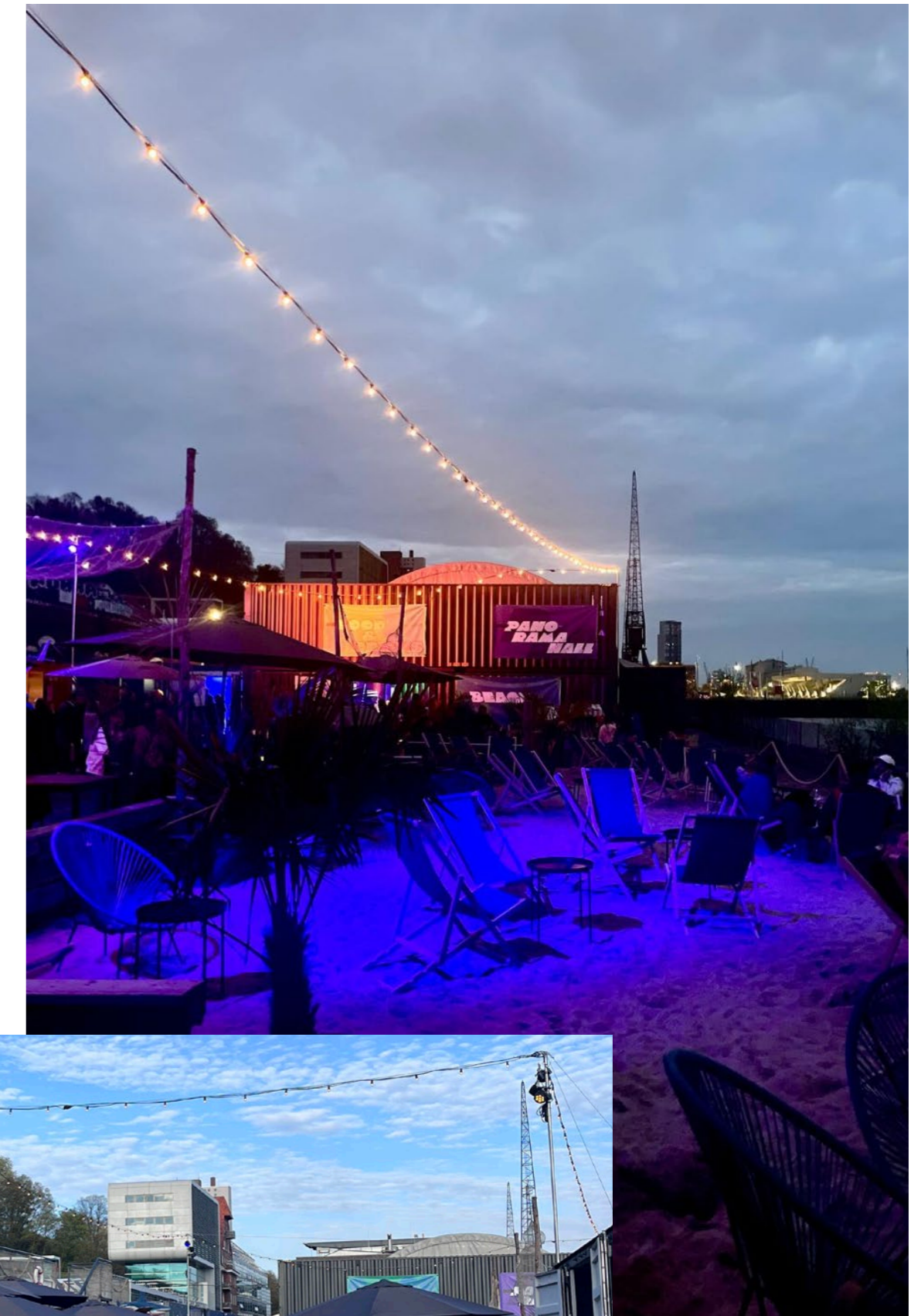
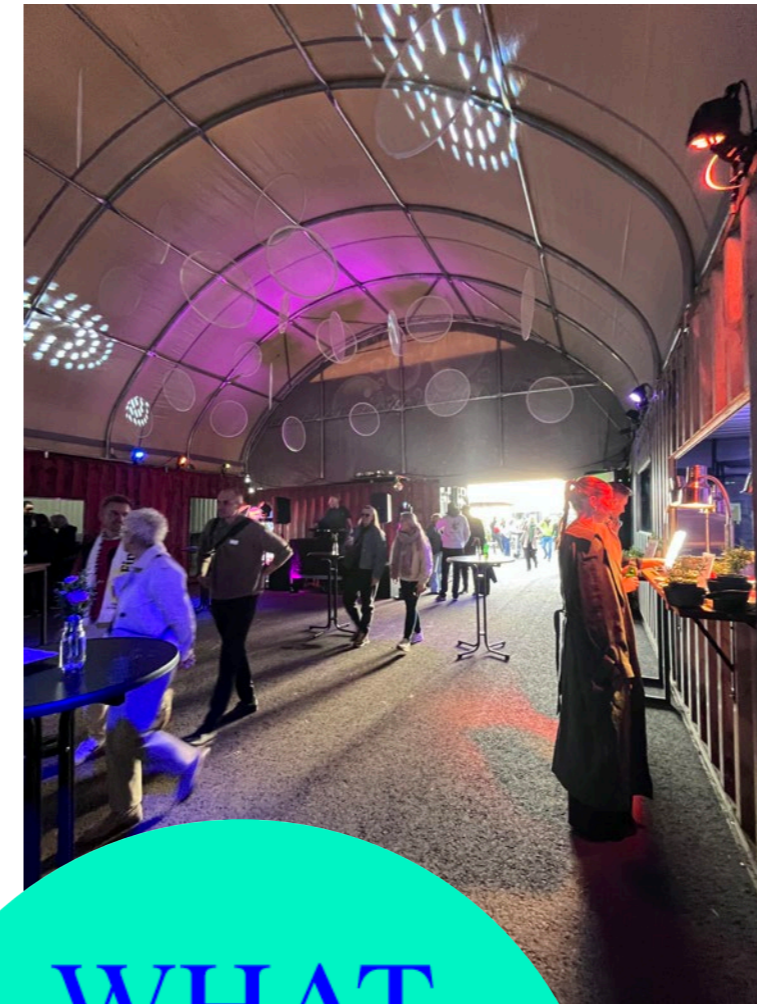


3

ORGANISM

*Life does not build objects.
Life constructs organisms.*



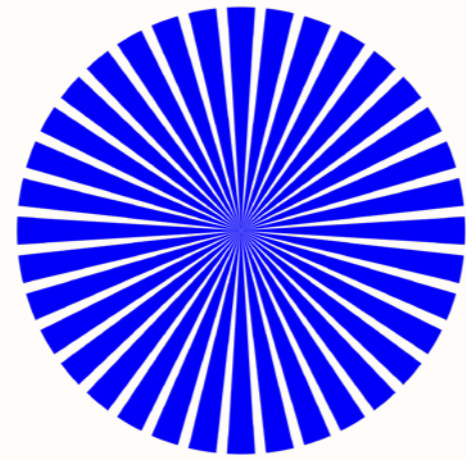


WHAT
WOULD
LIFE
DO?

socialtexture.net

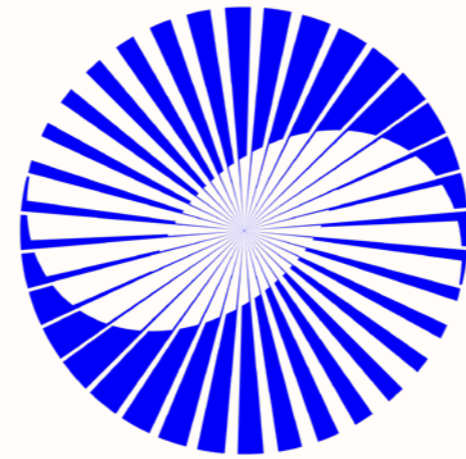


Platz am Fischereihafen, Hamburg



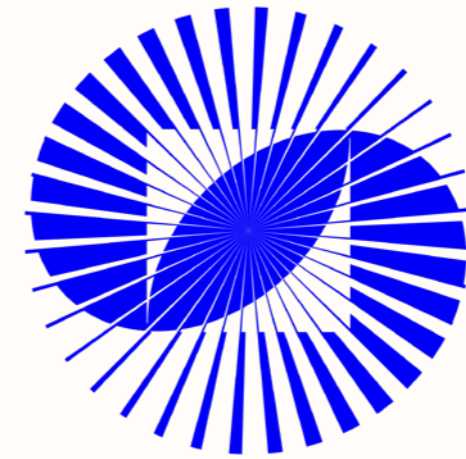
1
WHOLE

↑
SEPARATION



2
BALANCE

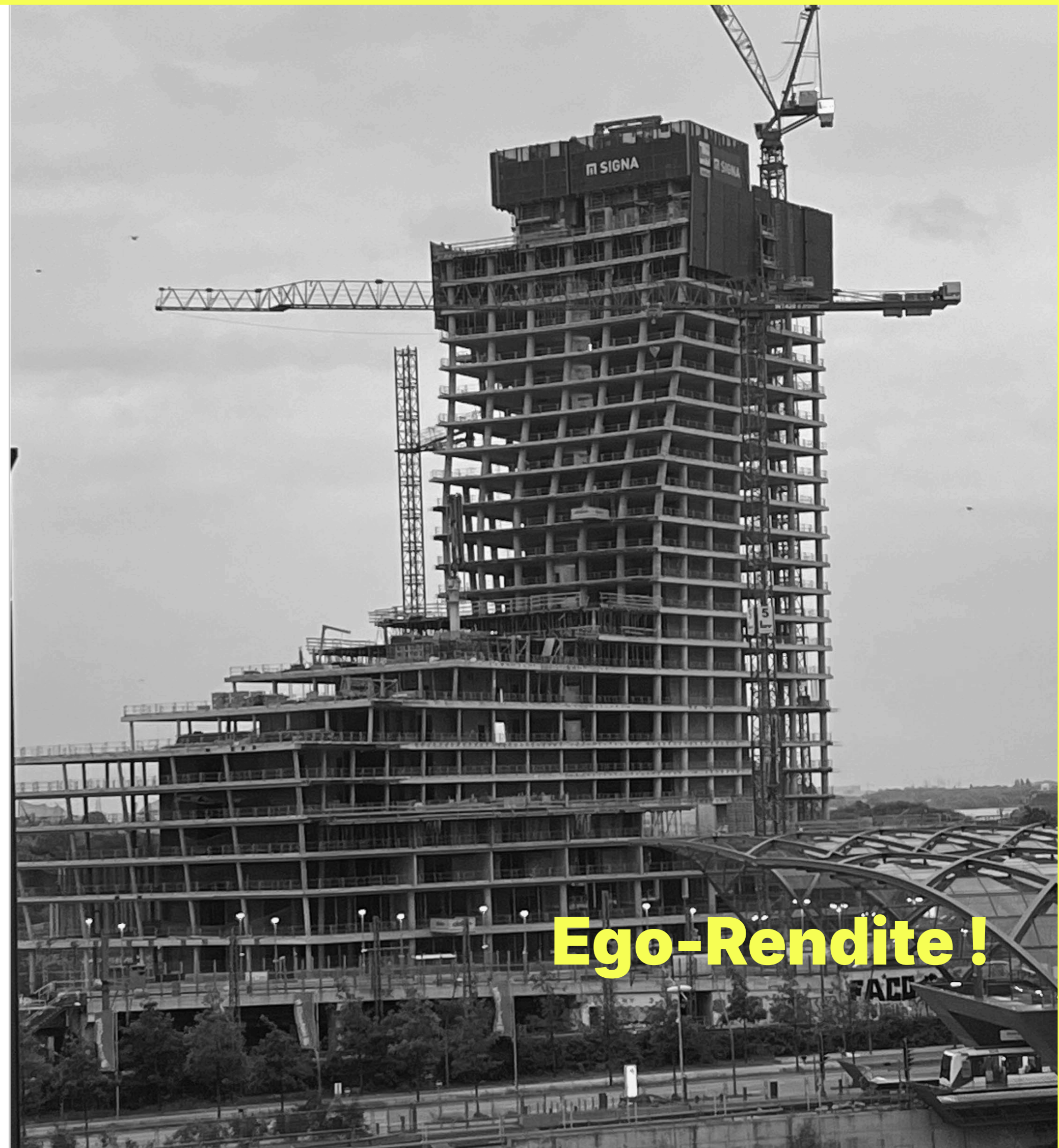
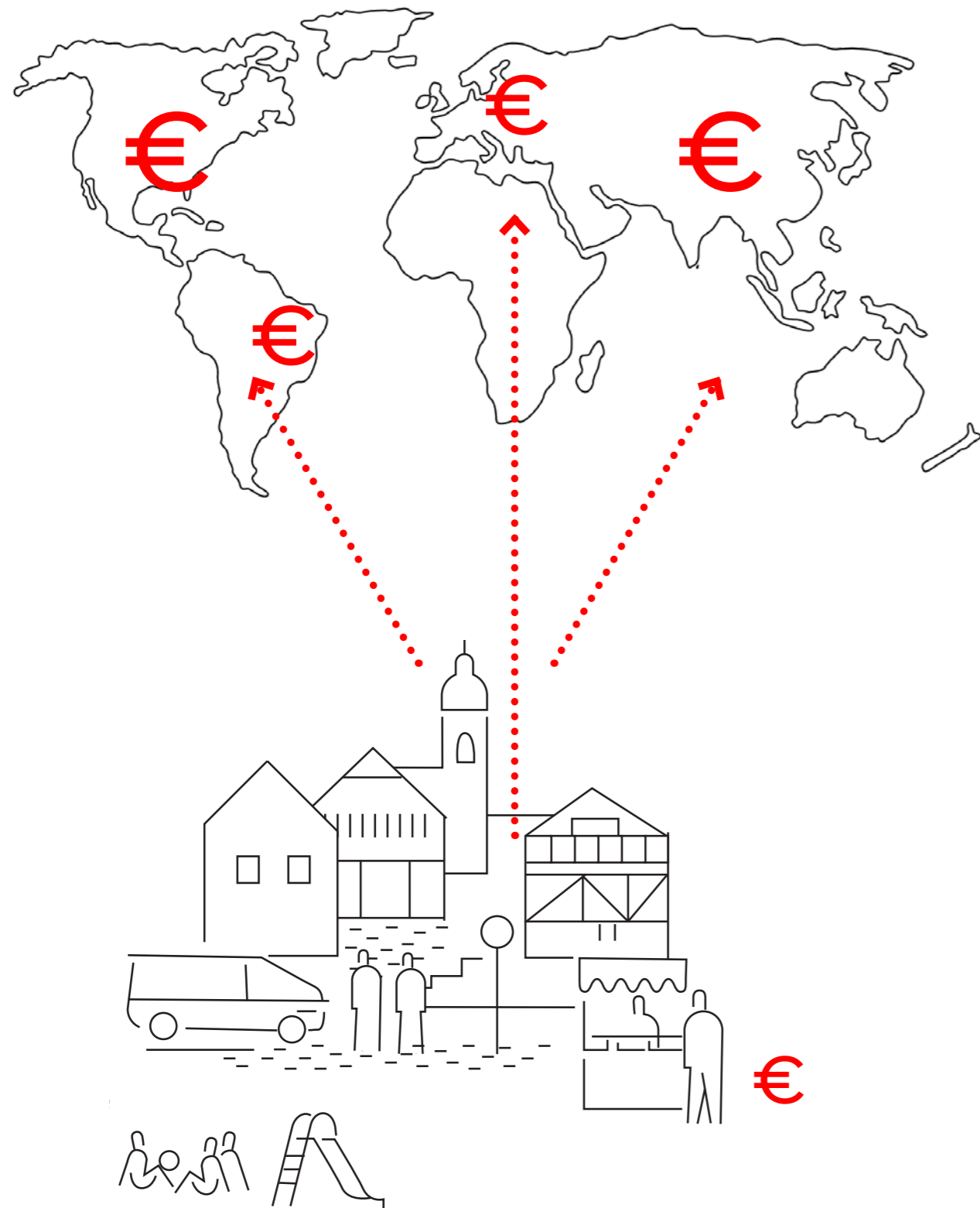
↑
DOMINANCE

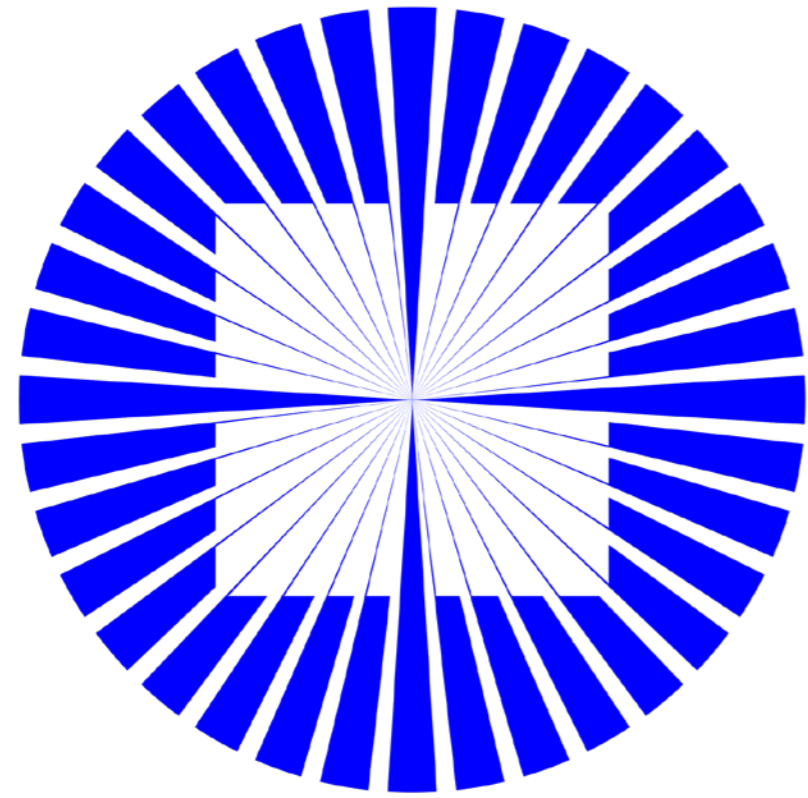


3
ORGANISM

↑
OBJECT

Profitable Stadt





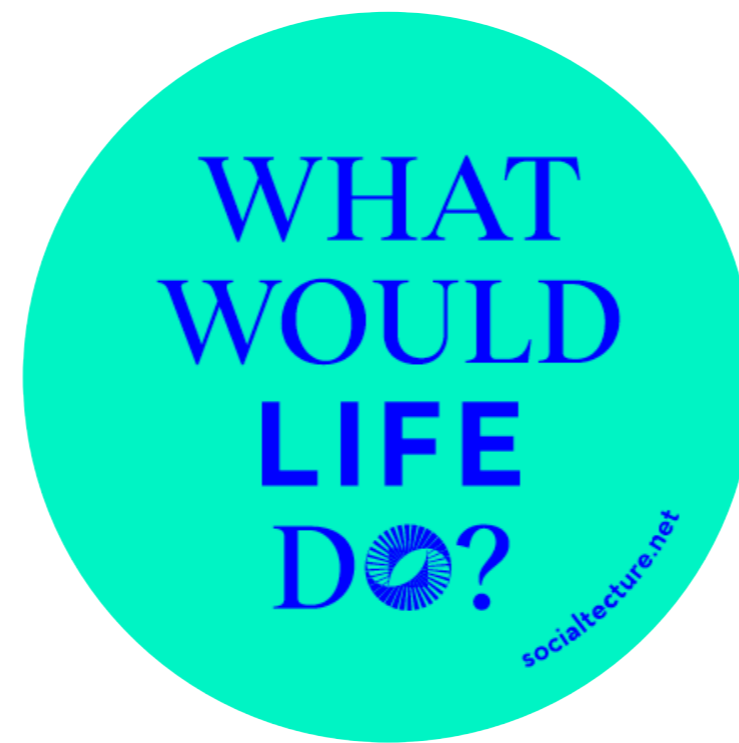
4

ECOSYSTEM

*Life does not prosper in egosystems.
Life develops ecosystems.*

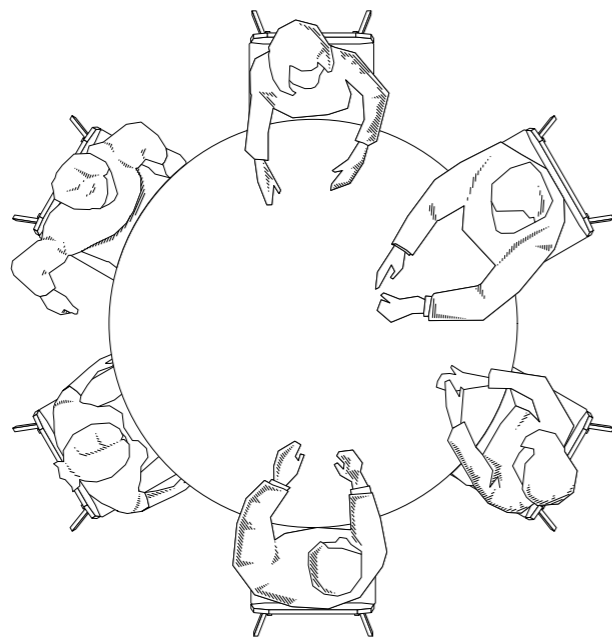
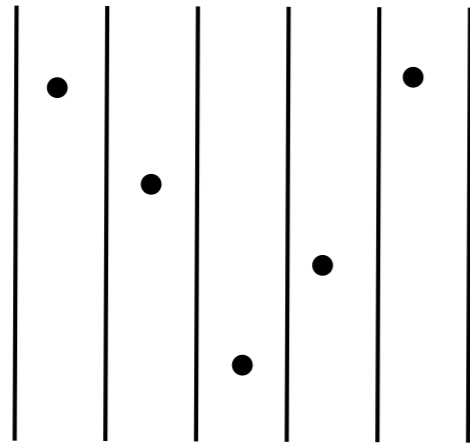
Gemeinwohl-Rendite !

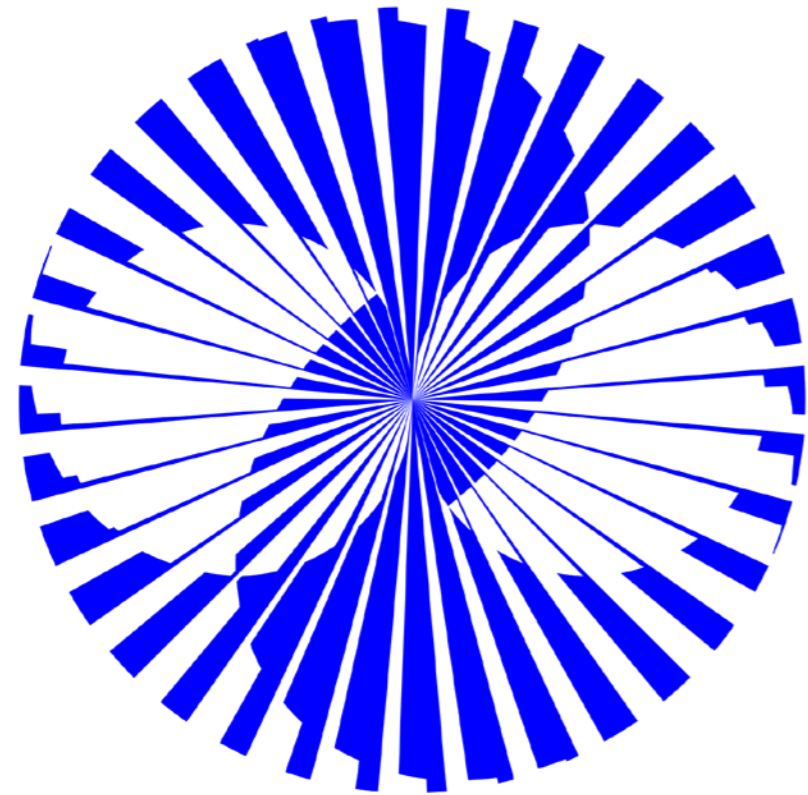




Gemeinwohntwicklung, Ruhrgebiet

Verwaltete Stadt





5

CO-CREATION

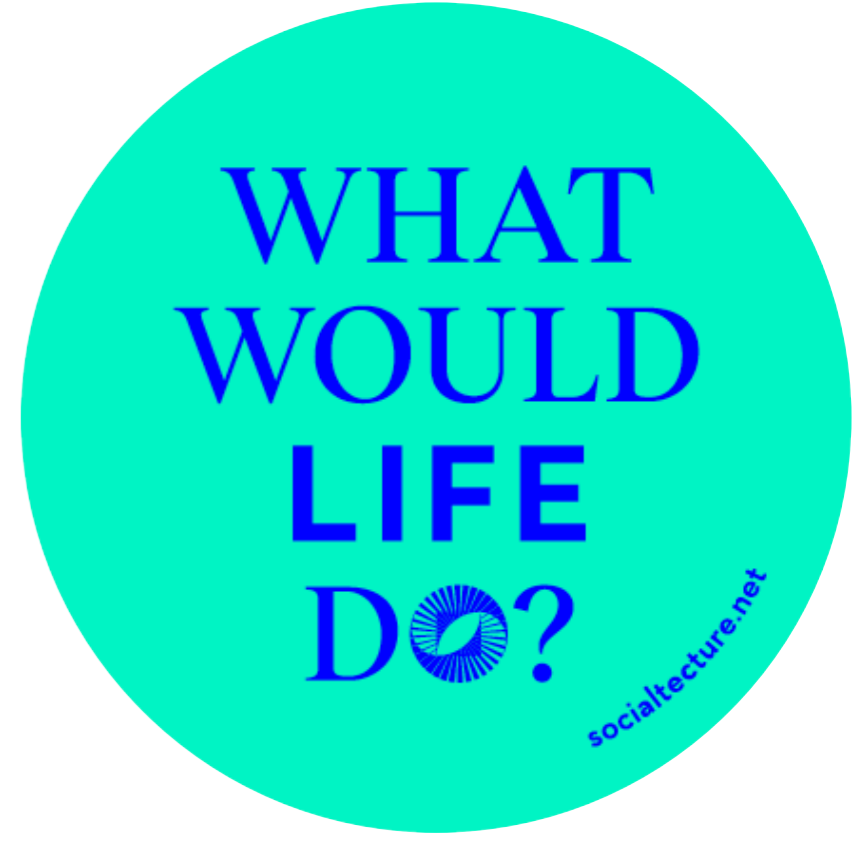
*Life is not just co-existence.
Life is about co-creation.*

Miteinander !



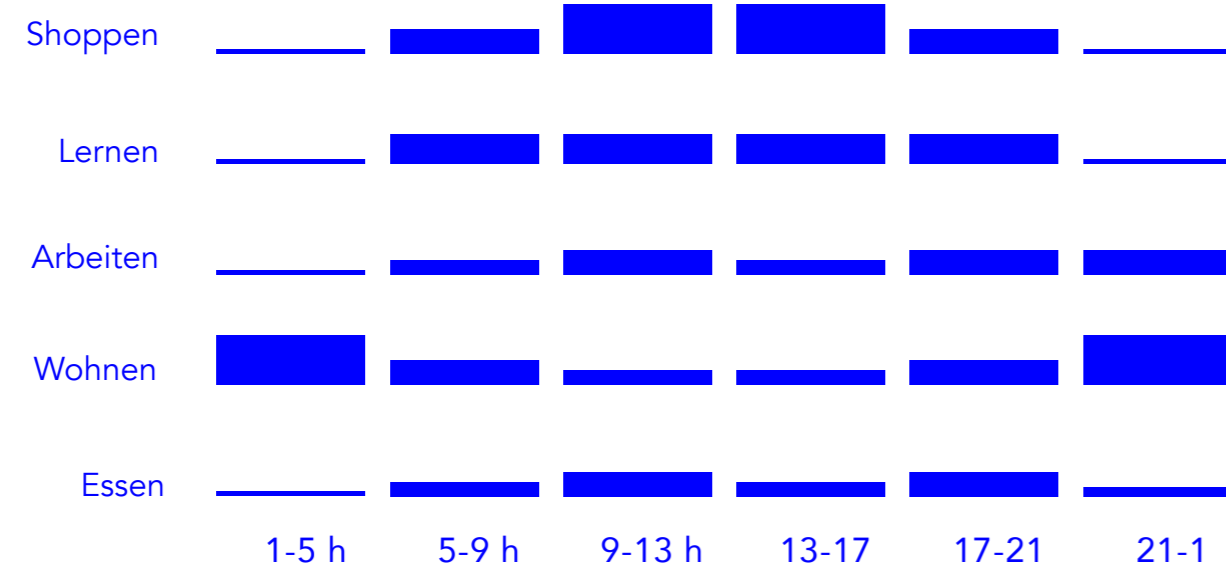
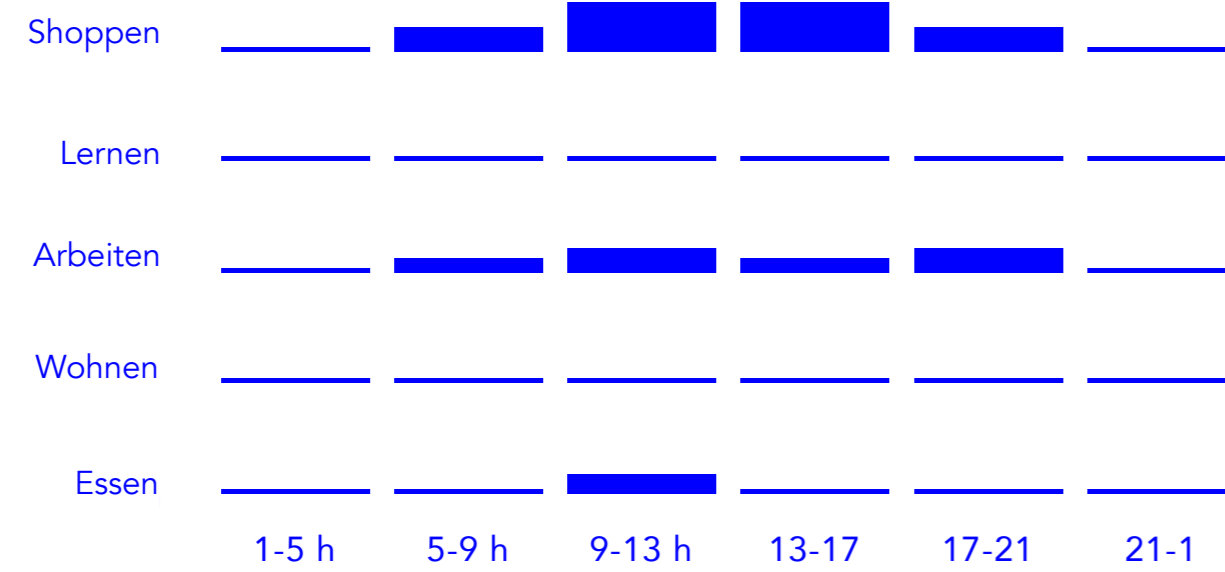


SCHNACK IN THE CITY



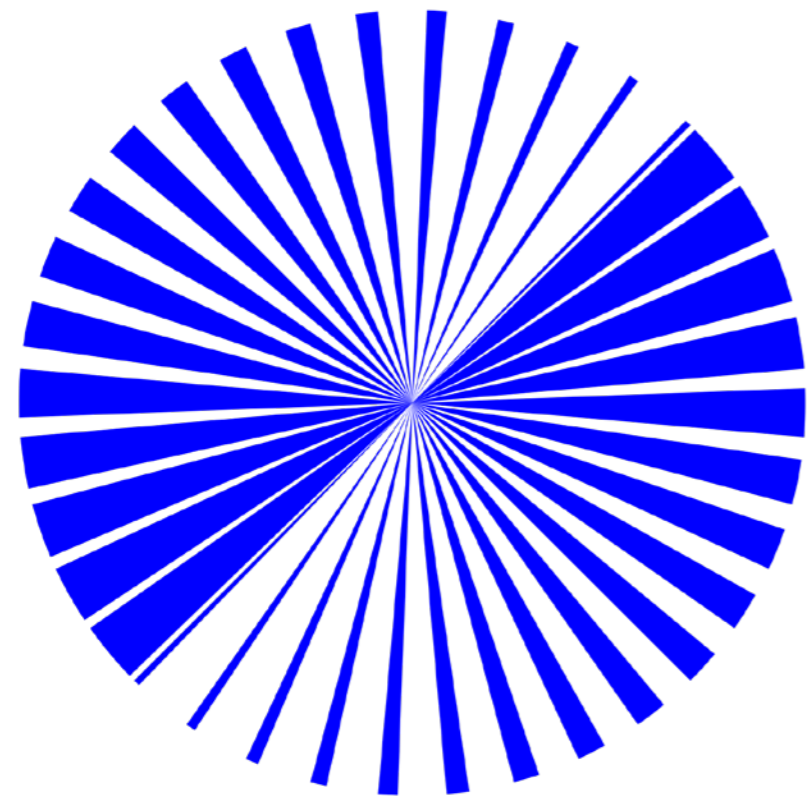
Schnack in the City, Papenburg

Eventisierte Stadt



Be-leben!

SOCIALTECTURE PRINCIPLES OF LIFE

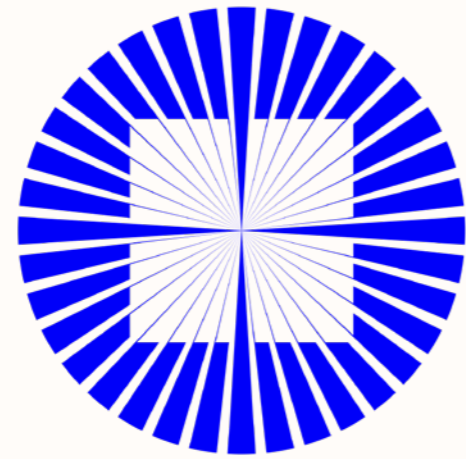


6
FLOW

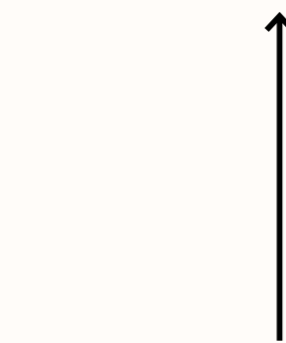
*Life does not impose schemes.
Life follows a flow.*



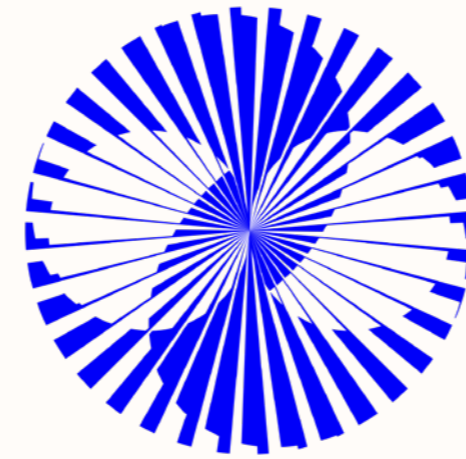
Leben!



4
ECOSYSTEM



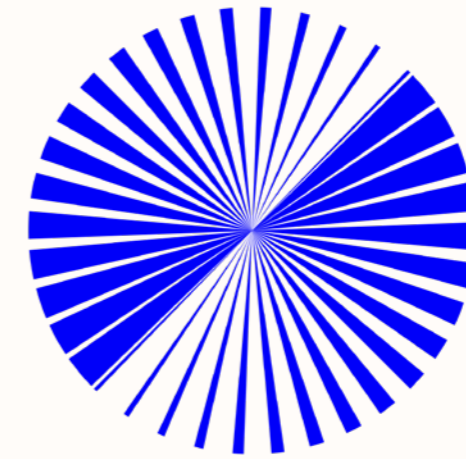
EGOSYSTEM



5
CO-CREATION



COEXISTENCE

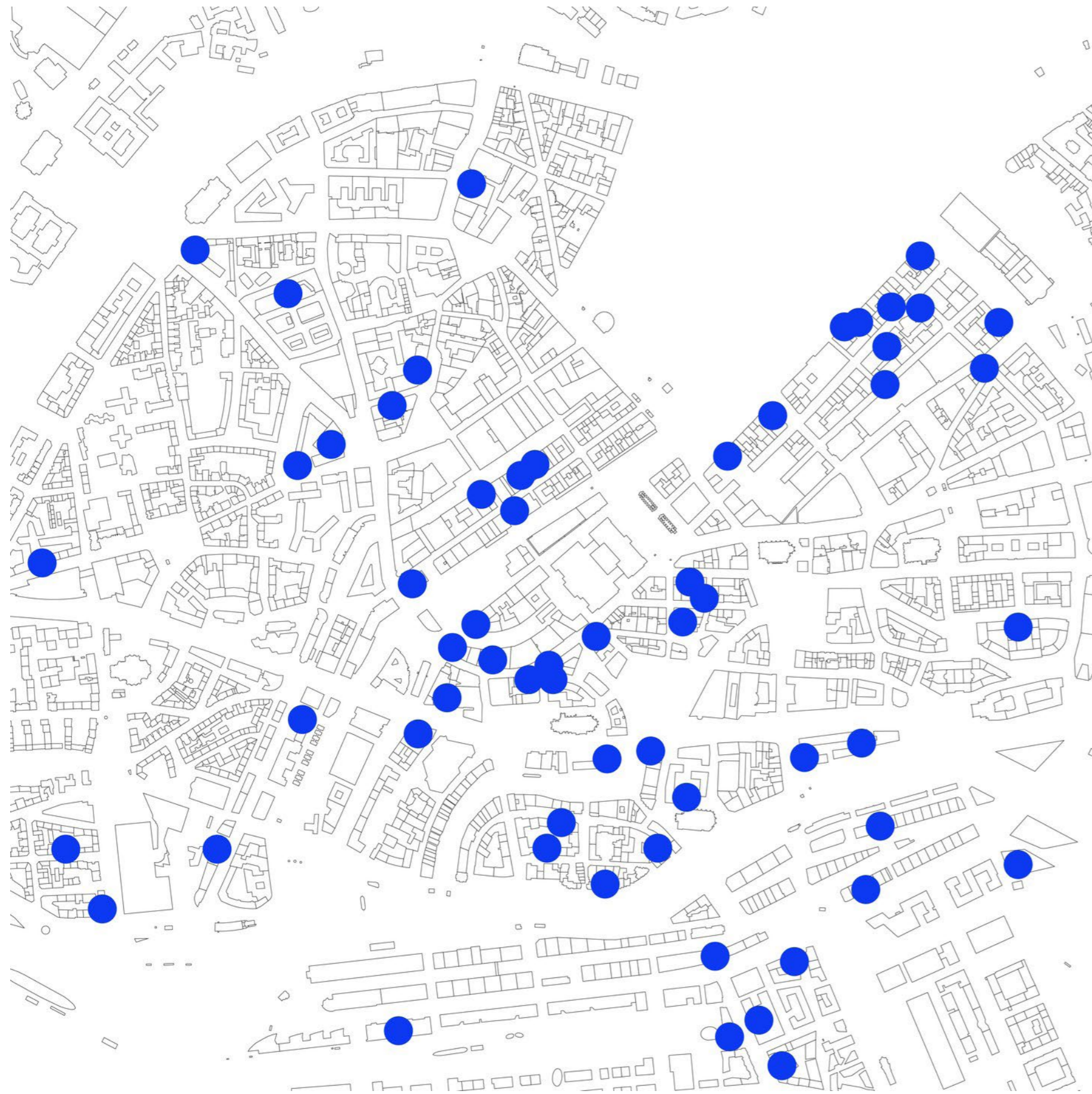


6
FLOW



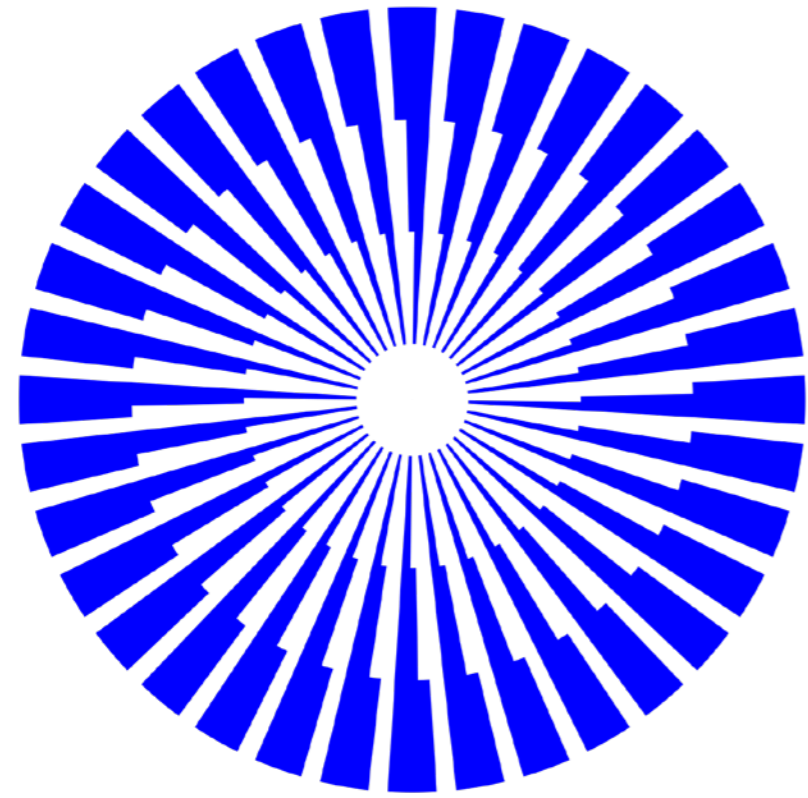
SCHEME

Wachsende Stadt



Quantität !

SOCIALTECTURE PRINCIPLES OF LIFE



7

EVOLUTION

*Life does not maximize in excess.
Life grows in evolution.*

Qualität !



**schonmal
im büro
gewohnt?**

vonwegenleer
x hcu hamburg

**schonmal
im büro
gewohnt?**

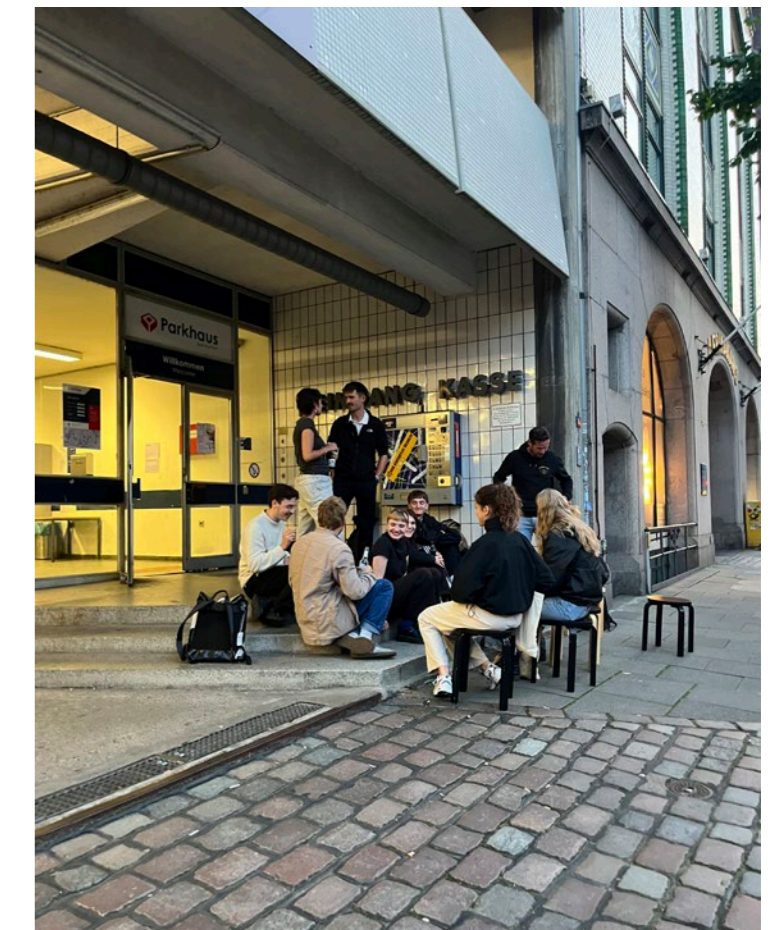
vonwegenleer
x hcu hamburg



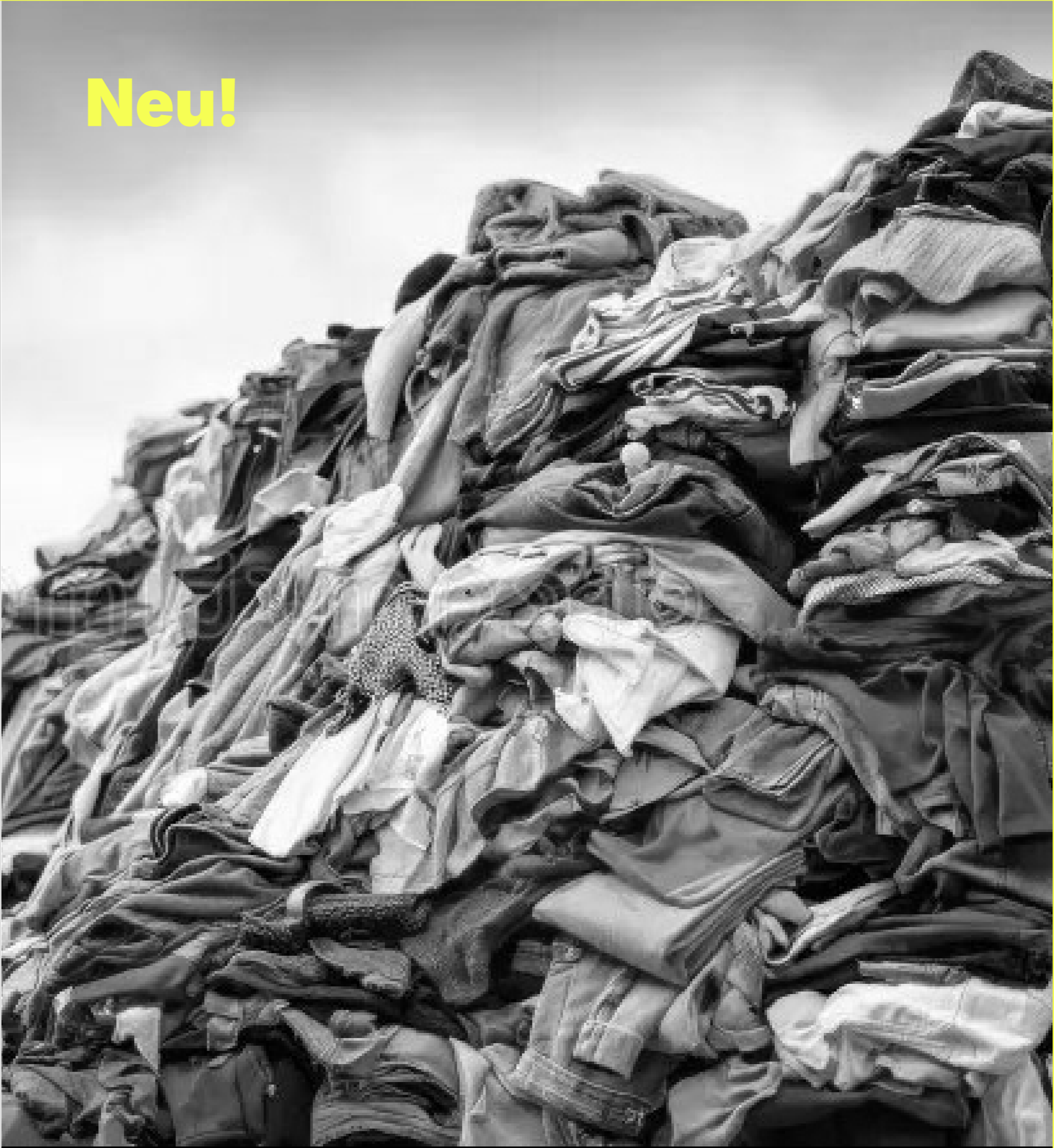
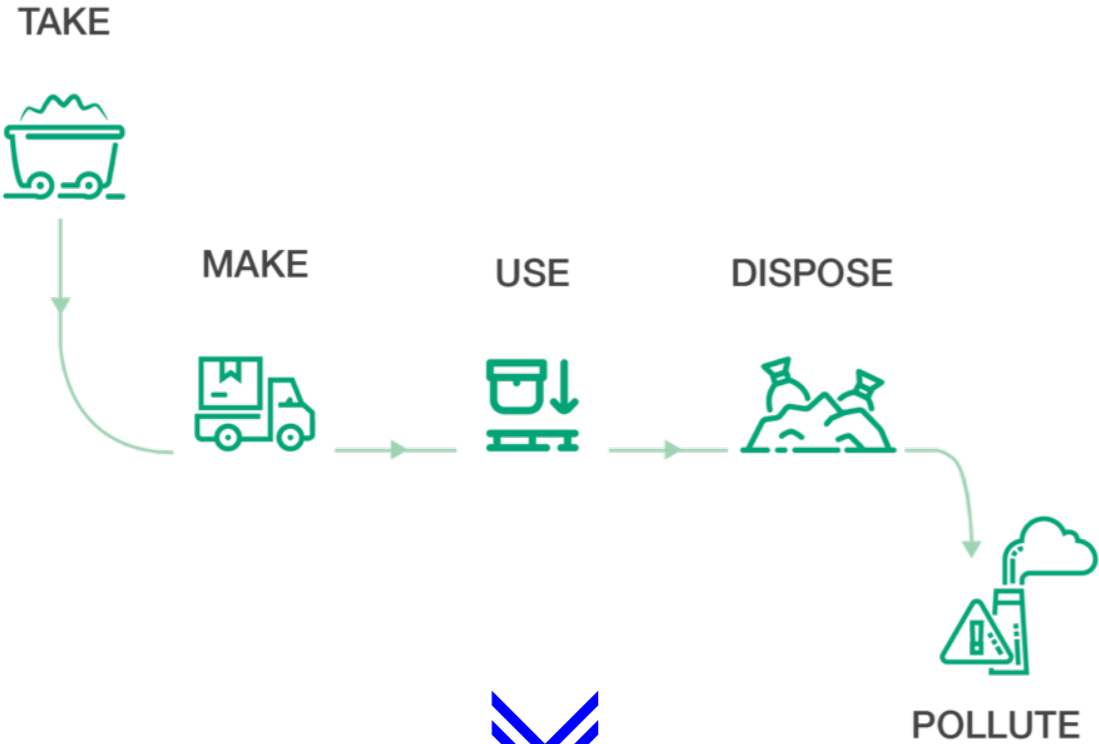
büroleerst
wie?

büroleerstand zu wohnraum.
wie? zwischennutzen.

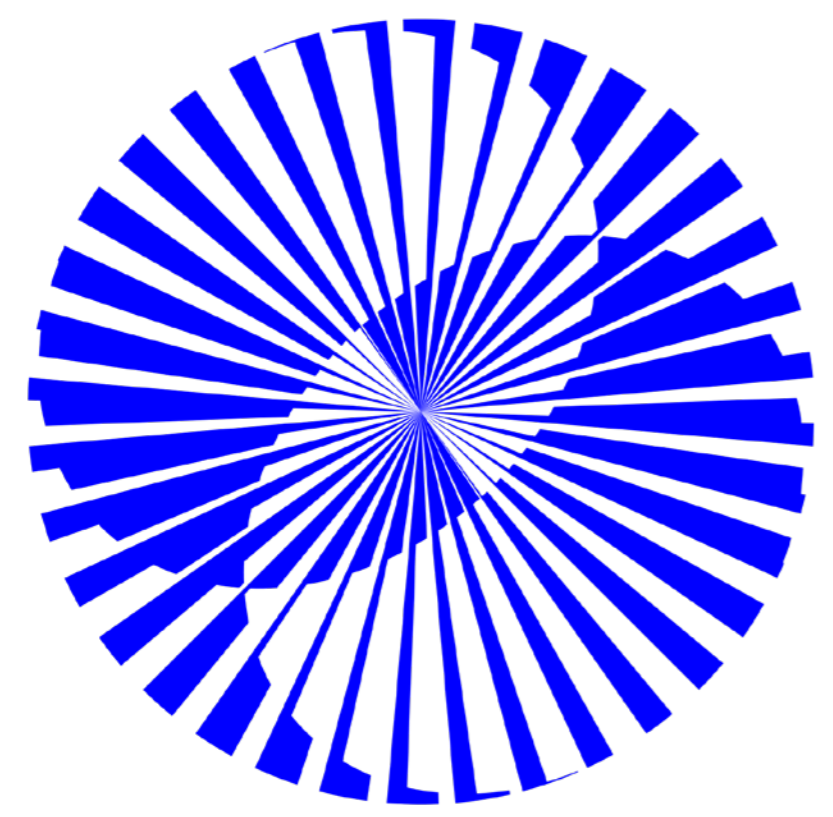
vonwegenleer, Hamburg



Konsumierende Stadt



SOCIALTECTURE PRINCIPLES OF LIFE



8

CIRCLE

*Life does not produce waste.
Life creates circles.*



Wieder neu !

ERSTER
WIESBADENER
STADT-
TEIL-
SCHRANK

SO FUNKTIONIERT'S
→ Nimm nur, was du gefällst
→ Gib weiter, was du selbst
noch tragen würdest

BITTE BEACHTEN
→ Nur saubere und
intakte Kleidung abgeben
→ Kleidung ordentlich
aufhängen oder legen
→ Rücksichtsvoll stehen
→ nichts herumwerfen

BITTE NICHT ABGEBEN
→ Unterwäsche → Socken → Bettwäsche

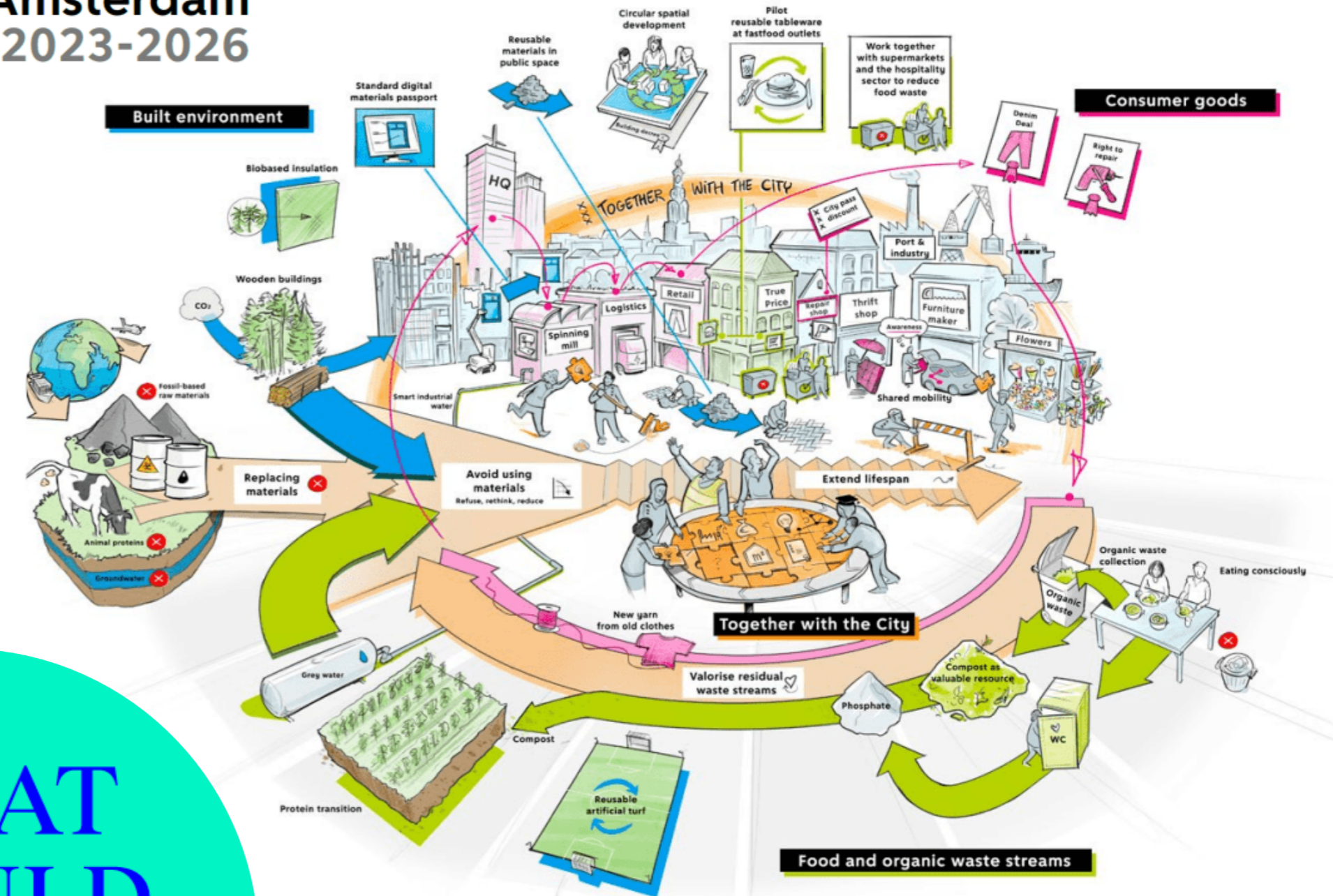
Stromer Schrank für von Reserve
Bekleidung für ein Semester geeignet.

DREH
DEIN
DING



Retuna, Stockholm

Amsterdam 2023-2026



WHAT
WOULD
LIFE
DO?

socialtexture.net

Kreative Stadt

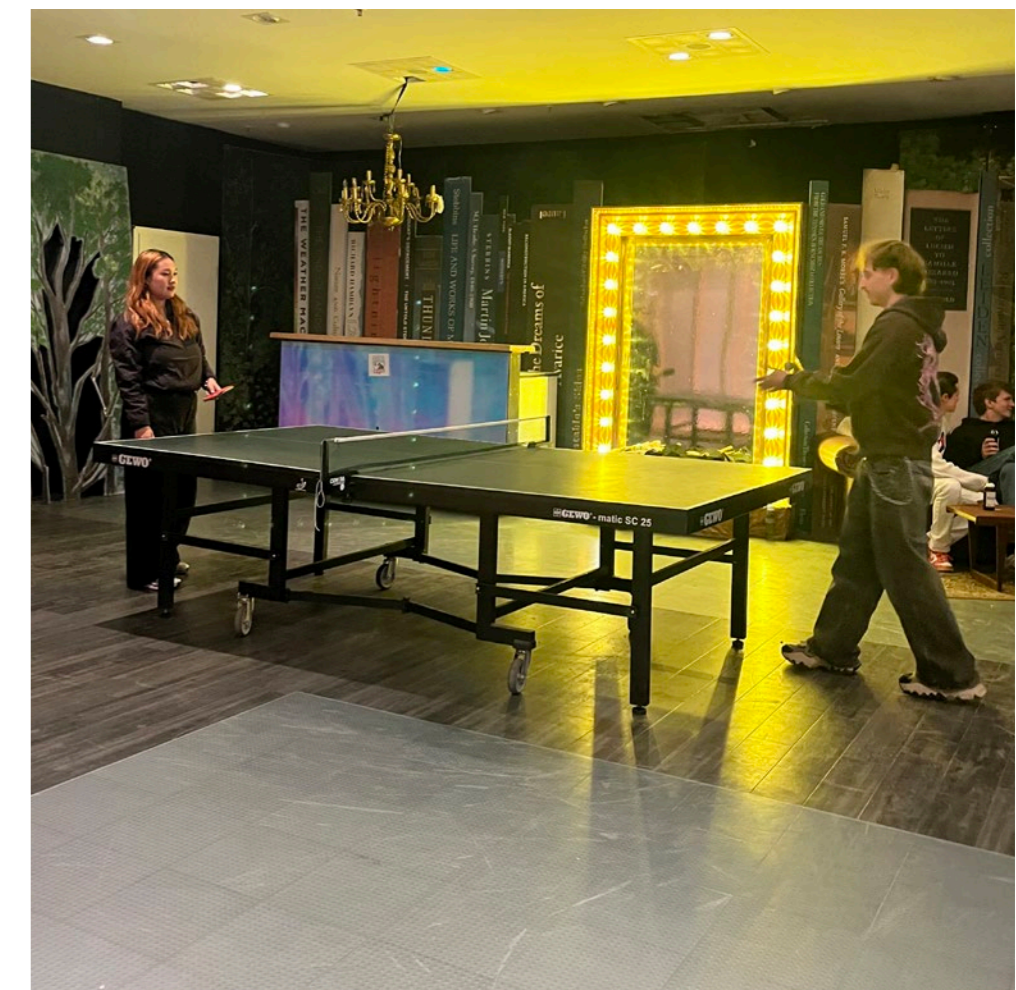


Copy - Paste!

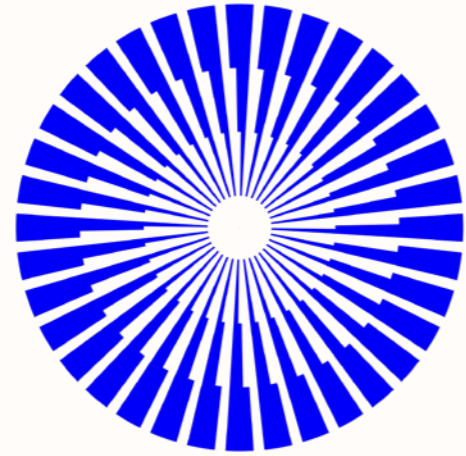


WHAT
WOULD
LIFE
DO?

socialecture.net

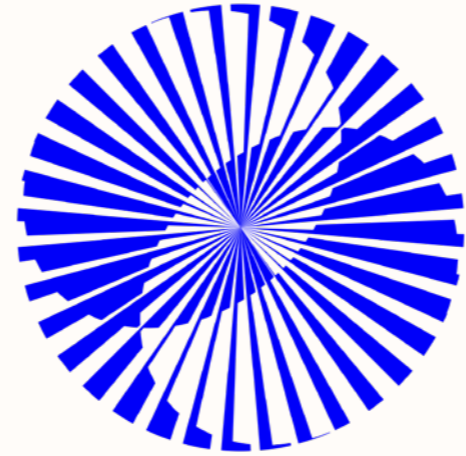


Jupiter, Hamburg



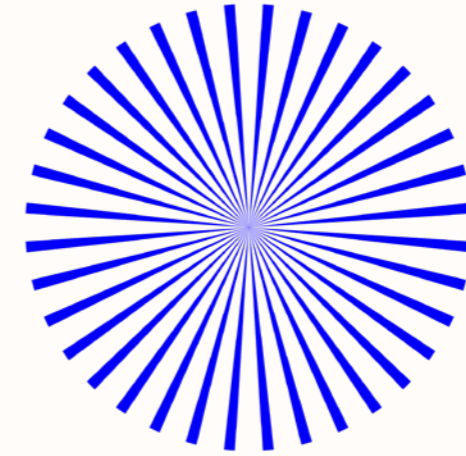
7
EVOLUTION

↑
EXCESS



8
CIRCLE

↑
WASTE



9
POLY CULTURE

↑
MONOCULTURE

Socialteature schafft strukturell andere, neue, lebensdienliche:

Thinking
Designing
Acting

NARRATIVE - wie wir kommunizieren

STRUKTUREN - was wir priorisieren, ermöglichen, fördern

ÄSTHETIK - wie wir gestalten

ÖKONOMIE - wie wir miteinander wirtschaften

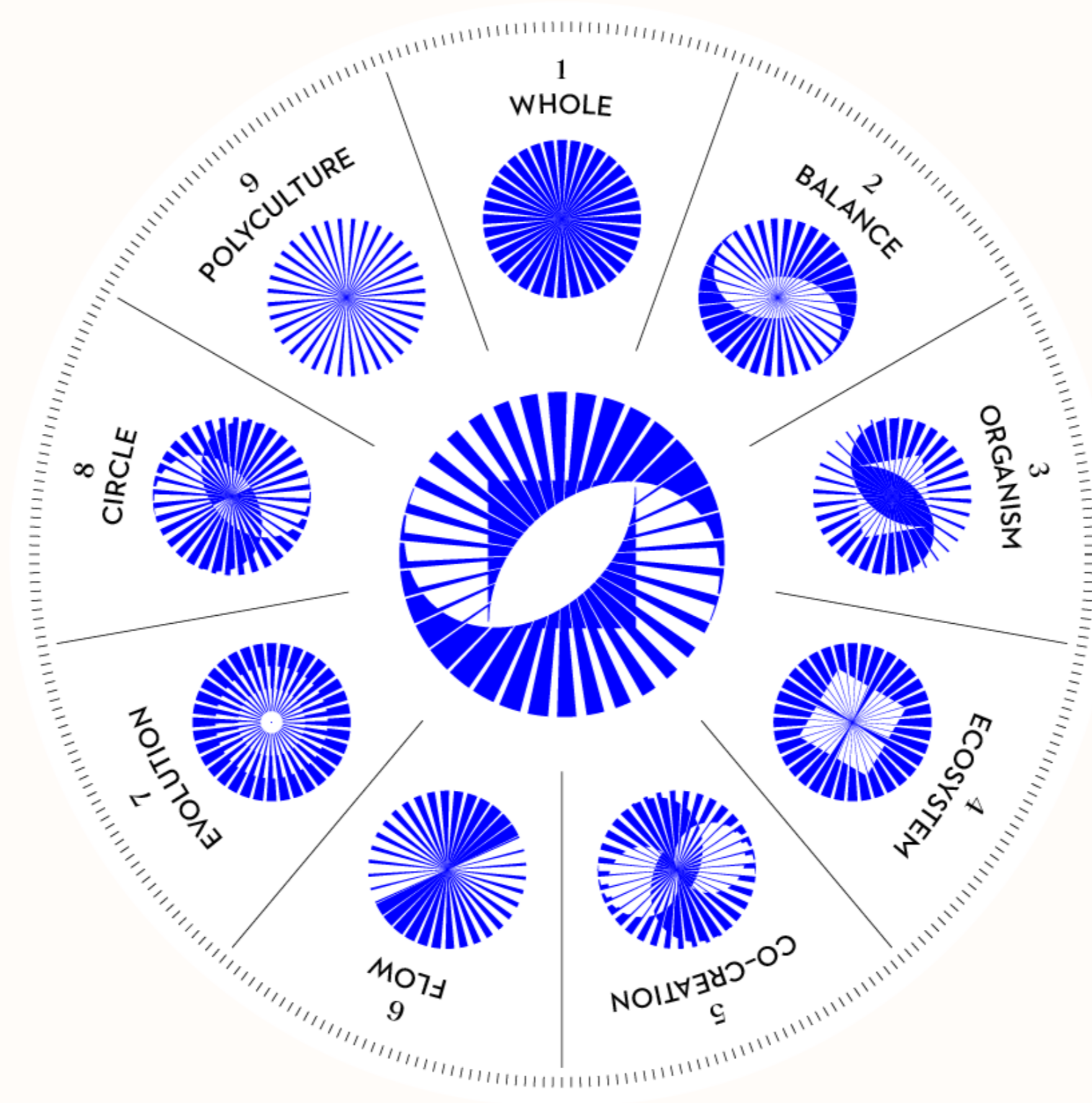
ORGANISATION - wie wir miteinander arbeiten

KULTUR - wie unseren Alltag miteinander leben

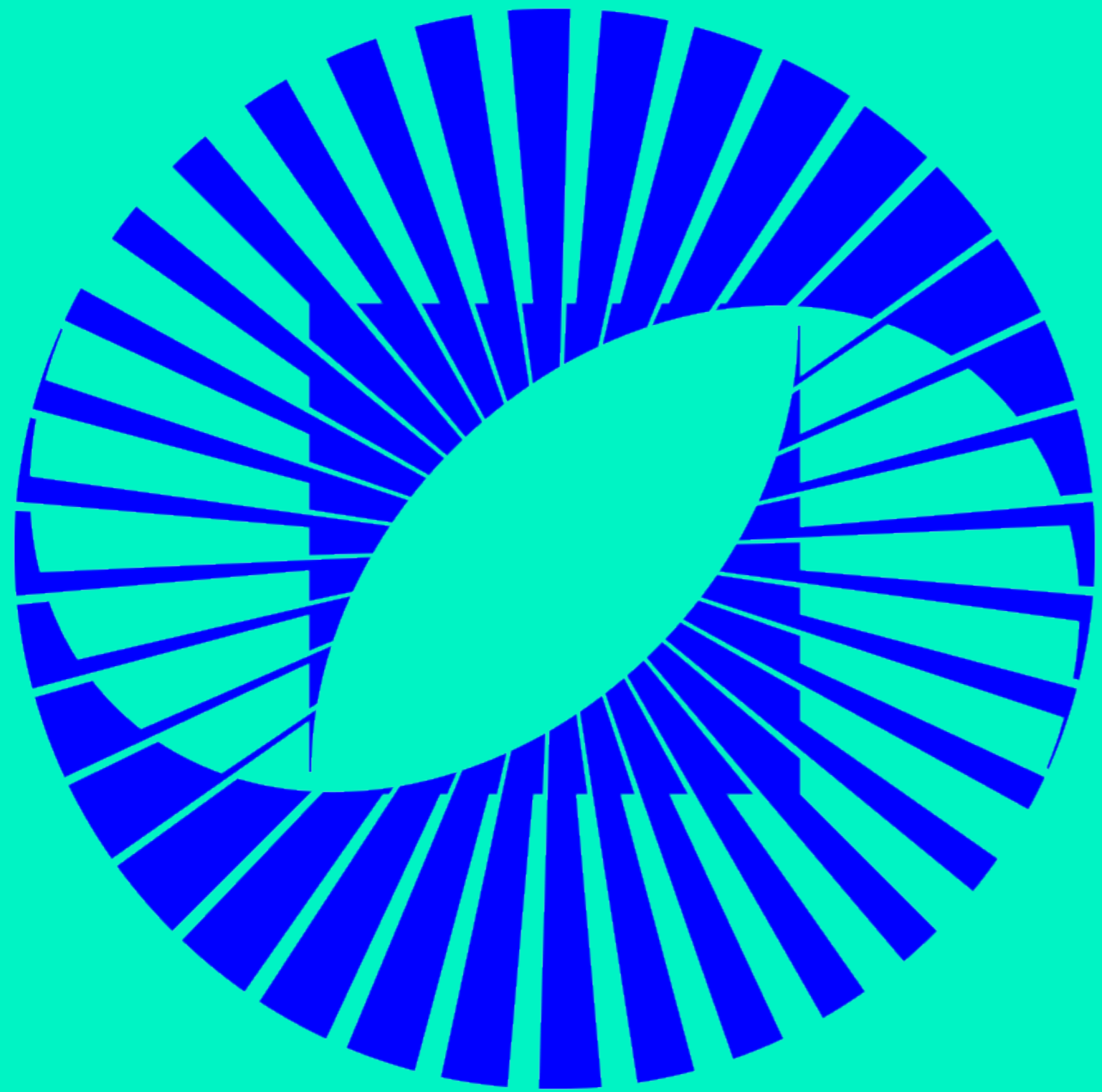
PROZESSE - wie wir Dinge umsetzen

ARCHITEKTUR - wie wir mit Ressourcen umgehen

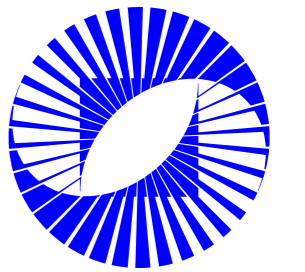
LÖSUNGEN - wie wir vielfältige Stadträume schaffen



THE 9 SOCIALTEATURE PRINCIPLES OF LIFE



For Life.
From Life.
With Life.



WHAT
WOULD
LIFE
DO?

